

Sandwell General Hospital Travel Plan 2014



Travel Plan Survey Dated – 24th June 2013
Travel plan finalised March 2014
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1. Introduction

This employer Travel Plan has been developed through Sandwell General Hospital's involvement in the Smart Network, Smarter Choices programme. The programme led by Centro and Sandwell Metropolitan Borough Council (MBC), is funded through the Local Sustainable Transport Fund (LSTF). Sandwell General Hospital has been selected to take part in the project due to it being a large employer located on the No. 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

Sandwell General Hospital has been selected as a large employer on the No. 4 Bus Route corridor that employs over 2500 people, and is situated in Sandwell.

The Sandwell General Hospital is part of the Sandwell and West Birmingham Hospitals NHS Trust. It provides a range of general and specialist hospital services as well as serving as an acute teaching hospital.

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:

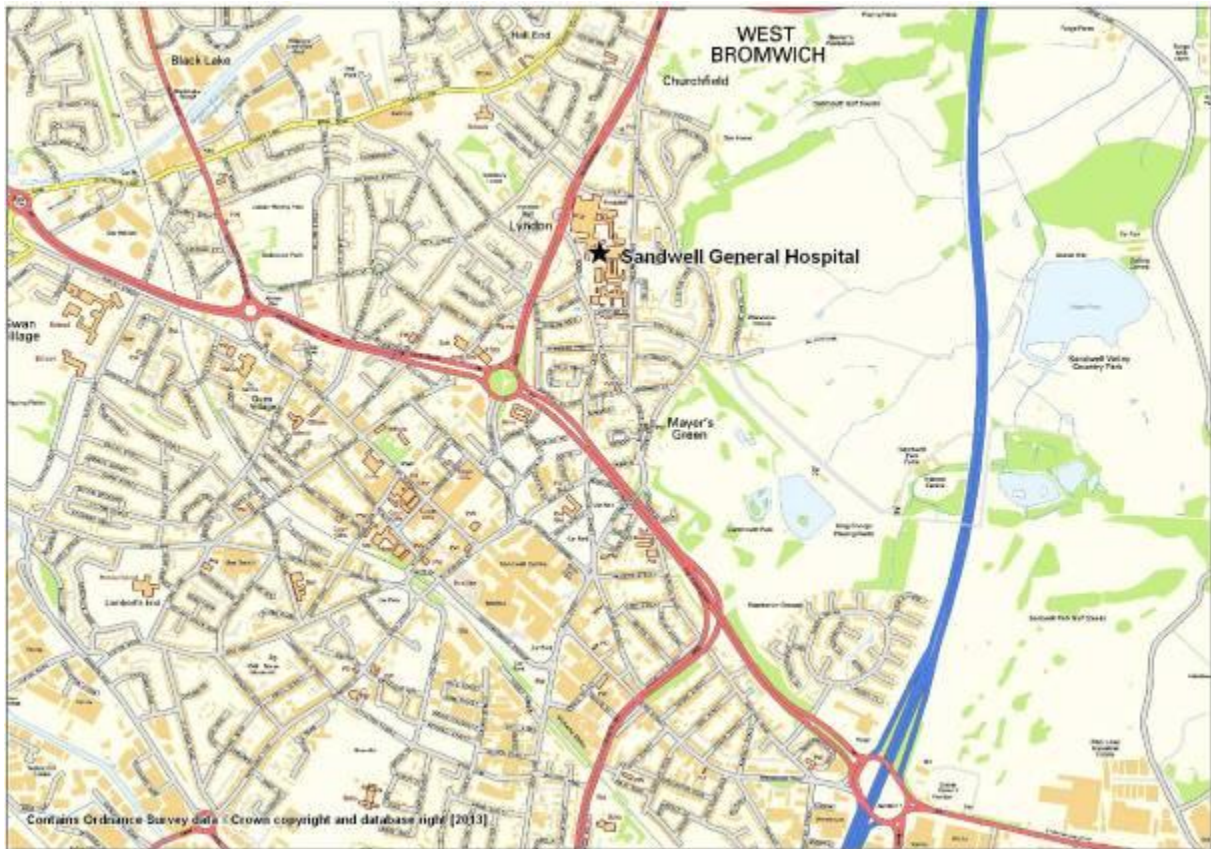
Employees	Number
Full-time	1603
Part-time	1036
Cross site working	112
Total	2639 (including cross site workers = 2751)

Operations at the Sandwell General are varied, with usual site operations continuing 24 hours a day. The site is also a major trip generator with around 2835 visitors per week.

Locality of the business

Figure 2.1 overleaf displays Sandwell General Hospital in a strategic context. West Bromwich town centre is approximately 1.5km to the south of the site. Junction 1 of the M5 is easily accessible, 2.9 to the east providing links to the rest of the West Midlands and beyond. Birmingham city centre is 9km to the south east and Wolverhampton city centre is approximately 12.5km to the north-west.

Figure 2.1 – Location of Sandwell General Hospital



Understanding the site

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

On-site Facilities

Car Parking

Car parking spaces are distributed across the site, in total there are 1130 parking spaces. 788 spaces are allocated to staff members, with an additional 79 allocated to consultants and 5 to disabled staff members.

There is a total visitor parking provision of 258 spaces of which 37 are allocated to disabled users.

A shuttle bus operates between the Sandwell General Hospital site and Birmingham City Hospital. It operates every 30 minutes in the daytime during core working hours and is available free of charge to all staff.

A barriers system is in place to control parking with permits for staff and a parking fee for visitors. There is a charge in place for staff permits which is calculated based on income and working hours. Figure 2.2 shows an example of barrier in place at the entrance to one of the car parks.



Figure 2.2 –Barrier to staff car park

Vehicular traffic can access the site from all sides. There are six priority entrances which are outlined below:

- Hallam Street – Combined visitor and staff entrance
- Hallam Street – Combined visitor and staff entrance
- All Saints Way – Emergency vehicle access only
- All Saints Way – Staff access
- Little Lane – Visitor access
- Lyndon – Visitor access

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.



Figure 2.3 – Cycle stands occupied by scooters

Cycle Parking

20 cycle stands are available to both staff and visitors, one of the cycle parking areas is shown below in Figure 2.4. Motorcycles and scooters occupying cycle parking may deter some individuals from cycling in to the site. The installation of Sheffield stands may help to combat this.



Figure 2.4 – Securable cycle bins/lockers

On-site facilities

There are some 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 well provisioned with facilities for staff and visitors including: a canteen; a gym; shops; and ATMs.

Sustainable Transport Links

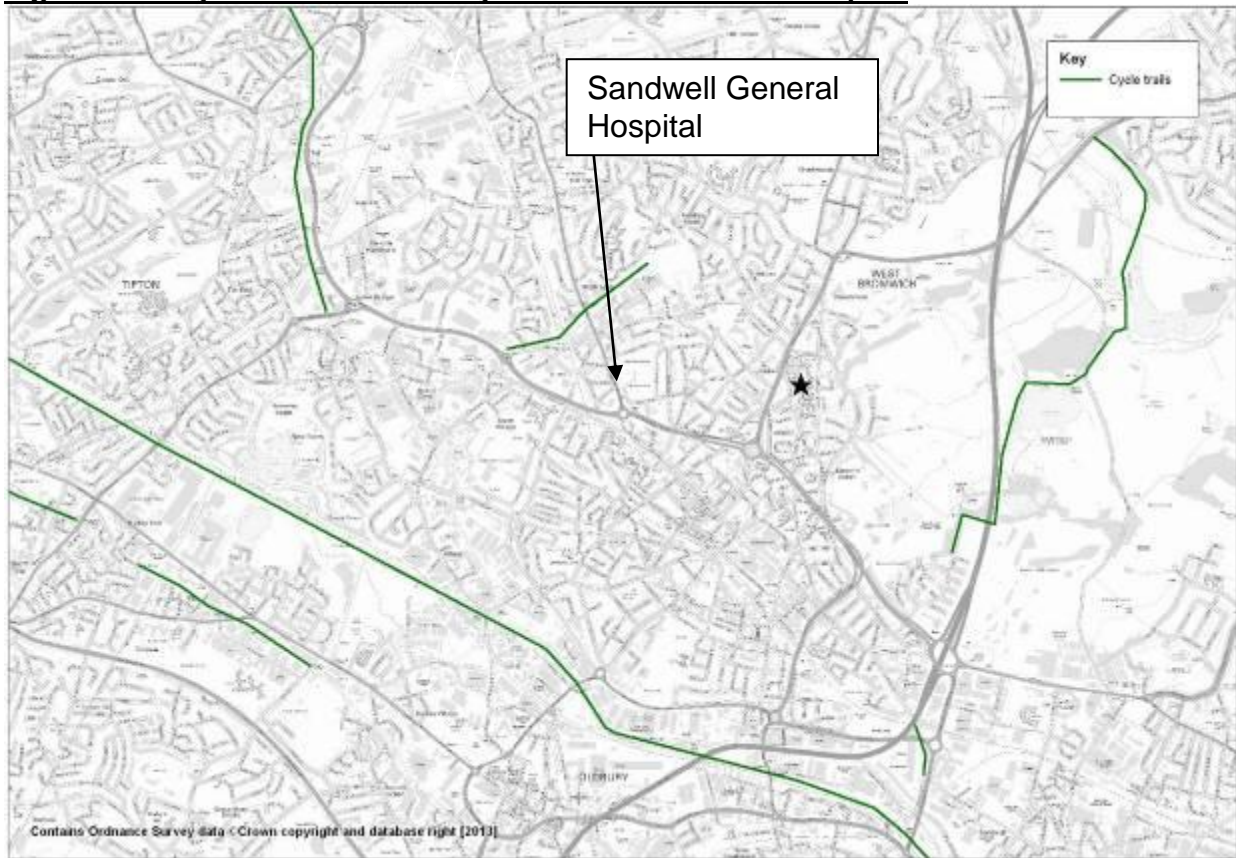
Footpaths and Cycleways

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.

One cycle route close to the site is the Sustrans maintained NCN5, which provides a largely off road route to Birmingham city centre using the canal network.

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

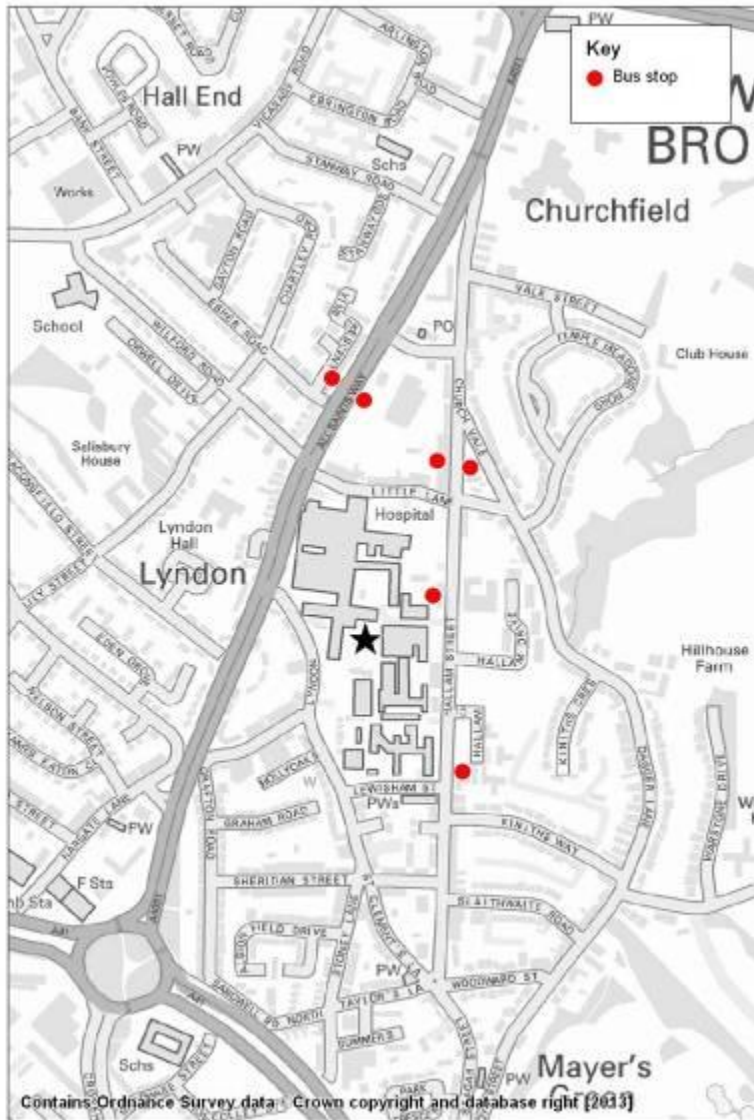
Figure 2.5 – Cycle routes in vicinity of Sandwell General Hospital



Bus services

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

Figure 2.6 – Bus stops near the Hospital site



Key services along these routes are outlined in Table 2.1.

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

Service	Route	Operator	Frequency	First Bus	Last Bus
4	Walsall – West Bromwich via Stone Cross	Diamond	Monday – Saturday (approx. every 15 mins, Mon-Fri)	06:26	19:24
4	Walsall - Blackheath	National Express West Midlands	7 days a week (approx. every 15 mins)	04:40	23:25
4H	Walsall – Halesowen via West Bromwich	Diamond	Monday – Saturday (approx. every 20 mins, Mon-Fri)	06:43	18:03
4H	Walsall – Halesowen via West Bromwich	National Express West Midlands	Monday – Saturday (every 30 mins, Mon-Fri)	06:55	17:24
4M	Walsall – Merry Hill via West Bromwich	Diamond	Monday – Saturday (hourly, Mon-Fri)	06:09	18:09
4M	Walsall – Merry Hill via West Bromwich	National Express West Midlands	7 days a week (every 30 mins, Mon-Fri)	04:40	23:25

Table 2.1 – Bus service information

Rail

Sandwell and Dudley is the closest rail station to the site. It is located approximately 3.2 km to the south.

Metro

West Bromwich Metro stop is located approximately 1.6km or a 20 minute walk from the site. It is located close to the West Bromwich bus station which has several services which run up to the hospital site.

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 Sandwell General Hospital. The survey received 228 responses, which gives a response rate of 8.6% based on 2639 employees.

Current Mode of Travel

Figure 4.1 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.

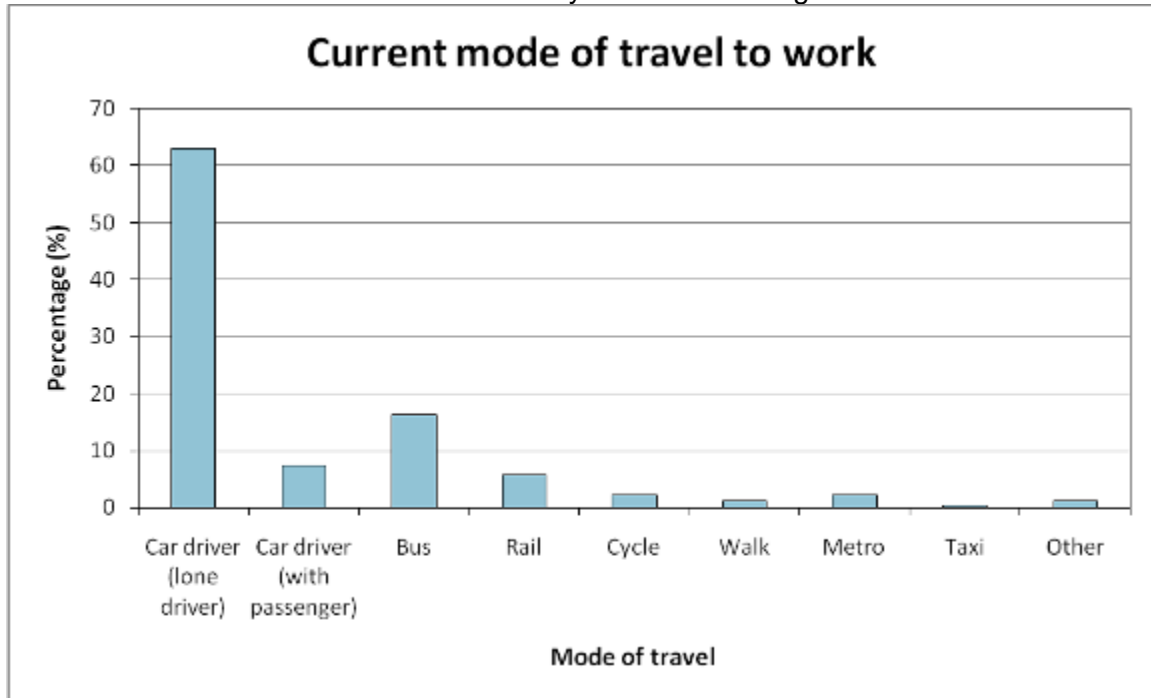


Figure 4.1 - Main mode of travel for staff

Mode of travel	Respondents	%
Car driver (lone driver)	143	63
Car driver (with passenger)	17	7
Bus	37	16
Rail	13	6
Cycle	5	2
Walk	3	1
Metro	5	2
Park and ride	0	0
Cycle and ride	0	0
Taxi	1	0
Other	3	1
Base	227	100

Table 4.1 Mode of travel for staff at Sandwell General Hospital

63% 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 bus was another popular choice with 16% choosing this mode.

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

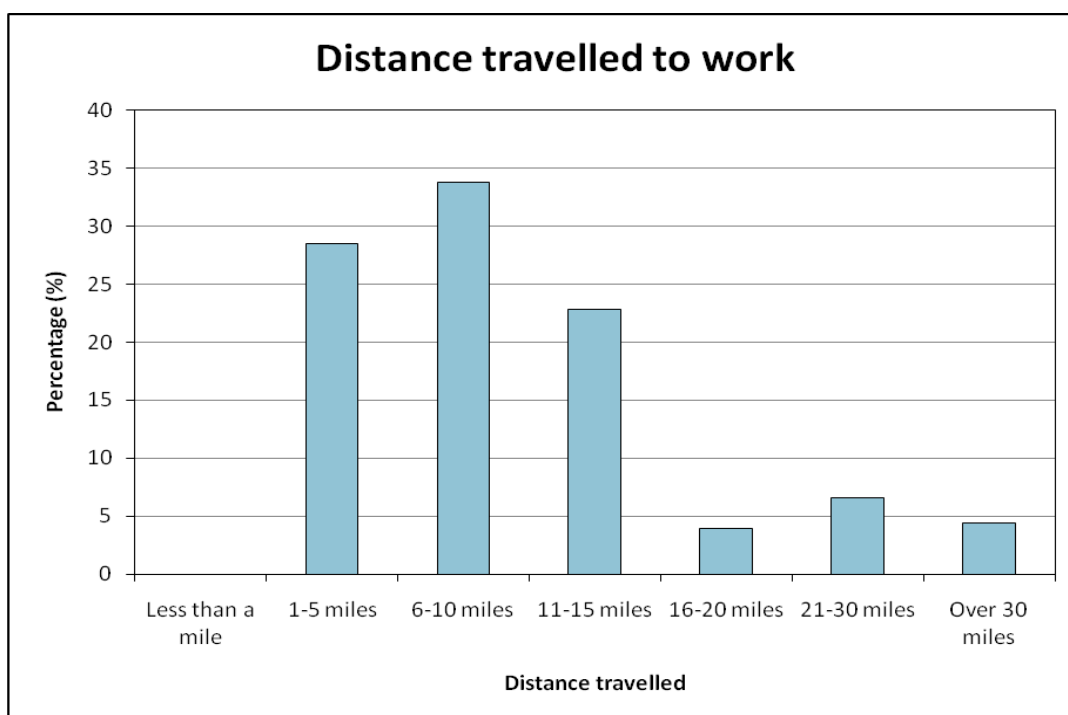


Figure 4.2 – Distance travelled to work by staff

Distance travelled	Respondents	%
Less than a mile	0	0
1-5 miles	65	29
6-10 miles	77	34
11-15 miles	52	23
16-20 miles	9	4
21-30 miles	15	7
Over 30 miles	10	4
Base	228	100

Table 4.2 Distance travelled to get to Sandwell General Hospital

29% 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. The largest proportion of staff (34%) live between 6-10 miles of the hospital.

Use of car during the working day

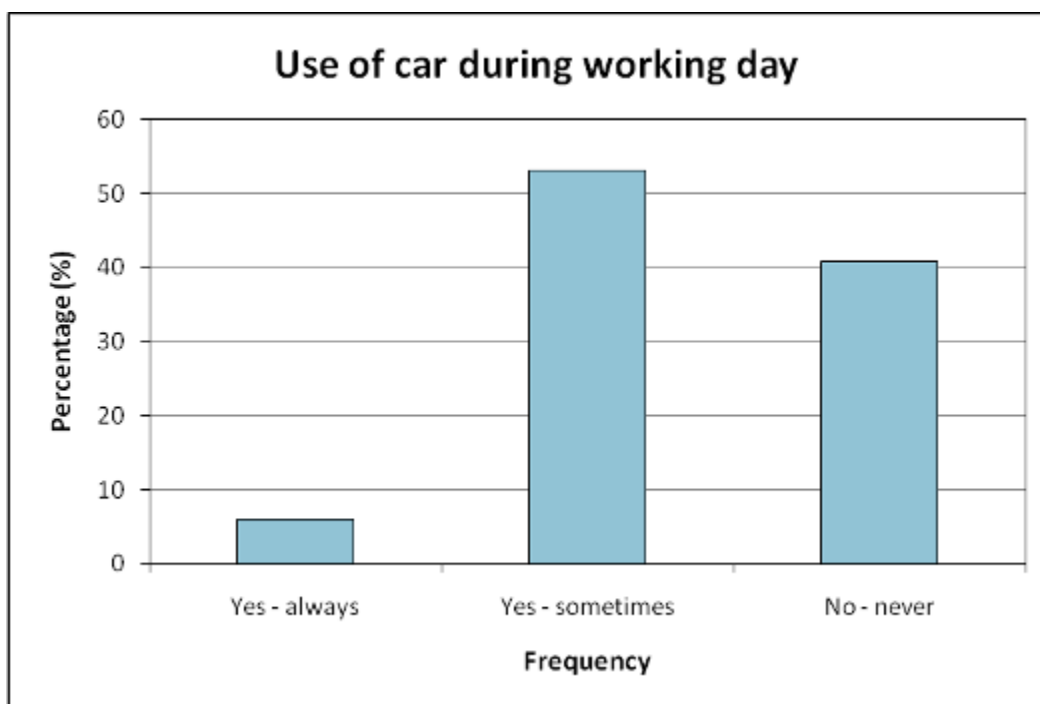


Figure 4.3 – Use of car for work related activity

Use car throughout working day	Respondents	%
Yes - always	10	6
Yes - sometimes	87	53
No - never	67	41
Base	164	100

Table 4.3 Use of car for work related activity

As Figure 4.3 suggests work related travel is a factor for travelling to work amongst staff at Sandwell General Hospital. 59% of those who travel by car responded with either “Yes – always” or “Yes – sometimes” when asked if they used their car for work purposes. However there is a large proportion that doesn’t use their cars during the work day and these respondents are ones which should be targeted to use alternative modes of transport.

Reason for travelling to work by car

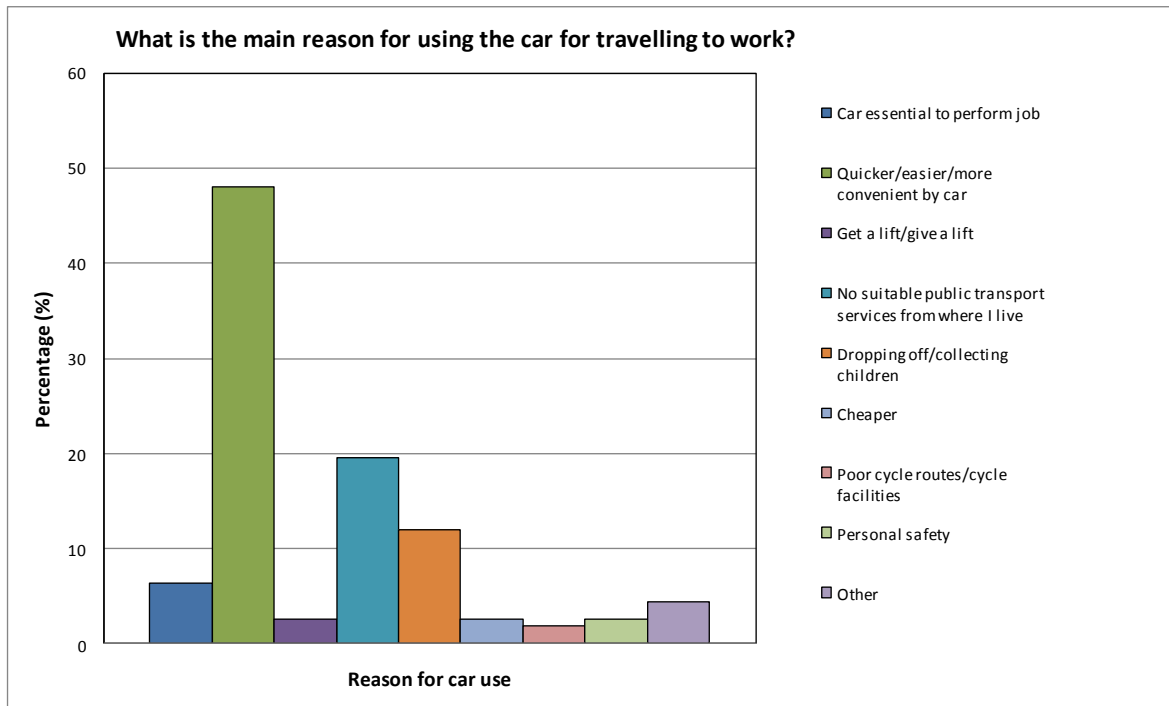


Figure 4.4 – Main reason for travelling by car to Sandwell General Hospital

Main reason for travelling to work by car	Respondents	%
Car essential to perform job	10	6
Quicker/easier/more convenient by car	76	48
Get a lift/give a lift	4	3
No suitable public transport services from where I live	31	20
Dropping off/collecting children	19	12
Cheaper	4	3
Poor cycle routes/cycle facilities	3	2
Personal safety	4	3
Car parking available	0	0
Health reasons	0	0
I use it before/after work (eg go to the gym)	0	0
Other	7	4
Base	158	100

Table 4.4 Reasons for travelling to work by car

Figure 4.4 shows that 48% 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”. The staff which gave these responses could be approached to see if there is a more sustainable way for them to travel to work as it maybe that public transport or cycling is actually quicker.

Opportunities to Promote Sustainable Modes

Staff were asked what would enable them to use their car less (Figure 4.5) and what mode would they use to get to work if car travel were unavailable (Figure 4.6).

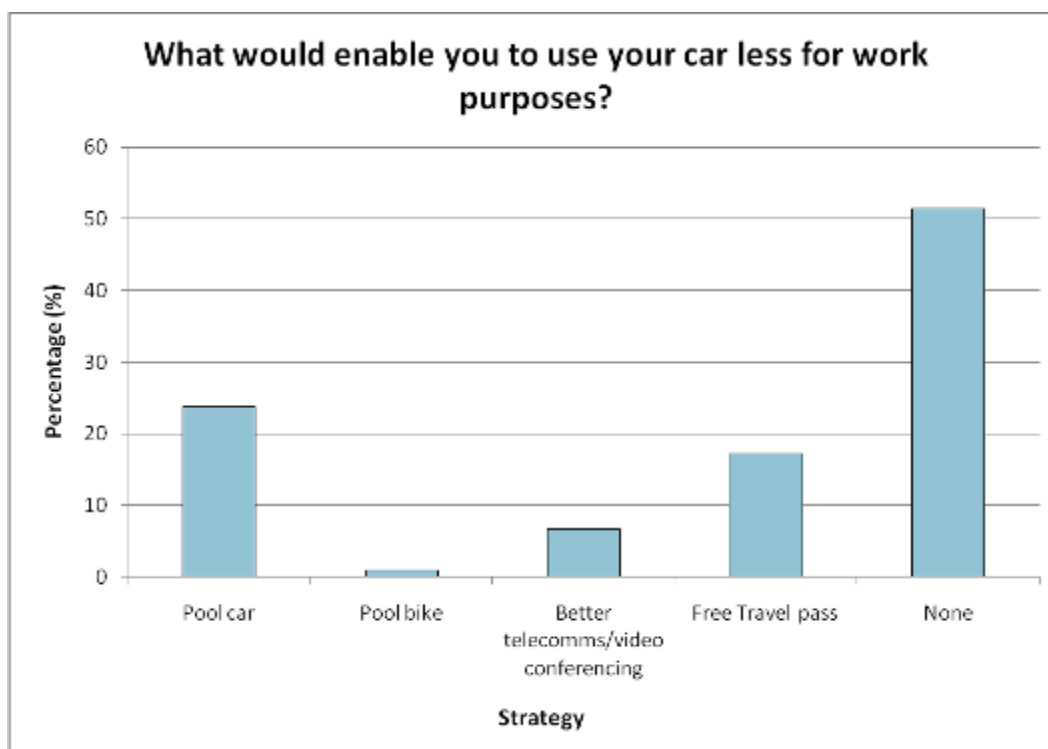


Figure 4.5 – Strategies to decrease car usage during the working day

What would enable you to use your car less for work during the day	Respondents	%
Pool car	25	24
Pool bike	1	1
Better telecomms/video conferencing	7	7
Free Travel pass	18	17
None	54	51
Base	105	100

Table 4.5 Strategies to reduce car usage during the working day

51% 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 is the most

popular alternative with 24% of the responses. A free travel pass is also a popular alternative.

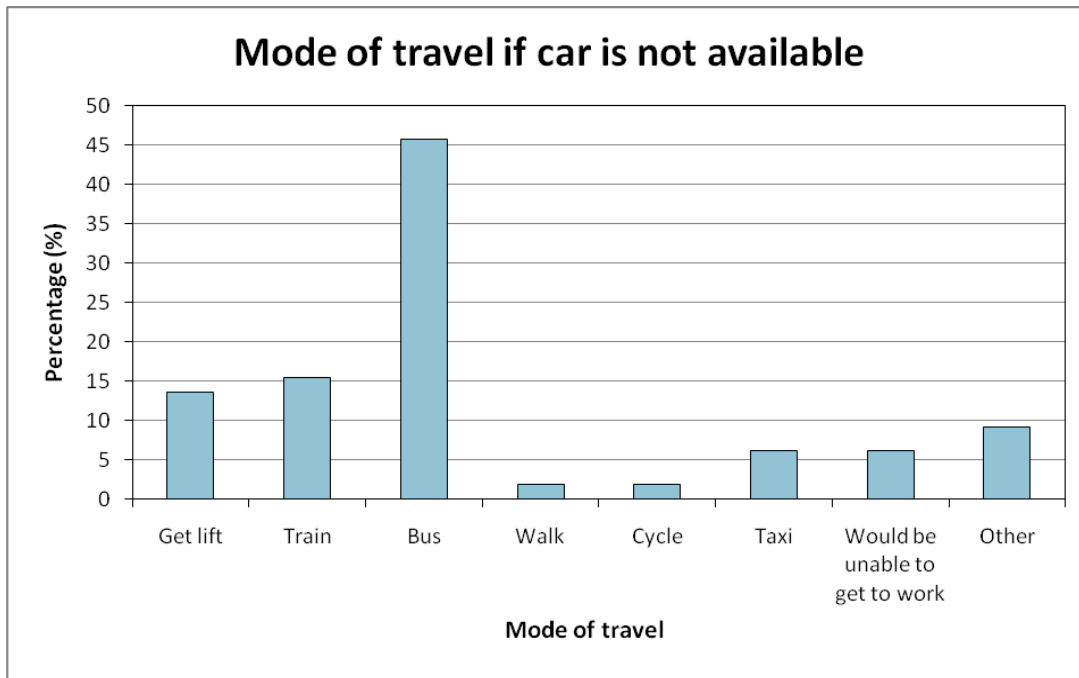


Figure 4.6 – Alternative mode of travel when car is unavailable

Mode of travel if car not available	Respondents	%
Get lift	22	14
Train	25	15
Bus	74	46
Walk	3	2
Cycle	3	2
Taxi	10	6
Would be unable to get to work	10	6
Other	15	9
Base	162	100

Table 4.6 Alternative mode of travel when car is unavailable

When asked how staff would travel if their car were unavailable the most popular response was the bus with 46%. The train was the second most popular response with 15%. This shows that people are able to travel to work without the use of their cars and these people should be targeted to try and persuade them to travel to work in a more sustainable way.

Car Sharing

Staff that travelled in by car were asked what would encourage them to car share. The results are shown in Figure 4.7.

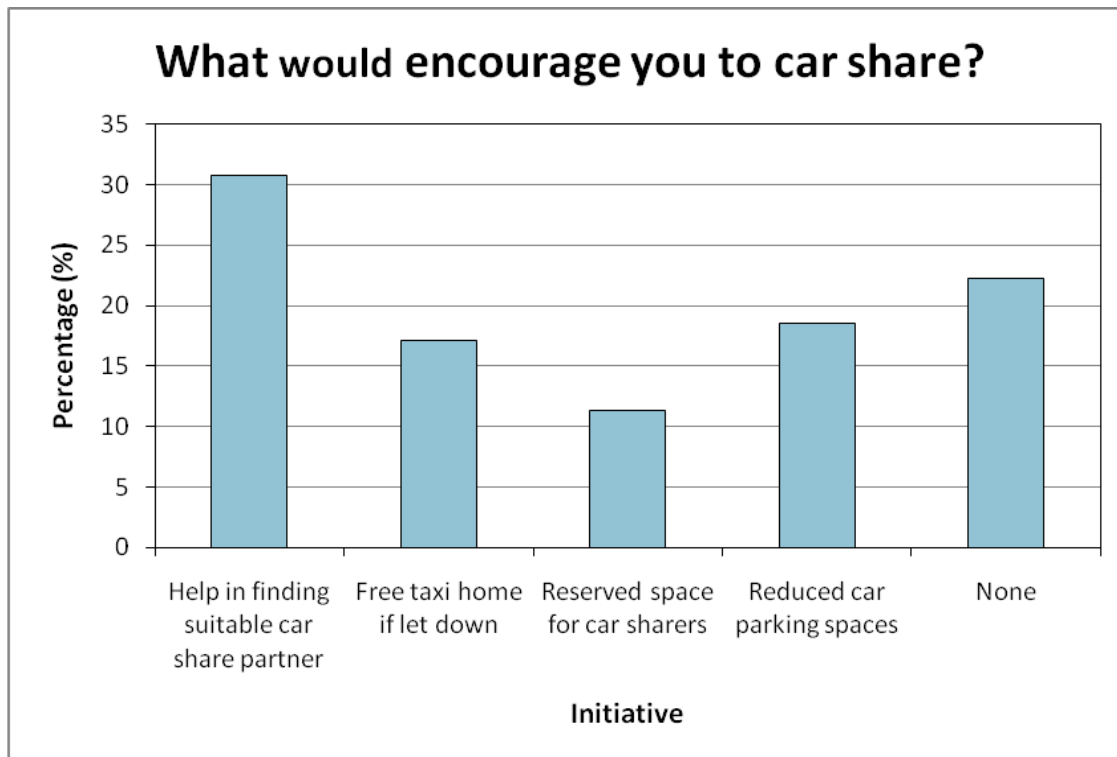


Figure 4.7 – Potential measures to encourage car sharing

What would help you car share	Respondents	%
Help in finding suitable car share partner	65	31
Free taxi home if let down	36	17
Reserved space for car sharers	24	11
Reduced car parking spaces	39	18
None	47	22
Base	211	100

Table 4.7 Initiatives to encourage car sharing

Help in finding a suitable car share partner was the most popular response to encourage car sharing with 31%. This was followed by reduced car parking spaces and free taxi home. Only 22% of staff felt that no measures would encourage them to car share so this method of alternative travel should be actively encouraged at Sandwell General Hospital to reduce the amount of lone drivers.

Alternative modes of travel to work

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 4.7.

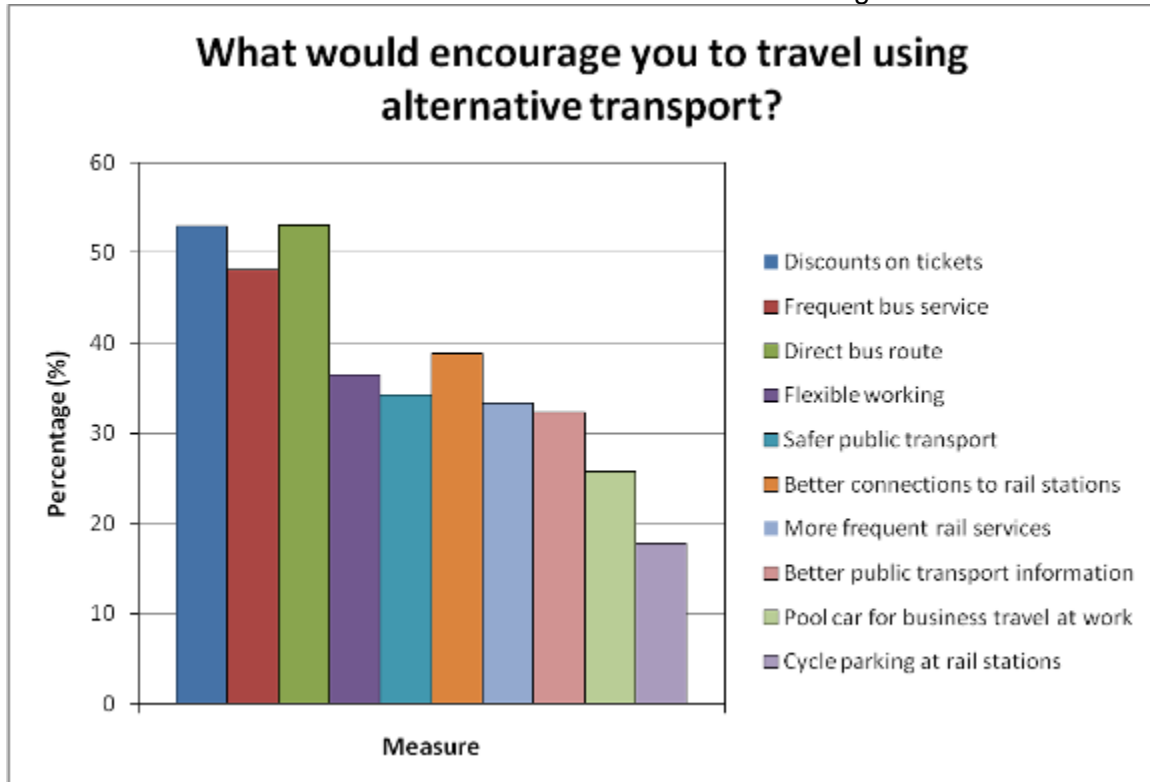


Figure 4.7 – Potential measures to increase sustainable travel

Measure	Respondents	Percentage (%)
Discounts on tickets	80	53
Frequent bus service	74	48
Direct bus route	79	53
Flexible working	38	37
Safer public transport	37	34
Better connections to rail stations	52	39
More frequent rail services	39	33
Better public transport information	33	32
Pool car for business travel at work	24	26
Cycle parking at rail stations	19	18

Table 4.7 Measure that would encourage staff to use alternative transport

A direct bus route and discounts on tickets were the most popular responses. This was closely followed by a frequent bus service. This shows that staff from Sandwell General Hospital are prepared to use other modes of transport if they are either offered incentives or infrastructure improvements in the form of better public transport routes to and from the site.

Baseline Modal Share – Sandwell General Hospital (June 2013)

Mode	Current travel to work
Car driver (lone driver)	63%
Car driver (with passenger)	7.5%
Bus	16.3%
Rail	5.7%
Cycle	2.2%
Walk	1.3%
Metro	2.2%
Taxi	0.4%
Other	1.4%

Conclusion

At present the car possesses a high modal share amongst staff at Sandwell General Hospital. There is potential for increased car sharing and use of buses to reach the site. Whilst targeting 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 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 Sandwell General 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 May 2013 staff travel survey and from the results of the site understanding. Targets are shown below in Table 5.1.

Table 5.1 Target Modal Split

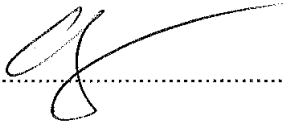
Mode	Baseline Mode Split	Interim Mode Split (Year 1: 2015)	Interim Mode Split (Year 2: 2016)	Target Mode Split (Year 5: 2019)	Total Target Mode Split (2015-2018)
Car driver (lone driver)	63%	62.5%	62%	60.5	- 2.5%
Car driver (with passenger)	7.5%	7.6%	7.7%	8%	+ 0.5%
Bus	16.3%	16.45	16.6%	17.05%	+ 0.75%
Rail	5.7%	5.7%	5.7%	5.7%	-
Cycle	2.2%	2.35%	2.5%	2.95%	+ 0.75%
Walk	1.3%	1.4%	1.5%	1.8%	+ 0.5%
Metro	2.2%	2.2%	2.2%	2.2%	-
Taxi	0.4%	0.4%	0.4%	0.4%	-
Other	1.4%	1.4%	1.4%	1.4%	-
Total target modal shift (2015-2018)					5%

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

5. Signature Sheet

Sandwell General Hospital, Sandwell

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