



WELWYN HATFIELD

Report name: Travel Plan for Campus East and Campus West

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Position: Climate Change Officer

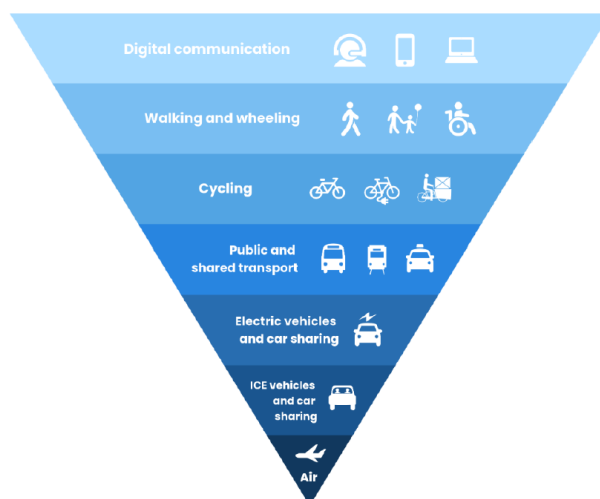
Executive Summary

Welwyn Hatfield Borough Council (WHBC) declared a climate emergency in 2019 and is committed to being net zero as an organisation by 2030 and as a borough by 2050.

The aim of this travel plan is to set out how WHBC intends to reduce single occupancy car usage and encourage sustainable and active travel for staff, Members and visitors. It will cover both business travel and commuting, in support of the net zero targets of 2030 and 2050.

In addition to emissions reduction, the Travel Plan will also deliver a range of wider benefits, such as improvement of local air quality, improved staff health and wellbeing, reduced congestion/traffic and financial savings.

Figure 1 Sustainable Transport Hierarchy



(Source; Energy Savings Trust)

The Travel Plan adheres to the sustainable transport hierarchy, and provides four key aspects;

- Recognises that some travel is essential for the council to deliver its services;
- Focuses on reducing the need to travel for unnecessary journeys;
- Identifies and provides realistic alternatives to private car use; and
- Makes alternative to driving alone more attractive where trips do need to be made by car.

Through the promotion of a range of measures and initiatives, Welwyn Hatfield Borough Council are committed to reducing the reliance of staff, members and visitors on single occupancy journeys by car for travel and a summary of these is provided below;

- Promotion of car share scheme;
- Promotion of Pool Car / Electric vehicles;
- Facilitation of electric car charging;
- Secure cycle parking provision and related facilities (eg showers, storage);
- Improving the highway environment for pedestrians and cyclists; and
- Promotion of discounted public transport options.

1 INTRODUCTION

1.1 Background

WHBC declared a climate emergency in 2019 and is committed to being net zero as an organisation by 2030 and as a borough by 2050.

Decarbonising our business travel and commuting will support our net zero targets, along with delivering a broad range of other co benefits, such as improvement of local air quality, improved staff health and wellbeing, reduced congestion/traffic, financial savings and increased staff productivity.

This Travel Plan replaces the previous Travel Plan prepared by Transport Planning Associates (2015).

The Travel Plan will be updated in three years' time.

1.2 Supporting Policy and Guidance

This Travel Plan has been created in line with;

- WHBC Climate Change Strategy and Climate Action Plan
- Hertfordshire's Local Transport Plan 2018 - 2031
- WHBC Air Quality Strategy and Action Plan

1.3 Aims

The principal aim of the Travel Plan is to reduce reliance on the private car for single occupancy journeys and to encourage the use of alternative modes of travel by making people more aware of sustainable travel options available.

1.4 Approach

During November 2023, staff were invited to complete a staff travel survey. The survey had 203 responses. Using data from the survey, we have baselined current commuting and business travel habits.

The Travel Plan is based around two main phases;

- To take into consideration the current transport conditions relevant to the existing office locations and the surrounding environment
- To propose a range of measures designed to increase travel awareness for the staff at these sites.

2 SITE AUDIT

2.1 Introduction

This section of the Travel Plan provides an overview of the main office locations and details the existing transport and highways situation.

2.2 Office locations

Campus East and Campus West are located to the north of Welwyn Garden City's town centre. The Campus forms a gyratory where Digswell Road, Bridge Road, Parkway and Brockwood Lane interconnect.

At present there are approximately 355 staff working at Campus East, which also holds the Council Committee Chambers, and 48 staff working at Campus West.

Due to the service offered and opening hours of the Campus West site, we acknowledge that sustainable transport options may be reduced for some of our staff.

2.3 Home working

As a result of the COVID-19 pandemic, a hybrid working approach to reduce the need for employees to travel on site every day has been developed. This has greatly reduced staff commuting into the office every day.

2.4 Existing pedestrian infrastructure

The sites are accessible to the town centre and surrounding areas and facilities through an extensive footway network, which connects the site to a variety of locations, including amenities, a shopping centre and the public transport facilities.

Welwyn Garden City Bus station is located south of the Campus, approximately 350m from the site, which is within the desirable walking distances for both commuting, as set by the IHT's 2000 publication 'Providing for Journeys by Foot'.

The railway station lies within approximately 550m walking distance from the Campus, which is within the acceptable walking distance for commuting, as suggested by the IHT.

The existing footways along the Campus are of a good standard, with a width which varies from approximately 3.0m to 3.2m, providing access to the aforementioned facilities and the surrounding residential and employment areas. All the footways are provided to a good standard with dropped kerbs, tactile paving, streetlights, and street furniture.

The adjacent Digswell Road, Bridge Road and Brockwood Lane, which connect the site to the north, the east and the west of Welwyn Garden City, respectively, have footways along both sides of the carriageway, with the width varying from approximately 2.6m to 2.9m. Good quality pedestrian facilities are provided on Parkway, south the site, as well.

A pedestrian underpass connects the Campus with Bridge Road and there is also at-grade pedestrian crossings on Bridge Road, allowing pedestrian's easy access to the bus station and the railway station.

There are two signal-controlled pedestrian crossings on the Campus, within 100m and 300m walking distance from the site, respectively. A further pedestrian controlled is located on Osborn Way, adjacent to the bus station.

Recent work in 2023 focused on improved crossings throughout much of the centre, in general, and will be developed further over the coming years.

2.5 Existing cycle infrastructure

There are two National Cycle Routes (NCRs) in close proximity to the site. NCR 12 routes south to north from Hadley Wood to Arlesey, passing by Welham Green, Hatfield and Stevenage. NCR 57 routes east to west from Crickdale (Wiltshire) to Welwyn Garden City.

Recently, in the past two years, significant improvements have been made to the walking and cycling environment in Welwyn Garden City town centre more generally.

In 2022, a dedicated two way cycle lane over the railway bridge just east of the Council offices and into Stonehills was created. It is hoped that over time this network will be developed further, and further encouragement given to people to safely walk and cycle into the town.

The National and the other local cyclist friendly routes and trails are shown in the cycle map provided in the Appendix A.

It should be noted the whole of Welwyn Garden City is within a 5km cycle ride of the sites.

2.6 Cycle facilities

There are currently 10 cycle parking spaces provided at Campus East, with a further five 'pods' for pool bikes.

There are four pool bikes available for staff to use along with lights, helmets and hi vis jackets.

There are currently three shower rooms available for staff to use in Campus East and two shower rooms at Campus West, however the latter are only available for staff use when there are no live performances in the theatre.

2.7 Existing public transport infrastructure

2.7.1 Local Bus Services

There are a number of bus stops within a 200m walk of the site, which are served by 20 bus routes. The current bus routes and the various timetables, at the time of writing, are reproduced in Appendix A.

Given the very high number of bus routes and the close proximity of numerous bus stops, it can be considered that the site benefits from a high public transport accessibility.

2.7.2 Local Rail Services

The local train station is located to the south is accessible via local footways and formalised pedestrian crossings on Bridge Road.

The local train station is serviced by Great Northern Trains which run on three separate routes allowing for termination at Kings Cross, Moorgate, Cambridge and Peterborough. Analysis on journey durations has been undertaken and is summarised in Table 1. As illustrated, Welwyn Garden City is well situated to enable access to the town by commuters from multiple origins.

Table 1

Minimum weekday journey time from Welwyn Garden City Train Station

Destination	Duration
London Kings Cross	23mins
Moorgate	47mins
Cambridge	57mins
Peterborough	1hr 4mins
Stevenage	10mins

2.8 Local Highway Network

The Campus forms a gyratory to the north of the town centre with two circulating lanes providing a width of approximately 6.8m. A footway circulates The Campus on the outside while a network of footpaths provide access across the centre of the gyratory, with signalised pedestrian crossings provided around The Campus.

Digswell Road provides access from the A1000, to the north, to the north of the town centre and is subject to a 30mph speed limit in the vicinity of the site, although further to the north this increases to 40mph. The width of the carriageway is approximately 6m and footways re provided on both sides of the carriageway.

Bridge Road (B195) provides access to the north of the town centre from the east, via Hunters Bridge which crosses the railway, and is subject to a 30mph speed limit. The width of the carriageway varies from 14m to 15.5m as the number of lanes vary from single to two lanes in either direction. For part of its length there is a central reserve. There are footways provided along both sides of the carriageway.

Parkway is a 30mph road which provides a link through the town centre with the southbound and northbound lanes being segregated by a tree lined grassed area. The southbound carriageway has a width of approximately 6m and the northbound carriageway has a width of approximately 5m. There are footways provided along both sides of the carriageway. Brockswood Lane (B195) provides egress from the north of the town centre from the west, where it joins with the B197 Great North Road and Valley Road (B195) and is subject to a 30mph speed limit. There are footways along both sides of the carriageway.

2.9 Car parks

The current car parking provision for Campus East and Campus West is as follows:

- Campus West: 310 spaces in total – includes 30 Disabled bays, 21 Parent and Child bays, 10 Electric Vehicle (EV) bays, 2 Disabled EV bays and 1 Motorcycle Bay.
- Cherry Tree: 55 spaces in total – includes 4 Disabled bays, 2 EV bays, 1 Motorcycle Bay, 7 Cabinet Member bays, 3 Visitor bays and 3 Hackney Carriage bays.
- Campus East Lower: 427 spaces in total – includes 102 Reserved bays and 10 Disabled bays.
- Campus East Upper: 142 spaces.
- Hunters Bridge: 634 spaces in total – includes 18 disabled bays.

3 CURRENT SITUATION – ANALYSIS OF STAFF SURVEY

3.1 Existing mode share

To establish the baseline situation of staff travel behaviour, a staff travel survey was undertaken between 6th November to 30th November.

The survey response rate was 46% (203 out of 440 staff), this is considered a little on the low side, however it is hoped it is reflective of existing travel patterns.

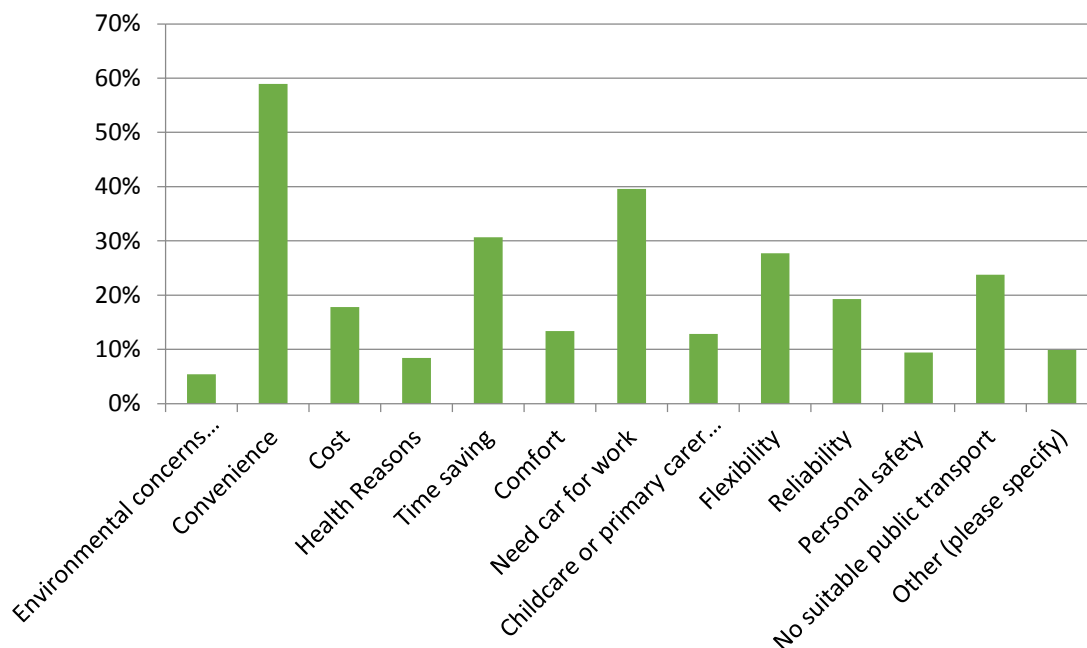
The results of the survey identified that the majority of staff drive to work in a car, on their own (82%), followed by public transport (8%), active travel (7%). The remaining 3% of staff commute in a shared car.

Table 2. Commuters travel mode

Answer Choices	Responses	
	Percentage	Number
Car (single occupancy)	82%	165
Petrol car	54%	108
Diesel car	24%	48
Hybrid car	3%	7
Electric car	1%	2
Motorbike	0%	0
Motorbike	0%	0
Electric motorbike	0%	0
Active travel	7%	14
Walk	6%	12
Bicycle/scooter	1%	2
Electric bicycle/scooter	0%	0
Public transport	8%	16
Taxi	0%	0
Train (overground)	3.5%	7
Train (underground)	0%	0
Bus	4.5%	9
Car share	3%	6
Car share - please specify fuel type	3%	6
Answered	99%	201
Did not respond	1%	2

The analysis of the answers has identified that the most common reason for choosing their mode of transport was out of convenience (59%), followed by requiring their car for work (40%) and time saving (31%). Please note, staff we asked to choose their top 3 reasons).

Figure 2. Reasons for travel mode choice

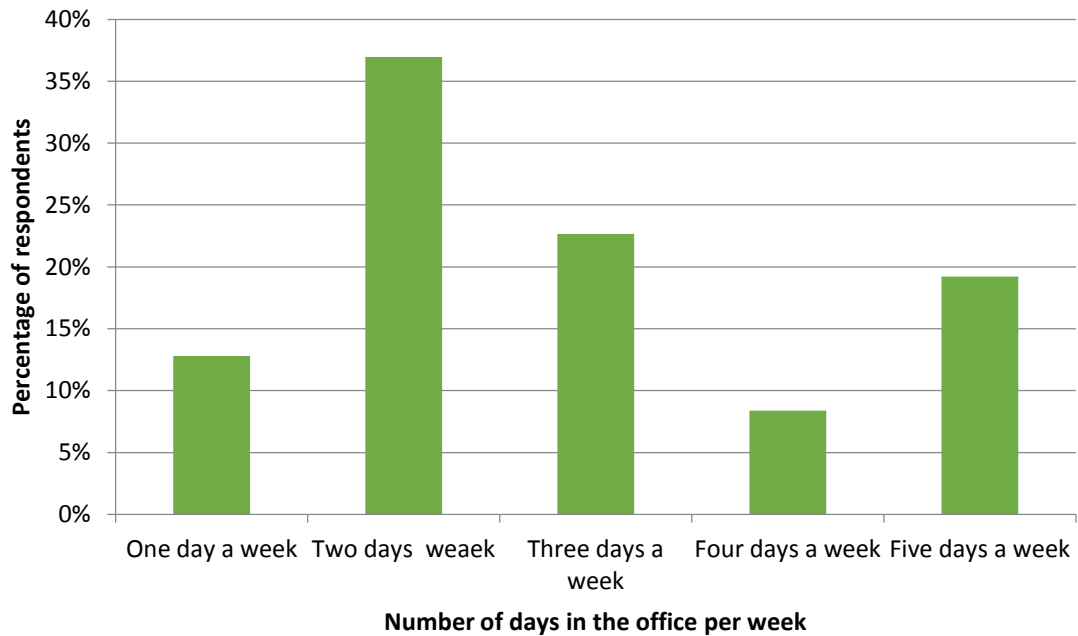


The largest proportion of staff work two days per week in the office (37%), followed by three days per week (23%) five days per week (19%). 13% of staff work one day per week in the office and 8% work four days per week in the office.

Table 3 Average days worked in the office per week

Days per week in the office	Responses	
	Percentage	Number
One day a week	13%	26
Two days week	37%	75
Three days a week	23%	46
Four days a week	8%	17
Five days a week	19%	39
Answered	100%	203
Did not respond	0%	0

Figure 3 Average days worked in the office per week



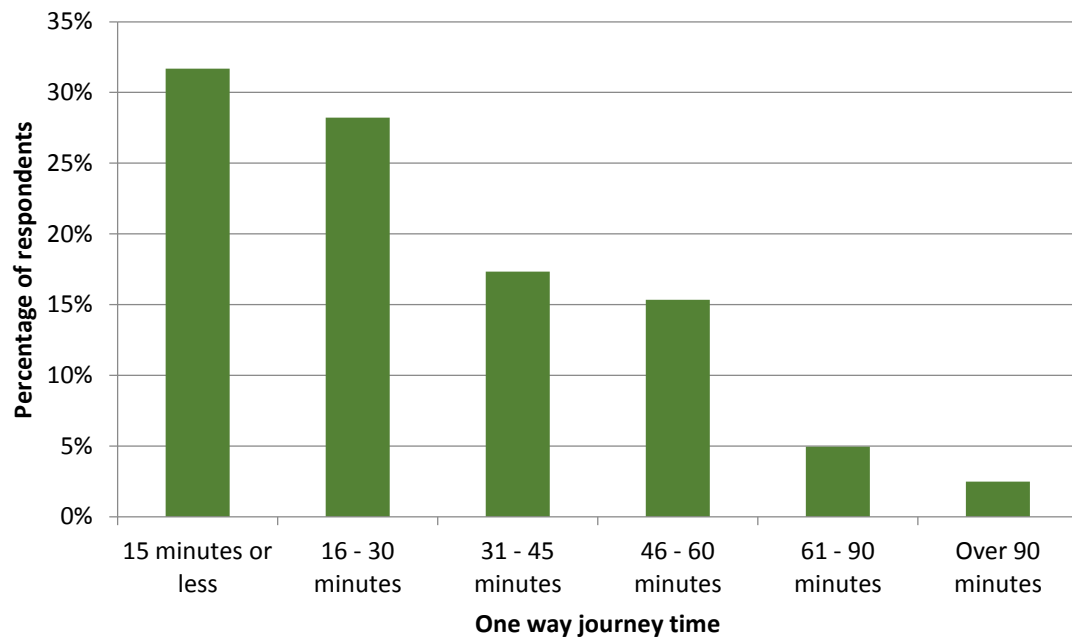
Staff are expected to attend the office at least one day a week and this varies by team based on business need. The most popular day to work in the office is Wednesday, and the least popular day is Friday. 18 staff have no common pattern of days of working in the office.

Table 4 Days worked in the office

Day of the week	Responses	
	Percentage	Number of responses
Monday	20	124
Tuesday	20	120
Wednesday	21	127
Thursday	21	126
Friday	16	95
No set pattern	3	18

32% of staff commute to the office in less than 15 minutes, whilst a one-way trip takes over an hour for 7% of staff.

Figure 4 Time taken to travel to work



See appendix C for further survey analysis.

4 AIMS, OBJECTIVES AND TARGETS

4.1 Aim

As set out previously, the principal aim of this Travel Plan is to help reduce car usage (particularly single occupancy journeys) and encourage an increase in the use of public transport, walking and cycling.

4.2 Objectives

There are a number of objectives, both at national and local level that the implementation of the Travel Plan is intended to help fulfil:

- to influence travel behaviour of employees and visitors;
- to generate fewer single-occupancy car trips than would otherwise be the case, by influencing a modal shift in travel to the site;
- to encourage safe and viable alternatives for accessing the site;
- to help improve the health of employees and the wider community; and
- recognising that social inclusion is vital in promoting accessibility to the site by non-car based modes.

4.3 Targets

- To increase the number of journeys to work by sustainable mode (walking, cycling, or public transport) in the next 3 years;
- To reduce the number of single occupancy car journeys to work a week from 82% to 75% in the next 3 years;
- To Increase the number of journeys by bus or train a week from 8% to 10% in the next 3 years;
- To increase the number of people cycling to work at least once a week from 1% to 3% in 3 years (compared to this baseline data);
- To increase the number of people walking to work at least once a week from 6% to 10% in 3 years (compared to this baseline data);
- To reduce emissions from business travel by at least 10% in 3 years (compared to this baseline data); and
- To ensure company owned vehicles which are operated by WHBC staff have transitioned to fully electric by 2030 where financially viable.

5 TRAVEL PLAN INITIATIVES AND COMMUNICATIONS

The following section of the Travel Plan sets out proposed measures and initiatives for staff to highlight opportunities to travel to the site by non-car means, to influence the modal choice for the journey to work.

5.1 Provision of Travel Information

- In order to achieve “buy in” from staff and successfully promote the plan, it is important to outline the benefits to the individual. Travel information will be displayed on the councils intranet. The information publicised will include details on the improved health, cost saving, convenience, and social benefits which sustainable travel can generate.

Information relating to the potential for travel to and from the offices by non-car modes will be disseminated to employees through CORE news and on WINNIE, as well as in this Travel Plan. There will be links to:

- Bus timetables;
 - Rail timetables;
 - Cycle maps; and
 - Details of useful websites
- A dedicated ‘Climate Hub’ has been created on the One Welwyn Hatfield website and under the theme of Transport, relevant sustainable travel information will be provided for visitors planning to come to Campus East or Campus West. The Climate Hub will also include an array of other information relating to active and sustainable transport and highlight work the council is doing around the borough.

5.2 Measures to Promote Walking

Only 6% of staff currently walk to work, however 22% of staff who completed this answer live less than 2 miles away from the office, so walking could be an option for many, particularly in the warmer and drier months. Therefore, the following measures to increase this number are/will be provided:

- Maps illustrating pedestrian network routes in the vicinity of the site;
- Sign posting to the walking website www.walkit.com;
- Information detailing the health benefits of walking; and
- Promotional information and walking events.

5.3 Measures to Promote and Facilitate Cycling

At present approximately 1% of staff cycle to work. With 33% of staff living within 5 miles of the site, cycling could be a potential option for many.

The following information and facilities will be considered and / or provided to encourage cycling:

- Cycle repair / emergency kit held with Environmental Health Team;
- Promotion of the pool bikes;
- Provision of information on the local cycle network illustrated on maps;
- Promotional material from organisations such as Sustrans and ‘bikes4all’;

- Promotional information and cycling events;
- Information detailing the health benefits of cycling will be placed on the staff travel notice board;
- The feasibility of increasing lockers/storage space for staff who wish to cycle will be considered;
- The feasibility of improving showering facilities will be considered depending on demand;
- To promote the bike salary sacrifice scheme and keeping financial limits under review to ensure the scheme remains current, along with the possibility of arranging cycle training for members of staff who feel they may benefit from this; and
- Promote the Dr Bike sessions that are planned within Welwyn Hatfield, and ensure we run these annually moving forwards.

5.4 Measures to Promote Public Transport Use

At present 8% of staff use public transport to travel to work; 3.5% by rail and 4.5% by bus. The offices are highly accessible to the railway station and a number of local bus services, as well as the bus station, so this could be an alternative option for many, therefore, the following measures are provided:

- Provide up-to-date public transport information including timetables and bus company contact information;
- Council employees can access a discounted annual bus pass through Arriva. For more information, and to apply, please visit; <https://www.arrivabus.co.uk/business-travel/employer-travel-club/welwyn-hatfield-borough-council>); and
-

5.5 Measures to Promote and Facilitate Car Sharing

Approximately 3% of staff car share, with either colleagues or friends and family. Car sharing is a good means of reducing single-occupancy journeys. 42% of staff said they would be open to car sharing in the future, therefore,

- We will look into the creation of a car share 'match making service' based on information from the travel survey. Consideration will be given to implementing a car share scheme, or alternatively national and local car share schemes will be promoted, including:
 - Hiyacar (<https://www.hiyacar.co.uk>)
 - hertsliftshare.org (although this is not supported by HCC)

5.6 Measures to Promote and Facilitate increased uptake of pool bikes and electric vehicles for business use

37% of survey respondents were aware of both the EV car hire scheme and the pool bikes. 15% of survey respondents did not know about either of the pool bikes or EV. 47% were aware of the electric vehicles but not the pool bikes, and 1% were aware of the pool bikes but not the electric vehicles. Therefore, and in response to additional feedback about the booking system of the EV vehicles, we will implement the following measures;

- Promote the pool bikes and EV hire internally through WINNIE and CORE News;
- Provide information and training on how to book the bikes and EV vehicles; and
- Look into amending the current guidelines around booking the EV cars to ensure they are used efficiently and effectively throughout the day.

5.7 Measures to increase the uptake of privately owned electric vehicles

1% of respondents use an EV to travel to work. We will endeavour to increase this percentage, by the following measure;

- Consider the introduction of salary sacrifice scheme for staff to purchase electric vehicles.

5.8 Measures to improve connectivity throughout Hertfordshire

This is out of the direct control of the Council however we will continue to;

- Liaise with Hertfordshire County Council and work together where possible.

5.9 Longer Term Measures

- The use of the existing pool bikes will be monitored and if demand is sufficient, consideration will be given to increasing the number of bikes available, subject to securing the necessary funding;
- The use of existing electric pool cars will be monitored and if demand is sufficient, consideration will be given to increasing the number of pool cars available, subject to securing the necessary funding;
- Research will be undertaken to consider the feasibility of WHBC joining a suitable local car club;
- We will monitor the number of public EV charge points around the borough, both on and off street, and look to improve the existing charge rates where possible;
- As the number of staff working from home has increased, we acknowledge that emissions from home working will increase. We will ensure that energy efficient behaviours are promoted to all staff, and provide mandatory training on net zero/sustainability to educate staff on these issues; and
- Internally promote that overnight parking is allowed, to enable staff who require a vehicle for work purposes, to walk to and from work if desired.

5.10 Visitors

While it is acknowledged that WHBC will have limited ability to influence visitors to the offices,

- all visitors who are attending prearranged meetings will be advised, whenever possible, of the alternative modes available to them other than the car; and
- Travel information will be placed on public notice boards and the Council website will also have details of local bus and rail services which visitors could benefit from.

6 TRAVEL ACTION PLAN

Action	Timescale	Service area
Provide information on public transport routes, tickets, cycling and walking routes	Ongoing	Climate Change and Comms
Make improvements to infrastructure for local pedestrian routes	2030	Planning
Make improvements to infrastructure for local cycling routes	2030	Planning
Maintain and monitor use of showers and lockers for staff use and maintenance of cycle facilities on site	Ongoing	Building Services
Maintain pool bikes for staff use	Ongoing	Environmental Health
Manage the electric pool cars effectively	Ongoing	Parking
Investigate the possibility of offering discounts and interest free loans for public transport tickets.	Ongoing	Climate Change and Human Resources
Lobby for improvements to local bus routes	2030	External stakeholders
Investigate the possibility of providing electric bikes for business travel	2025/26	Climate Change
Provide training to staff on the EV and pool bike booking system	Ongoing	HR
Investigate the feasibility of a car sharing scheme	2025/26	Climate Change
Review of the plan to ensure relevance, update actions and monitor success	Ongoing	Climate Change
Investigate feasibility and viability of E bike and E vehicle salary sacrifice scheme	2025/26	Finance
Promotion of sustainable travel events around the borough	Ongoing	Climate Change and Comms
Liaise and work with HCCSP Transport subgroup to ensure we are up to date with what other Local Authorities are doing and can take advantage of any partnership working opportunities	Ongoing	Climate Change

7 MONITORING AND REVIEW

7.1 Roles and Responsibilities

As the owner and occupier of Campus East and Campus West, WHBC will have overall ownership and responsibility for the implementation of the Travel Plan. WHBC will ensure that there are reasonable funds available to ensure that the Travel Plans can be successfully implemented and maintained.

The Senior Management Team (SMT) will have overall responsibility for the Travel Plan while the actual day to day development and implementation of the Travel Plan will be undertaken by the Climate Change Officer.

The current Climate Change Officer is Kelly Murphy, whose contact details are:
Welwyn Hatfield Borough Council, Council Office, The Campus, Welwyn Garden City,
Hertfordshire, AL8 6AE k.murphy2@welhat.gov.uk

The Climate Change Officer will take ownership of the Travel Plan and will develop the various initiatives with input from other key colleagues, while also acting as the primary point of contact for WHBC and Hertfordshire County Council (HCC) with regards to the Travel Plan.

Work relating to the implementation of the Travel Plan forms part of a wider remit for the above individual within the Council, and it is envisaged that the officer will spend on average half a day a week undertaking Travel Plan activities, although this may fluctuate depending on the requirements of the Travel Plans as well as other work commitments.

As building users, all WHBC staff are asked to read the Travel Plan and take proactive positive steps to adhere to the sustainable transport hierarchy and take advantage of advice, initiatives and incentives to help increase sustainable and active travel.

A staff travel survey will be carried out in 3 years' time and the Travel Plan will be updated accordingly.

8 CO-BENEFITS

8.1 Benefits to the Site

The implementation of the Travel Plan will also have the potential benefit for WHBC of reduced sickness, community recognition, reduced organisational emissions, reduced congestion, and improved recruitment / staff retention.

8.2 Benefits to the Community

Government guidance on the need for Travel Plans is aimed at bringing benefits to the community as a whole such as:

- Reduced traffic congestion – with less car use the congestion on local roads would be reduced especially at peak hours.
- Reduced parking issues – reducing the demand of parking spaces.
- Improved air quality – with less car use there will be less harmful emissions from exhaust pipes.

8.3 Benefits to the Environment

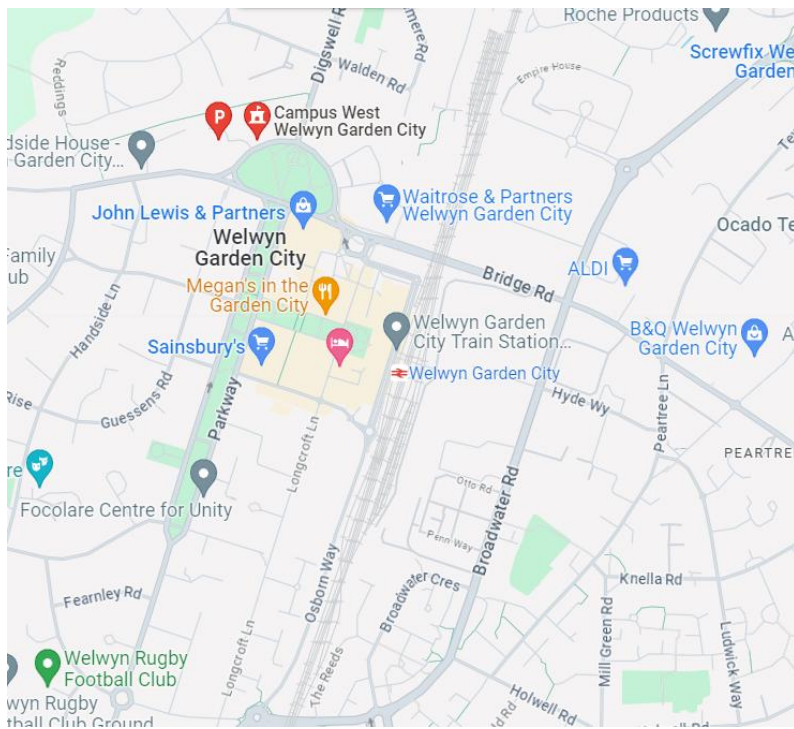
A successful Travel Plan will lead to a change in modal shift and a reduction in the use of single use car journeys. Cars are a major generator of emissions pollutants and noise, for instance emissions from transport constituted over 36% of borough wide emissions in 2021, therefore, a reduction in their use will reduce harmful pollutants being released into the environment and help mitigate climate change.

APPENDIX A – MAPS

Campus East



Campus West



APPENDIX B TIMETABLES

Rail

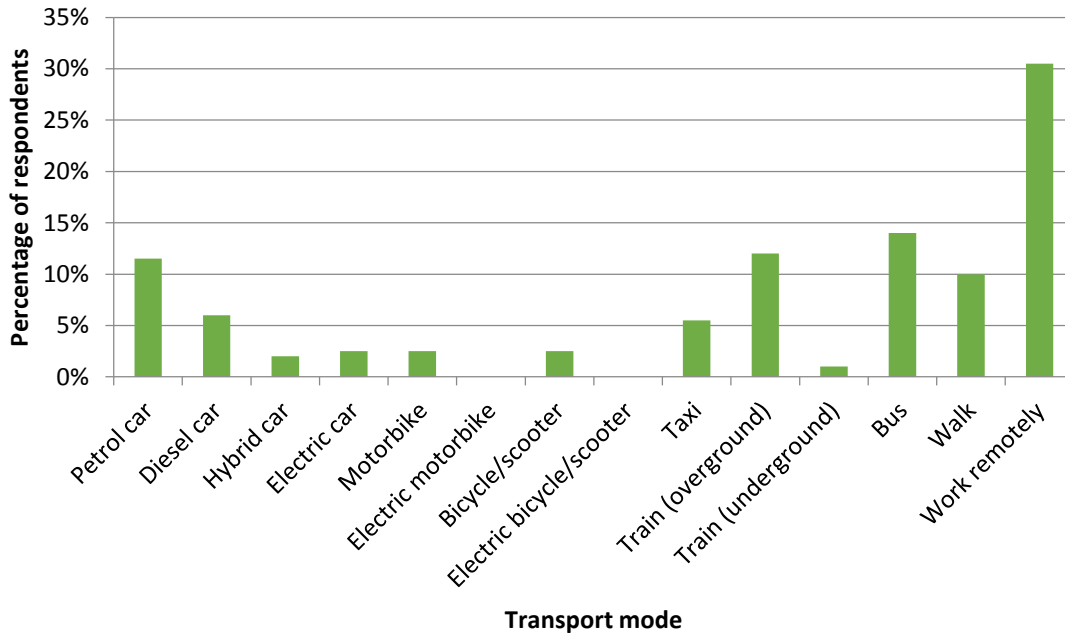
[welwyn-garden-city Station Information | Live Departures & Arrivals for welwyn-garden-city | Great Northern Railway](#)

Bus

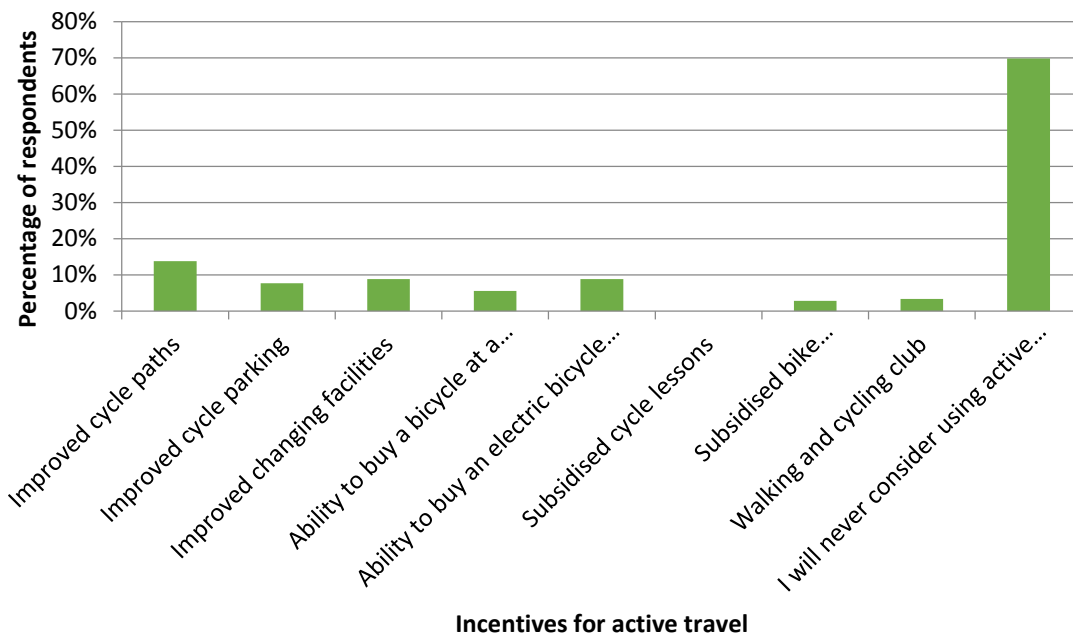
[Routes, timetables & maps - Intalink](#)

APPENDIX C – FURTHER ANALYSIS OF SURVEY RESULTS

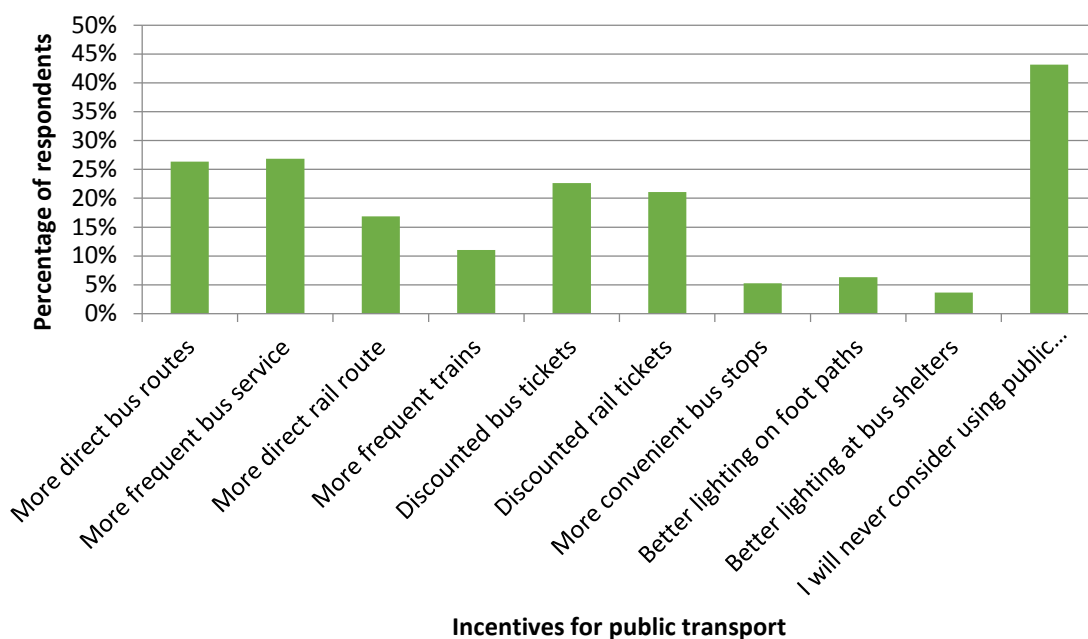
If the main mode of transport used was unavailable, what would your alternative be?



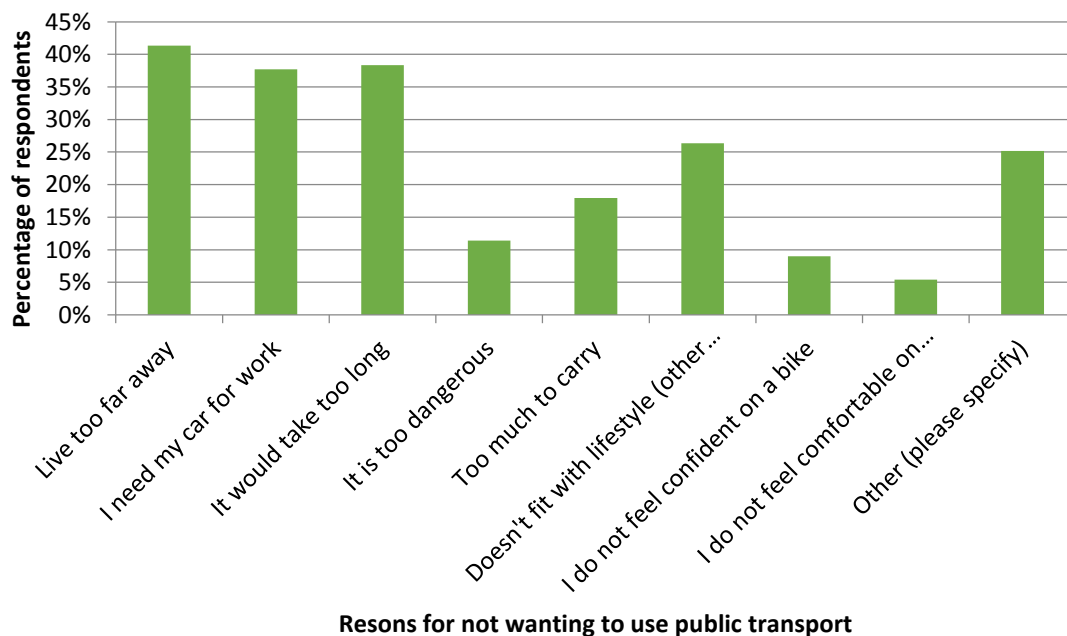
Would any of the following encourage you to use active travel (walking or cycling) to get to work?



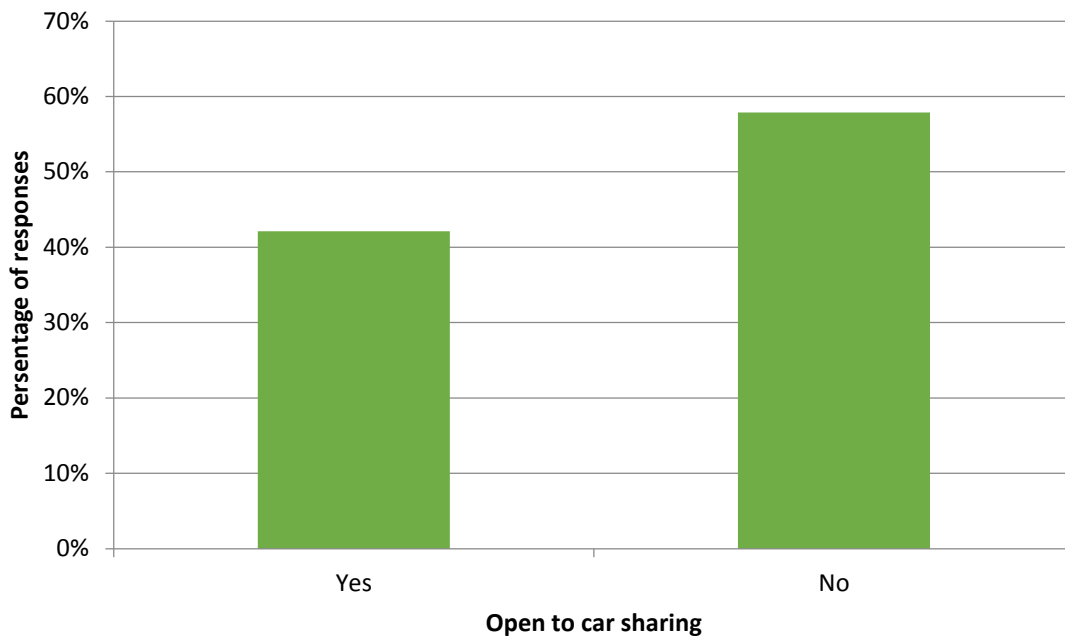
Would any of the following encourage you to use public transport to get to work?



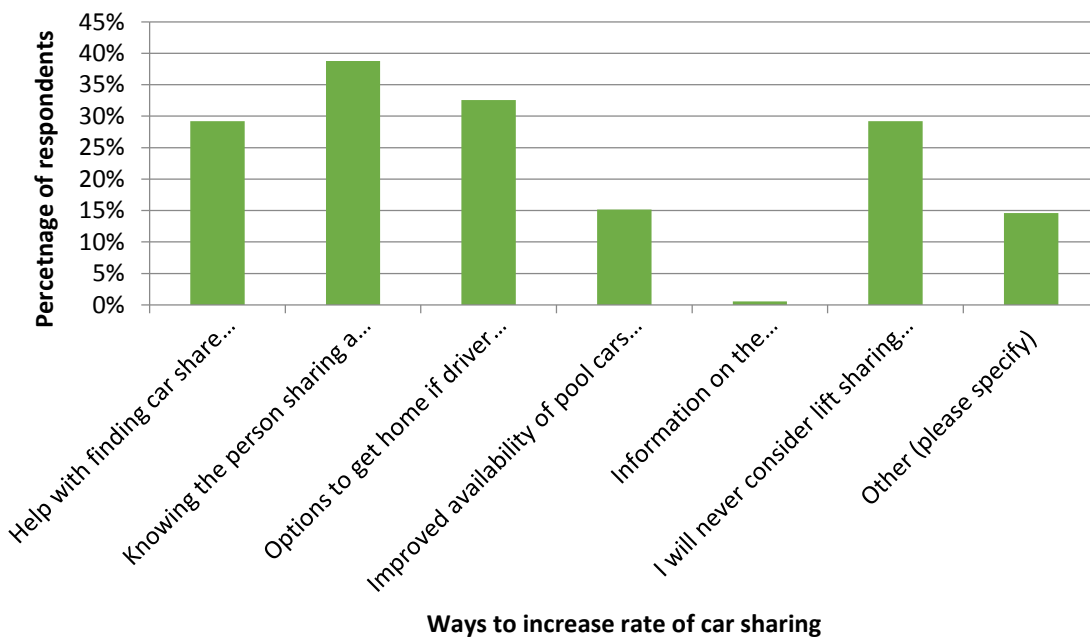
If you would never consider using active travel or public transport to get to work, why is this?



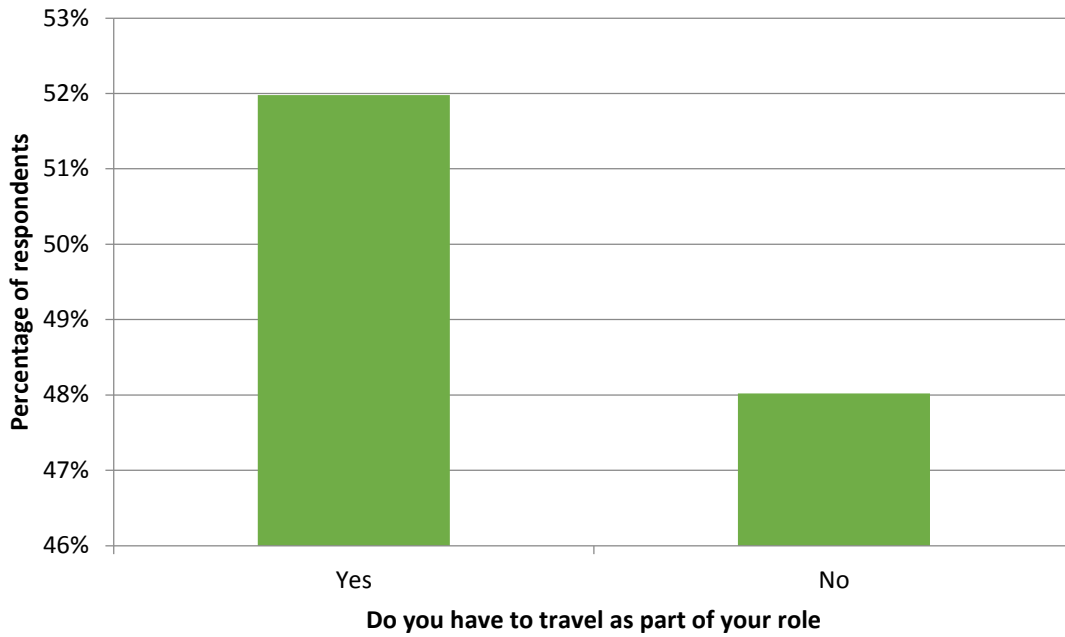
Would you be open to car sharing to travel to work?



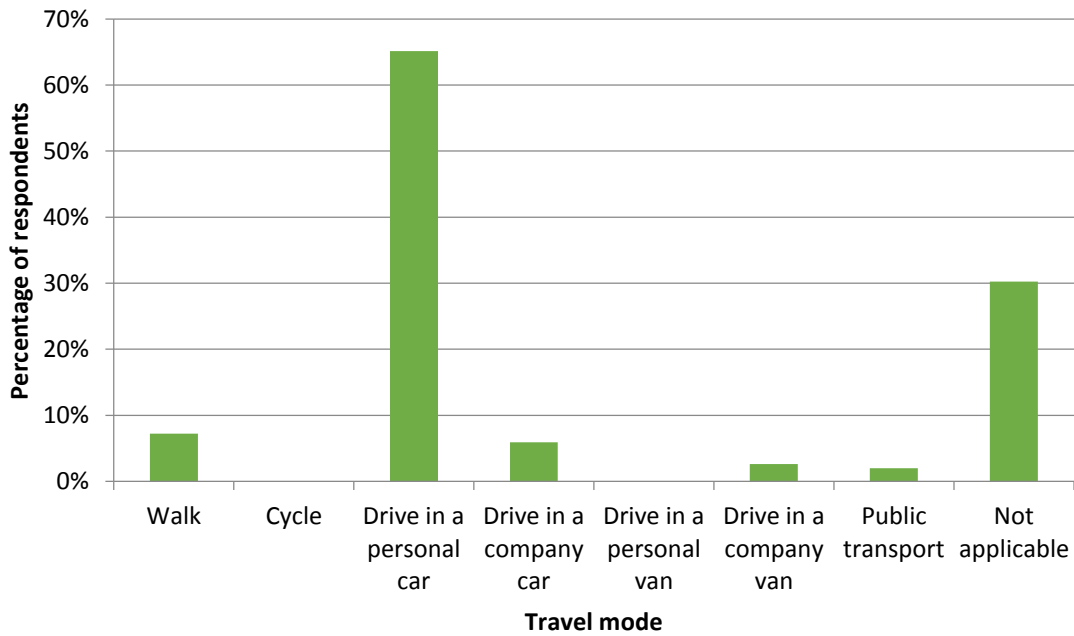
Would any of the below encourage you to car share?



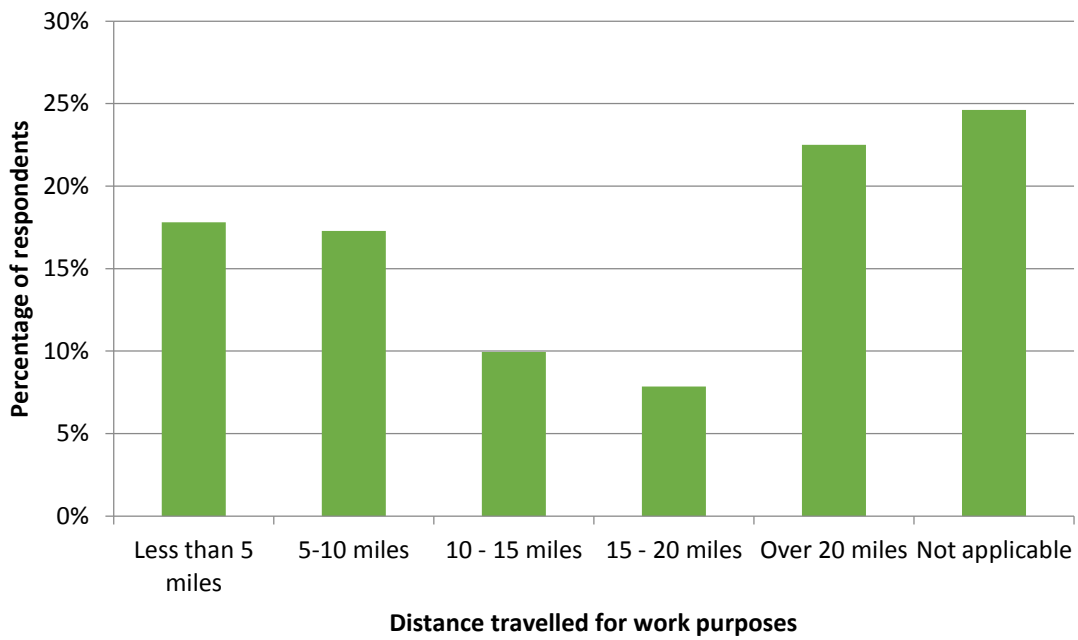
Are site visits or external meetings/events a regular part of your role?



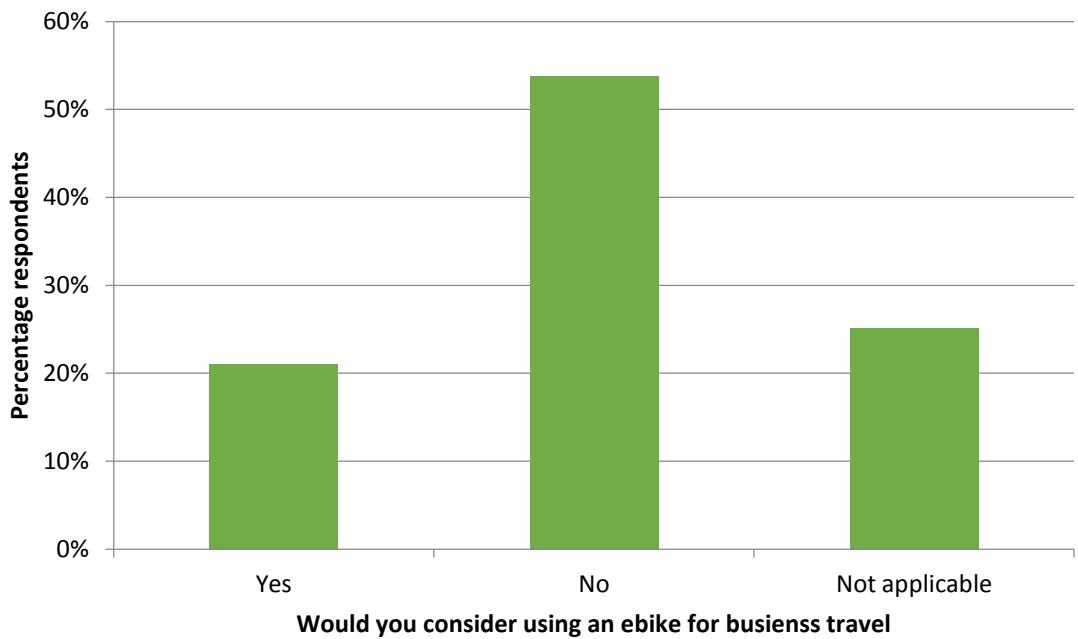
If yes, how do you attend these?



How many miles per week to do travel for work purposes?



E-bikes are electrically assisted bicycles that reduce the effort needed to cycle. If an e-Bike was available for you to use for business travel, would you use it?



Are you aware that WHBC has two electric vehicles and a number of pool bikes to use?

