Rowley Regis Hospital Employer Travel Plan 2013

Travel Plan Survey Dated – 31st May 2013
Travel plan finalised March 2014
Prepared by – Oliver McLaughlin, JMP Consultants Ltd
Site Address – Moor Lane, Rowley Regis, West Midlands, B65 8DA

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

Sandwell and West Birmingham Hospitals NHS
Where EVERYONE Matters

Sandwell Metropolitan Borough Council

Contents

1. Introduction

This employer Travel Plan has been developed through Rowley Regis Hospital's involvement in the Smart Network, Smarter Choices programme. The programme led by Centro and Sandwell Council, is funded through the Local Sustainable Transport Fund (LSTF). Rowley Regis Hospital has been selected to take part in the project due to it being part of the wider Sandwell and West Birmingham NHS Trust and its proximity to the 4 bus route 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

Rowley Regis Hospital along with other sites of the Sandwell and West Birmingham NHS Trust has been selected as a large employer on the 4 bus route corridor with over 100 employees, and is situated in Sandwell MBC.

Rowley Regis Hospital is part of the Sandwell and West Birmingham Hospitals NHS Trust. The Trust provides adult and paediatric acute services and a number of specialist services for patients throughout the UK.

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 10th April 2013:

Employees	Number
Full-time	34
Part-time	72
Total	**106**

The Hospitals operations are varied, with staff on shift 24 hours a day.

Locality of the business

Figure 2.1 overleaf displays the location of Rowley Regis Hospital in a strategic context. The site is located 3.2km from Junction 2 of the M5. Birmingham city centre is 12.7km to the east and Stourbridge is approximately 8km to the west of the site.

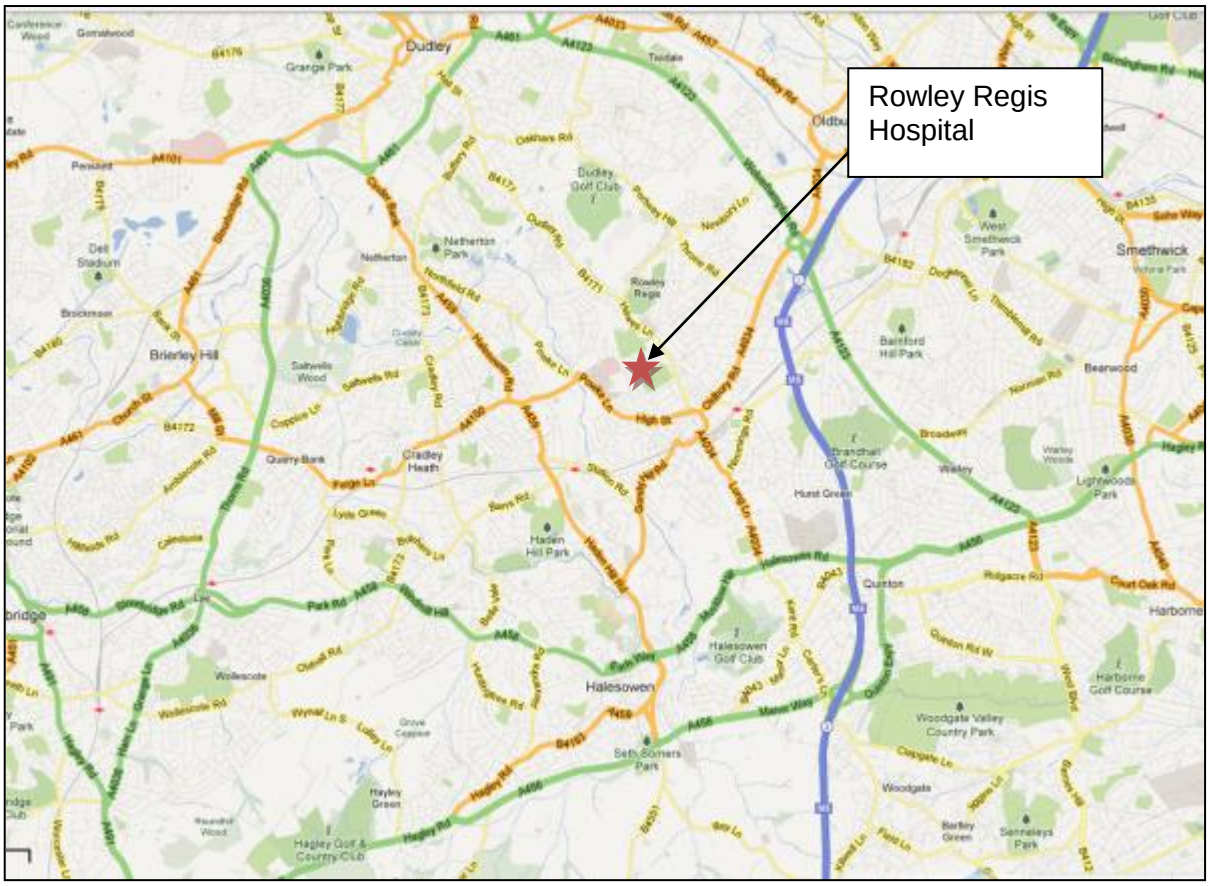


Figure 2.1 – Location of Rowley Regis Hospital

Understanding the site

The following section of this travel plan is informed by a site audit undertaken by JMP on 5h April 2013, along with desk-based research.

On-Site Facilities

Car Parking

There are 114 car parking spaces at the site. 50 of these spaces are reserved for staff. Out of the remaining spaces, 54 are allocated to visitors and 10 are designated for disabled users (see Figure 2.2).

Figure 2.2 – Disabled parking area

The car parking spaces are located outside the main entrance. The car park is well signed, well lit and covered by CCTV. The staff car park is controlled by a barrier and permit system, the entrance to which can be seen in Figure 2.3.

Figure 2.3 – Entrance to staff car park

Motorcycle Parking

A single car parking space is reserved for motorcycles; it is shown in Figure 2.4.

Figure 2.4 – Motorcycle parking at the site

Cycle Parking

There is a cycle parking area at the site. As can be seen in Figure 2.5 below, it is comprised of 5 covered Sheffield stands with capacity for 10 bicycles. This is located close to the building entrance.

Figure 2.5 – Cycle stands close to the building entrance

Additional Information

There are limited shower and changing facilities on site. Feedback from staff that cycle to and from work is that more shower and changing facilities are essential. The site is isolated and there are few amenities within walking distance.

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. Footpaths in the site are covered by CCTV but pedestrian footways leading up to the site are not covered. The surrounding roads are equipped with safe and convenient crossing points.

There is very little cycle infrastructure in the vicinity of the site, what is available is shown in Figure 2.6.

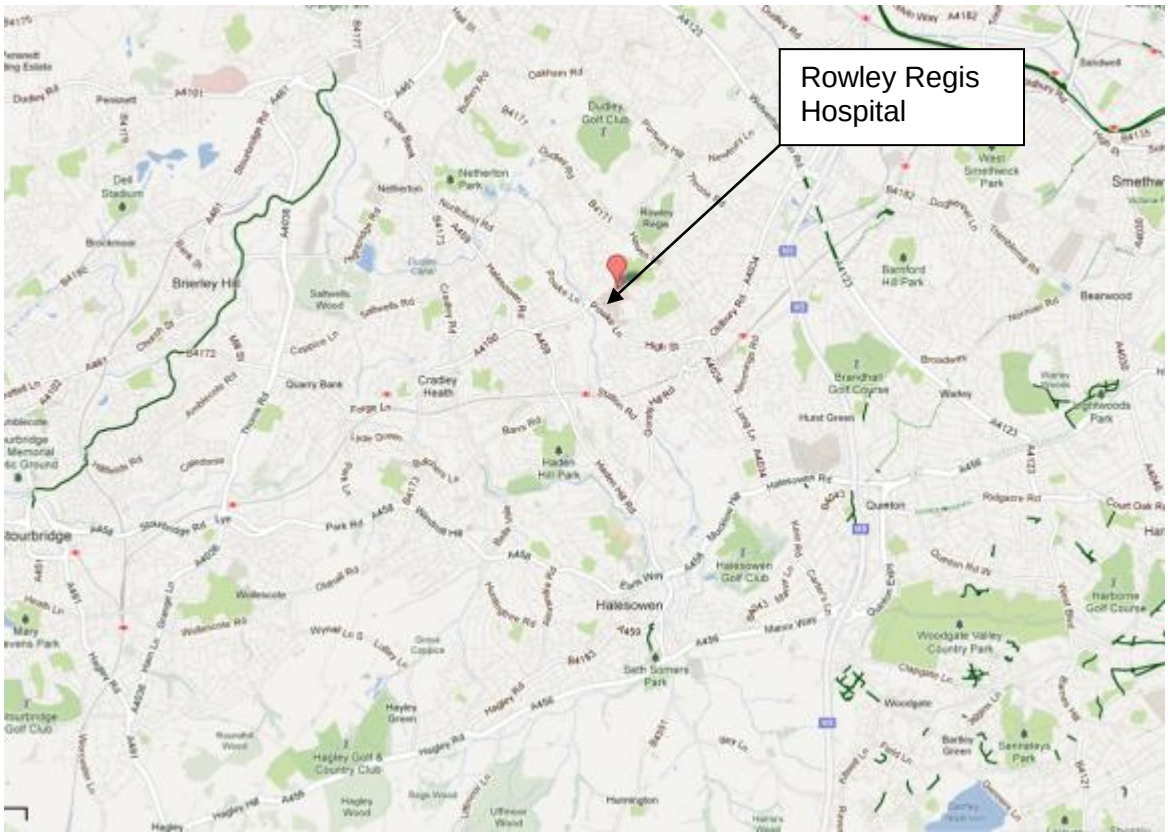


Figure 2.6 – Cycle routes in vicinity of Rowley Regis Hospital

Bus services

As shown in Figure 2.7, there is a bus stop located directly outside the main entrance to the hospital. Additional bus stops are found on the A4100 Powke Lane, 300m south of the site. A summary of key bus services that operate in the vicinity of the site is found in Table 2.1.

Figure 2.7 – Bus stop outside the main entrance

Service	Route	Operator	Frequency	First Bus	Last Bus
289	West Bromwich – Merry Hill via Blackheath	National Express West Midlands	7 days a week (every 30 mins Mon-Fri)	06:10	22:55
24	Merry Hill – Foxyards Estate via Dudley	Diamond	Monday – Saturday (every hour Mon-Fri)	09:30	16:30
4M	Walsall – Merry Hill via West Bromwich	National Express West Midlands	7 days a week (every 30 mins Mon-Fri)	05:55	19:55
4M	Walsall – Merry Hill via West Bromwich	Diamond	7 days a week (every hour Mon-Fri)	06:09	18:09

Table 2.1 – Bus service information

Railway Station

The closest station, Old Hill, is located approximately 1.6km from Rowley Regis Hospital or a 20 minute walk however it is quite a tough walk due to a steep incline towards the hospital. There is a daytime service every 30 minutes between Birmingham Snow Hill and Stourbridge with an hourly service on Sundays. There are additional services at peak times including occasional services to London Marylebone. Rowley Regis train station is also within walking distance of the hospital and is located approximately 2.2km away or a 30minute walk. Rowley Regis station offers the same services as Old Mill. Rowley Regis and Cradley Heath stations can be accessed via the 4M bus service.

Summary

There are good public transport links accessible from the site, which offer frequent services. Also the more sustainable methods of travelling such as walking and cycling are potential options for staff to consider, however cycle parking, shower and changing facilities are limited. Also the pavements surrounding the site are in good condition and well lit. However there is a lack of local amenities surrounding the hospital and no dedicated cycle paths in the vicinity therefore this may discourage staff from using alternative modes of transport.

3. Staff Travel

A travel survey was recently distributed to staff at Rowley Regis Hospital. The survey received 11 responses, which gives a response rate of 10% based on 106 employees, which is deemed to be representative of the current workforce.

Current Mode of Travel

Figure 3.1 shows how respondents to the survey travel to work. Respondents were asked to choose the mode of travel that they used for the longest distance.

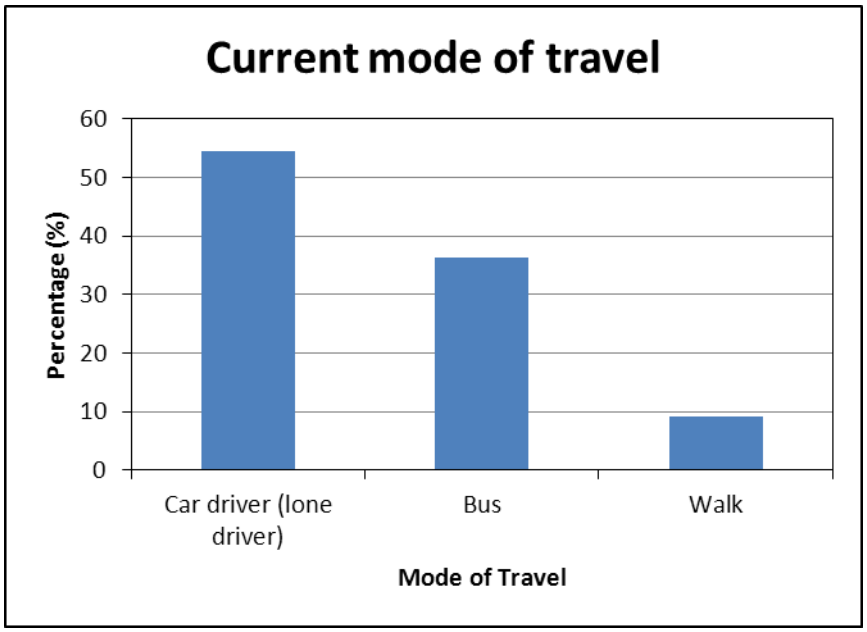


Figure 3.1 - Main mode of travel for staff

55% of staff members surveyed travelled by car on their own. Of these 83% parked on site within the workplace car park with the remaining 17% parking in nearby streets or car parks. 36% travelled by bus and the 9% walked to work. The data shown in Figure 3.1 will be used as the baseline mode share on which travel plan targets will be set.

Figure 3.2 shows the distance staff travel in order to commute to work.

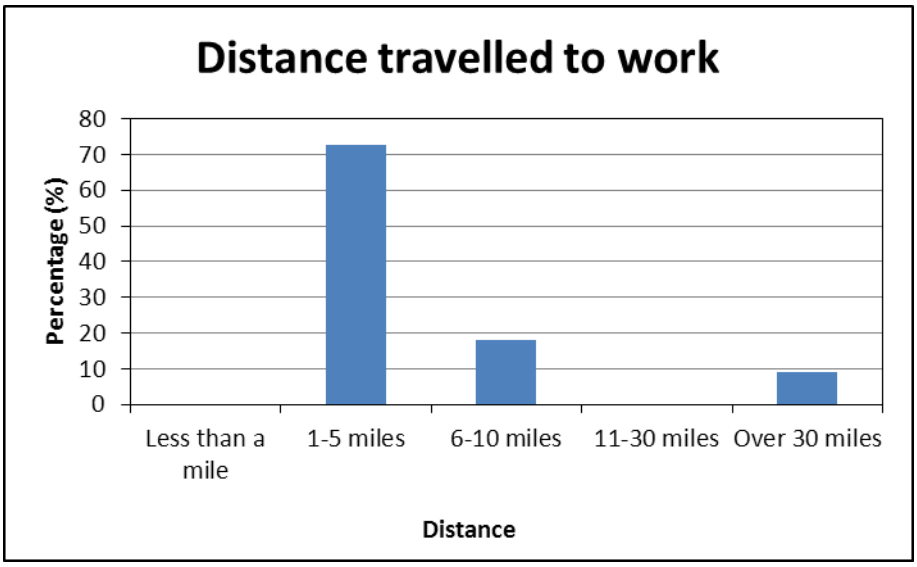


Figure 3.2 – Distance travelled to work

73% of staff live 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. In addition, a further 18% live within 6-10 miles and public transport may also be encouraged for these members of staff.

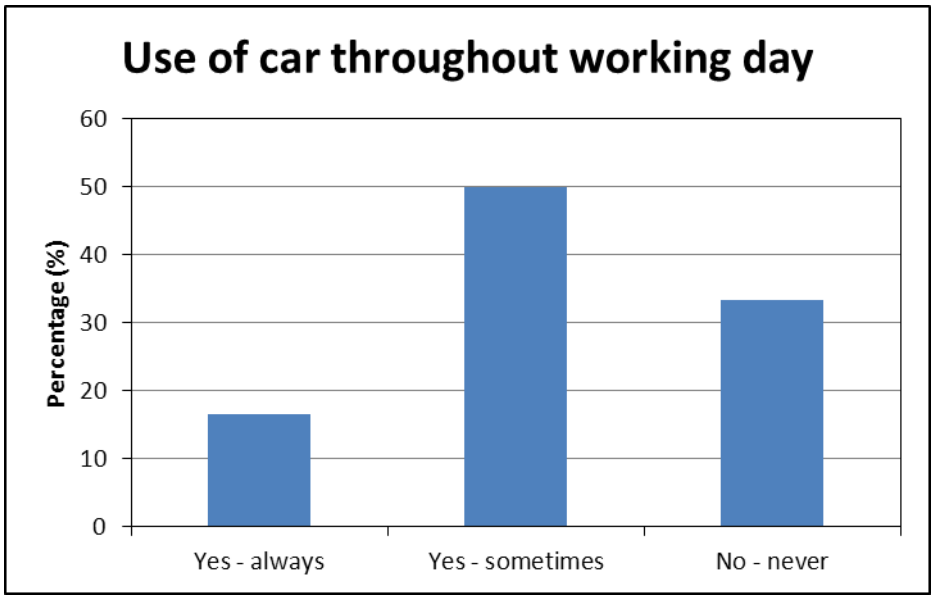


Figure 3.3 – Use of car throughout the working day

Figure 3.3 suggests a high proportion of staff use their car throughout the working day, with 17% saying “Yes- always” and a further 50% saying “Yes- sometimes”.
The need to have the car throughout the working day may therefore be a large factor for the large proportion of car usage. Staff were asked about the main reasons for travelling to work by car; the results are shown below in Figure 3.4.

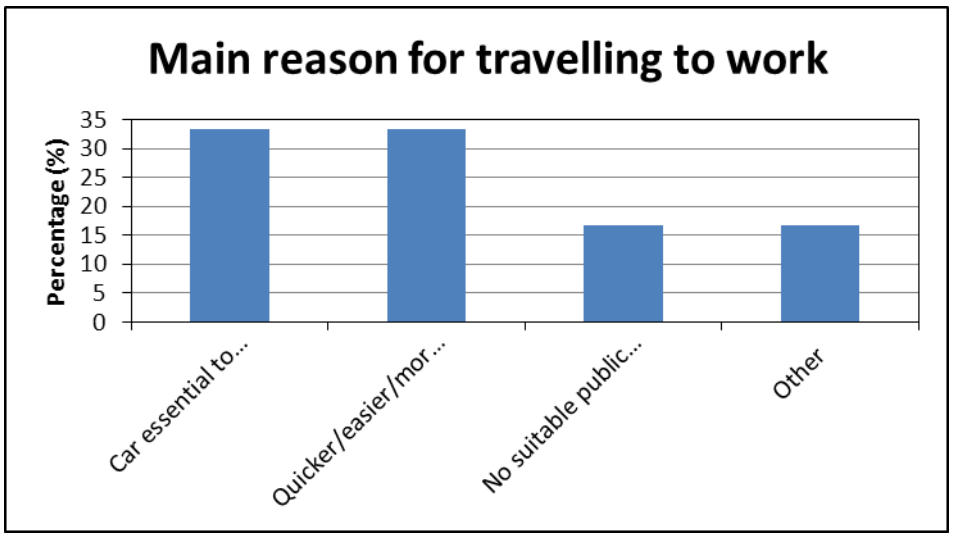


Figure 3.4 – Reasons for car use

Figure 3.4 shows that for 33% of staff the car was essential to perform their job. A further 33% felt that travelling by car was “Quicker/easier/more convenient by car”. 17% of staff responded with “No suitable public transport services from where I live”.

Opportunities to Promote Sustainable Modes

Staff were also asked what would enable them to use their car less (Figure 3.5) and secondly what mode they would use to get to work if car travel were unavailable (Figure 3.6).

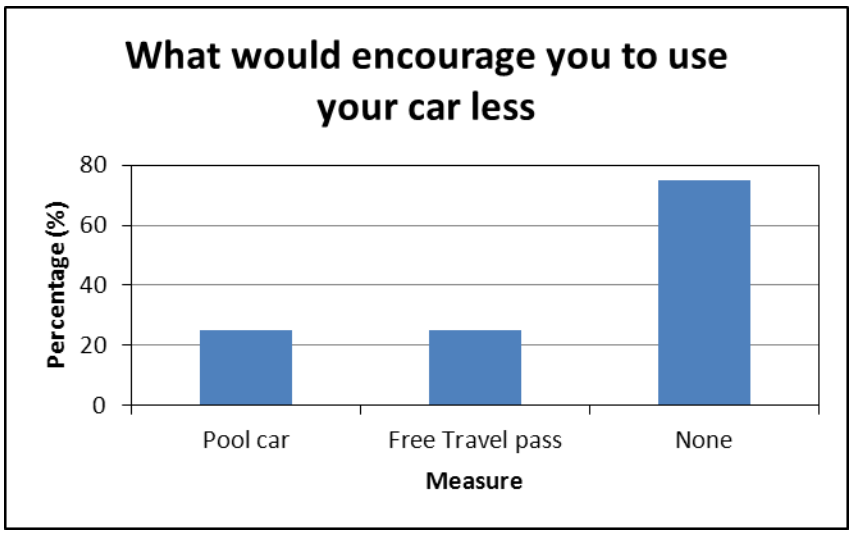


Figure 3.5 – Strategies to decrease car usage during the working day

60% of those who used a car for work purposes did not feel that any of the potential measures listed in the staff survey offered a viable alternative. A pool car and a free travel pass were equally popular each with 20% of responses.

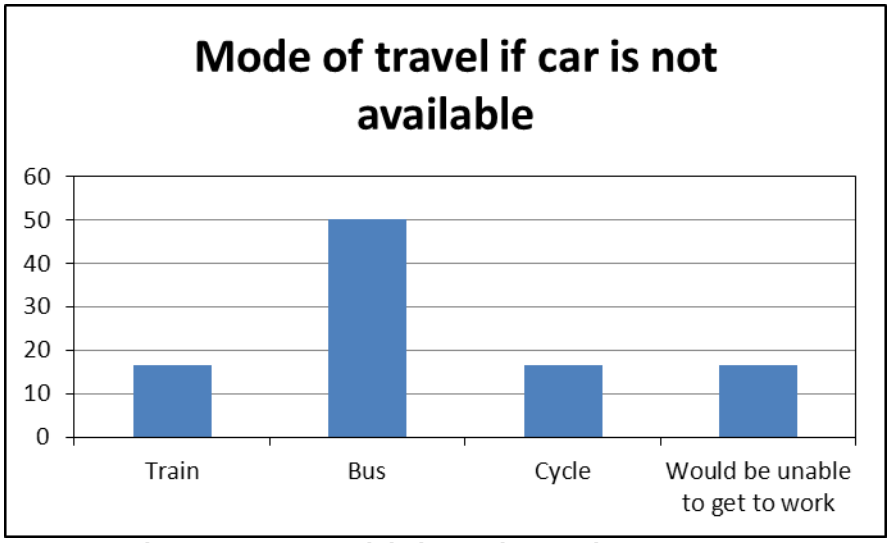


Figure 3.6 – Potential alternative modes to car use

Figure 3.6 shows the mode of travel used if the car is not available. 50% of staff would use the bus indicating there is potential to increase bus travel to the site. 17% would get the train and 17% would cycle. A futher 17% however said that they would be unable to get to work without the car.

Staff that travelled in by car were asked what would encourage them to car share. The results are shown in Figure 3.7.

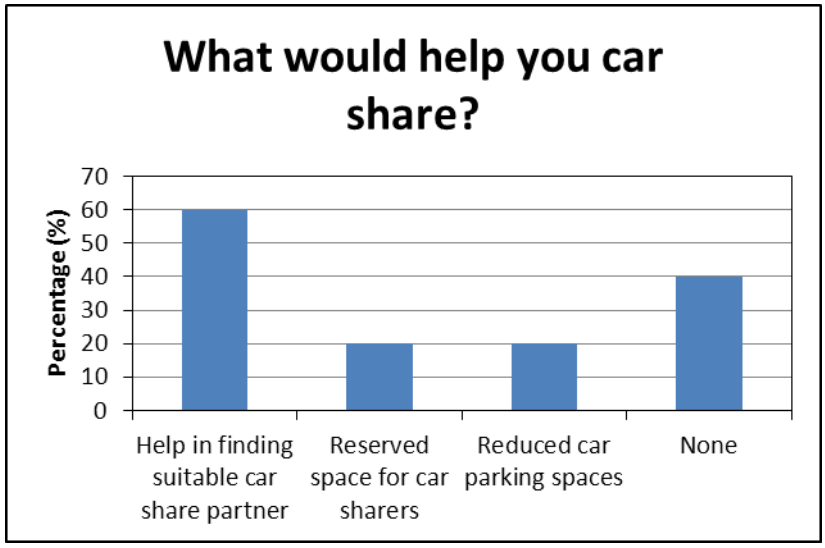
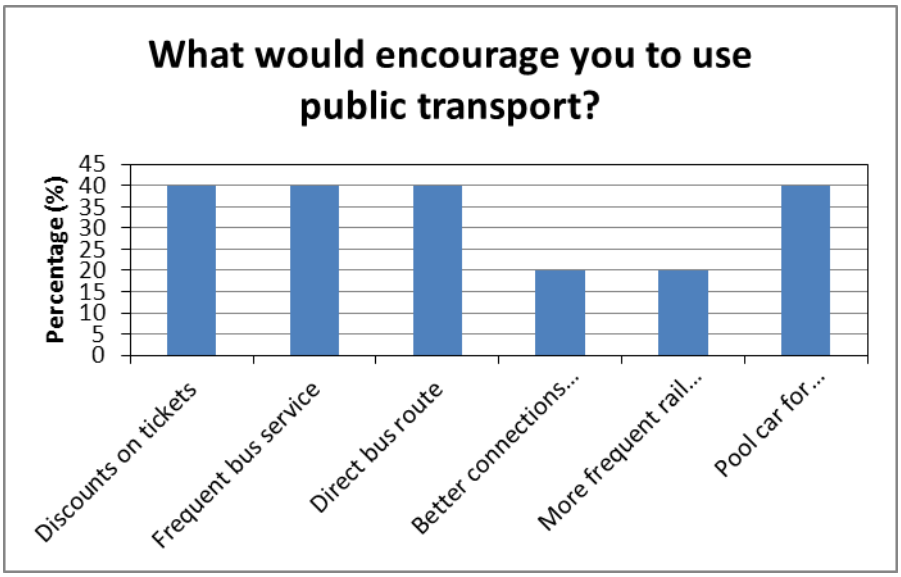


Figure 3.7 – Potential measures to encourage car sharing

Help in finding a suitable car share partner was the most popular response (43%) to encourage car sharing. Joining carsharesandwell.com should be encouraged where respondents have given positive feedback to car sharing. 29% of staff felt that no measures would encourage them to car share.

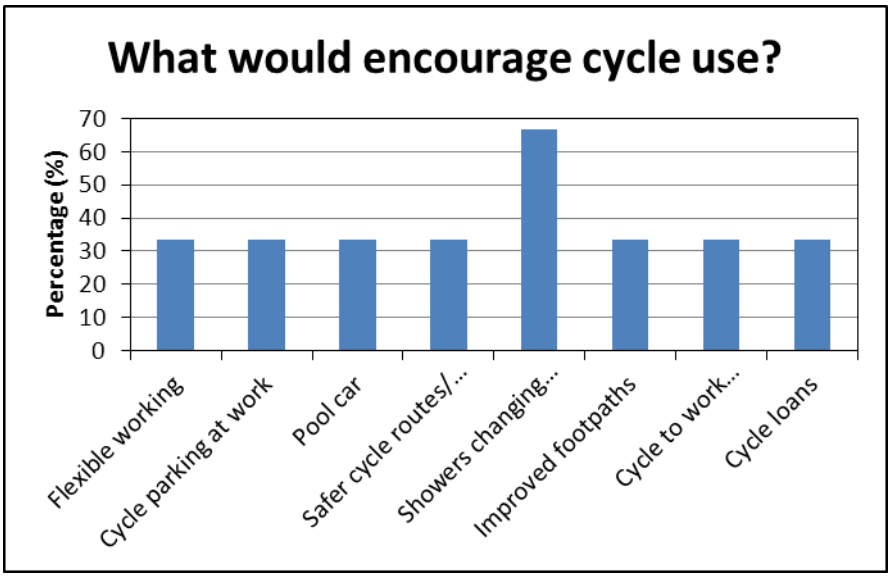
Staff that travelled to work by car were then asked what would encourage them to use alternative modes to travel to the site. The results are shown in Figure 3.8 and Figure 3.9 below.



(note respondents were encouraged to select more than one answer)*

Figure 3.8 – Potential infrastructure measures to increase public transport use

Discounts on tickets, more frequent and direct bus / rail routes and pool cars for business travel at work were the main incentives to encourage staff to use public transport.



(note respondents were encouraged to select more than one answer)*

Figure 3.9 – Potential infrastructure measures to increase cycle use

Showers and changing facilities at work was the most popular incentive (67%) for encouraging cycling to work however it was noted in the site audit that these facilities are already available for staff so a potential solution would make sure staff are aware of what existing facilities there are on site. Pool cars were again highlighted as a potential incentive.

Baseline Modal Share – Rowley Regis (March 2013)

Mode	Current travel to work
Car (lone driver)	55%
Car driver (driver at same location)	0%
Cycle	0%
Walk	9%
Bus	36%

Summary

At present the car possesses a high modal share amongst staff at Rowley Regis Hospital and this appears to be partially due to the requirement for a car during the working day. However this was only a third of the feedback received so there is scope for the other respondents to use alternative methods of transport especially as nearly 75% live within 1-5 miles of the hospital. Potential options for the reduction in lone drivers include increased car sharing and use of buses

to reach the site. There is also a need to target employees who live within 5 miles 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 address staff travel as part of the wider, carbon reduction programme, to ensure that Rowley Regis Hospital is a best practice exemplar to other organisations;
2. To increase awareness of the sustainable 'smarter travel' modes available to staff and visitors;
3. To encourage active modes of travel, and to emphasise the health and financial benefits of these modes; and
4. To reduce the amount of single occupancy car trips for both commuting and business travel purposes.

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 4.1.

Table 4.1 Target Modal Split

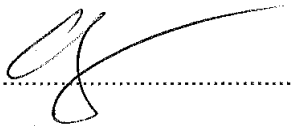
Mode	Baseline Mode Split	Interim Mode Split (Year 1: 2015)	Interim Mode Split (Year 2: 2016)	Target Mode Split (Year 5: 2019)	Total Target Mode Split (2015-2018
Car driver (lone driver)	54%	53.5%	53%	51.5%	-2.5%
Car sharers	0%	0.2%	0.4%	1%	+1%
Cycle	2%	2.1%	2.2%	2.5%	+0.5%
Walk	8%	8.1%	8.2%	8.5%	+0.5%
Bus	36%	36.1%	36.2%	36.5%	+0.5%
			Total target modal shift (2015-2018)		**5%**

Note: Please see City Hospital document for the action plan.

5. Signature Sheet

Rowley Regis Hospital

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