



Bournemouth Airport Area Wide Travel Plan

July 2011

TABLE OF CONTENTS

1. Executive Summary

2. Introduction

- 2.1 Objective of the Bournemouth Airport Area Wide Travel Plan**
- 2.2 Local Transport Plan 3**
- 2.3 South East Dorset Transport Study**

3. Description of the Bournemouth Airport Site

- 3.1 Staff and Passenger Levels - Forecast (2007-2015)**
- 3.2 Staff and Passenger Levels - Existing (as at 2010)**

4. Travel Plan Targets

- 4.1 Trip Rates in 2007**
- 4.2 Target Trip Rates (for 2015)**
- 4.3 Travel to Work Survey Results (2007)**
- 4.4 Travel Plan - Targets set in 2007**

5. Progress: 2007 to 2011 Action Plan

6. Progress: 2007 to 2011 Description

7. Monitoring

Appendices

- Appendix A: Cycle Map**
- Appendix B: Postcode locations of Staff (2011)**
- Appendix C: Travel to Work Survey (2011)**

1. Executive Summary

This Travel Plan (2011) provides an update to the actions and targets set in the Travel Plan (2007), which was produced by Peter Brett Associates on behalf of Manchester Airport Group. The Travel Plan (2007) was originally approved as part of the planning permission for a terminal extension at Bournemouth Airport.

The Travel Plan covers the whole of the Bournemouth Airport site owned by MAG; which comprises the passenger terminal and related facilities in the south east along with the businesses on the Aviation Business Parks (West and East), located to the north of the runway.

For Airport passengers, the aim is to encourage public transport use and reduce the number of single occupancy car trips made to the site. In particular, the aim is to reduce the number of taxi, and 'drop-off and pick-up' trips. These trips generate four car journeys to and from the site for every return air journey. As such, they make the greatest contribution to road traffic and emissions.

For staff, the aim is to reduce single occupancy car trips and encourage car sharing, as well as travel to work by more sustainable modes, in particular using the Bournemouth Airport Shuttle and cycling to work.

In order to monitor the progress of all targets and report on the success of the Travel Plan initiatives, regular liaison takes place between Bournemouth Airport, Dorset County Council, Christchurch Borough Council, the Highways Agency and other key stakeholders through the Airport's Transport Forums.

The results of the annual traffic counts are submitted to Christchurch Borough Council as part of the annual Section 106 Monitoring Reports. These reports also detail progress towards both surface access targets and the local highway improvements required by the conditions of the planning agreement.

This Travel Plan has the full support and commitment of Bournemouth Airport Senior Management.

Signed:

(for and on behalf of Bournemouth International Airport Ltd)

2. Introduction

2.1 Objective of the Bournemouth Airport Area Wide Travel Plan

The main objective of a Travel Plan is '*to provide incentives for users of a development to reduce the need to travel alone by car to a site*'. (Development Related Travel Plans, Dorset County Council, 2005)

The Area Wide Travel Plan for Bournemouth Airport aims to reduce congestion, reduce emissions, improve air quality and promote healthier lifestyles, all through the promotion of more sustainable modes of travel.

The delivery of the Travel Plan initiatives has substantial benefits for the companies based on the Airport site, giving them a competitive edge and assisting with employee recruitment. The Travel Plan initiatives can also form part of a healthier and more productive workforce, by reducing stress and improving the work-life balance.

The Senior Management at Bournemouth Airport and Manchester Airport Group provide their full support to the implementation of the Travel Plan and are committed to meeting the set targets. The Bournemouth Airport Travel Plan Co-ordinator will take responsibility for the implementation of the Area Wide Travel Plan actions; liaising with transport operators and for providing support to all businesses on the site in delivering the Travel Plan measures. The Travel Plan Co-ordinator will also ensure an integrated approach is taken to implementing the Travel Plan measures site-wide to identify opportunities and ensure that economies of scale are exploited where possible.

These objectives are firmly in line with national and local policy for both airports and employment areas. Recent policy developments areas in the sub region are set out below:

2.2 Local Transport Plan 3

The Bournemouth, Poole and Dorset Local Transport Plan 3 (April 2011) sets out to deliver a programme of transport improvements based on:

- Reducing the need to travel
- Managing and maintaining the existing network more efficiently
- Enhancing choices for active travel and 'greener' travel
- Providing realistic Public Transport alternatives to the private car
- Car parking
- Making travel safer
- Improving the strategic transport infrastructure

The Local Transport Plan highlights the key infrastructure improvements required at the Airport, including the development of a Bournemouth Airport transport hub or interchange.

Policy LTP N-1 (pg 92) indicates that one of the key priorities for delivery is '*high quality surface access to Bournemouth Airport to support its sustainable development and expansion and promote its role as an international gateway*'. The Area Wide Travel Plan sets out the

commitment to this LTP3 priority and illustrates the initiatives that are in place and those that continue to be developed to increase sustainable travel to the Airport.

Policy LTP N-7 highlights the B3073 Parley Lane highway improvements related to the airport access junction. This junction improvement was implemented in April 2011, alongside the development of the improved departure terminal. The signalised junction eases traffic movement and improves safety for all vehicle movements.

Other LTP3 improvements that are highlighted in the Airport's Travel Plan are

- Policy LTP H-1: enhancing bus services to Bournemouth Airport
- Policy LTP E-1: enhancing safe walking and cycling routes
- Policy LTP E-6: ample secure and convenient cycle storage facilities
- Policy LTP F-1: encourage more sustainable travel patterns and modal shift to low carbon travel modes

2.3 South East Dorset Transport Strategy

The Airport's Travel Plan Co-ordinator has been involved in the ongoing consultation process for the South East Dorset Transport Strategy as a member of the SEDTS Wider Reference Group. The key themes and initial outcomes of the transport study were presented to the Airport Transport Forum members in April and October 2010.

Manchester Airports Group provided a response to the SEDTS consultation in June 2010, highlighting the importance of the Airport site to regional economic development and the Airport's contribution to connectivity beyond the region.

The key travel plan related targets are:

- Improving all public transport links to the site
- Support from the Local Authority for travel plan monitoring

3. Description of the Bournemouth Airport Site

The Bournemouth Airport Area Wide Travel Plan (2007) relates to both the operational Airport and the Aviation Business Parks located to the north-east and north-west of the Airport site.

The Business Park currently contains in the region of 134,000sq.m of mixed-use floor space with over 180 companies, directly providing over 2,500 jobs. It provides a unique range of accommodation that cannot be found in the town centres.

Access to the Airport and north western business park is from Parley Lane (B3073), a single carriageway, which links A338 at Blackwater to the east, with A347 at Parley Cross to the west. The road suffers from peak-hour congestion, especially at the Parley Cross, Hurn and Blackwater junctions. The narrow bridge at Hurn is a particular problem for the heavy goods vehicles to navigate, especially during peak-hour congestion.

The north eastern business park is served by Matchams Lane, an unclassified, lightly trafficked single carriageway which runs north from Hurn Village to Matchams.

Access to the terminal area is via a signalised T-junction. This major improvement scheme was funded by the Airport Company and opened in March 2011. It was a requirement of the terminal planning permission and delivers the first stage of a more extensive programme of improvements along the Parley Lane corridor. It provides a controlled and safer access to the Airport and also improves capacity on Parley Lane.

The Airport is situated 5.6km from Christchurch Railway Station and 6km from Bournemouth Travel Interchange, which serves the national rail network, as well as the local bus network and national coach network. A dedicated bus link operates between the Interchange, Airport & Business Park. Further details are set out in the Progress Report and Action Plan

There are a number of both on-road and off-road cycle routes serving the Airport and Aviation Business Parks. A copy of the area cycle map can be found in Appendix A. The River Stour continues to be a barrier to cycle movements between the conurbations in central Bournemouth and the Airport terminal and Business Parks.

There are three passenger car parks that are located adjacent to the terminal buildings (Southern Sector), with space for approximately 2400 cars. There are an additional 139 car park spaces available for staff parking.

Car parks 1 and 2 are both suitable for short and long stay visitors. Car park 1 is located immediately in front of the terminal building and has dedicated spaces for disabled visitors, with a direct pedestrian access route. Car park 2 is located to the north of the terminal buildings and includes a viewing area for members of the public. There are no parking charges for staff based at either the Airport or on the Aviation Business Parks. Car parking charges for passengers have recently been revised as part of the strategy to manage road traffic and change behaviour. Further details are given below.

3.1 Staff and Passenger Levels - Forecast (for 2007-2015)

The initial Bournemouth Airport Travel Plan (2007) was based on forecasts for staff and air passengers as shown in Table 1:

TABLE 1: Forecasts at 2007			
	Passengers	Staff (BOH)	Staff (Business Park)
2005	829,000	434	1285
2009	1,605,800	672	1685
2010	1,800,000	731	1786
2015	3,000,000	1058	2285

3.2 Staff and Passenger Levels - Existing (as at 2010)

These are the existing staff and passenger figures for the financial year 2010/11.

TABLE 2: Actual 2010			
	Passengers	Staff (BOH)	Staff (Business Park)
2005	829,000	434	1285
2010	750,000	147	2055

The significant reduction in air passengers is a consequence of the wider decline within the market as a result of the recession, and subsequent changes to the airlines and routes operated at Bournemouth. Current forecasts for 2015 are for a throughput of approximately 1 mppa; some way below that originally expected. The figure of 3 mppa originally used for planning and road traffic forecasting is now not expected to be reached until beyond 2020.

Bournemouth Airport staff numbers have not declined. However, the way in which the site-wide census survey captures the data has changed. Service partners and some operational staff are now amalgamated with the Business Park data.

4. Travel Plan Targets

4.1 Trip Rates in 2007

Target trip rates were derived based on applying the target reductions to the existing trip rates as set out in the Airport Surface Access Strategy 2006.

To calculate the existing trip rate per person on site, all car trips, including car-share (with a factor of 2 for average occupancy), taxi and single occupancy were added up and divided by total number of staff.

> Existing staff trip rates (2007) – 0.89050

To determine existing trip rates to the site by passengers, CAA data from the 2005 passenger survey was interrogated.

> Existing passenger trip rates (2007) – 0.87946

4.2 Trip Rates - Target for 2015

Target trip rates were identified for 2015. The per person trip rate, derived from this method are:

- Staff – 0.80470
- Passengers – 0.83549

4.3 Travel to Work Survey Results (2007)

To establish both baseline date and mode share associated with development, a travel to work survey was conducted in July 2006. The outline figures for staff travel to work indicated that:

Drive alone 73%
Drive with passengers 5%
Passenger in car 3%
Bus 1%
Bicycle/Motorcycle 8%
Walk 1%
Other 1%
No response 8%

In terms of passengers travel to the Airport, data was obtained from the Civil Aviation Authority (CAA) relating to passenger modal split in 2005.

Private car usage 78.4%,
Taxi and minicab 17.3%,
Hire car 2.1%
Bus 2.1%.

4.4 Travel Plan – Targets set in 2007

Based on this data, and assuming the forecast air passenger and staff numbers, the Travel Plan set targets for a reduction in car use:

1. 20% for staff (by 2010)
2. 5% for passengers (by 2010)

Additional targets were also identified:

3. All major developments at the airport to facilitate access by a range of transport modes
4. Annual year on year growth in use of the Airport Shuttle Service
5. Development of the workplace Travel Plan for Airport employees.

The overall targets were phased in line with projected increases in throughput:

Phased Targets (2007 to 2015)

Phase 1 – Pre-expansion to 2009

- 5.96% reduction in staff car use
1.49% reduction in passenger car use

Phase 2 – 1.8 million passengers by 2010

- 8.94% reduction in staff car use
2.23% reduction in passenger car use

Phase 3 – 3 million passengers by 2015

- 20% reduction in staff car use
5% reduction in passenger car use

However, as indicated above, the economic downturn has had a significant effect on passenger numbers, with a marked reduction in absolute number as well as a reversal of the expected growth rate. This has led to a reduction in the number of trips generated at the Airport, and much lower forecast levels of passengers and traffic in future years.

Bournemouth Airport performed better than the UK market in 2008 with just a 2.5% decline in passenger numbers against a market decline of 5%. However, forecasts suggest that it may be a number of years before the industry regains the 2007 passenger levels.

This updated Travel Plan (2011) will therefore use the following targets, which have been used in the Transport Impact Assessment 2011 by PBA, and used to support a planning application for employment development in the North West Business Park.

- 10% reduction in staff car use by 2015
5% reduction in passenger car use by 2015

5. Progress: 2007 to 2011 Action Plan

The following table provides an update of the actions outlined in the Bournemouth Airport Area-Wide Travel Plan, submitted and approved in 2007.

The 43 measures are based on five key themes:

1. Reducing the need to travel
2. Walking, Cycling and Motorcycling
3. Public Transport
4. Information, Monitoring and Marketing
5. Car Share

Focus	Responsibility
APB – Aviation Park Businesses	MAG – Manchester Airport Group
PAS – Airport Passengers	TPC – Travel Plan Co-ordinator
BAS – Bournemouth Airport Staff	APB – Aviation Park Businesses

	Action	Focus	Responsibility	Progress	Action
REDUCING THE NEED TO TRAVEL					
1	Promote the use of technology to support home working where appropriate to the individuals job	ABP BAS	TPC ABP	<p>Virtual Private Network (VPN) provided for all BIA staff – remote access to files, emails and network applications.</p> <p>Flexi-working is promoted in the 'Planning Your Journey' newsletter, circulated to Aviation Business Park tenants.</p>	<p>Maintain provision of VPN</p> <p>Promote to ABP tenants via newsletter. Circulate newsletter three times a year. Next edition - October 2011.</p>
2	Encourage the use of video conferencing facilities, particularly for meetings with other people in the same organisation	BAS ABP	TPC ABP	<p>Facilities are available in the BIA admin building, the terminal meeting rooms and freely available to both MAG staff and BIA service partners.</p> <p>Video-conferencing is promoted in the 'Planning Your Journey' newsletter, circulated every four months to Aviation Business Park tenants.</p>	<p>Promote facilities in Aviation Business Park (Basepoint).</p> <p>Promote to ABP tenants via newsletter. Circulate newsletter three times a year. Next edition - October 2011.</p>

					Aviation Business Park Hub – new facilities will include internet café, cash machine, transport information and travel advice.
WALKING, CYCLING AND MOTORCYCLING					
3	Secure covered cycle storage and designated motorcycle parking and visitor spaces	BAS ABP	MAG TPC ABP	Cycle parking facilities (70 spaces) available across site. Additional facilities are incorporated into new developments (liaison with MAG Developments).	Maintain facilities and monitor use. Install cycle parking facilities – as per Planning Agreement.
4	Changing area for employees, with space to hang outdoor clothing	BAS ABP	MAG TPC ABP	Facilities for BIA staff are available in Air Traffic Tower, Airside House offices, Fire Station, BIA Admin building and Departure terminal.	Aviation Business Park Hub – new facilities will include internet café, shower facilities, cash machine, transport information and travel advice.
5	Shower Facilities	BAS ABP	MAG TPC ABP	Facilities available for BIA staff and service partners in Airside House office building, Fire Station and Air Traffic Control Tower.	Aviation Business Park Hub – new facilities will include internet café, shower facilities, cash machine, transport information and travel advice. New facilities for staff in terminal building planned for 2012.
6	Provide information on facilities including cycle maps and distances to most common destinations	BAS PAS ABP	TPC	Bournemouth Airport Cycle Map available on BIA website www.bournemouthairport.com/bohweb.nsf/content/cycle Link is also available through the Aviation Park website www.aviationpark.co.uk/location Cycle maps are freely available from notice boards across the site and in the MAG Developments office on Aviation Park West.	Aviation Business Park Hub – new facilities will include internet café, cash machine, transport information and travel advice. Install two new information boards – at Basepoint (Aviation Park West) and Bournemouth Flying Club (Aviation Park East). Circulate to ABP tenants via newsletter three times a year. Next edition - October 2011.

7	Monitor use of cycle storage	ABP PAS BAS	TPC	TPC and MAG Developments estates facilities manager monitor the 70 cycle spaces across the site. New cycle parking facilities installed in Flight Bites car park in 2010.	Aviation Business Park Hub – new facilities will include internet café, cash machine, transport information and travel advice.
8	Participation in events such as Dr Bike scheme, National Bike Week and European Mobility Week	BAS ABP	TPC	BIA staff and Aviation Park staff take part in annual National Bike Week events in June and September. TPC provides 'bikers breakfasts' and a prize draw as an incentive. In June 2011, cyclists from Aviation Park West also took part in the county-wide Big Green Week by cycling to work.	Two events per year – June and September. At least five Aviation Business Park companies to participate in each event every year. Promote to ABP tenants via newsletter. Circulate newsletter three times a year. Next edition - October 2011.
9	Promote the support of Sustrans Connect2 lottery bid for £50m which includes River Stour crossing from Throop	BAS ABP	TPC	BIA fully supported the bid for funding and were involved in the initial design stages in 2010/11. Scheme was withdrawn due to lack of local authority funding.	BIA will continue to support future bids for funding. Sustrans representative to attend the Airport Transport Forums to provide updates on local schemes.
10	Introduce tax -free salary sacrifice scheme for bicycles as part of the Government Cycle to Work Scheme	BAS	MAG TPC	Cyclescheme launched by MAG in March 2010. There are currently 42 members of BIA staff with bikes through the scheme (out of 145 staff – representing 29% of staff).	Scheme will continue to be available to all BIA staff in 2011/12.
11	Promote the above-mentioned scheme to other occupiers to encourage take-up of cycling	ABP	TPC	TPC actively promotes scheme and where required, will support Aviation Park businesses to set up similar schemes.	Target – introduce salary sacrifice cycle scheme in at least four Aviation Business Park companies by 2013. Promote to ABP tenants via newsletter. Circulate newsletter three times a year. Next edition - October 2011.

12	Set up Bike User Group	BAS ABP	TPC	BIA staff forum held every four months – cycling is an agenda item. Cycling issues are also discussed at Airport Transport Forum, which is held every six months and is attended by local cycling interest groups, Dorset Cyclists Network and Sustrans.	Promote attendance by ABP tenants (cycle reps) at Airport Transport Forums.
13	Introduce improved on-site cycle and pedestrian routes inc crossings etc	BAS PAS ABP	MAG TPC Dorset County Council	<p>Major improvements made to Airport junction in April 2011 as part of terminal developments. The signalised junction includes a pelican crossing to facilitate cycle movements along Parley Lane.</p> <p>Aviation Park West roundabout resurfaced in March 2010 as a result of feedback from staff/cyclists on site.</p>	<p>Feasibility Study 2012 – northeast to northwest cycle and pedestrians route for ABP tenants.</p> <p>Cycle and pedestrian signage improvements (MAG Developments) in 2012.</p>
PUBLIC TRANSPORT					
14	Procure sufficient capacity/frequent bus service to replace the existing service to the airport. This may include new routes and/or extension to the existing route. Fleet will be accessible low floor vehicles and have sufficient room for luggage	PAS BAS ABP	MAG TPC	<p>In November 2007 Bournemouth Airport launched a high quality, regular bus service between the Airport, Bournemouth Town Centre and Bournemouth Travel Interchange. This hourly service runs between 7am and 7pm, for seven days a week. Discover Dorset use a high quality, Optare Versa bus, with low floor access and ample luggage space. Modal share of Airport passengers has consistently been at 3%.</p> <p>Opportunities for additional public transport links and potential improvements to existing routes are discussed at both Airport Transport Forums and the Bournemouth Transport Sector Group meetings.</p> <p>Travel survey information has been made available to Dorset County Council's public transport team and Yellow Buses commercial team, as postcode data has identified a potential demand for PT links between the Airport and the Wimborne/Ferndown area.</p>	BIA continues to support local PT operators seeking local authority subsidies to launch such services.

15	Provide up-to-date information on services	PAS ABP BAS	TPC ABP	<p>Shuttle leaflets are distributed every six months to all Aviation Park businesses. A link to the Bournemouth Airport Shuttle website is available on the BIA website and the Aviation Park website.</p> <p>TPC is available every Wednesday in the MAG Developments office on Aviation Park West. Personalised travel planning offered. TPC also provides a facility to report highway defects on local walking and cycling routes.</p>	<p>Aviation Business Park Hub – new facilities will include internet café, cash machine, transport information and travel advice.</p> <p>Install two new information boards – at Basepoint (Aviation Park West) and Bournemouth Flying Club (Aviation Park East).</p>
16	Formalise and promote offering lifts from train station for visitors	BAS ABP	TPC ABP	<p>Currently at the discretion of individual Aviation Park businesses.</p> <p>BIA and MAG staff are encouraged to share a taxi to the train station, which can be booked through the BIA admin staff.</p>	<p>Promote to ABP tenants via newsletter. Circulate newsletter three times a year. Next edition - October 2011.</p>
17	Introduce flexi-working to enable staff to better match their hours to the public transport timetable	BAS ABP	MAG ABP	<p>Flexi-working and the associated benefits are promoted through the 'Planning Your Journey' newsletter, which is emailed and/or posted site-wide to staff three times a year.</p>	<p>Promote to ABP tenants via newsletter. Circulate newsletter three times a year. Next edition - October 2011.</p>
18	Increase bus service (hours of operation) year on year, for first 5 years of operation	PAS BAS ABP	MAG TPC	<p>A new bus parking arrangement at BIA has enabled the bus service to run back to the Airport from the train station as a 'live run' in the evenings (arrives at Airport at 19:12).</p>	<p>Services retained – 7 days a week, 12 hours per day.</p>
19	Potential internal branded shuttle linking northern and southern sectors	ABP BAS	MAG TPC	<p>In April 2011, the shuttle bus route was extended into Aviation Park West, at peak hours, six times a day. Season tickets are available for weekly and monthly journeys.</p>	<p>Shuttle passenger targets: 2% of ABP West staff by 2013 5% of ABP West staff by 2015</p>
20	Participation in events such as In Town Without My Car Day	BAS ABP	TPC ABP	(see Action 8)	<p>Two events per year – June and September.</p> <p>At least five ABP companies to participate in each event.</p>

21	Dedicated bus stand/turning facilities on site	PAS BAS ABP	MAG TPC	<p>Dedicated bus stand and turning facility opened in August 2011 as part of new Arrivals development. This new facility enables the Shuttle to drop-off and pick-up passengers from directly in front of the terminal buildings.</p> <p>Dedicated bus stand and turning facility on ABP West (outside Flight Bites restaurant).</p>	Develop bus stand/turning facilities on Aviation Park West as part of new ABP Hub.
INFORMATION, MONITORING AND MARKETING					
22	Appoint Travel Plan Co-ordinator to manage Travel Plan	BAS ABP PAS	MAG	In post (part-time) since September 2008 and supported by colleagues at East Midlands and Manchester Airport and MAG Developments staff based at Bournemouth Airport	Retain post.
23	Develop transport information on both Bournemouth Airport and Aviation Park web pages	BAS ABP PAS	TPC	<p>Local transport info is available on BIA website www.bournemouthairport.com/bohweb.nsf/content/tolandfromairport</p> <p>and on the Aviation Park website www.aviationpark.co.uk/location</p> <p>Bournemouth Airport Shuttle has its own dedicated website www.bournemouth-airport-shuttle.co.uk</p>	<p>Monitor websites usage.</p> <p>Redesign websites in 2012.</p>
24	Notice boards to post travel information	BAS ABP	TPC	<p>Travel information is posted on notice boards, which are located in the BIA admin offices, the Fire Station, terminal offices, and the Air Traffic Control Tower.</p> <p>An information board is also located outside Flight Bites restaurant, which is central to Aviation Park West. TPC updates travel information accordingly.</p>	Install two new information boards – at Basepoint (Aviation Park West) and Bournemouth Flying Club (Aviation Park East).
25	Survey to establish baseline travel	BAS PAS	TPC	In 2010, Dorset County Council launched iTrace, the internet based travel to work survey. BIA	Annual Travel to Work Survey – next survey due in May/June 2012. Awaiting Dorset County Council to

	patterns and mode share associated with the development	ABP		<p>facilitated the use of this website through DCC's Travel Plan Co-ordinator. However, due to administration/access issues, use of iTrace has been temporarily postponed.</p> <p>In June/July 2011, a paper-based survey was used to update the Travel Plan. This was to ensure a sufficient response rate from staff based in both offices and those in industrial units, who may not have access to the internet.</p> <p>This paper-based survey was identical to the initial survey used by Peter Brett Associates which gathered the baseline data for the BIA Travel Plan (2007)</p>	<p>update/provide access to iTrace.</p> <p>Annual Traffic Count – September 2011</p> <p>Permanent traffic counters – at three entrances to site as from April 2012.</p>
26	Annual surveys to monitor progress of the travel plan	BAS PAS ABP	TPC	<p>Travel to Work surveys are completed every year by businesses across the site.</p> <p>In 2010, several larger companies completed the iTrace travel to work surveys. Dorset County Council holds the results.</p> <p>Due to the generally low response rate to travel to work surveys, a more traditional roadside survey will be trialled in September 2011. This will enable the TPC to capture data on levels of car sharing, cycling to work, single car trips and numbers of delivery vehicles. This will provide a more robust level of data to measure against targets in the future.</p> <p>Automated traffic counts are carried out every September by Count-On-Us. Results of the independent traffic count are detailed in the Section 106 monitoring reports, which are submitted to Christchurch Borough Council.</p>	<p>Annual Travel to Work survey – September 2012.</p> <p>Permanent traffic counters will be installed in 2012. The automated traffic counters will be located at the three entrances to the site, the Airport entrance, Aviation Park West and Aviation Park East.</p> <p>Traffic count data will enable BIA and Christchurch Borough Council to identify seasonal travel patterns.</p> <p>The information will be included in the annual Section 106 report – submitted to Dorset County Council and Christchurch Borough Council.</p>
27	Monitor use of cycle storage	BAS ABP	TPC	TPC monitors cycle rack usage across the site and particularly during cycle events every June and	Promote cycling to BIA staff and ABP tenants via emails, notice boards and newsletters.

		PAS		<p>September. MAG Developments staff liaise with the TPC when requests are made for additional car parking or cycle parking spaces.</p> <p>All companies are encouraged to promote cycling as a healthy and cheaper alternative to the car. Key cycling contacts are available at the majority of Aviation Park businesses.</p>	
28	Distribute leaflets advertising Travel Plan initiatives and local events	BAS ABP	TPC ABP	<p>'Planning Your Journey' newsletter is distributed to key contacts across the site by email and post every four months. Promotional materials are circulated throughout the year.</p> <p>Bournemouth Airport Shuttle is promoted at the annual New Forest Shows and Bournemouth Air Festivals.</p> <p>TPC distributes information via internal emails and BIA intranet to promote season tickets, staff discounts for Shuttle and local travel to work events.</p> <p>TPC distributes emails via database of key contacts from the Aviation Business Parks.</p>	<p>Circulate newsletter three times a year. Next edition - October 2011.</p> <p>Circulated information via internal email to all BIA staff and ABP staff.</p> <p>Information displayed on notice boards across site.</p> <p>Promote shuttle at annual Bournemouth Air Festivals and New Forest Shows.</p> <p>Install two new information boards – at Basepoint (Aviation Park West) and Bournemouth Flying Club (Aviation Park East).</p>
29	Run a series of presentations/seminars/workshops relating to each initiative implemented and highlights potential cost savings of sustainable modes versus car. These are aimed at all levels of staff	BAS ABP	TPC ABP	TPC is available every Wednesday in the MAG Developments office on Aviation Park West. The TPC provides personalised travel planning and provides a link to enable staff to report problems and suggest improvements to the local walking and cycling network	<p>Aviation Park Tenants Meeting – next meeting to be held in April 2012.</p> <p>TPC to provide update at ATF every six months.</p> <p>TPC to provide update at internal BIA meetings.</p>

30	Develop new-comers pack with information of the benefits of the travel plan, including details of PT and application form to car share scheme – to be distributed to all new staff	BAS ABP	TPC ABP	A new comers travel pack is available for all new BIA staff. Personalised travel planning is offered to all new staff during the induction process.	Travel information pack to be available for new-starters on Aviation Business Parks in 2012.
31	Promotion of on-site lunch facilities to reduce lunchtime trips	BAS ABP	TPC ABP	Various catering vehicles visit offices across the site during the working day. Discounts are also available for all BIA staff for the on-site restaurants.	Promote discounts and facilities to ABP staff and Bournemouth Airport Staff on notice boards across site.
32	Provide staff with information on whether travel plan targets are being achieved	BAS ABP	TPC	<p>Airport Transport Forum – every six months Newsletter ‘Planning Your Journey’ – every four months.</p> <p>Information is posted on BIA notice boards and updated by TPC every month.</p> <p>Internal emails provide staff with travel plan updates and includes links to travel plan/environment folders on shared-drives.</p>	<p>Distribute six monthly reports – via email to key contacts across Aviation Business Parks.</p> <p>Display progress towards travel plan targets on notice boards across site.</p> <p>Install two new information boards – at Basepoint (Aviation Park West) and Bournemouth Flying Club (Aviation Park East).</p>
33	Re-launch Transport Forum – include PT operators	BAS ABP	TPC ABP	Airport Transport Forum is held every six months (April and Oct/Nov). Attendance is requested from PT operators, local cycling groups, DCC, district and parish Councils, Aviation Business Park key contacts, MAG Planning and Development, New Forest National Park and Highways Agency.	Maintain Airport Transport Forum – ensure attendance from key contacts.
34	Develop branding for Travel Plan and promotional	BAS ABP	TPC	All travel plan promotional material features Carsharedorset.com logos, Bournemouth Airport Shuttle Logos and Bournemouth Airport logo	Conduct a travel plan marketing campaign in 2012. One per year thereafter.

	materials				
CAR					
35	Re-launch car share database and car share club	BAS ABP	TPC ABP	Bournemouth Airport staff are able to access a private BIA users page on Carsharedorset.com . The number of registered users is currently 127 across the site.	Target – 200 members by end 2012. Re-launch event in November 2011.
36	Run a 'coffee hour' where potential car-sharers can meet	BAS ABP	TPC ABP	Aviation Park businesses are encouraged to run coffee meet-and-greet sessions as part of the general carsharedorset.com promotion.	3 events per annum. Target for November 2012 – attendance of 25 people from Aviation Business Parks.
37	Provide information (telephone number, promotional materials) in paper format for those potential car-sharers that do not have access to internet	BAS ABP	TPC ABP	Paper-based carsharedorset.com details are emailed to each Aviation Park Business, to be circulated to staff that do not have access to the internet (workshops).	Maintain contact with ABP tenants.
38	Guaranteed ride home for car sharers in emergencies	BAS ABP	TPC ABP	Currently at the discretion of individual companies. Promoted by TPC on carsharedorset.com leaflets and emails.	
39	Provide designated parking spaces for car sharers and disabled spaces close to entrances and buildings	BAS PAS ABP	TPC ABP	Dedicated parking spaces outside BIA admin building for visitors. Disabled parking bays are available at the front of the terminal building. A PRM telephone system is also available.	Dedicated car share spaces – 2 spaces per office building (over 50 employees) by end 2013.
40	Participation in events such as National Liftshare Day	BAS ABP	TPC ABP	(See Action 8)	Two events per year – June and September. At least five ABP companies to participate in each event.

41	Enter into agreement with delivery companies to deliver outside of peak hours. Promote this practise site-wide	ABP	TPC ABP	<p>The TPC will continue to monitor any issues with delivery vehicle movements on the site and encourage companies to deliver outside of peak hours where possible.</p> <p>The roadside travel to work survey in September 2011 will include data-capture of delivery vehicle movements.</p>	Targets will be set post-survey – September 2011.
42	Proposed parking layouts will include taxi rank for those with a licence agreement but all other taxis and drop-off or pick-up need to use the short-term car park (and pay relevant charges). It is hoped that this would discourage drop-off and pick-up.	PAS	MAG	<p>In April 2011, a major change was made to BIA car park charges. There is no longer free parking for ten minutes. All vehicles now have to pay to pick-up and drop-off. This new parking policy will discouraged the ‘kiss-and-fly’ trips, which generated four car trips instead of the two car trips that are made by passengers using the on-site car parks.</p>	Target – 4% reduction in ‘kiss and fly’ trips made by airport passengers by 2013.
43	Introduce a Parking Permit Scheme	ABP	MAG ABP	<p>MAG Developments, the landlord for the Aviation Business Parks, specify the number and location of parking spaces in individual lease documents.</p> <p>The TPC works with individual companies to implement a number of sustainable travel options where a request has been made for additional parking spaces.</p>	<p>Additional parking spaces are charged according to the cost of leasing the additional land.</p> <p>TPC to work with all new businesses/tenants to implement sustainable travel to work measures.</p> <p>TPC to assist with sustainable travel advice where applications for extensions or additional parking spaces has been submitted to Christchurch Borough Council.</p>

6. Progress: 2007 to 2011 Description

THEME 1 Reducing the Need to Travel

1. Home-working

Manchester Airport Group provides a VPN (Virtual Private Network) facility that allows MAG staff to connect to the network remotely to access their files, emails and network applications whilst working at home. Users must have a company laptop and Internet access from the remote location to be able to access this service. Bournemouth Airport staff can also access their company email through a browser, using webmail, from any remote location providing they have an Internet connection.

Home working is available for all Bournemouth Airport staff, although there are limitations imposed by the Airport's operational requirements. Service Partners are encouraged to offer similar facilities where feasible. The nature of the airport operation and its shift systems means many staff travel to work outside the traditional Monday to Friday morning and evening peak periods.

Home working and flexible working hours continue to be promoted to Aviation Business Park employers and employees, particularly for office-based staff. These measures can reduce peak hour trips and be beneficial to employer and employee.

2. Video-conferencing

Facilities are available in the Airport's administration offices and in the Terminal Meeting Rooms, and are freely available to both Bournemouth Airport staff and service partners.

THEME 2 *Walking, Cycling and Motorcycling*

3. Cycle Shelters

Cycle parking facilities have progressively been extended across the site and are currently available in various locations, including the administration offices (airport sector), the Flight Bites restaurant on Aviation Business Park, adjacent to Security Check Point 2, and at several sites around the Business Park, including AIM Aviation, 4Com, Babcock, Basepoint and Meggitt. Secure outdoor cycle lockers are also available for staff located in the 4Com offices. The 4Com facilities manager manages use of these lockers. Additional cycle facilities will be incorporated into new developments, providing sustainable options on first occupation.

Any enquiries for additional parking spaces received by MAG Developments (landlords for the Aviation Business Parks), are first directed to the Travel Plan Co-ordinator. This enables discussions to be held with a view to avoiding or reducing the demand for car parking and the opportunity to work with individual businesses to promote car sharing, cycling and Shuttle season tickets in the first instance.

4. Changing Areas

Facilities for Airport staff have been improved and changing areas are now available within toilet facilities at the Administration offices, the Air Traffic Control Tower, Airside House offices, the Fire Station and the Departure Terminal offices.

5. Shower Facilities

Similarly, shower facilities have been provided and are now available in several locations across the site, including the Airside House offices, the Fire Station and at the Air Traffic Control Tower.

A future action is to provide shower facilities in the terminal building for landside-based staff (before security) to encourage staff to cycle to work..

6. Information

Bournemouth Airport cycle maps are available both in a paper-based format and on the website

<http://www.bournemouthairport.com/bohweb.nsf/Content/Cycle>. Notice boards are located across the site and include information on local cycling routes, local events and travel initiatives.



Figure 1: Environment notice board in Administration Office

The Bournemouth Airport cycle map is produced by the same company that produce the Local Authority cycle maps for the surrounding area. The next stage is to provide web links for these cycle maps on the Bournemouth Airport website, to enable cyclists to plan their onward journey beyond the boundary of the specific Bournemouth Airport cycle map. A new amenity building is planned for the north western business park (close to the Flight Bites restaurant). This will provide common facilities for all companies and be the central hub for sustainable travel measures. Information and facilities for cyclist and car sharers will be provided, and be the local base for the Travel Plan Co-ordinator. It will be the main stop for the bus service.

7. Monitoring use of cycle storage

The Travel Plan Co-ordinator conducts bicycle counts twice a year during cycling events and records are kept on file to monitor cycle usage across the site. Obviously there are peaks in cycle usage during the summer months. However, for example, approximately 15 cyclists from Aim Aviation cycle throughout the winter months and this represents 6% of their staff.

8. Participation in Events

Bournemouth Airport staff, service partners and Business Park tenants take part in both the annual National Bike Week and European Mobility Week. In June 2011, staff took part in Bournemouth and Poole's Big Green Fortnight event and cycled to work to win a free breakfast provided by the on-site restaurant Flight Bites.



Figure 2: Green Travel to Work Event September 2010

9. Promote the Sustrans/Connect2 Cycle Scheme

Bournemouth Airport fully supports the scheme to improve the cycling facilities between Throop and the Airport. It is a key link between the conurbation of Bournemouth and the Airport and Business Parks. However, due to funding restrictions, the Local Authority have made the decision to defer the implementation of the scheme, but continue to look at both alternative funding sources and possible opportunities to deliver the scheme in a phased approach over a number of years.

The Airport will continue to play an active role in promoting the scheme and will assist in future bids for funding where possible. The Throop bridge crossing is a key cycle route for staff based at the terminal and administration buildings who live in central Bournemouth and the surrounding conurbations.

10. Salary Sacrifice Scheme for Bicycles

MAG introduced the cyclescheme initiative for Bournemouth Airport staff in April 2010. In April 2011, there were a total of 42 members of Airport staff with access to a bicycle through the cyclescheme initiative. This represents 28% of staff with access to a bicycle for use on their journey to work. A pool bike is available from the Airport's Travel Plan Co-ordinator as and when required. The Cyclescheme initiative continues to be available at Bournemouth Airport and continues to be a key motivator when encouraging staff to cycle to work.

The Travel Plan Co-ordinator actively promotes the cyclescheme initiative to other businesses on the Aviation Business Parks and provides assistance in setting up the scheme where required. In April 2011, Aim Aviation started the process of setting up a similar salary sacrifice scheme for the purchase of bicycles.

11. Promote and Facilitate the Cyclescheme Initiative

Internal communications regarding the initiative have been regularly emailed to all staff. The scheme is promoted on the MAG intranet site across all four MAG airports, illustrating MAG's commitment to sustainable travel to work. Cycling issues are discussed at the Airport's Staff Forum meetings and cyclescheme posters are located on notice boards in all communal areas to continue to raise the profile of the scheme.

12. Bicycle User Group

Cycling issues are discussed at the Bournemouth Airport Staff Forum, the Airport Transport Forum and at meetings with individual businesses on the Aviation Business Parks. In 2010, Babcock staff undertook adult cycle training, provided by Bournemouth Borough Council's Road Safety Team. Regular promotional events and support for cyclists will continue,

13. Improved On-Site Cycle and Pedestrian Routes

A major improvement to the main airport access opened in 2011, funded by the Airport Company. The junction is now controlled by traffic lights and the design includes specific provision for cyclists, with a pelican-crossing to facilitate cycle movements along the shared-use cycle route on Parley Lane.



Figure 3: Parley Lane Airport Access Junction

As a result of feedback from members of the Airport Transport Forum in April 2010, the shared-use cycleway from Bournemouth Airport to Blackwater junction was cleared of debris and overgrown vegetation by the Local Authority highways maintenance team.

In 2010, the small roundabout on Commercial Road, within Aviation Park West, was resurfaced following feedback from cyclists employed by Aim Aviation. Vegetation was also cleared from a popular through-route used by cyclists on Aviation Park West.

The Airport's Travel Plan Co-ordinator carries out a monthly cycle route inspection of cycle routes surrounding the Airport and Aviation Business Parks and any highway defects or necessary improvements are reported to the appropriate Local Authority highways team.

As part of the development of the Aviation Business Parks, Manchester Airport Group are committed to reviewing and improving footpath and cycle routes throughout the site. These will link the new hub building and Bournemouth Airport Shuttle bus route and the main access routes into the site. Options for a cycle link between the north-east and north-west Aviation Business Parks are being examined in order to unlock potential sustainable travel to work for employees. This will require changes to the security restricted airfield boundaries.

THEME 3 Public Transport

14. Airport Bus Service

In 2006 approximately 0.8% of passengers were accessing the Airport by bus, using a service, between the Airport, Bournemouth Travel Interchange and the city centre. This service only provided five connections per day, weekdays only, between 10am and 4pm.

The commitments related to the new terminal, (Section 106 agreement, fifth schedule) signed in 2007 between Christchurch Borough Council and Bournemouth International Airport, set out the requirement to provide a new bus service between the Airport and the Bournemouth Travel Interchange. This measure was to mitigate the potential increase in road traffic arising from the forecast growth of the Airport associated with the development of the terminal buildings.

In May 2007, Bournemouth Airport commissioned a high quality, regular bus service to serve the Airport and Bournemouth town centre. In November 2007, local bus operator Discover Dorset launched the Bournemouth Airport Shuttle service. The bus passenger targets were directly related to air passenger forecasts and are set out in Table 3 below:

TABLE 3 – 2007 Bus Use Targets

	% Modal Share	Forecast Bus Passengers
2007/8	1%	11,000
2008/9	1.5%	30,000
2009/10	2%	48,000
2010/11	3%	78,000
2011/12	4%	112,000

The Bournemouth Airport Shuttle service operates an hourly service, for 12 hours per day, between 7am and 7pm. Discover Dorset use a high quality Optare Versa bus, with low floor access and ample luggage space to provide a service between Bournemouth town centre, the train station and Bournemouth Airport. Specially trained customer service staff assist passengers with luggage and information.

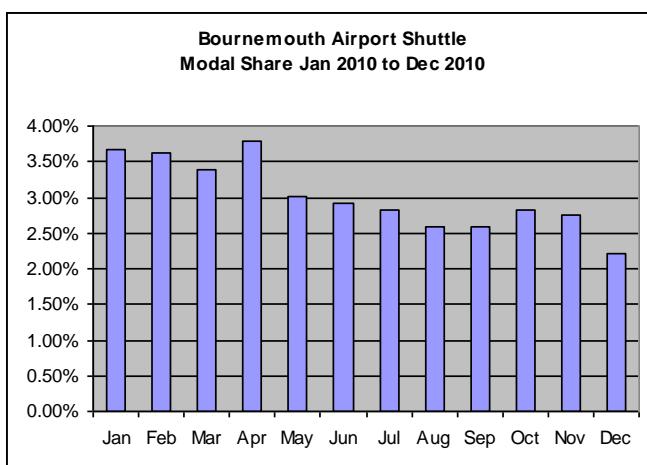


Figure 4: Bournemouth Airport Shuttle Bus

The initial target was to achieve a 3% modal share of passengers by 2010. This target was achieved and exceeded by Oct 2009, with an average annual modal share of 3.48%. However, as indicated by a survey of bus passengers in 2010, the majority of bus passengers were passengers using the low-cost airlines.

Ryanair ceased UK airport operations between November 2010 and February 2011 and as a direct consequence the modal share for bus passengers declined to an annual average of 2.48%.

The graph below illustrates the marginal decline in modal share during the winter months of 2010. It is worth also noting that the Icelandic ash cloud activity and the UK air space closures in April 2010 marked the start of a general decline in the aviation industry and locally has been linked to the demise of Palmair, a locally based airline that ceased trading in April 2011.



The current challenge is to continue to increase the number of bus passengers, whilst acknowledging that Airport passenger numbers have been vastly affected by the current recession and seasonal changes made by the low-cost airlines that operate out of Bournemouth Airport.

It remains a long-term aspiration of the Airport to increase the hours of service of Shuttle; in order to meet all scheduled aircraft arrivals and departures.

In April 2011 the route was extended into the Aviation Business Park. This provided that site with a bus service for the first time and early indications show that both the passenger numbers and performance of the service is encouraging. It is vital that the service continues to gather momentum in order for the expansion of the timetable to be viable in the near future.

In August 2010, Bournemouth Borough Council launched a through-ticketing scheme for bus operators and passengers across the County of Dorset. Bournemouth Airport has demonstrated its commitment to improving the wider transport links by selling and promoting

the ‘Getting About’ ticket on board the Shuttle service. This ticket enables staff and passengers to access the Airport from the more densely populated conurbations in Bournemouth, Poole and Dorset.

A combined train and Shuttle ticket is available to purchase on the National Rail website and from ticket machines on the larger stations on the South West Trains network. A combined coach and Shuttle ticket is also available from the National Express website.

15. Provide Up-To-Date Information

To enable passengers to plan their journey to the Airport, local travel information is available on the Bournemouth Airport website:

<http://www.bournemouthairport.com/bohweb.nsf/Content/ToAndFromAirport>

This website page includes information on the Bournemouth Airport Shuttle, a PDF of the Bournemouth Airport cycle map, a link to the car share website and both taxi and train information.

Bournemouth Airport Shuttle leaflets are widely available to industrial estate tenants, service partners and at the Airport information desk and Arrivals Hall waiting area. The Shuttle leaflets and cycle maps are also readily available at events, including the Bournemouth Airport stand at the annual Air Festival and New Forest Shows.

The Bournemouth Daily Echo has featured several articles promoting the Shuttle service. In April 2011 the Echo published an article on the re-launch and extension of the service into the Aviation Business Park.

Information on local transport links and articles on local cycling events are also featured in the new ‘Skybourne’ magazine, a Bournemouth Airport sponsored aviation-based magazine, which is delivered to over 2000 members of staff located on the Aviation Business Parks.

The Bournemouth Airport Shuttle service is highlighted as a destination on both the Travel Line and Transport Direct websites. These websites link to other transport providers in the local area and provide a network of journeys by sustainable means.

A DVD screen has been installed on board the Shuttle bus and displays relevant Airport security information on the journey to the Airport and local tourist information on the journey from the Airport.

In June 2011, following feedback and discussions at the Airport Transport Forum, a travel information screen has been installed in the new Arrivals Hall. This screen displays the South West Trains timetable information and enables passengers in arrivals to plan their onward journey. Airport passengers can take the opportunity to use the Airport facilities whilst waiting for the next available Shuttle into the town centre or train station.

16. Formalise and Promote Lifts from Train Station

All MAG staff are encouraged to use the Shuttle bus service when arriving at Bournemouth train station. Using the MAG intranet, we also promote the use of hotels situated on the bus

route to enable a seamless transition between Bournemouth town centre, the train station and the Airport for business meetings.

17. Introduce Flexi-Working

For Bournemouth Airport staff, this is currently at the discretion of individual line managers and for service partners, there are limited opportunities due to operational requirements. However, office-based staff can access the VPN facility (Section 1) and work at home where appropriate.

In promoting the new Shuttle service, individual businesses on Aviation Park West have been encouraged to consider flexible working to enable staff to better match their hours to the Shuttle timetable.

18. Increase Bus Service

The initial target was to increase hours of service and/or the route taken (to include Aviation Business Park), year on year for the first five years of service. In April 2011, funding was provided to enable the service to be extended to Aviation Park West, where it now stops six times a day, at peak times. This service creates a vital link between the town centre and the Business Park. A banner promoting the new extended service and the availability of season tickets has been located on the roundabout near the Chapel Gate entrance to the Business Park.



Figure 5: Aviation Park West – Promoting the Shuttle

As stated in Action 14, the next stage in the development of services is to increase the hours of service in order to meet the majority of scheduled aircraft arrivals and departures.

The Airport continues to work closely with local authorities and other bus operators to lobby for, and encourage the provision of new bus routes along Parley Lane, linking to other local key destinations e.g. Christchurch, Ferndown. This will provide additional routes for employees from the main residential areas.

19. Potential internal branded shuttle bus

The Bournemouth Airport Shuttle link into Aviation Park West has provided direct access from the business park to the Airport, train station and town centre. Initial feedback has been very positive, especially from Basepoint, where a number of training and development courses are held. The planned growth of the business park and increased staff numbers will be a key factor in raising the level of demand and thus help support further service enhancements.

20. Participation in Events

The Bournemouth Airport Shuttle is promoted at both the New Forest Shows and the Bournemouth Air Festivals, two local events where the annual footfall exceeds one million people from the region.

21. Dedicated Bus Stand and Turning Facilities

As part of the development of the new Departure and Arrivals Terminals, much improved facilities will be provided for bus users. A new taxi and bus stand will be located immediately outside the entrance to the Arrivals Hall. This will provide a better and more convenient service for passengers. In accordance with Department for Transport restrictions on vehicular access, only known vehicles will be allowed to access this dedicated area. This includes both vehicles belonging to the Compass Cars taxi firm and the Bournemouth Airport Shuttle.

THEME 4 *Information, Monitoring and Marketing*

22. Travel Plan Co-ordinator

The Bournemouth Airport Travel Plan Co-ordinator has been in post (part-time) since September 2008 and is supported by colleagues at both Manchester and East Midlands Airports and the local MAG Developments team based at Bournemouth. The key tasks are to implement the approved Travel Plan; promote and encourage sustainable travel; liaise with operators and local agencies, monitor and report on progress and advise on new initiatives. The Airport's Travel Plan Co-ordinator is located on the Aviation Park West on a Wednesday every week and provides travel advice and personalised travel planning.

23. Develop Transport Information

Travel information about local cycle routes (link to cycle map), taxi services, on-line car-share facilities and the Bournemouth Airport Shuttle service is available on both the Bournemouth Airport website and the Aviation Park website

www.aviationpark.co.uk/location

Bournemouth Airport Shuttle information is also available on the Travel Line and Transport Direct websites and has its own dedicated website www.bournemouth-airport-shuttle.co.uk

An onward Travel Information screen has been installed in the new Arrivals Hall in June 2011. This displays South West Trains departure information from Bournemouth Train Station and allows arriving passengers to plan their onward journey.

A DVD screen that displays security information and on-ward travel information has been installed on Bournemouth Airport Shuttle in April 2011. This screen also displays local tourist information, promoting local attractions and events in the Bournemouth area.

The Bournemouth Borough Council representative and Chair of the Airport Transport Forum is working in partnership with the Airport's Travel Plan Co-ordinator to develop a network of real-time bus passenger information for the Shuttle service, using existing screens and potentially a new screen in the plaza area outside the Airport's arrivals building.

24. Notice Boards

Information is displayed on notice board that are located in several communal areas across the site. These notice boards display both travel information and environmental messages related to carbon reduction targets.

An information display board is located outside the central Flight Bites restaurant on Aviation Park West. Posters are displayed to promote travel-related events to Aviation Park employees. Improved information facilities will be provided as part of the planned new Hub Facility on the business park, which will become the main focal point for all travel initiatives and a central and easily accessible base for the travel plan co-ordinator.

25. Survey - Travel Patterns

In 2010, Dorset County Council launched the internet-based iTrace travel to work survey and Bournemouth Airport's Travel Plan Co-ordinator liaised with several larger companies across the site to facilitate the use of this survey. However, due to Local Authority resource restrictions this survey method has been very difficult to progress.

In 2011, the iTrace survey was replaced with the use of paper-based surveys that are easily distributed and can be completed in businesses where staff may not have access to the Internet. These paper-based surveys were the same as the initial travel to work survey conducted by PBA consultants, which formed the baseline data for the 2007 Travel Plan.

26. Annual Surveys

To monitor progress of travel plan, both travel to work surveys and annual traffic counts are carried out across the site.

To establish both baseline date and mode share associated with development, a travel to work survey was conducted in July 2006. The outline figures for staff travel to work indicated that:

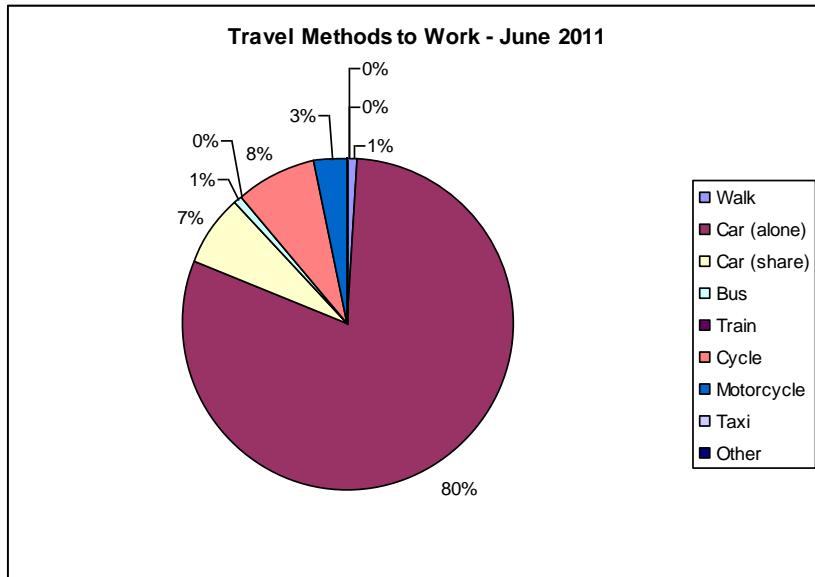
Drive alone 73%
Car share 8%
Bus 1%
Bicycle 5%
Motorcycle 3%
Walk 1%
Other 1%
No response 8%

In 2007, a total of 8% of respondents did not answer the question relating to the main mode of travel to work. It is important to note that these respondents may potentially have been in the 'Drive alone' category.

In May/June 2011, a paper-based travel to work survey was distributed to staff located in the Aviation Business Parks. Approximately 150 replies have been received to date. The initial results for the main mode of travel to work were:

Drive alone 80%
Car share 7%
Bus 1%
Bicycle 8%
Motorcycle 3%
Walk 1%
Other 0%
No response 0%

Of the replies received, this graph shows the indicative modal split for staff on the site:



In order to monitor the number of vehicles accessing the Airport site, a temporary (14 days) traffic counter is placed across the entrance to the Airport. A second counter is placed across the road after the entrance and exit to the NATS car park. This is to differentiate between Airport vehicles and those using the NATS building and car parks. This is due to NATS being a separately operated site not related to the operations of Bournemouth Airport.

Total Vehicles - Entrance – Northbound							
2 Oct - 8 Oct 2008	3360	3004	2243	1803	2759	2899	2860
27 Jul - 2 Aug 2009	2306	2175	2441	2215	2303	1764	1356
7 Sep - 13 Sep 2010	2319	2421	2680	2240	2307	1849	1711

Total Vehicles - Entrance – Southbound							
2 Oct - 8 Oct 2008	3453	3149	2448	2051	2990	3054	2969
27 Jul - 2 Aug 2009	2174	2148	2372	2079	2281	1740	1345
7 Sep - 13 Sep 2010	2382	2445	2684	2245	2270	1877	1688

Total Vehicles – Airport Only Traffic – Northbound							
2 Oct - 8 Oct 2008	0	1262	2178	1870	2258	2451	2234
27 Jul - 2 Aug 2009	2052	1933	2161	1944	2032	1752	1345
7 Sep - 13 Sep 2010*	2149	2216	2485	2061	2135	1901	1723

Total Vehicles – Airport Only Traffic – Southbound							
2 Oct - 8 Oct 2008	0	1493	2223	1875	2395	2544	2334
27 Jul - 2 Aug 2009	1970	1965	2135	1841	2035	1754	1330
7 Sep - 13 Sep 2010*	2151	2203	2473	2013	2003	1857	1694

*A number of vehicles will be associated with the construction site during the redevelopment of the departure terminal during September 2010.

In April 2010, a large number of NATS staff were relocated to Swanick in Southampton. This could account for the considerable reduction in the number of vehicles using the NATS car park.

In order for long-term traffic monitoring and planning, Bournemouth Airport is seeking to install permanent traffic counters on the three entry points to the site to monitor vehicle movement during the day, the Airport's impact on peak hour traffic and the progress towards reducing car use on site.

Comment [j1]: KATE
PL explain the columns. Can we discuss figures please

27. Monitor Use of Cycle Storage

The Travel Plan Co-ordinator carries out a cycle rack survey in May and September. A spreadsheet of available cycle racks and shelters is also kept on record.

28. Distribute Leaflets Advertising Travel Plan Initiatives

A three-monthly Travel Plans Newsletter was launched in April 2011 and is circulated to Aviation Business Park tenants alongside the Travel to Work Surveys and alongside promotional materials for events that are delivered throughout the year.

29. Presentations, Seminars and Workshops

The Travel Plan Co-ordinator is available every Wednesday at the MAG Developments Office, which is located on Aviation Park West. The business park tenants are encouraged to

visit the office to discuss travel to work issues, access issues and any potential improvements to the local walking and cycling network.

30. Develop New-Comers Pack

A travel information pack is available for all new staff and service partners. This includes bus and train timetables, the Travel to Work newsletter, details of the cyclescheme and any travel related staff discounts or offers that are available. The leaflets and timetables are also distributed to businesses across the site on a quarterly basis or as and when updates are available. New occupiers are particularly important to target as it enables sustainable travel to be introduced from the outset, before a pattern of car use has been established.

31. Promote On-Site Lunch Facilities

In order to reduce car trips at lunchtime there are various catering vehicles that regularly visit offices and workshops across the site. Bournemouth Airport staff and service partners are also offered a staff discount at Joes Cafe and the Olive Tree restaurant in the terminal buildings. These outlets offer both hot and cold food throughout the day. The Flight Bites restaurant is located on the Aviation Business Park (West) and offers a variety of daily menus and also provides a catering facility for meetings, training sessions and events on site.

32. Provide Staff with Information

To illustrate progress towards travel plan targets, a newsletter is distributed (via email) to key contacts across the Aviation Business Parks. The notice boards located at Flight Bites (Aviation Business Park) and at the Unit One Administration Building also display key messages and are updated every month.

33. Re-launch Airport Transport Forum

The Bournemouth Airport Transport Forum is held every six months. Members comprise local bus operators, South West Trains, members of local cycling interest groups, Sustrans the cycling charity and the Highways Agency. Representatives from the County Council and the relevant District, Borough and Parish Councils are also in regular attendance. Invitations go out to the key contacts at the larger companies based on Aviation Business Park. The ATF have delivered a number of actions, including:

1. Influencing the Local Authority's highway maintenance schedule to enable the prompt clearance of a shared-use cycle-footpath between the Airport and Christchurch town centre (September 2009).
2. Highlighting the narrow width of the shared-use cycleway along Parley Lane and influencing the decision on the positioning of the fence when it was being replaced by MAG in 2010 (April 2010).
3. Highlighting the need for a through-ticketing scheme for the Airport Shuttle and South West Trains. ATF members from South West Trains, Discover Dorset and Bournemouth Borough Council co-ordinated the implementation of this scheme (October 2010).
4. Providing a Travel Information screen in the new Arrivals Hall. The screen displays the South West Trains departure timetable to enable arriving Airport passengers to plan their onward journey (June 2011).

5. Influencing the decision to reduce the speed limit on Parley Lane to improve general road safety and encourage the number of people cycling to work (April 2011).
6. Highlighting the ATF's support for local sustainable transport measures that were highlighted in the South East Dorset Transport Study consultation papers (December 2010).

The Airport Transport Forum will continue to meet in April and October each year to explore opportunities for local transport improvements, provide examples on best practise and inform the key stakeholders of progress against travel plan targets and local transport plan initiatives.

34. Develop Branding for Travel Plan

All promotional materials, Travel Plan Newsletters, posters and emails use the Dorset Car-Share logo, the Bournemouth Airport logo and the Bournemouth Airport Shuttle logo.

THEME 5 *Car Use*

35. Car-Share Database

The dedicated Bournemouth Airport section on the Dorset Car-Share website was launched in 2007. There are currently 137 members on the Bournemouth Airport dedicated site, with a 17% contact rate.

The target is to continue expanding the database from 137 to 200 and to increase the number of car-share journeys taken by these members from 16% to 25% by 2012.

36. Car Share Promotion

The car-share scheme has been promoted every six months on the MAGnet internal website; on internal communication emails to all Airport staff; on the Bournemouth Airport website or through promotional events for European Mobility Week or National Bike Week.

Car Share coffee mornings have been recommended to several companies based on Aviation Park West, especially if there are concerns about future parking provision as companies expand. Carsharedorset.com details are also provided on the quarterly newsletter that is emailed to all contacts on the Aviation Business Parks.

37. Provide Paper-Based Car-Share Information

The paper-based car-share information is available from the Travel Plan Co-ordinator for staff who do not have access to the internet. The Travel Plan Co-ordinator is also available every Wednesday in the MAG Development office on Aviation Park West for staff who would like to highlight travel related issues or who required personalised travel planning or an introduction to a potential car share colleague.

38. Guaranteed Ride Home

Although promoted as a useful tool to alleviate concerns about car sharing and to encourage car-share membership, it is currently at the discretion of individual companies.

39. Provide Designated Parking Spaces

There are dedicated car parking spaces outside the Airport's administration offices for MAG staff who often car share on journeys from Manchester and East Midlands Airports. A number of parking spaces are available at the front of the terminal building for disabled passengers visiting the Airport. A PRM telephone system is also available to provide assistance to disabled passengers from the car park to the terminal building.

40. Participation in Events

The annual National Liftshare Day is promoted to Bournemouth Airport staff and service partners through the MAGnet intranet website. Bournemouth Airport staff and service partners take part in European Mobility Week in September each year by walking, cycling or car-sharing the journey to work. Dorset County Council's Travelwise team has provided a

number of giveaways. This has included water bottles, Carshare Dorset keyrings, puncture repair kits and emergency bike lights.

41. Delivery Agreements

In order to reduce congestion on the local road network at peak times, the Travel Plan Co-ordinator will continue to monitor delivery vehicle movements on the site and encourage delivery companies to deliver outside of peak hours where possible.

42. Parking charges

In April 2011, changes were made to Airport parking charges and all passenger vehicles now have to pay a car park charge to drop-off and/or pick-up relatives and friends. Previously, no charge was made. This parking policy is designed to discourage the ‘kiss-and-fly’ trips, which generate four trips to the airport rather than the two trips that are made by passengers using the on-site car parks for the duration of their trip abroad. The impact of this policy will be closely monitored as experience elsewhere suggests it has the potential to substantially reduce the number of trips generated and the number of vehicles that access the Southern Sector and the associated terminal buildings. It has however, not been welcomed by some passengers and taxi operators. The annual traffic counts will indicate the average reduction in car trips to the site. A new measure of ‘vehicle trips generated per air passenger’ will be monitored and reported in line with the other airports in the Manchester Airports Group. .

43. Introduce a Parking Permit Scheme

MAG Developments specify the number and location of car parking spaces in individual lease documents for businesses on the Aviation Business Parks. Any additional spaces that are required are charged according to a lease of the additional land. As mentioned in Action 3, before any additional car parking spaces are leased, the Travel Plan Co-ordinator works closely with the business to implement a number of sustainable travel options. This includes promoting the financial savings and health benefits of cycling to work and the financial savings of the car share scheme.

7. Monitoring

In order to monitor the progress of all targets and report on the success of the Travel Plan initiatives, regular liaison takes place between Bournemouth Airport, Dorset County Council, Christchurch Borough Council, the Highways Agency and other key stakeholders through the Airport's Transport Forums.

The results of the annual traffic counts are submitted to Christchurch Borough Council as part of the annual Section 106 Monitoring Reports. These reports detail progress towards both surface access targets and the local highway improvements related to the conditions of the planning agreement.