



**Alder Park, Harwich Road,
Little Bentley, Colchester**

Travel Plan Framework

on behalf of

Brand Art Ltd

July 2021

INTERMODAL TRANSPORTATION

IT2199

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APPENDIX A - TRAVEL QUESTIONNAIRE



1 INTRODUCTION

- 1.1 Intermodal Transportation Ltd (ITL), an independent consultancy specialising in highway engineering and transportation planning, have been appointed by Brand Art to produce a Travel Plan Framework (TPF) to set out the principles of the Travel Plan (TP) that would be implemented at a commercial development on land at Alder Park, located to the east of Harwich Road in Little Bentley, Colchester.
- 1.2 In preparing this document the Consultants have utilised their previous experience in preparing Travel Plans.
- 1.3 The development proposal involves a commercial scheme of 3451 sqm, which includes six office buildings and associated car parking spaces.

Travel Plan Aims

- 1.4 The aims of this TPF are listed below:
- Inform staff about sustainable choices and make staff at the site aware of the desirability to reduce travel by single occupancy private car trips.
 - To facilitate reduced vehicle mileage associated with travel.

Travel Plan Objectives

- 1.5 This TPF has been produced to encourage staff at the site to reduce their reliance on the use of the private car. It is anticipated that this would have the following benefits:
- Improve travel choice options to all.
 - Reduce demand for car parking and costs associated with car parking;
 - Reduce the number of single occupancy car trips
 - Reduce congestion and pollution caused by cars and the impact this has on people's health and on the environment.
 - Improve the health and fitness of those who walk or cycle rather than use the car. (According to the Health Education Authority cycling or walking briskly for half an hour a day can halve the risk of heart disease).
 - It may result in cost savings for staff who car-share, walk or cycle.
 - Enhance social inclusion and sense of community.
 - Improving accessibility by modes other than the car would make the site more accessible to people without a car.



2 BACKGROUND INFORMATION

Proposed Development & Planning History

- 2.1 Permission was granted for the provision of 2 buildings with a total floor area of 1500 sqm of office use on appeal (appeal ref: APP/P1560/W/19/3226387) after the original application dated 13th November 2017 (Ref 17/02014/FUL) was refused. The proposal now includes a commercial scheme of 3451 sqm, which includes six office buildings and associated car parking spaces.
- 2.2 The development proposal involves the provision of six units. The units would vary between 338 sqm and 733 sqm. Unit 1 would be three storey whilst Unit 6 would consist of a ground floor only. The remaining four units would be double storey.

Site Location

- 2.3 The site is located 8km to the east of Colchester and approximately 1.4km to the south-west of Little Bentley. The site is currently an open field and is situated to the east of Harwich Road. The southern and eastern boundaries of the site interface with agricultural land. The western boundary is adjacent to Harwich Road. The site's northern boundary is bounded by a farm house/cottages. The site location in the local and wider context is shown on drawing IT2199/TPF/01.

Local Road Network

- 2.4 Harwich Road is subject to the national speed limit for a single lane carriageway, i.e. 60mph. Within the vicinity of the site, Harwich Road runs in a roughly south-west to north-east alignment. The carriageway contains an inward bend along the frontage of the site which improves visibility to some extent. Harwich Road is approximately 7.3m wide adjacent to the site without footways on either side.
- 2.5 Harwich Road connects with the A120 forming a roundabout junction approximately 250m to the north of the site. The A120 / Harwich Road roundabout has been recently constructed, replacing the priority junction. The roundabout operates as a 5 arm roundabout, with one arm serving as a farm access.
- 2.6 To the south of the site, Harwich Road continues towards Elmstead Market and changes in name to Bromley Road, which joins Clacton Road forming a priority junction. Clacton Road forms part of the A133 and serves as an access to Colchester. The east and westbound lanes of the A133 are separated by hatch markings within Elmstead Market and by a central grass reserve further west.



2.7 To the south of the site, the A120 slips connect with the A133 forming an at grade roundabout junction. Red / yellow lines are marked horizontally along the southbound slip on the approach to the roundabout.

2.8 The site is well connected to the wider trunk road network, which provides a good level of accessibility to Colchester.

Walking

2.9 The 2019 National Travel Survey (NTS) indicates that 80% of trips of less than 1 mile (or 1.6km) are undertaken on foot. It is therefore considered that distance should be regarded as applicable in terms of defining the walk in catchment of a new development such as the development proposal.

2.10 Given the rural location of the site, there are no facilities within the vicinity of the site. Hence walking trips to the site would be modest.

2.11 It is considered that in the context of a rural site such as the study site, car sharing represents the most likely sustainable mode to be used by staff for travel to / from the site. As such, it is considered that where possible staff at the site should be encouraged to car share as that would reduce single occupancy vehicle trips.

Cycling

2.12 The former national planning guidance PPG13 paragraph 77 states that "*Cycling also has potential to substitute for short car trips, particularly those less than 5 kilometres, and to form part of a longer journey by public transport*".

2.13 Taking into account the 5km cycle distance, which equates to approximately 20 minutes cycling time, the catchment area of the site by cycle would include Elmstead Market, Great Bentley, Little Bentley, Tendring and some of the surrounding villages.

2.14 The site is located close to National Cycle Route (NCR) 51. NCR 51 passes along Harwich Road which is located immediately to the west of the site. The route runs through Milton Keynes, Bedford, Bury St Edmunds, Ipswich and also links Oxford and Cambridge along with Felixstowe, Harwich and Colchester. Within the vicinity of the site, NCR 51 passes through Rectory Lane and follows the route along Harwich Road and continues towards Elmstead Market.

Bus

2.15 Guidance generally recognises that walking distances to access bus services should lie between a desirable distance of 400m and acceptable distance of 800m. Furthermore, it is generally recognised that the maximum convenient walking distance in order to access



urban bus services is around 500m. This walking distance to a bus stop has emerged from theoretical studies and has been supported by research undertaken for the National Travel Survey (NTS).

- 2.16 The closest bus stop to the site is the Mary Lane bus stop located 940m to the south of site on Harwich Road. Table 2.1 summarises the bus services available from this bus stop.

TABLE 2.1: BUS SERVICE SUMMARY

Bus Service	Route	Weekday	
		Operation	Frequency
77A	Colchester–Hare Green–Frating–Great Bentley–Aingers Green–St Osyth	08:40–10:40 14:06–15:28	2 Buses
105	Colchester–Great Bromley–Little Bentley–Tendring Heath–Weeley–Walton on Naze	08:21–19:47	1 Hour
107	Colchester–Great Bromley–Little Bentley–Tendring Heath–Weeley–Walton on Naze	13:21–17:27	2 Buses

Train

- 2.17 The proposed development is located around 11 km from Colchester Town Railway Station. This is beyond the generally regarded reasonable upper limit walking threshold of 1km to access train services.
- 2.18 Trains at Colchester Town railway station are operated by Greater Anglia. Table 2.2 provides a summary of train services operating at the railway station.

Table 2.2: Summary of Train Services at Colchester Town Railway Station

Destination	Monday–Friday			
	Operating Times	Average Journey Time	Trains per Hour	Changes
London Liverpool Street	06:19–00:00	1 Hour 20 Min	2 to 4	1
Colchester	06:26–23:07	8 Min	2 or 4	1 or 2

Existing Travel Situation

- 2.19 Base data is essential to formulate and mould any travel plan. A baseline travel survey would be undertaken within 3 months of occupation of the health centre. However, for indicative purposes, at this stage, provisional baseline modal split data has been obtained from the Office for National Statistics (ONS) Method of Travel to Work survey undertaken as part of the 2011 Census (Nomis: WP7103EW). In the Nomis database, *Tendering*



E33026892, which includes the area that the site is located in, was selected as the *workplace zone*.

- 2.20 Table 3.1 below shows the modal split obtained from census data. The baseline modal split would be updated following the staff travel survey.

Table 3.1: Method of Travel To Work (Workplace Zone Tendering E33026892)

Mode	Number of People	%
Car on their own	150	92%
Car share	5	3%
Walk	3	2%
Cycle	2	1%
Public Transport	1	1%
Taxi	0	0%
Motorcycle	1	1%
Other method	0	0%
Total	162	100%

Baseline Survey Findings

- 2.21 The Census data shows that with 92% of journeys undertaken by car alone, the predominant mode of travel for journeys to work in the zone that the site is located in was single occupancy car trips. The next highest mode share was 3% for car share.
- 2.22 On the basis of the provisional modal split shown above in Table 3.1, subject to the results of the baseline travel survey, it is considered that there may be scope to reduce the modal share for single occupancy staff car trips to / from the development site and subsequently increase the mode shares for public transport and cycle use for staff trips.



3 TRAVEL PLAN MANAGEMENT

Travel Plan Co-Ordinator

- 3.1 It is proposed that a nominated representative of the health centre, the Travel Plan Co-ordinator (TPC), would take on the responsibility to manage the commitments of the TP for the development up to five years following full occupation of the new facility. The details and contact information of the staff member assigned the TPC duties is set out below: -

Name:

Email:

Tel:

- 3.2 The TP at the development will have a five-year life and will be an evolving document that will change over time to reflect the changing characteristics of the site in relation to staff turnover, which will ultimately result in ever changing travel habits.
- 3.3 The key to the success and implementation of a TP is to ensure that staff are consulted and involved at all stages and are provided with reasonable opportunities to use convenient more sustainable modes of travel.
- 3.4 The duties of the Travel Plan Co-ordinator will include the following.
- Undertake annual Staff Travel Surveys over five consecutive years and supply evidence of this to the District/Borough/City Council and the County Council;
 - Take responsibility for data collection and review of the Travel Plan;
 - Oversee the development and implementation of the Travel Plan on a day-to-day basis;
 - Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
 - Set up, co-ordinate and attend Steering Groups;
 - Act as a point of contact for all staff requiring information;
 - Ensure the travel information available is always up to date;
 - Liaise with external organisations, e.g. local authorities;
 - Negotiate with transport operators to secure discounts for staff;
 - Source and supply travel information packs for all site users



Partnerships

- 3.5 A TPSG would be organised and managed by the TPC for five years following beneficial occupation. Thereafter responsibility for managing the plan would rest with a nominated on-site business or the TPSG.
- 3.6 The Travel Plan Steering Group (TPSG) would be responsible for implementing the measures considered appropriate to effect the target reductions in SOV car trips associated with staff commuting and for ensuring that visitors are provided with information about travel options. The TPSG should monitor travel habits and help the TPC to develop the TP to respond to the travel needs of the occupants whilst reducing reliance on SOV private car trips. Co-ordinate the TP Steering Group meetings and liaison with CBC.



4 OBJECTIVES & TARGETS

Travel Plan Objectives

- 4.1 A TP is an important tool when implemented effectively as part of a comprehensive transport strategy to improving and managing access to a site. It is possible to achieve significant levels of modal shift away from the private car onto more sustainable modes of travel with a TP.
- 4.2 The objectives of this TPF are devised to support the employees at the development while working in partnership with the Council towards encouraging more sustainable travel arrangements. The key objectives of the TP are:
- To identify and understand the likely travel patterns for staff at the site;
 - Promote and encourage staff at the development to use more sustainable transport modes in preference to the use of the private car, in particular single occupancy vehicles (SOV);
 - To contribute positively to the sustainable operation of the site; and
 - To reduce car usage by staff in terms of the length and number of trips in their travel to and from the site.
- 4.3 The strategy of the TPF is to reduce the impact of car use and to promote and improve the accessibility of the site by encouraging staff to make use of alternative modes of transport, in particular:
- Walking;
 - Cycling;
 - Public transport; and
 - Car sharing.
- 4.4 As well as the aforementioned benefits, the TPF can be seen as providing benefits for the local community and the environment. These benefits are summarised as follows:
- The environment generally can benefit from reduced pollution improving the local air quality, less noise and dirt, and the reduced impact of national and global environmental problems such as global warming;
 - Reduce congestion on the local road network; and
 - Improved personal and road safety on the local road network.



Travel Plan Targets & Indicators

- 4.5 The overall aim of the TPF is to achieve reduction in the mode share of single occupancy vehicle (SOV) trips for staff journeys generated by the development. Implicitly it would, therefore, aim to encourage an increase in the mode share of sustainable travel modes such as public transport, cycling and walking for shorter journeys.
- 4.6 The targets can only be set following the baseline travel survey, which would be undertaken no later than 3 months after the occupation of the development.

Table 4.1: Targets for Travel Plan

Target Description	Timescale				
	Baseline Survey	Year 2	Year 3	Year 4	Year 5
Reduction in the mode share for SOV trips for staff journeys to / from the site (%)					
Increase in the mode share for sustainable travel modes for staff journeys to / from the site (%)					

- 4.7 In addition to the above targets, the TP includes the action targets shown in Table 4.2 below.

Table 4.2: Action Targets for Travel Plan

Target Description	Responsibility	Target
Ensure that all staff are aware of the ECC page of the internet based car share scheme e.g. https://liftShare.com/	TPC	Within 3 months of occupation



5 SUSTAINABLE TRAVEL OPPORTUNITIES

Introduction

- 5.1 It should be noted that there are numerous measures that work towards the aim of supporting more sustainable forms of travel and reducing the overall need to travel. However, each individual development should have a tailored package of measures based on the development site's own unique characteristics and location to effectively work towards the TP objectives.
- 5.2 An assessment of the 'hard measures' (i.e. site design, infrastructure, etc) have been undertaken. There are a number of measures which will be implemented from the outset of the development through good design, including the provision of cycle parking facilities. Furthermore, the operators will, wherever practical / possible, look to recruit from the local area. In addition, the following paragraphs highlight the measures that have been identified for inclusion in the TP:

Walking and Cycling

- 5.3 Walking is suitable for journeys under 1.6 km and can be combined with other methods, such as public transport to cover longer distances, whilst those employees who live within 5 km of the workplace are potential cycle commuters. The following measures have been identified to promote travel walking and cycling.
- Promote to staff the health benefits of regular exercise; employees will be provided with information regarding walking and cycling to the site;
 - Display/make available cycle network maps;
 - Provide secure under cover cycle parking at the site;
 - Offer the government based cycle to work purchase scheme to employees;
 - During the first year of occupation of the site a survey will be undertaken to establish if there are any problems with the site staff cycle parking facilities.

Public Transport

- 5.4 Public Transport can provide a good alternative to the car for many commuter and business related journeys. The following measures have been identified to promote travel walking and cycling.
- Display / make available public transport information and ensure that employees and visitors are aware of alternative modes;



- The site TPC would consider if there is a need to provide a guaranteed ride home service for staff who use bus services to travel to work in the event of an emergency;
- The TPC would liaise with local bus operators at regular intervals to promote the updating of local bus stop information and the running of existing services according to the timetable; and
- At the first, third and fifth anniversaries of the baseline travel survey, the TPC would provide to the bus operators, via the local authority, any relevant information arising from the staff travel survey and details of points raised periodically by employees on the level of service provided.

5.5 Bus stops would be provided to the north and south of the site access in order to improve accessibility to the site. Bus services 105 and 107 currently shuttle past the site and would serve the bus stops adjacent to the site.

5.6 Colchester Town railway station could also be accessed from the proposed bus stops via services 105 and 107 which serve railway station Stop B. The total journey time from the site would be approximately 30 minutes.

Car Sharing

5.7 Promote an internet based car share scheme e.g <https://liftShare.com/>. Car Sharing schemes encourage individuals to share private vehicles for particular journeys such as commuting. As such, the TPC will promote the web-based scheme which is available to all individuals in the Borough.

Marketing

5.8 An assessment of the marketing and promotion measures that could be the most effective in contributing to the success of the TP objectives at the proposed development has been undertaken.

5.9 Measures of the Travel Plan identified above, would be promoted and communicated throughout the development via a mixture of printed and electronic media. The following marketing and promotion strategies are listed below

- Publicise alternative transport modes in posters / newsletters / notice boards within the development.
- The marketing materials will be placed in highly accessible and visible locations in order to ensure that staff are aware of the non-car modes available for travel to / from the site.



- Information will be published and circulated to staff through a variety of media. This will ensure that a larger proportion of staff have access to the information. For each 'event' the TPC will choose which form of media is a) the most suitable, b) possible, c) most likely to be successful in attracting attention and support and d) affordable.

Action Plan

- 5.10 The measures identified above will be implemented on first occupation of the site and will continue over the life of the TP, i.e. five years post full occupation.
- 5.11 An indicative timescale for implementing the TP is shown below in Action Plan Table 5.1.

Table 5.1: Action Plan Timescale

Implementation Timescale	Measures	Responsibility	Completed
Planning Stage	<ul style="list-style-type: none"> Production of Travel Plan Framework 	ITL	Y
Within 1 month of occupation	<ul style="list-style-type: none"> Assignment of the TPC duties and confirm contact details to the Council 	TPC	
Within 3 months of occupation	<ul style="list-style-type: none"> Promote to staff an internet based car share scheme Undertake baseline travel survey and analyse results of surveys 	TPC	
At beneficial occupation	<ul style="list-style-type: none"> Set up Travel Plan Steering Group and organise meetings 	TPC	
Annually for the first 5 years following the baseline travel survey	<ul style="list-style-type: none"> Organise travel surveys Summarise information on travel surveys 	TPC	
Throughout the 5 year lifetime of the TP	<ul style="list-style-type: none"> Publicise alternative transport modes (i.e. promotional activities, link to local/national campaigns, etc) Encourage walking, cycling and public transport via the measures shown above in Section 5 Ensure senior management take appropriate responsibility and monitor travel behaviour 	TPC	



6 MONITORING & REVIEW

Staff Travel Survey

- 6.1 A Staff Travel Survey will be undertaken by the Travel Plan Co-ordinator once the 50th member of staff has been employed on the development, from which baseline data will be retrieved and targets set.
- 6.2 Monitoring travel surveys will be undertaken on an annual basis for the first 5 years following the baseline survey.
- 6.3 The Travel survey will consist of a staff questionnaire survey, which will either be distributed in hard copy format or set up as an interactive online travel survey. Throughout the life of the TP, the travel questionnaire will remain unchanged to provide consistent and comparative results. The questionnaire, amongst other issues, enables travel and distance data for staff trips to / from the site to be recorded as part of the monitoring process. An example staff travel questionnaire is contained at Appendix A of this report.

Review

- 6.4 Monitoring reports will be prepared and submitted to the Council ECC Sustainable Travel Planning Team at the time of the monitoring intervals.
- 6.5 The reviews of the TP will be undertaken in order to establish the effectiveness of the TP in relation to meeting the targets and the impact of other sustainable transport developments that may have occurred in the area.



7 SUMMARY

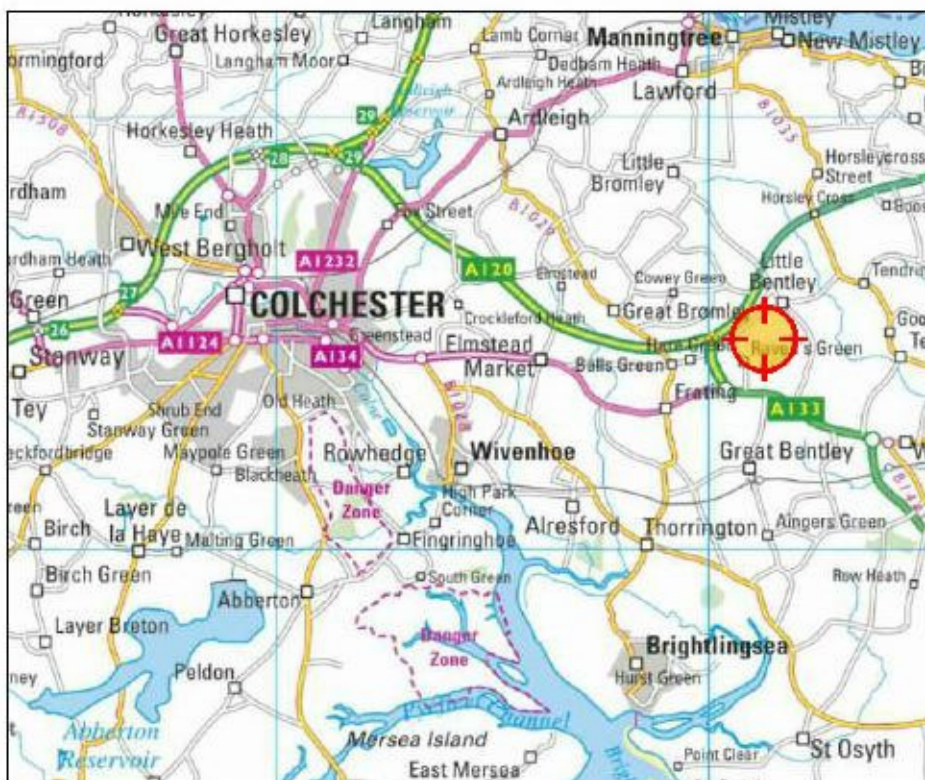
- 7.1 Intermodal Transportation Ltd (ITL), an independent consultancy specialising in highway engineering and transportation planning, have been appointed by Brand Art to produce a Travel Plan Framework (TPF) to set out the principles of the Travel Plan (TP) that would be implemented at a commercial development on land located at Clip Hedge Farm, Harwich Road, Little Bentley.
- 7.2 The client has agreed to these Travel Plan arrangements, which demonstrate the importance of, the environmental, health and commercial benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. The developer is committed to developing this programme with the support of Essex County Council.
- 7.3 The businesses located on site will be responsible for the ownership of the Travel Plan.



DRAWINGS



WIDER CONTEXT



LOCAL CONTEXT



SITE LOCATION

IT Project:
**ALDER PARK,
HARWICH ROAD,
LITTLE BENTLEY**

Drawing Title:
**SITE LOCATION IN LOCAL
AND WIDER CONTEXT**

Sheet 1 of 1

Rev Description Date

Client:
BRAND ART LTD

Drawn By:
DS

Approved By:
JB

Drawing No:
IT2199/TPF/01

CAD File:
IT2199/TA/01.DWG

A4

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Date:
NOV 2020

Scale:
NTS



**Intermodal
TRANSPORTATION**

Hunters Court
Dobden Road
Saffron Walden
Essex CB11 4AA



APPENDIX A

Travel Questionnaire

Your employer has agreed with the Council to undertake a travel survey as part of a monitoring programme in relation to the operation of this development. Would you please therefore fill in the questionnaire about how you usually travel to work. Please tick the appropriate box for each question and return the form toby Thank you for your co-operation

GENERAL QUESTIONS

1) Date today?

D	D	M	M	Y	Y
---	---	---	---	---	---

2) Gender?

Female

☐

Male

☐

3) What is your home postcode?

--	--	--	--	--	--

4) Do you have a disability which affects your travel arrangements?

Yes

☐

No

☐

5) Do you work:

Part time

☐

Full time

☐

6) What is your grade or job title?

.....

QUESTIONS ABOUT YOUR JOURNEY TO WORK

7) How far do you travel to get to work?

(to the nearest mile)

--	--

8) How long does your journey to work take?

(normally, to the nearest five minutes)

--	--	--

9) What time do you normally arrive at work?

(to the nearest quarter hour)

--	--	--	--

10) How do you normally travel to work?

(Please tick the form of transport which forms the longest part of your journey)

<input type="checkbox"/>	Walk
<input type="checkbox"/>	Cycle
<input type="checkbox"/>	Bus
<input type="checkbox"/>	Train
<input type="checkbox"/>	Car on your own
<input type="checkbox"/>	Car share
<input type="checkbox"/>	Motorcycle
<input type="checkbox"/>	Other (how?)

11) Which of the following do you sometimes use instead of your usual travel method?

<input type="checkbox"/>	Walk
<input type="checkbox"/>	Cycle
<input type="checkbox"/>	Bus
<input type="checkbox"/>	Train
<input type="checkbox"/>	Car on your own
<input type="checkbox"/>	Car share
<input type="checkbox"/>	Motorcycle
<input type="checkbox"/>	No alternative
<input type="checkbox"/>	Other (how?)

12) What was your main form of transport to the site during the last 5 days?

DATE:

Public Bus
Private Bus
Cycle
Car – alone
Car share - as passenger or driver
Motorcycle or Scooter
Taxi
Train
Walk
Did not work on these days
Worked from home
Worked at another site

DAY1	DAY2	DAY3	DAY4	DAY5

13) If you travel to work by car, what are your main reasons for doing so?

<input type="checkbox"/>	Car essential for performing job
<input type="checkbox"/>	Activities before and/or after work
<input type="checkbox"/>	Get a lift
<input type="checkbox"/>	Health reasons
<input type="checkbox"/>	Lack of alternative
<input type="checkbox"/>	Other (please specify)

14) Where do you usually park?

<input type="checkbox"/>	On site car park
<input type="checkbox"/>	On street nearby
<input type="checkbox"/>	Elsewhere (please specify)

15) Would you car share?

<input type="checkbox"/>	Yes I do already
<input type="checkbox"/>	Yes if car share partners were available
<input type="checkbox"/>	No (please give your reasons)

16) If you normally travel by car, which of the following reasons would encourage you to consider travelling by public transport? (If you already do, what improvements would you like to see) Tick no more than 2

- ☐ More direct bus routes
- ☐ More frequent bus service
- ☐ Better lighting at bus shelters
- ☐ Discount tickets/passes through work
- ☐ Loss of workplace parking
- ☐ Imposition of parking charges at work
- ☐ Public transport information
- ☐ None
- ☐ Other (please specify)

17) Which of the following would most encourage you to car share?

- ☐ Help in finding car share partners
- ☐ Guaranteed ride home in emergencies
- ☐ Reserved parking for car sharers
- ☐ Other (please specify)

18) Which of the following would most encourage you to walk / cycle to work? (If you already do, what improvements would you like to see) Tick no more than 2

- ☐ Safer, better lit routes
- ☐ Improved cycle parking at work
- ☐ Improved changing facilities & lockers
- ☐ Scheme to buy cycle at a discount
- ☐ None
- ☐ Other (please specify)

QUESTIONS ABOUT BUSINESS TRAVEL

This section is only relevant for staff members who leave the site during the day on business, i.e. to attend meetings. Therefore if you are permanently based at the site you do not need to complete this section.

19) How often do you leave the site on business?

- ☐ Never
- ☐ Up to 3 times a month
- ☐ Once a week
- ☐ 2-3 times a week
- ☐ Daily

20) How many days during an average / typical week are you at the site?

- ☐ Every weekday
- ☐ 3-4 days per week
- ☐ 2-3 days per week
- ☐ 1-2 days per week
- ☐ At least monthly
- ☐ Less than monthly

21) If you normally travel on business, how do you normally make this journey?

- ☐ Car on your own
- ☐ Car share
- ☐ Bus
- ☐ Train
- ☐ Walk
- ☐ Cycle
- ☐ Other (please specify mode of travel)

Are there any particular comments you would like to make, or issues which need addressing, which relate to travel to or from the site. Any suggestions towards improving the current travel situation or specific problems would be appreciated.