

Hodgetts Estates

**Proposed Employment Land
Northeast of J10 M42, North
Warwickshire**

Framework Travel Plan

August 2021 (Rev B, Nov 2021)



**BANCROFT
CONSULTING**

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AUTHOR:	CJB	CHECKED:	CAB	APPROVED:	CJB	STATUS:	DRAFT
REPORT REF:	F19123 Proposed Employment Land Northeast of J10 M42 - Framework Travel Plan (Rev B, Nov 2021)						
<u>DOCUMENT ISSUE RECORD</u>							
REVISION	DATE	DESCRIPTION					
DRAFT	AUG 2021	Draft report issued to Project Team for comments					
REV A	NOV 2021	Report issued following comments from Project Team					
REV B	NOV 2021	Updated Illustrative Site Masterplan					

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1.0 INTRODUCTION

1.1 This Framework Travel Plan has been prepared by Bancroft Consulting who were commissioned by Hodgetts Estates. The aim of this report is to promote sustainable travel at a proposed commercial development on land to the northeast of Junction 10 of the M42 motorway, North Warwickshire. It will form the first stage in a series of assessments and initiatives to encourage sustainable travel at the site.

1.2 According to the document 'Travel Plans, Transport Assessments and Statements' (DfT, March 2014), Travel Plans are:

“long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.”

(Para 003, Travel Plans, Transport Assessments and Statements, MHCLG, March 2014)

1.3 The document 'Travel Plans, Transport Assessments and Statements' (DfT, March 2014) shows that the primary purpose of a travel plan is as follows:

“The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as a way of unfairly penalising drivers.”

(Para 005, Travel Plans, Transport Assessments and Statements, MHCLG, March 2014)

1.4 According to the document ‘National Planning Policy Framework’ (Ministry of Housing, Communities and Local Government, March 2012, updated July 2021, Section 9 Promoting Sustainable Transport, Paragraph 111):

“All developments that will generate significant amounts of movement should be required to provide a travel plan.”

1.5 The aim of this Framework Travel Plan is to set out the existing opportunities for non-car travel at the site, along with an indication of the potential modal splits and actions that could be undertaken by future tenants within the individual units to influence the travel patterns of employees from the first day of their occupation. Therefore, a two-stage approach is required for this overarching Framework Travel Plan, as set out below:

- Stage 1 – The preparation of this Framework Travel Plan sets out an overarching strategy for the proposed development. A Travel Plan Manager will be appointed to monitor and manage travel planning for the proposed development. Principles will also be set out within this Framework Travel Plan which will be applied to the individual detailed Travel Plans which the occupiers of each unit will be obliged to undertake.
- Stage 2 – Individual units will be required to have their own specific Travel Plan in place. The occupiers will be required to conduct staff and visitor surveys within an agreed timeframe which will be outlined within this Framework Travel Plan. The Occupiers will be responsible for implementing the Travel Plan and adopting the aims, objectives and targets set out within this Framework Travel Plan. Each Individual Travel Plan will contain the name and contact details of the Travel Plan Co-ordinator, who will be responsible for implementing and monitoring the individual unit Travel Plan.

1.6 This Framework Travel Plan has also been set out in accordance with North Warwickshire Borough Council’s (NWBC) Local Plan (adopted September 2021). Policy LP23 of the Local Plan confirms the following in respect of Travel Plan’s.

“Development will be expected to link with existing road, cycle and footpath networks. Developments that are likely to generate significant amounts of traffic and particularly larger developments will be expected to focus on the longer-term management of new trips; encourage the use of public and shared transport as well as appropriate cycle and

pedestrian links. Increasing the opportunity to access these developments for all sections of the community should be addressed. This will be secured through a Travel Plan and/or financial contributions which will be secured either through planning conditions or the provisions of Section 106.”

- 1.7 The objective of this Framework Travel Plan is to set out a site-wide strategic framework for the promotion of sustainable travel and to encourage non-car travel at the proposed development. It also sets out a co-ordinated approach to be implemented across the proposed development, thereby satisfying the requirements of both local and national planning policy (NWBC Local Plan and National Planning Policy Framework, respectively).
- 1.8 A Transport Assessment has also been completed in support of the proposed development. Where appropriate, this Framework Travel Plan adopts the findings of the Transport Assessment, particularly in respect of the proposed infrastructure and modal split targets.

2.0 BACKGROUND INFORMATION

Site Location

- 2.1 The site measures approximately 32.5 hectares in area and at present comprises agricultural fields delineated by hedgerows. The site is bound by the A5 to the south, the M42 to the west, residential properties to the north and undeveloped land to the east. At present, access to the site is gained via a dropped kerb arrangement at the northern edge of the A5 frontage.
- 2.2 The site frontage along the A5 between Junction 10 of the M42 and the existing site access measures approximately 330 metres in length. The general site location is demonstrated within **Figure 1** and a more detailed location plan showing the surrounding area is included at **Figure 2**.
- 2.3 Beyond the site boundary, Dordon is located 1.5 kilometres to the east, Polesworth is located 2 kilometres to the north, whilst Tamworth town centre is located 4 kilometres to the northwest. Further afield, Birmingham is located circa 20 kilometres to the southwest and is accessed via the M42.

Surrounding Area

- 2.4 The A5 is a key strategic route that extends between Tamworth to the north-west and Hinckley to the east. It is dualled as it passes the site with two traffic lanes in each direction, measuring approximately 18 metres wide. Traffic passing the site is subject to the national speed limit, which reduces to 50mph approximately 180 metres to the east of the existing access.
- 2.5 At the northern edge of the A5 there is a 2 metres wide shared footway / cycleway, whilst the southern edge is bound by a 1.8 metres wide footway. These facilities continue west towards Junction 10 of the M42 and east towards Dordon.
- 2.6 Approximately 580 metres east of the existing site access, the A5 features a large signal-controlled T-junction arrangement that serves the Birch Coppice Business

Park. Staggered signal-controlled pedestrian crossings are located at both the eastern and southern arms of this junction.

- 2.7 To the west of the site, the A5 leads to a large grade-separated roundabout with Junction 10 of the M42 Motorway, which is fully signal-controlled. In October 2014, a £3 million Pinch Point Funding scheme was completed at this junction to improve capacity and safety. This included the full signalisation of Trinity Road and the Motorway Services arms, widening of the carriageway from the M42 southern slip to the A5 (west), widening of the Trinity Road approach carriageway and installation of new pedestrian crossings including tactile paving and widening of the footway on the A5 (west) arm.

3.0 SITE ASSESSEMENT

Proposed Development

- 3.1 **Appendix A** contains a copy of the Illustrative Site Masterplan which shows proposals to develop up to 100,000sqm E(g)(iii) (or B1 (c) under previous classifications) / B2 / B8 land use buildings within a total site area of 32.5 hectares. The proposals are to be submitted within an Outline Planning Application with all matters reserved except access. The development site would be served via a new signal controlled dedicated access point off the A5, as shown at **Appendix B**.

Pedestrian Accessibility

- 3.2 The site presents good opportunities for walking to and from the surrounding areas. The Institution of Highways and Transportation [IHT] publication 'Guidelines for Providing for Journeys on Foot' (2000) describe 'acceptable' walking distances for pedestrians without impaired mobility. These suggest that for commuting, up to 500 metres is the desirable distance, up to 1000 metres is an acceptable distance, and 2000 metres is the preferred maximum.
- 3.3 **Figure 3** shows a 2 kilometres pedestrian isodistance centred on the site. A 2 kilometres distance is equal to an approximate 25 minutes' walk and is generally considered to be a reasonable walking distance. The catchment area illustrates that parts of Dordon, Polesworth and parts of Tamworth are within a reasonable walking distance of the site, as well as the Birch Coppice Business Park and the motorway services area. Both Dordon and Polesworth include several amenities including schools, local shops, public houses and a sports centre.
- 3.4 The local residential areas in the vicinity of the site are mostly located to the east and west in Tamworth and Dordon / Polesworth respectively. As such, it is likely that the key desire line for pedestrians would be the east and west of the site. The key pedestrian desire lines from the site are illustrated below. It is also noted how the emerging Local Plan is looking to allocate major new residential development sites at 'Dordon and Poleworth' (Site H4) and 'Land west of Robey's

Lane' (Site H5), which would each be located at the edge of this 2 kilometre catchment area.



key pedestrian desire lines between site and surrounding residential areas

- 3.5 The pedestrian infrastructure in the surrounding area of the site is generally good, with footways of adequate width and suitable crossing points. These footways connect the site to local residential areas and public footpaths. On-site observations highlight that there is a 2 metres wide shared footway / cycleway at the northern edge of the A5, whilst the southern edge is bound by a 1.8 metres wide footway. These facilities continue west towards Tamworth and east towards Dordon.
- 3.6 To the west of the site at Junction 10 of the M42, there are pedestrian crossing points provided at each arm with dropped kerb and tactile paving. These crossing points help to facilitate pedestrian and cyclist movements between development along the A5 and residential areas to the north and northwest.
- 3.7 There are also a number of Public Rights of Way (PROW) within the surrounding area, as shown in **Figure 4**. Bridleway AE45/1 runs through the site itself and has been incorporated within the Illustrative Site Masterplan included at

Appendix A. This bridleway would connect to the footways on Cockspur Street and Green Lane to help reduce journey times for staff and visitors travelling to the site via from Polesworth and Tamworth. The Transport Assessment has identified how providing the central link through the site would provide a significantly more attractive route for pedestrians and cyclists travelling between residential areas to the north and northwest and the site, as well as other major development sites nearby adjacent to the A5. It removes the need to pass through M42 Junction 10 and promotes a route that is lightly trafficked and largely traffic free in sections.

- 3.8 Pedestrians arriving and departing the site via the east would be able to utilise the existing shared footway/cycleway at the northern edge of the A5. The proposals also seek to replace the existing uncontrolled crossing with fully controlled facilities at the A5 (east) and main site access arms of the new access junction. Again, the benefits of this improvement would extend way beyond users of the proposed development with a significantly safer crossing arrangement on a key desire line to the Birch Coppice and Core 42 sites.
- 3.9 In addition to improvements within the highway network, the proposals will see major upgrades to existing PROWs that extend east between the site and Dordon and Polesworth. These will provide all weather surface links that offer pedestrians and cyclists the opportunity to travel without using the A5 or other busy routes.

Cyclist Accessibility

- 3.10 It is generally recognised that 5 kilometres represents a reasonable distance for typical commuting and shopping cycle journeys. **Figure 5** shows a 5 kilometres catchment area centred on the site, which demonstrates that several key settlements are within a reasonable cycling distance, including Polesworth, Dordon, Grendon, Kingsbury and the majority of Tamworth, along with the Local Plan sites H4 and H5 mentioned earlier.
- 3.11 A shared footway/cycleway exists along the northern edge of the A5 between Tamworth and Dordon. Approximately 370 metres to the east of the proposed

site access a shared footway / cycleway facility commences at the southern edge of the A5, connecting trips to Birch Coppice. Each of the controlled access junctions to Birch Coppice and Core 42 has integrated cyclist crossing facilities to facilitate safe movement. Details of the existing supporting cycle facilities within the surrounding area are also shown on **Figure 6**, this includes several dedicated traffic-free cycle routes slightly further afield, including a canalside path that routes through Polesworth to the north and several cycle paths on other roads leading towards Tamworth to the west of the M42.

- 3.12 At present full details of the internal site layout have yet to be determined and will be the subject of a reserved matters application. However, the Transport Assessment has identified how the proposed development could generate up to 9 hourly cyclist movements, or up to 108 daily movements overall. Demand for cycling would be met by the provision of on-plot cycle parking that seeks to exceed the local authority's minimum design standards. This will comprise a mixture of types of cycle parking located throughout each plot to ensure convenient access to safe and secure parking spaces.
- 3.13 The internal access road will comprise a 3 metres shared footway/cycleway at each edge of the carriageway to facilitate movement between each unit and the surrounding cycle infrastructure.

Bus Travel

- 3.14 **Figure 7** shows how a total of four bus routes operate within 400 metres of the site and provide access to a number of locations such as Atherstone, Grendon, Dordon, Polesworth, Amington, Austrey and Tamworth. **Table 1** confirms routes 766, 767, 785 and 786 operate at a combined frequency of two buses every hour in each direction, Monday to Saturday, with one bus every 2 hours on Sundays.
- 3.15 The closest bus stop is located at the northern edge of the A5, approximately 150 metres to the east of the existing access. This comprises a bus pull in lay-by with no flag and pole arrangement serving eastbound services for Routes 766 and 767. To access the westbound service, the closest bus stop is located within the Birch Coppice Business Park, approximately 870 metres to the southwest of the existing access. The proposed development would significantly improve facilities

at the eastbound bus stop on the A5, with a new shelter, segregated pedestrian and cyclist movement through the boarding area, and a new layby facility.

- 3.16 **Figure 7** also shows that further bus stops are located on Birchmoor Street, approximately 350 metres north of the site. These comprise a flag and pole type arrangement for services in both directions for Routes 785 and 786. Access to these services would be markedly improved by the proposed internal link and upgrades to the existing bridleway.
- 3.17 Route Number 766 / 767 runs along the A5, operating between Atherstone and Tamworth throughout the week at an average frequency of 1 service an hour from Monday to Saturday, with 1 service every two hours on a Sunday in each direction. This route links the site with the surrounding villages and key destinations such as Grendon and Dordon.
- 3.18 Route Number 785 / 786 operates along Birchmoor Street on a circular route to and from Tamworth, passing through villages such as Amington, Polesworth and Austrey. It runs from Monday to Saturday at a frequency of 1 service every two hours in each direction.
- 3.19 The current journey times provided by Route Number 766 / 767 are such that future employees could access the site via bus from Atherstone and Tamworth and would be able to travel in line with typical working hours. For example, in the morning, Route 766 departs Tamworth Town at 0702 hours and arrives at Birch Coppice Business Park at 0719 hours. Likewise, employees travelling from Atherstone could depart on the 0815 hours service from Atherstone Bus Station and arrive at Birch Coppice Business Park at 0846 hours. In the evening, the service to Tamworth departs from Birch Coppice Business Park bus stop at 1719 hours and arrives at Tamworth Town Centre at 1739 hours. Likewise, the service to Atherstone departs the Birch Coppice Business Park bus stop at approximately 1815 hours and arrives at Atherstone Bus Station at 1846 hours.
- 3.20 The current journey times provided by Route Number 785 / 786 are such that future employees could access the site via bus to and from Tamworth and would also be able to travel in line with typical working hours. For example, in the

morning, Route 785 / 786 departs Tamworth Town Centre at approximately 0748 hours and arrives at Birchmoor bus stop at 0800 hours. In the evening, the service to Tamworth departs the Birchmoor bus stop at approximately 1754 hours and arrives at Tamworth Town Centre at approximately 1828 hours.

3.21 Stagecoach offers a variety of ticket prices for Route Number 766 / 767, some of which are at discounted prices. These include:

- Day Rider (unlimited Stagecoach travel for a day) - £9.60
- Mega Rider (unlimited Stagecoach travel for 7 days) - £21.80
- Mega Rider (unlimited Stagecoach travel for 4 weeks) - £110.00

3.22 Arriva also offers a variety of ticket prices for Route Number 785 / 786, some of which are at discounted prices. These include:

- Adult Day – (unlimited Arriva travel for a day) - £4.20
- Adult Weekly – (unlimited Arriva travel for 7 days) - £15.00
- Adult 4 Weekly – (unlimited Arriva travel for 4 weeks) - £52.00

Rail Travel

3.23 Although closest to the site, Polesworth Train Station only has severely restricted functionality with one platform open serving only a single service between Northampton and Crewe. Wilnecote Train Station is the closest fully functioning station to the site, located approximately 5 kilometres to the west. This station is operated by West Midlands Trains and provides services to London, Nottingham, Derby, Birmingham etc. The station has four platforms and offers car and cycle parking.

3.24 Staff and visitors at the proposed development would be able to travel to the site from the train station via taxi, bike or car sharing. Using a bike and train as an integrated method of travel to work as a possible alternative to single car use. National Rail (www.nationalrail.co.uk) encourage the integrated use of bikes and trains and they offer a PlusBike information page on their website which provides all the information required for planning a rail journey with a bike. PlusBike is free and can be accessed online, via tablet or mobile through the National Rail website.

3.25 In addition to the above passenger services for potential staff and visitors, the Transport Assessment has identified how the site is close to the Birmingham Intermodal Freight Terminal (BIFT), which is located within the Birch Coppice Business Park. This provides a convenient opportunity for businesses within the new development to consider alternative modes for transporting any goods they send or receive, with trains running throughout the week to the ports of Felixstowe and Southampton.

4.0 TRAVEL PLAN MANAGEMENT

Introduction

- 4.1 The management and implementation of the Framework Travel Plan will be an integral part of the development process. This will be an overarching document that is linked and followed by a series of individual workplace Detailed Travel Plans. The management of a Framework Travel Plan represents an important element in pursuing the overall aims of the revised NPPF and wider national and local government policy. This Framework Travel Plan has been produced to provide site specific targets to create a positive impact for new employees and surrounding highway network users.
- 4.2 A Travel Plan Manager will be appointed to take responsibility for all aspects of travel planning at the site. They will ensure that individual workplace Detailed Travel Plans are prepared, implemented, managed, and monitored.

Travel Plan Manager

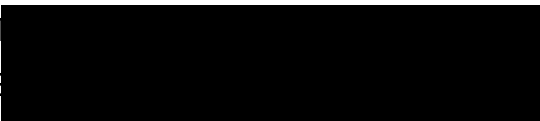
- 4.3 The Travel Plan Manager will be appointed prior to first occupation of the site. They will be responsible for working in conjunction with the individual Travel Plan Co-ordinators (TPC), occupiers, and third-party interests such as Warwickshire County Council and bus companies. The Travel Plan Manager's main responsibilities will be to undertake the following tasks:
- Be the main point of contact for National Highways, Warwickshire County Council, and the developer.
 - Liaise with all tenants within the scheme to identify how operational activities could utilise the nearby BIFT facility, then act as a main point of contact for introductions and discussions between both parties.
 - Have responsibility for the initial development and promotion of all Travel Plans.
 - Organise and lead the Travel Plan Steering Group.
 - Organise and promote sustainable transport events for the site as a whole.
 - Liaise with public transport operators and members of the Council to improve the opportunities for sustainable travel.

- Offer support for individual Travel Plan Co-ordinator's in developing the individual Detailed Travel Plans.
- Oversee the development of a sustainable travel website for the proposed development.
- Be the point of contact for any queries associated with the travel plan process.
- Ensure that monitoring of all the individual Travel Plans take place and a set up a coordinated reporting system to submit the data to Warwickshire County Council.

4.4 Chris Bancroft (of Bancroft Consulting) will be the initial point of contact relating to the Framework Travel Plan. Following commencement of any development at the site, the Developer will take over the responsibilities of the Framework Travel Plan and appoint a Travel Plan Manager. The contact details for the initial point of contact are as follows:

Chris Bancroft
Director
Bancroft Consulting
Jarodale House
7 Gregory Boulevard
Nottingham
NG7 6LB

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Individual Travel Plan Coordinators

4.5 Each unit will be required to appoint a Travel Plan Coordinator (TPC) prior to occupation. At this stage, the TPC will take control of the management of the Individual Travel Plan. The TPC will undertake the following tasks:

- Sign up and support the Framework Travel Plan
- Develop, implement and promote their unit's individual Detailed Travel Plan with assistance from the Travel Plan Manager.
- Monitor the success of the Travel Plan, using the results of future travel surveys at the Detailed Travel Plan stage.

- Liaise with public transport operators and members of the Council to improve the opportunities for sustainable travel.
- Identify any operational areas that could benefit from utilising the adjacent BIFT facility.
- Be the point of contact for any queries associated with the Travel Plan.
- Update noticeboards and websites etc. with the latest travel information.
- Assist the Travel Plan Manger with organising events and the annual monitoring regime for the proposed development.

Travel Plan Steering Group

4.6 The Travel Plan Manager will form and chair a Travel Plan Steering Group every 6 months at the proposed development. All the Travel Plan Coordinators will be expected to attend the meeting as well as the Travel Plan Officers from Warwickshire County Council and National Highways. The purpose of the group meetings will be to provide an open forum where the individual TPCs can discuss current issues with travel at the site, for example any parking issues, to help identify future Travel Plan strategies. It will also allow TPCs reiterate staff experiences of travelling to and from the site by various modes, which has been shared / discussed by staff during the individual unit's travel plan meeting groups.

5.0 TRAVEL PLAN OBJECTIVES

5.1 **Table 2** below identifies the overriding objectives of this Travel Plan, which reflect both national and local guidance and also the specific travel conditions at the site location. It should be noted that these objectives apply to the site as a whole, covering all occupants as well as goods based trips. Some of the subsequent travel plan measures and targets that will follow are tailored specifically to achieve the overarching objectives of this Framework Travel Plan. Once companies begin to occupy the site, these measures may be changed further to address their specific travel needs and ensure that the objectives continue to be achieved in the best way possible.

Table 2 – Travel Plan Objectives

Objective Number	Objective
OBJ 1	Minimise single occupancy car trips by promoting and supporting alternative modes.
OBJ 2	Offer a wide range of sustainable modes of transport and encourage employees to make more considered transport choices.
OBJ 3	Promote healthy lifestyles and a sustainable, vibrant local community.
OBJ 4	Encourage occupants to reduce the number of unnecessary trips associated with each unit.

6.0 MODAL SHARE TARGETS

Introduction

- 6.1 To achieve measurable outputs from the Travel Plan process it is important to establish targets from the outset, against which progress can be measured. The initial targets will be based upon the existing modal split data, outlined within the Transport Assessment. As the end users are not yet known, the targets set out in this Framework Travel Plan are provisional and will be confirmed as part of the individual Detailed Travel Plans. However, it is important that the Framework Travel Plan actively seeks to ensure that travel behaviour towards more sustainable modes is established early on, with initiatives in place from the day of opening.
- 6.2 Modal share targets within the Framework Travel Plan need to be SMART; that is Specific, Measurable, Achievable, Realistic and Time-bound.

Existing Modal Split

- 6.3 The key findings of the Transport Assessment in respect of sustainable travel are outlined below. These are based on the National Statistics 2011 Census database relating to the 'Travel to Work' dataset. This provides a typical estimate of modal split for a proposed employment development of this nature in 'North Warwickshire 002 MSOA' Middle Super Output Area, which can be used as a starting point for the purpose of this Framework Travel Plan. The following modal split would be applicable to the site:

- by underground, metro, light rail or tram 0.2%
- by train 0.2%
- by bus, minibus or coach 1.8%
- by taxi or minicab 0.7%
- by motorcycle / scooter / moped 1.3%
- by car / van (as driver) 77.7%
- by car / van (as passenger) 10.5%
- on bicycle 2.6%

- on foot 4.7%
- other method 0.3%

6.4 Based on the above modal split and traffic generation calculations contained in the Transport Assessment, the proposed development could generate the following peak hour person trips by each mode:

	peak hour
• by train	2
• by bus	6
• by taxi or minicab	2
• by motorcycle / scooter / moped	4
• by car / van (as driver)	267
• by car / van (as passenger)	36
• on bicycle	9
• on foot	16
• other method	1

Primary Modal Share Targets (Outcome Targets)

6.5 The results of the targets shown in **Table 3** (below) are based on the existing modal split results from the Census 'Travel to Work' dataset. The targets are based over a 5-year period, with ongoing monitoring outlined at a later stage of the report. It is important in the Travel Plan process for targets to be SMART. The current modal split identifies that the site would have a high percentage of single car users and therefore a circa 10% reduction in car journeys is considered optimistic but reasonable from 77.7% to 67.7%.

6.6 Once the end users of the units are known, and depending on the final details of that particular part of the scheme, each Detailed Travel Plan will have its own targets.

Table 3 – Modal Share Targets

Mode of Travel	Existing Mode Share	Proposed Mode Share
Car/van (as driver)	77.7%	67.7%
Car/van (as passenger)	11.2%	16%
Bus	1.8%	3%
Walk	4.7%	5%
Cycle	2.6%	5.7%
Tram / Train	0.4%	1%
Motorcycle	1.3%	1.3%
Other	0.3%	0.3%

Secondary “Action” Targets

6.7 The following secondary targets will also be adopted as part of the ongoing monitoring of the Travel Plan. These targets will be established following initial surveys undertaken as part of the Detailed Travel Plan, to establish baseline figures. The following secondary targets to be monitored are as follows:

- Cycle parking occupancy.
- Car share space occupancy.
- Car share registered members.
- Numbers using the bus to work etc.
- Numbers using electric car charging points.

7.0 TRAVEL PLAN MEASURES AND INITIATIVES

7.1 The proposed development is well located to access opportunities for travel using sustainable modes via the existing walking, cycling and public transport facilities in the vicinity of the site. The purpose of the overall travel plan process is not to make it more difficult for people to drive to work, but to make it easier by encouraging non-essential car users to adopt a more appropriate mode of travel. In time, the need to further improve some of the existing walking, cycling and public transport facilities may arise through feedback from employees. However, at this stage in the Framework Travel Plan process the key focus will be on reducing the need for car travel through softer measures that do not require any additional improvements to the existing off-site infrastructure, other than those identified in the Transport Assessment.

7.2 **Table 4** below gives a brief summary of all key measures that will be introduced as part of this Framework Travel Plan. They have been derived from the details contained in adopted guidance and have been selected where they could have a positive effect in reducing modal shift away from the private car. Each particular measure is subsequently explained in further detail below. However, it is important to note that each Detailed Travel Plan will develop a bespoke package of measures.

Table 4 – Summary of Travel Plan Measures

Measure	Brief description
Provision of appropriate infrastructure	<ul style="list-style-type: none"> • The internal network will comprise 3 metres wide footway/cycleways to both sides of the spine road. • Signalised crossings will be provided at the site access and A5 eastern arms of the junction. • The provision of upgraded footpath/cyclepaths within the adjacent land ensuring connectivity with quieter parts of the highway network for journeys. • Removal of current substandard crossing point.
Noticeboards, newsletter and promotional material	<ul style="list-style-type: none"> • Travel Plan Noticeboards will be positioned at key entrances to buildings throughout the site. • A newsletter will be distributed to all staff every 6 months.

	<ul style="list-style-type: none"> • Travel information packs will be given to new members of staff.
Home Working	<ul style="list-style-type: none"> • Allowing employees to work from home when necessary.
Walking Incentives	<ul style="list-style-type: none"> • Providing umbrellas at each of the main entrances of the individual units. • Set up a Walk Buddy Scheme to make employees feel safer walking to work in a group.
Cycle Incentives	<ul style="list-style-type: none"> • An appropriate provision of cycle parking will be provided in line with Warwickshire County Council's requirements. • Promotion of the governments 'Cycle to work' Scheme. • Set up a Bike User group to make employees feel safer cycling to work in a group. • Implement a range of company incentives for the individual units. • Provide showering and changing facilities on-site.
Discounted bus tickets	<ul style="list-style-type: none"> • Stagecoach and Arriva will be contacted to see whether discounted tickets or free taster tickets could be offered to each employee upon occupation.
Car share scheme	<ul style="list-style-type: none"> • Employees will be encouraged to sign up to the Carshare database. • A range of incentives will be offered to employees who car share including allocation of priority car spaces and free taxi home in the event of any emergency or are let down by the driver.
Travel Plan Group Meetings	<ul style="list-style-type: none"> • Meetings that are set up every 6 months with staff from individual units to establish any concerns regarding sustainable travel.

Provision of Appropriate Infrastructure

7.3 The Illustrative Site Masterplan (included at **Appendix A**) shows the provision of 3 metres wide footways along the edges of the carriageways on-site and at the proposed site access. These footways would tie into the existing shared footway / cycleway facility at the northern edge of the A5.

7.4 As part of the proposed site access, signalised crossing facilities would be provided at the site access and A5 eastern arms, which will allow pedestrians and cyclists to cross the access and the A5.

Staff Newsletter and Promotional Material

- 7.5 To further promote sustainable travel opportunities, the Travel Plan Manager will distribute a newsletter to all employees every 6 months. This newsletter will contain up to date public transport timetables, details of taxi companies, and current walking and cycling maps for the local area.
- 7.6 The newsletter will also outline the benefits of travelling sustainably, in terms of the positive outcomes to an individual's health along with the financial savings it brings. It will also demonstrate the wider impacts that travelling sustainably has on the workplace. The newsletter will also present the negatives of using the car in terms of its expense and also its effects on the environment.
- 7.7 Information regarding forthcoming promotional events will be advertised on the noticeboards. These details will include national events such as 'Green Transport Week' and 'Ride to Work Day', along with other specific initiatives such as the formation of any travel mode groups or changes to current travel policy.
- 7.8 The noticeboards and website will also provide details of useful sustainable travel related smartphone apps that staff could download (with digital QR barcodes provided if possible). Examples of such apps include 'MyBus' for the iPhone and 'CatchthatBus' for Android phones, both of which provide up to date bus information for any particular stop. Another useful app that could be included is 'CycleStreets' (iPhone and Android), which is the mobile version of the cycle route journey planner on the 'CycleStreets' website and is free to download.
- 7.9 Travel information packs will be given to new members of staff to ensure that they understand that the Travel Plan is in place and the variety of groups and incentives on offer for choosing a more sustainable mode of travel. The Travel Plan Co-ordinators will be responsible for producing this information pack.

Home Working

- 7.10 One direct way to reduce car travel to the site and alleviate parking demand is by allowing staff to work from home where possible. Managers should consider

whether it would be possible for any additional staff to work from home on certain days. A particular focus should be put on staff who are likely to be travelling elsewhere for meetings during the day and whether it is actually necessary for them to visit the site in between these other locations, or whether they could alternatively use their home as a base for that day.

Walking Incentives

- 7.11 The proposed development will provide umbrellas at each of the individual units. A Walk Buddy Scheme could be set up within the group which allows employees to walk to work in groups, which would make employees feel safer when travelling to work.

Cycle Incentives

- 7.12 The proposed development will provide a suitable provision of cycle parking facilities to encourage employees to cycle, in particular journeys which are less than 5 kilometres in distance.
- 7.13 Employees will be encouraged to sign up to the 'Cycle to Work' scheme. The Government's 'Cycle to Work' initiative allows employees of companies to purchase bikes and cycle equipment tax-free through their employer, which provides a significant reduction in the overall cost to the employee for these purchases. The Travel Plan Manager will liaise with an organisation such as 'Cyclescheme' (www.cyclescheme.co.uk), who provide tax-free bikes through this initiative, to set up an agreement for employees to purchase discounted bikes and equipment. Negotiations could also be made directly with a local cycle shop to provide discounted cycles and equipment.
- 7.14 A Bicycle User Group will also be set up at the site, meeting on a regular basis to discuss cycling related issues and identify ways to improve conditions for people cycling to the site. One member of staff at the site will become a designated 'cycle champion' and will coordinate these meetings. The remit of this group could include tasks such as organising events at the site to promote cycling and discussing how best to improve facilities for cyclists. A Bike Buddy Scheme could

be set up within the group which allows employees to cycle to work in groups, which would make employees feel safer.

7.15 An incentive scheme will also be set up at the site to reward staff who regularly travel to and from work by cycling. Incentives offered could include entry into monthly prize draws, retail or food vouchers, or an extra day of annual leave. These incentives would also be extended to staff who travel by other sustainable modes on a regular basis, namely car sharing.

7.16 Showering and changing facilities would be provided within each unit, so that staff are able to cycle to work and use the facilities before they start work. Drying facilities will also be explored by the TPC to encourage employees to cycle in all types of weather.

Discounted Bus Tickets

7.17 The TPC will liaise with the local bus operators to see whether tickets could be offered to employees at a discounted price for the first week of occupation at the site. This would encourage employees to change their travel behaviour at an early stage with the intention that they continue to do so after the free pass expires. The TPC could provide further information with regard to seasonal passes, which could encourage employees to purchase a longer-term ticket, which could be used daily for work, school or leisure activities.

Car Share Scheme

7.18 Car sharing is an ideal way to reduce the number of vehicles travelling to the site without preventing those that have no alternative to travelling by car from doing so. The Travel Plan Manager will liaise with the organisation (www.liftshare.com) which is part of the Liftshare network in Coventry and Warwickshire. The website contains details on various car journeys that are planned by its users across the county, allowing other users to identify opportunities to car share. All employees who drive will be encouraged to register for free on the database. Each employee that signs up to the database will be given login details with which they

can access the commuting journeys of other users, to see if there is potential for car sharing.

7.19 The Developer will increase awareness of other carshare websites such as www.goshare.com and www.blablacar.com, encouraging employees to register with these sites.

7.20 Incentives to encourage staff to car share would be implemented throughout the site. These could include the allocation of priority car parking spaces for staff who choose to car share on a regular basis and providing a free taxi home to all car sharers if there is an emergency or they get let down by the driver.

Travel Plan Group Meetings

7.21 To ensure that all staff at the individual units are directly involved with the Travel Plan, the Travel Plan Manager will set up group meetings to occur every 6 months. A number of employees at the site will be invited to attend the meeting, comprising a cross section of different employee groups, ages and gender. The Travel Plan Coordinators should also be present at these meetings. The purpose of the Group Meetings will be to provide an open forum where staff can discuss current issues with travel at the site, for example any parking issues, to help identify future Travel Plan strategies. These strategies would be discussed further within the Travel Plan Steering Group. It will also allow staff to share experiences of travel by various modes, effectively acting as a user group meeting. These meetings will also help to inform the findings of annual monitoring reports for the Detailed Travel Plan (see **Section 8** for full details).

8.0 MONITORING AND REVIEW

Introduction

- 8.1 Travel Plans need to be seen as ‘living documents’ in order to stay relevant and remain effective. As such, this Framework Travel Plan (and subsequent individual Detailed Travel Plans to be submitted following initial occupation) will be monitored. This will involve measuring the performance of the individual Detailed Travel Plans against the targets set out within this Framework Travel Plan. In order to monitor the targets of the Detailed Travel Plan, certain surveys will be required including staff questionnaires, multi modal surveys and monitoring usage of the car sharing schemes and cycle parking.
- 8.2 Once the individual units are occupied, they will have their own individual TPC who will be responsible for undertaking and managing their unit’s surveys and producing a Detailed Travel Plan. Annual travel surveys will be carried out following the initial baselines survey, which will also be the responsibility of the individual TPC to arrange and undertake.

Primary Target Monitoring

- 8.3 The main targets of this Framework Travel Plan will be to increase employee’s awareness of the opportunities to travel by non-car modes, with the aim of reducing the level of car trips per unit and increasing the uptake of alternatives. Ensuring employees are aware of the sustainable travel opportunities available will help them make an informed choice on their mode of travel, which ultimately will be a key element in the success of the Framework Travel Plan.
- 8.4 As mentioned in **Section 7**, biannual newsletters and promotional material will be issued to employees at the site, which will form the basis of keeping employees up to date with information regarding public services, cycle links etc. These will be distributed throughout each of the units by the TPC.
- 8.5 Initial monitoring of baseline surveys should be undertaken using the TRICS SAM methodology within 3 months of initial occupation. A travel survey will also be

distributed throughout each unit by the individual TPC and will contain questions on employee’s current method of travel and various incentives that would encourage that individual to change their travel habits to using more sustainable options. It will be the responsibility of the individual TPCs to organise and analysis the surveys. An example of employees travel survey is contained at **Appendix C**. The results will feed into the development of the individual Detailed Travel Plan targets.

8.6 The results of the travel survey will be analysed and used by the individual TPC to produce a Detailed Travel Plan, which will identify more specific measures and associated SMART targets, including detailed aspirations for a reduction in single occupancy car journeys. **Table 5** shows the monitoring timetable for different surveys.

Table 5 – Timetable for monitoring surveys

Year	SAM	Travel Survey
Baseline	No	Yes
1	Yes	Yes
2	No	Yes
3	Yes	Yes
4	No	Yes
5	Yes	Yes

8.7 If the targets are not achieved, then additional measures may be implemented.

These could be:

- Measures suggested by the employees.
- A review of literature and promotion methods provided to employees.
- Greater promotion of:
 - car sharing scheme
 - greater emphasis on the benefits of travelling sustainably within the biannual newsletters.

Secondary Target Monitoring

8.8 Secondary measures implemented as part of the Travel Plan should also be subject to on-going monitoring. The TPC should monitor the following areas:

- Demand for car parking.
- Cycle parking usage.
- The uptake of the car share scheme.
- The uptake of discounted public transport tickets.

Reporting

8.9 The results of the monitoring surveys that are set out within the subsequent Detailed Travel Plan should be disseminated to employees and the Council. This should be followed by an annual monitoring report which outlines the progress of the report and whether the targets are likely to be met. It should also include any information on changes to the targets and measures.

8.10 The contact details for Warwickshire County Council's Travel Plan team are as follows:

Sustainable Travel

Warwickshire County Council

PO Box 43

Shire Hall

Warwick

CV34 4SX

tel: 01926 412105

email: feedback@warwickshire.gov.uk

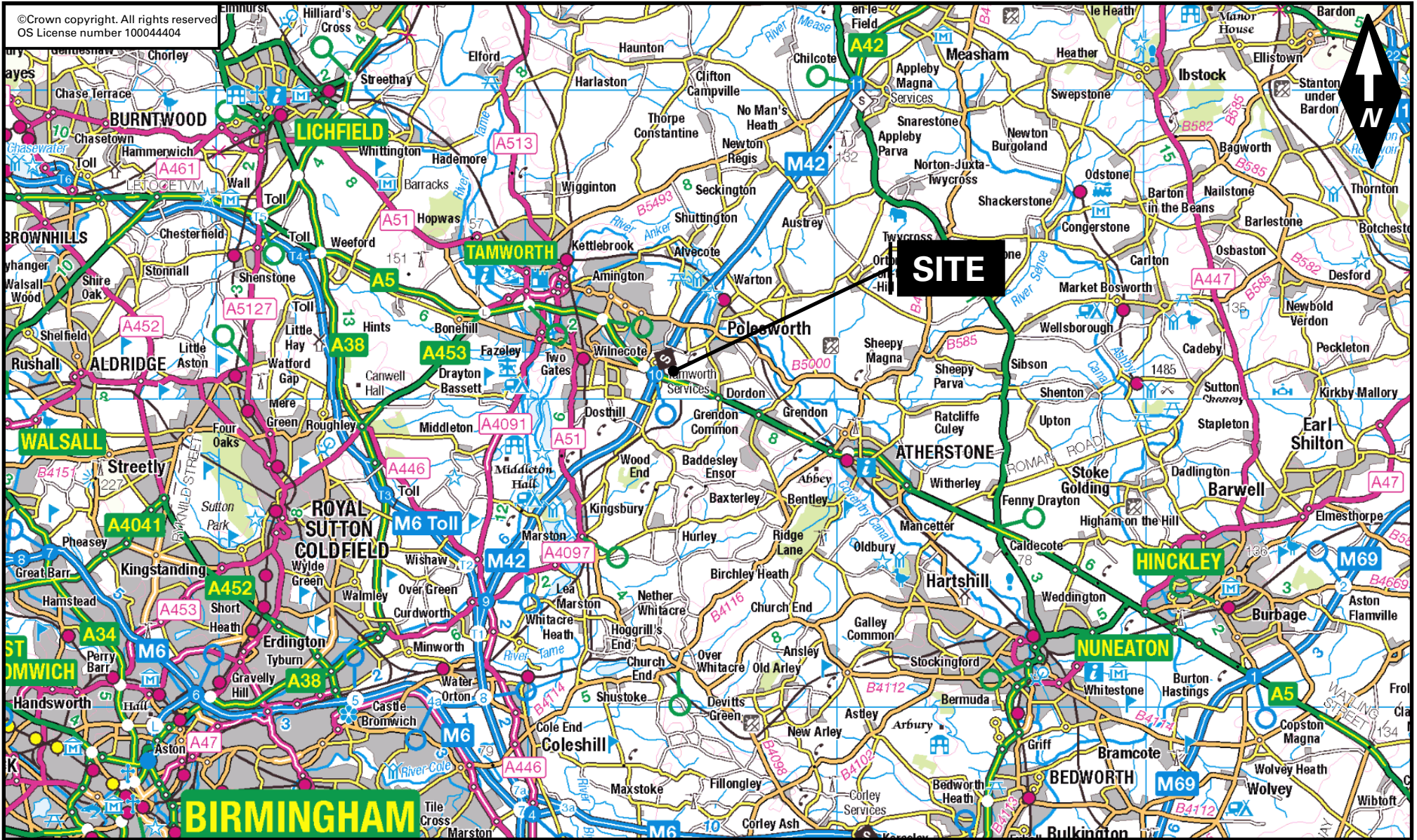
9.0 ACTION PLAN

9.1 This section of the Framework Travel Plan details the programme and timescales for developing the individual Detailed Travel Plan. This Action Plan, shown in **Table 6** below, draws together how the various elements and stages of the Detailed Travel Plans will be brought together.

Table 6 – Action Plan

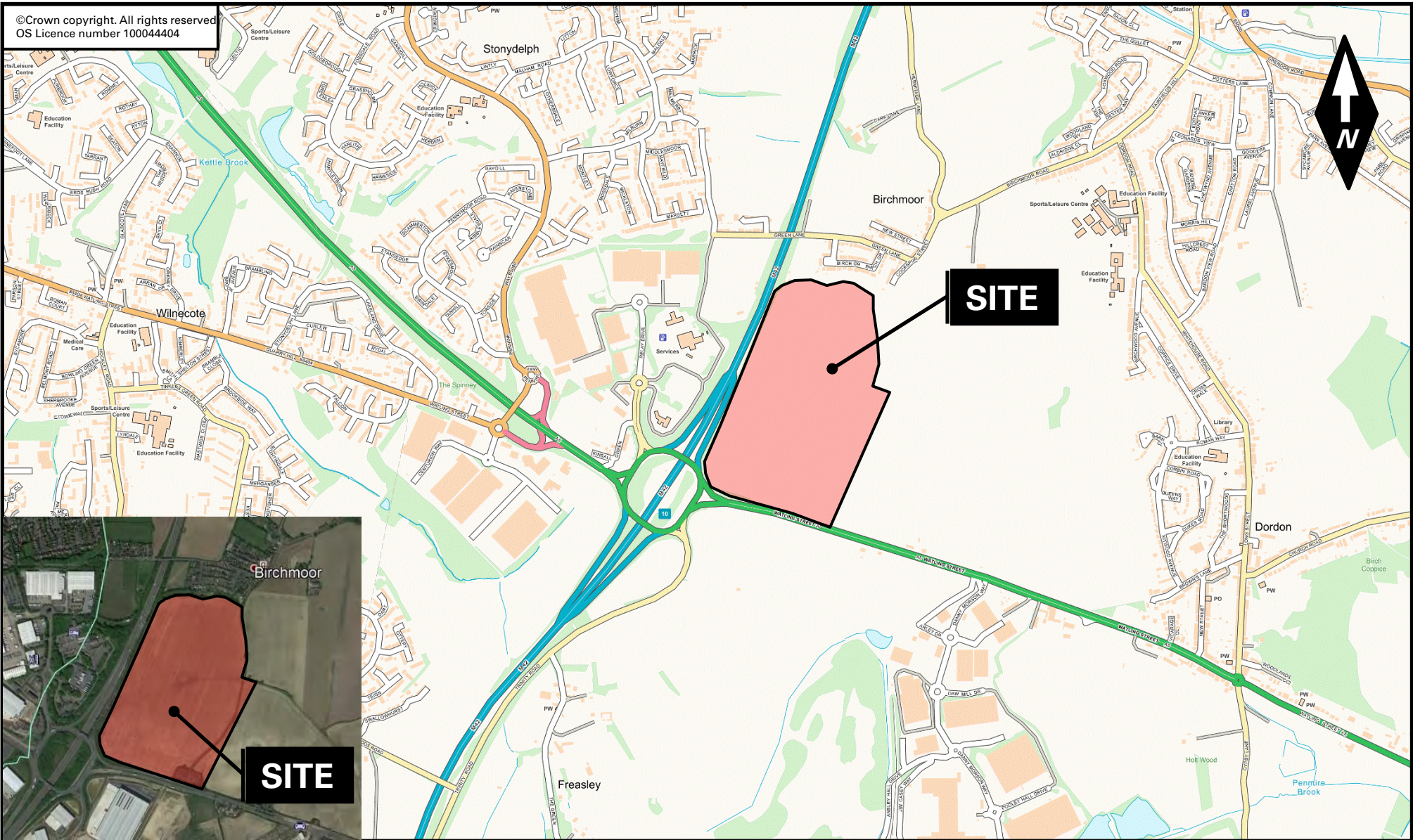
Action	Target Date	Responsibility
Appoint initial overall Travel Plan Manager	Up to 3 months prior to first occupation	The Developer/ management company
Appoint individual Travel Plan Coordinator	Prior to each unit being occupied	Individual Occupiers
Undertake baseline initial staff surveys.	After 3 months of initial occupation	Individual Travel Plan Coordinator
Compare baseline survey results with existing modal split data	Following receipt of baseline survey results	Individual Travel Plan Coordinator
Revise the targets based on the above results	Following receipt of the baseline survey results	Individual Travel Plan Coordinator / Travel Plan Manager
Prepare and finalise Full Detailed Travel Plans to incorporate above surveys.	Within 9 months of initial occupation	Individual Travel Plan Coordinator
Continued marketing and promotion.	Biannually (employee's newsletter)	Individual Travel Plan Coordinator / Travel Plan Manager
Monitoring of Full Detailed Travel Plans for 5-year period (SAM surveys and Travel surveys following 50% occupation). Including analysing, collating, and summarising data into a monitoring report.	SAM surveys – years 1, 3 and 5 Travel surveys – annually	Individual Travel Plan Coordinator / Travel Plan Manager
Identify any requirements / amendments to the Detailed Travel Plans.	Ongoing	Individual Travel Plan Coordinator / Travel Plan Manager

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SCALE: Do Not Scale	CLIENT: HODGETTS ESTATES	JOB TITLE: PROPOSED EMPLOYMENT LAND NORTHEAST OF J10 M42, NORTH WARWICKSHIRE	
DATE: 12.01.21	TITLE: GENERAL SITE LOCATION PLAN	JOB NUMBER: F19123	
DRAWN: CAB			

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SCALE: **Do Not Scale**

DATE: **12.01.21**

DRAWN: **CAB**

CLIENT:
HODGETTS ESTATES

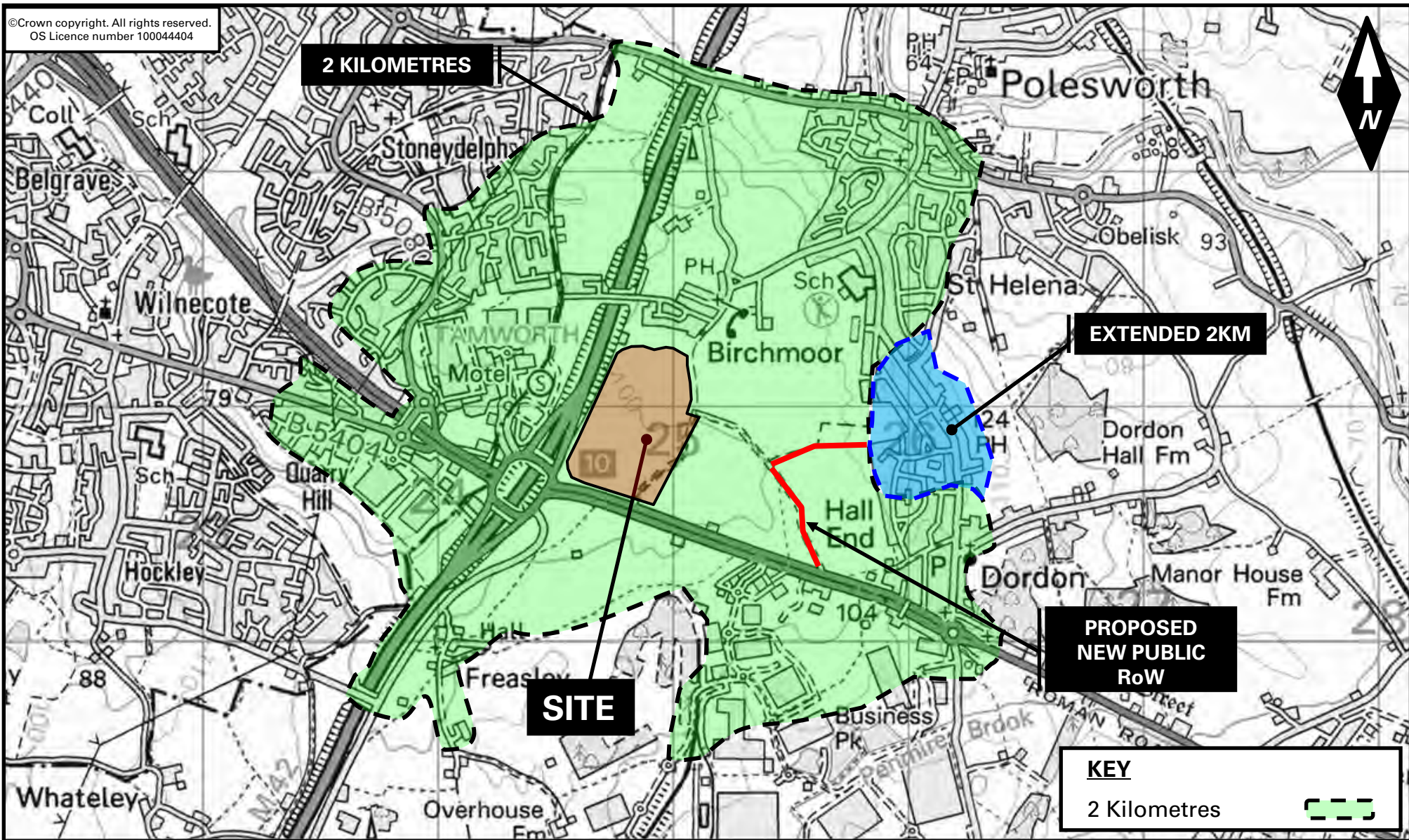
TITLE:
DETAILED SITE LOCATION PLAN


JOB TITLE:
**PROPOSED EMPLOYMENT LAND NORTHEAST
OF J10 M42, NORTH WARWICKSHIRE**

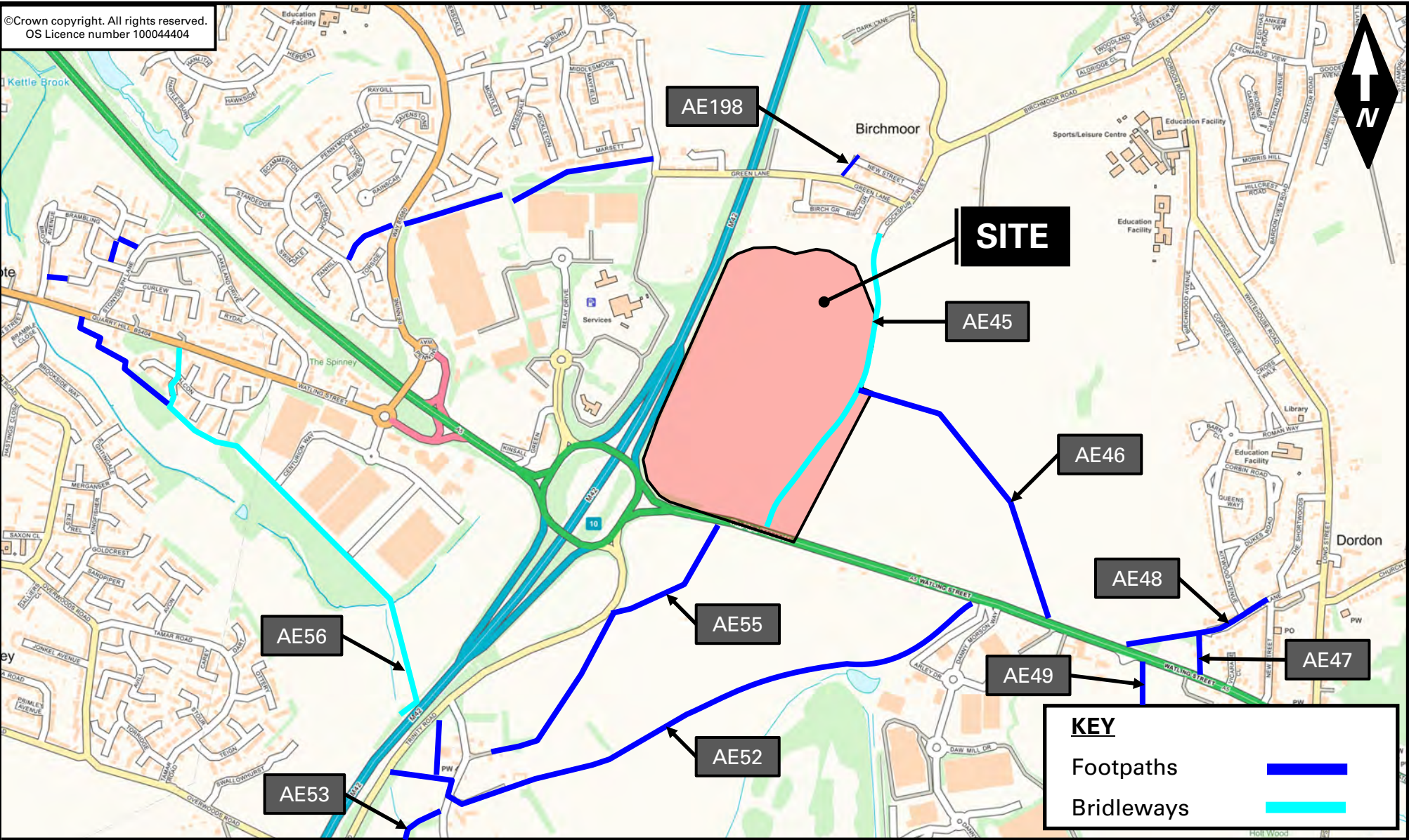
bc **BANCROFT
CONSULTING**

JOB NUMBER:
F19123

FIGURE:
2



SCALE: Do Not Scale	CLIENT: HODGETTS ESTATES	JOB TITLE: PROPOSED EMPLOYMENT LAND NORTHEAST OF J10 M42, NORTH WARWICKSHIRE		
DATE: 12.01.21	TITLE: PEDESTRIAN ISOCHRONES (2 KILOMETRES) INCLUDING PROPOSED NEW PUBLIC RIGHT OF WAY	JOB NUMBER: F19123		
DRAWN: CAB				



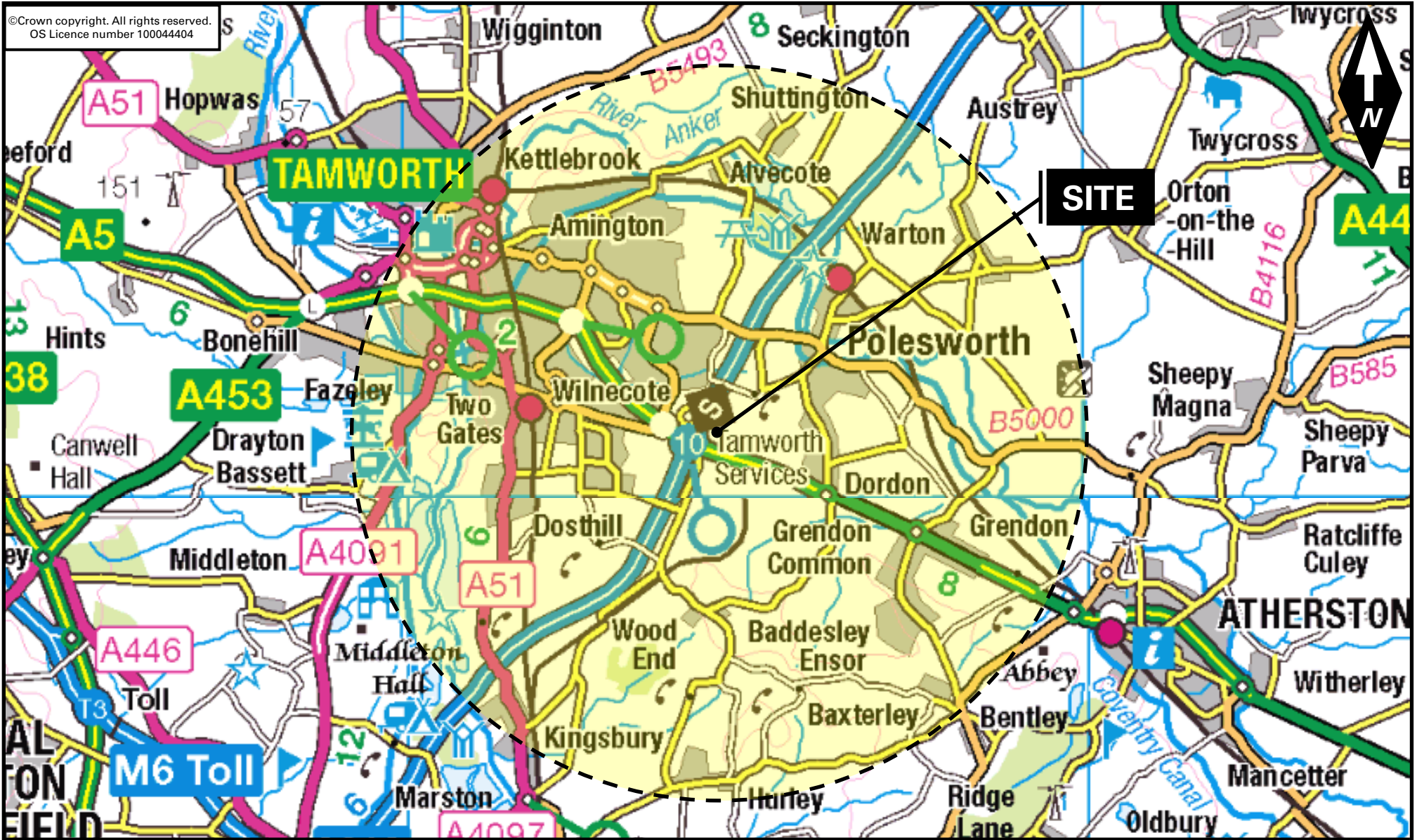
KEY

Footpaths ———

Bridleways ———










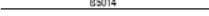
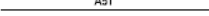
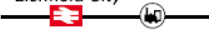


SCALE: Do Not Scale	CLIENT: HODGETTS ESTATES	JOB TITLE: PROPOSED EMPLOYMENT LAND NORTHEAST OF J10 M42, NORTH WARWICKSHIRE		
DATE: 12.01.21	TITLE: PUBLIC RIGHTS OF WAY (TAKEN FROM ROWMAPS.COM & WARWICKSHIRE PROW)	JOB NUMBER: F19123		
DRAWN: CAB				

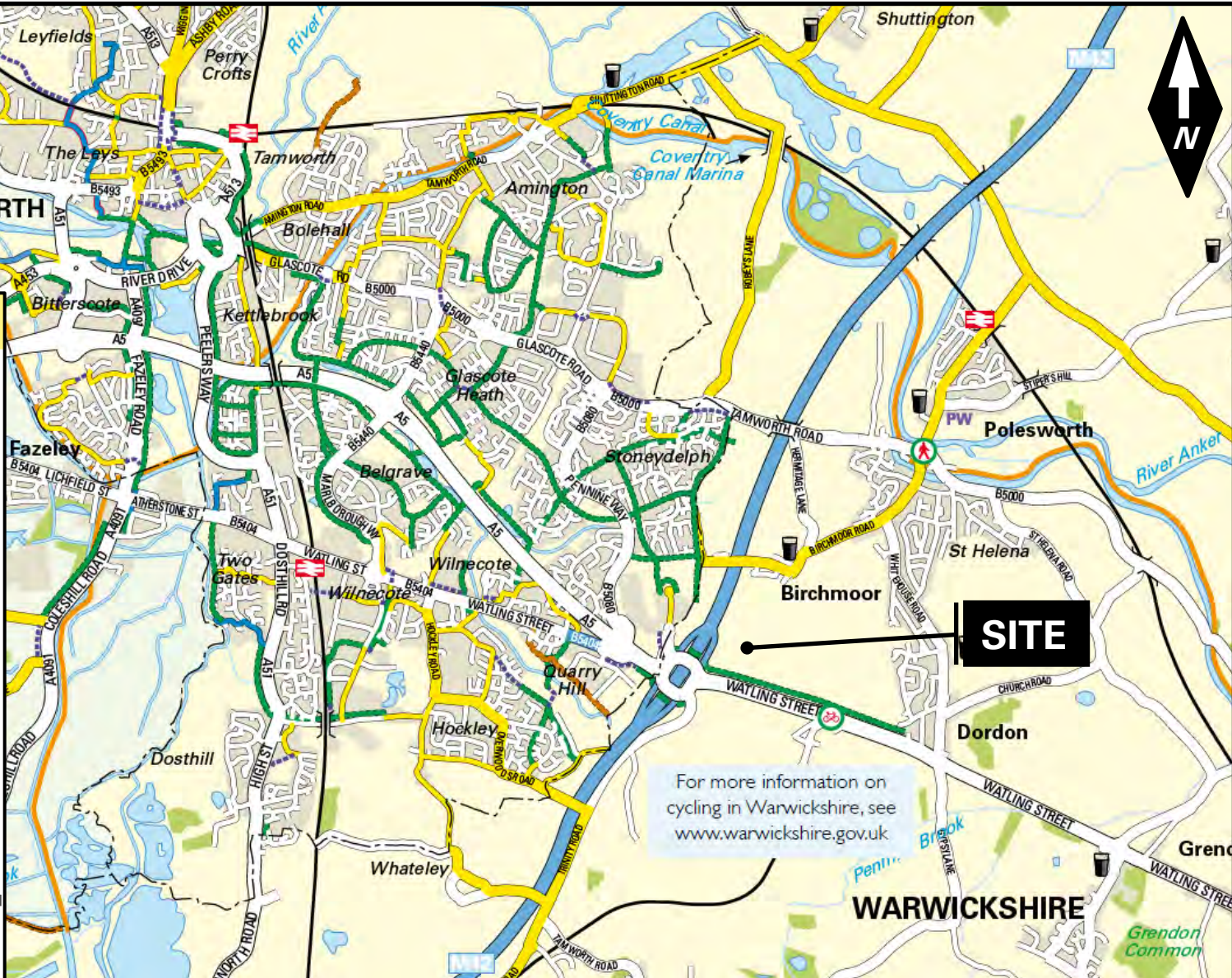
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SCALE: Do Not Scale	CLIENT: HODGETTS ESTATES	JOB TITLE: PROPOSED EMPLOYMENT LAND NORTHEAST OF J10 M42, NORTH WARWICKSHIRE	bc BANCROFT CONSULTING	
DATE: 12.01.21	TITLE: CYCLIST CATCHMENT AREA (5 KILOMETRES)	JOB NUMBER: F19123	FIGURE: 5	
DRAWN: CAB				

Key

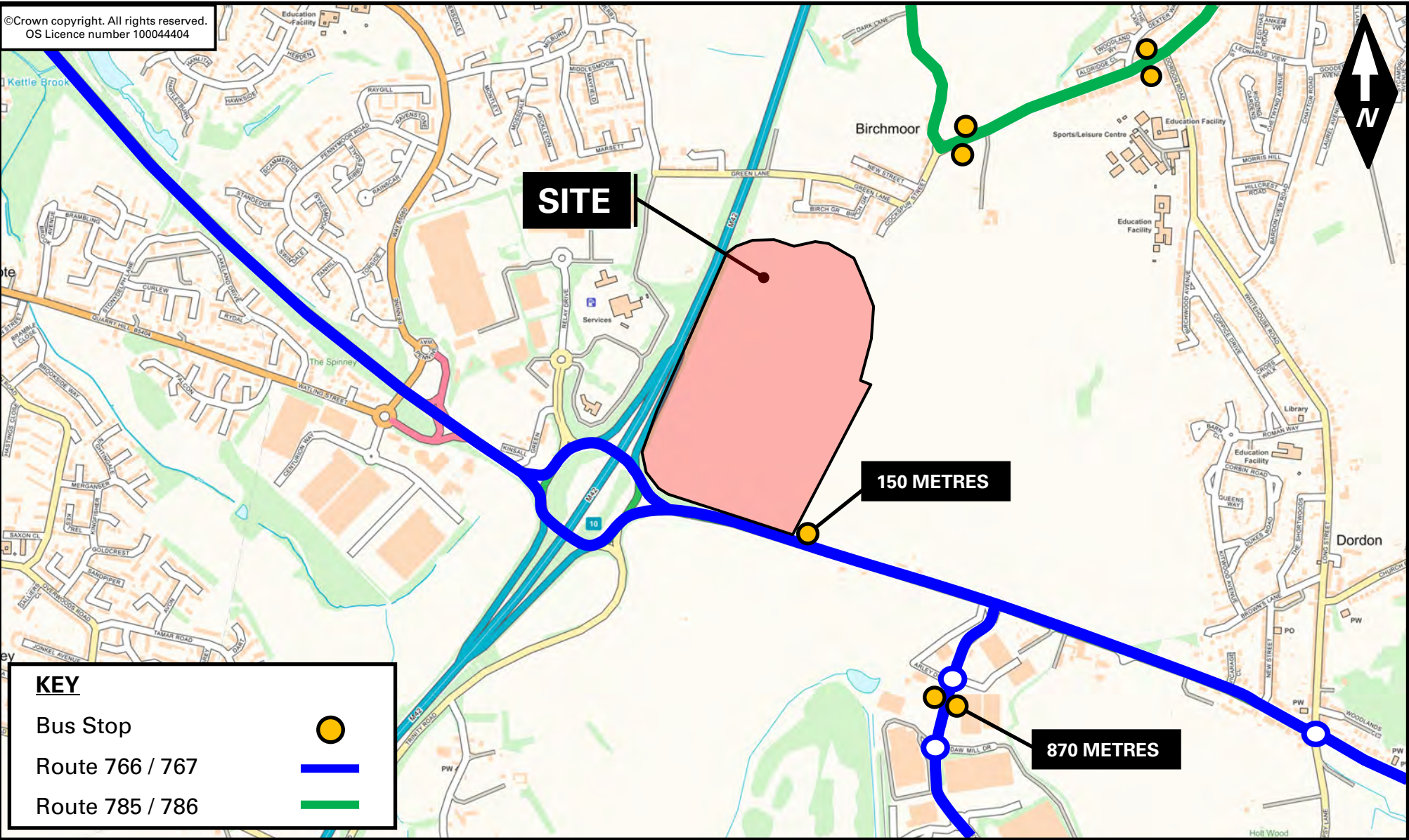
-  Cycle path
-  On-carriage cycle lane
-  Signed cycle route
-  Advisory cycle routes (one-way arrows shown on cycle routes only)
-  Bridleways and byways
-  Path or footway where you must walk your bicycle
-  Canal towpath
-  Chase Heritage Trail
-  Minor road
-  B road
-  A road
-  Lichfield City  Railway station/ recreational railway station (with name)
-  Borough boundary






For more information on cycling in Warwickshire, see www.warwickshire.gov.uk


SCALE: Do Not Scale	CLIENT: HODGETTS ESTATES	JOB TITLE: PROPOSED EMPLOYMENT LAND NORTHEAST OF J10 M42, NORTH WARWICKSHIRE		
DATE: 12.01.21	TITLE: LOCAL CYCLE FACILITIES (TAKEN FROM 'CYCLING IN LITCHFIELD DISTRICT' GUIDE)	JOB NUMBER: F19123		
DRAWN: CAB				

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KEY

- Bus Stop 
- Route 766 / 767 
- Route 785 / 786 

SCALE: Do Not Scale	CLIENT: HODGETTS ESTATES	JOB TITLE: PROPOSED EMPLOYMENT LAND NORTHEAST OF J10 M42, NORTH WARWICKSHIRE		
DATE: 12.01.21	TITLE: LOCAL BUS ROUTES AND NEAREST STOPS	JOB NUMBER: F19123		
DRAWN: CAB				

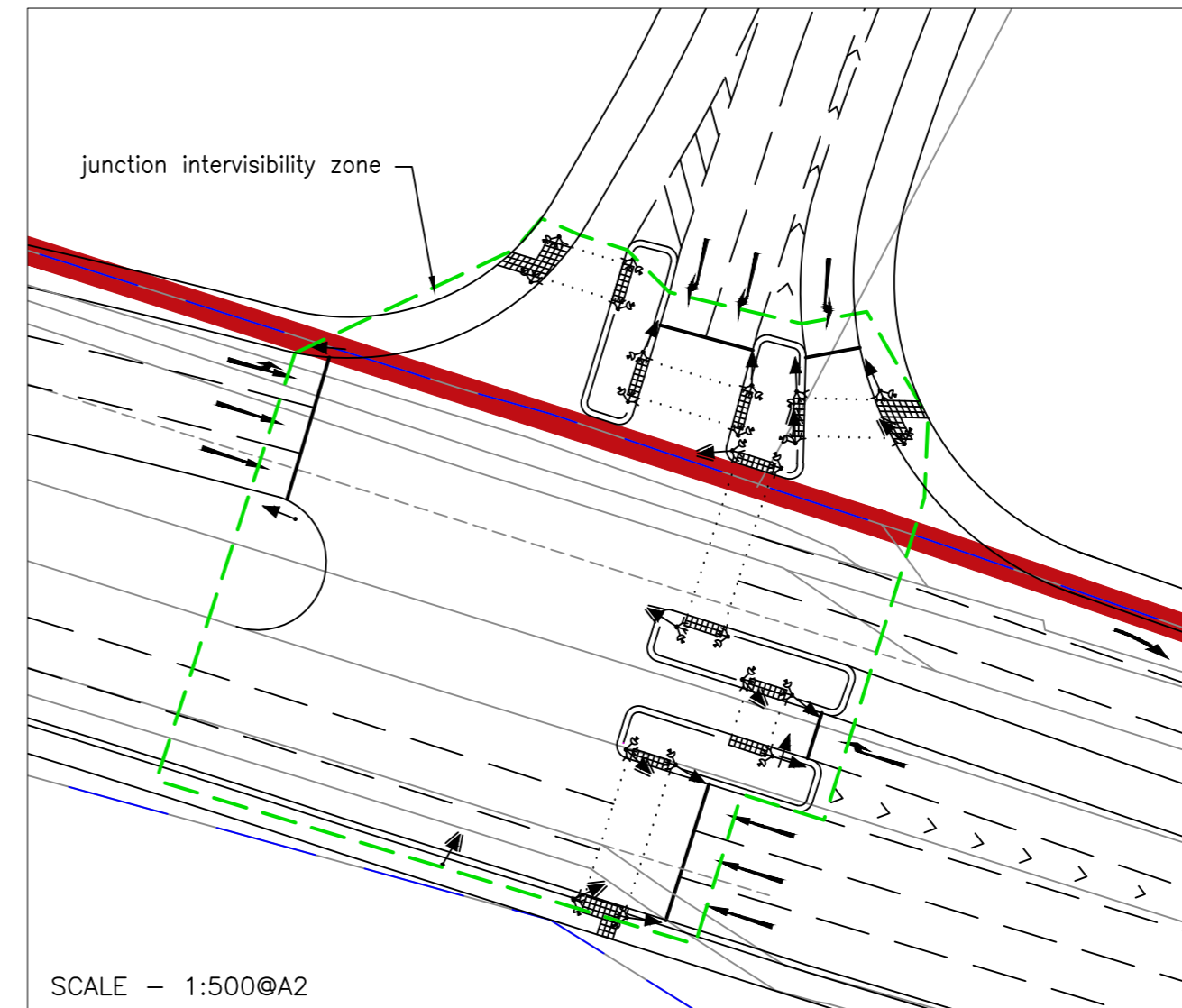
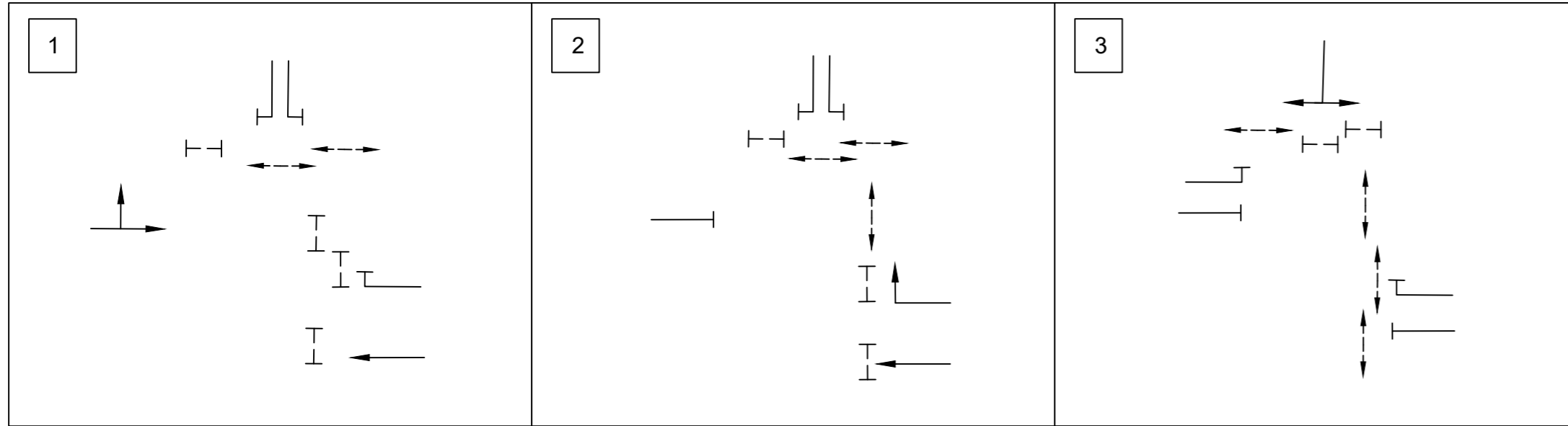
APPENDIX A - ILLUSTRATIVE SITE MASTERPLAN



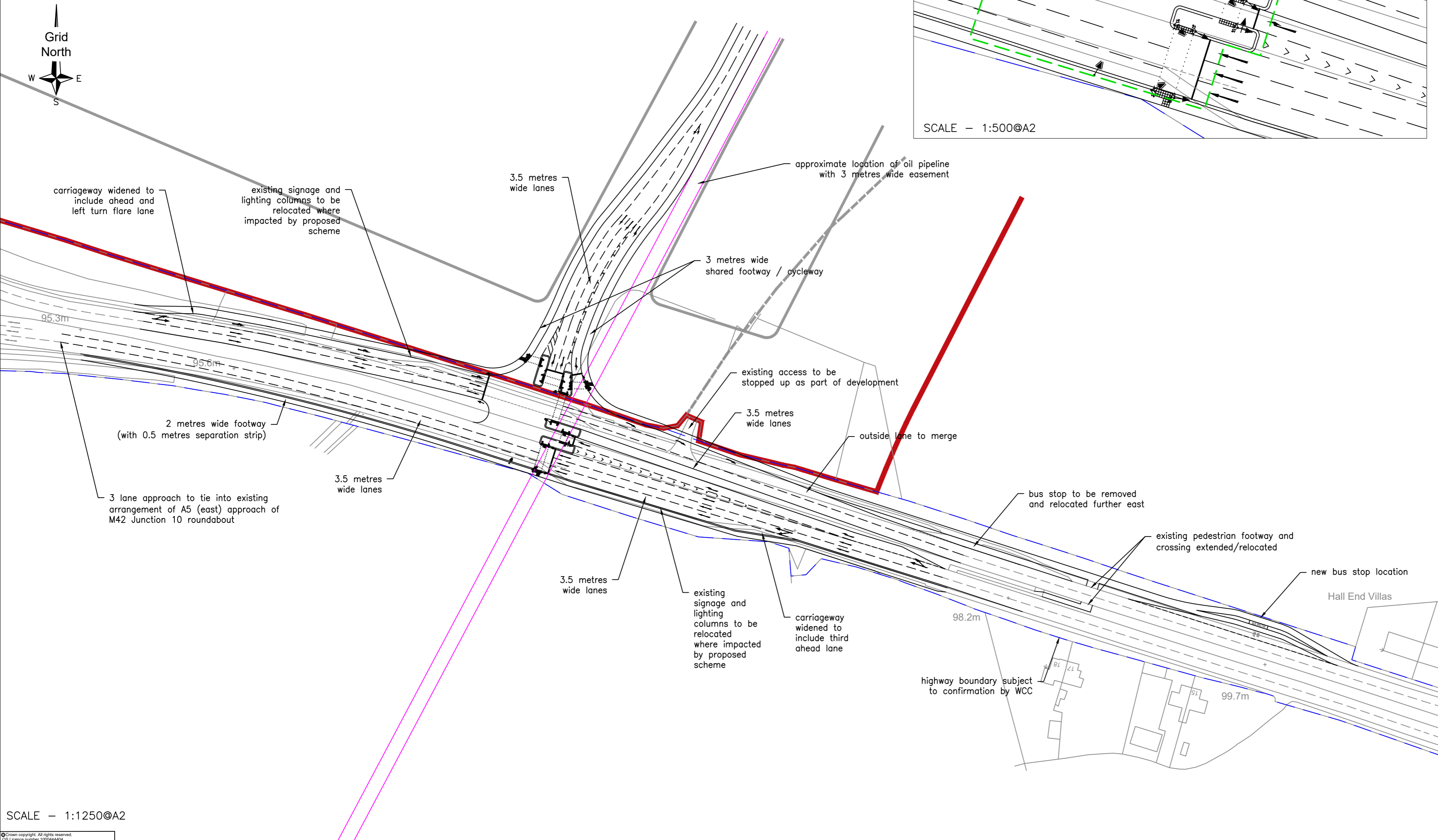
-  Development Site Boundary (80.3 acres / 32.36 Ha)
-  Parameter Boundary
-  Unit Demise Boundary
-  Public bridleway (to be diverted where necessary)



APPENDIX B - PROPOSED SITE ACCESS ARRANGEMENT



- NOTES:
- = above ground vehicle detector
 - ⊖ = two aspect nearside pedestrian signals with push button
 - ⊖ = kerbside detector
 - ⊖ = on-crossing detector
 - ➔ = three aspect signal with primary visor
 - ➔ = three aspect signal with secondary visor
 - ➔ = primary signal with filter arrow



REV.	DATE	DESCRIPTION	BY	CHECKED
A	28.04.21	UPDATED PEDESTRIAN ISLAND DIMENSIONS	WM	CJB

CLIENT
HODGETTS ESTATES

CONTRACT
PROPOSED EMPLOYMENT LAND
NORTHEAST OF J10 M42,
NORTH WARWICKSHIRE

TITLE
PROPOSED SITE ACCESS LAYOUT
(WITH EASEMENT SHOWN)



Bancroft Consulting Ltd
Jarodale House
7 Gregory Boulevard
Nottingham
NG7 6LB

t 0115 9602919
f 0115 9648201
e office@bancroftconsulting.co.uk

DRAWN BY	
NAME (PRINT)	DATE
WM	16.03.21
CHECKED BY	
NAME (PRINT)	DATE
CJB	16.03.21
SCALE AS SHOWN	STATUS PRELIMINARY
DRG. NO.	REV
F19123/07	A

**APPENDIX C - SAMPLE TRAVEL TO
WORK SURVEY TEMPLATE**

Workplace Travel Survey

This is your chance to **have your say** about the journeys you make to enable us to develop policies and schemes based on the results of the survey.

Please complete in **BLOCK CAPITALS** using **Black / Blue ink**.

Section A - About you

1. Home Postcode
2. Gender Male 01
 Female 02
3. Age Under 25 01
 25 – 34 02
 35 – 44 03
 45 – 54 04
 55 or over 05

Section B - About your job

4. Building Office
5. Do you normally work;
 Out of hours e.g. nights 01
 Normal working day 02
e.g. 8am – 4pm, 9am – 5pm, 10am – 6pm
 Other (please specify) 03
6. Is your work;
 Part time 01
 Full time 02
7. Which of the following best describes the level of skill related to your job?
 Professional/Managerial 01
 Office 02
 Qualified manual work 03
 Non qualified manual work 04
8. If available, would working from home be a viable option that you would consider?
 Yes 01
 Already do 02
 Unable to 03
 No, would not like to 04

Section C - About your travel to and from work

9. How do you travel to work?

	Usual (please tick one)	Second choice (please tick one)
Bus		
Bicycle		
Car, on your own		
Car, with other(s)		
Foot		
Motorbike		
Train		
Other (please specify)		

10. What is your main reason for travelling to work this way? (tick three maximum)

- Car essential to perform job 01
- Dropping / collecting children 02
- Get a lift 03
- Health reasons e.g. fitness 04
- Lack of an alternative 05
- Mobility reasons e.g. registered disabled 06
- Cheaper than the alternative 07
- Personal safety 08
- Convenience 09
- I don't use public transport 10
- Available Parking 11
- Other (please specify) 12

11. How far do you travel to work?

- Up to 1 mile 01
- Over 1 mile and up to 2 miles 02
- Over 2 miles and up to 4 miles 03
- Over 4 miles and up to 10 miles 04
- Over 10 miles and up to 20 miles 05
- Over 20 miles 06

12. How long does it currently take you to get to work?

- 0 – 15 minutes 01
- 16 – 30 minutes 02
- 31 – 60 minutes 03
- 61 – 90 minutes 04
- Longer than 90 minutes 05

13. Does your work involve use of a car travel to other sites / areas during the day?

- Yes 01
- No 02
- Sometimes 03

14. Which of the following changes would encourage you to walk to work? (if you already walk to work, which would you most like to see? - Please tick or specify)

	Would definitely encourage me to walk to work	Might encourage me to walk to work	Would not encourage me to walk to work
Safer, better lit worksite paths			
Improved paths on the journey to work			
Improved changing facilities & lockers at work			
Other (please specify)			

15. Which of the following changes would encourage you to cycle to work? (if you already cycle to work, which would you most like to see? - Please tick or specify)

	Would definitely encourage me to cycle to work	Might encourage me to cycle to work	Would not encourage me to cycle to work
Safer, better lit worksite cycle paths			
Improved cycle paths on the journey to work			
Improved cycle parking at workplace			
Improved cycle changing facilities & lockers at work			
Arrangements to buy a bicycle at a discount			
Free Adult cycle training			
Provision of on-site repair schemes			
Other (please specify)			

16. Which of the following changes would most encourage you to use public transport for your journey to work? (if you already travel to work by public transport, which would you most like to see? - Please tick or specify)

	Would definitely encourage me to use public transport to work	Might encourage me to use public transport to work	Would not encourage me to use public transport to work
More direct bus routes			
More frequent bus service			
Better lighting at bus shelters & workplace footpaths			
Improvement of bus waiting environments			
Provision of real time information at bus stops			
Discount tickets/passes available at work			
More convenient bus stop drop off points			
Better connection to work from the railway station			
Better connection from home to the railway station			
Public transport information			

Availability of park and ride			
Other (please specify)			

Please complete questions 17 – 18 if you use a car to get to work.

17. Where do you usually park?

- At worksite 01
 Nearby street 02

If your answer is nearby street, please say why

18. Would you be prepared to car share?

- Yes 01
 No 02

If your answer is no, please say why

19. Which of the following would most encourage you to car share?

	Would definitely encourage me to car share to work	Might encourage me to car share to work	Would not encourage me to car share to work
Help in finding car share partners with similar work patterns			
Free taxi home if let down by car driver			
Reserved parking for car sharers			
Company incentives for car sharers			
Other (please specify)			

20. Do you have any comments about your travel to work patterns?


Thank you for your co-operation. Please be assured that all your answers will remain confidential.

Please return this form to

Name At By

Data Protection Act 1998

The personal information collected on this form will be processed on computer to provide and manage the information or service you have requested. Your response is treated as confidential in accordance with the Market Research Society Code of Conduct.



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