



**Active
Businesses**

Active Businesses - Gloucestershire

Tom Beasley, Active Gloucestershire

2nd October 2019



**Active
Businesses**

- 11:00** **Welcome and Introductions – Tom Beasley, Chair**
- 11:05 Introduction to Active Businesses
- 11:15 North Bristol SusCom – shared learning from Bristol
- 11:35 Local Transport Briefings
- 12:00 Group Discussion
- 12:25 Next Steps
- 12:30** **Meeting Close**



CREED *Active* 



North Bristol SusCom – shared learning from Bristol

Active Businesses Gloucestershire
2nd October 2019

#GrowthWithoutGridlock



North Bristol SusCom

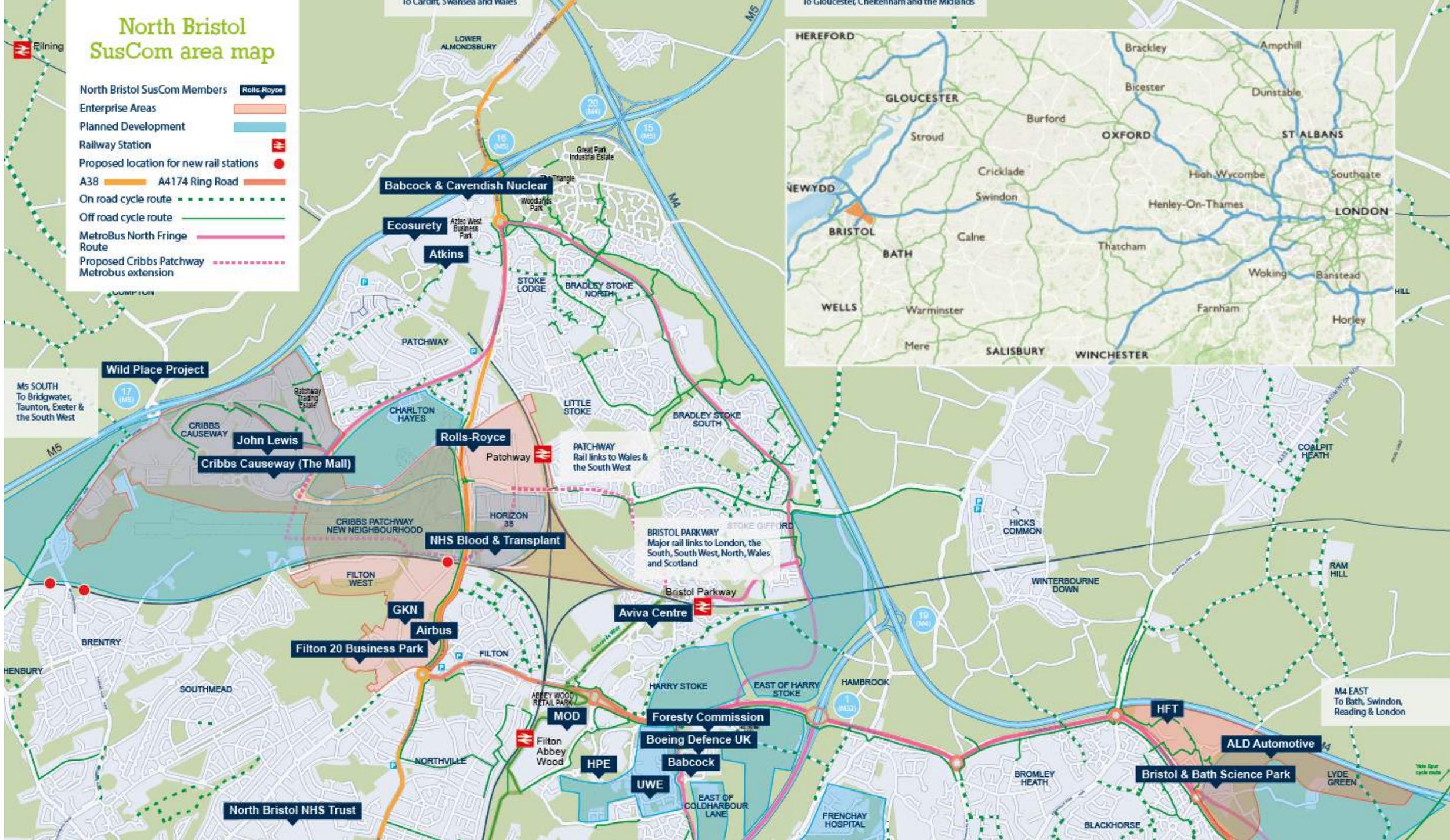
- Group of businesses who have come together to tackle congestion in our area
- By working together we have a much louder, more powerful voice
- Over 25 business and 3 Business Parks - combined we employ over 45,000 people // educate c. 30,000 students in North Bristol
- Encourage **Sustainable Commuting** to
 - reduce congestion
 - improve employee health & well-being
 - reduce air pollution
 - improve quality of life
 - increase productivity/efficiency
 - attract employees/students to live, work and study in the area
- The transport agenda is inextricably linked to health, climate change and air quality issues

North Bristol SusCom



North Bristol SusCom area map

- North Bristol SusCom Members
- Enterprise Areas
- Planned Development
- Railway Station
- Proposed location for new rail stations
- A38 A4174 Ring Road
- On road cycle route
- Off road cycle route
- MetroBus North Fringe Route
- Proposed Cribbs Patchway Metrobus extension



North Bristol SusCom

Two key strands to our work

1. Strategic Influence (Policy & Planning)
2. Mode Shift (Action & Delivery)



North Bristol SusCom – Strategic Influence

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Draft Joint Local Transport Plan 4 Summary Document

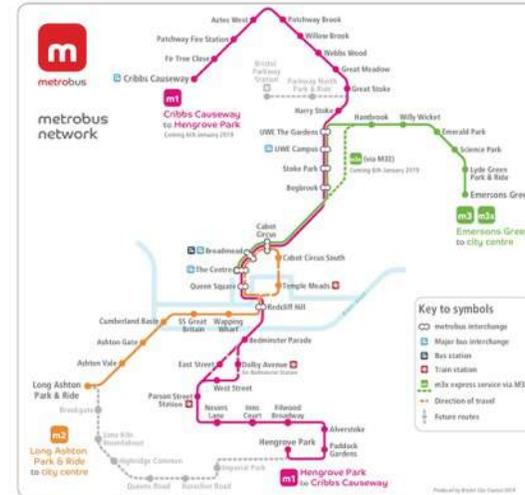
February 2019

BRISTOL TRANSPORT STRATEGY

ADOPTED 2019

Tackling congestion and making Bristol a better place for all. A vision up to 2036.

Proposals for South Gloucestershire Trunk Cycle Route: Cribbs Causeway to Yate



MetroWest: Phase 2

Proposals to reopen the Henbury line and improve local rail services

Challengefund
Improving our roads

Bromley Heath Viaduct

A4174 Ring Road
Bromley Heath Viaduct Disruptions
Advice for Employers

www.southglos.gov.uk

Department for Transport

South Gloucestershire Council

North Bristol SusCom – Strategic Influence

NATIONAL INFRASTRUCTURE COMMISSION

News Publications Blog

What we do Who we are YPP Design Group Our work Governance Get in touch

Mayors tell PM: 'You know the power of devolution better than anyone, now let us control our own destiny'

“ We’re going to give **more communities** a greater say over transport, housing, public services and infrastructure.

We will continue working with **local leaders** and communities to boost **economic growth** and **level up** all of our regions. ”

Rt Hon Robert Jenrick MP
Secretary of State for Housing,
Communities and Local Government



NatInfraCommission @NatInfraCom · Sep 11

Today five metro mayors and leaders from **#cities** across the country are gathering in London to demand the Prime Minister puts more power into their hands to transform local **#transport**.

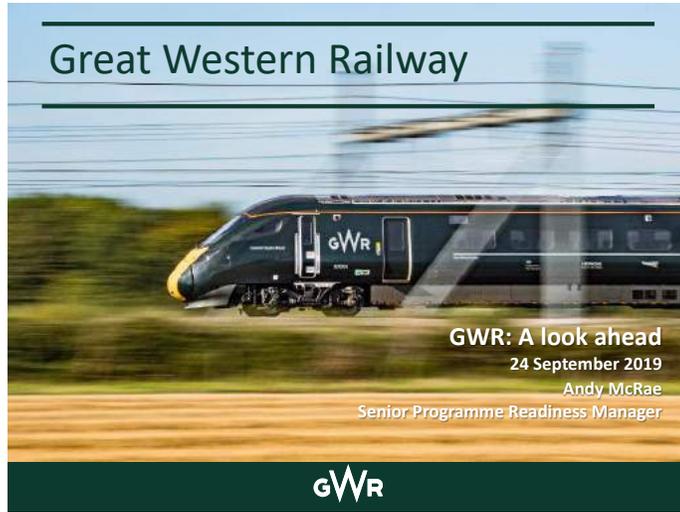
You can find out more here: bit.ly/2kbeYY5

#UnlockCities



Mayors tell PM: 'You know the power of devolution ...
Today five of England's metro mayors and leaders from cities across the country have gathered in ...
[nic.org.uk](https://www.nic.org.uk)

North Bristol SusCom – Strategic Influence



We're launching a new commuting route between Newport and Bristol

- Convenient Pick-ups
- Convenient timetable
- Guaranteed seat
- Affordable

zeelo

Newport

Bristol

Travelling to Parkway Station?

Try the FREE Business Shuttle

Quality, new executive coaches, travel in comfort with air-con & reclining seats

Departures every 30 minutes

Stops include Aztec West, SGS Filton, Fox Den Drive, Parkway & more

FREE on-board WiFi

Pick up your FREE Shuttle Pass from the 20W Reception

View the full timetable at www.thekingsferry.co.uk/bshuttle

PASSENGER CONFIDENCE GUARANTEE
✓ 90% recommendation rating
✓ 30 Years experience
✓ Multi Award-winning

THE KINGS FERRY
www.thekingsferry.co.uk | 0117 922 9005



North Bristol SusCom – Mode Shift



Behaviour Change Programmes



Local sustainable transport fund

Sustainable travel measures that support economic growth and reduce carbon



Access WEST

DfT Access Fund bid proposal (17/18 - 19/20)

Annual Travel to Work Survey

HOWEVER YOU GET TO WORK.

travelwest

Make a splash and tell us how you got to work this week at:

www.travelwest.info/survey/bristolbathsciencepark

Awesome prizes to be won!

The Travel to Work Survey runs from 11-17 March 2019

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travelwest+ **Travel to Work Survey March 2019**

Headlines - South Gloucestershire LA Area

Number of respondents	Number of staff	Response Rate	Satisfaction with commute to work	Satisfaction with commute home
8150	40688	20%	58%	48%

Main modes of travel (%)

Mode	Percentage
Car	58%
Car Share (driver with others/passenger)	9%
Cycle / electric bike	13%
Walk	6%
Bus (Metro bus, public bus, employee bus, P&R)	7%
Train	3%
Other* (motorbike/scooter, electric/hybrid car, run, taxi, work from home, other transport)	4%

Average distance travelled to South Gloucestershire LA Area
Assuming a five day week/ 253 day working year (no holidays)

Unit	Value
miles per day	26
miles per week	131
miles per year	6628

Average time spent travelling to work (%)

Time Range	Percentage
0-15 minutes	9
16 to 30 minutes	47
31 to 45 minutes	24
46 to 60 minutes	12
Over 60 minutes	7

Satisfaction with journey (%)

Category	Very satisfied	Quite satisfied	Neither satisfied or dissatisfied	Quite dissatisfied	Very dissatisfied
To work	20	38	20	16	6
From work	15	32	21	23	9

Page/1

travelwest+ **Travel to Work Survey March 2019**

Headlines - Bristol LA Area

Number of respondents	Number of staff	Response Rate	Satisfaction with commute to work	Satisfaction with commute home
10888	43821	25%	61%	57%

Main modes of travel (%)

Mode	Percentage
Car	28%
Car Share (driver with others/passenger)	7%
Cycle / electric bike	18%
Walk	20%
Bus (Metro bus, public bus, employee bus, P&R)	16%
Train	8%
Other* (motorbike/scooter, electric/hybrid car, run, taxi, work from home, other transport)	3%

Average distance travelled to Bristol LA Area
Assuming a five day week/ 253 day working year (no holidays)

Unit	Value
miles per day	19
miles per week	93
miles per year	4730

Average time spent travelling to work (%)

Time Range	Percentage
0-15 minutes	8
16 to 30 minutes	44
31 to 45 minutes	23
46 to 60 minutes	16
Over 60 minutes	9

Satisfaction with journey (%)

Category	Very satisfied	Quite satisfied	Neither satisfied or dissatisfied	Quite dissatisfied	Very dissatisfied
To work	25	36	17	15	7
From work	23	34	18	18	7

Company Policies/Schemes

PARKING MANAGEMENT BUILDING A BEST-PRACTICE WORKPLACE PARKING POLICY



The challenge

Increasing car use and congestion are requiring workplaces to introduce more demand management measures into the way they manage their parking.

Congestion has increased by 14% since 2008
UK average, 2012

A Bristol commuter loses 3 hours per week sitting in traffic
Average, 2012

230% increase in traffic delay forecast for Bristol by 2036 in a 'Do Minimum' scenario



This guide attempts to answer some common employer questions around demand reduction parking policies:

what should a policy aim to do; what types of policy are there; who should get priority to park; how to enforce and control access; how to communicate changes and maximise staff acceptance.

Managing parking demand

Most workplaces currently have a struggle on their hands: more cars arriving each day than either they have parking spaces for or the surrounding road system can manage. Many workplaces contend with compromised access, traffic jams, illegal or double parking on top of walking and cycling safety issues on a daily basis.

Incorporating demand management measures into your workplace parking policy is an opportunity to manage and mitigate these problems by reducing the overall number of vehicles travelling to your site each day.

Common demand management measures include: prioritising or restricting who can park based on how able they are to use alternative modes; car share priority measures; incentives to use other modes and promotions such as car-share days.

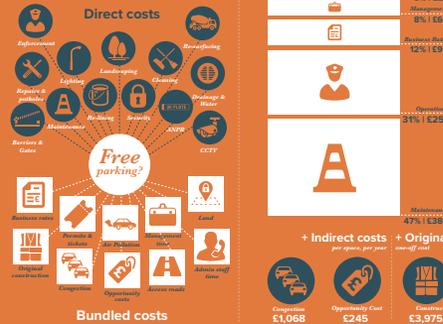
There is strong, unanimous academic evidence that parking demand management measures strongly influence the decision making process for commuters. It is deemed to be the single best tool available to workplaces to combat unmanageable levels of single occupancy car commuting. It is also relatively low cost and quick to implement.

Demand management parking policies work both to discourage staff driving to work alone and to incentivise all other mode choices. As such they should form the backbone of all wider travel plan measures.

HOW MUCH DO CAR PARKS really COST?

The full cost of a car park is hidden in a range of other business costs. Every space costs (and therefore can save) your business money.

£812
per space, per year
Average running costs across Bristol Bristol



Reducing car parking reduces costs but can also make your business money through alternative uses.

£1,965,000
per hectare
Estimated Bristol residential land value

- Car Park Management
- Working from home
- Flexible working /core hours
- Guaranteed Ride Home
- Cycle to Work Schemes
- Bus Ticket Discounts



Company Facilities/Services



£1.3 million

Investment in on-site improvements & behaviour change

Our members have invested £832,000 in on-site sustainable transport improvements and projects, plus £486,000 match funding from Travelwest



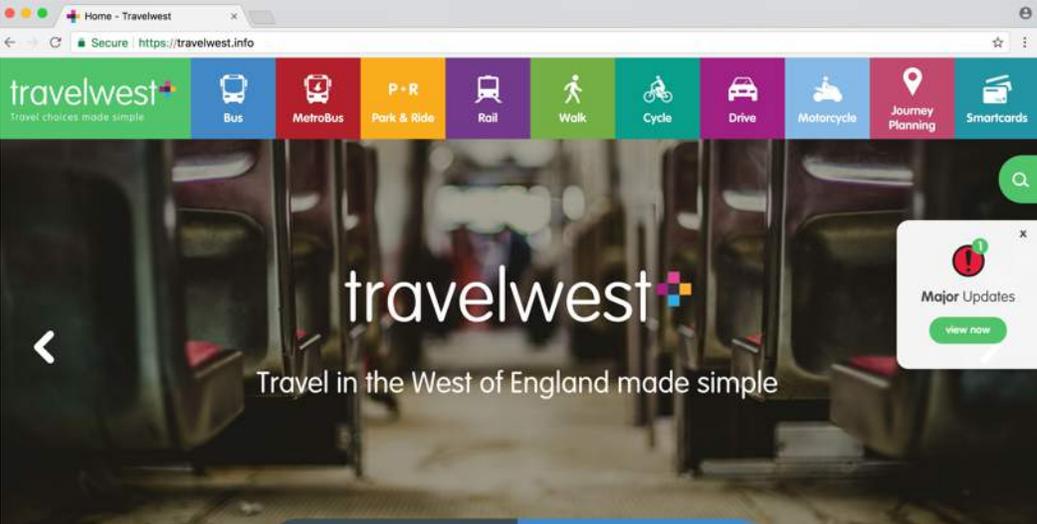
Information & Journey Planning

TravelSmart

The personal travel advice bureau



- Start Cycling
- Maps & Rides
- Shops & Hire
- Bike Repairs
- Cycle Planner



Commuter Fairs



FILTON 20 COMMUTER FAIR
 Car Park A • WEDNESDAY 5th JUNE • 11.00 - 14.00

ELECTRIC CARS
 Range of models, second-hand and new suppliers. Test drives (pre-bookable).

BIKES, E-BIKES & BIKE WEAR
 Range of bikes from local suppliers, eco-bike wear & bike trick demos!

DR BIKE & BIKE SECURITY
 Bike safety checks (pre-bookable) and bike security tagging service.

MOTORCYCLES & MOPEDS
 A range of two-wheelers to help beat the traffic, including e-scooters.

BUS OFFERS & INFO
 First Bus & Stagecoach with offers & incentives

ROAD SAFETY
 VR goggles, road safety advice & near-miss reporting

OFFERS & INFORMATION
 Travelwest, No Bikes, Gipsy Patch Lane road closures, Park & Run

MORE INFO & PRE-BOOKINGS
 GO TO NorthBristolSus.com.org/F20

WITH SUMMER BBQ AT CRAFT STORE!

travelwest+
 www.travelwest.info

North Bristol SusCom
 www.Filton20.com




Filton Electric Vehicle Day

Thinking of changing your car or bike?
GO Electric!

Car park 41

SEP 09

Filton Electric Vehicle Day

by Airbus Sustainable Transport Working Group
 #FiltonDoingTheRightThing

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Events/Challenges

LIVING STREETS

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@livingstreetsuk
@livingstreets

MAY IS NATIONAL WALKING MONTH

TAKE TO YOUR FEET

LIVINGSTREETS.ORG.UK/NWM

PARK YOUR RIDE AND JOIN...



...the Travelwest Challenge!

Running from 10 June to 21 July 2019. Visit travelwest.info/challenge to download the BetterPoints app.

Log your journeys, win fab prizes!

travelwest

CYCLE TO WORK DAY .ORG



THURSDAY 8TH AUGUST 2019

Cycle to Work Day is back!

Get your saddle ready - your favourite commuting event is back. Join us on Thursday 8th August and help bring the UK alive with cycling. As always, we have epic prizes to win when you ride. And this year we have more than ever, with 7-weeks' worth of giveaways for you to get involved in.

FIND OUT MORE AT LOVETORIDE.NET/CYCLEScheme

RIDE. RECORD. REWARD.

powered by **cyclescheme**

IN PARTNER WITH **LOVE TO RIDE** **AMBIENT** **WORLD** **CLIMATE** **YOUTH**

Take the #StepItUp stair-climb challenge

- Earn prizes in the #StepItUp stair-climb challenge!
- It's free, healthy - anyone can take part!
- Climb alone or with colleagues.
- Start with Brandon Hill and track your progress.
- To download the challenge chart and check details, visit travelwest.info/StepItUp.



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Catch the Bus Week

1-7 July 2019

OUR ACHIEVEMENTS 2012-2017



Strategic Influence

We've helped partners to secure...



We've helped to identify...



We've responded to...



We've worked with...



Supporting Businesses

£2.4 million

Support for South Gloucestershire Businesses
DfT sustainable travel funding for business projects, grants and engagement won by SGC, including Access Fund to be delivered 2017-2020

£486,000

Match funding for on-site improvements & behaviour change
Travelwest employer grants received by SusCom members to compliment £832,000 our businesses invested in sustainable transport at their workplaces

249 Businesses engaged at 19 area travel forums and engagement events

8 Pilot schemes including Emergency Cycle Repair Kits and a bus study leading to the X18 bus commissioning

239 Sustainable travel roadshow events
On-site information and journey planning services for staff, provided by Travelwest

14 Focus groups and workshops on car parking, public transport, electric cars, journey sharing & more

37 Member meetings Bi-monthly updates, presentations, discussions & networking

11 Commuter Fairs
Large-scale staff events with electric car and e-bike test drives, bike servicing, promotions and more

Mode Shift & Impact

1.04%

4.8%

We have reduced the number of our staff commuting to work by car by 4.8%, including a 2.3% decrease in solo car. In the same period, commuting by car has risen across the South West region.

Results from sub-set of 14 North Bristol SusCom members, Department for Transport Strategic Employment Sites case study, University of West of England, 2014-2017

2.0% Approx. 800 more cyclists

2.6% Approx. 1040 more bus users

x133 times around the world
West of England employees have logged 3.3 million sustainable miles in the Commuter Challenges 2014-2017

Physically active staff take **27%** less sick days

Cycle network users take **50%** less days off
Sustrans, 2013

16 Travelwest business awards
Awarded to our member businesses since 2012

Including 'Employer of the Year' for 5 years in a row 2012-2016

North Bristol SusCom

Thank you!

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David Callaghan Ceng (FIMechE)

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Hewlett Packard Enterprise

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Active Businesses

Local Transport Briefings

Cyber Central
Vision ■



Cyber Central



Photo credit: www.gloucestershirelive.co.uk

Boots Corner



**Active
Businesses**

Local Transport Briefings



Local Transport Plan Review

Cycle Links



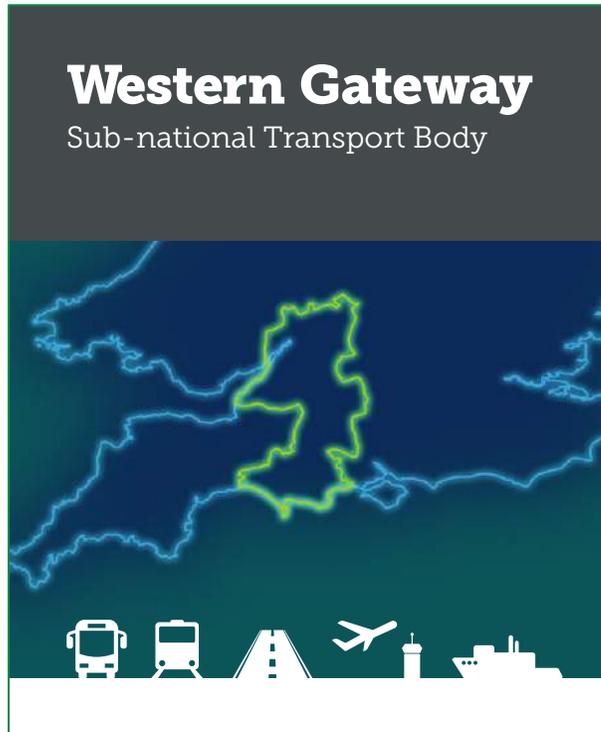
thinktravel
New sense of direction.

Gloucestershire
COUNTY COUNCIL



**Active
Businesses**

Local Transport Briefings



Western Gateway



A Powerhouse for the West



**Active
Businesses**

Group Discussion

- What are the key transport issues?
- What do business want out of an Active Businesses Network?
- How do we engage with staff / authorities /transport providers?
- What are we doing already?
- What are the upcoming funding opportunities?