Approved NDP Manufacturing Building, Ipsen Biopharm

Wrexham Industrial Estate

Travel Plan

Prepared for



Ipsen

November 2025
3402-01-TP01

Document Control

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CONTENTS

1.0 INTRODUCTION 1
1.1 Overview 1
1.2 Report Structure 2
2.0 TRAVEL PLAN CONTEXT 4
2.1 Background to Travel Plans 4
2.2 Objectives and Benefits of the Travel Plan 5
3.0 ACCESSIBILITY BY SUSTAINABLE MODES OF TRANSPORT 7
3.1 Introduction 7
3.2 Pedestrian Accessibility 7
3.3 Access to Public Transport 9
3.4 Accessibility Summary 10
4.0 AIMS, OBJECTIVES AND TARGETS 11
4.1 Aims and Objectives 11
4.2 Targets 11
4.3 Initial Travel Research 12
5.0 PROPOSED TRAVEL PLAN MEASURES 14
5.1 Introduction 14
5.2 Travel Plan Coordinator 14
5.3 Encourage and Promote Sustainable Travel 15
5.4 Site User Travel Information Packs 15
5.5 Travel Survey 16
6.0 PLAN MONITORING REVIEW 17
6.1 Overview 17
6.2 Travel Plan Targets 17
6.3 Monitoring 17
6.4 Plan Review 18

IMAGES

Image 1.1 – Site Location 2
Image 2.1 – TP Pyramid from DfT's 'Good Practice Guidelines' 4
Image 3.3 – 5km Cycle Catchment 9

TABLES

Table 4.1 – 2011 Census Modal Split 12
Table 4.2 – Indicative Modal Split Targets 13
Table 6.1 – Preliminary Action Targets 17

1.0 INTRODUCTION

1.1 Overview

1.1.1 This Travel Plan (TP) has been prepared by Axis on behalf of Ipsen Biopharm (hereafter referred to as 'the Applicant') this TP relates to the approved development of a New Drug Product (NDP) development building located off Ash Road North at Wrexham Industrial Estate in Wrexham (hereafter referred to as 'the Approved Development').

1.1.2 The site lies wholly within the administrative area of Wrexham County Borough Council (WCBC), who are the relevant Local Planning Authority (LPA) and Local Highway Authority (LHA). WCBC granted planning permission for the Approved Development in December 2025 with a number of planning conditions attached.

1.1.3 The purpose of this document is to comply with and discharge condition 14, which reads:

"14. No part of the development shall commence until a Travel Plan has been submitted to and approved in writing by the Local Planning Authority. The development shall be used in strict accordance with the details as are approved.

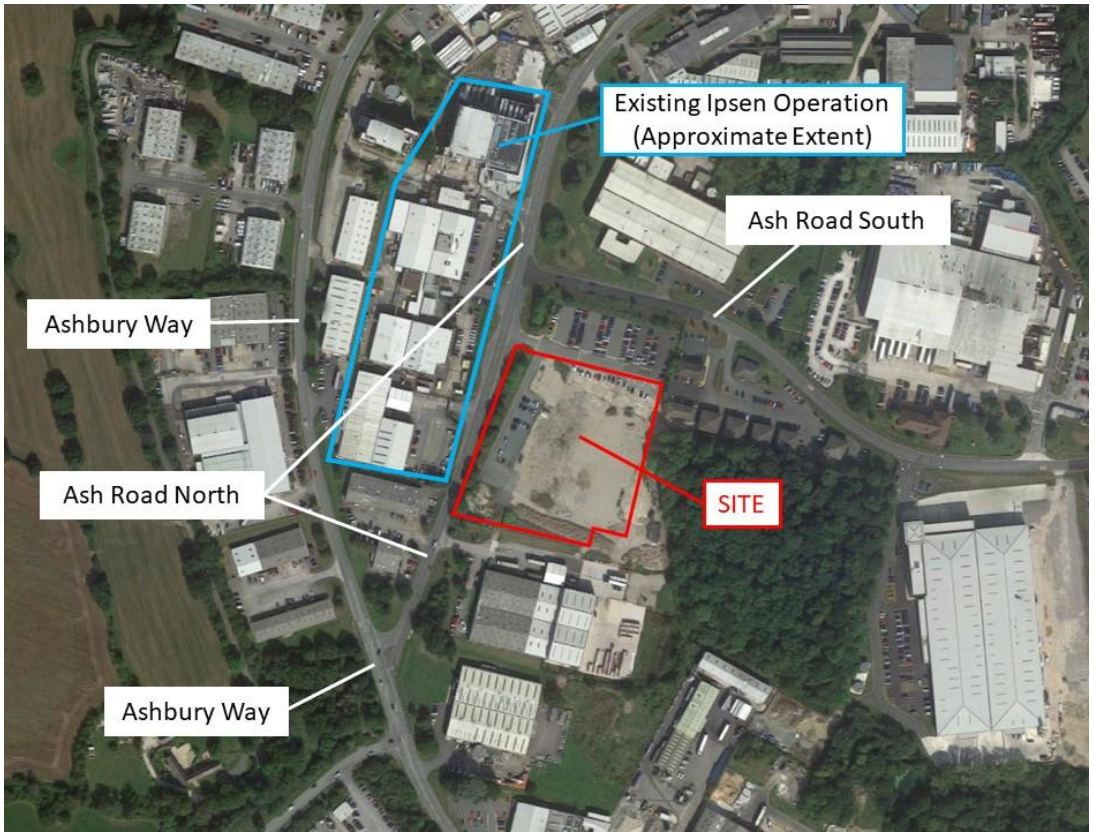
Reason(s)

1. To comply with Section 91(3) of the Town and Country Planning Act, 1990.

2. To comply with section 71ZA (2) of the Town and Country Planning Act 1990"

1.1.4 The site location is illustrated in **Image 1.1**.

Image 1.1 – Site Location



1.1.5 This TP has been produced to set out how employees of and visitors to the site (hereafter referred to as 'site users') will be encouraged to limit the number of single occupancy car trips and maximise the use of sustainable travel, such as walking, cycling, and public transport.

1.1.6 This TP is a dynamic, live document and hence will evolve over time to form a long-term strategy for the promotion of sustainable travel to / from the site.

1.2 Report Structure

1.2.1 The remainder of this TP is structured as follows:

i) Chapter 2 describes the relevant local and national Travel Plan policy and guidance context, alongside the objectives and benefits of the TP;
ii) Chapter 3 sets out the existing sustainable transport opportunities that can be utilised by site users when travelling to / from the site, with reference to local pedestrian, cyclist and public transport infrastructure;
iii) Chapter 4 sets out the aims, objectives and targets of the plan;

iv) Chapter 5 contains a series of TP measures that will be implemented at the approved development once occupied; and
v) Chapter 6 discusses the management of the plan and how it will be monitored and reviewed into the future.

2.0 TRAVEL PLAN CONTEXT

2.1 Background to Travel Plans

2.1.1 A TP is a package of practical measures aimed at reducing the transportation and traffic impact of a development. The main objective of a TP is therefore to reduce single occupancy private car use and encourage travel via more sustainable modes.

2.1.2 The Department for Transport's (DfT) *'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'* (April, 2009) introduces the concept of a 'Travel Plan Pyramid'. This helps to demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Image 2.1**.

Image 2.1 – TP Pyramid from DfT's 'Good Practice Guidelines'



2.1.3 The pyramid structure illustrates the 5-tier hierarchy of measures, and demonstrates the concept that each upper layer builds upon the more important foundations of the layers below.

2.1.4 The most important layer of the pyramid is considered to be the base, which shows that the key to making TPs work is the location of the development and its proximity to local facilities and services.

2.1.5 In terms of location, the development site is accessible by sustainable transport modes (see **Chapter 3**) and is also located within proximity to a range of services and amenities. It was on this basis that planning permission was granted for the scheme.

2.1.6 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel, which in this instance is again linked to the availability to utilise sustainable travel.

2.1.7 As indicated in Level 3 of the pyramid, the Travel Plan Co-ordinator (TPC) will be free to develop further measures to maximise the sustainable travel at the development. Further information on the TPC is provided in **Chapter 5**, including aims and responsibilities.

2.1.8 Level 4 of the pyramid looks at how parking management and public transport can influence travel choice. Influencing travel choice in a positive manner is the key aim of this document.

2.1.9 The top layer of the pyramid relates to how the Travel Plan will be promoted. A key measure within this plan is to ensure that site users will be made aware of the aims of the TP and the travel choices available as alternatives to car travel.

2.2 Objectives and Benefits of the Travel Plan

2.2.1 The key objectives of this TP are to:

i) Minimise the number of single occupancy car trips undertaken;
ii) Improve awareness and usage of alternative modes of transport;
iii) Promote car sharing, walking, cycling and public transport as safe, efficient and affordable alternatives to private car;
iv) Highlight the health and environmental benefits of using sustainable travel modes; and
v) Enable people to make more informed, and therefore better, travel choices.

2.2.2 There are a number of benefits that will be derived from the successful implementation of the TP, for future site users as well as the wider community. These include:-

i) Improved health and fitness through increased levels of walking and cycling;
ii) Increased flexibility offered through wider travel choices;
iii) The social aspects of sharing transport with others; and
iv) Improved environment on and around the site as vehicular movements are minimised and parking pressures are reduced.

3.0 ACCESSIBILITY BY SUSTAINABLE MODES OF TRANSPORT

3.1 Introduction

3.1.1 A key element of national and local planning policy is to ensure that new developments are located in areas where alternative modes of travel to the private car are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

3.1.2 Paragraph 4.11 of Planning Policy Wales (PPW) 12 states:

"The planning system should enable people to access jobs and services through shorter, more efficient and sustainable journeys, by walking, cycling and public transport. By influencing the location, scale, density, mix of uses and design of new development, the planning system can improve choice in transport and secure accessibility in a way which supports sustainable development, increases physical activity, improves health and helps to tackle the causes of climate change and airborne pollution…"

3.1.3 Accordingly, and to demonstrate the site's compliance with the above, this section of the report examines the accessibility of the site by non-car modes of transport through consideration of the following:

i) Accessibility by foot;
ii) Accessibility by cycle; and
iii) Accessibility by public transport (bus and rail).

3.2 Pedestrian Accessibility

3.2.1 Access between the site and local areas by foot has been assessed using the 2km preferred maximum walking distance suggested in the Institution for Highways and Transportation's (IHT's, now CIHT's) *"Guidelines for Providing for Journeys on Foot"*. Based on this distance it is recognised that the likelihood of walking being a suitable mode of travel for a daily commute journey to work is perhaps limited. Nonetheless, this should be balanced against the general desirability to maintain a separable distance between the more industrialised uses within the Industrial Estate (including

the Proposed Development) and nearby residential areas. As a result, it is considered that cycling perhaps presents a more realistic opportunity for staff travel to and from the site.

3.2.2 Despite the above, the site is well connected to surrounding pedestrian infrastructure and the wider Wrexham Industrial Estate is highly permeable, with circa 2.0m wide pedestrian footways and tactile paving crossing points. The site is therefore well connected to the surrounding industrial estate which allows, for example, access to hot food and drink (including a Café and Greggs bakery) within walking distance of the site.

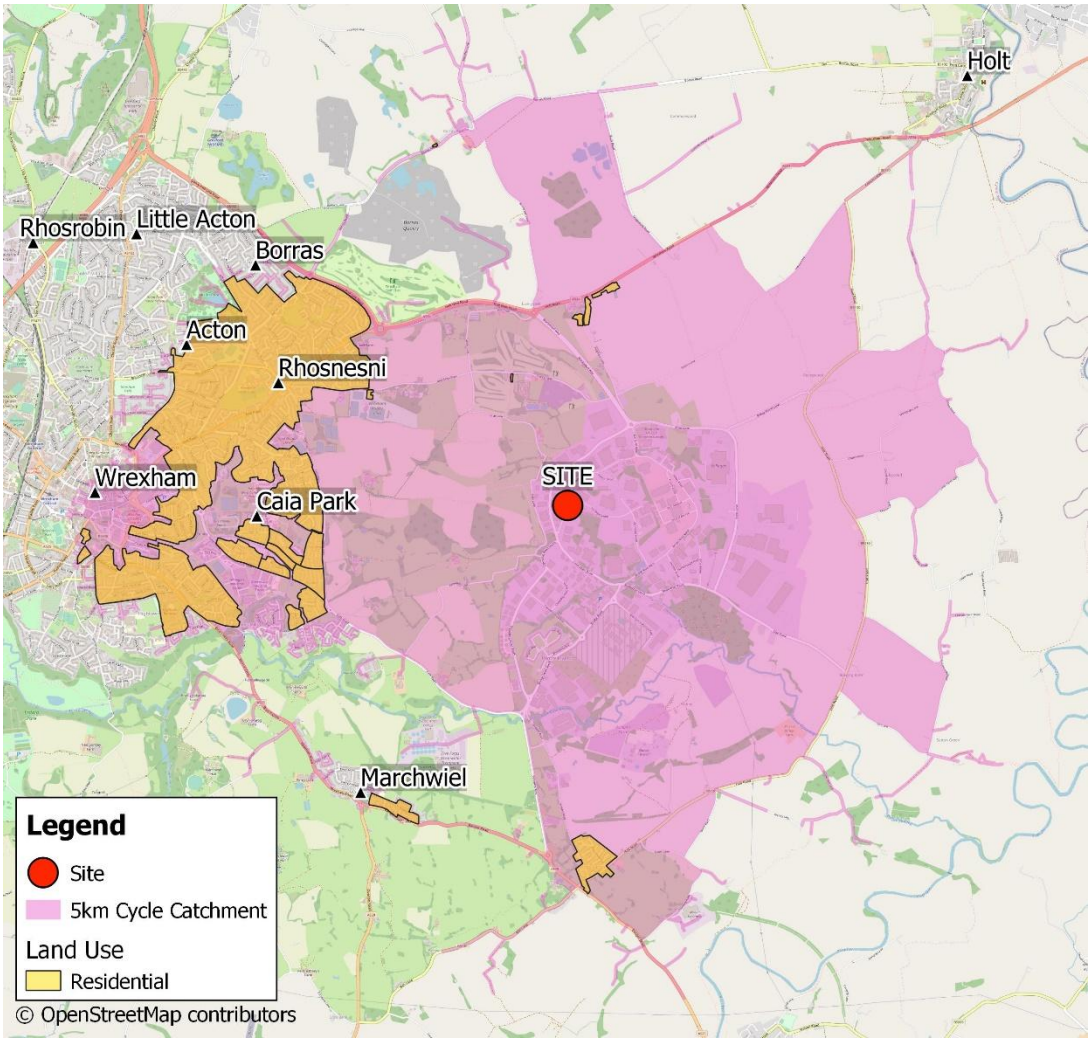
3.2.3 Policy E1 of the Wrexham Unitary Development Plan 1996 – 2011 sets out a number of allocated employment sites within the Wrexham Industrial Estate This policy designation as well as the extent of existing development in the industrial estate suggests that the location of the site is not an insurmountable concern, despite being greater than 2km walking distance from surrounding residential land uses.

Cycle Accessibility

3.2.4 It is generally accepted that 5km is a reasonable distance for making trips by bicycle or as part of a longer journey by public transport.

3.2.5 The accessibility of the development has been assessed to determine the area that lies within a 5km cycle distance from the site, as shown on **Image 3.3**.

Image 3.3 – 5km Cycle Catchment



3.2.6 **Image 2.3** shows that a number of residential areas surrounding Wrexham lie within a 5km cycle distance from the site. Cycling therefore provides a viable mode of travel to the site for staff living in the surrounding area.

3.2.7 **Chapter 6** of this TP includes a series of active travel measures that could be adopted at the Approved Development.

3.3 Access to Public Transport

3.3.1 The site is located within a short walk (circa 40m) of the Ash Road North (southbound) bus stop which is served by an hourly service to Wrexham Bus Station (41). This is considered to be a reasonable frequency, allowing for a planned regular commuting journey by employees of the Approved Development to take place.

3.3.2 The nearest railway station (Wrexham Central Railway Station) is located approximately 4.3km west of the site, as the crow flies. Although the station could be considered to be located outside of the cycling distance stipulated by CIHT following roads, it is not considered that the extra distance would deter a reasonably able cyclist from commuting to work by rail / cycle.

3.3.3 Wrexham Central Railway Station provides an hourly service to Liverpool Central. Overall, the location of the site does allow for the possibility of multimodal commuter travel via rail / cycle.

3.4 Accessibility Summary

3.4.1 In summary, the site is considered to be located in a sustainable location that has the capacity to encourage site users to use alternative, non-car modes of transport.

3.4.2 The site is located within an acceptable walk and cycle catchment range of public transport infrastructure. Furthermore, the local highway network provides a safe and realistic opportunity for site users to access the areas contained within the walking and cycling catchments (and beyond) via the existing high-quality pedestrian and cycle infrastructure.

3.4.3 With regards to the above, the site is considered to be well located to encourage trips to be made on foot, by cycle and/or by public transport, and is therefore compliant with local and national policies that relate to the promotion of development with good access to sustainable transport modes.

4.0 AIMS, OBJECTIVES AND TARGETS

4.1 Aims and Objectives

4.1.1 As indicated earlier, the headline aims and objectives of the TP are to:-

i) Minimise the number of single occupancy car trips undertaken;
ii) Improve awareness and usage of alternative modes of transport;
iii) Promote car sharing, walking, cycling and public transport as safe, efficient and affordable alternatives to private car;
iv) Highlight the health and environmental benefits of using sustainable travel modes; and
v) Enable people to make more informed, and therefore better, travel choices.

4.2 Targets

4.2.1 Targets are the measurable goals by which the progress of the TP would be assessed. Targets are essential for monitoring the progress and success of the TP, and should be 'SMART' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related.

4.2.2 Targets come in two forms. 'Action' type targets are non-quantifiable actions that need to be achieved by a certain time, while 'aim' type targets are quantifiable and generally relate to the degree of modal shift the TP is seeking to achieve.

4.2.3 Action targets include actions such as identifying a Travel Plan Coordinator (TPC), and launching the TP.

4.2.4 The 'aim' targets contained in the TP focus on minimising the proportion of trips made to and from the site by single occupancy vehicles while encouraging the use of sustainable travel modes.

4.2.5 The TP targets should therefore aim to achieve a realistic and feasible reduction in single occupancy car driver trips.

4.3 Initial Travel Research

4.3.1 In order to set targets to reduce the reliance on private car travel and increase the use of sustainable modes, an investigation of travel characteristics will be undertaken once the site is fully occupied.

4.3.2 The assigned TPC (see **Section 5.2**) would be responsible for the travel monitoring process (surveys) and updating the TP in order to improve sustainable travel use. The TPC would also be responsible for liaising with WCBC and the following duties:

i) Marketing and advertising new initiatives relating to the TP;
ii) Establishing and following a timeline for the implementation of the TP measures;
iii) Providing travel option information to site users;
iv) Monitoring of the TP as set out in **Chapter 6**; and
v) Evaluating progress towards the TP targets.

4.3.3 Travel mode split data for the census-based middle super output area (MSOA) 'Wrexham 020', within which the site is located, has been obtained from the 2011 Census data, covering travel-to-work journeys (excluding home working). Note that 2021 Census data has not been used due to Covid-19 related travel restrictions at the time the census was undertaken. The extracted 2011 Census data is summarised in **Table 4.1**.

Table 4.1 – 2011 Census Modal Split

Mode	Census Modal Share (Employee Population)
Train	0.4%
Bus, minibus or coach	3.4%
Taxi	0.4%
Motorcycle, scooter or moped	1.0%
Driving a car or van	79.4%
Passenger in a car or van	10.2%
Bicycle	2.2%
On foot	3.0%
Total	**100%**

4.3.4 The census data presented in **Table 4.1** gives an initial indication of modal splits that may occur amongst site users prior to the travel survey being carried out, and without the influence of the measures contained within this TP (see **Chapter 5**). The data shows that 79.4% of trips were undertaken by driving a car or van, whilst 10.2% of people travelled as a passenger in a car or van. Journeys by public transport

accounted for 3.8% of the total mode share whilst active travel modes accounted for 5.2%.

4.3.5 Prior to a site user travel survey, and using the above figures as a baseline, **Table 4.2** gives an example of the approximate modal shift targets that could potentially be achieved with an effective TP.

Table 4.2 – Indicative Modal Split Targets

Mode	Baseline Modal Split (census data)	Target Modal Splits	Modal Shift
Train	0.4%	1.0%	+0.6%
Bus, minibus or coach	3.4%	6%	+2.6%
Taxi	0.4%	0.4%	0.0%
Motorcycle, scooter or moped	1.0%	1.5%	+0.5%
Driving a car or van	79.4%	72%	-7.4%
Passenger in a car or van	10.2%	11%	+0.8%
Bicycle	2.2%	4%	+1.8%
On foot	3.0%	4.0%	+1%

4.3.6 **Table 4.2** indicates a target reduction in car journeys made by site users from 79.4% to 72.0% (reduction of 7.4%).

4.3.7 The figures in **Table 4.2** are indicative only and will be reconsidered fully when site user travel surveys have been undertaken.

4.3.8 Once the site is fully occupied, site users will be surveyed, and revised targets produced to reduce single occupancy vehicle travel. When the development begins to be occupied, sustainable travel initiatives (such as those described in the following section e.g. Site User Travel Information Packs) will be implemented.

4.3.9 It will take time for the effects of the possible initiatives to occur. During the time between the initial survey and second survey, there should been sufficient time for a shift in travel patterns to occur.

5.0 PROPOSED TRAVEL PLAN MEASURES

5.1 Introduction

5.1.1 In general, it is important that measures are appropriate for the development and will have a realistic prospect of influencing the uptake of sustainable, non-car modes of travel in the short, medium and long term.

5.1.2 This TP will therefore contain the following level of commitments:

i) Appointment of a Travel Plan Co-ordinator (TPC);
ii) Encouraging and promoting sustainable travel;
iii) Producing and distributing Site User Travel Information Packs; and
iv) Undertaking Site User Travel Surveys.

5.2 Travel Plan Coordinator

5.2.1 The Applicant will assign the role of TPC upon full occupation of the Approved Development. In the meantime, any queries regarding the contents of this TP can be directed to Axis, who can be contacted via the following communication methods:

Email: euan.stellman@axis.co.uk
Tel: 0344 8700 007

5.2.2 Once appointed, the permanent TPC will act as a liaison point for any issues relating to the TP. This will include liaising with the local authority and public transport operators.

5.2.3 The TPC will be responsible for updating the TP, which will need to be actioned within 3 months of the first site user travel survey.

5.2.4 In terms of the roles and responsibilities, the TPC will be expected to:

i) Administer/manage the TP and provide a liaison in implementing the plan with WCBC;
ii) Ensure travel awareness amongst future site users;
iii) Provide a point of contact and travel information;
iv) Coordinate the travel surveys;

v) Promote and encourage the use of travel modes other than the car and car-sharing, where appropriate;
vi) Ensure the availability of the most up to date travel information;
vii) Ensure that all site users receive a Travel Information Pack, which will contain details of public transport services i.e. timetables and route information as well as advice on walking and cycle routes to the site; and
viii) Provide a point of contact with transport operators and Planning and Highway Authority officers at WCBC.

5.3 Encourage and Promote Sustainable Travel

5.3.1 All site users will be made aware of the existence of the TP and its aims.

5.3.2 Lack of awareness of available travel options is a frequently used reason for not using sustainable travel modes. The TPC will therefore prepare Travel Packs, which will contain suitable information concerning local walking and cycling routes and up-to-date public transport information including timetables, fares and bus stop information. These Travel Packs will be regularly updated with the newest information available and will be made available for all site users.

5.3.3 The TPC will be fundamental to the implementation and success of the TP. The TPC will be passively involved with all operations occurring within the confines of the site so that they can promote and achieve sustainable transport solutions.

5.4 Site User Travel Information Packs

5.4.1 As indicated above, Site User Travel Information Packs will be prepared and issued upon first occupation as part of the handover pack. The Travel Packs will include:

i) Site specific public transport information. This will explain which buses can be taken to specific key destinations – popular areas of residence, transport interchanges, etc. Information relating to any discounted travel season tickets etc would also be included.
ii) Information about the TP and the benefits of sustainable travel, as described previously.
iii) A summary of local services that support sustainable travel, such as the availability of local taxi services and car share initiatives etc.

iv) Walking and cycling maps showing local walking and cycling routes that connect with popular areas of residence, transport interchanges etc.

5.5 Travel Survey

5.5.1 The first step needed to update the TP is to establish how site users make journeys to and from the site. A travel survey will be conducted once the site is fully occupied, and then every year thereafter, as part of the monitoring and review process. An example survey is included in **Appendix A**.

5.5.2 The survey will be carried out in order to ascertain existing travel patterns and will play a key role in the sustainability process as it provides a baseline from which to measure changes in travel as a result of the TP. By conducting the survey once every year, this will give an indication of how travel behaviour is changing at the site and provide an important indication as to the success of the TP.

5.5.3 The travel survey will be used to show how people travel to the site, what potential there is for change (for example, the numbers of people who would like to walk, cycle or use public transport, but are unable to do so), what are the most significant deterrents to walking, cycling and using public transport, what would encourage people to reduce car use. The following information can be obtained:

i) How site users usually travel to and from the site (walking, cycling, using public transport, arriving by car or car sharing with others);
ii) Where site users are generally travelling to/from;
iii) Which places are considered to be dangerous for walking or cycling, and why;
iv) Willingness to car share;
v) Any problems there are with bus services and where a new service might be helpful; and
vi) How site users would like to travel if they had the choice and whether they own a bicycle or have a bus pass.

5.5.4 The results of the surveys will provide a valuable ‘baseline’ against which the success of the TP in reducing car journeys and increasing journeys by walking, cycling and public transport will be measured. The updated TP will be submitted to WCBC within 3 months of the first survey.

6.0 PLAN MONITORING REVIEW

6.1 Overview

6.1.1 The monitoring and review programme will be designed to generate information which the TP can be evaluated, revised, developed and improved, over a 5-year period.

6.1.2 The major objective of the plan is to affect a reduction in the use of single occupancy private cars by site users. In the first instance, the plan will seek to review existing site user travel movements by way of a travel survey.

6.1.3 On completion of the first travel survey, it will be appropriate to update targets which seek to achieve an increased proportion of site users travelling by more sustainable forms of transport. Notwithstanding this, a number of preliminary action targets are set out in the following section.

6.2 Travel Plan Targets

6.2.1 The preliminary action targets for the development are set out in **Table 6.1**.

Table 6.1 – Preliminary Action Targets

Action	Target Date
Provide all site users with Travel Information Packs	Issued upon first occupation
Undertake travel survey and report results to WCBC	Full occupation
Submit updated TP to WCBC	Within 3 months of travel survey
Agree on preliminary site user modal split targets with WCBC	Within 3 months of travel survey

6.3 Monitoring

6.3.1 The monitoring will include items such as:

i) Travel habits / modal split; and
ii) General feedback from site users.

6.3.2 Information gathered as part of the continuous monitoring process will be made available to WCBC. Through this medium, future strategies for further delivering TP objectives can be considered in partnership between the site users, WCBC and transport providers.

6.4 Plan Review

6.4.1 The TPC will arrange for an annual review of the TP to assess the success of the plan to date and to identify measures which could potentially be included in the future.

6.4.2 Although the database will be kept up to date throughout the year, the re-issue of the travel questionnaire (every year) will provide the opportunity to gather new information regarding site user attitudes to travel and on the modal split compared to the previous years.

6.4.3 A periodic review report will be produced summarising the results since the previous review. The report will also incorporate the results of the ongoing monitoring throughout the preceding period.

Appendix A – Travel Plan Questionnaire Example

APPENDIX A

TRAVEL PLAN

STAFF TRAVEL QUESTIONNAIRE

This travel survey is being undertaken amongst all staff to gain an understanding of their travel patterns. This information will be used to enhance and develop the Travel Plan for the site, which will seek to improve accessibility by alternative modes of transport to the private car and reduce carbon emissions.

The survey should be completed during the week commencing ……..……
Please complete the survey based on your general travel habits on the basis of a normal day.

Once completed please pass your survey form back to ……

Please be assured that the information that you provide will be treated with the utmost confidentiality.

1. Please tick the circle which represents your current employment status:

   Full-time O
   Part-time O

2. Please write your home post-code below.
   This information will be treated with the strictest confidentiality / data protection measures.

   ……

3. What time do you normally leave for work? (to the nearest quarter hour)

   ……

4. What time do you normally arrive home from work? (to the nearest quarter hour)

   ……

5. What mode of transport do you primarily use to get to work?

Car (driver)	O
Car (passenger)	O
Walk	O
Cycle	O
Bus (general service)	O
Bus (park and ride service)	O
Train	O
Motorbike	O

Other (please specify)……

6. If you indicated car (driver) in Q5 above, what are the main reasons for doing so?
Tick more than one answer if applicable

Convenience	O
Speed of journey / time constraints	O
Disability makes it only option	O
Live too far away	O
No public transport option	O
Cheapest option	O
I am a passenger and car share	O
I need to drop other people off / pick them as part of a wider journey en-route	O
Concerns about highway safety	O
Concerns about personal safety	O
Too much to carry	O
I need my car to carry out site visits	O

Other (please specify)…….

7. Approximately how far do you travel to work?

Less than 1 mile	O
Between 1 and 2 miles	O
Between 2 and 5 miles	O
Between 5 and 10 miles	O
Between 10 and 20 miles	O
Over 20 miles	O

8. Approximately how long does it take you to travel to work?

0 - 10 minutes	O
10 - 20 minutes	O
20 - 30 minutes	O
30 - 45 minutes	O
45 - 60 minutes	O
60 minutes +	O

9. Do you travel to / from work with anyone else?

Yes	O
No	O

If YES, is this your:

Spouse	O
Work colleague	O
Car share partner	O
Other	O

10. Would you be interested in taking part in a car sharing scheme with other staff to travel to work?

Yes	O
No	O
Already do	O

11. If you already car share, how many people do you normally travel with?

1	O
2	O
3	O
4	O
5+	O

12. What alternative travel mode could you use / would you have to use, if your current mode of transport was unavailable?

Walk	O
Cycle	O
Bus (normal service)	O
Bus (park & ride)	O
Train	O
Car Club	O
Car (Driver)	O
Car (Passenger)	O
Motorbike	O
Could not use any other mode	O

Other (please specify) ……..

13. Are you able to work from home to do some or all of your role?

Yes (some)	O
Yes (all)	O
No	O

If yes (some), how much (as a % of a normal working week)?

……

14. Which of the following initiatives would encourage you to use public transport to travel to work?

(Please tick no more than 2 options and indicate the most important option with a *)

I already use public transport	O
More direct bus routes	O
More frequent bus services	O
Interest free season ticket loans provided by work	O
Up-to-date public transport information available at work	O
Easy access low floor buses	O
I would never use public transport to travel to work	O

15. Which of the following initiatives would encourage you to walk / cycle to work?

(Please tick no more than 2 options and indicate the most important option with a *)

I already walk or cycle	O
More dedicated cycle / walking routes	O
Quality information on the local network	O
Safe crossing points on local roads	O
Improved security and lighting	O
Better, more secure / covered cycle parking facilities	O
Better shower, changing and locker facilities	O
I would never walk / cycle to work	O

16. Linked to Q15, do you currently have the opportunity to walk or cycle to work, but choose not to?

Yes	O
No	O

If yes, why?

……
……
……
……
……
……

17. Do you have children whom you transport to/from school by car as part of your journey to/from work?

Yes	O
No	O

18. If the answer to the above question is yes, which school/s do you visit?

……

19. Would you consider using a car sharing scheme register with other parents/children to drop off/collect your children from school?

Yes	O
No	O

Thank you for completing this survey.

Please return it to ……..…..……

This information will help us improve travel choices to and from the site. We hope that you will enjoy the results of the Travel Plan and will take part in making the initiative a success.