

## 1. INTRODUCTION

**1.1** SEStran is the Regional Transport Partnership covering the Borders, East, West and Midlothian, Edinburgh, Fife, Falkirk and Clackmannanshire. Ten people work in the Hopetoun Gate office. Meetings of the SEStran Partnership Board and with transport officers from the eight partner authorities are regularly held at the office.

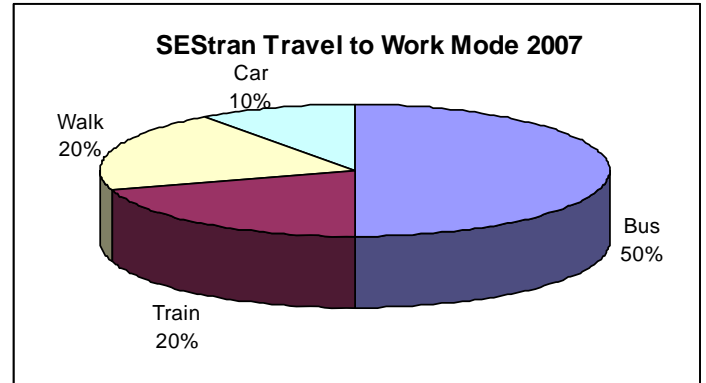
**1.2** SEStran's Regional Transport Strategy proposes, as a high priority, to help implement travel planning for schools, local authority staff, health boards and other public and private sector workplaces. This travel plan for the SEStran office has been developed to help the organisation lead by example and should be read in conjunction with the 'SEStran: How to Get Here' guide. The office is relatively small, hence the short nature of this travel plan.

## 2. OFFICE CONTEXT

**2.1** Hopetoun Gate is on McDonald Road, 10 minutes walk down Leith Walk from Edinburgh City Centre. A wide range of bus services serve the office from Waverley, Haymarket and Edinburgh Bus station. A cycle shed is available while shower and changing facilities are on the 4th floor of Hopetoun Gate. McDonald Road is within the Central Edinburgh Parking Zone: parking places for cars (4 hours maximum) and motorbikes are available on McDonald Road and Hopetoun Crescent. The office is fully accessible to people with disabilities.

## 3. SURVEY RESULTS

**3.1** A travel survey of all people who work in the office was undertaken in January 2007. The results were as follows:



**Q1.** Four people work 0900-1700 while others work more irregular hours between 0800 and 2000, Monday to Friday

**Q 2.** Five people usually travel by bus, two take the train, two walk and one drives.

**Q 3.** The average distance travelled to work is 11 miles, with a maximum of 37miles, minimum of 1.2 miles and median of 4.5 miles.

**Q 4.** The average length of journey is 39 minutes, with a maximum of 1 hour 40 minutes, minimum of 15 minutes and median of 30 minutes.

**Q 5.** The following modes are occasionally used to get to work: car (driver): 3 people, car (passenger): 2 people, and bus, bike and train: 1 person each. 2 do not change their travel mode.

**Q 6.** The following changes would most encourage people to use public transport

(or would be most popular for those currently using public transport):

<b>Q6. Travel measure</b>	
Discounted tickets/passes available at work	4
More direct or faster bus routes	3
More frequent/reliable bus service	3
Public transport information	3
Better bus interchange facilities	2
Better bus shelters (lighting etc)	1
More convenient pick-up/drop-off points	1
More frequent/reliable train service	1
Better connections between station and home/work	1
<b>Others:</b> 'Better weather!'	1
'Integrated ticketing'	1
I don't require to use public transport	0
Nothing would encourage me to travel by public transport	0
Cleaner buses and trains	0

**Q 7.** For the one person who drove to work, the main reason for doing so was 'car is essential to perform job'.

**Q 8.** Two people would, in principle, be prepared to car share. Two would not. Their stated reasons were a dislike of city driving and the nature of the person's work.

**Q 9.** The following measures would, in principle, encourage people to car share:

<b>Q9. Car sharing measure</b>	
Reserved parking for car sharers	3
Help in finding car share partners with similar work patterns	2
Emergency ride home service if let down by driver	2

**Q10.** The following measures would most encourage people to walk or cycle to work:

<b>Q10. Cycling measure</b>	
Improved cycle paths on the journey to work	3
Improved cycle parking at workplace	2
Improved shower/locker facilities at workplace	2
Reward scheme	2
Arrangements for subsidised bicycle purchase/supply	0
Nothing would encourage me to walk or cycle to work	3

**Q11.** The following reasons would most encourage people to change travel mode:

<b>Q11. Reason to change travel mode</b>	
To reduce cost of travel	3
To reduce time of travel	3
To be "greener"	1
Because of a change of address	1
To reduce stress of travel	0
To improve reliability of travel	0
To improve health	0

**Q12.** Most people would make use of teleworking: three people would like to work regularly from home, three would occasionally work from home and two would use a lap top while travelling. Just one said it would be of little relevance.

**Q13.** The potential travel plan measures most supported by people are indicated below. People were also asked to predict how effective they believed the measure would be (in encouraging use of other modes of transport):

Q 13. Travel Plan measure		Prediction of effectiveness
Video-conferencing /other tele-working facilities	6	HHMMMM
Discounted public transport tickets	4	HHMM
Improved cycle parking	3	HMM
Car sharing scheme	2	MM
Improved changing/locker facilities at workplace	2	MM
Happy with current arrangements	0	<i>H: HIGH, M: MEDIUM, L: LOW</i>

In the space for comments on how else SEStran could encourage use of other transport modes, people suggested that the frequency, accessibility and reliability of public transport could be improved and it should be made cheaper.

**Q14.** The following modes were occasionally used during the working day:

- Bus 6 people
- Taxi 4 people
- Foot 3 people
- Train 3 people
- Car driver 2 people
- Car sharing 1 person
- Motorbike 1 person
- Bicycle 0
- Car passenger 0

### 3. ANALYSIS

**3.1** Four main points emerge from this travel survey:

- The percentage of people travelling by sustainable modes is extremely high. The car mode share for travel-to-work in the SEStran area was 62% (2001 figures), for the SEStran office it is 10%.

- From Questions 6, 11 and, to a lesser extent, 13, the journey time and cost of public transport were the two primary concerns for people.
- Car sharing is of little relevance, given low levels of car usage, but could be promoted for journeys during the working day.
- There appears to be potential to increase the number of people cycling to work, at least occasionally, through improving related infrastructure.

**3.2** The high levels of use of sustainable travel reflects a high awareness of transport issues, to be expected in such a office given its city centre location and nature of work.

**3.3** The office is relatively small, hence the short nature of this travel plan document. SEStran would be unable to negotiate special public transport arrangements for itself to address journey time and cost. However, SEStran could seek to join forces with major employers in the area when they were undertaking such initiatives. Already, SEStran shares shower and cycle shed facilities with other offices in Hopetoun Gate.

**3.4** The office hosts regular meetings for people from around South East and the whole of Scotland. It is essential to promote the sustainable travel options to regular visitors which exist for accessing the office.

**3.5** The office will benefit from the tram network being developed in Edinburgh. Consideration will need to be given as to how to promote tram services in the organisation in due course.

## 4. OBJECTIVES

- 4.1** From this survey and analysis, four main objectives have been set:
- Maintain the mode share in the current team and through any changes in staffing
  - Increase the use of active travel modes on an occasional basis
  - Promote use of sustainable travel to regular visitors to SEStran office
  - Reduce the need to travel through use of tele-working

## 5. ACTIONS

- 5.1** The actions to achieve these travel plan objectives are:
- Continually promote facilities available to help people use active travel to get to work
  - Produce, promote and update a sustainable travel guide for accessing the SEStran office from around South East Scotland
  - Repeat travel survey on a yearly basis
  - Promoting use of video conferencing facilities and minimising non-essential meetings.
  - Pursue Cycling Scotland Cycle Friendly Employer Status

## 6. TARGETS

- 6.1** Two main targets have been established:
- Increase numbers of people occasionally walking/cycling to the office from 2 to 4.
  - Maintain current mode share for use of car for journey to work (10% car, 20% walk, 20% train, 50% bus)
- 6.2** In future, it may be appropriate to set targets for financial and journey time savings from use of video conferencing

and consider expanding travel plan to regular visitors.

## 7. MONITORING

- 7.1** In order to monitor progress against targets, the travel survey will be repeated on a yearly basis. The other main aspect of monitoring will be maintaining a record of estimated journey time and financial savings from use of video conferencing.

## 8. LINKS

- 8.1** For further information on travel plans or SEStran, the following links will be useful:
- Public transport timetables and journey planner:  
[www.travelinescotland.com](http://www.travelinescotland.com)
  - UK Department for Transport Travel Plan Resources Pack for employers:  
<http://www.dft.gov.uk/pgr/sustainable/travelplans/work/resourcepackemployers/>
  - Scottish Executive Travel Plan guidance:  
<http://www.scotland.gov.uk/Publications/2002/10/15454/11007>
  - Sustainable Travel initiatives:  
[www.chooseanotherway.com](http://www.chooseanotherway.com)
  - Sustainable Transport activity by the Scottish Executive:  
<http://www.scotland.gov.uk/Topics/Transport/sustainable-transport>
  - SEStran: [www.sestran.gov.uk](http://www.sestran.gov.uk)



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