



# **Travel Plan Annual Monitoring Report 2024**

Blythe Valley Park

January 2025

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## Travel Plan Annual Monitoring Report 2024

Revision	Description	Author	Date	Quality Check	Date	Independent Review	Date
-	Final	EC	09.12.24	MS	17.12.24	LS	14.01.25



## Travel Plan Annual Monitoring Report 2024

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# 1 Introduction

- 1.1.1 Stantec UK Limited (Stantec) have been instructed by Encore Estate Management Limited (Encore) to prepare a Travel Plan Monitoring Report for the residential development at Blythe Valley Park (BVP) in Solihull.
- 1.1.2 In 2016, Peter Brett Associates (now Stantec) prepared a Park Wide Travel Plan (PWTP) in support of a planning application for a mixed-use development at BVP. The PWTP is for the whole of BVP, covering all of the land uses existing and future. The PWTP provides a single source of information about the purpose, preparation and implementation of the sustainable travel related proposals relating to the development at BVP. A copy of the approved Travel Plan, which includes details of the employment use in addition to the residential, is provided at **Appendix A** for reference.
- 1.1.3 It should be noted that this Travel Plan Monitoring Report relates solely to the residential element of the development, with the Travel Plan Coordinator (TPC) role being implemented by others for the employment use. Stantec has been appointed as the TPC for the residential development at BVP. The TPC is responsible for preparing a Biennial Monitoring Report, including details of any changes to the PWTP as a result of the findings. A summary of the monitoring report will be disseminated to residents at BVP through the annual newsletter.

## 1.2 Background

- 1.2.1 Planning Application 'PL/2016/00863/MAOOT' was approved by Solihull Metropolitan Borough Council (SMBC) in March 2017 for the following development description:

*"Hybrid planning application for a mixed use development of land at Blythe Valley Park to comprise: in outline with all matters reserved (save for the new access, internal spine road and elements of landscaping - as described below), up to 750 residential dwellings, up to 98,850sqm of Use Class B1, B2 and B8 floor space, up to 250 unit housing with care facility (Use Class C2/C3) up to 2,500sqm of ancillary town centre uses (Use Class A1-A5), up to 1000sqm of ancillary leisure and community uses (Use Class D2), up to 200 bed hotel (Use Class C1) associated car parking (including shared car parking which could be decked) public open space, public realm and highways works; in full, new vehicular access, internal spine road, soft and hard landscaping (in part) SUDS and balancing ponds."*

- 1.2.2 As part of the approved Travel Plan, it was agreed that travel surveys would be undertaken on a biennial basis for at least the first five years, and the results sent to the Travel Plan Team within Transport Development Control at SMBC within a Travel Plan Monitoring Report, within three months of the travel survey being completed.

## 1.3 Travel Plan Purpose, Aims and Objectives

- 1.3.1 The purpose the PWTP is to inform residents of BVP of the travel options available to them, so that they can decide the best way to travel for their trips and choose options that are better for the environment, healthier and reduce the impacts of driving the car for every trip. A Travel Plan Website<sup>1</sup> has been established, which provides easy access to Travel Planning information for residents of BVP and seeks to promote more sustainable travel.
- 1.3.2 In order to influence a reduction in the number of single occupancy private car trips associated with the development, a range of travel-related measures to positively influence the travel patterns of all users of BVP were set out within the PWTP. The key objectives of the PWTP, alongside the reduction in single occupancy car use, are to:

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<sup>1</sup> <https://www.blythevalleytravel.co.uk/>



- build upon good urban design principles that maximise the permeability of the development for promoting walking, cycling and public transport use,
- promote healthy lifestyle choices and a sustainable vibrant community whilst reducing costly road traffic congestion and further damage to the environment, which is consistent with Government policy, and
- encourage a high level of community involvement in travel behaviour change initiatives.

### 1.4 Targets of the Travel Plan

- 1.4.1 The PWTP sets out an initial target for a 5% reduction in single occupancy car use for the site. It states that this initial target could be altered once the PWTP measures become more established and following the results of this initial travel plan monitoring survey. The summary table of existing and proposed mode share is set out in **Table 1-1** below.

Table 1-1 Target Future Mode Share (Table 4.3 of the PWTP)

Mode	Base Mode Share (MSOA Solihull 029)	Future Mode Share (Target)	Change in Mode Share
Car	89%	84%	-5%
Public Transport	6%	10%	4%
Cycle	1%	2%	1%
Foot	4%	4%	0%
Other	1%	1%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>-</b>
Numbers are subject to rounding			

- 1.4.2 In order to understand how BVP is being accessed and how effectively occupants travel needs are being met, a number of multi-modal indicators were set within the Travel Plan to be monitored as part of the monitoring regime (including travel by foot, cycle, public transport and car share). The Travel Surveys undertaken seek to gain this information from residents.
- 1.4.3 By collating and reviewing the survey data, this monitoring report will be able to determine the mode share at BVP and determine if the preliminary targets are reasonable or if they should be modified. Any modification to these targets will be agreed with Solihull MBC.

### 1.5 Monitoring Report Structure

- 1.5.1 The PWTP outlined the contents for this Monitoring Report. Following this introduction and background section, this report follows the below structure:
- Survey Results - this section details the results of the resident travel surveys, provide analysis of the data received and the progress towards achieving the PWTP targets.
  - Initiatives Undertaken - this section provides details of the measures and initiatives that have been implemented on site to date, including take-up levels where appropriate.
  - Travel Plan Amendments - this section proposes changes to the PWTP where appropriate, based on the survey results and experience gained, and provides justification for these changes. Any significant changes to the PWTP require approval from Solihull MBC.
  - Summary and Next Steps - this summarises the findings of the surveys and sets out an implementation plan for the next 24 months.



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- 1.5.2 This report provides an overview of the 2024 survey results; considers the results compared against the baseline mode share and targets set out in the 2016 Travel Plan; and proposes changes to the Travel Plan where appropriate.



## 2 Residential Travel Survey

### 2.1 Survey Methodology

- 2.1.1 Residential Travel Surveys in the form of an anonymous online questionnaire was run between 4 October and 10 November 2024. A flyer advertising the online questionnaire was delivered to residents of BVP on 8 October. A copy of this flyer is provided at **Appendix B**.
- 2.1.2 In order to maximise the response rate, it was decided to incentivise completion of the survey by offering residents the chance to be entered into a prize draw for a £100 Love2Shop voucher if they completed the online questionnaire. Details of the prize draw were included on the leaflet advertising the Travel Plan survey and following the closure of the survey window, a respondent was selected at random and the voucher issued to them by post.
- 2.1.3 All survey responses were collected anonymously and contact details for the prize draw entries were collected separately to the survey responses to maintain this anonymity.
- 2.1.4 A copy of the travel survey distributed to residents is provided at **Appendix C**. Of the 742 dwellings to which surveys were distributed, 57 responses were received, equating to a response rate of 8%. One additional respondent started the survey but aborted before finishing.
- 2.1.5 The questionnaire collected information such as:
- How many people live in each household and of what age group
  - How residents travel for various uses e.g. work, school, leisure
  - Whether residents' mode of choice had changed since moving to BVP, and if so, why
  - Potential improvements and / or mitigations which would encourage residents to use more sustainable modes of transport.
- 2.1.6 The results of the questionnaire survey are summarised below. Each question has been taken in turn, with the results set out beneath each one.

### 2.2 Survey Results

#### **Question 1: How many people are in your household?**

- 2.2.1 A total of 54 responses were received to this question.
- 2.2.2 The results in **Figure 2-1** below show that the majority of respondents live within a two or three-person household.





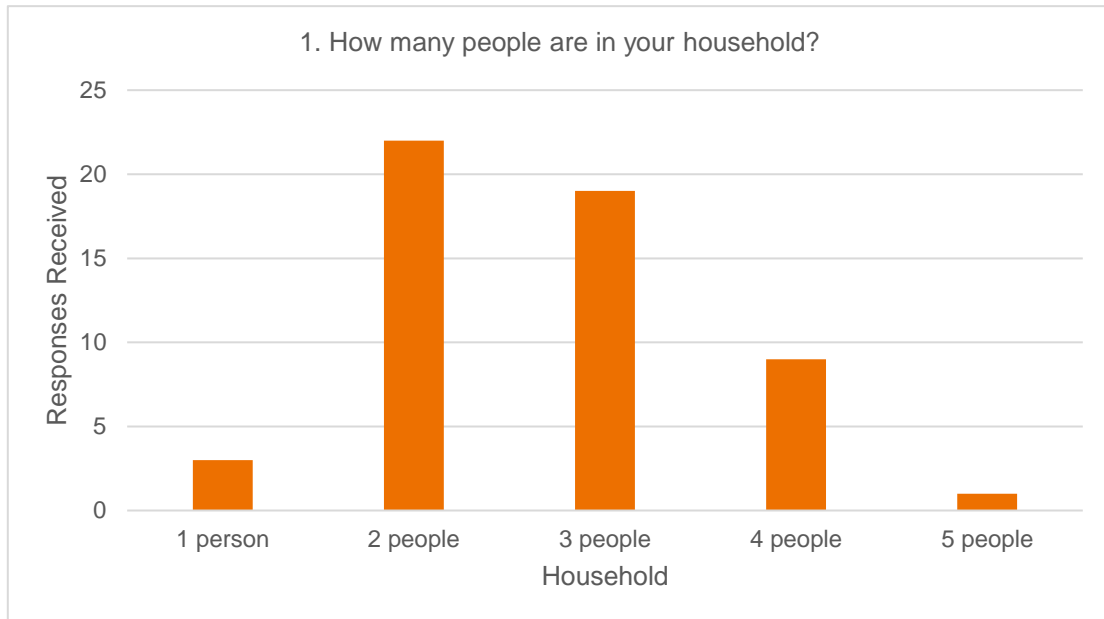


Figure 2-1 How many people are in your household? - Survey Results

**Question 2: How many cars / vans are owned by household members?**

2.2.3 A total of 57 responses were received to this question.

2.2.4 The survey’s results shows that two houses have no cars, 25 houses have one car, 25 houses have two cars and five have three cars.

2.2.5 The results in Figure 2-2 show that the majority of households have access to at least one car.

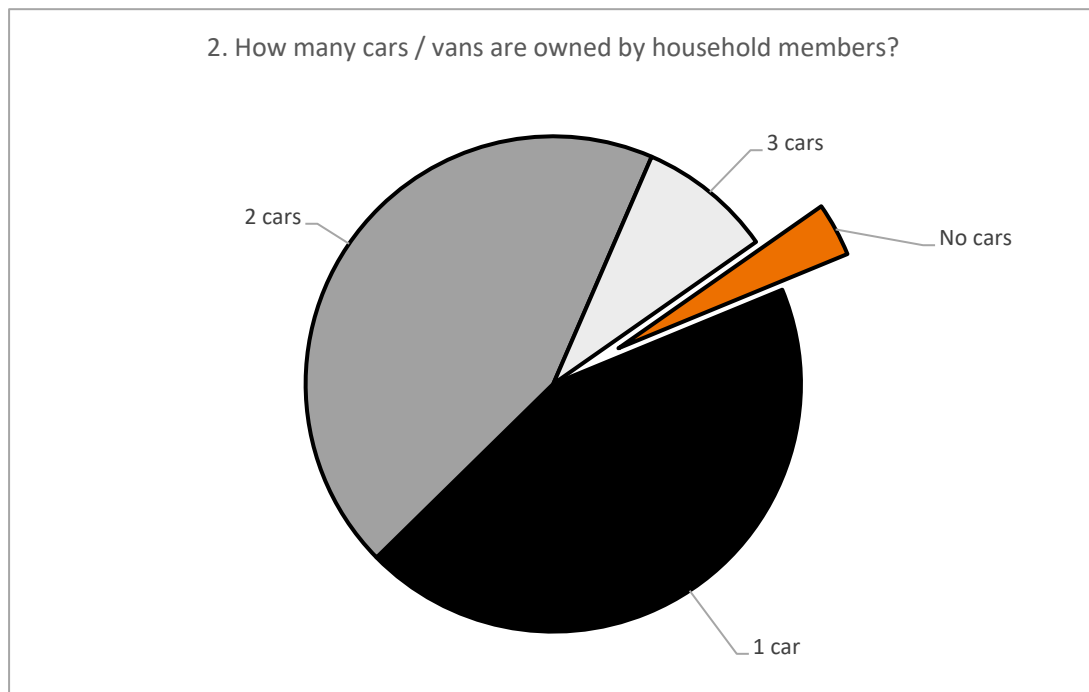


Figure 2-2 How many cars / vans are owned by household members? – Survey Results

**Question 3: How many bicycles are owned by household members (16+ Years Old)?**

2.2.6 A total of 57 responses were received to this question.



2.2.7 The survey’s results shows that 30 houses do not own a bike, 10 houses own one bike, 10 houses own two bikes, three own three bikes, and four own four or more bikes.

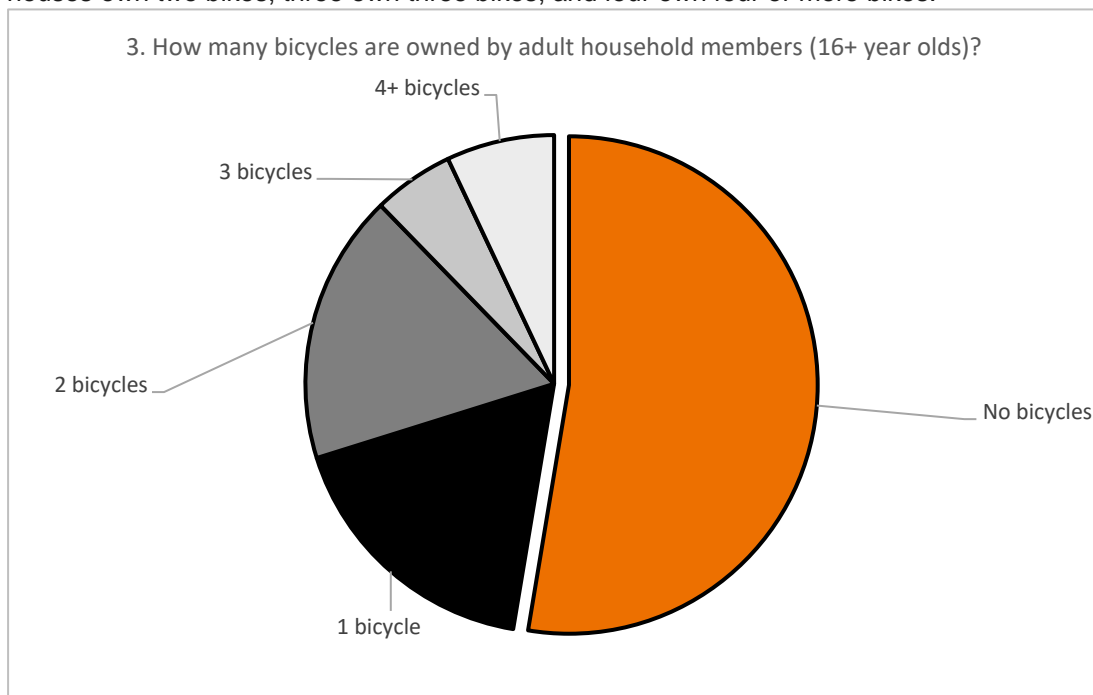


Figure 2-3 How many bicycles are owned by adult household members (16+ year olds)? - Survey Results

2.2.8 **Figure 2-3** shows that 47% of participant households have access to at least one bike.

**Question 4: How do you travel for journeys for...**

2.2.9 Residents were asked to provide all of the methods of travel which they use to travel to / from site for various journey purposes. **Table 2-1** below provides a summary of the modes of transport used for each journey purpose based on the survey.

Table 2-1 Journey modes by purpose

Journey Purpose	Walk	Cycle	Bus	Rail	Car (of which car share*)	Other (Please Specify)	
						Percentage	Other (Please Specify)
Work	8%	2%	9%	13%	64% (13%)	3%	<ul style="list-style-type: none"> <li>• Aeroplane</li> <li>• Retired</li> <li>• Motorbike</li> </ul>
Shopping	13%	2%	16%	7%	60% (27%)	2%	<ul style="list-style-type: none"> <li>• Car with Children</li> <li>• Uber</li> <li>• Motorbike</li> </ul>
Education	2%	0%	22%	8%	62% (28%)	6%	<ul style="list-style-type: none"> <li>• School Bus</li> <li>• Car with Children</li> </ul>
Leisure	19%	7%	12%	8%	51% (25%)	4%	<ul style="list-style-type: none"> <li>• Taxi</li> <li>• Uber</li> <li>• Motorbike</li> </ul>
Health Services	1%	2%	9%	1%	85% (29%)	3%	<ul style="list-style-type: none"> <li>• Uber</li> <li>• Motorbike</li> </ul>
<b>All Purposes (Average)</b>	<b>11%</b>	<b>3%</b>	<b>13%</b>	<b>7%</b>	<b>63%</b> <b>(25%)</b>	<b>3%</b>	-

\*The percentage in brackets indicated the proportion of respondents who are a driver or passenger in a car with at least one other person.



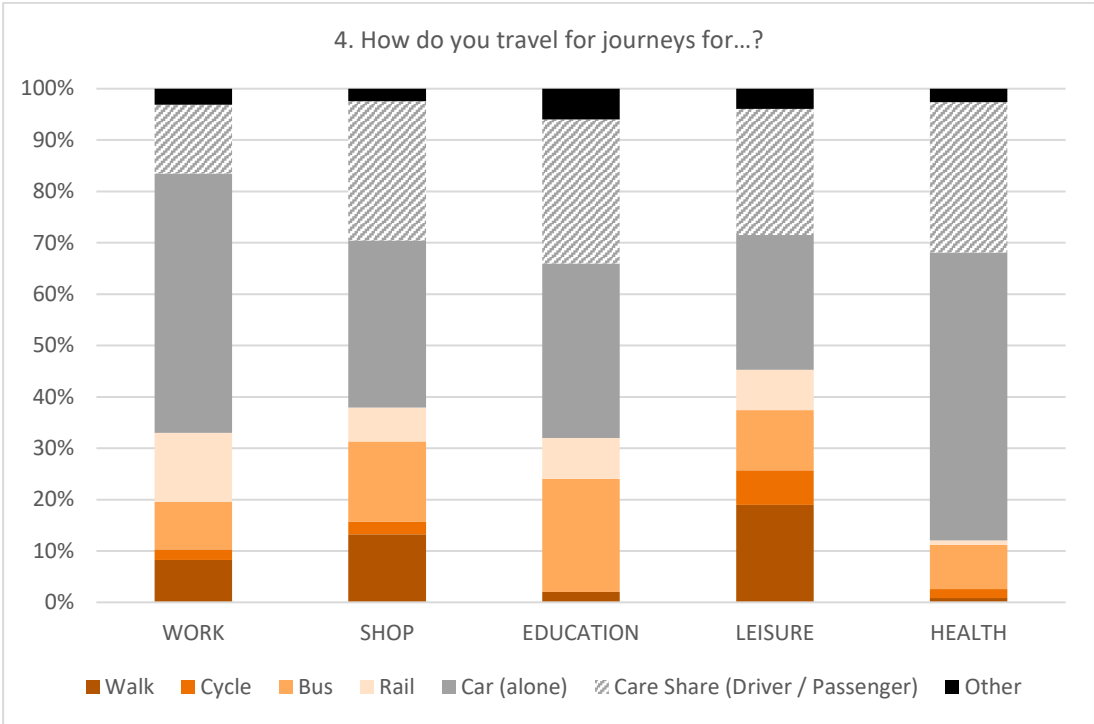


Figure 2-4 Mode Share by Journey Purpose

2.2.10 **Table 2-1** shows that the majority of trips for all purposes are made by car (this includes both single occupancy cars and car sharing). In the ‘Car’ column the number in brackets shows the percentage of car share journeys (i.e. those driving or travelling as a passenger with another person). Hence the average percentage of solo driver trips (single occupancy vehicles) is lower and equates to 38% for all journey purposes<sup>2</sup>.

2.2.11 In addition, a number of responses stated they do not travel by some modes for various journey types. These results have not been included within the above results table, to provide a worst-case scenario for car trips. A total of 27 responses stated that they do not travel for work, however it is unclear whether these people are unemployed, retired or work from home.

2.2.12 On the basis of these findings, in future resident travel surveys, consideration will be given to including a ‘work from home’ option, so that distinction can be made between those who do not work, and those who work but do not need to travel for work.

**Comparison of Results and Targets**

2.2.13 A comparison of the 2011 Journey to Work Census Data for the Middle Super Output Area (MSOA) of ‘Solihull 029’ which incorporates the site and Cheswick Green; which was used to estimate the baseline mode share for the site in the PWTP (see **Table 1-1**), and the results from the travel survey (trips for work) is shown in **Table 2-2** below.

<sup>2</sup> I.e. All purposes average car total minus car share: 63% - 2% = 38%.



Table 2-2 Comparison of Census vs Resident Survey mode share (Work journey purpose)

Mode	2011 Census Mode Share	Travel Survey Results	Difference
Car	89%	64%	-25%
Public Transport	6%	23%	+17%
Cycle	1%	2%	+1%
Foot	4%	8%	+4%
Other	1%	3%	+3%
Numbers are subject to rounding			

2.2.14 **Table 2-2** demonstrates that the actual mode share of residents at BVP comprises of a higher proportion of sustainable modes than anticipated by the 2011 Census results. There are 25% fewer people travelling by car (as a driver or passenger) to / from work than anticipated, and a higher proportion of people travelling by public transport, cycling and walking.

2.2.15 These results suggest that the targets set within the Travel Plan could be revised, to reflect the actual mode share of the site. Revised targets are discussed within **Section 4** of this report.

**Question 5: Since moving to Blythe Valley Park, have you changed your most frequently used mode of transport?**

2.2.16 A total of 57 responses were received to this question, with 24 participants stating that they had changed their mode, and 33 stating they had not.

2.2.17 Those who answered yes to the above question were then asked the follow-up question below.

**Question 5a: What was the main reason for this change?**

2.2.18 A range of answers were received to this question, with some answers suggesting that participants have shifted from the car to more sustainable modes, and others suggesting that they now use car more often than previously.

2.2.19 Approximately 38% of respondents to this question (9 responses) suggest they are now using more sustainable modes than before, giving reasons for mode shift such as:

- Children now catching the bus to school where previously they could not
- Using the bus for work (where the route available is convenient)
- Amenities within site close enough to cycle or walk
- Distance to work (decreased)
- More time / no desire to drive

2.2.20 Approximately 63% of respondents (15 responses) suggest they are now using their car more than previously, giving reasons such as:

- The site being too remote / lack of access to amenities
- Poor local bus services in terms of wait times and frequency
- Distance to work (increased)
- Having a car or driving licence which they did not used to have



**Question 6: Please indicate how useful you would find the following measures.**

2.2.21 Participants were asked to rank how useful they thought the following travel planning measures would be to them:

- Help with finding people who regularly travel to similar places as you, with whom you could arrange to share car journeys
- Cycle training sessions to increase your ability and confidence on a bike
- Cycle maintenance workshops to teach you how to keep your bike in good condition
- A walking or cycle buddy scheme which would help you find fellow walkers and cyclists in the local area
- A visit from a travel advisor to help you plan how your existing travel patterns can incorporate the use of more sustainable modes

2.2.22 The results from this question are shown in **Figure 2-5** below which shows that cycle maintenance workshops and cycle training sessions would be the most useful, and personalised travel planning and matching people together so that they can car share would be the least useful to the residents who completed the survey.

2.2.23 This suggests that measures to promote cycling may be the most effective to implement at BVP.

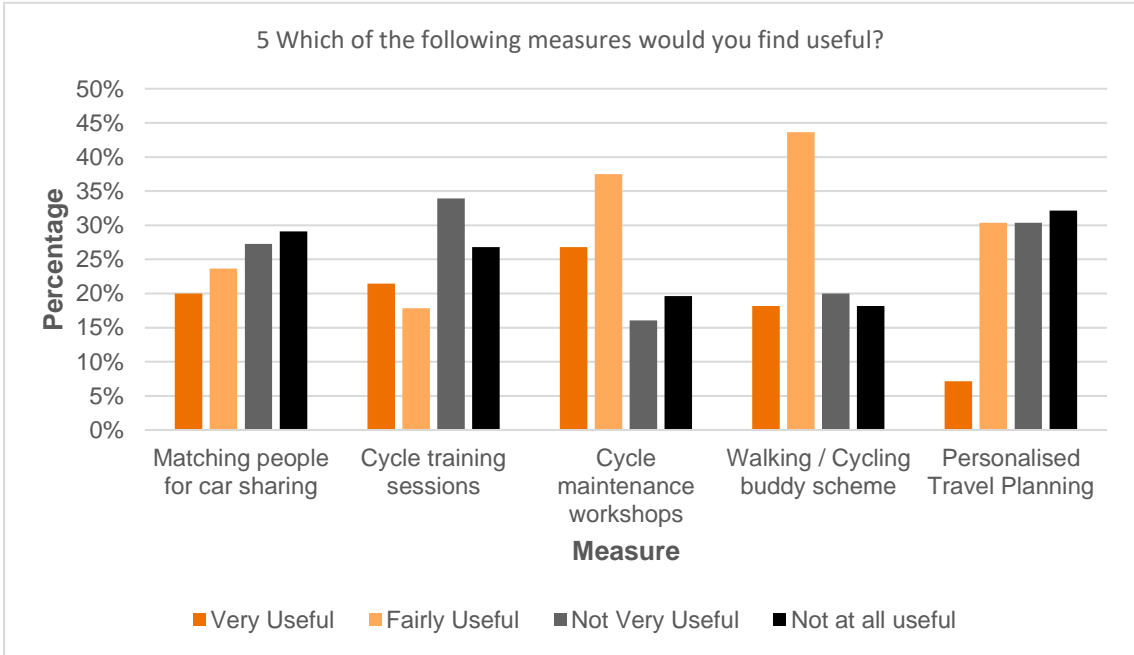


Figure 2-5 Indication of how useful residents would find each travel planning measure - Survey Results

2.2.24 Following the question above, participants were asked to provide any suggestions for how the use of sustainable modes can be made more accessible / more attractive to them, to encourage mode shift away from single occupancy car use.

**Question 7: We’d love to hear any other comments or suggestions you have in relation to sustainable travel in Blythe Valley.**

2.2.25 Overall, 22 residents provided suggestions, with some providing suggestions to improve several modes of transport. When categorised by mode, two suggestions made relate to



walking, six to cycling, 13 to bus, two to car and four to facilities. A summary of the suggestions is provided below by mode.

### Walking

- 2.2.26 Two residents made suggestions for how walking in the area could be improved. They suggested that maps be made available of routes to walk in the area, including the distance over which each route covers. Suggestions also included providing a link between BVP and the nearby residential area of Cheswick Green, as additional facilities (not available at BVP) are available in Cheswick Green, such as a pub and restaurant.

### Cycling

- 2.2.27 In total, four residents suggested that cycle sharing / hiring facilities would be helpful for residents on site. One resident noted that there are cycles provided for those who work at BVP, but these are not available for residents and suggested therefore that these bikes should be available to all. Another stated that 'free bikes' used to be available outside of the Java Roastery café on site, but that these had been suspended for an unknown reason.
- 2.2.28 In fact, the cycle pool scheme which this refers to was implemented as part of the employment development on site (By private company 'Ryde'). On this basis, the cycle scheme has been delivered and paid for by the employment parcel. The cycle scheme is not intended for residents, however it is acknowledged that the current signage at the cycle store is somewhat unclear and could cause confusion for residents.
- 2.2.29 Cycle paths between the development and local facilities such as retail parks and shopping areas was suggested by one resident, with another suggesting that cyclists should be provided with a dedicate path, so that they do not have to cycle on the road.

### Bus

- 2.2.30 The majority of suggestions made related to the existing bus services available to residents, and that these are limited, infrequent, unreliable and do not provide access to some locations which residents need to travel to. Several residents suggested the frequency of bus services could be improved, and highlighted that the reliability of the current bus service is poor, as there are 'often' delays or cancellations.
- 2.2.31 One resident suggested that a demand responsive bus could decrease the number of car trips, which would allow for additional bus services during peak periods, and less when they are not needed / in demand.
- 2.2.32 Some residents highlighted the need for additional services travelling west, and others into Birmingham, Solihull and Shirley town centres, or key local rail stations.
- 2.2.33 The cost of current bus fares was raised by two residents as being too high when travelling to town centres.
- 2.2.34 In contrast to the above, one resident praised the A7, A8 and A9 bus routes to / from Solihull, saying that these are 'excellent and are becoming quite popular'. They stated that the BVP site is cut off for people who do not drive, highlighting the importance of these services.
- 2.2.35 One resident commented on the cleanliness of bus stops, and that providing bins in these would improve the experience for those travelling by bus.

### Car

- 2.2.36 It was suggested by one resident that the existing bus and emergency service access off Kinton Lane be opened to the public, to ease congestion on Central Boulevard and the residential area.



2.2.37 One resident stated that car is the only means of transportation for their family, but did not state why this was the case.

### Facilities

2.2.38 A number of respondents referred to the lack of facilities or remoteness of the site when considering their use of sustainable modes. One suggested that more leisure facilities such as a pub or restaurant should be provided, so that residents don't have to travel to other towns / cities for these uses. One commented on the accessibility of schools for those living at BVP.

### Question 8: Are you aware of the free bus voucher scheme at Blythe Valley?

2.2.39 Residents of BVP are currently able to claim a bus voucher for free travel on buses for up to four weeks, valid for all bus operators. This voucher was made available to all residents at the start of the Travel Plan period, and advertised on the Blythe Valley Park Travel Pack Website<sup>3</sup>, as well as the travel survey flyers which were distributed.

2.2.40 A total of 53 responses were received to this question. **Figure 2-6** below shows the results.

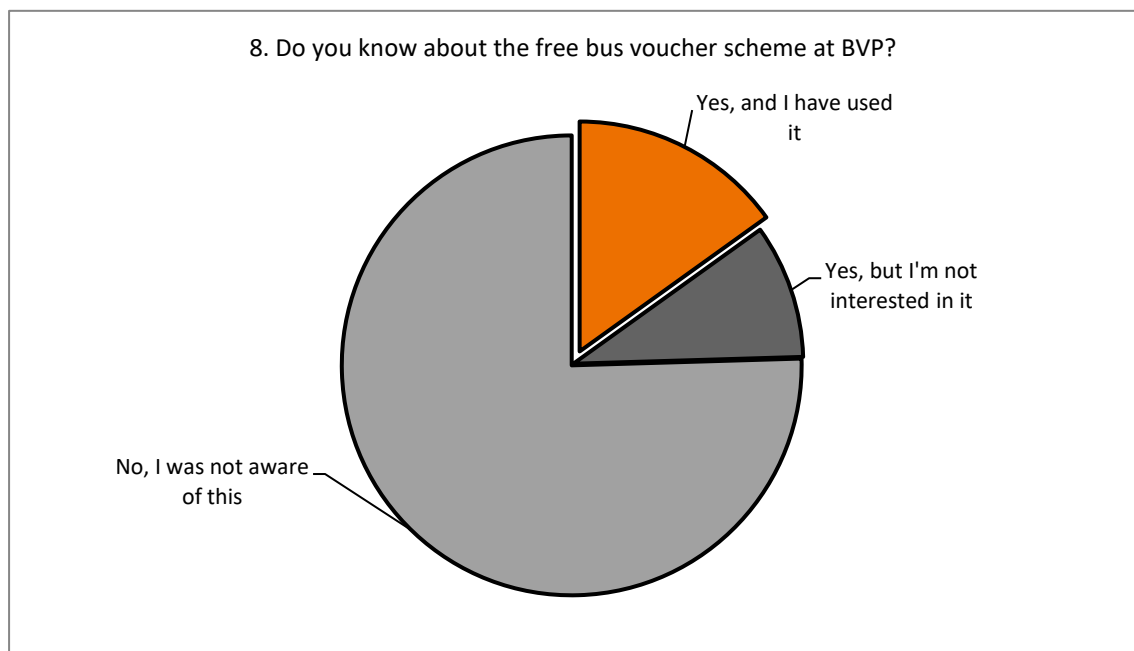


Figure 2-6 Awareness of bus voucher scheme - Survey Results

2.2.41 As shown in **Figure 2-6**, 40 participants stated they were unaware of the bus voucher scheme, and 13 said they are aware of it, but only five of these people have requested it.

2.2.42 A total of 32 bus vouchers have been claimed to date, with nine being requested between November and December 2023, one in April 2024, and 22 between October and November 2024 following distribution of the travel survey flyer. This suggests that a number of residents were unaware of the opportunity to obtain this voucher until the travel survey flyer was provided, or had forgotten, and were reminded by the flyer.

2.2.43 The bus voucher scheme is still live and available to residents until March 2025.

<sup>3</sup> <https://www.blythevalleytravel.co.uk/>



**Question 9: Do you use the on-site Enterprise Car Club Vehicle?**

2.2.44 A total of 54 responses were received to this question, **Figure 2-7** below shows the results.

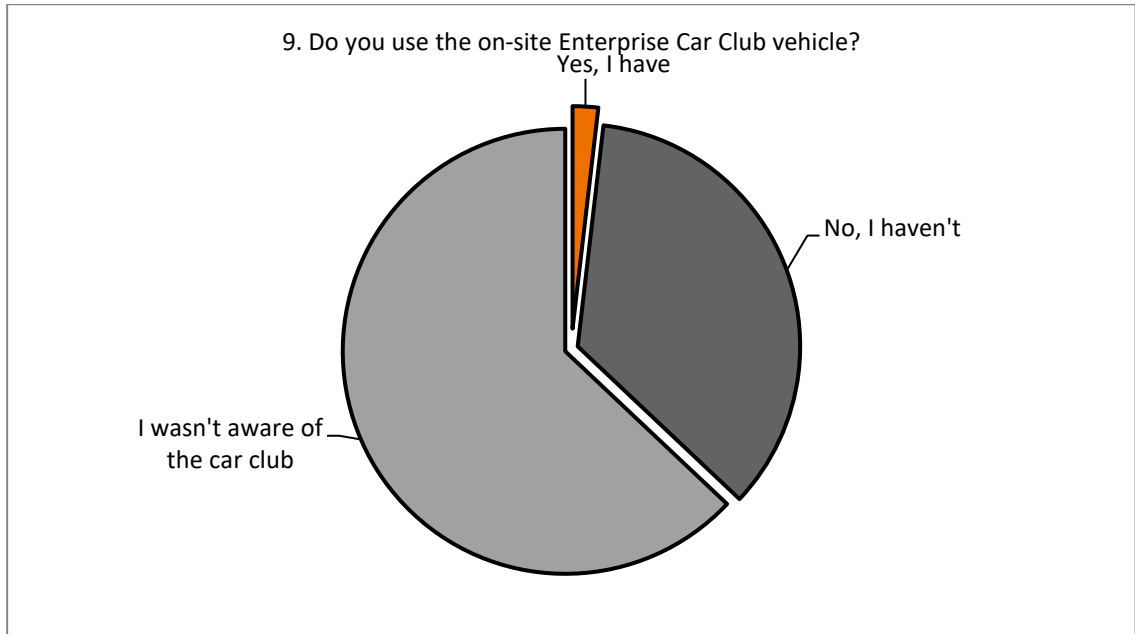
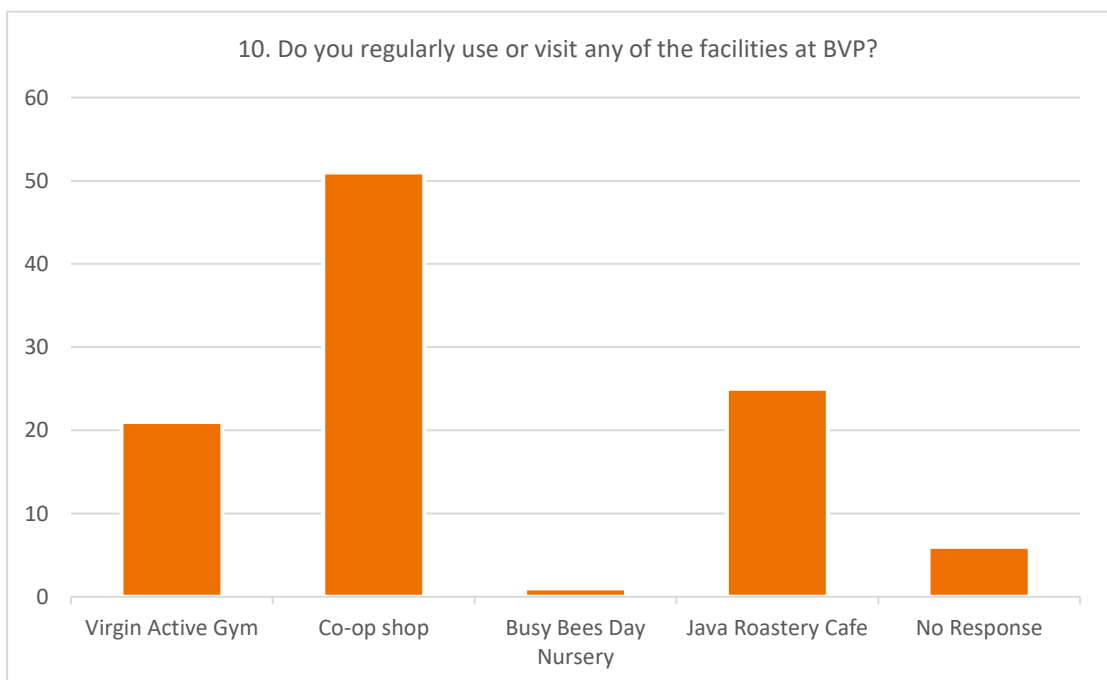


Figure 2-7 Awareness / Use of Enterprise Car Club Scheme at Blythe Valley Park - Survey Results

2.2.45 As shown in **Figure 2-7**, 34 participants stated they were unaware of the car club, and 20 said they are aware of it, but only one person has used it.

**Question 10: Do you regularly use or visit any of the facilities at Blythe Valley Park?**

2.2.46 For this question, participants were asked to select all of the facilities which they use regularly. There are four facilities on site which were considered, including a gym, shop, nursery and café. The results of this question are shown in **Figure 2-8** below.





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Figure 2-8 Use of facilities at Blythe Valley Park - Survey Results

- 2.2.47 A total of 51 responses were received to this question. As shown in **Figure 2-8**, 21 people stated they use the gym, 51 people use the shop, one person uses the nursery, and 25 people use the café. Five respondents who completed the questionnaire did not select any of the facilities, suggesting that they may not use any of them.



## 3 Initiatives Undertaken

- 3.1.1 A number of travel planning initiatives have been implemented on site to date, including some of the schemes discussed in the questionnaire such as bus vouchers and the opportunity to hire an enterprise car. A summary of Travel Plan initiatives which have been implemented is provided below.

### Bus Voucher Scheme

- 3.1.2 Residents of BVP are currently able to claim a bus voucher for free travel on buses for up to four weeks, valid for all bus operators. Residents can choose whether to use a physical travel pass (Swiftcard) or an e-ticket.
- 3.1.3 32 vouchers have been claimed to-date. The bus voucher scheme will continue until the end of March after which residents will no longer be able to request this.

### Enterprise Car Scheme

- 3.1.4 Residents at BVP can choose to join the Enterprise Car Club and benefit from the use of an electric Nissan Leaf pool car, conveniently located by the Brambles.
- 3.1.5 Car Club membership provides a pay-as-you go service allowing residents to pick up the car when they need to drive, and drop it off when they have finished, in its dedicated parking space. The car can be reserved in advance.
- 3.1.6 For the infrequent driver, the Car Club offers a cheaper and sustainable alternative to owning a car without the hassle of MOTs, vehicle tax and insurance.
- 3.1.7 Further details of the Enterprise Car Club are available on the Enterprise website<sup>4</sup>.
- 3.1.8 Based on the survey results the use of the car club has been relatively low.

### Bus Services

- 3.1.9 New bus stops were provided throughout BVP in 2024. These bus stops are served by routes to Solihull, Knowle, Dorridge, Cheswick Green, and Birmingham International. These routes include the A7, A8 and A9 services.
- 3.1.10 The A9 bus service, provided by Stagecoach launched in January 2023 (and with a revised route in June 2023 to better serve BVP), is being partially funded by IM Properties through a Section 106 Agreement between IM Properties and SMBC. This service routes between Kingshurst and Olton via Solihull and operates hourly on weekdays (Monday to Friday).
- 3.1.11 Demand Responsive Transit was suggested by one respondent in the questionnaire. A shuttle bus service to BVP is currently available, connecting BVP with Birmingham International at peak times (18 mins). Seats must be booked in advance via the [Zee Ride app](#). Three services are provided in the morning (approximately between 8am and 9am), and four services are provided in the evening (approximately 4pm to 6pm) These details are provided on the BVP Travel Pack website which is available to all residents.

### Cycle Voucher Scheme

- 3.1.12 A £100 Halfords cycle voucher scheme is in place at BVP, with a cap at 200 applicants. IM Properties have organised and distributed these vouchers, for which the scheme will end at

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<sup>4</sup> <https://www.enterpriseclub.co.uk/gb/en/home.html>



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the end of 2024. IM Properties have confirmed that as of November 2024, a total of 88 cycle vouchers had been redeemed by residents at BVP.

- 3.1.13 Several of the suggestions made within the questionnaire related to cycling, suggesting that measures to promote cycling may be the most effective to implement at BVP. The opportunity for the existing employment cycle pool scheme to be used by residents will be explored.

### Travel Plan Flyers / Survey

- 3.1.14 Travel Plan flyers advertising the Travel Plan survey (questionnaire) were distributed to residents of BVP. These flyers, as well as raising awareness of the Travel Plan survey, also provided information relating to local bus services, and advertised the free bus voucher benefit available to all residents.
- 3.1.15 Following delivery of these flyers, an additional 22 bus vouchers were claimed by residents, demonstrating that these flyers were successful.
- 3.1.16 In addition to posting to all residents, the flyers were also posted onto a Resident Portal (Dwellant Portal) by Encore.
- 3.1.17 At the end of the survey, residents were asked whether they would like to receive updates on sustainable travel at BVP, and an annual newsletter detailing the results of the survey. This was an 'opt-in' scheme, with 34 of the 57 survey participants choosing to be added to the mailing list.

### Resident Portal

- 3.1.18 A Resident Portal is used by some of the residential management companies at BVP. Travel information is provided to residents via this portal as appropriate. The BVP management company have access to the portal, and can post information provided to them by the TPC.

### Blythe Valley Park Travel Pack Website

- 3.1.19 A 'Blythe Valley Park Travel Pack' website has been developed and is live (<https://blythevalleytravel.co.uk>). This is a better alternative to distributing household welcome packs to residents, as the information provided online can be more regularly updated to provide current information regarding sustainable transport options in and around BVP.
- 3.1.20 The website has been shared to residents via the resident portal and through the flyers. Details on the different travel modes and how to contact the Travel Plan Coordinator are provided on the website.
- 3.1.21 In addition, a PDF version of the Travel Pack was provided to residents by the management company in November 2023.

### Annual Newsletter

- 3.1.22 An annual newsletter, providing details of the PWTP and details of any updates to transport in the local area is to be prepared and issued to those who 'opted-in' to the mailing list via the questionnaire. The newsletter will follow this monitoring report, to let residents know about the results of the survey.

### Ongoing Liaison

- 3.1.23 Liaison with IM Properties, Encore (management company), residents, SMBC, and any other necessary parties will be ongoing throughout the travel planning period for the site. This will be an on-going task, to respond to any queries received regarding transport at BVP. Liaison via



## Travel Plan Annual Monitoring Report 2024

email will be undertaken via the TPC email address - [TPCBlytheValleyPark@stantec.com](mailto:TPCBlytheValleyPark@stantec.com) (or other means as necessary).



## 4 Travel Plan Amendments / Future Targets

- 4.1.1 As mentioned in **Section 1.4** of this report, amendments to the targets set within the PWTP are suggested, based on the recorded mode share from the resident questionnaire. **Table 2-2** demonstrated a significant difference between the mode share outlined within the Travel Plan, based on 2011 Census data, and the reported survey mode share.
- 4.1.2 The target set in the Park Wide Travel Plan was for a 5% reduction in single occupancy car use, from 89% car mode share to 84%<sup>5</sup>. This is the target for the whole of BVP (both residential and employment).
- 4.1.3 The actual initial mode share based on the survey shows that the car driver mode share is 63% for all journey purposes (and 64% and 62% for work-based journeys and education journeys respectively which are the main journeys in the peak hours) which is significantly lower than this. Therefore, the residential part of Blythe Valley Park is already travelling fairly sustainably compared to what was initially envisioned and helping to reduce the car driver mode share for the entire Blythe Valley Park development.

---

<sup>5</sup> The numbers presented here amalgamate the driver and car passenger mode shares originally presented in the PWTP. The PWTP set a target of a 5% reduction in car driver mode share from 84% to 79% with no change in car passenger mode share which was 5%. Combining these percentages gives the figures presented here (i.e.  $84\% + 5\% = 89\%$  before travel planning; and  $79\% + 5\% = 84\%$  after travel planning).



## 5 Summary and Next Steps

### Summary

- 5.1.1 This monitoring report represents the first update to SMBC on the progress made in delivering the Travel Plan for the residential development at Blythe Valley Park. Following the County Council's approval of the 2016 Travel Plan, Stantec was appointed as the lead Travel Plan Coordinator for the residential portion of the site. The role of TPC requires the monitoring of the Travel Plan for at least five years following its approval.
- 5.1.2 At the time of the survey, 742 dwellings were occupied on site, therefore the equivalent number of survey flyers were distributed, in addition to the survey being advertised through an online resident portal, and the Blythe Valley Travel Pack website. A total of 57 responses were received, equating to a circa 8% response rate.
- 5.1.3 This Monitoring Report provides an overview of the results of the 2024 resident travel surveys and reviews the results against the baseline mode share set out in the 2016 Travel Plan.
- 5.1.4 The car driver mode share baseline figure of 89% was identified in the 2016 Travel Plan, along with a target mode share of 84% by the end of the Travel Plan monitoring period. The results of the 2024 travel surveys show that currently 63% of resident journeys (for all purposes) are undertaken by car, indicating that the initial baseline travel mode share for car was predicted a lot higher than is actually the case. As such it is suggested (subject to agreement with SMBC) that the Travel Plan Target for the residential development at BVP is to be updated to be that:

**A car (driver and passenger) mode share of 63% or less is to be attained by the end of the Travel Plan period.**

- 5.1.5 The Travel Plan will continue to be monitored, with monitoring reports to be prepared every two years following this initial one.

### Next Steps / Recommendations

- 5.1.6 Following this Travel Plan Monitoring Report, which is to be shared with SMBC, a Newsletter will be produced which can be shared (via email) with residents who provided their email address through the questionnaire. The results of the survey will also be shared on the Blythe Valley Travel Pack website.
- 5.1.7 Stantec will continue to liaise with Encore / IM Properties, about delivery of Travel Plan measures. This may include additional site visits and leafleting residents to remind them of transport services and updates to services that may be available to them.
- 5.1.8 Based on responses of the travel survey, measures for encouraging cycling are a potential area to focus attention on the coming years. Consideration will be given to:
- Flyers to inform residents about useful cycle resources (such as online route planners, buddy systems, etc.)
  - Exploring the potential for bike maintenance workshop or similar event.
  - Contacting 'Ryde' and the funders of the cycle pool scheme for the employment use on site, to determine whether these could also be made available to residents. Regardless of whether the cycles will become available for resident use or not, liaison with Ryde will include the suggestion to improve the signage of the cycle store, to explain who can use these and why.
  - Provision of local walking and cycling routes maps



## Travel Plan Annual Monitoring Report 2024

- 5.1.9 Additionally, the Enterprise Car Share Scheme will continue to be advertised to residents, as the survey highlighted that only one respondent had made use of this, and the majority of respondents were unaware of this offering.
- 5.1.10 The next questionnaire survey will be undertaken in October / November 2026, the results of which, including the progress against the targets specified within this document, will be reported to SMBC.



# Appendix A    Travel Plan



Project Number: 332611250



## Travel Plan Annual Monitoring Report 2024

Travel Plan document can be found at:

[https://www.blythevalleytravel.co.uk/documents/TP\\_Final.pdf](https://www.blythevalleytravel.co.uk/documents/TP_Final.pdf)



Project Number: 332611250

## Appendix B    Travel Plan Flyer



Project Number: 332611250



# Blythe Valley Travel Survey

**£100  
voucher to  
win!**

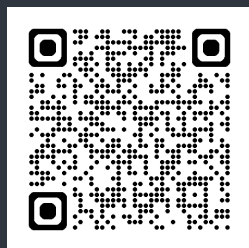
We hope you're enjoying living at Blythe Valley and getting out and about exploring the neighbourhood.

To understand your current travel patterns and what we could do to help make your journeys more sustainable, we invite you to participate in a [short online survey](#). All answers are anonymous.

The survey should take no more than 5 minutes to complete, and to show our appreciation for taking part, you will be entered into a prize draw for the chance to [win a £100 Love2Shop voucher](#).

The survey will run from 7 October to 10 November, so please use the QR code or weblink to access the questionnaire during this time.

If you have any queries or would like a paper copy of the survey, please get in touch via email (see bottom of flyer).



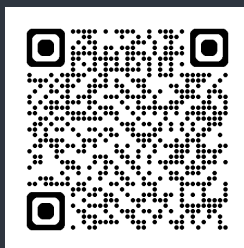
Scan here to fill out  
the Travel Survey

or visit

[https://www.surveymonkey.com/r/  
BVP\\_Travel\\_Survey\\_2024](https://www.surveymonkey.com/r/BVP_Travel_Survey_2024)

We are excited to share the launch of the [Blythe Valley Park Travel website!](#)

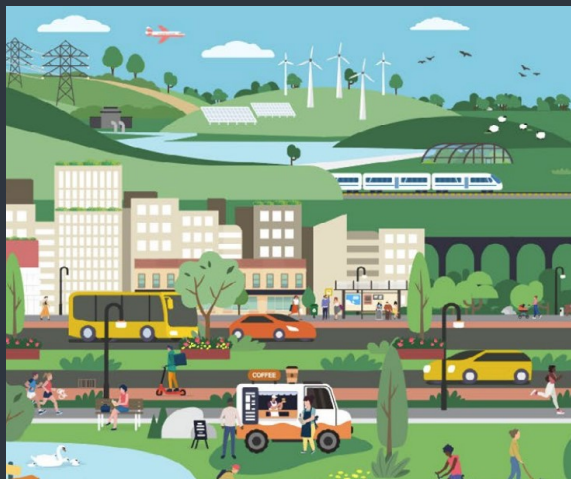
This website will be the go-to guide for travel at Blythe Valley, with all the up-to-date information and resources you need to explore your new local area.



Scan here to check  
out our website

or visit

<https://blythevalleytravel.co.uk>



[TPCBlytheValleyPark@stantec.com](mailto:TPCBlytheValleyPark@stantec.com)

**ENCORE**

 **Stantec**



# Blythe Valley Bus Voucher Scheme

**Free bus  
voucher!**





Did you know you have an exclusive opportunity to get a free bus voucher, just for living in Blythe Valley Park? We have teamed up with National Express West Midlands to give each household one free bus voucher for free travel by bus for up to 4 weeks, and it's valid on all bus operators!

To get your hands on one, please email the Travel Plan Coordinator (see bottom of flyer) with proof of your address. Voucher codes will be sent via email and can be redeemed online or through the NX Bus mTicket App.

You can catch the bus to Solihull, Knowle, Dorridge, Cheswick Green, and Birmingham International. The timetable and route of these bus services are summarised in the table below for you. The most up-to-date bus timetable and route maps can be found at <https://www.tfwm.org.uk/plan-your-journey/find-a-timetable/>

A free shuttle bus service is available connecting you to and from Birmingham International in the weekday morning and late afternoon. Seats must be booked in advance via the Zee Ride app.

Blythe Valley Park is served by the A7/8 Solihull circular with buses running hourly throughout the day to Dorridge Station, and Solihull Town Centre / Rail Station. The A9 service also travels hourly from BVP to Solihull town centre.

 <b>A7/A8</b> LandFlight	 <b>A9</b> Stagecoach Midlands	 <b>Shuttle Service</b> Book via the Zee Ride App	 <b>X20</b> Stagecoach Midlands
<b>Solihull Town Centre Circular route (incl. Solihull Station, Dorridge Station &amp; Cheswick Green)</b>	<b>Kinghurst Via Solihull (incl. Solihull Station) and Olton</b>	<b>Birmingham International Station</b>	<b>Birmingham - Henley - Stratford upon Avon</b>
<b>Monday to Friday</b> Hourly in each direction (half-hourly to Solihull Town Centre)	<b>Monday to Friday</b> Hourly	<b>Monday to Friday</b> Three services in the morning (approx. between 8am - 9am) Four services in the evening, (Approx. between 4pm - 6pm)	<b>Monday to Friday</b> One in the morning (around 7am) One in the evening (around 5pm)



TPCBlytheValleyPark@stantec.com

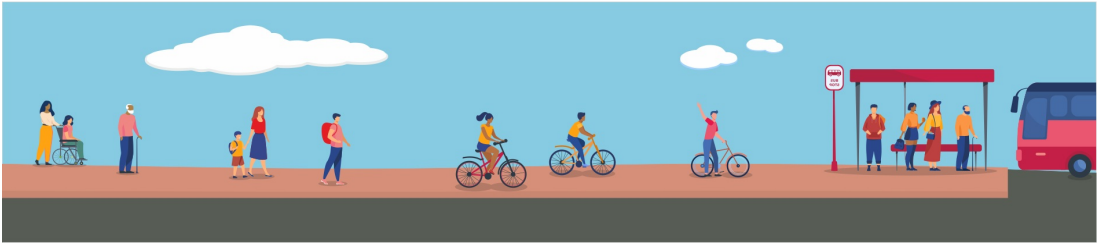
**ENCORE**



# Appendix C    Travel Plan Survey



Project Number: 332611250



## Welcome to the Blyth Valley Park Residential Travel Plan Survey.

Your answers to this survey will help us track our progress towards our sustainable travel targets, and help residents at **Blythe Valley Park** to live more active lives.

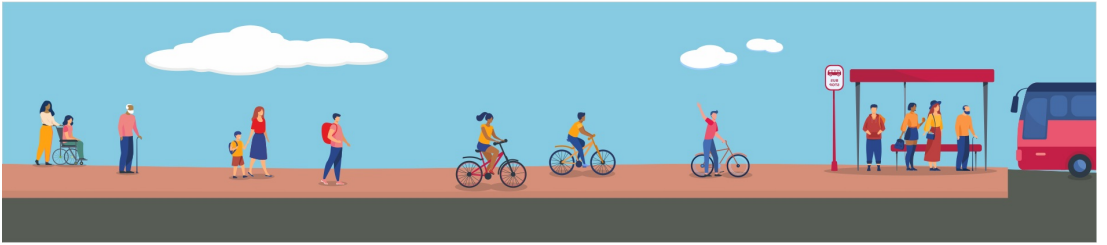
The survey will take around 5 minutes to complete.

As a thank you for your contribution, at the end of the survey you will have a chance to enter a prize draw to win a **£100 Love2Shop voucher**.

To enter the draw, you will need to provide your name and your email address, but this information will be held separately from your survey response.

All responses will be completely anonymous, and all data will be handled in line with GDPR.

If you have any questions or to request further information, please email the Travel Plan Co-ordinators for Blyth Valley Park at [TPCBlytheValleyPark@stantec.com](mailto:TPCBlytheValleyPark@stantec.com)



## Section A - You and Your Household

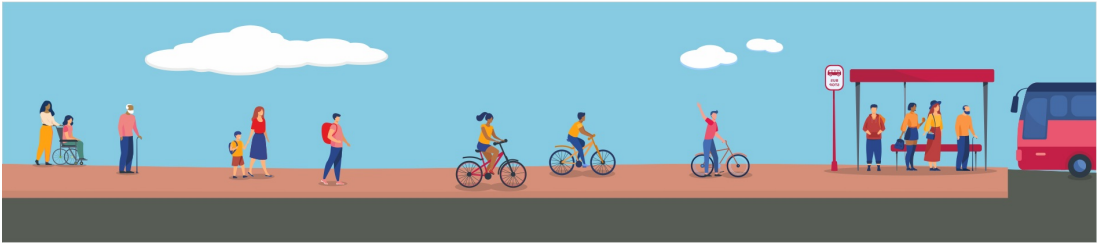
How many people are in your household?

How many cars / vans are owned by household members?

- 0    1    2    3    4+

How many bicycles are owned by adult household members (16+ year olds)?

- 0    1    2    3    4+

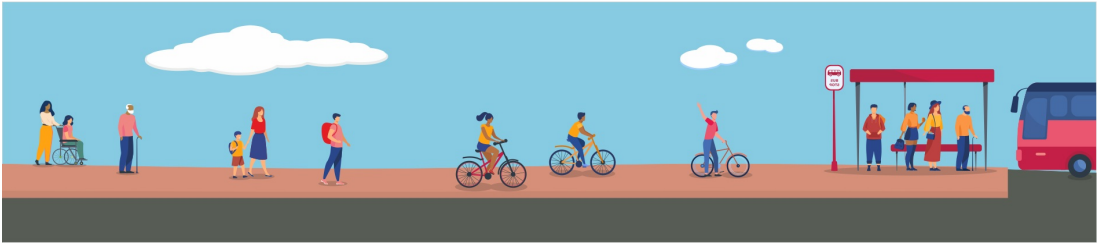


## Section B - Travel Details

Please answer the following questions about your personal travel habits ('Adult 1').

There will be space later for you to answer on behalf of up to four other members of your household aged 16 or over.





## Section B - Adult 1

Please answer the following questions about your personal travel habits.

### Journeys to Work

Please select all the methods of travel that you use to travel to work

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> I don't travel for this         |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

### Journeys for Shopping

Please select all the methods of travel that you use to travel for shopping

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> I don't travel for this         |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Education

Please select all the methods of travel that you use to travel to education. This is for yourself travelling to school/college or as an escort taking children to school.

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> I don't travel for this         |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Leisure

Please select all the methods of travel that you use to travel to leisure activities

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> I don't travel for this         |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Health Services

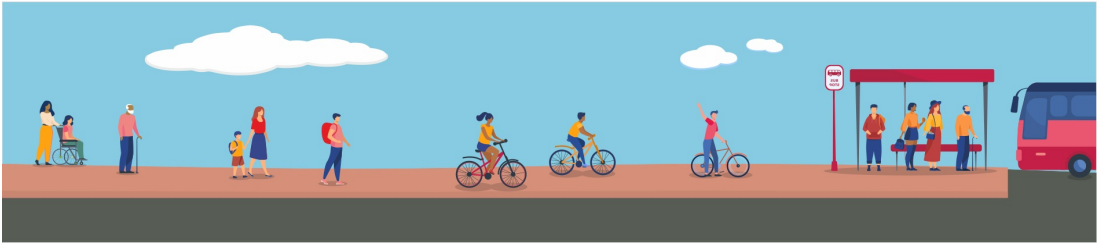
Please select all the methods of travel that you use to travel to Health Services

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> I don't travel for this         |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

Do you have another adult household member's travel habits to add?

Please only provide information for household members aged 16 or over

- Yes  No



## Section B - Adult 2

Please answer the following questions about another adult household member's travel habits.

### Journeys to Work

Please select all the methods of travel that they use to travel to work

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

### Journeys for Shopping

Please select all the methods of travel that they use to travel for shopping

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Education

Please select all the methods of travel that they use to travel to education. This is for themselves travelling to school/college or as an escort taking children to school.

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Leisure

Please select all the methods of travel that they use to travel to leisure activities

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Health Services

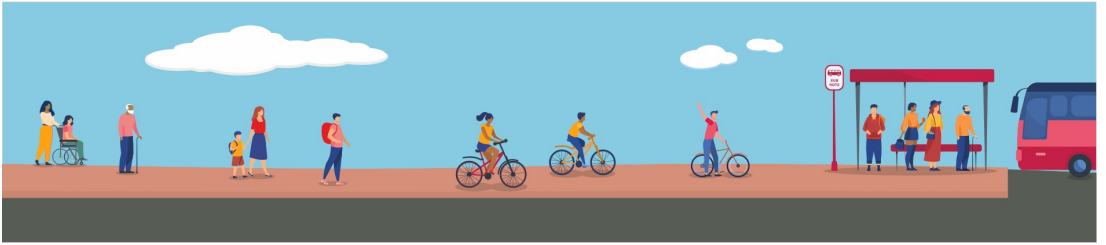
Please select all the methods of travel that they use to travel to Health Services

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

Do you have another adult household member's travel habits to add?

Please only provide information for household members aged 16 or over

- Yes  No



## Section B - Adult 3

Please answer the following questions about another adult household member's travel habits.

### Journeys to Work

Please select all the methods of travel that they use to travel to work

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

### Journeys for Shopping

Please select all the methods of travel that they use to travel for shopping

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Education

Please select all the methods of travel that they use to travel to education. This is for themselves travelling to school/college or as an escort taking children to school.

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Leisure

Please select all the methods of travel that they use to travel to leisure activities

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Health Services

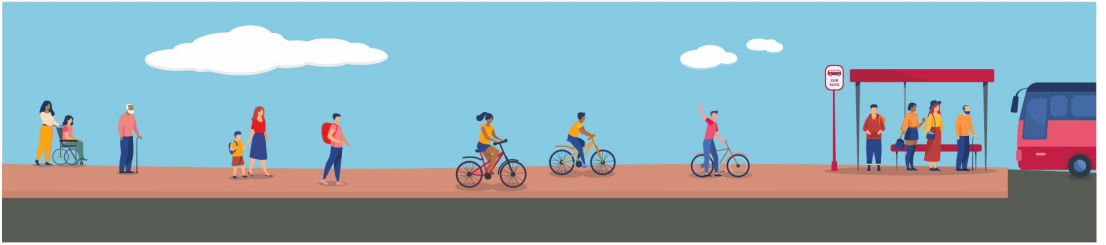
Please select all the methods of travel that they use to travel to Health Services

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

Do you have another adult household member's travel habits to add?

Please only provide information for household members aged 16 or over

- Yes  No



## Section B - Adult 4

Please answer the following questions about another adult household member's travel habits.

### Journeys to Work

Please select all the methods of travel that they use to travel to work

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

### Journeys for Shopping

Please select all the methods of travel that they use to travel for shopping

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                   | <input type="checkbox"/> Car (alone)                     |
| <input type="checkbox"/> Cycle                  | <input type="checkbox"/> Care Share (Driver / Passenger) |
| <input type="checkbox"/> Bus                    | <input type="checkbox"/> They don't travel for this      |
| <input type="checkbox"/> Rail                   |  |
| <input type="checkbox"/> Other (please specify) |  |

## Journeys to Education

Please select all the methods of travel that they use to travel to education. This is for themselves travelling to school/college or as an escort taking children to school.

Walk

Car (alone)

Cycle

Care Share (Driver / Passenger)

Bus

They don't travel for this

Rail

Other (please specify)

## Journeys to Leisure

Please select all the methods of travel that they use to travel to leisure activities

Walk

Car (alone)

Cycle

Care Share (Driver / Passenger)

Bus

They don't travel for this

Rail

Other (please specify)

## Journeys to Health Services

Please select all the methods of travel that they use to travel to Health Services

Walk

Car (alone)

Cycle

Care Share (Driver / Passenger)

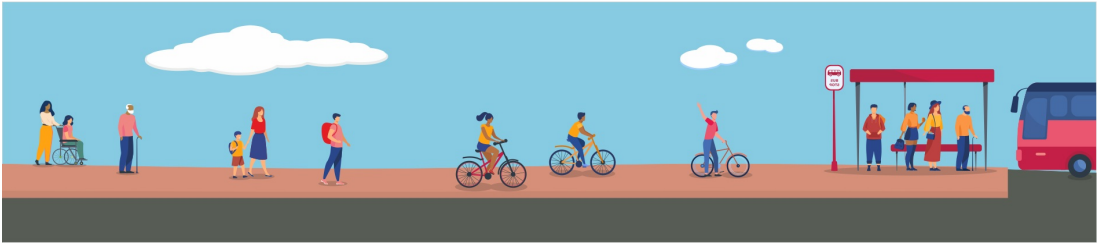
Bus

They don't travel for this

Rail

Other (please specify)

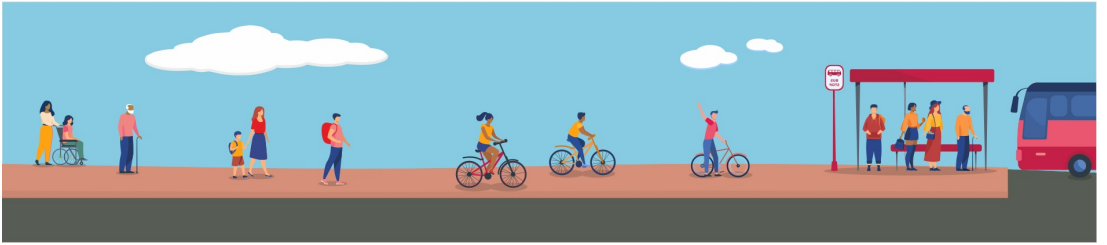




## Section B2 - Changing Travel

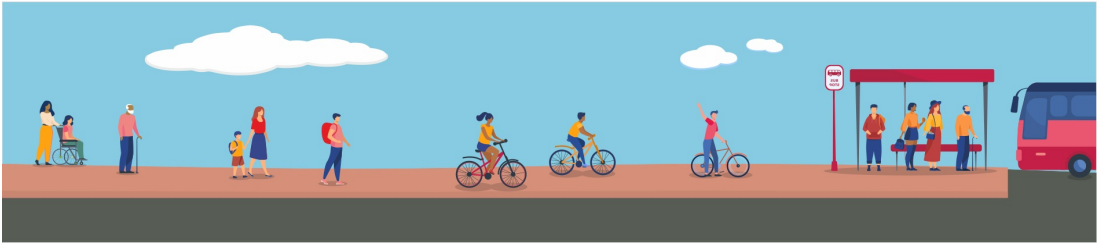
Since moving to **Blyth Valley Park**, have you changed your most frequently used mode of transport?

Yes     No



## Section B2 - Changing Travel

What was the main reason(s) for this change?

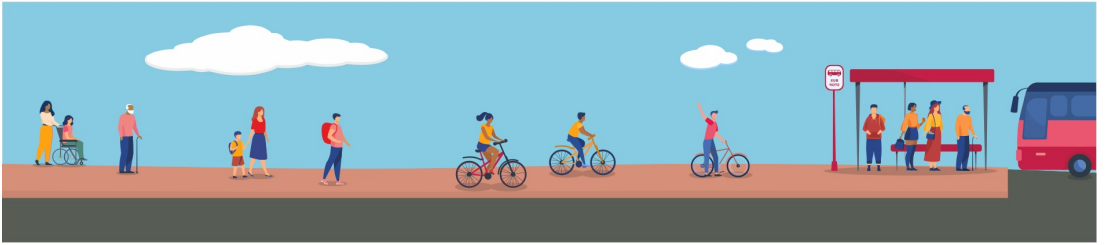


## Section C - Your Ideas

We have listed some ideas for increasing the use of sustainable and active modes of travel for journeys to and from **Blyth Valley Park**.

Please indicate how useful you would find each idea by ticking the relevant box.

Feel free to add your own ideas to the bottom of the list!



## Section C - Your Ideas

Please indicate how useful you would find each idea by ticking the relevant box.

Feel free to add your own ideas to the bottom of the list!

Help with finding people who regularly travel to similar places as you, with whom you could arrange to share car journeys

- Very useful     Fairly useful     Not very useful     Not at all useful

Cycle training sessions to increase your ability and confidence on a bike

- Very useful     Fairly useful     Not very useful     Not at all useful

Cycle maintenance workshops to teach you how to keep your bike in good condition

- Very useful     Fairly useful     Not very useful     Not at all useful

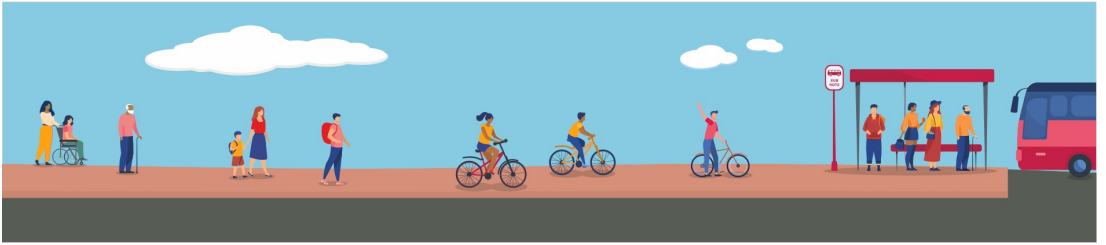
A walking or cycle buddy scheme which would help you find fellow walkers and cyclists in the local area

- Very useful     Fairly useful     Not very useful     Not at all useful

A visit from a travel advisor to help you plan how your existing travel patterns can incorporate the use of more sustainable modes

- Very useful     Fairly useful     Not very useful     Not at all useful

We'd love to hear any other comments or suggestions you have in relation to sustainable travel in Blythe Valley, so feel free to jot them down below:



Do you know about the free bus voucher scheme at Blythe Valley?

- Yes, and I have used it     Yes, but I'm not interested in it  
 No, I was not aware of this

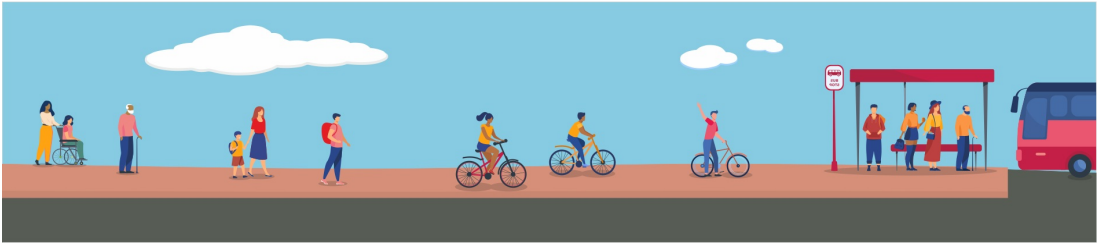
Do you use the on-site Enterprise car club vehicle?

- Yes, I have     No, I haven't     I wasn't aware of the car club

Do you regularly use or visit any of the facilities at Blythe Valley Park?

Please select all facilities you regularly use or visit

- Virgin Active Gym     Co-op shop     Busy Bees Day Nursery  
 Java Roastery Cafe



## Thank you for your participation in this travel survey

If you would like to be in with the chance of winning a **£100 Love2Shop voucher**, please click the link below to enter your name and your email address.

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Once you have done this, please come back to this page and click 'Submit'.