

Sample Travel Plan Review

1. Introduction

This report details the results from the annual staff survey undertaken to support the Generic Superstore Solihull travel plan, produced in October 2013. The document will also make comparisons to and assessments with the original baseline survey and the initial targets and objectives.

Overview

Site Address:

Generic Superstore
Made Up Lane
Damson Parkway
Solihull
West Midlands
B92 4AY

The Generic Superstore Solihull travel plan was produced in October 2013 as part of the planning requirement for the new site development which opened in October 2014. As part of this review a survey was undertaken, out of the 90 staff employed 72 replied within the given time zone, which gave a representation of 80% of the staff.

Solihull Metropolitan Borough Council's approval of the travel plan was subject to conducting further surveys on years 1, 3 and 5 after the completion date. This document will take the form of the first annual review and will be referred to as the baseline survey, as an original staff survey was not completed.

2. Survey Results

Response rate and demographics

The surveys were sent out on the 1st October 2015 and the deadline was the 15th October 2015 for final submission. Out of a possible 90 responses there were 72 submitted, giving a response rate of 80% and in turn offering a representation of the majority of staff. This will give a good indication to the general travel habits of the staff body.

Number of staff issued a questionnaire: 90

Number of responses: 72

Response rate: 80%

Survey Results

Full and Part time staff

	Frequency	%
Full Time	28	39
Part Time	44	61
Total	72	100

Days staff usually work

Day	Frequency	%
Monday	36	50
Tuesday	42	58
Wednesday	38	53
Thursday	42	58
Friday	68	94
Saturday	69	96
Sunday	68	94

Staff site travel times

The survey asked staff about their arrival and departure times from the site. The results show that more members of staff work on the weekends rather than on weekdays. The results also show that there is a relatively low variation in peak arrival and departure times. This is due to the shift patterns finishing at similar times. From Monday to Saturday the general peak staff arrival times are between 0700 and 0800am, and are between 0900 and 1000am on Sundays. The peak departure times are between 1800 and 1900pm Monday to Saturday and 1600 to 1700 on Sundays.

Staff with a disability that impacts travel options

Do you have a disability that would affect your travel to and from work?	Frequency	%
Yes	2	3
No	70	97
Total	72	100

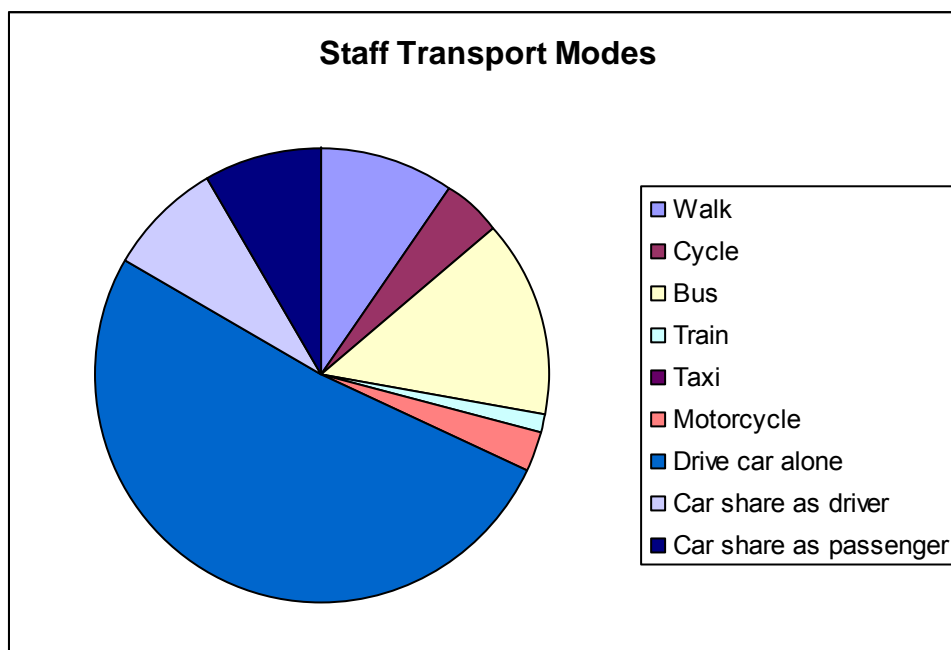
Staffs travel duration in minutes



Time (Minutes)	Frequency	%
0-15	10	14
15-30	32	44
30-45	15	21
45-60	10	14
60 +	5	7
Total	72	100

Staff modes of transport

Transport Mode	Frequency	%
Walk	7	10
Cycle	3	4
Bus	10	14
Train	1	2
Taxi	0	0
Motorcycle	2	3
Drive car alone	37	51
Car share as driver	6	13
Car share as passenger	6	13
Total	72	100



Reasons for modal selection

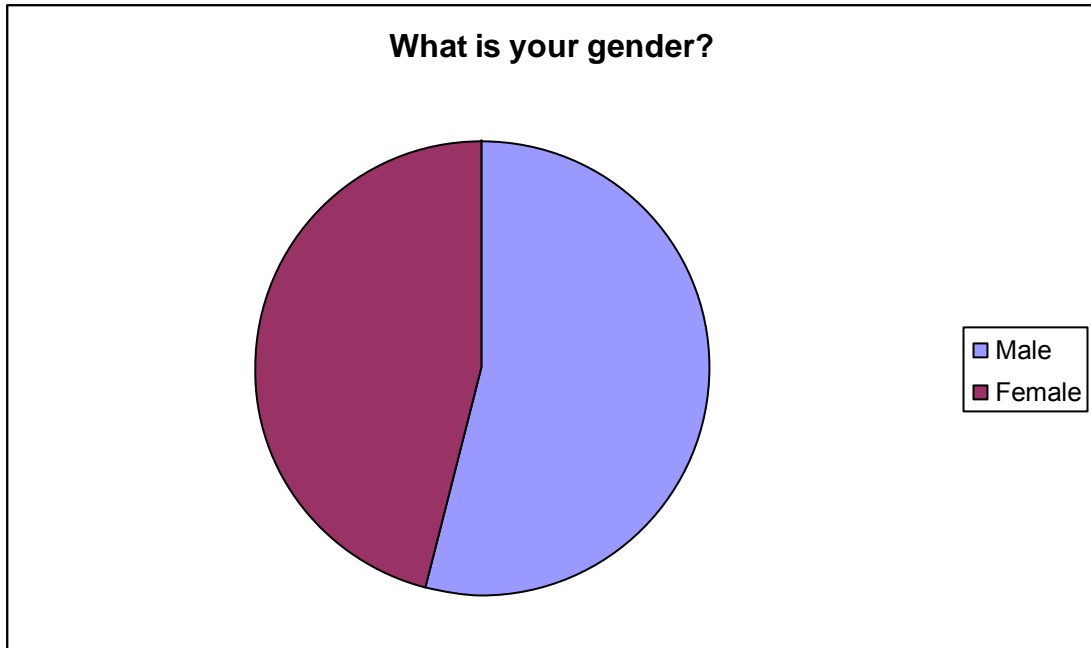
Reason	Frequency	%
Convenience	35	48
Cost	10	14
Essential for work	4	6
Time savings	3	4
Availability	15	21
Personal Safety	3	4
Health –Disability	2	3
Health – Fitness	0	0
Other	0	0
Total	72	100

Considerations for more sustainable transport modes

Would you consider using a more sustainable mode of transport?	Frequency	%
Yes	47	65
No	25	35
Total	72	100

Gender split in the work place

What is your gender?	Frequency	%
Male	39	54
Female	33	46
Would rather not say	0	0
Total	72	100

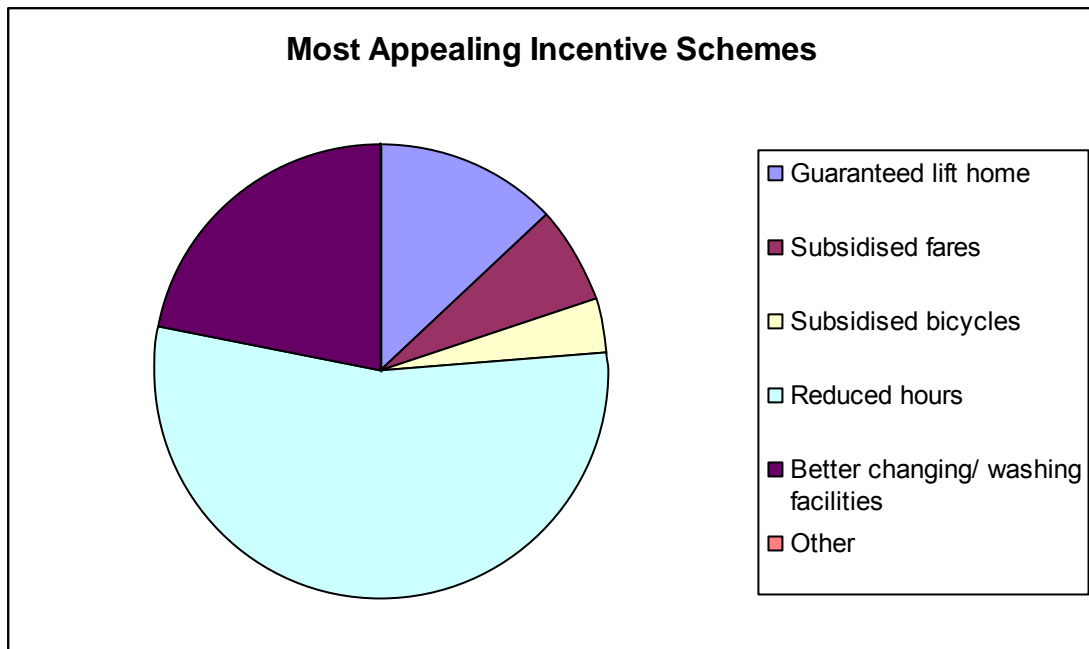


Interest in an incentive scheme

Would you be interested in an incentive scheme?	Frequency	%
Yes	46	64
No	26	36
Total	72	100

Most appealing incentive schemes

If yes, which of these are most appealing to you?	Frequency	%
Guaranteed lift home	6	13
Subsidised fares	3	7
Subsidised bicycles	2	4
Reduced hours	25	54
Better changing/ washing facilities	10	22
Other	0	0
Total	46	100



3. Travel Plan Commitments

Introduction

The survey has shown that there has been a general positive movement in favour of sustainable transport as a result of the implementation of the travel plan. It has shown that although the amount of staff using single occupancy car travel to get to and from work is still above the target set in the travel plan the number of staff using this mode is decreasing. This is encouraging as it suggests that the travel plan is having a positive impact.

What has been done?

Other than the completion of the annual staff survey the company has recently completed the installation of a new washing and changing area for staff use. From looking at the survey results this was a popular area for change, with 22% of staff saying it was the most appealing incentive for them to start using sustainable travel modes.

Generic Superstore have also launched a staff travel pack detailing government schemes as well as their own incentives which has been made available to staff as a pdf download from the intranet as well as being given to new staff members in their welcome pack (**see the appendices for a copy of the staff travel pack**).

The main problem faced is the consistency of the use of travel modes, as it is apparent that some staff vary their travel mode from day to day. This could be due to the amount of incentives available and/or weather patterns. If it is the latter then there is little that Generic Superstore can do to force the change, other than increasing the incentives in place in an attempt to make sustainable travel irresistible.

4. Conclusions and Recommendations

There has been a slight positive increase in the use of sustainable transport amongst the staff population, which is encouraging and bodes well for the future results of the travel plan. Having said that there does need to be a larger decrease in the use of single occupancy car use in order to meet the targets set out in the original travel plan. The current level of staff using public transport is at 16% and the target is 20% at the end of the five years so there needs to be a steady increase of 2% every 2 years for the next 4 years in order to meet the projected target. Other than these areas the results are meeting expectations.

The key focus areas for the remainder of the travel plan are the amount of staff using single occupancy cars to travel to and from work and the amount of staff using public transport to travel to and from work. Suggested methods of improvement are as follows;

- Increase car share parking spaces
- Introduce more subsidised public transport fares
- Improved advertisement of the travel plan

Generic Superstores will increase car share parking spaces by allocating a higher percentage of the staff car parking spaces to car share only spaces. They will increase the subsidised public transport fares by increasing the amount of the fare that is subsidised by from 5% to 10%. It is recommended that this is done on a trial basis and assess the uptake after a couple of months of the initial implementation date.

5. Future Targets

Target	Comment	Indicator	Target %	Measured by
To achieve less than 50% of staff commuting to work by SOV (Single Occupancy Vehicle).	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by SOV.	<50	Travel Survey
To achieve 20% of staff commuting to work by public transport modes.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by public transport.	20	Travel Survey
To achieve 10% of staff commuting to work on foot.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work on foot.	10	Travel Survey
To achieve 10% of staff commuting to work by bicycle.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by bicycle.	10	Travel Survey
To achieve 5% of	To reduce the	Number of		Travel Survey

staff commuting to work by car sharing.	impact of travel on congestion and the environment.	staff travelling to work by car sharing.	5	
To achieve 5% of staff commuting to work by motorcycle or moped.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by motorcycle or moped.	5	Travel Survey

Disclaimer:

Please note that the entire contents of this travel plan review are fictional and the plan itself should only be used as a representation of the style and presentation of a travel plan review, as suggested by Solihull MBC.