

COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



We Swiped Right and Got A Great Travel Plan!

Dawn Dewar, Transport Co-ordinator, UEA

Meleiha Youngs, Liftshare.com

Headline Sponsor



CarbonCredentials

Group Exercise – 10 minutes

Discuss and Record

- Who would you like to have better partnerships with?
- What would be the positive impacts on your travel plan?
- What benefits could you offer in return?

University of East Anglia: Our Story

2001



2002

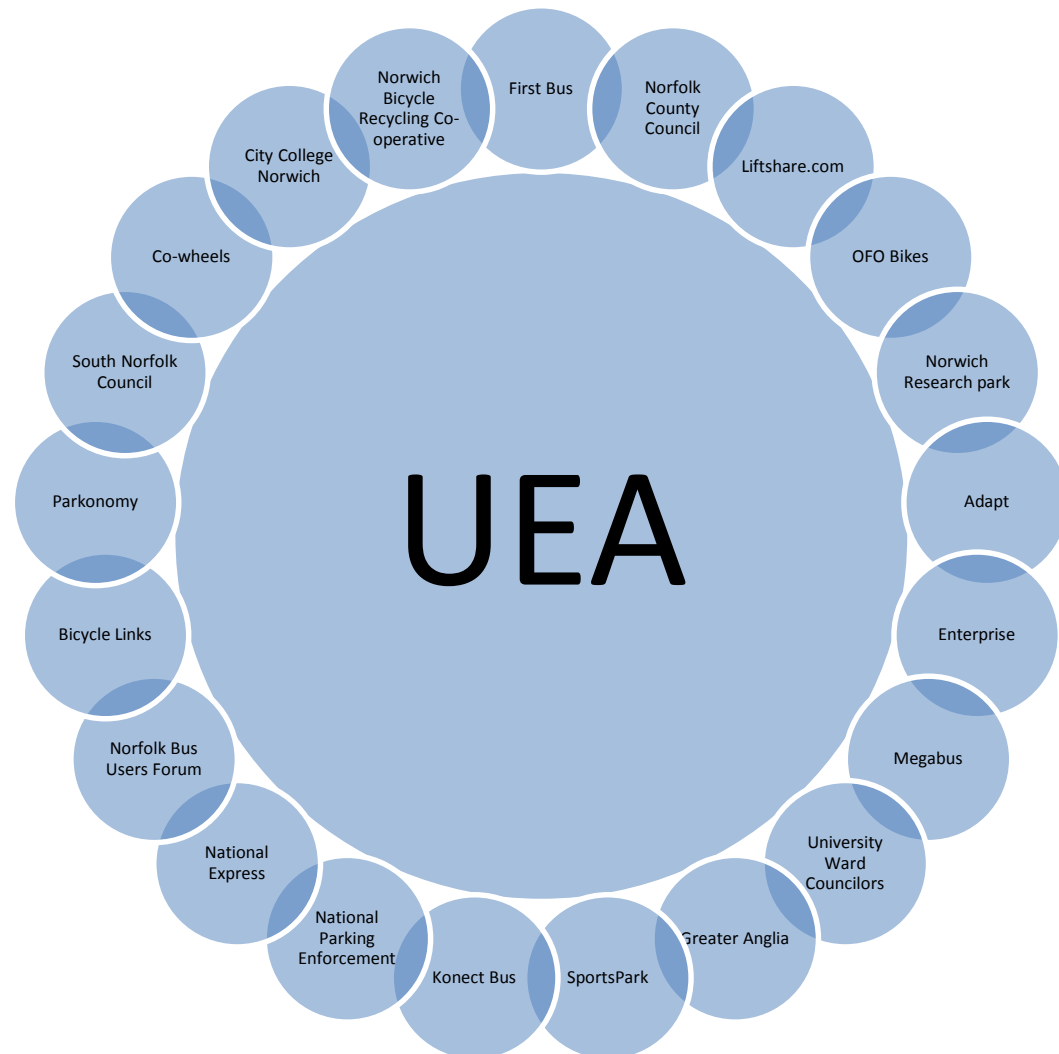


2003





And Now



- In excess of 25 partners
- Private & public sector, charitable & not-for-profit
- 1-2-1 relationships
- Connected relationships



Why We Choose to work in Partnership

- **Provide opportunities** – new partners, access to funding, promotional activities
- **Being part of the “big picture” and adds a different dimension** – not an island, avoids silo working, infrastructure improvements, [city/county wide schemes](#)
- **Inspire great ideas** – shared creativity, new perspectives, sounding boards, pool of thoughts
- **Sharing experience** – tried & tested, best practice, avoid the potholes!
- **Provides insight** - understanding each other's priorities and constraints, efficient service delivery
- **Sharing of expertise** – partners can be crucial in providing expertise you do not possess.
- **Strengthen relationships** – trust & respect, important to the planning process
- **Shared Responsibility for Success** – sharing plans, aspirations, aims and objectives and working together to achieve these
- **Support** – share energy and enthusiasm and shoulder to cry on!
- **Pooling of Resources** – financial benefits, reputational benefits, reciprocal arrangements,

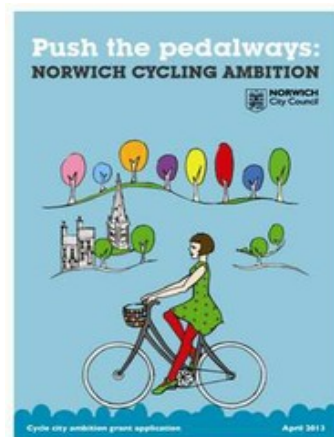
Local Authority Partnerships

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Transforming Cities Fund
Call for Proposals



Push the pedalways:
NORWICH CYCLING AMBITION



Norfolk
County
Council

UEA

Ward
Councilors



Norwich
City
Council



YOUR JOURNEY, YOUR WAY





From humble beginnings



Lift Share



History

Hi there and welcome to the liftshare.com website. Liftsharing is when two or more people travelling in the same direction decide to share one car and travel together. Liftsharing not only reduces travelling costs, but also reduces congestion and pollution by reducing the number of cars on the road.

FAQ

The liftshare.com website enables you to easily find suitable travelling companions. To find out more simply click on the list of liftshare options and services to the left. Members can login below. To join the scheme and benefit from all it has to offer simply click below to register. The website and activities of the business have been recognised by the DETR and over 50 University Unions, including: [Bristol](#), [Manchester](#), [Nottingham](#), [London](#), and [Oxford Brookes](#), [UWE](#). This whole scheme is part of a University Computer Science project, designed by students for students.

Safety

Pick up points

Contact

Click Here to [Login](#) or Here to [Register](#)

Links

Click Here to [Browse](#) as our Guest

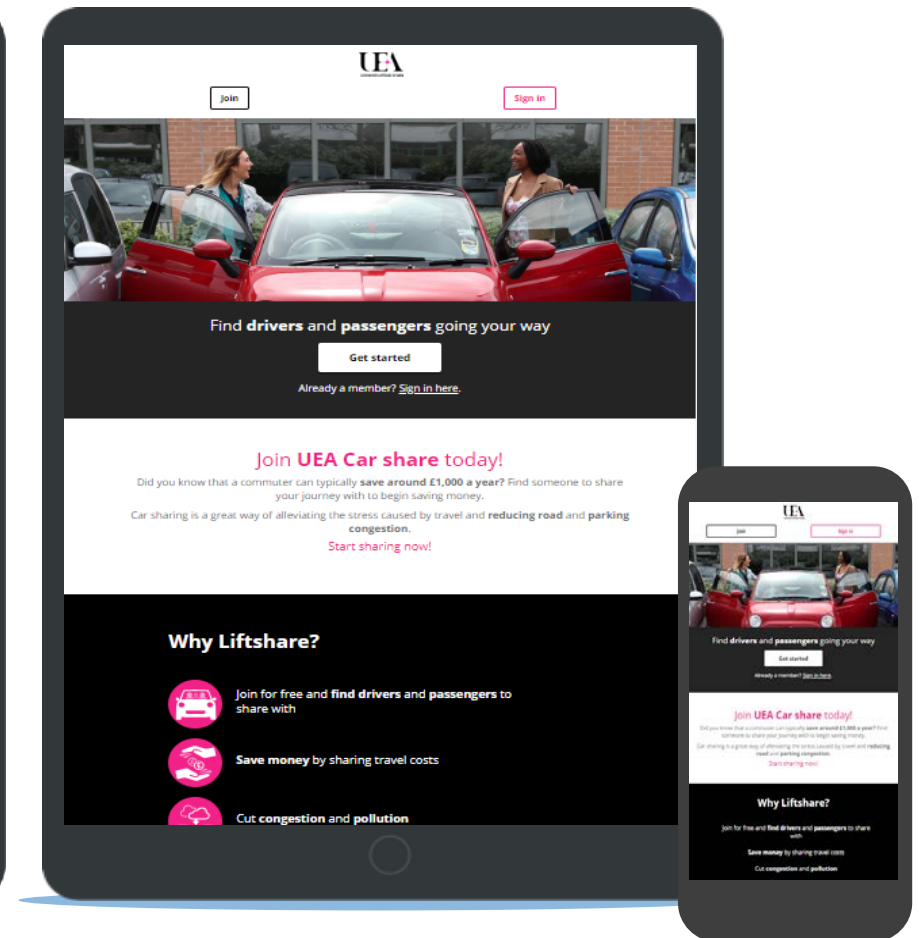
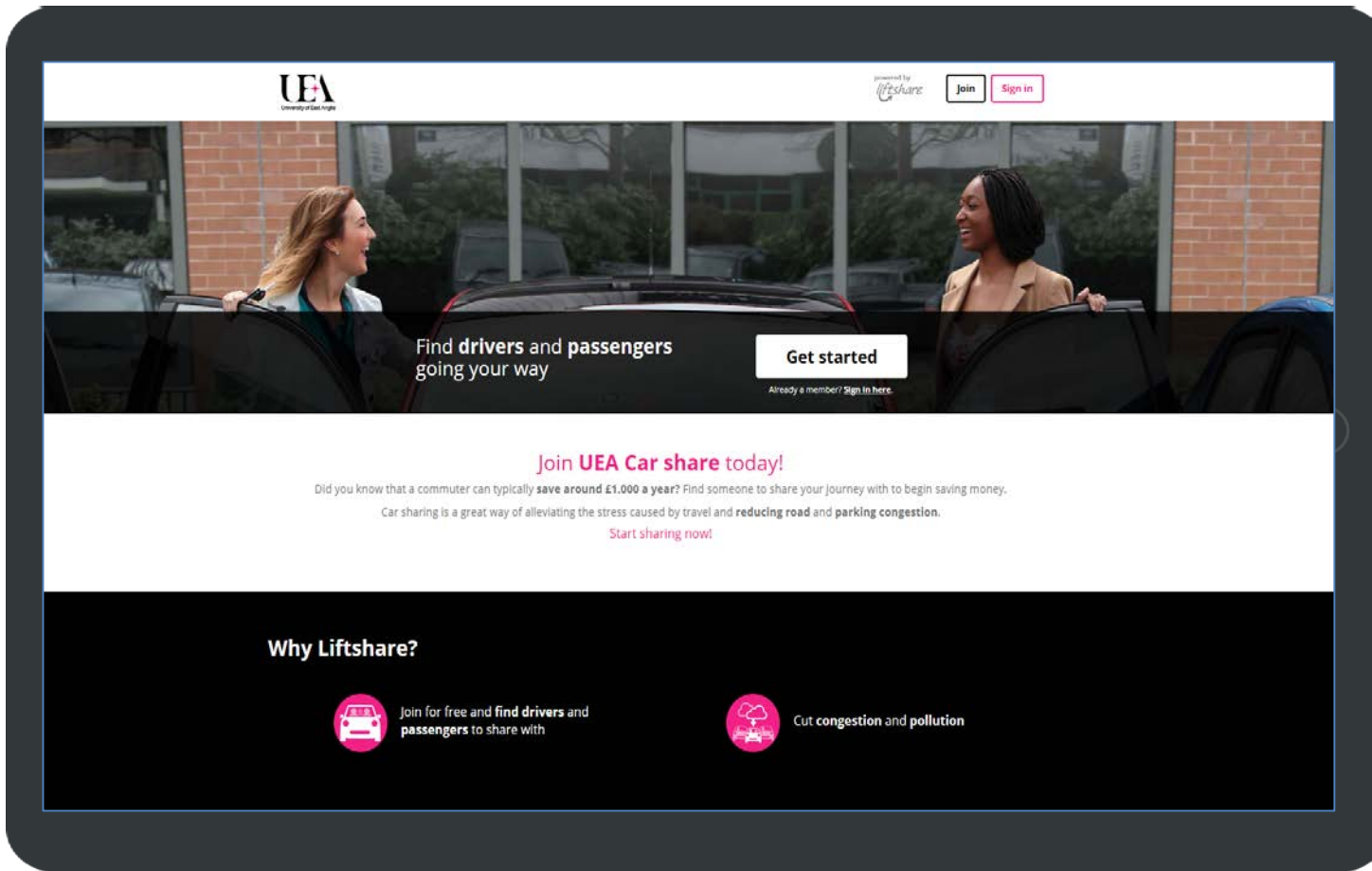


To the UK's leading car-share provider

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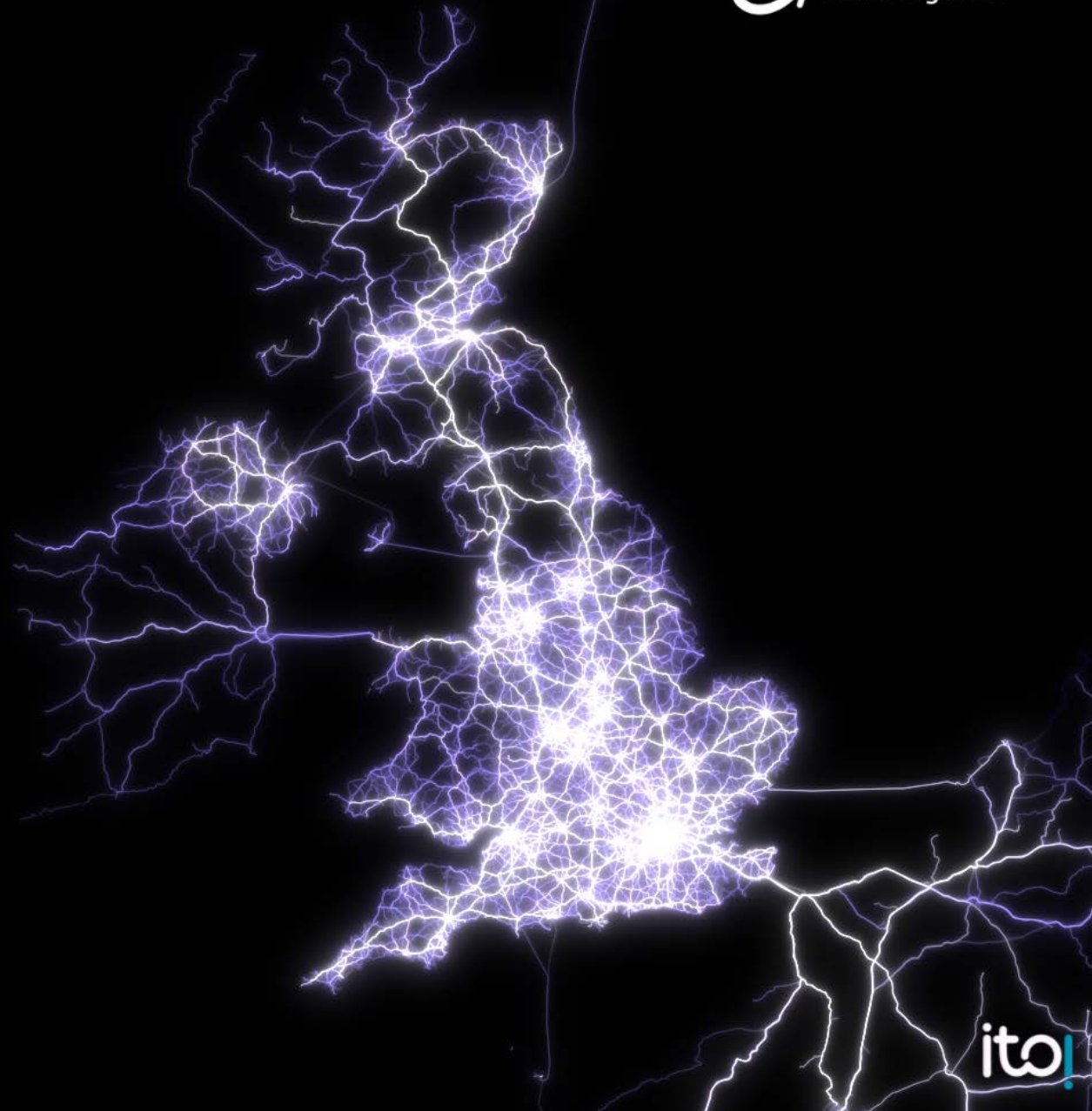
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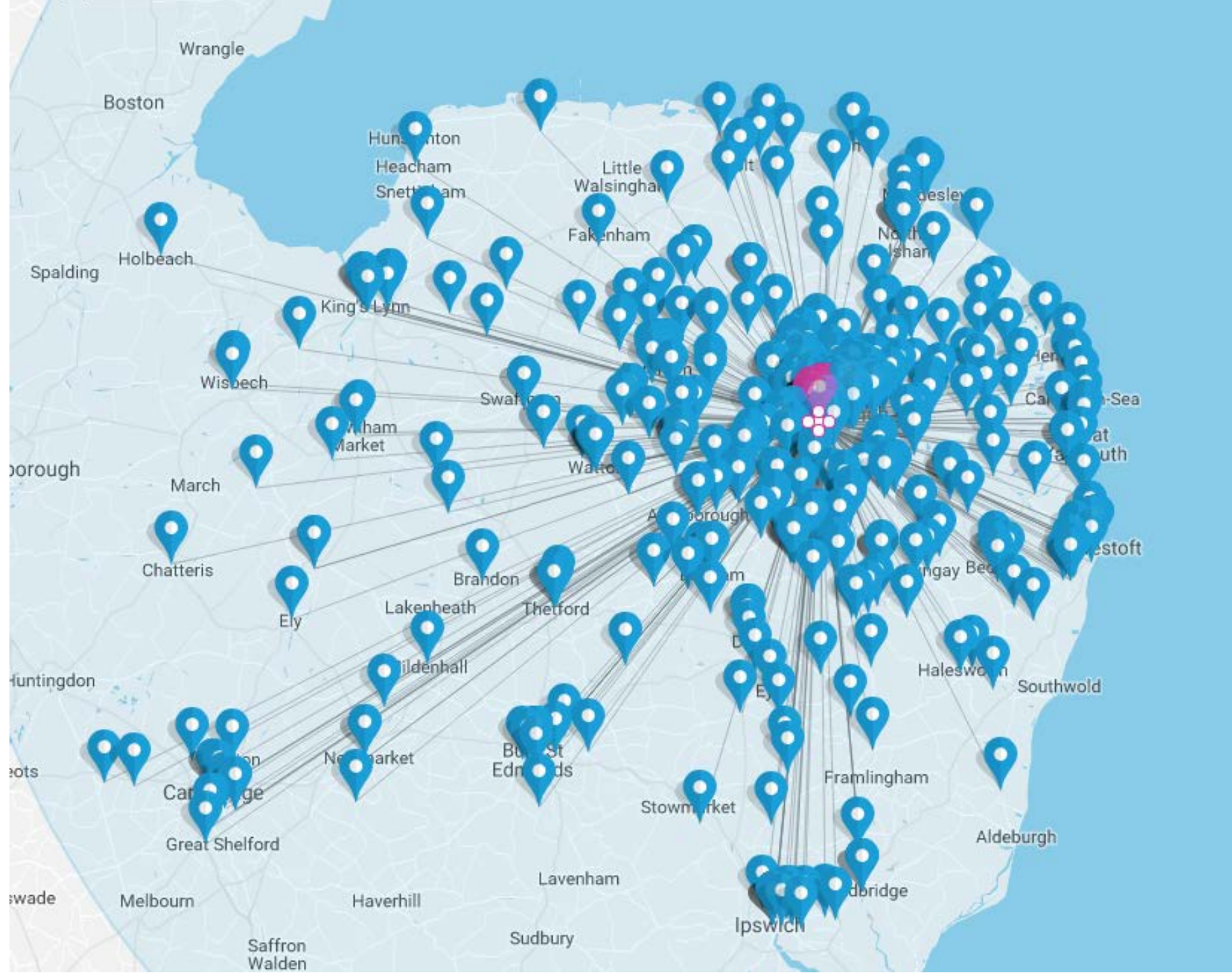
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liftshare.com
travel together



ito!



Personalised travel planning

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STUDENT AND STAFF
INFORMATION PORTAL

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PERSONAL TRAVEL PLANNING

PORTAL

Estates

Travel and Transport

By Car

By Bike

Public Transport


Sustainable Travel

Travel Information for Bob
Champion Building

Transport Policy FAQ's

[Personal Travel Planning](#)

MY PTP



a travel plan just for me

My PTP allows you to discover all your possible travel options for getting onto campus.

As well as listing all your options, my PTP gives you further details on each options such as directions, any cost savings and even how many calories you would burn!

Give it a go! It takes 30 seconds to calculate your options and the results can be sent to you in an email after.
Provided by [Liftshare](#)

Enter your journey details below

Name

Name

Date of Journey

26/05/2018

Email

Email

☒ Is this a return journey?

Start Location

Travelling from

Destination Location

Travelling to

Outbound Time

Arriving at

08:00

Return Time


Returning at

17:00

Show me my Travel Plan

By using this service you agree to our [Terms & Conditions of Use](#)

Your data will be used to provide you with transport options, and be accessible by Liftshare to assist you in using the service

Powered by 

Enter your journey details below

Name

Name

Date of Journey

26/05/2018

Email

Email

☒ Is this a return journey?

Start Location

Travelling from

Destination Location

University of East Anglia

Outbound Time

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Scoping Smart Mobility

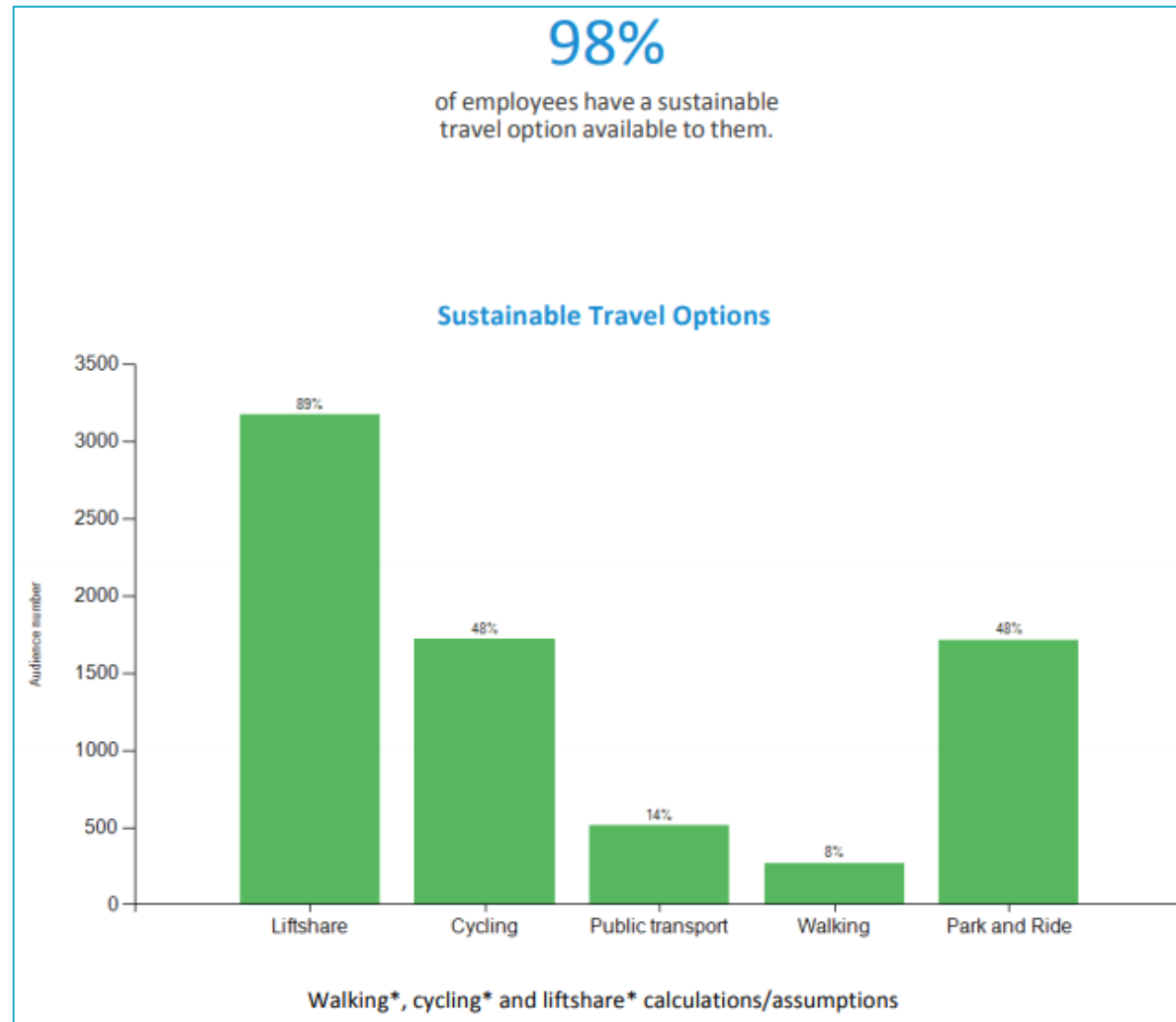
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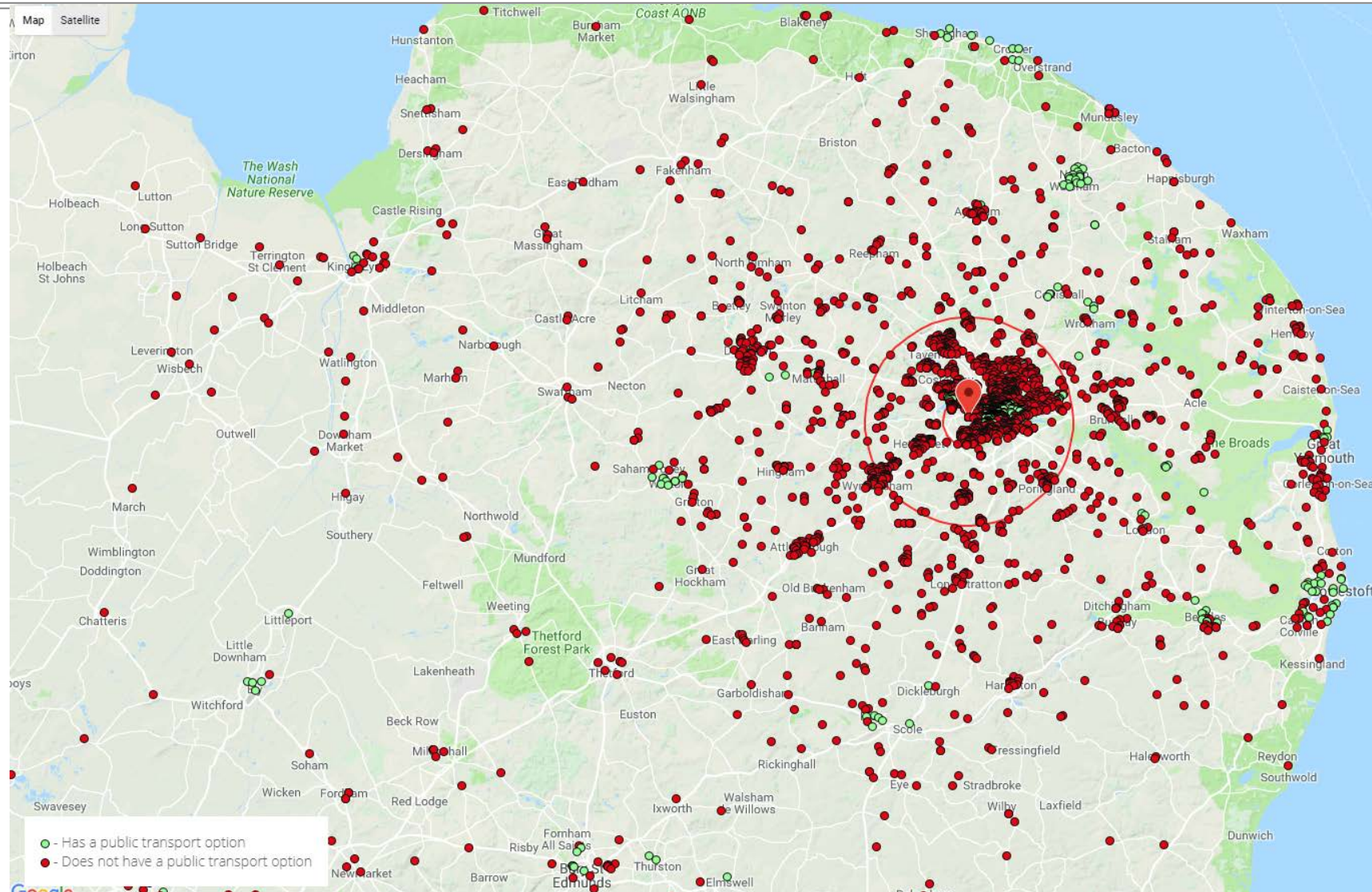
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Scoping Smart Mobility



Scoping Smart Mobility





Trip Authentication for Car-sharers

✓Real time tracking

✓Proof of active sharing

✓Incentivise with dashboard insights





Why collaborate?

1. Co-creation of business plans
2. Authentic conversations
3. Bring insight & innovation
4. 'Outside in' approach
5. An extension to your own resources







Blue Line 25 | 26 – buses to UEA

- Knowledge of student travel patterns through information exchange that comes out of constructive partnership.
- Links the Rail Station – City Centre – UEA up to every 7 minutes
- Most frequent and busiest service in the city carrying over 2m passengers per annum
- Buses travel through 'Golden Triangle' area – traditionally high density student population
- Increasing city-centre accommodation resulting in further demand – frequency increase at peak times from September 2018.



Exclusive Student Ticket Deals



- Ticket prices agreed as a result of ongoing partnership – in exchange for active promotion of these across campus.
- Highest level of discount of any of our partners across the city.
- Discount offered on standard Young Person (age 5-19) tickets but available to all students whatever age. At best gives discount level of around 64%.
- Based on achieving sales in volume and speed of boarding that pre-payment allows – fewer buses are required to operate the service.
- Used to trial the First mTickets smartphone app in 2015 – on general release October 2016.
- Last academic year 70% of UEA tickets sold on mTickets app.
- Use of mTickets gives 4x faster boarding than paying with cash.





Ticket Promotion

- **2017/18 Academic Year saw 10% growth in sales as a result of partnership and has led to price freeze for most popular ticket for 2018/19 academic year.**
- Initially worked in partnership with UEA|SU to put together a marketing package for student tickets. Cost involved – but heavily discounted. Included attendance at Freshers Fairs – On site days in The Hive – email promotions – social media – media screens in SU Bar & Café etc.
- From last year approach changed to working with UEA rather than SU to directly target incoming students prior to and on arrival.
- Gave away branded Key Fob Bottle Openers with all UEA-managed accommodation keys – info leaflet in all accommodation welcome packs – on-site days in campus restaurant/café – branding of new UEA bus stop – social media content etc.
- Promotional teams (engaged by FEC) granted permit to work at bus stop in afternoon peak times for first fortnight of term.

GET IT ALL YEAR.

Regular bus services &
great value tickets
for UEA students

GET FREQUENT BUSES.

Our Blue Line buses frequent, direct are seven days a week the university and travel all over Norwich at least once between Monday evening and Thursday morning.

GET IT AND SAVE.

A simple guide to getting about by bus for less

just for UEA students

Norwich First

As well as the Blue Line, there's other useful bus routes that connect to & around the areas that we've shown on the map opposite.

They're frequent too.

Bus Route	Frequent service	Service times
City - Southgate - 261/22	at University 20 mins	everyday 20 mins
City - Southgate - 261/1	at University 20 mins	at University 20 mins
RECULVER - 281/24	at University 20 mins	at University 20 mins
Sherwood Road	at University 20 mins	at University 20 mins
at University 20 mins	at University 20 mins	at University 20 mins

GET ON QUICK.

You'll get on the bus and on your way up to four times faster than our new journey calculator.

- Buy on your mobile**
You can download the Realtime app or use our online system. Available on Android and iOS.
- Buy online**
It's quick and easy! Visit [www.norfolk.gov.uk/buses](#).
- At our Norwich Travel Shop**
We have a dedicated staff member who will help you choose the right ticket for your needs.

GET TICKETS ON THE BUS.

If there's some UEA to-the-city jobs, take on the bus with us. We go through buying them every night!

Ticket Type	Price	Validity
Day Ticket	£2.20	Valid until 23:00
Week Ticket	£10	Valid 7 days
Month Ticket	£30	Valid 1 month
Year Ticket	£300	Valid 1 year

For more information visit [www.norfolk.gov.uk/buses](#)

GET IT CHEAPER.

SAVE £14 or more, every single week on bus fares...with a great value UEA exclusive bus pass!

- £225 UEA Student Norwich**
totally unlimited travel, all over Norwich, all year that's just ~7 a week
- £205 UEA T10 Norwich**
three terms' totally unlimited travel, all over Norwich that's only 50p a day
- £99 UEA Solo Norwich**
totally unlimited travel, all over Norwich, one term at a time

And just look how far you can go:

UEA Bus User Forum



- **Set up at the start of the 2017/18 Academic Year to further constructive partnership working**
- To understand stakeholder opinions on bus service provision at UEA, with the aim of ensuring that the changing needs of users are met as far as possible.
- To ensure an inclusive approach involving all sectors of users at UEA.
- To use the forum as a conduit for information on bus service provision and ticket 'deals' within UEA communities, ensuring all users are aware of the most economical ticket for them.
- To act as an open, accessible and ongoing two-way communication channel between users and the service provider.
- To discuss ways to improve services with the aim of ensuring future sustainability.



Cultural Awareness Sessions



- Dedicated team of drivers work on the core Blue Line bus service to UEA.
- Wanted to ensure that they had the right level of cultural awareness in order to provide a tailored positive experience for all students, regardless of background.



Additional bus services



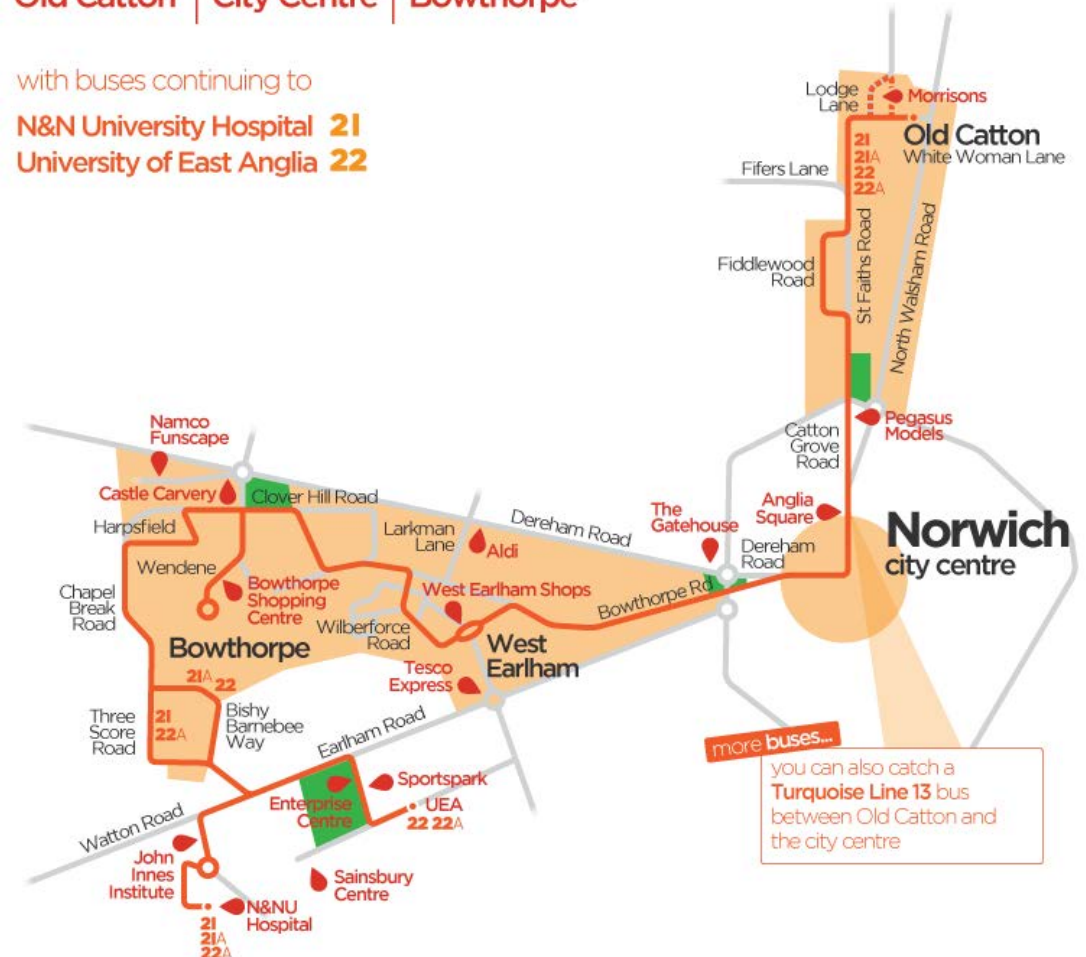
- Working with UEA and Norfolk County Council, introduced evening bus service between UEA and nearby Bowthorpe where increased number of students live.
- Service already operated during the day. 30 min frequency now extended to 10.40pm
- Initial start-up funding provided by Norfolk County Council as demand not initially sufficient to make sustainable.
- Although not busy, used sufficiently to allow this to continue for the 2018/19 academic year.

up to **every 15 minutes** between

Old Catton | City Centre | Bowthorpe

with buses continuing to

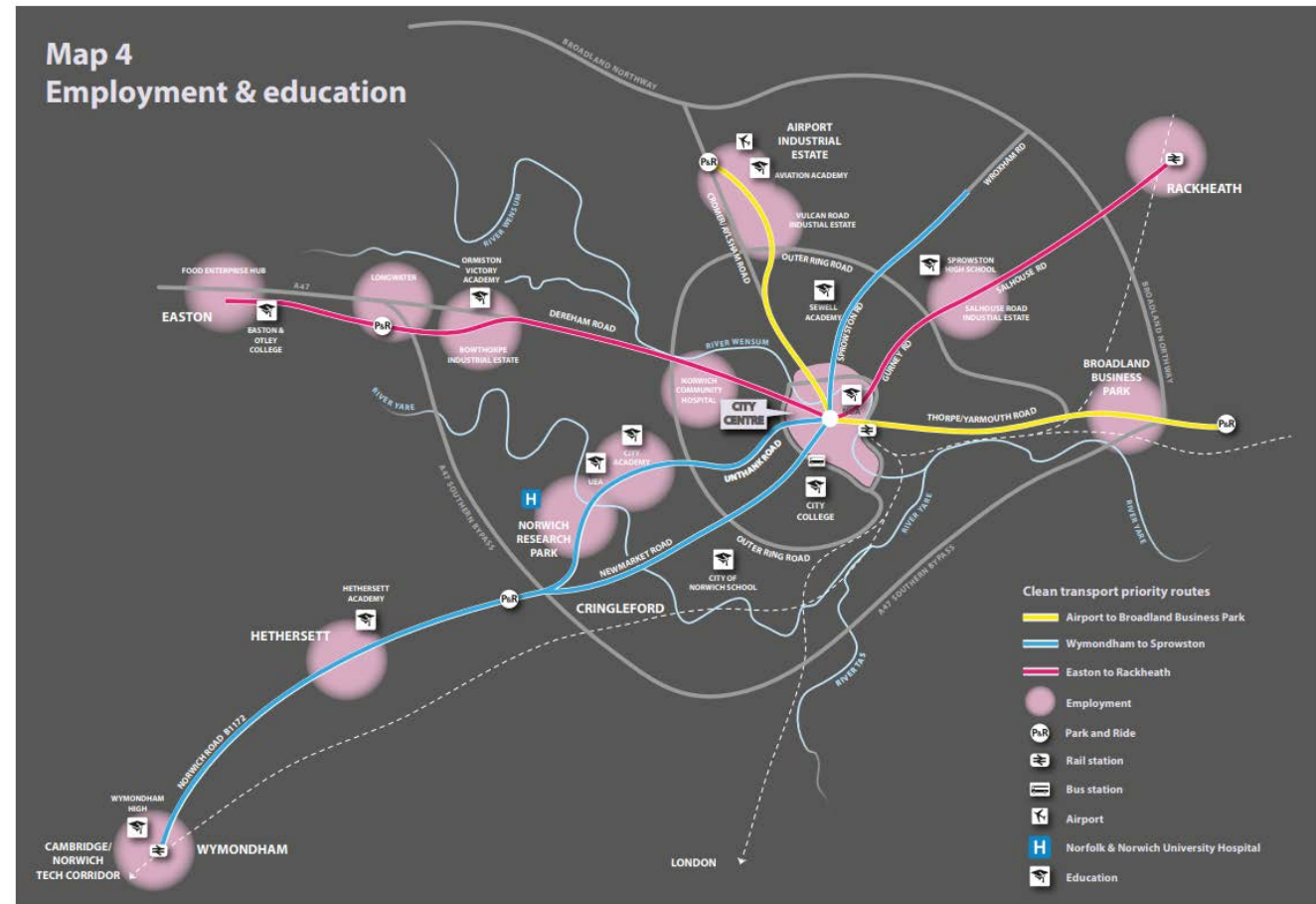
N&N University Hospital 21
University of East Anglia 22



Transforming Cities Bid



- Bid submitted for a share of £840m for transformative infrastructure improvements for sustainable transport.
- Submitted by Norfolk County Council, in partnership with UEA & FEC and other partners.
- Providing easier access and faster journeys to work and education.



Conclusion

- Our partnerships have proved successful because we share creativity, risk, responsibility and resources which means:
 - Collaborative working to overcome problems, develop ideas and achieve success for all involved
 - Being open and honest with each other – developing trust
 - Seeing the “big picture”
 - Offer support and a willingness to compromise
 - Make the most of all resources – Share best practice and expertise providing Best Value and Added Value

Question & Answer Session

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The SDG Accord

The University and College Sector's Collective Response to the Global Goals



End extreme poverty, inequality and climate change

Headline Sponsor



CarbonCredentials

www.sdgaccord.org

