



# University Hospitals Birmingham

NHS Foundation Trust



## UNCOVERING SUSTAINABILITY OPPORTUNITIES WITH UNIVERSITY HOSPITALS BIRMINGHAM

### ABOUT UNIVERSITY HOSPITALS BIRMINGHAM

With a staff of more than 20,000, University Hospitals Birmingham (UHB) serve Birmingham and the West Midlands in the United Kingdom as part of the National Health Service (NHS).

### AT A GLANCE

With ambitious sustainability goals and an inadequate parking supply, UHB needed to understand their commuters and develop strategies to increase non-driving commutes.

Commutifi's Advisory team, using Commutifi's custom survey and insights software, developed a report that detailed the hospitals' commute baselines and analyzed the emissions impact of potential solutions.

## OUTCOMES

**3k+**  
survey  
responses

from 46 sites

**1** submission-  
ready report

for recognition  
from an industry  
nonprofit

**25k+**  
tonnes of CO<sub>2</sub>

savings identified in  
program models

## MOTIVATION

*UHB needed to design a sustainable commuting strategy, reduce parking demand, and survey their employees.*

Alternative commuting was top-of-mind at UHB for several reasons.

### 1 BOLD CARBON NEUTRALITY GOALS

The UK National Health Service (NHS), of which UHB is a part, has bold carbon neutrality goals.

By 2026, every NHS Trust must have a sustainable travel strategy to help reduce staff commuting emissions by 50% by 2033 and achieve zero emissions by 2040. UHB needed to develop their strategic plan.

### 2 PARKING SUPPLY

The second was a practical consideration: UHB faces parking supply constraints.

With more drivers than available parking spaces, the hospital was considering building a £30M+, multi-story parking structure.

Was the build necessary? Or could they instead reduce parking demand and use the funds elsewhere?

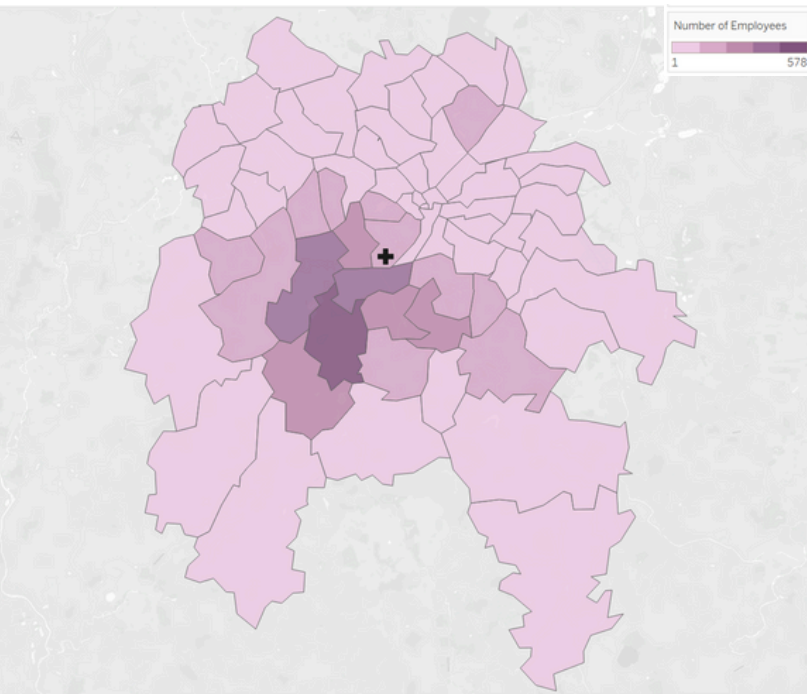
### 3 OFFICIAL RECOGNITION

Finally, UHB sought recognition from STARS, a program run by not-for-profit Modeshift, which recognizes businesses that support sustainable and active travel.

To be recognized, UHB needed to submit survey data about their commuters.

## SOLUTION

*A large-scale survey collected thousands of responses from an array of worksites while a detailed report by TDM experts drilled down on four key hospitals.*



### PRODUCTS

[Snapshot](#)  • [Advisory](#) 

In the fall of 2023, Commutifi partnered with UHB to survey hospital employees. The custom survey collected more than 3,000 responses from 46 different work sites.

These survey responses became the core of the study: a representative sample of employee commuting as a whole.

Next, the team ran models using the postal codes of all 10k+ employees to estimate what commuting looked like for the full staff.

By merging the hyper-accuracy of survey responses with the full coverage afforded by modeling, the team was able to build a comprehensive, data-backed report with detailed insights into the state of commuting at each of the four sites.

## RESULTS

*An in-depth report, plus a series of data analyses, measured UHB's commuting baseline and modeled high-potential paths to improvement.*

The Commutifi Advisory team produced a comprehensive report about the state of commuting at UHB's four key hospitals. They also modeled several sustainable and active commuting programs. The report included a baseline analysis of commuting across the sites and assessed the opportunities available for each.

For each hospital, the team ran models to explore the potential impact of available programs to identify high-potential strategies, including

- cycling
- car share and other shared modes
- public transport

The study found that the hospitals had the potential to decrease carbon emissions by up to ~25k tonnes of CO2 per year.

Additionally, Commutifi produced data reports accessible on the platform's admin dashboard that the UHB team could use as they developed new commuting plans, including:

- Quantitative commute analytics
- Heatmap visualizations
- Qualitative breakdowns of survey responses
- A submission-ready report for qualification in the Modeshift STARS program

