



SKYLON
PARK

Hereford
Enterprise
Zone

Skylon Park Travel Plan 2023

**Area Travel Plan for
Hereford Enterprise Zone &
Rotherwas Industrial Estate**



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Scope

This Skylon Park Area Travel Plan (ATP) covers the entire Rotherwas Industrial Estate (RIE), including the Hereford Enterprise Zone (HEZ). In this document the term 'Skylon Park' will be used to refer to the entire area. This includes approximately 300 businesses and 3000 employees.

All businesses on HEZ must commit to supporting this ATP as part of the Local Development Order (LDO) process. These businesses must also produce their own individual business Travel Plan, to help deliver the aims of this ATP.

Further information on HEZ, including the travel plan and LDO processes, can be found at www.skylonpark.co.uk.

Other RIE businesses are invited and encouraged to support this ATP, and to take advantage of the schemes, facilities and initiatives outlined below. This will increase the impact of the plan and enhance its benefits.

This ATP builds on previous Rotherwas and HEZ Travel Plans, as part of a long term commitment to support local businesses and employees.

Aims

This ATP aims to achieve the following:

- Reduce solo occupancy car journeys to Skylon Park
- Increase active travel journeys to Skylon Park e.g. walking and cycling
- Increase other sustainable travel journeys to Skylon Park e.g. bus, car-share
- Reduce business mileage for businesses on Skylon Park

Targets will be identified, reviewed and updated in the annual action plan.

This ATP also supports the Herefordshire Council Choose how you move project.

'Choose how you move' supports initiatives that aim to improve access to education and employment and improve quality of life by promoting increased walking, cycling, bus travel and car-sharing.



Choose how you move

Greenway Bridge linking Skylon Park and Hereford city centre

Rationale & Benefits

The Herefordshire Local Transport Plan, 2016-31 states that **HEZ will provide a major catalyst of economic activity in the city and wider economy but traffic capacity issues limit growth and also impact on local residential areas.**

As a major employment site, Skylon Park is a contributor to traffic movements on the local roads and A49, due to commuter and business travel and transport. However, the Local Transport Plan states that **around half of all car journeys in Hereford at peak times are less than 2 miles long.**

This indicates potential for an increased proportion of active travel journeys (see Appendix A for employee postcode map).

It is therefore important to meet the aims of this ATP, in order to:

- Support delivery of the Herefordshire Core Strategy, which seeks to support growth whilst reducing transport demands
- Support delivery of the Herefordshire Local Transport Plan which aims to: Enable economic growth; Provide a good quality transport network for all users; Promote healthy lifestyles; Make journeys easier and safer; and Ensure access to services for those living in rural areas.
- Meet the requirements of the LDO process and therefore secure economic development at Skylon Park through continued development of land for businesses at HEZ.
- Reduce the environmental impact of travel to/from Skylon Park and contribute to the target of reducing the county's carbon emissions to net zero by 2030.
- Reduce journey times and improve journey time reliability, to/ from Skylon Park, thereby reducing business costs and encouraging new businesses to the site.
- Improve access to employment at Skylon Park, thereby attracting employees to existing businesses and enhancing the appeal of the site to developers
- Support health and wellbeing of Skylon Park employees, through increased walking and cycling, and linking with Public Health Initiatives.
- Support safe travel around Skylon Park.

Management & Funding

This ATP is approved by the HEZ Board.

The HEZ Managing Director will oversee the delivery of the plan, in partnership with the Sustainability and Climate Change team from Herefordshire Council (HC). An ATP Steering Group comprised of Skylon Park business representatives will meet bi-annually to contribute to the development and delivery of the annual action plan.

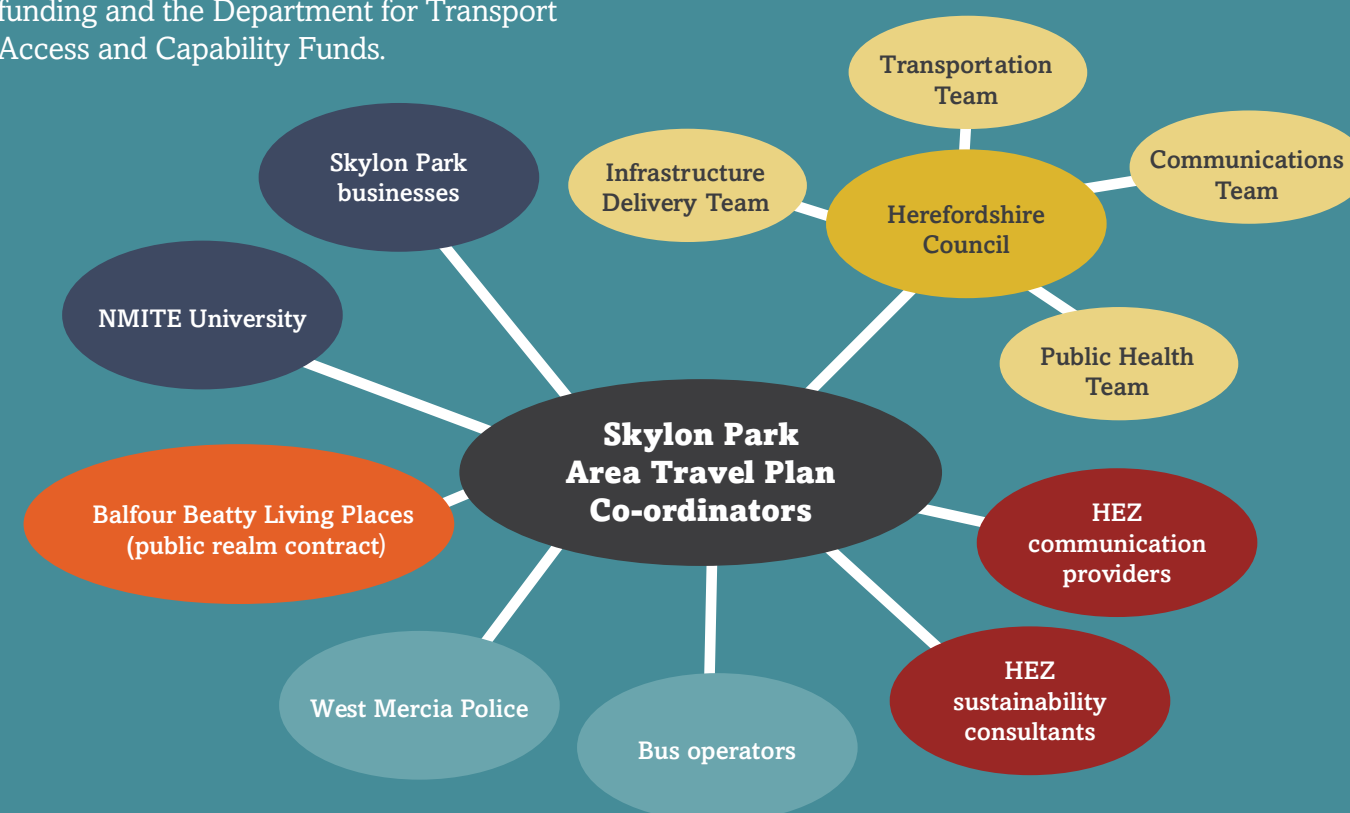
Funding for the delivery of the plan will be reviewed on an annual basis and will come from a variety of sources including HEZ budget allocation, Herefordshire Council project funding and the Department for Transport Access and Capability Funds.

Delivery

This ATP will be delivered by Area Travel Plan Co-ordinator.

The Co-ordinator will develop functional links and partnerships with other teams and organisations to deliver this ATP (see diagram below) including:

Skylon Park businesses; NMITE University; West Mercia Police; Herefordshire Council's Transportation, Infrastructure Delivery, Communications and Public Health Teams; Balfour Beatty Living Places; Bus operators; HEZ sustainability consultants; HEZ communication providers.



Travel Plan Tools

There are a number of travel planning tools that will be used to achieve the aims of this ATP. These are outlined below. An annual action plan will be created each year and attached to this plan. The action plan will include details of planned schemes for the following year, including timescales and targets.

Tool 1: Public infrastructure

Public infrastructure provides the means for local employees and businesses to access Skylon Park, to connect with the wider city and county, and efficiently transport goods. Public infrastructure includes walking and cycling routes, bus services and stops, and the road network.

This ATP aims to maximize all opportunities to link Skylon Park with the wider city and county, as well as enabling easy access in and around Skylon Park.

Previous improvements include the Greenway walking and cycling route, linking Skylon Park to Hereford City Centre.

Public infrastructure that will support this ATP includes:

Existing active travel and bus infrastructure

Future proposed schemes such as Quiet Routes and Holme Lacy Road.

Future ad hoc schemes, including walking and cycling routes to and around Skylon Park; bus services and bus shelters. These may be funded by HC, or separately by HEZ budget allocation

Tool 2: Workplace infrastructure

Workplace infrastructure provides the means for employees to easily access their workplace on foot or by bike. Quality workplace infrastructure demonstrates employers’ commitment to supporting healthy, low-emission travel options.

Workplace infrastructure that will support this ATP includes:

Travel infrastructure on new HEZ business development sites, as specified in their Outline Travel Plan, funded as part of core LDO development costs. This includes covered cycle parking; lighting; pedestrian and cyclist access routes; car-share parking spaces; electric vehicle charging.

Facilities for businesses funded by travel grants when available.

Tool 3: Training and support schemes

These schemes educate and support employees, to give them the skills, knowledge and confidence to cycle to work. They can also educate other road users about the needs of cyclists.

Training and support schemes that will support this ATP include:

Adult cycle lessons offered to all employees. This can include support with identifying and practicing the best cycle route to work for an employee (led by BikeRight!).

Tool 4: Advice, Information & Promotion

These give employees information on their available travel options, and motivators for employees to try new or different ways of travelling.

Advice, information and promotion schemes that will support this ATP include:

Creation and distribution of route guides for walkers, cyclists and bus users including Routes to Rotherwas guide and new webpages for commuters.

Active Travel & Bus promotions e.g. online walking promotion, sustainable travel incentive promotion.

Events at workplaces and in public areas, to raise awareness, and provide 1 to 1 information and advice to employees.

Tool 5: Individual travel plans & Travel for Work network

These give the framework for businesses to provide appropriate workplace infrastructure, and give employees access to the benefits of the other travel plan tools outlined above.

Individual travel plans and Travel for Work network will be used to support this ATP by:

Creation of individual travel plans for all new HEZ developments, to identify specific measures that can be introduced by the business, e.g. travel info display; prioritized car share scheme; facilities for walkers and cyclists; promotional activities supported by the Area Travel Plan Co-ordinators.

Inviting all Skylon Park businesses to register with the Herefordshire Travel for Work network. The network offers travel grants when available and info on promotions for employees.

Tool 6: Monitoring & Evaluation

Regular monitoring will provide data to monitor progress towards the aims and targets of this ATP, and plan future developments.

Monitoring that will support this ATP includes:

An annual employee travel survey of all Skylon Park businesses to be carried out between May and June (>2 week period). A report will be published, to monitor progress towards aims and targets. This will inform the annual action plan. A summary of the 2022 travel survey results is available at <https://skylonpark.co.uk/moving-to-skylon/resources/>

Ongoing monitoring of traffic and vehicle flows:

- cycle counter on the Greenway bridge monitoring cycle flows to and from the site and
- quarterly pedestrian and cycle video survey on the Straight Mile junction with Thorn business park.

Advice, information and promotion at a Choose How You Move Workplace event.



Action Plan 2023

| Type | Scheme | Detail | Date planned | Target | Who by |
|---------------------------------|---|--|------------------------------|---|---|
| Public Infrastructure | Liaise with Council teams to support awareness of new and upcoming travel infrastructure. | Communicate new infrastructure on Holme Lacy and HEZ Quiet Streets to employees and businesses. Work with HEZ/HC to facilitate extension of bus service to Shell Store | Ongoing | Ongoing | TPC |
| Public Infrastructure | Installation of Beryl Bays | | End of April -23 | End of April -23 | TPC, Beryl Bikes, Herefordshire Council |
| Area wide Travel Plan | Review and update the Skylon Travel Plan along with all travel materials | Ensure all details are up to date and the action plan is updated and enhanced. Ensure all information is correct. | End of May -23 | Up to date Travel Plan | Travel Plan Coordinator (TPC) with sign off by HEZ Management |
| Advice, information & promotion | Provide monthly travel article to Skylon Park's communication manager. | Articles covering various topics throughout the year. Includes copy for tweet | Monthly | Article published every month | TPC (to work with Skylon Comms Team) |
| Advice, information & promotion | Link employees to local running and cycling clubs. | Provide a pathway to more active lifestyles and more active commutes by bringing clubs on site and providing employees with contact details | May-23 | Establish links with running and cycling clubs and dissemination of information | TPC |
| Advice, information & promotion | On site travel events at varying locations across the site. | In conjunction with local retailers/service providers | From April 23 to end Sept 23 | Delivery of 6 events | TPC |
| Advice, information & promotion | 1-1 Travel planning sessions for employees. | Raise awareness of non-car options, routes. Offered via TPC email, on site events, Skylon newsletter, and promotional materials. | Ongoing service | Offer to every business through promo materials and at events | TPC to deliver and promote. |
| Advice, information & promotion | Provision of sustainable travel employee and employer information | To encourage more walking to work/ cycling to work and provide more detailed routes . Hereford Mini Map/Employee leaflet/Employer leaflet/ Routes to Rotherwas | Ongoing | Provide to businesses and at every event | TPC to source and distribute to employers |

| Type | Scheme | Detail | Date planned | Target | Who by |
|---------------------------------|---|--|---|--|--|
| Advice, information & promotion | Promote council challenges, grants etc as instructed by the council | TPC to promote HC materials through newsletter and Steering Group | Ongoing | Materials delivered to every business | TPC |
| Advice, information & promotion | Establish a Bike and Runners User Group (RUG) | To ensure that those cycling or wishing to cycle to/ from the site can provide feedback directly to the travel plan. A 'cycling champion' would need to be identified to establish R/BUG – requires input and support from steering group. | Sep-23 | User Groups established with active members | TPC and tenant representative |
| Advice, information & promotion | Site wide incentive campaign to encourage staff to periodically travel by a non car mode | A focus on travelling with a colleague | Ongoing | Campaign in place and reduction in single car occupancy | TPC |
| Advice, information & promotion | Act as a conduit between Public Health, Greener Footprints and interested businesses | Where appropriate, ask Pubic Health to contact interested businesses to offer healthy lifestyle trainer. | Ongoing | Deliver information as requested | TPC and Public Health Team |
| Advice, information & promotion | Actively seek and bid for funding on behalf of the Site to enhance the sustainable travel offer | To facilitate large scale sustainable travel improvements | Ongoing. Bid as funding becomes available | Successful funding bid | Dependent on funding and outcome of bid. TPC to deliver |
| NMITE Individual Travel Plan | Support NMITE in the delivery of their Travel Plan. | Ensure students are aware of all transport options prior to the commencement of their initial term onsite. | Ongoing | Activities delivered to students and NMITE Travel Plan in place. | TPC to liaise and advise on surveys and implementation of TP |
| Coordination | Reinvigorate the Steering Group Meeting | Provide a forum for employers and TPC to meet and for peer learning between employers. Link employers with local providers and retailers and provide advice and support to employers. | Quarterly from early 23 | 2 meetings | TPC to organise and chair |

| Type | Scheme | Detail | Date planned | Target | Who by |
|-------------------------|---|---|---|---------------------------------------|-----------------------------|
| Travel for Work Network | Promote Travel for Work Network | Promote the Network and encourage businesses to sign up at events and in promotional materials | Ongoing | Ongoing | TPC |
| Individual Travel Plans | Support businesses to develop outline and full travel plans and undertake annual reviews to make sure these travel plans are implemented and the targets are met. | Ensure compliance with LDO/Area Travel Plan | Ongoing | Ongoing | TPC |
| Monitoring | Compile quarterly report of: Greenway and Holme Lacy road pedestrian/cycle counts, 78X bus service data and Beryl bike usage stats | Email HC Quarterly for Rotherwas Cycle and Pedestrian data. Beginning of Jan, April, July and Oct. Who does this need to go to? Provide Mark with numbers | As requested by Skylon Park Management Team | n/a | TPC Liaise with the Council |
| Monitoring | Prepare and deliver the annual Skylon Park employee travel survey and other surveys e.g. bus surveys as required | Survey sent to all businesses via all comms channels | May -23 - July -23 | Annual survey carried out | TPC |
| Monitoring | Prepare survey annual report and distribute to businesses and stakeholders | Prepare report of annual | By August - 23 | Report delivered to all stakeholders. | TPC |
| Monitoring | Provide monitoring and evaluation support as and when required by Skylon Park Management Team including new projects to support travel plan objectives | As requested by the SPMT | As required | n/a | TPC |



Future aspirations

The following schemes are medium to long term aspirations and/or plans:

- Quiet routes to Hereford Enterprise Zone (from SW Hereford)
- Extending walking and cycling measures along Holme Lacy Road

Advice

For advice and information on travel to Skylon Park visit:

<https://skylonpark.co.uk/commuting-to-skylon-park/>

Travel Survey

To see the latest Skylon Park travel survey results visit:

<https://skylonpark.co.uk/moving-to-skylon/resources/>

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Choose how you move