Hinckley and Bosworth Borough Council
Hinckley Hub Travel Plan
October 2012



Background Introduction

During 2013, Hinckley and Bosworth Council offices will move to the refurbished former Hosiery Factory site on the corner of Hawley Road and Rugby Road in Hinckley. The 41,000 sq ft office development will be called the Hinckley Hub reflecting its vision to be a multi agency site providing a wide range of public services to residents of the borough.

The development will house up to 200 staff of the Borough Council, allowing it to vacate its current accommodation in Argents Mead and at Florence House, as well as providing office space for other partner organisations. Its new Operation Centre will be Jubilee House on the Harrow brook Industrial Estate from March 2013 unsure of the link here?

Leicestershire County Council has agreed to take 7,000 sq ft of space in the new development to relocate up to 100 staff from the Hinckley Area offices of Adult and Young Persons Services from the current location in Upper Bond Street. Negotiations are continuing with several other local public sector organisations that could see a further 5,000sq ft of office space let within the building equating to approximately 80 staff.

This leaves the remaining 29,000 sq ft for the Borough Council to occupy - a reduction of 15,000 sq ft on the office space currently taken up in Argents Mead and Florence House – making the Hinckley Hub a far more efficient alternative. Greater use of desk space through initiatives such as hot desking along with Home working will allow greater flexibility in service delivery.

In line with all new office developments the onsite car parking provision is restricted and all occupiers are encouraged to develop more sustainable modes of transport for accessing the offices and carrying out their services.

This Travel Plan links with the Hinckley Hub Travel Plan for use by all partners. As the main tenant the Council recognises that through the Travel Panel it has a significant role in the implementation and encouragement of all partners to participate in sustainable travel for the Hub.

Hours and Access

The main access points for the building for all partners are:

1. Main access, for staff and visitors.
2. Rear access off car park, for staff and visitors.
3. Rear access for HBBC staff only and leading to the HBBC changing room.
4. Side access for bulky goods in & out only
5. Rugby Rd staff access for occupier of the north wing.
6. Hawley Rd staff access for HBBC staff.

The rear accesses, side goods access and car park are via Hawley Road not the postal address of Rugby Road.

Standard building opening hours for weekdays are:
7.30am for No 2 rear access via swipe for staff only.
7.30am for No 3 rear access via swipe for staff only
7.30am for No 5 Rugby Road and No 6 Hawley Rd staff accesses
8.30am for Nos 1 & 2 for public access

Standard building closing hours for weekdays are;
5.00pm Monday to Thursday for Nos 1 & 2 for public access
4.30pm Friday for Nos 1 & 2 for public access
7.00pm Monday to Thursday for locking of whole building.
6.30pm Friday for locking of whole building.

Evening use of the building for meetings etc will reflect the timings of those meetings and will use the Hub Car park.

Description of travel related provision

The new facility will house up to 388 workstations. There is the provision of 77 long stay parking spaces on a separate site accessed from Willow Bank Road. This will be barrier controlled along with CCTV provision. A safer by design

approved access from the car park will lead across the new housing development via street lamp lit path and highway to the rear of the premises.
This will take less than 5 minutes to access the main building. In addition there is on-site provision for 44 short stay spaces for visitors to the Hub including 8 disabled,. Motorcycle parking provision for 6 motorcycles is provided on site. To encourage cycling, 40 covered cycle racks with four showers and 40 cycle lockers are provided. Looking forward the design includes ducting for future provision of electric vehicle charging should this develop in the future. Deliveries will be to a delivery bay accessing the rear delivery door.

The site is located on a bus route serving Burbage and Sketchley connecting into the Town Centre Bus Station which is 600m from the site providing access to buses to Nuneaton, Leicester, the suburbs of Hinckley and surrounding villages such as Barwell, Earl Shilton, Sapcote and Stoke Golding. Hinckley Railway Station with direct access to Nuneaton and Birmingham in one direction and Leicester in the other is approximately 450m from the site.

HBBC Workforce Characteristics

A workgroup representing a cross section of services including union representation was established to review travel options for the Hub. To aid an understanding of the travel characteristics of the staff already identified to move into the Hub, a travel survey was undertaken in July 2012 and analysed to establish modes and timings of travel both for commuting and for business use. Proposals for commuting to the Hub were explored along with possible measures which would encourage a modal shift in transport. Full results can be seen at HBBC Travel survey results 2012

The survey generated 189 responses, 93% of those who will be locating from Argents Mead and Florence House.

Unsurprisingly the majority of staff currently drive to work although a small number of commuters do walk in daily or are dropped off by others. Bus use is very low. The home location of all HBBC staff relocating is shown below.

Distance from Hub	< than 2 miles	3-10 miles	> than 10 Miles
Essential	4	14	27
Casual	16	18	22
Commuter	40	25	17
	33%	31%	36%

Most staff arrive for work between 8am and 9am and finish between 5pm and 6pm. HBBC staff showed a wider spread of starting and finishing times than their LCC counterparts, reflecting flexi working patterns.

Working patterns during the week indicate that Monday is the busiest day with Fridays less so because of compressed days off.

Most staff indicated they will continue driving to work at the Hub on their own, although the number prepared to share a vehicle increased along with a small number who said they would consider walking.

The most popular reason given for continued car use was to save time, followed by business need and convenience, while a lack/cost of public transport and caring responsibilities were less common.

The majority of staff said they will choose on-street parking close to the Hub in the future. What will the plan do to alleviate this displacement? Consequently, there appears to be a demand for approximately 100 parking spaces in the vicinity of the Hub unless staff change their preferred method of travel through the implementation of this travel plan.

Currently 72 of these spaces are provided through on-street or paid parking around Argents Mead. The difference is likely to be those who will lose their entitlement to permits following re-designation to casual user.

Meanwhile, Essential Users say the need for a car for business use is the main reason for travelling by car. Whilst the allocation of parking permits is on business need, a number said they would be willing to pay for parking if permits are not provided. A high percentage of Essential Users indicated that restricted parking would encourage them to work at alternative locations or to work from home more often. The HBBC Flexible working policy allows suitable staff to work from home or alternative locations through the use of Security enabled web log ins to the councils IT systems. Where home working more than two days per week staff contracts are changed to reflect their new home base location.

When considering the operational activity of drivers, Essential Users make several journeys every day or more than once per week compared to Casual Users who undertake business visits less than once per week.

As for measures which might encourage alternative sustainable travel to work, the direct shuttle bus option was popular with all users. The level of interest is likely to be influenced by cost.

Sharing a car as an option was most popular with Essential Users with the guaranteed lift home also receiving support,

Discounted bus fares were popular with some staff and warranted further examination to determine clusters and therefore route operators. However, others cited a lack of available public transport as a reason why they could not use it.

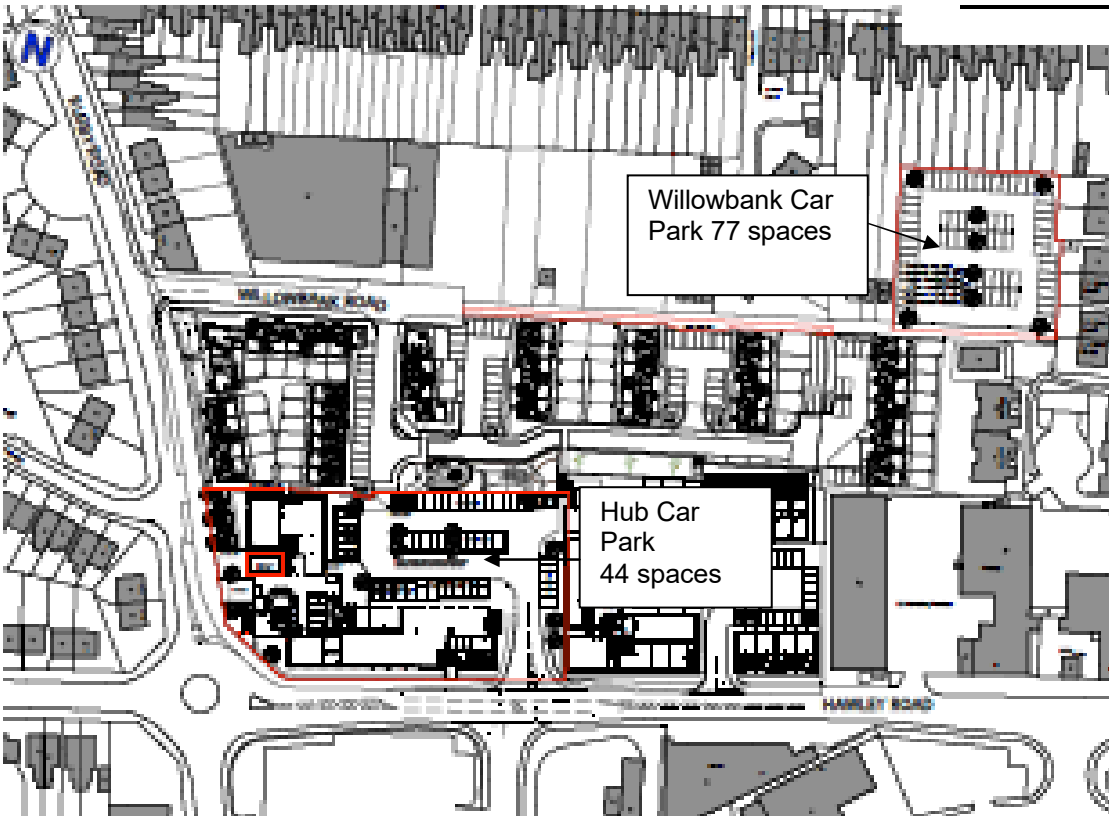
With the provision of cycle facilities at the Hub, activities to promote cycling will also be pursued.

Summary of general comments from all staff:

- Car required for business use
- Child care commitments en route to and from work.
- No public transport alternatives due to distance/ location/ provision
- Responsive job role requiring access to vehicle
- Inadequate parking provision on/near site and impact on surrounding residential area
- Loss of time walking to Hub from parking/ heavy goods to and from office

Allocation of parking spaces

It is evident that the number of car parking spaces available is far exceeded by the potential demand. In reviewing the allocation criteria the group considered the operational needs of the organisation and the existing policy on allocation of permits for parking. Highest of these is the need for essential users to access the building on a daily basis. Monitoring of the existing parking provision at Argents Mead and Florence House showed an average demand per hour of 45-50 spaces throughout the day. Allowing for those staff not relocating to the Hub and those losing Essential status it was considered that the allocation of 39 spaces for HBBC within the Willowbank Car Park would adequately cater for Essential Users. Some adjustment of working patterns may be dictated by availability at certain peak times. With a rapid turnover of spaces by Essential Users this provision should be adequate. It is therefore proposed that the Willowbank Car Park be allocated for Essential Users and suitable permits issued. The barrier mechanism is likely to be operated by proximity devices which will require issue to all Essential Users.



The 44 Short Stay spaces at the Hub (Hub Car Park) were identified as requiring a rapid turning over to allow for visitors to the Hub and short stay parking for staff accessing the offices. To avoid abuse of the parking and to ensure availability throughout the day, it is proposed that the Civil Enforcement Officers enforce the restrictions through monitoring and enforcement. The Council's car parking order will be amended to include this and Willowbank Car Park.. Full details of the car parking policy are given at Appendix 1 but in summary:

- 12 normal spaces and 3 blue badge spaces to be designated for visitors only.
- Dispensed free ticket to be displayed by all vehicles

- 2 hour maximum parking with no return for 4 hours with Parking Contravention Notices for exceedances, return within 4 hrs and not parking in bays.
- Staff allocated Willowbank or other Long Stay parking to avoid using the Hub car park. Regular use when Willow Bank spaces are available to be grounds for removal of a permit
- A Hinckley Hub Partnership Travel Panel to be established to monitor use of car parks and review criteria
- Criteria to be reviewed after 3 months by the Panel.
- Contractors to be issued with permits from Asset Management.

All permitted staff to be registered within the Car Share Scheme.

Those staff not receiving permits will seek parking provision elsewhere. Concern has been raised that this will result in on street parking in the local area and therefore measures are proposed to encourage staff to park within recognised car parks including annual discounted parking permits . To encourage changes in transport mode wherever possible the measures detailed below will be introduced. The current parking area at Argents Mead will be converted into a Public Short and Long Stay Car Park to replace the loss of Brunel Road (closes May 2013). This will be available along with Mount Road until redevelopment. (0.5 Mile 10 minutes) Additional Public Car Parking provision is being sought in South Hinckley.

Encouraging Changes in Transport Mode

The Travel Survey identified a number of possible options to encourage staff to change either their mode of transport away from the car or incentives to park in recognised car parks. These have been reviewed and their viability assessed. To assist in the implementation of these schemes a Travel Coordinator role within HBBC will assist in promoting and administering the various schemes.

Direct Shuttle Bus

Whilst very popular as a possible option when the distribution of those potentially interested was plotted, there was little clustering which would support investigating this option further. It was also noted that most were near existing bus routes.

Car Share Scheme

The proposal is for HHBC and partners to participate within the Leicestershire County Council Car Share Scheme with the Hub as an additional destination. A Travel Coordinator role will be allocated within HBBC prior to occupation to assist in the delivery of this scheme and promoting other sustainable travel options. Staff wishing to participate will sign up and be matched to those within an area or on a preferred route meeting the criteria of car share drivers to determine mutually acceptable arrangements. Car sharers will be able to agree any financial contributions towards fuel or parking charges. In addition it will be a condition of accepting a permit for the Willowbank Car Park that Essential User drivers register with the scheme and will be encouraged to participate wherever possible. This will be regularly promoted through the intranet and personal travel planning services provided through the LCC Travel Choice and Access Team. Car share drivers will

also be eligible for the discounted car park permits. The council will operate a guaranteed "Get you Home" scheme for any car sharers requiring emergency return to their home or other location.

The council will encourage staff to car share whenever possible where staff are attending meetings at the same location e.g. County Hall.

Discounted Long Stay Car Parking Permits

The annual long stay car park permit will be discounted to all staff at £300 full day, £150 half day, and £60 per stated day per annum. Staff will be able to pay this through salary sacrifice on a monthly basis as detailed below. Mount Road, Trinity Road East, Brunel Road (until May 2013) and the remaining areas of Argents Mead prior to redevelopment will be available for use under these permits. This discount is to encourage the use of long stay car parks and to avoid kerbside parking.

TYPE	COST PER YEAR	PER MONTH	COST TO EMPLOYEE PER MONTH AFTER SALARY SACRIFICE	Cost to employee per year	Annual Saving to employee against full price/
Full Time	£300	£25	£20	£240	£155
Part Time ½ Day AM or PM	£150	£12.50	£10	£120	£68
Fixed Day (rate per day)	£60	£5	£4	£48 per fixed day	£27 per fixed day

Part time permits to run from 8am – 12.30pm OR 12.30pm – 5pm. Fixed Day permits – permit holders must select which fixed day they wish to park i.e. a Monday. Permits are only valid on that day. Permits can not be purchased for Saturdays

To qualify for these reductions staff must purchase the parking permits through payroll and sign up to the Car Share Scheme.

Encourage take up of bus travel

Full details of bus timetables and routes will be available via the intranet and via the travel coordinator including ininatives such as www.nextbuses.mobi. Personal travel plans will be available through consultation with the LCC Travel Choice and Access Team which will help staff consider alternative mode of transport other than the car as a single driver. The two local bus operators have indicated they will discount certain tickets for staff. Full details are to be available to staff through the above. Annual season tickets will be available for purchase through salary sacrifice and monthly deduction from salary giving an additional 20% discount.

Encourage take up of Train Travel

The close location of Hinckley Railway Station makes train travel suitable for those able to access other stations. Full time tables will be available on the intranet and will be available through the Personal Travel planning service from LCC Travel

Choice and Access Team. Annual season tickets will be available for repayment through monthly deduction from salary.

Cycling to and for Work

The Cycle to Work scheme offering salary sacrifice for the purchase of cycles and related equipment will be available for all staff. This gives at least a 20% reduction and the spreading of payments. Cycle routes and safety advice will be available on the intranet. Personal Travel plans will include advice on safety and cycle training to improve confidence can be offered through the LCC Travel Choice and Access Team

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The 40 covered cycle bays along with shower provision will be available for all staff along with lockers for personal storage. Use of the bays will be monitored to determine if additional capacity is required. The council will contract with a local bike shop to undertake same day puncture repairs at its cost.

Cycle courses to give staff the skills and confidence to cycle and commuter cycle courses to aid cycling to work will be offered to staff through the LCC Travel Choice and Access Team.

A cycle pool scheme with protective equipment being available through a central booking system will be provided and administered through the Travel Coordinator. Consideration will be given to this as a method of travelling between Jubilee Building and the Hub

The current cycle rate of 25p per mile will apply to all cycle use for business.

Encouraging Walking to Work

With 57 casual and commuting staff living within 2 miles of the Hub there is the potential to encourage staff closer than 2 kms to walk to work for at least some days building on the 20 who already regularly walk. The Council will raise the awareness of the health benefits of walking to work through the use of promotional material and initiatives such as Walking & Cycling Breakfasts. This will be included within Personal Travel Plans offered through the LCC Travel Choice and Access Team

Alternatives to Business Travel

The Council will continue to seek to develop video and telephone conferencing to reduce the need to travel for meetings. High speed internet connections are installed within the Hub to help facilitate this.. The co-location with partner organisations will reduce the need for travelling to local meetings.

HBBC has been operating a home working and touchdown policy for a number of years. Staff are able to log into the council systems through web access from any of the council buildings e.g. Community Houses, Markfield Community Centre or from home. HBBC Flexible Working Policy

Targets and Indicators

T1. By Jan 2014 HBBC will have reduced those using single occupancy car daily use by 10% as measured by a travel survey

T2. By August 2013 an average of at least 20 cycle bays will be in use as measured by random spot checks each week during July 2013.

T3 By April 2014 the total business mileage incurred by the council will reduce by 5% against the 2011-12 baseline.

Monitoring of Travel Plan

The Hinckley Hub Travel plan will be monitored against the above indicators, through the Hinckley Hub Partners Travel Panel meeting to be held at least quarterly. The progress will be reported at the Hinckley Hub Management Board meetings and at least annually to the Corporate Operations Board of HBBC through the Lead Officer (Chief Officer Environmental Health). Issues arising from staff and the public will also be reviewed and corresponding action plans implemented if required. Such actions may include additional promotions and review of current policies.

The license for each partner stipulates that ' The Licensee must not do anything or omit to do anything that will or might constitute a breach of any statutory requirement affecting the Premises or that will or might wholly or partly vitiate any insurance effected in respect of the Building from time to time'. This travel plan is a condition that forms part of the statutory requirements imposed under the Town and Country Planning Act 1990. Under the terms of the licence, all partners must adhere to the principles and collaborate over measures to meet the targets set out in this travel plan.

Compliance with Travel Plan

Compliance with the Travel Plan will be monitored by the Hinckley Hub Management Board which consists of representatives from each partner organisation in liaison with Unions and performance reported to Hinckley and Bosworth Borough Councils Corporate Operations Board as Landlord of the building. The partners will take a collaborative approach in implementing any actions arising from the performance report.

HBBC is grateful for the assistance of Leicestershire County Council Travel Choice and Access Team in developing this Plan.

Appendix 1

Allocation Criteria for Willowbank Car Park and Hub Car Park, Hinckley Hub

1. Each Partner's allocation of Long Stay (Willowbank Car Park) to be marked up as designated bays. Tempory signs to be used until satisfactory operation confirmed. Each partner to allocate their own spaces and each vehicle will display an authorised permit for use issued by HBBC

2. HBBC Essential Users permit to allow use of Willowbank Car Park and public HBBC Long Stay car parks. All permit holders to be registered on the car sharing scheme as a condition of allocation.

3. Hub Car Park (Short Stay)- 12 spaces including 3 Disabled bays shall be marked for visitor use only. Remaining 32 spaces will not be marked.

4. Hub Car Park to be available for all staff requiring access to the building for up to 2hrs (no return in 4hrs) Staff are requested to avoid using the Hub Car Park.

5. Ticket machine for issue of free car park tickets for display up to 2 hrs. No return 4 hrs. All staff and visitors to display ticket. Parking restrictions apply from 8am – 5.30pm Monday to Saturday inclusive. Parking Contravention Notices to be issued for failing to display a valid ticket, parking out of bays, return within 4 hours, using a blue badge space etc.

6. Drop off point/ loading bay 15 mins only .

7. Contractors permits for Hub Car Park to be issued by Premises Management.

8. Staff allocated Willowbank Car Park parking are to avoid using Hub Car Park except for drop off and loading. Regular use when Willowbank Car Park spaces are available are to be grounds for removal of permit.

9. Staff attending evening meetings/ late working can use Hub Car Park e.g. Move vehicles onto Hub Car Park after 15.30. Enforcement on car parks to stop at 17.30.

10. For Evening meetings etc Cllrs, visitors and staff can use the Hub Car Park.

11. A Hinckley Hub Partnership Travel Panel to be established to monitor use of car parks and review criteria. Criteria to be given to Civil Enforcement Officers re approach to enforcement. Each partner to identify a nominated person to receive challenges against issued penalty tickets against their own criteria. Any requested for quashing will incur a £10 handling fee for the partner organisation, payable to the Leicestershire Ticket Handling Unit

12. Criteria to be monitored for 3 months from opening and reassessed by HHPTP. Temporary signage to be installed until agreed for permanent installation.

Sources of additional travel information

Advice on all aspects of travel

http://www.leics.gov.uk/index/highways/passenger_transport.htm

http://www.transportdirect.info

Buses

http://www.leics.gov.uk/l0285_network_map_update_july_12.pdf

http://www.leics.gov.uk/l0290_area_guides_hinckley_july_12.pdf

Trains

http://www.nationalrail.co.uk/