



**2022/23**  
**Staff Travel**  
**Survey Results**

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# Introduction

Annual Employee Travel Surveys have been carried out at Rotherwas Industrial Estate since 2013. In 2014 the Rotherwas Industrial Estate Area Travel Plan (ATP) was produced as part of the creation of the Hereford Enterprise Zone (Skylon Park).

An updated Area Travel Plan was created in 2018 and updated again in 2019. The Travel Plan went into abeyance during the period of lockdown due to Covid-19 and this 2022 update is part of the recommencement of travel planning support across the site. For the purposes of this report the term Skylon Park shall refer to the whole Rotherwas Estate.

The annual travel survey aims to provide an understanding of employees travel patterns and attitudes to commuting to and from the site, and to monitor the effectiveness of the ATP in promoting and supporting sustainable travel options.

## Methodology

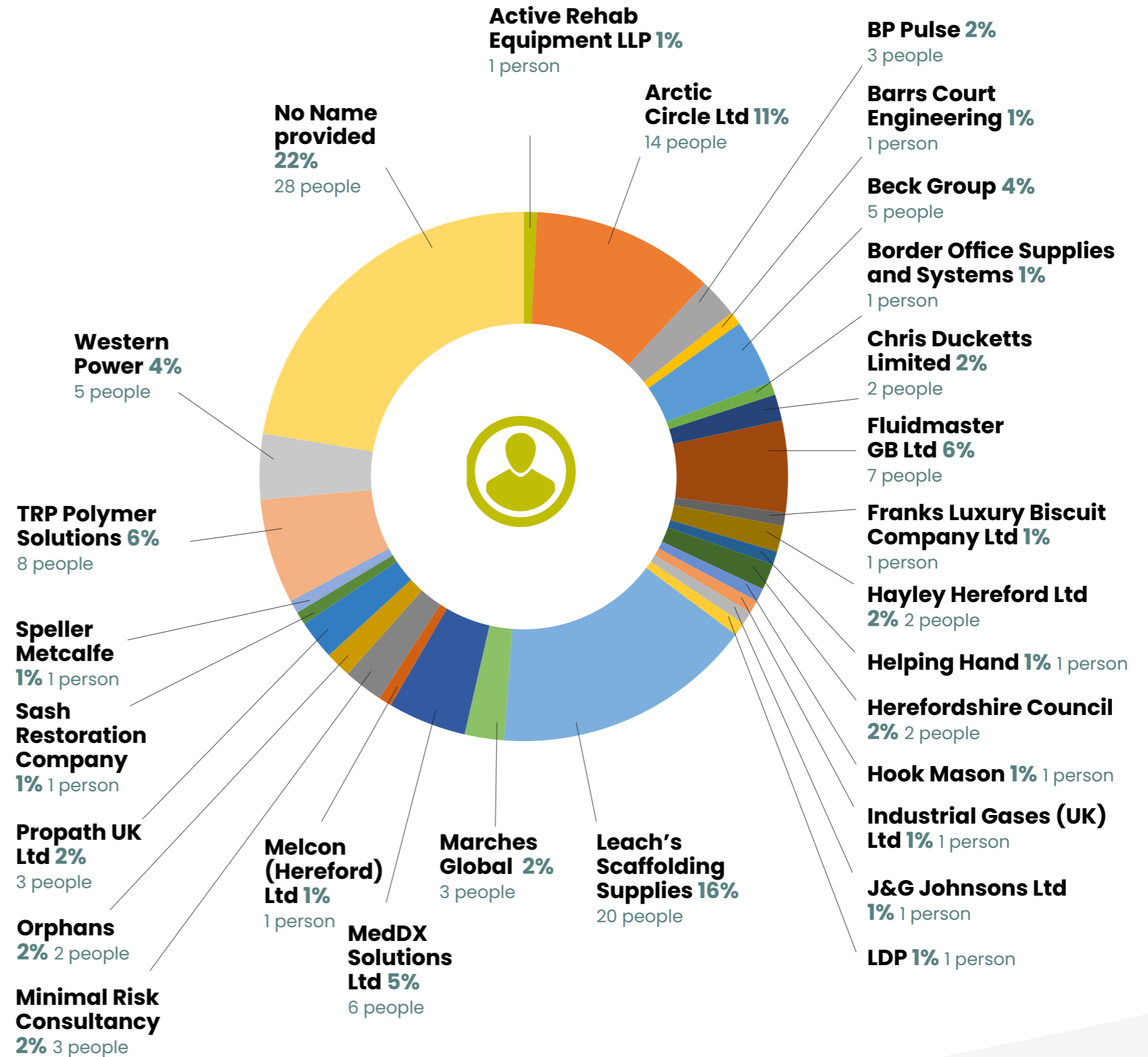
The travel survey took place between 14 th March and 15 th May 2022 and comprised a combination of online (majority) and paper questionnaires. 125 employees responded across 28 different employers, representing a response rate of 4% based on approximately 3000 employees. A link to the online survey questionnaire was sent by both the Skylon Park Travel Plan Coordinator and Herefordshire Council's Travel Team to all employers who were required to provide a travel plan as part of their Local Development Order and businesses who are signed up to the Herefordshire Council Travel for Work

Network. Printed copies were also available via the employer on request. All employees working for an employer with premises located on Skylon Park were eligible to take part in the survey and a prize draw with 2 x £100 prizes was offered as an incentive to participate. Note: All analysis is based on the number of respondents to the question, not total survey respondents, as some questions were not relevant to all respondents. The impact of Covid-19 is assessed here and the time period prior to Covid-19 refers to anytime before the first lockdown in March 2020. Post Covid-19 refers to anytime from the lifting of national lockdowns in Summer 2021.

# Key survey results

Based on 125 respondents

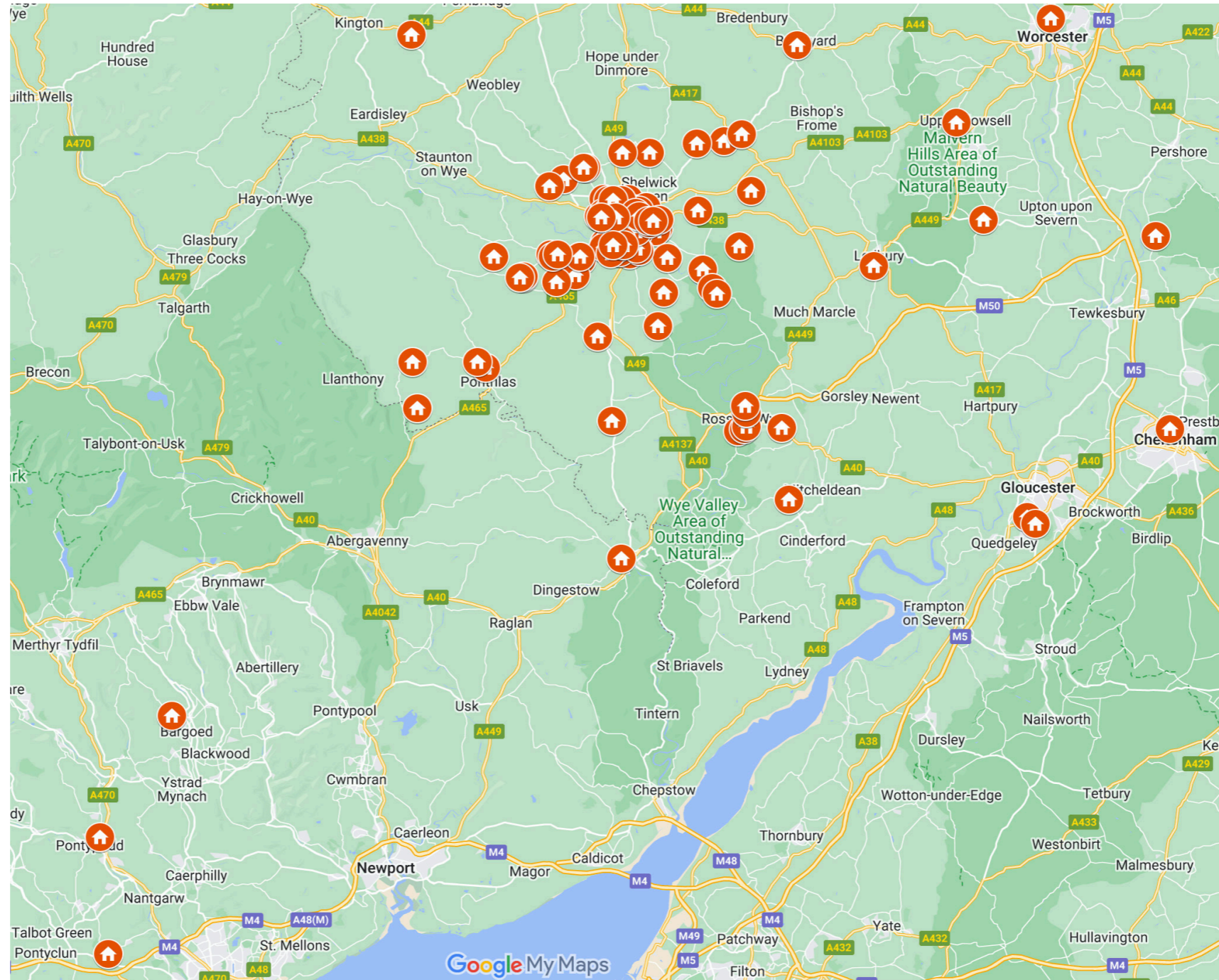
**Q1** Who is your employer?



# Key survey results

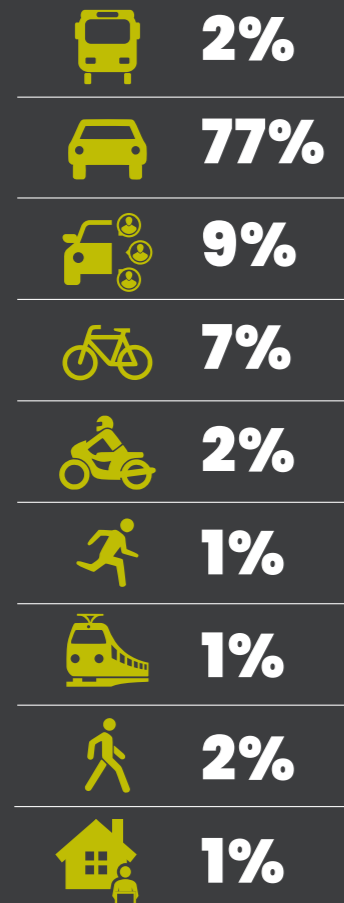
Based on 125 respondents

## Q2 Home Postcode



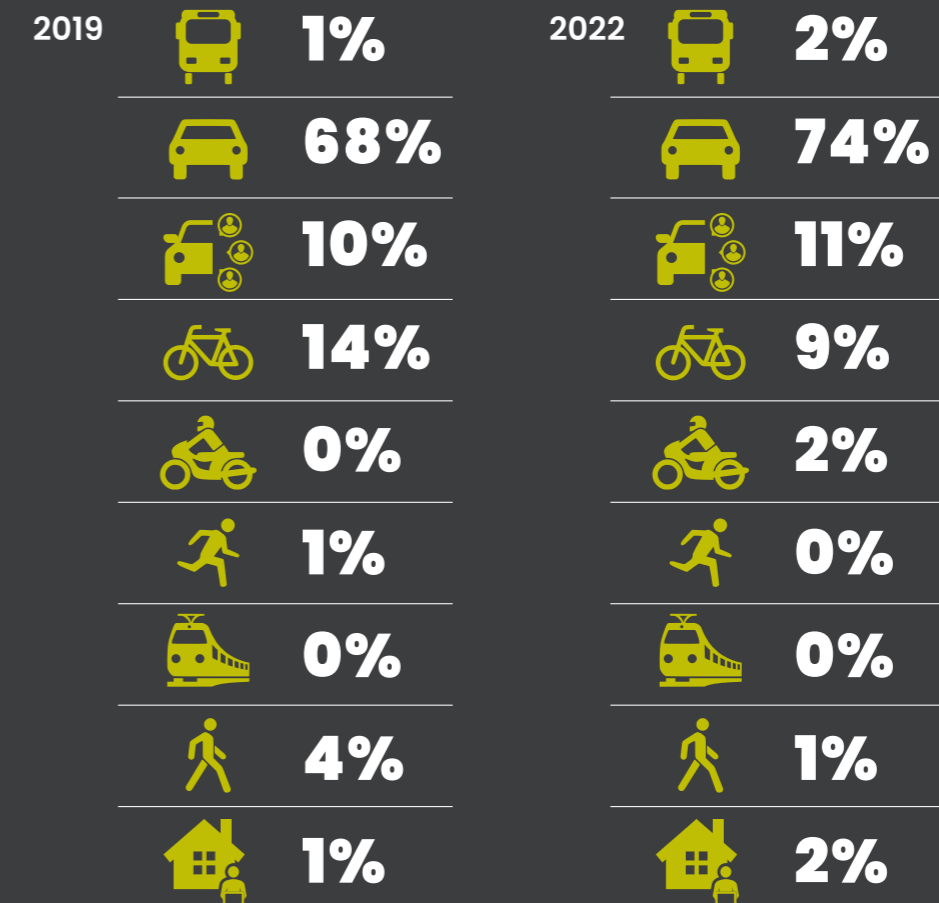
# Employee Modes of travel before and after Covid-19

## Q3 How did you travel to work before Covid-19?



The survey results showed that the majority (77%) of employees drove to work alone before Covid-19 which is lower than the West Midlands average of 84% (outside the Metropolitan County). 9% of employees shared a car with another employee and 2% used the bus. 7% of employees cycle to work with a further 1% walking and 1% running.

## Q4 How do you currently travel to work?



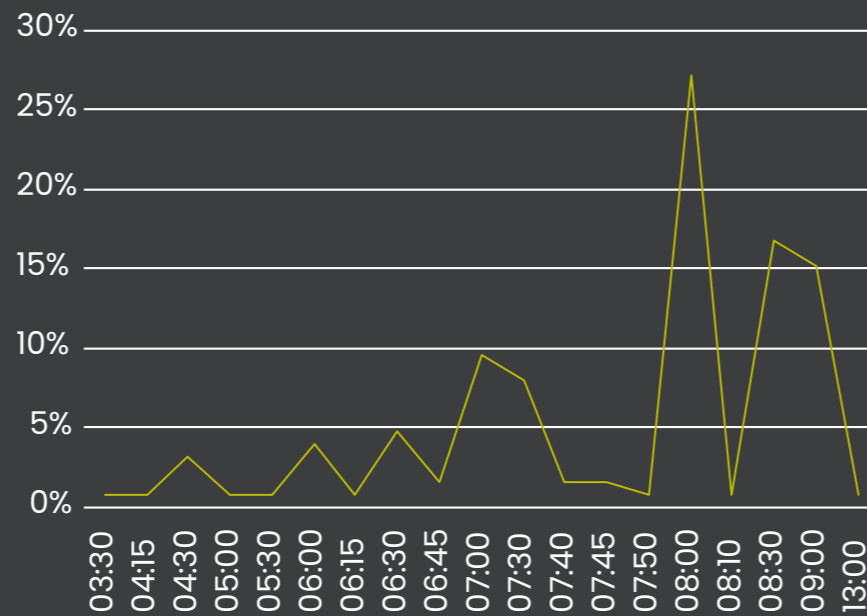
Surprisingly the results show that bus travel has remained static. Patronage figures show that passenger numbers did drop during lockdowns and immediately post lockdown. However, the timing of the survey is likely to be long enough after lockdown for patronage figures to have risen back to pre Covid-19 levels.

Council patronage figures from earlier in the year did show a recovering upward trend and this is reflected in the results here. Employees driving alone dropped to 74% post Covid-19. Work from home rose from 0% to 2%, positively and cycling increased by 2% to 9%. Walking remained static at 1%.

# Work Arrival Time

## Q5 What time do you normally start work?

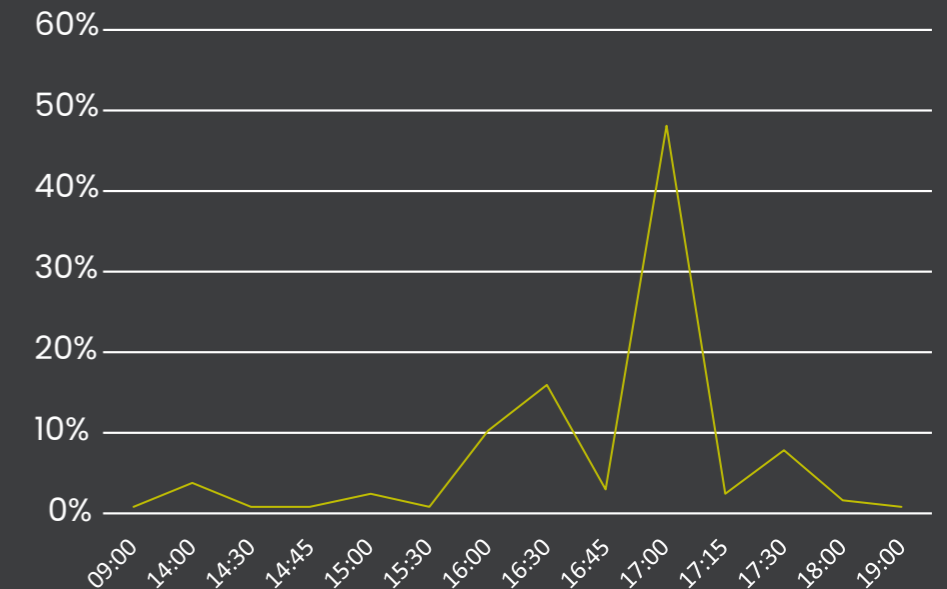
03:30	1%	1
04:15	1%	1
04:30	3%	4
05:00	1%	1
05:30	1%	1
06:00	4%	5
06:15	1%	1
06:30	5%	6
06:45	2%	2
07:00	10%	12
07:30	8%	10
07:40	2%	2
07:45	2%	2
07:50	1%	1
08:00	27%	34
08:10	1%	1
08:30	17%	21
09:00	15%	19
13:00	1%	1



The majority of employees start work at 08:00 (27%) whilst 60% of employees in total arrive between 08:00 and 09:00. (10%) of employees start work at 07:00.

## Q6 What time do you normally finish work?

09:00	1%	1
14:00	4%	5
14:30	1%	1
14:45	1%	1
15:00	2%	3
15:30	1%	1
16:00	10%	13
16:30	16%	20
16:45	3%	4
17:00	48%	60
17:15	2%	3
17:30	8%	10
18:00	2%	2
19:00	1%	1



48% of employees finish work at 17:00 with 77% in total finishing between 16:00 and 17:00

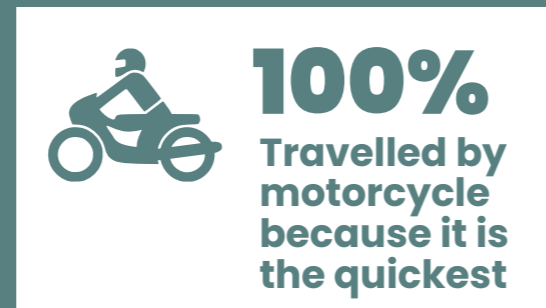
# Reasons for mode of travel

**Q7** What are your main reasons for travelling to work this way?

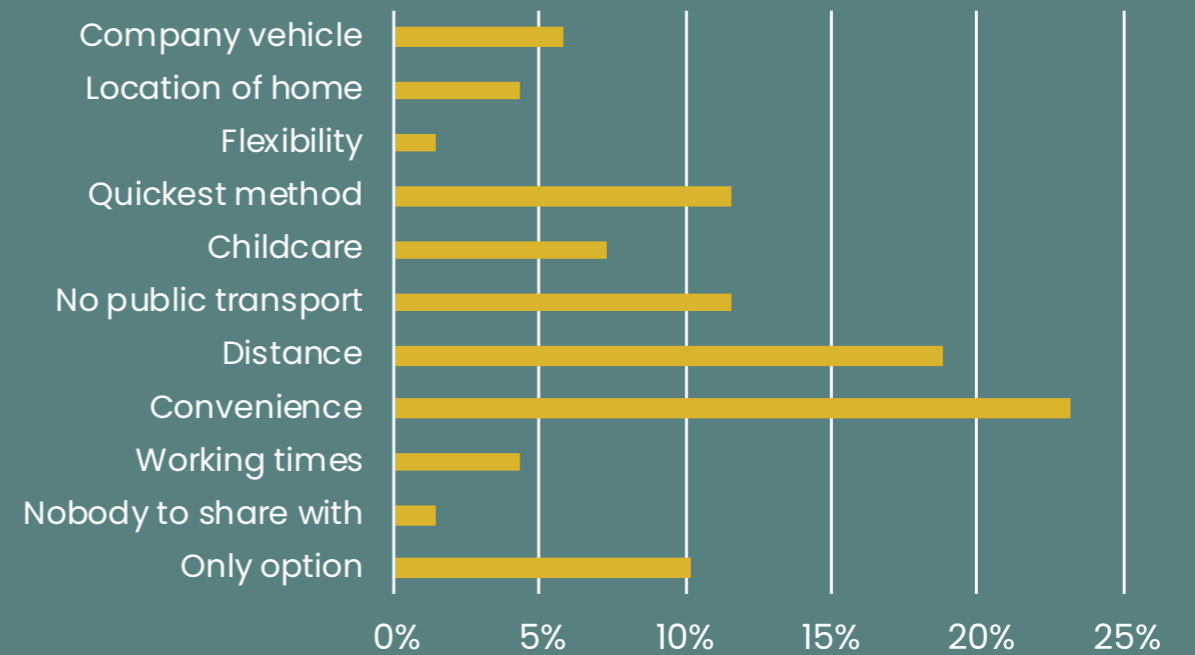
## Bus



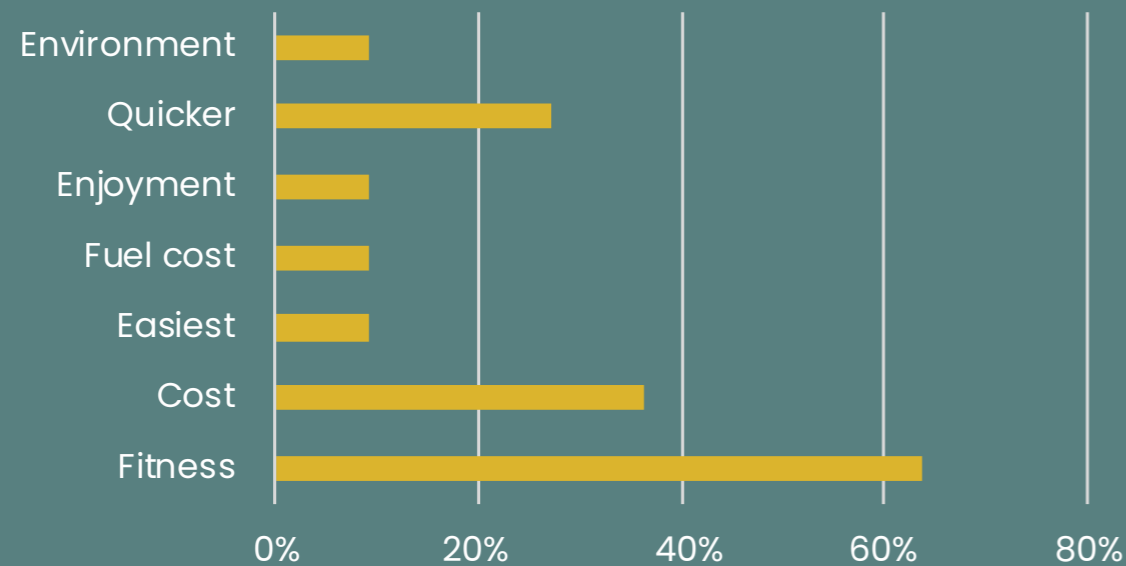
## Motorcycle



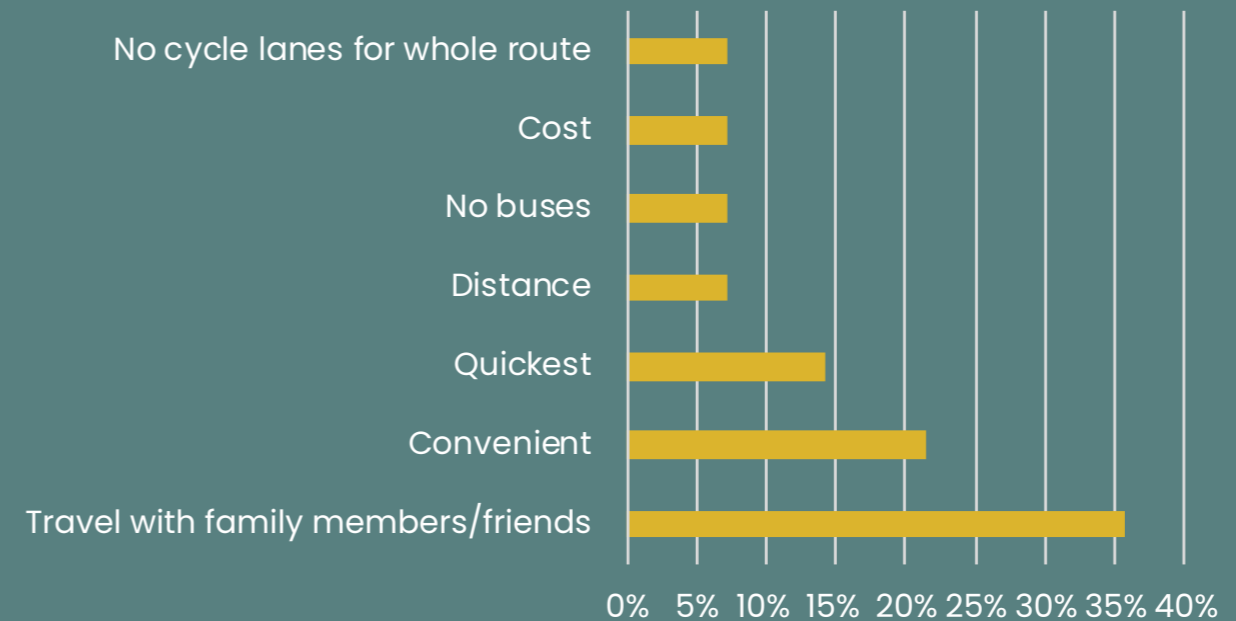
## Car Alone



## Cycle



## Car Share



The main reason people caught the bus was because they could not drive. Convenience was the most popular (23%) reason given for employees driving alone followed by distance to work (19%). 12% stated that they drove due to a lack of public transport whilst the same amount stated that it was the quickest method. 36% of employees who car share did so because they travel with a family member or friend whilst 21% stated that it was the most convenient mode for them. 64 of employees who cycle to work stated that fitness was their main motivation with cost 36% and quickest 27% were the other most popular reasons.

## Active travel routes to work

**Q8** If you walk, run or cycle to work which route do you travel along to reach Skylon Park?



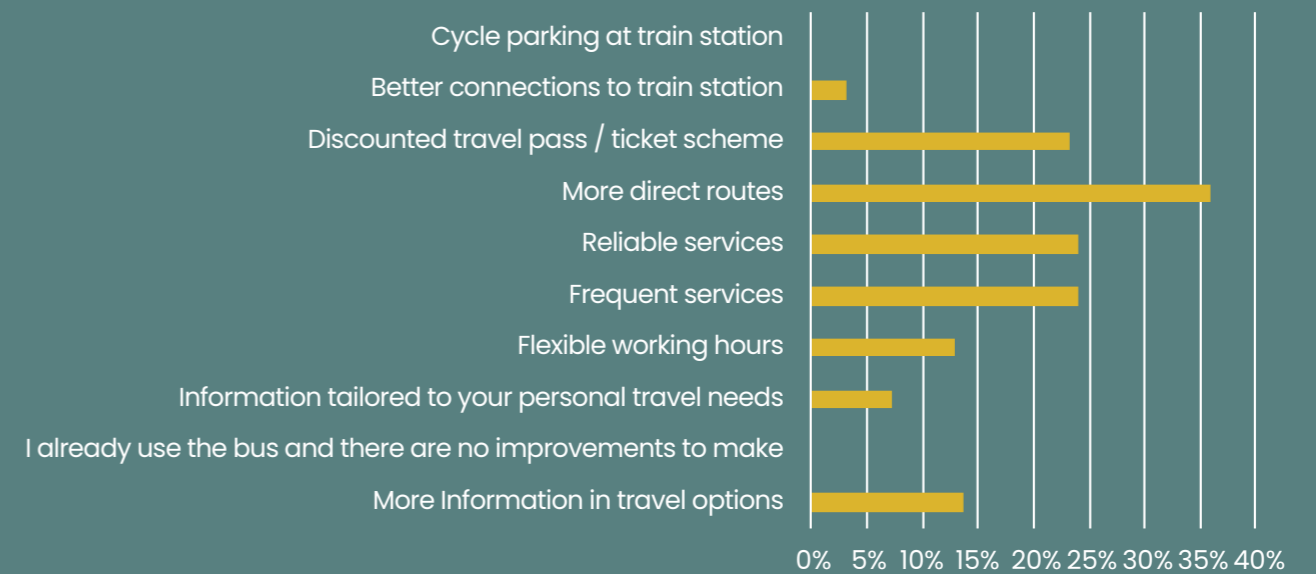
**52%** **Holme Lacy Road**  
15/29

**48%** **The Traffic free Greenway along the river**  
14/29

52% of employees travel along Holme Lacy Road whilst 48% travel along the traffic free Greenway.

## Changes to encourage bus use

**Q9** Which of the following would encourage you to use public transport to travel to/from work or would support you in continuing to use it?



Respondents stated that more direct routes (36%) and more reliable (24%) and frequent services (24%) would encourage them to use the bus. 14% asked for more information on travel options.



# Changes to encourage active travel?

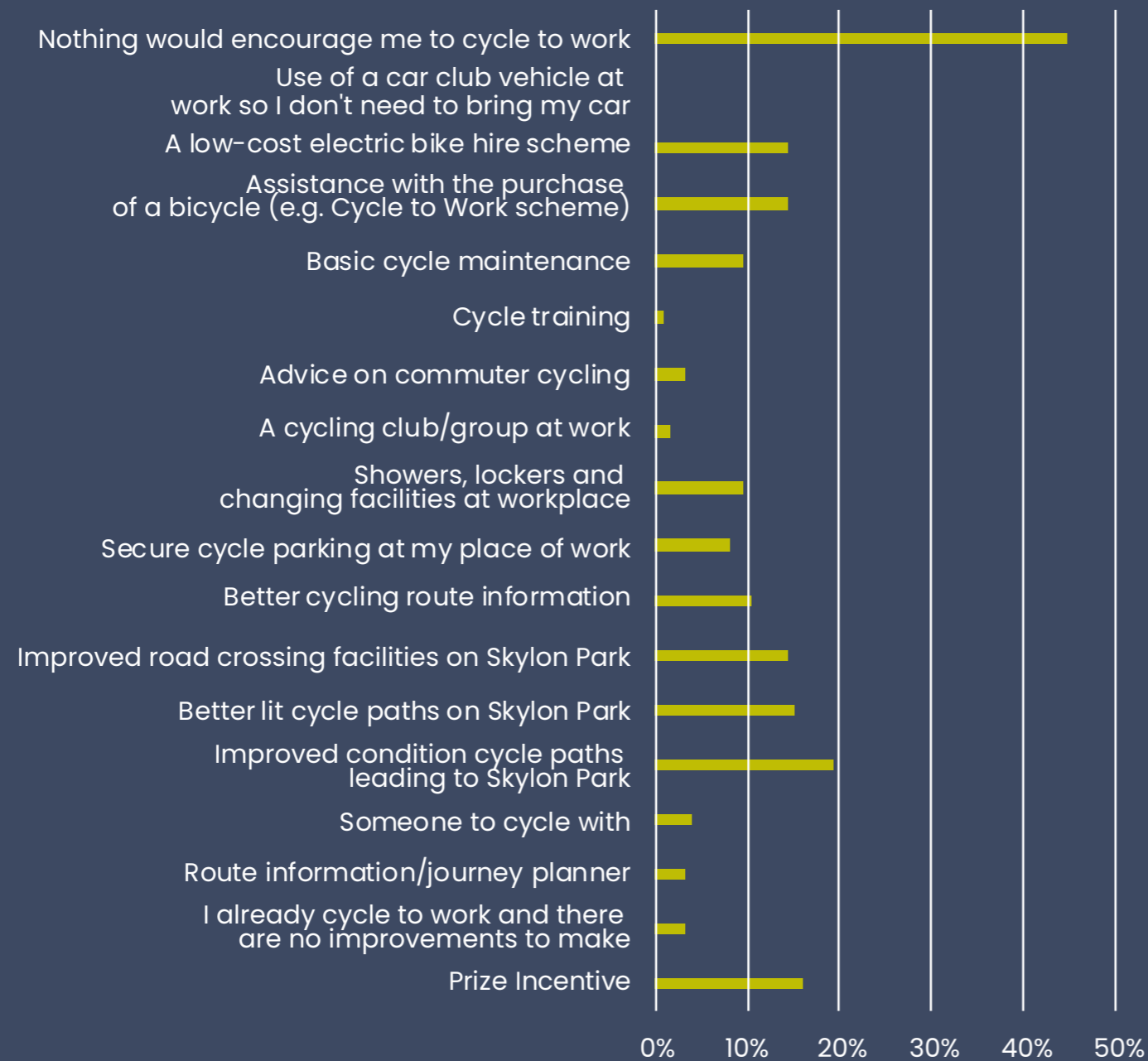
**Q10** Which of the following would encourage you run to work, or continue to run to work? Please tick all boxes that apply.



Prize incentives are a popular change employees state would encourage them to run to work. 10% of employees stated that an incentive would encourage them to run whilst workplace changing facilities (10%) and improvements of pedestrian routes leading to Skylon Park were the other popular changes given.

# Q11

Which of the following changes would encourage you to cycle to work, or continue to cycle to work?



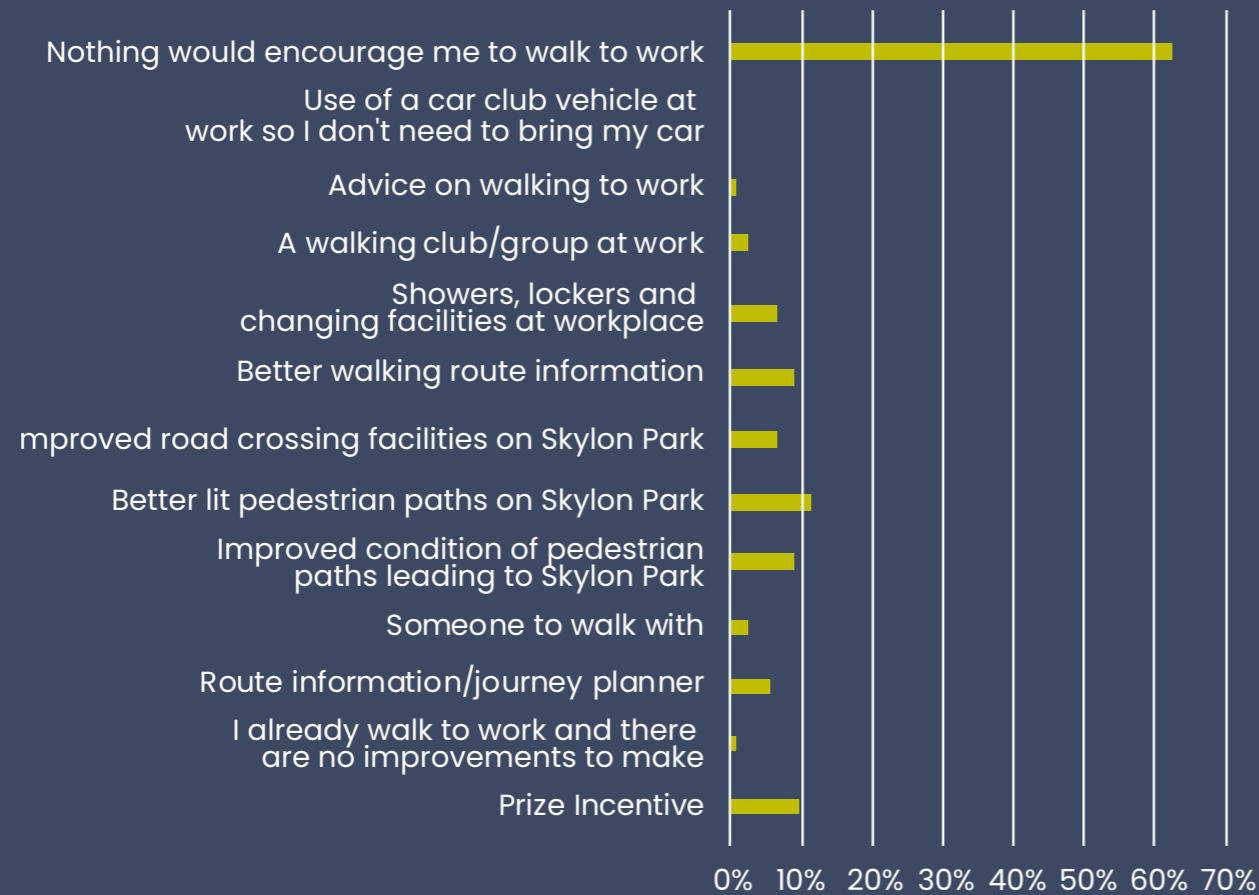
16% of employees say that a prize incentive would encourage to cycle to work whilst improved cycle routes to the Site (19%) would encourage people to cycle more often. 14% of employees stated that a cycle to work scheme would encourage them to cycle to work.

The same percentage of employees stated that improved road crossing facilities and a low cost electric bike scheme would encourage them to cycle more often.

With Beryl bikes in situ this suggests that more docking stations or more promotion of the scheme presents opportunities for modal shift.

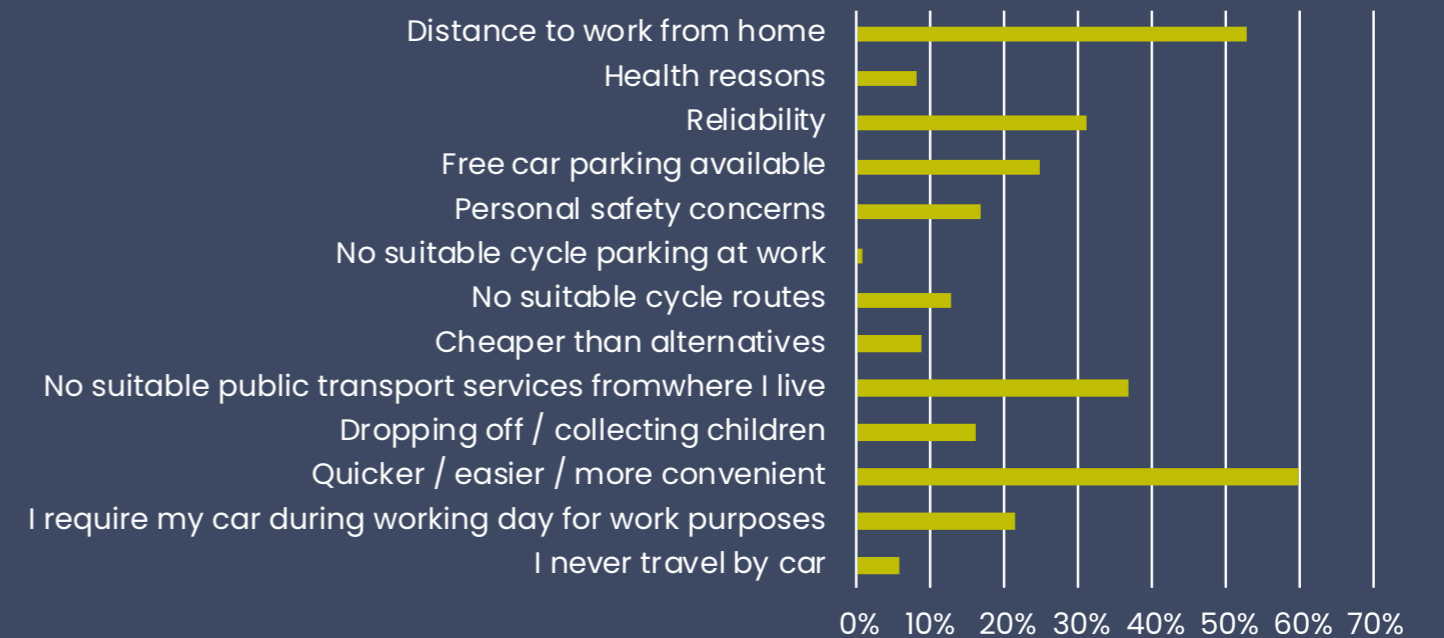
# Changes to encourage active travel?

**Q12** Which of the following changes would encourage you to walk to work or continue to walk to work? Please tick all boxes that apply.



10% of employees stated that a prize incentive would encourage them to walk whilst 11% gave better lit pedestrian paths on Skylon Park as a change that would incentivise them to walk more often.

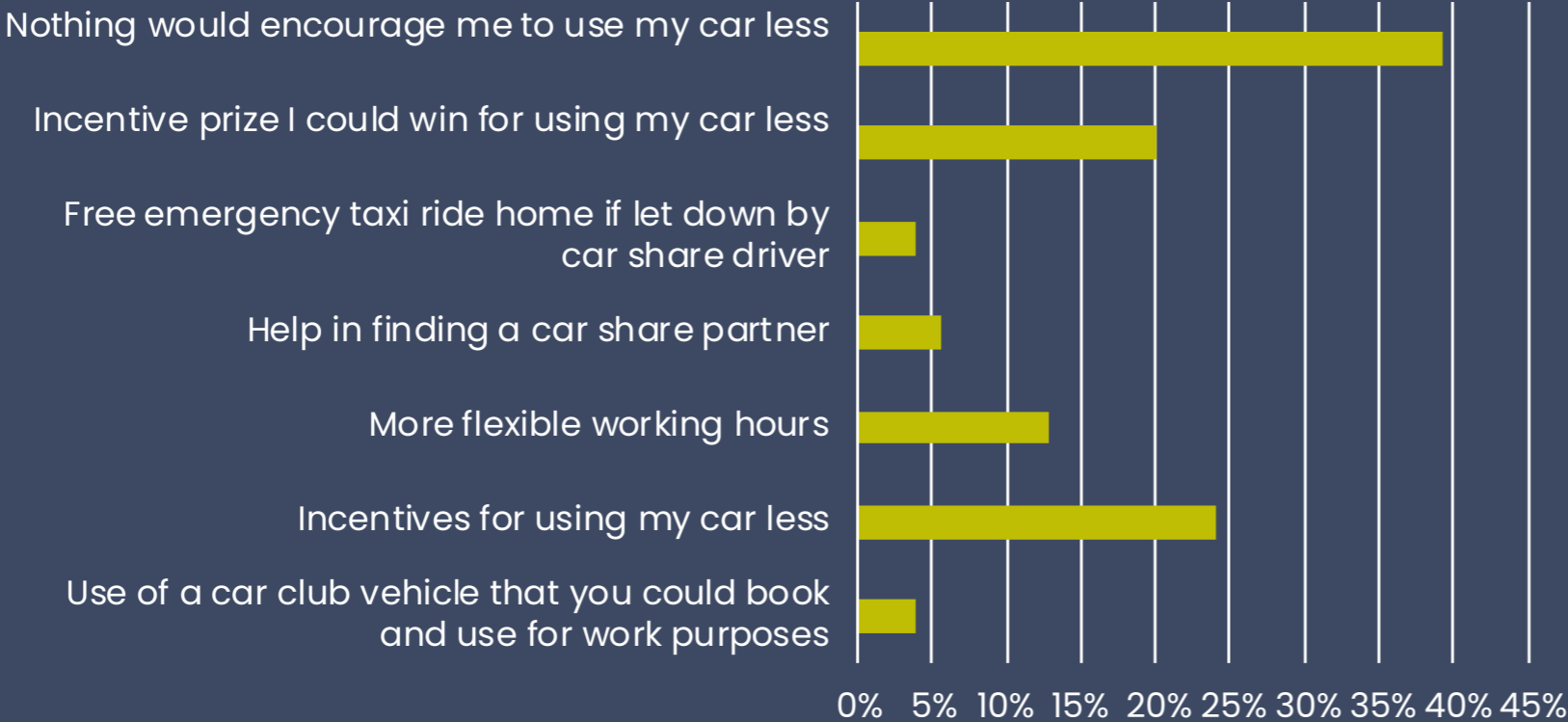
**Q13** If you travel to work by car, what are your main reasons for doing so? Please tick all boxes that apply.



The convenience of driving to work by car was the most common reason given, with 60% of employees stating that as a key factor in their choice. Just over half of employees stated that the distance to work from home was another key factor in them choosing to drive. Over 30% stated that there were no suitable public transport options from their home providing potential opportunity if and when improved services can be provided.

# Changes to encourage active travel?

**Q14** Which of the following would encourage you to reduce your car use?



39% of employees stated that nothing would encourage them to use their car less. However, this provides potential modal split with 61% of employees across the Site. 20% stated that an incentive prize would encourage them to use their car less and 13% cited flexible working hours.

# Employee information

**Q15** Do you own a bike?



**62% YES**

77/125

**38% NO**

48/125

62% employees own a bike which provides considerable potential for more employees to cycle to work without the need for further interventions such as cycle to work schemes.

Nearly half of employees (47%) cycle for leisure which is again positive for potential mode shift. Similarly 30% of employees run for leisure suggesting around 900 employees have an interest in running.

**Q16** Do you cycle for leisure?



**47% YES**

58/125

**53% NO**

66/125

Encouragingly, 87% of employees walk for leisure providing a huge target audience for modal shift especially when allied to complimentary measures such as park and stride locations and prize incentives.

**Q17** Do you run for leisure?



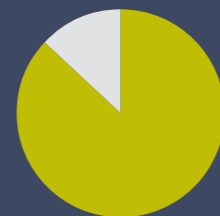
**30% YES**

37/125

**70% NO**

87/125

**Q18** Do you walk for leisure?



**87% YES**

109/125

**13% NO**

## Other comments – sample

**It is getting increasingly difficult to get across the City these days as there are constant queues which are bad for the environment.**

**Less hours and I'd be cycling to work no doubt.**

**Due to the rural location where I live, there are no alternatives to using my own car. I am also the only transport for my aged parents.**

**Encourage bikes to use the bike Lane not the road.**

**Most of the cycle route from here to home is full of potholes.**

**I think it would be impossible for a large proportion of the population to travel any other way than car. It would make sense to encourage working from home more where possible and or EV charging points.**

**Offer electric bike incentives for companies.**

**Better public transport needed.**

**More clear signage under the railway bridge on both ends that cyclists need to dismount and not continue cycling.**

**I feel that the cycle routes to Skylon and Rotherwas in general are very poor. The footpaths are not footpath and cycle path friendly, most users on bicycles will use the pavement or the road and can and do cause tailbacks on the road due to the lack of space for passing vehicles.**

**The railway bridge is dire for cyclists and motorists in wet conditions, the speed limit on the road which is 30MPH is not adhered to – the road is dangerous and in poor condition, the pavements are not much better and all in all the only safe route to Rotherwas is via the relief road.**

**A bespoke cycle route which doesn't end up going through the industrial estate would be much safer for all involved.**

**Improved cycle and pedestrian lanes on the straight mile leading upto the railway bridge.**

**I can almost see Rotherwas from my house, but the nearest crossing would add 2 miles to the direct route making it unrealistic for anything but car journey. If there were a river crossing in Fownhope with a direct right of way – this would give me an option.**

**Better lighting along Crozen Lane, Outfall Works Road is required as a priority.**

**Better road conditions a dedicated cycle lane is required as a priority at the railway bridge at Holme Lacy Road/ Rotherwas Straight Mile intersection as this is extremely dangerous for cyclists.**

**Vehicle Junctions generally and particularly along the Rotherwas Straight mile to be set back to behind the cycle/footway to ensure cyclists and pedestrian take priority as is the new highway code legislation.**

**There are no suitable options of public transport, it took me hours to walk to work one morning, and that was walking along the main road with no footpath in places and had to get up at 4 so walking is not an option.**

**My hours can vary depending on my workload so I could be working all through the night or finish at 3/4 in the morning. There are no direct cycle paths and my bike is not geared so will not ride up the hills, have to stop and push them up and then they are too steep to ride down on way back.**

**You asked for main methods of commuting, however when I can ie I don't need my car during the day for work or I don't need to drop off or pick children up from school I do cycle from home to work and I love it. We have bikes at work and if meetings within the city we never drive it's company policy. But if I have meetings until 5 and have to pick children up by 5.30 I cannot cycle home get car and pick children up in time. I have considered and tried busses but it takes more time than cycling.**

**A continuous cycle path/route parallel to Holme Lacy Road leading to a park & cycle on Ross Road and/or Belmont Road. To give people the option to cycle into town on direct continuous cycle routes. As intermittent sections and frequent junctions and interruptions along the existing cycle route make it undesirable.**

**I live in a small village which is 26 miles from my work. I have no other alternative than to travel by car.**

**A bypass linking the A49 from the north to Skylon Park this would reduce traffic flow through the city and lower emissions.**

**I would enjoy cycling to work and the route is acceptable to and from work.**

**The speed limit on the straight mile should be reduced to 30mph.**

**Would ride a second cycle in better weather and encourage my sons to do .**

**A covered bike shelter at work makes a massive difference to cycling in terms of bike maintenance etc.**

**Sort out pot holes on the route so a safer cycle mainly that long cut in the road from the railway bridge to the Thorn Park entrance bike wheel trapped in that a number of times.**

**Electric car is the solution for me, and I don't drive through town so hopefully both traffic and emissions aren't too bad. A rapid charger either on the park or at the fuel station would be good for emergencies. Also maybe incentives for business to offer trickle charging to employees.**

**I use an electric car it would be great if someone sorted out the drainage system underneath the bridge on the Holme Lacy road**

**Overall the greenway is very useful. The difficulty is getting onto the greenway in the first place. I would challenge the creators of this post a month to which they should cycle onto the greenway to Rotherwas and then into work (especially during rush hour). I'm sure most would decline as they live too far from the greenway to make this a possibility, or the greenway entails going on the road in the morning which is a scary thought. This emphasises that the route can be difficult to access for newcomers.**





# SKYLON PARK

**Contact details for  
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