



Wentworth Castle

Travel Plan (Final Draft)

December 2012

47061260

Prepared for:
Wentworth Castle and
Stainborough Park Heritage
Trust

UNITED
KINGDOM &
IRELAND



REVISION SCHEDULE					
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2	Dec 2012	Final Draft	Ross Paradise Transport Planner	Daniel Godfrey Principal Transport Planner	Clive Posford Technical Director

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Appendix B – Staff Survey Form

Appendix C – Active Travel Information

Appendix D – Car Share Information

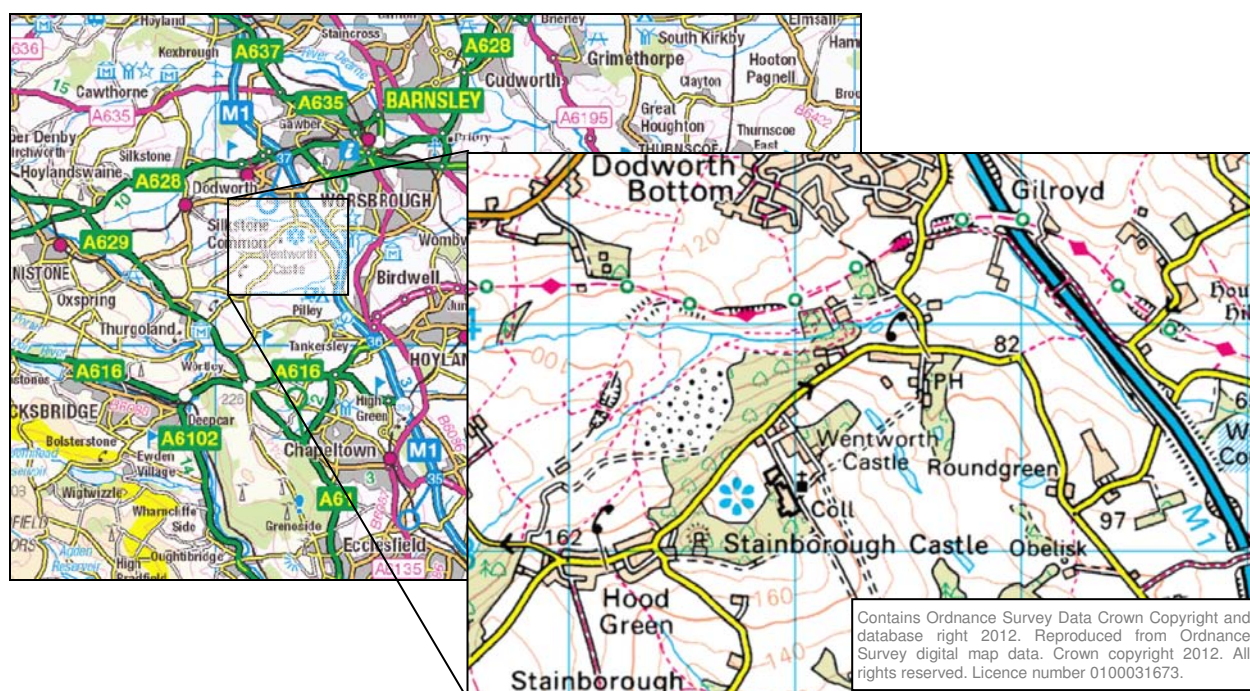
Appendix E – Visitor Survey Form

1 INTRODUCTION

1.1 Context

Wentworth Castle Gardens & Stainborough Park extends to over 500 acres and includes historic gardens, a children's adventure playground and a collection of 26 listed buildings and monuments. The attraction is located in the village of Wentworth, to the south west of Barnsley and is approximately 4.5km by road from Junction 37 of the M1 (see Figure 1.1).

Figure 1.1: Wentworth Castle Gardens & Stainborough Park – Location Plan



Many of the buildings at the Castle and Park require restoration, to a greater or lesser extent. The current project – known as *World at Wentworth* – aims to restore the site's Victorian Conservatory. The Conservatory, together with the newly created interpretation and education spaces, will allow the site to be used by the wider community.

World at Wentworth will:

- Restore the Victorian Conservatory and create a physical and interpretative gateway to the site.
- Restore the Potting Shed to create an Interpretation Gallery to help visitors understand the many layers of the estate's history.
- Extend interpretation across the whole estate for both locals and visitors to the region incorporating the latest technological innovation.
- Provide an activity space in a new 'green building' and an outdoor classroom in the Parkland supported by a Learning & Community Engagement programme.
- Create opportunities for volunteers to learn more about the heritage of the site and equip them with the skills to aid the Trust to reach its objectives.

- Modify the landscape setting of the Conservatory to assist access for all and to create an infrastructure for weddings and events.

Restoration and new-build of the Conservatory will take approximately 18 months.

The *World at Wentworth* project is aiming for a Building Research Establishment Environmental Assessment (BREAM¹) rating of “Very Good”. To achieve this rating, a Travel Plan document is required.

In addition to the above, improvements to the existing car parking are proposed via the provision of an overspill car parking. These improvements are discussed in more detail in Section 3.

1.2 What is a Travel Plan?

According to the Department for Transport, a travel plan is “*a package of measures produced ...to encourage ... (the) use (of) alternatives to single-occupancy car-use*”. The recently published National Planning Policy Framework (NPPF, 2012) goes on to say that a Travel Plan is “*a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.*”

The BREAM guidance offers a slightly different definition: “*A Travel Plan is a strategy for managing all travel and transport within an organisation, principally to increase choice and reduce reliance on the car by seeking to improve access to a site or development by sustainable modes of transport. A Travel Plan contains both physical and behavioural measures to increase travel choices and reduce reliance on single-occupancy car travel.*”

Travel Plans are an integral component of the current planning system and will be required for most developments. Indeed, the NPPF states that; “*All developments which generate significant amounts of movement should be required to provide a Travel Plan.*”

Importantly, there is no national standard format or content for Travel Plans – although there is a range of guidance available to practitioners. As such, and given the range of developments which could be subject to a Travel Plan, each submitted document is likely to be different. However, there are generally recognised to be six core components which should be in every Travel Plan. These are:-

- A commitment from the developer to minimise Single Occupancy Vehicle (SOV) use by promoting and supporting alternative modes;
- The identification of a Travel Plan Co-ordinator to manage travel to and from the site;
- The setting of Targets with respect to the number of vehicles using a site;
- The adoption of measures to reduce SOV travel in line with the Targets set;
- The adoption of a monitoring regime to report achievement against Targets to the Council; and
- The commitment to review and update the Travel Plan in response to monitoring against Targets, which may include for the provision of fall-back measures.

The above issues are addressed in this document.

¹ BREAM is the standard for best practice in sustainable design and has become the de facto measure used to describe a building's environmental performance.

1.3 Why Produce a Travel Plan?

Aside from the requirements set out in the NPPF and objective of the *World at Wentworth* project to attain a “Very Good” BREAM rating, the Management of Wentworth Castle and Stainborough Park Heritage Trust recognises that a successful Travel Plan has the potential to produce many important wider benefits, including:

- Reduced congestion and air pollution;
- Widening accessibility of the site and buildings;
- Improving road safety on or near the site;
- Preserving valuable land and avoiding the costs of providing too much parking; and
- Improving the amenity of the area around their buildings.

(adapted from DfT: Transport energy – best practice)

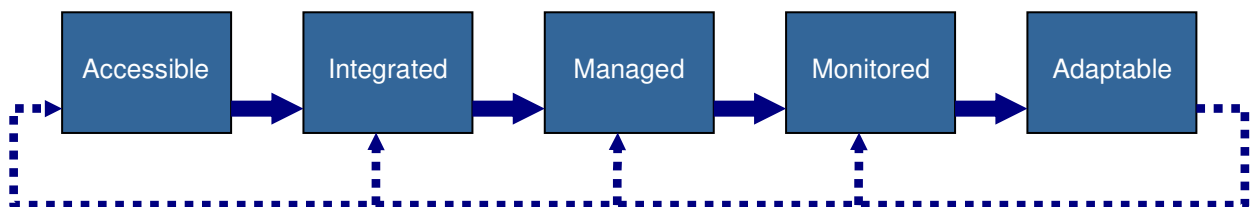
1.4 Principles of the Travel Plan

This Travel Plan will influence travel behaviour and seek a shift towards increased use of sustainable transport modes (e.g. walking, cycling, public transport, car-sharing). In order to achieve this, it has been written within the context of the following principles:

- Trips to and from the development will be managed so that there is reduced dependence on the private car. To facilitate this, a range of mode choices will be encouraged.
- The impact of the Travel Plan will be monitored to ascertain the success of the strategies employed. Measuring the amount of trips by mode, for example, will highlight positives or any challenges so that further promotion or mitigation can be employed.
- This document is not intended to provide a rigid framework. As the site matures, new opportunities and challenges will become apparent. Hence, the Travel Plan will be iterative so that new strategies can be accommodated, as and when appropriate. Ideas for change will be presented through the monitoring process as outlined in Section 7.

The principles of the Travel Plan help to provide a structure that allows change which is summarised in Figure 1.2.

Figure 1.2: Travel Plan principles and their interaction



Given that the proposed development is a visitor attraction, and visitors will represent an irregular trip to the site, the focus of this Travel Plan will be on staff trips. However, the Travel Plan does consider visitor trips in terms of proposed measures (Section 6) and monitoring arrangements (Section 7).

2 ROLES AND RESPONSIBILITIES

A successful Travel Plan will require active management to ensure its success. Such management will need the input of those using the Travel Plan, and appropriate management support.

Wentworth Castle and Stainborough Park Heritage Trust would be responsible for the implementation and maintenance of the Travel Plan.

It is proposed that there would be two levels of management for the Travel Plan. This is shown in Table 2.1, below.

Table 2.1: Levels of Management for the Travel Plan

Management Level	Employed by;	Linkages
Strategic Support	Wentworth Castle and Stainborough Park Heritage Trust	Ensure appropriate resources for the Travel Plan Co-ordinator.
Travel Plan Co-ordinator (TPC)	Wentworth Castle and Stainborough Park Heritage Trust	Co-ordinates the work of the Travel Plan on a day-to-day basis. Acts as main contact for the overall development.

Roles and responsibilities are described below.

Clare Herring, Director, Wentworth Castle Heritage Trust; Strategic Support

- Provide the management support required to make strategic decisions;
- Steer the Travel Plan and address issues that cross the development boundaries;
- Set tasks, priorities and work programmes for the TPC;
- Secure any necessary funding required to take the Travel Plan forward; and
- Keep key decision makers informed of progress with the Travel Plan,

Peter Clegg, Learning & Community Engagement Officer; Travel Plan Co-ordinator

The TPC role would be undertaken for a minimum period of 5 years from the completion of the Victorian Conservatory restoration. Following this, the Travel Plan is expected to continue on a voluntary basis. The TPC would be based at Wentworth Castle.

- Oversee the development and implementation of the Travel Plan;
- Implement the information and awareness campaign to ensure the Travel Plan is satisfactorily promoted and kept up-to-date;
- Co-ordinate the necessary data collection exercises required to maintain and monitor the detailed Travel Plan (e.g. annual survey);

- Arrange for the analysis of survey results;
- Act as a point of contact for the development and set up and co-ordinating steering groups (as required);
- Update the Travel Plan document as and when required;
- Liaise with the Travel Plan team at Barnsley Metropolitan Borough Council (Barnsley MBC).

As per good practice, the Wenworth Castle Heritage Trust would inform Barnsley MBC should the nominated TPC be changed (for whatever reason) and provide updated contact details.

3 COMMUNICATION AND INFORMATION STRATEGY

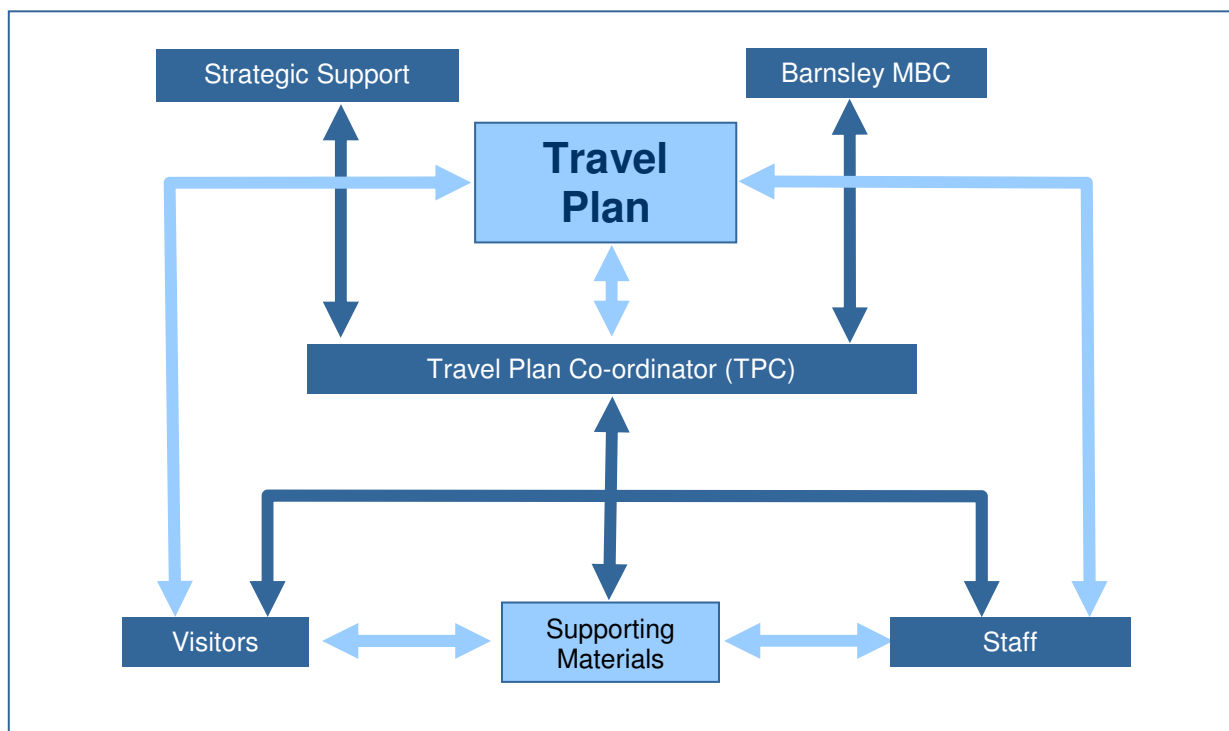
3.1 Communicating with Users

To reach its full potential, the users of the Travel Plan must not only be aware of its provisions, but also feel included within the Travel Plan process.

The TPC would be the primary point of contact for staff (and visitors) at Wentworth who may require information regarding the Travel Plan. However, it should also be clearly communicated that the TPC is also the facilitator of feedback regarding the plan (in person or via email, to be provided to staff), and that the plan is flexible enough to accommodate such feedback.

The proposed communication mechanisms are given in Figure 3.1.

Figure 3.1: Communication and Information Strategy



3.2 Communicating with the Highway Authorities

As part of the Maintenance arrangements, described in more detail in Section 7, contact / involvement of Barnsley MBC's Travel Plan Team would be maintained.

This contact would be channelled through the TPC.

4 SITE ASSESMENT

4.1 Development Details

Wentworth Castle is an existing leisure attraction in South Yorkshire. The facility extends to over 500 acres and includes historic gardens, an adventure playground, and listed buildings & monuments.

The opening hours of Wentworth Castle are follows:

- 1st April – 30th September (Summer Season), 10am until 5pm; and
- 1st October – 31st March (Winter Season), 11am until 4pm.

To inform the Travel Plan, a site audit was conducted on 18th April 2012.

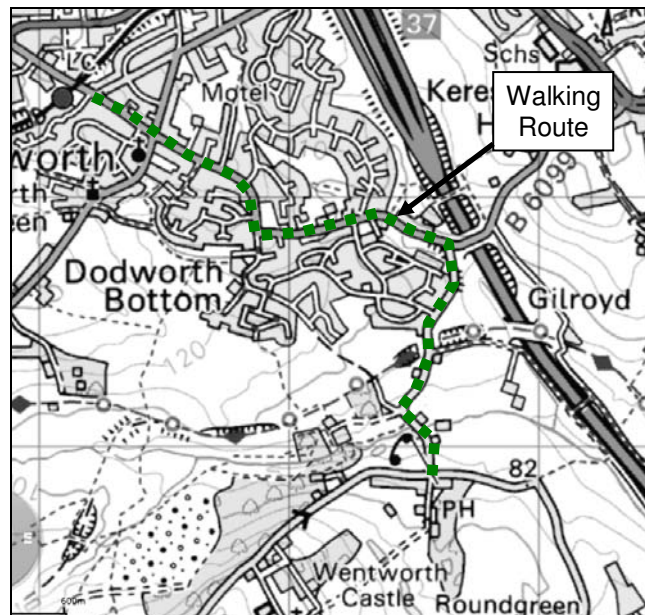
4.2 Access Options

It is acknowledged that walking and cycling can be realistic alternatives to the private car, particularly for journey to work trips in the peak periods.

However, the attractiveness of walking and cycling decreases with distance more rapidly than for the car and public transport. As such, it is important to ensure there are not barriers to discourage walking and cycling.

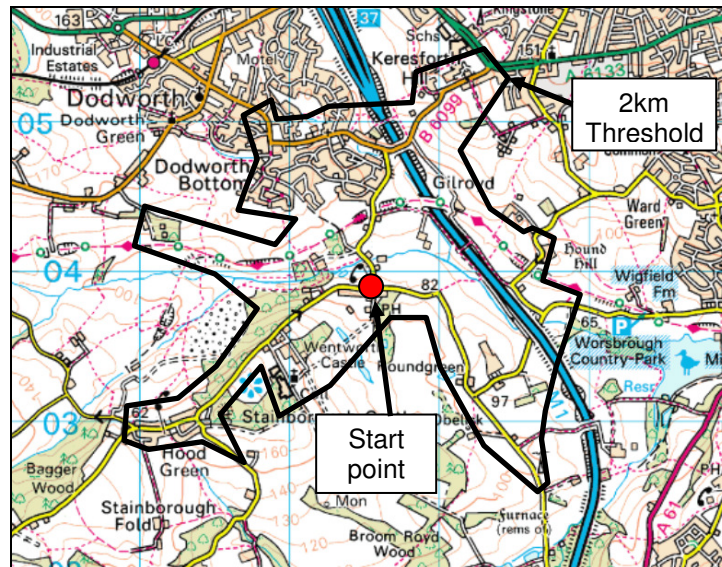
Walking: The development is within a rural setting to the south of Dodworth, 3km from Dodworth railway station. Footways are available between Dodworth and Wentworth Castle, with street lighting in place up until the junction of Lowe Lane and Park Lane. Figure 4.1 shows this walking route.

Figure 4.1: Walking Route to/from Dodworth



As a guideline, the publication *Guidelines for Providing for Journeys on Foot* (Institute for Highways and Transportation, 2000) targets distances up to 2km as a realistic indicative threshold for walking for commuting / school / sight-seeing trips. This catchment would include the southern section of Dodworth, a small area of western Barnsley and some smaller settlements. This is shown in Figure 4.2.

Figure 4.2: 2km Isochrone (Including the Trans Pennine trail)



In terms of on-site provision, the developer has ensured the provision of site-wide walking infrastructure so that pedestrians and cyclists are offered continuous, uninterrupted routes across the site. Figure 4.3 shows the types of pedestrian facilities and signage provided.

Figure 4.3: Example of Pedestrian areas and Signage

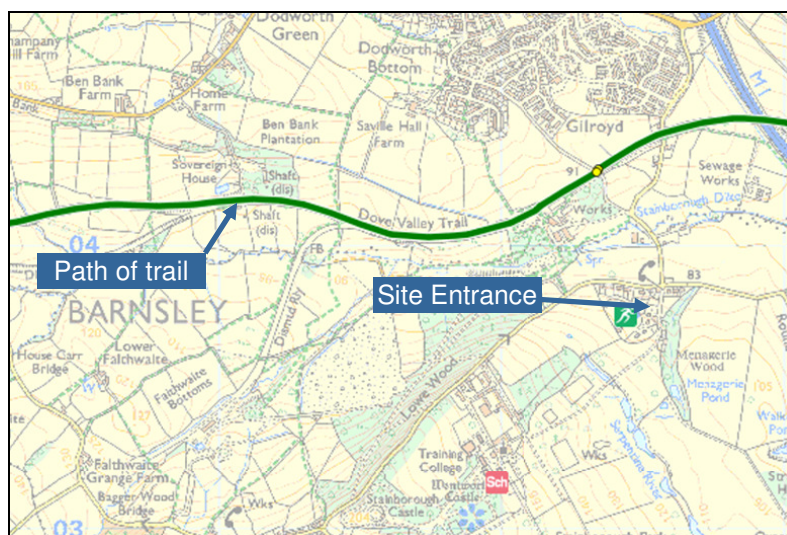


Cycling: The Trans Pennine Trail runs to the immediate north of the site entrance (approximately 500m). Blue signage to the trail (see Figure 4.4) is provided from the northern entrance to the site. Figure 4.5 details the location of the trail in relation to the Wentworth Castle site

Figure 4.4: Blue signage to the Trans Pennine Trail



Figure 4.5: Path of Trans Pennine Trail (Taken from Sustrans Mapping)



The cycle route (National Trail 62) provides linkages to a wide number of destinations, including: Silkstone Common, Penistone, Worsborough.

Local Transport Note 02/08 'Cycle Infrastructure and Design' states that:

"Urban networks are primarily for local journeys. In common with other modes, many utility cycle journeys are under three miles (ECF, 1998), although, for commuter journeys, a trip distance of over five miles is not uncommon. Novice and occasional leisure cyclists will cycle longer distances where the cycle ride is the primary purpose of their journey."

Given the above, there is potential for a large proportion of the Barnsley area to be within the cycling catchment of Wentworth Castle. However, it is understood there are currently no formal cycle parking facilities at Wentworth Castle and none were observed during our site visit.

Public Transport: Services 23, 23A and 24 route past the entrance to the site. Bus stops serving the site are located to the immediate north (Gilroyd Lane) and northwest (Lowe Lane). The closest bus stop to the site is situated on Lowe Lane, approximately 20 metres from the site boundary. As can be seen from Figure 4.7, traditional shelters are provided, and footpaths are available.

Figure 4.7: Bus Stop on Lowe Lane



Table 4.1 shows the timings of buses for the closet timetabled point to the site.

Table 4.1: Local bus services

Service	Operator	Route	Mon – Fri	Saturdays	Sunday and Bank Holidays
23/ 23A	Tates Travel	Barnsley, Hood Green, Deepcar, Stocksbridge	0650 0910 1110 1310 1510 1735 1949 2154	0650 0910 1110 1310 1510 1735 1949 2154	0949 1149 1349 1549 1749 1949 2154
		Stocksbridge, Deepcar, Hood Green Barnsley	0822 1036 1236 1436 1636 1902 2124	0822 1036 1236 1436 1636 1902 2124	0919 1119 1319 1519 1719 1919 2124 2329
24	Tates Travel	Barnsley, Hood Green, Penistone, Denby Dale	0745 0810 1010 1210 1410 1610 1810	0810 1010 1210 1410 1610 1810	No service
		Denby Dale, Penistone, Hood Green Barnsley	0716 0936 1136 1336 1526 1736	0716 0936 1136 1336 1526 1736	No service

Timetables and maps of the bus services in Table 4.2 are found in Appendix A.

Strategic Road Network Links: As is noted in Section 1, Wentworth Castle is located close to the M1 (Junction 37). The site is accessed by visitors off Park Lane, from the junction of Lowe Lane, Round Green Lane & Gilroyd Lane. Gilroyd Lane leads to M1 Junction 37 as follows:

Wentworth Castle – Gilroyd Lane – B6099 – Keresforth Hill Road – Broadway (A6138) – Dodworth Road (A628) – M1 Junction 37

Signage on the approach to Wentworth Castle is provided from Junction 37 of the M1, where it meets the A628. No signage is provided on the M1 main line.

Car Parking: Visitor car parking spaces are currently unmarked. However, it is estimated that 180 cars could be accommodated on-site, with an additional 10 spaces for disabled persons. It is understood from the Castle that on busy days (e.g. when hosting large events) the capacity of the car park is exceeded. As such, as part of the development of the site, it is proposed to provide a 298 space overspill car park for peak days and major events during the year. Examples would include:

- Bank holidays – in particular Easter and August and particularly fine days during summer school holidays. (6 days annually).
- Large Events – e.g. Sealed Knot Grand Muster in July 2013, Country Fair September 1st 2013, Bonfire Night (Nov 5th annual event), South Yorkshire Cross Country Championships Nov. 2013, Craft Fair Nov 2013, Outdoor Music Performance, August 2013.
- Large Weddings.

It should be noted when reading the above that Staff do not park in the visitor car park (see note on relationship with the Northern College, later in this section for staff car parking arrangements).

Disabled Access: As noted above, 10 car parking spaces are provided for disabled persons. These are located adjacent to the visitor reception, reducing the distance travelled to the facility. The visitor reception, toilets, café and shop are fully accessible. Ramped access is

available across the park as well as a lift to assist with changes in level between the visitor reception and the courtyard area. It should also be noted that two mobility buggies are available to assist disabled people when visiting the Gardens. The Wentworth Castle notes that:

“The gardens are on fairly uneven ground and can, therefore, be difficult to get around. The site is also naturally steep.”

As part of the restoration, an accessible route is being created where the gradients are 1:12 or better, with level areas and resting places.

4.3 Visitor Information

Wentworth Castle maintains a website that both advertises the location, and provides information to potential visitors ahead of their visit. The website (www.wentworthcastle.org) includes directions and a map guiding visitors to the attraction by private car, rail and bus (see Figures 4.4 and 4.5 below)

Figure 4.4: Visitor information on the Wentworth Castle Website

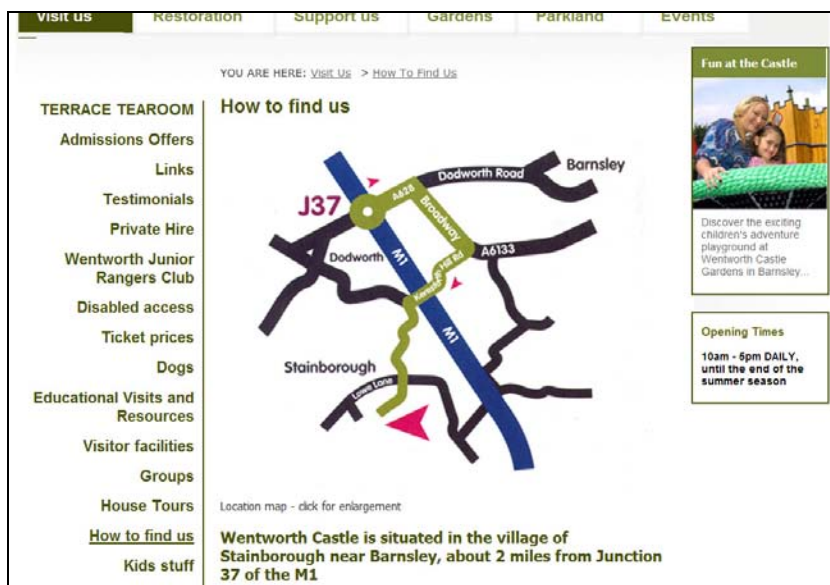


Figure 4.5: Visitor information on the Wentworth Castle Website

From the M1 motorway

Please follow the brown tourist and Garden directional signs after you leave the motorway at Junction 37 (Barnsley). Follow signs for Barnsley Town Centre (A628) – taking the first exit on the roundabout if you are coming from the north and the third exit on the roundabout if you are travelling from the south.

Take middle lane (signed A6133) at the traffic lights. Turn right at traffic lights (signposted Doncaster A6133 – brown sign at junction). Continue along the dual carriageway until next set of traffic lights (approx 1 mile) where you turn right. Turn left at next junction after you have crossed over the motorway. Continue through Gilroyd until you reach Stainborough Village. Go straight forward at the crossroads junction, past the Strafford Arms pub and follow the estate road up the hill to the visitor car park. The entrance to the Gardens is through the Long Barn Visitor Centre.

From Manchester/Sheffield/Huddersfield via A616 and A628

From the town of Penistone travel towards Barnsley on the A628. Stay on the A628 through Silkstone and Dodworth until you reach Junction 37 of the M1.

By Rail or Coach

Upon arriving in Barnsley interchange you can either take a taxi (fare approx £5.50) or bus (24 & 24A - Stocksbridge Circular). Contact [National Rail Enquiries](#) for details.

By Bus

Services 23, 23A and 24 from Barnsley Interchange to Penistone and Stocksbridge run along Lowe Lane to the site. For bus departure times, telephone Traveline on 01709 515151 or [click here to visit the Traveline website](#), or for detailed timetables for these services visit <http://www.travelsouthyorkshire.com/>

4.4 Current Arrangements with the Northern College

Adjacent to the visitor attraction at Wentworth Castle is the Northern College. This is a residential college dedicated to the education and training of men and women who are without formal qualifications, and also offers training for persons involved with community and voluntary groups and trade unions.

The ages of persons attending the college range from 19 to 90, and come from a wide range of social backgrounds. Most of the courses involve short residences of 3 to 5 days running both during the week and at weekends.

There are informal arrangements between the college and the visitor centre, including car parking for staff.

4.5 Transport Demand

4.5.1 Staff

Wentworth Castle employs 15 full time staff, 9 part time staff and 14 casual staff. This is equal to 24 Full Time Equivalents (FTEs).

Volunteers also work on site on Tuesdays and Wednesdays.

4.5.2 Visitors

Table 4.2 identifies the number of visitors received by the Castle and Park between 2009 and 2011 (inclusive).

Table 4.2: Visitor Numbers

Month	2009	2010	2011
April	7,051	8,372	9,799
May	8,010	7,856	7,823
June	4,070	5,874	6,630
July	3,967	4,803	5,912
August	6,502	7,230	7,844
September	2,938	3,108	3,042
October	3,423	4,003	4,671
November	762	2,035	3,639
December	3,365	3,478	4,566
January	381	816	969
February	929	1,238	1,238
March	1,187	2,116	2,116
Total	42,585	50,929	58,249

Table 4.2 indicates there has been strong growth in visitor numbers to / from the site in recent years. No information has been collected with regards to detailed visitor patterns for this Travel Plan (though Section 7 identifies a suitable monitoring strategy for future implementation). Notwithstanding this, the National Travel Survey (2009) identifies a car occupancy rate of 1.8 persons per vehicles for leisure trips. This compares with a rate of 1.2 persons per vehicle for commuting and 1.6 persons per vehicle for all trip purposes. As such, the proportion of visitors arriving at Wentworth Castle by Single Occupancy Vehicle is likely to be relatively low (i.e. people will like visit with family or friends).

4.6 Base Travel Audit

4.6.1 Staff

Accessing the Castle and Park: A survey of staff was undertaken during April 2012. A copy of the survey form used is given in Appendix B. Survey replies were received from 15 members of staff (11 from full time staff and 4 from part time staff). Although not statistically significant, this is a response rate of 63%.

With regard to the mode split of staff, all staff use their car to travel to work. However, this car use is not daily for all staff as some also reported walking or cycling to work depending on the weather and other commitments. Only one member of staff reported using Car Share, but this was not with another member of Castle / Park staff. The reasons for staff using their cars for trips to and from Wentworth Castle are explored in further detail in Table 4.3.

Staff that did report driving to work park in the adjacent car parking facility of the Northern College. This is not accessible by visitors.

Table 4.3: Reasons for Staff Travel

Reason for travel	Percentage
Essential	60%
Dropping off	7%
Health Reason	0%
Time Savings	20%
Cost Savings	0%
Safety	0%
Lack of Alternative	33%

Options for Improvement: To further explore non-private car modes, indicative options were put forward that might encourage the use of both public transport by existing car drivers. Table 4.4 summarises this information.

Table 4.4: Indicative Options for Improvement

Measure	Potential to Influence Behaviour		
	Very Likely	Possibly	Unlikely
Buses			
More frequent bus service	29%	43%	29%
More direct routes	47%	27%	27%
Better quality waiting environment	17%	25%	58%
Improved links to / from train station	25%	8%	67%
Walking / Cycling			
Secure bicycle parking	31%	31%	38%
Improved walking / cycling routes	54%	0%	46%
Showers / changing facilities	42%	8%	50%
Walking & cycling information	38%	15%	46%
Car Sharing			
Information on car sharing	33%	33%	33%
Help in finding car share partners with similar work patterns	46%	15%	38%
Reserved parking for car-sharers	10%	0%	90%
Alternative ride home if let down by driver	54%	8%	38%
Reduced parking charges for car-sharers	30%	20%	50%

4.7

Summary

The site is accessible by a range of modes, although most staff travel to the site by car. It is noted that there is the opportunity for joint working with the adjacent Northern College. The key limitation on sustainable travel to the site would be the lack of cycle parking facilities.

No specific visitor survey has been conducted as part of this Travel Plan (given the time of year at which it was prepared). However, Section 7 identifies a strategy for collecting visitor travel data. Notwithstanding this, it is noted that leisure trips often exhibit high vehicular occupancy rates (and thereby generate lower than average single occupancy trips).

5 OBJECTIVES & TARGETS

5.1 Objectives

In line with the definition set by the Department for Transport, the overall objectives of the Travel Plan are to “minimise the number of single occupancy vehicle trips via the promotion of sustainable transport modes.”

5.2 Targets

It is proposed that Targets would apply to staff mode choice only, since visitor numbers are likely to vary and they would not constitute a regular (i.e. daily) trip. Furthermore, data from the National Travel Survey would strongly indicate that high car occupancy rates are a natural outcome for leisure trips.

From the travel survey described in Section 4, an initial Target of no more than 90% of staff travelling to the site via a *Single Occupancy Trip* by 2017.

This Target constitutes a 10% improvement in the *Single Occupancy Trip* rate recorded in this survey by “Opening + 5 Years”.

The above Target would therefore conform to the SMART requirements (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound).

6 MEASURES

6.1 Overview

A series of actions and measures have been developed to be adopted during the lifetime of the Travel Plan. These are divided into “hard” infrastructural measures and so-called “soft” management measures that would be introduced and managed by the TPC.

6.2 Information Provision

The TPC would prepare a staff Travel Information boards at a site of high staff visibility. These notice boards would include copies of the Travel Plan. To assist the TPC to start this board, some general publicity material, including guides on Active Travel, is provided at Appendix C.

Travel Information Packs would be provided to all new staff as part of the recruitment process, inclusive of information relating to the Travel Plan, bus timetables, and information regarding Liftshare.

Travel Information documents would also be prepared for visitors; focusing on sustainable travel modes initially (walking and cycling routes, bus and train timetables etc) with directions for motorists provided last.

Local or national initiatives (such as cycle to work day etc), would be promoted across the site. Such dates could include;

- World Environment Day – June
- Bike Week – June
- European Mobility Week – September
- In Town Without my Car Day – September
- The Wentworth Castle website would be updated to include for sustainable travel information.

6.2.1 *Walking*

To encourage walking to and from the development, the Travel Plan would raise awareness of the health benefits of walking through promotional materials. To assist start this, some starting material for this is provided within Appendix C.

6.2.2 *Cycling*

Links to / from the nearby Trans Pennine could be promoted to ensure that trips from the trail are more clearly advertised.

Cycle parking could be provided so that visitors to the site have a secure place to place to leave their bicycles. As an initial provision, 10 (i.e. five Sheffield-stand type) cycle parking spaces should be provided in the medium term. This should be provided in an area of high-visibility and ideally should be covered. Monitoring of the usage of the spaces would assist inform whether additional space was required at a later date.

To encourage staff to both walk and cycle to the site, there is potential to use the facilities of the Northern College for showering and changing. This would be investigated by the TPC.

6.2.3 *Public Transport*

The operator would seek to promote public transport by providing details to staff of those services available near to the site. The local public transport website would be promoted to both staff and visitors: <http://www.travelsouthyorkshire.com/>

The TPC would liaise with the relevant operators to determine if discounted tickets could be obtained to encourage the promotion of this travel mode.

Current public transport timetables are provided within Appendix A.

6.2.4 *Car Sharing*

The TPC would develop an informal Car Share scheme and promote this as a travel option. There is also potential here to link car sharing activity with the Northern College site.

Details of how to do this are provided on the following websites;

- DirectGov
http://www.direct.gov.uk/en/Environmentandgreenerliving/Greenertravel/DG_10036310
- ActonCO2
<http://actonco2.direct.gov.uk/home/what-you-can-do/On-the-move/sharing-your-car.html>
- CarPlus
<http://www.carplus.org.uk/car-sharing>

If the above is not viable, then the Operator would promote South Yorkshire Liftshare (or equivalent, as appropriate) for staff working within the development which may identify Liftshare options in the wider Barnsley area.

<https://southyorkshire.liftshare.com/default.asp>

More information on Car Share is provided within Appendix D.

6.2.5 *Liaison*

The TPC would liaise with the adjacent Northern College to identify any areas where common Travel Plan working would be appropriate.

7 MONITORING, MAINTENANCE AND FEEDBACK MECHANISMS

7.1 Overview

This Travel Plan is not intended to be a static document, but is intended to be updated, as required through the lifetime of the Plan. The responsibility for the maintenance of the plan lies with the TPC.

7.2 Core Measures

An important aspect of Travel Plan maintenance is an understanding of the current operation of the Travel Plan. There are key mechanisms available to the TPC for such monitoring:-

<u>Mechanism</u>	<u>Purpose</u>
Staff Travel Survey Questionnaires (Annually, undertaken in the same month to ensure neutrality)	Understand Patterns and identify opportunities for improvement.
Visitor Travel Survey Questionnaires (Annually, undertaken in the same month to ensure neutrality)	Understand Patterns and identify opportunities for improvement.
Annual Review & Evaluation	Understand long-term patterns Monitor Targets and Objectives
Staff Feedback	Understand Travel Plan impacts at a day to day level.
Visitor Feedback	Understand Travel Plan impacts at a day to day level.

The above identifies **visitor** travel surveys and feedback as a key mechanism. These should be undertaken during peak visitor season (i.e. late July – August – early September) to ensure that a full picture of visitor travel patterns is established. Currently only **staff** travel patterns have been surveyed. An example Travel Survey questionnaire (for visitors) is included in Appendix E.

Travel Survey questionnaires (staff and visitors) would be agreed with Barnsley MBC and would seek to identify barriers to using sustainable modes and the likely uptake of Travel Plan initiatives. These questionnaires would be distributed within 6 months of occupation of any office unit and thereafter annually. The results would be published in an Annual Monitoring Report (described overleaf).

7.3 Annual Monitoring Report

As a whole, the Travel Plan would be reviewed annually, in the light of the previous year's travel survey. However, feedback from users during the year may prompt more frequent review.

Annual monitoring reports would be prepared as part of the Travel Plan monitoring process. The first monitoring report will provide a baseline for some of the information 'unknown' at this stage.

Within the Annual Report, the following aspects would be identified:

- Staff Numbers;
- Visitor Numbers;
- Main travel modes of staff and visitors;
- Number of parking spaces provided (car / motorcycle / bicycle),
- Proportion of parking spaces assigned to disabled, visitors, car-sharers and staff,
- Occupancy of parking spaces (including car share and cycle stands),
- Numbers enrolled on the car-share scheme.

The Annual Monitoring Report would be distributed to Barnsley MBC for their information, and be made available to those working on site.

7.4 Travel Plan Lifetime

The formal life of the Travel Plan would be for the monitoring period (from first of the *World at Wentworth* facilities, to five years following opening). If Targets are not met, then this formal monitoring period would be extended.

However, the developer would continue to promote sustainable transport beyond this time and the Travel Plan would therefore continue on an informal and voluntary basis.

8**SUMMARY**

This Travel Plan document has been developed to support the *World at Wentworth* development, and is intended to be used within the BREAM assessment. To inform the Travel Plan, a site audit has been conducted alongside a full staff travel survey.

The audit has identified opportunities to work with the adjacent Northern College, and that cycle parking needs improvement at the site. A range of improvements to staff and visitor information have also been identified. Notwithstanding this, it is noted that leisure trips often exhibit high vehicular occupancy rates (and thereby generate lower than average single occupancy trips) and, as such, the current use of the attraction as a whole conforms to the DfT objective of minimising single occupancy vehicle trips.

Appendix A
Bus Timetables and Maps



23 23A 24
25 25A 25B

Full Timetable

Barnsley

Gilroyd

Thurgoland

Stocksbridge

Penistone

Denby Dale

Thurlstone

Holmfirth

From 29/04/2012

Also serves:

Wortley Top Forge Industrial Museum



Also available online at
travelsouthyorkshire.com

Operated by:

What's changed

From Sunday 29 April 2012, changes will be made to the route and times of service 23A and to the times of services 24 and 25.



We aim to provide information which is as accurate as possible. We cannot accept responsibility for errors, or for any service that does not operate to the times shown.

24 hour clock

Throughout South Yorkshire our timetables use the 24 hour clock to avoid confusion between am and pm times.

For example:

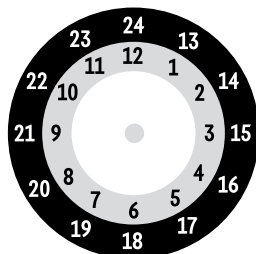
9.00am is shown as 0900

2.15pm is shown as 1415

10.25pm is shown as 2225

24 hour times

12 hour times



Hail & Ride



Along part of the route you can stop the bus at any safe and convenient point - but please avoid parked vehicles and road junctions.

You can Hail & Ride services 23 and 23A along the following sections of the route:

Stocksbridge:

Sitwell Avenue
Moorland Drive
Woolley Road (on journeys to Barnsley only - will stop at opposite stops on opposite side of road)
Ridale Avenue
Hawthorne Avenue
Newton Avenue
Churchill Road
Winston Avenue
Cross Lane
Smithy Moor Lane
Underbank Lane

Wortley:

Finkle Street Lane
Forge Lane
Soughley Lane

Stopping points for service 23

Barnsley Interchange ▶ Market Hill ▶ Shambles Street ▶ Racecommon Road ▶ **Kingstone** ▶ Park Road ▶ Keresforth Hill Road ▶ **Gilroyd** ▶ Gilroyd Lane ▶ **Stainborough** ▶ Lowe Lane ▶ **Hood Green** ▶ Hood Green Road ▶ **Thurgoland** ▶ Hollin Moor Lane ▶ **Crane Moor** ▶ Hand Lane ▶ Crane Moor Road ▶ **Thurgoland** ▶ Halifax Road ▶ Roper Lane ▶ Smithy Hill ▶ Halifax Road ▶ **Wortley** ▶ Penistone Road ▶ **Deepcar** ▶ Wortley Road ▶ Carr Road ▶ Hillcrest Road ▶ Helliwell Lane ▶ Royd Lane ▶ **Bolsterstone** ▶ Folderings Lane ▶ Stone Moor Road ▶ **Stocksbridge** ▶ Hollin Busk Lane ▶ **Deepcar** ▶ Coal Pit Lane ▶ Broomfield Lane ▶ Knowles Avenue ▶ Lee Avenue ▶ **Stocksbridge** ▶ Nanny Hill ▶ Manchester Road ▶ Park Drive Way ▶ Park Drive ▶ Sitwell Avenue ▶ Moorland Drive ▶ Smithy Moor Lane ▶ **A616** ▶ **Midhopestones** ▶ Manchester Road ▶ **Langsett** ▶ Gilbert Hill ▶ **Flouch** ▶ **A628** ▶ **Fullshaw** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Thurlstone** ▶ Thurlstone Road ▶ Bridge Street ▶ **Penistone, Market Place**

Please note: You must change buses at Penistone to service 25, 25A or 25B to continue your journey onwards to Holmfirth.

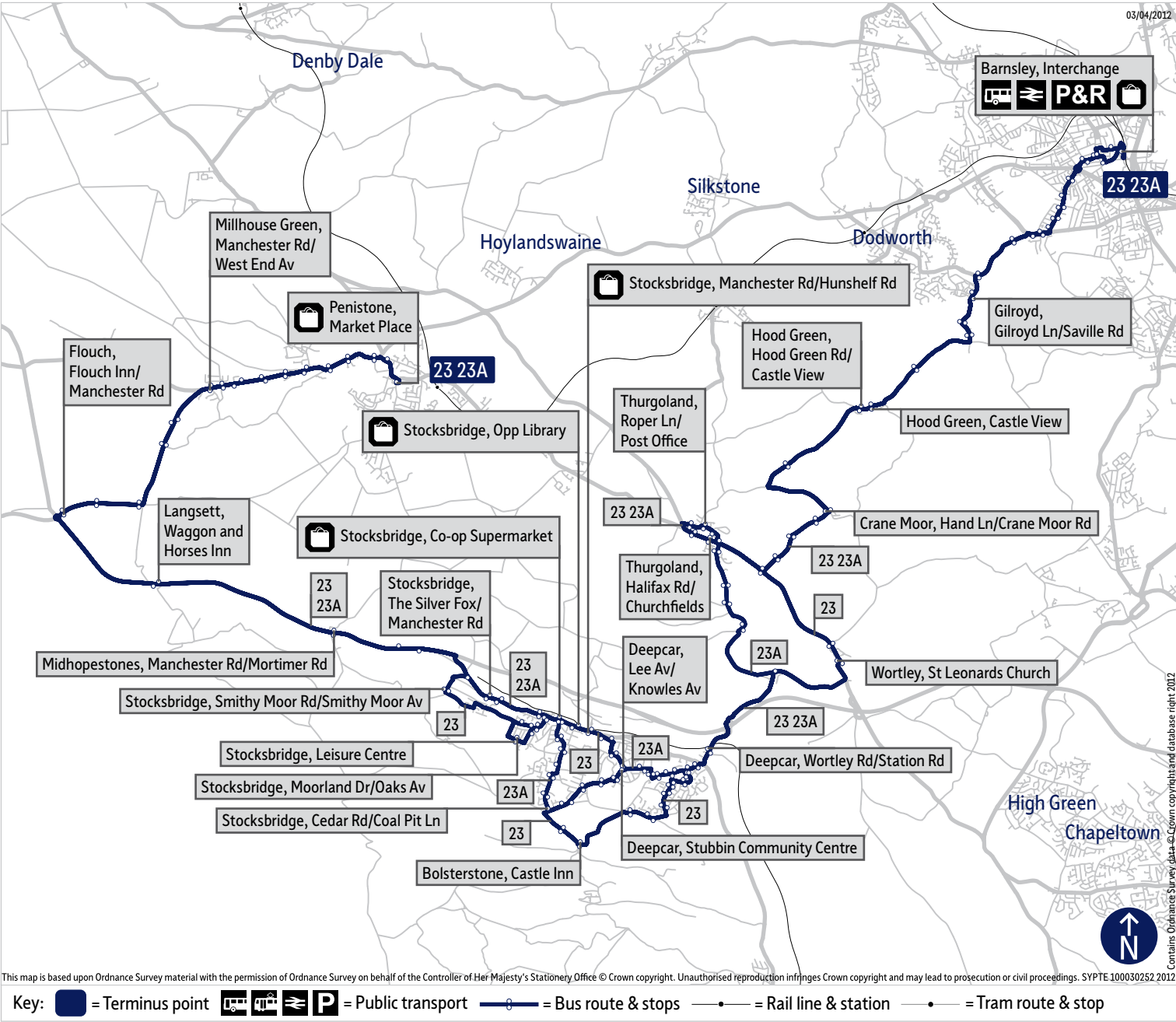
Penistone , Market Place ▶ Thurlstone Road ▶ **Thurlstone** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Fullshaw** ▶ **Flouch** ▶ A628 ▶ **Langsett** ▶ Gilbert Hill ▶ **Midhopestones** ▶ Manchester Road ▶ **Stocksbridge** ▶ A616 ▶ Smithy Moor Lane ▶ Moorland Drive ▶ Park Drive ▶ Park Drive Way ▶ Manchester Road ▶ Nanny Hill ▶ **Deepcar** ▶ Lee Avenue ▶ Knowles Avenue ▶ Broomfield Lane ▶ Coal Pit Lane ▶ **Stocksbridge** ▶ **Bolsterstone** ▶ Stone Moor Road ▶ Folderings Lane ▶ **Deepcar** ▶ Royd Lane ▶ Helliwell Lane ▶ Hillcrest Road ▶ Carr Road ▶ Wortley Road ▶ **Wortley** ▶ Penistone Road ▶ **Thurgoland** ▶ Halifax Road ▶ Smithy Hill ▶ Roper Lane ▶ Halifax Road ▶ **Crane Moor** ▶ Crane Moor Road ▶ Hand Lane ▶ **Thurgoland** ▶ Hollin Moor Lane ▶ **Hood Green** ▶ Hood Green Road ▶ **Stainborough** ▶ Lowe Lane ▶ Gilroyd Lane ▶ **Gilroyd** ▶ Keresforth Hill Road ▶ **Kingstone** ▶ Park Road ▶ Racecommon Road ▶ Shambles Street ▶ St Marys Place ▶ Regent Street ▶ **Barnsley Interchange**

Stopping points for service 23A

Barnsley, Interchange ▶ Market Hill ▶ Shambles Street ▶ Racecommon Road ▶ **Kingstone** ▶ Park Road ▶ Keresforth Hill Road ▶ **Gilroyd** ▶ Gilroyd Lane ▶ **Stainborough** ▶ Lowe Lane ▶ **Hood Green** ▶ Hood Green Road ▶ **Thurgoland** ▶ Hollin Moor Lane ▶ **Crane Moor** ▶ Hand Lane ▶ Crane Moor Road ▶ **Thurgoland** ▶ Halifax Road ▶ Roper Lane ▶ Smithy Hill ▶ Cote Lane ▶ **Green Moor** ▶ **Deepear** ▶ Wortley Road ▶ Carr Road ▶ Wood Royd Road ▶ Armitage Road ▶ Knowles Avenue ▶ Broomfield Lane ▶ Coal Pit Lane ▶ **Stocksbridge** ▶ Cedar Road ▶ Shay House Lane ▶ Hole House Lane ▶ Manchester Road ▶ **A616** ▶ **Midhopestones** ▶ Manchester Road ▶ **Langsett** ▶ Gilbert Hill ▶ **Flouch** ▶ **A628** ▶ **Fullshaw** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Thurlstone** ▶ Thurlstone Road ▶ Bridge Street ▶ **Penistone, Market Place**

Penistone , Market Place ▶ Thurlstone Road ▶ **Thurlstone** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Fullshaw** ▶ **Flouch** ▶ **A628** ▶ **Langsett** ▶ Gilbert Hill ▶ **Midhopestones** ▶ Manchester Road ▶ **Stocksbridge** ▶ **A616** ▶ Manchester Road ▶ Hole House Lane ▶ Shay House Lane ▶ Cedar Road ▶ Hollin Busk Lane ▶ **Deepear** ▶ Coal Pit Lane ▶ Broomfield Lane ▶ Knowles Avenue ▶ Armitage Road ▶ Wood Royd Road ▶ Carr Road ▶ Wortley Road ▶ **Green Moor** ▶ Cote Lane ▶ **Thurgoland** ▶ Smithy Hill ▶ Roper Lane ▶ Halifax Road ▶ **Crane Moor** ▶ Crane Moor Road ▶ Hand Lane ▶ **Thurgoland** ▶ Hollin Moor Lane ▶ **Hood Green** ▶ Hood Green Road ▶ **Stainborough** ▶ Lowe Lane ▶ Gilroyd Lane ▶ **Gilroyd** ▶ Keresforth Hill Road ▶ **Kingstone** ▶ Park Road ▶ Racecommon Road ▶ Shambles Street ▶ St Marys Place ▶ Regent Street ▶ **Barnsley, Interchange**

Bus route map for services 23 and 23A



23, 23A ▶ Monday to Saturday

Barnsley Centre ▶ Penistone

Service number:	23	23	23	23	23	23	23A	23A
Barnsley, Interchange	0637	0857	1057	1257	1457	1722	1937	2142
Gilroyd, Gilroyd Ln/Saville Rd	0646	0906	1106	1306	1506	1731	1946	2151
Hood Green, Castle View	0650	0910	1110	1310	1510	1735	1949	2154
Crane Moor, Hand Ln/Crane Moor Rd	0654	0914	1114	1314	1514	1739	1953	2158
Thurgoland, Halifax Rd/Churchfields	0658	0918	1118	1318	1518	1743	1957	2203
Thurgoland, Roper Ln/Post Office	0700	0920	1120	1320	1520	1745	1958	2207
Wortley, St Leonards Church	0703	0923	1123	1323	1523	1748	–	–
Deepcar, Wortley Rd/Station Rd	0709	0929	1129	1329	1529	1754	2006	2211
Bolsterstone, Castle Inn	0715	0935	1135	1335	1535	1800	–	–
Deepcar, Lee Av/Knowles Av	0720	0940	1140	1340	1540	1805	–	–
Stocksbridge, Manchester Rd/Hunshelf Rd	0724	0944	1144	1344	1544	1809	–	–
Stocksbridge, Leisure Centre	0727	0947	1147	1347	1547	1812	–	–

Deepcar, Stubbin Community Ctr/Knowles Ave	–	–	–	–	–	–	2009	2214
Stocksbridge, Cedar Rd/Coal Pit Ln	–	–	–	–	–	–	2012	2217
Stocksbridge, Adj Co-op Supermarket	–	–	–	–	–	–	2015	2220
Stocksbridge, Manchester Rd/The Silver Fox	–	–	–	–	–	1817	2017	2222
Stocksbridge, Smithy Moor Rd/Smithy Moor Av	0732	0952	1152	1352	1552	–	–	–
Midhopton, Manchester Rd/Mortimer Rd	0736	0956	1156	1356	1556	1821	2021	2226
Langsett, Waggon and Horses Inn	0738	0958	1158	1358	1558	1823	2023	2228
Flouch, Flouch Inn/Manchester Rd	0741	1001	1201	1401	1601	1826	2025	2230
Millhouse Green, Manchester Rd/West End Av	0745	1005	1205	1405	1605	1830	2029	2234
Penistone, Market Place	0753	1013	1213	1413	1613	1838	2036	2241

23, 23A ▶ Monday to Saturday

Penistone ▶ Barnsley Centre

Service number:	23	23	23	23	23	23	23A	23A
Penistone, Market Place	0719	0933	1133	1333	1533	1759	2036	2241
Millhouse Green, Manchester Rd/West End Av	0726	0940	1140	1340	1540	1806	2042	2247
Flouch, Flouch Inn/Manchester Rd	0730	0944	1144	1344	1544	1810	2045	2250
Langsett, Waggon and Horses Inn	0733	0947	1147	1347	1547	1813	2048	2253
Midhopestones, Manchester Rd/Mortimer Rd	0736	0950	1150	1350	1550	1816	2051	2256
Stocksbridge, The Silver Fox/Manchester Rd	-	-	-	-	-	1820	2055	2300
Stocksbridge, Smithy Moor Ln/Smithy Moor Av	0740	0954	1154	1354	1554	-	-	-
Stocksbridge, Moorland Dr/Oaks Av	0745	0959	1159	1359	1559	1825	-	-
Stocksbridge, Opp Library	0748	1002	1202	1402	1602	1828	-	-
Deepcar, Lee Av/Knowles Av	0752	1006	1206	1406	1606	1832	-	-
Bolsterstone, Castle Inn	0757	1011	1211	1411	1611	1837	-	-

Stocksbridge, Opp Co-op Supermarket	-	-	-	-	-	-	2057	2302
Stocksbridge, Cedar Rd/Coal Pit Ln	-	-	-	-	-	-	2100	2305
Deepcar, Stubbin Community Centre	-	-	-	-	-	-	2103	2308
Deepcar, Wortley Rd/Station Rd	0803	1017	1217	1417	1617	1843	2106	2311
Wortley, St Leonards Church	0809	1023	1223	1423	1623	1849	-	-
Thurgoland, Post Office/Roper Ln	0812	1026	1226	1426	1626	1852	2115	2320
Thurgoland, Halifax Rd/Churchfields	0814	1028	1228	1428	1628	1854	2116	2321
Crane Moor, Hand Ln/Crane Moor Rd	0818	1032	1232	1432	1632	1856	2121	2326
Hood Green, Hood Green Rd/Castle View	0822	1036	1236	1436	1636	1902	2124	2329
Gilroyd, Gilroyd Ln	0826	1040	1240	1440	1640	1906	2127	2332
Barnsley, Interchange	0838	1052	1252	1452	1652	1918	2137	2342

23A ► Sunday**Barnsley Centre ► Penistone**

Service number:	23A	23A	23A	23A	23A	23A	23A
Barnsley, Interchange	0937	1137	1337	1537	1737	1937	2142
Gilroyd, Gilroyd Ln/Saville Rd	0946	1146	1346	1546	1746	1946	2151
Hood Green, Castle View	0949	1149	1349	1549	1749	1949	2154
Crane Moor, Hand Ln/Crane Moor Rd	0953	1153	1353	1553	1753	1953	2158
Thurgoland, Halifax Rd/Churchfields	0957	1157	1357	1557	1757	1957	2202
Thurgoland, Roper Ln/Post Office	0958	1158	1358	1558	1758	1958	2203
Deepcar, Wortley Rd/Station Rd	1006	1206	1406	1606	1806	2006	2211
Deepcar, Stubbin Community Ctr/Knowles Ave	1009	1209	1409	1609	1809	2009	2214
Stocksbridge, Cedar Rd/Coal Pit Ln	1012	1212	1412	1612	1812	2012	2217
Stocksbridge, Adj Co-op Supermarket	1015	1215	1415	1615	1815	2015	2220
Stocksbridge, Manchester Rd/The Silver Fox	1017	1217	1417	1617	1817	2017	2222
Midhopestones, Manchester Rd/Mortimer Rd	1021	1221	1421	1621	1821	2021	2226
Langsett, Waggon and Horses Inn	1023	1223	1423	1623	1823	2023	2228
Flouch, Flouch Inn/Manchester Rd	1025	1225	1425	1625	1825	2025	2230
Millhouse Green, Manchester Rd/West End Av	1029	1229	1429	1629	1829	2029	2234
Penistone, Market Place	1037	1237	1437	1637	1837	2036	2241

23A ► Sunday (continued)**Penistone ► Barnsley Centre**

Service number:	23A	23A	23A	23A	23A	23A	23A
Penistone, Market Place	0831	1031	1231	1431	1631	1831	2036 2241
Millhouse Green, Manchester Rd/West End Av	0837	1037	1237	1437	1637	1837	2042 2247
Flouch, Flouch Inn/Manchester Rd	0840	1040	1240	1440	1640	1840	2045 2250
Langsett, Waggon and Horses Inn	0843	1043	1243	1443	1643	1843	2048 2253
Midhopestones, Manchester Rd/Mortimer Rd	0846	1046	1246	1446	1646	1846	2051 2256
Stocksbridge, The Silver Fox/Manchester Rd	0850	1050	1250	1450	1650	1850	2055 2300
Stocksbridge, Opp Co-op Supermarket	0852	1052	1252	1452	1652	1852	2057 2302
Stocksbridge, Cedar Rd/Coal Pit Ln	0855	1055	1255	1455	1655	1855	2100 2305
Deepcar, Stubbin Community Centre	0858	1058	1258	1458	1658	1858	2103 2308
Deepcar, Wortley Rd/Station Rd	0901	1101	1301	1501	1701	1901	2106 2311
Thurgoland, Post Office/Roper Ln	0910	1110	1310	1510	1710	1910	2115 2320
Thurgoland, Halifax Rd/Churchfields	0911	1111	1311	1511	1711	1911	2116 2321
Crane Moor, Hand Ln/Crane Moor Rd	0916	1116	1316	1516	1716	1916	2121 2326
Hood Green, Hood Green Rd/Castle View	0919	1119	1319	1519	1719	1919	2124 2329
Gilroyd, Gilroyd Ln	0922	1122	1322	1522	1722	1922	2127 2332
Barnsley, Interchange	0932	1132	1332	1532	1732	1932	2137 2342

Stopping points for service 24

Barnsley, Interchange ▶ Market Hill ▶ Shambles Street ▶ Racecommon Road ▶ **Kingstone** ▶ Park Road ▶ Keresforth Hill Road ▶ **Gilroyd** ▶ Gilroyd Lane ▶ **Stainborough** ▶ Lowe Lane ▶ **Hood Green** ▶ Hood Green Road ▶ **Thurgoland** ▶ Hollin Moor Lane ▶ Thurgoland Hall Lane ▶ Roper Lane ▶ Smithy Hill ▶ Cote Lane ▶ **Green Moor** ▶ Green Moor Road ▶ Dean Head Lane ▶ **Oxspring** ▶ Roughbirchworth Lane ▶ Sheffield Road ▶ **Spring Vale** ▶ **Penistone** ▶ Shrewsbury Road ▶ Market Place ▶ Barnsley Road ▶ Wellhouse Lane ▶ **Ingbirchworth** ▶ Huddersfield Road ▶ **Upper Denby** ▶ Falledge Lane ▶ Denby Lane ▶ **Lower Denby** ▶ Lower Denby Lane ▶ Miller Hill ▶ Wakefield Road ▶ **Denby Dale, Railway Station Turning Circle**

Hail & Ride

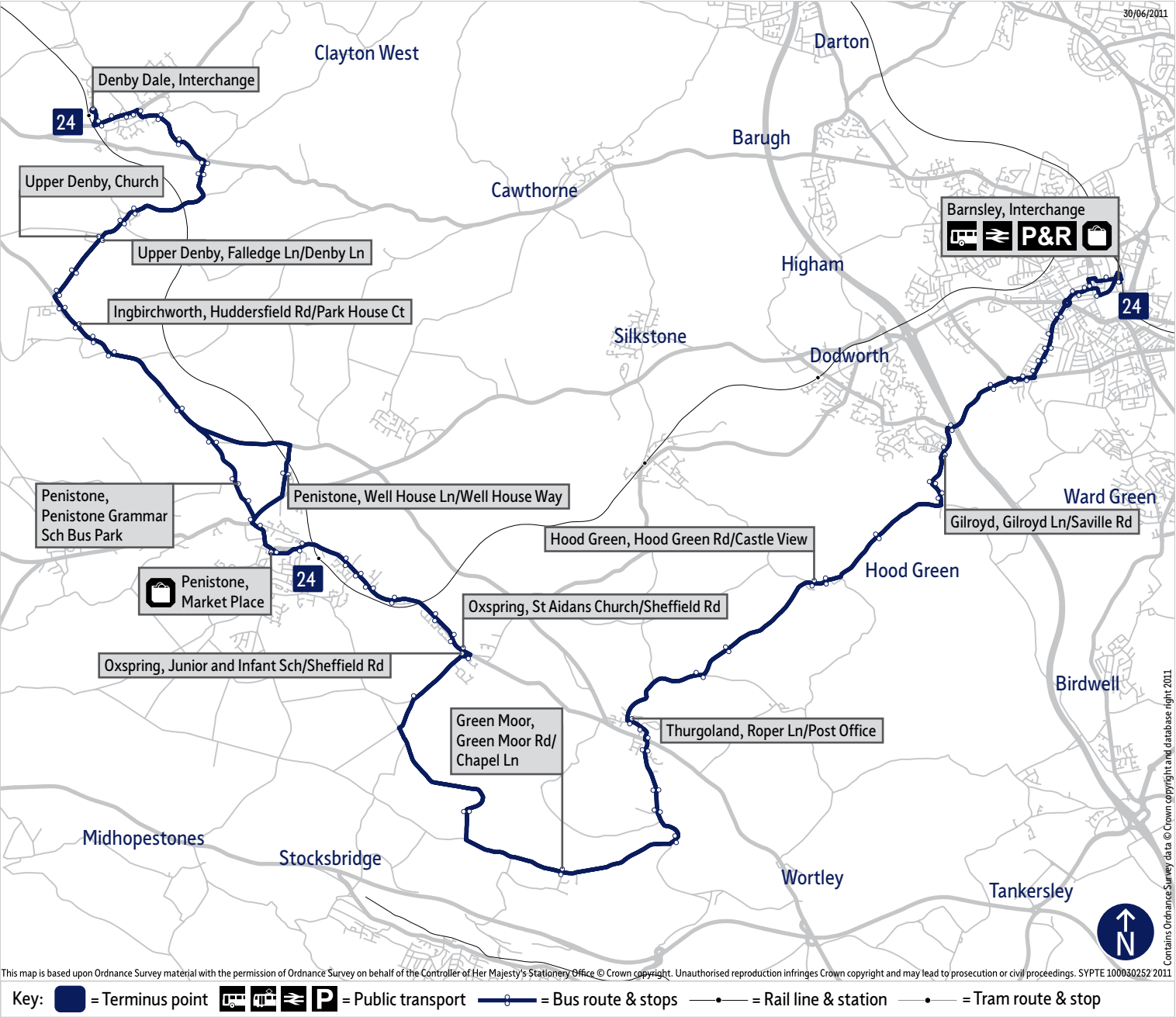


Along part of the route you can stop the bus at any safe and convenient point - but please avoid parked vehicles and road junctions.

You can Hail & Ride services 24 along the following sections of the route:

Green Moor:	Hunshelf Hall Lane Dean Head Lane Sharp Royd Nook Pond Common Lane Cross Lane
Roughbircworth:	Park Lane Roughbircworth Lane
Penistone:	Wellhouse Lane

Bus route map for service 24



24 ▶ Monday to Friday

Barnsley Centre ▶ Denby Dale

See notes:

	SD	SH						
Barnsley, Interchange	0732	0757	0957	1157	1357	1557	1757	
Gilroyd, Gilroyd Ln/Saville Rd	0741	0806	1006	1206	1406	1606	1806	
Hood Green, Castle View	0745	0810	1010	1210	1410	1610	1810	
Thurgoland, Roper Ln/Post Office	0749	0814	1014	1214	1414	1614	1814	
Green Moor, Green Moor Rd/Chapel Ln	0755	0820	1020	1220	1420	1620	1820	
Oxspring, Junior and Infant Sch/Sheffield Rd	0802	0827	1027	1227	1427	1627	1827	
Penistone, Market Place	0808	0833	1033	1233	1433	1633	1833	
Penistone, Wellhouse Ln/Wellhouse Way	–	0837	1037	1237	1437	1637	1837	
Penistone, Penistone Grammar Sch Bus Park	0812	–	–	–	–	–	–	
Ingbirchworth, Huddersfield Rd/Park House Ct	0816	0841	1041	1241	1441	1641	1841	
Upper Denby, Upper Denby Church	0818	0843	1043	1243	1443	1643	1843	
Denby Dale, Denby Dale Interchange	0828	0853	1053	1253	1453	1653	1853	

24 ▶ Monday to Friday

Denby Dale ▶ Barnsley Centre

See notes:

	SD	SH						
Denby Dale, Denby Dale Interchange	0634	0854	1054	1254	1439	1454	1654	1854
Upper Denby, Falledge Ln Denby Ln	0641	0901	1101	1301	1446	1501	1701	1901
Ingbirchworth, Huddersfield Rd/Park House Ct	0643	0903	1103	1303	1448	1503	1703	1903
Penistone, Penistone Grammar Sch Bus Park	–	–	–	–	1458	–	–	–
Penistone, Well House Ln/Well House Way	0648	0908	1108	1308	–	1508	1708	1908
Penistone, Market Place	0653	0913	1113	1313	1503	1513	1713	1913
Oxspring, St Aidans Church/Sheffield Rd	0659	0919	1119	1319	1509	1519	1719	–
Green Moor, Green Moor Rd/Chapel Ln	0706	0926	1126	1326	1516	1526	1726	–
Thurgoland, Post Office/Roper Ln	0712	0932	1132	1332	1522	1532	1732	–
Hood Green, Hood Green Rd/Castle View	0716	0936	1136	1336	1526	1536	1736	–
Gilroyd, Gilroyd Ln	0720	0940	1140	1340	1530	1540	1740	–
Barnsley, Interchange	0732	0952	1152	1352	1542	1552	1752	–

24 ▶ Saturday**Barnsley Centre ▶ Denby Dale**

Barnsley, Interchange	0757	0957	1157	1357	1557	1757
Gilroyd, Gilroyd Ln/Saville Rd	0806	1006	1206	1406	1606	1806
Hood Green, Castle View	0810	1010	1210	1410	1610	1810
Thurgoland, Roper Ln/Post Office	0814	1014	1214	1414	1614	1814
Green Moor, Green Moor Rd/Chapel Ln	0820	1020	1220	1420	1620	1820
Oxspring, Junior and Infant Sch/Sheffield Rd	0827	1027	1227	1427	1627	1827
Penistone, Market Place	0833	1033	1233	1433	1633	1833
Penistone, Wellhouse Ln/Wellhouse Way	0837	1037	1237	1437	1637	1837
Ingbirchworth, Huddersfield Rd/Park House Ct	0841	1041	1241	1441	1641	1841
Upper Denby, Upper Denby Church	0843	1043	1243	1443	1643	1843
Denby Dale, Denby Dale Interchange	0853	1053	1253	1453	1653	1853

24 ▶ Saturday**Denby Dale ▶ Barnsley Centre**

Denby Dale, Denby Dale Interchange	0634	0854	1054	1254	1454	1654
Upper Denby, Falledge Ln Denby Ln	0641	0901	1101	1301	1501	1701
Ingbirchworth, Huddersfield Rd/Park House Ct	0643	0903	1103	1303	1503	1703
Penistone, Well House Ln/Well House Way	0648	0908	1108	1308	1508	1708
Penistone, Market Place	0653	0913	1113	1313	1513	1713
Oxspring, St Aidans Church/Sheffield Rd	0659	0919	1119	1319	1519	1719
Green Moor, Green Moor Rd/Chapel Ln	0706	0926	1126	1326	1526	1726
Thurgoland, Post Office/Roper Ln	0712	0932	1132	1332	1532	1732
Hood Green, Hood Green Rd/Castle View	0716	0936	1136	1336	1536	1736
Gilroyd, Gilroyd Ln	0720	0940	1140	1340	1540	1740
Barnsley, Interchange	0732	0952	1152	1352	1552	1752

No Service Sunday

Notes: SD - Schooldays Only, SH - School Holidays Only

Stopping points for service 25

Penistone, Market Place ▶ Thurlstone Road ▶ **Thurlstone** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Fullshaw** ▶ **Flouch** ▶ **A628** ▶ Whams Road ▶ **Hazlehead** ▶ **Crow Edge** ▶ **Victoria** ▶ Bedding Edge Road ▶ **Law** ▶ Flint Lane ▶ **Carlecotes** ▶ Brook Hill Lane ▶ **Townhead** ▶ **Dunford Bridge** ▶ Windle Edge ▶ Dunford Bridge Car Park ▶ **Harden** ▶ Dunford Road ▶ **Hade Edge** ▶ **Holmfirth, Bus Station**

Holmfirth, Bus Station ▶ Dunford Road ▶ **Hade Edge** ▶ **Harden** ▶ **Dunford Bridge** ▶ Windle Edge ▶ Dunford Bridge Car Park ▶ **Townhead** ▶ Brook Hill Lane ▶ **Carlecotes** ▶ **Law** ▶ Flint Lane ▶ Bedding Edge Road ▶ **Victoria** ▶ Sheffield Road ▶ Whams Road ▶ **Crow Edge** ▶ **Hazlehead** ▶ **Flouch** ▶ **A628** ▶ **Fullshaw** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Thurlstone** ▶ Thurlstone Road ▶ Bridge Street ▶ **Penistone, Market Place**

Please note: You must change buses at Penistone to service 23, 23A to continue your journey onwards to Barnsley.

Stopping points for service 25A

Penistone, Market Place ▶ Penistone Grammar School Bus Park ▶ Huddersfield Road ▶ Thurlstone Road ▶ **Thurlstone** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Fullshaw** ▶ **Flouch** ▶ **A628** ▶ Whams Road ▶ **Hazlehead** ▶ **Crow Edge** ▶ Whams Road ▶ **Hazlehead** ▶ **Carlecotes** ▶ Brook Hill Lane ▶ **Townhead** ▶ **Dunford Bridge** ▶ Windle Edge ▶ Dunford Bridge Car Park ▶ **Harden** ▶ Dunford Road ▶ **Hade Edge** ▶ **Holmfirth, Bus Station**

Holmfirth, Bus Station ▶ Dunford Road ▶ **Hade Edge** ▶ **Harden** ▶ **Dunford Bridge** ▶ Windle Edge ▶ Dunford Bridge Car Park ▶ **Townhead** ▶ Brook Hill Lane ▶ **Carlecotes** ▶ **Hazlehead** ▶ Whams Road ▶ **Crow Edge** ▶ Whams Road ▶ **Hazlehead** ▶ **Flouch** ▶ **A628** ▶ **Fullshaw** ▶ Manchester Road ▶ **Millhouse Green** ▶ **Thurlstone** ▶ Thurlstone Road ▶ Barnsley Road ▶ Penistone Grammar School Bus Park ▶ Huddersfield Road ▶ Bridge Street ▶ **Penistone, Market Place**

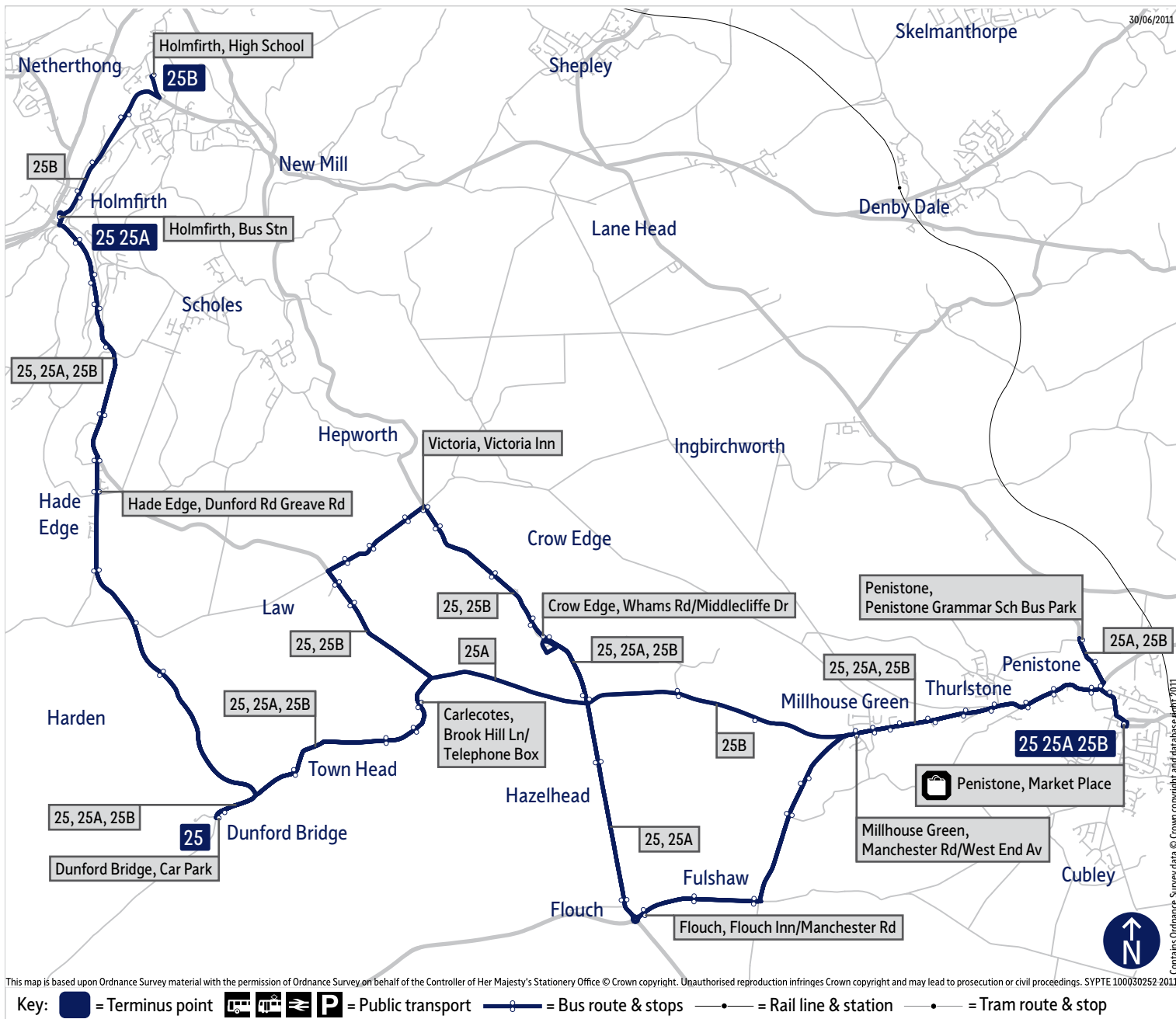
Please note: You must change buses at Penistone to service 23, 23A to continue your journey onwards to Barnsley.

Stopping points for service 25B

Penistone, Market Place ▶ Barnsley Road ▶ Penistone Grammar School Bus Park ▶ Huddersfield Road ▶ Thurlstone Road ▶ **Thurlstone** ▶ Manchester Road ▶ **Millhouse Green** ▶ Lee Lane ▶ **Hazlehead** ▶ Whams Road ▶ **Crow Edge** ▶ **Victoria** ▶ Bedding Edge Road ▶ **Law** ▶ Flint Lane ▶ **Carlecotes** ▶ Brook Hill Lane ▶ **Townhead** ▶ **Dunford Bridge** ▶ Windle Edge ▶ Dunford Bridge Car Park ▶ **Harden** ▶ Dunford Road ▶ **Hade Edge** ▶ **Holmfirth Bus Station** ▶ Station Road ▶ **Wooldale** ▶ New Mill Road ▶ **Holmfirth, High School**

Holmfirth, High School ▶ **Wooldale** ▶ New Mill Road ▶ Station Road ▶ **Holmfirth Bus Station** ▶ Dunford Road ▶ **Hade Edge** ▶ **Harden** ▶ **Dunford Bridge** ▶ Windle Edge ▶ Dunford Bridge Car Park ▶ **Townhead** ▶ Brook Hill Lane ▶ **Carlecotes** ▶ **Law** ▶ Flint Lane ▶ Bedding Edge Road ▶ **Victoria** ▶ Sheffield Road ▶ Whams Road ▶ **Crow Edge** ▶ **Hazlehead** ▶ **Millhouse Green** ▶ Lee Lane ▶ Manchester Road ▶ **Thurlstone** ▶ Thurlstone Road ▶ Bridge Street ▶ **Penistone, Market Place**

Bus route map for services 25, 25A and 25B



25, 25A, 25B ▶ Monday to Friday**Penistone ▶ Holmfirth**

Service number:	25B	25	25	25	25	25A	25	25
See notes:	SD	SH				SD		
Penistone, Market Place	0754	0755	1014	1214	1414	1447	1614	1839
Penistone, Penistone Grammar Sch Bus Park	–	–	–	–	–	1458	–	–
Millhouse Green, Manchester Rd/West End Av	0801	0802	1021	1221	1421	1504	1621	1846
Flouch, Flouch Inn/Manchester Rd	–	0805	1024	1224	1424	1507	1624	1849
Crow Edge, Whams Rd/Middlecliffe Dr	0806	0809	1028	1228	1428	–	1628	1853
Victoria, Victoria Inn	0808	0811	1030	1230	1430	–	1630	1855
Crow Edge, Whams Rd/Middlecliffe Dr	–	–	–	–	–	1511	–	–
Thongsbridge, Holmfirth High Sch	0835	–	–	–	–	–	–	–
Carlecotes, Telephone Box/Brook Hill Ln	0812	0815	1034	1234	1434	1516	1634	1859
Dunford Bridge, Car Park	0815	0818	1037	1237	1437	1519	1637	1902
Hade Edge, Dunford Rd Greave Rd	0821	0824	1043	1243	1443	1525	1643	1908
Holmfirth, Stand B Holmfirth Bus Stn	0827	0830	1049	1249	1449	1531	1649	1914

25, 25A, 25B ▶ Monday to Friday**Thongsbridge ▶ Penistone**

Service number:	25	25A	25	25	25	25	25	25B	25	25
See notes:		SD	SH					SD		
Thongsbridge, Holmfirth High Sch	–	–	–	–	–	–	–	1542	–	–
Holmfirth, Stand B Holmfirth Bus Stn	–	0730	0730	0854	1054	1254	1454	1547	1720	1915
Hade Edge, Hade Edge	–	0736	0736	0900	1100	1300	1500	1553	1726	1921
Dunford Bridge, Car Park	0652	0742	0742	0906	1106	1306	1506	1559	1732	1927
Carlecotes, Telephone Box/Brook Hill Ln	0656	0746	0746	0910	1110	1310	1510	1603	1736	1931
Victoria, Victoria Inn	0659	–	0750	0914	1114	1314	1514	1607	1740	1935
Crow Edge, Whams Rd/Middlecliffe Dr	0702	0750	0752	0916	1116	1316	1516	1609	1742	1937
Flouch, Flouch Inn/Manchester Rd	0706	0754	0756	0920	1120	1320	1520	–	1746	1941
Millhouse Green, Manchester Rd/West End Av	0710	0758	0800	0924	1124	1324	1524	1614	1750	1945
Penistone, Penistone Grammar Sch Bus Park	–	0806	–	–	–	–	–	–	–	–
Penistone, Market Place	0718	0812	0808	0932	1132	1332	1532	1622	1758	1953

25 ▶ Saturday

Penistone ▶ Holmfirth

Service number:	25	25	25	25	25	25
Penistone, Market Place	0755	1014	1214	1414	1614	1839
Millhouse Green, Manchester Rd/West End Av	0802	1021	1221	1421	1621	1846
Flouch, Flouch Inn/Manchester Rd	0805	1024	1224	1424	1624	1849
Crow Edge, Whams Rd/Middlecliffe Dr	0809	1028	1228	1428	1628	1853
Victoria, Victoria Inn	0811	1030	1230	1430	1630	1855
Carlecotes, Telephone Box/Brook Hill Ln	0815	1034	1234	1434	1634	1859
Dunford Bridge, Car Park	0818	1037	1237	1437	1637	1902
Hade Edge, Dunford Rd Greave Rd	0824	1043	1243	1443	1643	1908
Holmfirth, Stand B Holmfirth Bus Stn	0830	1049	1249	1449	1649	1914

25 ▶ Saturday

Holmfirth ▶ Penistone

Service number:	25	25	25	25	25	25	25
Holmfirth, Stand B Holmfirth Bus Stn	–	0854	1054	1254	1454	1720	1915
Hade Edge, Hade Edge	–	0900	1100	1300	1500	1726	1921
Dunford Bridge, Car Park	0652	0906	1106	1306	1506	1732	1927
Carlecotes, Telephone Box/Brook Hill Ln	0656	0910	1110	1310	1510	1736	1931
Victoria, Victoria Inn	0659	0914	1114	1314	1514	1740	1935
Crow Edge, Whams Rd/Middlecliffe Dr	0702	0916	1116	1316	1516	1742	1937
Flouch, Flouch Inn/Manchester Rd	0706	0920	1120	1320	1520	1746	1941
Millhouse Green, Manchester Rd/West End Av	0710	0924	1124	1324	1524	1750	1945
Penistone, Market Place	0718	0932	1132	1332	1532	1758	1953

25 ▶ Sunday

Penistone ▶ Holmfirth

Service number:	25	25	25	25	25
Penistone, Market Place	0914	1039	1239	1439	1639
Millhouse Green, Manchester Rd/West End Av	0921	1046	1246	1446	1646
Flouch, Flouch Inn/Manchester Rd	0924	1049	1249	1449	1649
Crow Edge, Whams Rd/Middlecliffe Dr	0928	1053	1253	1453	1653
Victoria, Victoria Inn	0930	1055	1255	1455	1655
Carlecotes, Telephone Box/Brook Hill Ln	0934	1059	1259	1459	1659
Dunford Bridge, Car Park	0937	1102	1302	1502	1702
Hade Edge, Dunford Rd Greave Rd	0943	1108	1308	1508	1708
Holmfirth, Stand B Holmfirth Bus Stn	0949	1114	1314	1514	1714

25 ▶ Sunday

Holmfirth ▶ Penistone

Service number:	25	25	25	25	25
Holmfirth, Stand B Holmfirth Bus Stn	0952	1152	1352	1552	1717
Hade Edge, Hade Edge	0958	1158	1358	1558	1723
Dunford Bridge, Car Park	1004	1204	1404	1604	1729
Carlecotes, Telephone Box/Brook Hill Ln	1008	1208	1408	1608	1733
Victoria, Victoria Inn	1012	1212	1412	1612	1737
Crow Edge, Whams Rd/Middlecliffe Dr	1014	1214	1414	1614	1739
Flouch, Flouch Inn/Manchester Rd	1018	1218	1418	1618	1743
Millhouse Green, Manchester Rd/West End Av	1022	1222	1422	1622	1747
Penistone, Market Place	1030	1230	1430	1630	1755

Notes: SD - Schooldays only, SH - School holidays only

Appendix B
Staff Survey Form

STAFF TRAVEL SURVEY

Workplace Name: Wentworth Castle

To help us understand the travel patterns of our staff, we are undertaking this short survey. This information will be used to inform the Travel Plan for the site.

When completed, please return your form to [Claire Herring](#)

Section A – About You

1. Where do you live (town / village)?									
2. What is your home postcode? (First Part only e.g. S60)									
3. Age	Under 25		25 – 34		35 – 44		45 – 54		55 or over
4. Gender	Male		Female						

Section B – About Your Job

5. What time do you normally arrive at work?									
6. What time do you normally leave work?									
7. Is your work:					Full-time		Part-time		Seasonal
8. Do you currently Car Share?					Yes			No	

Section C – About Your Journey to Work

9. How do you usually travel to / from work:												
Car (as driver)		Car (as Passenger)		Walk		Cycle		Bus		Taxi		Train
10. What is the main reason for using this mode of travel?												
Essential	Dropping off / collecting passenger			Health reasons	Time savings		Cost savings		Safety	Lack of alternative		
11. How long does it currently take you to get to work?												
0 – 15 minutes	15 – 30 mins		30 – 45 mins			45 – 60 mins		1 – 2 hrs		2+ hours		
12. Does your job involve weekend work?								Yes		No		
13. If you travel by car, where do you usually park?						At work		Other Location (please specify)				

Section D – Increasing Choice

14. Which of the following would encourage you to use public transport more?			
	Very Likely	Possibly	Not Likely
More frequent bus service			
More direct routes			
Better quality waiting environment			
Improved links to / from train station			
Other (please specify)			

15. Which of the following would encourage you to walk or cycle more?			
	Very likely	Possibly	Not likely
Secure bicycle parking			
Improved walking / cycling routes			
Showers / changing facilities			
Walking & cycling information			
Other (please specify)			

16. Which of the following would encourage you to car-share more?			
	Very likely	Possibly	Not likely
Information on car sharing			
Help in finding car share partners with similar work patterns			
Reserved parking for car-sharers			
Alternative ride home if let down by driver			
Reduced parking charges for car-sharers			
Other (please specify)			

Do you have any other comments relating to your journey to work?

The information collected by this survey will only be used within the Travel Plan for the Wentworth Castle Site

Appendix C
Active Travel Information

Active travel and healthy workplaces

"Many of us spend the majority of our waking lives either at, or travelling to our workplaces. As my recent review of the health of Britain's working age population highlighted, the working environment has a crucial role to play in promoting the benefits of a healthy active lifestyle - and that very much includes the opportunity to include physical activity as part of the daily commute. The benefits of this are significant and wide-ranging: active staff are more motivated and less prone to sickness, leading to financial reward for employers. A healthy workplace is therefore something for all responsible and forward-looking businesses to aspire to. Office wellbeing programmes and facilities to encourage more active travel are a good way to start."

Dame Carole Black,
National Director for Work and Health

"Employers today cannot afford to ignore the health and wellbeing of their workers. The consequential costs of physical under-activity, for example, can be huge in terms of health and reduced productivity at work. Measures such as encouraging workers to walk or cycle to and from work can help make a difference. That sort of

employer investment in helping motivate a healthy and active workplace can be well worth the effort."

Miles Templeman,
Director General,
Institute of Directors

Introduction

We have better healthcare, less physically demanding lives and safer workplaces than previous generations, yet we take more time off work due to sickness. During 2007, 172 million working days were lost to the British economy, at a cost of £20 billion to business and the public sector⁽¹⁾ and up to an estimated £100 billion to the wider economy⁽²⁾.

A growing body of research from around the world indicates that people who are active in their daily lives are more productive employees and have better attendance records. Employers may therefore find that it is in their direct interest to help their staff travel more actively.

In general terms healthier employees benefit their employer through:

- reduced absenteeism⁽³⁾
- lower turnover rates⁽⁴⁾
- improved productivity and employee morale⁽⁵⁾
- lower health care costs⁽⁶⁾.



Active Travel works with policy-makers and practitioners to promote walking and cycling as health-enhancing physical activity. Sustrans is the UK's leading sustainable transport charity and works on practical projects to encourage people to walk, cycle and use public transport to benefit health and the environment.

Sustrans, 2 Cathedral Square, College Green, Bristol, BS1 5DD

Active travel and healthy workplaces

In her review of the health of Britain's working age population, Dame Carole Black writes: "The workplace can be a key setting for improving people's health and well-being. Good health improves an individual's quality of life, and a focus on their well-being can also add value by... increasing motivation and engagement of employees, in turn helping to drive increases in productivity and profitability"⁽²⁾.

Employers are increasingly concerned by the cost of absence and sickness. These concerns can be addressed by encouraging staff to participate in regular physical activity, such as walking and cycling to work. For example, there is evidence that physical activity interventions can be an effective strategy to help people with lower back pain – the main cause of lost working time in the UK – to make an earlier return to work⁽⁷⁾.

Physical activity is good for you

The more people are active the less they are at risk of major diseases such as coronary heart disease (CHD), obesity, stroke, diabetes, arthritis, osteoporosis, some cancers and mental health problems. Incorporating physical activity into the daily routine can help towards prevention and recovery from ill health.

The government has set a target in England and Wales for 70% of the population to be "reasonably active" by 2020 while in Scotland the target is for 50% of adults to achieve the minimum levels by 2022⁽⁸⁾⁽⁹⁾⁽¹⁰⁾. Currently the figure for England is only 40% for men and 28% for women⁽¹¹⁾.

The Chief Medical Officer has stated that the target, 30 minutes of moderate intensity activity such as brisk walking on at least 5 days per

week, will only be achieved by helping people to build activity into their daily lives. His 2004 report on physical activity says, "for most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving"⁽¹²⁾.

Workplace health promotion

Employee fitness programmes have been shown to reduce absence, increase productivity and cut healthcare costs⁽¹³⁾, particularly when tailored to individual needs and abilities⁽¹⁴⁾.

The insurance company Provident initiated a 'Wellbeing at Work' programme that promoted active travel alongside other health interventions (e.g. smoking; weight loss). The company's 430 staff were encouraged to cycle to work and pedometers were issued in conjunction with workplace walking challenges. They found that staff turnover fell by 4% after one year⁽¹⁵⁾.

Research by PriceWaterhouseCoopers (PWC) illustrates a slow overall uptake of workplace health programmes by employers in the UK, who have generally "not considered it their role". This is despite evidence from PWC's own review of 55 case studies indicating a cost benefit ratio of workplace health and wellbeing interventions of up to 34:1, with 81% experiencing less sickness absence and 33% reporting less staff turnover⁽¹⁶⁾.

The development of Health Promoting Universities (HPU) in the UK since the mid-1990s represents one example of a shift away from top-down health interventions to a more structured 'whole system' commitment to wellbeing. Led by the University of Central Lancashire, HPUs apply a holistic 'settings approach' to

Fighting obesity

The 2007 Foresight report on obesity describes the condition as having reached epidemic levels in the UK. However, its prevalence is set to rise still further – half the UK's adult population could be clinically obese by 2050, at a cost of £49.9 billion a year⁽²¹⁾. In particular, England presently has the highest prevalence of obesity in the EU and faces an associated rise in rates of diabetes⁽²²⁾. Excess weight is also linked with increased risk from stroke, cancer and CHD.

Through measures such as implementing travel plans and providing active commuter facilities, employers increasingly recognise that they have a role to play in supporting staff to be healthy and active. Listing its top five policy responses to counter obesity levels, Foresight includes the need to "increase the responsibility of organisations for the health of their employees," as well as: "increasing walkability/cyclability of the built environment"⁽²¹⁾.

The notion of employer obligation to the health of their workforce is explicit in the recent cross-government obesity strategy, Healthy Weight, Healthy Lives. The strategy calls for businesses to boost their investment in employee health, from which they have much to gain: "Employers will reap the benefits in improved productivity, high staff morale and retention, and reduced sickness absence costs"⁽²³⁾.

Obesity can adversely impact upon employee productivity and performance. A longitudinal study of American oil workers examined the economic cost of obesity to employers. Obese workers were found to be 80% more likely to have absences and were absent 3.7 more days per year⁽²⁴⁾.

organisational health within in a higher learning environment. The aim is, “to integrate a commitment to health into the fabric of settings - within their cultures, structures, processes and routine life.” With increasing government recognition, the HPU Network is moving into the next stage of project evaluation and analysis⁽¹⁷⁾.

Stress and productivity

Work-related stress, depression and anxiety are the most common causes of lost productivity – amounting to approximately 13.8 million lost working days in 2006/7⁽¹⁸⁾. Poor mental health is linked to poor physical health⁽¹⁹⁾, and people who are physically active report having fewer symptoms of anxiety or emotional distress than inactive people⁽¹²⁾.

In its ‘Mental Health and Well-being Commendation’ awards, the Scottish Centre for Healthy Working Lives advocates the promotion of physical activity to counteract workplace stress: “If you are encouraging staff to be more active... you will be helping them to reduce their stress and anxiety and to improve their self-esteem”⁽²⁰⁾. Stress risk assessments and mental health awareness programmes form part of its campaign to reduce days lost to ill health by 30%.

Encouraging everyday physical activity

Today’s modern lifestyle encourages low activity levels, with work and leisure both becoming more sedentary in nature. In the UK, 25 million people travel to work every day and most – around 71% – choose to do so by car⁽²⁵⁾. People spend 8% less time walking and cycling than they did a decade earlier⁽²⁶⁾.

Research suggests that employers can benefit from establishing workplace exercise programmes. Evidence from three international studies suggests that workplace health

promotion programmes of at least 12 months duration can lead to increases in physical activity and reductions in absenteeism of at least one third⁽²⁷⁾.

However, participation rates may be low, and programmes may appeal to employees who are already reasonably fit and healthy⁽²⁸⁾. An alternative, or indeed complementary, approach is to provide facilities and incentives for staff, particularly the most sedentary, to build healthy physical activity into their daily lives, by ‘active commuting’ – walking or cycling to work.

In a 2008 speech, Alan Johnson, Secretary of State for Health stated: “If every employee were to walk, cycle or jog at least part of their journey to work each day, we would increase the number of adults doing enough regular exercise from a desultory three out of ten to seven out of ten”⁽²⁹⁾. This focus on active commuting informs recent guidance on healthy workplace from the National Institute for Clinical Excellence (NICE) [see boxout]. Previous NICE guidance has highlighted how the built environment can influence public health and levels of active travel, recommending that high quality walking and cycling routes be at the heart of all new workplace designs⁽³⁰⁾.

‘Well@Work’, launched in 2005, is a government-backed national workplace health intervention lasting 3 years. The programme reached around 10,000 employees in 32 workplaces across England. Evaluation of the national project concluded that work-based interventions have the potential to deliver real improvements to employee health and physical activity levels. However for these to be made sustainable, support for healthy lifestyles must be fully integrated into wider organisational policy. Well@Work suggests a timeframe of up to 5 years for the benefits of a workplace health programme to be fully realised, demanding a long-term strategic approach with realistic goals⁽³¹⁾.

NICE Guidelines: Workplace Physical Activity

Newly published guidance from the National Institute for Health and Clinical Excellence (NICE) on ‘Promoting physical activity in the workplace’ reassert the role of the workplace as an effective health promotion setting: “Efforts made in the workplace, alongside wider strategies to increase physical activity levels, could help improve people’s health significantly”⁽³²⁾.

The NICE guidelines call on employers to invest in strategies that encourage all staff to be more active, with active travel to work playing a crucial role.

Key recommendations include taking action to:

- encourage employees to walk, cycle or use another mode of transport involving physical activity to travel part or all of the way to and from work
- provide information about walking and cycling routes and encourage staff to monitor and set goals for the distance they walk and cycle
- introduce and monitor an organisation-wide programme to increase physical activity
- set organisation goals for physical activity levels and dedicate resources to achieving these
- maximise opportunities for all staff to participate in physical activity programmes, for example through incentive schemes and consultation
- distribute information on how to be more physically active and the benefits of doing so.

The value of active travel

Walking and cycling to work provides the opportunity for a considerable proportion of the working population to perform regular physical activity⁽³³⁾. They are potentially the most accessible and the least expensive forms of exercise, since they can be built into the normal structure of the day. Developing workplace travel plans⁽³⁴⁾ and encouraging active commuting can therefore be among the most practical and effective ways to increase employee physical activity levels.

Distance to work is an important factor in how people form travel decisions. Research from Australia demonstrates how reduced commute distances make it more likely that employees will walk or cycle. For example, when respondents lived less than 2km away from their workplace, 87% of participants perceived they could, and 34% actually did commute by walking or cycling. These figures dropped considerably to 30% and 3%, respectively, for commute distances of 5km or more⁽³⁵⁾. This is especially pertinent to the UK where workers have the second longest daily commute in Europe – an average of 8.7 miles⁽²⁵⁾.

Health benefits of active commuting

There is ample evidence demonstrating the general health benefits of routine walking and cycling as physical activity. A 2007 Evidence Review examined international research from a 25-year period relating physical activity to productivity. The results found that an increase in physical activity of more than one hour per week, such as walking or cycling to work, would be expected to lead to a measurable reduction in levels of absenteeism⁽²⁷⁾.

Research from Finland provides clear evidence for the health benefits of active commuting. A study of 47,840

participants aged 25–64 years found that moderate or high levels of walking or cycling to work resulted in a reduced risk of death from CHD⁽³⁶⁾. It also reduced risk of death in people with hypertension⁽³⁷⁾.

In a meta-analysis of eight studies totalling over 173,000 participants, active commuting was found to have a robust protective effect against cardiovascular disease⁽³⁸⁾ (alone responsible for 37% of all deaths in the EU⁽³⁹⁾). This effect – up to an overall 11% reduction in risk – was more pronounced in women. The authors conclude that: “Active commuting, such as cycling and walking to work, provides a feasible method of integrating regular physical activity into the increasingly sedentary lifestyles of western populations”⁽³⁸⁾.

In addition to walking or cycling, there is also evidence that people who access work by public transport walk substantial distances to and within bus and railway stations that can contribute to their health⁽⁴⁰⁾.

Walking

Walking is the most widely available form of physical activity, whether transport related or for leisure. It remains the dominant form of transport for journeys under one mile, although the overall number of walking trips has fallen 16% over the last decade⁽⁴¹⁾.

There is strong evidence that interventions which promote moderate intensity physical activity and are not facility dependent (particularly walking) are associated with longer-term changes in behaviour⁽⁴²⁾. An example as to the benefits of routine walking comes from the Whitehall Study in England, which followed 6,702 men aged 40–64, over 25 years. Brisk walking pace demonstrated reduced mortality from all-causes, CHD and other cardiovascular disease, all cancers and respiratory disease following adjustment for risk factors which included age, employment grade,



smoking, body mass index, and lung capacity⁽⁴³⁾.

Recent evidence using analysis of GIS (geographical information systems) data contributes to a growing awareness of how the built environment influences transport-related walking. A study of 2,650 Australian households cited workplace proximity as the most significant contributor to walking, especially among women. Regular walking to work was found to result in the accrual of sufficient physical activity for health benefits – estimated at an average of 166 minutes each week⁽⁴⁴⁾.

Cycling

Cycling, the mode of transport which may offer most potential for growth on the commuting journey, can yield much the same improvements in physical performance as specific fitness training programmes. Researchers at the Free University of Amsterdam measured the fitness of commuters after a six month trial period of physical activity: the higher the total distance cycled, the higher the gain in maximal external power and maximal oxygen uptake. For those with a low initial fitness level, cycling just 3km, four days per week was enough to improve physical performance⁽⁴⁵⁾. This confirms that the greatest health gains are to be achieved when the least active individuals become moderately active.

The most impressive evidence comes from population studies. A study of adults in Copenhagen, including 6,954 who cycled to work, found that cycling has a strong protective function, with a 39% higher mortality rate amongst those who did not cycle even after adjustment for other risk factors including smoking and leisure time physical activity⁽⁴⁶⁾.

In the UK, the growth of the National Cycle Network has enabled more people to walk and cycle to work. Commuting on the Network accounted for 12% of all trips in 2007, with an average urban (traffic-free) commute of

just under 5 miles – the same distance as nearly two-thirds of car journeys⁽⁴⁷⁾.

Climate change

Transport currently represents the fastest growing source of greenhouse gas emissions⁽⁴⁸⁾. With work-related travel accounting for 15% of all trips⁽²⁵⁾, there is significant potential for changes in commuting behaviour to contribute towards the UK's long-term goal of a 60% reduction in carbon dioxide emissions by 2050⁽⁴⁹⁾.

Measures to curb excessive vehicle use and encourage active travel are practical ways in which businesses can make their operations more sustainable. Work-related travel constitutes nearly 40% of miles driven by car⁽⁴⁸⁾ and has more than doubled as a proportion of total fossil resources consumed, from 6% in 1968 to 13% in 2000⁽⁵⁰⁾.

Conclusion

With an aging workforce, the health of the working population is likely to come increasingly to the fore. Regular participation in physical activity including walking or cycling to work, helps to maintain good health and allow for a productive working life. This in turn benefits the national economy through greater productivity and lower health care costs.

Walking and cycling are accessible, affordable ways in which people can reduce their risk from non-communicable disease. They hold the greatest potential health benefit for those who are currently inactive. For this group, active commuting can bring significant improvement to quality of life, such as lowering of stress or back pain at work. A reduced risk of mortality and morbidity is also to be gained from leading a more active lifestyle.

Companies are increasingly recognising the benefits of investment in workplace health. However, there is scope for business to do more, including setting targets for active



commuting or implementing physical activity interventions to engage currently inactive employees. Such promotions form an important element of a successful occupational health programme and have been proven to result in financial benefits.

The UK has comparatively low levels of walking and cycling, with the majority of the working population commuting by car. By making a greater commitment to physically active modes, the government can promote a healthier society and reduce road congestion. Active travel is a sustainable and viable alternative to motorised transport. As such, walking or cycling to work can play a valuable role alongside other transport policies in protecting the environment by reducing emissions and fossil fuel dependence.

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It's not what you do for a living but how you do the living that matters.



Why Walk, Why Cycle?

- **Feel good and have fun** – walking and cycling (especially with friends) is a great way to relax and have fun, and on top of that you'll be as fit as someone 10 years younger!
- **Stay healthy** – you can reduce the likelihood of many conditions including coronary heart disease, diabetes and cancer by exercising regularly, as well as reducing the risk of becoming overweight
- **Spend your money on you instead of your car** – in addition to the price of fuel, did you know the average cost of maintaining a car each year is £273, compared with just £75 for a bike, and feet are free to use!
- **Feel less stressed** – regular exercise such as walking and cycling reduces stress and anxiety
- **Arrive fashionably early** – walking and cycling in towns and cities is quicker than car travel, and you won't need to worry about double yellow lines when you get to your destination
- **Be kind to the environment** – you are the ultimate source of renewable energy! Did you know that 2kg of carbon are saved for every short journey that is made on foot or by bike, instead of in a car?

Further Information:

www.sustrans.org.uk/activetravel
activetravel@sustrans.org.uk

Contact

Supported by:



Active travel in the workplace

Planning for an active workforce

Inside

What's right for your organisation?

Ideas for promoting walking and cycling

Case studies

How other organisations have promoted active travel

What's right for your organisation?



The first thing you will need to do is to find out about walking and cycling routes in your local area.

This section provides a range of ideas for promoting active travel (walking and cycling) within your organisation. These are divided into the following sections:

- Getting started
- Providing information
- Active travel friendly policies
- Equipment

Getting started

Promote existing walking and cycling routes

The first thing you will need to do is to find out about local walking and cycling routes in your area. Are there designated walking and cycle paths from your premises to any of the main areas where your staff live? These will be the important routes to promote, and will help you establish a target group for your initiatives.

A travel survey will help you identify where most staff are travelling from (see *A step-by-step guide*), and you can identify routes by looking on the Sustrans website. If there are good existing routes, free from sections of very busy, high speed road, your initiatives will be at a great advantage. You can promote these on your intranet, or by producing route map booklets and posters. Ideally seek to incorporate existing cycle parking and shower facilities.

If you feel there are currently no safe routes to your workplace, you might consider:

- contacting your local authority and Sustrans, to check if any local route development projects are planned, including traffic calming or other traffic management strategies to improve conditions for pedestrians and cyclists
- starting a partnership with other local organisations to promote the improvement of walking and cycling conditions and infrastructure in your area.

Set up a buddying scheme

Another advantage of active travel is that it can also be a sociable activity. A buddying scheme allows people who live nearby to identify each other and either walk or cycle to work together. This is especially useful where there is a traffic-free route that may feel less secure on dark evenings during the winter months.

Start a lunchtime walking or cycling group

Not all staff will live close enough to work to commute actively. Even those who do may be more likely to take this step if they have the chance to start enjoying walking or cycling during their lunch break. Producing simple area maps of pleasant walk and cycle routes around your workplace can help promote these lunchtime activities.





Lay out your travel directions in the healthiest order – start with walking and cycling, then public transport and finally car travel.

Providing information

Produce active travel directions for staff and visitors

Producing active travel directions to your premises for your website, literature or in staff induction packs will encourage both new staff and visitors to travel more actively.

Lay out your travel directions in the healthiest order – start with walking and cycling, then public transport (there is usually a walk at each end of the journey) and finally car travel including car sharing/pooling opportunities. The following is a useful checklist for producing travel guidance:

General

- statement encouraging active travel
- brief description of location of your premises
- address, including postcode, telephone and email.

Travelling within the area

- description of the location, eg. 'in the city centre' or 'in a country setting 3 miles from town'
- street map and/or description of walking route from train or bus station, parking or town centre if within 2 miles, or further if it's a nice walk
- distance from nearest bus stops; bus route numbers and frequency
- distance from National Cycle Network, other cycle route or railway station if within 5 miles; cycle route map if available
- cycle parking and showering and changing facilities information
- taxi phone numbers.

Getting to the area

- information on train and bus connections to the area, as appropriate
- National Rail Enquiries details
- directions for park and ride where facilities are available
- directions for park and stride where possible (is there a place people could park that would allow them a 10 to 30 minute walk to your premises?)
- directions and map if required for car travel to premises and car parking information
- air travel information if required, with public transport directions to premises.

Useful information for travel guidance:

Sustrans (www.sustrans.org.uk) provides online maps and information on cycle routes and cycle parking. Our publication *How to produce active travel directions for your visitors and staff* is also available online - just enter the first part of the title into the 'Search' box on the Sustrans page

Traveline (www.traveline.org.uk) offers UK-wide information on all buses and trains, with personalised door-to-door journey planning.

National Rail Enquiries (www.nationalrail.co.uk) provides information on train times and fares.

The Department for Transport resource *The essential guide to travel planning* is available at www.dft.gov.uk/pgr/sustainable/travelplans/work

A flexible approach to the time allowed for staff to travel within work time will make it easier for staff to walk and cycle.



Active travel friendly policies

Introduce the Cycle to Work Scheme

The Government supported Cyclescheme offers discounts for staff on cycle purchase, through a salary sacrifice system. Savings of up to 40% on the retail cost of a bike are typical and there are a range of organisations set up to implement the scheme. See www.cyclescheme.co.uk for more information.

Offer competitive cycle mileage

The high car mileage rates offered by many employers can act as a disincentive to active travel modes. One way to counter this is to introduce cycle mileage – this acknowledges the cost of maintaining a bicycle, and also offers a financial incentive to cycle. The maximum tax-free amount currently available for cycle mileage is 20p per mile. There is no theoretical maximum limit to the allowance however, which means you could offer the same allowance for cycling as for car mileage.

If you already have a progressive policy on cycle mileage, why not think about introducing 'a shoe leather allowance'? Offering an allowance for pedestrian mileage would compensate employees for additional wear and tear on their shoes, and would also present a very strong endorsement from your organisation of the promotion of active travel. The current stance on this from HM Revenue and Customs is that a walking allowance would not be subject to the same tax-free benefits as bicycle, car or motorbike allowances. Why not help to influence Government policy by being one of the first organisations to introduce this?

Allow flexible working times

Flexible working hours, for instance allowing staff to combine cycling with catching the train if they live further away, will help to encourage active travel. Adapting your dress code to encourage staff to be more active without necessarily having to change their clothes, will also help.

A flexible approach to the time allowed for staff to travel within work time will make it easier for staff to walk and cycle. Remember that the benefits gained (being alert upon arrival, in addition to the other health benefits) will outweigh any extra time taken.

Provide incentives

There is really no limit to the imagination when it comes to encouraging people to travel more actively, and you can tailor incentives to your organisation. Many organisations have had success with walk and bike breakfasts and events tied to Walk to Work Week and Bike Week. Another incentive-based option is to review the costs of your parking, and offer a financial incentive to those who do not use it. Also consider working towards pricing car parking higher than average public transport fares to encourage more walking, cycling and public transport use. For the latter, larger companies can aim to negotiate staff discounts with local public transport providers, emphasising the volume of employees providing daily custom to the company.

Equipment

Install cycle storage

Providing conveniently located and secure cycle storage is an important starting point for any active travel scheme. Employees will be more inclined to bring their own bike to work if there is somewhere easily accessible, secure and dry for them to store it.

Storage of bicycles in a visible location – such as close to a main entrance where natural surveillance is high – affords security and acts as a form of promotion for others to start cycling. Remember that up to six bicycles can be stored in the space it takes to park one car!

The traditional Sheffield Stand (see photo) is suitable for most locations and a covered shelter is a worthwhile addition where storage is outdoors. Storage should allow cyclists to lock the frame of their bike and not just the front wheel.

Install or upgrade showering and changing facilities

Some people may want to shower and change after walking or cycling to work particularly if coming from further away, and so provision of these facilities is important. Not all organisations will have space, but where possible they can be very beneficial.

There is no minimum ratio of showering and changing facilities recommended for different staffing levels. For organisations with up to 100 staff, it should be sufficient to provide female and male changing areas (including lockers and a clothes drying area) with one shower each. For larger organisations, additional showers may be needed per extra two hundred staff, but this should be demand led.



Start a pool bike scheme

Many organisations are now choosing to provide a pool of bicycles for their staff to use for work-related journeys, leisure activities at lunch, and even to cycle to and from work or for use at weekends. Pool bikes can be especially useful for staff who live too far from work to commute actively, but might use a bike for meetings or at lunchtime. It also works well in conjunction with a Cyclescheme (see page 4), as staff are able to try out a pool bike before buying their own at a discount. The main considerations when choosing to invest in a pool bike fleet include:

Type of bike

A hybrid style bike is usually the most suitable for a pool bike scheme, complete with pannier rack and other accessories. Folding bikes are a good investment if staff are likely to combine public transport with walking or cycling and may need to transport the bike in a vehicle some of the time.

Who will use the bikes, and when?

Many pool bike schemes allow their staff to take the bikes home overnight or keep the bikes for weeks at a time. This creates a sense of ownership and a basis for long lasting behavioural change in favour of active travel. The location of your offices and the frequency with which staff go to local site visits or meetings, will determine whether the bikes are used much for work purposes. Allowing the bikes to be used for commuting will almost certainly increase the impact of the scheme.



Some people will want to shower and change after walking or cycling to work, and so provision of these facilities is important.



Who will maintain the bikes?

Ensuring that you have several staff trained in basic bike maintenance and safety checks will vastly improve the sustainability of your scheme. In a one-day training course, it is easy to learn enough to repair simple things like punctures, adjust brakes and seat height, as well as identifying more complex jobs that will require professional attention.

How will you implement the scheme?

You will need a system in place for booking the bikes – existing schemes have found that electronic systems work best (for example using an Outlook calendar). You will also need systems for logging faults on bikes, and recording which have had a safety check before use.

Have you got the support of your health and safety representative?

This can be a stumbling block for many pool bike schemes, partly due to a large amount of misinformation about the perceived risks of cycling. Health and safety red tape does not have to be a barrier. The bottom line here is that you have a

system in place. The standard approach towards health and safety in pool bike use is that employees sign a disclaimer before use, and that they are covered by their organisation's third party insurance in much the same way as they would be for using a pool car. There are a number of examples of successful pool bike schemes in the *Case studies* section of this toolkit.

Further Information

This guide is part of the Active Travel Workplace Toolkit. The toolkit and additional resources are available online at www.activetravel.org.uk/toolkit, including more detailed information on cycle storage and pool bike schemes. You can contact Active Travel via email: activetravel@sustrans.org.uk

Other useful information, including help with route planning, is available at www.sustrans.org.uk

Case studies

A growing number of UK employers are investing in active travel initiatives and experiencing the benefits of a healthier and happier workforce. The following case studies are intended to provide ideas and help you benefit from existing experience.



“Health is a key factor in motivating staff to change their travel habits. We will continue therefore to emphasise the health aspects of our travel planning work, as well as maximising the role of walking and cycling in the council’s emerging Healthy Working Lives Strategy.”

Jonathan Padmore, Transport Planning Team Leader, Stirling Council

Stirling Council: encouraging sustainable travel choices

Location

Stirling

Number of employees

Stirling Council employs 4,430 members of staff and serves a community of over 86,000 residents.

Action taken

Soft measures:

- Create a Travel Officer post and move this to be top bullet in Future plans
- a Personal Travel Plan pilot is being undertaken with 35 members of staff to inform the further development of travel plan measures
- a sustainable travel guide, with useful information on all aspects of walking, cycling, using public transport and car-sharing within the Stirling area is available on the staff intranet
- working towards Cycling Scotland’s Cycle Friendly Employer Award
- bike mileage allowance at 20p per mile
- lunchtime power and leisure walks are provided
- Cycle to Work Scheme implemented.

Hard measures:

- 8 pool bikes and accessories purchased
- existing cycle parking facilities are fully utilised leading to the installation of a new lockable cycle compound for 20 bikes
- new clothes lockers to encourage staff to walk and cycle.

Benefits

Measures in place:

- make sustainable travel to / from and whilst at work more accessible
- allow staff who may never have thought about cycling to give it a go
- will lead to a healthier, fitter workforce

Organisational barriers overcome

Barriers were initially encountered around the funding and administration of the Cycle to Work Scheme.

Funding

Funds set aside in the Council budget and funding received from the Tayside and Central Scotland Transport Partnership.

Future plans

Subject to investigation and approval by the project steering group it is hoped to:

- create a travel officer post
- roll out the Personal Travel Plan programme to all staff
- include the sustainable travel guide in staff induction packs
- make electronic copies of the travel guide available on the Council’s public website
- extend promotion and awareness campaigns
- review car parking arrangements
- offer cycle commuter training to staff.

Contact details

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“B&Q is committed to promoting alternative modes of transport and a healthier way of living to all staff. I am proud to be part of a company that takes environmental and health issues seriously and encourages staff to do the same.”

Monica Simmons, Awards & Travel Plans Co-ordinator, B&Q

B&Q: embedding travel plans in company policy

Location

Head offices: Chandlers Ford, Hampshire;
Stores: 331 stores across the UK and Republic of Ireland

Number of employees

B&Q employs approximately 34,000 staff nationwide, 28% of whom are over 50 years of age.

Action taken

Since 2002, B&Q has been actively implementing travel plans across head office sites and in new stores. Each travel plan store has a dedicated staff member in place to promote travel plans. Travel surveys are undertaken and evaluated and incentives are offered to encourage alternative modes of transport. The company also has a central travel co-ordinator to support stores and implement travel plans across head office sites. Examples of activities at head offices include staff pool bikes, shower and locker facilities, car share schemes and promotion of sustainable transport events each year such as Bike Week.

Benefits

Throughout head office sites and travel plan stores there has been an overall increase in staff members using alternative modes of transport whether it be walking, cycling, public transport, car sharing or even making use of pool bikes between sites or for recreation.

Organisational barriers overcome

Various barriers have been encountered since 2002, including staff being unaware of public transport times and local cycle paths, staff working shifts and generally a lack of enthusiasm towards changing transport modes. The company has found that by providing detailed information to staff, having set procedures in place and providing incentives staff are more likely to consider alternative modes of transport.

Funding

No external funding is used.

Future plans

Continuation of the current programme for new stores with the aim to increase awareness of travel plans, alternative modes of transport and sustainable transport events. B&Q is also planning on rolling out a basic travel plan programme to non-travel plan stores.

Contact details

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Cobalt Business Park: helping a large working community get active

Location

Cobalt Business Park, North Tyneside

Number of employees

Currently approximately 9,000 staff, with the potential to increase to 20,000 once the site is fully developed. Employers include Orange, Proctor and Gamble, North Tyneside Council head office, and Jobcentre Plus. A dedicated on-site travel centre provides staff with support in choosing more sustainable travel solutions. Two full-time travel co-ordinators offer personalised travel planning and provide support to employers in delivering workplace travel plans. Through Sustrans' Get Moving North Tyneside! project, a part-time active travel co-ordinator delivers a range of walking and cycling initiatives.

Action taken

Soft measures:

- travel surveys completed in 2005 and 2008 with smaller surveys undertaken annually (on a needs basis to establish trends)
- adult cycle training available from male and female instructors; regular 'Cycle MOT' sessions
- weekly lunchtime walk groups
- cycle buddy system and regular guided rides to / from work from 4 local town centres
- volunteer training to establish active travel 'champions' within organisations based on the site
- whole site activities such as 'Workout' offering health advice and blood pressure checks with a walk, plus active travel roadshow events giving information and inspiration to travel by foot and bike
- personalised travel planning for staff who would like to walk or cycle.

Hard measures:

- 10 pool bikes are available for staff to loan free of charge

Benefits

By planning activities to allow staff on different shift patterns to take part, the number of staff cycling to work has increased and organisations based on the site are beginning to offer better facilities for cyclists.

Organisational barriers overcome

Provision of cycle training for staff who are nervous about cycling has been very popular among women. New cyclists and walkers are also encouraged by the buddy systems and information that can be provided by the travel centre.

Funding

Big Lottery Well-being fund, with cash contributions from Cobalt Business Park and North Tyneside Council.

Future plans

- train volunteer mechanics who can offer advice and support to staff with bike issues at work
- with support from developers and the local council improve the surrounding infrastructure making it even more attractive to cyclists and walkers
- offer more adult cycle training opportunities to give staff the confidence to cycle.

Contact details

Emma Spence, Active Travel Co-ordinator North Tyneside
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"I used to be a car addict and regularly complained about the lack of car parking and congestion here. Starting in the walk group made me realise that I was being silly sitting in my car for 20 minutes when the walk only takes 30."

Cobalt Business Park Employee



Leeds University: delivering more sustainable ways of conducting the University's transport activities

Location

Leeds University

Number of employees

Leeds University employs 8,000 members of staff. It is also host to 30,500 students, and several hundred visitors daily.

The University employs a full-time sustainability officer with responsibility for the implementation of the university's travel plan, focusing on increasing travel choice for staff, students and visitors. In addition, the *UTravelActive* project, a partnership between the University of Leeds, Leeds Metropolitan University, Leeds City Council, Leeds PCT and Sustrans, delivers a range of walking and cycling initiatives on campus aimed at promoting active travel among staff, students and the local community.

Action taken

Soft measures:

- development of university-wide travel plan
- production of detailed travel information
- presentations at staff inductions
- events such as cycle breakfasts, staff and student fairs
- regular cycle maintenance skills sessions on campus
- travel surveys conducted
- staff Cycle to Work Scheme implemented.

Hard measures:

- introduction of new parking charges and structures
- provision of new cycle storage and showers.

Benefits

Promoting healthy active travel choices to staff, students and visitors reduces congestion and demand for car parking spaces enhancing recruitment, retention and the University's environmental performance.

Organisational barriers overcome

- hierarchy within the university
- space issues on campus
- financial constraints.

Funding

UTravelActive funded through the Big Lottery with matched funding from University of Leeds, Leeds Metropolitan University, Leeds City Council and Leeds Primary Care Trust.

Future plans

- further improvements in infrastructure both on and off campus including secure storage and access
- social cycle rides and walks
- community outreach.

Contact details

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s.hasse@leeds.ac.uk
0113 343 5793



“Walking or cycling to university is one of the easiest ways for staff and students to achieve the daily recommended 30 minutes of activity to benefit their health. But it can also be much quicker than driving and journey times don't vary with traffic.”

Lisa Brannan, Leeds *UTravelActive* Project Manager

Singleton Hospital: a success story for active travel

“Investing money on walking and cycling infrastructure and staff facilities at Singleton has increased the number of people actively commuting to work. We consider this investment excellent value for money and are keen to make similar improvements at our other sites.”

Joanna Davies, Deputy Director of Planning, ABMU NHS Trust West



Location

Swansea

Number of employees

3,000 staff are employed at Singleton Hospital.

Action taken

- travel plan co-ordinator employed, partly as a result of severe parking congestion at the hospital
- travel behaviour survey undertaken: 106 key staff identified as living within 2 miles, working office hours and travelling by car. Home postcodes used to identify alternative routes available to commuters, by public transport or the accessibility of the National Cycle Network
- staff locker room refurbished, with drying rooms and new lockers
- cycle storage with CCTV
- 5 pool bikes and accessories purchased
- local route signage
- targeted information campaign to encourage staff to try out walking and cycling.

Benefits

Since implementation of these improvements the number of staff at Singleton Hospital who cycle to work has increased from 2 to 40. The number of people regularly walking to work and taking part in lunchtime activities such as jogging has also increased. This contributes to the Trust's targets on increasing physical activity amongst its staff, and has helped with the implementation of their new travel plan.

Organisational barriers overcome

Many of the staff at Singleton work shifts, so the scheme was initially targeted at those working office hours. Many people were not aware of local walking and cycling routes, so the scheme included raising awareness of routes and journey times on foot and by bike.

Funding

£28,000 funding from the Sports Council for Wales, plus staff time.

Future Plans

There are plans to roll out similar schemes across the Trust, including Morriston Hospital.

Contact Details

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Your workplace toolkit

This guide is part of the Active Travel Workplace Toolkit, which is also available online at www.activetravel.org.uk/toolkit

An additional set of online-only resources are available to download:



- Pool bike schemes – Choosing the right bikes



- Pool bike schemes – The pool bike user process



- Pool bike schemes – Training, maintenance and storage



- Pool bike schemes – Cycle safety issues and insurance



- Active commuting – Walking to work



- Active commuting – Overcoming personal barriers

Sustrans is the UK's leading sustainable transport charity.

Our vision is a world in which people choose to travel in ways that benefit their health and the environment. We work on practical, innovative solutions to the transport challenges facing us all..

Sustrans **Active Travel** works with policy-makers and practitioners to promote walking and cycling as health-enhancing physical activity.

To find out more visit www.sustrans.org.uk or call 0845 113 00 65
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>>>> Step 4

Implement your scheme

Once you have analysed your travel survey and chosen the initiatives you would like to implement, consider:

- *funding* – there may be a grant available to support your scheme, for example, in Scotland from Cycling Scotland and Paths to Health, and in London for Transport for London's 'Take a Stand' scheme. Can your organisation offer match funding?
- *sustainability* – setting up a steering group to oversee the scheme should ensure that it maintains momentum. Make sure to involve your active travel champions!
- *ownership* – making sure that staff are actively involved in developing your scheme. This will create a sense of ownership over initiatives.

>>>> Step 5

Promote to staff

You can promote the scheme to staff using the intranet, posters, staff newsletters, word of mouth, payslips, internal events and a range of other means. The following benefits will help promote active travel to staff:

- *improved physical health* – being active on a daily basis has been shown to reduce the incidence of diseases such as coronary heart disease, diabetes and some cancers, and can also help weight loss
- *improved mental health and well being* – regular exercise can help alleviate stress, improve alertness and help with sleeping well
- *save money and time* – walking and cycling to work avoid the costs and hassles associated with driving and could save you the cost of gym membership!

>>>> Step 6

Review and feedback

This is an important stage in the process as it allows you to monitor progress and assess the success of your scheme. Sustrans can advise on how to monitor your initiatives, and on the best way to collect data on participation levels.

Regular evaluation will allow you to make improvements, keep initiatives fresh, report back to senior management on the success you have had, and to highlight the benefits to the organisation.

You can also use success stories as a means of publicity. Make a point of celebrating every success internally and externally!

Now that you have completed the process you are ready to begin with a new cycle of promotion, but this time you won't have to start by convincing senior management, because they are already on board!

This guide is part of the Active Travel Workplace Toolkit, which is also available online at www.activetravel.org.uk/toolkit

Active Travel works with policy-makers and practitioners to promote walking and cycling as health-enhancing physical activity.

Sustrans is the UK's leading sustainable transport charity, working on practical projects so people choose to travel in ways that benefit their health and the environment.

To find out more about Sustrans or to become a Sustrans Supporter visit www.sustrans.org.uk or call 0845 113 00 65.

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TOOLKIT

TOOLKIT

Active travel in the workplace

A step-by-step guide



sustrans
JOIN THE MOVEMENT

Encourage your staff and visitors to walk and cycle for the benefit of their health, the environment and your organisation as a whole.



What is active travel?

The most common forms of active travel are walking and cycling, which are convenient and accessible ways to travel short distances, for example when commuting to work. Being active for health does not have to mean going to the gym five times a week or training for a marathon. Active travel is an easy and accessible way for people to build physical activity into their daily lives.

Why promote active travel?

There is increasing evidence that employees who are active in their daily lives have improved physical and mental health, and a lower risk of coronary heart disease, stroke, obesity, diabetes and some cancers. This has beneficial outcomes for their employer including:

- lower sickness absence rates
- higher staff morale
- increased productivity rates
- improved staff retention
- an enhanced corporate reputation through investing in staff well-being.

Increasing active travel within your workforce can also help you achieve the Corporate Health Standard (Wales) and the Healthy Working Lives Award (Scotland). This step-by-step guide is designed to get you started with promoting active travel to your staff.

>>>> Step 1

Know your target audience

One of the most important aspects of promoting active travel at work is to understand the current travel behaviour and activity levels of your staff. Having answers to the following questions will give you a strong basis to start from, and will help you identify a target audience.

- how does your workforce currently travel to work?
- how far away from work do most people live? (This will identify what proportion live within a reasonable distance for walking or cycling)
- what levels of physical activity are your staff currently undertaking?
- what barriers do staff currently face and what do they feel could encourage them to travel more actively?
- how often and how far do staff travel for work related meetings?
- is there potential to build active travel into lunchtime activities?

>>>> Step 2

Design your scheme

Once you have analysed your travel survey you will need to choose the initiatives you would like to implement. The What's right for your organisation? section of the *Planning for an active workforce* booklet included in this toolkit is designed to help with this stage. Remember to match the initiatives to the information gathered in the survey, for example if your office is only a few miles from the train station, will staff want to use folding bikes as part of their journey?

>>>> Step 3

Get the support of management

One of the key factors in the success of any active travel scheme is the support of key management staff.

This can be achieved in a number of ways:

- make sure you have thoroughly researched and familiarised yourself with the initiatives you wish to promote
- identify key members of staff who can help take the scheme forward, and establish how much time will be required from them
- know how you are going to promote the scheme to participants
- outline any costs associated with the scheme and highlight sources of external funding
- build a strong business case for your scheme, including a cost-benefit analysis.

The Sustrans information sheet *Active travel and healthy workplaces* included in this toolkit provides a lot of the background needed for you to present your case to senior management.

Appendix D
Car Share Information

Carbon footprint a worry?



"Car-sharing has to be a no-brainer. It's not just the money; every one of us has a duty to reduce our carbon footprint." *Claire*

"I'm really proud to car-share. It's so important we take responsibility for our environment." *Emma*

"I've made a good friend, I'm saving the environment and money each month." *Beckie*

"What a brilliant idea to save money, traffic and the environment. This'll be the new generation of travel." *Michael*

www.liftshare.com

Carbon footprint a worry?



"Car-sharing has to be a no-brainer. It's not just the money; every one of us has a duty to reduce our carbon footprint." *Claire*

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"I've made a good friend, I'm saving the environment and money each month." *Beckie*

"What a brilliant idea to save money, traffic and the environment. This'll be the new generation of travel." *Michael*

www.liftshare.com

Petrol prices making you weak?



"Not only do I have great company now but you've also halved my costs!" Jeff

"I travel 60 miles, five times a week. It is great to take it in turns to drive. I am a lot less tired and I save money!" Carl

"Without sharing, my current fuel bill would be over £200 a month!" Chrys

www.liftshare.com

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www.liftshare.com

Are you going my way?



"Not only do I have great company now but you've also halved my costs!" *Jeff*

"My car-sharer is now a good friend and both families socialise together." *Rob*

"I'm really proud to car-share. It's so important we take responsibility for our environment." *Emma*

www.liftshare.com

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"My car-sharer is now a good friend and both families socialise together." *Rob*

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www.liftshare.com

Boring and lonely commute?



"I made one of my best friends through liftsharing." *Emily*

"I joined just to halve my travelling costs, but I ended up finding a good friend!" *Alton*

"We have a good laugh driving to and from work." *Penny*

"My car-sharer is now a good friend and both families socialise together." *Rob*

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www.liftshare.com

Appendix E
Visitor Survey Form

VISITOR TRAVEL SURVEY

Wentworth Castle

To help us understand the travel patterns of visitors to Wentworth, we are undertaking this short survey. This information will be used to improve access to the site.

Section A – About You

1. Where do you live (town / village)?

2. What is your home postcode? (First Part only e.g. S60)

Section B – About Your Visit

3. How have you travelled here today?											
Car		Walk		Cycle		Bus		Taxi		Train	
4. How many adults and children are in your group today?											
Number of Adults						Number of Children					
5. How long did it take you to get here?											
0 – 15 minutes		15 – 30 mins		30 – 45 mins		45 – 60 mins		1 – 2 hrs		2+ hours	
6. Have you travelled / are you travelling to other visitor destinations?								Yes			
7. If yes, where?											
8. Are you aware of the bus services that serve the site?						Yes				No	
9. If no, would you have used these services if you had known about them?						Yes				No	
10. If you travel by car, where did you park?				In the visitor car park		Other Location (please specify)					
11. How did you find out about the attraction?											
Website				Tourist Information				Leaflet			
						Recommendation				Other: Please specify	

Do you have any other comments relating to your travel to the site today?

Thank you for your time