



**MOBILITY PLAN FOR 2019-2021**  
**University of Worcester**

## 1. MOBILITY DIAGNOSIS

### 1.1 Analysis of Population and Territory

First, the University of Worcester is introduced briefly in terms of population, location and accessibility:

TERRITORIAL ANALYSIS	
Location	
<p>University of Worcester is situated in the city of Worcester, county town of Worcestershire. This county is located in the West Midlands of England.</p> <p>Worcester population is about 100,000 inhabitants.</p>	
<p><b>University areas</b></p>	<p>University of Worcester has three campuses:</p> <ul style="list-style-type: none"> <li>- The City Campus, located in Worcester City Centre</li> <li>- St John's Campus, in the outskirts of the city, at the north-west of Worcester. It is the largest campus and home to the University's central services.</li> <li>- Severn Campus is situated between the St John's Campus and the City Campus.</li> </ul> <p>The campuses cover an area of 81,172 square meters.</p>
	

### TRANSPORT MEANS TOWARDS THE CAMPUS

The main transport means to access to St John's Campus are as follows:

- ✓ **On foot:** the walk from the nearest train station to the St John's Campus takes 25 to 30 minutes.
- ✓ **By bike:** the campus is easily reached by local and national cycle routes and has many cycle parking facilities.
- ✓ **By public transport:**
  - Urban bus: a line connects the St John's Campus to the City Centre Bus Station and City Campus.
  - Train: station situated in the city centre and is a 25-30 minute walk from the University
- ✓ **By car:** Worcester is served by the M5 motorway and is accessible from Junctions 6 and 7. Under normal traffic conditions all university campuses can be reached in 15-20 minutes from Junction 7.

There are several car parks around the St John's Campus. Paid parking

The St John's and City Campus are a 20-minute walk from each other, with the Severn Campus situated between the two.

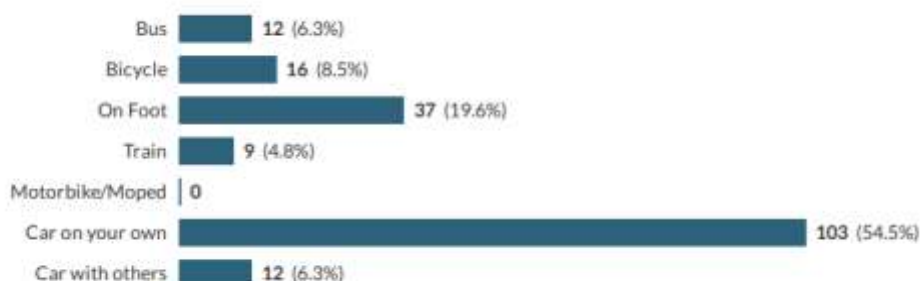
### UNIVERSITY POPULATION

Academic year 2016/2017	TOTAL	Administrative & managerial + Research & teaching staff	Students
	10,256	1,659 (16,2%)	8,597 (83,8%)

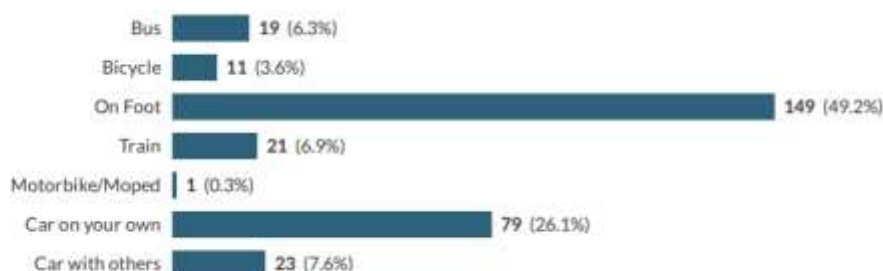
### 1.2. University population's commuting patterns

The results achieved from the mobility survey conducted in 2017 show the following modal split, regarding the mobility patterns towards the campus:

#### MODAL SPLIT. STAFF



## MODAL SPLIT. STUDENTS



The average distance for university members' commuting by each transport mean is the following:

DISTANCE FROM HOME (km)	Car	Car-Share	Motorcycle	Bus	Train
Staff	19,17	17,81	34,75	12,16	40,33
Students	33,52	31,1	34,75	16,69	52,05

From the results due to Worcester population's commuting, according to the mobility survey conducted in 2017, the CO2 emissions per year has been calculated reaching an amount of **5,898 tonnes**. This will be the baseline to be considered for the following action plan.

## 2. DEFINITION OF STRATEGIC LINES

### Theme 1: STUDENT EXPERIENCE, COMMUNITY RELATIONS AND WELLBEING

The University of Worcester values include inspiring **engagement with sustainability** in students, staff and the community, benefiting society and supporting a responsible future. A central tenet of this theme is the University's dedication to improving quality of life for students, staff and the wider community through the provision of services and programmes that directly and indirectly enhance well-being, including the provision of facilities for exercise and relaxation. Furthermore, we seek to **encourage** our staff and students **to use sustainable transport and operate a sustainable travel plan**.

Our mobility objectives considering a long-term vision are addressed the improvement of the following lines:

STRATEGIC LINE I: University management and governance

STRATEGIC LINE II: Promotion of pedestrian mobility

STRATEGIC LINE III: Promotion of cycling mobility

STRATEGIC LINE IV: Promotion of public transport

STRATEGIC LINE V: Promotion of more efficient car use

STRATEGIC LINE VI: Awareness and participation

STRATEGIC LINE VII: Urban planning and sustainability

### 3. DEVELOPMENT OF A SPECIFIC ACTION PLAN

These are the workstreams and actions, which are planned for the period 2019-2021:

#### **STRATEGIC LINE I:** University management and governance

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
I.1	Reaffirmation of responsibilities relating to sustainable transport	Director of Sustainability (DoS)	Q1	nil	Website updated
I.2	Paper to Sustainability Strategy Group (SSG) updating on mobility issues, and presenting updated Travel Plan	DoS and travel consultants PJA	Q2	£1,800	Website updated
I.3	Participation in a forum with local stakeholders to deal with mobility issues	DoS	ongoing	nil	Meetings with local stakeholders including representatives from Train operator and Bus company

#### **STRATEGIC LINE II:** Promotion of pedestrian mobility

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
II.1	Updating and re-publishing pedestrian routes between the campuses. Currently on hold as main footbridge under major reconstruction.	DoS and Web team	Q1	nil	Website updated
II.2	Masterplanning Severn Campus to include new pedestrian areas and reviewing car-parking provision. Continue to upgrade pedestrian areas	Estates and Development team	ongoing	tbc	New routes in place

	on St Johns Campus. Design team working on additional pedestrian routes for current new medical School facility on Severn campus.				
II.3	Continued investment in pedestrian and external areas including seating and leisure facilities around universities sites. additional external seating/covered areas installed.	Estates and Development team	ongoing	tbc	square meters of pedestrian areas

**STRATEGIC LINE III: Promotion of cycling mobility**

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
III.1	Improvement of the cycle lanes between Worcester City campuses and provision of proposed new pedestrian bridge connecting to Ghelevelt Park	Project development team	Q5	tbc	metres of cycle lane connecting the campuses
III.2	Increasing bike rack provision on all campuses, including upgrading Art House and relocating to Lakeside	Project development team	Q2	£3,000	No bike racks
III.3	Repair existing cycle repair station St Johns Campus review the need to add further cycle pumps/repair stations other sites. Provide shelter over SJC repair station	Estates	Q1-Q3	£3,000	New tools/improvements in repair station
III.4	Negotiation for the improvement of the cyclist access to the campus as part of section 106 negotiations for Riverside campus redevelopment	Project Development team	Q1-Q5	nil	metres of cycle lane
III.5	Further promotion of Cycle to Work scheme, including increased amount available to claim.	Deputy Director HR	Q1	nil	No promotion activities No involved people No of bikes bought
III.6	Further provision of secure cycle parking all sites	DoS	ongoing	£10,000	New tools/improvements for secure cycle parking

**STRATEGIC LINE IV: Promotion of public transport**

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
IV.1	Negotiation of discounts for university staff and students on public transport. Existing offers remained on trains, despite Covid.	DoS	Q1-Q9	nil	No. of bus/train tickets sold
IV.2	Investigate the feasibility of a subsidy for travelling by public transport paid for by the university	DoS	Q8	nil	% university funding
IV.3	Pilot new night bus service	DoS Assistant Director security and operations	Q3	nil	Nº users

**STRATEGIC LINE V: Promotion of more efficient car use**

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
V.1	By 2023, we will have fully synchronised parking policies for students and staff to support and prioritise sustainable travel options.	DoS Director of Estates	Q9	Economic benefit for the University	New developments related to parking policies

V.2	Thanks to the implementation of the new parking policies, the prevision is to reduce by 10% the number of students travelling alone by car between their home address to term address by 2021.	DoS	Q5	nil	% reduction of students travelling alone
V.3	Installation of new electric vehicle charging stations	Assistant Director Estates	Q3	£50,000	No electric vehicle charging stations
V.4	Review University fleet and carpooling, introduce EV minibuses to electric fleet	Assistant Director Security and operations Head of Procurement	Q2	tbc	% electric and hybrids vehicles in the fleet

**STRATEGIC LINE VI: Awareness and participation**

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
VI.1	Celebration of the European Mobility Week every year in September	Estates apprentices	Q3/Q6/Q9	£200	No Events No Attendants
VI.2	Woo Bikes Cycle campaign	Woo Bikes student coordinator	ongoing	£18,000	No Events No participants
VI.3	Improve of a section on the university website with mobility information	Web team	Q1	nil	No visits to this section
VI.4	Campaign to promote the access to the campus by public transport	Estates apprentices	Q2	nil	No participants

**STRATEGIC LINE VII: Urban planning and sustainability**

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
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VII.1	Through Worcestershire Local Enterprise Partnership their Energy strategy and the Local Nature Partnership, Worcester City master planning support the implementation of a citywide bike share program.	DoS student Woo bikes coordinator	ongoing	£78,000	No. of hubs
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#### 4. SCHEDULE OF THE MOBILITY PLAN IMPLEMENTATION

MOBILITY ACTION	SHORT TERM (2019)			MEDIUM TERM (2020 – 2021)					
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
STRATEGIC LINE I. University management and governance									
I.1 Reaffirmation of responsibilities relating to sustainable transport									
I.2 Paper to Sustainability Strategy Group (SSG) updating on mobility issues, and presenting updated Travel Plan									
I.3 Participation in a forum with local stakeholders to deal with mobility issues									
STRATEGIC LINE II. Promotion of pedestrian mobility									
II.1 Updating and re-publishing pedestrian routes between the campuses									
II.2 Masterplanning Severn Campus to include new pedestrian areas and reviewing car-parking provision. Continue to upgrade pedestrian areas on St Johns Campus									
II.3 Continued investment in pedestrian and external areas including seating and leisure facilities around universities sites									
STRATEGIC LINE III. Promotion of cycling mobility									
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	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
III.5 Further promotion of Cycle to Work scheme									
III.6 Further provision of secure cycle parking all sites									
STRATEGIC LINE IV. Promotion of public transport									
IV.1 Negotiation of discounts for university staff and students on public transport									
IV.2 Investigate the feasibility of a subsidy for travelling by public transport paid for by the university									
IV.3 Pilot new night bus service									
STRATEGIC LINE V. Promotion of more efficient car use									
V.1 By 2023, we will have fully synchronised parking policies for students and staff to support and prioritise sustainable travel options.									
V.2 Thanks to the implementation of the new parking policies, the provision is to reduce by 10% the number of students travelling alone by car between their home address to term address by 2021.									
V.3 Installation of new electric vehicle charging stations									
V.4 Review University fleet and carpooling, introduce EV minibuses to electric fleet									
STRATEGIC LINE VI. Awareness and participation									
VI.1 Celebration of the European Mobility Week every year in September									
VI.2 Woo Bikes Cycle campaign									
VI.3 Improve of a section on the university website with mobility information									
VI.4 Campaign to promote the access to the campus by public transport									
STRATEGIC LINE VII. Urban planning and sustainability									

MOBILITY ACTION	SHORT TERM (2019)			MEDIUM TERM (2020 – 2021)					
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