

## Birmingham City Hospital Travel Plan 2014



Travel Plan Survey – 24th June 2013  
Travel plan finalised March 2014

Prepared by – Oliver McLaughlin, JMP Consultants Ltd  
Site Address – Dudley Road, Birmingham, B18 7QH

Centro, Centro House, 16 Summer Lane, Birmingham, B19 3SD



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## 1. Introduction

This employer Travel Plan has been developed through Birmingham City Hospital's involvement in the Smart Network, Smarter Choices programme. The programme led by Centro and Birmingham City Council, is funded through the Local Sustainable Transport Fund (LSTF). Birmingham City Hospital has been selected to take part in the project due to it being a large employer located on the A457 corridor.

The programme aims to engage with the largest employers, trip generators, business parks and industrial estates along the 10 busiest transport corridors across the West Midlands; to address and improve options for travel to work.

Joining the Smart Network and improving travel options for employees has the potential to bring a wide range of benefits. These include: saving money for both employer and employee; improving the health and wellbeing of staff; and enhancing the environmental reputation of the employer through reducing transport related carbon emissions.

## 2. Background

Birmingham City Hospital has been selected as a large employer on the A457 corridor that employs nearly 4000 people, and is situated in Birmingham.

The City Hospital is part of the Sandwell and West Birmingham Hospitals NHS Trust. It is a district general hospital 3km far away from the centre of Birmingham. The site also includes the Birmingham and Midland Eye Hospital, the West Midlands Poisons Unit and is a major centre for sickle cell treatment in the region

Employee numbers on site can fluctuate because of some cross site working between other parts of the Trust; the following staff numbers were current as of 10<sup>th</sup> April 2013:

Employees	Number
Full-time	2655
Part-time	1296
Cross site working	112
<b>Total</b>	<b>3951</b> (including cross site workers = 4063)

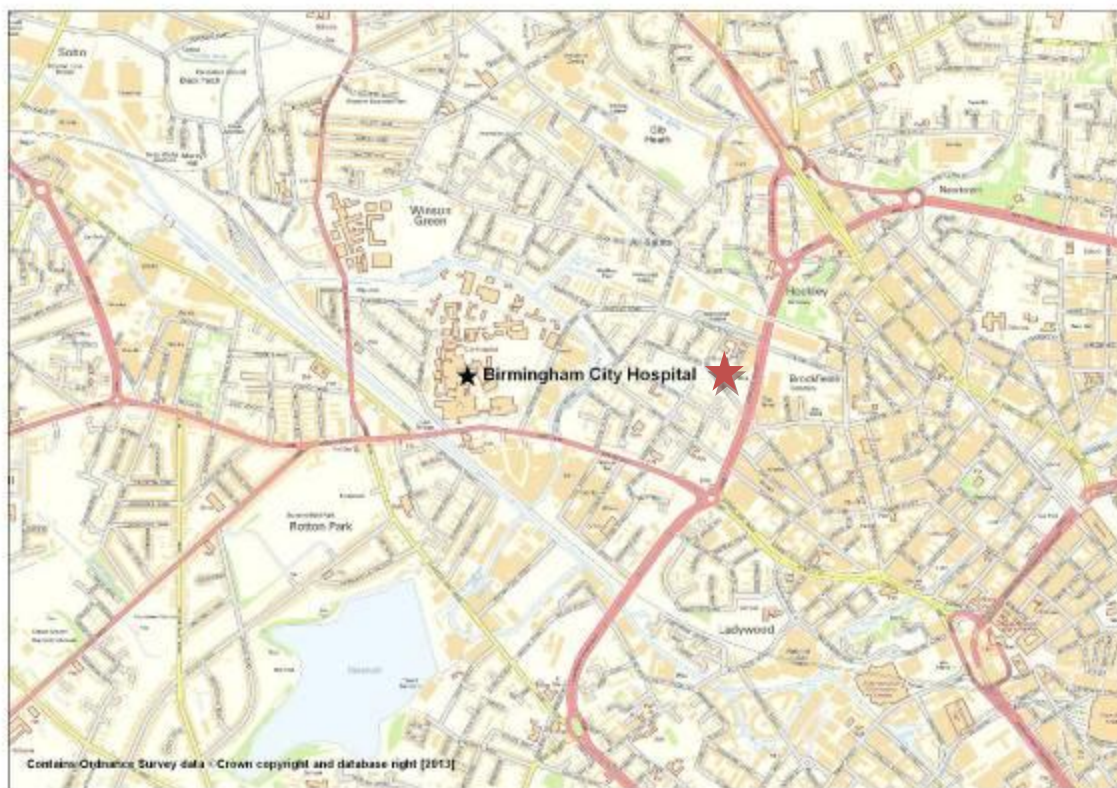
Operations at the City Hospital are varied, with usual site operations continuing 24 hours a day. The site is also a major trip generator with around 5520 visitors per week.

### Locality of the business

Figure 2.1 overleaf displays the locations of Birmingham City Hospital in a strategic context. Birmingham city centre is 2.6km to the south-east along with the inner ring-road just 800m from the site. Smethwick is 2.9km to the north-west and beyond that is Junction 1 of the M5, approximately 4.4km from the site.



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**Figure 2.1 – Location of Birmingham City Hospital**

Understanding the site

The following section of this travel plan is informed by a site audit undertaken by JMP on 3<sup>rd</sup> April 2013, along with desk-based research.

### On-site Facilities

#### **Car Parking**

There are 1485 spaces for staff located on site with additional 10 spaces for disabled users amongst staff. The car park is controlled by a barrier system and a parking permit system is in place

The visitor car park is comprised of 394 spaces and 140 disabled spaces.

All parking areas are provided with good signage, lighting and CCTV coverage. Figure 2.2 shows a sign with a map of the site



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**Figure 2.2 – Site map**

There are 2 points of access for vehicular traffic off the A457 and an additional 2 off Western Road which runs along the east side of the site.

A shuttle bus runs between the City Hospital and the Sandwell General site. It operates every 30 minutes and is available free of charge to all staff.

### **Motorcycle Parking**

Motorcycles typically share the Sheffield Stands found on the site with cycles. An example of this arrangement is shown below in Figure 2.3.





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**Figure 2.3 – Covered Sheffield Stands occupied by scooter**

### **Cycle Parking**

There are over 20 Sheffield stands across the site available to both staff and visitors. These stands are well used, lit and covered, located close to the entrance.

6 securable cycle bins/lockers are available to staff members; some of these are shown below in Figure 2.4.



**Figure 2.4 – Securable cycle bins/lockers**



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### On-site facilities

Staff have access to some showering facilities. Feedback from staff that cycle to and from work is that more shower and changing facilities are essential.

### Sustainable Transport Links

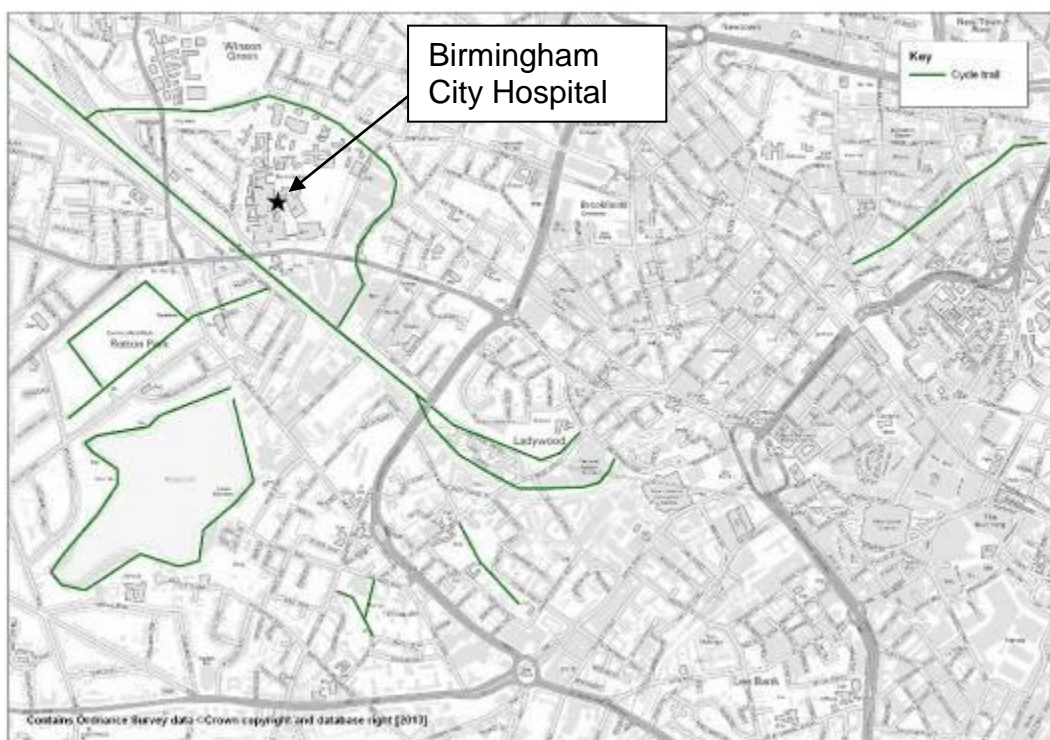
#### **Footpaths and Cycleways**

The condition and provision of footpaths in and around the site is generally good. They are well lit and are not obscured from view, allowing natural surveillance. The on-site walkways are covered by CCTV.

The footways along the A457 Dudley Road fronting the site boundary are where most pedestrian activity occurs. There is a pelican crossing located on the A457 outside the main hospital entrance.

The site is well provisioned with canal-side cycle routes which can be used to access Birmingham city centre and parts of Sandwell to the north-west. Concerns over safety along these routes have been raised.

Cycle routes in the vicinity of the site are displayed in Figure 2.5.



**Figure 2.5 – Cycle routes in vicinity of Birmingham City Hospital**  
**Bus services**





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Figure 2.6 below shows the location of bus stops in the vicinity of the site.

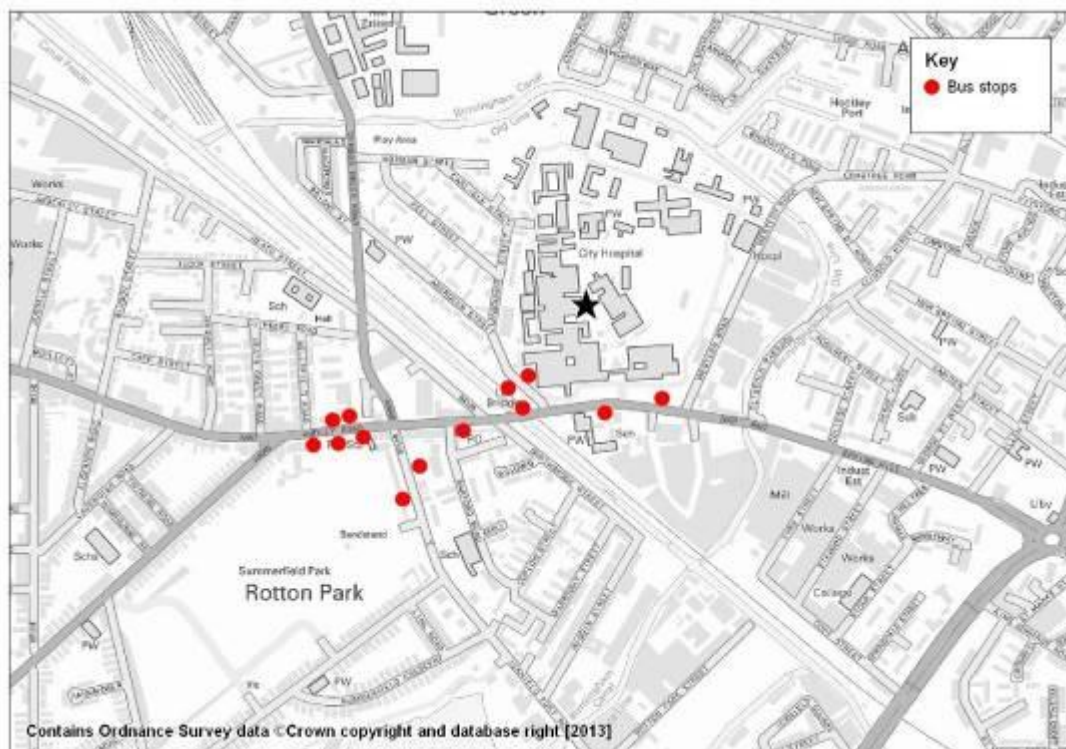


Figure 2.6 – Bus stops near the City Hospital site

Key services along these routes are outlined in Table 2.1.

Service	Route	Operator	Frequency	First Bus	Last Bus
<b>11A &amp; 11C</b>	Birmingham Outer Circle (starting at Acock's Green)	National Express West Midlands; Joe's Travel	7 days a week (approx. Every 5 mins Mon-Fri)	04:01	00:44
<b>80</b>	Birmingham – West Bromwich via Smethwick	National Express West Midlands	7 days a week (every 15-20 mins Mon-Fri)	05:45	23:35
<b>80</b>	Birmingham – West Bromwich via Smethwick	Sandwell Travel	Monday – Saturday	08:17	16:36
<b>82</b>	Birmingham – Bearwood via Cape Hill	National Express West Midlands	7 days a week (approx. every 10 mins Mon-Fri)	05:28	23:35
<b>83</b>	Birmingham – West Bromwich via Smethwick	National Express West Midlands	7 days a week (every 30 mins Mon-Fri)	07:00	23:20



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<b>87</b>	Birmingham – Dudley via Smethwick, Oldbury	National Express West Midlands	7 days a week (approx every 12-13 mins)	05:13	23:50
<b>89</b>	Birmingham – Blackheath via Londonderry	National Express West Midlands	7 days a week (every 30 mins Mon-Fri)	06:30	22:50
<b>89</b>	Birmingham – Londonderry via Cape Hill	Central Logistics	Monday -Friday (every 30 mins)	07:47	16:20
<b>89</b>	Birmingham – Londonderry via Cape Hill	Redwing	Monday – Friday (every hour)	08:29	16:37

**Table 2.1 – Bus service information**

### Railway and Metro Station

The Jewellery Quarter railway station and metro stop is located 1.6km or a 20 minute walk north-east of the site.

Trains operate between Stourbridge, Birmingham Snow Hill, and either Dorridge or Whitlocks End.

Midland Metro services operate between Birmingham Snow Hill and Wolverhampton St Georges approximately every 6-8 minutes, services run from 04:48 until 00:18.

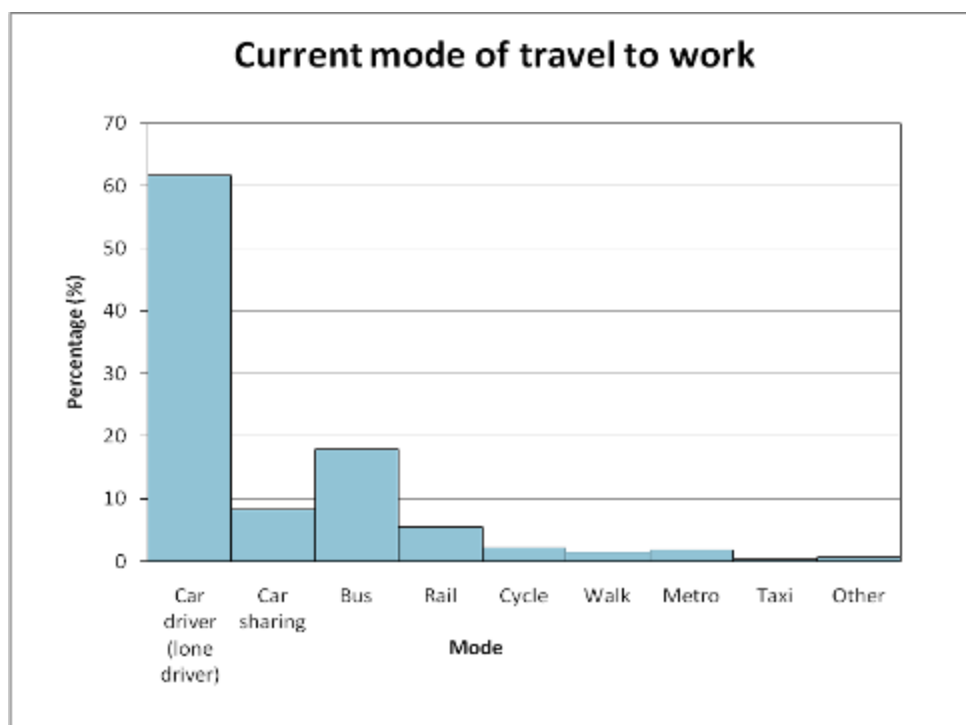


### 3. Staff Travel

A travel survey was distributed to staff at Birmingham City Hospital. The survey received 276 responses, which gives a response rate of 7% based on 3951 employees, although the response rate is low it will give a good basis with which to inform the travel plan and the measures contained within.

#### Current Mode of Travel

Figure 4.1 shows the survey response to the current mode of travel to work. Respondents were asked to choose the mode of travel that they used for the longest distance.



**Figure 4.1 - Main mode of travel for staff**



Mode of Travel	Respondents	%
Car driver (lone driver)	169	62
Car sharing	23	8
Bus	49	18
Rail	15	5
Cycle	6	2
Walk	4	1
Metro	5	2
Taxi	1	0
Other	2	1
<b>Base</b>	<b>274</b>	<b>100</b>

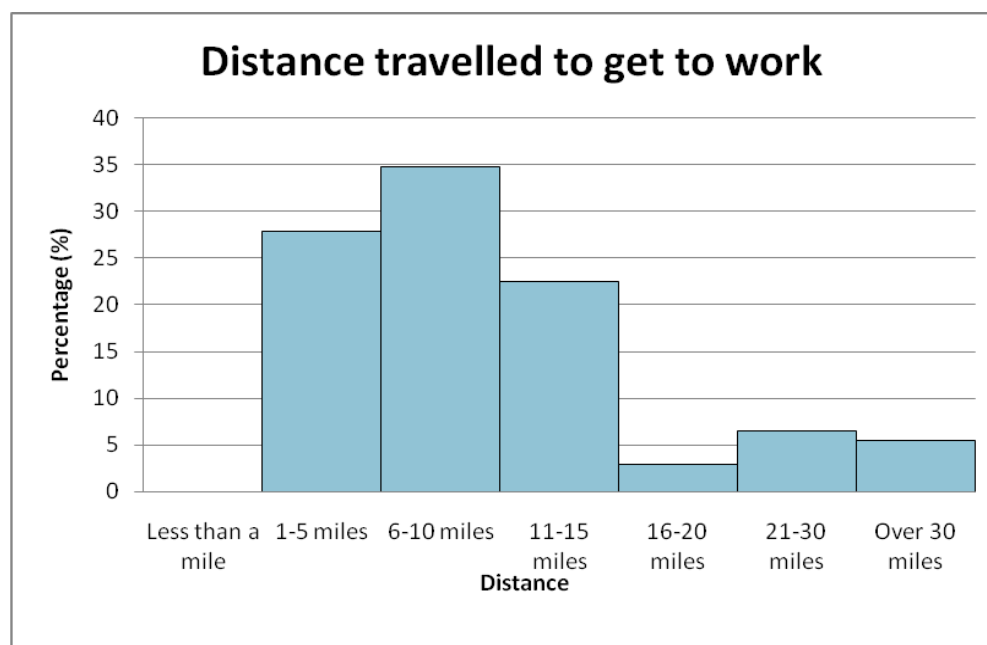
**Table 4.1 Current mode of travel**

62% of staff members surveyed travelled by car on their own. The total modal share for car travel inclusive of car sharing was 70% with 30% using other modes.

The data shown in Table 4.1 will be used as the baseline mode share on which travel plan targets will be set.

### Distance travelled to work

Figure 4.2 shows the distance travelled to work by the members of staff at the hospital.





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**Figure 4.2 – Distance travelled to work**

Distance Travelled	Respondents	%
Less than a mile	0	0
1-5 miles	77	28
6-10 miles	96	35
11-15 miles	62	22
16-20 miles	8	3
21-30 miles	18	7
Over 30 miles	15	5
<b>Base</b>	<b>276</b>	<b>100</b>

**Table 4.2 Distance travelled to work**

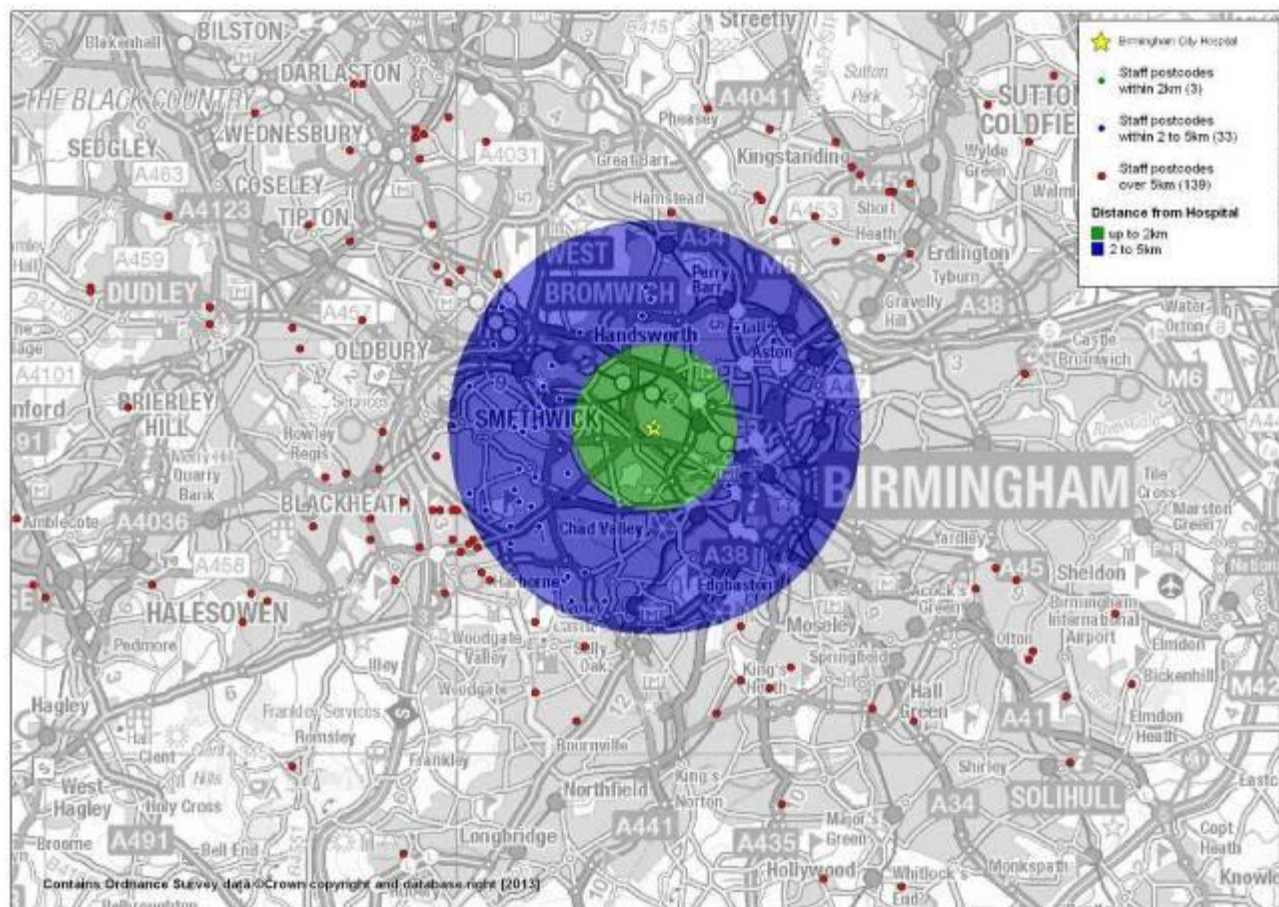
28% of staff lives within 1-5 miles of the site. These members of staff are best placed to switch to more sustainable modes of travel and can be encouraged to use active travel modes.





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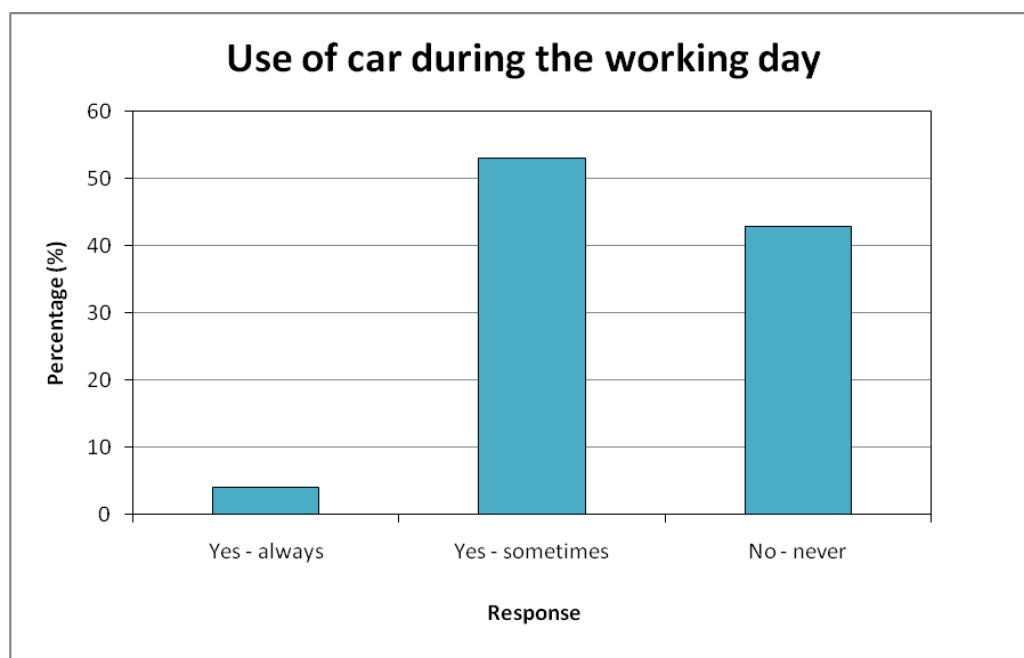
The postcode plot map below shows where the hospital staff travel from on their way to work. This map can be further used to design, plan and promote sustainable transport modes among the staff.





### Use of car during the working day

Figure 4.3 shows the response by car users who were asked whether they used their car during the working day.



**Figure 4.3 – Use of car for work related activity**

Use of car during working day	Respondents	%
Yes - always	8	4
Yes - sometimes	104	53
No - never	84	43
<b>Base</b>	<b>196</b>	<b>100</b>

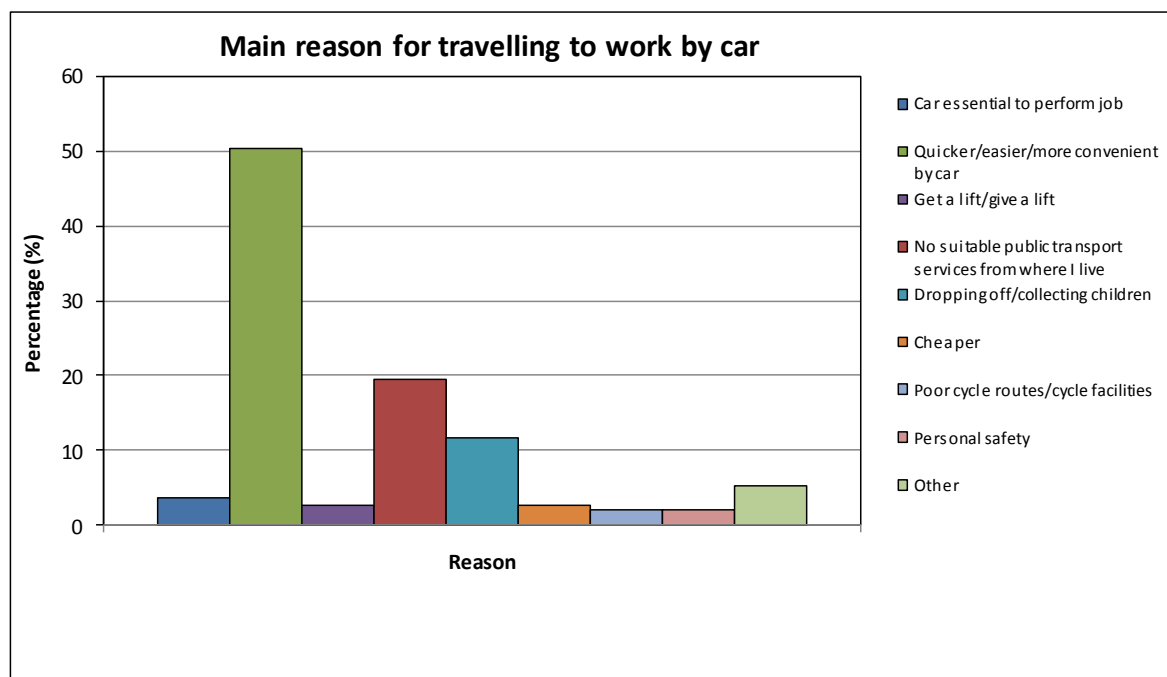
**Table 4.3 Use of car during working day**

Figure 4.3 suggests work related travel plays a role in the use of the car for travelling to work amongst staff at Birmingham City Hospital. 53% of those who travel by car responded with “Yes – sometimes” and a further 4% always use their car for work related travel during the day. However there is a large percentage (43%) that does not use their car for work purposes during the day and these members of staff should be encouraged to use more sustainable travel where feasible.



### Reason for the use of car when travelling to work

Figure 4.4 shows the survey response for what is the main reason for travelling to work by car and not using more sustainable modes of transport.



**Figure 4.4 – Main reason for travelling by car**

Main reason for travelling to work by car	Respondents	%
Car essential to perform job	7	4
Quicker/easier/more convenient by car	95	50
Get a lift/give a lift	5	3
No suitable public transport services from where I live	37	20
Dropping off/collecting children	22	12
Cheaper	5	3
Poor cycle routes/cycle facilities	4	2
Personal safety	4	2
Other	10	5
<b>Base</b>	<b>189</b>	<b>100</b>

**Table 4.4 Main reason for travelling to work by car**

Figure 4.4 shows that 50% of staff felt that travelling by car was “Quicker/easier/more convenient by car”. 20% of staff responded with “No suitable public transport services from where I live”. These members of staff could be targeted to see what kind of public transport



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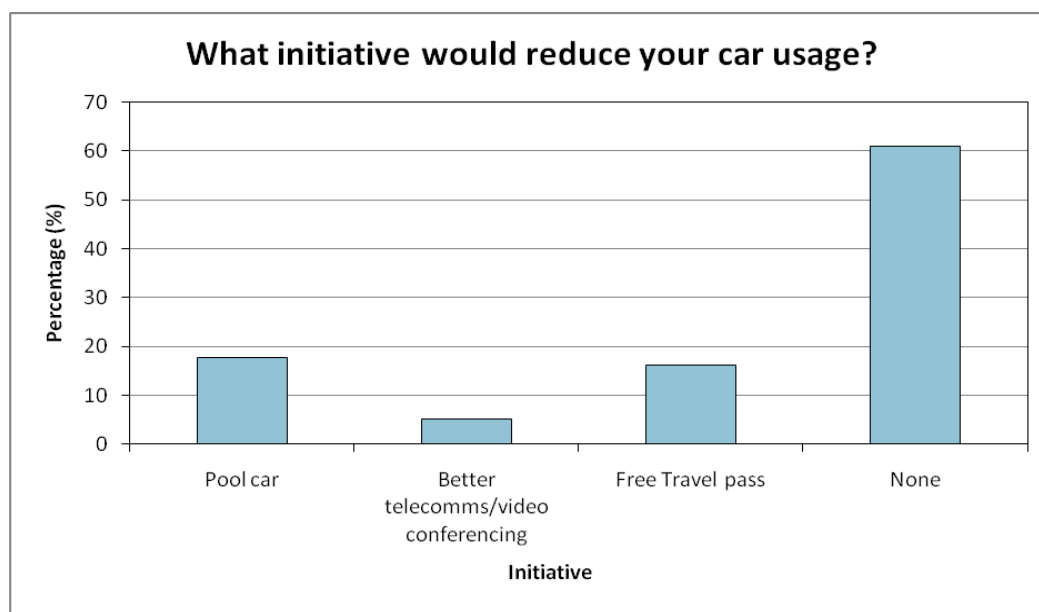


there is available to them in the areas which they live. For example a split journey of walk and train could be quicker than single use of the car.

### Opportunities to Promote Sustainable Modes

Staff were asked what would enable them to use their car less (Figure 4.5) and what mode they would use to get to work if car travel were unavailable (Figure 4.6). Future surveys need to delve further into the incentives that would get staff to reduce car usage.

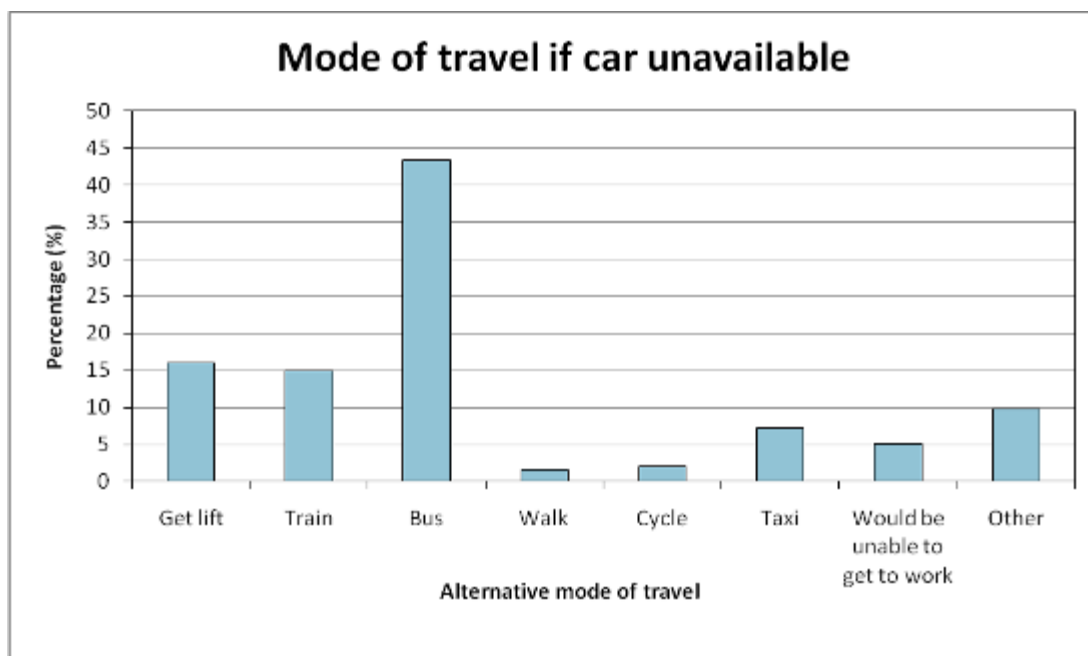
**Figure 4.5 – Strategies to decrease car usage during the working day**



What would enable you to use your car less for work during the day	Respondents	%
Pool car	21	18
Better telecomms/video conferencing	6	5
Free Travel pass	19	16
None	72	61
<b>Base</b>	<b>118</b>	<b>100</b>

**Table 4.5 Strategies to reduce car usage**

60% of those who used a car for work purposes did not feel that any of the potential initiatives listed in the staff survey offered a viable alternative. A pool car and a free travel pass were the most popular responses with 18% and 16% respectively.



**Figure 4.6 – Potential alternative modes to car use**

Mode of travel if car not available	Respondents	%
Get lift	31	16
Train	29	15
Bus	84	43
Walk	3	2
Cycle	4	2
Taxi	14	7
Would be unable to get to work	10	5
Other	19	10
<b>Base</b>	<b>194</b>	<b>100</b>

**Table 4.6 Mode of travel if car unavailable**

When asked how staff would travel if their car were unavailable the most popular response was the bus with 43% of the response, with a lift the second most popular closely followed by the train with 15%. These methods of transport to work show that people can still get to work without the car and therefore should be encouraged.





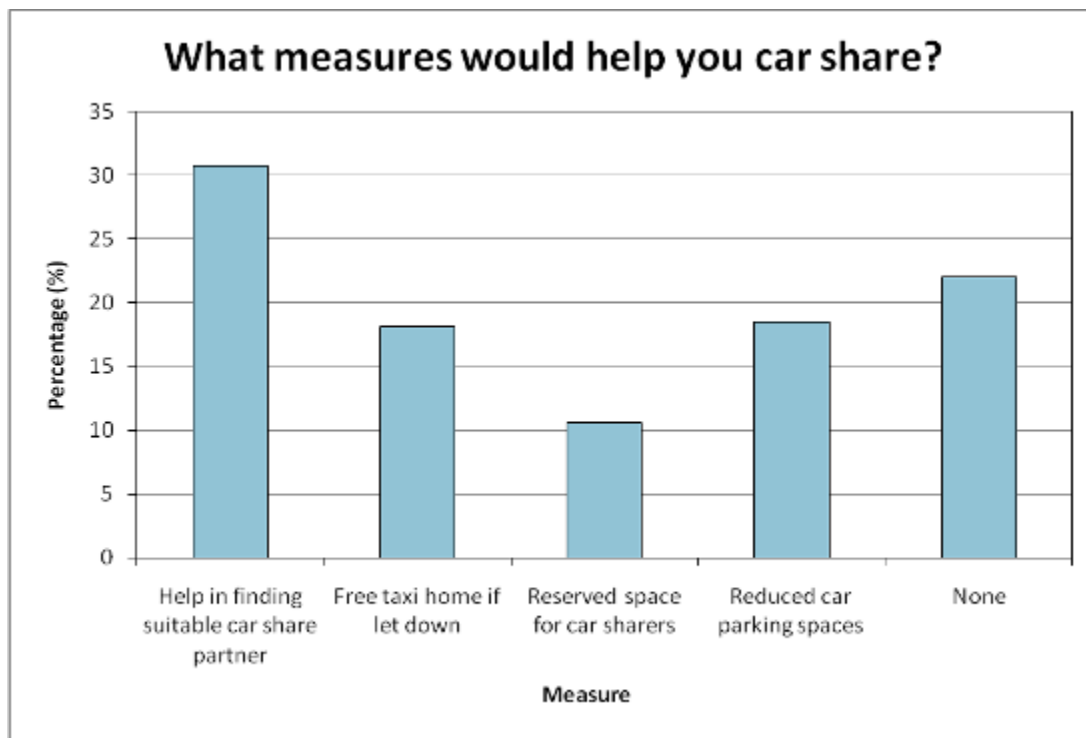
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### Measures to encourage car sharing

Staff that travelled to work by car were asked what measures would encourage them to take up car sharing. The results are shown in Figure 4.7.

**Figure 4.7 – Potential measures to encourage car sharing**





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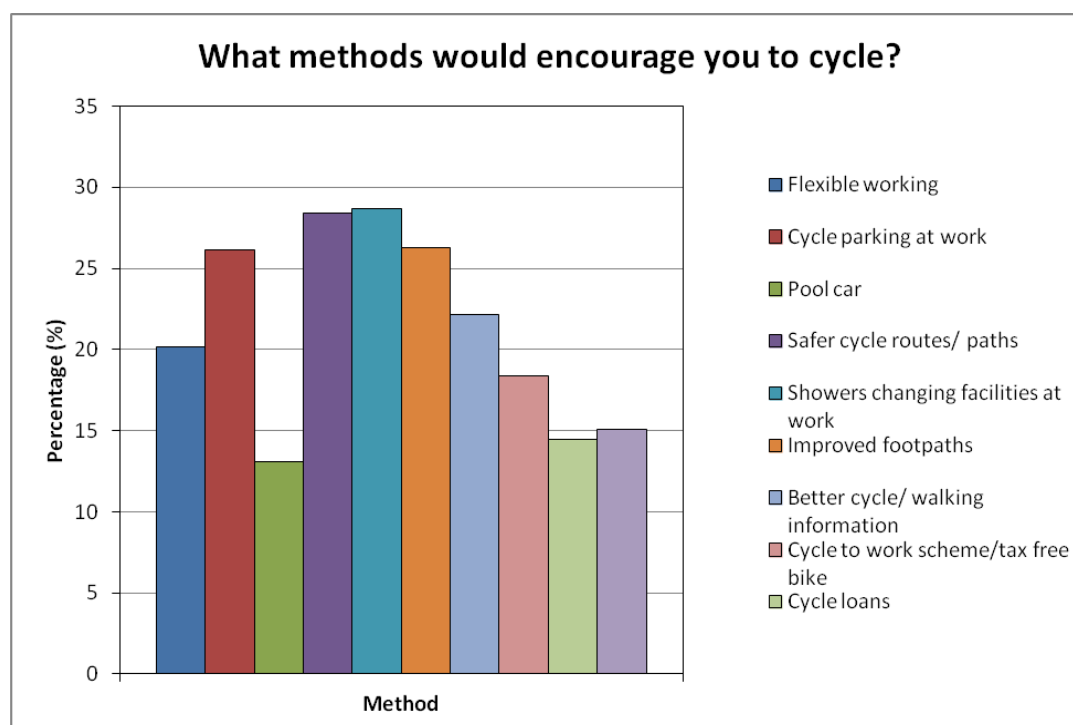


What would help you car share	Respondents	%
Help in finding suitable car share partner	78	31
Free taxi home if let down	46	18
Reserved space for car sharers	27	11
Reduced car parking spaces	47	19
None	56	22
<b>Base</b>	<b>254</b>	<b>100</b>

**Table 4.7 Measures to increase car sharing**

Help in finding a suitable car share partner was the most popular response to encourage car sharing with 31% of the response. The reduction in car parking spaces and free taxi home were popular responses. However 22% of staff felt that no measures would encourage them to car share. The main issue for people not car sharing is the opinion that it is not reliable or as easy as using your own car and travelling alone. Advice and information would reassure staff that car sharing is a viable alternative to lone driving.

### Measure to encourage alternative modes of travel



Staff that travelled to work by car were asked what would encourage them to use alternative modes to travel to the site rather than travelling by car. The results are shown in Figure 4.7.



**Figure 4.7 – Potential infrastructure measures to increase sustainable travel**

What would encourage alternative transport use	Respondents	%
Discounts on tickets	87	51
Frequent bus service	91	50
Direct bus route	94	52
Flexible working	46	36
Safer public transport	42	32
Better connections to rail stations	64	39
More frequent rail services	48	38
Better public transport information	39	30
Pool car for business travel at work	22	19
Cycle parking at rail stations	22	17

**Table 4.7 Measures to increase sustainable travel**

A direct bus route was the most likely measure to encourage alternative transport use. Frequent bus services and discount on tickets were also popular responses.

#### Baseline Modal Share – Birmingham City Hospital (June 2013)

Mode	Current travel to work
Car (lone driver)	61.7%
Bus	17.9%
Car Sharing	8.4%
Rail	5.5%
Cycle	2.2%
Metro	1.8%
Walk	1.4%
Other	0.7%
Metro	0.4%

#### Conclusion

At present the car possesses a high modal share amongst staff at Birmingham City Hospital. There is some potential for increased car sharing and use of buses and trains to travel to the hospital. Whilst targeting employees who live within 5 Km of the site to use sustainable modes such as walking and cycling to travel to work.

## 4. Objectives and Targets

### Objectives

Objectives are the high-level aims of the travel plan. They help to give the travel plan direction and provide a clear focus. The specific objectives that focus the travel plan are:

1. To encourage active modes of travel, and to emphasise the health and financial benefits of these modes;
2. To reduce the amount of single occupancy car trips for both commuting and business travel purposes;
3. To address staff travel as part of the wider, carbon reduction programme, to ensure that Birmingham City Hospital is a best practice exemplar to other organisations;
4. To increase awareness of the sustainable 'smarter travel' modes available to staff and visitors.

### Targets

Targets are measurable goals by which the progress of the travel plan will be assessed. Targets are essential for monitoring progress and success of the travel plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-bound.

The targets for the site have been based on the data collected via the March 2013 staff travel survey and from the results of the site understanding. Targets are shown below in Table 5.1.

Mode	Baseline Mode Split	Interim Mode Split (Year 1: 2015)	Interim Mode Split (Year 2: 2016)	Target Mode Split (Year 5: 2019)	Total Target Mode Split (2015-2018)
Car (lone driver)	61.7%	61.2%	60.7%	59.2%	- 2.5%
Bus	17.9%	17.9%	17.75%	17.6%	+ 0.75%
Car Sharing	8.4%	8.3%	8.2%	7.9%	+ 0.5%
Rail	5.5%	5.5%	5.5%	5.5%	-
Cycle	2.2%	2.05%	2.05%	1.45%	+ 0.75%
Metro	1.8%	1.8%	1.8%	1.8%	-
Walk	1.4%	1.3%	1.2%	0.9%	+ 0.5%
Other	0.7%	0.7%	0.7%	0.7%	-
Taxi	0.4%	0.4%	0.4%	0.4%	-

Table 5.1 Target Modal Split

Total target modal shift (2015-2018)

5%



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## 5. Action Plan and Monitoring

The following Action Plan is to be implemented across the Sandwell and West Birmingham NHS Trust.

Name	Partner Organisation	Contact details
Gill Hunt	Centro – business and employer team	GillHunt@centro.org.uk
Oliver McLaughlin	JMP – key contact	Oliver.Mclaughlin@jmp.co.uk
Francesca Silcocks	Sandwell and West B'ham NHS Trust	Francesca.Silcocks@nhs.net
Jenny Wright	Sandwell and West B'ham NHS Trust	Jenny.wright9@nhs.net
Abigail Parkin (comms)	Sandwell and West B'ham NHS Trust	abigail.parkin@nhs.net
Jess Railton	Bike Right	JessRailton@bikeright.co.uk
Ryan Hollings	Health Exchange (Walking)	Ryan.Hollings@healthexchange.org.uk

Actions	Delivered from	Target Date	Responsibility	Monitoring
Cycling				
Smart Network, Smarter Choices Grant				
Install additional cycle parking and storage	Mar 2014	Oct 2014	BikeRight	Travel survey, facility use, staff/visitor feedback, cycle parking counts
Improve showering and changing facilities for staff members	Mar 2014	Oct 2015	Sandwell and West B'ham Trust	Facility use; staff feedback
Purchase pool bikes and equipment for staff (e.g. high	June 2014	July 2014	Sandwell and	Pool bikes and equipment





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vis; bike pumps, helmets etc.)			West B'Ham Trust	purchased and uptake
Signage for cycle storage and route maps	April 2014	April 2015	Sandwell and West B'Ham Trust	Travel survey, facility use, staff/visitor feedback, cycle parking counts
Provide and promote 'pit stop' box for cyclists/pool bike users with bicycle pump, tools and puncture repair kit	July 2014	August 2014	Sandwell and West B'Ham Trust	Usage
<b>Other measures</b>				
Towards becoming a Top Location for Cycling. Meeting the criteria for this award will make additional grant funding available.	June 2014	Ongoing	Sandwell & West B'ham NHS	Award status granted. Measures achieved
Provide cycle training for staff/visitors. Arrange cycle maintenance training / Dr Bike sessions for staff as appropriate	Mar 2014	Biannually (Sept & Mar)	Sandwell& West B'ham NHS; Centro; BikeRight	Number of participants
Provide staff/visitors with information on local cycle routes and organise led rides	Mar 2014	Mar 2014	Sandwell& West B'ham NHS; Centro; BikeRight	Uptake of information
Participate in National Bike Week events	June 2014	Annually	Sandwell& West B'ham NHS; BikeRight	Events held Number of participants
Confirm and promote discounts on cycling equipment and bikes with local cycle retailers	June 2014	Ongoing	Sandwell& West B'ham	Uptake by staff

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Sandwell and West Birmingham Hospitals 



Centro working in partnership with





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			NHS and Centro	
Promote cycle to work scheme for staff	June 2014	Ongoing	Sandwell& West B'ham NHS	Number of participants
Set up a Bicycle User Group (BUG) within the organisation	Apr 2014	May 2014	Sandwell and West B'Ham Trust; BikeRight	Number of participants
Arrange Bike Buddy rides for staff. BikeRight can meet members of staff at their home and show them a safe and efficient route to work.	June 2014	June 2014	Sandwell and West B'Ham Trust; BikeRight	Number of participants
Arrange cycle journey planning sessions for staff or visitors	June 2014	June 2014	Sandwell and West B'Ham Trust; BikeRight	Number of participants
<b>Walking</b>				
Provide staff with information on local routes and walks and offer personalised walking route planning for staff	May 2014	May 2014	Sandwell& West B'ham NHS; Healthexchange	Travel survey
Participate in Walk to Work Week	May 2014	May 2014	Sandwell& West B'ham NHS; Healthexchange	Number of participants



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Set up led lunchtime walks for staff and/or visitors	May 2014	May 2014		
<b>Public transport</b>				
Arrange travel roadshow event to promote public transport options to staff	Oct 2014	Nov 2014	BikeRight & Centro	Number of attendees, travel survey
Promote direct debit scheme to staff via email information, intranet information and literature. Employees can purchase	Oct 2014	Nov 2014	Sandwell& West B'ham NHS and Centro	Travel survey Uptake
Provide updated timetables, maps and leaflets and links to online information	Nov 2014	Nov 2014	Sandwell& West B'ham NHS and Centro	Usage Feedback through travel plan survey
Identify potential for use of one day tickets for local business trips	Nov 2014		Sandwell& West B'ham NHS and Centro	Usage
<b>Car Sharing</b>				
<b>Smart Network, Smarter Choices Grant</b>				
Identify the need to implement a formal car share scheme using bespoke software or a spread sheet/database programme.	Sept 2014	Dec 2015	Sandwell& West B'ham NHS, Local Authorities, Centro	Number of scheme participants, travel survey
Consider dedicating spaces for car sharers in car park for staff and painting car share bays if there is staff interest in a car sharing scheme	Sept 2014	Dec 2015	Sandwell& West B'ham NHS	Facility use, travel survey



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### Business travel/fleet management

Promote alternatives to car use for business travel	Sept 2014	Oct 2014	Sandwell& West B'ham NHS and Centro	Facility use, travel survey
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### Marketing activity and events

Arrange roadshow event to promote all modes travel transport options to staff	Apr 2014	May 2014	Sandwell& West B'ham NHS and Centro	Feedback from staff; number of participants
Set up travel challenges for staff/visitors/customers (cycling, walking and/or public transport)	Apr 2014	Ongoing	Sandwell& West B'ham NHS and Centro	Feedback from staff; number of participants; challenges completed
Carry out seasonal messages/campaigns to promote sustainable travel internally/with visitors with support from Centro.	Mar 2014	Ongoing	Sandwell& West B'ham NHS and Centro	Feedback from staff
Publicise involvement in Smart Network, Smarter Choices programme via tailored press release and case study for Smart Network website.	Mar 2014	Ongoing	Sandwell& West B'ham NHS and Centro	Feedback from staff

### General

Set up travel plan group, identifying travel champions within the Trust	Apr 2014	May 2014	Sandwell& West B'ham NHS	Frequency of meetings Minutes
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Launch travel plan with promotional event for staff	Apr 2014	May 2014	Sandwell& West B'ham NHS and Centro	Staff travel survey
Attend Smart Network/ TravelWise events and workshops to share best practice and network with other organisations	Mar 2014	Ongoing	Sandwell& West B'ham NHS	Number of events participated in
<b>Monitoring</b>				
Carry out staff travel follow up survey	Mar 2014	Mar 2014	JMP; Sandwell and West B'ham Trust	Number of participants, modal split



## 6. Signature Sheet

Birmingham City Hospital, Birmingham

Agree to develop, deliver and monitor the 'Travel to Work' Action Plan, as part of the Smart Network, Smarter Choices project.

Signed.....

Organisation Representative

With continued help and support from:

Signed.....

Centro Representative

Signed.....

Local Authority Representative