

A large blue graphic element consisting of a triangle at the top and a trapezoidal shape below it, forming a stylized 'M' or a similar abstract shape. The triangle is inverted, with its base at the top. The trapezoid is positioned below the triangle, with its top edge aligned with the base of the triangle. The overall shape is solid blue.

# **Royal Mail Brighton Delivery Office**

Travel Plan

July 2023

This page left intentionally blank for pagination.

Mott MacDonald  
4th Floor  
Derwent House  
150 Arundel Gate  
Sheffield S1 2JY  
United Kingdom

T +44 (0)114 2761242  
mottmac.com

# Royal Mail Brighton Delivery Office

## Travel Plan

July 2023

# Issue and Revision Record

Revision	Date	Originator	Checker	Approver	Description
A	July 2022	A Frater / K Foulkes	-	-	Issue for Client Comment
B	July 2022	A Frater / K Foulkes	M Taylor	M Staniland	Planning Issue
C	July 2023	J Wright	M Taylor	I Besford	Updated Issue

**Document reference:** 100103689 | 0002 | C | BDO-MMD-XX-00-RP-T-0002

**Information class:** Standard

This document is issued for the party which commissioned it and for specific purposes connected with the above-captioned project only. It should not be relied upon by any other party or used for any other purpose.

We accept no responsibility for the consequences of this document being relied upon by any other party, or being used for any other purpose, or containing any error or omission which is due to an error or omission in data supplied to us by other parties.

This document contains confidential information and proprietary intellectual property. It should not be shown to other parties without consent from us and from the party which commissioned it.

---

# Contents

Executive summary	1
<b>1 Introduction</b>	<b>2</b>
1.1 Overview	2
1.2 What is a Travel Plan?	2
1.3 Travel Plan Benefits	2
1.3.1 Workplace Travel Plans	3
1.4 Objectives	4
1.5 Consultation	4
1.6 Report Structure	4
<b>2 Site Characteristics</b>	<b>5</b>
2.1 Introduction	5
2.1.1 Location	5
2.1.2 Proposed Development	5
2.1.3 Staff Profile	6
2.2 Site access	6
2.2.1 Highway	6
2.2.2 Public Transport - Bus	7
2.2.3 Public Transport - Train	8
2.2.4 Pedestrian Access	9
2.2.5 Cycling Access	10
2.3 Parking Proposals	10
<b>3 Staff Travel Survey</b>	<b>12</b>
3.1 Introduction	12
3.2 Anticipated Baseline Modal Split	12
3.3 Baseline Staff Travel Survey	13
3.4 Subsequent Surveys	13
<b>4 Active Travel Strategy</b>	<b>15</b>
4.1 Introduction	15
4.2 Staff Travel Survey Results	15
4.2.1 Cycling	15
4.2.2 Walking	16
4.3 On-site Facilities	16
4.4 Bicycle User Group (BUG)	16
4.5 RMG Cycle2Work scheme	17
4.6 Bicycles, Equipment and Repairs	17

4.7	Maps and Route Planning	17
4.8	RMG Sustainability Promotion	17
4.8.1	Bikeshare	17
4.8.2	Cycle Training	18
4.9	Event Participation	18
4.9.1	Supporting Resources	18
4.10	Walking and Cycling Security	18
4.11	Active Travel Incentives	19
4.12	Measures to be Taken Forward	19
<b>5</b>	<b>Public Transport Strategy</b>	<b>20</b>
5.1	Introduction	20
5.2	Staff Travel Survey Results	20
5.3	Improved Transport Links	20
5.4	Railcard Eligibility	20
5.5	Event Participation	20
5.6	Safety Guidance	21
5.7	Journey Planning and Maps	21
5.8	Public Transport Incentives	21
5.9	Measures to be Taken Forward	21
<b>6</b>	<b>Car Strategy</b>	<b>22</b>
6.1	Introduction	22
6.1.1	Car Sharing	22
6.2	Staff Travel Survey Results	22
6.3	Car Share Schemes	22
6.4	Personal Travel Plans	23
6.5	Car Club	23
6.6	Car Park Usage Monitoring	23
6.7	Car Share Incentives	23
6.8	Parking	23
6.9	Priority Car Sharing Spaces	23
6.10	Measures to be Taken Forward	23
<b>7</b>	<b>Marketing and Communications Strategy</b>	<b>25</b>
7.1	Introduction	25
7.2	Measures to be Taken Forward	25
7.3	Communications and Marketing Strategy	25
7.4	Summary	27
<b>8</b>	<b>Travel Plan Administration</b>	<b>28</b>
8.1	Administration	28
8.1.1	TP Coordinator	28

8.2	TP costs	28
8.3	TP Steering Group	28
8.4	BHCC TP Schemes	28
8.4.1	Partnership for Active Travel & Health	29
8.5	Action Plan	29
<b>9</b>	<b>Monitoring Strategy</b>	<b>31</b>
<b>10</b>	<b>Targets</b>	<b>32</b>
10.1	Tangible Targets	32
10.1.1	Modal Split	32
10.2	Intangible Targets	33
	<b>Appendices</b>	<b>34</b>
<b>A.</b>	<b>Policy</b>	<b>35</b>
A.1	National Planning Policy Framework (July 2021)	35
A.2	National Planning Practice Guidance – Travel Plans, Transport Assessments and Statements, Ministry of Housing, Communities & Local Government, March 2014	36
A.3	BHCC – Local Transport Plan 4, March 2015	36
A.4	BHCC – Draft Local Transport Plan 5	37
A.5	BHCC – City Plan Part One, March 2016	38
A.6	BHCC – Draft City Plan Part Two, April 2020	39
A.7	BHCC Local Plan	40
A.8	BHCC – Guidance for the production of workplace Travel Plans	40
A.9	Workplace Travel Plan Guidance Document	42
A.10	Brighton & Hove County Council Workplace Sustainable Travel Webpage	42
<b>B.</b>	<b>Staff Travel Survey Summary Report</b>	<b>44</b>
<b>C.</b>	<b>Staff Travel Survey Questions</b>	<b>45</b>
<b>D.</b>	<b>Site Access Junction</b>	<b>46</b>
	<b>Tables</b>	
	Table 2.1: Brighton DO proposed staff arrival/departure profile	6
	Table 2.2: Nearby Bus Services	8
	Table 2.3: Brighton Railway Station Services	9
	Table 2.4: Parking Standards	11
	Table 2.5: Parking Summary	11

Table 3.1: Anticipated baseline modal split	13
Table 4.1: Cycling Encouragement	15
Table 4.2: Walking Encouragement	16
Table 5.1: Public Transport Encouragement Measures – All Modes	20
Table 6.1: Car Share Encouragement	22
Table 10.1: Anticipated Baseline Modal Split (No TP Measures)	32
Table 10.2: Target Modal Split	33

## Figures

Figure 2.1: Existing Site Access and Site Location	5
Figure 2.2: Cycle network	10

# Executive summary

Mott MacDonald have been appointed by Royal Mail Group (RMG) to provide a Travel Plan (TP) associated with proposals for a storage and distribution building (Use Class B8) with associated access, parking, landscaping, re-grading of land, enclosures, and infrastructure works including two substations and an express vehicle maintenance facility. The proposed development site is situated off Vale Avenue, approximately 6.5 kilometres north of Brighton city centre.

A Travel Plan is a package of measures designed to reduce reliance on the private car and to promote active travel, car sharing and the use of public transport. This Travel Plan is intended to outline RMG's intent to manage travel and access at the new site. The over-riding aim of a Travel Plan is to positively influence staff travel patterns in order to assist the delivery of sustainable transport and development objectives.

This Travel Plan has been prepared in accordance with National Planning Policy and Guidance, in addition to Brighton & Hove City Council policy.

A staff travel survey was undertaken to understand the anticipated travel habits of staff to the proposed development site. The staff travel survey was undertaken for three weeks between Friday 4<sup>th</sup> March 2022 and Friday 25<sup>th</sup> March 2022. The outcomes of the staff travel survey have informed this Travel Plan and determined the measures and targets set out.

The Marketing and Communication Strategy is a key element of the TP. It will cover methods of engaging with staff and raising the profile of different travel options, including the benefits of more sustainable or efficient travel.

This Travel Plan will be reviewed on a regular basis. A Travel Plan is a continuous process for improvement, requiring monitoring and revision to ensure it remains relevant and useful.

# 1 Introduction

## 1.1 Overview

Mott MacDonald have been appointed by Royal Mail Group (RMG) to provide a Travel Plan (TP) for a proposed new Delivery Office (DO) on the site of Patcham Court Farm off Vale Avenue in Brighton. The DO will consolidate two existing DOs at North Road, Brighton (approximately 450 metres south of Brighton Railway Station) and Denmark Villas, Hove.

This Travel Plan is intended to outline RMG's intent to manage travel and access at the new site. Staff travel surveys at the Brighton and Hove DOs have been undertaken to determine proposed modes of travel to the new site. A baseline travel survey will also be undertaken within three months of occupation of the new site.

This Travel Plan has been produced with reference to the Department for Transport (DfT) and Chartered Institution of Highways and Transportation (CIHT) best practice guidelines, relevant Local Planning Authority policies and the development's transport strategy documents, including the following:

- National Planning Policy Framework (NPPF) – Ministry of Housing, Communities and Local Government, July 2021;
- National Planning Practice Guidance (NPPG), Travel Plans, Transport Assessments and Statements – Ministry of Housing, Communities and Local Government, March 2014;
- The Essential Guide to Travel Planning – Department for Transport, March 2008;
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process – Department for Transport, April 2009;
- Guidelines for Planning for Public Transport in Developments – Chartered Institute for Highways and Transportation, March 1999;
- Guidance for the Production of Workplace Travel Plans – Brighton & Hove City Council, April 2007;
- Brighton & Hove City Plan Part One – Brighton & Hove City Council, March 2016; and
- Brighton & Hove City Plan Draft Part Two – Brighton & Hove City Council, April 2020.

A full review of the relevant policy and guidance is set out in Appendix A.

## 1.2 What is a Travel Plan?

A TP is a site-specific package of practical measures designed to improve access to a site by sustainable modes of travel. By aiming to reduce the number and length of car trips generated by a development, TPs can reduce the linked social and environmental impacts of a new development as well as help to reduce economic costs.

It is important to note that a TP is not a static document developed to address a transport problem at a single point in time. Instead, this document will be required to evolve and accommodate the changing characteristics of the site.

## 1.3 Travel Plan Benefits

Traditionally, the commonly identified impacts from transport upon health are road casualties, air and noise pollution. However, over the last 20 years the dependence upon the car has encouraged sedentary lifestyles and even young children are less active and more prone to obesity.

In addition to the impacts upon health from habitual car use, poor transport links can also have a negative impact upon health as they encourage social exclusion in areas of deprivation. Poor transport links contribute towards social exclusion as they restrict access to activities that enhance quality of life such as employment opportunities, education, health care, food shopping and leisure activities. Furthermore, deprived communities suffer disproportionately from pedestrian deaths, pollution and the isolation which can result from living near busy roads.

### 1.3.1 Workplace Travel Plans

TPs can offer real benefits not only to an organisation and its employees, but also the community that surrounds it. A TP may help to relieve local parking or congestion problems or improve public transport connections across the area. A TP may also relieve stress on employees through reducing delays or providing them the opportunity to cut their travel commitments by working from home on occasion.

The Department of Health report (October 2011) 'Healthy Lives, Healthy People: A call to action on obesity in England' discusses how the workplace is an important environment in which many habits related to activity and eating are developed. Schemes which encourage staff to take regular breaks from sitting, making time for lunchtime activities and which offer incentives for active travel are all noted as particularly helpful ways to support staff to reach recommended physical activity levels. It also notes how the journey to and from work provides an opportunity to incorporate activity into a daily routine.

The above report suggests that physical inactivity in the UK contributes to around 17% of premature deaths and indicates that adults should aim to achieve at least 150 minutes of physical activity every week. Some of the potential benefits that can be realised as a result of a successful TP in the workplace include:

#### Environmental

- Improved air quality;
- Reduced noise; and,
- Enhancement of the local community.

#### Organisational

- Lower employee absence rates;
- Higher employee retention and recruitment;
- Solving problems caused by demand for parking;
- Release of land used for car parks for more productive use;
- Saving money on the cost of providing and maintaining parking spaces;
- Helping to meet corporate social responsibility improvements, including meeting environmental targets;
- Enabling higher occupancy of existing buildings;
- Cutting mileage claims and other business travel costs;
- Reducing staff downtime spent travelling on business;
- Reducing the costs of running a fleet;
- Solving problems caused by traffic congestion on and around the site;
- Improving image with the local community;
- Easing of delays to deliveries and movements of goods off site; and,
- Improving staff punctuality by reducing congestion delays and supporting more reliable means of transport.

## Staff

- Assured parking for those with most need to access a vehicle;
- Helping provide less stressful options for travel to work;
- Giving opportunities to build health exercise into daily life;
- Reducing journey times to work; and,
- Reducing the cost of travel to work or avert the need to buy a car.

## 1.4 Objectives

We have identified three overarching objectives for the TP, which RMG will seek to meet over the short, medium and long term. These objectives are the high-level aims of the plan which will give direction and provide a focus.

1. To address the access needs of site users, by supporting walking, cycling and public transport;
2. To improve accessibility to the site by sustainable modes of transport; and,
3. To widen the choice of travel mode for all those travelling to and from the site.

Chapter 10 of this TP contains details of the targets that the measures discussed in this TP will seek to support.

Agreement from RMG to support the delivery of the identified measures and targets has been sought and secured during the production of this TP. As part of the TP, existing RMG-wide initiatives and schemes will be implemented.

## 1.5 Consultation

The following parties were consulted in the production of this TP:

- RMG
- Brighton & Hove City Council (BHCC)

It is proposed that, immediately prior to the occupation of the new building, staff and the existing users of the current Brighton and Hove Mail DOs are informed of new access arrangements and key TP measures, of which further details are provided in Chapters 4 to 7.

## 1.6 Report Structure

The report is structured as set out below:

- Chapter 2 provides information on the site characteristics;
- Chapter 3 outlines the consultation undertaken through the staff travel survey;
- Chapters 4 to 7 include suggestions for potential measures; and
- Chapters 8 to 10 discuss the monitoring strategy, action plan and targets.

## 2 Site Characteristics

### 2.1 Introduction

This section sets out the proposed activities at the new site, and the existing site accessibility by all modes of travel.

#### 2.1.1 Location

The proposed development site is located off Vale Avenue, approximately 6.5 kilometres north of Brighton city centre. The site is currently part of Patcham Court Farm, and there are several existing farm buildings on site. The site is bounded by the A27 (westbound) to the north, allotments to the east, Vale Avenue to the south and trees bordering the A27 exit road to the west.

The site location is displayed in Figure 2.1.

**Figure 2.1: Existing Site Access and Site Location**



Source: Contains OS data © Crown copyright and database rights 2021

#### 2.1.2 Proposed Development

The new RMG DO will be constructed to the north of Vale Avenue on land currently occupied by Patcham Court Farm. The building will comprise 4,145 sqm of B8 floorspace, with ancillary offices, a service yard, car and HGV parking and site access. The DO is a replacement for the existing DOs in Brighton and Hove.

Incoming mail will be delivered by HGVs before being distributed out during the daytime by the RMG fleet. It is not expected that the facility will include a Customer Service Point.

Vehicle access will be via an access junction off Vale Avenue. A copy of the proposed layout of the site is appended in Appendix D.

### 2.1.3 Staff Profile

In normal day-to-day operation, there will be a maximum of approximately 246 staff at the DO site at any given time.

The site will operate on a 24-hour basis. Table 2.1 shows the expected weekday staff arrival and departure profile:

**Table 2.1: Brighton DO proposed staff arrival/departure profile**

Time	Arrivals	Departures	Total staff on site
00:00-01:00	0	0	0
01:00-02:00	0	0	0
02:00-03:00	0	0	0
03:00-04:00	0	0	0
04:00-05:00	9	0	9
05:00-06:00	14	0	22
06:00-07:00	170	0	193
07:00-08:00	18	0	211
08:00-09:00	15	0	226
09:00-10:00	9	0	234
10:00-11:00	10	2	242
11:00-12:00	1	1	242
12:00-13:00	0	4	237
13:00-14:00	1	9	230
14:00-15:00	0	217	13
15:00-16:00	0	1	12
16:00-17:00	0	0	12
17:00-18:00	0	0	12
18:00-19:00	0	11	1
19:00-20:00	0	0	1
20:00-21:00	0	1	0
21:00-22:00	0	0	0
22:00-23:00	0	0	0
23:00-24:00	0	0	0

## 2.2 Site access

### 2.2.1 Highway

#### 2.2.1.1 Vale Avenue

Vale Avenue is a single carriageway measuring approximately 7 metres in width. The road links the A27 Link Road in the west and Mackie Avenue in the east, and predominantly serves residential dwellings, as well as Brighton and Hove Crescent Cricket Club. The road is subject to a 30mph speed limit and has street lighting. Sections of the road are subject to double-yellow on-street parking restrictions. Adjacent to the existing site access point, Vale Avenue forms a staggered crossroads junction with Church Hill on the southern side of the road.

It is proposed that a new site access will be created off Vale Avenue, approximately 60m to the west of the existing site access.

#### 2.2.1.2 Church Hill

Church Hill is a single carriageway measuring approximately 5m at its widest, and 3.5m at its narrowest. The road links Vale Avenue in the north with the A23 London Road in the south, and predominantly serves residential dwellings. The road is subject to a 30mph speed limit and has street lighting. The width of the narrowest points of the road means that adjacent two-way movement is not possible at these pinch points. There are double-yellow on-street car parking restrictions along the majority of its length.

#### 2.2.1.3 A27

The A27 is situated north of the site and is a dual carriageway measuring approximately 20 metres in total width (including the carriageway in both directions). The road is subject to the national speed limit and links Brighton with Portsmouth to the west and Eastbourne to the east. The A27 Link Road links the A27 to the A23 London Road. This is a dual carriageway with three lanes westbound and two lanes eastbound. The Link Road has a 50mph speed limit and has no pedestrian facilities.

#### 2.2.1.4 A23 London Road / A23 Patcham By-Pass

The A23 London Road / A23 Patcham Bypass links Brighton City Centre in the south and Crawley in the north. To the north of the A23/A27 Link Road/Mill Road junction, the road is dual carriageway, with three lanes in either direction and is subject to the National Speed Limit. To the south of the junction, the road is a single carriageway measuring approximately 8 metres in width (not including sections of cycle lanes) and is subject to a 40mph speed limit. The road provides street lighting and sections of unrestricted on-street parking.

The route also has a mandatory cycle lane to the south of Church Hill, with an off-road cycle route to the north which extends as far as Pyecombe. The road continues north towards the M23, providing connections to Greater London, Gatwick Airport and the M25.

### 2.2.2 Public Transport - Bus

In residential areas, 400m has traditionally been regarded as the distance that pedestrians will walk to access a bus stop (Planning for Walking, CIHT. 2015). Research conducted by WYG in July 2015 titled 'How far do people walk', refers to National Travel Survey data on walking as a mode of transport. This report suggests that people are willing to walk further than 400 metres to a bus stop that offers additional services; an acceptable walking distance of 800 metres to bus stops is recommended (based on the 85<sup>th</sup> percentile walking distance).

There are several bus stops located within an 800-metre walking distance. The nearest bus stops providing services in both directions are situated approximately 350 metres south of the site on Patcham Bypass, followed by the Barrhill Avenue bus stop (500 metres), and bus stops along Ladies Mile.

The Patcham Bypass bus stops provide shelter, seating and timetable information, and the Barrhill Avenue bus stop is a flagpole stop. Bus stops along Ladies Mile have a mixture of sheltered and unsheltered stops.

The key services available at the bus stops described above are summarised in Table 2.2.

**Table 2.2: Nearby Bus Services**

Bus Stop	Service	Destination	Operator	Weekday Frequency
<b>Patcham By-Pass (southbound)</b>				
	17	Horsham - Brighton	Stagecoach	Hourly between 06:00 - 20:00
	270	East Grinstead - Brighton	Metrobus	Hourly between 07:00 - 19:00
	271	Crawley - Kemp Town	Metrobus	Hourly between 06:00 - 20:00
	272	Crawley - Kemp Town	Metrobus	Hourly between 07:00 - 09:00 followed by mostly one service every two hours between 10:00 - 22:00
	273	Crawley - Brighton	Metrobus	Seven services a day (one service per hour during peak hours)
<b>Barrhill Avenue</b>				
	5	Hangleton - Patcham	Brighton & Hove Bus and Coach Company	Average of three services per hour during 06:00 - 00:00
	5A	Hangleton - Patcham	Brighton & Hove Bus and Coach Company	Hourly service between 07:00 - 10:00 followed by three services per hour between 10:00 - 20:00 and one service per hour between 20:00 - 23:00
	N5	Hangleton - Hollingbury	Brighton & Hove Bus and Coach Company	Two services per day between 01:00 - 03:00

Source: Traveline.info, accessed 7/4/22

## 2.2.3 Public Transport - Train

### 2.2.3.1 Preston Parkway Station

The nearest station to the site is Preston Park Railway Station, which is located approximately 2.7 kilometres away. It can be reached in approximately 33 minutes on foot along the A23 London Road, 10 minutes via bike along NCN 20, or 12 minutes via bus during the AM and PM peak hours. The station has 20 bicycle parking spaces, is located close to a bus stop, and has lost property facilities, toilets and waiting rooms.

The station is managed by Southern Railway and is served by Southern and Thameslink trains running between Brighton, Littlehampton, London Victoria, and London Bridge/Blackfriars. The station is served by three or four trains per hour in each direction.

### 2.2.3.2 Brighton Station

Brighton Railway Station is located approximately 6 kilometres cycling distance south of the development site and can be reached in approximately 20 minutes via bike or approximately 30 minutes via a bus journey during the AM and PM peak hours. The station provides car parking facilities as well as a 500-cycle parking hub, a cycle repair / maintenance workshop and showers and changing rooms.

The Railway Station is the southern terminus of the Brighton Main Line and is managed by Southern. It is served by Southern, Thameslink, Great Western Railway and Gatwick Express. Trains run to London Victoria, London Bridge and London Blackfriars via Croydon with Thameslink services continuing north of London. Regular services also run providing access through to Seaford and Eastbourne in the east and Littlehampton and Chichester in the west.

Table 2.3 provides an outline of key services at Brighton Railway Station.

**Table 2.3: Brighton Railway Station Services**

Operator	Route
Southern	Hove - Worthing - Littlehampton - Chichester - Havant - Portsmouth
	Hove - Worthing - Littlehampton - Bognor Regis
	Gatwick Airport - East Croydon - Clapham Junction - London Victoria
	Lewes - Eastbourne - St. Leonards Warrior Square - Hastings - Ore - Ashford International
	Lewes - Seaford
Gatwick Express	Gatwick Airport - London Victoria
Thameslink	Haywards Heath - Three Bridges - Gatwick Airport - Redhill - Purley - East Croydon - London Blackfriars - Farringdon - London St. Pancras International - West Hampstead - St. Albans City - Luton Airport Parkway - Luton - Bedford
	Burgess Hill - Haywards Heath - Balcombe - Three Bridges - Gatwick Airport - East Croydon - London Bridge - London Blackfriars - City Thameslink - Farringdon - London St Pancras International - Finsbury Park - Stevenage - Hitchin - Letchworth Garden City - Baldock - Royston - Cambridge
Great Western Railway	Hove - Shoreham-by-Sea - Worthing - Barnham - Chichester - Havant - Portsmouth - Cosham - Fareham - Southampton - Romsey - Salisbury - Warminster - Dilton Marsh - Westbury - Trowbridge - Bradford-on-Avon - Avoncliff - Bath Spa - Oldfield Park - Bristol

Source: National Rail website accessed August 2020 and Trainline website access July 2022

### 2.2.4 Pedestrian Access

Pedestrian access will be provided from Vale Avenue, opposite the Vale Avenue/Church Hill junction. An uncontrolled dropped kerb crossing over Vale Avenue will be provided to the east of the pedestrian site access. This will include tactile paving and will provide a safe pedestrian crossing point over Vale Avenue. The crossing point has been provided here rather than directly outside the pedestrian access due to visibility issues for oncoming traffic in the event that a vehicle is waiting to turn into the site.

There are pedestrian footways on both sides of Vale Avenue, which measure approximately 1 metre in usable width and approximately 3 metres in total width including grass verges that abut the carriageway. They are well-lit and connect to the wider existing footway network towards public transport nodes and local amenities.

Stairs will be provided to overcome the elevation change between the Vale Avenue footway and the site, and a ramp will be provided for disabled access. A series of three zebra crossings between the stairs/ramp and main entrance will be provided across the site access road and car park to ensure safe pedestrian access to the DO.

Zebra crossings between the operational car parking spaces and the eastern entrance of the DO building will also be provided, along with an access ramp from these zebra crossings to the eastern building entrance.

### 2.2.5 Cycling Access

Cycle access can be gained on road through the main site access junction, to the cycle parking located to the east of the main building entrance. Showers and Lockers will be provided on-site, a proportion of which will include charging points to charge electric bicycle batteries.

Route 20 of the National Cycle Network (NCN) is situated approximately 350 metres west of the site. This is an on-road route and runs along the A23 London Road, Mill Road and Waterhill Road, connecting Brighton City Centre in the south and Pyecombe to the north. This route connects the site with several public transport nodes, including Preston Park Railway Station and Brighton Railway Station. The centre of Brighton can be reached from the site via this cycle routes within an approximate 20-minute cycle journey.

The local cycle infrastructure provisions are illustrated in Figure 2.2.

**Figure 2.2: Cycle network**



Source: BHCC Cycling Map. Contains OS data © Crown copyright and database rights. Accessed 29/04/2022

### 2.3 Parking Proposals

BHCC's current parking standards are set out in Supplementary Planning Document (SPD) 14 and are shown in Table 2.4.

**Table 2.4: Parking Standards**

Land Use	Parking Type	Outer Areas
<b>B8 Storage or Distribution</b>	Car	1 space per 150m2
	Cycle	1 space plus 1 space per 350m2 (Long stay)
		Showers and changing facilities should be provided for all industrial developments of 500m2 and above. Facilities should be provided on the basis to cater for a minimum of 10% of staff
	Disabled User Parking	0 - 200 bays: individual bays for each disabled employee where known plus 2 bays or 5% of total capacity whichever is greater.  Over 200 bays: 6 bays plus 2% of total capacity
	Servicing	On-site servicing provision provided
	Motorcycle	Major developments based on at least 5% of the maximum total car parking standard. Minor developments provision provided on a case-by-case basis.

A breakdown of the parking numbers provided at the Patcham Court Farm DO is provided in Table 2.5.

**Table 2.5: Parking Summary**

Parking Area	Type of Parking	Number of Spaces
Staff Car Park	<b>Total Car Parking</b>	<b>85</b>
	Disabled Spaces (included within total spaces)	4
	Electric Vehicle Charging (included within total spaces)	21 (including 1 EV disabled space)
	Motorcycle spaces	20
Operational Car Park	<b>Total Operational Parking</b>	<b>132</b>
	Operational Electric Vehicle Charging (included within total spaces)	121
	7.5t van spaces	3
Cycle Parking	<b>Total Cycle Parking</b>	<b>40</b>

This shows that the proposed development will provide sufficient levels of disabled, EV charging, and cycle spaces to satisfy BHCC parking guidelines. Disabled spaces are provided as close as possible to the main entrance of the DO, to the south of the main building in accordance with TAL5/95 guidance.

## 3 Staff Travel Survey

### 3.1 Introduction

A staff travel survey was undertaken for three weeks between Friday 4<sup>th</sup> March 2022 and Friday 25<sup>th</sup> March 2022. A full summary of the staff travel survey responses is set out in Appendix B

The staff travel survey was shared with all staff from the Brighton and Hove offices. In total, 180 responses were received across the two offices, representing a response rate of 49.7% from a total of 362 staff.

The purpose of the staff travel survey was to understand existing staff travel habits and anticipated travel habits if RMG is successful in moving to Patcham.

The surveys included questions to ascertain the following:

- Existing mode of travel to work;
- Existing distance travelled to work;
- Existing time travelled to work;
- Existing typical shift patterns;
- Home postcodes of staff;
- Reasons for using existing mode of travel to work;
- Anticipated mode of travel to Patcham Court Farm DO;
- Reasons for the anticipated mode of travel; and
- What measures may encourage staff to travel by sustainable modes.

A full list of questions asked is provided in Appendix C.

### 3.2 Anticipated Baseline Modal Split

It is envisaged that most of the employees at the site will be transferred from the existing Brighton and Hove sites.

Table 3.1 shows the anticipated modal split of travel to the Patcham Court Farm DO based on responses to the staff travel survey.

**Table 3.1: Anticipated baseline modal split**

Mode of Transport	Percentage modal share
Bus, minibus or coach	18%
Car (driver)	46%
Car (passenger)	4%
Bicycle	12%
Motorcycle	7%
Multi-modal	3%
Other	3%
RMG Vehicle (overnight retention)	2%
Train	1%
Walking	4%

Source: Staff travel survey, 2022

The results of the staff travel survey indicate that the most popular choice of travel to Patcham is likely to be car (driver), with 46% of staff selecting this. Of the 46% of respondents that stated their intention was to drive a car to the Patcham Court Farm DO, 62% listed no alternative as at least one reason for this. Other popular reasons included:

- Convenience/time – 57% (47 respondents)
- Run errands before or after work – 22% (18 respondents)
- Cost 18% - (15 respondents)
- Personal reasons – 11% (9 respondents)
- Give a lift to family/friend/colleague – 6% (5 respondents)

### 3.3 Baseline Staff Travel Survey

A baseline staff travel survey will be carried out shortly after occupation, in order to work out the modal split of commuting to work in various shifts, and where staff members are commuting from.

The survey form will be agreed in advance with BHCC. However, the survey will include questions to ascertain the following:

- Mode of travel to work;
- Distance travelled to work;
- Home postcodes of staff;
- Preferred mode of travel to work;
- Reasons why current mode is used; and
- What measures may encourage staff to travel by their preferred mode instead.

### 3.4 Subsequent Surveys

As part of the monitoring strategy, further staff travel surveys will take place annually for the first five years of the DOs operation. This will ensure that the TP Coordinator and RMG are aware of any changes in staff travel patterns. This will enable them to conduct a thorough appraisal of the TP, including how effective the measures in the Action Plan and marketing strategy have been, whether the targets in the TP are achievable and how much progress has been made in meeting them, and whether new measures will need to be introduced.

The TP Coordinator will prepare a TP Monitoring Report detailing updates on the existing measures in the plan, the travel survey results and how they compare with targets set. This report will be submitted to the TP Officer at BHCC so they can review and comment on the report. The TP Coordinator will discuss any necessary changes to the TP measures with BHCC.

The findings of the survey will also be shared among staff so that they can see the value of taking part.

## 4 Active Travel Strategy

### 4.1 Introduction

This section of the TP examines the role of transport in contributing towards improved staff health by encouraging walking and cycling, known collectively as 'Active Travel'. Walking and cycling provide the following benefits for staff:

- Reduced stress and improved health which leads to lifestyle improvements;
- Opportunities to socialise with others;
- Overall reduced traffic levels resulting in less pollution and improved air quality in the local area; and
- Reduced traffic levels resulting in fewer road traffic accidents.

### 4.2 Staff Travel Survey Results

The responses to the 2022 staff travel survey have informed the active travel measures included in this TP.

#### 4.2.1 Cycling

The staff survey revealed that 12% of staff intend to cycle to work should RMG relocate to Patcham. Staff were asked "*What could be done to encourage you to cycle to Patcham?*". The responses to this question are summarised in Table 4.1.

**Table 4.1: Cycling Encouragement**

Factor	%
Advice about cycle security	2%
Bicycle User Group to share advice	1%
Cycle to Work Scheme	6%
Cycle training	2%
Engagement events and national campaigns (e.g., Bike Week/Cycle to Work Day)	2%
Financial incentive	7%
Journey planning tools	2%
Nothing - I already cycle	4%
Nothing - it's too far to cycle	31%
Nothing	18%
Secure cycle parking areas	10%
Workplace lockers	6%
Workplace showers and changing facilities	6%
Advice/guidance on cycle maintenance	2%
Other	4%

The survey responses reveal that various measures would encourage staff to cycle to work. Secure cycle parking, financial incentives, workplace showers, workplace changing facilities, workplace lockers and having a Cycle to Work scheme in place were selected as the most popular measures.

### 4.2.2 Walking

The staff survey revealed that 4% of staff intend to walk to work should RMG relocate to Patcham. Staff were asked “*What could be done to encourage you to walk to Patcham?*”. The responses to this question are summarised in Table 4.2.

**Table 4.2: Walking Encouragement**

Factor	%
Financial incentive	5%
Journey planning tools	1%
Nothing - I already walk	3%
Nothing - it's too far to walk	58%
Nothing	17%
On-site locker/storage facilities	3%
Other people to walk with	1%
'Park and Stride' arrangements nearby	2%
Personal safety equipment such as alarms	1%
Walking maps and information	1%
Workplace showers and changing facilities	2%
Other	4%
Engagement events and national campaigns (e.g., walk/run to work day)	1%

The survey responses reveal that walking encouragement will be difficult due to the location of Patcham, with 58% of responses indicating that it is too far to walk. Despite this, 5% of respondents stated that financial incentives would encourage walking to work.

### 4.3 On-site Facilities

In the staff travel survey, 10% of respondents stated that secure cycle parking areas would encourage cycling to work. In addition, 6% of staff stated that workplace lockers and workplace showers/changing facilities would encourage cycling to work. In terms of walking, 3% of respondents stated that on-site locker/storage facilities would encourage walking to work, and 2% stated that workplace showers and changing facilities would encourage walking to work.

Facilities that will be available for those staff and visitors that travel to the site by active modes include:

- Covered parking provision for 40 cycle spaces;
- Changing cubicles within toilet facilities;
- Lockers; and
- Shower facilities.

Cycle routes in and out of the site will be clearly marked and signposted. Cycle parking usage will be monitored to ensure that additional spaces are provided should demand require it.

### 4.4 Bicycle User Group (BUG)

A Bicycle User Group (BUG) will be created to provide an opportunity for staff to have an input into the continuing development of the TP. The advantage of providing such a discussion group is that cyclists, as the most vulnerable road users, can raise any issues which should be considered in order to encourage more people to take up cycling. In the staff travel survey, 1% of staff stated that having a BUG to share cycling advice would encourage cycling to work.

## 4.5 RMG Cycle2Work scheme

RMG employees can take advantage of the Cycle2Work scheme which offers staff tax and National Insurance savings when purchasing a bike with a value of up to £1,000. An additional discount of 10% is available for bike purchases made at Halfords and a 5% discount is available from other bike suppliers (called the Cycleplus scheme). In the staff travel survey, 6% of staff suggested that the Cycle2Work scheme would encourage cycling to work.

## 4.6 Bicycles, Equipment and Repairs

The 2022 staff travel survey revealed that cycle maintenance advice would encourage 2% of respondents to cycle to work.

The TP Coordinator will liaise with local cycling shops and organisations to determine whether RMG staff could receive discounts on new or second-hand bicycles, equipment and repairs. If these negotiations are successful, the TP Coordinator will advertise these discounts on the Travel Information Board.

For repairs, the TP Coordinator will promote Dr Bike sessions in the area. If demand is high enough, the TP Coordinator could be considering organising a Dr Bike session on site for staff with Cycling UK.

A bicycle spares kit and puncture repair kit will also be provided in a communal area for staff to use as required.

## 4.7 Maps and Route Planning

The TP Coordinator will provide staff with local walking and cycling maps, in addition to journey planning tools. This will assist staff with planning an active travel journey and encourage walking/cycling both to/from work and on breaks. Resources include:

- Local cycling map - [Brighton and Hove Cycle Map](#)
- Walkit.com – <http://walkit.com/>
- Strava – <https://www.strava.com/routes>
- Sustrans – [Detailed maps & routes to explore the great outdoors | OS Maps](#)

## 4.8 RMG Sustainability Promotion

As part of RMG's wellbeing initiatives for the whole company, staff are able to access the following services:

- Online wellbeing portal;
- Wellness check-ups and advice on issues from physical fitness to smoking; and
- Discounted gym membership through the 'Shift into Sports' scheme

These services and communications will further ensure that staff are reminded of the importance of health and general wellbeing, all of which are improved through incorporating Active Travel into an everyday routine.

### 4.8.1 Bikeshare

Employees can sign up to the BTN Bikeshare scheme which is run by SocialBike. This allows them to hire bicycles across most of Brighton & Hove, offering two options; a pay-as-you-go plan charging 4p/minute (plus £1 sign-up fee) and an annual plan for 30 minutes every day for £77 (plus 4p/minute for any additional hire time), as long as the bicycle is returned to a Cycle Hub at the end of the day's hire.

At present, the BTN area does not cover Patcham Court Farm but the closest Cycle Hub is outside Patcham High School on Ladies' Mile Road, approximately 0.4 miles away (8 minutes' walk) from the site. The TP Coordinator will consider discussing covering with BHCC if demand is high.

Further information is available here: [BTN BikeShare](#)

#### 4.8.2 Cycle Training

In the staff travel survey, 2% of staff stated that cycle training would encourage cycling to work.

BHCC offers subsidised City Cycling Skills adult cycle training courses. The courses are for everyone and anyone of all ages, abilities and background, over the age of 14 years old. Further information on cycle training courses offered by BHCC is available here: [City cycling skills – adult cycle training courses \(brighton-hove.gov.uk\)](#)

The TP Coordinator will promote the courses offered by BHCC and consider organising a cycle training session for staff.

#### 4.9 Event Participation

The TP Coordinator will promote local and national events/campaigns which encourage active travel. Examples of potential events which would provide staff with an opportunity to engage in active travel or focus on healthy lifestyle choices include:

- Living Streets National Walking Month – [National Walking Month | Living Streets](#)
- Living Streets Try 20 – [Try20 in your workplace | Living Streets](#)
- Cycling UK Bike Week – [Bike Week 2022 | Cycling UK](#)
- Cycle to Work Day – [Cycle to Work Day - Cyclescheme](#)
- United Nations World Bicycle Day – [World Bicycle Day | United Nations](#)
- National #CleanAirDay – [About Clean Air Day](#)

In the staff travel survey, 2% of respondents suggested that participation in engagement events and national campaigns would encourage cycling to work, and 1% of respondents suggested that this would encourage walking to work.

##### 4.9.1 Supporting Resources

There are a range of resources that can be shared with staff to support the local and national event campaigns, such as:

- Clean Air Day business resources – [Clean Air Day business resources](#)
- Air pollution calculator – [Air Pollution Calculator \(cleanairhub.org.uk\)](#)

#### 4.10 Walking and Cycling Security

In the staff travel survey, 2% of respondents stated that cycling security advice would encourage cycling to work. The TP Coordinator will share walking and cycling security advice with staff. Resources for this include:

- THINK! - [Cycle Safety – THINK!](#)
- British Cycling - [Safety Points \(britishcycling.org.uk\)](#)
- BHCC - [Winter safety - snow and ice \(brighton-hove.gov.uk\)](#)

#### 4.11 Active Travel Incentives

The TP Coordinator will consider incentives to encourage active travel, as 7% and 5% of respondents responded to the staff travel survey stating that this would encourage cycling and walking respectively.

One example of an incentive is promotion of the BetterPoints Move for Change app. Move for Change is a rewards programme to support active and sustainable travel choices in Brighton and Hove. By tracking travel via active and sustainable modes, participants can earn points and win prizes. More information is available here: [Betterpoints - Move for Change](#)

This measure is also applicable for public transport. The staff travel survey indicated that 17% of staff would be encouraged to travel by public transport to work if incentives were available.

#### 4.12 Measures to be Taken Forward

This TP promotes the introduction of and continued promotion and support for initiatives which encourage walking and cycling, also known as 'Active Travel'.

The measures which have been identified as appropriate for the proposed development are as follows:

- On-site facilities to be provided in the new building including changing cubicles, covered cycle parking, lockers, showers and dryers;
- Create a BUG to support all cyclists (existing and new) in the new development;
- Promote the Cycle2Work scheme which allows staff to purchase a bike at a discounted price and offers tax/National Insurance savings;
- The TP Coordinator to liaise with local cycling shops and organisations to gain staff discounts on bicycles, equipment and repairs;
- The TP Coordinator to promote local Dr Bike sessions;
- Bicycle spares and a puncture repair kit to be provided in a communal area;
- Staff to be provided with walking/cycling maps, journey planning tools and information on walking/cycle security;
- Promotion of the BTN Bikeshare scheme;
- Participation in events to support Walk to Work Week and National Bike Week to be promoted as part of raising awareness of active travel;
- Dissemination of walking and cycling security advice; and
- The consideration of incentives to encourage active travel.

## 5 Public Transport Strategy

### 5.1 Introduction

Many staff will be travelling from far afield, meaning that public transport has an important role to play in this strategy, especially for journeys of three miles or more.

### 5.2 Staff Travel Survey Results

Responses to the question 'What could be done to encourage you to travel to Patcham by public transport?' in the staff travel survey are set out in Table 5.1.

**Table 5.1: Public Transport Encouragement Measures – All Modes**

Factor	%
Financial incentive	17%
Improved transport links	18%
Journey planning advice	3%
Loan scheme/discounted staff tickets	17%
Nothing	27%
Nothing – I already use public transport	5%
Public transport safety guidance	2%
Up-to-date travel information, such as maps	3%
Other	8%
Total	100%

The most popular measures to encourage public transport include improved transport links, financial incentives, and loan schemes/discounted staff tickets.

### 5.3 Improved Transport Links

As 17% of staff indicated that improved transport links would encourage travel by public transport, this will need to be considered. The TP Coordinator will liaise with BHCC and the local public transport providers in order to improve access by public transport and existing facilities and promote opportunities to travel by public transport. The possibility of a dedicated RMG shuttle bus to the site, or alternative arrangements with existing bus providers will be considered depending on future demand.

### 5.4 Railcard Eligibility

Staff will be made aware of rail cards which they may be eligible to apply for. This will reduce the cost of journeys made by these modes. Railcards which may be of relevance include:

- 16-25 Railcard - <https://www.16-25railcard.co.uk/>
- 26-30 Railcard - <https://www.26-30railcard.co.uk/>
- Two Together Railcard - <https://www.twotogether-railcard.co.uk/>
- Senior Railcard - <https://www.senior-railcard.co.uk/>

### 5.5 Event Participation

Events which could be promoted to encourage the use of public transport include:

- Catch The Bus Week - <http://catchthebusweek.co.uk/>.

## 5.6 Safety Guidance

The results of the staff travel survey suggest that being provided with public transport safety guidance would encourage 2% of staff to use public transport to travel to work. There are various resources that are freely available online, such as the following:

- Government advice on using public transport following the Coronavirus pandemic – [Coronavirus \(COVID-19\): safer travel guidance for passengers - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/guidance/coronavirus-covid-19-safer-travel-guidance-for-passengers)

## 5.7 Journey Planning and Maps

The TP Coordinator will make public transport maps available to all staff. The following links will support staff awareness and journey planning when it comes to travelling by public transport:

- National Rail – <http://ojp.nationalrail.co.uk/service/planjourney/search>
- Traveline - [Plan Your Journey | Traveline](#)

Local bus timetables will be displayed on the Travel Information Board.

## 5.8 Public Transport Incentives

The TP Coordinator will consider providing incentives for those that travel to work by public transport. In the staff travel survey, 17% of respondents stated that incentives would encourage the use of public transport.

## 5.9 Measures to be Taken Forward

A brief summary of the proposed measures which will be introduced to encourage greater usage of public transport are provided below:

- Liaison with BHCC and the local public transport providers in order to improve access by public transport and existing facilities, and promote opportunities to travel by public transport;
- Explore the potential of a shuttle bus to cater for the shift patterns at the site depending on future demand;
- Consideration of Agency bus/minibus services for temporary workers employed at the site during times of heavy demand, such as Christmas;
- Promotion of existing railcards which staff may be eligible to apply for;
- Participation in events to encourage the use of public transport;
- The provision of public transport safety guidance to staff;
- The provision of public transport information and journey planning tools to staff and visitors travelling to the new RMG DO and staff based at the site;
- The provision of bus timetables to be displayed on the Travel Information Board; and
- Consideration of incentives to encourage travel by public transport.

## 6 Car Strategy

### 6.1 Introduction

RMG recognises that, in order to encourage the use of sustainable modes of travel, a car strategy will be a key component of the Travel Plan. Car sharing offers the greatest opportunity for reducing car trips to the proposed RMG DO. RMG will review the requirement for carsharing spaces and define the number of car sharing and accessible spaces from the outset. RMG staff parking will include 85 car spaces in total (including 4 disabled parking bays). Allocated car share spaces will be identified and allocated as appropriate.

#### 6.1.1 Car Sharing

Car sharing or lift sharing can be an effective way of reducing congestion especially at peak times and involves two or more people sharing a car for a particular journey such as for work. The main benefits associated with care sharing are financial due to the shared fuel cost and reduced parking charges. The benefits of car sharing will be promoted to staff.

Priority car park spaces are to be identified for staff with the exact numbers to be determined prior to occupation.

### 6.2 Staff Travel Survey Results

The staff survey revealed that 46% of staff intend to drive to work should RMG relocate to Patcham, with an additional 4% likely to travel in multi-occupancy vehicles as car passengers.

Staff were asked “*What could be done to encourage you to car share to Patcham?*”. The responses to this question are summarised in Table 6.1. The most popular factor that would encourage staff to car share was assistance finding colleagues with compatible journeys along with financial incentives and priority parking.

**Table 6.1: Car Share Encouragement**

Factor	%
Assistance finding colleagues with compatible journeys	26%
Financial incentive	24%
Priority parking - dedicated car share parking spaces closer to the building entrance	22%
Lift share group	20%
Other	3%
Nothing - I already car share	3%
Nothing	2%

Analysis has been undertaken on those that intend to drive to work should RMG relocate to Patcham. Of those that intend to drive, 17 respondents selected either ‘assistance finding colleagues with compatible journeys’ or a ‘lift share group’ would encourage them to travel by public transport.

### 6.3 Car Share Schemes

Car share schemes have a greater chance of success when there is a critical mass of staff. In the staff travel survey, over a quarter of respondents indicated that assistance finding colleagues with compatible journeys would encourage lift sharing to work. This positive response is therefore a great opportunity for RMG.

The car share website Liftshare facilitates lift sharing for those in the nearby area. It is also possible for organisations to sign up as an employer to facilitate lift sharing within staff in an organisation. Further information is available at: [Car share with trusted, reviewed and rated Liftshare.com members](#)

The TP Coordinator will work with Liftshare (or a similar alternative organisation) to arrange lift sharing opportunities for staff. The TP Coordinator will also collate and maintain a list of staff that would like to car share, and pair together staff as appropriate.

#### **6.4 Personal Travel Plans**

The TP Coordinator will arrange personal TPs to be produced for each member of staff prior to occupation. This will involve staff being sent personalised travel plans highlighting all available options for various modes.

#### **6.5 Car Club**

The TP Coordinator will consider promoting a local car club/local electric vehicle car club. The local car club scheme in Brighton & Hove is operated by Enterprise. Further information can be found at: [Enterprise Car Club - Automated Daily & Hourly Car Rental across the UK](#)

#### **6.6 Car Park Usage Monitoring**

BHCC Parking Standards Supplementary Planning Document requires “a systematic approach to monitoring and review, at least annually”. Following the occupation of the new building, car park usage will be monitored on a regular basis to ensure the provision is appropriate. A car park management plan will be introduced to manage the use of parking spaces.

#### **6.7 Car Share Incentives**

The TP Coordinator will consider providing incentives for those that car share. In the staff travel survey, 24% of respondents stated that incentives would encourage car sharing.

#### **6.8 Parking**

#### **6.9 Priority Car Sharing Spaces**

Priority car park spaces are to be identified for staff with the exact numbers to be determined prior to occupation. The TP Coordinator will monitor demand for priority car sharing spaces.

#### **6.10 Measures to be Taken Forward**

As previously discussed, the provision of car parking will underpin the success of the TP and the bullet points below provide a brief summary of the measures which could be introduced to manage the car strategy at the RMG site:

- Promote the benefits of car sharing to staff and identify those who are keen to car share;
- Arrange a car sharing scheme and promote via a range of mediums including posters, email, newsletter, intranet, etc;
- The TP Coordinator to arrange personal TPs to be produced for each member of staff six months prior to occupation;
- The TP Coordinator to consider promoting a local car club/local electric vehicle car club;
- A car park management plan will be introduced to manage the use of parking spaces and ensure the provision is appropriate. The car park will have 20 motorcycle spaces upon occupation. The demand for these spaces will be actively monitored so the supply can be increased if required;

- The TP Coordinator to consider providing incentives for those that car share; and
- The TP Coordinator to monitor demand for priority car sharing spaces.

# 7 Marketing and Communications Strategy

## 7.1 Introduction

Lack of information about travel alternatives such as public transport, car sharing and cycling is often one of the most significant barriers to their use. Therefore, marketing and communications is a crucial element of the TP and a TP Coordinator will be appointed to spend time raising awareness of alternatives to driving alone.

The communications and marketing strategy will cover methods of engaging with staff and raising the profile of different travel options, including the benefits of more sustainable or efficient travel.

## 7.2 Measures to be Taken Forward

The TP Coordinator's main responsibility will be raising awareness of alternatives to the private car, and it is considered important that marketing and communications exercises are carried out on a regular basis. The TP Coordinator will look to utilise as many channels of communication as possible from face-to-face briefings to emails.

The bullet points below provide a summary of the recommended key communication and marketing measures which could be considered for the TP:

- A marketing and communications strategy could be produced in order to ensure that the promotion of the plan occurs on a regular basis via newsletters, meetings etc;
- A Travel Information Board will be in a communal area in a place where it is most likely to be seen by employees on a daily basis (the precise location will be determined during the fit out of the Hub building);
- Other means of marketing, including 'table talker' information sheets on tables in the canteen and posters in communal areas where they are most likely to be seen by employees on a daily basis;
- All employees are to be provided with a Travel Information Pack with relevant information regarding all available travel modes to the site, including:
  - Pedestrian and cycle routes to the site
  - Cycle facilities on-site
  - Information on carsharing and cycling initiatives and schemes
  - Bus and train timetables
- The TP Coordinator should work in partnership with BHCC and local public transport providers in order to effectively promote new and existing public transport services; and,
- Liaising with BHCC to promote travel options to potential new members of staff at recruitment events prior to the Hub opening.

## 7.3 Communications and Marketing Strategy

Marketing professionals claim that when promoting an initiative, it needs to be said seven times before individuals decide whether to buy in to the idea. When introducing a new initiative, it is important that the TP Coordinator has the resources to undertake communication as it will increase the likelihood of success of any scheme and should be conducted regularly. It is proposed that the TP Coordinator should ideally be from the Human Resources function, or a Senior Manager. Newsletters and Travel Information Packs are important parts of the marketing

strategy and therefore, assigning the responsibilities of a TP Coordinator to a member of staff involved in these processes is an effective way to manage and promote the TP.

Prior to any marketing exercise, it is important that RMG establish what the overall aims are, which will help to focus activities and evaluate the success of each campaign. Some ideas include:

**Table 7.1: Communications and Marketing Guidance**

Tasks	Actions	Timescales
Launch and Initial Promotion of TP	<p>Launch the TP to all employees, (ensuring the launch is as high-profile as possible)</p> <p>Utilise the following channels of communication:</p> <ul style="list-style-type: none"> <li>• Poster campaign;</li> <li>• Global email;</li> <li>• Manager briefing note;</li> <li>• Features with newsletters; and,</li> <li>• Staff induction process</li> </ul> <p>At the same time as the TP launch, it is recommended that the following measures are introduced:</p> <ul style="list-style-type: none"> <li>• Travel Information Board;</li> <li>• Travel Information Pack;</li> <li>• Marketing materials on communal noticeboards;</li> <li>• Car share scheme; and,</li> <li>• Emergency cycle repair kit in a communal area.</li> </ul>	At TP Launch
Maintain the momentum	<p>The TP Coordinator could launch a campaign every quarter, with key events held over the Spring and Summer months.</p> <p>Promotional opportunities include:</p> <ul style="list-style-type: none"> <li>• Active travel modes over the spring and summer months (e.g. walk/cycle to work breakfasts);</li> <li>• Car sharing (e.g. coffee mornings) over the autumn and winter months;</li> <li>• Public transport in the spring (with representatives from local operators); and,</li> <li>• 'Dr Bike' cycle repair events.</li> </ul> <p>Key events could coincide with the following:</p> <ul style="list-style-type: none"> <li>• Walk to Work Week;</li> <li>• National Bike Week;</li> <li>• World Car Free Day;</li> <li>• Bike to Work Week; and,</li> <li>• Liftshare week.</li> </ul> <p>In liaison with BHCC, travel freebies will be made available for such events (e.g. cycle lights, reflective tabards, bike locks, personal alarms)</p> <p>Where possible, it is helpful to base campaigns around the launch of new TP measures. The action plan in Chapter 8 provides further details. The Travel Survey and other staff feedback will also be used to determine which travel events would be most suitable.</p>	Quarterly
Monitoring	<p>Following the formal launch of this TP, RMG will monitor it annually over a five-year period.</p> <p>Following each survey, it will be important to promote the results amongst staff, so they can appreciate the value of taking part. If possible, RMG should act upon the findings of the surveys and consider existing TP measures.</p>	Annually

RMG may create a brand for the plan, which will be used on all information and materials. It will be important that the brand is aspirational and concentrates on the positive factors of alternatives to the private car.

The purpose of marketing is to match the right product to the right market, to provide an optimum return. Marketing will increase the likelihood that staff will change their travel behaviour through raising awareness of the alternatives to driving alone.

## 7.4 Summary

The TP Coordinator's main responsibility should be raising awareness of alternatives to the private car, and it is considered important that marketing and communications exercises are carried out on a regular basis. The TP Coordinator should look to utilise as many channels of communication as possible from face-to-face briefings to emails.

The bullet points below provide a summary of the recommended key communication and marketing measures which could be considered for the TP:

- A marketing and communications strategy could be produced in order to ensure that the promotion of the plan occurs on a regular basis via newsletters, meetings etc.
- When they begin working on the site, all employees are to be provided with a Travel Information Pack regarding all available travel modes to the site
- The TP Coordinator should work in partnership with BHCC and local public transport providers in order to effectively promote new and existing public transport services.

## 8 Travel Plan Administration

### 8.1 Administration

#### 8.1.1 TP Coordinator

It is recognised that a TP Coordinator is required to implement the TP measures and RMG are to identify an individual responsible for the strategy. Depending on the measures to be implemented, the responsibilities of the TP coordinator include:

- Maintaining the commitment and support of staff and senior management;
- Liaising with local public transport operators to ensure that they take advantage of new products and marketing materials as they are made available;
- Implementing or delegating the delivery of TP measures;
- Designing and implementing effective marketing and awareness raising campaigns;
- Collecting travel data and monitoring the success of the TP;
- Acting as a point of contact for all staff and trainees requiring information on the TP;
- Revising and enhancing the TP; and
- Liaising with BHCC (including the Council's TP Officer) and attending meetings/sessions to discuss TP opportunities.

### 8.2 TP costs

It is recommended that RMG provide funding for a specific annual budget to be made available for promotional activities and costs associated with the implementation of the TP throughout the year.

### 8.3 TP Steering Group

It is recommended that a TP Steering Group be established which could include representatives from RMG management, staff representatives, BHCC and the Human Resources team. It is recommended that the group meets annually to discuss the TP implementation, monitoring and targets. Typical terms of reference for a TP steering group may include the following:

- Provide the management support required to take ideas forward and identify strategic organisational decisions required to agree a travel policy and as necessary agree revisions to associated organisation policies;
- Steer the Travel Policy and Plan development in the desired direction and address any issues that may arise;
- Identify and seek any necessary funding required to take the Travel Policy and proposed Plan forward;
- Ensure the Policy and Plan are agreed and communicated;
- Identify realistic targets and actions within the Plan to be achieved within clear timescales and attribute accountabilities as far as possible;
- Monitor and review progress of the TP and keep key people/groups informed; and,
- Ensure that the work to implement of the TP is co-ordinated with other activities in the organisation.

### 8.4 BHCC TP Schemes

BHCC uses the Modeshift STARS system to assess the effectiveness of workplace TPs. The system uses a series of accreditation standards from Green and Bronze to Platinum.

Workplaces using Modeshift STARS can gain accreditation, which can be used to achieve ISO standards.

BHCC also runs a Move for Change BetterPoints scheme and free app. Staff can sign up to the scheme to gain rewards and incentives for using sustainable and active modes of transport.

BHCC has provided guidance for TP Champions and staff travel information and also offers more tailored TP support to workplaces.

### 8.4.1 Partnership for Active Travel & Health

BHCC also runs a Partnership for Active Travel & Health for workplaces and other organisations. This meets 2 or 3 times every year and provides a forum to share best practice and collaborate on providing sustainable TP initiatives.

## 8.5 Action Plan

Table 8.1 outlines a potential action plan, with short, medium and long-term measures. It also identifies the key responsibilities and timeframes which will be required for it to be successfully implemented.

**Table 8.1: Draft Action Plan**

Mode	Activity	Responsibility	Timescale
Active Travel Strategy	Provide changing, shower and drying facilities for staff that wish to travel to the site using active modes	RMG	At occupation
	Participate in the Staff Cycle2Work scheme	RMG	Already in place across RM's sites
	Establish a Bicycle User Group (BUG)	TP Coordinator	Within first year
	Negotiate with cycle shops and organisations to secure discounts on new/second-hand cycles and repairs)	TP Coordinator	Within first year
	Promotion of local Dr Bike sessions	TP Coordinator	Within first year
	Provide an emergency puncture repair kit in the communal area	RMG	At occupation
	Provision of walking/cycling maps, journey planning tools and information	TP Coordinator	At occupation and for all new starters
	Provision of active travel security information	TP Coordinator	At occupation and for all new starters
	Promotion on the BTN Bikeshare scheme	TP Coordinator	At occupation
	Consideration of active travel incentives	TP Coordinator	Within first year
	Monitor cycle parking usage and provide additional cycle parking where required	TP Coordinator/RMG management	Annual review
Car Strategy	Provide and maintain covered cycle and two-wheeled vehicle parking	TP Coordinator	At occupation and ongoing
	Engage with a car share organisation to arrange car sharing opportunities for staff	TP Coordinator	6 months prior to occupation
	Collate and maintain a list of staff that would like to car share and implement a car sharing scheme.	TP Coordinator	6 months prior to occupation and ongoing
	Review requirement to provide carsharing spaces located prominently and close to the entrance	TP Coordinator	Annually review

Mode	Activity	Responsibility	Timescale
	Produce Personalised TPs for each member of staff	TP Coordinator	6 months prior to occupation
	Consideration of car sharing incentives	TP Coordinator	Within first year
Public Transport Strategy	Liaise with BHCC and local public transport providers regarding improving public transport services	TP Coordinator/RMG Management	6 months prior to occupation
	Explore the potential of a shuttle bus or alternative public transport improvements to site	TP Coordinator/RMG Management	6 months prior to occupation
	Negotiate with bus operators (including to provide bus services to and from the site in conjunction with shift patterns)	TP Coordinator/RMG Management	Within first year
	Promote railcards and provide public transport information/journey planning tools to staff	TP Coordinator	At occupation and ongoing
	Display local bus timetables on the Travel Information Board	TP Coordinator	At occupation and ongoing
	Consideration of public transport incentives	TP Coordinator	Within first year
		Appoint a site-specific TP Coordinator	TP Coordinator
Marketing and communications strategy	Set up a Travel Information Board at appropriate location	TP Coordinator	At occupation, updates ongoing
	Provide all employees with Travel Information Packs regarding all available travel modes to the site	TP Coordinator	Ongoing, when they begin working at the site
	Promote national travel events	TP Coordinator	Ad-hoc
	Posters/table-top promotions	TP Coordinator	Ongoing
		Undertake an initial baseline staff travel survey	TP Coordinator
Monitoring Strategy	Undertake annual staff travel surveys	TP Coordinator/RMG management	Annually
	Production of TP Monitoring Report	TP Coordinator	Annually, after each survey
	Add additional TP measures	TP Coordinator	Annually after travel surveys, as required

## 9 Monitoring Strategy

TPs are not static but dynamic documents, evolving through a process of monitoring and reviewing to ensure that it remains relevant to the organisation and to those using the site.

This section of the TP sets out how the plan will be monitored and reviewed over the short, medium and long term. RMG will review the TP targets annually, identifying new measures where appropriate.

Table 9.1 below summarises the monitoring plan, including the data collection activities which will be undertaken when these will occur.

**Table 9.1: Monitoring Plan**

<b>Data collection</b>	<b>Key information</b>	<b>Frequency</b>	<b>By whom</b>	<b>Comments</b>
Cycle facilities and usage	Maintenance and any requirement to increase provision	On a regular basis	TP Coordinator	N/A
Car Parking and carshare	Monitoring of on-site car parking and carshare usage and demand between staff and visitors	On a regular basis	TP Coordinator	N/A
Staff travel surveys	Undertake comprehensive travel survey of site users	Annually for 1 to 5 years	TP Coordinator	Report findings of survey to RMG Management within one month of survey completion. Share findings with BHCC
Monitoring report	Annual review of the TP for a 5-year period	Annually for 1-5 years	TP Coordinator	Collate, analyse and interpret all results and evidence of success. Use to review TP effectiveness. Share findings with BHCC

# 10 Targets

## 10.1 Tangible Targets

It is important that any TP includes targets against which the success of the TP measures may be monitored and reviewed. Targets should be developed to gauge the success of the TP in terms of reducing the need to use the car for journeys to work. These measurable goals can be used to refine the plan and influence the process of marketing and promoting individual initiatives.

Targets need to be designed as ‘SMART’ (Specific, Measurable, Achievable, Realistic and Time-bound):

- Specific – targets will aim to specifically promote walking and cycling to those employees living within a reasonable distance of the site. Those who can combine public transport travel will be actively encouraged.
- Measurable – the targets would be measurable, based on the results of the baseline staff travel survey and review surveys thereafter, to be carried out at key milestones over the lifecycle of the TP.
- Achievable and Realistic – the targets should be achievable and realistic; they should be set in relation to the results of the baseline staff travel survey.
- Time-bound – the lifetime of the TP will be continuous with monitoring expected on an annual basis.

### 10.1.1 Modal Split

The anticipated baseline modal split of staff (without any TP measures being put in place is outlined in Table 10.1.

**Table 10.1: Anticipated Baseline Modal Split (No TP Measures)**

Mode of transport	Percentage modal share
Car (driver - alone)	46%
Car (passenger)	4%
Walk	4%
Cycle	12%
Bus, minibus or coach	18%
Train	1%
Motorcycle	7%
RMG Vehicle (overnight retention)	2%
Multi-modal	3%
Other	3%

Source: Royal Mail

Table 10.2 sets out the target modal split for staff that will be supported by the implementation of TP measures.

**Table 10.2: Target Modal Split**

Mode of transport	Percentage modal share
Car (driver)	35%
Car (passenger)	12%
Walk	6%
Cycle	16%
Bus	24%
Train	1%
Motorcycle	7%

As a result, the following targets are proposed:

- To increase the percentage of staff travelling to work by public bus from 18% to 24%;
- To reduce the number of single occupancy vehicle journeys to work from 46% to 23%; and
- To increase the number of staff travelling as a car passenger from 4% to 12%.

The tangible targets will be reviewed against the first annual staff travel survey to see if this target is still achievable for this site.

## 10.2 Intangible Targets

Successful TPs lead to the reduction of stress associated with travel to and from work for staff members, improved health and fitness and a change in attitude towards public transport. Together, these benefits support a healthier and more sustainable workplace which ultimately benefits all staff and customers.

Surveys and continuous consultation with staff will ensure that the perceived benefits of active travel promotion are collected and noted.

# Appendices

A.	Policy	35
B.	Staff Travel Survey Summary Report	44
C.	Staff Travel Survey Questions	45
D.	Site Access Junction	46

# A. Policy

## A.1 National Planning Policy Framework (July 2021)

The updated National Planning Policy Framework was published by the Ministry of Housing, Communities and Local Government in July 2021, with the aim of promoting sustainable development. The NPPF is relevant to the Patcham Court Farm DO as follows:

“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a. appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- b. safe and suitable access to the site can be achieved for all users;
- c. the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and
- d. any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”

NPPF, Paragraph 110

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

NPPF, Paragraph 111

“Within this context, applications for development should:

- a. give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- b. address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- c. create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- d. allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- e. be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”

NPPF, Paragraph 112

“All developments that will generate significant amounts of movement should be required to provide a TP, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”

NPPF, Paragraph 113

## A.2 National Planning Practice Guidance – Travel Plans, Transport Assessments and Statements, Ministry of Housing, Communities & Local Government, March 2014

The Government's Planning Practice Guidance (PPG) website provides details on the overarching principles on Transport Statements in decision making. Category 'Travel Plans, Transport Assessments and Statements' was published in March 2014, and provides advice on what Travel Plans should contain. The guidance advises Travel Plans can positively contribute to the following:

- Encouraging sustainable travel.
- Lessening traffic generation and its detrimental impacts.
- Reducing carbon emissions and climate impacts.
- Creating accessible, connected, inclusive communities.
- Improving health outcomes and quality of life.
- Improving road safety.
- Reducing the need for new development to increase existing road capacity or provide new roads' (Paragraph 006).

## A.3 BHCC – Local Transport Plan 4, March 2015

The Brighton and Hove Council Local Transport Plan 4 sets out the priorities, projects, and programmes for the future of the city. The document was approved in March 2015 and is relevant to the Brinell Building as follows:

*"The following strategic goals have been set in order to develop more specific transport objectives that can be achieved and which will contribute towards meeting these goals: -*

- *Grow the Economy Sustainably*
- *Reduce Carbon Emissions*
- *Increase Safety & Security*
- *Provide Equality, Mobility & Accessibility*
- *Improve Health & Well-being*
- *Enhance the Public Realm*
- *Encourage Respect & Responsibility"*

BHCC Local Transport Plan 4, Page 37

*"Reduce transport emissions that affect climate change and our local environment.*

- *Reduce the need to travel for some journeys and activities.*
- *Provide information and choices for people to enable them to travel more sustainably on a regular basis.*
- *Promote and enable greater use of zero and low-emission forms of transport.*
- *Use new technology to maximise reduction of carbon emissions.*

*Encourage and enable healthy and active travel choices*

- *Minimise the impacts of transport related air and noise pollution on people and local communities.*
- *Encourage and enable people to achieve greater levels of active and healthy travel by providing greater choice."*

BHCC Local Transport Plan 4, Page 39

*“This Delivery Plan has been developed as an area and place-based approach to improving travel and transport for people - with the primary focus on improving door-to-door journeys at both a strategic and local level. The primary focuses of the Delivery Plan are to:*

- *Support local people & communities with the greatest need or who are the most vulnerable*
- *Promote and provide active and healthy travel options for people*
- *Encourage and welcome visitors*
- *Develop more cohesive, inclusive and sustainable local neighbourhoods*
- *Improve the city centre*
- *Enhance and regenerate the seafront*
- *Protect the national park*
- *Enhance local streets to encourage greater use of them by residents*
- *Improve links, routes and services to/from, or in, key local and central destinations”*

BHCC Local Transport Plan 4, Page 42

*“In moving towards the development of a low carbon and more sustainable local economy, the aim is to provide a future where all people in the City can lead fulfilling and healthy lives efficiently.*

*Transport, travel and access plays an important role in supporting and enabling this growth to occur, through the effective and efficient management of the road network to enable deliveries and servicing to be undertaken on a daily or regular basis, and the promotion and provision of alternative options for journeys to work, or during work, by employees. There are a number of existing centres of commercial, industrial and retail activity of varying types and size that provide local jobs and where future development will increase these opportunities, and the activities associated with them. They include:*

- *Patcham Court Farm”*

BHCC Local Transport Plan 4, Page 63

#### **A.4 BHCC – Draft Local Transport Plan 5**

As part of the preparations for the new Local Transport Plan 5 which will last until 2030, BHCC held a public consultation in September 2021 regarding the principles, concepts and to be taken forward in the plan. BHCC’s 2030 transport vision is:

*“Better connected residents, businesses and visitors, for an improved quality of life in a healthy, inclusive and carbon neutral city.”*

The six key outcomes to achieve this are:

- A sustainable, strong and fair economy
- Safe, healthy and welcoming streets and neighbourhoods
- An accessible city with a transport network that everyone can use
- Improved air quality to safeguard the health of our communities
- Reduced carbon emission to protect our global environment
- Travel that respects our local environment

These are to be achieved through three key principles: Reduce the need for travel, shift how people travel and clean vehicle travel.

BHCC has identified six transport priority areas:

- Create an inclusive and integrated transport system

- Reduce car use
- Develop streets and places that encourage and enable active travel
- Promote and facilitate the use of low and zero emission vehicles
- Increase public transport use
- Promote and use technology to reduce and manage travel

Proposed interventions relevant to the development include:

- More step-free access
- Safer road crossings
- More disabled parking bays
- Active travel and public health behaviour change campaigns
- Behaviour change incentivisation campaigns
- Bespoke cycle training courses for underrepresented groups in cycling
- More car-free or low car developments including housing and offices
- School and workplace travel plans
- More electric vehicle charging points at homes and destinations
- Behaviour change campaigns to switch to electric vehicles

#### A.5 BHCC – City Plan Part One, March 2016

The document provides a vision for the future development and planning within Brighton and Hove and is relevant to the Brinell Building as follows:

*“Ensure that all major new development in the city supports the regeneration of the city, is located in sustainable locations, provides for the demands that it generates and is supported by the appropriate physical, social and environmental infrastructure.”*

City Plan Part One, Strategic Objective 1

*“Provide an integrated, safe and sustainable transport system to improve air quality, reduce congestion, reduce noise and promote active travel.”*

City Plan Part One, Strategic Objective 11

*“By 2030 the city will have made significant progress towards becoming a resource-efficient, One Planet, Zero Carbon City and a city that is adapting well to climate change. This will be achieved by...A reduction in car use of 10-20%, less air borne pollution, less traffic noise and far lower carbon emissions.”*

City Plan Part One, Page 18

*“The council will work with partners, stakeholders and communities to provide an integrated, safe and sustainable transport system that will accommodate new development; support the city’s role as a sub-regional service and employment hub; and improve accessibility. It will promote and provide measures that will help to manage and improve mobility and lead to a transfer of people and freight onto sustainable forms of transport to reduce the impact of traffic and congestion, increase physical activity and therefore improve people’s health, safety and quality of life.”*

City Plan Part One, Policy CP9 - Sustainable Transport

*“Improving access to significant uses, facilities and services by supporting or providing sustainable transport measures (public transport, cycle and pedestrian and wheelchair friendly), better public realm and improved safety.”*

*“Ensuring that all new, major development schemes submit a Transport Assessment to identify the likely effects of the demand for travel they create and include measures to mitigate their impacts by reducing car use and making appropriate contributions towards sustainable transport measures (see CP7 Infrastructure and Developer Contributions).”*

*Working with partners to increase and implement travel and mobility management measures to encourage more journeys by sustainable transport in order to reduce the number of car journeys to, from and within the city. Measures will include:*

- workplace travel plans
- personalised travel planning”

City Plan Part One, Policy CP9 - Sustainable Transport

*“Other measures that make a significant contribution towards promoting and improving the use of sustainable transport travel management measures are known as ‘smarter choices’ initiatives. These include travel plans for residential developments, schools and businesses to enable people to make more informed and active sustainable choices. This will involve sustained partnership working to develop measures which will help reduce car journeys into the city and within the city.”*

City Plan, Paragraph 4.123

*“Transport technology will play an important role in managing movement and travel and therefore reducing carbon emissions. Local measures can also make a difference, including:*

- Greater use of public transport – bus, rail, coach and taxis
- Greater use of zero carbon transport options – walking and cycling
- Changes in travel patterns and behaviour – such as powered two wheelers, car sharing or flexible working
- Reducing the need to travel”

City Plan, Paragraph 4.95

## **A.6 BHCC – Draft City Plan Part Two, April 2020**

The Draft City Plan Part Two was issued for public consultation in July 2018. This contains Brighton and Hove City Councils proposed development management policies, including the aspiration for active and sustainable travel, and the requirements for travel plans.

*“The council will promote and provide for the use of sustainable transport and active travel by prioritising walking, cycling and public transport in the city. This will support the objectives, projects and programmes set out in the Local Transport Plan and other strategy and policy documents. New developments should be designed in a way that is safe and accessible for all users, and encourages the greatest possible use of sustainable and active forms of travel.”*

City Plan Part Two (Draft), DM Policy 33 - Safe, Sustainable and Active Travel

*“Transport Statements, Transport Assessments, Construction and Environmental Management Plans and Travel Plans are required to support planning applications for all developments that are likely to generate significant amounts of movement/travel in line with the NPPF or any subsequent national or locally derived standards and guidance...”*

*“...All development proposals should include appropriate measures to ensure that journeys by private car are minimised and to make the greatest possible use of sustainable travel in order to deliver the objectives for sustainable transport set out in Policy CP9 of the City Plan Part One. Where necessary, planning obligations will be sought to facilitate or support such measures.”*

## City Plan Part Two (Draft), DM Policy 35 - Travel Plans and Transport Assessments

*“Provision of parking, including ‘blue badge’ holder and cycle parking, in new developments should follow the standards in SPD14 ‘Parking Standards for New Development’ (and any subsequent revisions) as set out in Appendix 2. In addition [...]*

*New developments should include infrastructure to support the use of low emission vehicles, including electric vehicle charging points.*

*Parking spaces for people with a mobility related disability (‘blue badge’ holders) should be located close to the main or most suitable access, to the development. Where these spaces cannot be laid out with the development site, developers may be required to provide dedicated spaces on-street or, where appropriate, support a mobility scheme or specially adapted public transport infrastructure.*

*Provision for large vehicles to service new developments should be provided on-site, including sufficient, safe manoeuvring space...*

*Major development should include transport infrastructure that improves equality of access to travel and supports the efficient use of space, such as cycle hire and car club schemes.”*

## City Plan Part Two (Draft), DM Policy 36 - Parking and Servicing

### A.7 BHCC Local Plan

The BHCC Local Plan was adopted in 2005 but has since been superseded by the City Plan. A number of retained policies are detailed within Annex One of the City Plan. Those considered relevant to the development are set out below.

#### A.7.1 Policy TR4: Travel Plans

*“Planning permission will be granted for developments that do not increase the danger to users of adjacent pavements, cycle routes and roads. Where there are no acceptable solutions to problems that arise from development proposals, planning permission will be refused.”*

#### A.7.2 Policy TR7: Safe Development

*“Travel plans will be required for developments that are likely to have significant transport implications.*

*These include:*

- *Major developments for employment, shopping, leisure and recreation, new or expanded education proposals;*
- *Smaller developments, below the advisory thresholds where a travel plan would alleviate local traffic or air quality problems, associated with traffic generated by the proposed development.”*

### A.8 BHCC – Guidance for the production of workplace Travel Plans

#### Introduction of the Travel Plan

*“This section of the Travel Plan should include the following paragraphs,*

- *Planning application number.*
- *Details including Name of company, address of site/s, details of the business that the company operates.*
- *Details about the ownership of the site/s, including length of lease etc.*

- *If the development is new, when occupation is expected to start and when the site will be fully occupied.*
- *Brief history of site and organisation.*
- *Describe existing and proposed onsite activities.*
- *Brief details of the policy framework behind travel plans - International/National/ /Regional and local, ISO14001 etc.*
- *Reasons for the Travel Plan at your site.*
- *Details of the aims and objectives.*
- *Detail the business case for your organisation developing a Travel Plan.”*

#### Travel Plan Administration

*“This section of the Travel Plan should include the following paragraphs*

- *Contact details of the Travel Plan Coordinator appointed in your organisation.*
- *Outline of their responsibilities including - consultation, feedback, monitoring, review, and liaison with the local authority.*
- *The role of Travel Plan Coordinator should be one of the duties of a manager within the organisation.”*

#### Existing Travel Patterns

*“This section of the Travel Plan should include*

- *Details of the site description, including number of staff, opening hours, map of the site.*
- *Details of the existing transport infrastructure, including bus stops, cycle ways, cycle parking, pedestrian access, car parks etc.*
- *Existing travel patterns amongst staff (including commuting and business travel).*
- *Details of existing customer, visitor, delivery and service travel.*
- *Include a copy of the staff survey in this section.”*

#### Proposed Travel Patterns

*“This section should detail how travel patterns are likely to change with the proposed development, including increases in number of staff and travel, increased deliveries etc.”*

#### Measures

*“This section of the Travel Plan is the key to successfully delivering effective change. Measures should be broken down into separate transport modes, that your organisation may consider to encourage employees to travel by more sustainable forms of transport. All measures should be promoted to staff. Some of the measures to consider, where appropriate are:*

- *Provide an information pack to all staff at the site promoting sustainable travel methods.”*

#### Targets

*“This section should contain targets for your organisation to reduce car journeys, and increase use of sustainable transport. Cost savings should be shown where appropriate.”*

#### Monitoring and Review

*“This section should include the following:*

- *Details of how your organisation will monitor the progress of your Travel Plan e.g. annual staff travel survey.*

- *State how often the Travel Plan will be reviewed and how often new targets will be set.*
- *Liaise with Brighton & Hove City Council transport team on an annual basis, and submit a summary report.*
- *Detail of first staff survey after 3 months, then 3 months after that the full Travel Plan becomes effective, including agreed targets.*
- *Ideas on what measures could be taken to help meet targets, such as prioritising parking for those with accessibility problems, car sharing, and converting car parking spaces to cycle parking.”*

## A.9 Workplace Travel Plan Guidance Document

This guidance document is arguably less formulaic than its predecessor and is more focused on the process of developing a travel plan rather than being a step by step account of how a travel plan report should be written.

*“The aim of this document is to provide a comprehensive guide for organisations seeking to develop and implement a Workplace Travel Plan. It covers the creation of travel plans for businesses of all sizes, colleges, universities, hospitals and charities. It seeks to provide clarification and guidance for the creation of voluntary travel plans as well as mandatory travel plans (where a travel plan forms an obligation as part of planning permission, for example).*

*This document aims to provide all the help, advice and guidance you need in one place. It covers all the stages of the process, including the writing of the Travel Plan document. The process consists of more than simply writing a document and this guide aims to take you through this.”*

Workplace Travel Plan Guidance Document, Page 1

This guidance document will be a useful supporting document for the Travel Plan Co-ordinator, particularly as they:

- Conduct baseline and future surveys
- Analyse these and set corresponding objectives and targets
- Updating the Action Plan
- Implement measures

## A.10 Brighton & Hove County Council Workplace Sustainable Travel Webpage

*“At Brighton & Hove City Council, we are aware of the impacts that travel and transport have on our city. For this reason, we need workplaces, and organisations to play their part in reducing carbon emissions specific to travel and transport.*

*By developing a Travel Plan your organisation can reduce its carbon footprint and help improve our city’s roads by reducing traffic congestion, reduce air pollution and improve the health and wellbeing of staff and our residents.*

*Switching to active and sustainable forms of transport is one of the quickest and easiest ways to do this. Active and sustainable travel also makes our seaside city quieter, a better place to live in and enjoyable [...]*

*By following the active and sustainable travel hierarchy outlined below, this will encourage the best way to travel.*

*This is:*

- *digital communication*

- *walking and wheeling*
- *cycling*
- *public and shared transport*
- *electric passenger vehicles and car sharing*
- *regular passenger vehicles and car sharing*
- *air travel”*

*“[...] The Travel Plan should be based upon research and consultation with users of a site and include the following:*

**Site audit**

*Detailing the existing and proposed transport links and organisational policies that support travel to and from the site*

**Travel surveys**

*Consultation with users of the site and a range of key stakeholders that explore how people currently travel to and from the site, how they would prefer to travel, and opinions on transport options.*

**Travel and transport issues**

*A summary of the transport issues that need to be addressed by the Travel Plan.*

**Aims and objectives**

*Details of what the Travel Plan sets out to achieve.*

**Targets**

*Specific targets that the Travel Plan will be measured against.*

**Action Plan**

*A detailed overview of the activities that will be undertaken. This is probably the most important section of a Travel Plan.*

**Monitoring**

*How the success of the Travel Plan will be measured*

*Essentially, a golden thread must run throughout the Travel Plan to ensure that it is well connected and can be picked up by a reader with no prior knowledge of the site, and fully understood.”*

## **B. Staff Travel Survey Summary Report**



# Royal Mail Brighton & Hove

## Staff Travel Survey

---

<b>Project:</b>	Royal Mail Brighton & Hove		
<b>Our reference:</b>	100103689		
<b>Prepared by:</b>	M Pearson/K Foulkes	<b>Date:</b>	20 <sup>th</sup> May 2022
<b>Approved by:</b>	M Taylor	<b>Checked by:</b>	K Foulkes/S Adams
<b>Subject:</b>	Staff Travel Survey March 2022 Results – Rev C		

---

This Report has been prepared solely for use by the party which commissioned it (the 'Client') in connection with the captioned project. It should not be used for any other purpose. No person other than the Client or any party who has expressly agreed terms of reliance with us (the 'Recipient(s)') may rely on the content, information or any views expressed in the Report. This Report is confidential and contains proprietary intellectual property and we accept no duty of care, responsibility or liability to any other recipient of this Report. No representation, warranty or undertaking, express or implied, is made and no responsibility or liability is accepted by us to any party other than the Client or any Recipient(s), as to the accuracy or completeness of the information contained in this Report. For the avoidance of doubt this Report does not in any way purport to include any legal, insurance or financial advice or opinion.

We disclaim all and any liability whether arising in tort, contract or otherwise which we might otherwise have to any party other than the Client or the Recipient(s), in respect of this Report, or any information contained in it. We accept no responsibility for any error or omission in the Report which is due to an error or omission in data, information or statements supplied to us by other parties including the Client (the 'Data'). We have not independently verified the Data or otherwise examined it to determine the accuracy, completeness, sufficiency for any purpose or feasibility for any particular outcome including financial.

Forecasts presented in this document were prepared using the Data and the Report is dependent or based on the Data. Inevitably, some of the assumptions used to develop the forecasts will not be realised and unanticipated events and circumstances may occur. Consequently, we do not guarantee or warrant the conclusions contained in the Report as there are likely to be differences between the forecasts and the actual results and those differences may be material. While we consider that the information and opinions given in this Report are sound all parties must rely on their own skill and judgement when making use of it.

Information and opinions are current only as of the date of the Report and we accept no responsibility for updating such information or opinion. It should, therefore, not be assumed that any such information or opinion continues to be accurate subsequent to the date of the Report. Under no circumstances may this Report or any extract or summary thereof be used in connection with any public or private securities offering including any related memorandum or prospectus for any securities offering or stock exchange listing or announcement.

By acceptance of this Report you agree to be bound by this disclaimer. This disclaimer and any issues, disputes or claims arising out of or in connection with it (whether contractual or non-contractual in nature such as claims in tort, from breach of statute or regulation or otherwise) shall be governed by, and construed in accordance with, the laws of England and Wales to the exclusion of all conflict of laws principles and rules. All disputes or claims arising out of or relating to this disclaimer shall be subject to the exclusive jurisdiction of the English and Welsh courts to which the parties irrevocably submit.

# 1 Introduction

A staff travel survey was undertaken for three weeks between Friday 4<sup>th</sup> March 2022 and Friday 25<sup>th</sup> March 2022.

This staff travel survey was shared with all staff from the Brighton and Hove offices. In total, 180 responses were received across the two offices, representing a response rate of 49.7% from a total of 362 staff.

The purpose of the staff travel survey was to understand existing staff travel habits and anticipated travel habits if Royal Mail is successful in moving to Patcham.

## 2 Travel to Existing Sites

### 2.1 Distance

Over 50% of respondents at the both the Brighton and Hove Delivery Offices live between one and five miles from the workplace. The distance travelled (each way) is set out in Table 2.1.

**Table 2.1: Travel Distance**

Distance	Total – Brighton	% - Brighton	Total - Hove	% Hove
Less than 1 mile	20	16%	8	14%
1 - 5 miles	66	54%	30	53%
6 - 10 miles	21	17%	15	26%
11 - 15 miles	13	11%	2	4%
16 - 20 miles	2	2%	1	2%
Over 21 miles	1	1%	1	2%
Total	123	100%	57	100%

### 2.2 Time

All respondents working at the Hove Delivery Office travel to work in 40 minutes or less (one-way). Over 55% of respondents working at the Brighton office travel to work in 20 minutes or less (one-way). The time travelled (each way) is set out in Table 2.2.

**Table 2.2: Travel Time**

Distance	Total – Brighton	% - Brighton	Total - Hove	% Hove
Less than 10 minutes	21	17%	11	19%
10 - 20 minutes	48	39%	29	51%
20 - 30 minutes	31	25%	10	18%
30 - 40 minutes	19	15%	7	12%
40 - 60 minutes	4	3%	0	0%
Total	123	100%	57	100%

### 2.3 Existing Modal Split

The existing modal split for each Delivery Office is set out in Table 2.3.

**Table 2.3: Existing Modal Split**

Mode	Total – Brighton	% - Brighton	Total - Hove	% Hove
Bus	20	16%	1	2%
Car (driver)	36	29%	34	60%
Car (passenger)	1	1%	2	4%
Cycle	22	18%	8	14%
Motorcycle	9	7%	1	2%
Multi-modal	3	2%	0	0%
Other	0	0%	0	0%
Royal Mail Vehicle (overnight retention)	4	3%	0	0%
Train	5	4%	0	0%
Walk	23	19%	11	19%
Total	123	100%	57	100%

The most common mode of travel at both Delivery Offices is car (driver), with 29% using this mode of travel at Brighton and 60% using this mode of travel at Hove. Both offices have the same proportion of staff walking to work (19%) and a similar percentage of staff cycling to work (18% at Brighton and 14% at Hove). No staff at Hove travel via train, whereas 4% of staff at Brighton travel via this mode. Both sites are in close proximity to an existing railway station.

### 2.3.1 Staff postcodes and working patterns analysis

Table 2.4 sets out staff post codes and corresponding start times. The most common start time appears to be between 6:30 and 6:59.

Please note that not every survey respondent provided postcode and/or start time.



### 3 Future Travel – Patcham

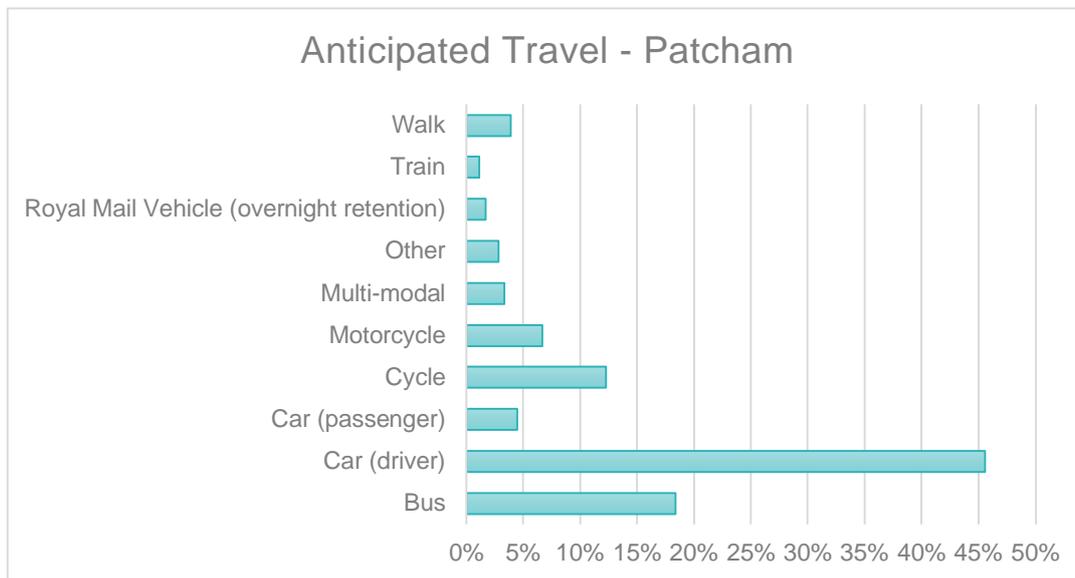
#### 3.1 Modal Share

Responses to the question ‘*what is your expected main mode of travel to work should Royal Mail relocate to Patcham?*’ are set out in Table 3.1 and displayed in Figure 3.1.

**Table 3.1: Anticipated Future Travel to Patcham - Modal Share**

Mode	Total	%
Bus	33	18%
Car (driver)	82	46%
Car (passenger)	8	4%
Cycle	22	12%
Motorcycle	12	7%
Multi-modal	6	3%
Other	5	3%
Royal Mail Vehicle (overnight retention)	3	2%
Train	2	1%
Walk	7	4%

**Figure 3.1: Anticipated Future Travel to Patcham - Modal Share**



The results of the staff travel survey indicate that the most popular choice of travel to Patcham is likely to be car (driver), with 46% of staff selecting this.

For the purpose of generating the modal split, those that use multi-modal journeys have been classified as ‘multi-modal’. Some of the ‘other’ responses include:

- ‘I don’t know yet, none are particularly feasible’
- ‘Will RM provide crew buses?’
- ‘Maybe Royal Mail can offer Transportation’

Figure 3.2 displays the postcodes of those that anticipate to travel by bus to work should Royal Mail relocate to Patcham.

**Figure 3.2: Anticipated Travel: Bus**

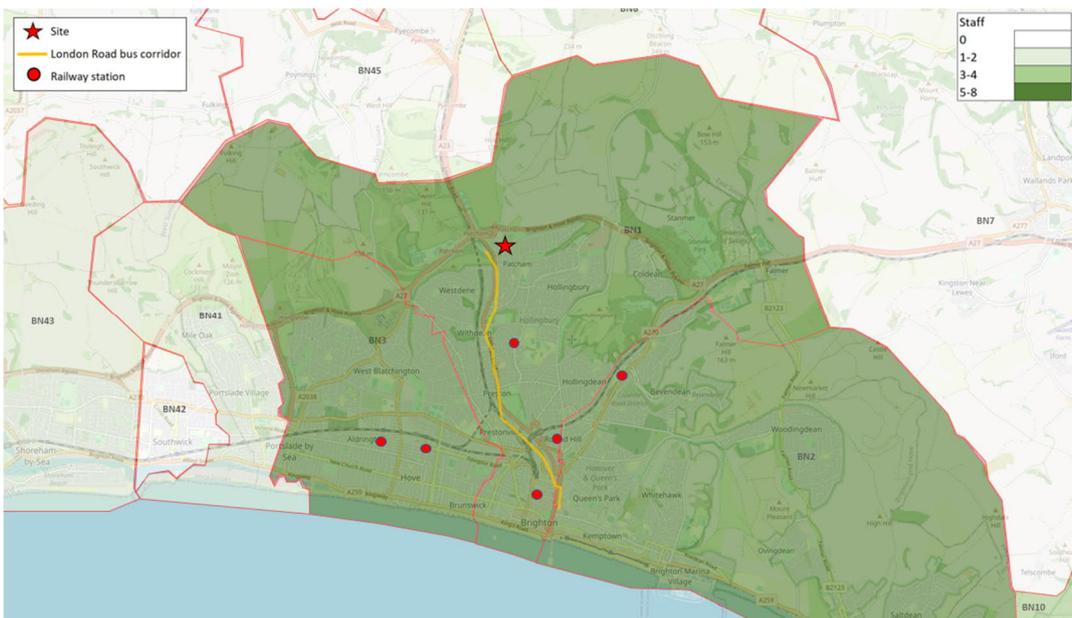


Source: Royal Mail © OpenStreetMap Contributors

This map indicates that the most popular postcode districts of those intending to travel by bus should Royal Mail relocate to Patcham are BN1, BN2 and BN3. Eight staff in each BN1, BN2 and BN3 intend to travel to work by bus should Royal Mail intend to relocate to Patcham.

An overlay of the existing bus corridor to the site is set out in Figure 3.3. This map displays those that intend to travel to work via bus should Royal Mail relocate to Patcham in addition to the main bus corridor along London Road.

**Figure 3.3: Existing Public Transport Services**



Source: Royal Mail © OpenStreetMap Contributors

These areas are broadly covered by the London Road bus corridor, however, in many instances multi bus services will be required to connect the areas to the London Road bus corridor. For example, from Whitehawk in BN2, bus service 22 is required to connect to the services on the London Road bus corridor. As a result, having a direct service to the site from communities in BN1, BN3 and BN3 could be popular in order to reduce the need for staff to have multi-service journeys.

## 3.2 Reasons for Travel

The following sub-sections set out the reasons for the anticipated mode of travel to Patcham. Please note that the reasoning questions in the staff travel survey were multiple choice questions, and multiple reasons were typically selected.

### 3.2.1 Car (driver)

Of the 82 respondents that stated the intention to drive a car to work should Royal Mail relocate to Patcham, 62% (51 respondents) listed no alternative as at least one reason for this. Other popular reasons included:

- Convenience/time – 57% (47 respondents)
- Run errands before or after work – 22% (18 respondents)
- Cost 18% - (15 respondents)
- Personal reasons – 11% (9 respondents)
- Give a lift to family/friend/colleague – 6% (5 respondents)

### 3.2.2 Bus

Of the 33 respondents that stated the intention to travel by bus to work should Royal Mail relocate to Patcham, 79% (26 respondents) listed no alternative as at least one reason for this. Other popular reasons included cost (9% – 3 respondents), convenience/time (6% – 2 respondents), distance (3% – 1 respondent) and no parking for cars (3% – 1 respondent).

### 3.2.3 Cycle

Of the 22 respondents that stated the intention to cycle to work should Royal Mail relocate to Patcham, 55% (12 respondents) listed convenience/time as at least one reason for this. Other popular reasons included exercise (36% – 8 respondents), cost (32% – 7 respondents) and environmental factors (27% – 6 respondents).

### 3.2.4 Motorcycle

Of the 12 respondents that stated the intention to travel to work by motorcycle should Royal Mail relocate to Patcham, 83% (10 respondents) listed convenience/time as at least one reason for this. Other popular reasons included cost (67% – 8 respondents) and no alternative (33% – 4 respondents).

### 3.2.5 Car (passenger)

Of the 8 respondents that stated the intention to travel to work as a car passenger should Royal Mail relocate to Patcham, 50% (4 respondents) listed convenience/time as at least one reason for this. Other reasons included no alternative (38% – 3 respondents), personal safety (13% – 1 respondent), privacy (13% – 1 respondent) and cost (13% – 1 respondent).

### 3.2.6 Walk

Of the 7 respondents that stated the intention to walk to work should Royal Mail relocate to Patcham, 71% (5 respondents) listed convenience/time as at least one reason for this. Other reasons included exercise (29% – 2 respondents), no alternative (29% – 2 respondents), personal reasons (14% – 1 respondent) and environmental factors (14% – 1 respondent).

### 3.2.7 Multi-modal

The reasons for intention to travel by multi-modes include no alternative (83% – 5 respondents) and convenience/time (33% – 2 respondents).

### 3.2.8 Royal Mail Vehicle (overnight retention)

The reasons for intention to travel by Royal Mail Vehicle (overnight retention) include convenience/time (33% – 1 respondent), cost (33% – 1 respondent) and no alternative (33% – 1 respondent).

### 3.2.9 Train

The reasons for intention to travel by train include convenience/time (1 respondent), cost (1 respondent), no alternative (1 respondent) and run errands before or after work (1 respondent).

## 3.3 Modal Shift

### 3.3.1 Public Transport

#### 3.3.1.1 Encouragement Measures

Responses to the question '*What could be done to encourage you to travel to Patcham by public transport?*' are set out in Table 3.2. Please note that this was a multiple-choice question, and multiple reasons were typically selected.

**Table 3.2: Public Transport Encouragement Measures – All Modes**

Factor	Number	%
Financial incentive	46	17%
Improved transport links	50	18%
Journey planning advice	8	3%
Loan scheme/discounted staff tickets	45	17%
Nothing	73	27%
Nothing – I already use public transport	14	5%
Public transport safety guidance	6	2%
Up-to-date travel information, such as maps	7	3%
Other	22	8%
Total	271	100%

The most popular measures to encourage public transport include improved transport links, financial incentives, and loan schemes/discounted staff tickets.

As 50% of staff stated the intention to travel by car to work should Royal Mail relocate to Patcham (either as a driver or passenger), a secondary review has also been undertaken specifically for those that intend to travel by car to Patcham. This has been undertaken to understand how to encourage those that intend to drive to travel via sustainable modes. The results of this are set out in Table 3.3.

**Table 3.3: Public Transport Encouragement – Car Only**

Factor	Number	%
Financial Incentive	20	15%
Improved transport links	25	18%
Journey planning advice	5	4%
Loan scheme/discounted staff tickets	19	14%
Nothing	52	38%
Nothing - I already use public transport	1	1%
Public transport safety guidance	3	2%
Up-to-date travel information, such as maps	5	4%
Other	7	5%
Total	137	100%

### 3.3.1.2 Improved Transport Links

The most popular factor that would encourage staff to travel to Patcham via public transport is improved transport links, with a common suggestion of a bus route that runs early enough to the site as currently this isn't an option. Analysis of the staff survey shows that the most common start times are between 6:30-6:59 and 5:00-5:29, with 101 members of staff starting work between 6:30-6:59 and 24 members of staff starting work between 5:00 – 5:29.

Those that intend to drive to work should Royal Mail relocate to Patcham were asked '*What could be done to encourage you to travel without using a car?*'. Free-text suggestions and associated postcodes related to public transport provision included the following:

- 'Using a direct bus route as current bus routes will mean it takes 1hr to get to work whereas it only takes 15 minutes driving directly' – BN2
- 'Royal Mail shuttle bus' – BN41
- 'Would take over an hour on a bus and couldn't get there on time due to bus times' – BN41
- 'Move to a site with better public transport links' – BN3
- 'Provide staff transport' – BN3
- 'Staff transport' – BN1
- 'Nothing it's too far and no public transport goes there' – BN42
- 'Quicker, less expensive bus service' – BN42
- 'Park and ride' – BN13
- 'There is no alternative for me to get from Polegate to Patcham by any other means. Public transport at the time I travel to work would not be cost effective in the slightest' – BN26
- 'A minibus from Brighton and Hove stations' – BN1
- 'Pick up' – BN41
- 'Public transport that serviced the new site' – BN3
- 'My closest bus stop of 30min walk! I live very remote' – BN7
- 'Shuttle bus from Brighton delivery office to Patcham' – BN1
- 'Minibus pick up from in town' – BN2
- 'A site which wouldn't need 2 or more buses to get to' – BN2
- 'Put a bus on in the morning' – BN1
- 'A shuttle bus from either Hove or Preston Park Train Station' – BN14

- 'Would have to change shift or get 2 buses' – BN2
- 'Provide a minibus or other service to get us in to work' – BN1

As demonstrated by the suggestions above, there is a feeling amongst staff that changes to transport links are important should Royal Mail relocate to Patcham. Of the 80 respondents that answered this question, 19% (15 respondents) suggested either a dedicated Royal Mail service or additional/improved direct bus services are required directly from the site. A total of 5 staff suggested this from BN1, 3 staff from BN2, 2 staff from BN41 and 1 staff each from BN42, BN3, BN13 and BN14.

Free-text suggestions for improved transport links included the following:

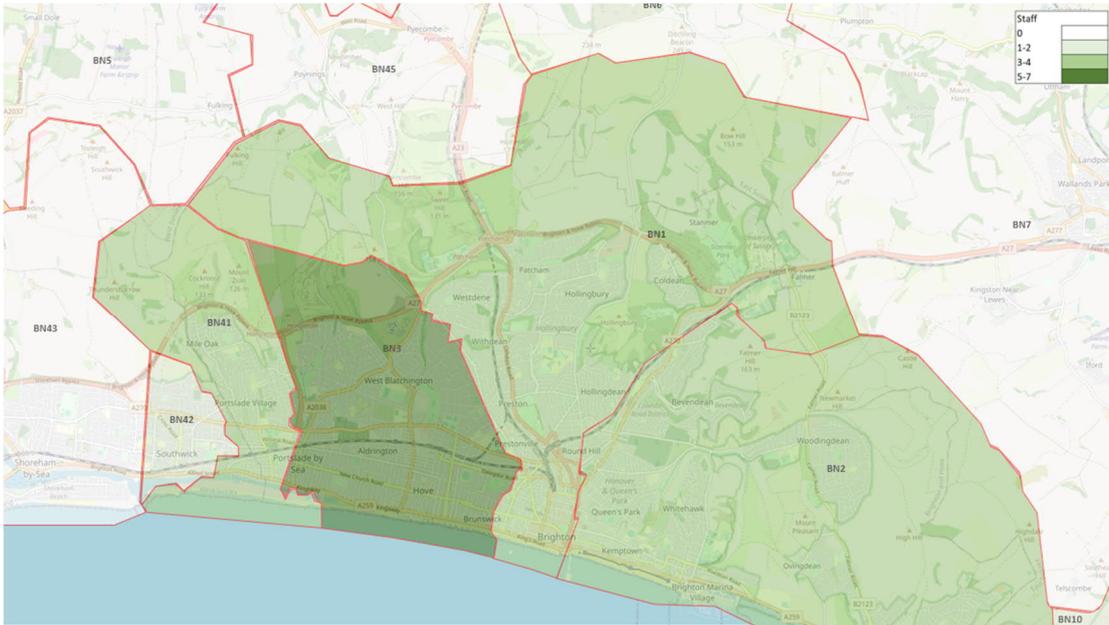
- '5am bus route'
- 'A bus route that doesn't take an hour door to door'
- 'A bus running from north end of Lewes Road to Patcham via Coldean Lane and Carden Avenue at 6.15am'
- 'Added bus routes at time of duty start 1.5 0500'
- 'Be able to do journey one bus ride'
- 'Buses that run earlier'
- 'Excellent bus services (early and frequent)'
- 'There isn't any to the location currently'

The postcodes of the 50 staff that selected improved transport links when asked *What could be done to encourage you to travel to Patcham by public transport?*' (as set out in Table 3.2) are as follows:

**Table 3.4: Improved Transport Links – Postcode Analysis**

Postcode	Number	%
BN1	13	26%
BN10	2	4%
BN14	1	2%
BN15	1	2%
BN16	1	2%
BN18	1	2%
BN2	10	20%
BN3	11	22%
BN41	5	10%
BN42	1	2%
BN43	1	2%
BN44	2	4%
RH17	1	2%
Total	50	100%

Figure 3.4 sets out the postcodes of car drivers/passengers that suggested 'improved transport links' would encourage them to travel by public transport should Royal Mail relocate to Patcham.

**Figure 3.4: Improved Transport Links**

Source: Royal Mail © OpenStreetMap Contributors

Please note that staff from the postcode districts of BN44, RH15, BN16 and BN15 also responded 'improved transport links', however, are not displayed on the map due to the proximity to site and low response numbers. Two respondents live in BN44, one respondent lives in BN16, one respondent lives in BN15 and one respondent lives in RH17.

As a result of this analysis, it is recommended that improved bus services to BN1 and BN3 would reach the highest number of staff that who intend to drive that would be willing to use public transport.

### 3.3.1.3 Financial incentives and travel discounts

Financial incentives and loan scheme/discounted staff tickets were also popular factors that would encourage staff to travel to Patcham via public transport, with 24 members of staff selecting financial incentives, and 26 selecting loan scheme or discounted staff tickets.

Free-text suggestions for financial incentives and travel discounts included the following:

- 'Free bus pass'
- 'Discounted staff tickets'

### 3.3.1.4 Analysis Summary

The survey analysis of restrictions to using public transport should Royal Mail relocate to Patcham has concluded that staff see the main barriers as follows:

- Limited existing bus provision
- Distance
- Duration (e.g., more than one bus)
- Cost of journey (if additional services are required)

## 3.3.2 Car Share

The staff survey revealed that 46% of staff intend to drive to work should Royal Mail relocate to Patcham, with an additional 4% likely to travel in multi-occupancy vehicles as car passengers.

Car sharing is an effective way of reducing congestion (especially at peak times) and involves two or more people sharing a car for a particular journey, such as for work. The main benefits associated with car sharing for participants are financial due to the shared fuel costs.

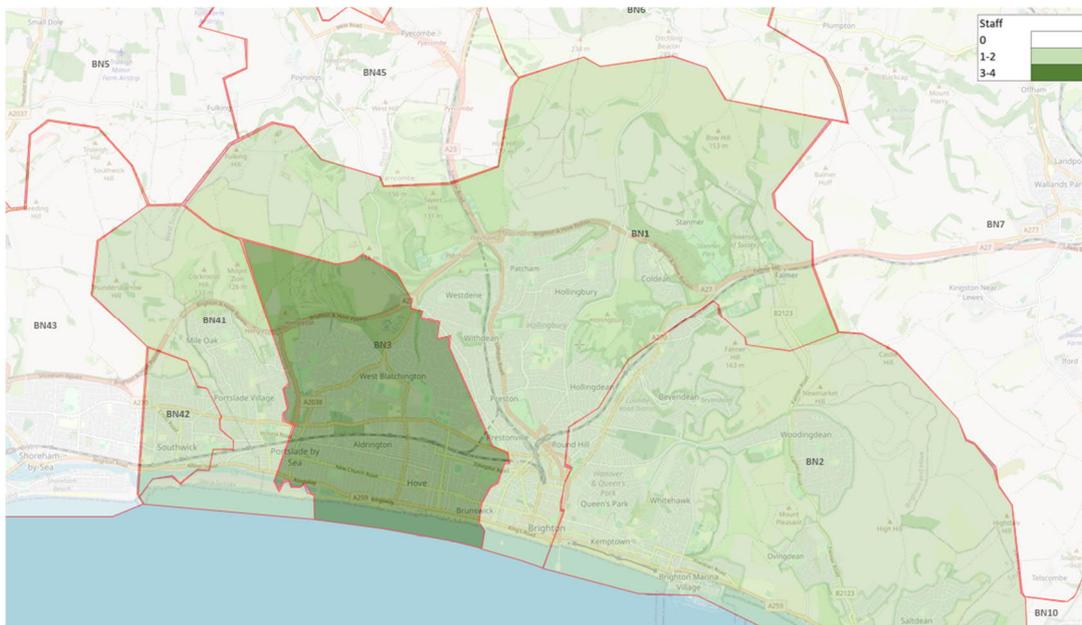
Staff were asked “*What could be done to encourage you to car share to Patcham?*”. The responses to this question are summarised in Table 3.5. The most popular factor that would encourage staff to car share was assistance finding colleagues with compatible journeys along with financial incentives and priority parking.

**Table 3.5: Car Share Encouragement**

Factor	Total	%
Assistance finding colleagues with compatible journeys	34	26%
Financial incentive	31	24%
Priority parking - dedicated car share parking spaces closer to the building entrance	29	22%
Lift share group	26	20%
Other	4	3%
Nothing - I already car share	4	3%
Nothing	3	2%

Analysis has been undertaken on those that intent to drive to work should Royal Mail relocate to Patcham. Of those that intend to drive, 17 respondents selected either ‘assistance finding colleagues with compatible journeys’ or a ‘lift share group’ would encourage them to travel by public transport. The relevant postcodes are displayed in Figure 3.5.

**Figure 3.5: Car Share Encouragement – Car Drivers**



Source: Royal Mail © OpenStreetMap Contributors

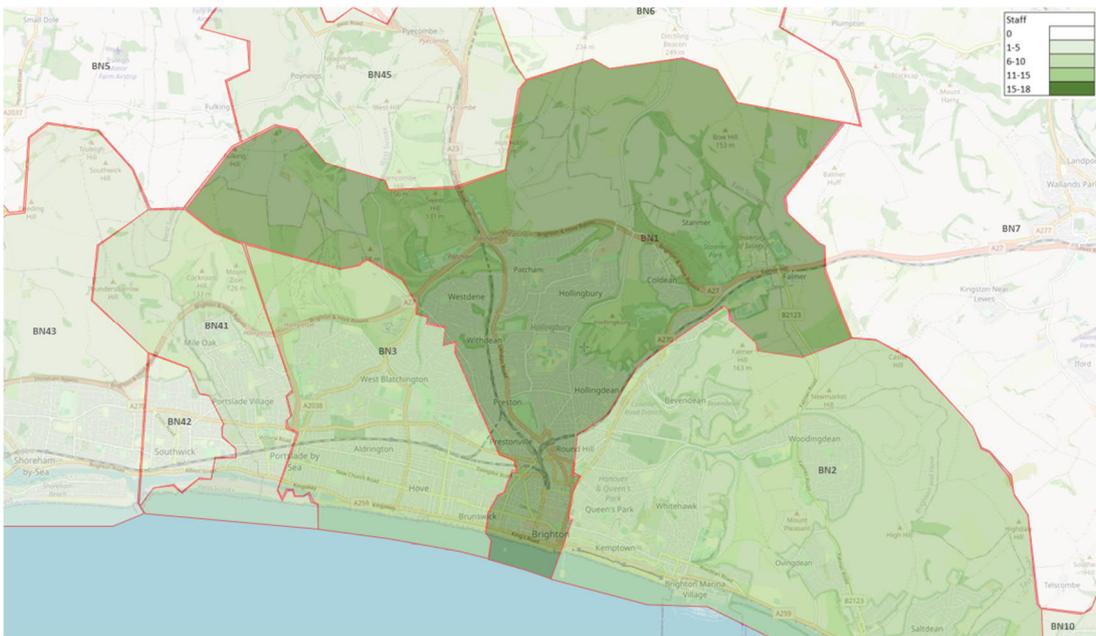
Please note that staff from the postcode districts of BN26, RM13, BN44 and BN15 responded selected either ‘assistance finding colleagues with compatible journeys’ or a ‘lift share group’, however, are not displayed on the map due to the proximity to site and low response numbers. Two respondents live in BN26, two respondents live in BN44, one respondent lives in BN15 and one respondent lives in RM13.

This analysis indicates that the highest potential for car sharing success amongst car drivers will be BN3.

Analysis has also been undertaken to understand the postcodes of respondents that selected any positive answer when asked ‘what would encourage you to car share should Royal Mail relocate to Patcham’. The positive answers include ‘assistant finding colleagues with compatible journeys’, ‘financial incentive’, ‘priority parking’ and ‘lift share group’.

This analysis has been undertaken for all staff regardless of preferred mode of travel. The purpose of this is to display the full potential scope of car sharing, by highlighting those that are amenable to car sharing. This is set out in Figure 3.6.

**Figure 3.6: Car Share Encouragement – All Modes**



Source: Royal Mail © OpenStreetMap Contributors

This analysis indicates that BN1 has the most potential for car sharing, with 18 members of staff living in this postcode district being amenable to car sharing.

### 3.3.3 Walking

The staff survey revealed that 4% of staff intend to walk to work should Royal Mail relocate to Patcham.

Staff were asked “What could be done to encourage you to walk to Patcham?”. The responses to this question are summarised in Table 3.6.

**Table 3.6: Walking Encouragement**

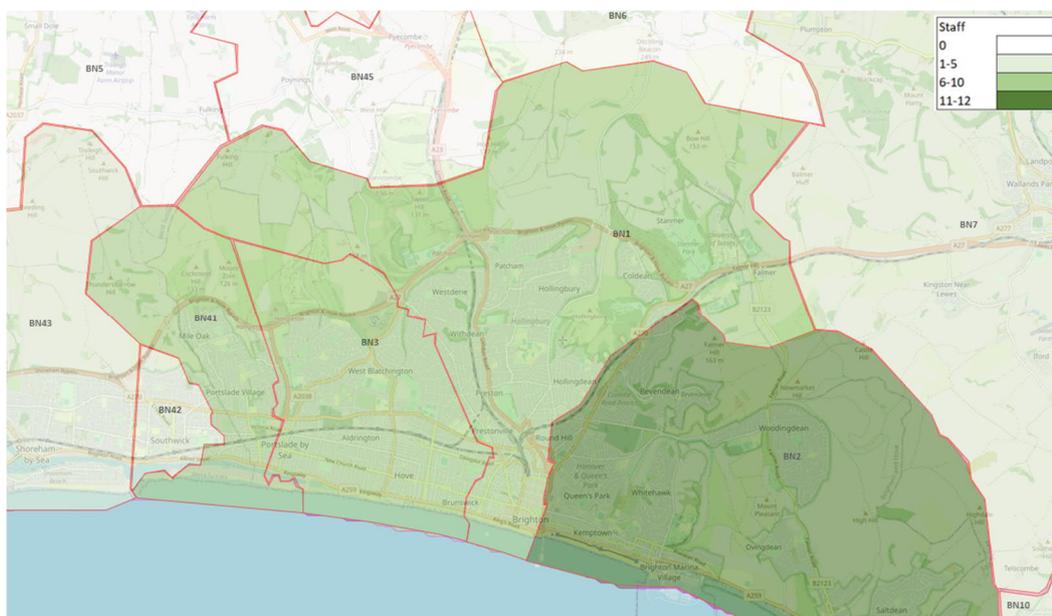
Factor	Total	%
Financial incentive	11	5%
Journey planning tools	2	1%
Nothing - I already walk	6	3%
Nothing - it's too far to walk	124	58%
Nothing	37	17%
On-site locker/storage facilities	7	3%
Other people to walk with	3	1%
'Park and Stride' arrangements nearby	5	2%
Personal safety equipment such as alarms	2	1%

Factor	Total	%
Walking maps and information	2	1%
Workplace showers and changing facilities	4	2%
Other	9	4%
Engagement events and national campaigns (e.g., walk/run to work day)	2	1%

The survey responses reveal that walking encouragement will be difficult due to the location of Patcham, with 58% of responses indicating that it is too far to walk. Despite this, 5% of responses stated that financial incentives would encourage walking to work should Royal Mail relocate to Patcham.

Analysis has been undertaken the location of those that intend to drive to work should Royal Mail relocate to Patcham that responded that it is too far to walk when asked ‘*What could be done to encourage you to walk to Patcham?*’. The purpose of this analysis is to clarify the areas where it will be important to target a shift to other sustainable modes as walking is unfeasible. This analysis is set out in Figure 3.7.

**Figure 3.7: Unfeasible Modal Shift to Walking**



Source: Royal Mail © OpenStreetMap Contributors

The analysis indicates that targeting a shift to sustainable modes other than walking will be particularly important in BN2, with 12 respondents stating that it is too far to walk to Patcham. As an example, Woodingdean is approximately a 1 hour 50 minute walk to Patcham (5.3 miles each way).

Please note that staff from the postcode districts of BN12, BN11, BN25, RH16, BN13, BN26, BN14, BN9, BN15, RM13, BN44 and BN8 also responded that it is too far to cycle, however, are not displayed on the map due to the proximity to site and low response numbers.

### 3.3.4 Cycling

The staff survey revealed that 12% of staff intend to cycle to work should Royal Mail relocate to Patcham.

Staff were asked “*What could be done to encourage you to cycle to Patcham?*”. The responses to this question are summarised in Table 3.7.

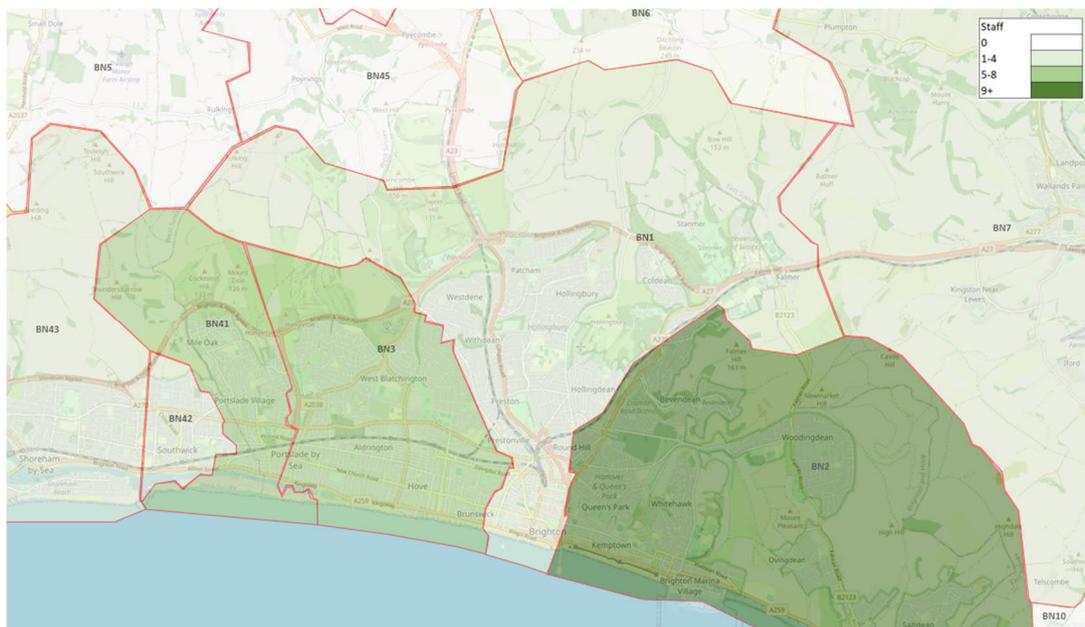
**Table 3.7: Cycling Encouragement**

Factor	Total	%
Advice about cycle security	5	2%
Bicycle User Group to share advice	3	1%
Cycle to Work Scheme	15	6%
Cycle training	4	2%
Engagement events and national campaigns (e.g., Bike Week/Cycle to Work Day)	5	2%
Financial incentive	17	7%
Journey planning tools	4	2%
Nothing - I already cycle	11	4%
Nothing - it's too far to cycle	80	31%
Nothing	47	18%
Secure cycle parking areas	25	10%
Workplace lockers	15	6%
Workplace showers and changing facilities	15	6%
Advice/guidance on cycle maintenance	5	2%
Other	10	4%

The survey responses reveal that various measures would encourage staff to cycle to work should Royal Mail relocate to Patcham. Secure cycle parking, financial incentives, workplace showers, workplace changing facilities, workplace lockers and having a Cycle to Work scheme in place were selected as the most popular measures.

Analysis has been undertaken to locate those that intend to drive to work should Royal Mail relocate to Patcham that responded that it is too far to cycle when asked ‘*What could be done to encourage you to cycle to Patcham?*’. The purpose of this analysis is to clarify the areas where it will be important to target a shift to other modes as cycling is unfeasible. This analysis is set out in Figure 3.8.

**Figure 3.8: Unfeasible Modal Shift to Cycling**



Source: Royal Mail © OpenStreetMap Contributors

Similarly to walking, the analysis indicates that targeting a shift to sustainable modes other than cycling will be particularly important in BN2, with 9 respondents stating that it is too far to cycle to Patcham. Please note that staff from the postcode districts of BN12, BN11, BN25, RH16, BN13, BN26, BN9, BN15, RM13, BN14, BN44 and BN8 also responded that it is too far to cycle, however, are not displayed on the map due to the proximity to site and low response numbers.

## C. Staff Travel Survey Questions

# Royal Mail Brighton & Hove - Staff Travel Survey

As you are aware, Royal Mail is currently in the process of submitting a planning application for a new Delivery Office on a site in Patcham. As part of this planning application, it is necessary to provide some details on how our colleagues will travel to work and the expected vehicle movements throughout the day. Please can you complete this questionnaire to help us understand how you currently think you would travel to / from work if Royal Mail was successful in moving to Patcham. The answers you give are not binding and we understand that things may change before any move which will not be until at least summer 2024. However, it will provide some baseline data to assist the planning application and design of the site. The survey will be open for 3-weeks until 25th March 2022. Thanks for your participation and support with this exercise.

Please undertake this survey thinking about how you currently typically travel to work and how you intend to typically travel to/from work following the relocation to the Patcham site. This survey should take less than 10 minutes to complete.

\* Required

1. Please state your name (optional).

2. What is the first part of your home postcode (e.g., BN3, BN41)? \*

3. What are your typical working patterns (e.g., 08:00-17:00 Monday to Friday)? \*

4. How far do you currently travel to get to work (one-way)? Please select one option. \*

- Less than 1 mile
- 1 - 5 miles
- 6 - 10 miles
- 11 - 15 miles
- 16 - 20 miles
- Over 21 miles

5. How long does it currently take you to travel to work (one-way)? Please select one option. \*

- Less than 10 minutes
- 10 - 20 minutes
- 20 - 30 minutes
- 30 - 40 minutes
- 40 - 60 minutes
- 60 - 90 minutes
- More than 90 minutes

6. Which of the following do you currently make use of? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Cycle to Work scheme
- Lockers
- Showers
- Changing facilities
- On-site cycle parking
- None of the above
- Other

7. Which Royal Mail delivery office are you currently based at? Please select one option. \*

- Brighton
- Hove

8. If you are based at the Brighton delivery office, what is your main mode of travel to work? Please select one option. \*

- Walk
- Cycle
- Bus
- Train
- Motorcycle
- Car driver (on your own)
- Car driver (with passenger(s))
- Car passenger
- Taxi
- Royal Mail Vehicle (overnight retention)
- Other

9. If you are based at the Hove delivery office, what is your main mode of travel to work? Please select one option. \*

- Walk
- Cycle
- Bus
- Train
- Motorcycle
- Car driver (on your own)
- Car driver (with passenger(s))
- Car passenger
- Taxi
- Royal Mail Vehicle (overnight retention)
- Other

10. What are the reasons for using this main mode of travel? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Convenience/time
- No alternative
- Cost
- Vehicle required for work purposes
- Personal reasons
- Receive a lift from family/friend/colleague
- Give a lift to family/friend/colleague
- Personal safety
- Exercise
- Health restrictions (including disability)
- Privacy
- Environmental factors
- Run errands before or after work
- Other

11. What is your expected main mode of travel to work should Royal Mail relocate to Patcham? Please select one option. \*

- Walk
- Cycle
- Bus
- Train
- Motorcycle
- Taxi
- Car passenger
- None of these - my only option is to drive a car
- Royal Mail Vehicle (overnight retention)
- Other

12. What is likely to be the reason(s) for using this main mode of travel to the Patcham site? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Convenience/time
- No alternative
- Cost
- Personal reasons
- Receive a lift from family/friend/colleague
- Personal safety
- Exercise
- Health restrictions (including disability)
- Privacy
- Environmental factors
- Run errands before or after work
- Other

13. What is likely to be the reason(s) for using this main mode of travel to the Patcham site? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Convenience/time
- No alternative
- Cost
- Vehicle required for work purposes
- Personal reasons
- Give a lift to family/friend/colleague
- Personal safety
- Health restrictions (including disability)
- Privacy
- Environmental factors
- Run errands before or after work
- Other

14. What could be done to encourage you to travel without using a car? \*

15. What could be done to encourage you to travel to Patcham by public transport? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Up-to-date travel information, such as maps
- Public transport safety guidance
- Loan scheme/discounted staff tickets
- Journey planning advice
- Improved transport links
- Financial incentive
- Nothing - I already use public transport
- Nothing
- Other

16. What could be done to encourage you to walk to Patcham? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Engagement events and national campaigns (e.g., walk/run to work day)
- Other people to walk with
- On-site locker/storage facilities
- Workplace showers and changing facilities
- Walking maps and information
- 'Park and Stride' arrangements nearby
- Personal safety equipment such as alarms
- Journey planning tools
- Financial incentive
- Nothing - it's too far to walk
- Nothing - I already walk
- Nothing
- Other

17. What could be done to encourage you to cycle to Patcham? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Engagement events and national campaigns (e.g., Bike Week/Cycle to Work Day)
- Advice/guidance on cycle maintainance
- Advice about cycle security
- Secure cycle parking areas
- Workplace showers and changing facilities
- Cycle to Work Scheme
- Workplace lockers
- Bicycle User Group to share advice
- Cycle training
- Journey planning tools
- Financial incentive
- Nothing - it's too far to cycle
- Nothing - I already cycle
- Nothing
- Other

18. What could be done to encourage you to car share to Patcham? Please select all that apply or suggest anything not listed in the 'other' box. \*

- Lift share group
- Priority parking - dedicated car share parking spaces closer to the building entrance
- Assistance finding colleagues with compatible journeys
- Financial incentive
- Nothing - I don't want to car share
- Nothing - I already car share
- Nothing
- Other

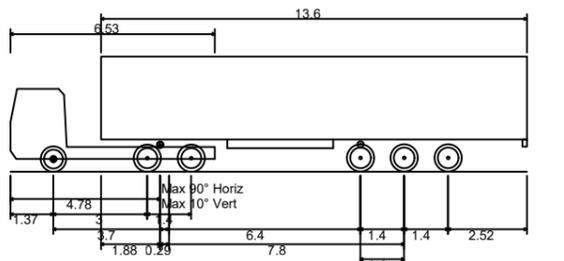
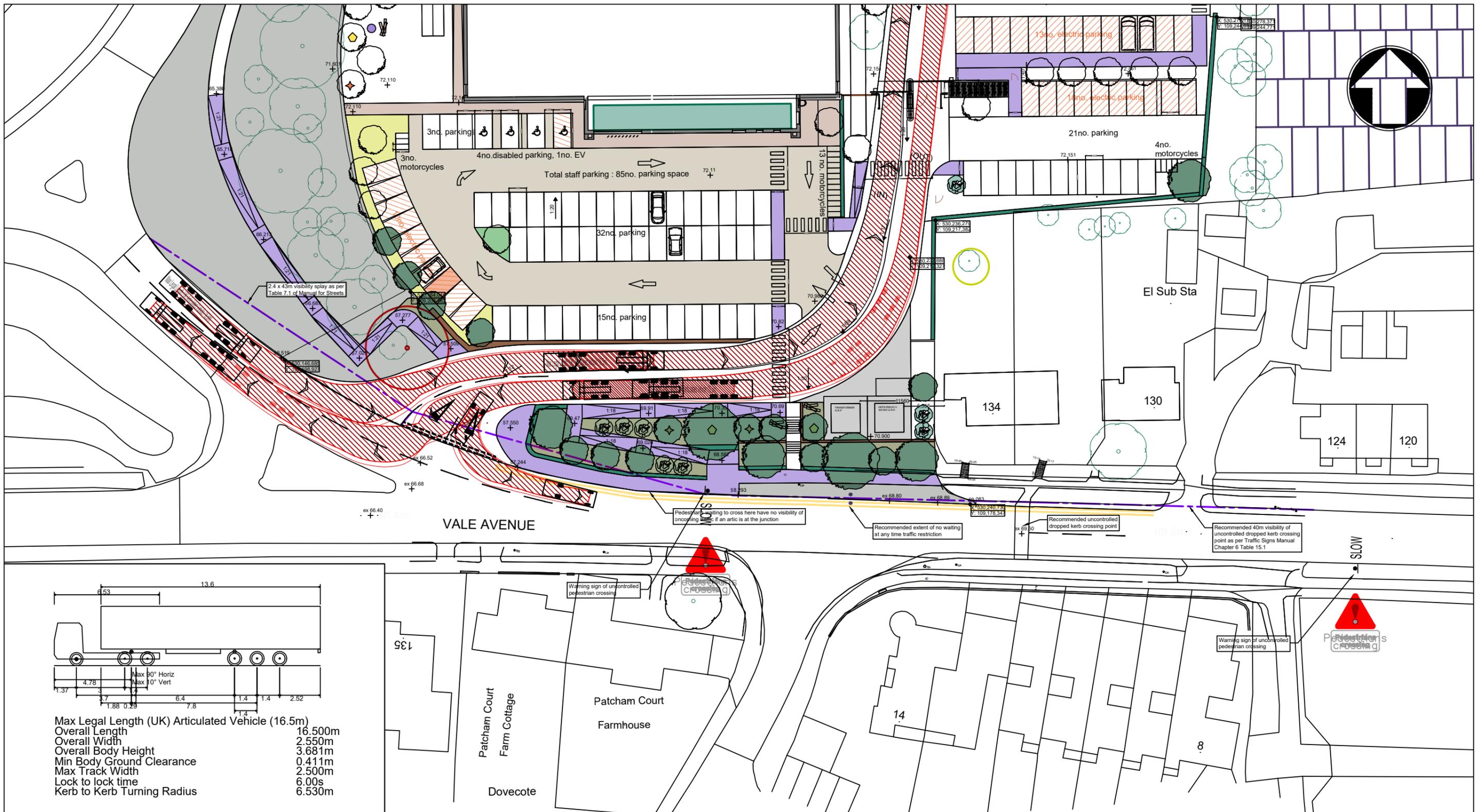
19. Thank you for taking the time to complete the survey. Please provide any additional comments you wish to make below.

---

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms

## D. Site Access Junction



© Mott MacDonald Ltd  
 This document is issued for the party which commissioned it and for specific purposes connected with the captioned project only. It should not be relied upon by any other party or used for any other purpose.  
 We accept no responsibility for the consequences of this document being relied upon by any other party, or being used for any other purpose, or containing any error or omission which is due to an error or omission in data supplied to us by other parties.

	Mott MacDonald 4th Floor Derwent House 150 Arundel Gate Sheffield S1 2JY  T 0114 2761242 www.mottmac.com	Client  <b>Royal Mail Group</b>	Rev	Date	Drawn	Description	Ch'k'd	App'd	Title  <b>Brighton Royal Mail Site Access</b>	Drawn	S Weston	SW
			P01	05.07.22	SW	First Issue	MJT	MJT		Checked	M J Taylor	MJT
			P02	23.03.23	SW	Updated for speed measures	MJT	MJT		Approved	M J Taylor	MJT
			P03	29.06.23	SW	Updated for architects layout	MJT	MJT		Scale at A3 <b>not to scale</b>		
Drawing Number <b>103689-MMD-00-XX-DR-C-0001</b>									Security	Status	Rev	
									STD	PRE	P03	

