

Case Study

Campus Consolidation, Redevelopment and Mitigation Planning from a Car Parking and Travel Planning Perspective

Client: Manchester Metropolitan University

Context



Manchester Metropolitan University, is a public university located in North West England, and was established in 1970 as 'Manchester Polytechnic, and gained University Status in 1992. Its headquarters and central campus are in the city of Manchester, and there are additional facilities in the county of Cheshire.

The University has over 30,000 post and undergraduate students and around 5,500 staff.

The Birley Fields campus development represented the final stages of a £350m investment in new campus facilities for Manchester Metropolitan University. It was the largest construction project in their ten-year plan, to consolidate from seven campus locations to two (Manchester and Cheshire) by 2014.

The first phase of the consolidation saw the amalgamation of the Alsager and Crewe campus, resulting in a

new purpose-built sports centre at the Crewe site and associated car parking facilities. The amalgamation of the two campuses caused severe residential parking problems and temporary loss of staff and student parking at the campus for a period of 18 months.

In the second phase 4 satellite campuses Didsbury, Aytoun, Hollings and Elizabeth Gaskell were relocated to the new Birley Fields and All Saints central campus, with the completion of a 320 space 'staff only' multi-storey car park.

Before starting on site in summer 2012, the University made a significant financial contribution to Manchester City Council to support a S106 residents' parking scheme to help avoid additional pressures on parking in the area when Birley Fields opened.



The transport accessibility of relocating staff and students had to be carefully considered and a range of consultation exercise were undertaken.

A variety of sustainable transport projects and initiatives were also launched to complement the existing Sustainable Transport

Strategy, due to very limited student parking at the Manchester campuses and reducing staff capacity.

Client Issues

- Loss of over 400 staff car parking spaces at the amalgamated central Manchester campuses;
- Existing student parking availability at some satellite campus, particularly on street parking in residential areas;
- Relocation of staff and students and the need to understand current travel behaviour;
- To make the best use of on site car parking capacity and to investigate potential off site solutions;
- Losses had to be mitigated through a combination of replacing capacity and travel plan measures;
- Need to procure temporary car parking solutions;
- Access and car parking related planning conditions;
- Residential parking problems;
- Change management and staff/student consultation, to raise awareness of the campus consolidation project, loss of car parking and accessibility issues;
- To maintain student retention and recruitment; and
- To keep the University operational with minimum disturbance to services.

Solutions and Added Value

- Wrote and introduced a new Car Parking and Sustainable Travel Strategy.
- Introduction of parking charges and enforcement;
- Introduction of a 'needs based' electronic car parking permit allocation system;
- Implementation of a whole package of travel plan measures:
 - Electric Vehicle Charging Infrastructure;
 - A student/volunteer led I-Cycle hire and recycling scheme,

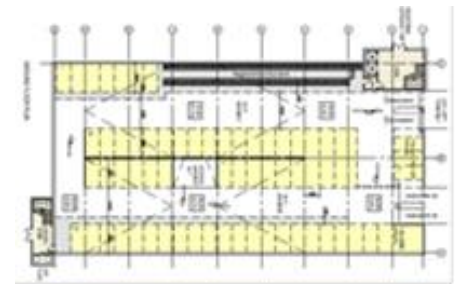


- Developed a range of new cycle storage and changing facilities.
- Introduced Car Sharing schemes, with priority spacing and incentives;
- Retendered and upgraded the rail link shuttle bus fleet to electric/diesel hybrid, significantly reducing CO2;
- Discounted public transport ticketing and season ticket loan schemes;
- Critically reviewed plans for the £52 Million Cross City Bus Package;
- Personalised journey planning and sustainable travel events;
- Staff, union, student and visitor consultations;
- Project managed the implementation of a new access control, parking barrier and payment system;

- Procured temporary off site car parks and liaised with Legal and Procurement teams.

Services Provided

- Sustainable Travel Plan development, implementation and monitoring;
- Demand Management strategies;
- Tendering and contract negotiation;
- Planning condition discharge;
- Identification and enabling of infrastructure improvements both on and off site, working with commission architects and contractors;
- Staff and student consultations and awareness raising;
- Marketing and branding;
- Direct liaison with the Local Authority, TfGM and other stakeholders;
- Represented the University at the high level Cross City Bus Package Steering Group;
- Briefing sessions and technical reports to inform the Local Authority and University Executive Team; and
- Critically reviewed the infrastructure and MSCP designs.



Key Benefits and Success Factors

- Campus relocation and consolidation completed on schedule in September 2013;
- Successfully discharged all transport and car parking related planning conditions;
- Procured leases on 3 off site temporary car parks;
- Critical reviewed plans for cycling, walking and bus waiting infrastructure as part of the Cross City Bus project.
- Successfully installed a new access control system, 18 pay and display machines and 8 new barrier entry and exit systems;
- Implemented over 150 new cycle storage spaces;
- Introduced 20 electric Vehicle charging points including 2 rapid chargers;
- Positive effect on student retention;
- Improved relationships with the Local Authority and community; and
- Improved accessibility to the site by all modes of transport for staff, students and visitors.

Contract Data

Duration: 3 years

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