Focus House Travel Plan – Post Occupation Baseline Survey

Focus Group Travel Survey – March 2020

This post occupation travel to work survey has been undertaken in order to determine the travel habits of the existing employees at Focus Group since moving to Focus House. This survey will help establish a realistic baseline to allow the Focus Group to develop and define our travel plan targets and measures, moving forward. Responses to this survey will help us understand the rationale for individual travel patterns and provide relevant data which will help target our travel planning strategies towards our staff (for example, secure cycle parking, facilities and marketing and communications).

Number of staff that were issued the survey: 230
Number of responses: 206
Response rate: 90%

Survey Results

This survey was sent out on 21 February 2020 with a deadline of 6 March 2020 for final submissions. Out of a possible 230 responses, there were 206 submitted, giving an excellent response rate of 90% and in turn offering a representative staff survey sample. Based on the survey results and results of subsequent conversations with staff, this will give a very good indication to the general travel habits of Focus staff.

About the individual

Sex	Number of Employees	%
Male	120	58
Female	83	40
Prefer Not to Say	3	2
Total	**206**	**100**

Age demographic

Age range	Number of Employees	%
18-24	34	16
25-34	86	42
35-44	61	30
45-54	19	9
55+	6	3

Full and part time staff

Full/Part Time	Number of Employees	%
Full Time	197	96
Part Time	9	4

Staff start time

Start Times	Number of Employees	%
07:00	3	1
07:30	4	2
08:00	32	16
08:15	5	2
08:30	48	23
08:45	8	4
09:00	100	49
09:30	4	2
10:00	1	0.5
Flexi	1	0.5

Staff finish time

Finish Time	Number of Employees	%
14:00	1	0.5
16:00	3	1
16:30	12	6
16:45	2	1
17:00	16	8
17:30	133	65
17:45	4	2
18:00	24	12
18:30	7	3
19:00	2	1
19:30	1	0.5
Flexi	1	0.5

Days of the week staff work (the office is open Monday – Friday, with occasional weekend workers)

Days	Number of Employees	%
Monday	188	92
Tuesday	189	91
Wednesday	187	91
Thursday	186	90
Friday	181	88
Saturday	2	1
Sunday	1	0.5

Staff with a disability that affects their travel to and from work

Disability	Number of Employees	%
Yes	1	0.5
No	205	99.5

- Individual with disability has a National Concessionary Bus Pass to travel to and from work.

Staff that are field based

Field Based	Number of Employees	%
Yes	53	26
No	153	74

How many days of the week on average will you attend the Office (field based staff only)

Number of Days Based at Office	Number of Employees	%
1-2	17	32
3-4	22	42
5	14	26

- Results based on the 53 individuals that are field based.

Have you changed your mode of transport since moving to Focus House?

Mode of Transport Changed?	Number of Employees	%
Yes	30	15
No	176	85

Please state how you have changed your mode of transport

- "Between December 2017 - October 2019, I took the train. From October 2019 I now drive to work."
    - "No longer receive company car allowance for travelling, so don't own a car."
    - "Change of circumstances has meant that driving provides me with the flexibility to pick kids up from school without worrying about train timings."
    - "I used to car share, which wasn't very reliable. Passed my driving test and now drive to work."
    - "I used to drive every day but now I try to walk 2-3 times a week. When the weather is better, I will try and walk 4- 5 times."
    - "I used to get the train, driving proved to be cheaper."
    - "Car share."
    - "Was driving but my partner works at Focus, so I got rid of the car and she drives us both."
    - "I started getting the train but now drive."
    - "Switched from train to bus."
    - "I used to walk to the office."
    - "I started driving at the same time I started at Focus."
    - "I started driving at the same time I started at Focus."
    - "I used to walk."
    - "I walk more."
    - "I now walk instead of bus."
    - "Now travel by train instead of driving the majority of the time."
    - "I use an electric scooter when the weather permits."
    - "I used to get the train but I have moved so the train is no longer possible."
    - "I used to get the train & walk, now don't require train."
    - "I now cycle to work (not as often as I should...)"
    - "I used to cycle."
    - "Now have an electric car."
    - "Previously I used to get the train - now I cycle."
    - "I used to drive my car to work prior starting at Focus. I now get a lift to and from work."
    - "I have an electric scooter I uses when the weather is okay."
    - "Car to train."
    - "Previously drove to work, now walk to work."
    - "Used to drive, now cycle most days."

How long does it take you to get to work?

Travel times	Number of Employees	%
0 – 15 minutes	26	13
15 – 30 minutes	81	39
30 – 60 minutes	74	36
60 – 90 minutes	18	9
90+ minutes	7	3

What is the main reason for your mode of transport to Focus House?

Reasoning for Mode of Transport	Number of Employees	%
Cost	24	12
Ease	58	28
Fitting in with personal arrangements e.g. childcare	44	21
Time	34	17
Vehicle required for job role	29	14
Other	17	8

Those that answered 'other' commented, as follows:

- "To close for any other mode of transport."
- "Random hours sometime long and unpredictable."
- "I don't drive and live in a Village, so the bus is the only option at the moment. One bus once an hour."
- "Remote home worker."
- "Prefer not to say."
- "Cost Time Ease."
- "Currently learning how to drive. I would drive if I had a license."
- "Cost - I cannot afford to keep my car any pay for the train."
- "No other method of transport. Buses, trains do not run from where I live to Shoreham."
- "Weather (so that I don't get drenched walking to work)."
- "Public transport links aren't very good where I live."
- "Exercise."
- "Only drive when attending meetings."
- "I drive sometimes but take the bus mostly as my partner needs the car."
- "No public transport where I live, also required for my role."
- "Fitness."

If you use your car to get to and from work on a regular basis, what would encourage you to NOT use the car on some journeys? (Please select all that apply.)

	Number of Employees
Better public transport information	8
Discounted travel	57
Cost savings outlined	23
Bike buddy schemes	3
Focus cycle to work schemes	12
Good quality shower & locker facilities at Focus House	N/A
Nothing	105
Other	40

The above results were have been broken down by mode of transport but grouped as follows:

	Number of Employees	%
Better public transport information	3	1.5
Better public transport information, Discounted travel, Cost savings outlined	1	0.5
Better public transport information, Nothing	1	0.5
Bike buddy schemes, Focus cycle to work schemes, Discounted travel, Better public transport information, Cost savings outlined	1	0.5
Cost savings outlined	5	2
Cost savings outlined, Discounted travel	10	5
Cost savings outlined, Discounted travel, Focus cycle to work schemes	1	0.5
Cost savings outlined, Discounted travel, other	1	0.5
Cost savings outlined, Nothing	1	0.5
Discounted travel	33	16
Discounted travel, Bike buddy schemes, Cost savings outlined	1	0.5
Discounted travel, Focus cycle to work schemes	1	0.5
Discounted travel, Focus cycle to work schemes, other	1	0.5
Discounted travel, Nothing	3	1.5
Discounted travel, Other	3	1.5
Focus cycle to work schemes	5	2
Focus cycle to work schemes, Cost savings outlined	1	0.5
Focus cycle to work schemes, Discounted travel, Better public transport information, Bike buddy schemes	1	0.5
Nothing	96	47

Nothing, Better public transport information	1	0.5
Nothing, Cost savings outlined, Focus cycle to work schemes, Discounted travel	1	0.5
Nothing, Other	2	1
Other	33	16

Those that answered 'other' commented, as follows:

- "I don't use a car."
- "I need to be able to go and collect my child at any point in the day, should there be any illness or emergency. I can only do this by having my car available and not being reliant on others."
- "Unfortunately, due to childcare and distance from home the above wouldn't encourage me to not use a car as I need to be readily available in urgent situations without relying of public transport or car sharing."
- "If lived closer to work."
- "I don't drive or have a car."
- "Not applicable, I don't have a car."
- "Reduced work hours but same pay."
- "Better public transport links - 3 trains to Seaford!!"
- "Knowing who else wants to car share and their availability."
- "Trains that takes less than 3 hours."
- "Car Share scheme."
- Better weather so I could cycle to and from work."
- "Transport service."
- "Again, the only thing stopping me at the moment is the terrible weather."
- "I do not drive."
- "Better public transport links from my house."
- "I may need to use my car at any point during the day, so car sharing and public transport are not really an option."
- "Partnership with a cycle maintainer, would recommend https://www.southcoastbikes.co.uk/"
- "I didn't want to put 'Nothing' as I would be open to options but realistically given my location, alternative modes of transport just aren't feasible. I will definitely consider an Electric Vehicle when my company car lease expires and also work remotely where feasible to cut down on driving to the office.
- "Too far away to use other mode of transport."
- "Large reduction on rail fare season ticket."
- "The overflow car park being closed."
- "I would cycle when the weather gets better."
- "Help with access to electric cars, or, scheme."
- "Public transport convenience e.g. closer train station or a direct bus."

- "Better weather."
- "Weather."
- "Vehicle required for job role."

If you could access the platform at Shoreham Train Station direct from Focus House, would this encourage you to use the train on a regular basis?

Direct Access	Number of Employees	%
Yes	60	29
No	146	71

If we were to review and change our travel incentive plan, what incentives would perhaps make you change your journeys to and from work each day? (Please state)

A selection of the comments are included below:

- £15 per week from Hove to Shoreham is what I spend on Petrol per week. I do not want to pay any more than that getting public transport.
- 25% discount in The Hut for people who cycle or use public transport.
- Access to a local car park where the cost was covered within walking distance.
- Allocated parking.
- A steps per day incentive during certain times.
- Anything that makes things cheaper will always be appreciated
- Anything to reduce costs of train tickets.
- Better train connections and seasonal tickets pricing.
- Bike schemes.
- Bus, cycle or walk are not suitable due to the distance. Train is practical (station locations) but due to train change times takes another 20-25 minutes longer than driving. Incentives for lift share would make sense.
- Carpool awareness, subsidised alternatives, etc.
- Carpool incentives, I drive a few people to/from work every day to save parking spaces and carbon emissions but there is no real incentive to do so by the company.
- Car Share Scheme.
- Car sharing options.
- Cheaper train tickets as it is cheaper to drive to work, more reliable and more comfortable to drive.
- Cheaper travel.
- Cycle to Work scheme or Money to NOT park in the car-park.
- Discounted rail pass.

- Discounted Travel for Staff, flexible hours as the usual travel work hours are so busy, parking facilities near stations.
- Discounted travel, % of travel cost if taking a bus or train back each month.
- Discounted Travel, Incentive to not drive. Currently driving is the quickest and easiest way to get to and from work, especially in the winter.
- Discounts/schemes. Focus offering travel. Good discount on more fuel-efficient vehicles.
- Electric car incentive.
- Electric motorcycle.
- Electric vehicles.
- Financial benefits.
- Flexible Hours, so I can avoid rush hour traffic.
- Flexible start and finish times to fit round train timetables. Reduced train fares/help with costs
- Flexible working would mean I didn't need to attend the office
- Focus covering the cost of a season ticket.
- I think those that live furthest away should get priority on parking spaces. Those that live within 15 mile radius of Focus House (Brighton/Hove/Shoreham/Lancing/Lewes) could utilise public transport easier and at a lower premium.
- Free bike or access to discounted travel/driving lessons.
- Free lunch if I walk.
- free/discounted bus/rail travel. I would like to get a train, it'd probably be quicker but tickets from Hove to Shoreham every day is more expensive than fuel.
- Have a class on how to fix the bicycle. Brakes (disk especially), chain, maintenance, changing parts (brakes, chain, etc). What tools to use. Where to obtain the best cost to quality.
- Heavily Discounted Train travel tickets would make that option a lot more appealing than car despite Trains not being reliable.
- Help, bonus's, extra benefits to those who own an electric vehicle.
- I already use the travel scheme through Focus which has been excellent for me.
- I am not aware of any incentives, but a reduced train fare would be really welcome.
- I am not aware of the travel incentive plan. Definitely reduced train fair, it is very expensive from my area; will reduce my travel time from 40/50 mins to 20/30 mins.
- I would like it if there was a more regular bus between Shoreham and Steyning. As this would help me massively.
- I can't change my journey as I have to collect my child from nursery.
- I can't think of anything that Focus could do to change my journeys.
- I could possibly car share but this can be difficult to get back home for children or visit customers if I needed to.
- I don't drive so Bus is ideal and cheap.
- I don't live anywhere near any public transport so would not do anything other than drive to work.

- I don't want to be financially impacted by taking a different mode of transport.
- I live a walk away from public transport so nothing.
- I need my car for the role so I have to drive.
- I physically can't get to work without a car, unless getting a train to London then back down to Brighton. Would not be viable.
- I think you massively under utilise work from home as an option. Its excellent to show an interest in how you can improve the travel people do for work but simple policy changes to working rules could have a positive impact on travel choices, the green impact to less travel and ultimately peoples productivity in their jobs. Focusing too much on how people can get to the office rather than why they should, is not looking at the bigger picture. Working from home requires no travel, thus saving money, fuel, time, avoids delays due to traffic/delays to public transport, is greener than most travel types and generally an effective option all round for a large variety of job roles.
- I walk or, take the train. In the summer it's warmer so, I would cycle and there is already incentives in place for that. I don't see what the point of changing the incentives are as if people wanted to take another form of transport to work they would.
- I wish I could do something other than drive, but the buses aren't frequent enough to allow me to get from nursery to work on time.
- I would struggle to use public transport as there is no train station in Rottingdean and the bus route is 1.5 hours each way.
- However, I do cycle in better weather. In case people forget them a couple of bicycle puncture repair kits being available would be useful.
- I'm a field engineer so need to use my vehicle.
- I'd be pretty open to changing my transport use, I do enjoy walking/public transport so am definitely not adverse if something was in place.
- Ideally a Big Lemon bus to collect people from Brighton Station/Hove station that could pick people up and bring them to work for free. Legal and General have a similar scheme and they are located within Hove. Maybe a similar service could operate from a Park and Ride site in Worthing so we can reduce the number of cars needing to be parked on site.
- If the alternatives were quicker than my normal method.
- If there was a financial incentive to lift share I would do it every day. If we got some kind of discounted travel I would consider using the train.
- If there was free use of electric cars.
- If we travel by train/bus we get free hut food/vouchers/bonus.
- Incentive to cycle scheme of some sort!?!
- Incentives for using the train/bus.
- Incentives on Apple Watch / Fitbit to track steps/fitness.
- Increased pay facilitating train rather than bus travel.
- I've used public transport for work ever since I've started working my first job since I was 17 until October 2019 and since then getting to and from work has been a lot less stressful and gives you a

lot more freedom - so for me, probably nothing to be brutally honest as the train system here is just too expensive/unreliable so I only use it when I have to.

- Maintenance of bikes post cycle to work scheme.
- Maybe car share.
- Motorbike Bay for parking.
- My role is field sales so it makes it challenging to use public transport. I do however live near the train station in Lancing, if there were direct access to the platform I'd absolutely consider this for office days.
- My role requires me to drive so don't think its relevance.
- Parking that is designated for engineers loading/unloading as the parking spaces do not allow this.
- People that car sharing get priority parking.
- Petrol cost per month driving to and from work is £80. I am already paying tax, insurance etc to use my car outside of driving to and from work so this cost is already absorbed. To travel by train for a month is £210 so £130 more expensive per month and over £1500 over the year. If train travel was subsidised then I would prefer to use the train as it is quicker and easier in regards to parking at work.
- Possibly subsidized travel or travel loan.
- Potential car share - although may be tricky with childcare.
- Preferential parking for car sharing.
- Reduced cost of the train, petrol costs are cheaper than a season ticket per week and allows more freedom after work. The Bus would take too/from long for me to get to work.
- Reduced train tickets. Better shower facilities and somewhere to store clothes shoes, toiletries as the lockers are big enough.
- Rewards for getting the train.
- Season Ticket Loan Scheme.
- Somewhere to lock & charge an Electric Scooter maybe, but no important.
- Cheaper travel rates slightly later start time so travelling isn't so stressful.

How do you access the local town area each day?

Access to Local Town	Number of Employees	%
Car	21	10
By Foot	144	70
Focus Cycles	2	1
N/A	39	19

Office Based Staff – 153 Responses:

Which mode of transport do you use most often to get to and from work, excluding Field Based staff?

Mode of Transport	Number of Employees	%
Bus	11	7
Cycle	5	3
Drive Alone	92	60
Drive with Passenger	11	7
Travel as Passenger via Car	7	5
Motorbike	2	1.5
Rail	14	9
Walk	6	4
Other	5	3.5

- Those that answered 'Other' made the following comments:

  "I travel by car and train equally"
  "I work from home, so do not commute"
  "I walk or travel by train"
  "I travel by car and walk equally"
  "I car share with my husband".

Which of the following would you consider are realistic alternatives?

Alternatives	Number of Employees	%
Bus	1	1
Cycle	2	1.5
Car Share	13	8
Rail	13	8
Walk	2	1.5
One or more of the above	17	11
None of the Above	44	29

- 61 (40%) individuals did not respond to this question.

Travel Survey Summary

The survey has demonstrated that although the amount of staff who intend to use single occupancy car travel to get to and from work is the majority, 53 of the 206 responses received are field based staff. It is reasonable to assume that their car is essential for work and it is unlikely that their travel choice will be impacted by any travel plan incentives.

The Office base staff are therefore the travel plan target market, and in the future post-occupation surveys the mode choice for this group should be collected in order to establish accurate measures to encourage a modal shift to sustainable travel. A total of 153 survey responses were achieved from Office based staff.

It demonstrated that 60% of existing, Office based staff, currently travel to site alone by private car. At least 23% of staff currently travel via sustainable travel modes.

Current Focus Group Travel Initiatives

There is currently a cycle to work scheme in place to encourage staff to cycle to and from work whilst helping them with the cost of a new bike. Staff are also offered interest free travel loans to help split the cost of their public transport tickets over a longer period. 11% of staff said that better changing and washing facilities would most appeal to them and therefore there will be showers in the new head office along with individual toilet cubicles to allow staff to change.

Focus Group are looking into a company lift share scheme and flexible working hours. Currently, the office opening hours are 8am – 6pm, however, they are considering changing this to 8am – 8pm, offering employees the opportunity to work flexible hours. A central database will be held for staff that are interested in Car Sharing / Car Pooling. Dedicated Car Share spaces will be provided on-site to provide further incentives for colleagues wishing to Car Share and permits will be provided to staff involved within the scheme.

Current information regarding Public Transport, including network maps and timetables are to be located in a convenient location within the reception area of Focus House. Information packs for new starters will be produced and the Travel Plan Co-ordinator will update staff on a quarterly basis in terms of any changes to public transport provision.

These current initiatives are to be supplemented by the measures previously identified within the approved Travel Plan, dated June 2019. It is evident from the responses to the Travel Plan Survey that a number of the proposed (and in some cases already implemented Travel Plan measures) would be beneficial to a number of staff. Providing up to date and relevant information to staff regarding Travel Planning is currently being provided in line with the suggested Travel Plan measures.

Suggested Travel Plan Targets

In relation to the previously mentioned 15% target (in reduction of single occupancy Car Drivers), it must be noted that WSCC Highways confirmed, in their consultation response to the ADC Planning Committee, that *'the parking levels promoted as part of the site would be sufficient to cater for demand'*.

In other words, whilst the Focus Group will intend to reduce single occupancy car use, a 15% reduction is not required and is unlikely to be achievable (7% of Office staff). The Table below indicates reasonable targets that could be achieved through the proposed Travel Plan measures, building open the Focus Group current travel planning initiatives. These will need to be presented to the Local Planning Authority as part of the previously identified Action Plan.

Annual reviews (February) will take place to understand the evolving travel patterns of existing Staff at Focus House and the Travel Plan will be updated accordingly.

Target	Baseline (%)	Years 1 and 2 Review (%)	Years 3 and 4 Review (%)	Year 5 Review (%)
Car Driver	67	64.5	61.5	60
Car Passenger	5	5.5	6	6.5
Pedestrians	4	4.5	5	5
Cyclists	3	3.5	4	4.5
Public Transport - Bus	7	7.5	8	8.5
Public Transport – Rail	9	9.5	10	10
Motorcycle	1.5	1.5	1.5	1.5
Other (e.g. Work at Home/Taxi)	3.5	3.5	4	4
Totals:	**100%**	**100%**	**100%**	**100%**