
Travel Plan Report

Energy Saving Trust

The Glasgow School of Art

by Transportation Planning
(International) Ltd TPI

March 2010

TP

Executive summary

Overview

This travel plan provides detailed proposals that if implemented will further increase the sustainability of travel for staff, students and visitors to The Glasgow School of Art, Garnethill, Glasgow.

The measures suggested are based on evidence of current travel patterns and on close examination of existing transport provision. A detailed audit of the site and surrounding area has been undertaken and special note was made of deficiencies.

There are a number of high level objectives in the travel plan that Glasgow School of Art set during its development:

- To be a world-class sustainable environment for learning, teaching, working and living. To be a positive force in the fight against the impacts of climate change, with the facilitation of sustainable modes of travel being key.
- To reduce the travel related costs of staff and students travelling to and from the Glasgow School of Art.
- To make it easier for all staff and students to get to The Glasgow School of Art especially by public transport, on foot or by bicycle, therefore reducing the number of cars in and around campus.
- To promote the health and fitness benefits of “greener” travel amongst staff, students and visitors travelling to The Glasgow School of Art.
- To contribute to the reduction of congestion in the local area through the promotion of more sustainable modes of travel.

Policy Context

When developing any travel plan it is important to consider context. In the Glasgow School of Art's (GSA) case this means developing measures that could, in their own way, contribute to national and local transport policies as well as the organisation's own sustainability policies.

The Scottish Government has a number of National Outcomes which link closely to the use of transport and travel planning. The measurement of performance against these Outcomes is achieved through travel related National Indicators which aim to:

- Increase the proportion of journeys to work made by public or active transport (walking and cycling).

- Reduce the proportion of drivers journeys delayed due to traffic congestion.

At a local level, Glasgow City Council has, as part of its Local Transport Strategy, developed a series of specific transport related objectives. Several are relevant and the GSA travel plan should aim to fit with these:

- Support the continuing physical, social, economic, cultural and environmental regeneration of the City by maintaining and promoting efficient and effective transportation services and infrastructure within Glasgow.
- Promote healthy and environmentally sustainable methods of transport that minimise harmful emissions and energy consumption including those that involve physical activity.
- Improve the safety and the actual and perceived security of travelling within the City by reducing accidents and enhancing the personal security of all users of the transport network.
- Promote integration of the transport system and provision of travel information within Glasgow.

Site Context

The Glasgow School of Art is internationally recognised as one of Europe's foremost higher education institutions for creative education and research in fine art, design and architecture.

The GSA has just short of 1700 students currently and 283 members of staff. Visitors numbers are in the region of 30,000 with the Mackintosh building on Renfrew Street being a major tourist attraction in the city.

GSA has several buildings located in the Garnethill area of Glasgow and at the Hub at Pacific Quay in the Govan area. This travel plan covers the Garnethill campus only.

Garnethill is situated in the northwest corner of the City Centre, bound by the M8 Motorway on the north and west, Sauciehall Street to the south and Cambridge Street and the core of the city centre to the east.

The area is also characterised by its topography. Hill Street runs west to east along the crown of the hill (a small drumlin that was formed during the ice age!) and the streets running north/south resemble the famous streets of San Francisco in terms of their steepness. This topography could present particular issues in terms of walking and cycling access.

The one way system tends to limit vehicular access into the area. This, together with the fact that through routes are limited means that there's relatively little traffic.

There are no formalised cycle routes, yet the pedestrian environment is comprehensive and the Garnethill area is highlighted as a "quiet route" which

links the city centre core areas to the west end of the city on the Glasgow Cycle Map.

The area is very accessible to public transport. Many bus routes from the west of the city go through the city centre via Sauciehall Street and out to the east and south of Glasgow. The equivalent routes westbound stop in Bath Street, within 3 minutes walk of the Mackintosh Building. West Graham Street, which crosses the north east edge of Garnethill, is also a key artery for bus routes heading for the north and west of the city. Many of these routes also go across the city centre to the eastern and southern suburbs.

GSA is also well placed to access the excellent suburban railway network. Cowcaddens subway station is only 10 minutes walk from the Mackintosh Building. Queen Street Station is a 15 minute walk away and Central Station is approximately 10/12 minutes. Charing Cross SPT station, which is on the Glasgow Central 'low level' line out to the north west of the City, is also only 5/6 minutes walk away.

The GSA has very limited car parking spaces on campus. There are no off-street public car parks in Garnethill itself. The Garnethill area is covered by a resident's parking scheme and voucher parking for other users.

While traffic flow through Garnethill is for the most part light, there are key times of the day (School drop off and pick up times) when there is a heavy flow of traffic with parents doing the school run.

Overall, there are a whole set of land use and transport factors that combine to produce what should be ideal circumstances for high levels of non-car, sustainable travel mode use both in the Garnethill area as a whole and specifically at the School of Art.

Current Travel Patterns – Survey Analysis

A proportion of staff, students and visitors to the GSA were asked to complete a mixture of on-line and paper surveys in January 2010.

The survey was broken down into a number of different sections with questions dealing with general profile information, journey to work specifics such as distance and journey times and questions on various modes of travel with reasons for use/non use.

Summary of Staff survey findings

The online travel survey was fully completed by 103 staff. This represents approx 36% of the total staff population.

80% of staff at Glasgow School of Art use a mode other than car. The majority of staff live within 5 miles of the GSA hence low single occupancy car use.

There is high public transport usage. Staff use the train because it is quicker and more convenient due to the distances involved. Over 50 of staff using the train are travelling more than 21 miles. 63% of frequent bus users are female. 73.7% of bus users are travelling between 1 – 10 miles. Bus users are not using the train as it costs too much; there is no direct route or station near home.

Of those who currently drive to the GSA, Over 50% would consider using public transport. 44% of frequent car users would be interested in car sharing.

Summary of Student survey findings

The online travel survey was fully completed by 189 students. This represents approx 11% of the total student body.

99% of students use a mode other than car. This is a fantastic figure. Majority of students living within 2 miles of GSA hence high levels of walking/running.

Already 4% of students cycling, all male. Those who don't cycle state living too close road safety and having too much to carry as reasons for not cycling.

Summary of Visitor survey findings

Hard copy travel surveys were fully completed by 109 visitors. This is a good response rate, based on an average of 200 visitors per week at this time of year.

84% of visitors use a mode other than car. The majority of visitors travel more than 30 miles to get to Glasgow School of Art, however over 25% of visitors are travelling less than 5 miles which takes into account those attending weekly classes.

Interestingly only 39% of those driving were travelling more than 30 miles, 33% of those driving (alone, as passenger or with passenger) were travelling less than 10 miles – these regular visitors to the school (weekly classes/visiting shop)

Satisfaction figures amongst visitors were very high, in terms of how they rated their visit, if they would come again and staff friendliness.

Summary of Strategy and Action Plan

Evidence from the surveys shows that travel patterns are already very sustainable. For student travel, 99% travelling on foot, bicycle, bus, subway and train is about as good as gets! For staff the percentages are nearly as good, with only 12% driving alone. Perhaps more surprisingly are the number of visitors using sustainable transport. The figures are impressively high, even amongst visitors that travel longer distances to the School.

There are however several interlinked 'themes' around which there is potential to contribute to the objectives as set out at the start of this travel plan to achieve further positive changes in the modal split.

Focus on cycling

Firstly, the survey showed that students are particularly sensitive to the costs of public transport, and it is conceivable that, under improved conditions more would make a shift to cycling.

4% of students and 3% of staff is relatively high compared to Glasgow as a whole. The Scottish Household Survey (2005) indicated that 2% of adults travel to work or education by bicycle in Glasgow. This is one of the lowest percentages in Scotland.

Overall, we estimate that there are 100 cyclists currently requiring cyclist facilities at the GSA and based on the potential interest shown by the sample of staff and students surveyed, we estimate that, dependent on other measures being in place, this figure could in the future reach 200 cyclists.

Garnethill is good for cycling because of its quiet streets. Strategically the area links the city centre with the west end. However the combination of one way streets and the topography means that it is difficult to (a) cycle in a direct line, depending on the direction one is travelling in and destination one is going to; (b) contend with climbing steep hills in order to reach use 'legal' route without cycling the wrong way on a way one street. Not surprisingly cyclists are often seen cycling the wrong way on Renfrew Street between the Mackintosh and other buildings and Charing Cross.

Consideration of "Shared Surface" approach to further encouraging sustainable travel

The School has debated the merits of pedestrianisation of Renfrew Street over many years and views are polarised. However, the Shared Surface concept could represent a 'middle' way, an aspiration for the future.

In Shared Surfaces vehicles are still allowed to use the space; however primacy is given to pedestrians and cyclists. Primacy is emphasised in the way the streetscape is designed.

Shared spaces come in all shapes and sizes. The most obvious manifestation is the elimination of separate road and pavement space by doing away with kerbs. Surfaces are then level and surfaced in the same uniform material. Block paving is often used. A local example can be seen outside the main entrance to Glasgow's Central Station.

Whether or not the shared surface concept is introduced over a short section (just in front of the Mackintosh building), or a longer section say from the Mackintosh building westwards to Garnett Street, it has the potential to 'knit together' various of the School's buildings on Renfrew Street from the McLellan Galleries in the east to the Richmond building in the west.

In addition, a shared surface concept could benefit the Primary School and, with a Mackintosh theme, would be very much in keeping with several guest houses and hotels on this part of Renfrew Street which also have a Mackintosh theme.

Equally if not more importantly the shared surface could increase pedestrian and cycling accessibility to Charing Cross and west to Woodlands and the west end generally. A mechanism could be found to retain Renfrew Street one way eastbound for general traffic whilst retaining kerbside parking and legalising the

use of cycling westbound along the street. This would also (1) emphasise the strategic value of Renfrew Street as an east to west cycle route between the city centre and west end, something the City Council should consider; (2) lend weight to the School and the Garnethill area generally as a 'cycling hub'; (3) increase cycling because cyclists would not be required (legally) to choose circuitous one way, hilly streets.

Positioning Glasgow School of Art as leading the way on sustainable travel in Glasgow

The juxtaposition of the School of Art, St Aloysius's, Garnetbank Primary School and the Dental Hospital lend themselves to partnership working with the wider community of Garnethill both on transport issues and other environmental issues.

More widely, there's also the possibility of linking up with other universities in the area including Caledonian University, Strathclyde University and University of Glasgow to pursue a transportation strategy and plan with the City Council and others in terms of walking, cycling, public transport.

Targets

Suggested targets are:

Student related targets:

- Further increase percentage of student cyclists from 4% to 8% by end of 2013.

Staff related targets:

- Increase percentage of staff cyclists from 3% to 6% by 2013.
- Cut single occupancy car use by 25% by 2012.

Visitor related targets:

- Increase visitor use of Mackintosh trail ticket from 10% to 20% by 2013 by working with SPT to promote the ticket.

Monitoring

There is a need to ensure that the travel plan is monitored, reviewed and updated on a regular basis in order to measure progress against the key targets outlined in the plan and to ensure continued relevance with business circumstances.

Consideration needs to be given to roles and responsibilities in relation to the Glasgow School of Art travel plan with confirmation of who is going to drive it forward and take responsibility for it.

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1.0 Introduction

1.1 Purpose of the travel plan

To outline how staff, students and visitors currently travel to and from The Glasgow School of Art (GSA), Garnethill in Glasgow City centre and how through a series of measures and targets Glasgow School of Art can aim to change travel behaviour and promote more sustainable travel to all those using the site.

A travel plan is intended as an active document that responds to business circumstances, builds on measures already in place and makes provision for regular monitoring to assess success.

1.2 Background to the Glasgow School of Art

The Glasgow School of Art is internationally recognised as one of Europe's foremost higher education institutions for creative education and research in fine art, design and architecture.

The GSA has just short of 1700 students and employs 283 members of staff. Visitor numbers are in the region of 30,000 with the Mackintosh building on Renfrew Street being a major tourist attraction in the city.

1.3 Aims of travel plan

The overall aim of the Glasgow School of Art travel plan is to reduce the impact of transport activity on the environment, deliver cost and time savings as well as productivity, health and wellbeing benefits to its employees, students and visitors.

1.4 High level objectives

From discussions with the school and based on the survey and analysis that was undertaken as part of the travel plan process, the following objectives were set:

- To be a world-class sustainable environment for learning, teaching, working and living. To be a positive force in the fight against the impacts of climate change. With the facilitation of sustainable modes of travel being key.
- To reduce the travel related costs of staff and students travelling to and from the Glasgow School of Art.
- To make it easier for all staff and students to get to the Glasgow School of Art especially by public transport, on foot or by bicycle, therefore reducing the number of cars in and around campus.
- To promote the health and fitness benefits of “greener” travel amongst staff, Students and visitors travelling to the Glasgow School of Art.
- To contribute to the reduction of congestion in the local area through the promotion of more sustainable modes of travel.

KEYS TO SUCCESS: THERE are several keys to the successful development and implementation of a GREEN Transport Plan. These include:

COMMITMENT FROM MANAGEMENT

GREEN TRANSPORT PLANS INVOLVE CHANGING ESTABLISHED HABITS AND WORKING PRACTISES. TO ACHIEVE STAFF CO-OPERATION IT IS ESSENTIAL FOR SENIOR MANAGEMENT TO PROMOTE POSITIVELY THE WIDER OBJECTIVES AND BENEFITS OF THE PLAN. SENIOR MANAGEMENT SHOULD LEAD BY EXAMPLE. THIS COMMITMENT INCLUDES THE PROVISION OF THE NECESSARY RESOURCES TO DEVELOP AND IMPLEMENT THE PLAN, BEGINNING WITH THE INTRODUCTION OF THE 'CARROTS' OR INCENTIVES FOR CHANGING TRAVEL MODES.

COMMUNICATIONS

GOOD COMMUNICATIONS ARE AN ESSENTIAL PART OF THE GREEN TRANSPORT PLAN. IT WILL BE NECESSARY TO EXPLAIN THE REASON FOR ADOPTING A PLAN, PROMOTE THE BENEFITS AVAILABLE TO STAFF AND PROVIDE PLENTY OF INFORMATION ABOUT THE ALTERNATIVES.

BUILDING CONSENSUS

IT WILL BE NECESSARY TO OBTAIN BROAD SUPPORT FOR THE INTRODUCTION OF THE GREEN TRANSPORT PLAN FROM STAFF. IT IS ESSENTIAL THAT CONCERNS ARE LISTENED TO AND THAT ANY PROPOSALS ARE DRAWN UP IN A WAY TO ADDRESS ANY CONCERNS AS FAR AS PRACTICAL.

ALLOW TIME FOR STAFF TO GET USED TO A CHANGE IN TRAVEL PATTERNS, GATHER COMMENTS AND MONITOR CHANGES. SOME CHANGES WILL REQUIRE MORE PLANNING THAN OTHERS. TRY NOT TO DO EVERYTHING AT ONCE.

THE INTRODUCTION OF A GREEN TRANSPORT PLAN CAN:

- **MAKE LOCAL COMMUNITIES LESS CONGESTED AND MORE ACCESSIBLE.**
- **REDUCE LOCAL POLLUTION LEVELS OF CARBON DIOXIDE, HYDROCARBONS, NITROGEN MONOXIDE, OZONE AND PARTICULATES (PM5 AND PM10S).**
- **REDUCE CLIMATE CHANGE GAS EMISSIONS.**
- **ENABLING DELIVERIES AND ESSENTIAL JOURNEYS TO MOVE MORE FREELY WITHIN THE COMMUNITY.**
- **PROVIDE EQUAL OPPORTUNITIES BY PROVIDING TRAVEL INCENTIVES TO ALL IN THE ORGANISATION AND SUPPORTING THOSE EMPLOYEES WITHOUT ACCESS TO A CAR.**
- **OFFER WIDER TRAVEL CHOICES TO STAFF.**
- **PROVIDE LONG-TERM SAVINGS IN REDUCED BUSINESS TRAVEL COSTS.**
- **HELP EMPLOYEES TO BE HEALTHIER, FITTER AND MORE PRODUCTIVE. 30 MINUTES A DAY OF MODERATE EXERCISE, SUCH AS CYCLING OR BRISK WALKING, PROTECTS MANY AGAINST ILL HEALTH.**

SOURCE: FROM "GREENING THE OFFICE, ONLINE AUDIT", FRIENDS OF THE EARTH SCOTLAND. WWW.GREEN-OFFICE.ORG.UK/AUDIT.PHP?GOINGTO=FACTSHEET7

2.0 Policy Context

2.1 National Context

When developing any travel plan it is important to consider context. In the case of Glasgow School of Art this means developing measures that could contribute to national and local transport policy direction which aim to support the Scottish Government's focus on climate change, health improvements and economic growth.

At national level there are five strategic objectives which underpin the Scottish Government's so called 'Purpose'. There are also a number of National Outcomes which relate to transport and travel planning.

These are that we all:

- Live in well-designed, sustainable places where we are able to access the amenities and services we need; and
- Reduce the local and global environmental impact of our consumption and production.

To help measure performance, the Government has devised a couple of travel related National Indicators that link to the National Outcomes above.

These National Indicators are to:

- Increase the proportion of journeys to work made by public or active transport (that is, walking and cycling);
- Reduce the proportion of drivers' journeys delayed due to traffic congestion.

Travel planning can be a useful tool in helping to achieve the National Outcomes and Indicators. To date both of the above Indicators are underperforming at a national level with total road traffic in Scotland forecast to grow by around 12% between 2005 and 2010, and 22% between 2005 and 2015. For the economy, the environment and the health and well being of Scotland it is absolutely crucial therefore that public and private sector businesses alike take a much more proactive approach to help reduce these figures.

2.2 Local Context

Glasgow City Council's transport vision is to provide a world class transport system which is safe, reliable, integrated and accessible to all citizens and visitors and also supports the physical, social, economic, cultural, environmental and economic regeneration of the City.

Glasgow's Local Transport Strategy takes a balanced strategy - promoting and enhancing sustainable transport modes such as walking, cycling and public transport, with limited investment in roads infrastructure to tackle key congestion points, provide essential links to development areas and provide links to enable public transport to operate effectively.

Within the Glasgow Local Transport Strategy (LTS), five high level objectives have been set:

- Support the continuing physical, social, economic, cultural and environmental regeneration of the City by maintaining and promoting efficient and effective transportation services and infrastructure within Glasgow.
- Promote social inclusion and tackle poverty by seeking to ensure that transport is accessible to all sections of the community and provides good links to employment, health care, education and leisure.
- Promote healthy and environmentally sustainable methods of transport that minimise harmful emissions and energy consumption including those that involve physical activity.
- Improve the safety and the actual and perceived security of travelling within the City by reducing accidents and enhancing the personal security of all users of the transport network.
- Promote integration of the transport system and provision of travel information within Glasgow.

As well as Glasgow City Council's Local Transport Strategy objectives, which show a commitment to sustainable travel, "The Sustainable Glasgow Initiative - a pioneering partnership between the University of Strathclyde; Glasgow City Council; Scottish Power; Scottish and Southern Energy; and Scottish Enterprise shows how much emphasis the city is putting on all aspects of sustainability going forward.

The vision Statement is "to make Glasgow one of Europe's most sustainable cities within 10 years. Our aim is to improve the lifestyles and opportunities for Glasgow's people and businesses, enhance Glasgow's image as a leader in sustainable urban living, and to deliver this in a way that is compatible with the development of a vibrant and growing city.

The Sustainable Glasgow Initiative is setting out that it will make a tangible contribution to tackling climate change through reducing Glasgow's carbon emissions by 30% within 10 years, maximise use of sustainable energy resources, and minimise Glasgow's adverse impacts on the environment.

Sustainable Glasgow will go significantly beyond achieving carbon emission reductions. Sustainable Glasgow will deliver major investment; create long-term jobs; help tackle fuel poverty; support the development of new clean energy sector in the city; create new revenue streams for the public sector and communities; improve air quality; and help regenerate communities. Helping to transform Glasgow's image – making it a better place to live, work, and invest.

Strathclyde Partnership for Transport (SPT) is one of Scotland's seven Regional Transport Partnerships (RTPs). SPT's role involves planning and delivering transport solutions for all modes of transport across the region, in conjunction with its member Councils and industry partners. SPT is at the centre of the region's transport planning; analysing all travel needs and developing the transport system

for now and the future. All aspects of transport have to be integrated - road, rail, freight, ferry, cycling and walking.

SPT has responsibilities for the running of the Glasgow Subway, supporting certain local bus services, and managing integrated ticketing.

2.3 Glasgow School of Art Policy Context

The Glasgow School of Art has a vision for sustainability - "to be a world-class sustainable environment for learning, teaching, working and living. To be a positive force in the fight against the impacts of climate change". The GSA are currently in the process of drafting a sustainability strategy which not only addresses the challenges but also identifies the significant opportunities that becoming a truly sustainable institution hold of the school going forward.

The GSA is currently embarking on a large scale redevelopment of its Garnethill campus based around the Mackintosh Building, with the first new building scheduled for completion in 2013; being designed by New York based Steven Holl Architects in partnership with JM Architects based in Glasgow.

The sustainable approach to all elements of this redevelopment, including travel are key to the GSA.

3.0 Site Context

3.1 Overview of site survey

A comprehensive site audit and inception meeting were undertaken in order to fully assess the site and business requirements.

A copy of the site audit and minutes of the inception meeting can be found in the Appendices.

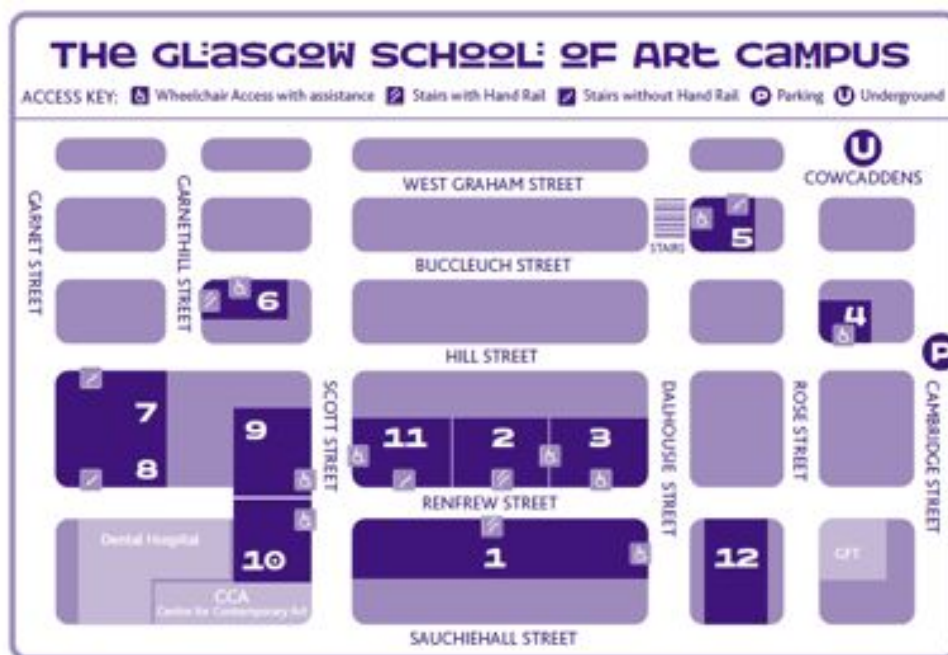
3.2 Summary of Site Audit

The Glasgow School of Art was founded in 1845 but moved to its current location in the Garnethill area of Glasgow in 1885, moving to a new purpose built building on Renfrew Street, designed by Charles Rennie Mackintosh. From this point on the GSA is inextricably linked to Charles Rennie Mackintosh the architect, designer and artist.

As well as embarking on a large scale redevelopment of its Garnethill campus based around the Mackintosh Building, the GSA are currently working with Glasgow City Council to secure World Heritage Status for the Mackintosh Building.

The GSA has several buildings located in the Garnethill area of Glasgow and at the Hub at Pacific Quay in the Govan area. Below is a site map of the Garnethill campus:



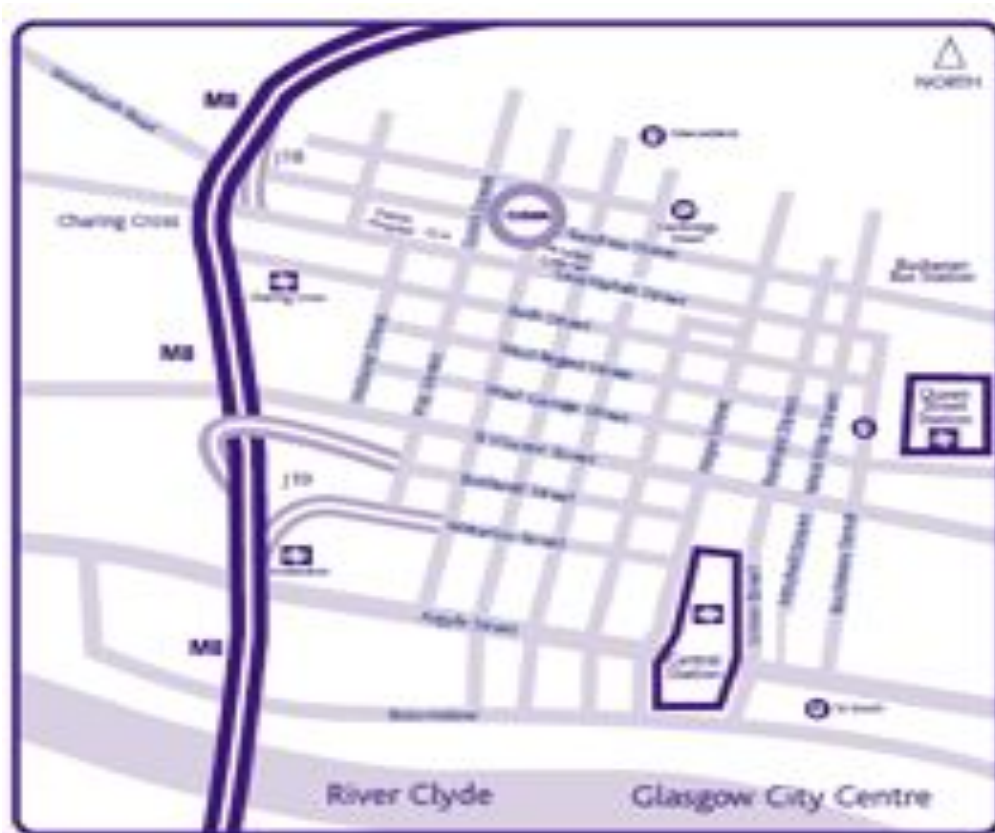


There are 12 buildings all within a few streets of each other in Garnethill. The centrepiece is the famous Mackintosh Building. Several of the other buildings, which were developed during the 1960's, are to be redeveloped in phases over the next few years.

1. Mackintosh Building, Renfrew Street
 2. Newbery Tower, Renfrew Street
 3. Foulis Building, Renfrew Street
 4. Haldane Building, Hill Street
 5. Barnes Building, West Graham Street
 6. Margaret Macdonald House, Buccleuch Street
 7. J D Kelly Building, Hill Street
 8. Richmond Building, Renfrew Street
 9. GSA Library, Renfrew Street
 10. Bourdon Building
 11. Assembly Building, Renfrew Street
 12. McLellan Galleries, Renfrew Street
- Rose Street Offices

The School owns one halls of residence (Margaret MacDonald House) which is only a couple of minutes walk from all the Garnethill sites. Kelvinhaugh Street Halls are located nearer the west end of the city, close to Kelvingrove Park, the University of Glasgow and the popular Byres Road. This is 10/15 minute walk to the main GSA campus. There is also postgraduate accommodation - The Old School House is on Renfrew Street just behind the library.

Garnethill is situated in the northwest corner of the City Centre, bound by the M8 Motorway on the north and west, Sauciehall Street to the south and Cambridge Street and the core of the city centre to the east.



It is a cosmopolitan community, location of Glasgow's Chinese community and also has the Jewish Synagogue. Stow College is located on the north edge, though this is likely to relocate in the next few years. Garnethill also has a mix of residential tenement buildings, hotels and guest houses, small businesses, the Dental Hospital and St Aloysius College and Garnetbank primary school

The area is also characterised by its topography. Hill Street runs west to east along the crown of the hill (a small drumlin that was formed during the ice age!) and the streets running north/south resemble the famous streets of San Francisco. The topography could present particular issues in terms of walk and cycle access.

Like the rest of the city centre, the streets are laid out as a grid pattern, in spite of the topography. The streets are fairly narrow and as a result the grid pattern has been made into a whole series of one way streets. This has allowed for the retention of kerbside parking but, again, could make access by bicycle more difficult. Legal traffic speeds have been reduced by the introduction of 20 mph limits. It is worth noting that all kerbs on the campus have been lowered.

The main route for circulating traffic is Buccleuch Street (westbound) and Renfrew Street (eastbound). Hill Street runs parallel to Buccleuch Street and Renfrew Street and is one way westbound.

The one way system tends to limit vehicular access into the area. This, together with the fact that through routes are limited means that there's relatively little traffic.

Walk and cycle

There are no cycle routes and the pedestrian environment is comprehensive.

Pedestrian and cycle access across the M8 to Charing Cross and Kelvingrove area of the city is surprisingly good. There is a footbridge from the western end of Renfrew Street over the M8 to Woodside Place/Terrace for access to Kelvingrove.

In addition, there are toucans (cycle friendly crossings) at Charing Cross intersection which lead to Woodlands Road. The footbridge is not a designated cycle route. In the very north-western corner of Garnethill there are pedestrian links over the M8 to St. George's Cross area and Great Western Road (A82). These are not designated cycle routes across the M8, though it would be possible to push a bicycle along the various links.



It is evident on the ground that Renfrew Street, whilst it is one way eastbound, provides a direct route cycle route to the footbridge over the Charing Cross, and that cyclists are illegally cycling against the flow of traffic. This is a situation which needs remediating and there are suggestions in the next section on actions.

SPOKES, the cycling organisation, have produced the very useful Glasgow Cycle Map and this highlights the circuit around Buccleuch Street, (road at east end) and Renfrew street as ' a quiet route' which links the city centre core area to the west end.

Public transport

The area is very accessible by public transport. Many bus routes from the west of the city go through the city centre via Sauciehall Street and out to the east and south of Glasgow. Sauciehall Street is one way eastbound. These routes stop

outside the Dental Hospital. The equivalent routes westbound stop in Bath Street, within 3 minutes walk of the Mackintosh Building.

There are real-time displays and shelters on the Sauciehall Street bus stops outside the Dental hospital.

West Graham Street, which crosses the north east edge of Garnethill, is also a key artery for bus routes heading for the north and west of the city. Many of these routes also go across the city centre to the eastern and southern suburbs.

Other bus routes are very close; with Buchanan Street bus station only 10 minutes walk away along Renfrew Street/ Killermont Street.

Cowcaddens subway station is located at on the north eastern edge of Garnethill, off West Graham Street. Access is via pedestrian (also highlighted as cycle underpass) subways under the West Graham Street/Garscube Road/ Cowcaddens Road intersection. The Subway Station is only 10 minutes walk from the Mackintosh Building and only a couple of minutes walk from the Barnes Building, which sits on West Graham Street.

Glasgow is also blessed with an excellent suburban railway network. Queen Street is 15 minutes walk away and Central Station is approximately 10/12 minutes. Charing Cross SPT station, which is on the Glasgow Central 'low level' line out to the north west of the City, is also only 5/6 minutes walk away.

Car parking

The GSA has very limited car parking spaces on campus, approximately 15 spaces across the whole campus, plus disabled spaces allocated outside most buildings on campus. There are also 10 car parking spaces at the Halls of Residence – Margaret MacDonald House. There is a degree of informal car parking on the back lane (service access) for Newbery Tower and Foulis Buildings.



The nearest public off street car parking spaces are at Cambridge Street multi-storey, 24 hour parking at cost of £1.20 per hour. There is also other off street car parking at Maitland Street (access via underpass at Cowcaddens Road). This provides 24 hour parking at a cost of 60 pence per hour. There are no off-street public car parks in Garnethill itself.

The Garnethill area is covered by a resident's parking scheme and voucher parking for other users.



Vouchers can help to discourage use of spaces by non-residents because identifying the places to buy vouchers can be difficult. In addition, the voucher system at Garnethill allows for a maximum length of stay of 1 hour between 8am and 10pm. The voucher system might be another reason why traffic tends to be quite light in the area.

Further out from Garnethill, the west end and the city centre have metered pay and display zones. The city centre parking zone is 50 pence per 15 minutes with a maximum stay of 2 hours. The west end parking zone (west side of M8) is 10p for first 30 minutes and 10p per 10 minutes for a maximum of 3 hours.

Whilst the traffic flow through Garnethill is for the most part light, there are key times of the day (School drop off and pick up times) when there is a heavy flow of traffic with parents doing the school run.

Overall, there are a whole set of land use and transport factors that combine to produce what should be ideal circumstances for high levels of non-car, sustainable travel mode use both in the Garnethill area as a whole and specifically at the School of Art.

4.0 Current Travel Patterns – Survey Analysis

4.1 Overview of survey results

For the purposes of survey analysis, the results will be broken down into three categories:

1. Students
2. Staff
3. Visitors

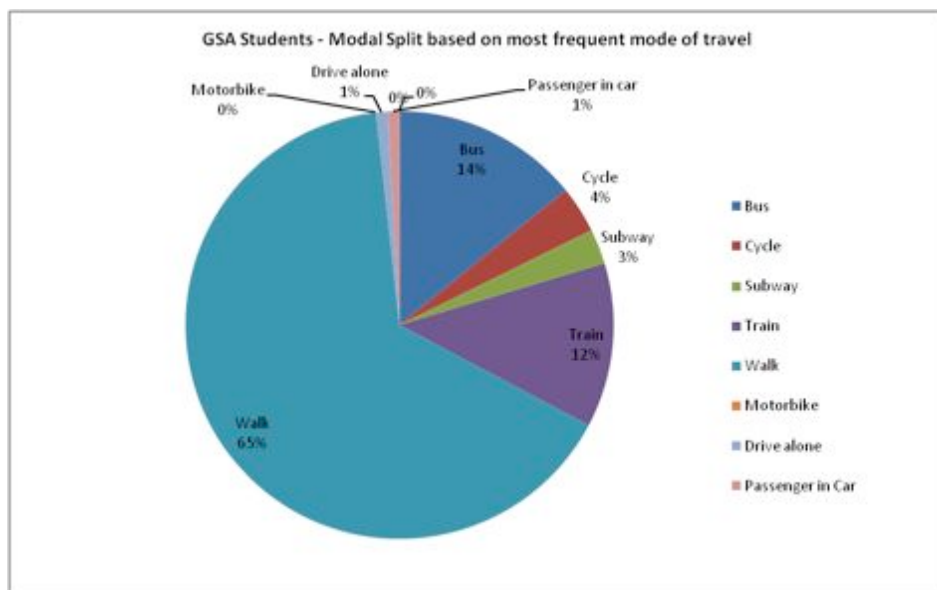
The survey was broken down into a number of different sections with questions dealing with general profile information, journey to work specifics such as distance and journey times and questions on various modes of travel with reasons for use/non use.

4.2 Summary of key findings from Student Survey

A travel survey was completed by 189 students over a 3 week period in January 2010. This represents a response rate of approximately 11%.

These are the key findings.

4.21 Modal Split

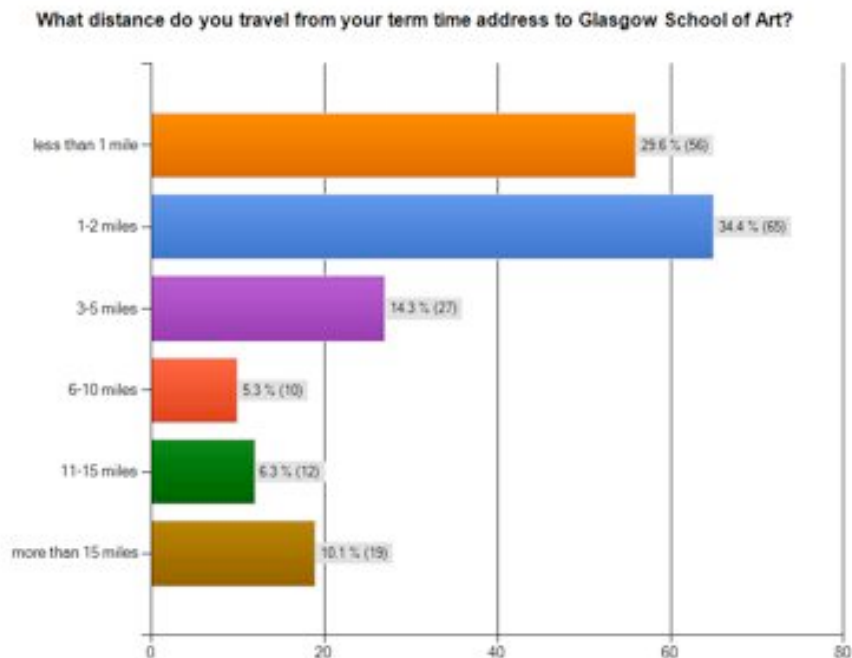


This modal split is based on most frequent mode of travel to Glasgow School of Art (4/5 times or more a week). Levels of active travel amongst the student body are extremely high with 65% of students walking/runing and 4% cycling.

Car use amongst students is very low.

4.22 Distance travelled

Looking at all student respondents, the majority of students (64%) are travelling 2 miles or less to Glasgow School of Art.



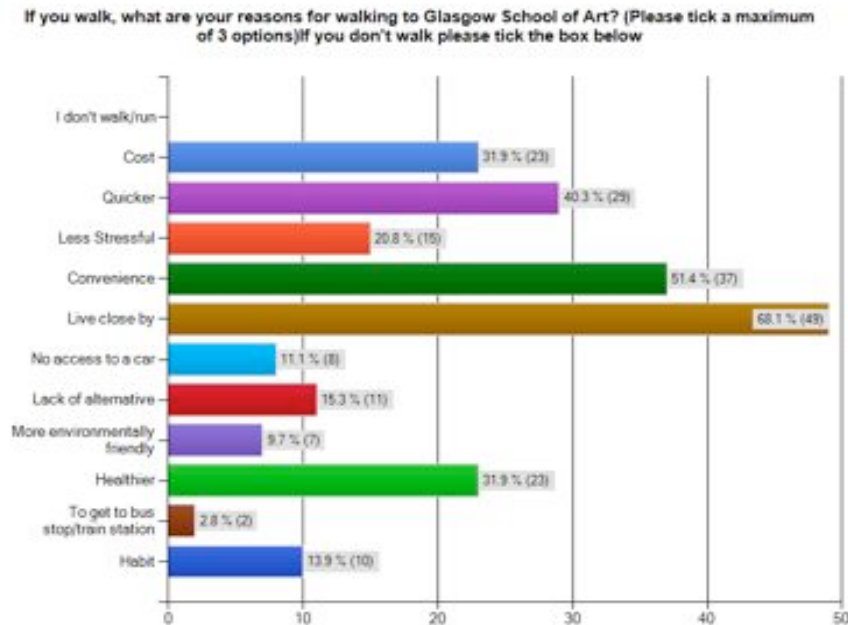
4.23 Journey times to Glasgow School of Art

Reflecting the distances travelled, 60% of all those students who responded travel less than 25 minutes from home to the School, of which 35% travel less than 15 minutes.

4.24 Active Travel Modes

Walk/Run

As indicated in the modal split, 65% of students already frequently walk/run to and from the school campus at Garnethill. The main reasons for walking/running over other modes of travel were that they live close by so active modes were more convenient, quicker, cheaper and less stressful.



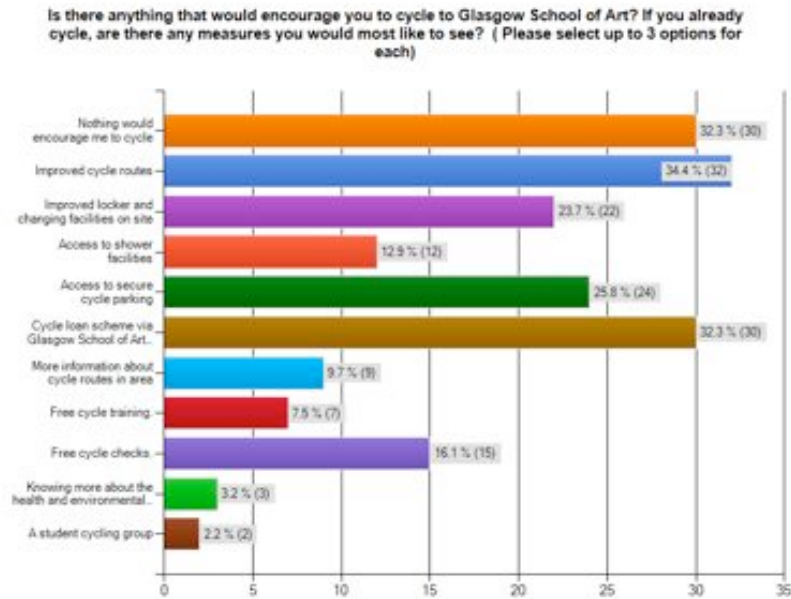
Of those students who frequently walk/run, 63% stated that they never used an alternative mode to get to the School. For the remaining students who do use an alternative mode of travel, it was only once or less a week and their preferred alternative mode was the SPT subway or cycling.

Cycling

There are also relatively high levels of cycling, with 4% of students frequently cycling to and from the Glasgow School of Art. All are male and cycling less than 2 miles. Reasons given for cycling frequently were: quicker, cheaper, and less stressful.

When looking at all students who travel 5 or more times to the school, for those who do not cycle reasons stated were; the distance involved, too much to carry, safety on roads.

When all student respondents were asked what measures would encourage them to cycle, there were a number of responses. The infrequent cyclists want to see improved cycle routes and access to secure parking (not issues for frequent cyclists), whereas all would like to see free cycle checks and a cycle loan scheme.

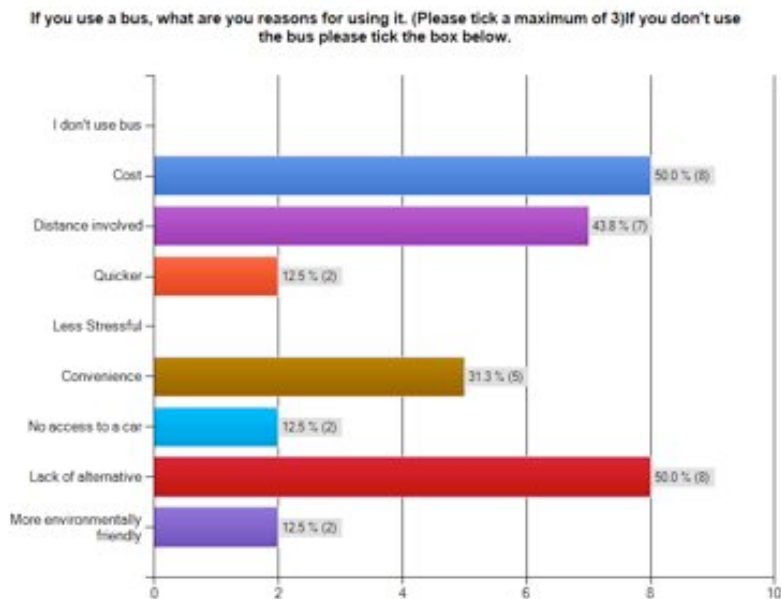


4.25 Public Transport usage

Currently 14% of students who travel frequently (4/5 or more times a week) to Glasgow School of Art use the bus and 12% of students use the train.

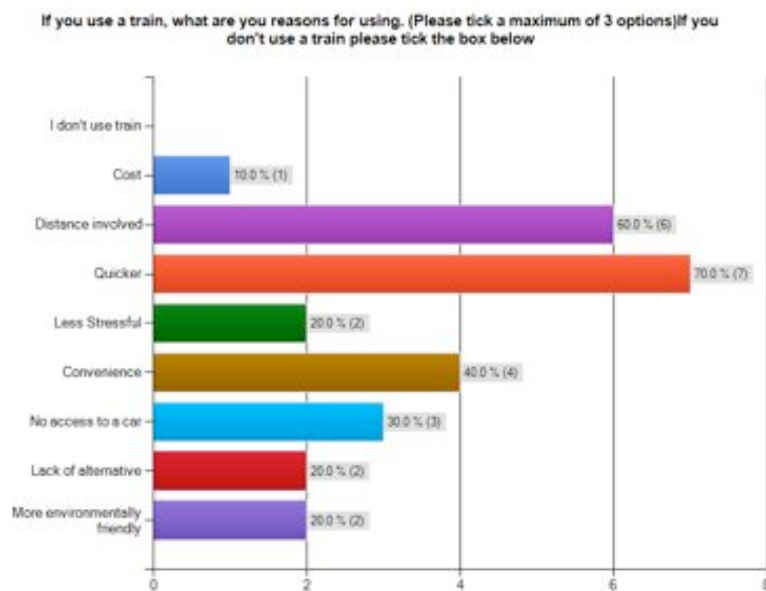
Bus usage

52% of frequent bus users are travelling between 3 – 10 miles to get to Glasgow School of Art and for the majority the journey times are upwards of 31 minutes.



Train Usage

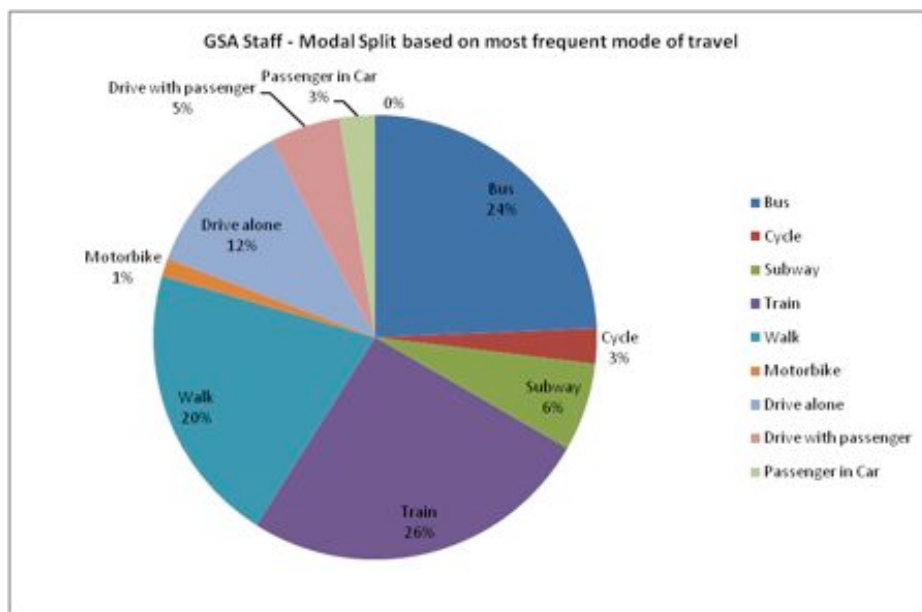
67% of frequent train users are travelling more than 11 miles to Glasgow School of Art. They are using train over bus as it is quicker and more direct.



4.3 Summary of key findings from Staff Survey

A travel survey was completed by 103 staff over a 3 week period in January 2010. This represents a response rate of approximately 36%. These are the key findings

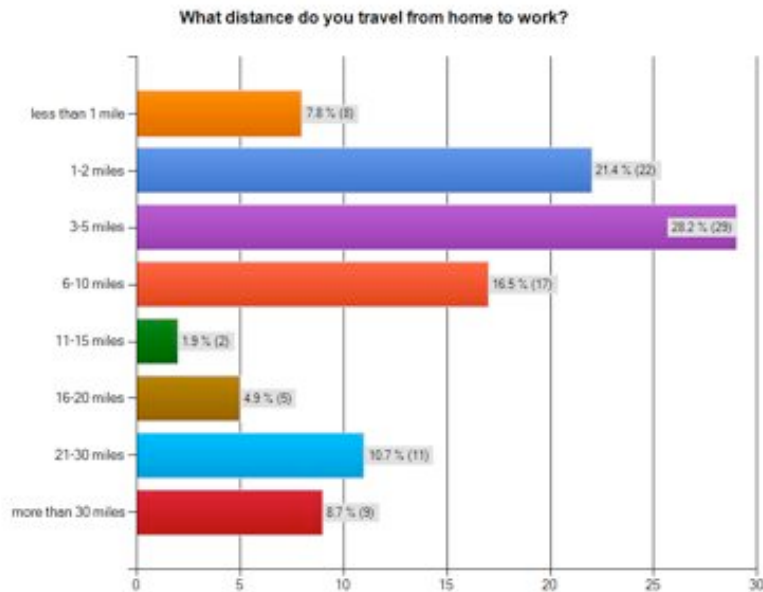
4.31 Modal Split



While car usage is greater amongst staff, this is still a very impressive modal split with 56% using public transport (train, bus and SPT Subway) and 23% choosing active modes of travel - particularly walking.

4.32 Distance travelled

The majority of staff are within 5 miles of Glasgow School of Art, however there are approximately 20% of staff who travel significant distances – over 21 miles to get to work. This is reflected in the journey times as most are travelling upwards of 25 minutes.

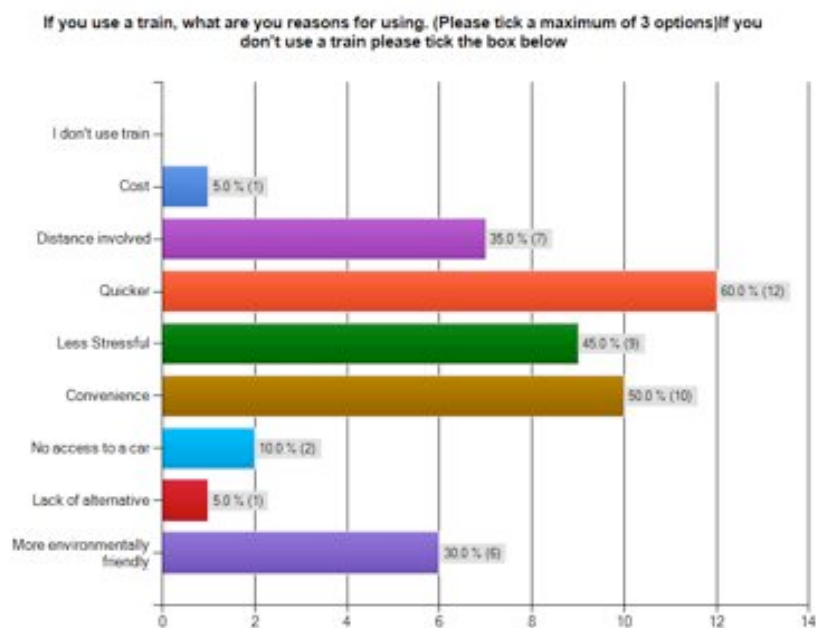


4.33 Public Transport usage

Currently 56% of staff who travel frequently (4 or more times a week) to the Glasgow School of Art are using public transport - train (26%) or bus (24%) or SPT Subway (6%).

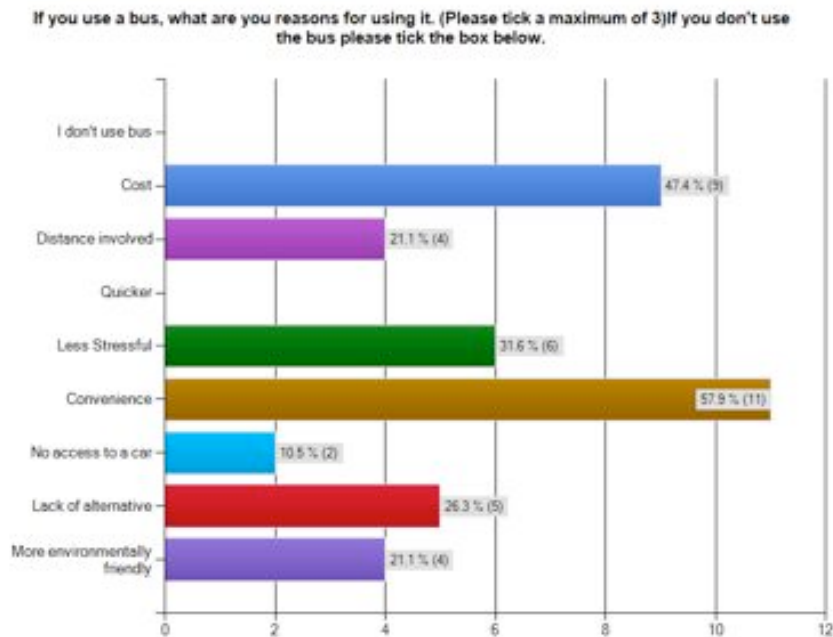
Train Usage

75% of frequent train users are male and 50% of travel more than 21 miles to work. It is interesting to note that of these frequent train users, 37% are walking to and from the station stating the health and environmental benefits. Alternatives to train usage were driving alone or the bus but all these alternatives were used only 1 day a week or less.



Bus Usage

63% of frequent bus users are female and 74% are travelling between 1 – 10 miles on the bus. Bus is chosen over train on the grounds of cost, as well as there being no train stations close to home, or direct routes. 17% of frequent bus users walk as an alternative mode of travel – where distance is not a barrier there is potential to encourage frequent bus users into active modes of travel.

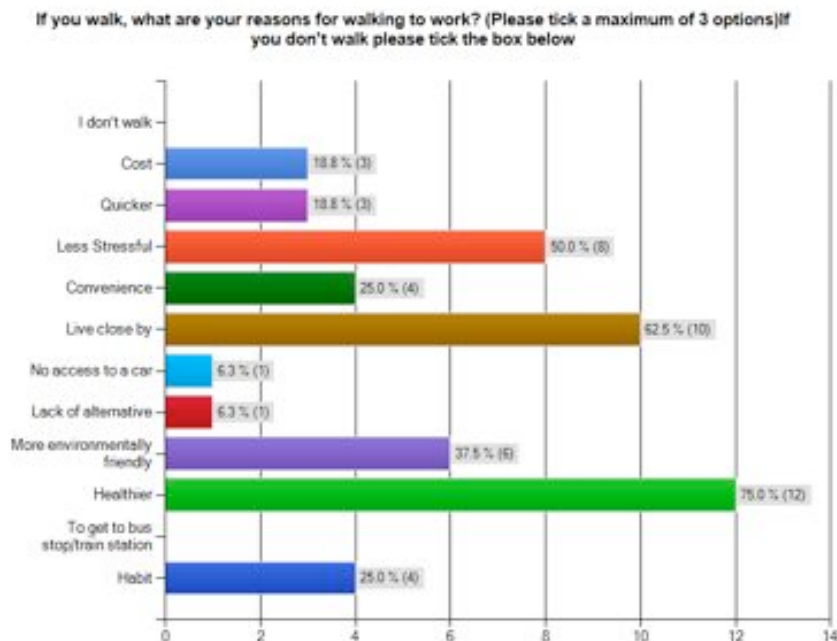


4.34 Active Travel Modes

With 23% of all frequent journeys being made by active modes, levels of sustainable travel amongst staff is already very high.

Walking

20% of staff walk to work, with 88% walking less than 2 miles with journey times of between 5 – 30 minutes. The main motivations for walking are health benefits; it is also a less stressful mode as they live so close to work. If frequent walkers use an alternative mode of travel, it is cycling (25%) or the SPT subway (18%) but in most cases this alternative is used 1 day or less a week.

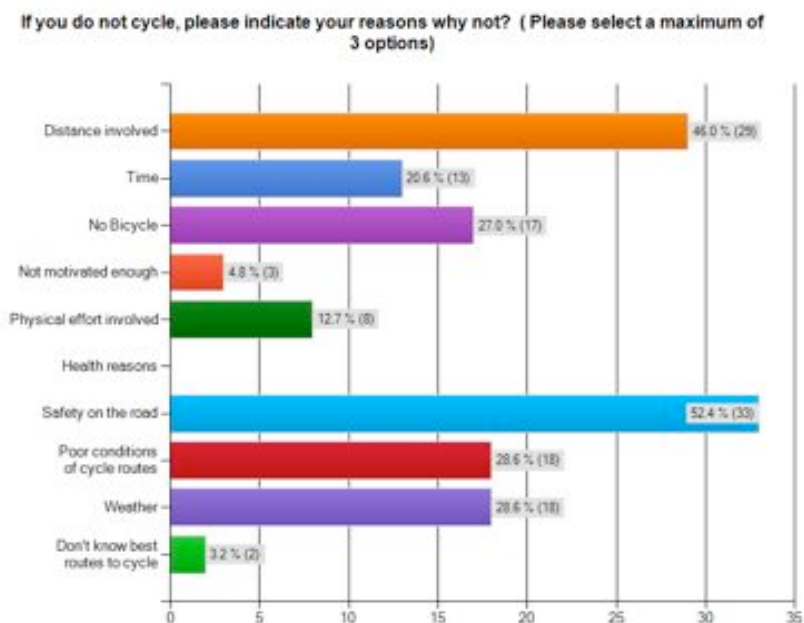


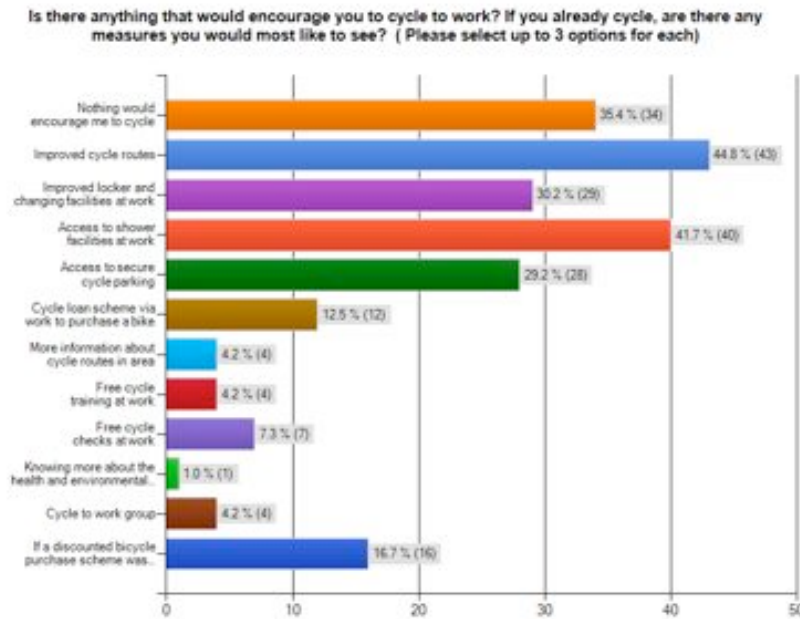
Cycling

3% of staff are cycling to work frequently (4 or more days a week). But there is the potential to look at further increasing the number of cyclists.

Current barriers to cycling (for those using other modes – train, bus, and car) are road safety, the distance involved as well as issues such as poor cycle routes in the area.

When asked what would encourage staff to cycle or cycle more, improved cycle routes and access to locker and shower facilities were high on requirements of staff.



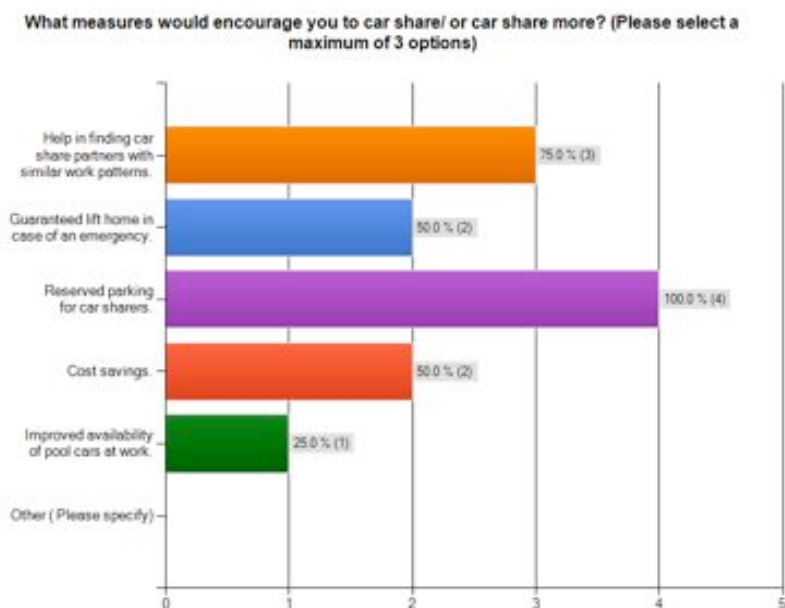


4.35 Car Usage

12% of the Glasgow School of Art staff surveyed were frequent single occupancy car users. Over half of these are travelling between 6-10 miles to work. Main reason for using car was convenience, with distance and speed of journey also stated as reasons.

44% of frequent single occupancy car users said that they would consider car sharing, while the remaining 56% said they would not consider it, the main barrier being seen as a lack of flexibility.

Of those who would consider car sharing, reserved car parking and help to find car share partners was key.



In terms of other alternatives to single occupancy car use, the majority of frequent drivers would not consider active modes of travel due to the distance they travel. However, 55.6% of frequent car users would be encouraged to use bus if services were more frequent. And 50% of frequent car users would be encouraged to use train if services were more frequent and if it was easier to park near the station. Discounted bus/train tickets would also encourage car users to use public transport.

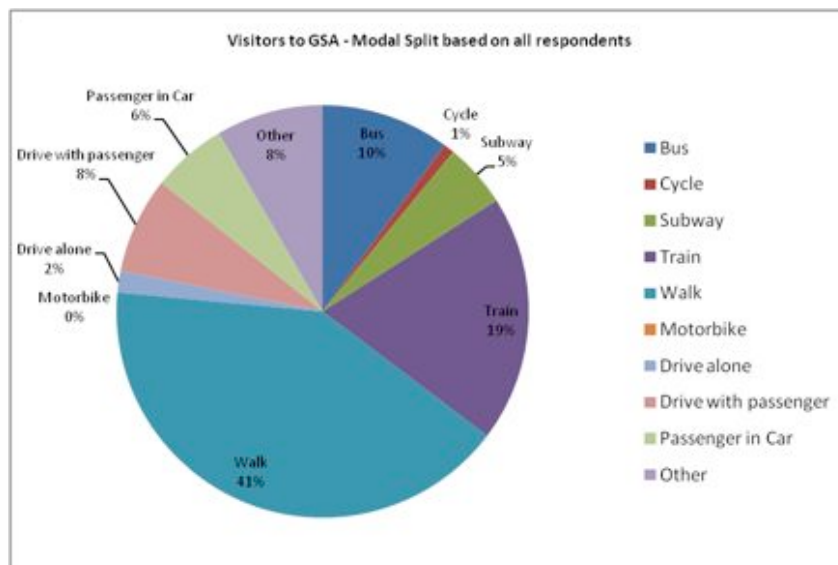
4.4 Summary of key findings from Visitor Survey

A travel survey was completed by 109 visitors over a 3 week period in January 2010. This represents a good response rate based on an average of 200 visitors per week during the winter months. These are the key findings:

Gender split 44% male, 56% female.

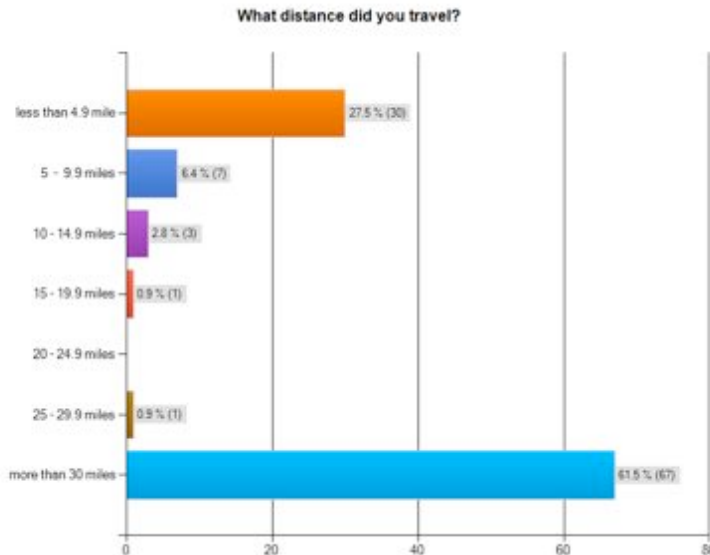
As was seen in the student and staff results, visitors to Glasgow School of Art are also using sustainable modes of travel, with only 2% of visitors being single occupancy car users.

4.41 Modal Split



4.42 Distance travelled

The survey results showed that there is a mixture of visitor profiles, those who live locally and visit the Glasgow School of Art on a regular basis for weekly classes or to visit the gift shop and those who are travelling from further afield as tourists.



4.43 Visits

For 73% of the visitors surveyed it was their first visit to the Glasgow School of Art, with nearly 14% visiting more than 5 times in the previous 12 months, fitting with the profile of regular visitors.

The Glasgow School of Art is a key reason for visiting Glasgow for nearly 40% of those surveyed, with other Charles Rennie Mackintosh attractions and visiting friends and family being stated as reasons for visiting Glasgow.

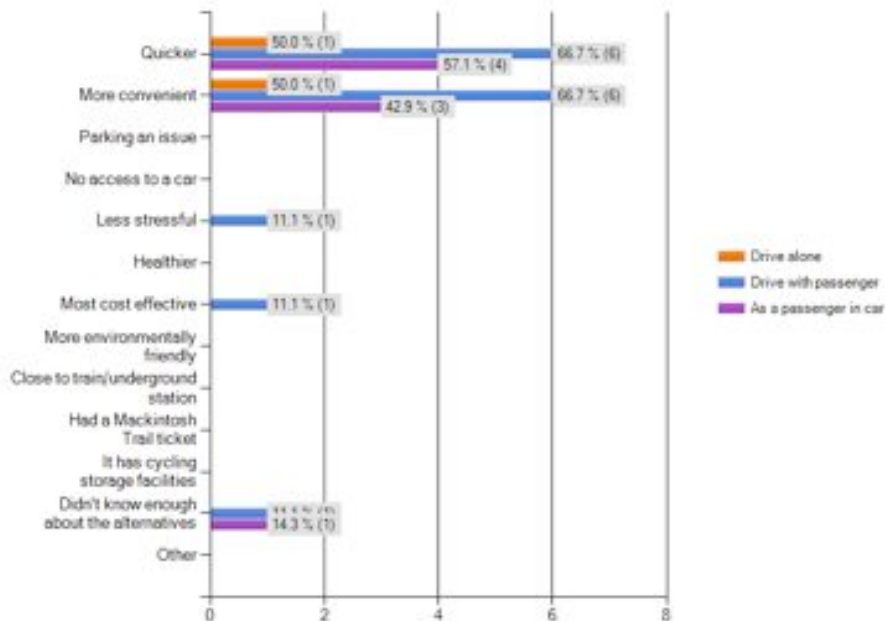
4.44 Public Transport Usage

In 33% of cases the visitor has no access to a car whilst in Glasgow and so are using public transport because it is more convenient and quicker, with many also stating that it is more environmentally friendly. Based on all train users, 91% are travelling more than 30 miles to Glasgow School of Art and travelling for more than an hour indicating that they are tourists coming from some distance.

4.45 Car Usage

33% of all those who travel by car (either single occupancy, as passenger or with passenger) are travelling less than 10 miles to get to the Glasgow School of Art. And 33% of those using a car were just visiting the Glasgow School of Art – it was their main destination.

Still thinking about this or the last visit you made to Glasgow of School, why did you use this form of transport?(Please select up to 3 options)



Car parking – 70% stated that they were using other city centre parking but did not give details of where they were parking.

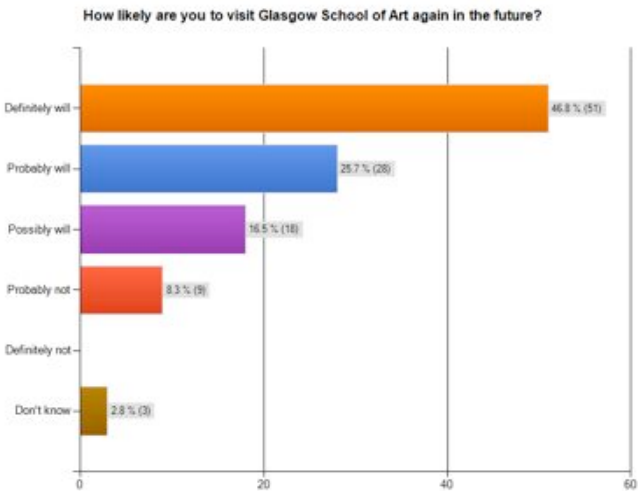
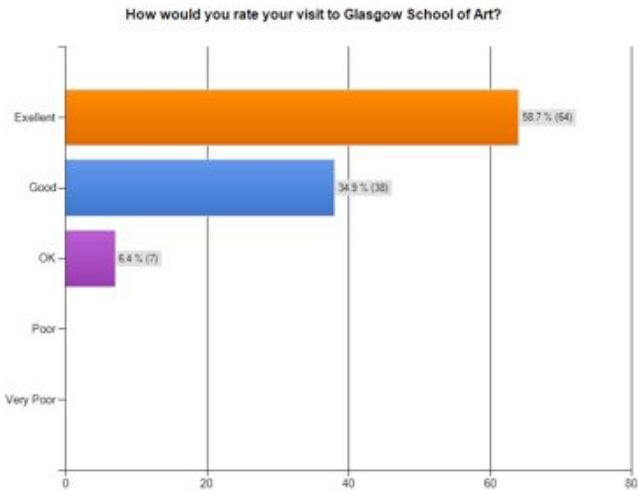
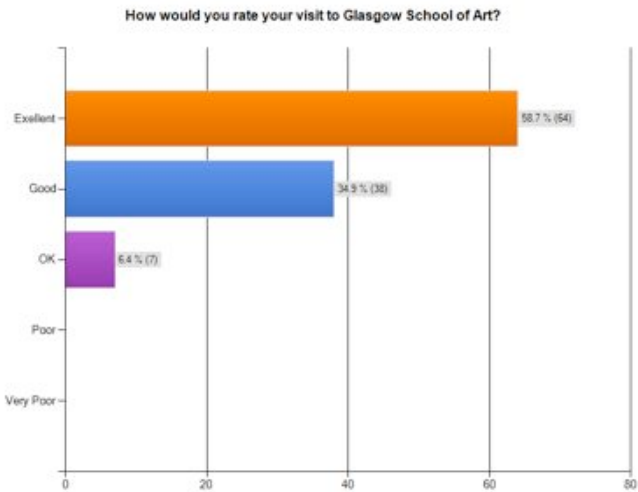
4.46 Active modes

41% of visitors walk and for 77% of these walkers it was their first visit to the Glasgow School of Art.

61% stated that they were travelling more than 30 miles – so these are visitors using other modes to get to Glasgow and then on foot around Glasgow itself.

Walking was seen as a more convenient, healthier and quicker way to get around Glasgow. Of these visitors, 10% stated that they used a Mackintosh trail ticket so demonstrated that they have or intend to use public transport.

4.47 Visitor Satisfaction



As the charts above demonstrate, visitors were very complementary of Glasgow School of Art in terms of their visit and the friendliness of staff. Nearly 50% stated that they would definitely visit Glasgow School of Art again, this figure will take into account those who are regular visitors to the school for classes or to visit the shop.

5.0 Strategy and Action Plan

Introduction

Evidence from the three surveys shows that travel patterns are already very sustainable. With no additional parking places currently proposed in the redevelopments, there is no reason to suggest that travel patterns will become less sustainable in the future. For student travel, 99% travelling on foot, bicycle, bus, subway and train is about as good as gets! For staff the percentages are nearly as good, with only 12% driving alone. Perhaps more surprisingly are the number of visitors using sustainable transport. The figures are impressively high, even amongst visitors that travel longer distances to the School.

If there isn't a problem to solve then there is no reason to invent one!

There are however several interlinked and aspirational 'themes' around which there is potential to contribute to the objectives as set out at the start of this travel plan to achieve further positive changes in the modal split.

Focus on cycling

Firstly, the survey showed that students are particularly sensitive to the costs of public transport, and it is conceivable that, under improved conditions more would make a shift to cycling.

4% of students and 3% of staff is relatively high compared to Glasgow as a whole. The Scottish Household Survey (2005) indicated that 2% of adults travel to work or education by bicycle in Glasgow. This is one of the lowest percentages in Scotland.

Based on the staff survey findings, there were 2 frequent cyclists and 2 infrequent cyclists. The staff survey represented 36% of the total staff population therefore we can multiply by 3 ($2 \times 3 = 6$ frequent, $2 \times 3/2^1 = 3$ infrequent) giving us an approximate figure of staff cyclists of about 10.

Looking at the Student survey findings, there are currently 4 frequent cyclists and 10 infrequent cyclists. The staff survey represented 10% of the total staff population therefore we can multiply by 10 ($4 \times 10 = 40$ frequent, $(10 \times 10/2 = 50$ infrequent) giving us an approximate figure of staff cyclists of about 90.

Overall, we estimate that there are 100 cyclists currently requiring cyclist facilities at the GSA and based on the potential interest shown by the sample of staff and students surveyed, we estimate that, dependent on other measures being in place, this figure could in the future reach 200 cyclists. The GSA could consider setting an aspirational target to attract 200 regular cyclists in the next 5 to 10 years.

Garnethill is good for cycling because of its quiet streets. Strategically the area links the city centre with the west end. However the combination of one way streets and the topography means that it is difficult to (a) cycle in a direct line,

¹ From the survey, this assumes that on average 'infrequent' cyclists use bicycles half of the time.

depending on the direction one is travelling in and destination one is going to; (b) contend with steep hills in order to use a 'legal' route without cycling the wrong way on a way one street. Not surprisingly cyclists are often seen cycling the wrong way on Renfrew Street between the Mackintosh and other buildings and Charing Cross.

Consideration of "Shared Surface" approach to further encouraging sustainable travel

Redevelopment of several of the School's buildings on Renfrew Street provides the ideal catalyst to engage with the City Council in re-examining the role, function and design of the streetscape. New and refreshed buildings and their setting within the street should be seen as a whole picture.

The School has debated the merits of pedestrianisation of Renfrew Street over many years and views are polarised. However, the shared surface concept could represent a 'middle' way, an aspiration for the future.

In shared surfaces vehicles are still allowed to use the space; however primacy is given to pedestrians and cyclists. Primacy is emphasised in the way the streetscape is designed. There is no one set of standards for the design of shared surfaces as it depends on the unique characteristics of the street and the area under consideration. Given the links to Mackintosh (which will presumably be echoed in the redevelopment and refresh of the buildings), the starting point for the redesign of Renfrew Street as a shared surface is an obvious one.

Shared spaces come in all shapes and sizes. The most obvious manifestation is the elimination of separate road and pavement space by eliminating kerbs. Spaces are then level and surfaced in the same uniform material. Block paving is often used. A local example can be seen outside the main entrance to Glasgow's Central Station.

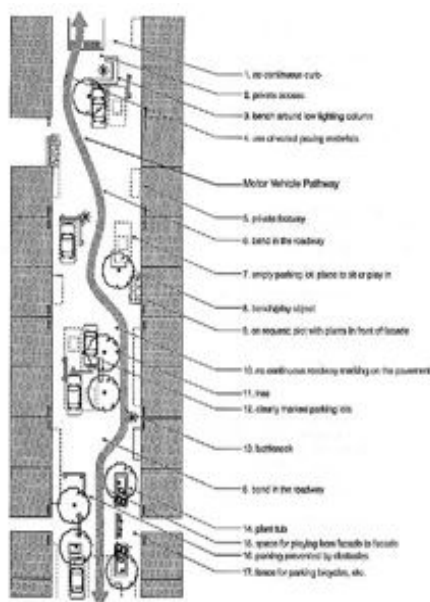


More recently increased emphasis has been put on sweeping away unnecessary street furniture such as sign poles, bins and even street lighting, with lamps attached to buildings instead. In addition, road markings are often removed to help reinforce the opposite of the delineation of space for drivers' use.

Successful shared spaces of this type challenge driver, pedestrian and cyclists' perceptions and overturn traditionally held views on road use hierarchy.

Clearing away the clutter is one approach. Alternatively, some road authorities have increased street furniture by introducing flower and shrub planters, cycle facilities and other measures into what used to be road space. Often these are

set out to force vehicles to 'chicane' their way around obstacles at low speeds along the street. They can however be difficult to negotiate by large vehicles if the chicanes are set too near together.



Whether or not the shared surface concept is introduced over a short section (just in front of the Mackintosh building), or a longer section say from the Mackintosh building westwards to Garnett Street, it has the potential to 'knit together' various of the School's buildings on Renfrew Street, from the McLellan Galleries in the east to the Richmond building in the west.

In addition, a shared surface concept could benefit the Primary School and, with a Mackintosh theme, would be very much in keeping with several guest houses and hotels on this part of Renfrew Street.

Equally if not more importantly the shared surface could increase pedestrian and cycling accessibility to Charing Cross and west to Woodlands and the west end generally. A mechanism could be found to retain Renfrew Street one way eastbound for general traffic whilst retaining kerbside parking and legalising the use of cycling westbound along the street. This would also (1) emphasise the strategic value of Renfrew Street as an east to west cycle and pedestrian route between the city centre and west end, something the City Council should consider; (2) lend weight to the School and the Garnethill area generally as a 'cycling hub'; (3) increase cycling because cyclists would not be required (legally) to choose circuitous one way, hilly streets through the area.

Positioning Glasgow School of Art as leading the way on sustainable travel in Glasgow

The juxtaposition of the School of Art, St Aloysius's, Garnetbank Primary School and the Dental Hospital lend themselves to partnership working with the wider community of Garnethill both on transport issues and other environmental issues.

The GSA can go some way to "leading the way" on sustainable travel but ensuring that the redevelopment of the GSA campus does not increase car parking

provisions and ideally, further limits the car parking provision available (not withstanding disabled access spaces).

More widely, there's also the possibility of linking up with other universities in the area including Caledonian University, Strathclyde University and University of Glasgow to pursue a transportation strategy and plan with the City Council and others in terms of walking, cycling, public transport.

Financing initiatives

It is important to devise a proper programme and timetabled implementation of initiatives to take forward. It could take several years to roll out the measures discussed below and it is suggested that a dedicated (at least 2 year) budget is identified which can be used for the phased implementation.

Some aspects, like the cycle and bus ticket 'salary sacrifice' scheme can actually save money through savings in employer National Insurance Contributions. These savings should be put back into other transport measures. It is also important to remember the less tangible, non-monetised benefits in terms of the health of the staff and students, the state of the environment and benefits in terms of local corporate social responsibility.

Suggested Initiatives

The blue coloured tables below set out a wide range of initiatives for consideration.

Measures fall into two broad categories:

- First, there are physical, financial and other initiatives which once introduced could become part of the everyday travel to work routine. These include things like car sharing, cycling facilities, salary sacrifice schemes, the walk to work, easy to use bus and train information etc.
- Secondly there are 'awareness raising' and 'marketing' initiatives which are meant to be fun, challenging and – at their heart – intended to provoke long term thought and change. Their aim should be to encourage serious consideration about the environment, our impacts on it, the state of our health etc. They should include a diary of regular events such as the commuter challenge, national Bike to Work Week events, Car Free Day; calculate your carbon footprint etc. Staff and students could be actively encouraged to think of new initiatives and get involved in events.

The tables give a brief description of possible initiatives broken down by the various respondent categories (Students, Staff, and Visitors)

PROPOSALS FOR STUDENTS	TASKS INVOLVED
Cycling/Walking	
Consider Velib style on street cycle loan scheme for students	<ul style="list-style-type: none"> Allow students access to pool bikes at key locations on campus. These could be second hand bicycles purchased via Common Wheel (see below). This scheme could be extended to staff and visitors also
Consider development of a cycle/walking map that focuses on accessing Garnethill by cycle best routes in and out of the area	<ul style="list-style-type: none"> Work with Glasgow City Council to further develop cycling in the area
Investigate the need for cycle shelters or lockers at key points across the campus to take into account potential demand.	<ul style="list-style-type: none"> Based on analysis for survey sample, estimated that approximately 100 cycle parking spaces are required in order to meet current student and staff demand. Consideration should also be given to the provision of shower and locker facilities as part of the redevelopment to further encourage cycling amongst students and staff
Cycle Training for students	<ul style="list-style-type: none"> Run specific cycle training sessions with conjunction with the Glasgow Cycle Activity Centre based at Bellahouston Park and Pollock Country Park. Using this training to tackle road safety issues.
Bike Sale during Fresher's Week	<ul style="list-style-type: none"> Approach cycle shops and second hand cycle suppliers about selling bicycles during Fresher's Week. Could link in with Common Wheel Project – specialising in the recycling and selling on of 2nd hand bicycles 0141 550 3854.
Work with Glasgow City Council's Cycle Unit to understand the Glasgow wide initiatives that the GSA can get involved in.	<ul style="list-style-type: none"> Alternatively contact the Glasgow City Council cycle information line on 0141 287 9171, email les@glasgow.gov.uk
Set up a Bike User Group (BUG) for Garnethill area	<ul style="list-style-type: none"> Establish a group of students and staff who regularly cycle from and to their place of work/study. Work with St Aloysius College, Dental Hospital and school to make Garnethill area a cycling hub.
Cycle Maintenance /security	<ul style="list-style-type: none"> Offer bicycle maintenance and bicycle security sessions to students. Could offer free bicycle security packs to students – UV pen, coded stickers and cycle passport forms via Strathclyde Police. Organisations such as Dr Bike or University of Glasgow have a University Sports Cycling Club who run cycle workshops – contact can be made via University of Glasgow Travel and Transport Coordinator - Viola Retzlaff - v.retzlaff@admin.gla.ac.uk

Set up a Walking Action Group (WAG)	<ul style="list-style-type: none"> Establish a group of students and staff who regularly walk from and to their place of work/study Organise informal meetings and look to tie in with Healthy Living campaign. Publicise the 'Walk-it' website which can tell you the best route to walk to work and the time it is likely to take. Set up a buddy scheme for potential walkers. Organise lunchtime walks. Secure a grant for pedometer packs (via Active travel) and supply individuals with a pedometer. Run a Health and Fitness initiative and set a target for walking X number of miles per week. Use incentives. E.g. negotiate breakfast vouchers with GSA canteen or local shop/cafe to offer a FREE tea or coffee or Bacon roll to those who walk/ cycle to and from GSA.
Link to Walkit.com – a walking route planner.	<ul style="list-style-type: none"> www.walkit.com/cities/glasgow/ urban walking route planner that allows you to plan and time your journeys on foot.
Buddy Schemes for students	<ul style="list-style-type: none"> To improve feelings of personal security and also to increase social interaction amongst students- set up a cycling buddy system to encourage students to cycle. The same can be implemented for walking/running.
Public Transport	
Easier access to the service information.	<ul style="list-style-type: none"> Link in with traveline Scotland on the Glasgow School of Art website – allowing for journey planning by public transport.
Travel information boards	<ul style="list-style-type: none"> Put up relevant bus timetables on notice boards throughout the campus to remind students about their sustainable travel choices – cycle facilities, local bus and train services, Halls, around school itself, Union premises, Library. Put up relevant bus timetables on notice boards throughout the GSA. With copies for staff/visitors to take away. While there are no designated bus stops or shelters on the GSA campus, there is the opportunity to use travel information boards/points within key buildings will act as a "holding/waiting areas" for those wishing to use public transport

Other initiatives	
Transport Map (cycling, walking and public transport including bus routes, frequencies and stops serving the site)	<ul style="list-style-type: none"> Develop a map specific to the campus and surrounding area which can be used by students, staff and visitors and focuses on sustainable travel to and from the campus. Focusing on Glasgow School of Art as a leader in the field of sustainable travel.
Updating of information issued to students when they start at Glasgow School of Art	<ul style="list-style-type: none"> Update the Joining instructions for students to include further details of the travel options available to them. The joining instruction can introduce the GSA's approach to sustainable travel and if appropriate promote any travel related incentives.
Fresher's Week Sustainable Travel event	<ul style="list-style-type: none"> Look at running a promotional event around Fresher's Week to push sustainable travel options – guided walks and cycles, full details about travel options, discounts available etc.

PROPOSAL FOR STAFF	TASKS INVOLVED
Car Sharing	
Introduce a formal car sharing arrangement for staff	<ul style="list-style-type: none"> Set up a staff group within a car sharing database https://spt.liftshare.com to maximise car sharing opportunities and staff can search for car share partners commuting on a daily basis. Hold informal staff get together for those interested in car sharing. Have representatives from SPT journey share giving advice on the benefits of car sharing – possibly offering a “surgery” where they could help staff calculate cost savings they could make and identify common points to meet and car share from in each force area. Introduce priority “car share” spaces for staff on campus. Used the limited amount of car parking provision on campus as an opportunity to turn these limited spaces across to car sharers, therefore acting as a further deterrent to bringing a car on campus. Could look to operate a permit scheme for car share members. Introduce emergency ‘guaranteed ride home’ arrangements. See below for details. Introduce free prize draws for registered car sharers
Cycling	
Bike salary sacrifice scheme	<ul style="list-style-type: none"> Support the introduction of a salary sacrifice scheme where employees can save 31% -41% of the cost of a new bicycle. See below for more details.
Set up Bike User Group (BUG) for Staff /Students	<ul style="list-style-type: none"> See student section above for details
Organise staff cycling events	<ul style="list-style-type: none"> Organise a charity based cycling activity to encourage staff to get on their bicycles. Think about a charity sponsored cycle ride. This could also apply to the student body.
Guided Cycle Rides	<ul style="list-style-type: none"> Consider offering staff the opportunity to have guided cycle rides to highlight all the cycle routes in and around Glasgow City Centre. Again this could start as a social aspect of the BUG but then extend to cycle to work routes for those living within 6-10 miles of the college (commuters).

Consider providing staff with access to pool bikes for use during working day/lunch break.	<ul style="list-style-type: none"> Allow staff access to pool bikes for social /fitness purposes in their own time. These could be second hand bicycles purchased via Common Wheel (see below)
Consider development of a cycle/walking map that focuses on accessing Garnethill by cycle best routes in and out	<ul style="list-style-type: none"> See student section above for details
Investigate the need for cycle shelters or lockers at key points across the campus to take into account potential demand.	<ul style="list-style-type: none"> Based on analysis for survey sample, estimated that approximately 100 cycle parking spaces are required in order to meet current student and staff demand. Consideration should also be given to the provision of shower and locker facilities as part of the redevelopment to further encourage cycling amongst students and staff.
Cycle Training for staff	<ul style="list-style-type: none"> See student section above for details
Buses	
Traveline service	<ul style="list-style-type: none"> Highlight to all staff the Traveline public transport journey planner that is available for them to access. It is currently on the home page of the GSA staff intranet– as well as promoting it externally to visitors on the main GSA website
Bus Salary Sacrifice Scheme	<ul style="list-style-type: none"> Investigate a possible bus salary sacrifice scheme with Stagecoach and First. More details below.
Real time bus timetable information for those with access to the intranet	<ul style="list-style-type: none"> Use ‘quick links’ via the Intranet system to provide all staff with easy access to bus timetable information. Highlight relevant bus timetable links. Those servicing Sauciehall street, Buchanan Street Bus Station etc
Set up a staff bus user group	<ul style="list-style-type: none"> To discuss improvements to service as well as identify issues with services, facilities etc. Could look to set up discussions with bus operators and City Council about bus services that serve the GSA campus and the city centre more widely.
Travel information board	<ul style="list-style-type: none"> Put up relevant bus timetables on notice boards throughout the GSA. With copies for staff/visitors to take away. While there are no designated bus stops or shelters on the GSA campus, there is the opportunity to use travel information boards/points within key buildings will act as a “holding/waiting areas” for those wishing to use public transport

Trains	
Incentivise car users to TRY before you BUY train travel.	<ul style="list-style-type: none"> • Offer week of FREE train travel for those single occupancy car users who are willing to consider train travel.
Traveline service	<ul style="list-style-type: none"> • Highlight to all staff the Traveline public transport journey planner that is available for them to access. It is currently on the home page of the GSA staff intranet– as well as promoting it externally to visitors on the main GSA website
Other initiatives	
Produce a “Getting to the GSA” leaflet(cycling, walking and public transport including bus routes, frequencies and stops serving the site)	<ul style="list-style-type: none"> • Develop a leaflet (with campus map) that gives specific travel and transport information for getting to and from the GSA to students, staff and visitors and focuses on sustainable travel to and from the college.
Provision of sustainable transport information for all new staff when they are recruited – part of the staff induction pack	<ul style="list-style-type: none"> • Ensure that staff induction materials introduce the GSA’s approach to sustainable travel and if appropriate promote any travel related incentives such as cycle and bus salary sacrifice.
Eco-driving seminars	<ul style="list-style-type: none"> • Energy Saving Trust can provide ‘eco-driver’ training to staff. They also have simulator which tests how well people can drive. EST will provide the service for free.

PROPOSAL FOR VISITORS	TASKS INVOLVED
Public Transport	
Promotion of the Mackintosh Trail ticket to all visitors	<ul style="list-style-type: none"> • Work with SPT Subway and First Buses to raise the profile of the trail ticket and ways in which the service may be improved to encourage uptake. • Ensure that all leaflets are well displayed. Consider offering a limited period incentive – buy a trail ticket and get money off at the GSA shop or one of the other attraction gift shops. • Ensure that the trail ticket is promoted online under the Getting to the GSA section.
Active Modes – Walking/Cycling	
Consider walk and cycle route signage from key points to the GSA	<ul style="list-style-type: none"> • Consider working with Glasgow City Council to further build on street signage and add in signage for a “cycle/ walk route” to the GSA, from the Queens Street /Central Station and the bus station.
Link to Walkit.com – a walking route planner on the GSA website	<ul style="list-style-type: none"> • See student section above for details.
Other initiatives	
Produce a visitor version of “Getting to the GSA” leaflet which highlights all the public transport options and cycle and walking routes	<ul style="list-style-type: none"> • Develop a leaflet (with campus map) that gives specific travel and transport information for getting to and from the GSA for visitors and focuses on sustainable travel options. Need to consider various language versions for tourists.
Consider some joint promotion with First Group, SPT and the GSA to promote public transport	<ul style="list-style-type: none"> • Bus advertising, SPT subway advertising to help communicate to the wider public and visitors that the GSA an organisation which is leading the way in sustainable travel.
Update travel information within the “Getting to the GSA” section of the website	<ul style="list-style-type: none"> • Place much more focus on the public transport links and active modes of travel. Promote the convenience of public transport and discourage car usage, actively communicating that there is no car parking provision on campus. All car parking is for disabled access or car sharers only. The GSA should be looking, as part of its redevelopment to further decrease the amount of car parking provision.
Could promote Glasgow Car Club	<ul style="list-style-type: none"> • Could consider giving over 1 on-campus car parking space to a Glasgow Car Club car – that can be used by staff and visitors.

Raise Awareness and Marketing the Plan to Students, Staff and Visitors – from launch to ongoing promotion of the plan (Proposals to cover both students and staff)	
Travel Planning Coordinator, Travel and Transport Coordinator	<ul style="list-style-type: none"> Think about having someone within the Estates Development or Sustainability team? who is given responsibility for the implementation of measure to further improve sustainable travel and coordinate with GCC, other establishments in Garnethill and the other universities in Glasgow.
Launch the Plan	<ul style="list-style-type: none"> Launch the Plan by means of a fun event, for example hold a Commuter Challenge race between cyclists, bus and car users. Draw to the attention of the local media.
Consider running a Sustainable Travel Week	<ul style="list-style-type: none"> Again this could be used to launch the GSA plan, which the GSA could coordinate with the University of Glasgow and run a joint event – piggy backing onto the University's extensive travel planning experience and contacts.
Travelling Planning Section on the GSA website/intranet	<ul style="list-style-type: none"> To provide information, policies and procedures relating to all aspects of travel planning, could link with Traveline Scotland for public transport information. Could also provide cycle route maps, details of secure cycle parking locations on campus, information on public transport.
Raise awareness of the travel plan – marketing it effectively to your employees	<ul style="list-style-type: none"> Consider using a slogan or tag line to promote the travel plan – consider a competition to come up with a slogan/tag line
Encourage staff who already use alternatives to the car to discuss the benefits of using those alternatives with car users (encouraging them out of their cars)	<ul style="list-style-type: none"> Develop a strategy for staff /students to exchange ideas about travel and improvements. Use briefings and an intranet system wherever possible. Encourage people to blog their experiences; set up staff discussion groups with walkers, bike, bus and public transport user groups. Incentivise staff with things like a 3 monthly give away of a free bus pass, pedometers and cycling equipment etc. Go for 'Cycle friendly employer' type awards. Set up a corporate travel challenge. Take part in national bike to work week etc. As momentum builds through such actions peer pressure will build to encourage others to use alternatives more often. Use peer pressure by showing examples of efforts on the intranet and information boards.
Team up with other educational establishments to run coordinated events	<ul style="list-style-type: none"> Link in with University of Glasgow, Glasgow Caledonian University to run large scale sustainable travel events through the city – main target being student body.
Take the lead and organise a Garnethill Sustainable travel event	<ul style="list-style-type: none"> Involved St Aloysius College, Dental Hospital, Primary School, Stow College. Could consider closing streets to traffic for a day, or limiting cars based on emissions – only low emissions vehicles allowed. Engage with Glasgow City Council in discussions around limiting the paid for on street parking provision that is available within the Garnethill area.

Implement organisation wide initiatives to link into key events – Walk to work week, Bike to work week	<ul style="list-style-type: none"> • See what national initiatives are taking place and get involved in such as national “In Town without my Car” day and tie-in with their events
Ongoing programme of communications to students, staff and visitors via briefings, notices and intranet site.	<ul style="list-style-type: none"> • Information and briefing notes for senior management. • Articles and photographs to be posted on intranet. • Regular progress updates via the intranet and staff briefing sessions. • Guest speakers and lunch talks • Follow up by asking staff to produce their Carbon Footprint and draw together as a corporate document and plan [not just transport related]
Ongoing promotion of the environmental and health benefits of active travel	<ul style="list-style-type: none"> • Possible tie in with Healthy Working Lives Award and work towards promoting the health and the environment criteria.

Here is some further, more detailed information about some of the suggested actions:

Car sharing

The number of single occupancy car users is very low (less than 12%) yet there is still an opportunity to reduce the number of vehicle trips and therefore total carbon emissions generated by the journey to and from the GSA.

Cost

One of the most attractive reasons to regular car sharing is to save money. It makes sense therefore to concentrate on longer distance journeys since drivers have the potential to save the most money in terms of fuel and wear and tear. Provided the driver does not make a profit their car insurance will not be invalidated if the costs of the journey are shared. It is also worth focusing on areas where there is a concentration of staff making similar journeys.

Finding a car share partner

Would be worth organising an informal meeting for all those staff who are interested in car sharing to identify similar journey patterns.

Measures are needed so that potential partners can identify one another. If staff could somehow be made aware of trips that are made by others elsewhere then the potential for more car sharing trips could be increased substantially.

It is therefore important to identify an effective way of making others aware of similar journeys to work.

There are two basic ways to handle this, either as a paper based exercise which is managed by central admin/human resources or as a computer based system.

Paper based systems have the potential to be quite time consuming, especially the upkeep of a database. Travel habits change and therefore drivers and passengers need to be found new partners if a successful system is to be maintained.

A paper based approach would start by informing staff that a formalised car sharing system is to be set up, perhaps for a trial period. Interested staff and students should be asked to come forward with basic details – their home postcode, home and work departure times as well as relevant shift patterns. The survey data collected for this travel plan could also be used to identify and 'prompt' those people who said they would consider car sharing but don't subsequently come forward.

Where there is ready access to a computer, on-line databases can be a much more effective way of handling car sharing. On-line car sharing works best in an office setting where all staff and students have easy access to a terminal. Ideally the on-line service should be one part of a 'package' of 'sustainable transport' pages on an Intranet site. The 'package' would also consist of information about public transport services, walking and cycling initiatives, tips on eco-driving and environmental friendly vehicles etc. More on this below.

There are different types of on-line car sharing databases available.

SPT Journeyshare is one such online car sharing database - anybody can go on the site and register a trip for free. For more information see the website at (<https://www.sptliftshare.com>) Being a regular external website, staff could be asked to register their journeys on their own home computer.

As well as regular commuter journeys, SPT journeyshare is also available for one off journeys, for example, if staff are travelling to training courses or to other offices etc.

Guaranteed ride home

A guaranteed ride home by taxi is the tried and tested way of overcoming concerns that a car sharer may be stuck at work, for example if an urgent task requires staying late or if the driver is obliged to leave early. This system needs to be backed up with a reliable contact number that is always available such as a local taxi firm. It needs a suitable system of management regulation, but experience shows that take-up is usually low.

Cycling

Cycle salary sacrifice scheme

In an effort to increase cycling to work the Government introduced the Salary Sacrifice 'Cycle to Work' scheme a few years ago.

Companies establish a formal link with a local bicycle supplier and often suppliers provide vouchers which the employer buys and the employee takes when choosing a bicycle or cycling related equipment. Vouchers tend to come in denominations of £50.

Ownership of the bike (and the liability for making the payments) remains with the employer. The employee pays in instalments through their salary. However a basic rate tax payer pays 31% less than the monthly instalment and a higher rate tax payer pays 41% less. Currently this is calculated on the basis of 20% basic tax plus 11% national insurance and 30% higher rate tax plus 11% national insurance respectively. So for a bike costing £600, rather than the monthly instalment for a basic rate tax payer being £50/month for twelve months the actual rate becomes £34.50 per month. When the instalments are complete the employer may wish to offer the bike up at a fair market rate which typically tends to be less than the value of one month's instalment.

Employers also save because they are not required to make the 12.8% National Insurance Contribution on the monthly instalment. So, for pre-deducted instalment of £50 a month, the employee saves 6.4% or £6.40.

The rules and regulations governing salary sacrifice are complex and in the first instance it is recommended that readers should go to the following website for more advice:

http://www.hmrc.gov.uk/specialist/salary_sacrifice.pdf

<http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732?page=1>

Bus salary sacrifice

This works in a similar way to the bicycle salary sacrifice scheme except that bus users can save up to 41% of the price of a regular bus ticket. Local bus operators Stagecoach and First could be approached about this, or there are now on-line employee benefits companies which are running bus salary sacrifice schemes and for a fee will set up and run a scheme of this type.

See for example <http://www.pmmemployeebenefits.co.uk/green.html>

Launch of the Plan and ongoing promotion

In many ways this is the hardest part because on-going promotion of the plan and regularly reminding of staff and students about its purpose can feel incredibly thankless until the first fruits of all the effort start to become apparent!

It is suggested that there is a regular programme of events to help get the messages across about health, emissions, climate change and energy use.

In terms of raising awareness and communicating with students and staff, the enrolment and induction instructions are going to be a key channel to push the sustainable travel message.

There is also an opportunity to the GSA to lead the way in the Garnethill and Glasgow City Centre through its approach to sustainable travel. Already it is in a position to shout about the fact that over 99% of students and over 80% of staff and visitors are travelling sustainably

The tables above also provide some initial ideas to help raise awareness and maintain the momentum. It may be that some events are timed to coincide with the launch of other specific cycling, walking, and bus or train measures.

A system of rewards should be considered. Here are some examples:

- Staff who partake in car sharing for a trial period are entered into a regular free prize draw.
- Green miles awarded to Staff who car share, use public transport – will encourage competition across the departments/buildings.
- Ask the students, staff and visitors for other ideas. Get them engaged in the process!

6.0 Targets and Monitoring

The following targets are suggested:

Student related targets:

- Further increase percentage of student cyclists from 4% to 8% by end of 2013.

Staff related targets:

- Increase percentage of staff cyclists from 3% to 6% by 2013.
- Cut single occupancy car use by 25% by 2012.

Visitor related targets:

- Increase visitor use of Mackintosh trail ticket from 10% to 20% by 2013 by working with SPT to promote the ticket.

Monitoring

There is a need to ensure that the travel plan is monitored, reviewed and updated on an annual basis in order to measure progress against the key targets outlined in the plan and to ensure continued relevance with business circumstances. If some initiatives have no effect, or a particular target is not met, the Glasgow School of Art should reconsider the problems and proposed measures. Monitoring should help to produce new or refined targets and an appropriate campaign to support their achievement.

Things to consider when monitoring the travel plan:

- Which aspects need to be checked regularly?
- Who is responsible for monitoring?
- How frequently and when the monitoring will be conducted.
- How the monitoring will be done.
- How the results will be disseminated to staff.
- How results will inform a review of the travel plan.

The Glasgow School of Art needs to consider roles and responsibilities i.e. who will drive the plan. Will it be senior management for example?

7.0 Appendices

7.1 Site Audit

	Person responsible	Date completed
Site plan		
Site area map		
Site name and address		
Site access points		
Building access points		
Arrival / Reception		
Local facilities		
Business and inter-site travel		
HR policies		
Pedestrians		
Cyclists		
Bus stops and services		
Rail stations and services		
Car sharing		
Car parking		
Road freight / goods deliveries / service vehicles		
General comments from site manager		
General comments from site auditor		

Site name and address

<i>Name of site:</i>	Glasgow School of Art
<i>Address:</i>	167 Renfrew Street
<i>Post Town:</i>	Glasgow
<i>County:</i>	
<i>Postcode:</i>	G3 6RQ
<i>Contact for the site audit:</i>	Stuart Miller
<i>Email address:</i>	s.miller@gsa.ac.uk
<i>Phone:</i>	0141 566 1432
<i>Fax:</i>	0141 566 1448
<i>Date form completed:</i>	9 th Dec 2009

<i>What kind of site is it?</i>	
	Several buildings in an urban centre in the Garnethill area of Glasgow city centre

<i>Future development plans for the business</i>	Yes, plans to redevelop a number of buildings on the Garnethill site. 3 phase redevelopment programme, Phase 1 to redevelop the Newberry Tower, Foulis Building and Assembly building – see attached map
<i>Shared Site</i>	No
<i>Name of other organisation(s)</i>	

Site access points

<i>Total number of (main) site entrances (including informal)</i>	11
Mark all entrances to your site on the site plan, indication which is the main one	

<i>Name of site entrances</i>	<i>Who uses it?</i>	<i>Hours open - TBC</i>
e.g. gate to 'Front' road	Cyclists / Pedestrians / Motorists	0800-0900 / 1630-1900

Building access points

<i>Total number of (main) site buildings</i>	11
Mark all the doors to all buildings on the site plan, indicating which is way in to the main reception	

<i>Building</i>	<i>Name of door</i>	<i>Hours open</i>	<i>Access Control</i>
e.g. Science Block	Front door	0800 -1900	Secure entrance
Building 1 – Mackintosh Building	All access points are pedestrian entrances from the street		Open access with main reception and security
Building 2 – Newbery Tower	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 3 – Foulis Building	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 4 – Haldane Building	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 5 – Barnes Building	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 6 – Margaret Macdonald House – Student resident	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 7 – J D Kelly Building	All access points are pedestrian entrances from the street		Secure entrance with key pad entry

Building 8 – Richmond Building	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 9 –GSA Library	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 10 – Bourdon Building	All access points are pedestrian entrances from the street		Secure entrance with key pad entry
Building 11 – Assembly building – Student Union	All access points are pedestrian entrances from the street		Secure entrance with key pad entry

Arrival / Reception

Total number of reception areas	1
Mark your main reception, and any other reception areas on your site plan In the Mackintosh Building	

Write the name of the reception area this page refers to here:	Main Reception area for GSA is in the Mackintosh Building	
	For employees	For visitors
Are up-to-date bus and rail times displayed in the reception area?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is a local area map displayed in the reception area?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Do you have a computer terminal with access to journey planners (such as the National Rail timetable)?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

	For employees	For visitors
Storage for wet / muddy clothes to dry?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Secure space for personal items such as clothes, bike helmets, lights?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Shower facilities available?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Lockable changing rooms? Lockers in toilets in Mackintosh Building – first come first served basis	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Local Facilities Business and inter-site travel

Please detail local facilities or onsite facilities and their accessibility. (e.g. Post Office, 5 minutes walk)

<i>Facility</i>	<i>Locality</i>
GSA Campus is directly behind Sauchiehall Street	2 -3 mins walk from main shopping centre in Glasgow with access to all local facilities
	There is also a small newsagent in Garnethill (Rose Street) which sells the Parking Vouchers.
<i>Do employees travel for business?</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<i>Are there company / pool vehicles available for use?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>How many?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Do any of the pool vehicles run on clean fuel (LPG / electric, etc)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Please specify how many and type of fuel</i>	
<i>Do employees use company vehicles for business travel?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>Do employees use their own cars for business travel?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>What rate of business mileage do employees receive for using their own vehicles?</i>	p per mile

<i>Are tele-conferencing facilities available?</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<i>Where?</i>	
<i>Are video-conferencing facilities available?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>GSA Estate Development team are using Skype facilities via local architects firm, but looking to get hardware to allow for Skype to be used within GSA</i>	

<i>Do employees make inter-site business travel trips?</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Is there any corporate policy relating to business travel? TBC</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>Is there any corporate policy relating to inter-site travel? TBC</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No

HR Policies – TBC

<i>Are there policies in operation and being implemented for the following</i>			
<i>Flexi-time?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>Job Sharing?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>Compressed working week?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>Home working?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

<i>Free rail / bus season tickets?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>Incentives for relocating staff to move closer to the place of work</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>Subsidised rail / bus season tickets</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<i>Interest free loans to purchase tickets?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>Guaranteed ride home for staff who car share?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>Interest free loans to purchase bicycles?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>Other</i>	
<i>IFL to convert cars to cleaner fuels?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		

Pedestrians

Mark essential walking routes on the site map	
Are pedestrians separated from vehicular traffic on the site?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Are all formal walking access paths paved?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Do all formal walking access paths feature dropped curbs for ease of use?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Are all formal walking routes well lit? Concerns that route close to Haldane Building and park area is poorly lit at night	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Any stretches of route unlit after dark? As above	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Do formal walking routes have necessary pedestrian crossings? – no formal crossings on GSA site itself but on main junctions further down Renfrew Street	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Do roads next to formal walking routes have necessary traffic calming measures?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Are any routes ever obstructed; e.g. flooding / overgrown vegetation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Cyclists, Bus stops and services

Mark essential cycling routes and cycle parking (designated and informal) on the site map	
Are cyclists separated from vehicular traffic on the site?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Are all formal cycling routes along busy vehicular routes?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Are any cycling routes along cycle paths / off road / quiet streets? - cycling is on quiet streets	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Cycle training offered?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Shower & changing facilities (inc. secure storage whilst this area is in use)? The only locker facilities available are in the refurbished toilets in the Mackintosh Building (ground floor) – these are on a first come first served basis. Currently the only shower facilities are within the Director's rooms on 1 st floor of Mackintosh building – not available for open access	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Secure storage for bicycle gear during business hours (lockers)?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

<p>Areas of designated cycle parking:</p> <p>There are cycle racks located in the following areas around the GSA campus:</p> <p>Haldane building – cycle racks available to front and side of building</p> <p>Newbery building – racks attached to the wall are available on raised entrance (by steps) next to main door but these were unused – instead cycles attached to railing and lampposts outside Newbery building.</p> <p>Library building – racks are available to right hand side of main door (Scott Street) and cycles attached to railings</p> <p>Bourdon building – to the rear of the building</p>	
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The Vic – railings to front and side of the Student Union building are used as cycle storage- secured to the railings.	
Margaret McDonald House - Halls of Residence – cycle ranks at main entrance and within car park at rear of building.	
Is cycle parking visible from the employee's area?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is CCTV used to monitor lock-up areas?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the cycle parking area well lit? – varies depending on cycle parking area – most are at front of entrances so well lit	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Is the cycle parking close to the entrances used by cyclists?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Are there area where people informally park / store their bicycles (railings / offices)?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Cycles attached/parked on railings all over the GSA campus – outside Foulis, Assembly and Newbery Tower – but cycle racks outside Newbury Tower were not being used.	
Is there corporate policy relating to cycle use?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What rate of business mileage do employees receive for using their bicycles?	p per mile
Mark the location of nearby bus stops on the site map	

Service	Description	Stop (street)	First	Last
3,23,41,54,54 A	Renfew Street	6090166 / 6090165		
16,23,44,44A, 57,57A,N9,N9 G, N62,N66,N24 0,N267, 78	Sauchiehall Street	6090161 /6090160		
Various routes to West and North	Bath Street			
Various routes to West and North	West Graham Street			
Various	Buchanan Street Bus Station			

Stop	Renfrew Street	Sauchiehall Street		
Timetable displayed?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Covered shelter?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Stop well-lit after dark?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are there seats?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
From the stop can you see the main entrance?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
From the bus, is it obvious where to get off?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Provision of an inter-site shuttle bus?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Details	
Free Visitor Transport Schemes?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Details	

Rail stations and services

Mark the location of nearby railway stations on the site map
--

Station	Route description	First Train	Last Train
	Central Station – 10/12 minutes walk from The GSA– Trains to West and South of Glasgow, Kilmarnock, Dumfries, Carlisle, Newcastle, London		
	Queens Street Station -15 minutes walk from The GSA – Trains to East and North , Edinburgh, Inverness, Aberdeen		
	Charing Cross Station – 5/6 minute walk from The GSA – trains to North west - Helensburgh		

Station	Central Station	Queens Street Station	Charing Cross Station	
How far to the site? (m)	0.7 m	0.6 m	0.3 m	m
From the station can you see the main entrance?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the site signposted?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Car sharing

Does a car sharing scheme exist for the site?			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is it formal?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is it informal?	Not that we are aware of currently – might come out of survey
How many members		How many members	

Car Parking

Total number of formal car parks	No formal car parks on campus
Total number of car parking spaces on your site:	Approx 15, plus disabled spaces
Mark car parking on the site plan, include informal parking where cars are permitted and mark it as such	
Do people park on areas of the site not designated for car parking?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Do employees park off-site due to lack of on-site parking?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Do authorised visitors, clients or contractors have to park off-site?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Is there a permit system in operation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Are cars held back to give priority to pedestrians / cyclists exiting the site?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Have there been any 'near misses' / accidents between cars & pedestrians / cyclists?	N/A
Are there salary related packages relating to parking?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is there a company car policy?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Nearest off site Car Park (name / number): Cambridge Street, Car park			
How is access to this car park controlled?	Barrier access		
Total number of car parking spaces:	900	Number of accessible spaces:	n/a
Number of spaces for pool vehicles:	n/a	Number of spaces for car-share vehicles:	n/a
Number of spaces for contractors:	n/a	Number of spaces for visitors:	n/a
Number of spaces for motor-scooters / motor-cycles:		Number of other designated spaces (ambulance / bus / MD, etc):	n/a
If you charge for use of this car park, give details here:			
£1.20 per hour, 24 hours			

Off site Car Park (name / number) Maitland Street car park			
How is access to this car park controlled?			
Total number of car parking spaces:	470	Number of accessible spaces:	n/a
Number of spaces for pool vehicles:	n/a	Number of spaces for car-share vehicles:	n/a
Number of spaces for contractors:	n/a	Number of spaces for visitors:	n/a
Number of spaces for motor-scooters / motor-cycles:	n/a	Number of other designated spaces (ambulance / bus / MD, etc):	n/a

If you charge for use of this car park, give details here:

60p per hour, 24 hours

Road freight / goods deliveries / service vehicles

Mark the location of all service, delivery and despatch points to all your buildings on the site map

Show recommended service delivery routes – key service access via service lane at back of Newbery Tower and Foulis Building.

<i>Does your company use courier or haulage companies for regular deliveries?</i>	various
<i>How often do deliveries take place?</i>	daily
<i>Do delivery companies have difficulties in finding your site?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

General comments from site manager

General comments from site auditor



7.1 Site Audit

NOTES OF MEETING

Date: Wednesday 9th November 2009
 Time: 2.30pm
 Venue: Glasgow School of Art, Glasgow
 Present: David Miller (GSA), Stuart Miller (GSA), Gillian Henry (GSA), Shona Drummond (on behalf of TPI Ltd)
 Purpose: To start the process of developing a travel plan for Glasgow School of Art

Introductions

David Miller – Director of Estates Development
 Stuart Miller – Project Manager, Estates Development
 Gillian Henry – Project Manager, Estates Development

Background

Current redevelopment phase 1 is due for completion and occupation by 2013. GSA provided floor plans for the Mackintosh Building and The Hub at Pacific Quay.

GSA to provide copies of environmental and sustainability policies that are currently being developed.

GSA also to provide copies of relevant Corporate and Social Responsibility statements for the school.

GSA to provide any relevant HR policies relating to job sharing, flexible working, work from home policies as well as any salary sacrifice scheme that may be in place at GSA.

David Miller summarised the Estates Strategy ongoing forward:

Phase 1 – Funding in principle has been agreed for phase 1 – redevelopment of Newberry Tower, Foulis building and Assembly building. Currently in the design stage, plans to demolish 2011 with rebuild complete 2013

Phase 2 – Funding to be sourced, expected the GSA may have to raise funds themselves – redevelopment of J.D Kelly, Richmond buildings

Phase 3 – Funding to be sourced. Refurbishment of Bourdon Building. May possibly happen alongside Phase 2 – funding dependent.

The plan is then to eventually sell off the Barnes and Haldane Buildings

GSA is already having planning discussions with Glasgow City Council around Renfrew Street and how this should be treated. The stretch directly in front of the Mackintosh Building. This stretch of road is closed during Degree Show to have a street party and there are various suggestions about pedestrian access only or the introducing traffic calming measures similar to the Merchant City (where they have applied various road surfaces to calm traffic) for this stretch of Renfrew Street.

Eco-friendly, sustainable credentials of the winning architects were a key factor in their final selection and sustainability is a key theme of the redevelopment project.

GSA do not currently have ISO14001 but may consider it in the future as they are very serious about their managing and promoting their environmental credentials in the future.

There are plans to make the Mackintosh building a World Heritage Site along with the Hill House in Helensburgh. GSA is working with Glasgow City Council on this. Likely to be a long process (up to 10 years) As part of this bid the city council would have to provide elements such as signage and street furniture.

GSA has an agreement with Glasgow University around student residences, so we need to ensure that we are asking postcodes of students completing the survey.

Internal communications at GSA :

A website is currently being development for the redevelopment project – currently not live but this will be the main update channel for the overall redevelopment project.

GSA mentioned that Steven Holl – lead architect on the redevelopment is holding a lecture on 15th January 2010 – might be useful for TPI to be represented – GSA to look into possibility of TPI Ltd being able to attend.

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GSA also asked **TPI Ltd** to consider travel plan options for Pacific Quay site – GSA to provide details of the developers involved with the site.
GSA have a mini bus that is usually parked at the Barnes Building, this is used to take students on various trips.

Travel Survey

GSA are keen that **TPI Ltd** (via GSA) meet with Student Union President – Michael White to discuss best way to approach student survey and ensure buy in. GSA to make initial contact.

GSA willing to consider incentives to encourage survey completion.

GSA Estates Development team also keen that **TPI Ltd** (via GSA) speak to Head of Communications – Scott Parsons. GSA to make initial contact.

GSA confirmed that there are currently approximately 1700 students going up to 2000 after redevelopment.

GSA confirmed that there are approximately 380 – 400 staff

In terms of communicating with staff there are a number of channels, but there is a need to work with Head of Communications to agree most appropriate way.

Once a term staff briefings take place at GSA, next one is planned for the end of January 2010, beginning of February 2010.

There is an electronic staff newsletter “The Garnet” issued to staff – GSA to confirm if this goes to all staff and how regularly

There is a requirement to survey Staff, students and visitors (or which there are approx 30,000 per year)

TPI Ltd to provide suggested approaches to surveying staff, student s and visitors.

TPI Ltd

TPI Ltd

TPI Ltd

TPI Ltd (Via GSA) to work with Visitor Shop manager to agree best approach to surveying visitors. GSA to provide contact details or approach Visitor shop Manager to discuss further.

TPI Ltd mentioned that there could be an opportunity to add some short customer satisfaction questions to the visitor survey if GSA wanted to do so.

Business Objectives

GSA identified a number of top line business objectives. **TPI Ltd** to use these as a basis for developing some more specific travel plan objectives.

1.Importance of eco / sustainability credentials –GSA want to lead by example and highlight the benefits of a more sustainable approach to design, architecture - delivering best practise in terms of their own environmental architecture

2. Need to be compliant with BREEAM and achieving an “excellence” rating/grading.

3. GSA is also keen to consider the health and wellbeing of students, staff and visitors as a key factor.

GSA are keen to have a travel plan in place for phase 1 of the redevelopment so that they can drive it forward into subsequent phases of the overall redevelopment project.

TPI Ltd to further develop these objectives and pass to GSA for approval.

GSA

Site Audit

TPI Ltd to write up a full site audit.

Whole Garnethill area of Glasgow city centre has a one way system in place which causes confusion.

There are issues of congestion at key times of the day (school run periods) caused by the adjacent school St Aloysius College.

St Aloysius College are also considering the making Hill Street Pedestrian only access from a student safety point of view

There are limited parking spaces on GSA site, 3 spaces designated for senior management behind the Bourdon Building, then disabled access parking in front of several of the buildings (site audit and annotated map give details)

Currently there are no shower facilities or formal lockers for staff and students. There are some locker facilities in newly refurbished areas of the Mackintosh building but these are first come first served.

GSA to provide details of the Sustainability group – recently surveyed certain members of staff about travel

Intercity travel for staff tends to be on foot or taxi

There is a fair amount of travel to and from Edinburgh by train and occasional overseas travel (as part of design tender process but also GSA have

GSA/TPI Ltd

GSA

international partnership agreements, conferences and research projects for which they need to travel)

GSA does have tele conferencing facilities but they are not well used.

Currently use architects Skype facilities for video conferencing, looking to source hardware to allow GSA to have facilities in house.

Disabled access across the GSA campus is currently an issue but disabled access is a key part of the redesign – exemplar disabled access going forward.

Car parking in front of GSA buildings is limited and on first come, first served basis.

Feeling that lighting may be an issue on certain parts of the campus, particularly around the Haldane building and the small park opposite.

The back lane behind the Assembly, Newberry and Foulis buildings is for delivery/services access although there is “illegal parking” on this lane currently.

GSA has a strong working relationship with their close neighbours – St Aloysius College. They are working closely with them on redevelopment project – open channels of communication/consultation.

There are not cycle routes on the immediate GSA campus, nearest marked cycle route is near to Cowcaddens Underground station.

TPi Ltd

TPi Ltd

Timings

Look to have surveys in field throughout January, with initial analysis to GSA for beginning of February to feed into BREEAM timings. Need to look at having analysis and reporting finished for end of February 2010.

There is also an all staff Away Day planned for 21st April on the theme of sustainability – this would be a good opportunity to launch the final travel plan

TPi Ltd to liaise with Gillian Henry for key dates around the redevelopment and specific timings around BREEAM compliance requirements.

There is a Project Task Group for the redevelopment project that meet fortnightly, there may be an opportunity for the travel plan to be

presented/discussed as part of one of these meetings – to assist with buy –in. GSA to suggest which dates might be most suitable.

There is a need to consider travel plan actions in relation to the phases of the redevelopment over the coming months/years. Current situation, but measures that also take into account redevelopment longer term.

Opportunity for **TPi Ltd** and GSA to work together on “add-on” travel plan measures specifically for the de-can period when students and staff are moved to alternative premises. This is likely to happen late 2010/early 2011

Administration

Shona Drummond to be the main point of contact for **TPi Ltd**.

Stuart Miller confirmed as the main point of contact for this travel planning project.

TPi Ltd to, based on information gathered during the inception meeting and site audit, draft a travel survey to **GSA** for feedback

TPi Ltd to outline draft timing plan for this project and supply to **GSA**.

