

Mobility Hubs Investment Prospectus



Mobility hubs combine active and public transport services within a single site, making journeys easier and more attractive, whilst also helping reduce carbon emissions, and creating opportunities to improve public spaces within our cities, towns and villages.

A mobility hub is a site where a range of different sustainable and active travel modes are brought together, making it easier and more attractive for users to make multiple multi-modal journeys. Often these sites are enhanced with a range of complementary facilities and services.

Mobility hubs bring together

- Public transport services: public transport services such as buses, trams and rail, as well as taxi ride-hailing;
- Shared mobility services: such as cycle-hire, car clubs, e-scooters and cargo bikes;
- Broader mobility services: including cycle parking; bike repair; EV charging; and travel advice (information, assistance, ticketing and wayfinding);
- Non-mobility services: such as café and remote working spaces; food and beverage retail; parcel lockers; Wi-Fi; and phone charging; and
- Enhanced public realm: includes improvements for safety, accessibility and attractiveness; waiting areas and covered seating; and outdoor public space – planting, seating and play areas.

What benefits can mobility hubs bring?



Improving connections and accessibility

better transfers and connections between different modes encourage multi-modal trips



Improving perceptions of shared and active travel

enhance the awareness and appeal of shared and active travel solutions



Changing behaviours

help people re-think how they travel, and help broaden the range of trips for which public and active travel is feasible



Providing the 'missing link'

help provide flexible and affordable 'last mile' connections for bus and rail services, making them practicable where they otherwise wouldn't be



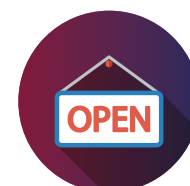
Streamlining services and infrastructure

free up street space from the increasing range of on-street infrastructure such as cycle-hire parking and EV chargers that can cause pavement clutter



Improving safety and comfort

facilities like high-quality waiting spaces provide an enhanced experience for passengers



Supporting community services

non-mobility facilities and services can be incorporated to attract more users. In smaller communities, mobility hubs can help offset the loss of life-line shops and services



Facilitate densification

Mobility hubs can reduce the need for parking provision, enabling higher densities within new developments

Why invest in mobility hubs?

By investing in mobility hubs, companies can integrate sustainability into their operations, and showcase a commitment to CSR objectives by addressing pressing issues around climate change, social equity and urban mobility, position themselves as responsible and forward thinking organisations. Mobility hubs also have a range of potential revenue generation streams, including:

Rental and usage fees

- car clubs, bike and scooter rentals
- EV charging fees, ranging from £0.20 to £0.70 per kWh

Cycle parking revenue - short-term and long-term parking

- Secure short and long-term bike parking - daily or monthly rates, especially for premium storage solutions

Retail / commercial

- Leasing to retailers/ pop-up shops
- Advertising spaces

Digital and data services

- Monetise user behaviour and transport demand data
- Subsidies and grants
- Corporate partnerships

Integrated transport passes and discounts

- Bundle offers in partnership with local operators in exchange for a portion of ticket revenue.
- Corporate Subscriptions

HEMEL HEMPSTEAD SITE PROFILE (1/2)

Riverside Shopping Centre, Hemel Hempstead

About Hemel Hempstead:

Hemel Hempstead is a growing town, with a population of 96,000, up 6.7% since 2012. It has a thriving local economy with particular strengths in the retail, construction and education sectors. Only 24 miles from central London, Hemel Hempstead is a commuter town which attracts a young and affluent employment base. The local authority area has a local GVA of £29,387 per head (in line with the region as a whole) and a higher-than-national-average household income of £26,170.

Age profile:

- ♦ Working age population: **63.6%**
- ♦ aged between 35 and 49 **21.2%**
- ♦ aged between 50 and 64 **19.8%**
- ♦ Combined between 35 and 64 **41%**



Gender split:

51% female, **49%** male

Education level: **38%**

at Level 4 (undergraduate degree, NVQ4 etc.)

Occupation: **52%**

in technical, professional or managerial level positions

- ♦ Managers, directors and senior officials **16.6%**
- ♦ Professional occupations **20.9%**
- ♦ Associate professional and technical occupations **15.2%**



Home ownership = **64.5%**

- ♦ Owned outright: **30.9%**
- ♦ Owns with mortgage/loan/shared ownership: **30.9%**



Number of people that cycle to work: **0.8%**

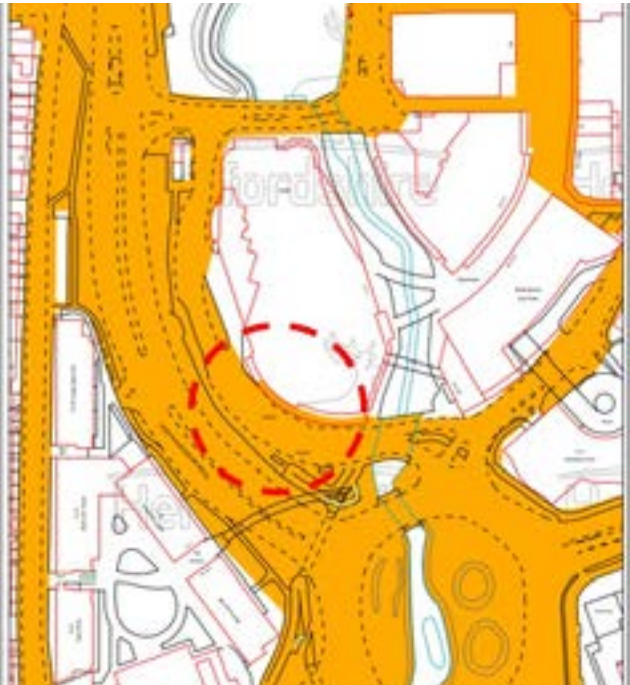
1.1% pre-COVID 2011)



Hemel Hempstead site profile (1/2)

THE LOCATION

Riverside Shopping Centre sits at the heart of Hemel Hempstead town centre, within a high-footfall area adjacent to key retail and leisure sites. Located alongside the Plough roundabout, the site benefits from excellent access to both the A4146 Leighton Buzzard Road and A414 St Albans Rd. The shopping centre is a 20-minute walk or 8-minute bus from the Hemel Hempstead Railway Station.



KEY ASSETS AND FUTURE DEVELOPMENTS

Key features

- The site sits within in the Plough Zone of the Hemel Hempstead, a key gateway into the town centre, especially for visitors travelling from the railway station
- Hemel Hempstead Railway Station is located on the West Coast Main Line, with a journey time to London of just 30 minutes. The station also offers direct service to Milton Keynes Central and Tring
- The site is well connected by the local bus network, providing connections to Aylesbury, High Wycombe, and Welwyn Garden City. It also has excellent highway connections to London and the Midlands, being located next to J8 of the M1. The shopping centre offers 350 parking spaces and multiple outdoor Sheffield bike stands located on the southern edge of the mall
- The potential to develop a new cycle-sharing scheme within the site, as part of a larger roll-out across the town
- Similarly, there is the opportunity to develop a new market for a car club within the hub

Location	• TBC
Scale	• TBC
Programme (when could be built)	• TBC

Future developments

Over the next 25 years the town has ambitious plans for growth which include:

- 11,000 new homes through the Hemel Gardens development, plus a further 3,500 homes within two town centre opportunity areas
- Significant new employment growth, focused in particular at Hertfordshire Innovation Quarter, a significant expansion of Maylands Business Park, which will deliver an additional 3 million sq.ft. of floorspace
- Improved bus infrastructure will make bus travel more attractive, and the regeneration of the Market Square with a new healthcare facility will increase footfall.
- Improved active travel network will make it easier than ever to walk and cycle between the hub, town centre, and the railway station

The HERT Network

The site forms one of the stops on the new HERT (Hertford Essex Rapid Transit) Network. The HERT will transform the way people travel in both counties. The new east-west corridor will run from Hemel Hempstead to Harlow in Essex, and on to Stanstead Airport. The first Mass Rapid Transit network in Hertfordshire, it will provide a level of convenience, reliability, frequency and comfort far in excess of a traditional bus service, as well as connecting in to a network of transport hubs, cycling and walking networks, providing a seamless and integrated transport system will out the need for car travel.

THE OPPORTUNITY

The site is of significant size and located on land controlled by the highway authority. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV Charging points
- Car Club
- Cycle Hire
- Parcel Lockers
- Retail Units

