

B100 TRAVEL

Babcock B100 Travel Action Plan 2019

V4 February 2019

This Travel Action Plan sets out how the Workplace Travel Plan for Babcock, Building 100 Bristol Business Park, will be delivered. It is a live document and will be amended and refined as delivery progresses.

[North Bristol SusCom](#) is supporting Babcock to initiate and deliver year 1 of the B100 Travel Plan. North Bristol SusCom is a network of leading employers working together to reduce congestion and enable the growth of sustainable transport in the North Bristol area. We work **strategically** with regional and national partners to attract investment for sustainable transport and support the development of a fully integrated, multi-modal transport network for North Bristol. We also work to achieve **mode shift** within our member businesses by supporting the effective delivery of travel plans and staff campaigns.

For more information on the B100 Travel Plan and this Action Plan please contact Paul Powell, Henley (Bristol) Head of Programme.

B100 Bristol Business Park Travel Plan at a glance

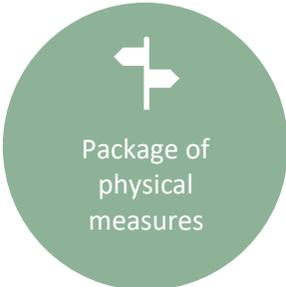
The Workplace Travel Plan for Building 100 Bristol Business Park is a 5-year strategy for facilitating trips to/from the site using the most sustainable modes of travel available with the aim of reducing single occupancy private car travel.

The Travel Plan is required to satisfy a planning condition for the new office location, setting out how the additional car trips generated by the new office facility will be managed and minimised. The full 5-year plan covers the expansion of the site to 3 buildings but the current action plan covers only the development and occupation of Building 1 in 2019 by Babcock International Group.

A range of physical and managerial measures will be put in place to help make sustainable travel more feasible to the site. Sustainable modes include active travel (walking, cycling, running), bus, rail, car share, car clubs, electric vehicles and motorcycles.

Opportunities and support for sustainable travel will be promoted to staff alongside the provision of some incentives to encourage uptake. Information will also be made available to visitors, but the focus of action will be on staff, who make a higher frequency of trips to site.

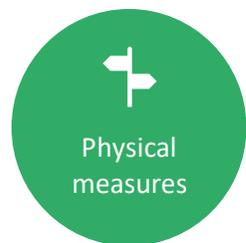
A Travel Plan Coordinator will oversee delivery and monitoring of the Travel Plan. They will also support staff champions.



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Travel Plan at a glance

A package of measures will be delivered during the 5-year Travel Plan to make it easier and more attractive for staff to choose sustainable modes of travel for their commute. Free support and grant funding is available to employers in the West of England to help deliver many of the measures outlined below:



Provision of shuttle bus and alternative parking whilst limited on-site parking	Cycle parking for up to 84 cycles (Building 1)	Long stay bike parking secure and covered	Pedestrian and cycle links to Coldharbour Lane
Shower facilities and changing areas	Locker and storage provision; drying space	Disabled parking and level access	Dedicated motorcycle parking areas
1 - 2 Electric Vehicle chargepoints (provision to be increased when demand)	Car share priority spaces (to be increased if demand)	Clear facility signage	

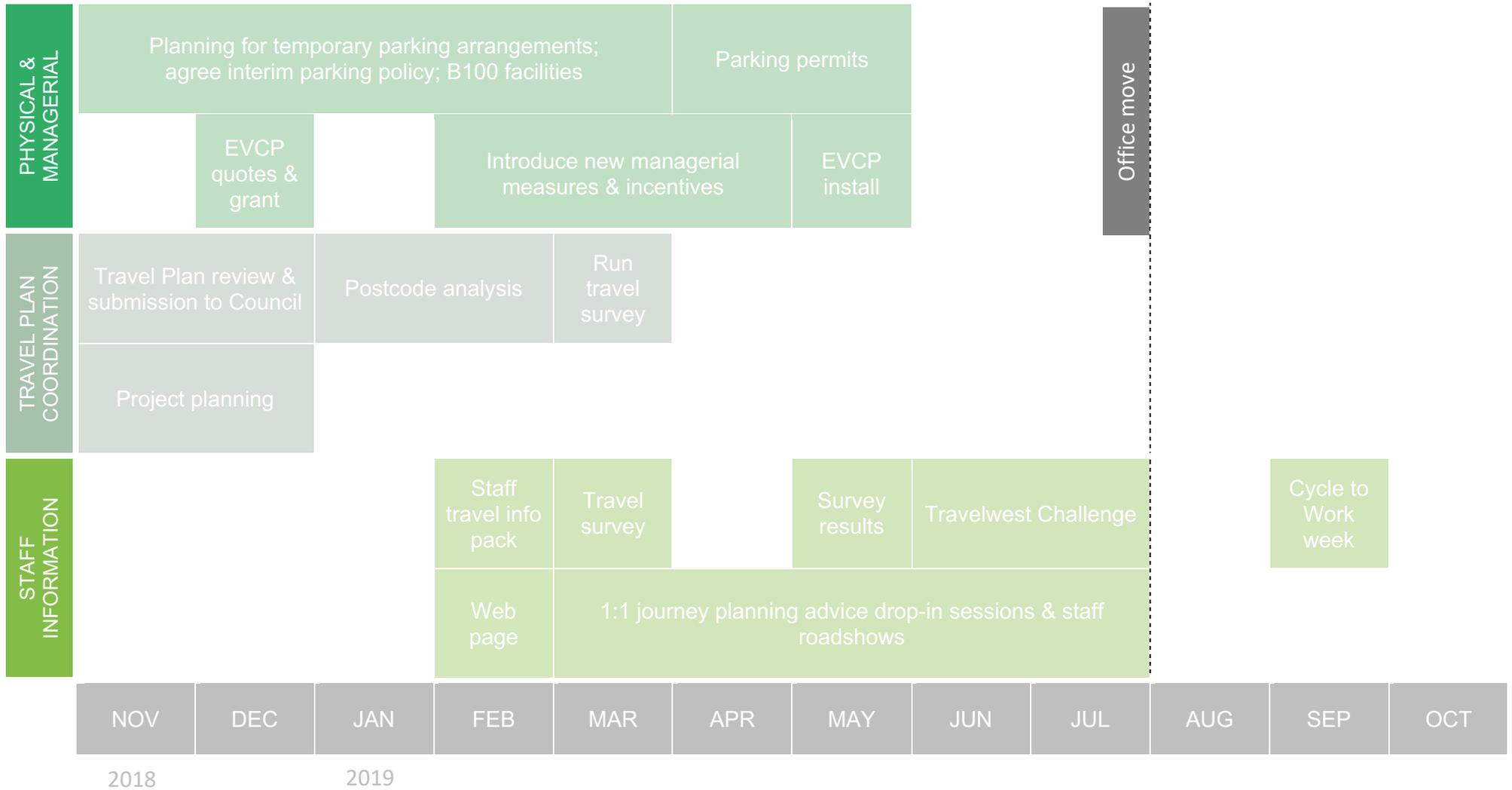


Cycle to Work scheme	Join My Journey car share web tool	Guaranteed lift home mechanism	Discounts for public transport tickets – First Bus Commuter Club & Stagecoach
Discounts at local bicycle and active lifestyle shops	Provision of interest free loans for public transport season tickets	Provision of sustainable travel voucher or equivalent incentive for employees	Participation in annual Travel to Work Survey
Consideration of flexible working policies and arrangements	Consideration of parking priority management	Travel information to visitors	Encourage business travel by sustainable modes



Circulate information on the Travel Plan	Creation of site travel map(s) with travel routes	Staff travel information packs (digital)	1:1 personalised travel advice drop-ins before and during staff relocations
Staff travel champions / Bicycle User group	Pop-up staff travel advice stalls	Promotion of national and regional sustainable travel campaigns	Promotion of free regional offers such as adult cycle training and loan bikes

B100 Bristol Business Park Delivery schedule – year 1



B100 Bristol Business Park

Delivery details and considerations



PHYSICAL & MANAGERIAL MEASURES

TPC = B100 Travel Plan Coordinator; NBSC = North Bristol SusCom

Measure	Led by	Details & considerations
Consideration of workplace policies including parking priority management	Babcock IG project teams coordinated by Programme Lead	<ul style="list-style-type: none"> • Flexible working policies and arrangements to help staff travel flexibly. • Agree parking priority criteria and notify staff. • NBSC to advise and supply postcode analysis in early 2019 to gauge level of access staff members have to feasible alternatives to solo car trips.
Provision of shuttle bus and alternative parking arrangements for period of limited on-site parking	Babcock IG Programme Lead / TPC	<ul style="list-style-type: none"> • Related to agreement of parking priority measures.
Provision of on-site facilities	Programme Lead / TPC	<ul style="list-style-type: none"> • Request input from Bicycle User Group / staff champions. • Will extend beyond year 1 of Travel Plan delivery as buildings 2 and 3 built out. • 50% grants available through South Gloucestershire Council for sustainable travel facilities. • Possible grants application for additional storage facilities.
Electric Vehicle chargepoints	EV grant application: NBSC Installation: TPC	<ul style="list-style-type: none"> • Go Ultra Low funding available through South Gloucestershire Council; installation to be completed within 6 months of grant award. • 1-2 chargepoints (2-4 sockets) to be provided in 2019. • More posts be installed as demand grows.
Introduce new managerial measures and incentives	NBSC to initiate in liaison with TPC and Babcock IG internal teams (i.e. HR; finance)	<ul style="list-style-type: none"> • Cycle to Work Scheme; Join My Journey journey share tool; guaranteed lift home mechanism; discounts for public transport tickets; Discounts at local bike shops and retailers; Provision of interest free loans for public transport season tickets; provision of sustainable travel voucher scheme; could be linked with gym memberships. • Schemes to be taken forward to be agreed with TPC and Babcock IG internal teams. • Consider grant application with letter of intent to cover 3-year duration.
Encourage sustainable business travel	TPC	<ul style="list-style-type: none"> • Introduce process of providing travel information to visitors to encourage visitor travel by sustainable modes. • Work with neighbouring organisations with high frequency of visitors to site.



TRAVEL PLAN COORDINATION

TPC = B100 Travel Plan Coordinator; NBSC = North Bristol SusCom

Measure	Led by	Details & considerations
Travel Plan review and submission to SGC	NBSC	<ul style="list-style-type: none"> • Framework Travel Plan to be adapted for Babcock IG Workplace Travel Plan. • Review and rounds of changes provided to Mayer Brown consultants. • Final plan submitted to South Gloucestershire Council to satisfy pre-occupation planning condition 12. • Travel Plan to be submitted for Travelwest Accreditation in Autumn 2019.
Postcode analysis	NBSC	<ul style="list-style-type: none"> • Babcock IG TPC to gain permissions to use postcodes anonymously • Analysis to determine percentage and numbers of staff with feasible access to alternative journey modes to Bristol Business Park site using walking, cycling, bus and Metrobus, train and car share clusters. • Analysis can be used to inform parking and other workplace policies.
Participation in the Travel to Work annual staff travel survey	NBSC to register and link with Council Support; TPC / Babcock IG Communications team to deliver	<ul style="list-style-type: none"> • Free annual staff survey provided by South Gloucestershire Council. • NBSC will arrange for additional site-specific questions to be included. • Support available from the Council to promote. • Reports and anonymised raw data provided by Council to lead contact. • Need to achieve good participation rate for Year 1 survey in 2019 which will act as baseline for Travel Plan delivery. • Communications team to circulate and promote staff responses. • Participation to be separated by location (Aztec West, Bristol Business Park etc). • Feed staff comments into Occupants User Group.
Collect staff case studies and recruit travel champions	NBSC to provide templates and process for Babcock IG Communications team	<ul style="list-style-type: none"> • Circulate good news case studies and featured champions through Babcock IG's internal communication channels.
Monitor progress on targets and delivery goals	TPC	<ul style="list-style-type: none"> • Targets set out in Travel Plan and summarised below. • Reports from annual Travel to Work Survey produced by South Gloucestershire Council.



STAFF AWARENESS & INCENTIVES

TPC = B100 Travel Plan Coordinator; NBSC = North Bristol SusCom

Measure	Led by	Details & considerations
Circulate information on the Travel Plan	NBSC	<ul style="list-style-type: none"> Summary of Travel Plan to be circulated to senior management. Summary and full document to be available for staff to access on intranet.
Creation of site travel map(s) with travel routes	NBSC	<ul style="list-style-type: none"> NBSC to create, working with Babcock IG internal communications. General overview to staff in December 2018 / January 2019. More detailed journey planning and support 'menu' details circulated in Spring 2019 prior to 1:1 personalised travel advice drop-in sessions.
Staff travel information packs	NBSC	<ul style="list-style-type: none"> NBSC to create, working with Babcock IG internal communications. Digital format. Summarising all staff travel advice, support services and journey planning instructions. To be circulated to all staff, and through new staff inductions.
1:1 personalised travel advice drop-in sessions	NBSC	<ul style="list-style-type: none"> To be delivered by NBSC Travel Advisor. Staff invited for 1:1 advice appointment after submitting journey origin, timings and requirements in advance. Drop-in sessions to be held weekly on site at Aztec West and other sites as needed for a duration of 4 months. A digital report of travel options to be provided to each staff member after the session. Feedback from staff will be collated and provided to Babcock IG after delivery is complete.
Staff travel champions / Bicycle User Group	TPC / Travelwest	<ul style="list-style-type: none"> NBSC to link Babcock with Travelwest's Active Travel Champions scheme to support staff ambassadors to promote cycling and walking to colleagues. Babcock to support development of Bicycle User Group.
Pop-up staff travel advice stalls	Travelwest	<ul style="list-style-type: none"> Free pop-up Travelwest stalls are available for staff through Travelwest. Bookable through SG Council's Access West Business Engagement team.
Promotion of national and regional sustainable travel campaigns	Babcock IG Communications team	<ul style="list-style-type: none"> NBSC will provide calendar of regional and national campaigns and outline of suggested communications content. All campaigns will have supporting materials and promotional aides to make use of.
Promotion of free regional offers such as adult cycle training and loan bikes	NBSC / Babcock IG Communications team	<ul style="list-style-type: none"> To be promoted as part of the Travel Support 'menu'. NBSC will provide details of current offers and how to access.

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Looking ahead: Annual measures, years 2 – 5



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Measure	Led by	Details & considerations
Years 2 – 5 monitoring	TPC	<ul style="list-style-type: none"> • Participate in annual Travel to Work surveys. • Circulate results to staff annually. • Relevant staff comments to be fed into Occupants User Group. • Track modeshare ratios provided in survey report against targets. • Undertake periodic counts of bike / changing facilities / motorcycle parking usage etc.
Annual updates and activities	TPC	<ul style="list-style-type: none"> • Update annual Babcock IG Travel Action Plan. • Update travel info for staff with up to date details / new opportunities. • Run staff promotions; regional and national campaigns. • Each year identify one main innovation for staff travel – apply for grants where possible to support. • Bring in Travelwest roadshows periodically (twice yearly) to provide staff advice. • Provide travel information to new starters at point of job offer.
Mode shift – increase in other modes; decrease in solo car	TPC	<ul style="list-style-type: none"> • Targets set out in Travel Plan. • Review targets in line with surrounding businesses of similar size and location.

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Looking ahead: Modal Share Targets

The Travel Plan sets the following targets to help structure delivery and track progress over the 5-year lifespan of the Travel Plan. Babcock International Group will utilize the Travelwest annual Travel to Work Survey to complete annual monitoring. The baseline survey will be collected in March 2019 and will utilize some site-specific questions to collect insight from staff on how they intend to travel to the new Bristol Business Park site. The current 2019 baseline estimate is based on the average of the 2018 mode shares for the Bristol Business Park employer area and Babcock's 2018 mode share for Bristol-based sites, both taken from the Travelwest Travel to Work Survey 2018. This document will be updated with the actual 2019 baseline once the survey is completed and targets adjusted accordingly.

MODAL SHARE TARGETS, 2019 - 2023

