

# Hereford Enterprise Zone



## Travel Planning Guide

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# 1 Introduction

The Hereford Enterprise Zone is supported by a Local Development Order (LDO) which makes planning free and simple for new investors meeting the correct criteria.

One of the agreed conditions for Highways England in approving the LDO was to have an active Travel Plan operating and implemented across Rotherwas. Travel Planning is an important means of minimising the Estate's impact on the surrounding road infrastructure and hence enabling further investment on the Enterprise Zone.

An Area Travel Plan (ATP) has been produced covering the entire employment area of Rotherwas Estate and the adjoining Enterprise Zone (EZ) land. Hence it covers all the existing businesses on the Industrial Estate as well as new investors. The Area Travel Plan provides the overarching strategy, and sets the overall framework. It is implemented through the actions of businesses and employees, coordinated by the EZ.

Through the LDO, all new companies coming onto the EZ must prepare and implement their own Travel Plan in order to help implement the Area Travel Plan.

This guide sets out what individual companies need to do to comply with the terms of the LDO.

It also provides information on travel planning, and the components of the ATP in order to help this process.

The EZ recognises the importance of successful delivery of the ATP in achieving its overall growth objectives.

It has appointed an Area Travel Plan Coordinator for Rotherwas to provide and ensure effective advice, support and coordination. The role of the Area Travel Plan Coordinator is as follows:

- To promote and encourage the use of sustainable travel modes other than the car, including the distribution of publicity material;
- To provide a point of contact and travel information for businesses and their staff on the Estate;
- To ensure that all relevant information is available to businesses and their employees on the Estate and that up to date information is clearly displayed on the Estate notice boards and internet;
- To arrange for travel surveys to be undertaken;
- To respond to all comments regarding the ATP;
- To maintain the provided facilities;
- To review the ATP and all associated targets and measures;

- To liaise with the Council officers on wider transport initiatives which can benefit Rotherwas, and to ensure a joined up approach to sustainable travel improvements and links at other new local developments.

The EZ will be supporting the ATP development, implementation and its coordination as a long term priority, and expects new investors to do likewise.

## 2 LDO Process

A new investor is required to complete an outline travel plan for submission as part of the pack of information required to secure planning permission. A template is attached for new investors' use, at Annex A.

If successful in securing planning permission through the LDO process, a new investor is required, within 6 months of occupation of their new premises, to complete a full Travel Plan. In order to do that the company will need to conduct a travel behaviour survey of its staff, (template attached at Annex B) and review the components and actions of the ATP, to develop its own company specific Travel Plan. A template of this full Travel Plan is provided for use (attached at Annex C).

There is an expectation that larger scale investors, particularly with 30 or more staff, can and should implement a wider range of actions than smaller scale employers and the differences are shown in the template.

The Area Travel Plan Coordinator is available to help discuss and complete these forms, as it is vital to secure buy in to the Area Travel Plan, and a complementarity of actions on an individual company basis as well as Estate-wide.

Commitment to Travel Planning needs to be seen as a long term process so we expect investors to implement their individual plans in full, and continue to play an active role in Estate wide initiatives, and networks that the Area Travel Plan Coordinator puts in place.

## 3 Travel Planning

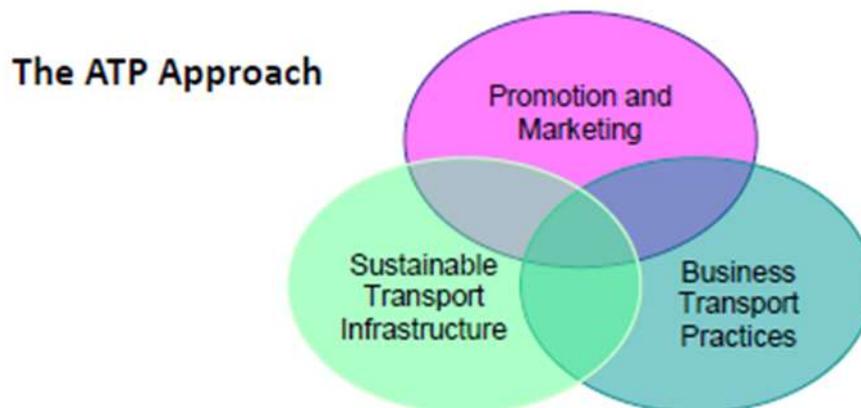
A Travel Plan is a package of objectives, targets and measures developed by an organisation or group of organisations to promote more sustainable means of travel and reduce reliance on the private car. A Travel Plan has the benefit of making a site more accessible to all users, whether they have access to a car or not and therefore helps to promote social equality within the local community.

Area Travel Plans are recognised as the most effective way of delivering significant modal shift across a wider area such as the EZ and the Rotherwas Estate. They provide an integrated plan that covers a number of workplaces/ occupants in a particular locality and

highlight the commonality of transport challenges and solutions. This helps to ensure a joined-up approach to Travel Planning and to maximise the opportunities for achieving modal shift away from single car occupancy to more sustainable modes. In relation to the EZ, this approach works well in providing the commitment and strategic approach and allows for a phased approach in line with continued development as new companies buy and/or sign up to land/premises.

For an Area Travel Plan to be successful in achieving Travel Planning objectives, such as a change of modes of travel, an integrated marketing and infrastructure approach is needed. Sustainable transport practices need to be ingrained into company structures. Therefore, those companies involved in the Area Travel Plan will need to adapt their company's practices and policies to support the aims of the Area Travel Plan.

Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action-monitoring-review. To help give it direction and focus, it is important to set out objectives and timescales for delivery. The Figure below identifies a structure for a successful Area Travel Plan.



There are numerous potential benefits to all site occupiers – both existing and new – in terms of implementing an individual site Travel Plan which feeds into the Area Travel Plan – as follows:

- Allows information, ideas and best practice to be shared between different site occupiers.
- Allows joined up promotions and marketing strategies.
- Can provide financial savings for the organisation, its clients and employees.
- Can improve recruitment and staff retention with improved accessibility and subsequent health and wellbeing aspects.
- Encourages a more active workforce resulting in improved productivity.

- Helps to achieve greater economies of scale in terms of: businesses combining to negotiate discounts and improved services or shuttle services with local transport operators, having a target audience for potential car share schemes and walking and cycling infrastructure.

## 4 The Area Travel Plan Aims and Objectives

The Area Travel Plan aims to set out measures for implementation which will improve the travel choices available to individuals needing to access the Estate. These measures will aim to promote sustainable travel during the commute and also for business travel.

The main objectives of the Plan are:

1. Encourage sustainable transport methods, making it easier to get to the employment area particularly by non-car modes;
2. To reduce the number of single occupancy car journeys arriving at the site;
3. Enhance the surrounding landscape resulting in a better environment in which to live and work;
4. Generate efficiency and operational savings for businesses and staff;
5. To improve the health and wellbeing of staff; and
6. Support active modes of transport (walking and cycling) which would improve the health and well-being of employees and benefit businesses.

The priority of the Area Travel Plan is to reduce single occupancy vehicle travel to the site through encouraging and enabling increased travel by sustainable modes.

## 5 Travel Behaviour Surveys

A staff travel questionnaire was undertaken early in the Area Travel Plan process in 2014 in order to provide an understanding of staff travel patterns and attitudes to travelling to the Rotherwas Estate. The survey process was fundamental to inform the development of the Area Travel Plan – as it identified current travel patterns of staff and the reasons for transport mode choice. It also indicated which measures would be most effective in encouraging alternatives to single occupancy vehicle travel.

An Estate-wide travel behaviour survey will be undertaken on an annual basis to support the ongoing development and implementation of an effective Travel Plan strategy. The travel surveys provide a useful benchmark from which the implementation of the Area Travel Plan

can be monitored. All companies on site will be encouraged to maximise participation in the survey by their employees.

## 6 Area Travel Plan Targets

The Area Travel Plan needs targets to assess whether its objectives have been achieved . The plan recognises that there is not one specific mode of transport suitable for all staff and that there needs to be a number of alternatives in place. The Area Travel Plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.

The following features of the Rotherwas Estate make it suitable for encouraging sustainable travel behaviour:

- 40% of staff responding to the 2014 site-wide staff travel survey indicated that they would be prepared to car share;
- The new Greenway link has improved walking and cycling opportunities to promote travel by foot and cycle;
- Many staff live within a reasonable walking and cycling distance of the sites (60% of staff live within 5km of the site);
- The staff travel survey has indicated a number of favoured measures which would encourage bus use and active travel modes.

The targets set out below are based on the site audit work, the staff travel survey results, the policy review and consultation with Herefordshire Council and the Enterprise Zone Team.

### **Modal Share Targets**

As there is no single solution to deal with all of the sites transport needs and problems, a combination of measures is required.

**Table 1** below demonstrates that since 2003, single occupancy vehicle travel by staff has fluctuated between 60-70% of total mode split, and is currently at its highest level recorded, mirroring 2003 levels. There was an increase in car share between 2003 and 2008; however, levels of sharing have since indicated a declining trend. Bus and rail use by staff have remained fairly constant between 2003 and 2014; both modes representing a minimal proportion of the total mode split. Motorcycle use as a travel to work mode has also been extremely limited since the surveying began. Cycling presents a popular travel to work mode, with a general increasing trend since 2003. Walking to work by staff is minimal, although a slight increase is noted in recent years.

The table outlines the modal split progress since 2003 and sets out the 2015, 2016 and 2018 modal split targets for the site. The modal split targets are intended to be achieved through

the implementation of the mode-specific short term strategic action plan targets set out in **Table 2**.

**Table 1 – Modal Split Travel Plan Progress and Targets**

| Mode                        | 2003<br>Results<br>(%)<br>Staff | 2005<br>Results<br>(%)<br>Staff | 2008<br>Results<br>(%)<br>Staff | 2013<br>Results<br>(%)<br>Staff | 2014<br>Results<br>(%)<br>Staff | 2015<br>Modal<br>Split<br>Targets | 2016<br>Modal<br>Split<br>Targets | 2018<br>Modal<br>Split<br>Targets |
|-----------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Walk                        | 2                               | 2                               | 5                               | 5                               | 4                               | 4.5                               | 5                                 | 6                                 |
| Cycle                       | 10                              | 13                              | 13                              | 14                              | 12                              | 12.5                              | 13                                | 13.5                              |
| Motorcycle                  | 0                               | 3                               | 3                               | 2                               | 1                               | 1                                 | 1                                 | 1                                 |
| Bus                         | 5                               | 2                               | 2                               | 2                               | 1.5                             | 2                                 | 2                                 | 2                                 |
| Rail                        | 0                               | 0                               | 0                               | 0.5                             | 0                               | 0                                 | 0                                 | 0                                 |
| Car Share                   | 7                               | 16                              | 17                              | 15                              | 12                              | 13                                | 13.5                              | 14.5                              |
| Car Solo                    | 70                              | 64                              | 59                              | 61                              | 70                              | 67                                | 66                                | 63                                |
| Total Survey<br>Respondents | 155                             | 365                             | 682                             | 649                             | 356                             |                                   |                                   |                                   |

**Table 2** provides an overview of the strategic short term Area Travel Plan Actions for the Rotherwas Estate. For each action, the target timescale and the responsibility is indicated, in addition to the objectives that the delivery of the measure will assist in achieving.

Both the modal split targets (**Table 1**) and the action targets (**Table 2**) will be monitored and updated on an annual basis through to 2018, to ensure that they are fulfilling the Travel Plan objectives.

**Table 2 – Area Travel Plan Strategic Short Term Action Plan Targets 2014 - 2015**

| Measure   | Timescale | Responsibility |
|---|-----------|----------------|
| <b>Travel Plan Co-ordination and Management</b> |           |                |
| Appoint a Travel Plan Coordinator               | Complete  | HEZ Board      |

|   |             |                  |
|---|-------------|------------------|
| TPC to liaise with companies on site to define a Travel Plan champion and to gather key information for developing the Area Travel Plan (shift times, staff home postcodes, existing travel policies, interest in measures) | Ongoing     | ATPC             |
| Establishment and facilitation of Area Travel Plan steering group – up to 4 meetings per year (recruit Champions at employers to join the group)  | Summer 2015 | ATPC / HEZ Board |
| <b>Car Sharing</b>  |             |                  |
| Purchase/create appropriate database and launch and promote a site car share scheme – investigate car share costs and whether the Council scheme or a new Rotherwas scheme is preferable                                    | Summer 2015 | ATPC / HEZ Board |
| <b>Public Transport</b>   |             |                  |
| Actively promote public transport use through marketing strategy  | Ongoing     | ATPC             |
| Liaise with local transport providers to explore opportunities to improve service frequencies and routes (including increased penetration into the site)  | Summer 2015 | ATPC             |
| Investigate/promote ticketing initiatives/discounts   | Summer 2015 | ATPC             |
| Provide data on journey times to key destinations and the reliability of services   | Summer 2015 | ATPC             |
| Assess the feasibility of a Shuttle Bus linking Rotherwas to key residential areas (maybe south) and the city centre bus station  | Autumn 2015 | ATPC/ HEZ Board  |
| <b>Walking and Cycling</b>  |             |                  |
| Undertake walking and cycling audits to identify key issues, necessary improvements and suggested routes (such as improved lighting on Greenway).   | Ongoing     | ATPC / HEZ Board |
| Investigate improved cycle signage to link to the Greenway from the City Centre to Rotherwas and to key residential areas   | Ongoing     | ATPC / HEZ Board |
| Investigate the feasibility of a cycle hire scheme with cycle stations at Rotherwas and at key transport interchanges in the city centre.   | Summer 2015 | ATPC / HEZ Board |
| Multi modal matching scheme to link with the car share scheme   | Autumn 2015 | ATPC             |

|  |                |                  |
|--|----------------|------------------|
| Promote cycling and parking facilities through marketing strategy  | Ongoing        | ATPC             |
| Hold cycle maintenance and training sessions   | Ongoing        | ATPC             |
| Produce a walking calorie map  | Autumn 2015    | ATPC             |
| <b>Marketing</b>   |                |                  |
| Provide staff with details on the Area Travel Plan and initiatives through internet, email, notice boards and social media – important to raise awareness of the health and financial benefits of sustainable travel | Ongoing        | ATPC             |
| Develop and implement a Communication Strategy in line with the Skylon Park branding   | Ongoing        | ATPC / HEZ Board |
| Create a How to Get to Guide (online and hard copies) and make available to all staff  | Summer 2015    | ATPC / HEZ Board |
| Set up and promote a series of sustainable travel challenges in conjunction with Destination Hereford  | Ongoing        | ATPC             |
| Hold a series of Area Travel Plan awareness events on site such as national bike week, car share days and car free days, launch of car share scheme etc.   | Ongoing        | ATPC             |
| Consider offering a Personalised Journey Planning service to staff   | Autumn 2015    | ATPC             |
| Hold a series of employer specific events (focus on large employers)   | Autumn 2015    | ATPC             |
| Launch new Area Travel Plan once key measures are in place   | September 2015 | ATPC / HEZ Board |

**Hereford Enterprise Zone**

**July 2015**

**Version 1**

**Annex A**

# Hereford Enterprise Zone



## Outline Travel Plan

for (Company Name)

# 1 Scope

- 1.1 This Outline Travel Plan has been prepared by [Company name] to support our new investment on the Hereford Enterprise Zone. We understand that this sets the broad framework for us to produce a full, detailed Travel Plan within 6 months of moving onto the Zone.

# 2 Background and Current Staff Overview

- 2.1 We are [Company name] [describe what the company does]
- 2.2 [Company history and current location]
- 2.3 In total, we employ XX full time staff and XX part time staff with XX full time and XX part time staff being employed in the new development. This is anticipated to grow to XX full time staff and XX part time staff in the next 3 years.
- 2.4 (We plan to operate on a shift basis during the following hours: [as applicable])

# 3 The New Development Proposal

- 3.1 A new (office, research, workshop....) building(s) (predominantly use class B1, B2, B8..) is to be developed totalling xxxx sq metres (gross internal floor area including ancillary buildings).
- 3.2 The proposed site plan is appended to this Outline Travel Plan.
- 3.3 The building is to be accessed off XX Road, as per plan. This will lead to a parking area for XX cars.
- 3.4 Pedestrian and cycle access will currently be [reference to any existing or planned cycleway or footpath] [cycle facilities will be provided]
- 3.5 The nearest bus stops are located on XX Road, approximately XX metres (north, south,..) of the site.
- 3.6 Daily / weekly site traffic is envisaged to be as follows:
- XXX deliveries per week
  - XXX visitors etc.

*[Please add to this section any other relevant information on transport issues/requirements]*

# 4 Full Travel Plan Commitment

- 4.1 We understand that the promotion of sustainable travel for staff and visitors is a fundamental component in delivering a successful Hereford Enterprise Zone.

4.2 We recognise that each new investor in the Zone needs to play a full part in delivering the estate-wide Travel Plan, through the development of a complementary company-specific Travel Plan.

4.3 We also recognise that this approach is essential to allow simplified planning approval processes for the Enterprise Zone to continue through the Local Development Order.

4.4 We therefore commit to:

- Designating a Travel Plan Coordinator (TPC) for the company within one month of site occupation. The TPC will champion the site-specific Travel Plan within the company and will liaise with the Enterprise Zone’s Travel Plan Coordinator on Estate-wide Travel Plan initiatives;
- Attending Zone-wide Travel Plan network meetings;
- Undertaking a travel plan behaviour survey of staff within six months of site occupation [using a standard Enterprise Zone template];
- Undertake a site audit and review the Area Travel Plan working with the Enterprise Zone’s Travel Plan Coordinator to understand existing transport provisions that serve the site.
- Develop a Full Travel Plan for implementation within 6 months of occupation. This Full Travel Plan will define a number of appropriate Travel Plan measures consistent with the estate-wide Travel Plan. The Plan will be prepared with help from the Area Travel Plan Coordinator utilising the site audit, the staff travel survey results, and an understanding of the Area Travel Plan.

*Signed (signature)*.....

*Signed (print name)*.....

*Position*.....

# Appendix A – Proposed Development Plan

# Annex B

## Hereford Enterprise Zone – Snapshot Travel Plan Survey of staff to support the creation of a company full Travel Plan

### 1. Approximately how far is it to your usual workplace from home?

- Less than a mile
- 1-2 miles
- 3-5 miles
- 6-10 miles
- 11-15 miles
- 16-20 miles
- 21-30 miles
- Over 30 miles

### 2. How long does your usual journey take?

- 0-15 minutes
- 16-30 minutes
- 31-60 minutes
- Over an hour

### 3. How do you usually travel to/from the site? Give the way you travel most often, if you use more than one mode of travel on your journey give the mode you use for the longest distance:

- Drive all the way (lone driver)
- Car driver (with passenger who works at Rotherwas Industrial Estate)
- Car driver (with passengers who DO NOT work at Rotherwas Industrial Estate e.g. dropping school children off)
- Car passenger (with driver who works at Rotherwas Industrial Estate)
- Car passenger (dropped off)
- Bus
- Cycle
- Walk
- Car then Bus/Train
- Cycle then Bus/Train
- Taxi
- Motorbike/Scooter
- Work at home

Rail

Other (please specify)

#### 4. If you travel to work by car, what is the main reason for doing so?

Car essential to perform job

Dropping off/collecting children

Car parking available

Quicker/easier/more convenient by car

Cheaper than alternatives

Health reasons

Get a lift/give a lift

Poor cycle routes/cycle facilities

No suitable public transport services from where I live

Personal safety concerns

Other (please specify)

#### 5. Which of the following would encourage you to travel more by walking or cycling?

Improved cycle parking/cycle storage

Safer cycle routes/footpaths

Flexible working hours/home working

Assistance with purchase of a bike at work

Showers/changing facilities

Better cycling/walking information

An available vehicle at work for use for business travel

Other (please specify)

#### 6. Which of the following would encourage you to travel more by public transport?

Better public transport information

Discounts on public transport tickets/passes

Pool car for business travel available at work

Safer public transport

Cycle parking at rail stations

Flexible working hours/home working

Increased frequency of bus or rail services

Better links to railway stations

Other (please specify)

### 7. What would enable you to use your car less for work during the working day?

An available vehicle at work for use during the day

Better Telecomms/video conferencing

None of these

Pool Bike

Free Travel Pass

### 8. The term 'car sharing' refers to two or more people travelling together by car for all or part of a trip. One of the people travelling is usually the owner of the vehicle and the other(s) usually make a contribution towards fuel costs. Do you car share when travelling to work?

Yes - always

Yes - sometimes

No - never

### 9. Would you be interested in car sharing?

Yes – I already do

Yes - always

Yes - sometimes

No - never

**10. Which of the following would encourage you to car share?**

- Help in finding a suitable car share partner
- Reserved parking for car sharers
- Nothing
- Assistance in finding an alternative if let down by driver
- Reduced car parking charges for car sharers

**11. How often do you travel on company business?**

- Daily
- 3-4 times a week
- 1-2 times a week
- Once a fortnight
- Once a month
- Less than once a month
- Never

**12. What is your home postcode?**

**Annex C**

# Hereford Enterprise Zone



## Full Travel Plan

for

(Company Name)

## Contents

1. Scope
2. Background and current staff overview
3. The New Development
4. Existing staff travel patterns
5. Issues and opportunities arising from the survey
6. Travel Plan Aims and Objectives
7. Travel Plan Targets
8. Travel Plan Measures Already Implemented
9. Travel Plan Targets
10. Ongoing Commitment

Appendix 1 – Site Plan

Appendix 2 – Staff Travel Survey Results

# 1 Scope

- 1.1 This Full Travel Plan has been prepared by (Company name) to support our new development on the Hereford Enterprise Zone. It builds upon the Outline Travel Plan we produced prior to occupation of the development and fulfils the requirements of the Local Development Order (LDO).

# 2 Background and Current Staff Overview

- 2.1 We are [Company name] [describe what the company does]
- 2.2 In total, we employ XX full time staff and XX part time staff with XX full time and XX part time staff being employed in the new development. This is anticipated to grow to XX full time staff and XX part time staff in the next 3 years.
- 2.3 (We are operating on a shift basis during the following hours: [as applicable])

# 3 The New Development

- 3.1 A new (office, research, workshop....) building(s) (use class B1, B2, B8..) has been developed totalling XX sq metres (gross internal floor area including ancillary buildings).
- 3.2 A site plan is appended to this Full Travel Plan as Appendix 1.
- 3.3 The building is accessed off XX Road, as per the site plan. This leads to a parking area for XX cars.
- 3.4 Pedestrian and cycle access is via [reference to any existing or planned cycleway or footpath] [cycle facilities are provided] - describe
- 3.5 The nearest bus stops are located on XX Road, approximately XX metres (north, south,..) of the site.
- 3.6 Daily / weekly site traffic is as follows:
- XXX deliveries per week
  - XXX visitors etc.

*[Please add to this section any other relevant information on transport issues/requirements]*

## 4 Existing Staff Travel Patterns

- 4.1 As specified by the LDO, the company completed a staff travel survey using the standard template. This was undertaken in (date). The survey achieved a XX% response rate, based on approximately XX staff. A summary of the survey responses is appended to this Travel Plan.
- 4.2 An overview of the key survey findings which have informed the Travel Plan development are presented in the table below.

| Survey Category         | Key Results to Inform Travel Plan Development  |
|-------------------------|--|
| <b>General</b>          | <ul style="list-style-type: none"> <li>- xx% of staff (xx survey respondents) live within two miles of the site and xx% within five miles.</li> <li>- Over xx% of staff (xx survey respondents) have a journey to work of less than 15 minutes; with XX% taking 31-60 minutes to travel to work.</li> </ul>  |
| <b>Car Travel</b>       | <ul style="list-style-type: none"> <li>• xx% of staff (xx survey respondents) travel by car alone to work.</li> <li>• Reasons for car use include xx (xx% of respondents), xx (xx% of respondents) and xx (xx% of respondents).</li> <li>• xx% of staff (xx respondents) car share to reach work.</li> <li>• xx% of respondents currently car share at least sometimes (xx% always and xx% sometimes).</li> <li>• xx% of staff (xx respondents) indicated that they would be prepared to car share, at least sometimes.</li> </ul> |
| <b>Business travel</b>  | <ul style="list-style-type: none"> <li>- xx% of respondents travel on company business daily, xx% 1-2 times a week and xx% never travel on company business.</li> </ul>  |
| <b>Public transport</b> | <ul style="list-style-type: none"> <li>- Less than xx% of survey respondents travel by bus and xx staff currently travel by rail (similar levels to the site-wide survey).</li> <li>- Measures for encouraging or continuing use of public transport include xx (xx% of respondents), xx (xx% of respondents), xx (xx% of respondents), xx (xx% of respondents) and xx (xx% of respondents).</li> </ul>  |
| <b>Walk and Cycle</b>   | <ul style="list-style-type: none"> <li>• xx% of staff (xx survey respondents) currently walk to work and xx% cycle (similar levels to the previous survey).</li> <li>• Measures for encouraging or continuing walking and cycling to work include xx (xx% of respondents), xx (xx% of respondents), xx (xx% of respondents), xx (xx% of respondents) and xx (xx% of respondents).</li> </ul>   |

***Amend and reduce or add to table as necessary***

## 5 Issues and Opportunities Arising From the Travel Survey

- 5.4 The site-specific Travel Survey has established a number of key issues and opportunities which are central to identifying appropriate measures for a successful site Travel Plan. These largely mirror the site-wide Area Travel Plan:

***See ATP to align issues/opportunities***

**Issues:**

- X
- X
- x

**Opportunities:**

- X
- X
- X
- X
- X
- X
- x.

## 6 Travel Plan Aims and Objectives

6.1 This Travel Plan aims to set out measures for implementation at the XXXX development which will improve and promote the sustainable travel choices available to employees needing to access the site and ultimately reduce single-occupancy vehicle trips. .

6.2 The principal travel plan objectives are as follows:

- To reduce the number of single occupancy car journeys arriving at the site;
- To increase the number of staff who cycle and walk to work;
- To improve the health and wellbeing of staff;
- To improve the choice of transport modes available for employees travelling to the site; and
- To ensure that the individual site Travel Plan reinforces and complements the Area Travel Plan.

## 7 Travel Plan Measures Already Implemented

7.1 The following Travel Plan measures are now complete at our site. The measures implemented to date are generally in relation to infrastructure and management provision and are intended to complement and build upon the Area Travel Plan measures, through working in conjunction with the Area Travel Plan Coordinator.

**Adapt and add to table as appropriate using the accompanying guide**

**Travel Plan Action Plan - Measures Complete to (Date)**

| Measure   | Timescale | Responsibility             | Status                               |
|---|-----------|----------------------------|--------------------------------------|
| Installation of covered cycle parking for XX bicycles | Done      | Site Occupier / Management | Expected as a minimum for all Estate |

|  |      |                            |  |
|--|------|----------------------------|--|
|  |      |                            | occupiers  |
| Creation of appropriate secure cycle equipment storage and changing facilities for staff                       | Done | Site Occupier / Management | Expected as a minimum for all Estate occupiers                     |
| Install sustainable travel notice board/carousel with up to date travel information                            | Done | Site Occupier / Management | Expected as a minimum for all Estate occupiers                     |
| Demarking X spaces as car share only spaces (before 09:30) and consider a guaranteed ride home in an emergency | Done | Site Occupier / Management | Optional for all Estate users – agree in conjunction with Area TPC |
| Create a travel information pack for dissemination to new employees  | Done | Site Occupier / Management | Expected as a minimum for all Estate occupiers                     |
| Appoint a Travel Plan coordinator for the site.  | Done | Site Occupier / Management | Expected as a minimum for all Estate occupiers                     |
| TPC registered for attendance at meetings and involvement in the Site-Wide Travel Plan Steering Group          | Done | TPC / Site Manager         | Expected as a minimum for all Estate occupiers                     |

The Travel Plan Coordinator is [name] contactable on [email and phone details]

## 8 Proposed Travel Plan Measures

8.1 Following the results of the site staff travel survey and a thorough site audit, the following Travel Plan measures will be implemented at our site over the next 12 months.. The actions are generally focussed on information provision and wider initiatives and are again intended to complement and build upon the Estate-wide Travel Plan measures. The actions below have been discussed and agreed with the Area Travel Plan Coordinator.

**Adapt and add to table as appropriate, consider additional site-specific measures working with the Area Travel Plan Coordinator and using the accompanying guide**

### Travel Plan Action Plan

| Measure  | Timescale                                   | Responsibility                | Status  |
|--|---|-------------------------------|---|
| Make employees aware of the park and share sites around the County   | month/year                                  | Travel Plan Coordinator (TPC) | Expected as a minimum for all Estate occupiers  |
| Sign up to 'Herefordshire Travel to Work' Scheme   | month/year                                  | TPC / Company Manager         | Expected as a minimum for all Estate occupiers <b>with more than 30 staff</b>                                     |
| Join the Site-Wide Travel Plan Steering Group and attend meetings  | Ongoing (meetings attended – XXXX and XXXX) | TPC / Company Manager         | Expected as a minimum for all Estate occupiers  |
| Register the building and employees with any new Estate wide car share scheme  | month/year                                  | TPC / Company Manager         | Expected as a minimum for all Estate occupiers  |
| Set up a bicycle user group  | month/year                                  | TPC                           | Optional for all Estate users – agree in conjunction with Area TPC  |
| Offer adult cycle training and maintenance through liaison with the Estate-wide TPC and Herefordshire County Council                     | month/year                                  | TPC                           | Optional for all Estate users – agree in conjunction with Area TPC  |
| Offer interest free loans for the purchase of bicycles (strict eligibility criteria to apply)  | month/year                                  | TPC / Company Manager         | Optional for all Estate occupiers   |
| Provision of pool bicycles   | month/year                                  | TPC / Company Manager         | Optional for all Estate occupiers   |
| Review business Travel Policies in conjunction with Estate-wide TPC (home working, flexible working, pool cars, video conferencing etc.) | month/year                                  | TPC / Company Manager         | Expected as a minimum for all Estate occupiers <b>with more than 30 staff (unless business travel is minimal)</b> |
| Consider introducing a Cycle Purchase Scheme and/or Public Transport Season  | month/year                                  | TPC / Company Manager         | Expected as a minimum for all Estate occupiers <b>with more</b>   |

|   |          |     |   |
|---|----------|-----|---|
| Ticket loan for staff   |          |     | <b>than 30 staff (unless genuine lack of interest in such schemes) – evidence required in conjunction with Area TPC</b> |
| Work with the Area Travel Plan Coordinator to investigate and promote sustainable travel initiatives, undertake travel events and implement effective marketing strategy. | Ongoing  | TPC | Expected as a minimum for all Estate occupiers  |
| Ensure up to date travel information is available in hard copy format on site and via the internet/intranet (if appropriate)  | Ongoing  | TPC | Expected as a minimum for all Estate occupiers  |
| Complete annual staff travel survey for the new building  | Annually | TPC | Expected as a minimum for all Estate occupiers  |
| Review cycle parking and car share parking provision to ensure adequate and/or identify any deficiencies  | Annually | TPC | Expected as a minimum for all Estate occupiers  |

## 9 Travel Plan Targets

9.1 We understand that the Area Travel Plan sets out overall targets for the whole of the Rotherwas Estate. Through the implementation of the actions set out in this plan, we aim for a total XX% reduction in single person car journeys to and from the new building over the next three years (to 2018) as follows:

- Increase the number of staff who cycle to work to X staff
- Increase the number of staff who walk to work to X staff
- Increase the number of staff who use the bus to travel to work to X staff
- Increase the number of staff who car share to X staff.

## 10 Ongoing Commitment

10.1 (Company Name) understands that the continued promotion of sustainable travel for staff and visitors is a fundamental component in delivering a successful Hereford Enterprise Zone.

10.2 We recognise that each Enterprise Zone occupant needs to play a full part in delivering the Area Travel Plan through the implementation of complementary company-specific Travel Plans.

10.3 (Company Name) commits to:

- Implementing this Travel Plan in full
- Encouraging all staff to take part in the annual travel behaviour survey for Rotherwas Estate – to facilitate effective monitoring of the success of both the individual and site-wide Travel Plan and progress towards targets.
- Reviewing progress of this Travel Plan annually and updating measures and targets as appropriate (including a review of car park and cycle park provision);
- Cooperating fully with the Area Travel Plan Coordinator, on new travel initiatives and opportunities as they arise;
- Continuing the role of company Travel Plan Coordinator, coordinating with the Area Travel Plan Coordinator and attending regular Travel Plan Steering Group meetings and network events.

Signed (signature).....

Signed (print name).....

Position.....

# Appendix 1 - Site Plan

## Appendix 2 - Staff Travel Survey Results