



Homes England

Proposed Residential Development Harras Moor, Whitehaven

A090070 - 410

Framework Travel Plan

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1. Introduction

1.1 Background

- 1.1.1 WYG has been commissioned by Homes England to provide transport and highways advice in relation to an outline planning application for up to 370 residential units on land at Harras Moor, Whitehaven, Cumbria. This includes the preparation of this Framework Travel Plan (FTP).
- 1.1.2 The site, is located around 1.3km east of Whitehaven town centre on land south of Harras Road and is situated between existing residential development and an industrial development. The location of the site is shown on **Plan 1** while the site's location in relation to the immediate local highway network is shown on **Plan 2**.
- 1.1.3 The local planning authority (LPA) for the area where the site is located is Copeland Borough Council (CBC) while the local highway authority (LHA) is Cumbria County Council (CCC). Highways England (HE) maintain the nearby A595 which runs north to south between the site and Whitehaven town centre.

1.2 Proposed Development

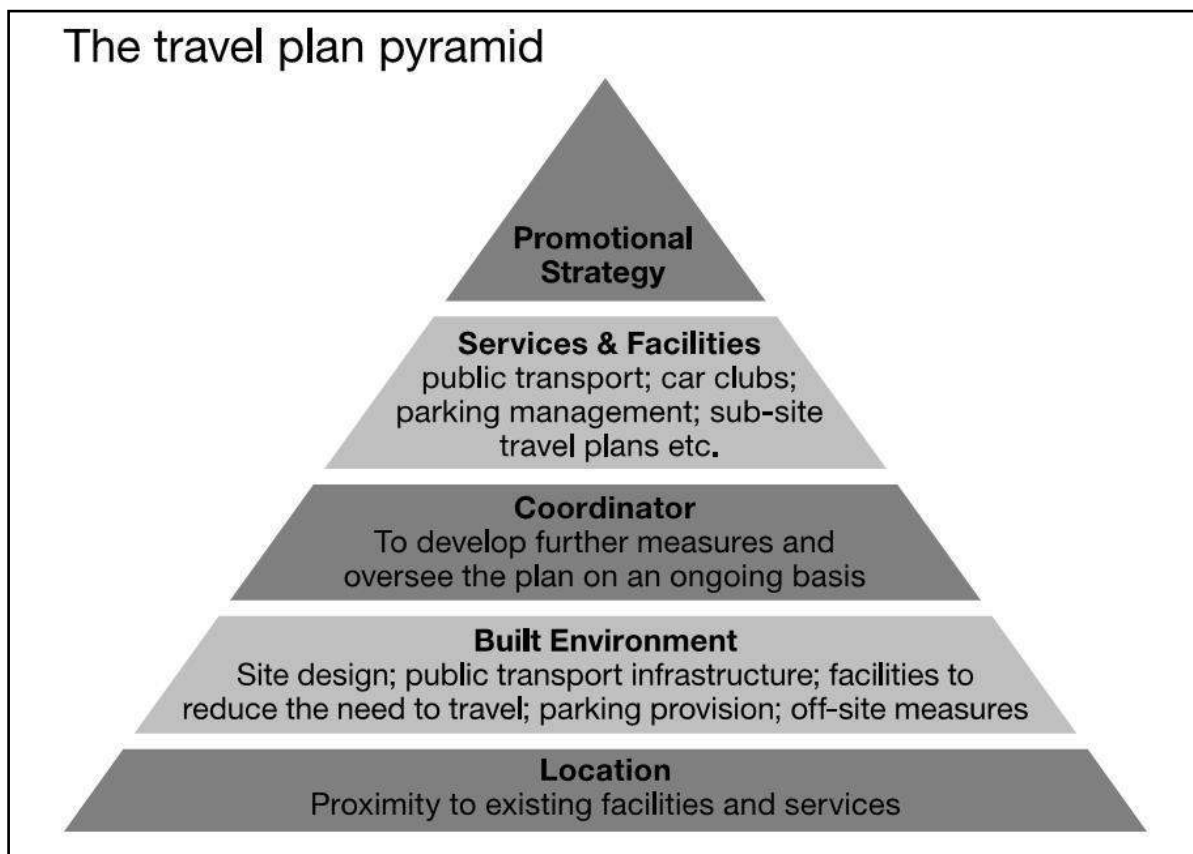
- 1.2.1 The proposals comprise the development of up to 370 residential dwellings. Vehicular access to the proposed development is proposed via Caldbeck Road, by extending the current road into the site, and via a new access junction on Harras Road on the north-eastern boundary of the site.
- 1.2.2 In terms of pedestrian access, this will be provided at both vehicular site access junctions where pedestrian footways will be provided along both sides of the access road which will link into existing footways. Pedestrian connections will also be provided at other points around the development site including to the A595 Loop Road South from the south-western boundary of the site. Further details can be found in the Transport Assessment (TA).

2. Travel Plan Context

2.1 Background to Travel Plans

- 2.1.1 A Travel Plan (TP) is a package of practical measures aimed at reducing the transport and traffic impact of a development. The main objective of a TP is therefore to reduce single occupancy car use and encourage travel via more sustainable modes.
- 2.1.2 The Department for Transport's (DfT's) 'Making Residential Travel Plans Work' (June 2007) introduces the concept of a 'Travel Plan Pyramid'. This helps demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Figure 2.1**.

Figure 2.1: Travel Plan Pyramid from DfT's 'Making Travel Plans Work'





- 2.1.3 The use of a pyramid structure to illustrate the five-tier hierarchy of measures demonstrates the concept that each higher layer builds upon the more important foundations of criteria and initiatives below it.
- 2.1.4 The most important layer of the pyramid is considered to be the base, which shows the key to making TPs work is the actual location of the development and its proximity to local facilities and services essential to everyday life.
- 2.1.5 In terms of location, the site is located within acceptable walking distance of a number of important amenities and facilities. Whitehaven town centre, where a wide range of leisure, employment and retail facilities are located can be reached within a 2km walk of the site with many facilities located closer than this.
- 2.1.6 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel, which in this instance is linked to how the development layout can assist in increasing travel using sustainable modes of travel. In this respect, the development will be designed to include footways throughout the site and these will link into the wider footway network. The internal road network will be designed to encourage low vehicle speeds and to encourage cyclists. The proximity of the site to regular bus services will also encourage future residents to use sustainable transport facilities.
- 2.1.7 As indicated in Level 3 of the pyramid, a Travel Plan Co-ordinator (TPC) can develop further measures to maximise sustainable travel at the site. A TPC will be appointed and it is likely that a representative of the site developers will undertake the TPC role initially.
- 2.1.8 Level 4 of the pyramid looks at how parking management and public transport can influence travel choice. Car parking provision at the site will be provided in accordance with current parking standards while the site is located close to existing bus services.
- 2.1.9 The top layer of the pyramid relates to how the TP will be marketed and how the measures within it are to be promoted. Future residents at the site will be made aware of the aims of the TP and will be provided with a Travel Pack which sets out the travel choices and alternatives to car travel available.



2.2 Objectives and Benefits of the Plan

2.2.1 The key objectives of this TP are to:

- Reduce reliance upon the private car and improve awareness and usage of alternative modes of transport.
- Promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private car.
- Highlight the health and environmental benefits of using sustainable travel modes.
- Enable people to make more informed and therefore better travel choices.

2.2.2 A large number of benefits will be derived from the successful implementation of the TP, for future residents of the site, as well as the wider community. They are:

- Improved health and fitness through increased levels of walking and cycling.
- Increased flexibility offered through wider travel choices.
- The social aspects of sharing transport with others.
- A better environment within the site and its immediate environs as vehicular movements are minimised.



3. Aims, Objectives and Targets

3.1 Aims and Objectives

- 3.1.1 The headline aim of the TP is to promote sustainable travel and to widen travel choices for residents. The TP will also work towards reducing the impact of the proposed development on the local highway network.
- 3.1.2 The specific objectives of the TP set out the motivation factors that would help achieve the overall aim for the site, this includes:
- Avoid creating congestion on the local highway network.
 - Promote and raise awareness of the benefits of healthier and more environmentally-friendly travel.
 - Ensure residents are aware of the TP and its purpose.
 - Maximise sustainable travel.

3.2 Targets

- 3.2.1 Targets are the measurable goals by which the progress of the TP will be assessed. Targets are essential for monitoring the progress and success of the TP, and should be 'SMART' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related.
- 3.2.2 Targets come in two forms.
- '**Action**' type targets - these are non-quantifiable actions that are aimed at being achieved by a certain time.
 - '**Aim**' type targets - these are quantifiable and generally relate to the degree of modal shift the TP is seeking to achieve.
- 3.2.3 Action targets include activities such as employing a TPC, and launching the TP.
- 3.2.4 The 'aim' targets focus on minimising the proportion of trips made to and from the site by single occupancy vehicles while encouraging the use of sustainable travel modes.



- 3.2.5 In order to set targets, a survey of travel habits and characteristics will be undertaken once the development has reached 50% occupancy.
- 3.2.6 The survey will be undertaken by the TPC, who will initially be appointed by the developer, although it is expected that a resident would ultimately fulfil this role.
- 3.2.7 An indication of the potential modal split targets that could be aimed for are shown in **Table 3.1** below. This summarises the existing modal split for the Copeland area where the development is situated. The modal splits have been established using 2011 census data.

Table 3.1: Residential modal split

Mode	Census Modal Share
Train	0.7%
Bus, minibus or coach	4.0%
Taxi	0.4%
Motorcycle, scooter or moped	1.0%
Driving a car or van	72.8%
Passenger in a car or van	10.3%
Bicycle	1.1%
On foot	9.4%
Other	0.3%
Total	100%

- 3.2.8 The table shows that over 83% of people within Copeland either drive or are a passenger in a car when travelling to and from work. The table also shows that over 9% walk but only 4% catch a bus and 1% cycle.
- 3.2.9 The aim of the TP therefore is to at least match the modal split outlined in **Table 3.1**, and if possible increase usage of sustainable forms of transport over time.



4. Accessibility by Sustainable Modes

4.1 Introduction

4.1.1 This section considers pedestrian and cycle links and the provision of public transport within the surrounding area of the development site.

4.2 Pedestrian Accessibility

4.2.1 It is generally accepted that walking is the most important mode of travel at a local level and offers the greatest potential to reduce short car trips, particularly those under 2km. The implication of this is that 2km is a distance that some people are prepared to walk to access an amenity/facility. 2km is also the Institution for Highways and Transportation (IHT) guidance preferred maximum suggested walking distance to schools and for commuting.

4.2.2 In respect of this, **Plan 3** has been prepared which shows 1km and 2km walking catchments from the centre of the site.

4.2.3 **Plan 3** shows that the 1km catchment contains the following:

- Whitehaven Golf Club
- Jericho Primary School
- St Benedicts RC High School
- An indoor children's play area.

4.2.4 **Plan 3** also shows that the majority of Whitehaven town centre falls within the 2km catchment of the site resulting in a wide range of amenities and facilities being within a reasonable walking distance of the site. These include:

- Various employment opportunities, including within Whitehaven town centre and those around the Cleator Moor Road / Main St junction.
- A Morrisons supermarket on the edge of Whitehaven town centre and a Spar convenience store on Richmond Hill Road to the south of the site. There are further retail stores including supermarkets such as Asda and Iceland located just outside the 2km walking catchment of the site.



- Five Primary Schools.
- A further secondary school.
- Mayfield School a Physical & Sensory Specialist School.
- A number of places of worship.
- Four GP surgeries.
- Two pharmacies.
- A Bank.
- A Post Office.
- Whitehaven Sports Centre.
- A library.
- A wide range of bars and restaurants, particularly in Whitehaven town centre.

4.2.5 In addition to the above, further employment opportunities and amenities are located at the Bridge Retail Park located to the south of the A5094. A Morrisons supermarket, a McDonalds restaurant, a Doctors Surgery plus other amenities are located here. These are located outside the 1km catchment but within the 2km catchment.

4.2.6 The pedestrian network near the site is good with footways and street lighting present along roads to local schools, employment and other amenities. The development proposals include the provision of a pedestrian link to the A595 Loop Road South and potential pedestrian links to the industrial estate road and Winchester Drive from the eastern boundary of the site, Highfields and High Grove from the western boundary of the site and potentially to Laurel Bank and Highlands from the north-western boundary of the site. The potential to provide these pedestrian connections will be studied in further detail as part of the future reserve matters applications for the site.

4.3 Accessibility by Cycle

4.3.1 It is generally accepted that cycling has the greatest potential to substitute for short car trips, particularly those less than 5km and to form part of a longer journey by public transport. A 5km catchment of the site has been prepared and is shown on **Plan 4**.

4.3.2 **Plan 4** shows that the whole of Whitehaven and surrounding villages such as Parton, Moresby parks and a large part of Cleator Moor fall within the 5km cycle catchment. This will result in a wide range



of amenities and facilities including retail, employment, educational and leisure facilities being located within acceptable cycling distance of the site.

- 4.3.3 **Plan 4** also shows that National Route 72 of the National Cycle Network (NCN), which starts in Kendal and makes its way around the Cumbrian coast via Barrow-in-Furness and Whitehaven to Silloth, runs south/north into Whitehaven town centre relatively close to the site. The route, which is largely traffic free in this area is located around 1km to the west of the site's western boundary. National Route 71 of the NCN runs from National Route 72 to the west, in a northeast direction. The route runs approximately 2.3km to the south of the site. National Route 71 makes up the western third of the Sea to Sea (C2C) cycle route between Whitehaven or Workington and Blencow (Penrith).

4.4 Accessibility by Public Transport

Accessibility by Bus

- 4.4.1 A 400m walk distance is generally considered to be a reasonable walk distance between a development and bus stops. This distance is quoted in the 'IHT's - Guidelines for the Planning of Public Transport for Development'. However, this is only guidance to be achieved where possible with the document stating that it is more important to provide bus services which are easy and attractive to passengers rather than to '*slavishly adhere to arbitrary criteria for walking distances*' (Paragraph 5.18, Page 73)
- 4.4.2 The location of local bus stops are shown on **Plan 2** which shows that the closest bus stops to the site are located on Caldbeck Road, approximately a 700m walk away from the centre of the site. Additional bus stops are located on Hillcrest Avenue in the housing estate that sits to the south of the site which are hail and ride type stops. Further bus stops are located on the A595 just south of Springfield Avenue. There are no bus stops on Harras Road which runs along the northern extent of the site.
- 4.4.3 All stops mentioned above are served by the 31 bus service, the frequency of which is summarised in **Table 4.1**.

**Table 4.1: Summary of Bus Services**

Service Number	Route	One way Frequency Per Hour				
		Monday to Saturday				Sunday
		AM Peak	Inter- peak	PM Peak	Evening	
Services on Caldbeck Road, Hillcrest Avenue and the A595						
31 Stagecoach	Maryport – Flimby – Siddick – Workington – Moorclose – Westfield – Moss Bay – High Harrington – Distington – Whitehaven – Corkickle – Hensingham – Cleator Moor – Frizington - Asby	2	2	2	0	0

4.4.4 **Table 4.1** shows that the 31 service provides 2 one way services per hour in the weekday AM, interpeak and PM peak periods, as well as on Saturdays. The service offers connections to a number of destinations including Maryport, Workington, Whitehaven, Corkickle and Asby.

4.4.5 In light of the above, the site is considered to be adequately served by bus.

Accessibility by Rail

4.4.6 The nearest rail station to the site is Corkickle Rail Station which is located approximately 1.6km (20-minute walk) from the site. Corkickle Rail Station provides frequent rail services to Barrow-in-Furness, Carlisle and Lancaster. Whitehaven can also be accessed from the station using northbound trains to Carlisle.

4.5 Accessibility Summary

4.5.1 The site is located within an acceptable walking distance of a number of important amenities and facilities. Whitehaven town centre, where a wide range of leisure, employment and retail facilities are located can be reached within a 2km walk of the site. It is anticipated that the majority of everyday journeys to local amenities could be made on foot, thus minimising the need for travel by car. Therefore, the site is considered to be sustainable for pedestrian journeys.

4.5.2 The site is well located to encourage trips by cycle. A range of important local employment, leisure, retail, education and health facilities can be reached within an acceptable 5km cycle of the site, including those within Whitehaven town centre and in Corkickle, Woodhouse, Minhouse and Cleator Moor. As such, the site is considered to be accessible by cycle.



- 4.5.3 The site is served by a regular bus service which provides connectivity to areas surrounding the site, including Whitehaven town centre. The service can be caught within a 700m walk of the centre of the site, and has a half hourly frequency on weekdays and Saturdays.
- 4.5.4 Corkickle Rail Station provides frequent rail services to Barrow in Furness, Carlisle and Lancaster and is located within a reasonable walk distance of the site.
- 4.5.5 It has been demonstrated that a wide range of local amenities and facilities can be accessed on foot, by cycle and by public transport. Accordingly, it is evident that the site is accessible by sustainable travel modes in compliance with national and local policy.



5. Proposed Travel Plan Measures

5.1 Introduction

5.1.1 A TP should contain the following level of commitments:

- Appoint a Travel Plan Co-ordinator (TPC).
- Encourage and Promote Sustainable Travel.
- Provide Resident Travel Information Packs.
- Undertake a Resident Travel Survey.

5.2 Travel Plan Co-ordinator

5.2.1 The TPC will be appointed one month prior to initial occupation and will act as a liaison point for any issues relating to the TP.

5.2.2 Contact details of the TPC will be provided to each household on occupation.

5.2.3 In terms of the roles and responsibilities, the TPC will be expected to:

- Administer/manage the TP and provide a liaison in implementing the plan with the local authority.
- Ensure travel awareness amongst future residents.
- Provide a point of contact and travel information.
- Coordinate the travel surveys upon 50% occupation.
- Promote and encourage the use of travel modes other than the car, where appropriate.
- Ensure the availability of the most up to date travel information.
- Ensure that all residents receive a Resident Travel Information Pack which contains details of public transport services i.e. timetables and route information as well as advice on walking and cycle routes to the site.



5.3 Encourage and Promote Sustainable Travel

- 5.3.1 All residents will be made aware of the existence of the TP and its aims.
- 5.3.2 Lack of awareness of available travel options is a frequently used reason for not using sustainable travel modes. The TPC will therefore prepare Travel Packs which will contain suitable information concerning local walking and cycling routes and up-to-date public transport information including timetables, fares and bus stop information. The Travel Packs will be regularly updated with the newest information available and will be made available for new site residents.

5.4 Resident Travel Information Packs

- 5.4.1 Resident Travel Information Packs will be prepared and issued upon first occupation. The Travel Pack will include:
- Site specific public transport information. This will explain what buses can be taken to specific key destinations for shopping, education, employment etc.
 - Information about the TP and its benefits, as described previously.
 - Summary of local services that support sustainable travel, such as the availability of delivery services and local taxi services etc.
 - Walking and cycling maps showing local walking and cycling routes in relationship to local facilities including sports centres, cinemas, pubs, health centres and shopping.
- 5.4.2 Resident Travel Information Packs will be made available as part of the handover/homeowner's pack.

5.5 Travel Survey

- 5.5.1 A travel survey will be conducted once 50% of the proposed dwellings have been occupied to establish how site users make journeys to and from the site.



5.5.2 The survey will be performed in order to ascertain existing travel patterns. The travel survey will be used to show how people travel to the site and what potential there is for change. The following information can be obtained:

- How site users usually travel to and from the site (walking, cycling, using public transport, arriving by car or car sharing with others),
- Where site users are generally travelling to/from.
- Which places are considered to be dangerous for walking or cycling, and why.
- Any problems there are with bus services.
- How residents would like to travel if they had the choice and whether they own a bicycle or have a bus pass.

5.5.3 The results of the surveys will provide a valuable 'baseline' against which the success of the TP in reducing car journeys and increasing journeys by walking, cycling and public transport can be measured.

5.5.4 A typical TP questionnaire is shown in **Appendix A**.



6. Plan Monitoring Review and Timetable

6.1 Background

- 6.1.1 The monitoring and review programme will be designed to generate information by which the TP can be evaluated, revised, developed and improved, over a period of 3 years.
- 6.1.2 The major objective of the plan is to maximise sustainable travel by residents. In the first instance, the plan will seek to determine resident's travel movements by way of a travel survey.
- 6.1.3 On completion of the first travel survey, it will be appropriate to set targets. Notwithstanding this, a number of preliminary action targets are set out in the following section.

6.2 Travel Plan Targets and Timetable

- 6.2.1 The preliminary action targets for the proposed development are set out in **Table 6.1**.

Table 6.1: Preliminary Action Targets and Timetable

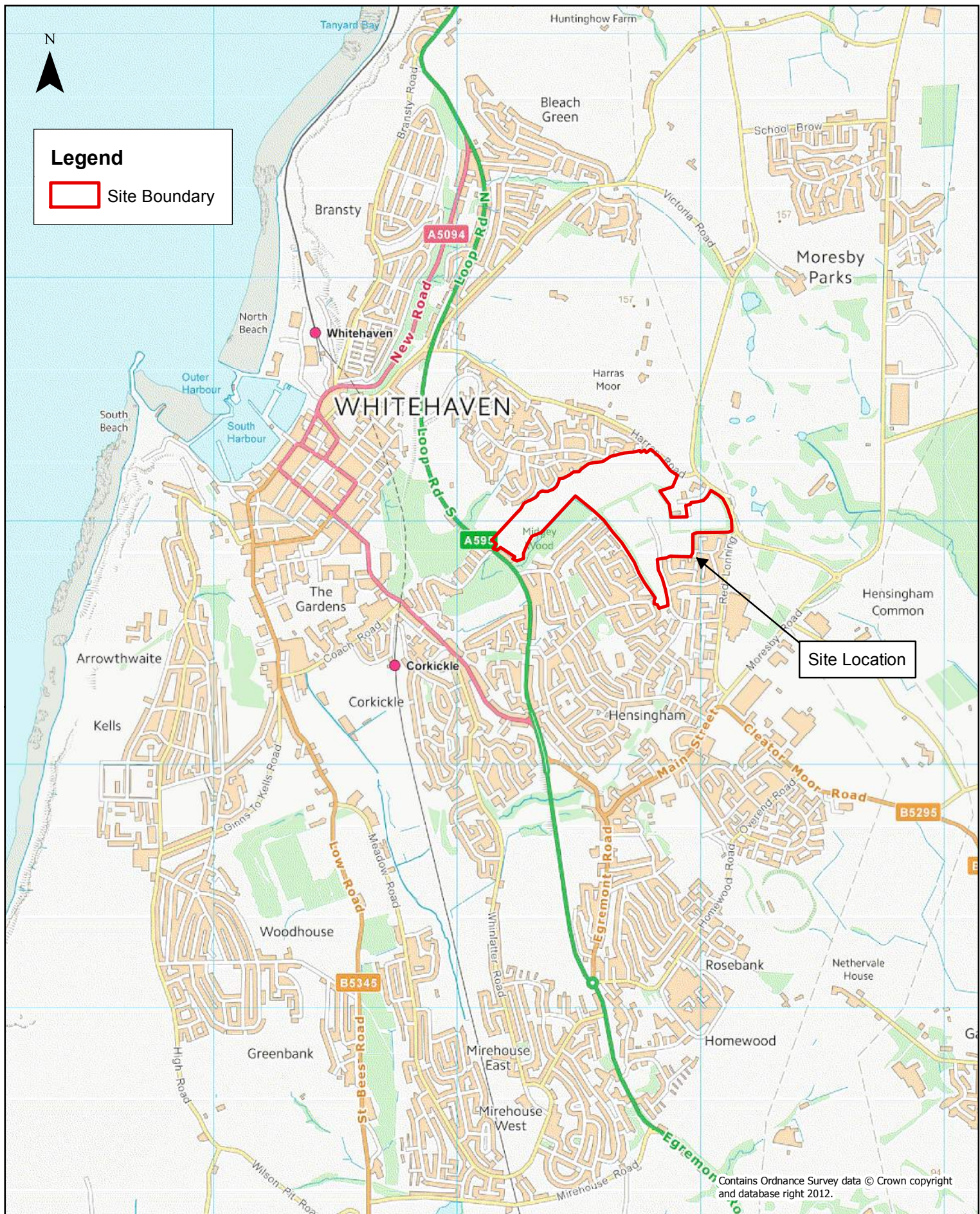
Action	Target Date
Appoint a TPC and inform the Local Planning/Highway Authority	1 month prior to occupation
Provide all residents with Travel Packs	Issued upon first occupation
Undertake travel survey and report results to the Local Planning/Highway Authority	Upon 50% occupation
Set preliminary resident modal split targets	Within 3 months of the initial travel survey

6.3 Plan Monitoring and Assessment

- 6.3.1 Travel surveys will be undertaken yearly after 50% occupation, for a period of 3 years. This will allow for the success of the TP to be monitored and an annual progress report detailing the results of the travel surveys will be submitted to the local authority



Plans



Harras Road, Harras Moor, Whitehaven

Plan 1: Site Location

Scale @ A4 1:20,000

Project No: A090070 - 410

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Harras Road, Harras Moor, Whitehaven

Plan 2: Local Highway Network

Scale @ A4 NTS

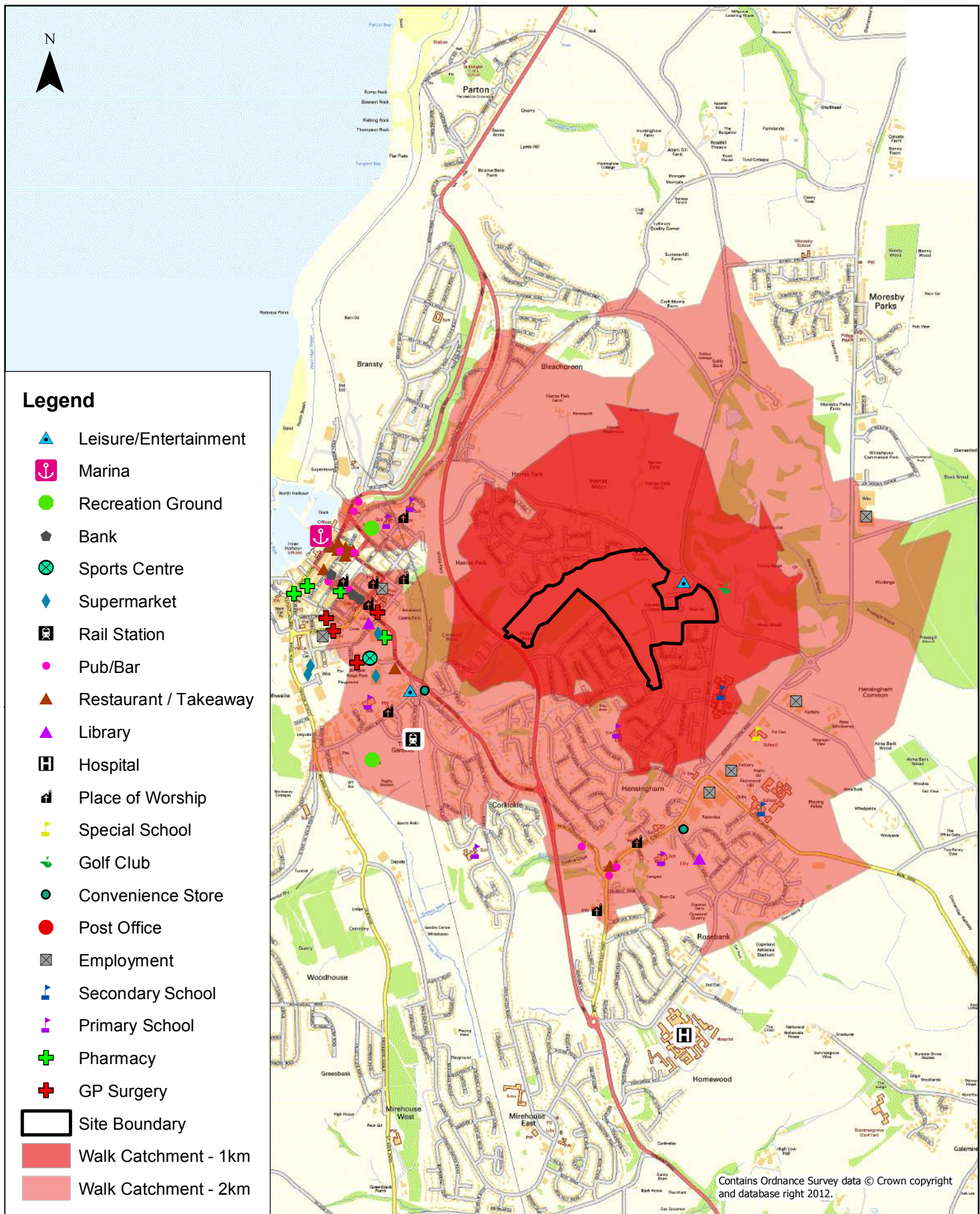
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Harras Road, Harras Moor, Whitehaven

Plan 3: 1km and 2km Walk Catchment

Scale @ A4 NTS

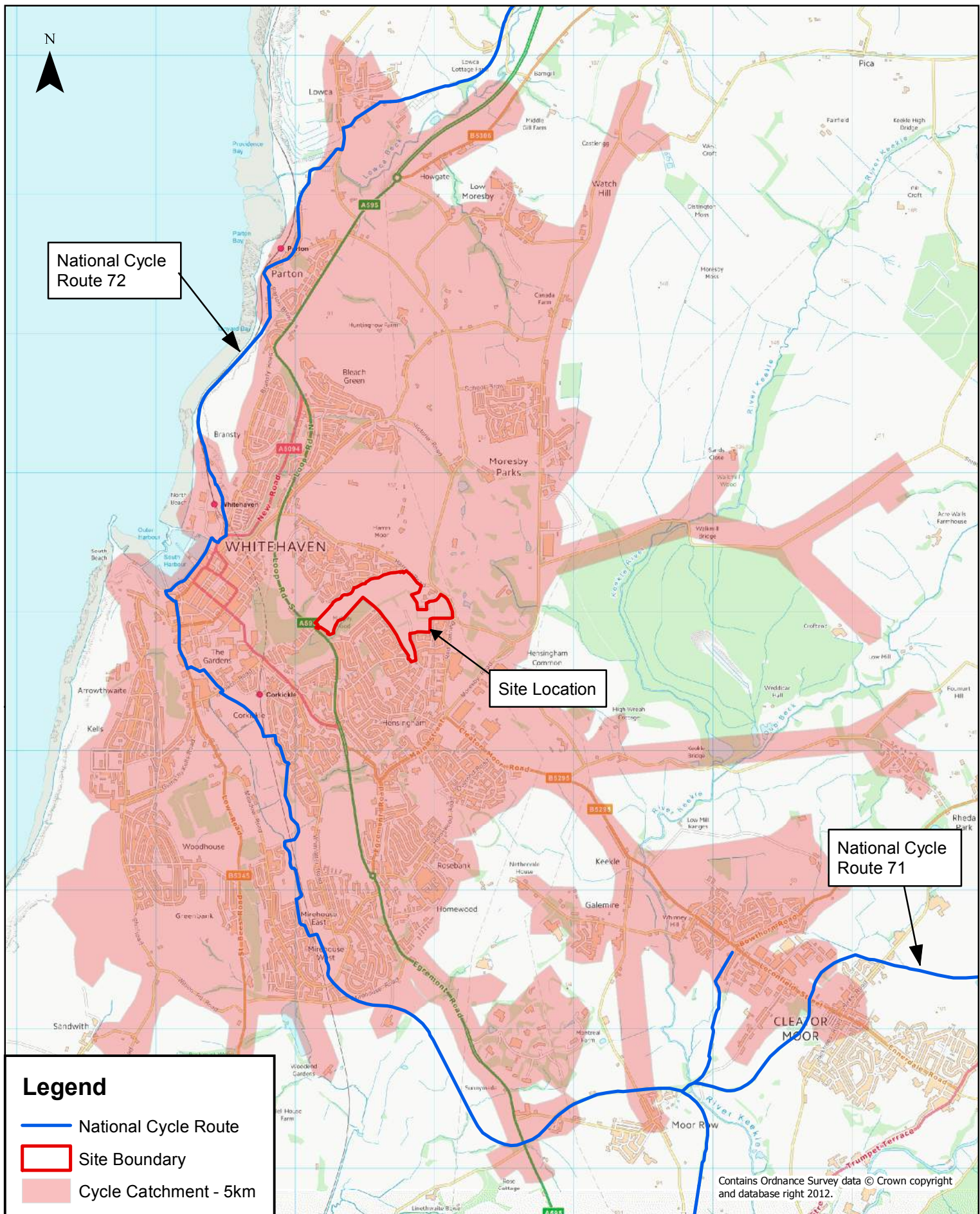
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Harras Road, Harras Moor, Whitehaven

Plan 4: 5km Cycle Catchment

Scale @ A4 NTS

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Appendices



Appendix A – Sample Travel Plan Questionnaire

Draft Travel Plan Questionnaire

Date _____

- 1 Postcode** _____
- 2 Gender**
1 ☐ Male
2 ☐ Female
- 3 Age**
1 ☐ Under 25 4 ☐ 45-54
2 ☐ 25-34 5 ☐ 55 or Over
3 ☐ 35-44
- 4 Is your work?**
1 ☐ Full Time
2 ☐ Part Time
- 5 What are your normal start and finish time**
Start Time _____
Finish Time _____
- 6 Do you have a disability that may affect your travel arrangements?**
1 ☐ Yes
2 ☐ No
- 7 How far do you travel to work?**
1 ☐ Less than 1 mile
2 ☐ Between 1 and 2 miles
3 ☐ Between 2 and 5 miles
4 ☐ Between 5 and 10 miles
5 ☐ Between 10 and 20 miles
6 ☐ Over 20 miles
- 8 On your normal trip to work which form of transport did you use? (tick all that apply)**
1 ☐ Car (as driver on my own)
2 ☐ Car (as passenger with other people as driver or passenger)
3 ☐ Bus
4 ☐ Train
5 ☐ Motorbike
6 ☐ Bicycle
7 ☐ Walk
- 9 How long did it take you to travel to work?**
1 ☐ 0 to 15 minutes
2 ☐ 16 to 30 minutes
3 ☐ 31 to 60 minutes
4 ☐ 61 to 90 minutes
5 ☐ More than 90 minutes
- 10 If you have indicated 'Car driver' in Q8, what are the main reasons for doing so?**
1 ☐ Car essential to job
2 ☐ Dropping/collecting others off
3 ☐ Give a lift to others in the area
4 ☐ Health reasons
5 ☐ More convenient than alternative
6 ☐ Other (please specify) _____
- 11 If you indicated car driver in Q8, would you consider car sharing?**
1 ☐ Yes regularly
2 ☐ Yes occasionally
3 ☐ No
- 12 If you answered 'No' to Q11, can you explain the reasons for not car sharing?**

- 13 Which of the following changes would most encourage you to use public transport for your journey to work? If you already travel to work by public transport, which would you most like to see? Please tick the 3 most applicable.**
☐ Interest free loans for travel tickets/passes sold
☐ Flexible working patterns
☐ More convenient bus drop off points
☐ Public transport information at work site
☐ More direct bus routes
☐ Personalised journey plan
☐ None
☐ Other (specify) _____
- 14 If you indicated 'Car Driver' in Q8, what other mode of transport would you consider if you could not bring your car to work? (tick all that apply)**
1 ☐ Bus
2 ☐ Train
3 ☐ Bicycle
4 ☐ Car passenger
5 ☐ Walk
6 ☐ Motorbike
7 ☐ Other (specify) _____
- 15 Do you currently have the opportunity to walk or cycle to work (or both), but chose not to do so?**
1 ☐ No
2 ☐ Yes, walk
3 ☐ Yes, cycle
- 16 If you answered 'Yes' to Q15 please indicate your reasons for not walking or cycling (or both)**

- 17 Your views and ideas are important, so please add any other comments about your journey**

Thank you for your co-operation