

MOBILITY PLAN FOR 2022-2025
University of Worcester

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 wellbeing, 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

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1. DEVELOPMENT OF A SPECIFIC ACTION PLAN

These are the workstreams and actions, which are planned for the period 2022-2025:

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	£4,000	
I.3	Participation in a forum with local stakeholders to deal with mobility issues	DoS	ongoing	nil	

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	DoS and Web team	Q1	nil	
II.2	Infrastructure Severn Campus comprising non-vehicular access onto Henwick Road (including emergency vehicle access and flood egress, cycle routes and pedestrian 'wellbeing' routes), vehicle parking including electric vehicle and cycle parking, internal servicing and access roads linking to existing vehicular access from Hylton Road, green infrastructure, to include new pedestrian areas and reviewing car-parking provision. Continue to upgrade pedestrian areas on St Johns Campus https://www.worcester.ac.uk/life/campus-facilities/capital-developments/home.aspx	Estates and Development team	ongoing	£Xm	

II.3	Continued investment in pedestrian and external areas including seating and leisure facilities around universities sites	Estates and Development team	ongoing		
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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 Ghulevelt Park https://www.worcestershire.gov.uk/kepaxbridge	Project development team	Q5	tbc	
III.2	Increasing bike rack provision on all campuses,	Project development team	Q2	£3,000	
III.3	Provide shelter over SJC repair station	Estates	Q1-Q3	£3,000	
III.4	Review cycle lane and signage integrate with City signage https://www.worcestershire.gov.uk/info/20879/cycling_in_worcestershire/2318/worcestershire_cycle_route_planning_mapo	Project Development team	Q1-Q5		
III.5	Further promotion of Cycle to Work scheme promoting the increased allowance to £2k	Director HR	Q1	nil	
III.6	Further provision of secure cycle parking all sites	DoS	ongoing	£10,000	

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	DoS	Q1-Q9	nil	
IV.2	Investigate the feasibility of behaviour change app for door-to-door transport aligned with City Council providing rewards to users	DoS	Q8	nil	
IV.3	Review night bus pilot	DoS Assistant Director security and operations	Q3	nil	

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 2024, we will have fully synchronised parking policies for students and staff to support and prioritise sustainable travel options.	DoS Director of Estates	Q9		
V.2	From a 2019/20 baseline year, we will reduce by 10% the number of students travelling alone by car between their home address to term address by 2025.	DoS	Q5		
V.3	Installation of 100 electric vehicle charging stations Severn Campus	Assistant Director Estates	Q3	£250,000	
V.4	Review University fleet and carpooling, introduce EV minibuses to electric fleet	Assistant Director Security and operations Head of Procurement	Q2		

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		£200	
VI.2	Woo Bikes Cycle campaign	Woo Bikes student coordinator	ongoing		
VI.3	Improve of a section on the university website with mobility information	Web team	Q1		
VI.4	Campaign to promote the access to the campus by public transport	Estates apprentices	Q2		

STRATEGIC LINE VII: Urban planning and sustainability

No	Title of the mobility action	Personnel involved (job position)	Time planning	Indicative budget	Indicator
VII.1	Worcester City Council extend Woo bikes to city wide Bike share scheme https://www.worcester.gov.uk/news/final-schemes-under-19-6m-worcester-towns-fund-to-be-approved	DoS	ongoing	£	

2. DESCRIPTION OF THE MOBILITY ACTIONS

The mobility actions are developed in the following tables:

Fully synchronised sustainable travel policies for students staff and community to support and prioritise sustainable travel options	
Aim	The aim of the policy is to increase sustainable travel in Worcester City and reduce single occupancy car use and encourage modal split of staff and students. By introducing a Smart Mobility Platform, it can reduce the cost of Sustainable Travel for students and staff, enable CO2 reduction and support active travel policies. May help win back post-pandemic sustainable transport ridership.
Description of the action HOW TO IMPLEMENT IT WHAT STEPS SHOULD BE CONDUCTED	A global app that provides people with rewards and discounts for sustainable travel. Paid for by retailers who offer discounts and rewards. It would be anywhere to everywhere app using open data including most modes, journey prediction, ticket purchase and travel disruptions.
University personnel involved (job position)	Sustainability Strategy Group, Vice Chancellors Executive Board
Other stakeholders involved (at local level)	City Council, Transport operators, City retailers, County Council, Students' Union, members of Community Forum
Indicative Budget and financing	Nil to university and City Council. Will require setting up joint venture.
Time planning	Soft launch July 2022 for 'friends and family' launch September 2022.
Indicators and targets	Create baseline data for all app users and be able to track all transport modes and report any modal shifts.

3. SCHEDULE OF THE MOBILITY PLAN IMPLEMENTATION

MOBILITY ACTION	SHORT TERM (2022/23)			MEDIUM TERM (2023 – 2025)					
	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 Infrastructure 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									
III.1 Keepak bridge improvement of the cycle lanes between Worcester City campuses and provision of proposed new pedestrian bridge connecting to Ghulevelt Park									
III.2 Increasing bike rack provision									
III.3 Provide shelter over SJC repair station									
III.4 Review cycle lane and signage integrate with City signage									
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									

MOBILITY ACTION	SHORT TERM (2022/23)			MEDIUM TERM (2023 – 2025)					
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
IV.1 Negotiation of discounts for university staff and students on public transport									
IV.2 Investigate the feasibility of behaviour change app for door-to-door transport aligned with City Council providing rewards to users									
IV.3 review night bus service									
STRATEGIC LINE V. Promotion of more efficient car use									
V.1 By 2024, we will have fully synchronised parking policies for students and staff to support and prioritise sustainable travel options.									
V.2 From a 2019/20 baseline year, we will reduce by 10% the number of students travelling alone by car between their home address to term address by 2023									
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									
VII.1 implementation of a citywide bike share program.									