

# **The University of Hertfordshire's Approach to Delivering Sustainable Travel (a United Kingdom example)**

## **U-Mob Presentation**

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# Presentation Structure

- Key Transport Issues for Hertfordshire/University
- University Travel Plan/ Bus operation (UNO)
- Approach to Car Parking
- Current & Future Work



# County of Hertfordshire/ University

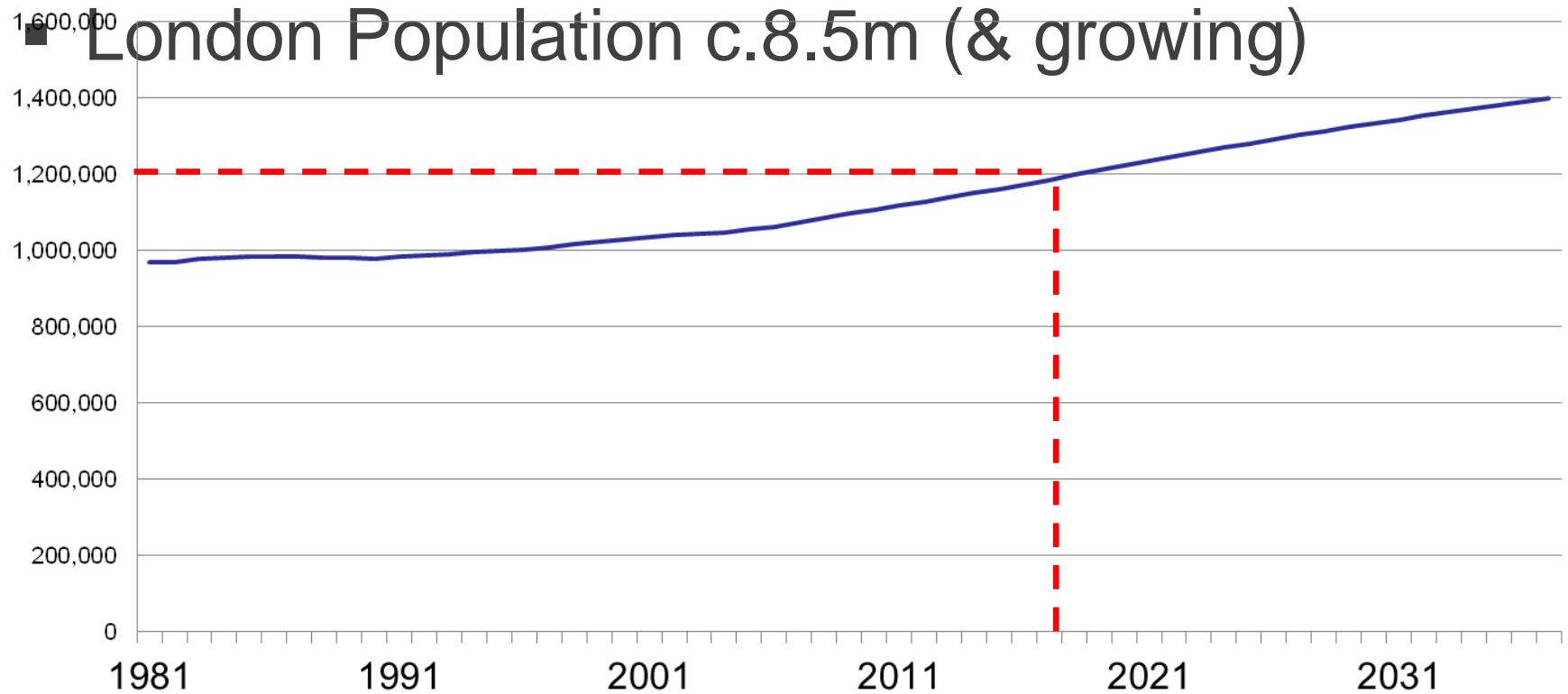
- Mix of rural villages & large towns (affordability issues)
- Close to London (regulated public transport environment)
- Surrounded by 3 main airports
- Dissected by a number of major road links
- Serviced by two main bus & one main train operator (de-regulated environment)



# Key Transport Issues in Hertfordshire

- Hertfordshire Population c.1.2m

Hertfordshire Population (1981 - 2037)



# University of Hertfordshire & Sustainable Travel

- University Status 1992;
- 2,650 Staff; 27,200 Students (FTE) spread over two Campuses
- Travel Plan Developed 2002 and implemented 2003
  - Full Time Travel Coordinator

## Travel Plan Targets

- **Headline Targets set for September 2018:**
  - Staff (60% car, now **69%** → down from **82%**)
  - Student (20% car, now **29%** → down from **35%**)



# The University & Sustainable Travel

- Scoots
- UBIke
- Uno Bus
- M-Ticketing
- Car Share
- Park & Ride
- Cycle2Work
- E-Car



## UBike

**Get on, and go,** with the University's cycle hire project. Affordable transport over a hire period that suits you.



## Uno Bus

**The university bus for everyone!** Uno is the UK's only university owned bus company and offers discounted trips for staff and students!



## Reducing CO<sub>2</sub>

Around a third of the University's carbon emissions are from transport activities. Can you do more to reduce CO<sub>2</sub>?



## Scoots

**Get on, and go,** with the Scoots Project. Independent scooter and motorcycle transport, for work, social and university travel.



## M-Ticketing

**My phone is my ticket.** Get the Intalink APP to buy bus tickets on your mobile,



## E-Car

**Do you get out much?** Get out more with e-car. Hourly electric car hire for University of Hertfordshire students and staff,





University of  
Hertfordshire

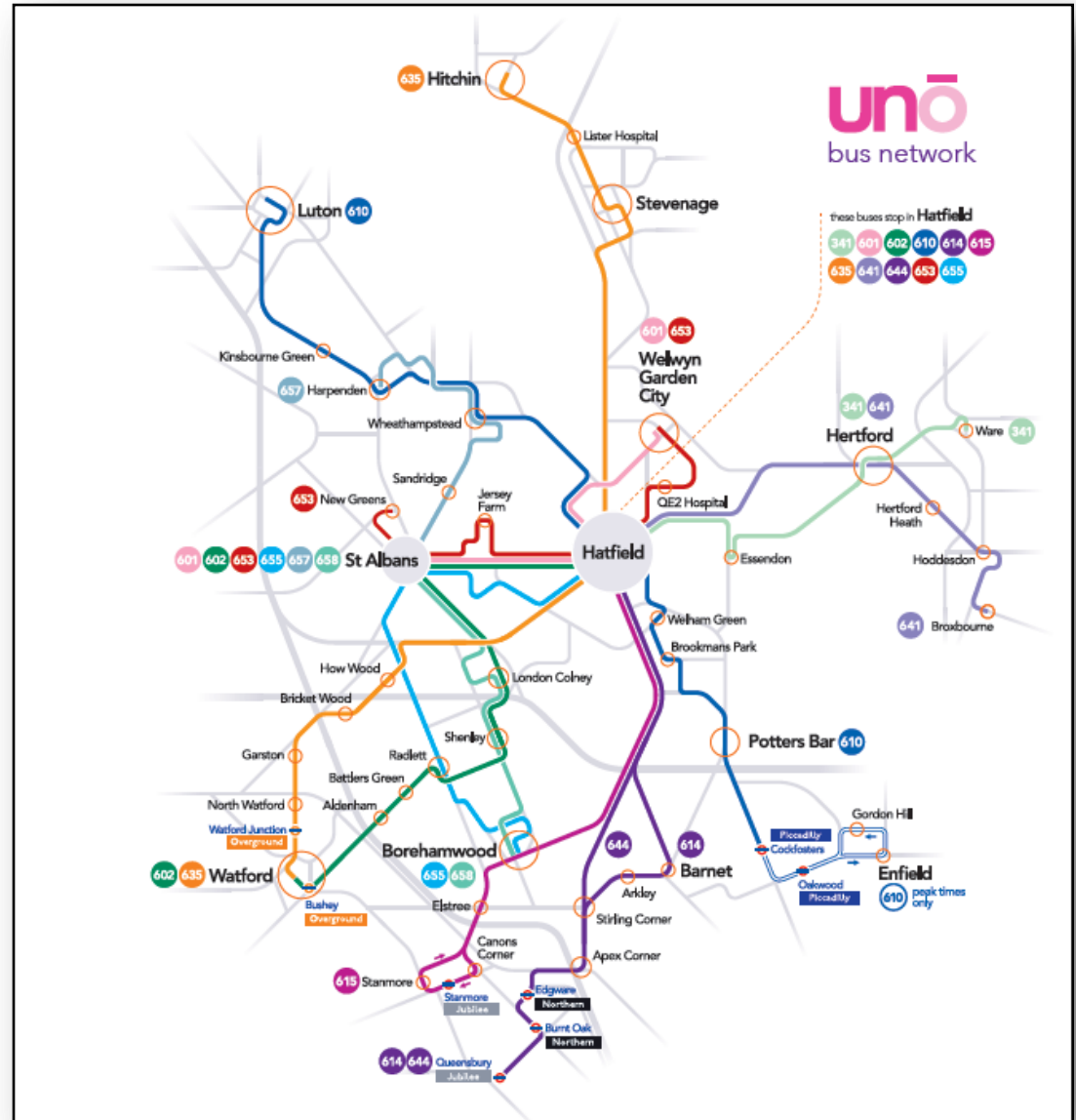


# University Bus Network



Real Time/  
Mobile  
Ticketing App

University of  
Hertfordshire



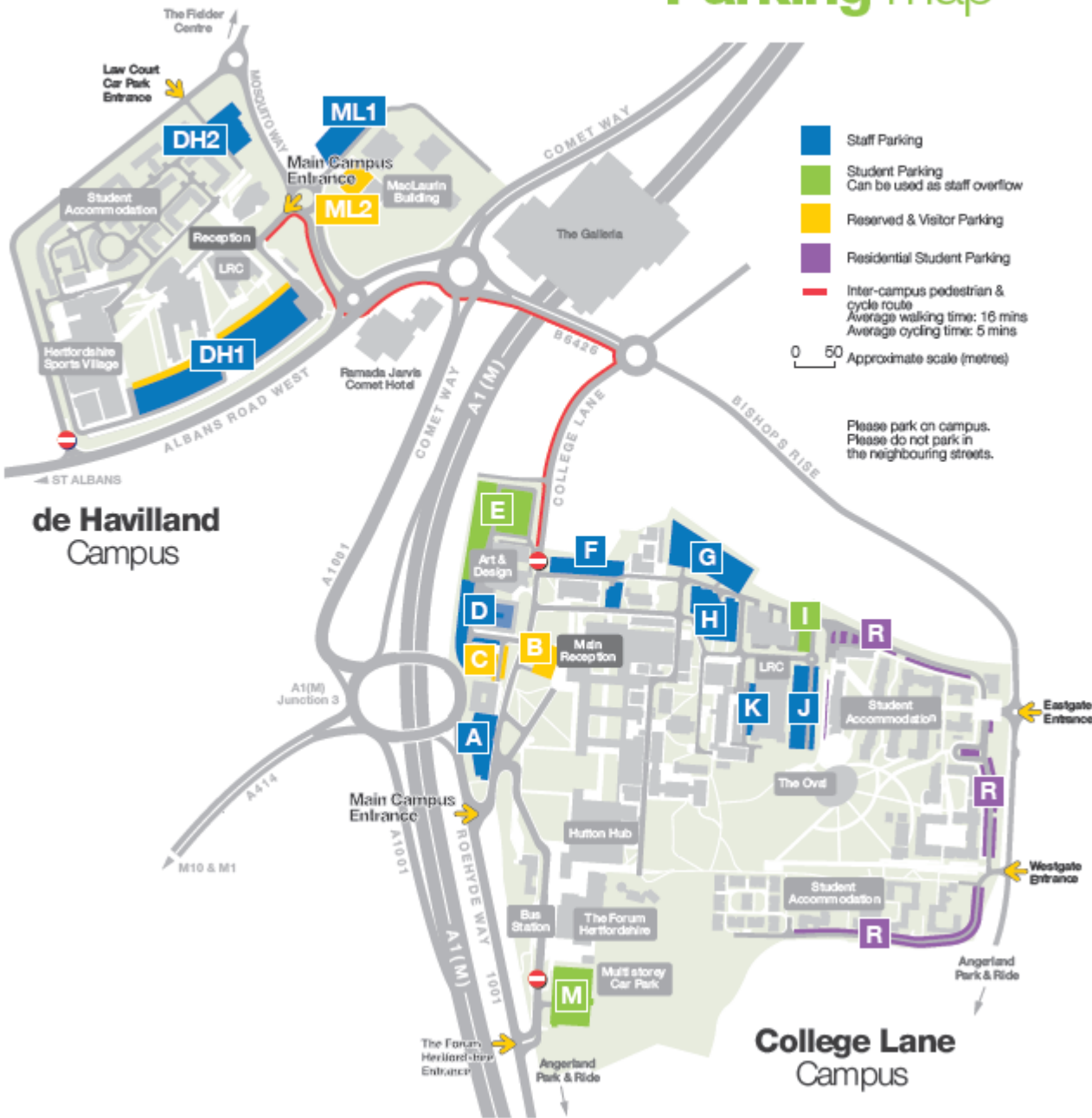


# University Car Parking

University of  
Hertfordshire



# Parking map



Hatfield Train Station	
To de Havilland Campus	To College Lane Campus
8min by bus	11min by bus
30min walk to de Havilland Campus	34min walk to College Lane Campus

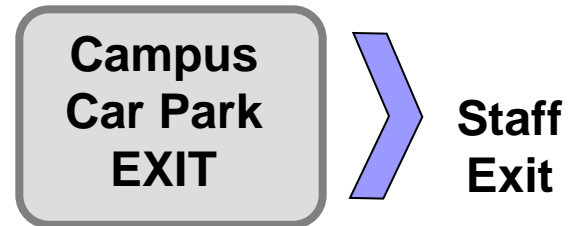
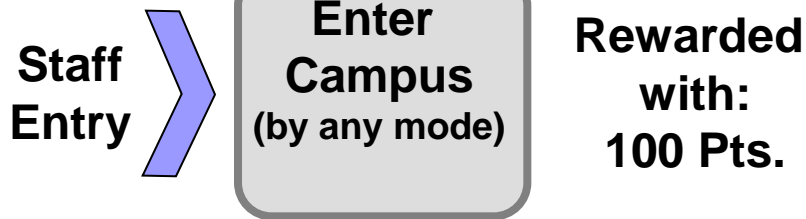
Angerland Park & Ride
2min by Inter-campus Shuttle
from Angerland Park & Ride to College Lane Campus

Angerland Park & Ride  
AL10 8HS

# Current & Future Work



# Proposed Cash Reward Scheme



**Deducted 200 pts.**  
**Net Charge 100 pts.**



**Deduction 150 pts.**  
**Net Charge 50 pts.**

Points are example values and would be accumulated over a month and then transferred to payroll automatically (with checks) for cash/reward



# Uni of Herts & UNO – Current & Future Work

## UNO (Hertfordshire)

- Re-launched website to include, 'live time', on board marketing  
<http://www.motion-media.uk>
- 'Innovation fund' agreed – On-demand proposal being explored
- Funding for PhD student requested.
- 'Big Bus Data' Research secured to continue to develop App marketing

## Uni of Hertfordshire

- Motorcycle/Scooters short term hire (being launched UH in Spring)
- E-car App booking now available and carshare option being explored
- Two UH Sustainable Planning MSc Courses (Feb and April) - Transport Policy/Travel planning & 'big' Data Analysis
- Launch of Smart Mobility Research Unit (research, teaching, consultancy & professional (2 Feb, UH)
- [www.networknorthamptonshire.co.uk](http://www.networknorthamptonshire.co.uk) now updated



# Some Conclusions

Transport in the future is evolving;

- Shared (on demand)
- Smart (info/booked via smart phones)
- Electric (low emissions/carbon?)
- Mobility as a Service? (MaaS)
- University's will need to respond to this and 'evolve' their 'Transport offerings'



**Thank You for listening**

**Any Questions?**

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