



buildingkonections

Sustainable Travel with **Konectbus** & **Norwich Park & Ride**

CASE STUDY



Company/business name: University of East Anglia

When it started

Our business relationship first began with **University of East Anglia** in 2010. We introduced the Costessey Park and Ride service on Route 511 in September 2015 as part of our company rebrand.

Reasons why

Following the building expansion around the UEA campus, car parking spaces were significantly reduced on-site, which resulted in many students, visitors and staff having to use residential roads on the outside of the campus as parking solutions.

Parking was limited, due to city council permit restrictions and parked cars along these roads also contributed to additional congestion

Konectbus was approached by the UEA to provide a Park and Ride service from Costessey direct to the campus. Their aim was to help alleviate travel issues across campus and support their sustainable goals.

No. of passengers that have used the service (pre Covid)

around 600 per day

Benefits to the company/business

- provide alternative parking arrangements for staff, visitors and students.
- supports the university's sustainable travel goals.
- reduce traffic congestion across campus.
- help employees to live healthier lifestyles by encouraging active travel.

Other information

Extra routes

Following the success of the Costessey Park and Ride services, **Route 4** from **Swanton Morley/Dereham** and **3/6** from **Watton and Hingham** were also adapted to serve the UEA and help encourage active travel amongst students and staff.

Seasonal Travel Loans

The UEA transport and travel team provided seasonal loans, which would enable employees to purchase an annual bus pass and have the costs deducted direct from their monthly wages.

Event support

We often provide bespoke Park and Ride services for Open Day and Graduation events