



Ulster University

Sustainable Travel Plan

2025 to 2030





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Foreword from Ulster University

At Ulster University, we are clear about our civic responsibility to make a positive impact on the environment and the communities around us.

At Ulster University (UU), we are clear about our civic responsibility to make a positive impact on the environment and the communities around us. Central to this is our commitment to minimising the environmental footprint of our business activity while enhancing health and wellbeing across the University. This sustainable travel plan for all our campuses is designed to reduce the environmental impact of University travel and also to integrate physical activity into daily routines and alleviate commuting stress through active travel, public transport use and car sharing initiatives. The plan, which has been shaped through consultation with internal and external stakeholders, is aligned with our University Strategy: People, Place and Partnership. The primary goal is to achieve a significant shift in our modes of travel, towards the use of public transport, walking, cycling and car sharing, and away from single occupancy car use.

I am confident that this change will lead to an improved environment on and around our campuses, as well as contributing to less stressful, more productive journeys for our staff and students. As a keen public transport user and cyclist, I very much welcome the ambitious targets outlined in this Travel Plan and support the challenging measures set out to achieve them. I also welcome a regular review of the plan to ensure that it delivers effective and positive change. I am pleased to endorse the UU Sustainable Travel Plan and encourage all members of our university community to actively engage with and support its delivery.

Michael Fitzpatrick
Director of Estates

Executive Summary

Ulster University's Sustainable Travel Plan 2025–2030 outlines a unified strategy to promote sustainable travel across our four campuses. It replaces previous site-specific plans and sets ambitious, measurable targets to reduce single occupancy car use while increasing walking, wheeling, cycling, public transport, and car sharing. Developed through stakeholder consultation, the plan aligns with the University's strategic commitments of enhancing well-being, reducing carbon emissions, and improving campus accessibility.

Key objectives include reducing carbon emissions, promoting active travel and public transport, supporting hybrid working, and encouraging sustainable business travel.

Tailored measures are proposed for each campus, reflecting local challenges and opportunities. The plan also introduces campus-specific targets for modal shift by 2030, aiming for a 7–10% reduction in single occupancy car use.

Monitoring will be conducted via biennial travel and parking surveys, with oversight from the Travel & Transport Board. External partnerships with Translink, DfI, Councils and local organisations will support delivery. Financial resources are committed to sustaining initiatives such as promotional campaigns and infrastructure improvements.

This document will evolve to reflect changing travel behaviours and ensure Ulster University remains a leader in sustainable campus mobility.

Introduction

This Travel Plan sets out measures that Ulster University will take to fully engage students, staff and visitors to achieve the following objectives:

Our Vision is: "Supporting sustainable travel for our staff, students, and visitors."

- Increasing active travel (walking and cycling)
- Increasing travel by public transport
- Increasing car sharing
- Reducing single occupancy car travel

It is the first time a single Travel Plan has been developed for the whole University and replaces three documents:

- Greater Belfast Travel Plan (2012)
- North West Campuses Travel Plan (2019)
- Belfast Campus Migration Strategy and Implementation Plan (2021)

This document will be monitored, reviewed and updated as necessary by the Travel & Transport Board. Within this group, responsible persons will ensure that the Travel Plan continues to address the relevant issues so that the vision, objectives and targets of the Travel Plan remain realistic and deliverable by 2030.



Campus Overview

Ulster University plays a special role in the cultural, societal and economic advancement of Northern Ireland.

The University is deeply embedded in local communities, whilst making a sustained impact on the global stage. It is a unitary institution with four distinct campuses across Northern Ireland: Belfast, Coleraine and Derry~Londonderry, as well as Jordanstown Sports Village.

Staff and students are not spread equally throughout the University and their distribution is shown in Table 1. This will change as the Derry~Londonderry (DLD) Campus expands to hold 10,000 students by 2032. It is therefore important to recognise both the unique challenges and opportunities for each site.

Through targeted and appropriate measures, the University can increase the likelihood of achieving its objectives while mitigating negative impacts on neighbouring communities, including traffic congestion, air pollution and inconsiderate parking.

University Population data is based on the 2024/25 Academic Year.

Table 1 - University Population Distribution

	Students	Staff	Total
Belfast	17,205 59%	1,481 5%	18,686 64%
Coleraine	3,550 12%	843 3%	4,393 15%
DLD	5,470 19%	659 2%	6,129 21%
Jordanstown	20 0.1%	74 0.3%	94 0.3%
Totals	26,245 90%	3,057 10%	29,302 100%

Derry-Londonderry (DLD)

The Derry~Londonderry (DLD) campus is currently undergoing a transformative expansion under the Northern Ireland Programme for Government.

The Foyle Bus Station is located less than one mile from the campus, and the city is served by an hourly train service. The campus provides car parking and benefits from cycle hub facilities and a nearby greenway network.

Coleraine

The campus is located near the scenic North Coast and Giant's Causeway World Heritage Site, on the outskirts of Coleraine. It is directly served by the Portrush rail line as well as local bus services. The campus offers extensive car parking and provides cycle hub facilities to support active travel.

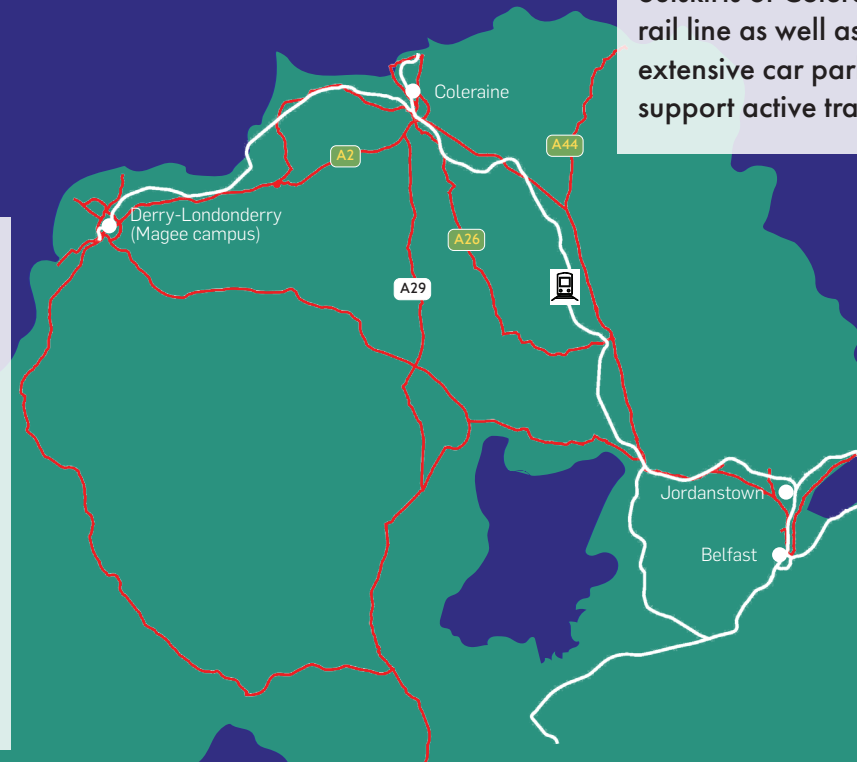
Jordanstown

Located seven miles north of Belfast and the smallest campus, Jordanstown Sports Village is a vital resource for Ulster University, providing a hub for sporting excellence in Northern Ireland. The Sports Village is served by a nearby rail halt and good local bus services.

Belfast

The largest campus in terms of staff and student numbers, it is located on the edge of North Belfast within the cultural hub of the Cathedral Quarter.

The campus is well served with bus and rail services as well as good pedestrian links. Cycle hub facilities are provided on campus to support active travel. Car parking on campus is limited and prioritised for staff and students with health and mobility needs.



Current Travel Trends

The University has undergone significant redevelopment over the last decade, especially at the Belfast Campus. This, combined with external factors, such as the rise in remote working and sustainable travel, has led to changes in travel patterns amongst both staff and students.

This gradual shift toward more sustainable travel behaviours is influenced by campus redevelopment, improved transport infrastructure and broader societal changes such as hybrid working. Across all campuses, there remains a significant reliance on single occupancy car use, particularly among staff at Coleraine (84%) and Derry~Londonderry (59%). However, public transport use is increasing, especially at the Belfast campus, where 69% of staff and students now commute by bus or rail. Active travel is also gaining traction, with walking and cycling rates highest among students in Belfast and Derry~Londonderry. The University's biennial travel surveys reveal that many staff and students live within viable walking, cycling, or public transport catchments, indicating strong potential for modal shift.

Across Northern Ireland, car travel continues to be the predominant mode. However, Census 2021 data shows a rise in homeworking and modest growth in active travel and public transport.

Local and regional government policies and initiatives, particularly the Climate Change Act (Northern Ireland) 2022, are expected to influence public spending in the coming years.

The Act's requirement that at least 10% of the transport budget is dedicated to active travel is expected to enhance the quality and availability of sustainable travel options, helping to drive long-term shifts in travel behaviour and reduce reliance on private car use.



Belfast

In recent years, both Ulster University and its partners have made substantial investments in educational infrastructure and the supporting transport network. As a result, significantly more staff and students now commute to the University via public transport compared to 2012. This shift is particularly evident with the extended Belfast campus, which is actively promoted as a car-free environment, and benefits from its central location and wide range of travel options.

The 2023 UU Travel Survey shows 1% of staff and 10% of students live within an optimal walking distance of 1km. Additionally, 7% of staff and 3% of students report cycling occasionally. Analysis suggests that these figures have the potential to double over time, highlighting opportunities to further encourage active travel and reduce reliance on private vehicles.

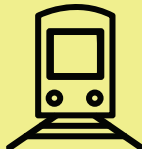
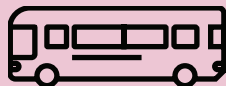
Mode Share	 Rail	 Bus	 Bike	 Walking	 Car Share	 Single Occupancy Car
Existing	15% staff 13% students	31% staff 38% students	9% staff 2% students	3% staff 20% students	10% staff 7% students	32% staff 18% students
Potential	22% staff and 35% students live within 800m of a rail station.	Accessibility analysis shows potential for higher bus usage (inc Glider, Metro, UB and Goldliner).	15% staff and 35% students live within a cycling distance of 4km.	The proportion of staff and students who walk is greater than the proportion who live within a 1km walking distance.	The potential to increase car share is high with 21% of staff & 31% of students stating they would consider it as an alternative.	Hybrid and flexible working policy / Review of car parking policy and charging to ensure sustainable car parking strategy.
Opportunities & Challenges	Grand Central and York Street are closest stops. Improved connections to rail halts	Not all services call directly at Campus.	Delivery of the Belfast Cycling Network Plan and Uni Link to improve connectivity to campus.	Place making and traffic restriction initiatives proposed for the city centre.	Reasons to car share include cost savings, environmental benefits, more efficient use of time and can't drive.	Main reasons for using car - Public transport is not considered convenient, quicker to use car and domestic/caring responsibilities. 60% of staff and 65% of students who drive park in off campus car parks.

Table 2 - Belfast Modal Share

Coleraine

Analysis indicates that the primary mode of transport is the private car for both staff (84%) and students (40%). This reflects the historical dominance of this mode, especially for employees within a semi-rural environment. Active Travel does not rank as highly, with only 5% of staff walking and cycling. Public transport is a popular travel choice for students (31%).

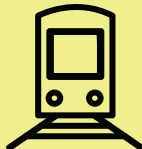
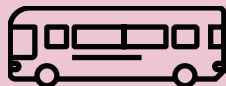
Mode Share	 Rail	 Bus	 Bike	 Walking	 Car Share	 Single Occupancy Car
Existing	5% staff 22% students	2% staff 9% students	3% staff 1% students	2% staff 10% students	5% staff 17% students	84% staff 40% students
Potential	14% staff and 25% students live within 800m of a rail station.	68% staff and 62% students are within 400m of a UB/Goldliner served bus stop.	19% staff and 29% students live within a 4km cycling distance.	Percentage of staff and students walking is similar to the number living within a 1km walking distance.	The potential to increase car share is high with 21% of staff & 31% of students stating they would consider it as an alternative.	Hybrid and Flexible working policy. Review of car parking policy and charging to ensure a sustainable car parking strategy.
Opportunities & Challenges	A rail halt is located within a 10 minute walk from the campus buildings (approximately 550m).	Not all services provide a direct connection.	Plans underway for the Cromore Road cycle lane & Portstewart Signature project.	Edge of town centre location.	Reasons to car share include cost savings, more efficient use of time and can't drive.	Main reasons for using car - quicker to use the car, public transport is not considered convenient and too far to walk/cycle. 99% of staff and 97% of students who drive park in the campus car parks.

Table 3 - Coleraine Modal Share

Derry~Londonderry (DLD)

For commuting to the DLD Campus, both staff and students have a high reliance on the private car (59% and 38% respectively), with bus and rail contributing 13% (staff) and 27% (students) to modal split. Car use has also dropped by both user groups in the last decade. Walking is a popular mode of travel amongst students, reflective of the proximity of student accommodation in the local area.

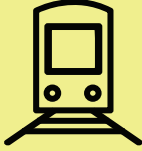
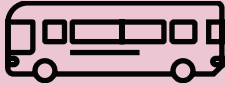
Mode Share	 Rail	 Bus	 Bike	 Walking	 Car Share	 Single Occupancy Car
Existing	7% staff 13% students	6% staff 14% students	7% staff 0% students	8% staff 20% students	9% staff 14% students	59% staff 38% students
Potential	20% staff and 19% students stated that they would consider rail more often as an alternative mode.	67% staff and 86% students are within 400m of a UB/Goldliner served bus stop.	32% staff and 39% students are within a 4km cycling distance. Excellent greenway network underutilised for commuting.	The majority of staff and students living within a 1km walking distance use this mode.	The potential to increase car share is high. 21% staff & 31% students state they would consider it as an alternative.	Hybrid and flexible working policy. Review of car parking charges.
Opportunities & Challenges	Rail station is located over a 30 minute walk (approximately 2.4km) from the campus. Work is ongoing to extend the free rail bus shuttle to connect to the campus.	Not all services provide a direct connection. Work is ongoing to improve direct bus connections to and from the campus.	Noted issues with gradient. Opportunity to use campus internal road network for segregated cycle route. Continued liaison with DfI on prioritisation and implementation of cycle links to access the university campus.	Potential to increase especially from proposed new student accommodation in the vicinity of the campus.	Reasons to car share include reduced driver fatigue, cost savings and more efficient use of time.	Main reasons for using car - Public transport is not considered convenient, quicker to use car and domestic /caring responsibilities. 82% of staff and 76% of students who drive park in the campus car parks.

Table 4 - Derry~Londonderry (DLD) Modal Share

Jordanstown

Due to Jordanstown's less central setting and the relocation of many academic subjects to other campuses, driving remains the predominant mode of travel for both staff and students, accounting for 50% and 33% respectively. This pattern is further supported by the availability of parking, which explains the continued reliance on private vehicles. It should be noted that the sample sizes of the surveys were very small, which may have limited the reliability of the results.

Mode Share	 Rail	 Bus	 Bike	 Walking	 Car Share	 Single Occupancy Car
Existing	20% staff 33% students	10% staff 33% students	20% staff 0% students	0% staff 0% students	0% staff 0% students	50% staff 33% students
Potential	13% staff and 33% of students stated that they would consider rail as an alternative mode.	53% staff and 90% students within 400m of a UB/Goldliner bus stop.	31% staff and 45% students are within a recommended 4km distance.	Low level of staff and students living within walking distance.	Car share potential for students travelling to use sports facilities.	
Opportunities & Challenges	Very few staff and students live within 800m of a rail station. Jordanstown train station is within a 15 minute walk (1.1km) of the campus	Not all services provide a direct connection.	Linkage to the Shore cycle path.	Reduction in campus programmes and availability of parking may present a challenge to encouraging walking.	Promotion amongst users of the sports facilities.	Main reasons for using car - quicker to use the car, PT is not considered convenient and domestic/caring responsibilities. 63% of staff and 50% of students who drive park in the campus car parks.

Table 5 - Jordanstown Modal Share

Sustainable Travel Vision and Objectives

Our Vision is: "Supporting sustainable travel for our staff, students and visitors"

To achieve this Vision, objectives and targets have been identified for each travel mode and category, developed through consultation with internal and external stakeholders.

These objectives and targets are realistic, based on the current evidence and the biennial survey.

The Travel Plan also recognises that each site presents its own specific opportunities and challenges.

Table 6 - Travel Plan Objectives

Category	Objective	Action
Carbon Emissions	Reduce the University's Scope 3 carbon emissions associated with commuting. Promote and educate staff and students about the importance of carbon reduction and how their travel choices contribute towards this.	TP1-2, M1-M7, B1-B6
Active Travel	Increase the number of staff and students who choose to walk, wheel and cycle to their University Campus.	TP1-2, AT1-AT17, M1-7M
Public Transport	Increase the number of staff and students who choose to travel to their University Campus by bus or rail.	TP1-2, PT1-PT11, M1-7M
Private Vehicles	Reduce the number of staff and students travelling by car, especially as single occupants.	TP1-2, B2, M1-7M, CS1-CS5, S1-S12
Business Travel	Encourage sustainable business travel, including hybrid working, remote conferencing and using sustainable modes, if travel is necessary.	TP1-2, M1, B1-B6
Hybrid and Flexible Working	Build on the University's hybrid and flexible working policies to reduce the need for staff to travel to campus, particularly at peak times.	TP1-2, M1, B5

University Wide Measures

Tables 7-13 outline the measures identified to achieve these goals across the University as a whole.

Table 7 - University Wide Travel Plan Implementation

Action	Measure	Timescale/ Frequency
TP1	Our Travel Plan Coordinator continues to oversee the development and implementation of the Travel Plan to deliver actions across its lifespan, reporting to the Travel and Transport Board.	Ongoing / Annually
TP2	Review and update all metrics by which the Travel Plan can be assessed. This includes undertaking regular travel surveys of staff, students, and visitors to record long term progress of behaviour change, as well as consultations/parking surveys where appropriate. Other data to be gathered on a regular basis is specified in the relevant Measures table, such as parking surveys and public transport usage, and will require engagement with Translink and DfI.	Every two years

Table 8 - University Wide Business Travel Measures

Action	Measure	Timescale/ Frequency
B1	Include the Travel & Expenses policy within induction for all new staff to ensure staff awareness of alternatives to business car use and promote Travel Plan through internal channels such as email and intranet.	Sept 2026 / Ongoing
B2	Investigate potential incentives for car sharing, public transport, and active travel for business journeys by staff.	One year
B3	Develop approval process for business flights which requires a robust business case for air travel.	One year
B4	Develop cycle mileage scheme to incentivise cycle travel by staff.	One year
B5	Review flexible and hybrid working policies to ensure they are suitable for both individual and University requirements.	One year
B6	Investigate opportunities to further expand in low or zero-carbon University vehicles, as existing vehicles come to end of life.	Three years

Table 9 - University Wide Marketing Measures

Action	Measure	Timescale/ Frequency
M1	Provide details of the University Travel Plan within Prospectus.	First Prospectus following adoption of Travel Plan
M2	Ensure sustainable travel information is relevant, up to date and publicised online.	Ongoing
M3	Provide accurate sustainable travel information within print guides handed out at open days/tours/visits etc.	Annually
M4	Use social media channels such as Facebook/ Twitter/ Instagram/ LinkedIn/Yammer etc., alongside other communication methods (e.g., emails) to regularly promote sustainable travel.	Three months / Monthly
M5	Organise and promote active travel themed charity events/campaigns e.g., Walk Week/Wheel Week/Bike Week etc.	One year / Once per semester
M6	Engage with local media outlets (newspapers/radio stations) regularly throughout each academic year regarding updates/news stories related specifically towards promoting sustainable modes amongst students/staff members alike.	One year / Once per semester
M7	Continue publishing special articles related towards promoting sustainability initiatives.	One year / Once per semester

Table 10 - University Wide Active Travel Measures

Action	Measure	Timescale/ Frequency
AT1	Work with DfI to ensure active travel routes are safe to and from each building on site and others.	Ongoing
AT2	Work to maintain Cycle Friendly Employer accreditation from Cycling UK.	Two years
AT3	Offer 20-30 Minute 'Learn How To Fix Your Bike' sessions for staff and students across each Campus at least once per year. These sessions will include basic bike maintenance such as how to fix a puncture, adjust brakes, etc.	One year
AT4	Form a Bicycle User Group in conjunction with University Cycling Club/Local Authority.	Six months/Twice per year
AT5	Develop maps for each campus highlighting active travel connections to major external links and public transport networks.	One year
AT6	Appoint Active Travel Champions for each campus, within one year of Plan adoption.	One year
AT7	Monitor and review the use of cycle parking across all campuses and provide additional spaces (where feasible) to meet any increases in demand.	Ongoing
AT8	Investigate sponsorship/partnering opportunities for active travel promotional events e.g. 'Try Before You Buy' schemes for electric or folding bicycles.	One year

Table 11 - University Wide Public Transport Measures

Action	Measure	Timescale/ Frequency
PT1	Hold town hall-style events with local public transport providers at each campus.	One year / Annually
PT2	Liaise with Translink to ensure that bus timetables are updated on an ongoing basis in line with changes in service provision.	Six months / Update twice per year
PT3	Develop feedback process where staff and students can comment on their travel experience.	Six months / Ongoing

Table 12 - University Wide Car Sharing Measures

Action	Measure	Timescale/ Frequency
CS1	Investigate initiatives, such as an online portal/forum, to allow prospective car sharers to meet.	One year / Ongoing
CS2	Encourage and promote registration to Liftshare car sharing scheme and consider linking to car parking permit application process.	One year / Ongoing
CS3	Promote the lower cost of a permit for those who car share.	One year / Ongoing

Table 13 - University Wide Single Occupancy Vehicle

Action	Measure	Timescale/ Frequency
S1	Review car parking policy and allocation of car parking spaces to ensure they are reflective of the University's designated criteria, blue badge status, and staff's personal health-related needs.	Ongoing
S2	Review the funds resulting from car parking revenue and how these will be best utilised to promote sustainable travel measures.	Six months / Annually
S3	Engage with local residents or community groups to minimise the issues arising from University users parking in residential streets. Consider parking surveys of hotspots to monitor this issue and any behaviour change.	Six months / Annually
S4	Implement EV Infrastructure Strategy by providing EV spaces and monitor usage of EV spaces to ensure adequate capacity.	Two years
S5	Review car parking charging strategy.	One year / Annually
S6	Review the EV Salary Sacrifice Scheme for staff, to support the switch to lower or zero emission vehicles.	Two years

Table 14 - Belfast Campus Supporting Measures

Category	Action	Measure	Timescale/ Frequency
Active Travel	AT9	Enhance the York Lane area by introducing a Stopping Up Order and improving placemaking.	Two years
	AT10	Continue to engage with DfI regarding traffic restrictions on York Street to improve safety and accessibility.	Ongoing
	AT11	Promote the use of Belfast Bikes and engage with Belfast City Council to monitor signups and usage.	One year / Annual monitoring
	AT12	Liaise with DfI Active Travel Branch (as part of the Travel and Transport Sub Group) to review local connections to existing cycling routes and the potential to progress those outlined in the Belfast Cycle Network, including the Frederick Street cycle lane.	Ongoing
Public Transport	PT4	Engage with Translink/DfI regarding future Glider routes and stops, particularly those serving the Belfast Campus.	One year / Annual engagement
	PT5	Review the continued provision of a Park and Ride at the Jordanstown Campus.	One year / Annual monitoring
	PT7	Review the continued provision of free onward travel from York Street Train Station.	One year / Annual monitoring
Single Occupancy Vehicles	S7	Review permit allocation process for Frederick Street (blue badge, health requirements etc).	One year / Annual monitoring

Table 15 - Coleraine Campus Supporting Measures

Category	Action	Measure	Timescale/ Frequency
Active Travel	AT13	Explore the cost and logistics associated with the provision of Pool Cycles for hire.	Two years
	AT14	Liaise with DfI Active Travel Branch (as part of the Travel and Transport Sub Group) to review local links to existing cycling routes and the potential to progress those outlined in the Northern Ireland Active Travel Delivery Plan.	Ongoing
Public Transport	PT8	Review the availability of Park and Ride locations and engage with Translink/DfI to identify benefits of additional locations/services to enhance access to University and monitor usage.	One year / Ongoing
	PT9	Investigate potential for shuttle buses/additional bus services with Translink/DfI, particularly focusing on improved connections between the campus, to transport hubs and student accommodation.	One year / Ongoing
Single Occupancy Vehicles	CS4	Investigate potential to add car sharing spaces to University car parks.	Two years / Annually
	S8	Review and consider increasing car parking charges for those without permits.	One year / Ongoing
	S9	Consider reallocating car parking facilities for campus development, public realm enhancements and placemaking initiatives etc.	Two years / Annually

Table 16 - DLD Campus Supporting Measures

Category	Action	Measure	Timescale/ Frequency
Active Travel	AT15	Explore the cost and logistics associated with the provision of Pool Cycles for hire.	Two years
	AT16	Liaise with DfI Active Travel Branch (as part of the Travel and Transport Sub Group) to review local links to existing cycling routes and the potential to progress those outlined in the Northern Ireland Active Travel Delivery Plan.	Ongoing
	AT17	Review cycle parking provision and monitor usage, increasing provision to meet demand if required.	One year/annually
Public Transport	PT10	Review the availability of Park and Ride locations and engage with Translink/DfI to identify benefits of additional locations/services to enhance access to University and monitor usage.	One year/ongoing
	PT11	Investigate potential for shuttle buses/additional bus services with Translink/DfI, to improve connections between the campus, transport hubs and student accommodation.	One year/annually
Car Share	CS5	Investigate potential to add car sharing spaces to University car parks.	Two years/ongoing
Single Occupancy Vehicles	S10	Review and consider increasing car parking charges for those without permits.	One year/annually
	S11	Consider reallocating car parking facilities for campus development opportunities, public realm enhancements, and placemaking initiatives etc.	Two years/ongoing
	S12	Develop policy restricting staff and students living within a 15-minute walk from the campus from receiving a car parking permit (with the exception of staff/students with health/mobility conditions)	One year/ongoing

Targets

Table 17 sets out the mode share targets for each campus in 2030, along with the 2023 survey results and the required mode share changes to achieve the targets.

Table 17 - Campus Mode Share Targets

CAMPUS	MODE	STAFF			STUDENT		
		2023	Change	2030 Target	2023	Change	2030 Target
Belfast	Walk	3%	+1%	4%	20%	+3%	23%
	Cycle	9%	+1%	10%	2%	+2%	4%
	Bus	31%	+7%	38%	38%	+6%	44%
	Rail	15%	+1%	16%	13%	+1%	14%
	Car Share	10%	0%	10%	7%	0%	7%
	Single Occupancy Car	32%	-10%	22%	18%	-10%	8%
	Other	0%	0%	0%	2%	0%	2%
Coleraine	Walk	2%	+1%	3%	10%	+1%	11%
	Cycle	3%	+1%	4%	1%	+1%	2%
	Bus	2%	+1%	3%	9%	+1%	10%
	Rail	5%	+1%	6%	22%	+1%	23%
	Car Share	4%	+3%	7%	17%	+3%	20%
	Single Occupancy Car	84%	-7%	77%	40%	-7%	33%
	Other	0%	0%	0%	1%	0%	1%

Second part
Table 18 - Campus
Mode Share Targets

CAMPUS	MODE	STAFF			STUDENT		
		2023	Change	2030 Target	2023	Change	2030 Target
DLD	Walk	8%	+ 3%	11%	20%	+ 3%	23%
	Cycle	7%	+3%	10%	0%	+ 3%	3%
	Bus	7%	+3%	10%	14%	+3%	17%
	Rail	10%	+3%	13%	13%	+3%	16%
	Car Share	8%	+1%	9%	14%	+1%	15%
	Single Occupancy Car	59%	-10%	49%	37%	-10%	27%
	Other	1%	0%	1%	2%	0%	3%
Jordanstown	Walk	0%	+1%	1%	0%	+1%	1%
	Cycle	20%	+2%	22%	0%	+2%	2%
	Bus	10%	+3%	13%	33%	+3%	36%
	Rail	20%	0%	20%	33%	0%	33%
	Car Share	0%	+1%	1%	0%	+1%	1%
	Single Occupancy Car	50%	-7%	43%	33%	-7%	26%
	Other	0%	0%	0%	1%	0%	1%

Engagement

Engagement measures will primarily focus on the promotion of alternative modes of transport to single occupancy car use via the following channels:

- University website and intranet
- Direct engagement with student unions and societies to organise email newsletters and bulletins to targeted audiences (e.g. with specific travel time information relating to societies' event timetables).
- Social media platforms
- Campus signage to guide all visitors to facilities such as cycle storage and public transport connections. This would be supported with promotional materials with route maps and ticket pricing.
- Student and staff induction materials and events
- Events and campaigns (e.g. Bike Week, Travel Challenge)

Monitoring

The University will regularly monitor the uptake of sustainable travel choices to seek opportunities to:

- Gain a greater understanding of the changing travel needs of staff and students.
- Track progress towards increased sustainable travel modes.
- Inform and focus future travel planning efforts to meet the targets set.

Monitoring will be conducted through the ongoing biennial travel surveys, targeted at all staff and students, to observe progress towards the targets identified in this Travel Plan. This will also allow for the calculation of carbon emissions based on travel habits.

Annual or biennial parking surveys will also be undertaken to monitor potential changes in car travel, along with monitoring of cycling parking and electric car charging usage.

Governance

The Travel Plan Coordinator (TPC) will oversee the implementation of the Travel Plan and play a central role in its successful delivery. Acting as the link between campus operations, stakeholders, and the Travel & Transport Board, the TPC ensures that all measures are implemented effectively and consistently across the University's four campuses.

Key responsibilities include overseeing the development and delivery of travel initiatives, coordinating surveys, liaising with external partners, and promoting sustainable travel options to staff, students, and visitors. The Coordinator also supports communication campaigns, monitors progress against targets and ensures alignment with wider University policies.

The Coordinator will report regularly to the Travel & Transport Board on the following:

- Progress on implementation of Travel Plan actions (TP1–T P2)
- Results of biennial staff and student travel surveys
- Uptake of sustainable travel modes (walking, cycling, public transport, car share)
- Carbon emissions associated with commuting and business travel (Scope 3)
- Engagement with external partners (DfI, Translink, Sustrans)
- Effectiveness of marketing and promotional campaigns
- Feedback from staff and student forums
- Campus-specific challenges and opportunities
- Updates on EV infrastructure and fleet transition
- Financial spend and resource allocation

External Partners

The University will engage with external partners to deliver measures in the action plan, including:

- The Department for Infrastructure (DfI),
- Local councils,
- Third party organisations or charities (e.g. Walk Wheel Cycle Trust, local retailers), and;
- Translink.

The University maintains strong relationships with these partners and will continue to strengthen them throughout the life of the Plan. This collaboration is expected to reduce delivery risks and increase the number of achievable measures. Additionally, the University will continue to advocate for institution-specific initiatives, such as further discounts or local highway improvements, wherever feasible.

Further Information

For further information please visit our webpage:

<https://www.ulster.ac.uk/sustainability/campus-and-operations/sustainable-travel>

