NORTH BRISTOL **Sus Com**

NORTH BRISTOL
SUS COM
Sustainable commuting network - reducing our impact!

North Bristol Area Travel Plan

December 2010

QM

Issue/revision	Issue 1	Revision 1	Revision 2	Revision 3
Remarks	Draft	Draft 2	Final Draft	Final
Date	September 2010	October 2010	November 2010	December 2010
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Project number	10250256	10250256	10250256	10250256
File reference	U:\Projects\1121031170 PT2 North Bristol TWP TMA Study\TEXT\REPORTS\Area Travel Plan			

Contents

1   Introduction

1.1.1   This document sets out an Area Travel Plan (ATP) for North Bristol. It has been prepared by WSP for the Highways Agency on behalf of the North Bristol SusCom.

1.1.2   The North Bristol SusCom member organisations aim to work together to influence and improve local transport provision in the North Fringe of Bristol in order to improve accessibility to employer sites, to reduce unnecessary car trips and to promote increased use of more healthy and environmentally friendly alternatives to driving alone.

1.1.3   The purpose of the Area Travel Plan is to establish objectives, targets and actions which can be implemented collectively in order to achieve these objectives. Progress will be regularly monitored and evaluated.

1.2   NORTH BRISTOL SUSCOM

1.2.1   North Bristol SusCom is a voluntary, collaborative partnership formed in 2009 between major employers located in the North of Bristol. A list of the employer organisations is shown in Table 1.

1.2.2   A new Science Park (SPark) is also being established at Emersons Green. SPark is a partnership between the universities of Bath, Bristol and the West of England, the South West Regional Development Agency and Quantum Property Partnership. It will offer a full range of accommodation from virtual and early stage to dedicated and bespoke buildings.

1.2.3   It is forecast that over 6,000 highly skilled new jobs could be created at SPark. SPark is an active stakeholder in North Bristol SusCom.

1.2.4   The group is also supported by Forum for the Future, the Highways Agency, The South West Regional Development Agency (SWRDA) and the University of Bath.

1.3   BASELINE POSITION

1.3.1   During 2010, North Bristol SusCom undertook work to understand the extent of travel planning amongst the group and to identify common travel demands and objectives. A snapshot travel survey was also undertaken to identify how staff currently travel to work and to collect home postcodes. This has allowed an analysis of journey patterns. Staff were also asked about perceived barriers to non-car modes of travel and about any good experiences they have had of transport. The work identified key issues linked to travel to work in North Bristol and informs potential solutions.

1.3.2   The work was funded by the South West RDA and undertaken by WSP. For more detailed information please refer to the report *'Baseline Position for Travel Planning and Progression towards a TMA'*, dated July 2010.

NORTH BRISTOL SUSCOM EMPLOYER ORGANISATIONS

1.3.3   Table 1 summarises the size and nature of North Bristol SusCom employers. A number of organisations have award winning or nationally recognised travel plans. Others have had notable success in promoting high levels of cycling.

Table 1: North Bristol SusCom Employers

Employer	Approximate number of staff in North Fringe (2010)	Nature of organisation
Airbus	3,900	Engineering
AXA	3,000 at Axa centre [Total 4,200 at 5 locations in North Bristol].	Insurance services
GKN Aerospace	1,500	Aerospace Engineering
Hewlett Packard	1,200	Technological engineering
MITIE	350 in North Bristol + around 50 transient staff. Planned increase to c. 660.	Facilities, property and asset management
Ministry of Defence	8,000 Planned to rise to c. 10,000 by March 2012	Defence Procurement
North Bristol NHS Trust	11,500 (early 2009).	Acute NHS Trust Currently operating on two sites (to consolidate to Southmead)
Rolls Royce	c.4,000 in total [Some of which are employed by suppliers].	Engineering
S Park	6,000	S Park will contain a full range of accommodate for Aerospace, defence, micro-electronics, digital design and green technologies
University of the West of England	3,400 staff c. 29,300 students. [c. 5,000 students to be relocated to Frenchay in 2012]	Higher Education
Total	**37,900 staff** **23,900 students**	

1.4 STRUCTURE OF THIS DOCUMENT

- **Section 2** provides the context for travel issues in North Bristol.
- **Section 3** sets out objectives and targets.
- **Section 4** describes the Action Plan.
- **Section 5** sets out the management arrangements and Communication Plan.

2   The Travel Context in North Bristol

2.1   INTRODUCTION

2.1.1   This section sets out the context for travel in North Bristol in terms of location and accessibility. The results of surveys and relevant traffic count information are also summarised. Together this has formed the starting point for the Area Travel Plan.

2.2   LOCATION

2.2.1   A map of the ATP area and North Bristol SusCom employer sites is included at **Appendix A**. The ATP area is approximately 8km east to west and 2.5km north to south.

2.2.2   The North Fringe of Bristol is an edge of city (suburban) location, close to the Strategic Road Network. The M4, M5 and M32 motorways meet to the North West of Bristol, in close proximity to the ATP Area.

2.2.3   The orbital A4174 runs through the ATP area. The ATP area also straddles two key radial routes into Bristol City Centre from the M4 and M5; the M32 and the A38 Gloucester Road. Existing and future congestion on these routes is a problem which will worsen without coordinated efforts to mitigate pressures.

2.2.4   The North Bristol SusCom member organisations all operate from sites located in the North Fringe, mostly within the Local Authority area of South Gloucestershire. Southmead Hospital is located in the Local Authority Area of Bristol City.

2.3   ACCESSIBILITY

2.3.1   The North Fringe is conveniently located for the Strategic Road Network (including M4, M5 and M32 motorways). This offers an excellent business location but leads to congestion pressures, particularly at peak hours. Congestion is already experienced in the area, with traffic queuing to exit the M5 and congestion frequently occurring on the A4174, particularly at the MOD roundabout and between the MOD and the M32. Congestion is also experienced on key radial and orbital routes.

2.3.2   There are three railway stations within the ATP area, including Bristol Parkway (Mainline), Filton Abbey Wood and Patchway Stations. These offer good rail accessibility, although levels of service vary. The ease of access to the rail network varies between employer sites.

2.3.3   Good cycle routes exist within and to the area and there are a wide range of bus services, including tailored public routes (U-link services) operated by UWE and shuttle buses run by employers.

2.3.4   Pedestrian routes in the area are reasonable, but the dispersed nature of some sites and severance caused by some major roads reduces the propensity for walking to work.

2.3.5   **Appendix B** contains a more detailed review of existing conditions in the area.

2.4   ISSUES AND OPPORTUNITIES

2.4.1   Consultation with employers identified a range of barriers to sustainable travel. A detailed Issues and Opportunities map has been developed, in consultation with Bike User Group members of each employer and Travelwatch South West. **Appendix C** contains a copy of the map and review of the issues raised.

2.4.2   A number of common issues were raised by employers in the baseline work. Going forward, it will be important to identify opportunities for joining up with other Travel Plan initiatives being planned in the North Bristol area, such as Parkway Station Travel Plan and Northfield development Travel Plan. Summaries of these travel plans and others in the area are contained in **Appendix D**. There may be some specific opportunities for co-ordinating resources.

2.5   BASELINE SURVEY INFORMATION

2.5.1   Several organisations have undertaken in-house travel surveys in the past or have participated in the South Gloucestershire Council commuter surveys in 2008 and/or 2009. A targeted snapshot staff travel survey was run by North Bristol SusCom during April and May 2010 to collect a common set of data for employers and to inform the ATP. There were over 3,000 responses to the survey. This was funded by the South West RDA and undertaken by WSP. North Bristol SusCom members have a copy of the full Baseline report (July 2010).

2.5.2   Multi-modal counts using the TRICS (or similar) methodologies have also been commissioned by the Highways Agency at two North Bristol SusCom member sites (UWE and HP). These counts are observational in nature but rely on some associated interviewing on the survey day (e.g. to separate bus users from pedestrians). The results offer additional insights into current trip-making activities.

2.5.3   Postcode analysis has been undertaken to assist an understanding of staff catchments and the opportunities for different modes of transport. Although the staff catchment is wide, the majority of staff live within the Greater Bristol travel to work area and there are opportunities to encourage more car sharing and public transport use and to build on successes such as the level of cycling.

2.5.4   Further details of this baseline information are contained in **Appendix E**. Taken together, the surveys and baseline information provide a robust base against which future trends can be monitored.

MODAL SPLIT – MAIN AND USUAL MODES OF TRAVEL

2.5.5   55% of staff use their 'main' mode of travel five days a week; the other 45% typically do something different at least one day a week (or work less than five days a week).

2.5.6   55% of staff 'usually' travel to work alone as a single occupancy car driver, where 'usual' is defined as the type of transport used for the highest number of days during a typical week (61% of those who travel to work by the same mode five days a week).

2.5.7   Table 2 summarises the 'usual' modes of travel reported through the survey.

Table 2: Mode Share – Usual Mode of Travel

Mode of Travel	Mode share 2010 Snapshot Survey (%)*	Mode share 2009 North Bristol NHS Trust Survey (%)	National Average** (%)
Single Occupancy Car Driver	55	60	59
Car Share	10	9	9
Bus	8	5	7
Train	4	0	8
Motorbike/ Scooter	3	1	1
Walk	5	9	10
Cycle	16	13	3
Other	0	3	3
Total	**100**	**100**	**100**

* Source: NORTH BRISTOL SUSCOM Snapshot Survey. All employers except GKN and NBT
participated in the survey.
** Source: DfT National Travel Survey, 2008 (Relates to GB)
Notes: Home working 'journeys' excluded. 'Other' includes taxi & company bus.

2.5.8   The modal split results presented in Table 2 highlight that many staff already make sustainable travel choices. However, it should be noted that these statistics vary considerably between the member organisations. North Bristol SusCom is nonetheless keen to build upon its successes to date, to pro-actively seek to ameliorate increasing pressures (where these exist; e.g. congestion, parking stress) and to continue to offer a travel choice to employees.

2.6   MULTI MODAL COUNTS

2.6.1   The Highways Agency funded two multi-modal travel surveys at specific sites in North Bristol during 2009 and 2010. These were undertaken at the University of the West of England's (UWE) Frenchay Campus and at the adjacent Hewlett Packard site respectively.

2.6.2   The UWE survey was undertaken using the TRICS methodology by an independent data collection company appointed by the Highways Agency. A multi-modal count was also organised by the Highways Agency at the Hewlett Packard Site.

2.6.3   Vehicle occupants were counted to give both vehicle and person trip rates. The drivers of taxis or other vehicles dropping people off at the site were excluded from the counts.

2.6.4   The UWE survey was undertaken from 8am until 6pm on Thursday 19th November 2009. The HP survey was undertaken from 7am until 7pm on Tuesday 27th April 2010. In each case a 12 hour survey was undertaken. However, comparable survey results only exist for the am peak hour mode share.

2.6.5   Table 3 shows a summary of vehicle arrivals and departures for the UWE site. It is noted that the results include cars, motorcycles, goods vehicles and buses.

Table 3: Traffic Count Data Comparison: All Motorised Vehicles

Time	November 2009 (TRICS) all access points		
	Arrivals	Departures	Totals
0800-0900	1074	200	1274
0900-1000	941	257	1198
1600-1700	236	862	1098
1700-1800	212	690	902
Total	2463	2009	4472

Source: *UWE Monitoring Report: Draft* (29 March 2010), prepared for the Highways Agency by its term consultants.

2.6.6   Mode share data from UWE's own questionnaire surveys of staff and students, undertaken using a representative sampling methodology in November and December of each of 2007 and 2009, is shown in Table 4.

Table 4: Mode Split Comparison – UWE Frenchay Campus

Main Mode to University	November-07	November-09	Staff & Student change
	Staff & Student	Staff & Student	
Car (on own)	19	27	8
Car (with someone else)	11	19	8
Bus (Ulink)	19	22	3
Bus (Other)	15	5	-10
Cycle	3	6	3
Walk	34	14	-20
Motorcycle/Moped	0	1	1
Train	1	5	4
Total	100%	99%*	

Source: *UWE Monitoring Report: Draft* (29 March 2010), prepared for the Highways Agency by its term consultants. *99% due to rounding

2.6.7   It is noted that the 2009 survey included a lower number of first year students and incorporated postgraduates, unlike the 2007 survey.

2.6.8   It is also noted that those walking from residences within the campus are unlikely to have been captured by the 2009 TRICS counts but should be reflected in UWE's own surveys.

2.6.9   Table 5 shows the am peak hour (8am to 9am) mode shares for the UWE and HP sites as identified through a number of different surveys.

2.6.10   It is noted that the comparison between the HP multi-modal survey results and the 2010 snapshot survey results suggest that there is likely to be a degree of off-site parking, with staff walking into the site (e.g. from parking on the access road). This helps to explain the difference in mode share suggested by the snapshot survey compared to the multi modal survey results.

Table 5: Comparison of 8am to 9am multi-modal survey results to recent staff survey results

Mode	University of the West of England				Hewlett Packard			
	2009 Questionnaire Survey	2010 Snap-shot survey	People 2009 TRICS Survey	2009 TRICS Survey	'Normal mode' 2009 S Glos Survey	Mode today 2009 S Glos Survey	People 2010 Snap-shot survey	People 2010 Multi-modal survey
Car /mc1 person	28%	35%	866	44%	59%	59%	64%	39%
Car 2 people	19%	10%	310	16%	4%	5%	7%	5%
Car 3 people			60	3%				
Car 4 people			8	0%				
Cycles	6%	14%	171	9%	28%	28%	21%	16%
Pedestrians	14%	12%	114	6%	1%	1%	2%	22%
Bus Passengers	27%	26%	433	21%	2%	2%	3%	9%
Coach passengers	NA	NA	14	1%	NA	NA	N/A	0%
Other	5%*	4%*	0	0%	6%*	3%*	4%*	10%**
Total	99%***	100%	1976	100%	100%	98%***	100%	101%***

Sources: *UWE Monitoring Report: Draft* (29 March 2010) and *North Bristol Fringe Survey (April 2010)* prepared for the HA by its term consultants. 2010 Snapshot survey.
Notes: * Includes train arrivals (not recorded by the TRICS or multimodal Survey) ** Train or refused/ missed. *** More or Less than 100% due to rounding.

2.7   MONITORING PLAN

2.7.1   Monitoring is an important aspect of any strategy that aims to achieve specific outcomes, particularly where change will occur as a process over time.

2.7.2   Monitoring allows progress to be measured and evaluated. It will allow the North Bristol SusCom to adapt its strategies and to re-focus efforts as learning occurs during the ATP implementation process.

2.7.3   It is proposed that the ATP outcomes (see Table 6) will be measured in the following ways:

■ Annual snapshot surveys of the travel behaviour of North Bristol SusCom members via e-mail or on line surveys, run internally, to measure:

- – Awareness of the North Bristol SusCom, ATP and their objectives;

- – Mode share for the 'usual' journey to work, including SOV, car sharing, active travel and public transport use, along with any other alternatives introduced (e.g. Park and Ride);

- – Use of the A4174, M4 and M5 (to be explicitly asked in future).

- ■ Regular in-house monitoring of individual employer Travel Plans. This will help to understand more about changes in attitudes, travel motivations and reasons for change. Key points from individual monitoring reports will be fed back by Members to the North Bristol SusCom.

- ■ TRICS or multi-modal surveys repeated at the UWE and HP sites in 2012 and 2015. These will occur in months that are comparable to the previous surveys.

2.7.4   The outputs of the ATP will be monitored and evaluated through a review of progress against the Action Plan conducted at regular North Bristol SusCom meetings. The Action Plan is not 'fixed' but will develop and be amended as progress is made.

2.7.5   Progress will also be recorded through the minutes of meetings, record of events held and a file of key correspondence maintained by the current chair (e.g. the group has already submitted representations supporting the Romney Avenue and Cheswick Links and responded to the LTP3).

2.7.6   Separate more detailed records will also be maintained summarising progress with specific measures. These could be used in feedback to the North Bristol SusCom group on progress, prior to being held by the Chair as a record.

3   Objectives and Targets

3.1   INTRODUCTION

3.1.1   The outputs and outcomes sought through the ATP by North Bristol SusCom are set out in this section.

3.2   OUTPUTS SOUGHT – TRAVEL PLAN OBJECTIVES

1. To influence local transport planning and investment decisions so that the travel offer to the area is improved.
2. To influence local transport providers to improve services, where appropriate, to benefit the needs of employees and visitors.
3. To develop a significant local profile which is recognised by staff and local decision makers.
4. To jointly implement a range of short medium and longer term measures to improve travel and non-travel options for the work journey.
5. To reduce the impact of travel to / from employer locations on climate change.
6. To tap into local and regional resources to support the implementation programme (e.g. Highways Agency, Local Authority).
7. To increase knowledge of travel options and the ATP through clearly provided information.
8. To collectively address the additional needs of the expansion plans of a number of forum members.
9. To seek more efficient management and use of parking provision.
10. To widen the options for business travel.
11. To establish a long term group of companies who will work together towards these objectives as a transport management association or similar grouping.

3.3   OUTCOMES SOUGHT – TRAVEL PLAN TARGETS

3.3.1   Table 6 below summarises the Area Travel Plan Targets. These are based on reducing Single Occupancy Car drivers and increasing car sharing, walking, cycling and public transport. Targets are challenging but achievable, being based on an analysis of 2010 postcode data collected during the baseline work. North Bristol SusCom will also monitor the objectives and targets of the Joint Local Transport Plan 3 as they evolve.

Table 6: Area Travel Plan Targets

Objective/ Outcome Sought		Target(s)	Base Level [2010]	Target Spring 2012	Target Spring 2015
Headline Target					
1	To reduce the volume of cars entering and exiting the area and using the Ring Road in peak times	To reduce the proportion of staff who report that their 'usual' mode of travel to work is as a Single Occupancy Car Driver by 5% within 2 years of the and by 10% within 5 years of the 2009/2010 baseline surveys.	54%	52%	49%
Secondary Targets					
2	To raise awareness of sustainable travel options	50% of Staff, Students and Visitors to be aware of North Bristol SusCom and its purpose within 2 years. This level of awareness to be maintained over 5 years.	Low	50%	50%
3	To increase car occupancy levels	To achieve a 40% increase in the level of car sharing as the 'usual' way of travelling to work within 5 years.	10%	12%	13%
4	To increase cycling and walking (active travel) to the area	To achieve a 15% increase in levels of walking and cycling as the 'usual' way of travelling to work within 5 years.	20%	22%	23.5%
5	To increase public transport use to the area	To achieve a 5 to 10% increase in public transport use to the area.	11.5%	12%	12.5%
6	To reduce traffic demand on the M4 and M5	Future surveys to ask explicitly about use of the M4 and M5 as part of the journey to/ from work and to seek to achieve a decrease on the 2012 level by 2015.	Not known	TBC	TBC

Note: Targets relate to levels excluding those who usually work from home, unless otherwise stated. Percentages relate to mode share.

3.4   CATCHMENT ANALYSIS

3.4.1   Postcode plotting analysis has been combined with modelling of walking and cycling distances and of the public transport network in the North of Bristol.

3.4.2   Taking three separate parts of the ATP area, the proportion of staff living within different distances and public transport travel times has been estimated. The results are summarised in Table 8.

3.4.3   Poor public transport accessibility to the Eastern part of the ATP area is a significant limitation at the present time.

Table 7: Proportion of staff with access to work by foot and/or public transport

Part of the Corridor	Proportion of survey postcodes falling				
	Within 2km	Within 8k (cumulative)	Within approx 30 minutes travel time	Within approx one hour travel time (cumulative)	Beyond approx one hour travel time
Filton (Airbus, GKN, RR, RM)	5%	47%	24%	72%	28%
Central Area (Axa, MoD, HP, UWE)	7%	52%	57%	75%	25%
Eastern Area (MITIE, SPark)	5%	32%	12%	77%	23%
Overall	6%	49%	33%	70%	30%

NB Bus journey time calculations have been taken from Accession software, which does factor in a walk time of up to 400 metres from the nearest bus stop

3.5 THE PROCESS OF BEHAVIOURAL CHANGE

3.5.1 Behavioural change is a process that occurs over time. Change is typically believed to occur in stages. Whilst the stages of change set out by different theories vary, one example is summarised in Table 8.

3.5.2 The ATP will seek to influence all of these stages, in order to achieve progressive change and influence hearts and minds.

3.5.3 Different travellers will be at different stages in the process and 'quick wins' can be sought from those who are further through the process (have already thought of alternatives and their potential benefits, but need a little more motivation to act upon them).

Table 8: Seven Stages of Behavioural Change

Stage		Example approaches
1	**Awareness**	Raising awareness of the ATP (identity, branding, message) and that there are a range of attractive and convenient travel options to the area. Also, that these may offer benefits over driving alone. Simple summary information using a variety of media.
2	**Accepting responsibility**	North Bristol SusCom commitment to ATP. Events, forums and consultations which involve staff (e.g. BUGs). Examples of successes. CSR activities.
3	**Perception of options**	Accessibility to services. For example visibility of bus stops, of car sharer spaces or schemes. Marketing campaigns where perception is different to reality (e.g. Risk of cycling). Clear, easy to comprehend information (e.g. ATP area travel map).
4	**Evaluation of options**	Improved understanding of routes / timetables / fares, supported by tools such as the Area Travel Map, and Cost Comparator developed by UWE. Promotion of journey planning resources.
5	**Making a choice**	Making access to services easy – e.g. knowing precisely how to try the option (e.g. find timetables or live departure information, purchase tickets, find car sharers).
6	**Experimental behaviour**	Assisted by taster tickets, discounts or offers. Encouraging or challenging trial through events or support services (e.g. Dr Bike, Cycle Hire, Cycle to Work day).
7	**Habitual behaviour**	Reinforced by services provided, good experiences, meaningful feedback and by rewarding positive behaviour change

4   Measures and Action Plan

4.1   INTRODUCTION

4.1.1   This section summarises the short, medium and longer term actions that are proposed by the ATP.

4.1.2   These actions are clearly focussed on achieving the outcomes and outputs identified in Section 3 and are structured accordingly.

4.1.3   The ATP acts as a co-ordinating tool setting out the shared objectives of North Bristol SusCom. It is intended to work alongside individual travel plans.

4.2   ACTION PLAN

4.2.1   Tables 9, 10 and 11 summarise the ATP Action Plan. Each table identifies the main objective(s) that the action will help to achieve. Some actions will, however, assist in achieving several other outcomes or outputs simultaneously.

4.2.2   The Action Plan includes proposed timescales and key responsibilities for each measure. In all cases the person who has agreed to 'lead' the action will require the support of North Bristol SusCom members and/or other relevant stakeholders. These tables are focussed on measures rather than the processes required for continuation and monitoring of the ATP. Measures requiring significant external inputs or funding by third parties are identified. Ongoing processes and actions for continuing the ATP and monitoring results are summarised in Table 12.

4.2.3   Individual measures will often need to be accompanied by a more detailed project plan, to be established by the lead party. This will set out how others will practically be involved, along with the proposed ways of disseminating the results to North Bristol SusCom Member Organisations and their staff (or other users) where appropriate.

4.2.4   The timescales summarised within the ATP are as follows:

- Table 9: Short term: Up to 1 year;

- Table 10: Medium term: 1 to 3 years;

- Table 11: Longer term: 3+ years.

4.2.5   As other issues and opportunities arise during the ATP implementation process additional measures may be considered by North Bristol SusCom for incorporation into the Action Plan.

Table 9: Short Term Measures – Within 1 year

No.	Measure	Objective(s)	Lead	Comments
1	**Area Travel Map**	7	Mike Ginger – Highways Agency	WSP commissioned to develop electronic version of map, building on baseline work.
2	**Communication Plan** to include: - identity and logo - core messages, included in response to LTP - barriers / opportunities map for discussion with WoEP - joint events / promotions and ongoing activities	1, 2, 3, 7	Huw Robson - FFF Mike Ginger – Highways Agency	Design Agency to be engaged re logo WSP commissioned to progress barriers / opportunities map for response to LTP and discussion with WoEP.
3	**Develop car cost comparator** [True costs of owning and operating, compared to other travel options]	7	Steve Ward – UWE	First draft circulated. Will also develop a plan for communicating this to staff.
4	**Promote public transport:** a) Negotiate **carnet tickets** with bus and rail operators b) promote supported services (e.g. U Link routes) and look for opportunities to consolidate c) promote connections to airports d) support / promote **smartcard**. Explore opportunity of SusCom branded smartcard.	2, 3, 4, 7	Steve Ward – UWE	Discussions have been opened with First Great Western. Bristol Airport has expressed interest in participating. Review to also cover London Airports.
5	**Establish Joint Bike User Group**	1, 3, 4, 7, 11	Kathryn Eastlick – Airbus/ David Callaghan – HP	Already underway. Feeding into barriers mapping exercise. Group to explore opportunities for car sharing in winter months
6	**Promote electric bikes:** - for individuals - for employers		Mike Ginger - Highways Agency	WSP commissioned to update electric cycle leaflet (to target individuals) and best practice for promoting electric pool bike schemes (advice to employers).

Table 10: Medium Term Measures – 1 to 3 years

No.	Measure	Objective(s)	Lead	Comments
1	**Travel Plan Coordinator**	4, 11	TMA or equivalent – see Section 6	As central point of contact, co-ordination, advice and implementation of measures
2	**Park and ride** Develop / implement services to link Bath and Abbey Wood (via S Park / Emersons Green and possibly Filton)	4, 8, 9, 11	Debbie Brooks – MOD and Bonnie Dean – S Park	MOD bus currently for staff only and is not a fee-paying service. Demand and options to convert to a fee paying service that could be used by other staff are being explored. Emersons Green P&R due to open Late 2013. Bus Working group to be jointly chaired by MoD and S Park reps.
3	**Extend U-Link services** To run out of term times. Promote services to relevant employees.	2, 4, 7	Steve Ward - UWE	
4	**Joint Car Parking Plan** Co-ordinate management regimes including parking charges (investigate as a means of managing demands and funding further transport improvements). Joint policy on car sharing. Strategy for park and share. Consider linking accessibility criteria to car park management arrangements.	4, 5, 9, 11	TMA or equivalent	NBT already uses key accessibility criteria within its Car Park Management Plan. UWE already charges users MoD / Axa / UWE already promote car sharing through management of spaces
5	**Low Carbon Charging Points**	5	SWRDA	Proposal is for strategic development of low carbon charging points. Hydrogen refuelling stations will be provided at S Park as part of the Wales / M4 corridor proposal being progressed by Govt. There is also an opportunity for Plugged in Places support for electric charging points.

Table 11: Longer Term Measures – 3+ years

No.	Measure	Objective(s)	Lead	Comments
1	**Orbital bus services** and early establishment of improved links to the East of the corridor	1, 2,	TMA or equivalent	Develop a proposal for discussion with operators / South Glos Council. Synergy with Filton Northfield development Section 106 needs to be explored.
2	**'Google Bus'** – Options for this type of service between Bath and North Fringe (will be wi-fi enabled and high quality).	1, 2, 5, 8, 10	TMA or equivalent	MOD and University of Bath to also be involved in exploration of this option.
3	**Romney Avenue and Chewick Link Roads.**		Local authorities	The group has already written to South Gloucestershire Council. Other opportunities will be taken to lobby for this. LTP funding may be required.

Table 12: Key on-going actions for implementation, monitoring and continuation of North Bristol SusCom

No.	Measure	Objective(s)	Lead	Comments
1	**Establish TMA or equivalent organisational structure** with Chair, Admin Support and funding for measures. For options and next steps see section 5.	1, 2, 3, 11	North Bristol SusCom	This is an important task to identify a means for continuity of the Area Travel Plan. Commitment to progressing measures will be required and resources shared in a fair and transparent way. A business case will be required.
	Resources and co-ordination			
2	**Share best practice / information** Create forum for exchanging ideas and information, including: - car sharing - efficient driving - parking management including cost of car parking - smarter working - development masterplans / expansion plans - journey planning too	5, 8, 10, 11	TMA or equivalent	Include approach to (and costs of) Guaranteed Ride Home Policies, matching processes for car sharing, incentives (e.g. priority parking, sign up reward) and promotion. Opportunities might relate to certain scheme elements.
3	**Enhanced Joint Communication tools** - electronic newsletter - shared website / secure web page - journey planning service	3, 4, 7, 9 , 11	Steve Ward – UWE	Identify in liaison with colleagues (finance or estates teams) where not already known.
4	**Identify ongoing funding** and resource commitment. Regularly update. Identify opportunities arising from S106 contributions.	1, 2, 6, 11	TMA or equivalent	Identify any opportunities to pool resources. WSP assisting with review of existing agreements. TMA or equivalent to establish process and mechanism for ongoing funding and resource. Keep track of any opportunities for joint bids with WoEP – e.g. Low Carbon Sustainable Transport Fund.
5	**Stakeholder engagement**	1, 2, 3	TBC	Focus on those with greatest influence and interest. Manage work to raise

No.	Measure	Objective(s)	Lead	Comments
	Prepare and maintain stakeholder contact list. Establish method and timetable for regular liaison. Continue relationship with WoEP and explore potential for joint funding bids. Ongoing input to LTP / key consultations. Initiate discussions with operators. Join Parkway Travel Plan Group.			profile of North Bristol SusCom. Monitor progress of other travel plans in the area.
Monitoring and evaluation				
6	**Repeat surveys** Annual snapshot surveys. More detailed survey every two years. Surveys to also measure awareness of North Bristol SusCom amongst key stakeholders. Multi modal traffic counts every 2 years.	3	TMA or equivalent to supervise	Build on North Bristol SusCom survey of April 2010. Encourage members to take part in the South Gloucestershire Council Travel to Work survey.
7	**Monitor Carbon emissions** - best practice review and sharing	4	TMA or equivalent	Initially focus on North Bristol SusCom members, but could expand to external best practice. E.g. business travel and fleet

5   Management and Communication Plan

5.1   INTRODUCTION

5.1.1   This section summarises the current position for managing / overseeing the measures identified in the action plan and the next steps for the North Bristol SusCom in establishing an on-going structure for delivery. Effective communications with staff / students will be critical to encouraging sustainable modes of transport and this section also sets out a Communications Strategy.

5.2   CURRENT POSITION

5.2.1   North Bristol SusCom has been meeting regularly since early 2009. The group is chaired on a rotation basis by member organisations.

5.2.2   A membership agreement has been drawn up and ratified by the group members. The agreement is voluntary and is not legally binding on the partners.

5.2.3   No membership charges are currently attached to membership and necessary administrative and financial support has been provided to date by a combination of employer staff resource, member rotation of chairing / venues and third party contributions.

5.2.4   Third party contributions (whether financial or in-kind) have been made by public sector partners, including the South West of England Regional Development Agency (SWRDA) and the Highways Agency (HA). This has led to the development of this ATP.

5.2.5   North Bristol SusCom meetings are held bi-monthly, with additional meetings or group working sessions where beneficial to the ATP process.

5.2.6   A brainstorming session was held on 21 July 2010, facilitated by Forum for the Future. This was used to identify and prioritise Short Term actions, as set out within the Action Plan. Following this, a meeting was held on 11th October 2010 to discuss the detail of progress and give further consideration to the medium and long term measures.

5.3   CONTINUITY STRATEGY

5.3.1   North Bristol SusCom has invested significant time, effort and resource to understand existing travel patterns and issues, to establish joint working arrangements and to commence implementation of a series of 'quick win' measures.

5.3.2   It will be important for North Bristol SusCom to establish a more stable and on-going arrangement for group funding, management and administration, such that continuation is sustainable and could occur independent of public sector support.

5.3.3   The Highways Agency will continue to support the work of the group in finalising the Area Travel Plan and implementing a number of quick wins up to January 2011. This will result in a web based Area Travel Map, identification of specific issues and opportunities (for taking forward with local authorities and transport operators), advice on electric bikes for employees and employers and identification of available resources through existing Section 106 agreements.

5.3.4   North Bristol SusCom will consider, adopt and bring forward measures contained in this strategy. In order to do this, North Bristol SusCom will need to consider options for resourcing activities. Options include (but are not limited to) establishing a TMA for the area.

5.4 OPTIONS FOR SHARING RESOURCES

5.4.1   A **Transport Management Association** is a separate legal entity, which would exist to deliver the objectives of North Bristol SusCom. It would be independent, transparent and would provide North Bristol SusCom with an ongoing mechanism for joint decision making and raising finance and / or sharing resources to deliver measures.

5.4.2   The UK's first TMA was established at Sowton, Exeter in 2006. A similar 'Transport Management Organisation' has been established in the Dyce district of Aberdeen. Businesses on Thames Valley Park near Reading have recently put in place a mechanism for joint funding, having already undertaken an Area Travel Plan to identify shared objectives and initiatives. A business case for funding initiatives was subsequently developed and employers have agreed to work together through the Thames Valley Park Management Company (a not for profit company). The Management Company will receive regular subscriptions, based on a 'per employee' basis and ring fenced to support travel plan measures. It will also be the mechanism for joint decision making.

5.4.3   The potential benefits of a TMA are:

- Continuity for co-ordinating and implementing Travel Plan initiatives.

- An identity and focal point for action.

- Independence from any one company and transparency for all involved, particularly important should the employers decide to contribute financially to deliver measures.

- A framework for actions. It will be possible to establish and develop the business plan, budget and agreed process for taking decisions.

- The ability to act like a company. It has an address, can oversee the employment of staff, seek and manage subscriptions and budgets, take decisions about use of budgets, apply for loans, discounts and public sector funding opportunities and speak on behalf of the North Bristol employers in negotiations with public transport operators.

- Credibility with the general public and the public sector and a conduit for a greater level of joint working than would otherwise be possible.

- Reduced costs, through the implementation of a range of initiatives and incentives. A business case would be needed to set out the potential for reduced costs. Funding would need to provided by businesses, with a transparent formula for calculation.

5.4.4   A Community Trust or Social Enterprise might offer an alternative approach to some elements of a TMA.

5.4.5   **Community Trusts** are very similar entities to TMAs in that they tend to operate as private, non-profit making, member controlled organisations that provide community development support in a particular area. They typically have clear remits, set out in formal Memorandum and Articles of Association. Legally, they are typically a not-for profit company limited by guarantee. Some have charitable status, although this can limit the activities they can undertake and so this is not always the case (some set up subsidiary companies to cover activities that are not permitted to be undertaken by the charity).

5.4.6   Community Trusts generally cover a range of topics and whilst some include transport related activities and objectives, examples of Community Trusts with a specific Travel Planning focus are limited. Nevertheless, there are examples of Travel Plans (residential in particular) that are coming forward with a Community Trust as the proposed delivery mechanism (e.g. Northstowe in Cambridgeshire).

5.4.7   Easit is an example of an established **Social Enterprise** that delivers sustainable transport initiatives designed around the needs of the organisations themselves. Easit exists to encourage, support and deliver tangible solutions with the ultimate goal of easing congestion, reducing pollution and increasing staff satisfaction. For a fee, Easit provide:

- travel surveys

- analysis of survey data

- support for adopted travel initiatives

- marketing, promotional material and PR

- on site travel road shows

- regular networking meetings with other local businesses

- membership certificates

5.4.8   By acting as a conduit between employer and local government, Easit has created a number of networking partnerships now representing over 50 organisations and 120,000 employees.   By generating strength in numbers, Easit is able to lobby for changes to localised public transport provision, generate funding for new initiatives and create a greater sense of community.

5.5   WAY FORWARD

5.5.1   To move beyond a simple collaborative approach to a jointly funded approach to delivering improvements, an organisational structure will need to be established responsible for delivering a clear action plan of initiatives, based on this Area Travel Plan. Next steps for North Bristol SusCom are to:

- Ratify the Area Travel Plan and commit to progressing the measures;

- Develop the business case for further measures, based on costs and benefits;

- Establish joint working arrangements (set up a TMA / Social Enterprise or explore use of Easit);

- Develop and agree a mechanism for ongoing financial support; and

- Monitor and review progress regularly.

5.6 COMMUNICATIONS PLAN

5.6.1   Table 13 summarises the communications plan for the Travel Plan Measures, broken down by the different key audiences of the ATP.

Table 13: Summary of Communications Plan for Key Audiences

Audience	Approx Number	Primary Methods	Supplementary Methods	Comments
North Bristol SusCom Members Organisations	10	North Bristol SusCom Meetings E-Portal	Email Telephone Partnering Ad-hoc events/ workshops	Appropriate internal feedback channels to senior management will also be important for each Member.
Staff of North Bristol SusCom employees	40,000	Website Newsletter Travel Map Events Emails to forums/ staff	Word of mouth Local media Staff meetings Inductions Posters/ leaflets	Member organisations to identify supplementary methods through own Travel Plans (e.g. for staff without internet access).
UWE students and NBT visitors	23,900	TBC by UWE/ NBT	Prospectus Travel information desk Induction TBC by UWE/ NBT	TBC by UWE/ NBT
NBT Patients	Over 200,000 per year	TBC by NBT	TBC by NBT	TBC by NBT
Visitors to North Bristol SusCom sites	Unknown	Website Simple summary leaflet (posted or emailed) Travel Map	Discussion with receptionist or host of visit	Member organisations to identify supplementary methods through own Travel Plans (e.g. processes for planning meetings and informing scheduled guests of options).
Local Authorities, LEPs and other funding / planning bodies	WoEP, SGC, BCC, HA, LEP	Invite to meetings as required WoEP transport forum	Email Telephone Partnering Ad-hoc events/ workshops	North Bristol SusCom to co-ordinate response to consultations, join WoEP Transport Forum and attend meetings, invite to meetings, undertake joint events / promotions.
Transport operators	FGW, Firstbus, Wessex Connect	Arrange meetings Join Parkway Travel Plan Group	Email Telephone Partnering Ad-hoc events/ workshops	Build on individual members' contacts with each operator. Seek early meeting to discuss potential offers / promotions / incentives (including smart ticketing and carnets). Join Parkway Travel Plan Group.

Appendices, Figures & Tables

Appendix A   Figures

[Click here and type Appendix text.]

Appendix B   Review of Existing Accessibility

[Click here and type Appendix text.]

Appendix C   Issues and Opportunities

[Click here and type Appendix text.]

Appendix D   Review of Travel Plans in the North Bristol Area

[Click here and type Appendix text.]

Appendix E   Baseline Survey and Counts

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