

**Ladies Mile**

Report by Tim Wilson, Director of Estates, Bristol Zoo Gardens.

**RECOMMENDATION**

That the renewal of the seasonal licence for the zoo car park for five years is agreed in principle, subject to the annual ecological and user monitoring for the car park.

**Summary**

The Downs Committee currently grants Bristol Zoo Gardens (BZG) a seasonal licence for 60 days per calendar year to park vehicles on the Downs off Ladies mile. This has been the subject of agreements going back to the 1970s, and a number of temporary planning consents since 1998.

The Downs Committee last considered the matter on 23rd November 2009, members expressed in principle support for the Zoo continuing to use the area off Ladies Mile for temporary parking as seasonal 'overspill' in order to support the Zoo as an important Bristol tourist attraction.

The zoo confirms that the continued use of Ladies Mile is essential to the viability of the organisation, as it provides overflow car parking at busy times to reduce congestion in the area. The zoo requests that the current agreement continues for a further five years.

The significant issues in the report are:

- The Downs Committee, as landowner, has already expressed in principle support for the retention of the Zoo car park, whilst recognising that the City Council as Planning Authority has the ultimate power to determine the outcome. The existing planning permission to use Ladies Mile for car parking on a temporary basis ends on 20th May 2013.
- The policy for the management of the Downs is enshrined within the Downs Act which provides that the Downs should remain as a place for the public resort and recreation of the citizens and inhabitants of Bristol.
- Bristol Zoo is one of the city's premier visitor attractions, and plays a key role in bringing visitors to the city. Sitting within a densely populated area, neither the zoo itself nor the surrounding highway network has the capacity to accommodate demand for parking spaces on peak visitor days.
- Annual ecological monitoring is undertaken by the Wessex Ecological Consultancy, which confirms that there is no evidence of decline in plant diversity of the unimproved grassland in the parking area.
- The proposal is to renew the seasonal licence for a further five years, which would provide BZG with greater business certainty whilst continuing to promote a range of sustainable transport initiatives through its comprehensive

Travel Plans, including car sharing and subsidised cycle purchase and bus travel for staff and the continued trialling of Park and Ride for visitors.

- As before, extensive consultation will take place with all stakeholders before submission of the application for renewal of the temporary planning consent to BCC.

## **Background**

- Bristol Zoo Gardens is the city's most popular tourist attraction with some 500,000 - 600,000 visitors per year drawn both locally and from an extensive catchment area extending into South Wales and large parts of the South West of England.
- Over many years Bristol Zoo Gardens has worked closely with Bristol City Council, to encourage travel to the Zoo by non-car means. This has met with considerable success and the Zoo continues to work with the Council to review and improve its Visitor, Staff and Corporate Visitor Travel Plans. Nevertheless, it is unsurprising given the extensive catchment for its visitors and the fact that many visitors are families with young children that the vast majority of visitors still arrive by car. On peak days (up to about 60 days per annum subject particularly to the weather) the number of visitors arriving by car means that the number of vehicles exceeds available parking spaces within the Zoo's two existing permanent car parks by a significant margin.
- Bristol Zoo has sought to deal responsibly with its car borne visitors and, since the 1970s The Downs Committee agreed that BZG could use a 1.34 hectare area of The Downs close to the Zoo for overflow car parking accessed off Ladies Mile. This arrangement has served to prevent reduced visitor numbers to the Zoo, road safety concerns from cars being driven around looking for spaces and parking stress in surrounding streets.

## **Management of Car Parking on the Downs**

Bristol Zoo carefully manages its use of The Downs for parking. A Ladies Mile Parking Protocol sets down a clear set of principles for when Ladies Mile should be used and how parking should be managed. In addition, the condition of The Downs is regularly monitored by qualified ecologists.

Key elements of the current protocol are that Ladies Mile is used only when it is necessary and not opened when it is wet. The effect is to impose a strong control over the extent to which Ladies Mile parking is actually used by the Zoo's visitors.

Ecological monitoring over a number of years has indicated no significant harm to the grassland provided that the parking continued to be managed using the agreed protocol.

## **The Current Planning Permission**

Separate from the current agreement with The Downs Committee, Bristol Zoo Gardens also has to seek planning permission from Bristol City Council for the temporary use of this area of The Downs for overflow parking.

Most recently, on 20th May 2010, the zoo was granted planning permission to continue to use Ladies Mile for car parking for three years. The permission expires on 20th May 2013. The Zoo proposes to apply for a five year consent, to give sufficient time to develop the travel plan initiatives referred to above.

## **Joint Bristol City Council/ Bristol Zoo Gardens Task and Finish Group**

In support of the 2010 renewal, a "Task and Finish Group" was established jointly between Bristol Zoo and the Council with the aim of exploring potential alternatives to parking at Ladies Mile and reaching a common view on the technical issues involved. In conjunction with this a range of potential alternative options was agreed for exploration and these were examined in some detail by transport consultants appointed by BZG. In short, the options examined were:

- Park & Ride
- Additional parking capacity at Bristol Zoo Gardens
- Modal Shift away from the car
- Do Nothing/Reduce Permitted Number of Days
- Continue and Improve Current Arrangements

Studies into each option indicate that, under every scenario, the potential reduction in the number of cars travelling to the Zoo on peak days is insufficient to allow a reduction in the use of Ladies Mile. The Zoo will continue to rely on the ability to offer overflow parking at Ladies Mile for up to 60 days a year if it is to cater for the travel needs of its visitors in a responsible way. In these circumstances, a further application for planning permission for the continued use of land off Ladies Mile is in preparation by Bristol Zoo Gardens.

## **Conclusions/Proposed Planning Application**

Bristol Zoo Gardens, working closely with Bristol City Council, has undertaken an extensive amount of work since the issuing of the current planning permission. In summary, this work demonstrates that:

- all potential alternative options to Ladies Mile have been thoroughly explored, working in consultation with Council officers. A review of the earlier work and of the travel patterns since 2010 confirm the previous conclusions as still being appropriate;

- whilst it has been concluded that Ladies Mile overflow parking will be required for some years to come, the Zoo is acting responsibly and in accord with the Council's transport planning aspirations;
- Bristol Zoo Gardens is doing all that it can reasonably do to reduce parking demand by:
  - reviewing its travel plans (and a wide range of associated measures) in consultation with the Council;
  - considering the potential to continue with new measures such as the Park & Ride trialling as part of continuing new travel plan measures;
- the Zoo is doing all that it can reasonably do to ensure no harm by:
  - monitoring Ladies Mile to ensure that biodiversity is being maintained; and
  - Applying the agreed parking protocol rigorously so that Ladies Mile is used as little as possible and only when it is absolutely necessary to cater responsibly for parking demand at BZG on peak days.

## **Supporting Information:**

### **Risk Assessment**

A full risk assessment has not been completed for this project. The risks to the Downs Committee from entering into the extended licence are mainly limited to damage to the Downs caused by parking in poor weather conditions and/or in excessive numbers, which are mitigated by the terms and management of the licence. The annual inspection and report by The Wessex Ecological Consultancy, together with close liaison with the Downs Ranger, ensures that these risks are minimised.

### **Equalities Impact Assessment**

An Equalities Impact assessment has not been undertaken.

### **Legal and Resource Implications:**

**Legal.** The Clifton and Durdham Downs (Bristol) Act 1861 provides that the Downs should remain as a place for the public resort and recreation of the citizens and inhabitants of Bristol, and that a Committee should be appointed to manage them.

**Financial/ Revenue.** Income from the Ladies Mile temporary car park is based on usage. In 2008/9 the rent paid was £8,300. The revised proposals from BZG propose to retain the current arrangements. Capital: N/A

**Land.** The area of the current temporary car park is part of Durdham Downs which is owned by the City Council and managed by the Downs Committee.

**Personnel.** N/A



# Bristol Zoo Gardens Travel Plan

Update: 2013-2018

**DRAFT 15<sup>th</sup> January 2013**

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## EXECUTIVE SUMMARY

### **Introduction**

Bristol Zoo Gardens (BZG) has operated a travel plan for nearly a decade. The initiative commenced as a 'Green Commuter Plan' in 2000 and was expanded in 2010 to comprise three plans:

- (i) Staff Travel Plan;
- (ii) Visitor Travel Plan;
- (iii) Corporate Visitor Travel Plan.

These plans included a wide range of initiatives and targets were set for reducing car use. The Travel Plan is being updated in 2013 with some new initiatives to reduce car use over the next five years.

### **Vision**

*"To develop our existing travel plans into best practice travel plans meeting British Standard requirements (PAS 500) that complement our ISO14001 Environmental Management System and are successful in reducing car use and overall carbon emissions associated with staff and visitors."*

### **Management**

This travel plan will be managed by the Head of Estates who will oversee the process and they will be supported by a Travel Plan Coordinator (TPC). A steering group will also be established in order to ensure the needs of staff, visitors and corporate visitors are being met.

### **Monitoring and Review**

The travel plan will continue to be monitored on an annual basis using questionnaire based surveys, in July. The staff travel survey used will be the one provided by Bristol City Council. The visitor survey format will remain the same as that used from 2010-2012. The visitor survey will run for one week during term time and one week in the school holidays. Corporate visitor survey responses have been disappointing, so car parking will be monitored and we will attempt to collect more information throughout the year.

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## **Conclusions of the 2010-2013 Travel Plan**

### **(i) Staff Travel Plan**

- |   |                        |
|---|------------------------|
| • Staff cycling increased by 4%                       | (target 2% increase)   |
| • Staff commuting in a car alone increased by 6%      | (target 6% decrease)   |
| • Staff commuting by Public Transport decreased by 5% | (target 2% increase)   |
| • Staff car sharing decreased by 6%                   | (target 2% increase)   |
| • Staff walking decreased by 1.5%                     | (target 0.6% increase) |

### **(ii) Visitor Travel Plan**

#### Members

- |  |                        |
|--|------------------------|
| • Car use decreased by 1%                | (target 2.5% decrease) |
| • Cycle use decreased by 0.4%            | (target 50% increase)  |
| • Public transport use increased by 0.4% | (target 20% increase)  |

#### Non-members

- |   |                         |
|---|-------------------------|
| • Car use increased by 42% compared to 2010 (term time)<br>or decreased by 10% according to 2011 (holidays) | (target 2.5% decrease.) |
| • Cycle use remained the same   | (target 50% increase)   |
| • Public transport use increased by 6%  | (target 20% increase)   |

### **(iii) Corporate Visitors**

- Data not robust as insufficient survey responses gained despite offering a prize draw for a family zoo ticket.

## **Staff Travel Plan**

A summary of the main contents of the revised staff travel plan is set out below.

<b>Objectives</b>	<b>3 and 5 Year Targets</b> Set against a 2012 baseline		<b>Indicators</b>
	<b>2015 targets</b>	<b>2017 targets</b>	
1. Reduce the proportion of single occupancy trips	Reduce the percentage SOVs during a typical week by 6% points	Reduce the percentage SOVs during a typical week by 10% points.	Determined from staff travel surveys
2. Increase the number of staff cycling to work	a) Increase the number of staff regularly cycling by 2% points	b) Increase the number of staff regularly cycling by 3% points	Determined from staff travel surveys
3. Increase Public Transport use by staff	a) Increase the number of staff regularly using Public Transport by 2%	b) Increase the number of staff regularly using Public Transport by 3%	Determined from staff travel surveys
4. Increase the amount of staff car sharing	a) Increase the number of staff regularly car sharing by 2%	b) Increase the number of staff regularly car sharing by 3%	Determined from staff travel surveys
5. Increase the number of staff walking	a) Increase the number of staff regularly walking to and from BGZ by 0.6%	b) Increase the number of staff regularly walking to and from BGZ by 1%	Determined from staff travel surveys
6. Reduce carbon emissions associated with staff commuting	Reduce annual carbon emissions by 6% points	Reduce annual carbon emissions by 10% points	Determined from staff travel surveys
7. Reduce carbon emissions associated with staff business travel	Reduce annual carbon emissions by 6% points	Reduce annual carbon emissions by 10% points	Determined from staff travel surveys
8. Raise awareness of the staff travel plan	To achieve an awareness level of at least 60% at each monitoring interval	To achieve an awareness level of at least 60% at each monitoring interval	Determined from staff travel surveys



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## Summary of Measures

Measures new in 2013 are shown in **bold**

### Car Sharing

- Guaranteed Ride Home
- Allow new members of staff who are car sharers a car park pass immediately
- Car share promotion and events, including car share to work breakfasts twice a year

### Public Transport

- 10% discount on bus pass and interest free loan to buy an annual pass.
- Timetables and route maps

### Walking and Cycling

- Cycle purchase interest free loans offered
- Dr Bike Day (twice a year) with free servicing
- Consideration of more showers and lockers
- Cycle roadshows
- Bike to work breakfasts (twice a year)

### Marketing and Communication

- Staff travel Information on Intranet
- Articles in weekly newsletter
- Event participation

### Business Travel

- Promotion of smarter working

### Motorcyclists

- Parking facilities – West Car Park

## **Visitor Travel Plan**

A summary of the main contents of the visitor travel plan is set out below.

<b>Objectives</b>	<b>3 and 5 Year Targets</b> Set against at 2012 baseline		<b>Indicators</b>
	<b>2015 target</b>	<b>2017 target</b>	
1. Reduce the proportion of visitor car trips	Reduce the percentage of visitors who come by car by 2.5% points	Reduce the percentage of visitors who come by car by 4% points	Determined from visitor travel surveys and supporting continuous survey information
2. Increase the number of visitors coming by cycle	Increase the number of visitors who cycle to BGZ during July by 50%	Increase the number of visitors who cycle to BGZ during July by 100%	Determined from visitor travel surveys
3. Increase Public Transport use by visitors	Increase the number of visitors coming by Public Transport by 10%	Increase the number of visitors coming by Public Transport by 15%	Determined from visitor travel surveys and PT ticket monitoring
4. Operate a successful park and ride service for peak days	Achieve at least 50% occupancy of buses annually	Achieve at least 50% occupancy of buses annually	Determined from bus occupancy monitoring
5. Increase the number of Members travelling sustainably to BGZ	Increase the number of members travelling sustainably by 10%	Increase the number of members travelling sustainably by 15%	Determined from members travel survey
6. Reduce carbon emissions associated with visitor trips	Reduce annual carbon emissions by 6%	Reduce annual carbon emissions by 10%	Determined from visitor travel surveys and supporting continuous survey information
7. Raise awareness amongst visitors of sustainable travel choices	To achieve an awareness level of at least 15% of surveyed visitors	To achieve an awareness level of at least 25% of surveyed visitors	Determined from staff travel surveys

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## Summary of Measures

Measures new in 2013 are shown in **bold**

### Public Transport (Bus/Rail)

- Continued promotion of discounts
- Offer visitors with a valid train or bus ticket a free cup of tea/ coffee

### Park and Ride

- To operate the free Park and Ride Service from the Portway in 2013, but depending on take up may not continue beyond 2013

### Walking and Cycling

- Consideration of increased Visitor Cycle Parking outside entrance
- Visitor cycle event
- Consideration of a discount for cyclists

### Motorcyclists

- Parking Facilities – West Car Park

### Marketing and Communication

- Website
  - Brief summary of travel plan initiative
  - Travel options clearly set out
  - Downloadable Travel Options Leaflet
  - Details of the Park and Ride service
- Articles in Members magazine
- Sustainable travel information in events newsletters

### Other

- Member postcode mapping to target specific areas

## **Corporate Visitor Travel Plan**

A summary of the main contents of the corporate visitor travel plan is set out below.

Objectives	3 and 5 Year Targets Set against a 2012 baseline		Indicators
1. Reduce the proportion of single occupancy trips	Reduce the percentage SOVs by 6% points	Reduce the percentage SOVs by 10% points	Determined from continuous survey information
2. Reduce the allocation of car parking spaces for corporate visitors	Reduce the allocation of car parking spaces by 9% points	Reduce the allocation of car parking spaces by 15% points	Determined from continuous survey information
3. Reduce carbon emissions associated with corporate visitor trips	Reduce annual carbon emissions by 6% points	Reduce annual carbon emissions by 10% points	Determined from continuous survey information
4. Raise awareness amongst corporate visitors of sustainable travel choices	To achieve an awareness level of at least 25% of surveyed visitors	To achieve an awareness level of at least 40% of surveyed visitors	Determined from continuous survey information

### **Measures**

- Marketing and Communication
  - Travel Options Leaflet
  - Website information – link to corporate visitor area
  - Sustainable travel information sent out with every booking
- Cycling/Walking
  - Consideration of increased Visitor Cycle Parking outside entrance

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# 1 INTRODUCTION

## 1.1 Overview

1.1.1 This document outlines Bristol Zoo Gardens (BZG)'s 5 year travel plan strategy from 2013-2018 for its 5ha site in Clifton, Bristol. The travel plan strategy articulated in this document builds on the previous travel planning work BZG has carried out over the last decade with some success. Indeed, this travel plan is a direct update to the travel plan set up in 2010.

1.1.2 This travel plan maintains the comprehensive approach of having three plans for different travel groups namely:

- A Staff Travel Plan addressing staff commuting and business travel
- A Visitor Travel Plan addressing the travel of the typically, half a million visitors each year who make BZG Bristol's most popular tourist attraction; and
- A Corporate Visitor Plan addressing visitors who attend corporate functions such as weddings and conferences that are regularly held at the site.

1.1.3 The travel plan contains objectives and targets to reduce travel related carbon emissions, reduce travel by single occupancy vehicles and encourage sustainable travel by staff and visitors. It also sets out initiatives and measures to support the targets, implementation timescales and a management strategy for taking the process forward. This travel plan meets the legal obligation for promotion of sustainable travel at the site.

1.1.4 In this travel plan we define sustainable travel as walking, cycling, using public transport, or high-occupancy of vehicles.

## 1.2 Bristol Zoo Gardens (BZG)

1.2.1 BZG opened in 1836 and is a forward looking education and conservation led zoo that is operated by the education and conservation charity, Bristol, Clifton and West of England Zoological Society Ltd (BCWEZS). BZG is dedicated to delivering the Society's mission to '*...create a sustainable future for wildlife and people*'.

1.2.2 BZG's specific vision is to '... make a significant contribution to wildlife conservation, through operating the best city zoo in the world'.

1.2.3 BZG employs around 170 full time and part time staff and 250 voluntary staff to care for the animals and run a successful visitor attraction to support its conservation and education work.

1.2.4 BZG is considered to be unique as it attracts a large membership following and at any one time BZG has around 30,000 members on their books, who on average visit BZG approximately five times a year. BZG attracts relatively steady annual visitor numbers of between 500,000 and 600,000 per year. It is open every day of the year (from 9am) except Christmas Day and is the most popular attraction in Bristol.

- 1.2.5 BZG have two car parks available for visitors; a West car park situated off College Road and a North car park located off Clifton Down. At peak times of the year, BZG use a 1.3 hectare area of The Downs, off Ladies Mile, as a temporary overflow car park to accommodate car borne visitors for up to 60 days a year. A number of planning consents have been granted since 1998.
- 1.2.6 The land off Ladies Mile available for overflow parking typically accommodates approximately 220 cars at any one time albeit that the restriction relates to the limited area involved rather than the precise vehicle numbers. Its use is subject to a protocol agreed between BZG and Bristol City Council (BCC), which limits the hours of operation to between 1000 and 1830 and only on days when ground conditions are acceptable and anticipated attendance makes its use necessary.
- 1.2.7 BZG has used the overflow parking area over the last seven years as outlined below: its use is very dependent on the weather during the summer months:
- 2012 – Ladies Mile was used on 38 days;
  - 2011 – Ladies Mile was used on 47 days;
  - 2010 – Ladies Mile was used on 42 days;
  - 2009 – Ladies Mile was used on 53 days;
  - 2008 – Ladies Mile was used on 42 days;
  - 2007 – Ladies Mile was used on 54 days; and
  - 2006 – Ladies Mile was used on 60 days.
- 1.2.8 BZG has operated a travel plan for nearly a decade. The initiative commenced as a 'Green Commuter Plan' in 2000. In 2002 BZG was awarded a progress award in the Avon Area Employers Travel Award Scheme. The Visitor Travel Plan has comprised an extensive number of measures and has delivered a significant reduction in single occupancy vehicle travel over the past few years.
- 1.2.9 BZG continues to encourage the use of environmentally friendly forms of transport by its employees and visitors. As part of its conversation ethos, BZG recognises the benefit to the environment.

### 1.3 BZG Sustainability

- 1.3.1 BZG are committed to sustainable practices as set out in the Strategic Plan of BCWEZS for 2008 to 2018. The World Zoo and Aquarium Conservation Strategy Vision for Sustainability states *'All zoos and aquariums will work towards sustainability and reduce their environmental footprint. They will use natural resources in a way that does not lead to their decline, thus meeting the needs of the present without compromising future generations'*.
- 1.3.2 BCWEZS's strategic intent is to:
- To use the latest technologies and successes to ensure continual improvement of our sustainable practices;
  - To reduce our environmental impact by implementing a clear environmental management system, and to promote the scheme through our business and other partners



- 1.3.3 BZG is seen as 'leading by example, assessing the environmental impact of every project and decision and using sustainable practices in all aspects of its operations. It will adopt best practice measures and activities that help sustain natural resources ....achieving ISO14001 accreditation for its environmental management systems and practices. It will communicate its environmental and sustainable practices to visitors and partners....'
- 1.3.4 BZG successfully achieved an ISO14001 accredited Environmental Management System recently; ISO14001 seeks continuous improvements in initiatives.
- 1.3.5 BZG has taken the opportunity to review its existing travel plans and seek ways of improving these moving forward so that they follow current best practice.

#### **1.4 Requirements of the Section 106 Agreement for the current permission to use the land adjacent to Ladies Mile**

- 1.4.1 As part of the 2010 planning consent a Section 106 Agreement was agreed with BCC and set out certain requirements relating to the Travel Plan. These are identified below:
- the Visitor Travel Plan, Staff Travel Plan and Corporate Travel Plan be finalised within 2 months from the signing of the S106 Agreement and implemented without delay following approval in writing from the Council
  - a review of the Visitor, Staff and Corporate Travel Plans within six months in the first year of the Agreement and then annually thereafter and adopt any measure, procedures or proposals within three months;
  - undertake a monitoring survey during July prior to the review of the Visitor, Staff and Corporate Travel Plans; provide the council with a report on the surveys within 2 months of the surveys;
  - throughout the duration of the planning permission, survey, record and monitor the use of Ladies Mile;
  - throughout the duration of the planning permission participate in discussions with the Council relating to coach parking strategy, CPZ, TROs, park and ride schemes and other initiatives;
  - operate the Park and Ride Service between the Portway Park and Ride and Bristol Zoo until 2013 on each Bank Holiday and the Sunday preceding the Bank Holiday unless otherwise agreed with the Council;
  - Monitor the occupancy level of the Park and Ride Service and submit to the Council on the 1<sup>st</sup> November each year a report recording the occupancy level of the Park and Ride
  - In the event that the average occupancy level for the Park & Ride Service is 50% or less the Society will submit to the Council proposals for measures to increase the patronage of the Park and Ride Service by visitors to the Zoo

These requirements have been met each year since 2010.

## **1.5 Details of the Previous Travel Plan, 2010-2013**

- 1.5.1 BZG has been implementing Staff, Visitor and Corporate Visitor Travel Plans since 2001. A summary of the measures and initiatives that the Zoo already provides are set out in the following paragraphs

### **STAFF**

#### **Implemented since 2010:**

- a Travel Plan co-ordinator role
- a new secure cycle store for staff in the West Car Park which holds 30 cycles
- Dr bike, cycling roadshows and bike to work breakfasts
- staff travel Information on Intranet
- articles in weekly newsletter
- event participation

#### **Implemented before 2010:**

- a car sharing scheme for staff;
- provision of cyclists being able to claim mileage as a business expense;
- a £1,000 interest free loan is offered to staff in order for them to purchase a cycle or an electric bike;
- 4 showers on-site are available for staff, but BZG also have an agreement with Clifton College that staff may use the showers available there;
- 12 male and 12 female lockers are available on-site;
- drying and laundry facilities are available within changing facilities;
- provision of 9 Fleet vehicles for staff to travel to and from the BZG site at Hollywood Towers; and
- provision of a ten percent discount on buses if staff purchase an annual bus pass.

### **VISITORS**

#### **Implemented since 2010:**

- Park and Ride service on nine days of the year
- Improved footpath from Ladies Mile
- Visitor cycle event
- Sustainable travel options clearly laid out on the website

**Implemented before 2010:**

- a joint ticket for train/Zoo can be bought and provides discounted train/Zoo entry;  
and
- a safari ticket offering joint Zoo / bus tickets
- regular promotions of if you travel by train to Bristol Zoo you can enjoy a 2 for 1 discount (this promotion is currently running from 20<sup>th</sup> October 2009 to 31 March 2013)
- 24 parking spaces for cyclists near the Zoo entrance

**CORPORATE VISITORS**

- the amount of parking provided for corporate events is restricted.

**1.6 Travel Plan Review**

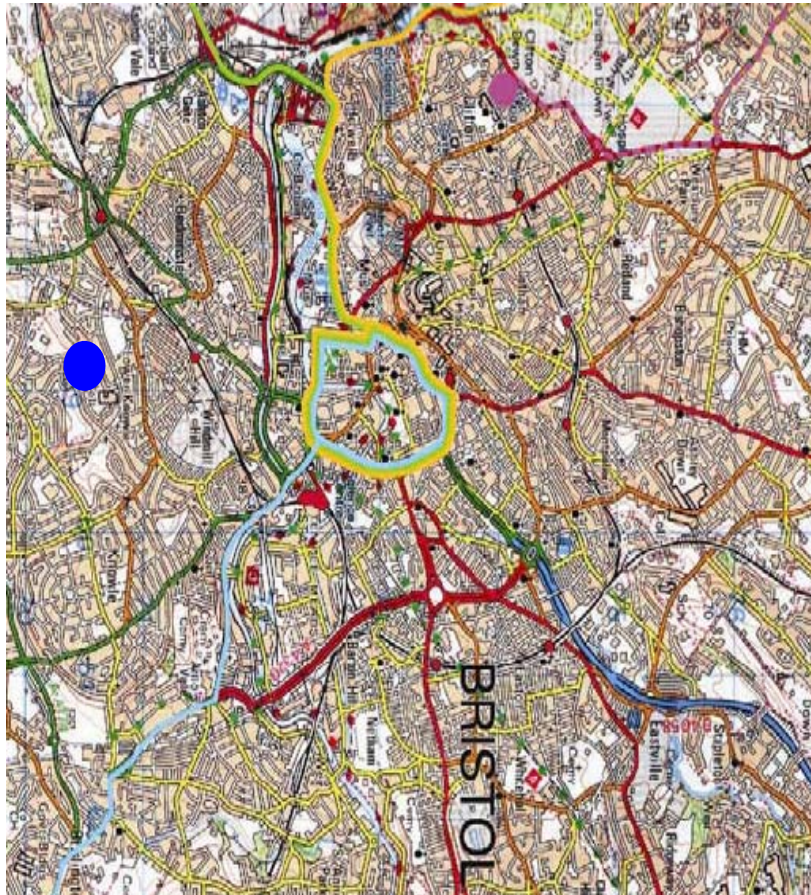
- 1.6.1 This travel plan is an update to the Travel plan set out in 2010, which intended to run until 2015.
- 1.6.2 A thorough review of the existing travel plans, management and marketing arrangements was carried out in 2010 and a comprehensive site audit, based on best practice guidance, has been carried out to inform future proposals and initiatives. This is available in the previous travel plan. We have continued to audit the site annually via the iTrace website as part of our annual surveys.

## 2 EXISTING TRAVEL CONDITIONS

### 2.1 Introduction

- 2.1.1 Bristol Zoo Gardens is located on Clifton Down, which is situated in the Clifton area of Bristol. The location of the site in its wider geographical context is illustrated on **Figure 1**.

Figure 1 – Location of BZG within Bristol. BZG is shown by the blue circle.



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## 2.2 Pedestrian and Cyclist Provision

- 2.2.1 Continuous footways at least two metres wide are generally provided adjacent to all the local roads within the vicinity of the site. Street lighting is generally provided along the length of all routes.
- 2.2.2 A footpath is provided from Ladies Mile car park to the northern side of the Clifton Down carriageway approximately 50 metres to the east of the main BZG entrance. Also in this location a signal controlled pedestrian crossing is located to provide a safe route for pedestrian from the Ladies Mile car park.
- 2.2.3 Tactile paving and dropped kerbs are generally provided on pedestrian crossing points within the vicinity of the site.
- 2.2.4 There are no on road cycle facilities within the vicinity of the site. However, the surrounding local highway network is considered in the Bristol City Councils cycle map to comprise minor roads that are suitable for cycling. The roads included in the immediate vicinity of the site include:
- Ladies Mile
  - College Road
  - Guthrie Road; and
  - Pembroke Road
- 2.2.5 A total of 24 cycle parking space are provided near to the main entrance for visitors. These are in the form of 12 Sheffield stands.
- 2.2.6 A total of 30 secure cycle parking spaces are available in the West car park for BZG staff. A total of 24 cycle lockers are available on site for men and women and shower facilities are also provided. However, additional shower facilities are provided at Clifton College and BZG staff have permission to use these.

## 2.3 Existing Public Transport Provision

- 2.3.1 The main entrance to BZG is located in close proximity to bus stops on both sides of Clifton Down Road (approximately 20 metres and 80 metres away). **Table 2.1** shows the bus services currently serving these stops on a regular basis.
- 2.3.2 The bus facilities on Clifton Down are good and include real time information, bus cage, shelter, timetable information and contact details.

Table 2.1 - Summary of Existing Bus Services

SERVICE NUMBER	ROUTE DESCRIPTION	BUS STOP	OPERATOR	APPROXIMATE FREQUENCY INTERVALS			
				MONDAY-FRIDAY		WEEKEND	
				DAYTIME	EVENING	SATURDAY	SUNDAY
8 / 9	Temple Meads - Centre – Clifton - Redland - Centre – Temple Meads (Bristol City)	Bristol Zoo	First	10 – 20 Minutes	10 – 20 Minutes	10 – 20 Minutes	20 – 30 Minutes
505	Bower Ashton - Southmead Hospital via Hotwells - Clifton - Redland - Westbury Park	Bristol Zoo	Wessex Connect	60 Minutes	-	60 Minutes	-

- 2.3.3 Clifton Down Railway Station is located within approximately 1.3 km walking distance of the BZG main entrance, which is approximately a 16 minute walk or an four minute cycle ride (based on a walking speed of 80 metres per minute, and a cycling speed of 320 metres per minute). Destinations that are served direct from Clifton Down railway station on a regular basis include Bristol Temple Meads, Redland, Montpelier, Lawrence Hill, Avonmouth and Severn Beach. Services from Monday to Saturday, to and from Clifton Down station, are provided at a frequency of one every 30 minutes, throughout the day, and hourly throughout the evening until 2152, with the last train departing for Bristol Temple Meads at 2316. On Sunday the service is hourly during the day with the last train departing for Bristol Temple Meads at 2004.

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## **2.4 Car Parking Provision**

- 2.4.1 BZG has two permanent car parks: the North car park located at the front of the Zoo on Clifton Down, which is open daily and comprises approximately 180 spaces, and the West car park on College Road, which is open as necessary; approximately 250 days per year, and has around 160 spaces. BZG also has a consent which allows overflow parking on a section of the Downs adjacent to Ladies Mile for up to 60 days of the year. The locations of these car parks are also shown at **Figure 2**.
- 2.4.2 The Ladies Mile Car Park accommodates approximately 220 cars at any one time albeit that the restrictions relate to the limited area involved rather than the precise vehicle numbers. BZG also has four disabled bays located outside the main entrance and there are a further 14 bays are located on College Road.
- 2.4.3 The provision equates to a parking ratio of one space per six visitors (approximately 17 spaces per 100 visitors) when the average visitor attendance over the school summer holidays in 2012 is considered (3181 visitors). This is not considered to be high and does offer a degree of parking restraint.

## **2.5 Motorcyclists**

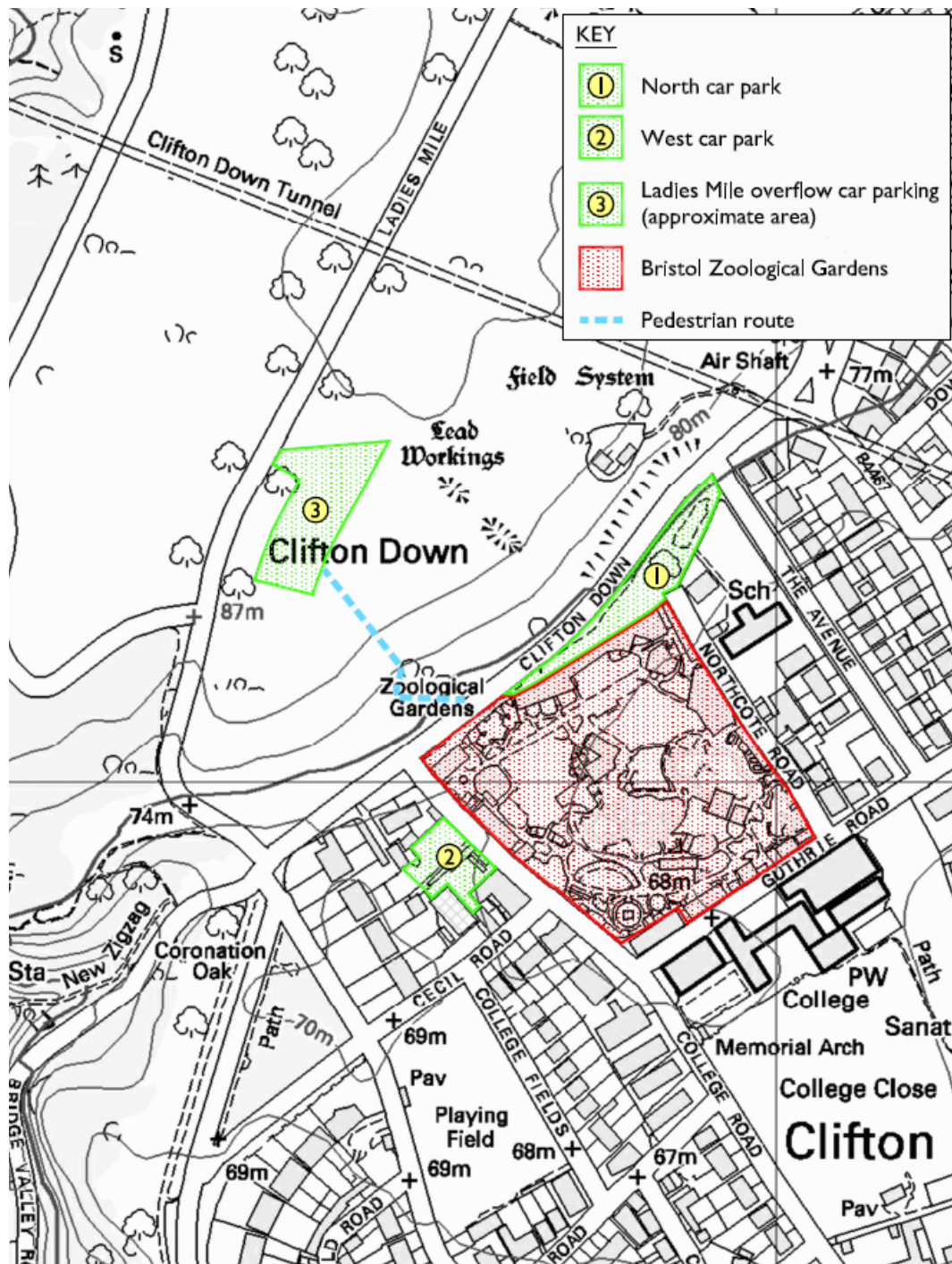
- 2.5.1 A total of five safe and secure motorcycle parking spaces are available for use by all staff within the car park.

## **2.6 Other Measures**

- 2.6.1 Summer staff are discouraged from driving to BZG and are currently not permitted to use the BZG parking spaces.
- 2.6.2 New staff at BZG are required to liaise with their line manager before commencing at BZG to agree a mode of travel to work. New staff members are not given access to the car park for the first six months. This allows BZG the opportunity to highlight the sustainable travel opportunities to the site.

Figure 2 – Location of BZG car parks.







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## **3 MANAGEMENT STRATEGY**

### **3.1 Roles and Responsibilities**

3.1.1 The management strategy remains the same as that initiated in 2010, and is outlined below:

3.1.2 In 2010 BZG appointed a specific part-time staff member (1 day/week) dedicated to the delivery of the travel plan initiatives. The Travel Plan Co-ordinator (TPC) reports to the Head of Estates who has overall responsibility for the travel initiative and its delivery.

3.1.3 The responsibilities of the Head of Estates are:

- to oversee the implementation of the site travel plans;
- be responsible for the delivery of monitoring reports;
- to chair the steering group; and
- to manage the TPC's work programme.
- 

3.1.4 The responsibilities of the TPC are;

- to provide site specific marketing materials;
- to sit on the steering group;
- promoting the travel plans to staff, visitors and corporate visitors;
- acting as the main point of contact for staff and visitors that have travel queries;
- acting as the liaison between the public transport, local authorities and other relevant groups; and
- undertaking monitoring including travel surveys for each travel plan.

3.1.5 The travel plan was actively promoted to employees and visitors who will be informed of the initiatives and measures.

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## **4 MONITORING AND REVIEW**

### **4.1 Introduction**

- 4.1.1 Since 2010 annual monitoring surveys have been run in July/August. These will be continued. The staff survey has been done via the iTrace system, as recommended by Bristol City Council. The visitor surveys have been done over a 2 week period, from 10-2 each day. The corporate surveys were run in September from 2010-2012, but had a very disappointing response. We will now try to assess this throughout the year. The results of the annual surveys were reported to BCC each year.

### **4.2 Monitoring Timescales**

- 4.2.1 The travel plan will be monitored on an annual basis for a five year period to assess the effectiveness in progressing towards and meeting the targets set. Full staff and visitor travel surveys will be carried out annually. Corporate Visitor travel will be assessed continually via feedback questionnaires. The surveys will examine travel characteristics, awareness of travel plan initiatives and opportunities for improvements.
- 4.2.2 In addition to this, each year BZG employees will take part in the Bristol Commuter Count under the coordination of the TPC.
- 4.2.3 Staff travel will be assessed by undertaking staff travel surveys as recommended by BCC.
- 4.2.4 Visitor travel will be assessed by undertaking a travel survey over a two week period and supported by other monitoring data. The visitor travel questionnaire will be revised to reflect current best practice.
- 4.2.5 Corporate visitor travel will be assessed throughout the year by a feedback questionnaire to determine a typical corporate week and the modes used to travel to the Zoo.

### **4.3 Progress Reports**

- 4.3.1 The Head of Estates, assisted by the TPC, will provide progress reports to BCC within two months of the surveys being carried out. The format and content of these will be as follows:
- to review the findings of travel surveys;
  - to review progress towards meeting the targets set in this travel plan;
  - to consider revising targets, as may be deemed necessary/appropriate;
  - to identify additional measures and initiatives considered necessary to assist with meeting targets; and
  - to provide feedback information regarding issues that have been raised during the steering group meetings (including a copy of all meeting minutes).
- 4.3.2 Ultimately, it will be for the Head of Estates and the TPC in consultation with BCC to decide the best methods to meet the main modal share targets. However, if some initiatives and measures are found not to be effective, these will be reviewed. A review and adjustment of the targets may be required from time to time in consultation with BCC, and this will be guided based on the information set out within the annual progress reports.

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## **5 STAFF TRAVEL PLAN**

### **5.1 Initiatives and Success to date**

- 5.1.1 BZG has been taking a pro-active approach in encouraging the use of environmentally friendly forms of transport by its employees since 2001. BZG considers the strategy of encouraging staff to use other modes of transport as beneficial to the morale and health of its staff.
- 5.1.2 This is an update to the Travel plan which started in 2010.

### **CYCLING**

- 5.1.3 We have improved the staff cycle facilities to create a secure staff cycle shelter in the West car park for 30 cycles.
- 5.1.4 We have run cycling roadshows, bike to work breakfasts and Dr Bike in conjunction with the Cycling City initiative.
- 5.1.5 We have publicised the location of the cycle storage facilities and ensure these are mentioned at both staff interviews and also during the staff induction process;
- 5.1.6 We have publicised the location of staff showering facilities on site and ensure that these are mentioned at both staff interviews and also during the staff induction process;
- 5.1.7 We have provided an interest free loan payable from staff salaries for the purchase of cycles including consideration of widening cycle purchase loans to electric cycles;
- 5.1.8 We have continually reviewed the cycle mileage rate for business use to best encourage cycle use.

### **PUBLIC TRANSPORT**

- 5.1.9 We have promoted Bus Season Tickets including the offer of an interest free loan scheme to all new existing staff.

### **CAR SHARING**

- 5.1.10 We have promoted internal car sharing by staff and wider car sharing registers
- 5.1.11 We have promoted the use of the free taxi home in an emergency;

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**BUSINESS TRAVEL**

- 5.1.12 BZG business travel is relatively low. The main business travel activity is to the site at Hollywood Towers. BZG also encourage business travel by sustainable modes by offering the staff who cycle the opportunity to reclaim mileage costs.
- 5.1.13 BZG has asked staff to consider if every journey they make is strictly necessary. We monitor business travel by air, train, bus, car and bicycle and calculate our carbon footprint associated with business travel.
- 5.1.14 BZG have 9 fleet cars for business use by staff. The provision of the fleet car negates the need for some staff to drive to work purely because a vehicle is needed as part of the working day, for example to attend the BZG site at Cribbs Causeway. This encourages the use of modes of transport to work other than the private car.

**OTHER MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL**

- 5.1.15 We have encouraged the use of tele/video conferencing (Skype). We have a 'Green Team' comprising of staff members who champion the BZG green credentials; and
- 5.1.16 We have controlled staff parking – all staff parking is located within a secure car park from College Road.

## 5.2 Travel Surveys

5.2.1 BZG has also been monitoring the success of the travel plans via staff surveys since 2001. The results of these are set out in Table 5.1 below.

Table 5.1 – Travel Survey Results

Mode	2007 (%)	2008 (%)	2009 (%)	2010 (%)	2011 (%)	2012 (%)
Foot	16.9	17.2	16	16.8	22.3	15.3
Cycle	9.1	9.3	11	9.5	10.7	13.5
Public Transport	7.8	10.6	10	13.1	7.5	8.1
Motorbike/ Scooter	Unknown	Unknown	4	0.7	1.7	3.6
Car driver (alone)	71.4	60.2	47	43.8	43	50.5
Car share	Unknown	Unknown	12	16.1	14.9	9

5.2.2 The results above indicate that the proportion of car travel has reduced since 2007/2008, despite an increase in 2012 from 2010/11.

5.2.3 A Bristol Commuter Survey was carried out on 03 October 2012 to determine the modes of transport people use to commute to work the key results are as follows:

- 34.6% of people drive their own car;
- 7.2% car with others;
- 17.3% walk;
- 12.4% cycle;
- 10.7% bus;
- 6.3% train

5.2.4 The results from the Commuter survey show that BZG has a higher level of car drivers than the Bristol average. This indicates there should be further scope to encourage staff to travel by sustainable modes..

## 5.3 Objectives

5.3.1 Objectives are the high level aims of the travel plan and the objectives remain the same as in 2010, shown in table 5.2.

Table 5.2 - Targets for Staff Travel Survey

Objectives	3 and 5 Year Targets Set against a 2012 baseline		Indicators
	2015 targets	2017 targets	
9. Reduce the proportion of single occupancy trips	Reduce the percentage SOVs during a typical week by 6% points	Reduce the percentage SOVs during a typical week by 10% points.	Determined from staff travel surveys
10. Increase the number of staff cycling to work	c) Increase the number of staff regularly cycling by 2% points	d) Increase the number of staff regularly cycling by 3% points	Determined from staff travel surveys
11. Increase Public Transport use by staff	c) Increase the number of staff regularly using Public Transport by 2%	d) Increase the number of staff regularly using Public Transport by 3%	Determined from staff travel surveys
12. Increase the amount of staff car sharing	c) Increase the number of staff regularly car sharing by 2%	d) Increase the number of staff regularly car sharing by 3%	Determined from staff travel surveys
13. Increase the number of staff walking	c) Increase the number of staff regularly walking to and from BGZ by 0.6%	d) Increase the number of staff regularly walking to and from BGZ by 1%	Determined from staff travel surveys
14. Reduce carbon emissions associated with staff commuting	Reduce annual carbon emissions by 6% points	Reduce annual carbon emissions by 10% points	Determined from staff travel surveys
15. Reduce carbon emissions associated with staff business travel	Reduce annual carbon emissions by 6% points	Reduce annual carbon emissions by 10% points	Determined from staff travel surveys
16. Raise awareness of the staff travel plan	To achieve an awareness level of at least 60% at each monitoring interval	To achieve an awareness level of at least 60% at each monitoring interval	Determined from staff travel surveys

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## 5.4 Indicators

- 5.4.1 Targets will be monitored through staff travel surveys and these will indicate whether the targets are being successfully met.

## 5.5 Initiatives and Measures

- 5.5.1 The list of initiatives and measures have been built on since the 2010 list was set out. New measures are outlined in bold.

### CAR SHARING SCHEME

- 5.5.2 BZG will continue to promote their existing car sharing scheme. BZG will continue to offer a guaranteed ride home scheme to alleviate fears of being stranded in the event of an emergency.
- 5.5.3 BZG will carry out car sharing promotional events (**such as a free breakfast bi-annually for car sharers**).
- 5.5.4 **BZG will allow new members of staff who car share to have a car park pass immediately.** Normally new staff members have to wait six months before being allocated a pass.
- 5.5.5 Promotion of a wider car sharing scheme i.e. the travel west carshare scheme will be given. Further information regarding this scheme can be found online at <http://www.travelwest.info/carshare>.

### PUBLIC TRANSPORT

- 5.5.6 BZG will continue to promote the 10 % discount offered to staff for a bus pass.
- 5.5.7 BZG will continue to promote the interest free loan that is offered in order to enable staff to purchase an annual season ticket.
- 5.5.8 Timetable data and maps illustrating the location of local bus stops and walking and cycling routes to the stops will be included on the intranet and in the staff travel packs.

### MOTORCYCLES

- 5.5.9 A total of five motorcycle spaces are provided in the West car park. If following monitoring, additional motorcycle parking spaces are required within the five year monitoring period, BZG will provide additional spaces.

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**WALKING AND CYCLING**

- 5.5.10 BZG will provide walking and cycling route maps for staff to promote the best route to access the Zoo.
- 5.5.11 BZG will offer Bike to work breakfasts twice a year, and continue to hold cycling roadshows in conjunction with BCC.
- 5.5.12 The Head of Estates will encourage the establishment of a Bicycle User Group (BUG) to support cycling objectives.
- 5.5.13 BZG will continue to support a cycle to work scheme;
- 5.5.14 BZG will continue to promote the interest free loan they offer to enable staff to purchase a cycle.
- 5.5.15 A Dr. Bike event will be held twice a year allowing a free annual service to be offered to staff who regularly cycle. This will operate on a first come first served basis and staff would be responsible for purchasing any parts that may be required.
- 5.5.16 Consideration will be given to providing more on-site locker and shower facilities if considered necessary after monitoring of use.**

**BUSINESS TRAVEL**

- 5.5.17 BZG will carry out an investigation into replacing a pool car with a car club or electric vehicle;
- 5.5.18 BZG will continue to promote smarter working initiatives; particularly tele-conferencing.

**MARKETING AND COMMUNICATION**

- 5.5.19 Staff will be made aware that a travel plan is in operation at BZG by the TPC and will be informed of the initiatives and measures contained within the plan. The following means of publicity will be used going forward:
- a staff 'Information Pack', which will contain information such as bus and rail timetables, route maps and education information on the health and environmental benefits of alternative modes to single car occupancy travel. The contents will be updated as necessary;
  - staff currently receive a weekly newsletter. From time to time this will include information and articles on sustainable travel and the measures and initiatives that will be implemented;
  - BZG will encourage staff to participate events such as the Bristol Bike Week and Bristol's Big Commuter Count.



## 6 VISITOR TRAVEL PLAN

### 6.1 Introduction

6.1.1 BZG attracts around between 500,000 and 600,000 visitors annually. BZG also attracts an unusually large membership following with around 30,000 members on the books at any one time who visit the Zoo approximately five times per year on average. Visitors are more difficult to influence than staff because the majority are making only one trip to BZG in the year. Staff travel is largely daily. The members are a group who can be targeted specifically as they visit BZG on a more regular basis.

6.1.2 BZG provides on-site managed car parking for around 350 cars; this provides sufficient parking for all days apart from the busiest days when an overflow car park off Ladies Mile is used. BZG have a planning consent to use this overflow car park for up to a maximum of 60 days a year. The days that Ladies Mile is used tend to be Bank Holidays, weekends and/or warm sunny days during the school holidays.

6.1.3 While BZG provides car parking for their visitors they actively promote sustainable travel to BZG and already have a 'Management Plan for Visitors', which is reviewed on a regular basis. The measures that BZG already promotes and considers as part of this plan are set out below:

- Work with First Bus to safeguard and improve the current scheduled service to the Zoo and encourage the Safari Ticket option;
- Work with First Great Western and other rail operators to encourage the joint ticket offer for both rail/bus travel and Zoo entry along with other potential rail travel promotions including continued presence of direct links to such promotions from the Zoo and rail operator websites;

### 6.2 Travel Survey

BZG has been monitoring the success of their travel plans via visitor surveys. A percentage point reduction of 4% on single occupancy drivers has been achieved previously. **Table 6.1** sets out the 2010-12 results.

Table 6.1 – 2010-12 Visitor Survey Results

% Non Members				% Members				% All visitors			
	2012	2011	2010		2012	2011	2010		2012	2011	2010
Bicycle	0	0.01	0.01	Bicycle	0.1	0.3	0.5	Bicycle	0.02	0.07	0.07
Bus	5.1	6.3	2	Bus	2.6	5.3	2.3	Bus	4.6	6.1	2.0
Car	69.3	78.9	26.6	Car	88.1	87.5	89	Car	73.5	80.6	35.0
Coach	18.2	6.3	67.7	Coach	0	0.1	0	Coach	14.1	5.1	58.6
Minibus	1.6	2.4	0.9	Minibus	0.9	0.9	0.6	Minibus	1.4	2.1	0.8
Taxi	0.3	0.1	0.3	Taxi	0.5	0.2	0.2	Taxi	0.3	0.2	0.2
Train	3.8	4.1	1.1	Train	0.3	1.2	0.3	Train	3.0	3.5	1.0
Walk	1.8	1.9	1.4	Walk	7.5	4.5	7.2	Walk	3.1	2.5	2.2

6.2.1 It should be noted that in 2012, the visitor travel surveys were done entirely out of the school holidays, in 2011 they were carried out entirely within the school holidays and in 2012 half were done in the holidays and half outside the holidays. In 2013-18 we intend to continue to survey half in and half outside the school holidays.

6.2.2 The 2012 results indicate that 69% of non-members used a car to travel to the Zoo, compared with 88% of members. Our average car occupancy rate in 2012 was 3.5.

### 6.3 Objectives

6.3.1 This travel plan is an update to the 2010 travel plan. The objectives remain the same, they are outlined, together with the targets, in table 6.2.

**Table 6.2 – 3 and 5 Year Targets for Visitor Travel**

Objectives	3 and 5 Year Targets Set against at 2012 baseline		Indicators
	2015 target	2017 target	
1. Reduce the proportion of visitor car trips	Reduce the percentage of visitors who come by car by 2.5% points	Reduce the percentage of visitors who come by car by 4% points	Determined from visitor travel surveys and car park ticket monitoring
2. Increase the number of visitors coming by cycle	Increase the number of visitors who cycle to BGZ during July by 50%	Increase the number of visitors who cycle to BGZ during July by 100%	Determined from visitor travel surveys
3. Increase Public Transport use by visitors	Increase the number of visitors coming by Public Transport by 10%	Increase the number of visitors coming by Public Transport by 15%	Determined from visitor travel surveys and PT ticket monitoring
4. Operate a success park and ride service for peak days	Achieve at least 50% occupancy of buses annually	Achieve at least 50% occupancy of buses annually	Determined bus occupancy monitoring
5. Increase the number of members travelling sustainably to BGZ	Increase the number of members travelling sustainably by 10%	Increase the number of members travelling sustainably 15%	Determined from members travel survey
6. Reduce carbon emissions associated with visitor trips	Reduce annual carbon emissions by 6%	Reduce annual carbon emissions by 10%	Determined from visitor travel surveys
7. Raise awareness amongst visitors of sustainable travel choices	To achieve an awareness level of 15% of surveyed visitors	To achieve an awareness level of 25% of surveyed visitors	Determined from staff travel surveys

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6.3.2 The measures and initiatives for assisting in meeting targets are set out in **Section 6.5**.

## **6.4 Indicators**

6.4.1 Targets will be monitored through visitor travel surveys and these will indicate whether the targets. However, target 3 will also be monitored via public transport ticket monitoring and 4 will be monitored via bus occupancy rates.

## **6.5 Initiatives and Measures**

6.5.1 The list of initiatives and measures are set out below; new measures are indicated in **bold**.

### **PUBLIC TRANSPORT & PARK AND RIDE**

6.5.2 BZG will continue to promote the discounts offered to visitors on the Bus and Train.

6.5.3 The park and ride service from the Portway will be provided for another year before a review. This service is offered free of charge.

**6.5.4 Offer visitors with a valid train or bus ticket a free tea or coffee.**

### **WALKING AND CYCLING**

6.5.5 Consideration is being given to providing further cycle parking spaces outside the main BZG entrance for visitors.

**6.5.6 Consideration will be given to offering a discount to cyclists.**

### **MARKETING AND COMMUNICATION**

6.5.7 Visitors will be made aware that a travel plan is in operation at BZG by the TPC and will be informed of the initiatives and measures contained within the plan.

6.5.8 The BZG website will be updated to include;

- a brief summary of the travel plan initiatives;
- the travel options that are available will be clearly set out;
- downloadable travel option leaflets;
- details of the park and ride service.

6.5.9 Use the membership magazine regularly to promote walking, cycling and public transport links to our annual members as a preferred method of getting to the Zoo. Consider the potential to include a 'Green Travel Column' in the membership magazine;

**6.5.10 Sustainable travel information will be given in events newsletters**

6.5.11 Work with other visitor attractions and hotels through destination Bristol to promote non car initiatives.

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## **7 CORPORATE VISITOR TRAVEL PLAN**

### **7.1 Introduction**

7.1.1 BZG operates a conference facility at the Clifton Pavilion, which is situated within the Zoo grounds. The facility comprises of two large banqueting rooms, a 120 seat lecture theatre along with two smaller committee rooms. The Clifton Pavilion hosts a range of functions including formal conferences, corporate promotions, public auctions and weddings, which generally occur at most weekends during the summer months.

7.1.2 The Clifton Pavilion has its own access from College Road, which is located opposite the West Car Park. Generally, a limited number of parking spaces are allocated to functions and these are reserved by car park staff to ensure they are not taken by day visitors to the Zoo.

7.1.3 While BZG provides car parking for their corporate visitors they actively promote sustainable travel to BZG and already have a 'Management Plan for Corporate Visitors', which is reviewed on a regular basis. The measures that BZG already promotes and considers as part of this plan are set out below:

- Promote Bristol Temple Meads as a rail head on the BZG website and promote the number 8 and 9 bus services as the preferred route to the venue;
- Promote the secure cycle parking facilities within advertising literature and on the website. Monitor use of the secure parking by corporate visitors;
- Further restrict the numbers of allocated parking spaces for corporate events; and
- Actively promote sustainable means of travel within all delegate packs.

7.1.4 BZG has also been monitoring the success of the travel plan via assessing the allocation of parking that has been provided for a function. During 2006, 36% of all visitors to corporate functions were provided with a parking space. This was reduced to 16% in 2007 and this target was achieved. The aspiration is was to reduce the allocation to below 15% by 2014.

## 7.2 Travel Survey

- 7.2.1 Corporate travel surveys undertaken in 2010-12 had a very poor response rate. We are now planning a more consistent approach to gathering information throughout the year.
- 7.2.2 A corporate visitor travel survey was undertaken by BZG in between 15 to 19 June 2009 in order to determine the mode of travel by corporate visitors. A summary of the results are set out in **Table 7.1** below.

**Table 7.1 – Corporate Visitor Modal Share (Survey date 15-19<sup>th</sup> June 2009)**

TRAVEL MODE	ALL CORPORATE VISITORS	ALL CORPORATE VISITORS
	2009 MODE SHARE	2009 NO. OF VISITORS
Foot	14%	12
Bicycle	1%	1
Bus	1%	1
Train	0%	0
Train plus Bus	1%	1
Train plus Taxi	3%	3
Motorbike/ Scooter	0%	0
Taxi	0%	0
Coach/Minibus	0%	0
Car Drivers	64%	55
Car Passengers	15%	13

- 7.2.3 The results in **Table 7.1** demonstrate that 64% of visitors are car drivers and that 15% are car passengers. A higher car rate is not expected given the nature of events held at BZG. However, restricting car parking further at the site will help to encourage corporate visitors to travel by other sustainable modes of transport.

## 7.3 Objectives

- 7.3.1 This travel plan is an update to the 2010 travel plan. The objectives remain the same and are outlined with the targets in table 7.2.

Table 7.2 – 3 and 5 year corporate visitor targets

Objectives	3 and 5 Year Targets Set against a 2012 baseline		Indicators
1. Reduce the proportion of single occupancy trips	Reduce the percentage SOVs by 6% points	Reduce the percentage SOVs by 10% points	Determined from corporate visitor travel surveys
2. Reduce the allocation of car parking spaces for corporate visitors	Reduce the allocation of car parking spaces by 9% points	Reduce the allocation of car parking spaces by 15% points	Determined from corporate visitor travel surveys and supporting continuous survey information
3. Reduce carbon emissions associated with corporate visitor trips	Reduce annual carbon emissions by 6% points	Reduce annual carbon emissions by 10% points	Determined from corporate visitor travel surveys and supporting continuous survey information
4. Raise awareness amongst corporate visitors of sustainable travel choices	To achieve an awareness level of at least 25% of surveyed visitors	To achieve an awareness level of at least 40% of surveyed visitors	Determined from corporate visitor travel surveys

7.3.2 The measures and initiatives for assisting in meeting targets are set out in **Section 7.5**.

**7.4 Indicators**

- 7.4.1 Targets will be monitored through corporate visitor travel surveys and these will indicate whether the targets are being successfully met.

**7.5 Initiatives and Measures**

- 7.5.1 The list of initiatives and measures are set out below:

**WALKING AND CYCLING**

- 7.5.2 Consideration is being given to providing further cycle parking spaces outside the main BZG entrance for visitors, including corporate visitors.

**REDUCING CAR TRAVEL**

- 7.5.3 BZG will continue to offer limited parking for corporate events and meetings, in order to try and encourage sustainable travel.

**MARKETING AND COMMUNICATION**

- 7.5.4 Corporate visitors will be made aware that a travel plan is in operation at BZG by the TPC and will be informed of the initiatives and measures contained within the plan.
- 7.5.5 The following means of publicity will be used going forward:
- BZG website provide a link to a corporate visitor area, which will include sustainable travel information;
  - travel option leaflets will be issued to the events / corporate organiser when a booking is confirmed.

# APPENDIX A



## Details of Travel Plan Coordinator Role

### TRAVEL PLAN COORDINATOR ROLE

Year One

Activity	Comments	Time Input
<b>Monitoring</b>		
Staff Travel Survey	Administer survey, analyse results and write up findings	30 hours
Visitor Travel Survey	Administer survey, analyse results and write up findings	30 hours
Corporate Travel Survey	Administer survey, analyse results and write up findings	30 hours
Supporting Bristol Commuter Count	Notifying staff and reviewing results	3 hours
<b>Marketing and Promotion</b>		
<del>Set up Staff Information Board</del>	<del>Purchase and provide information</del>	<del>4 hours</del>
Staff information packs	Update: Design, order and collate information.	6 hours
Members magazine articles	2 articles per year	6 hours
Support for BCC events	Promote and lead BZG participation	7.5 hours
Travel Option Leaflets	Distribution to staff, visitors, hotels as appropriate	7.5 hours
Input to BZG website	Ensuring travel information up to date etc.	10 hours
Travel Information put on events newsletters	Ensuring relevant event travel information is up to date etc.	4 hours
<b>Travel Plan Management</b>		
Steering Group Attendance	4 meetings of 2 -2 ½ hours duration. Includes time for writing minutes	12 hours
Liaison with STM	Allowance of 30 minutes per week	26 hours
Liaison with staff on travel issues, problems and concerns	Allowance of 1 hour per week	52 hours
Liaison with Bristol City Council	Meetings and Discussions as appropriate	15 hours
Attend Bristol Green Commuter Club	Attend regular meetings	12 hours
<b>Public Transport Measures</b>		
Liaison with Bus Operator	Annual meeting, negotiate discounts	7.5 hours
Park and Ride support activities	Activity packs, service monitoring and review	15 hours
Visitor free drink scheme	Administer and evaluate scheme	15 hours
<del>Examine shuttle service feasibility</del>	<del>Assess feasibility of shuttle service from Clifton Down station</del>	<del>7.5 hours</del>
<b>Car Sharing Measures</b>		

Facilitate Car Sharing events for staff	Plan and run 2 car sharing breakfasts	12 hours
Administer car sharing scheme	Assume 1 hour per week	52 hours
Administer free taxi ride home in emergency	Minimal take-up anticipated	4 hours
Liaison with car wash contractor	½ hour each month + time to set up contract	9 hours
<b>Cycling and Walking Measures</b>		
Cycle Initiatives	Cycle parking management, promote cycle purchase scheme	7.5 hours
<del>Cycle/Pedestrian Incentives</del>	<del>Administer cycle voucher scheme</del>	<del>7.5 hours</del>
Dr Bike Events	Set up contract and liaise with supplier during two events	5 hours
<del>Establish BUG</del>	<del>Work with staff cyclists to set up a Bicycle Users Group</del>	<del>4 hours</del>
<del>Visitor free drink scheme</del>	<del>Administer and evaluate scheme</del>	<del>15 hours</del>
Bike to work breakfasts	Administer and organise two events a year	6 hours
<b>Other Initiatives</b>		
Corporate Visitor initiatives	Liaise with conference providers on sustainable travel information	12 hours
Smarter Working Initiatives	Promotion of smarter working – tel-conferencing where appropriate	3 hours
<b>Other duties</b>		
Training	Attendance of ACTTravelwise conference (one per year)	7.5 hours
General duties	Other misc. activities	37.5 hours

Total estimated time = 435 hours or 9.5 hours per week based on 46 working weeks.

#### Years Two to Five

Activity	Comments	Time Input
<b>Monitoring</b>		
Staff Travel Survey	Administer survey, analyse results and write up findings	30 hours
Visitor Travel Survey	Administer survey, analyse results and write up findings	30 hours
Corporate Travel Survey	Administer survey, analyse results and write up findings	30 hours
Supporting Bristol Commuter Count	Notifying staff and reviewing results	3 hours
<b>Marketing and Promotion</b>		
Staff Information Boards	Purchase and provide information	1 hour
Staff information packs	Provide for new employees	2 hours
Members magazine articles	2 articles per year	6 hours

Support for BCC events	Promote and lead BZG participation	7.5 hours
Travel Option Leaflets	Distribution to staff, visitors as appropriate	7.5 hours
Travel Information put on events newsletters	Ensuring relevant event travel information is up to date etc.	4 hours
Input to BZG website	Ensuring travel information up to date etc.	4 hours
<b>Travel Plan Management</b>		
Steering Group Attendance	2 meetings of 2 -2 ½ hours duration. Includes time for writing minutes	6 hours
Liaison with STM	Allowance of 30 minutes per week	26 hours
Liaison with staff on issues	Allowance of ½ hour per week	26 hours
Liaison with Bristol City Council	Meetings and Discussions as appropriate	15 hours
Attend BWTP meetings	Attend regular meetings	12 hours
<b>Public Transport Measures</b>		
Liaison with Bus Operator	Annual meeting, negotiate discounts	7.5 hours
Visitor free drink scheme	Administer and evaluate scheme	15 hours
Park and Ride support activities	Activity packs, service monitoring and review	15 hours
<b>Car Sharing Measures</b>		
Administer car sharing scheme	Assume ½ hour per week	26 hours
Administer free taxi ride home in emergency	Minimal take-up anticipated	4 hours
Liaison with car wash contractor	½ hour each month + time to set up	9 hours
<b>Cycling and Walking Measures</b>		
Cycle Initiatives	Cycle parking management	7.5 hours
Cycle/Pedestrian Incentives	Administer cycle voucher scheme	7.5 hours
Dr Bike Events	Set up contract and liaise with supplier during two events	5 hours
Establish BUG	Work with staff cyclists on BUG	4 hours
Bike to work breakfasts	Administer and organise two events a year	6 hours
Visitor free drink scheme	Administer and evaluate scheme	15 hours
<b>Other Initiatives</b>		
Corporate Visitor initiatives	Liaise with conference providers on sustainable travel information, administer bus tickets	12 hours
Smarter Working Initiatives	Promotion of smarter working – tel-conferencing where appropriate	3 hours
<b>Other duties</b>		
Training	Attendance of ACTTravelwise conference (one per year)	7.5 hours
General duties	Other misc. activities	37.5 hours

Total estimated time = 356 hours or 8 hours per week based on 46 working weeks.

# **APPENDIX B**

## **Steering Group Terms of Reference**

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**Bristol Zoo Gardens Travel Plan Steering Group****Draft Terms of Reference****1. Purpose**

The Steering Group is the body appointed by Bristol Zoo Gardens to be responsible for the implementation of the Travel Plan process for the Bristol Zoo Gardens site.

**2. Objectives**

The objectives of the Steering Group will be to:

- (i) Provide vision and shared commitment in the development and implementation of travel planning at the site.
- (ii) Promote the widespread use of alternative travel options to the car ie public, transport, cycling and walking
- (iii) Ensure that all relevant stakeholders are consulted and represented in the travel planning process.
- (iv) Ensure that the travel plans are communicated to staff and visitors and are implemented to an agreed timetable.
- (v) Monitor the effectiveness of the travel plans.
- (vi) Identify any problems with implementation and measures and propose improvements.

**3. Duties and Roles**

The Steering Group shall:

- (i) Manage the development process of the travel plan strategies.
- (ii) Prioritise and review the workload of the Travel Plan Coordinator.
- (iii) Ensure all travel planning obligations are met

**4. Membership**

Membership of the group shall comprise:

- (i) Sustainable Travel Manager (STM)
- (ii) Organisation Travel Plan Coordinator (TPC);
- (iii) Bristol Zoo Gardens Green Group Representative
- (iv) Human Resources Representative
- (v) Marketing and Communication Representative

Other parties may be invited from time to time e.g. Local Authority Travel Plan Officer / Bus Operator Representative.

**5. Meetings**

Meetings will be held in private and take place on a quarterly basis until one year after the Travel Plan is fully implemented and then on a biannual basis thereafter.

**6. Record of Meetings**

Notes of the group meetings will be taken by the STM and TPC and will be agreed as an accurate record at each subsequent meeting signed by the chairman and then kept in compliance with Open Government policy.

**7. Quorum and Chairmanship**

Three members of the group (including their nominated deputies) shall constitute a quorum. In the absence of the Chairman the group may choose a Chairman from within its own membership.

**8. Review of the Terms of Reference**

These Terms of Reference shall be reviewed and if necessary amended at the discretion of the Chairman with the agreement of all group members.

# **APPENDIX C**

## **Action Plan**

ACTION	RESPONSIBLE PARTY	START DATE / END DATE	COMMENTS
<b>Travel Plan Management</b>			
Appointment of Sustainable Travel Manager – role taken by Head of Estates	Bristol Zoo Gardens	For five years from occupation	
Appointment of Travel Plan Co-ordinator (TPC)	Travel Plan Coordinator to be appointed by the Head of Estates	Within one month of the approval of the Travel Plan	
Creation of the Steering Group	HoE, Travel Plan Coordinator and Team Green	Within two months of implementation of Travel Plan. To meet quarterly.	See Terms of Reference for details ( <b>Appendix B</b> )
<b>Staff Measures and Initiatives</b>			
Promotion of Car Sharing Scheme	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Car share/ cycle to work breakfasts	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Promotion of the interest free loan offered to staff to purchase a cycle	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Staff will be provided with a one off voucher to purchase cycle equipment	Head of Estates / TPC	Within two months of implementation of Travel Plan	
A Dr Bike Event will be held	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Consideration given to improve staff showers and lockers	Head of Estates / TPC	Within two months of implementation of Travel Plan	

<b>Visitor Measures and Initiatives</b>			
Promotion of discounts offered to visitors	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Continuation of the Park and Ride Trial	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Consideration of cycle parking outside the Zoo entrance	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Promotion of a free drink for visitors who use public transport	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Consideration of a bike event that could tie into Bristol Bike Week	Head of Estates / TPC	Within two months of implementation of Travel Plan	
<b>Corporate Visitor Measures and Initiatives</b>			
Continued limited parking facilities	Head of Estates / TPC	On Implementation	
<b>Marketing</b>			
Compile Staff and Corporate Visitor Information Pack.	BZG/ Head of Estates / TPC	For five years from implementation as necessary	
Consultation with the Steering Group	BZG	Within two months of implementation of Travel Plan	
Information on Company websites/intranet	Head of Estates / TPC	On Implementation	
Sustainable Travel Leaflet update	Head of Estates / TPC	Within two months of implementation of Travel Plan	
Included sustainable transport measures within the members magazine	BZG/ Head of Estates / TPC	On Implementation	
Included sustainable transport measures within the events newsletter	BZG/ Head of Estates / TPC	On Implementation	
<b>Monitoring</b>			
Monitoring the Travel Plan targets	Head of Estates / TPC	Annually	
Participation in 'Jam Busting June'	Head of Estates / TPC	Annually	
Participation in 'Bristol's Big Commuter Count'	Head of Estates / TPC	Annually	



