

Skylon Park

Employee Travel Survey 2018

Results and Analysis

May 2018

Herefordshire Council Intelligence Unit

Commentary by Herefordshire Council Energy & Active Travel Team

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INTRODUCTION

Annual Employee Travel Surveys have been carried out at Rotherwas Industrial Estate since 2013. In 2014 the Rotherwas Industrial Estate Area Travel Plan (ATP) was produced as part of the creation of the Hereford Enterprise Zone (Skylon Park). For the purposes of this report the term Skylon Park shall refer to the whole Rotherwas Estate.

The annual travel survey aims to provide an understanding of staff travel patterns and attitudes to commuting to and from the site, and to monitor the effectiveness of the ATP in promoting and supporting sustainable travel options.

METHODOLOGY

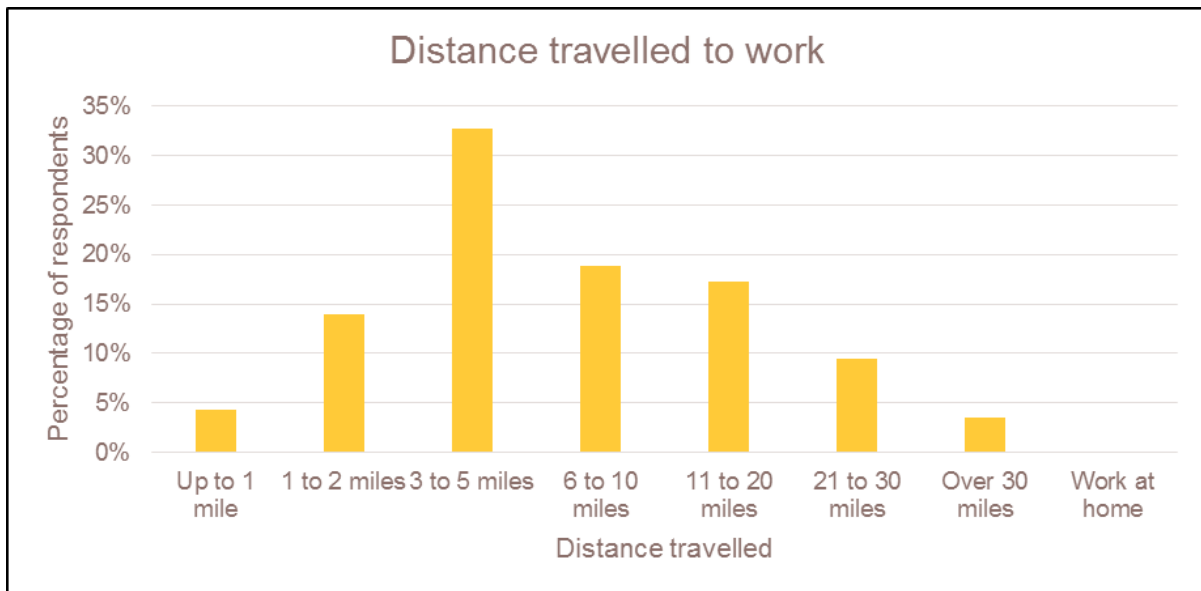
The travel survey took place between 16 April 2018 and 18 May 2018 and comprised a combination of online and paper questionnaires. 510 staff responded to the 2018 survey from 119 different companies and businesses across the Industrial Estate. A link to the online survey questionnaire was sent by Herefordshire Council's Active Travel Team to all employers within Skylon Park premises (204 businesses). Printed copies were also distributed to employers by foot. In addition, the survey questionnaire was published on Herefordshire Council's website, where a download and print option was also available. All staff working for an employer with premises located at Skylon Park were eligible to take part in the survey and a prize draw with a £100 prize was offered as an incentive to participate.

Note: All analysis is based on the number of respondents to the question, not total survey respondents, as some questions were not relevant to all respondents.

KEY SURVEY RESULTS

DISTANCE EMPLOYEES TRAVEL TO WORK

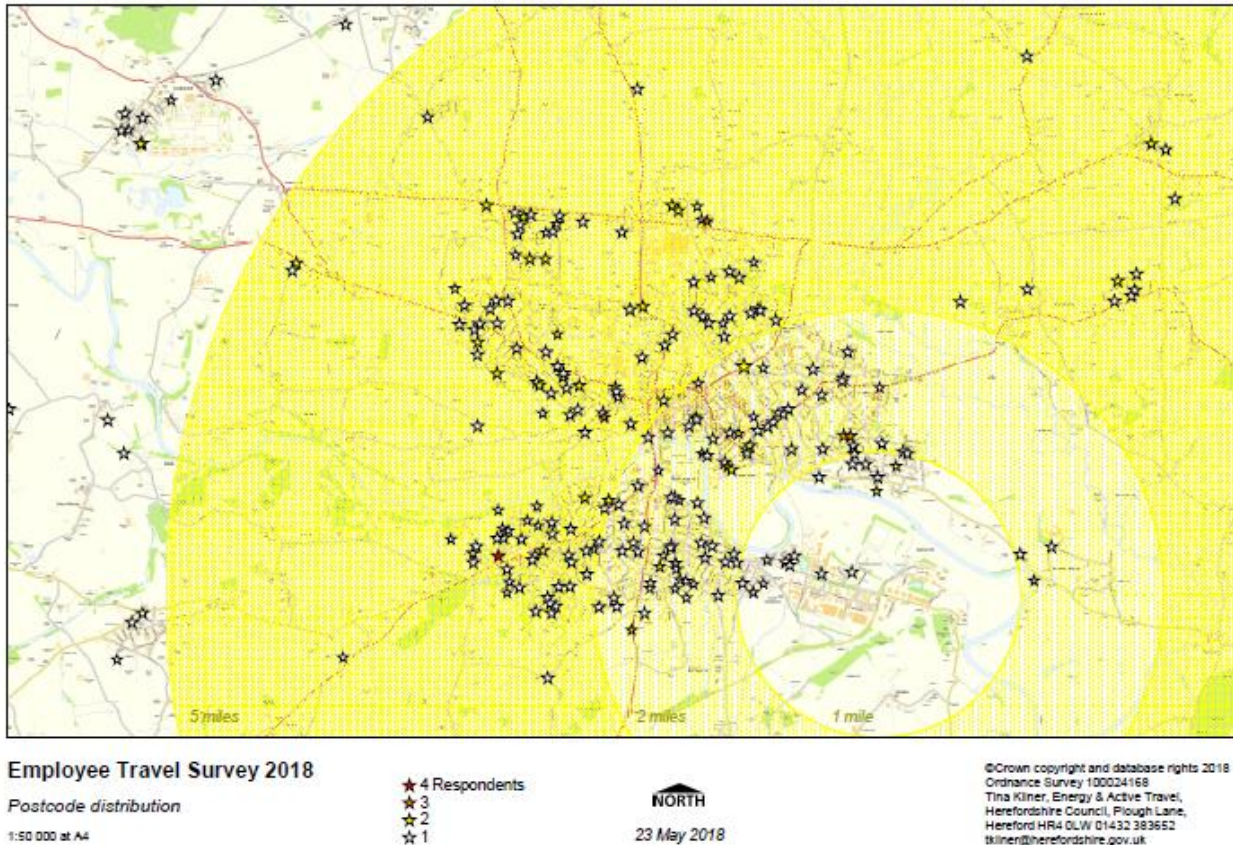
Fig.1 – Approximately how far do you travel to work (one way)?



The survey results showed that 18% of employees live within 2 miles of Skylon Park and 51% within 5 miles. These journeys have potential to be walking or cycling journeys.

POST CODE EMPLOYEE DISTRIBUTION

Fig.2 – Postcode distribution of Skylon Park employees

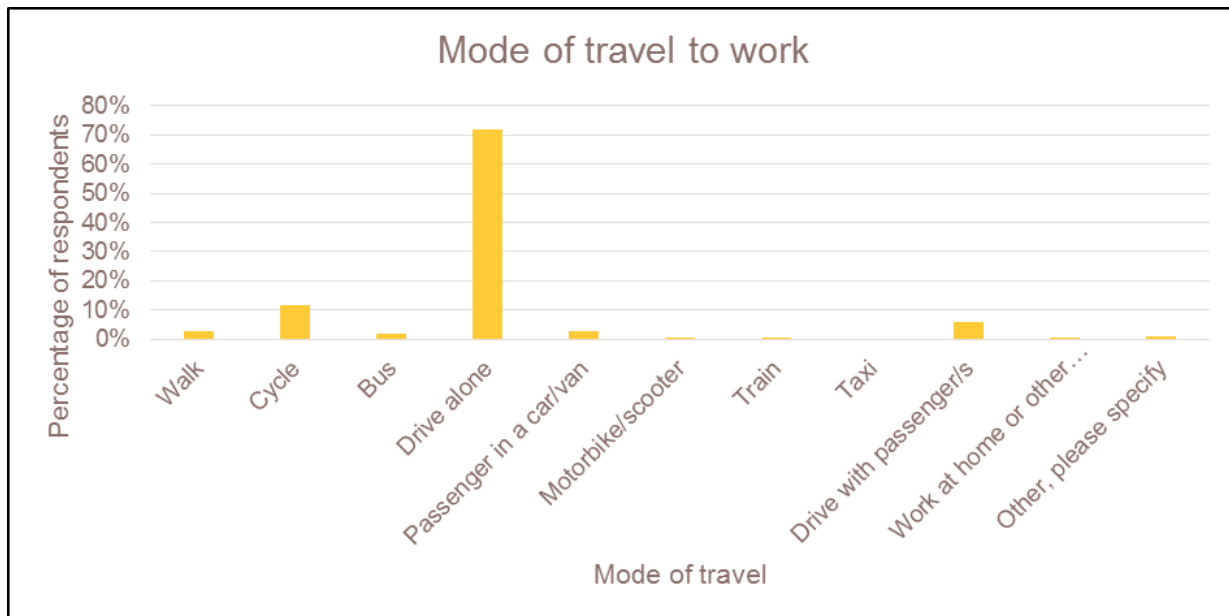


The postcode map shows the distribution of Skylon Park employees who responded to the survey and their home location. 481 respondents provided their postcode.

Note that the circles on the postcode map showing distance from Skylon Park may not give an accurate indication of length of commuter journey, due to the need to travel across the river.

MAIN MODE OF TRAVEL TO WORK

Fig.3 - How do you usually travel to work for the main part of your journey?



The survey results showed that 72% of employees travelled alone by car (69% in 2017). A further 9% shared a car either as a passenger or the driver (12% in 2017), 12% cycle and 2% take the bus to work. As there is variation in which businesses respond each year, this could affect the type of journeys. These changes will be viewed as part of longer term trends.

Future initiatives to encourage a reduction in the percentage of lone drivers include; a Car share Facebook group for Skylon park, free "try the bus" tickets and a monthly "Choose day" event to reward those who walk, cycle, car-share or bus to work with a free meal and entry into a prize draw.

Fig.4 - Responses to this question by survey year

Mode of travel*	2013	2014	2015	2017	2018
Car alone	61.0	70.0	68.0	69.0	72.0
Car share	15.0	12.0	12.0	12.0	9.0
Bus	2.0	1.5	2.0	1.0	2.0
Train	0.5	0.0	1.0	0.0	0.0
Walk	5.0	4.0	2.0	2.0	3.0
Cycle	14.0	12.0	11.0	14.0	12.0
Motorcycle/moped	2.0	1.0	1.0	0.0	1.0
Taxi	0.0	0.0	0.0	0.0	0.0
Other			3.5	1.0	1.0
Total responses	99.5	100.5	100.5	99.0	100.0

* 2013-2017 Figures are from the 2017 Hereford Enterprise Zone Employee Annual Travel Survey Analysis Report – Appendix B.

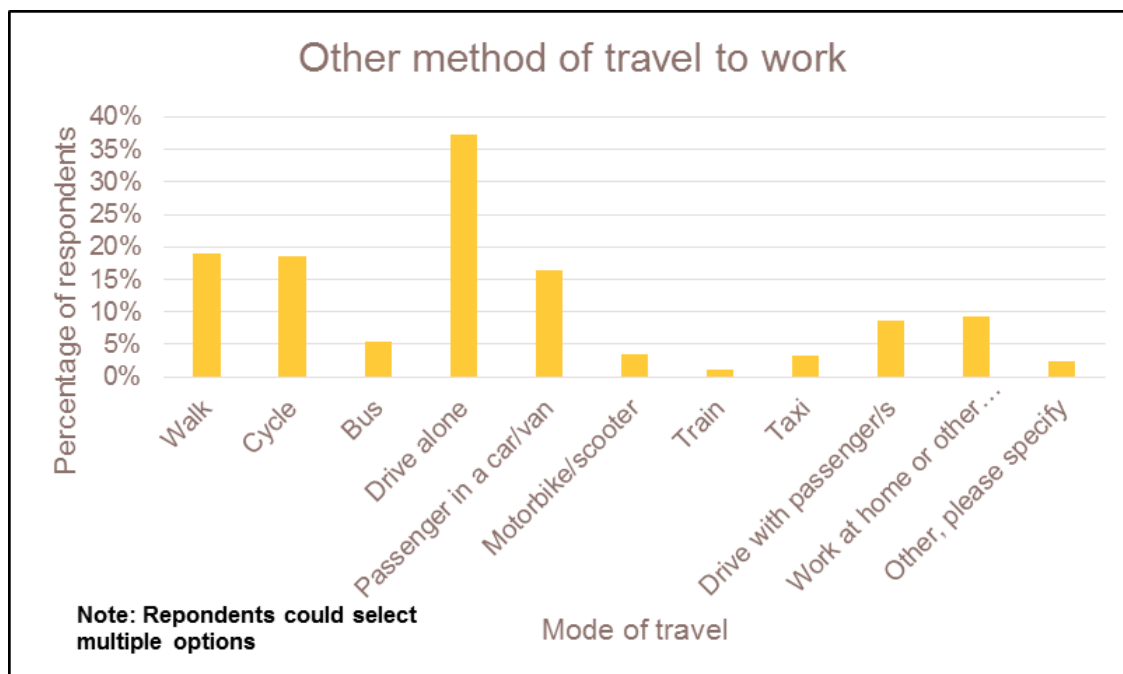
** Some percentages for previous years do not total 100 per cent, presumably due to rounding.

2018 percentage has been derived by amalgamating “passenger in a car/van” and “drive with passenger/s”, in previous years the question wording was different and the figure derived by amalgamating other options.

Note: The wording of this question has not been consistent over the period, which could affect how respondents answered.

ALTERNATIVE MODE OF TRAVEL TO WORK

Fig.5 - Do you also occasionally travel to work by another method?



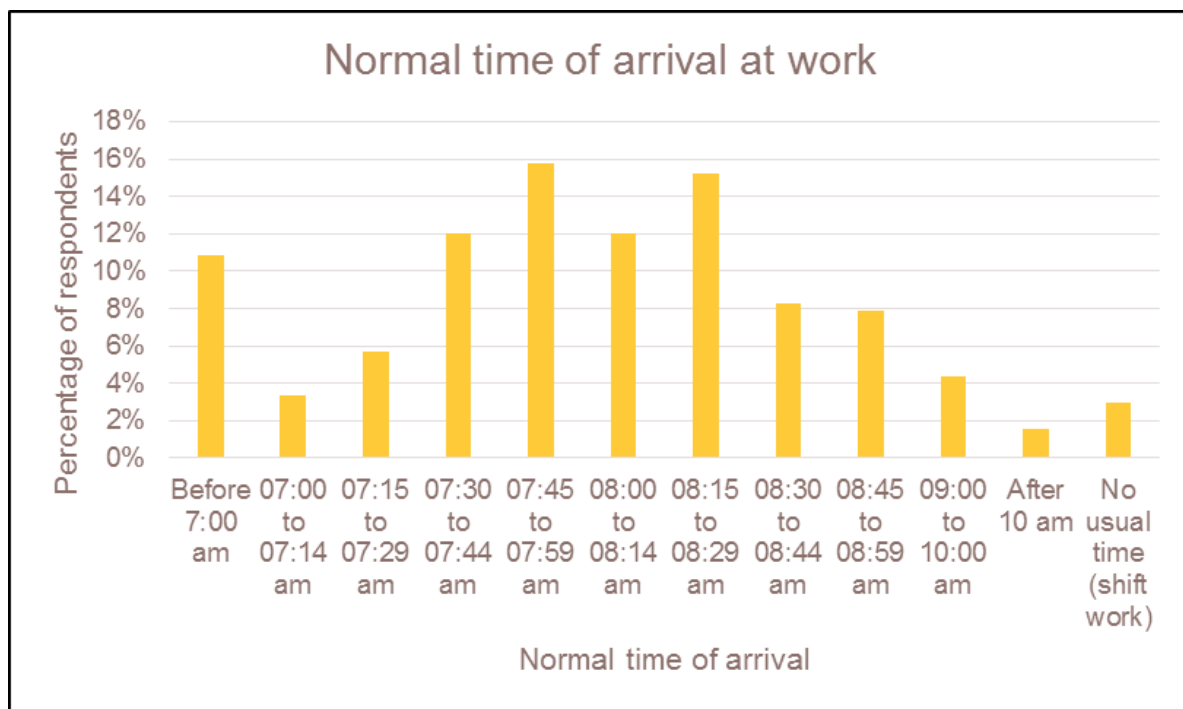
	No. of respondents	Percentage*
Walk	70	19%
Cycle	68	18%
Bus	20	5%
Drive alone	137	37%
Passenger in a car/van	60	16%
Motorbike/scooter	13	4%
Train	4	1%
Taxi	12	3%
Drive with passenger/s	32	9%
Work at home or other location (not Rotherwas)	34	9%
Other, please specify	9	2%
Total responses	368	

*Note: percentages do not total 100 per cent because the respondent could select more than one option.

Many employees occasionally cycle, walk or car-share to work (Fig.5). The comments show that this seems to vary widely depending on personal circumstances and the weather. Alternative modes give an indication that these methods of travel have potential to be used more regularly. Promotional activity will continue to target those who do a 'bit' of sustainable travel to increase the number of sustainable journeys they make.

WORK ARRIVAL TIMES

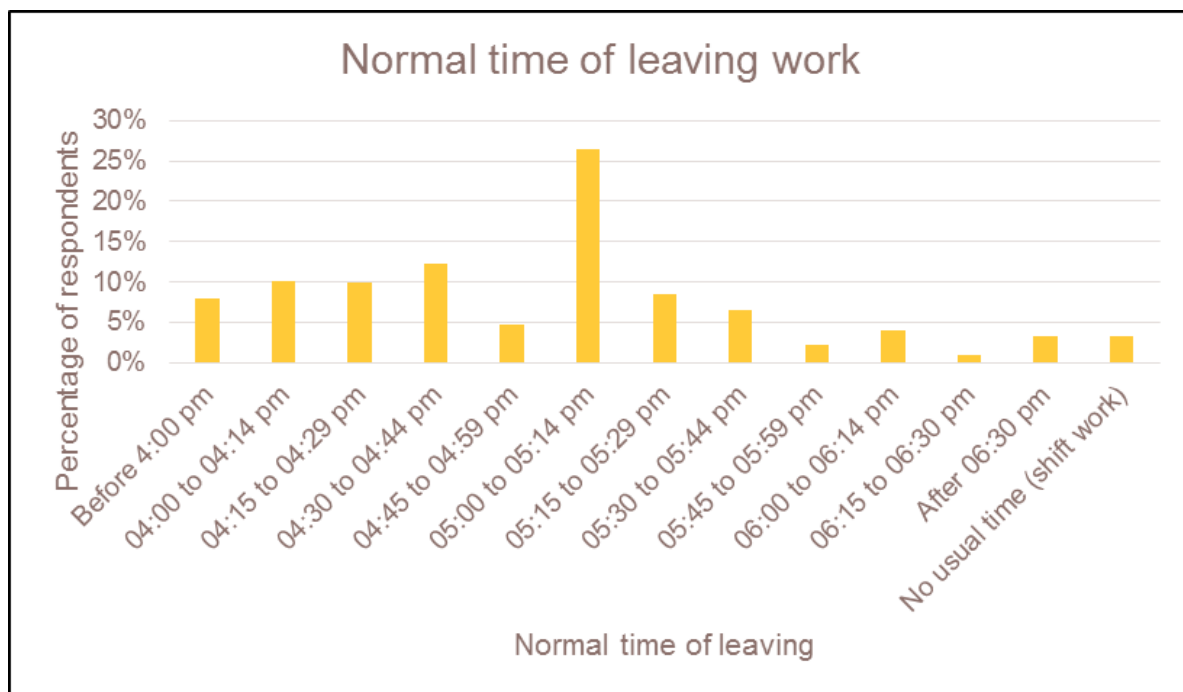
Fig.6 - What time of day do you normally arrive at work?



55% of employees start work between 7:30-8:30, 11% before 7am and only 6% starting after 9am. These shift start times will be considered in the new Bus timetable (to be released in October 2018). A staggered spread of start times is positive as traffic is not arriving onto the estate all at once.

WORK FINISH TIMES

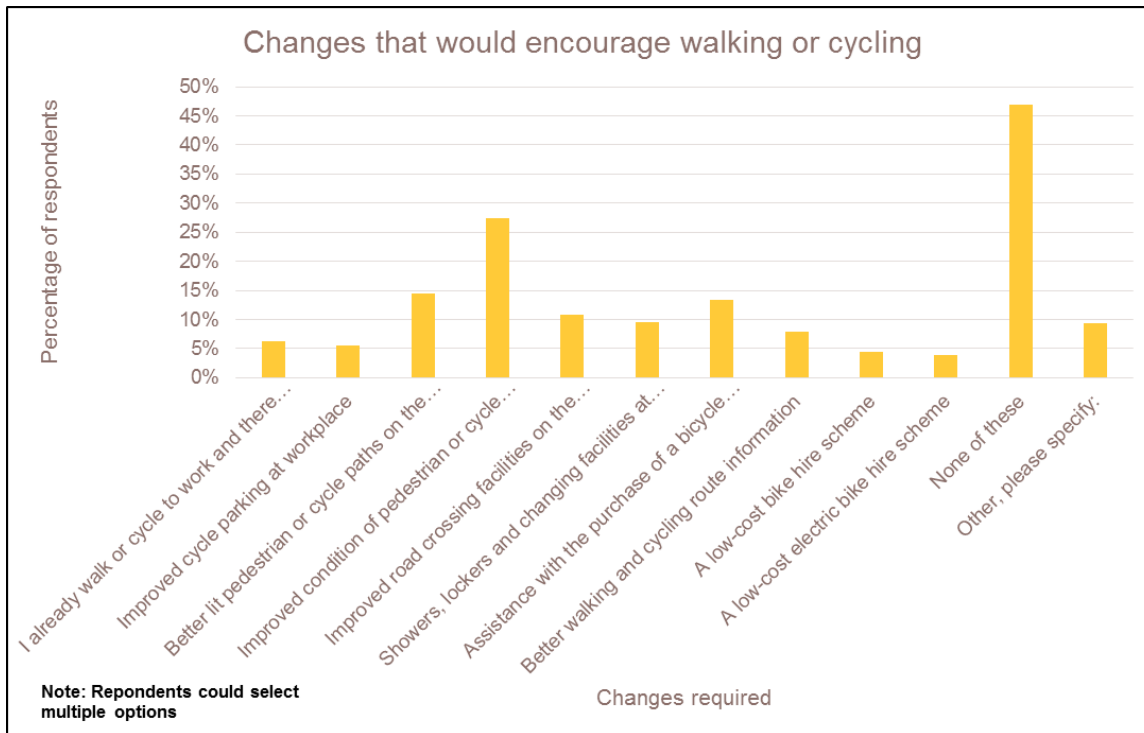
Fig.7 - What time of day do you normally leave work?



32% of people leave work between 4-4:45pm and 26% leave between 5-5:15pm. Again these shift end times will be taken into account in the new bus timetable.

CHANGES TO ENCOURAGE WALKING AND CYCLING TO WORK

Fig.8 - Which of the following changes would encourage you to walk or cycle to work?



*Note: percentages do not total 100 per cent because the respondent could select more than one option.

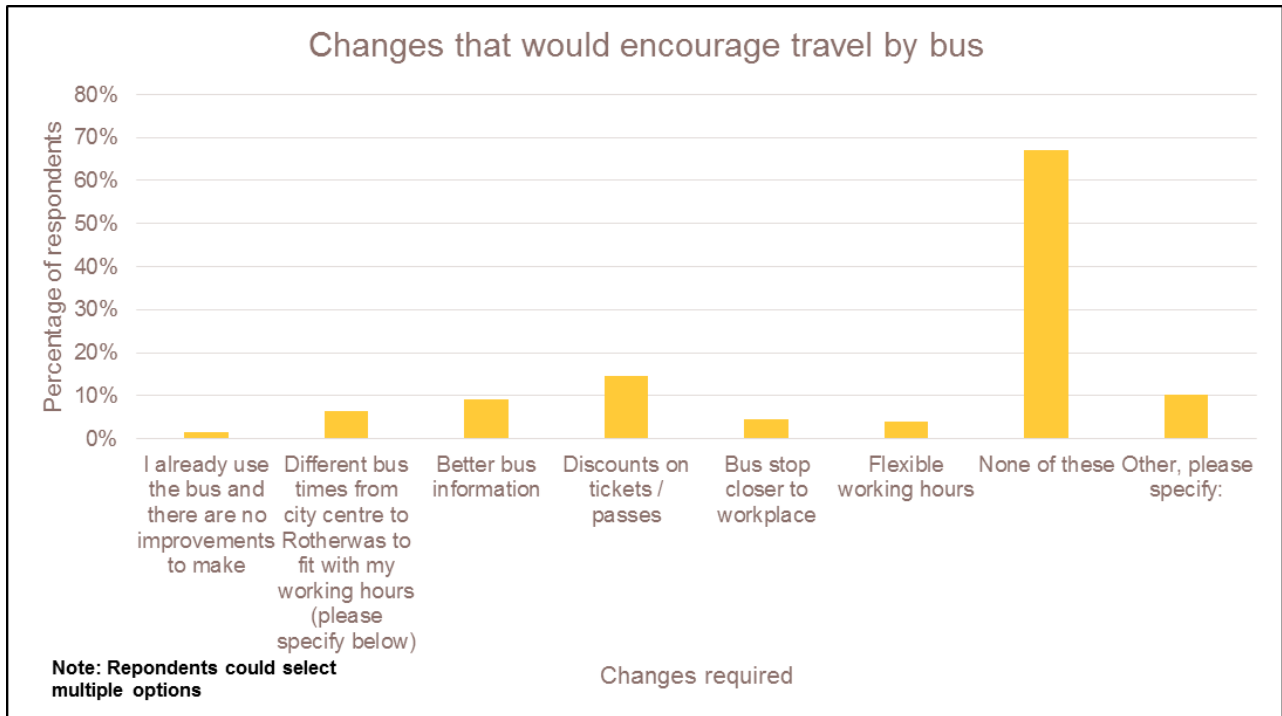
Improving the condition of pedestrian walkways and cycle paths to the estate would encourage the most people to cycle and walk to work (27%), followed by better lit paths (15%) and assistance with the purchase of a bicycle (13%).

These will be addressed by the launch of the Straight Mile cycleway and providing bikes to the local community through Bike Exchanges, bike hire and free pool bikes for businesses through the councils travel grant scheme amongst other initiatives. 47% of respondents said that none of the suggested changes would encourage them to walk or cycle with many commenting that the distance is too far to walk or cycle from home and others mentioning that they need a car to do the school run before work.

Others commented that better road conditions, potholes and dangerous roads leading into Rotherwas need to be addressed. A few also mentioned that better parking on the town side of the Greenway Bridge would be useful, so they can then part drive, part walk. A full list of comments surrounding changes to encourage more walking and cycling can be found in the appendix.

CHANGES TO ENCOURAGE BUS USE

Fig.9 - Which of the following would encourage you to travel by, or continue to travel by, bus?

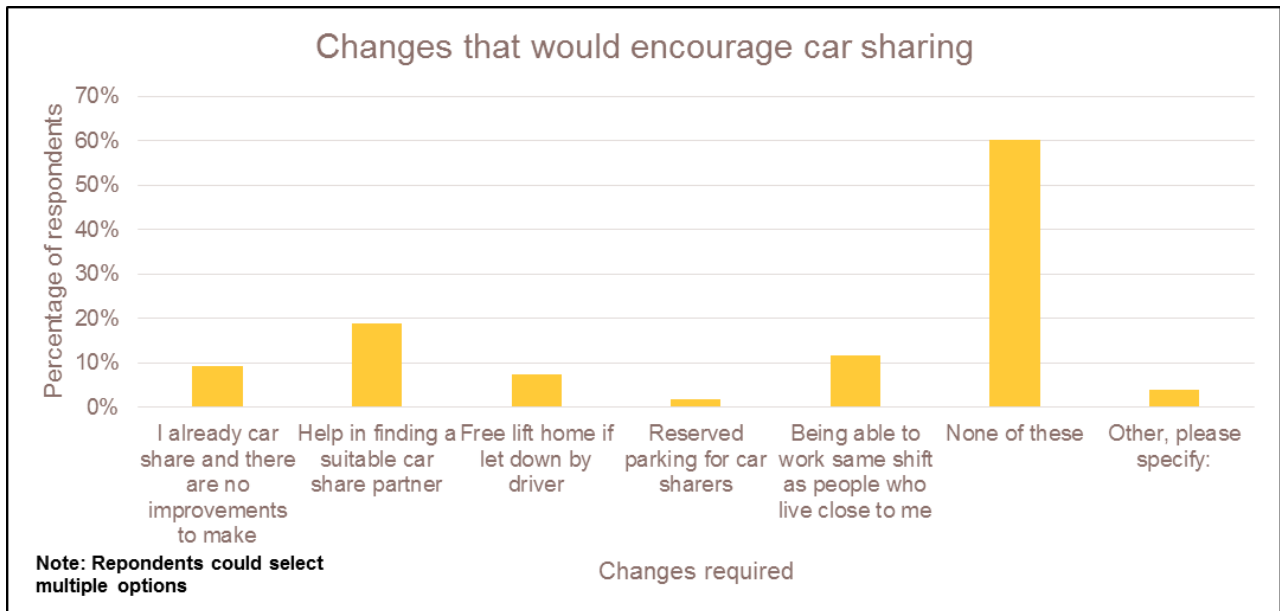


The most popular measures were discounts on tickets (15%), better bus information (9%) and different bus times (6%). However a large proportion (67%) stated that none of the suggested changes would encourage bus use. A few people commented on the need for better timed buses, the inconvenience of having to swap buses in town, longer time to get to work compared with driving and the expensive price of bus tickets.

Some of these issues may be addressed through free “try the bus” tickets, a new “Routes to Rotherwas” guide providing clear bus travel information and a review of the bus timetable. A new timetable will be released later in the year based on this result and bus passenger surveys (Appendix).

CHANGES TO ENCOURAGE CAR-SHARING

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

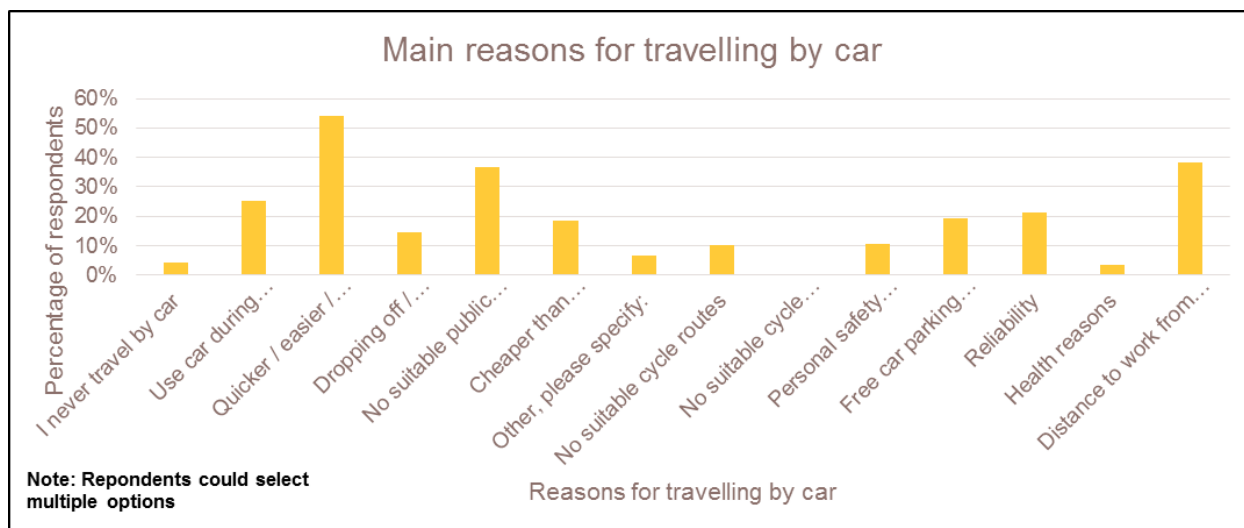


The most popular measures included help in finding a suitable car-share partner (19%), being able to work the same shift pattern as others who live close by (12%), and a free lift home if let down by other drivers (7%). A further 9% already car-share and said there was no improvements to be made with many also commenting that they would be happy to car share if they lived close to someone else who had a similar shift pattern. 60% said none of the suggested changes would encourage them.

To help support car-sharing, a series of car-share partnering events will be launched at the monthly “Choose Day” event and a dedicated Skylon Park Car-share group set up to help facilitate more employees to car-share. This could help combat the issue of some workers not having someone within their company to car-share with.

REASONS FOR CAR TRAVEL

Fig.11 - If you travel to work by car, what are your main reasons for doing so?



The main reasons for car travel included quicker, easier and more convenient (54%), distance to work from home (38%) and no suitable public transport services from where someone lives (37%). Others commented how they use a car depending on the weather and needing the car for work purposes or an activity after work, citing the flexibility of car use.

FURTHER COMMENTS ON TRAVEL TO AND FROM WORK TO SKYLON PARK

A significant proportion of employees mentioned bad traffic and congestion situation around town to get to work. Key chock points and bottlenecks were identified, together with detours to avoid congestions (e.g. travelling via Mordiford). A few also mentioned the need to drop their children off at school before work, which prevented them from cycling.

Flooding underneath the railway bridge was also an issue for some and a few said that the bridge and Greenway route should be gritted more over the winter period.

Similar comments made by a number of respondents included:

- High bus fares
- Support for the proposed Hereford bypass.
- Holme lacy road speed limit should be reduced to 30mph.
- Requests to be able to park for free north of the city then cycle to Rotherwas to beat the traffic.
- People happy to car share if the facility was available.

CONCLUSIONS

The results from this survey have informed the creation of a new Skylon Park Area Travel Plan 2018-2021, including a detailed action plan for 2018/19. The Area Travel Plan will be implemented by the Area Travel Plan Co-ordinators, in partnership with businesses.

Additional monitoring is being carried out and regularly reviewed, including pedestrian and cyclist counts at key locations

A short version of this survey will be carried out between March and May 2019, focussing solely on how employees get to work, as part of trend monitoring.