



# **GROUP TRAVEL PLAN**

October 2017 - September 2020

North Bristol SusCom is a group of leading employers working together to reduce congestion and support the development of a fully integrated, sustainable transport network for North Bristol. We know that combatting traffic congestion and increasing the viability of walking, cycling and public transport is vital for the long-term prosperity of our businesses and the health and well-being of our staff.

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## Group Travel Plan 2017-2020

This Group Travel Plan builds on North Bristol SusCom’s previous two Travel Plans, issued in December 2010 and October 2014. It outlines our achievements so far and our collective priorities over the next three years (October 2017-September 2020), both what we will do as a group of businesses to support more of our employees to travel sustainably and actions we would like to see advanced by key partners.

## Our members

We are a group of leading employers from across the technology, innovation, engineering, healthcare, education, environmental and retail sectors. Collectively we employ over 40,000 staff and educate 30,000 students across North Bristol’s major enterprise areas: Aztec West, Emersons Green, Filton and Stoke Gifford.



**Businesses need sustainable, integrated transport networks to thrive.** Our employees need a variety of convenient, safe and stress-free ways to get to work. Our operations require free-flowing transport corridors and reliable journey times.

### TRAVEL MODE HIERARCHY

We promote all sustainable travel modes and mixed multi-modal journeys, with a focus on those that reduce congestion, reduce negative impacts & improve health most effectively:

-  Smart, No journey
-  Active: walk, cycle, run
-  Public: bus, train
-  Shared, Pool
-  E-vehicles, Motorbike
-  Park & ride, Multi-modal



### Business strength

A range of high-quality transport options is vital to attract and retain world-class talent. Less cars on the roads mean more reliable, efficient operations.



### Sustainable growth

We want our businesses to thrive, both now and in the future, but that will require greater collaborative planning and investment in sustainable transport.



### Employee health & well-being

Active commutes and healthier staff make for happier, more productive teams. We don't want our staff stressed and fatigued from traffic congestion.



### Air, environment & quality of life

Air and noise pollution impact businesses, employees and local residents. We want the whole Bristol region to benefit from safe, clean, livable streets.

### What we do

Working collaboratively as North Bristol SusCom enables our businesses to have a greater impact than if acting alone as individual companies.

### Strategic Influence

We work closely with key regional and national partners to drive forward necessary improvements to the West of England's transport infrastructure, services and policies. We help to attract and secure additional investment in the area and ensure transport development plans align with the needs of North Bristol businesses. We feed into strategic planning groups and major consultations to help decision makers understand the needs of business and commuters and to ultimately reduce congestion.

### Mode shift

We also try to lead by example. We believe there are steps we can take now that will have an immediate impact on congestion levels. We work both collectively and as individual businesses to support staff to travel more sustainably, more often. We align our resources to run collective campaigns and pilot schemes. We regularly share our experiences, expertise and best-practice within our network and beyond.



# OUR ACHIEVEMENTS 2012-2017

## Strategic Influence

We've helped partners to secure...

Over **£700 million** for West of England Sustainable transport infrastructure & projects

Of which **£196 million** in South Gloucestershire Sustainable transport infrastructure & projects



We've helped to identify...

**£8.9 billion** Future investment in transport by 2036 in the West of England

We've responded to...

**47**

Major Consultations

Inc • Joint Local Transport Plan • West of England Devolution Deal • South Gloucestershire's Cycle Strategy & Cycle Trunk Routes • Joint Transport Study

We've worked with...



Inc • Bristol Congestion Task Group • WoE LEP Infrastructure and Place Group • SGC Cycle Forum

**11**

Regional working groups



Inc • First Bus • GWR • Jake's Bikes • Metrobus • Slide

**33**

Transport providers



Inc • Act TravelWise • Bristol City Council • Bristol Green Capital Partnership • Business West • Network Rail • South Gloucestershire Council • Sustrans • Travelwest • West of England LEP

**60**

Strategic partners

## 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 complement £832,000 our businesses invested in sustainable transport at their workplaces

**249**  
Businesses engaged at 19 area travel forums and engagement events



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

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



**14**  
**11** Commuter Fairs  
Large-scale staff events with electric car and e-bike test drives, bike servicing, promotions and more



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

## Mode Shift & Impact



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

## Progress on key priorities 2014-2017: Strategic Influence



### Priority 1: Greater transport powers and funding for Greater Bristol

**Achieved:** We supported and input into plans for the creation of the West of England Combined Authority (WECA). WECA was created in 2017 as part of the wider West of England devolution deal. It will allow the Greater Bristol region to create a long-term vision, attract more funding and work more effectively across administrative boundaries.

**Next steps:** We will work closely with WECA, especially in the development of the Joint Local Transport Plan, to ensure the future transport agenda for the region tackles congestion and facilitates more active and public transport investment.



### Priority 3: Local Sustainable Transport Funding to 2026

**Achieved:** We supported and helped shape the West of England's successful Access Fund bid, securing revenue funds - funds that can support engagement work like ours - for business support until 2020.

**Next steps:** Throughout our work we will continue to build the case for revenue funded measures and the need for high quality public engagement to accompany all capital investment programs. We will work with our partners to secure funding beyond 2020 through the Joint Local Transport Plan and upcoming funding opportunities.



### Priority 2: National Bus to Work salary sacrifice scheme / employer subsidies

**Achieved:** We linked up with key national level organisations including Greener Journeys to explore the best way to collectively campaign for the creation of a national Bus to Work Salary Sacrifice scheme and ability for employers to subsidise bus travel. We established that this project will require protracted engagement at the national level stretching beyond 2017.

**Next steps:** We will continue to take this forward in our 2017-2020 strategic priorities and look to facilitate renewed action from local and national campaign organisations.



### Priority 4: Active Travel Strategy for South Gloucestershire, links to Bristol

**Achieved:** We fed into the creation of South Gloucestershire Council's Cycle Strategy, developed in 2016.

**Next steps:** There is still a need for a Greater Bristol wide vision and strategy covering all active modes to ensure improvements can be taken forwards at every opportunity and do not stop at administrative boundaries. We want to see ever closer alignment and integration of the four West of England Unitary Authorities' strategic plans for active travel and see WECA and the creation of the Joint Local Transport Plan as key opportunities to realise this.





## Progress on key priorities 2014-2017: Mode Shift

### Annual staff engagement activities

We worked consistently to ensure all SusCom members engaged in two core annual activities: the Travel to Work Survey and the Commuter Challenge. The survey helps businesses to measure their progress and the Challenge helps promote behaviour change. We collaborated closely with Travelwest to ensure both schemes offer increased value to our businesses and are effectively delivered. The number of companies participating in both schemes has steadily increased and we have established useful processes and templates to help achieve statistically significant results. The analysis of survey comments is being used to help improve transport policy and planning in the West of England.

### Individual company action plans

We have experimented with a number of models to help members create effective individual action plans aligned with our overall Group Travel Plan. Since 2014 we have moved increasingly towards providing bespoke support for a small number of businesses at any one time to create meaningful, evidenced action plans as and when relevant opportunities arise within their businesses. In Spring 2017, we successfully delivered an initial round of bespoke auditing and action planning for 7 members, and plan to offer similar support for all members as part of our new Group Travel Plan.

### South Gloucestershire Council services

We have continued to work very closely with South Gloucestershire Council to shape useful services for businesses and commuters. Since 2014 we have helped refine the Travel to Work Survey package, develop and promote the Join My Journey car and journey sharing platform, and facilitate the new Active Travel Champions network. We have consistently encouraged member take up of all local sustainable travel offerings including employer grants and travel roadshows. In 2016-2017 we delivered a series of 9 Area Engagement Forum events for South Gloucestershire Council, where we engaged 208 companies and produced summaries of the major transport issues and opportunities in each area.

### Member engagement and sharing best practice

We have a strong network of members who regularly share experience and expertise both individually and within focus groups on topics like parking management, buses and electric vehicles. We have delivered new best-practice resources and workshops on car sharing, staff travel information, parking management and running on-site commuter engagement events. We ran an intensive campaign to help members brief senior managers and staff to manage the impact of Bromley Heath Viaduct roadworks.

### Pilots and innovation

Since 2014 we have facilitated several experimental pilots of potential value to our members including behaviour change research, a business travel shuttle bus linking major employment areas, shared electric pool cars and the UWE / Department for Transport's Strategic Employment Sites case study evaluation.

## Progress on key priorities: 2014-2017: Measuring our impact

### Strategic Employment Sites (SES) Case Study

During our last travel plan we worked closely with UWE on the Department for Transport funded 'Strategic Employer Sites' case study to develop an understanding of the impact of our activities.

#### Mode shift trends

The study tracked mode shift trends across the sample of 14 participating North Bristol SusCom members. The North Bristol SusCom area was found to have had a particularly notable impact on overall reduction in car use compared to the other comparable projects studied across England:

"In the Bristol North Fringe, car alone mode share for commuting fell by 2.3 percentage points (and total car mode share by 4.8 percentage points)[...] mode share increases were observed for bus use, cycling and walking.

"The fall in car mode share in the Bristol North Fringe is striking when compared with background trends in the South West region, which saw an increase of 1.04% in total car mode share between 2013 and 2015"

"Various sources of evidence have been used to explain the modal shift in Bristol North Fringe. These show that reduction in parking availability was the primary factor for reduced car alone commuting in Bristol North Fringe with LSTF measures facilitating individuals using alternatives to car commuting in this context."

SES case study, Summary Report, 2017.

### Strategic and economic impact

The SES study also used focus groups and interviews with senior managers to learn more about our strategic and economic impact. Although the impacts of our full range of strategic work are not easily quantified, the study found that:

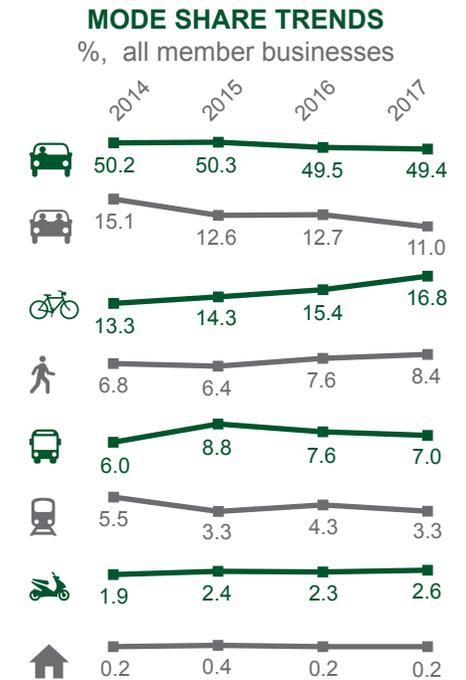
- The impacts of commuter travel on business performance were felt to be significant. High-quality commuter transport was felt to benefit staff satisfaction, productivity and well-being.
- The quality and ease of commute was found to impact staff recruitment and retention, especially for staff with specialist skills.
- Increases in cycling and walking were felt to have had particular productivity benefits.

### Annual Travel to Work Survey

In addition to the SES case study we worked hard to achieve strong participation in the annual Travelwest commuter survey - the mode share results of which are summarised on the right.

As well as tracking average mode share across our members, we have started to track trends in commuter satisfaction - also on the right - to get a better picture of commuter experiences.

We have put a lot of effort each year into analysing the many thousands of comments provided in the survey and encouraged both businesses and the authorities to utilise this rich data for planning purposes.



### COMMUTER SATISFACTION

Journey to work, % satisfied all members

Mode	2017	Change since 2015
Home	82%	+21%
Walking	80%	+3%
Bicycle	75%	+4%
Motorcycle	58%	+7%
Car alone	54%	+5%
Total car	52%	0%
Bus	49%	+9%
Train	49%	0%

**Looking ahead:** The West of England will undergo unprecedented development in the next 20 years and beyond, creating more vehicle trips and more congestion. This is a significant challenge, but one that can be used as an opportunity for positive change.

## Challenges and opportunities

**Development:** 105,000 new homes planned and 82,500 new jobs planned for the West of England by 2036.

**Congestion:** In a 'do minimum scenario' the cost of congestion will rise from the current £300 million to £800 million per year by 2036 and the average delays per vehicle will rise 40% (significantly more in major hotspots).

**Disruptions:** Major infrastructure works for large transport schemes will cause significant disruptions, but also provide the incentive for new choices.

**Severn bridge toll removal:** Work is underway to understand the likely impacts that the toll removal will have on traffic - initial estimates are for a 43% increase in overall traffic growth along the corridor.

**Existing infrastructure deficit:** The majority of the £8.9 billion identified in the Joint Transport Study is to deal with existing transport issues and planned growth. Prioritisation, sequencing and securing funding will be vital.

**WECA and Joint Local Transport Plan:** Offer great opportunities but need careful development as they will be the key to delivering modal shift over the next 20+ years.

**Clean Air and Healthy Cities:** Clean air and the nation's health are rising up the political agenda. Integrating these areas with sustainable transport priorities will help gain better traction.

## Our approach

**Matching infrastructure with engagement:** We know from past experience that along with significant infrastructural investment there must also be an equal effort on engagement if there is to be any change to the current congestion conditions. Throughout our activities, we endeavour to engage all parties - staff, businesses, local and national authorities - to help each group take the positive actions available to them.

**Long-term ambitions:** Step-changes to our transport system do not happen overnight. Our ambition is to embed sustainable practice into all our member businesses and partners, supporting them to plan ambitious long-term visions and schemes, such as parking management and policy change.

**We are all multi-modal travellers:** People travel using a variety of modes. We believe our staff are not exclusively either 'drivers', 'cyclists' or 'bus users', and that it is not possible to achieve a 'magic' shift from one mode to another. Rather, we need a range of high-quality travel options convenient for people on different days and times, for different purposes, and in various combinations.

### CONGESTION NOW

Average extra journey time in Bristol due to congestion, 2016



**£300m**

Annual cost to Bristol economy with current congestion levels

### CONGESTION IN 2036

If we continue to make the same ratio of our journeys by solo car, congestion and delays are set to rise:



**74%**

Increase in time spent queueing up

**£800m**

Projected annual cost of congestion to Bristol economy in 2036

**Strategic Priorities, October 2017 - September 2020:** Our strategic priorities for the next 3 years have been informed by input from our members, directors, strategic partners and area forums. We will work to see these priorities progressed with local, regional and national partner organisations.



### Priority 1: Long-term transport plans and investment

The Joint Transport Study (JTS) and the emerging Joint Local Transport Plan (JLTP) will set the bounds for all major transport investment until 2036. It is vital that an ambitious vision for North Bristol and the foundations of our long-term priorities are captured within these strategic frameworks.

We will work closely with WECA, the local authorities, Bristol Congestion Task Group, transport providers, developers and others to ensure sustainable transport investment for the West of England is appropriately prioritised in the JLTP and all other emerging strategies and plans. We will also continue to build the case for revenue engagement activities as a vital part of all long-term transport development programs.



### Priority 3: Mitigation of Severn Bridge toll removal impact

It is projected that the reduction of the Severn Bridge tolls in 2018 will lead to a 17% rise in vehicle trips arriving in South Gloucestershire, with a much higher increase expected when the tolls are fully removed later that year. Whilst we welcome this change from a commuter cost perspective, the extra traffic in the already congested commuter areas of North Bristol is very concerning.

We want to see the impacts on North Bristol and beyond fully mitigated within the JLTP, with investment committed to improving public transport routes and services from South Wales, plus greater partnership working with Welsh and other authorities outside of the West of England.



### Priority 2: Orbital and Regional connectivity

Orbital public transport links connecting North Bristol employment areas with popular residential areas are poor and often require a trip into Bristol city centre and back out again. We will push for this to be addressed in the development of the JLTP and other WECA devolved transport powers.

Regional public transport links to North Bristol also need improving both in terms of increased capacity and new direct links. Areas underserved include South Wales, North Somerset, Gloucestershire, Thornbury, Yate and residential areas throughout the North Fringe. We want to see the authorities commit to a variety of modal links and seamless interchanges across administrative borders in the West of England and into Wales and Gloucestershire to open up sustainable travel for all those commuting to North Bristol without having to pass through Bristol city centre.



### Priority 4: Multi modal interchanges

The need for more Park & Rides serving the West of England has been outlined in the JTS and the JLTP will provide the opportunity to develop a network of sites across the area. However, we want to expand these ambitions towards 'Multi Modal Interchanges' (MMIs) rather than simply Park and Rides.

MMIs will act as flexible interchange areas for people making journeys by a variety of modes, for instance Park & Ride, Park & Cycle, Park & Stride and Park & Share. We want to ensure a clear and holistic delivery plan for MMIs across the region is taken forwards within the JLTP, for the creation of a 'ring' of MMIs around Bristol and its major employment areas at all the major motorway and strategic road entry points into the region.



### Priority 5: High-quality segregated cycle corridors

It is widely evidenced that segregated cycle lanes are vital for cycling to become a feasible choice for many. South Gloucestershire Council’s 2016 Cycling Strategy was welcomed but there remains frustratingly little tangible commitment or progress towards a continuous network of high-quality segregated lanes spanning across administrative borders.

We want to see WECA and the authorities commit to the creation of a high-quality, region-wide cycle network, starting with a series of flagship cycling corridors along the busiest routes - in North Bristol’s case the A38 and Ring Road Cycle Paths. Cycle corridors will need to be wide, segregated from other modes, not overly diverted from main road routes and clearly signposted. We want the authorities to build on South Gloucestershire Council’s Cycle Trunk Routes, and integrate existing plans into a more ambitious network within the JLTP.

Short-term improvements are also needed on many routes including the links to Bristol Parkway, Patchway and Yate.



### Priority 7: Strategic relationships with developers

The simultaneous development of multiple sites in and around our employment areas in North Bristol is a great opportunity for advancing sustainable travel, but proactive engagement is vital to make sure this opportunity is not missed.

We will build and develop strategic relationships with key developers in North Bristol to ensure they understand the current local transport issues and maximise the opportunities their developments can have to improve sustainable transport infrastructure and connectivity across the area.



### Priority 6: Cycling and walking permeability

North Bristol’s many rail lines, rail junctions, A-roads and motorways act as significant physical barriers to all journey types but particularly walking and cycling due to vastly increased distances and safety issues at crossings and underpasses.

We want to use the many existing and planned housing and employment site developments used as an opportunity to increase cycling and walking permeability. We will push for active travel permeability to be prioritised in site planning and for all routes to be made attractive and enjoyable through investment in ‘place making’: active frontages, features of interest, safety and security. Target areas include Brierly Furlong and Gypsy Patch Lane bridges, the ‘Bermuda Diamond’ (rail), Cribbs Causeway, Filton Airfield, large site perimeters, the A38 and A4174 Ring Road.



### Priority 8: Travel to Work Schemes

The cost of commuting by public transport can discourage current car users from making the switch. New National Bus to Work and Train to Work schemes - like the successful Cycle to Work scheme - could help encourage more people to commute more often by public transport and help deliver significant congestion reduction benefits without the need for high levels of spend on infrastructure.

We will continue to build the case for the HMRC to overcome the existing barriers to such a scheme and push for political take up of the issue with national campaign partners. In the meantime, we will continue to promote existing bus, rail and cycle (Cycle to Work and Green Commute Initiative) discount schemes to our members.

**Mode Shift Priorities, October 2017 - September 2020:** Our collective actions to embed sustainable travel within our businesses and support more staff to travel to work sustainably.

**Core annual activities:** As the annual Travel to Work Survey and Commuting Challenge are now more established as a part of South Gloucestershire Council's (SGC) regular program, our focus will move to their ongoing improvement in terms of promotion, engagement and useful communication of outcomes.

**Parking management:** The Department for Transport SES case study concluded that parking management was a vital 'push' factor to achieve any real change in travel choices. We will therefore focus on developing our Parking Management sub-group activities with an aim to support more members to consider appropriate restrictions.

**Service launches and major disruptions:** Building on the successful employer engagement activities around the Bromley Heath Viaduct works, we will put new service launches and disruptions - like the launch of Metrobus and the Gipsy Patch Lane bridge replacement - at the core of our engagement programme. Working with SGC, we will ensure businesses have timely packages of information and support for their staff and also promote wider SGC offers such as Join my Journey and Employer Grants to help encourage modal shift.

**Bespoke support and individual Travel Action Plans:** As many of our core engagement activities become better integrated into SGC's processes, we will shift our focus to providing more bespoke, one-to-one consultative support to our members to address particular issues and opportunities as and when they arise. Over the next 3 years we aim to provide every member with bespoke support to develop their own set of priorities and measures in a short individual Travel Action Plan (or full-length Travel Plans for development purposes where funding permits).

**Active Travel Champions Network:** We will work closely with SGC to grow the new Active Travel Champions Network, promoting sign-up, facilitating engagement and promoting input into the SGC Cycle Forum and the strategic development of cycle routes. We would also like to provide our members with clearer, more reliable ways for staff to report road safety incidents, near misses and concerns.

**Placemaking:** Relating to Strategic Priority 6, we will explore how our members can help create enjoyable walking routes and increase permeability around their site perimeters and grounds.

**Best-practice:** We will develop our best-practice and knowledge sharing activities such as focus groups, group resources and maximise opportunities for members to share experience, expertise and advice.

**Events:** We will continue to develop our Commuter Event model and support members to run events in their workplaces. We will also develop a calendar of events and opportunities to help businesses access a toolbox of useful staff engagement tools when opportunities arise.



Examples of our parking management guidance

### NEW IDEAS

Throughout our work, we aspire to integrate successful activities into the core processes of our strategic partners and members - to have them become 'business as usual'. This allows us to always reserve the capacity to support new ideas coming from our members and community.

**Engagement & delivery:** How we plan to build network engagement and deliver our priorities over time.

### Engaging our membership

**Build support of senior managers** in every business through in-person presentations and circulation of targeted information.

**Build networks of staff advocates** through social media, active travel champions schemes and engagement events.

**Provide useful ‘rule-of-thumb’ guidance** on core topics such as parking management ratios to aid time-limited engagement.

**Continue to develop bi-monthly meeting content** to maintain attendance and usefulness of bi-monthly member meetings.

**Develop sub-groups** and explore channels for sharing and cascading best-practice, making it easier for members to link up.

**Support members to collaborate on new ideas**, aligning resources to help host pilots and facilitate innovation.

**Continue to improve the appeal of our engagement activities**, and make it easier for members to cascade information to colleagues.

### Growing our membership

**Grow our number of official strategic partner members**, such as transport providers, developers and consultants.

**Develop a strong set of member offers** including discounts on rail, bus, cycle, mobility as a service and other useful products.

**Collaborate with other networks** such as Act TravelWise and continue thought-leadership role for the region.

**Run area engagement meetings** to help inform our plans, widen our membership and keep engaged with wider businesses.

**Delivery Framework:** we will develop a flexible 3-year delivery plan, aligning as closely as possible with significant activities such as new service launches and the development of new strategies. Exact timings and projects will be subject to change but are likely to include the following, as well as new opportunities that arise during the period:

CONTEXT	Launch of Metrobus		Severn Bridge Toll removal		Gipsy Patch Lane bridge replacement	
	Severn Bridge toll reduction		Greater public focus on air quality		Clean Air Zones introduced (proposed)	
	Joint Local Transport Plan produced		Joint Spatial Plan adopted		Release of first homes at Filton Airfield	
STRATEGIC	1. Long term transport plans		4. Multi-modal interchanges		7. Strategic relationships with developers	
	2. Orbital and Regional connectivity		5. Segregated cycle network		8. Travel to Work schemes	
	3. Mitigating Severn Bridge toll impact		6. Active travel permeability			
MODE SHIFT	Member discounts	Active Travel Champions	Build staff advocates	Place making	Other network links	Possible area forums
	Parking Management	Develop sub-groups	Disruption engagement	Commuter Challenge ‘19	Bespoke support 2020	Commuter Challenge ‘20
	Bespoke support 2018	Commuter Challenge ‘18	Bespoke support 2019	Travel Awards 2019	Travel Survey 2020	
	Travel Survey 2018	Travel Awards 2018	Travel Survey 2019		Travel Awards 2020	
Year 1: October 2017- September 2018			Year 2: October 2018- September 2019			Year 3: October 2019- September 2020

**Measuring our Impact:** How we will build a better understanding of our impact and monitor our progress.

### Quantitative measures

The number of total vehicle trips made in Bristol and the South West region are set to rise steadily, and whilst we work hard to influence the background dynamics governing the availability of convenient travel choices in North Bristol - investment, political will, development planning - we do not control them. There are also a multitude of macro factors that can unexpectedly impact our agenda and people's travel choices, such as change of government, the Brexit deal, shifts in the economy and the price of fuel.

Against this context, our objective across all of our work is to increase the number of journeys being made by sustainable modes away from journeys made by private car. With the rise in background car trips, maintaining current mode share can equate to a real-world shift towards sustainable modes.

### Qualitative measures

Whilst mode share figures are of great value in tracking the progress of individual businesses, they are of more limited value for measuring our area-wide impact and mode shift over time as a slightly different group of businesses participate each year with varying response rates.

We greatly value the contribution of richer, qualitative insights to help fill the gaps in quantitative data and render it more meaningful. We will continue to develop our use of the annual survey's free-text comments and other sources of direct feedback from commuters such as case studies and focus groups.

We also want all of our monitoring work to be meaningful and practically useful for all

stakeholders. Therefore, we will develop the way we communicate insights from the survey, such as ensuring summaries of the open-text comments are usefully communicated to businesses and respondees. We would likewise like to see the authorities actively utilising the survey in their wider work as a rich, ready source of data and insight.

Monitoring measures will include:

**1. Travel to Work Survey:** Encourage all members to participate annually, and support them to achieve strong response rates. Produce an overall annual summary for all of our businesses, as well as ensuring high-quality individual business reports are provided by Travelwest to all of our members.

**2. Background trends:** Develop our understanding of vehicle and journey numbers impacting the area in order to better understand our real-life impact.

**3. Journey specific data:** Work with Travelwest and others to develop ways to better capture journey specific data in order to better understand multi-modal, varied travel behaviour.

**4. Comments analysis and communication:** Ensure a summary of open-text comments are produced annually as part of Travel to Work Survey analysis. Circulate a report to all members communicating key insights and how this information is being utilised by stakeholders. Develop a better process for this with Travelwest and partners.

**5. Influence and engagement:** Record key outcomes for our strategic influence work and capture participation figures to track engagement for our mode shift activities.

### 2017 BASELINE all member businesses



## KEY REGIONAL ISSUES

Priority themes shared across multiple employer areas:

**Buses:** Orbital and residential links needed not via city centre.

**Cycle safety:** Numerous in all areas. Better process for reporting and receiving feedback on issues needed.

**Cycle trunk routes:** A38 and East to West, inc. link paths to residential areas and junctions.

**Multi modal interchanges:** major facilities required on urban peripheries before congested areas.

**Bus links to North Bristol rail stations:** times to be aligned appropriately, interchange improvements.

**Smart ticketing:** integrated multi-modal smart ticketing.

**Bus usability issues:** reliability, price, convenience, interchange, timings and RTI.

**Parking control:** addressing alternative transport deficits so that limited parking not punitive.

**Road disruptions:** more warning, unsafe obstructions to cycleways common.

**Enforcement:** lane, junction and 2+ discipline issues for congestion and safety.

**Walking:** Safety and lighting along promoted walking routes.

**New developments:** influence, capitalising on opportunities.

**Area Issues & Opportunities:** We captured key local issues and opportunities in North Bristol employer areas, reported by members and in area forums, 2014-2017. We use this data to help better articulate local issues and ensure they are addressed whenever opportunities arise.



## Aztec West

AW1	<b>M5 junction 16</b>
AW2	<b>A38 roundabout</b>
AW3	<b>Park entrance</b>
AW4	<b>Park Av roundabout</b>
AW5	<b>Whole park (Park Av)</b>
AW6	<b>The Quadrant</b>
AW7	<b>Bus services</b>
AW8	<b>Rail links</b>
AW9	<b>Coniston Rd roundabout</b>
AW10	<b>Multi mode interchanges</b>
AW11	<b>Travel Info</b>
AW12	<b>Hollywood lane</b>
AW13	<b>Ring road cycle path</b>
AW14	<b>Cycle path maintenance</b>
AW15	<b>Journey sharing</b>

Cycling and pedestrian crossing safety.

Traffic discipline enforcement / severe PM congestion; on-road cycle safety.

Pedestrian Safety issues; on-road cycle safety; bus lay-over location.

Cyclist and pedestrian safety.

Queueing; cycle and pedestrian provision; permeability for cyclists and pedestrians.

Severe egress congestion; cycle safety issues; high density area with limited access.

More serving stops in walking distance, aligned with rail, South Wales and other orbital areas.

Walking routes to Patchway; faster and aligned bus connections services to Parkway.

Cycle safety.

South Wales before Severn Bridge, before M5/A38 junction, before M4/M5 interchange.

Clear, visible route mapping for all businesses and commuters to highlight options.

Toucan crossing phasing excessively long leading to crossing safety issues.

Junction crossings unsafe due to large gaps in tactile paving (Holiday Inn junction).

Especially where paths cross local authority boundaries.

Significant potential due to high density of businesses, needs more promotion.

## Cribbs Causeway

CC1	<b>Rail connectivity</b>
CC2	<b>Links to Parkway rail</b>
CC3	<b>Orbital bus connections</b>
CC4	<b>Cribbs campus</b>
CC5	<b>Secure cycle parking</b>
CC6	<b>Cycle confidence</b>

Only major UK retail site without station. Planned development an opportunity to address.

Bus services unreliable, many staff take taxis instead, high number of staff using route.

Few services from popular residential areas, services focus overly on corridor to city centre.

Campus not cycling and walking friendly, car dominated. Expansion an opportunity to address.

Shared, secure parking and washing facilities required. Better promotion of existing facility.

Cycle confidence at large junctions prohibitive. Support available for training and e-bikes.

## Emersons Green, inc. Bristol & Bath Science Park

EG1	<b>Bus lane enforcement</b>	Cars using bus lane linking Science Park with Lyde Green roundabout.
EG2	<b>Bus links</b>	Lack of services to employment areas, links to Parkway, Yate, city centre and residential routes.
EG3	<b>Cycle routes</b>	Existing routes to extend as Science Park expands, better signage, safer link to Yate.
EG4	<b>Folly Brook Rd parking</b>	Overspill parking problematic for safety and HGV access.
EG5	<b>Lyde Green roundabout</b>	Pedestrian and cycle crossing safety issue.
EG6	<b>M4 new junction</b>	Feasibility study and planning must include investment to mitigate increase in traffic flows.
EG7	<b>Multi-modal interchanges</b>	Capacity increase at Lyde Green facility, multi-modal facilities, new facilities beyond Ring Road.
EG8	<b>Rail connections</b>	No rail connections to area. Beyond Metrobus, light rail and mass rapid transit to be investigated.
EG9	<b>Travel info</b>	Better access to reliable live bus info, Metrobus, cycle and walking routes.



## Filton, inc. Filton 20 business park

F1	<b>Gipsy Patch Lane bridge</b>	Pinch point for cyclists and pedestrians.
F2	<b>Rail links</b>	Better bus connectivity to Filton Abbey Wood and Parkway stations.
F3	<b>Bus services</b>	Lack of convenient services to residential areas, poor reliability, cost and timetables changes.
F4	<b>A38 cycle route</b>	Widespread safety concerns, flyover junctions, Southmead Rd junction, Filton roundabout.
F5	<b>Park &amp; ride, MMI</b>	Facility needed north of M5 J16 plus others to reduce A38 peak traffic.
F6	<b>New developments</b>	High density, multiple occupancy development causing residential parking issues.
F7	<b>Thornbury links</b>	No sustainable options from Thornbury, a popular residential area.

## Stoke Gifford, inc. Bristol Business Park

SG1	<b>A4174 2+ lanes</b>	Enforcement, adjustments to solve lane conflicts, possible extension to MOD roundabout.
SG2	<b>Parkway station</b>	Pedestrian and cycle access; interchange and facility improvements, retail and meeting space.
SG3	<b>Bus connectivity</b>	More direct services to area, greater capacity on existing routes.
SG4	<b>Orbital routes</b>	Routes for all modes to connect residential areas not via city centre.
SG5	<b>South Wales links</b>	Significant staff numbers from South Wales, lack of convenient alternatives to car.
SG6	<b>BBP transport network</b>	Willingness for Bristol Business Park and surrounding areas to coordinate travel activities.
SG7	<b>Cycle safety - sites</b>	Markings faded and worn; Filton Abbey Wood entrance conflict, Abbey Wood Retail Park rbt conflict.
SG8	<b>Cycle safety - routes</b>	Gipsy Patch Lane & Parkway bridge pinch points, UWE N entrance, Holiday Inn junction visibility.
SG9	<b>Congestion hot spots</b>	MOD/Sainsbury's roundabout at peak times; across MOD/UWE areas by cars waiting for access.

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