



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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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				



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				



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									



MOBILITY ACTION	SHORT TERM (2022/23)	MEDIUM TERM (2023 – 2025)
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