

Full staff travel survey results

A staff travel survey was carried out in September 2006 to provide a baseline assessment of staff travel patterns. The full results of the survey are outlined in Appendix 1. The intranet version of the questionnaire is provided in Appendix 2.

As referred to in the previous section, the electronic survey was distributed to all administrative staff that will be based in the new Bourne Hill offices, together with staff based at the Tourist Information Centre within the Guildhall.

Some of the most notable results from the Staff Travel Survey 2006 are as follows:

- A response rate of 48% means that we have a reliable picture of the way council staff travel
- Each year (1997, 1999 & 2006) more women than men have responded to the survey
- Solo occupancy car travel was the most common mode of travel (46%); followed by walk or cycle (22%); park and ride (15%), bus (8%) car share (5%) and train (2%)
- Since 1997, there have been some small changes in modal split – most remarkable is the rise in public transport use including Park & Ride up from 8% in 1999 to 25% this year; car use has dropped by a similar margin from 64% in 1999 to 46% this year; walking has increased slightly whilst cycling and lift sharing have not increased
- More women than men walk, use Park & Ride and catch the bus to work, whereas more men than women travel to work by bicycle
- Older staff and people with higher salaries generally make more use of car transport, lift sharing or the train for commuting to work than younger people and people with lower salaries
- Younger staff are over twice as likely to be using Park and Ride than older staff
- 60% of staff have a journey to work of 30 minutes or less
- The most important factors influencing staff members' travel choices are travel costs and availability of facilities

How the survey was carried out

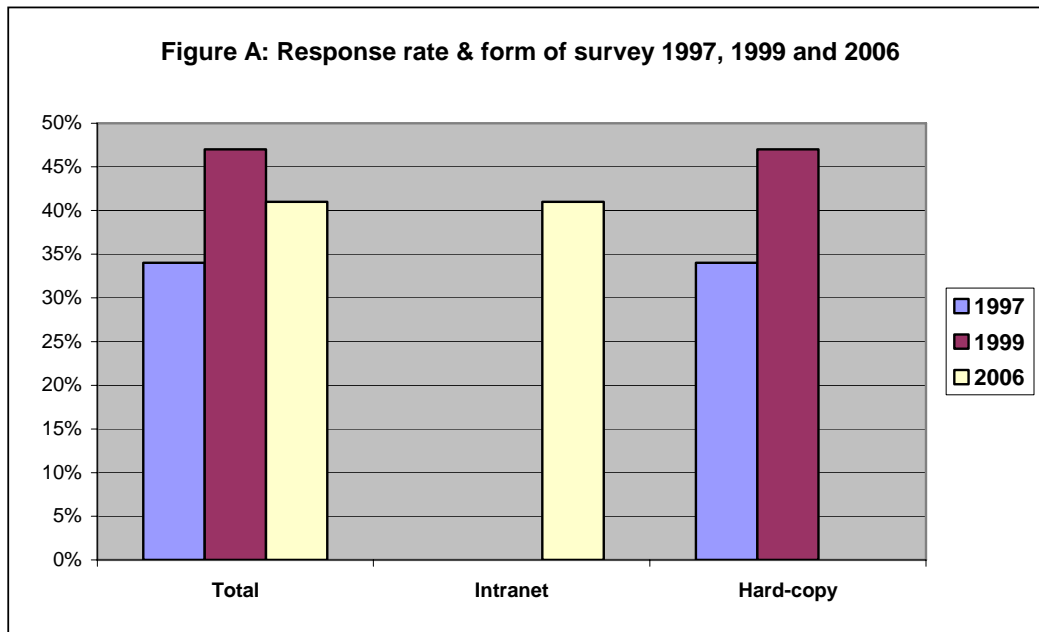
Like in 1997 and 1999, the survey was voluntary, so the results are not based on a representative sample of council staff. Efforts were made to ensure that all office based staff were able to respond to the survey. The survey was distributed via the council's Link Up Quick e-newsletter. All staff with an email address received an email on 5 September announcing that the survey was coming soon. This was followed by an email on 12 September 2006, which linked to the survey itself on the council's Intranet. Two reminder emails were sent out to encourage more staff to respond to the survey. The response rate was very high (160 responses from a total of 395 staff this year) – at 41%.

Responses

The 2006 survey response rate is higher than the 1997 rate of 34% (199 responses out of a total of 583 staff). The response rate to the 1999 survey was 47% (276 responses out of 583). The 1999 survey was shorter, and less in depth than the 1997 and 2006 surveys, so perhaps explains the higher response rates. The following are possible reasons for the higher response in 2006 compared to 1997:

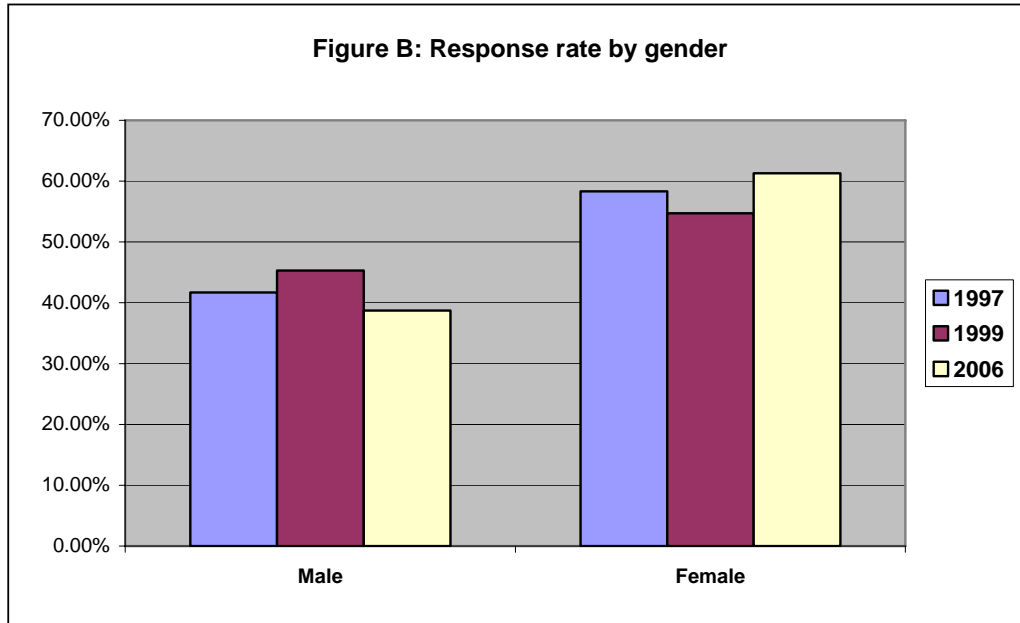
- The 2006 survey was wholly online via the Intranet, so was easier to complete and submit.
- The 2006 survey was presented as a Staff Travel Survey and not as part of the travel plan.
- Experiences with other authorities' travel plans has shown that response rates to Intranet based surveys tended to be higher than those of paper based surveys, so it was decided not to use paper based surveys for the 2006 survey.
- The 2006 survey offered four prizes in the prize draw, whereas there was only one prize for the 1997 survey.
- The council have now carried out several online surveys using SNAP software, so staff are now more familiar with the process than 12 months ago.

The 1997 and 1999 surveys were sent out in hard-copy form to all administrative staff based in Salisbury, but in addition was sent to staff working at Durrington Swimming Pool, and to the 136 Commercial Services staff based at Churchfields Depot. The 2006 survey needed to be more focused, as it was necessary to obtain only responses from staff who would be based at the expanded Bourne Hill campus. Therefore it was necessary to exclude staff employed by Salisbury Commercial Services, and those based at locations outside Salisbury. The response rates figures of the last three surveys are shown in Figure A.



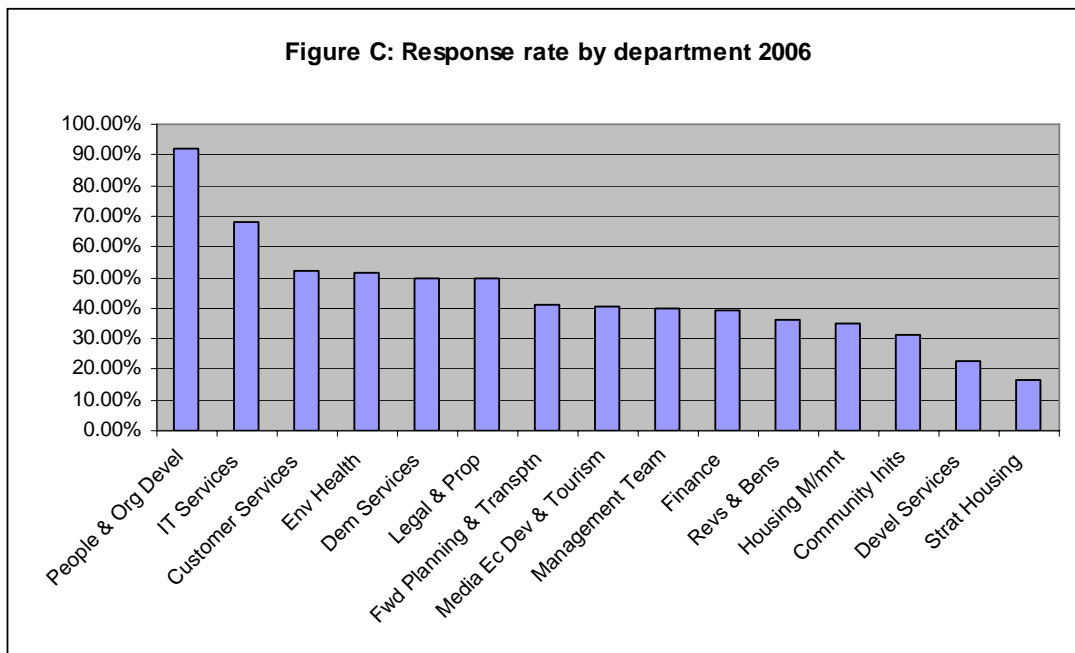
Response rate by gender

In 1997, more women than men responded to the survey: 58.3% female and 41.7% male. In 1999, the difference reduced so that 45.3% of respondents were male, and 54.7% were female. The difference has since increased again. In the 2006 survey, 61.3% of respondents were female and 38.7% were male. See Figure B for results.



Response rate by council department

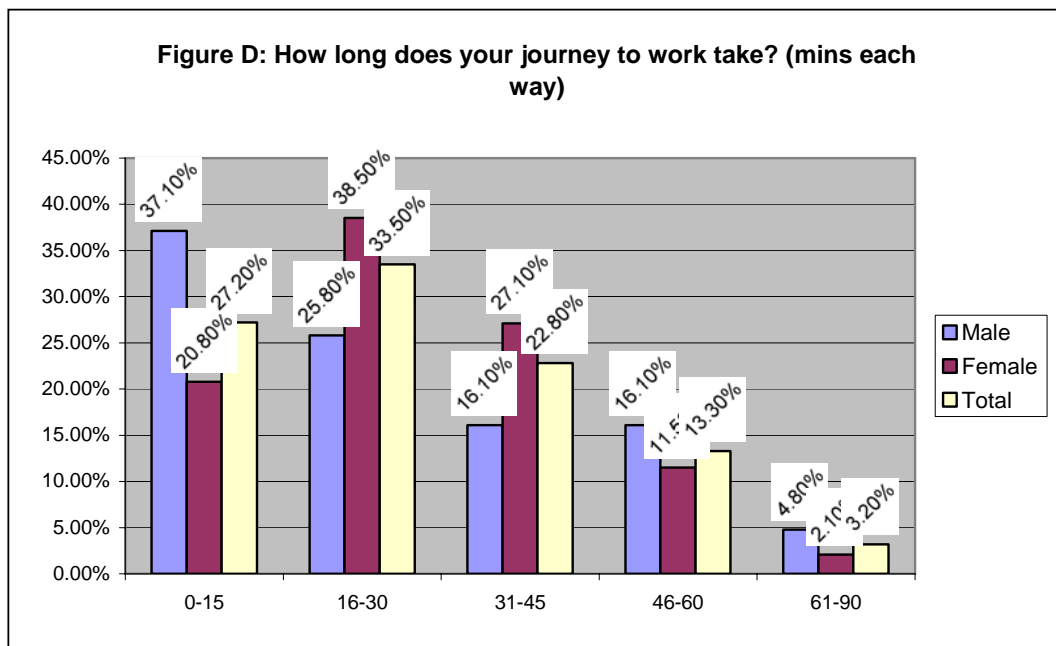
The 1997 and 1999 travel surveys did not obtain data on which service units staff were employed by, so only 2006 data is available. The People and Organisational Development service unit had a response rate of 92%. Other departments with good rates were IT Services, Customer Services, Environmental Health, Democratic Services and Legal and Property – all with rates of 50% or higher.



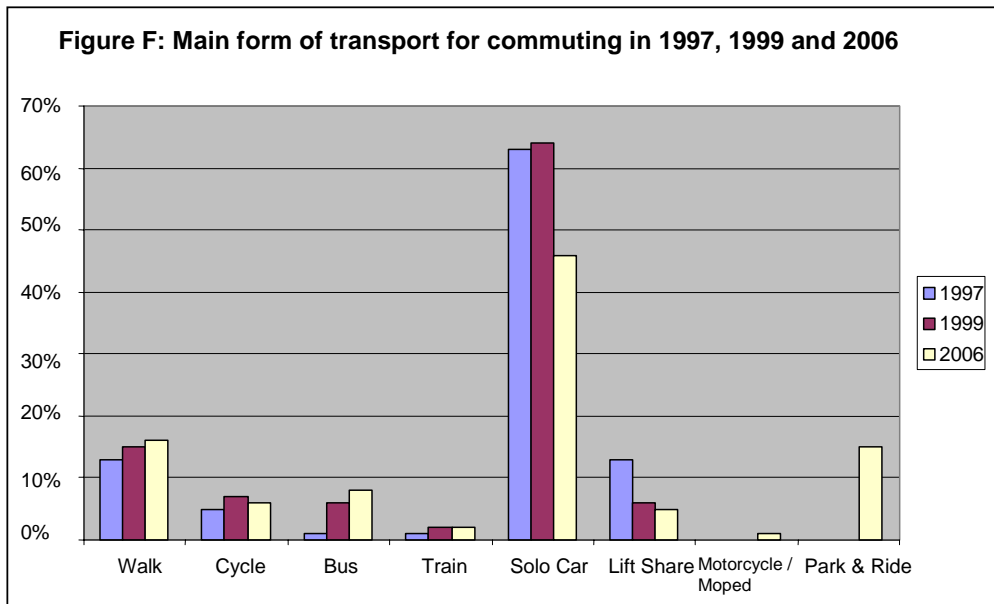
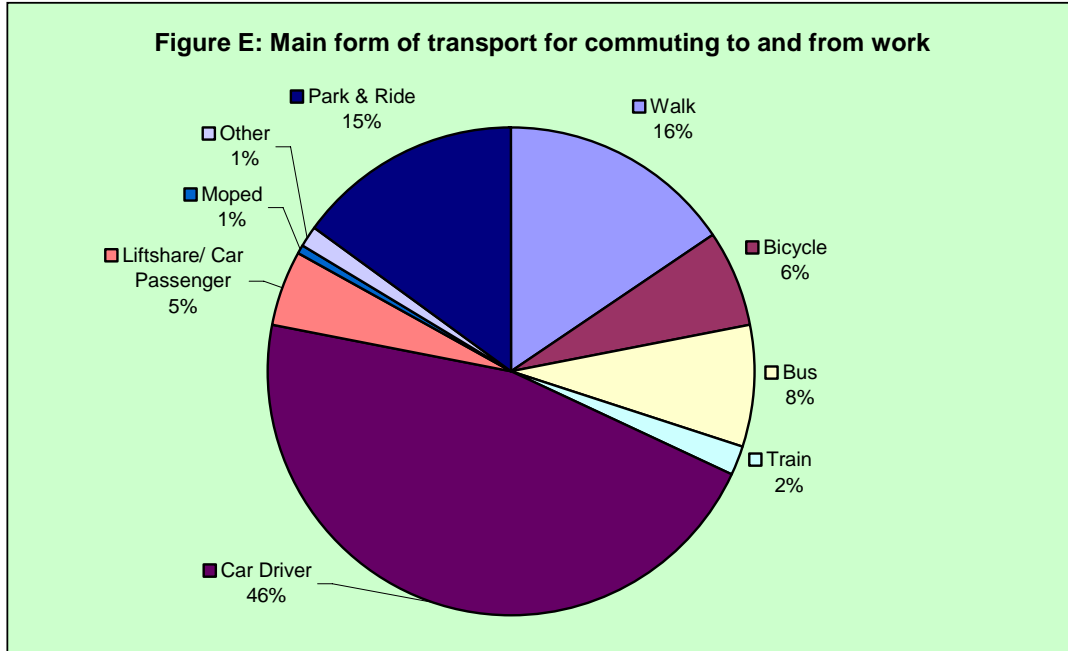
Although the figures of the 1997, 1999 and 2006 surveys are similar, there are a few trends worth mentioning:

- The 2006 results show that 46% of the respondents said that they drive to and from work. This is significantly lower than in the previous two surveys (63% in 1997 and 64% in 1999).
- The use of public transport has been rising since 1997. In 2006, 25% of staff indicated that they normally use public transport to and from work (including Park & Ride). This figure was 2% in 1997 and 8% in 1999.
- In 2006, 22% said that they walk or cycle to and from work. This is slightly more than in 1997 (18%) and unchanged from 1999.

Journey Time – The 1997 and 1999 surveys did not cover journey times. The 2006 survey showed that for 60% of staff, their journey to work takes between 0 and 45 minutes. No commuters had a journey of over 90 minutes in each direction. Only 5 respondents (3.2%) had a journey time of between 61 and 90 minutes in each direction. Surprisingly for the 0-15 minutes commuter time category, males had a shorter commuting time than females. More females than males had a commuting time of 16-45 minutes in length, whereas more males than females had commuting times over 46 minutes in length. The results are shown in Figure D.

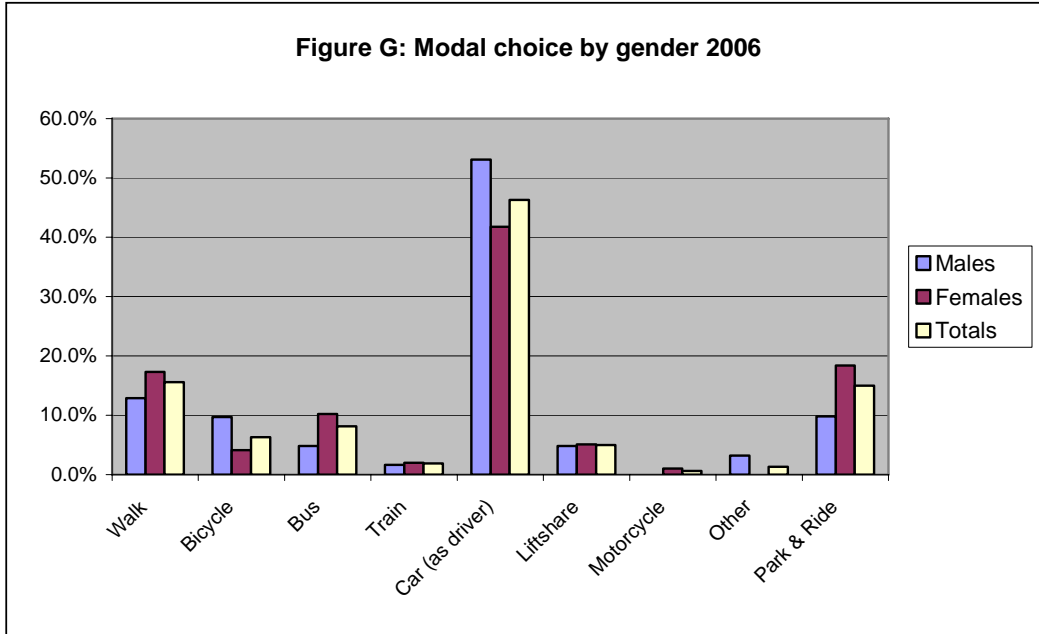


- The modal split results for journeys to work are shown in Figures E and F. Figure F compares the 2006 modal split with the earlier surveys.



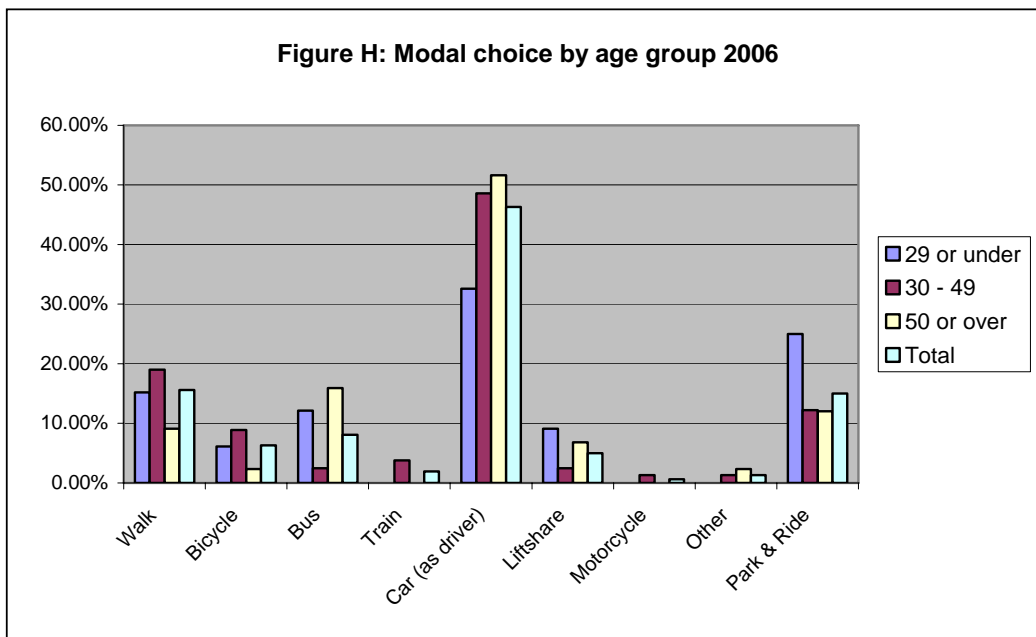
Commuter modes by gender

An analysis of transport modal choice by a number of demographic factors was carried out. The gender analysis for the latest survey showed that more females than males walk, use Park & Ride and catch the bus to work, whereas more men than women travel to work by bicycle and by solo occupancy car. Interestingly, twice as many women use Park & Ride than men. The results are shown in figure G.



Commuter modes by age

In terms of age, younger staff use solo occupancy car travel considerably less than staff aged 30 and over. Only 32.6% of staff aged 29 or under drive alone to work. Around 49% of staff aged between 30 and 49 drive to work alone, increasing to around 52% for the 50 and over category. For the 1997 survey about a third of respondents did not give their age, and for the 1999 survey, the age bands were different. This precluded making any meaningful comparisons of how modal split by age has changed.



Younger staff use park and ride considerably more than staff aged 30 and over. Whilst 25% of staff aged 29 or under used Park & Ride, only around 12% of staff aged 30 and over used this service.

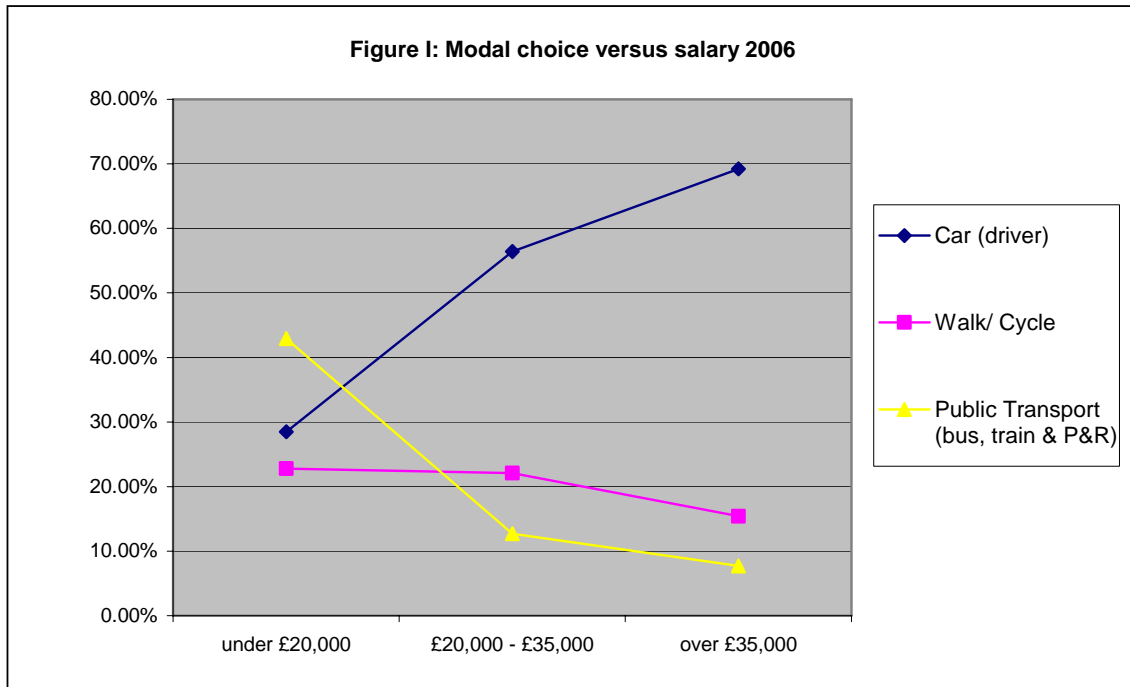
Younger staff are less likely to walk (15.2%) or cycle (6.1%) to work than those aged between 30 and 49 (19% walk and 8.9% cycle), but more likely to travel by these modes than those aged 50 and over (9.1% walk and 2.3% cycle).

Younger staff are more likely to catch the bus (12.1%) or liftshare (9.1%) to work than those aged between 30 and 49 (2.5% for each). Staff aged 50 and over are the most likely category to use the bus (15.9%), but make more use of liftsharing (6.8%) than the 30 to 49 category, and less than the 29 or under category.

The only staff to use a motorcycle or the train are from the 30 – 49 age category. Figure H summarises these results.

Modal choice (for selected modes) by Salary grade groups

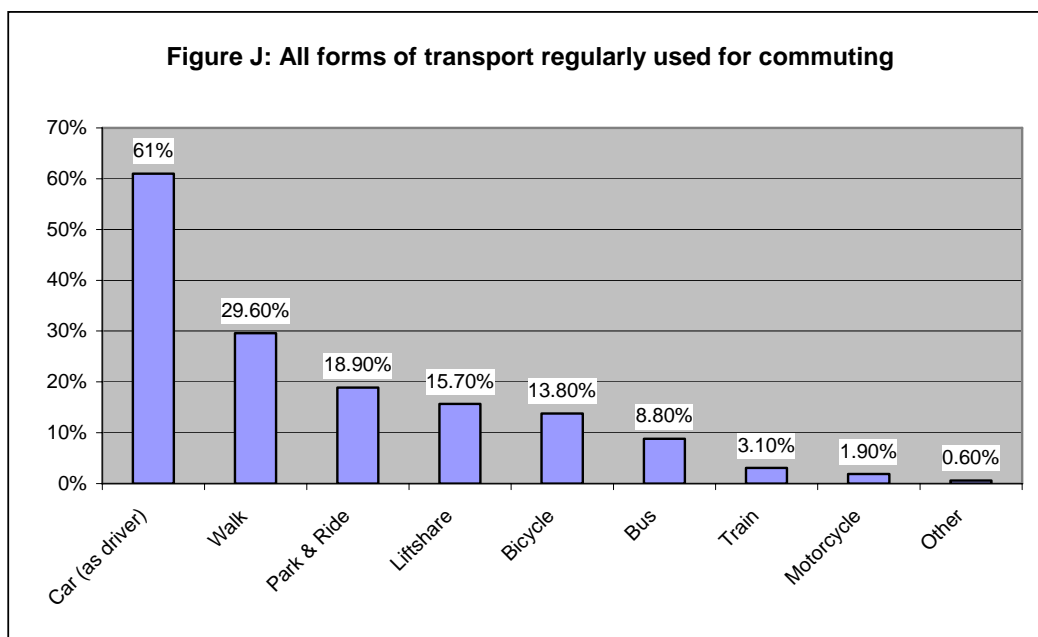
For the September 2006 survey, it seems that the level of car use rises as income rises, and the level of walking and cycling and public transport use falls as income increases. Those on higher salaries are more likely to be classified as “Essential Car Users”, who have less incentive to consider using more sustainable forms of transport than those who are not Essential Users. The results are shown in Figure I.



All modes used for commuting to work

Staff were also asked to identify all the forms of transport they regularly use to travel all or part of the way to work at any time of year. Whilst only 15.6% of staff said they walk to work as their main mode of transport, 29.6% of staff said that the walk at least part of the way on a regular basis. This suggests that either during the summer months, or on dry days, many staff who live within Salisbury choose to walk to work on a regular basis.

The same applies to liftsharing. Whilst only 5% of staff liftshare as their main mode of transport, 15.7% of staff liftshare at some point during the course of the year. Figure J summarises these results.



Why staff commute by car – Staff who normally drive to work by car were asked to identify the reasons why they chose to drive. Table A shows the responses to the options provided ranked in order of popularity.

Table A: Reasons why staff commute by car

Reason	%
“Driving saves me time”	67.2%
“Driving is more convenient”	64.5%
“I need a car for work purposes”	56.1%
“I start or finish work late or early”	50.5%
“Driving is more comfortable”	49.5%
“Driving is more secure”	34.6%
“I do shopping on the way home”	33.6%
“I have no other travel options available”	31.8%
“Picking up or dropping off children”	20.6%
“I need to carry heavy equipment”	13.1%
“Someone I care for is disabled”	0.9%

Whilst it may not be true for all respondents that driving saves them time or money, and is more convenient or secure, this may be the perception of many staff. Therefore several actions within section 10 of this travel plan focus on raising awareness of the quick, convenient, affordable and secure travel alternatives they may have available to them.

In addition, there may be measures the council can take to reduce the need for staff who need a car for work purposes to drive their own car from home on a daily basis, for instance by improving the availability of pool vehicles for use by staff (see Action 6.1). There may also be innovative ways to provide alternatives to the car for those

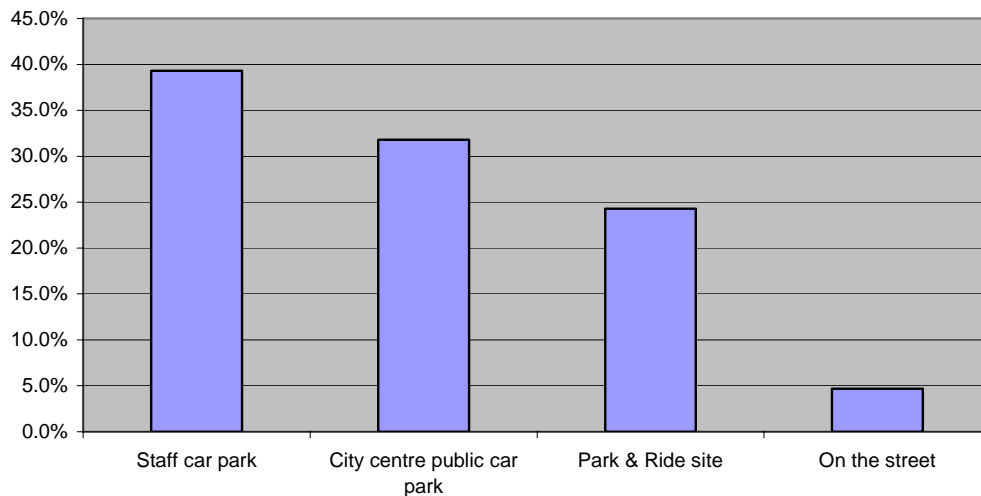
staff who start and finish at off-peak times, or who carry heavy equipment, but would prefer not to drive if given the option. The Council can also encourage staff to use an alternative mode of travel to the car perhaps on one day a week. It would be easier to persuade some staff to change their travel habits slightly, in the knowledge that even this will be making a difference to pollution, congestion and global warming.

Other reasons why respondents drive to work included the following:

- “Park & Ride offers no time saving against driving”
- “No bus arrives in Salisbury in time for my start time”
- “Have a customer facing job so need to look presentable - precludes cycling”
- “I own & run a car, so makes financial sense to use it wherever possible”
- “Buses are too unreliable”
- “I find it difficult to walk long distances due to medical condition”
- “No direct public transport available”
- “Take daughter to work on other side of town”
- “Have college after work two days a week so need car to get back in evening”

Where staff park – The majority of staff who drive to work (39.3% - 42 respondents) park their car in a staff car park. Another 31.8% of staff park in a public car park, and a further 24.3% of staff park at a park and ride site. Just 4.7% of staff parked their car on the street during the work day. Staff will find it increasingly difficult to park on the street as Residents’ Parking Zones continue to be introduced and expanded in suburban parts of the city within walking distance of employment areas. Figure K summarises these results.

Figure K: Where staff who drive park their cars



When asked how much they pay for parking, 78.1% of staff who drive said that they pay nothing for parking. Only 5.7% of staff pay less than £5 per week, whilst 11.4% pay £5 to £10 per week. Of those who pay nothing for parking, many of these will be Essential car users or those using Park & Ride, or those staff either decanted to Churchfields Depot or travelling in on the A36 Southampton Road corridor (who do not currently have a Park & Ride site available). Those who currently pay for city centre parking will find the cost increases from the current £5 per week charge to £10 per week from 1 April 2007, then £15 per week from 1 April 2008. It might be anticipated that as the parking costs of these employees rise, more will switch to

using Park & Ride or walk or cycle to work (or work from home on a more regular basis). Many of those staff who were decanted temporarily to Churchfields Depot would need to resume paying for parking once the expanded offices at Bourne Hill open.

Encouraging public transport use – Staff were asked to select up to three measures which would be most likely to encourage them to use public transport in their commute to work more often. Table B summarises the responses.

Table B: Measures that would encourage public transport use

Measure	%
Public transport subsidy	56.9%
Better availability of pool cars for work use	36.2%
Other (see list below)	32.8%
Interest free loan for an annual public transport season ticket	19.0%
Increased parking costs	12.1%
Journey planner and public transport information on the SDC intranet	8.6%
Site-specific public transport information from the council	6.9%

There was very strong support for a public transport subsidy to reduce the cost of using public transport (which is perceived as being high compared to car travel). Salisbury District Council introduced a subsidy scheme in April 2006 whereby it will pay up to £484 of subsidy to reduce the cost of a bus or train season ticket. The survey results suggests that not all staff may be aware that this subsidy is now available, so Actions 5.1 and 1.1, 1.2, 1.5, 1.7 and 1.8 are aimed at publicising this existing choice and raising awareness of it among staff.

The second, third and fourth most popular responses will be implemented (and / or promoted more strongly) as part of the travel plan (see Actions 6.1, 5.1 and 6.5). The fifth and sixth most popular responses will also be implemented as part of the travel plan (Actions 1.2, 1.5 and 1.7).

About 40 “Other” responses were related to making public transport services better, faster, safer, cheaper, more frequent, more reliable, more direct and more convenient. Unfortunately improvement of the public transport system is largely within the control of bus operators and Wiltshire County Council so is outside the scope of this travel plan – which deals with aspects that the District Council can control. However, a few additional measures that might be within the council’s control were suggested, relating to:

- Flexible working hours;
- Discounted/ free/ subsidised public transport tickets

Encouraging walking – Staff were asked to select up to three measures which would most likely encourage them to walk to work more often. Table C summarises the responses.

Table C: Measures that would encourage more walking

Measure	%
Availability of a mileage-based walking allowance for walking to/ from work	53.6%
Changing rooms on site	39.3%
Showers on site	30.4%
Lockers on site	28.6%
The council offering more flexible working hours	16.1%
Other (see list below)	16.1%

The first option is not currently feasible to introduce, however the second, third and fourth measures are being accommodated within the design for the new Bourne Hill offices. The “Innovative ways of working” task group are considering ways of making working hours more flexible than the variations currently allowed within the “Flexi-time “ system (Action 9.7). Other measures suggested by staff that would encourage them to walk to work more often have been classified into the following categories:

- Better walking routes
- Better school transport / childcare
- Removal of parking on pavements within Churchfields

Unfortunately the first two are not feasible within the scope of this Travel Plan, as they rely on Wiltshire County Council, the securing of developer contributions and schools. However, the Salisbury Vision work being carried out by the council is likely to result in some form of environmental improvements being undertaken within Churchfields, which would look to formalise on street parking.

Encouraging cycling – Staff were asked to select up to three measures which would be most likely to encourage them to cycle to work more often. Table D summarises the responses.

Table D: Measures that would encourage more cycling

Measure	%
Changing rooms on site	52.2%
Covered lockable cycle parking	49.3%
Showers on site	47.8%
Availability of a mileage based cycle allowance for journeys to work	40.3%
Discount for staff at local bicycle shop	31.3%
Lockers on site	23.9%
Other (see list below)	19.4%
Interest free loan for cycle purchase	10.4%
Bicycle security measures such as CCTV	9.0%
Expansion of the existing council pool bike fleet	9.0%
Free cycle training offered to council staff	4.5%

Drawing together staff on one site as opposed to the existing 10 buildings spread across the city centre will make effective provision for cyclists much easier. Unfortunately, resources are not available to install parking and showers at buildings currently without them, due to the fact that these are due to be sold in around two years time following the completion of the new Bourne Hill offices.

The new office building will have changing rooms, showers and lockers for staff. It will also offer locked covered cycle shed compound with Sheffield stands capable of accommodating 20 cycles. If demand outstrips supply, then additional stands will be installed (Action 3.5). The costs of extending the current cycle mileage scheme to pool bicycles and for journeys to work will be explored and if financially viable, will be introduced (Action 3.4). Attempts will be made to secure a 10% discount at one of the four cycle retailers within the city for council staff (Action 3.7). The existing interest free loan to assist with bike purchase will be reviewed and the scheme better promoted to staff (Action 3.9). The pool bike scheme will be relaunched and better promoted (Action 3.1). Cycle training will be offered to staff, despite the low level of interest expressed here (Action 3.3).

Other measures identified by staff that would encourage them to cycle to work more often have been classified into the following categories:

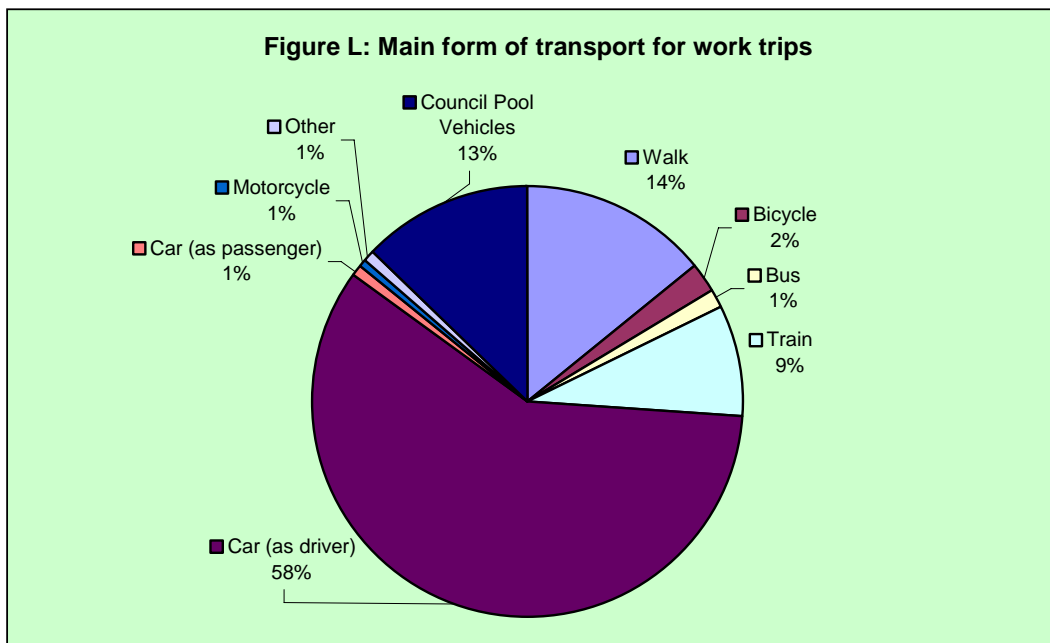
- Better/ safer cycle lanes/ routes
- More cycle lanes/ routes
- Make the roads safer
- Additional work time allowance for using green travel modes

Many of these suggestions are the responsibility of Wiltshire County Council or the Highways Agency as the highway authority for roads within Salisbury, so do not fall within the scope of this travel plan. Through the Salisbury Joint Transportation Team, officers will work to improve the cycle network within the city.

Cycle ownership – Cycle ownership levels among staff were well above the national equivalent, with 63.7% saying they had “access to a bicycle at home”. This compares to 39% of households in the UK owning a bicycle in 1995/97, according to the DETR report “Cycling and Walking in Great Britain”. However, it must be recognised that staff who live outside Salisbury, Wilton and nearby villages (beyond about 10 miles) live too far away to be able to cycle to work.

Modal share of work trips (2006 survey only)

Staff were asked how often they travel during the day for work purposes and what transport mode they normally use. 44 per cent of staff said that they make work trips at least weekly, with 44 per cent making trips “less often” and only 12 per cent answering “never”. The dominant modes for work trips were private car (58%), walking (14%) and council pool vehicles (13%), with only 9 per cent normally travelling by rail, 2 per cent by bicycle and 1 per cent by bus or as a car passenger. Figure L shows the modal split breakdown of work trips.



Purpose of work trips – The majority of staff (43.5%) indicated that the main reason they most often make work trips is for “conferences, seminars, meetings and training courses”. Another 15.2% chose “home visits to community members”, 9.4% indicated “visits to council project sites” and 31.9% chose “Other”. Most of the “Other” reasons for work trips could be classified as deliveries, home visits, inspections or site surveys of various types.

Leaving the car at home to use a council pool vehicle at work instead – the 2006 survey asked staff whether they would consider leaving their car at home if they were offered a council vehicle to use during the work day. “No” was answered by 47.5 per cent. However, 22 per cent said “Yes”, they would consider leaving their car at home. These figures show that many staff are not necessarily using the need for a car for work trips to justify commuting to work by car. In fact, a fifth of staff would prefer to avoid driving to work if they did not need to bring in their own vehicle.

Homeworking and flexible arrangements. The 2006 survey asked staff whether or not they would be interested in working from home sometimes, if their particular job was suited to homeworking and if the Council provided them with the necessary facilities. A significant proportion of respondents (46%) indicated that they would be interested in experimenting with working from home, whilst 15 per cent indicated that they already work from home at least part of the time. These results show that there is the potential to reduce the need for staff to commute all the time, and perhaps also increase job satisfaction through increased update of flexible work arrangements.

Personal Information from 2006 survey

Age and gender – Three broad age brackets were used, with 21.2% of respondents aged 29 or under, 50.6% of staff were 30 to 49 years of age and 28.2% were aged 50 and over. Many more women than men responded to the survey (61.3% female, 38.7% male). Travel behaviour by age and gender are discussed above on the section on modal split of commute trips.

Ethnic origin – Staff who identified themselves as “white” made up 97.4% of respondents, followed by “mixed ethnic background” (2.0%) and “black or black British” (0.7%).

Salary grade groups – Staff earning under £20,000 made up 43.8% of all respondents, £20,000-£35,000 made up 42.5% of respondents and those earning over £35,000 comprised 8.1% of respondents.

Disability – 3.2% of staff consider themselves to have a disability. Unfortunately, the small number of respondents with disabilities meant that no significant conclusions could be made regarding modal choice of staff with disabilities.

Focus groups – Finally, 75% of respondents identified themselves as being interested in participating in a focus group to provide more detailed input towards development and implementation of the Travel Plan. It is the intention to hold the first round of focus groups in early 2007.

The next survey. As per Action 9.5, another staff travel survey will be conducted in 2008 and every two years thereafter, to allow monitoring of progress towards the targets set out in section 7. In addition a survey of visitor travel to the council offices will be carried out in early 2009 (Action 8.1).