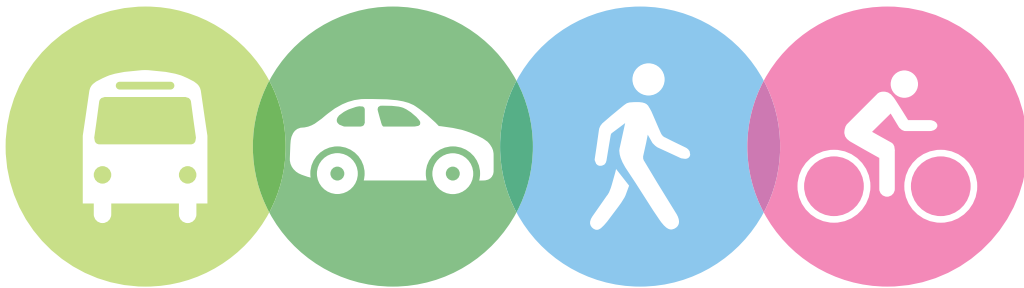


Test Valley Borough Council

Travel Plan



Revised 2015



The Council continues to promote and support travel planning as a method of encouraging its staff to use sustainable modes of travel for their journeys to and from work and whilst at work. Investing in, and promoting sustainable travel choices can make a valuable contribution to the health and well being of staff and the environment of Test Valley. Developing and improving opportunities for walking and cycling within the borough will do much to assist staff and the wider community to make short, regular journeys by such modes. Information about public transport, cycle and pedestrian routes, car sharing and flexible working practices will ensure staff can make informed decisions about how and when to travel.

Councillor Hatley, Planning and Transport Portfolio Holder.

A Travel Plan can be an effective tool in reducing congestion, improving air quality, and promoting travel choice; whilst contributing to the health and well being of staff. The Council has, through a variety of measures, supported the actions within the travel plan and has sought to reduce the need to travel and the number of sole car occupancy journeys, particularly when carrying out its functions.

This plan is intended to provide staff and Councillors with the opportunity to adapt and modify their travel habits, through the provision of information and by supporting and promoting travel choices and options. If we all contribute in some small way then the cumulative impact of our actions will be significant.

The Management Team continues to lend their support and acknowledge the aims of the Council's travel plan and the work of those involved in ensuring the plan is a success.

Roger Tetstall, Chief Executive of Test Valley Borough Council.



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1. Introduction

Since the Council drafted and published its initial travel plan in 2001, as part of 'smarter choices' it has supported staff and encouraged staff to use sustainable transport where appropriate and available. Travel plans have a defined role to play, alongside site transport assessments for new and existing developments. They help to mitigate traffic generation, through the promotion and support of a variety of measures, travel options, guidance and advice.

The Council has continued to support and promote its own travel plan and those of other organisations, businesses and schools. Travel plans seek to reduce car use particularly during the most congested periods of the day in, the morning and evening peaks when a small shift in mode can make the difference between free flowing traffic and congestion.

The Department for Transport (DfT) has recognised the significant role that 'smarter travel' plays in creating the places people want to work and live. The DfT is committed to supporting sustainable travel initiatives which support the local economy, boost economic growth and cut carbon emissions. A national fund was set up; the Local Sustainable Transport Fund (LSTF) to support and encourage sustainable travel choices.

The local transport White Paper 'Creating growth, cutting carbon', published in January 2011, placed localism at the heart of the transport agenda in order to cut carbon emissions and create local growth.



Test Valley has benefited from successful bids to the Local Sustainable Transport Fund (LSTF) set up by the government to encourage sustainable travel. The main purpose of the funding has been to introduce schemes which will help to:

- **reduce congestion,**
- **reduction carbon and greenhouse gas emissions and**
- **improve health.**

A large part of the delivery of the above is through 'My Journey' - a branding which offers advice about travel choices in specific localities that could save the community and commuters' time and money. 'My Journey' provides personalised travel plans for local residents, schools, colleges and work places, delivering fun, community based travel challenges. The Borough Council is supporting the 'My Journey' brand and has joined the travel plan forum with a number of other major Test Valley businesses.

The Council's Travel Plan has generally been reviewed on an annual basis and the action plan and the targets contained within it have been assessed and appraised, to ensure its continued effectiveness. Since the first annual survey, a travel survey has been carried out every year (with the exception of 2002 & 2012).

The measures within the travel plan aim to reduce sole car occupancy trips, principally for work purposes, and can make a positive contribution towards reducing the Council's impact upon the environment and community of Test Valley.

A Travel Plan can encourage the integration of physical activity, into the daily journey to work, contributing to physical wellbeing and general health. Incorporating physical activity into the daily journey to work can improve fitness and wellbeing, mental health and outlook.



2. What are Travel Plans and why are they important?

A Travel Plan is a long term strategy for improving and managing access to a location, business, school or residential area through focusing on promoting sustainable modes, and minimising single occupancy car trips. A Travel Plan should set out explicit outcomes to be delivered through a package of measures containing objectives and targets; the policies and measures to be implemented, an action plan and the monitoring and review arrangements for ensuring the measures are effective. Monitoring should only cease when there is sufficient evidence to suggest that travel patterns are in line with the objectives of the plan.

Common forms of Travel Plans include:

- **Educational establishments (school/college/university) travel plans**
- **Workplace travel plans**
- **New residential travel plans**
- **Station travel plans (bus and rail)**
- **Event travel plans for large scale events (sports/leisure events)**
- **Major health institutions e.g. hospital travel plans and finally**
- **Airport travel plans**



Travel plans can make a significant contribution towards travel behaviour. They should not just appeal to individual hearts and minds; they are a tool for encouraging and supporting travel change. They assist in relieving local parking problems, congestion and improve public transport connections across the community. Travel plans have a key role to play in improving accessibility. Good accessibility offers personal mobility and choice when accessing key facilities and services; not just by car, but by other modes. A key principle of the Borough Council's accessibility strategy is that there should be a high quality, safe and direct pedestrian and cycle network available to all to encourage individuals to make shorter journeys on foot or by bike. Access to frequent, reliable and direct public transport services is equally important and desirable, especially for journeys, such as the commute to work.

Addressing barriers to accessibility and obstacles which cause severance is essential. Travel plans, for schools or workplace or indeed area wide plans for entire towns, can help break down the barriers of accessibility and offer individuals the opportunity to undertake journeys by modes other than the car.

**Travel plans
aim to reduce our
reliance upon the private
car where there are
practicable and viable
alternatives**



3. Background

National policy context

The National Planning Policy Framework (NPPF) (2012) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF states that transport policies have an important role to play in facilitating sustainable development and in contributing to wider sustainability and health objectives. It also states that the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel.

The use of travel plans is a key tool in facilitating sustainable transport and is identified in paragraph 36 of the NPPF. There is the expectation that all developments which generate significant amounts of movement will be required to provide one. All new development should be located and designed where practical to give priority to pedestrian and cycle movements and create safe and secure layouts which minimise conflicts between traffic and pedestrians.

The White Paper 'Creating Growth, Cutting Carbon : Making Sustainable Local Travel Happen' (January 2011) sets out the Government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions. 'The Government believes that it is at the local level that most can be done to enable people to make more sustainable transport choices and to offer a wider range of genuinely sustainable transport modes – environmentally sustainable as well as fiscally, economically and socially sustainable'. The paper explains how the government is taking measures to empower local authorities to tackle these issues in their areas by providing funding through the Local Sustainable Transport Fund.



The Local Sustainable Transport Fund (LSTF) provides revenue and capital funding nationally to enable local authorities to bid for funding to support the delivery of sustainable measures that support economic growth and reduce carbon emissions, delivering cleaner environments, improved safety and increased levels of physical activity. The paper recognises that cycling and walking offers an easy way for people to incorporate physical activity into their everyday life bringing health benefits and promoting social inclusion. The importance of active travel is also emphasised in the Department of Health's Public Health White Paper in 2010.

Regional policy context

Hampshire County Council's Local Transport Plan 2011 – 2031 (reviewed April 2013) sets out the long term vision for how the transport network of Hampshire will be developed over the next 20 years. A key policy objective seeks to 'invest in sustainable transport measures, including walking and cycling infrastructure, principally in urban areas, to provide a healthy alternative to the car for local short journeys to work, local services or schools; and work with health authorities to ensure that transport policy supports local ambitions for health and well-being.' The travel plan is seen as a tool to facilitate the delivery and promotion of sustainable travel choices and patterns.

The Local Transport Plan continues to support the delivery of the existing Town Access Plans and District Statements covering each Hampshire District which include sustainable transport measures to improve accessibility and modal choice. It is recognised that increasing the proportion of journeys made on foot and by bicycle has the potential to assist in achieving local goals including carbon reduction, improved air quality and healthier communities. Travel plans are a method of raising awareness of the individuals travel behaviour on the problems associated with high car usage and how they can be part of the solution. Travel plans are required by development once a size threshold has been reached, to manage and mitigate an increase in the generation of car borne traffic. Travel plans should aim to set a target and a series of measures to reduce car usage and increase the use of more sustainable modes, such as public transport, walking and cycling. Travel plans should not be a reason for accepting unacceptable or unsustainable development.



A generic travel plan contains a number of measures which, if implemented, aim to reduce the need to travel and, where travel is essential, reduce sole car occupancy trips and increase the number of trips made by sustainable mode/s. Travel plans are closely related to transport assessments. The transport assessment identifies trip generation and capacity issues and goes on to indicate the traffic mitigation measures required to manage multi-modal trips from a site or development.

However, it is not just the combination of measures contained within the plan which is important; a travel plan is only effective if it is supported and promoted and if it is continually monitored. A travel plan is an evolving document which continues to change and adapt over the lifetime of a development or community. Annual monitoring and review ensures that a travel plan is current and is responding to changes in travel behaviour, local circumstance and policy.

It is recognised that travel plans can make a valuable contribution to modal shift; in the region of 10-20%. Collectively, and particularly where concentrated in towns or cities, they can make a difference.

Local Policy context

The Test Valley Borough Local Plan is currently being reviewed and was subject to public consultation between January and March 2014. It states that new development should be connected with existing and proposed pedestrian, cycle and public transport links to key destinations and networks: and measures should be put in place to minimise its impact on the highway network and pedestrian, cycle or public transport users with all routes and access points being safe for all users.

This includes concentrating development at sustainable locations and encouraging sustainable modes of transport primarily through the preparation of Travel Plans, the Council's Cycle Strategy and Access Plans and the County Council Borough Transport Statement (2012).

Travel Plans propose an accessibility strategy (see Table 1 below) for managing access to individual sites, developments places or events; supporting and promoting sustainable modes of travel such as walking, cycling and using public transport. Travel plans encourage employees, those in education and entire communities to think about their need to



travel and how they travel. In summary, travel plans can contribute to a reduction in traffic congestion, widen accessibility, reduce pollution and improve the health and wellbeing of individuals.

Table 1: Accessibility Strategy

Reduce	<ul style="list-style-type: none"> • Provide more services directly to the public, so as to reduce the need to travel. • Use land use planning policies and development control to ensure essential facilities and services are provided locally to reduce the need to travel. • Streamlining services so that fewer personal visits are required.
Manage	<ul style="list-style-type: none"> • Provide better information to the public about the options for accessing services. • Improve timetabling and design of existing public transport services to improve accessibility. • Better signing especially in urban areas.
Invest	<ul style="list-style-type: none"> • Improved public transport services. • Improved interchanges. • Town Centre access strategies, to tackle problems of severance for walking and cycling routes and to improve conditions for people with mobility impairments.



4. Benefits

There are a number of benefits to be gained by implementing a travel plan; benefits for employers and employees and for the local community and environment.

Benefits for the employer:

- **Improved health and wellbeing of staff.** The health benefits of incorporating exercise into daily life are well documented. The journey to work can be a stressful experience, especially if the route is heavily trafficked and congested. Car sharing, switching to public transport or walking/cycling can reduce stress, improve the well being of staff ensuring they are able to undertake the tasks expected from them when they arrive at work. Working from home is also said to significantly improve productivity, enabling businesses to be more competitive and enhancing work-life balance for staff.
- **Reduced expenditure on staff travel.** Encouraging staff to car share or hot desk during their working day reduces their need to travel, which reduces the amount of financial burden on the Council.
- **Reduced congestion.** Travel plans can contribute to reducing congestion making access to the work place easier for pedestrians, cyclists, visitors and deliveries.
- **Support and commitment to wider corporate objectives.**

The Council in its Corporate Plan (Maximising Impact 2011-2015) is committed to 'do things differently'. The 4 main aims of the plan seek to:

- **provide a competitive local economy**
- **enhance and preserve our natural and built environment**
- **improve access to a decent home**
- **encourage all of our communities to reach their full potential.**

The Corporate Plan seeks to deliver a job, a decent environment, a roof over the head of all in the community and community which is supportive. Travel planning plays a part in delivering these aims.



Benefits for Staff:

There are many benefits for staff to gain from their employer having a travel plan in place:

- **Financial.** Such as assisted purchase schemes on cycles, or public transport season tickets, subsidised travel or car parking. Reduced travel costs through car sharing and/or walking or cycling to work.
- **Improved information.** The provision of accurate and up to date travel information is important. It can include personalised journey planning to places of employment making trips easier and achievable. Introduction of car sharing schemes, bike/walking buddies, emergency rides home when things are unplanned or unexpected. All of which make journey planning and travel choice easier and therefore encourage more staff to use their cars less.
- **Changes to working practices.** Such as, flexible working hours/arrangements, hot desking and working from home.
- **Benefits to health.** The measures contained within a travel plan can contribute to improving individuals' health and wellbeing and their work life balance.

Benefits to the Local Community and Environment:

- The local community and environment benefit through a reduction in congestion and improvements to air quality, through the adoption of healthier more sustainable travel choices and increased travel choices for all.
- The Council has voluntarily opted to produce and support a Travel Plan for their staff and wish to lead by example.



Test Valley: Transport Context

The Borough is predominantly rural in nature and includes 59 parishes. Although Test Valley is a mainly rural borough, most residents live in the main settlements of Andover, Romsey, Valley Park and Nursling and Rownhams. A significant number of people also live in a large number of small villages. The Borough borders four other Hampshire districts and boroughs (New Forest, Eastleigh, Winchester and Basingstoke and Deane) as well as the unitary authorities of West Berkshire, Wiltshire and Southampton. A very small part of the Borough is within the New Forest National Park. The good network to destinations outside of the Borough is reflected in the level of out-commuting, particularly from rural Test Valley.

The majority of residents of the Borough have good access via the transport network to destinations both within and outside the Borough. The M3 and M27, M271 motorways, A303(T), A34(T), A36(T) and the main rail stations of Romsey and Andover provide access to London, the south coast, West Country and Midlands.

Access to facilities within the urban areas of the Borough is generally good. Andover has a high level of self-containment, and southern Test Valley, despite its location (close to other large urban centres), has a significant number of people living and working in the area.

The core (mostly commercial bus services) bus network in Test Valley is a modest one, largely within the two main settlements. In Andover this features the Stagecoach Star 1 and Star 2 Quality Bus Partnerships (QBP), as well as the Stagecoach/Wilts & Dorset Activ8 from Andover to Salisbury which is another QBP. In Romsey it includes the Bluestar 4 and 5 services and Wheelers services to Southampton as well as the Stagecoach 66 service to Winchester. These routes are complemented by secondary (non-commercial services, supported by the County Council) local and rural services.

Taxishare, Cango (demand responsive service) and community transport (including dial-a-ride) are provided in areas where passenger numbers are too few for bus services to be viable. Such services play a valuable role for those unable to use public transport



Test Valley Borough Council as employer:

The Council is a major employer and has approximately 520 employees. The majority are based at the main offices in Beech Hurst in Andover. There are other smaller locations where a further approximately 150 staff are located within the Borough, such as the Portway Depot (95 staff), Bourne House in Romsey (42), the Former Magistrates Court in Romsey (11). There are also staff at Romsey Sports Centre (6), The Lights Theatre (5) and offices in two of the public car parks (8).

This travel plan covers all locations and all staff members.

Reduce	<ul style="list-style-type: none"> • Provide more services directly to the public, so as to reduce the need to travel. • Use land use planning policies and development control to ensure essential facilities and services are provided locally to reduce the need to travel. • Streamlining services so that fewer personal visits are required.
Manage	<ul style="list-style-type: none"> • Provide better information to the public about the options for accessing services. • Improve timetabling and design of existing public transport services to improve accessibility. • Better signing especially in urban areas.
Invest	<ul style="list-style-type: none"> • Improved public transport services. • Improved interchanges. • Town Centre access strategies, to tackle problems of severance for walking and cycling routes and to improve conditions for people with mobility impairments.



Transport context:

The main Council offices at Beech Hurst in Andover, are located to the west of the town centre on Weyhill Road. The offices are within a parkland setting and are 1 km (20 minute) walk from the town centre. Pedestrian access to the site is good; however the route from the town centre involves a slight incline. There are no specific off-road cycle routes connecting the site to the town centre and at times Weyhill Road can experience traffic queues during the morning and evening peaks. There is on site secure cycle storage available for bikes, these are positioned adjacent to the car parking areas and are weather protected. There are storage lockers for equipment and clothing and a shower available for staff within the building. There is an off road cycle route proposed through the site, linking in with the surrounding network.

Beech Hurst is less than 1 km from Andover rail station, where there are 2 trains an hour to Salisbury, a destination for many employees. The walk from the rail station to the offices is direct and takes less than 20 minutes. The site is not well served by bus services, the nearest bus stop to the site is within 300-400 metres from the site. The frequency and destinations served make a bus journey to the site unattractive and for many impractical. There is a supply of free car parking on site with allocated parking for disabled and car sharers.

The majority of staff use their car to travel to work, despite the fact that there is a high level of self-containment within Andover town. A principal reason for this may be due to the location from which employees are travelling from. Car parking at the Council's offices is free and together with the lack of bus services serving the site, perhaps make the car an attractive choice when travelling to work for many living locally. That said walking to work is a popular travel choice for many employees and is an area for further growth and encouragement.



5. Aims and Objectives of the Council's Travel Plan

Aim 1

To reduce the need for staff to travel during the course of their working day; reducing congestion and improving air quality within the local environment and contributing towards a healthier and improved wellbeing of staff.

Objective: To reduce the need for staff to travel during the course of their working day.

Objective: To raise awareness of the alternatives to the car and provide information and support on sustainable modes of travel.

Aim 2

To reduce the number of staff travelling to and from work as sole car occupants and to raise awareness of the alternatives to the car.

Objective: To raise awareness of the alternatives to the car and provide information and support on sustainable modes of travel.

Objective: To reduce the number of sole car occupancy trips taken by staff on their journey to and from work and during the course of the day.

Objective: Reduce congestion, improve air quality within the local environment and contribute towards a healthier and improved wellbeing of staff.

The Travel Plan has delivered some successes, however, more could be done. The plan remains a long term strategy which continues to evolve and adapt to changing policy, practices and circumstance.



The Council annually sets out a series of targets and statements in an action plan; these are methods by which it seeks to achieve its objectives. Many of the targets are aimed at achieving a modal shift and the statements seek to deliver infrastructure or facilities required to achieve this. The current action plan is appended.

The following initiatives have been implemented to support the objectives of the plan:

- Travel plan information on the Council's web site/intranet. This includes traffic and travel information and advice on travel choices and options for staff with details of local bus and rail services; including timetables, cycle/walking network maps, 'My Journey, Andover' and links to 'Travel Line' for journey planning.
- The provision of dedicated car share spaces. There are 2 car share spaces at Beech Hurst, these are in a prominent location and seek to guarantee sharers a space on arrival (up to 9.30am).
- TVBC is a part of Andover Travel Forum and with other business supports the 'My Journey' brand. My Journey is a travel awareness campaign delivered by local councils and partners, with funding from the Department for Transport, that seeks to encourage Hampshire residents to consider all the different travel choices and options open to them for local journeys.
- The provision of storage lockers at Beech Hurst offices. Storage lockers are available for staff to leave their belongings in if cycling to work.
- Shower facilities at Beech Hurst.
- Lunchtime and evening walks/bike rides organised for staff.
- The introduction of a car share allowance (5p). This allowance is paid to the car driver who provides a lift to another member of staff (work journeys only).
- Cycle allowance (20p). This can be claimed by a member of staff who uses their bike for work purposes.

- Investment in cycle and pedestrian routes and infrastructure within the Borough. The Council has secured funding for and implemented schemes which facilitate cycling and walking in the Borough.
- Publication of the Test Valley Borough Cycle Strategy (currently being reviewed). The Cycle Strategy promotes and encourages cycling within the Borough for utility and leisure cyclists. It outlines a number of existing and proposed routes, seeking to link with key settlements and facilitates access into Romsey and Andover.
- Assisted cycle purchase scheme. The Council supports and promotes an assisted purchase cycle scheme for staff. The scheme works via salary sacrifice, employees gain through benefits on income tax and national insurance. Typical savings are between 30% – 50% of the purchase price. A total of 30 staff have taken up the scheme to date (Dec 2014).
- Assisted car purchase scheme – as above.
- Changes to vehicle mileage rates to bring them in line with HMRC rates.
- Use of greener fleet vehicles – commercial vehicles.
- Some teleconferencing available.
- 4 new Sheffield cycle storage stands were installed within the bike sheds at Beech Hurst during 2014/15.
- Public transport discounts/season tickets, secured through the 'My Journey' Partnership. A 15% discount is available on train journeys starting or finishing in Andover for staff through the company easit Hampshire, secured by My Journey. Currently, 40 staff have a discount ticket for use.
- A 25% discount is available on the purchase of 'Beat' electric bikes through easit Hampshire, secured by My Journey
- Free access to cycle training, Dr Bike clinics, bike loan, and bike maintenance (this has a £5 charge).



- Halfords 10% discount for staff who are easit MEMBERS to include ALL bikes & cycling accessories
- Bus timetable has been publicised in reception area
- Some space has been re-organised in the reception area for visitors
- Raise awareness of the needs of those travelling by public transport.
- Re-assessment of car parking areas, number of spaces and availability. This has been undertaken. A further 54 new spaces have been provided on site. They are all marked out, ensuring efficient parking.

The schemes and projects which remain unimplemented are:

- pool cars (to date, the costs involved in purchasing, insuring, maintaining and running pool vehicles has made this option uneconomic, it will however be kept under review).
- shopping deliveries to places of work, (shopping deliveries were tried very early on in the life of the travel plan and were not successful, however, home grocery shopping particularly, has advanced greatly since and discussions could resume with nearby suppliers).
- use of mopeds (the use of mopeds has not been discussed to date and remains unactioned).

The Sustainability Staff Champions Group will look at the unimplemented schemes/projects and may recommend support for some of them.



6. Action Plan and Targets

The action plan sets out actions and targets aimed at delivering the objectives of the travel plan. These are to be reviewed on an annual basis to ensure that they are Sustainable, Measurable, Achievable, Realistic, Time-based (Smart). The action plan lists all measures and/or initiatives, which individual is responsible for their delivery, indicates the timescale in which they are to be achieved, and highlights any cost implications. The targets are monitored annually and reported to both Management Team and staff annually.



7. Investment & Promoting the Travel Plan

Promotion of the Travel Plan is undertaken by the Planning Policy and Transport Service.

A modest budget supports the plan, used for promotion, general marketing and advertising of events supporting the Travel Plan eg. National Bike Week / Walk to Work Week.

It is anticipated that the installation of the new off-road cycle route through the Beech Hurst site will come from external funding and some TVBC capital.

Changes to cycle storage areas and car parking areas have already been completed.

A total of 54 additional car parking spaces were provided on site to facilitate additional staff and visitors; new cycle storage stands were installed on site to increase bike security.

A summary of the new action plan for the Council's Travel Plan will be issued to all staff electronically. A full copy of the Travel Plan will be made available on the intranet and the Council's web site. All new staff receives a copy of the Travel Plan Summary and all existing staff receive periodic e-mail messages supporting and promoting a theme or current issue relating to sustainable travel.



8 Monitoring

Monitoring of the Travel Plan indicates that a significant percentage of staff is aware of the Council's Travel Plan. 62% of staff has indicated that they know where to find information relating to the Travel Plan and have an awareness of the alternatives promoted.

Monitoring of the Travel Plan is carried out by the Planning Policy and Transport Service. An annual survey of staff takes place annually to assess whether the targets have been achieved. The surveys also give an indication of trends and patterns and highlight differences and preferences between office locations. Both staff and elected Members are surveyed and a summary of the key results are reported back to the Management Team and staff through the intranet and Sustainability Champions Group.

The travel survey undertaken in 2014 is illustrated below. Sole car occupancy trips remain, as expected, the most popular mode for travelling to work, totaling 82%. However, car sharing and walking and cycling are on the increase. This is encouraging. The Travel Plan will focus on encouraging walking and cycling by implementing small scale infrastructure improvements particularly at Beech Hurst.

Travel Preference for journeys to/from work:

**62% of staff
has indicated that
they know where to find
information relating to
the Travel Plan**



In summary comparing 2001 with 2014, sole car occupancy trips have increased. Walking and cycling have increased over the last ten years which is positive.

Mode	2001	2014	Change
Walk	10%	12%	+2%
Cycle	2%	4%	+2%
Bus	2%	0.6%	-1.4%
Train	1%	2%	+1%
Car (sole)	76%	82%	+6%
Car (share)	8%	7%	-1%
Motorbike	Less than 1%	Less than 1%	Less than 1%
Other	Less than 1%	Less than 1%	Less than 1%
Mix of modes (dependent upon weather)		4%	



When comparing 2001 to 2014 the results highlight the popularity of the car and perhaps could be disappointing as sole car occupancy has increased by 6% over the 13 year period of the existence of a travel plan. However, external factors such as reduction in bus services in the locality and the relocation of staff from Romsey, following the closure of office accommodation, to Andover have all had an impact.

There are some inconsistencies in the collection of data which need to be taken into account. Firstly, the sample size; the number of staff has not remained consistent during the last 13 years, and the number of questionnaires sent out has varied. Some years only those staff based at the two offices of Beech Hurst and the former Romsey offices had been surveyed, totaling around 300. However, the total number of employees under the Test Valley umbrella totals nearly 520 and this difference could have an impact upon trends.

Secondly, there has been a significant drop in the number of questionnaires returned. In 2008 the number of questionnaires returned represented a 34% response rate the lowest at this point, 10% down on the year before. The low response rate together with differences in returns from each location may have an impact on the results. The response rate for 2014 was 33%, dropping to its lowest. This figure though remains an average response for an on-line questionnaire and is on the margins of being statistically representative.

In 2014, 420 staff members were sent an electronic survey via e-mail and a further 100 staff were sent a paper copy. Approximately 171 people responded and those receiving the paper copy responded better. There are a number of reasons that may explain the drop in electronic responses. Firstly, this survey was undertaken at a different time of the year, September, and it is likely that this is a time when many staff without children take holiday leave. Secondly, it is possible the e-mail 'got lost' with many others making the paper copy more obvious and therefore people were more likely to complete. Thirdly, it is possible that staff felt a reluctance to complete the questionnaire as it may be perceived that little is happening on the ground in terms of benefits for staff. Or perhaps staff were simply fatigued with surveys/questionnaires about their travel habits.

A total of 25% of all journeys to work are made by sustainable modes. Walking to work is the most popular mode and has remained constant. Walking is the most achievable and accessible travel choice, it contributes to reducing congestion, supports local economies, and offers the potential for greater physical activity.

Whilst at work, Test Valley staff remain reliant upon their car for almost all journeys; very few are undertaken on foot, bike or public transport. Public transport provision within Test Valley and to neighbouring settlements varies, with some locations being better served than others. Journeys from Andover using rail to access towns located on the Exeter to London main line are easy and quick (Salisbury/Basingstoke or London). However, the rural areas of the Borough have limited public transport provision and accessing them by any other mode than the car is difficult and time consuming.

The survey has highlighted that a significant number of staff (62% of respondents) have seen and are utilising the Council's intranet pages providing travel information and initiatives, and have found this information useful.



9. Review

The Travel Plan will continue to be monitored and reviewed on an annual basis. Monitoring the Travel Plan will indicate how successful the initiatives have been and what is working well and what more can be achieved. It will involve:

- re-surveying staff in respect of their travel patterns,
- assessing progress against targets and
- reviewing the targets and process of the action plan.

Travel survey

The questions on the travel questionnaire have remained very similar over the life of the Travel Plan. Some refinement has taken place over this period to ensure that the information collected is informative, purposeful and keeps pace with changes to working practices and the transport context with the Borough and national policy. For example, more recent surveys have seen the inclusion of questions relating to the car sharer's allowance (as an indicator of the numbers car sharing whilst undertaking work journeys), flexible work practices and personalised journey planning. The travel survey can highlight new issues, or a difference in the severity of issues previously highlighted in the travel plan.



The response rates have varied over the life of the travel survey and increasing response rates should perhaps be considered for future surveys. There are many and varied ways to increase response rates, but these must be carried out with care to ensure that they do not introduce other biases. They include:

- **Pre-contact.** Phoning or sending a letter, email or fax to inform respondents about the survey or to set up an interview. It often helps if this letter is from someone who can be trusted, typically from the organisation commissioning the survey. Not recommended.
- **Questionnaire design.** Minimising the length and difficulty of the survey, simplifying the format, ensuring questions are not ambiguous and have clear instructions and only ask what is necessary. Perhaps the survey has become too long and cumbersome and needs to be radically rethought?
- **Follow up.** Phoning or sending a letter, email or fax to people who haven't responded within a certain time. Multiple follow-ups may be needed perhaps sending reminders to those who haven't responded, rather than a general note to all staff. Unfortunately, survey is anonymous and therefore general reminders have to be sent.
- **Incentives.** Offering a raffle prize to people who respond to the survey. The form of the incentive may cause bias because particular groups may find it more appealing than others. Incentives have a cost implication.
- **Timing.** Avoid Christmas, Easter and Summer holidays. Possibly avoid September?
- **Method of implementation.** Current survey relies on a mixture of methods currently as not all staff have access to a computer.

Consideration will be given to using a combination of the above to raise response rates next time.



Targets:

Periodically the targets within the Travel Plan are reviewed to assess which have been achieved and which are outstanding. It is not just a case of which have been achieved and which have not, but also the reasons for the success or failure are looked at, such as whether circumstances have changed i.e. changes to bus timetabling, road closures, new cycle routes opened etc.

Targets should be SMART (Specific, measurable, achievable, relevant and time related). The targets in the action plan seek to deliver measures or initiatives which will in time ensure that objectives and overall aims of the travel plan are fulfilled.

It should be realised that the delivery of targets will require resources; these resources involve identifying someone to take a responsibility for implementation of that measure or the resource to deliver it.



10. The Future

The Council will continue to support and promote smarter travel choices for its staff through the objectives of its Travel Plan. The aims for 2015/2016 are set out in the Action Plan.

In summary, despite the shift in staff travel behaviour still more could be done to increase the number of staff using public transport and sustainable modes to get to/from work. The targets and initiatives set out in the 15/16 action plan are more site specific, simple and measurable.

Specific funding for the Travel Plan will ensure the initiatives and measures set out are promoted, monitored and reviewed to deliver the objectives of the Plan over the coming years.

Summary Key Recommendations

- **Support current levels of walking and cycling to work and increase these where possible. Small scale improvements to access to the site are proposed.**
- **To build on and expand the existing intranet pages as a source of travel information to promote and encourage sustainable modes of transport**
- **Promote the survey through other methods as well as email to increase the response rate.**
- **Promote again the benefits of becoming an easit Member (15% reduction of SWT fares when starting for finishing a journey from Andover)**
- **Hampshire County Council has relocated some of their staff to Beech Hurst. The next survey should aim to capture the views of Hampshire County Council members of staff as well as TVBC employees.**
- **Consider the length of the questionnaire (point 2 on page 28).**



11. Action Plan 2015/2016

Aim: to reduce the number of staff travelling to work as sole car occupants and to raise awareness of the alternatives to the car.

Objective: increase the number of staff cycling walking and car sharing or using public transport to get to/from work

SMART target	Measure/initiatives and completion date	Costs	Tasks/actions	Responsibility (specific role)	Priority of initiative (high medium low)	Timescale of task/action
Cycling and walking:						
Increase the number of staff based at Beech Hurst walking or cycling to work to 20%	Promote cycle routes and improve links from cycle network to Beech Hurst. (There is a proposed footway enhancement scheme proposed for Salisbury Road, which has funding, it is anticipated that this scheme will provide the link into Beech Hurst; the costs are for widening the footway to 2.5 metres and installing cycle storage and associated signage).	£12-22k	Installation of dropped kerbs, widening of footways to accommodate cyclists through Beech Hurst, particularly from Salisbury Road. Install cycle stands in the cycle storage area and other locations.	Transport Planner	High	Autumn 2015

	<p>Increase the up take of the salary sacrifice scheme for bike purchases and other discounts available. Currently, less than 30 members of staff have purchased a bicycle. Promote walking and cycling map of Andover.</p>	<p>Part of Transport Planners role.</p>	<p>Encourage more staff to use the scheme and purchase a new bike. Promote scheme. Also, promote walking and cycling map.</p>	<p>Transport Planner</p>	<p>Med</p>	<p>On going</p>
	<p>Promote cycling and walking events e.g. Bike Week events and My Journey events in Andover town.</p>	<p>£250.00</p>	<p>Monitor the use of cycle storage areas and those cycling regularly to work.</p> <p>Provide more detailed information about cycle routes on the intranet</p>	<p>Transport Planner</p>	<p>Med</p>	<p>Spring 2015</p>
<p>Improve cycle storage facilities for staff.</p>	<p>Install additional cycle storage facilities at Beech Hurst.</p>	<p>Free via LSTF funding.</p>	<p>Oversea installation of cycle stand hoops in bike storage area and other locations at BH.</p>	<p>PP&T</p>	<p>High</p>	<p>Some to be installed as part of car park extension in Jan 2015. Others when footway extended.</p>

Car sharing						
Increase the number of staff car sharing to work.	Publicise car share database and carshare@hants.uk Promote national events i.e national car share day	Part of Transport Planners role	Raise awareness of flexibility of sharing continue to promote benefits of car sharing through travel messages to staff	Transport Planner	High	On going
Public Transport						
Increase the number of staff based at Beech Hurst using rail to get to work.	Promote rail services, frequencies and staff discounts available. Advertise easit Hampshire 15% discount to staff.	Part of Transport Planners role	Raise awareness of services, frequency cost, and other travelling by rail, through the provision of easy and concise information at office locations and on the intranet.	Transport Planner	High	On going

Aim: to reduce the need for staff to travel during the course of their working day; reducing congestion and improving air quality within the local environment						
Objective: to reduce the need for staff to travel during their working day, where journeys are necessary, encourage car sharing and use of public transport instead of sole car occupancy use						
SMART target	Measure/initiatives and completion date	Costs	Tasks/actions	Responsibility (specific role)	Priority of initiative (high medium low)	Timescale of task/ action
Reduce need to travel during the working day.	Increase use of hot desking initiative – at Bourne House in the south of the borough > currently less than 10% of respondents to survey make use of it.	Part of Transport Planners role	Continue to promote hot desking and set up protocol for its use and monitoring	Transport Planner/IT	Med	Increase usage where possible
	Promote teleconferencing. Audio conferencing is available with the current ShoreTel telephony system on the model '230' phones, up to 3 parties can be connected on the call. The 230 handsets are deployed mainly to Heads of Service and contact centre staff. The facility has not been widely used so now might be a good time.	Part of Transport Planners role	Raise awareness of the conference function within the 'Shoretel' phone system with assistance from IT.	Transport Planner/IT	Low	Summer 2015

<p>Facilitate more staff working from home and thereby reducing needs to travel to work.</p>	<p>There are 189 remote access tokens assigned to officers across the Council with a wide variation in actual usage. The demand for remote working has increased, particularly following the closure of the Duttons Road office. This has been offset by the provision of hot-desking at Bourne House and by the introduction of technology to view emails on own devices (BYOD – 30 licences).</p>	<p>Supply and licensing of a token (£60 one off).</p>	<p>There is capacity to provide more officers with access to corporate systems remotely as this is the access solution we implement during a civil emergency, e.g. last year's flooding emergency. In such exceptional cases access is enabled without a remote access token.</p>	<p>Assistance from IT</p>	<p>Med</p>	<p>Consider more access from home where possible</p>
<p>Encourage staff to use public transport or car share when attending meetings/ conferences or courses outside Test Valley</p>	<p>Promote car share & public transport for staff use for work journeys. Promote specifically the train to Basingstoke/ London.</p>	<p>Part of Transport Planners role</p>	<p>Make personalised work journey planning for staff. Provide information on the intranet about train services and timetables.</p>	<p>Transport Planner/ Heads of Service</p>	<p>Med</p>	<p>On going</p>

<p>Encourage staff to walk or cycle for short localised meetings/site visits (under 1 mile).</p>	<p>For work journeys of less than 1 mile staff could be encouraged to walk or cycle (unless unsafe or mobility prevents you from doing so or another specific reason – time, need to take materials)</p>	<p>Part of Transport Planners role</p>	<p>Health benefits for staff-incorporating exercise into daily routine. Environment benefits-most damage to environment done by car journeys of less than 2 miles</p>	<p>Transport Planner/ Heads of Service</p>	<p>Med</p>	<p>Summer 2015</p>
<p>Discuss with HCC the inclusion of HCC staff in future travel surveys and a method of ensuring publicity on the availability of sustainable modes and promoted events/schemes pertinent to the Beech Hurst offices reach HCC staff based here.</p>	<p>Transport Planner to make contact with HCC HR regarding HCC staff based at Beech Hurst.</p>	<p>Part of Transport Planners role</p>		<p>Transport Planner</p>	<p>Low</p>	<p>Summer 2015</p>

Aim: to encourage visitors travelling to the offices of TVBC to use alternatives to the car

Objective: to reduce the number of visitors arriving by car when visiting the council and encourage car sharing and use of public transport

SMART target	Measure/initiatives and completion date	costs	Tasks/actions	Responsibility (specific role)	Priority of initiative (high medium low)	Timescale of task/action
Encourage visitors to use public transport or sustainable modes when visiting Council Offices or attending meetings.	Ensure that all visitors have directions to offices which include public transport information and details about cycle routes, cycle storage facilities and distance and routes from town centres if walking.	Part of Transport Planners role	Include details on the intranet and web site also on information sent out on compliments slips/job applications. Publicise bus timetable in reception area.	Transport Planner	Med	Currently available
	Look at providing an area for those arriving by public transport to wait pre/post meetings.	Part of Transport Planners role	Investigate re-organising some space in reception areas, providing Wi-Fi access	Transport Planner	Low	Trialled: visitors can wait in staff restaurant or main reception.
	Encourage officers to consider setting meeting times to suit public transport timetables.	Part of Transport Planners role	Raise awareness of the needs of those travelling by public transport.	Transport Planner	Low	Trialled; some meetings have been adjusted for visitors are travelling to offices by train.