

Next Generation Health and Fitness Club Hatfield

Monitoring Report

Travel Plan Implemented October 2008

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Staff Travel Survey

1.0 Introduction

Preamble

- 1.1** In December 2004 Next Generation Clubs opened a health and fitness club in the District Centre on the site of the former Hatfield Aerodrome. In 2008 the Head Office of the joint Next Generations Clubs and David Lloyd Leisure portfolio relocated to the same address from another site in Dunstable. In total, approximately 200 members of staff are now currently employed at the site and there are approximately 5,000 members.
- 1.2** The club has a total of 200 barrier-controlled car parking spaces along with an additional 50 spaces outside of the barrier that are allocated for general use within the District Centre. The club also has secure parking for 86 bicycles and a motorcycle parking zone.
- 1.3** Schedule Twelve of the Section 106 Agreement for the redeveloped site states that there will be a Green Transport Master Plan (GTMP), and that individual occupiers will be required to produce and implement their own Travel Plans. This report relates to the Travel Plan prepared for Next Generation/David Lloyd; produced in September 2008 and approved by Welwyn and Hatfield Borough Council in September 2008.

Background

- 1.4** The Government's White Paper on the future of transport, entitled 'The Future of Transport – a network for 2030', which was published in July 2004, sets out the Government's commitment to sustainable transport. In respect of promoting sustainable choices of transport, this document has been written in conjunction with the Hatfield Aerodrome Supplementary Guidance. Also used as reference are 'A Travel Plan Resource Pack for Employers' (Energy Efficiency Best Practice Programme, January 2000) and 'Making Travel Plans Work' (Department for Transport, July 2002) which provide guidance on developing, implementing and monitoring travel management strategies.

General Description of Site and Surrounding Area

- 1.5** The Next Generation Health and Fitness Club is located within the District Centre on the site of the former Hatfield Aerodrome and is situated approximately 600 metres north west of Hatfield town centre. The Hatfield Aerodrome site occupies some 322 hectares and has a mix of land uses including residential, education and a Business Park. The club is opposite residential dwellings and adjacent to a nursing home and local shops.
- 1.6** The site is located to the north of the A1057 and west of the A1001. Access to the Club is from Mosquito Way, which can be accessed from the A1057 to the south and from Hatfield Avenue to the north, which is accessed from the A1001.
- 1.7** The Next Generation Club is located approximately 800 metres from Hatfield town centre and benefits from the landscaped areas within the District Centre and the adjacent Business Park. The nearest supermarket is about 400 metres from the site in the District Centre where there are a number of other retail outlets.

Accessibility by Bus

- 1.8** There are many bus routes operating in close proximity of the Club. Parkhouse Bus Station is located about 300 metres from the club in the direction of the town centre. There are also bus stops on Mosquito Way, and about 800 metres from the club on St Albans Road West. The number 600 operates a shuttle between Hatfield Train Station and Hatfield Business Park. During work day peak hours this service runs approximately every 10 minutes. A summary of the other frequent services is shown in Table 2.1 below.

Service Number	Route	Monday-Friday Services per Hour	Saturday Services per Hour	Sunday Services per Hour
300/ 301	Hemel Hempstead, St Albans, Hatfield, Welwyn Garden City, Stevenage	4	4	1
602	Hatfield, St Albans, London Colney, Borehamwood, Watford	3	2	1
603	Welwyn Garden City, Hatfield	Up to 6	2	N/A
609	Hatfield Train Station, Salisbury Village	2	2	N/A

Table 2.1 – Bus Routes Serving Stops in Close Proximity to the Next Generation Club

Accessibility by Train

- 1.9** Hatfield Train Station is less than 3 kilometres from the club. As a regular bus services link the train station with Hatfield Business Park, it is highly accessible. A summary of the rail services that stop at Hatfield station are shown below in Table 2.2.

Destination	Station Served	Number of Direct Trains per Hour		
		Weekday	Saturday	Sunday
London Kings Cross	Potters Bar	5	4	2
Cambridge	Welwyn Garden City, Stevenage, Hitchin	2	1	1

Table 2.2 - Direct Destinations and Service Frequencies from Hatfield Train Station

Accessibility by Cycle

- 1.10** There are cycle paths adjacent to Mosquito Way and along the roads joining and intersecting Mosquito Way. The club is located close to the Alban Way, which is a cycle route approximately 10 kilometres long that follows the route of a former railway track to provide a safe cycle link between St Albans and Hatfield. The club provides secure and covered cycle parking for 86 bicycles.

Accessibility on Foot

- 1.11** There are footpaths along Mosquito Way providing safe pedestrian access to the club from the main access points. A cul-de-sac adjacent to the club has footpaths and cycle lanes, which provide safe and easy links to the Parkhouse Bus Station and the town centre.

2.0 Objectives and Targets

Objectives

- 2.1** The objective of the Travel Plan is to effect both a change in attitude to travel and more practically, a reduction in the use of single occupancy vehicles (SOV) to and from work. The success of the plan in achieving these objectives is monitored in this report.
- 2.2** The Travel Plan has been developed within the framework of the site-wide Green Transport Master Plan, the objectives of which include:
- ▶ *To bring forward a sustainable transportation framework;*
 - ▶ *To fully integrate the site with the rest of Hatfield;*
 - ▶ *To reduce single occupant car commuting to the site;*
 - ▶ *To maximise the number of employees on the site who choose to walk, cycle or use passenger transport to and from the site;*
 - ▶ *To maximise travel to and from the new residential area, District Centre, leisure facilities and the university by non-car travel modes; and*
 - ▶ *To minimise the impact of traffic on the surrounding road network.*

Targets

- 2.3** Targets have been set to assess the effectiveness of the Travel Plan and to focus attention on what needs to be achieved. Targets have been set taking into consideration initial travel survey data, surrounding site characteristics, the local transport infrastructure, shift patterns, the HCC LTP and the Hatfield Aerodrome GTMP.
- 2.4** The overall target is to reduce the proportion of single occupancy peak hour car trips by 30%. This can be achieved by a minimum reduction of 5% per annum over 5 years. This is consistent with the targets for the whole Hatfield Aerodrome site as identified in the Green Transport Master Plan.
- 2.5** The target for car sharing is to achieve 10% of staff car sharing within the first 5 years of the Plan.
- 2.6** Head Office and club staff are encouraged to cycle to work and the target is set at achieving a 5% increase in the number of cyclists over 5 years.
- 2.7** These targets are reviewed on an annual basis. The results of the travel survey and monitoring procedures are detailed within this Report.

3.0 Plan Implementation and Monitoring

Implementation

- 3.1** There is a GTMP Coordinator who oversees the implementation of the Master Plan across the site. The Next Generation Club has also appointed a Travel Plan Coordinator to work with the GTMP Coordinator on the implementation and administration of the Travel Plan for the club. This role is carried out by Anita Coakley. Her telephone number is 01707 255140 and her contact details have been made available to all staff and visitors so that they can discuss their travel options with her.

Monitoring

- 3.2** A programme of monitoring and review has been designed to generate information by which the success of the Plan can be evaluated. Monitoring and review is the responsibility of the Travel Plan Coordinator with assistance from the GTMP Coordinator.
- 3.3** The major objective of the Travel Plan is to effect a reduction in the use of SOVs for travel to and from work. A suitable indicator of the success of the Plan is therefore the modal split of staff travel. This is identified through the staff travel survey.
- 3.4** Other less direct objectives of the Plan are to increase the awareness of staff about the environmental implications of travel mode choice. Awareness is less easy to monitor, although one indicator is the general response to the existence of the Travel Plan, measured by the volume and type of feedback from staff and members.
- 3.5** Information gathered through the monitoring process is recorded in this report and made available to the Local Planning Authority and the GTMP Coordinator for inclusion in the site-wide Monitoring Report to be submitted to HCC and WHBC.
- 3.6** The on-going monitoring programme and in particular the annual review provides updated information that will allow the Plan to be revised, refined and improved.

4.0 Results Summary

Staff Travel Patterns

- 4.1** In order to establish the travel patterns of staff at the time of the introduction of the Plan, a comprehensive staff survey was undertaken in June 2008.
- 4.2** To monitor the progress of the Travel Plan since its implementation a further staff travel survey has been undertaken in October 2009. A copy of the questionnaire is attached at the back of this report.
- 4.3** The survey was distributed to all the staff employed at the Next Generation Head Office and club. Approximately 200 people were asked to complete the survey. A total of 47 surveys were returned, representing a 23.5% response rate.
- 4.4** Table 4.1 below provides a comparison of the main modes of transport used by staff to travel to the club in 2008 and 2009.

Main Mode of Transport	% of Staff 2008	% of Staff 2009
Driver (alone)	88	77
Driver (with passenger)	0	6
Bicycle	1	0
Walk	7	13
Bus	3	2
Other	1	2
Total	100	100

Table 4.1 – Next Generation/ David Lloyd Staff Main Modes of Transport

- 4.5** The results of the survey show that the percentage of staff travelling by SOV has reduced from 88% to 77%, which represents a reduction of 12.5%.
- 4.6** Some of the people who previously drove to work alone now car share. Table 4.1 shows that 6% of staff now car share, which is a significant improvement compared to no one car sharing in 2008.
- 4.7** The Travel Plan set out a target of a 5% increase in the number of staff using a bicycle as their main mode of transport to work. Table 4.1 shows that no one is currently cycling to work, which is a poor comparison with 1% a year ago. It is however noteworthy almost twice as many people currently walk to work. Compared with 2008.

4.8 Table 4.2 below shows the distances travelled by staff and their main mode of transport.

Distance travelled	Mode of Transport					
	Walk	Bicycle	Taxi	Bus	SOV	Driver with passenger
Less than 1 mile	11%	0%	2%	0%	2%	0%
2-5 miles	2%	0%	0%	2%	13%	2%
5-10 miles	0%	0%	0%	0%	11%	2%
10-20 miles	0%	0%	0%	0%	40%	2%
More than 20 miles	0%	0%	0%	0%	11%	0%
Total	13%	0%	2%	2%	77%	6%

Table 4.2 – Next Generation/ David Lloyd Staff Distanced Travelled and Main Mode of Transport

4.9 Although the majority of people who travel by SOV live more than 5 miles away from the site, it is noteworthy that 15% of staff live within 5 miles of the site and also travel to work by car alone. These people could possibly be encouraged to consider alternative means of travel such as walking, cycling or taking the bus.

5.0 Priority Measures

- 5.1** The travel survey findings identify the potential to increase the proportion of staff using bicycle or bus as their main mode of travel to work.
- 5.2** The survey found that 17% of employees occasionally cycle or would consider cycling to work. When asked what would encourage them to cycle more often, the most common responses were discounts or loans for cycle purchases and improved on-site cycle storage facilities.
- 5.3** It is recommended that the Travel Plan Coordinator works more closely with the GTMP Coordinator to obtain discounted rates for staff of the business park at a local bicycle retailer.
- 5.4** The Travel Plan Coordinator should organise a cycling event for all staff to promote the health and environmental benefits of cycling. In this way staff will be encouraged to try cycling which could lead to an increased number of people using a bicycle as their main means of travel to work.
- 5.5** Almost half of the respondents who said that they would consider using public transport stated that they would be encouraged to do so if there were bus links between the train station and the club. The number 600 does in fact operate between the station and the business park. It takes 5 minutes and runs every 10 minutes at peak times.
- 5.6** Uno, the operator of the number 600 bus, already has special rates agreed with one local employer. The GTMP Coordinator should discuss with Uno the opportunities for discounted fares for all employees at the Aerodrome site.
- 5.7** An incentive, such as entry into a prize draw to win gift vouchers, will be considered with the next travel survey to be carried out in 12 months time. This will encourage a greater response rate which will therefore provide more information which can be used to further develop relevant measures that are most suited to the staff at the site.

6.0 Summary and Conclusion

Summary

- 6.1** A staff travel survey was conducted at the Next Generation/David Lloyd Club on the site of the former Hatfield Aerodrome in October 2009 to identify current modal split. The results of the survey have been compared with the modal split reported in the Travel Plan in September 2009.
- 6.2** The main objective of the Travel Plan is to reduce the proportion of single occupancy peak hour car trips by 30%. This Monitoring Report shows that there has already been a reduction of 12.5% in SOVs.
- 6.3** The report identifies that the areas where improvements have yet to made, are bus travel and cycling.
- 6.4** Greater collaboration with the GTMP Coordinator to facilitate access to sustainable travel could lead to an increase in the proportion of staff using means of transport such as the bus and bicycle for travel to work.

Conclusion

- 6.5** Progress has been made towards meeting the targets of the Next Generation/David Lloyd Travel Plan. This Monitoring Report details measures that should be implemented to increase further the proportion of staff travelling to the site by modes of transport other than single occupancy vehicle.
- 6.6** A staff travel survey will be conducted in approximately 12 months time in order to produce a Monitoring Report in which the staff travel patterns will again be analysed and compared with the results recorded in this Report.

STAFF TRAVEL SURVEY

With the growing demand for car parking spaces by both staff and visitors, we would like to assess the ways in which people travel to the club. We are keen to minimise our contribution to the traffic on the local roads and the impact it has on the environment. For this reason we would like to know how you currently travel to work and your thoughts on alternative modes of transport.

About You

1. Name _____
2. Department _____
3. Home Postcode _____
4. Home town or village _____
5. Age
 - Under 25
 - 25-34
 - 35-44
 - 45-54
 - 55 or over

Your Journey to Work

6. How far do you travel to work?
 - Up to 1 mile
 - Over 1 mile and up to 2 miles
 - Over 2 miles and up to 5 miles
 - Over 5 miles and up to 10 miles
 - Over 10 miles and up to 20 miles
 - Over 20 miles
7. How long does it take you to get to work?
 - Up to 15 minutes
 - 16 to 30 minutes
 - 31 to 60 minutes
 - 61 to 90 minutes
 - Over 90 minutes
8. What time do you normally arrive at work?
 - Before 7.00
 - Between 7.00 and 7.30
 - Between 7.30 and 8.00
 - Between 8.00 and 8.30
 - Between 8.30 and 9.00
 - Between 9.00 and 9.30
 - Between 9.30 and 10.00
 - Other (please specify) _____
9. What time do you normally leave work?
 - Before 16.00
 - Between 16.00 and 16.30
 - Between 16.30 and 17.00
 - Between 17.00 and 17.30
 - Between 17.30 and 18.00
 - Between 18.00 and 18.30
 - Between 18.30 and 19.00
 - After 19.00
 - Other (please specify) _____

10. On which of the following days you usually work at the club?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- Varies

11. Do you work part time or full time?

- Part time
- Full time

Your Travel Patterns

12. How do you normally travel to work? (please tick one box)

- Walk
- Bicycle
- Motorcycle/ scooter
- Bus
- Train and bus
- Car driver (alone)
- Car driver (with passenger)
- Car passenger
- Other (please specify) _____

13. Which of the following do you occasionally use instead of your usual form of transport?

- Walk
- Bicycle
- Motorcycle/ moped
- Bus
- Train and bus
- Car driver (alone)
- Car driver (with passenger)
- Car passenger
- Other (please specify) _____
- No alternative used

14. What are your reasons for travelling to work by car?

- Medical or health reasons
- Lack of alternatives
- Time saving
- Cost saving
- Car needed for business travel
- Lunch time or after work needs
- School run
- Personal safety
- Other (please specify) _____
- N/A

15. How often do you use your car to make a trip at lunch time?

- Every day
- Occasionally
- Never
- N/A

16. Would you consider car sharing?

- Yes
- No
- I already car share

17. What would encourage you to car share (if you car share, what would you like to see)?

- Help in finding a suitable car share partner
- Preferential car parking spaces for car sharers
- Guaranteed transport home in an emergency
- Other (please specify) _____
- Nothing

18. Would you consider using public transport?

- Yes
- No
- I already use public transport

19. What would encourage you to use public transport (if you already use public transport, what else would you like to see)?

- Improved timetable/ route information at your place of work
- More frequent services
- Discounted fares
- Improved bus stop facilities (eg shelter, real time information)
- More reliable services
- Cleaner and safer buses
- Bus links between work and the train station
- Other (please specify) _____
- Nothing

20. Would you consider cycling to work?

- Yes
- No
- I already cycle

21. What would encourage you to cycle (if you already cycle, what else would you like to see)?

- More information on cycle routes
- Improved quality of cycle routes
- Improved cycle storage facilities
- More showers and lockers at work for staff use
- Discounts/ loans for the purchase of cycling equipment
- Training/ advice on safe cycling
- Other (please specify) _____
- Nothing

22. Would you consider walking to work?

- Yes
- No
- I already walk

23. What would encourage you to walk (if you already walk, what else would you like to see)?

- More information on pedestrian routes
- Improved lighting of pedestrian routes
- Improved crossing facilities
- More showers and lockers at work for staff use
- Other (please specify) _____
- Nothing

24. Would you consider travelling by motorbike/ scooter to work?

- Yes
- No
- I already travel by motorbike/scooter

25. What would encourage you to travel by motorbike/ scooter (if you already travel by motorbike/ scooter, what else would you like to see)?

- Dedicated parking area for motorbikes
- More showers and lockers at work for staff use
- Discounts/ loans for the purchase of motorcycle equipment
- Other (please specify) _____
- Nothing

Thank you for your time. Your views are important so please feel free to add any further comments in the space below.