

15 SEPTEMBER 2020

Higher Education

Travel advice in preparation
of new academic year



Emerging travel demand patterns

We are operating near normal frequencies of Tube, bus and rail services. Travel demand data shows:

✓ Surface Transport

- **11 September - AM peak** - Bus journeys were down 43% compared to last year - with 960,000 boarding taps compared to an expected baseline of 1.67 million.
- Traffic on the TLRN was 92% of normal demand and up 2% on last week.

✓ London Underground

- **11 September - AM peak** - Tube journeys were down 66% compared to last year - with 700,000 entries and exits compared to an expected baseline of 2.09 million.
- Tube journeys were down 64% compared to last year - with 2.81 million entries and exits compared to a baseline of 7.88 million.

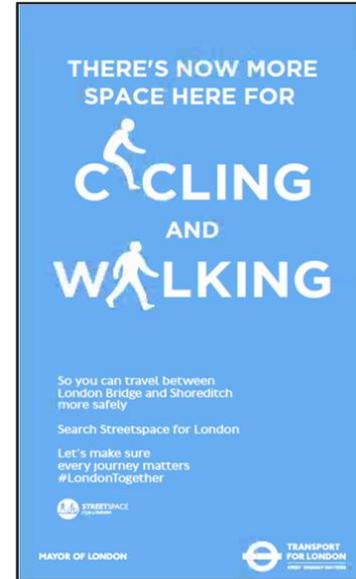


Travel advice for HE institutions

We are doing all we can to ensure a safe transport network. We need universities to support us by encouraging students and employees to:

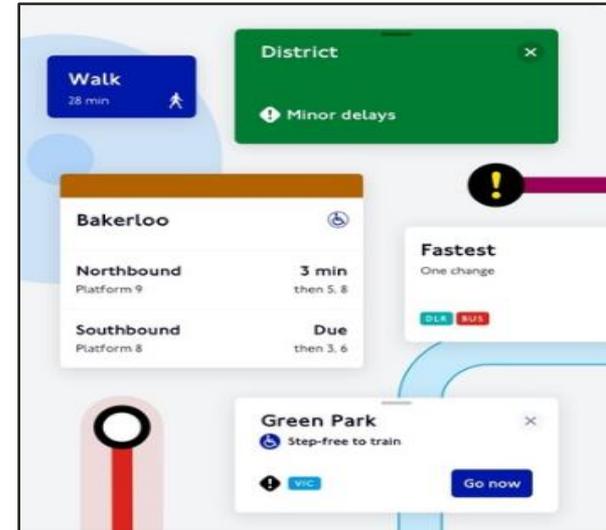
- ✓ Consider walking or cycling, wherever possible
 - Find out what resources your university has to support you walk, cycle or jog to university – such as bike racks, showers, and lockers
 - Take our new online [Cycle Skills course](#) - aimed at both those cycling for the first time, or those wishing to refresh their skills
 - Make the most of [Streetspace for London](#) – which is creating more space for people to safely walk or cycle through temporary cycle lanes and wider pavements

- ✓ The Santander Cycles hire scheme is a great way for university employees to get around. Whatever the size of your business, you can get an annual cycle hire account for your employees, giving unlimited access to Santander Cycles. Find out more information, including how to email us, on our [website](#)



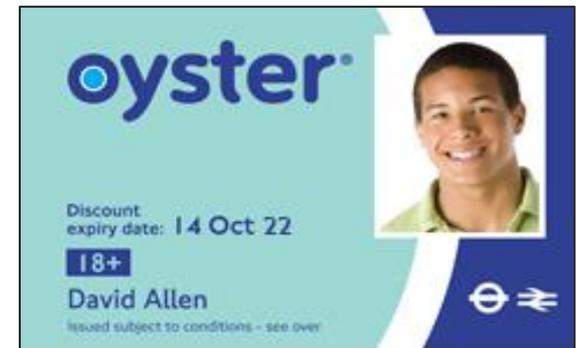
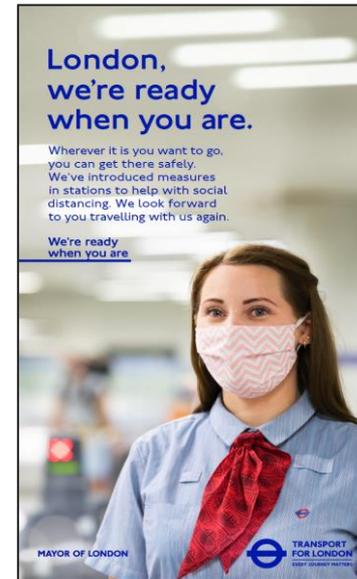
Travel advice for HE institutions (2)

- ✓ Plan ahead
 - [Plan journeys on public transport in advance](#) and, where possible, travel when it is quiet
 - [Wear a face covering](#) over your nose and mouth, unless you are exempt for age, health or accessibility reasons
 - Use our new travel app, [TfL Go](#) to check the busiest times at every station. It's available on Apple iOS and will be available on Android devices later this year
 - Check our [bus changes](#) page to see if your journey will be affected by the changes we're making to some routes to help London's schools reopen safely
 - Some bus routes are currently particularly busy in the morning and afternoon peaks due to school demand. Quieter times on bus routes popular with schoolchildren are between 09:30 – 14:30 and after 16:40.



Travel advice for HE institutions (3)

- ✓ Travel safely:
 - Maintain [social distancing](#) where possible
 - Follow signs, listen to announcements and to our staff
 - Wash your hands before and after your journey and carry hand sanitiser or use sanitiser points at stations
 - Check our [Safer Travel At Night](#) for guidance on the best options, including using taxi or minicab services. You can use [our nearby tool](#) to locate your nearest transport service.
 - Instead of cash, use contactless or Oyster to pay for your travel - if you're 18 or over, a student and living in a London borough, you can get discounted travel with an [Oyster photocard](#). You are eligible, if you receive an NHS Bursary as a full-time student



Travel advice for universities (4)

- ✓ Find out more
 - If you are new to the city, visit our [Welcome to London](#) webpage to find out everything you need to know to get started exploring your new neighbourhood
 - Follow [government advice for safer travel](#) and [check the safer travel information sheet](#)
 - Check the Office for Students' [guide to coronavirus](#) for more information

- ✓ Review how and when deliveries are made to your premises. You can find practical, tested solutions for all business needs in our [deliveries toolkits](#).



Our planned activity and how you can help

- CRM email to database of c82k 18+ Oyster users providing advice before the start of term
- Travel advice included on (or linked from) either reopening education webpage or the coronavirus publications webpage
- Upweighting walking and cycling messaging in key areas as part of general
- Engagement with and cascade of messaging through universities to their students and staff, focusing on freshers' week. Many students will be new to London and its transport network and will be actively seeking advice on how to get around

Can you help cascade these communications?

- Social media posts promoting our travel tools, cycle skills course and our [Welcome to London page](#) specifically targeting university students in the post copy

Can members re-post this content?

- Possible future university-focused content on [our digital blog](#) e.g. a profile or feature of a university student discovering new ways to travel interspersed with travel and safety advice

Can members help us find these human-interest stories?



Working together

We want to do everything we can to help London's higher education institutions reopen safely and sustainably. We would appreciate your support in:

- ✓ Communicating active and sustainable travel messages to those institutions via your comms channels
 - ✓ Use TfL resources and toolkits to support this messaging
- ✓ Promoting and enabling walking and cycling, within your communities and relevant networks
 - ✓ Encourage and enable staff and students to walk and cycle
- ✓ Plan journeys on public transport in advance and, where possible, travel when it is quiet



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