



Travel Plan

Gü Desserts - Manufacturing Site

July 2024

Breathe Clean
in East Herts



In collaboration with
Let's clear the air  Hertfordshire 


Department
for Environment
Food & Rural Affairs

MP Smarter
Travel

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Background

Introduction

This **Travel Plan (TP)** identifies interventions that could be implemented by Gü to encourage staff to use sustainable modes of travel more often as part of their commute (“mode shift”).

The term ‘**sustainable modes of travel**’ will be used throughout this document and refers to walking, cycling, public transport, and (where distance or mobility dictate) car sharing, “park and stride” and “park and ride”.

110 staff are employed at Gü Desserts Manufacturing Site, which is located on Dunmow Road in Bishop’s Stortford.

Travel Plan Aims

- 1 Decrease individual car use to under 50% within 3 years.**
- 2 Contribute to local air quality in Bishop’s Stortford.**
- 3 Improve the health and wellbeing of staff and visitors.**

Breathe Clean in East Herts

Gü Desserts is participating in East Herts District Council’s **Breathe Clean** project. This district wide project is raising awareness of the causes and impacts of air pollution.

Road transport produces 56% of air pollution in East Herts. Part of this project therefore involves working with businesses to assess how employees are currently travelling to work and support them to travel more sustainably.

By taking part in Breathe Clean, and implementing this TP, Gü is helping to improve local air quality and health and wellbeing in East Herts.



Travelling to Gü

The site is located on **Dunmow Road, Bishop's Stortford, CM23 5PA.**

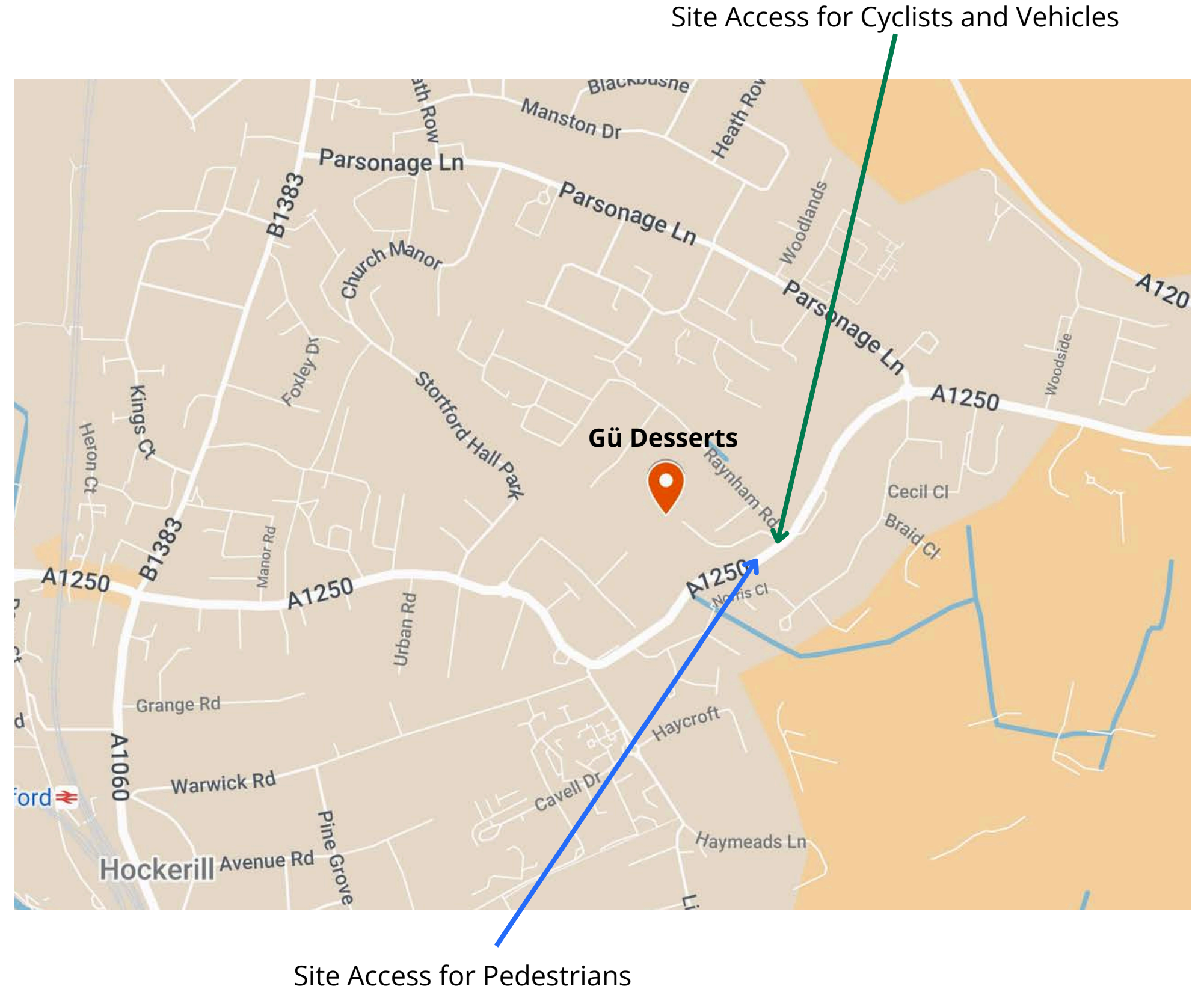
Nearby road network

The main entrance on the A1250 / Dunmow Rd provides access by bike or vehicle. The road connects with the bike shed and main car park.

There is a separate pedestrian access gate which opens onto the car park.

The site is located about a mile from the centre of Bishop's Stortford.

The general local road network comprises of typical rural A & B roads with narrow or absent pavements, limited cycle infrastructure, and fast moving traffic with tight carriageways and blind corners.



Travelling to Gü by Public Transport: Bus

The map opposite shows the locations of the closest **bus stops** to the site. It is fairly well connected by bus routes.

A - Raynham Road (4 minute walk away)

508 - Stanstead Airport to Harlow via Sawbridgeworth

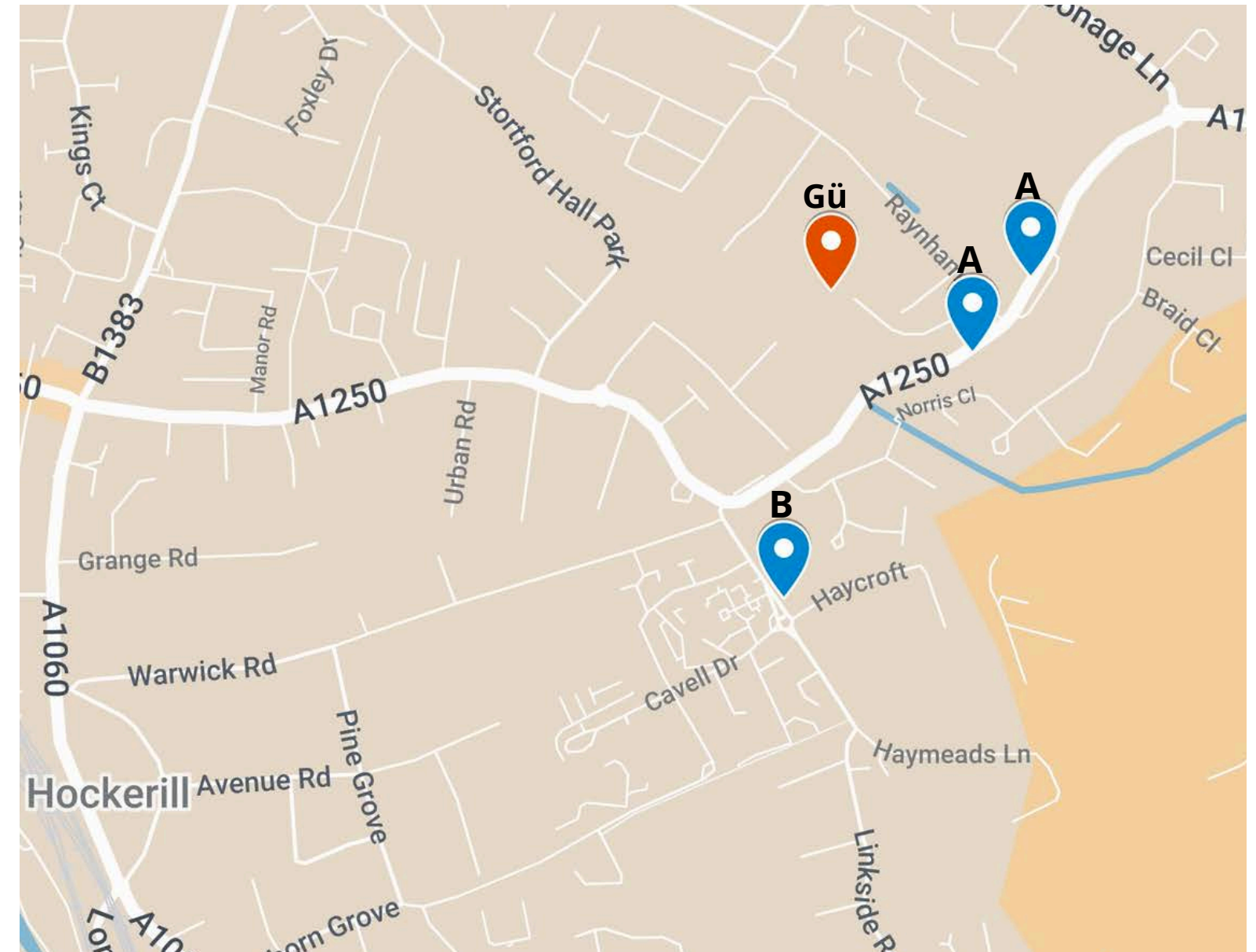
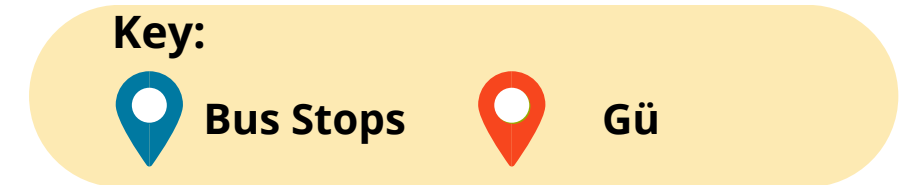
7, 7A - Bishop's Stortford to Stanstead Airport via Stanstead Mountflitchet, Elsenham and Henham

322, 323, 324 - Bishop's Stortford to Lindsell via Takely, Great Dunmow and Stebbing

315 - Bishop's Stortford to Great Hallingbury via Bedlars Green (Circular)

B - Herts and Essex Hospital (10 minute walk away)

305 - Bishop's Stortford to Stanstead Airport via Hatfield Heath and Takeley



Travelling to Gü by Public Transport: Train

The closest **train** station is **Bishop's Stortford** (BIS) which is a 22-minute walk away.

It hosts a range of regular services including:

Cambridge (CBG) via Audley End and Whittlesford Parkway

- departing CBG three times an hour from 04:48 - 22:50 (weekdays)
- departing BIS three times an hour from 05:59 - 00:19 (weekdays)

Cambridge via Stansted Mountfitchet, Elsenham Essex and Newport (Essex)

- departing CBG every 30 mins from 05:20 - 22:50 (weekdays)
- departing BIS every 30 mins from 05:59 - 00:19 (weekdays)

London Liverpool Street (LST) via Sawbridgeworth and Harlow Town

- departing LST every 30 mins from 05:10 - 23:58 (weekdays)
- departing BIS three times an hour from 05:17 - 23:29 (weekdays)
- more direct trains to and from London are around every 10-15 minutes from 05.17 - 23.58 (weekdays)

The map opposite outlines the recommended walking route from BIS railway station to the site. It is not only the quickest route but also avoids the main road for the majority of the journey, making it safer, quieter and a more pleasant route.

Key:

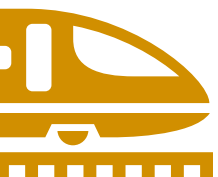
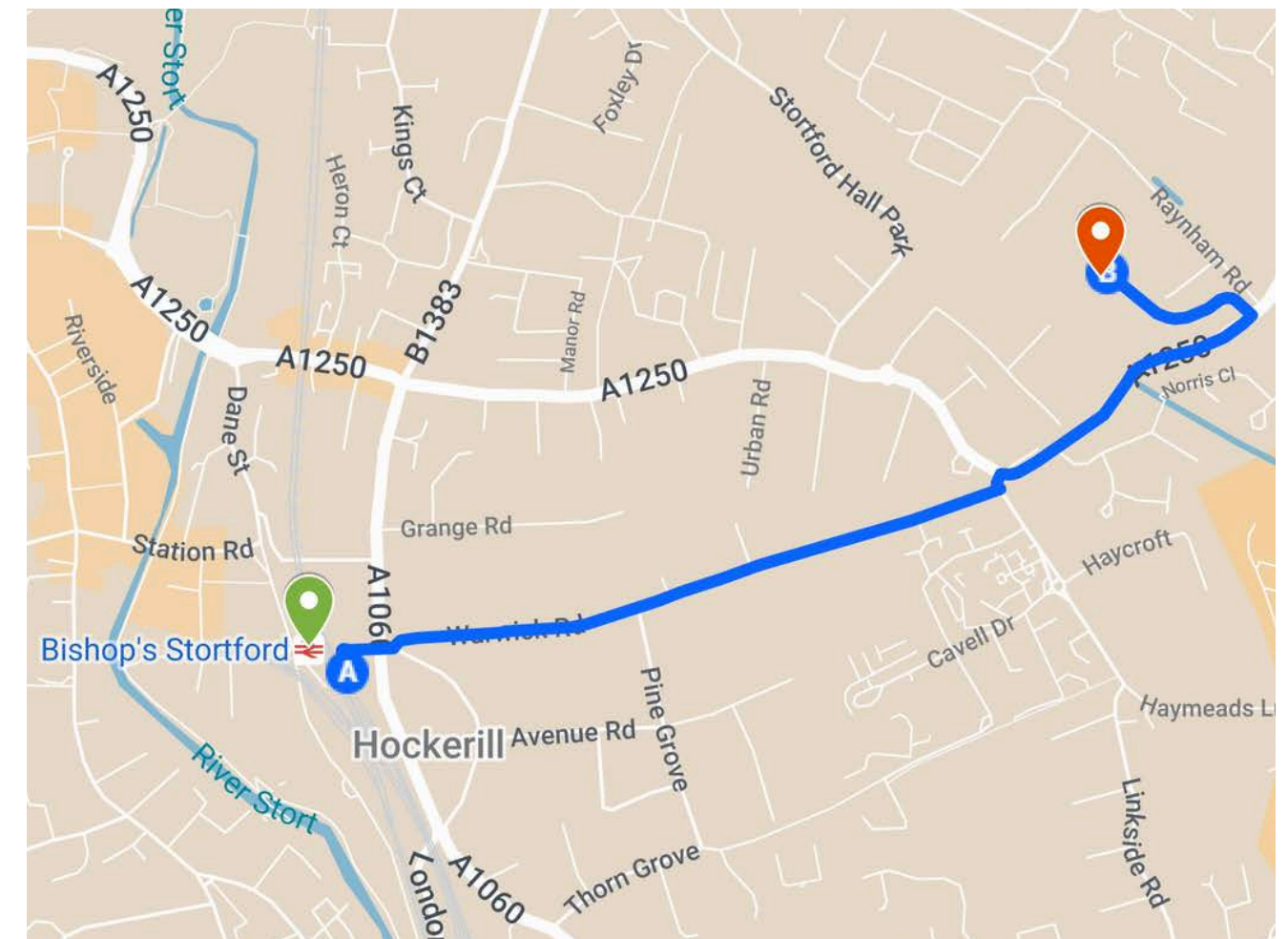


Train Station



Gü

Walk



Facilities at Gü Manufacturing Site

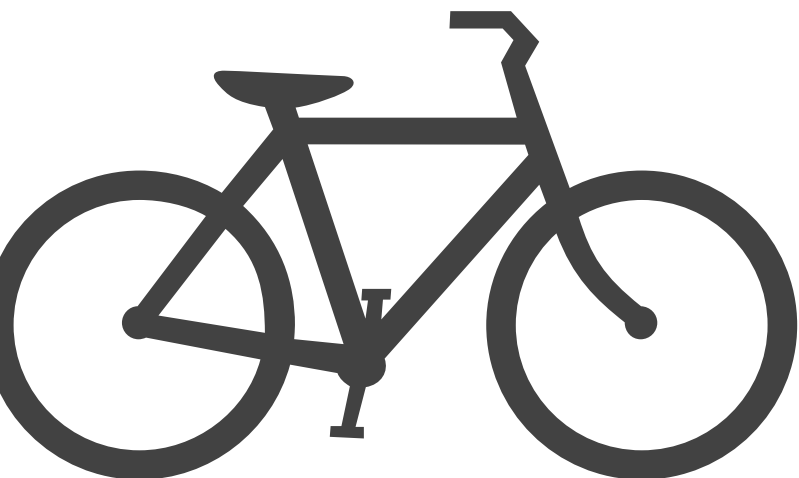
Active Travel Facilities

Cycle parking

- On site, there is a covered cycle shed that fits 10 bicycles.
- The cycle shed is very secure, behind the main locked gates into the site.

Showers, changing rooms, and lockers

- There are 5 showers on site but no separate changing rooms or lockers available.



Car Facilities

Car parking

- There are 50 parking spaces dedicated to staff on site.
- Parking is free for staff but there are not enough spaces for everyone.
- There are two EV charging points on site.

Company cars

- Gü are phasing out company cars, there are currently 10 left in the business, 8 of which are electric.



Existing Sustainable Transport Initiatives

Gü currently offers the **National Cycle to Work Scheme** for its employees. This is a very good sustainable travel initiative for organisations to encourage more active commuting amongst their workforces. Gü also offers an **Electric Car Salary Sacrifice Scheme**.

Cycle to Work Scheme

Colleagues have access to the cycle to work scheme.

Colleagues are able to save on the cost of buying a commuter bike and the necessary accessories such as bike locks and lights. This is through fixed reductions from participants' gross salaries before tax over an extended period of time.

It is estimated that participating employees equate a **saving of up to 40%** the total cost of the bicycle and accessories through a tax break.

A large range of bikes are accepted under this scheme.



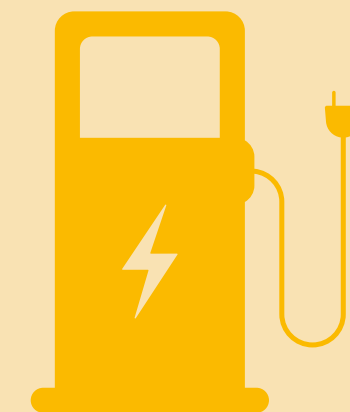
Electric Car Salary Sacrifice Scheme

Colleagues have access to **Octopus Energy's** Electric Vehicle (EV) Salary sacrifice scheme.

Employees lease an EV from Octopus and pay for it from their pre tax salary.

It is estimated that participating employees scheme equate a **saving of up to 40%** the total cost of the Electric Vehicle.

This is a package inclusive of the car, smart charger, EV energy tariff and free miles.



Travel Patterns

2024 Staff Travel Survey

The staff travel survey was live from January to May. It aimed to:

- 1 Identify travel modes commonly used by Gü Desserts employees at the manufacturing site.
- 2 Understand how these typical patterns are affected by employment and spatial factors.
- 3 Reveal opportunities for, and barriers to, sustainable modal shift.

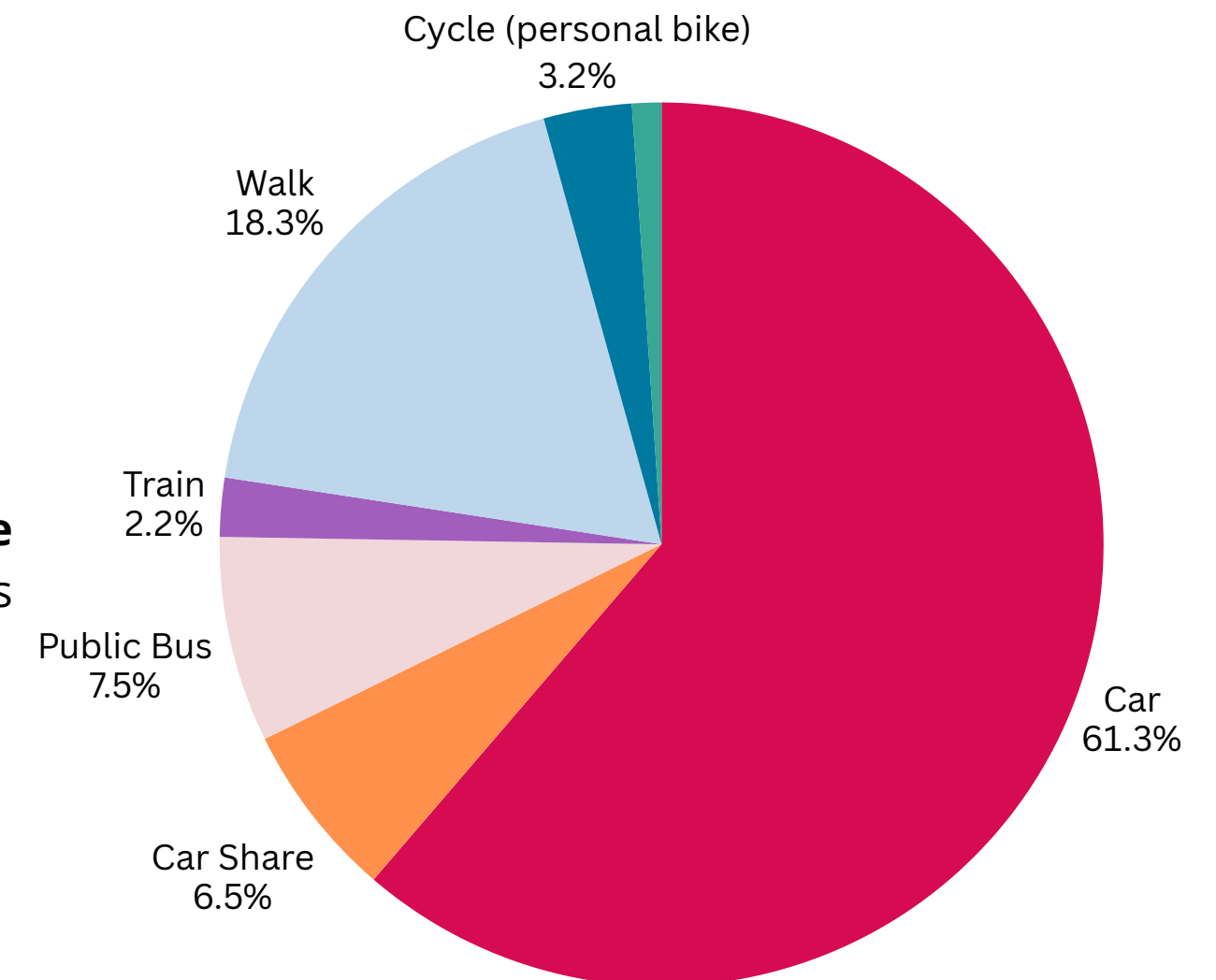
A total of **93 responses (85% of Gü Desserts' Manufacturing Site workforce)** were collected. This met the 86 responses needed for a representative sample (assuming a margin of error of 5% and a confidence level of 95%).

Staff Modal Split

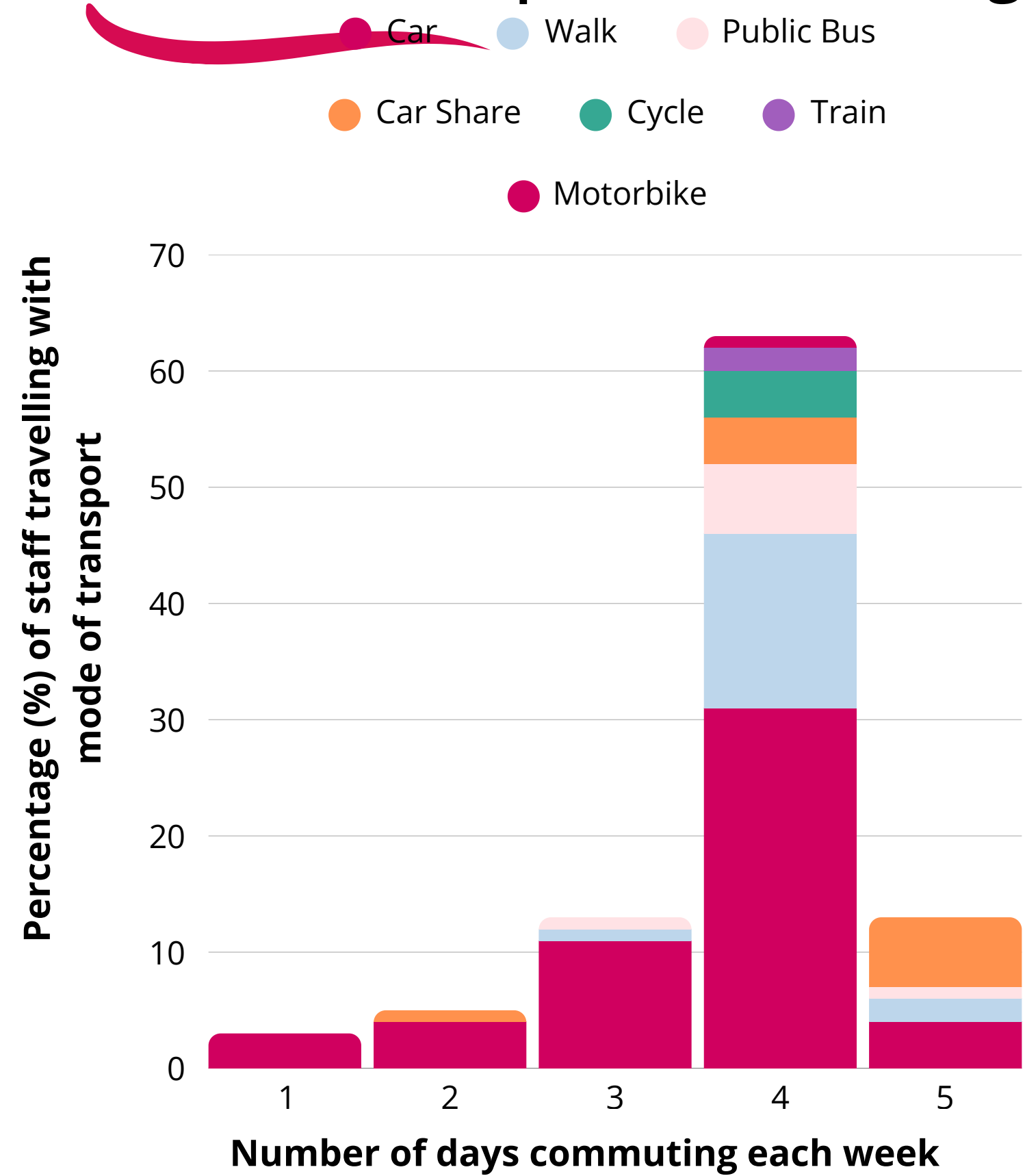
93 respondents gave the mode of travel they typically use to get to work, the **most common of which was car (61.3%)**. Of the sustainable travel options, **walking is the most common (18.3%)**, with a low percentage of staff who **cycle (3.2%)**.

A total **9.7%** of the workforce use **public transport** (either bus or train). **6.5%** of respondents **car share** daily, but it is noteworthy that a further 14% of car users do occasionally car share.

This variation in travel modes highlights that the **site is accessible by a range of transport types**. This indicates that there must be other barriers to staff using sustainable travel modes, and there is a potential for mode shift if the barriers are overcome.



Travel Mode Split and Working Patterns



Weekly Journeys

The Gü Desserts staff who were surveyed make a total of 704 trips a week, including to and from work. Of those trips, **407 are completed by car.**

Relationship with Shift Patterns

On average, those who travel into the office **fewer days a week tend to have higher car use:** 100% of staff travelling for 1 day drive, 80% of staff travelling for 2 days drive, 83% of staff travelling for 3 days drive.

The **majority of Gü's workforce (63%) travel to site four days a week** and nearly half (**47%**) of these employees use an individual car for their commute. There is also the most variation in travel mode amongst those travelling to site four days a week. Most of those in this subset work in the manufacturing site and follow a 4 days "on", 4 days "off" shift pattern and use more sustainable modes of transport, suggesting there is a further **relationship between the type of work and employee modes of transport.**

Car sharing is most popular with those who work 4 and 5 days a week. This could be because the cost-savings when car sharing are much larger the more employees travel to site.

Journey Origins

Postcode data was collected to establish where employees travel from. Although the question was not compulsory, **88 postcodes were received**, 97% of the total survey responses. This is a representative sample of where staff are travelling from.

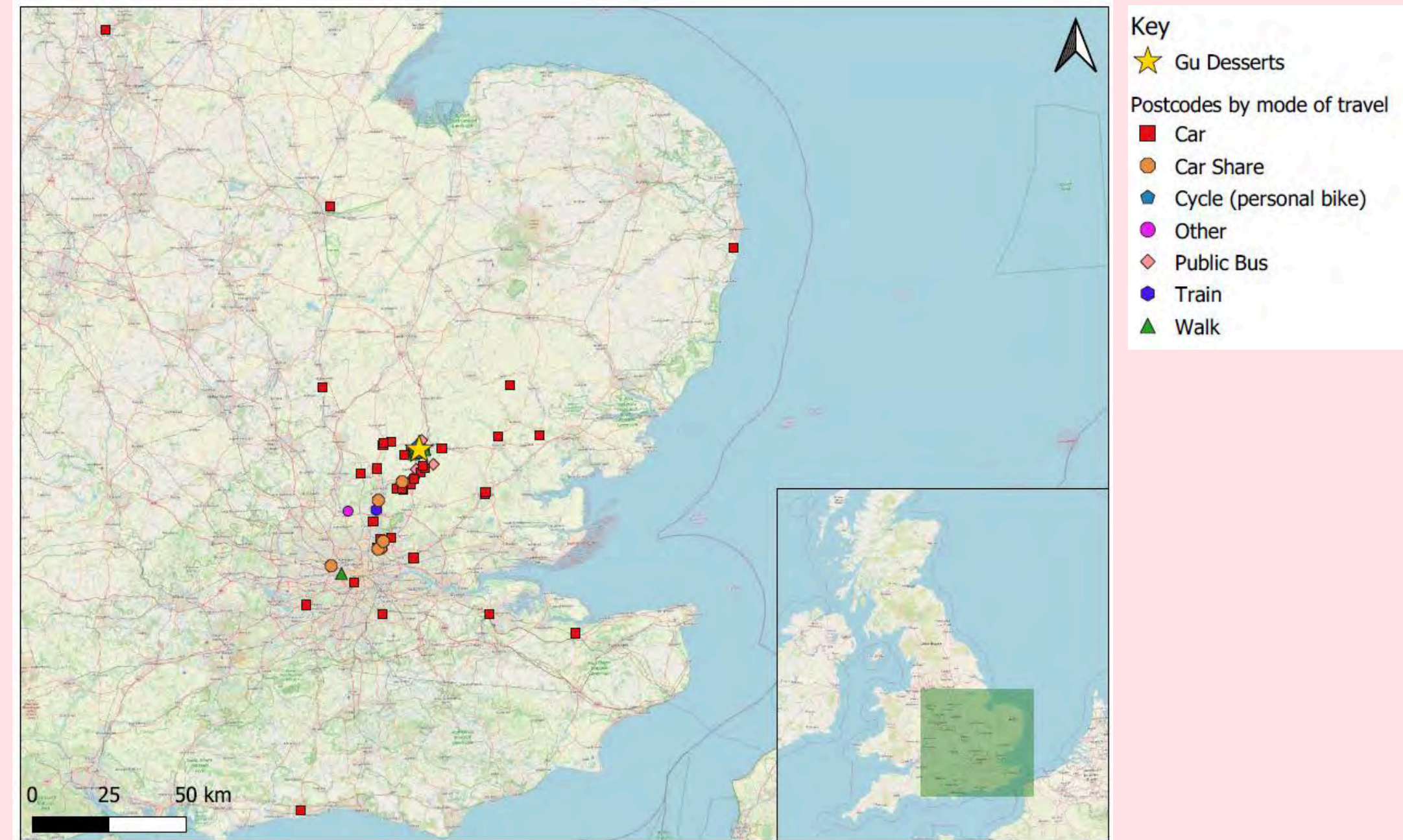
The map opposite shows the distribution of respondents' postcodes and what mode of transport they use.

It shows there is a large amount of variation amongst staff in where they travel from, with employees travelling across the South-East.

However, there is a large number of local employees. **35 employees (38%) live within a 5 mile radius of Gü**, of which **14 employees (40%) drive**.

The furthest distance travelled to Gü is **106 miles** and is made by **car**, but this individual only travels one day a week. The shortest is **498m** and is **walked**. This individual travels to site four days a week.

Journey Origins and Mode of Travel



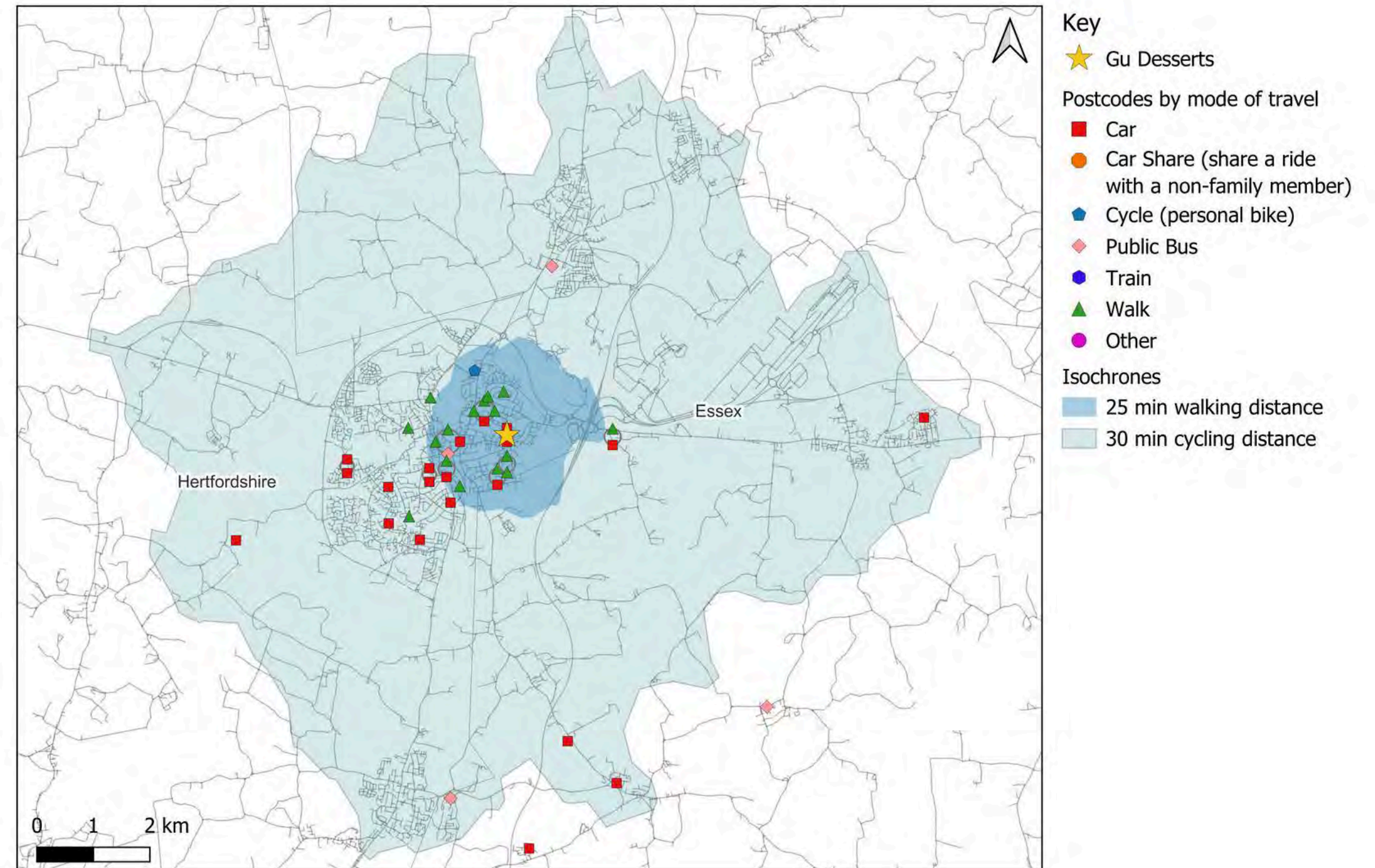
Potential for Mode Shift to Active Travel

The map opposite shows employees' journey origins and transport mode within a 25-minute walking radius and 30-minute cycling radius of Gü Desserts, which are feasible for commutes.

20% of respondents' journeys originated within a 25-minute walking radius of the site. Although 67% of these individuals walk to work, **22% of these journeys are by car.**

42% of respondents' journeys originated within a 30-minute cycling radius of the site. Of these, **47% of these journeys are by car.**

The behaviour gap between the large potential for active travel and those who actually do indicates there are barriers for employees. Therefore, incentives could be implemented to encourage mode shifts.



Barriers to Cycling

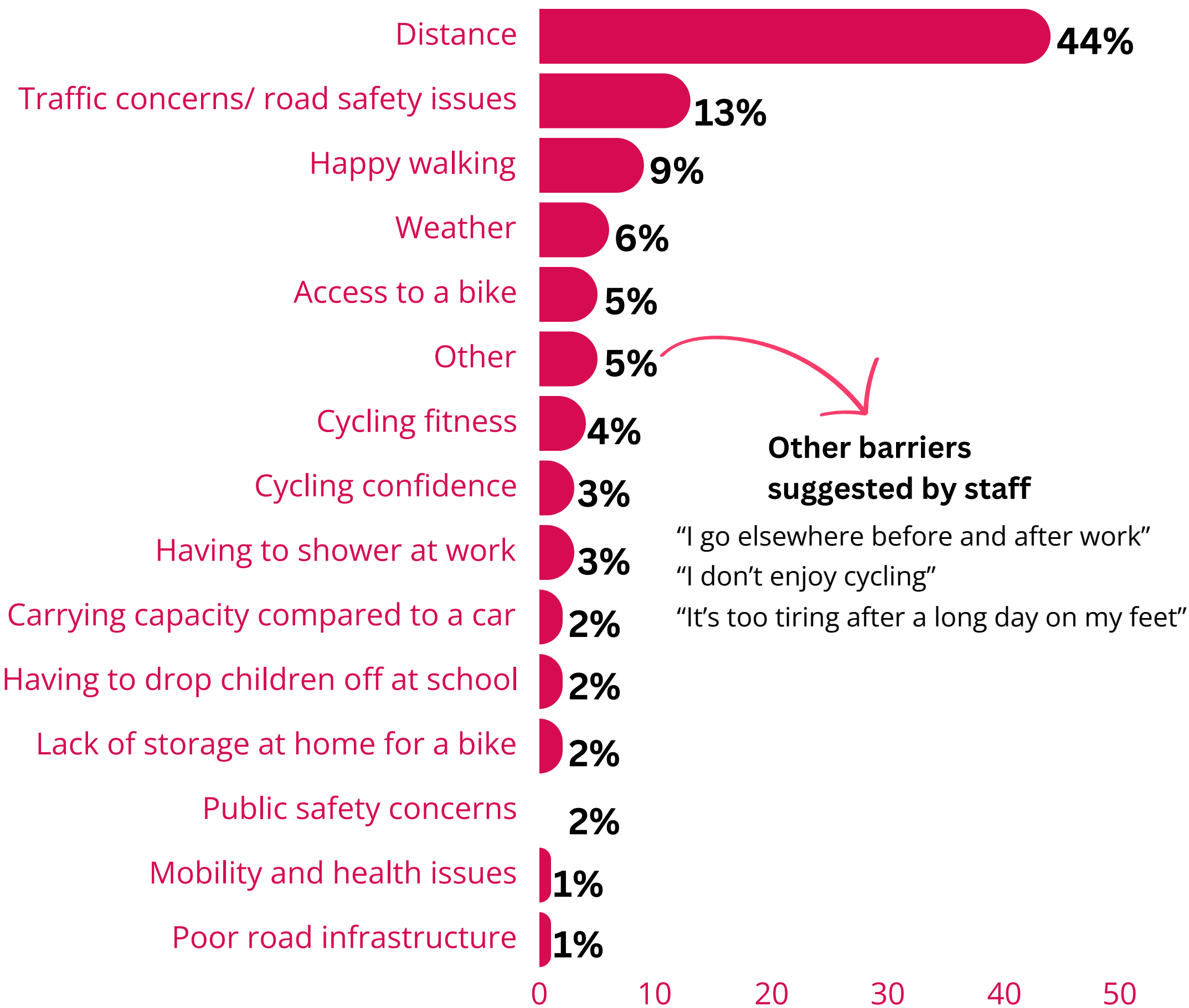
This graph shows the **barriers to cycling** mentioned by Gü employees in the travel survey. The results are presented as the percentage of times each barrier was mentioned from a total of 124 barriers discussed.

The **most common barrier to cycling is 'distance'**, which is not possible to solve. Interestingly, 26% of those who quoted this barrier, travel by other sustainable transport modes, such as public transport.

Other initiatives could overcome barriers to cycling. For example, **'traffic concerns/road safety issues'** is the second largest barrier to cycling for staff, with **13%** of mentions. **Free cycle training** could help overcome this, **'cycling confidence'** (3%) and **'public safety concerns' barriers** (2%).

The **'access to a bike' barrier had 5% of mentions**, and greater promotion of the **cycle to work scheme** or even introducing **shared cycles/bike rental** opportunities to employees could help overcome this.

It is important to note the **positive barrier of 'happy walking'**, 9% of mentions from those who travel by foot.



Barriers to Walking

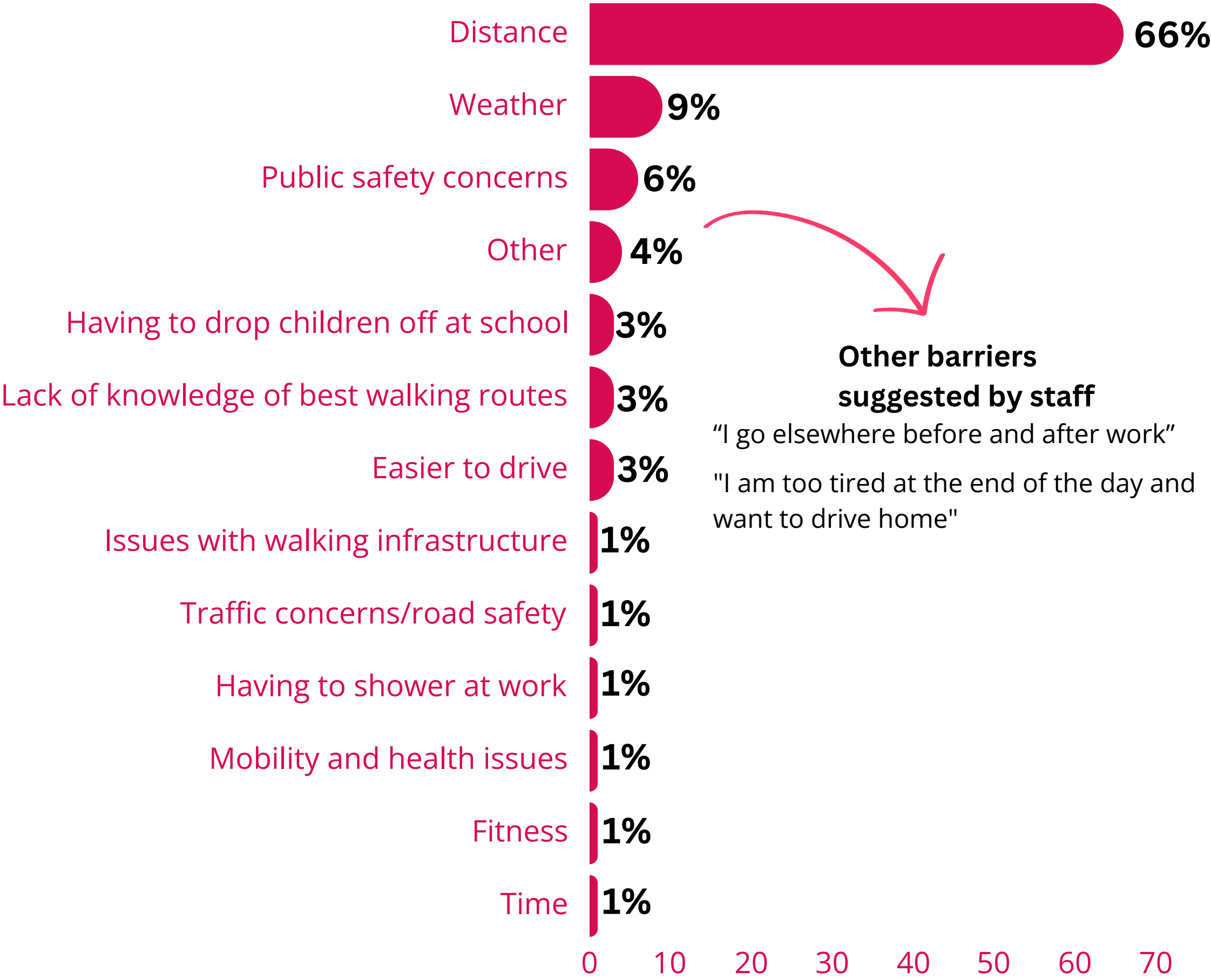
This graph shows the **barriers to walking** mentioned by Gü employees in the travel survey. The results are presented as the percentage of times each barrier was mentioned from a total of 77 barriers discussed.

The **most common barrier to walking is 'distance'**, with **66%** of mentions, which is not possible to solve.

Barrier such as **'public safety concerns'**, **6%** of mentions and **'lack of knowledge of best walking routes'** (**3%**) could be overcome through creating a **map highlighting safe/convenient walking routes**.

Furthermore, **active travel challenges** over time periods varying from two to eight weeks, such as a step challenge, can motivate staff to travel sustainably.

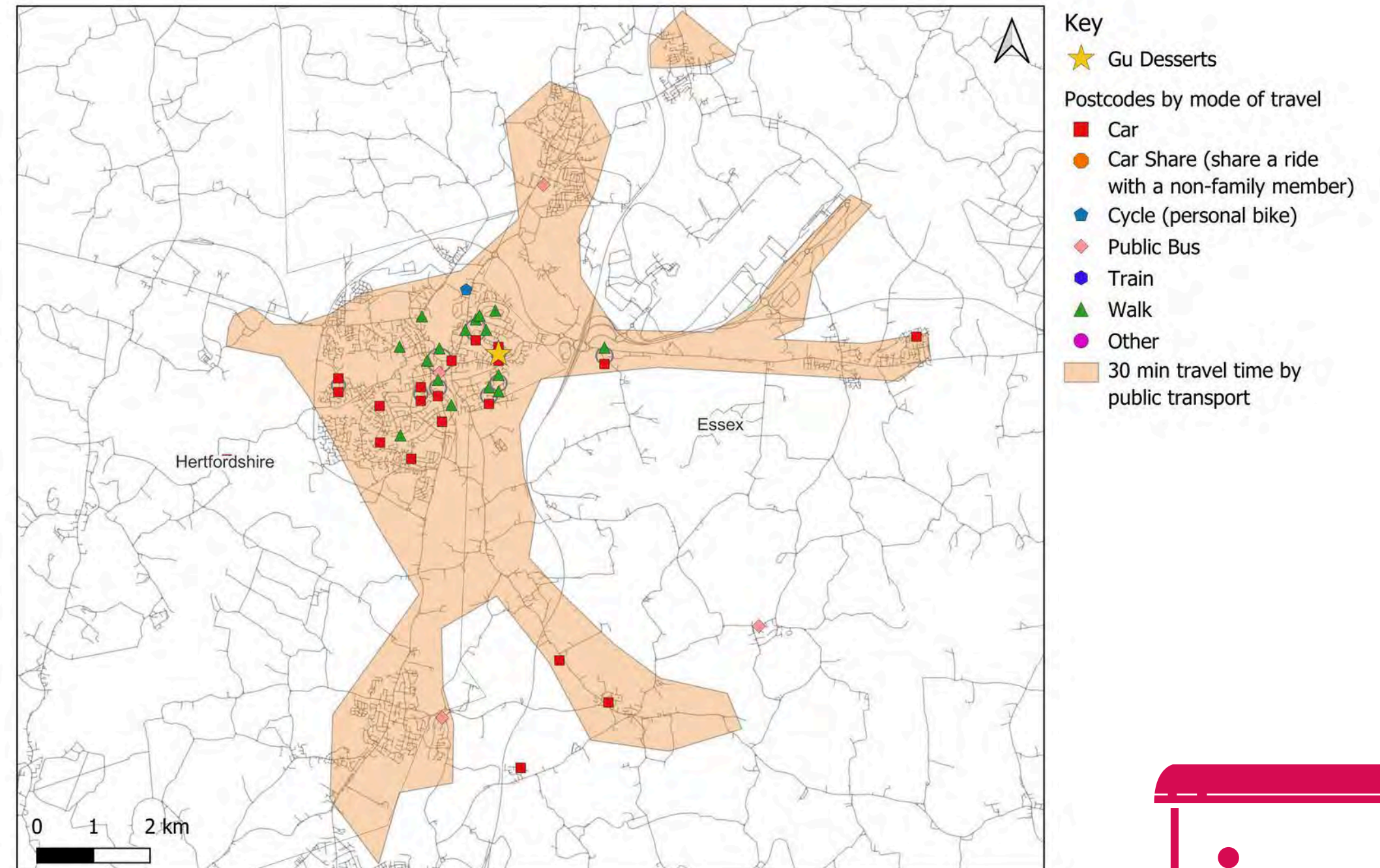
'Other' barriers such as **"I go elsewhere before and after work"** are difficult for Gü to solve. However, support for those who say "I am too tired at the end of the day and want to drive home" could help encourage these individuals to switch to travelling by foot.



Potential for Mode Shift to Public Transport

The map opposite shows the areas where it is possible to travel to the Gü Desserts Manufacturing Site using public transport in under 30 minutes. It also shows staff postcodes and their current mode of transport.

18% of employees live in this area and drive to work. The behaviour gap between the large potential for public transport and those who actually do indicates there are barriers to employees. Therefore, incentives could be implemented to encourage mode shifts.



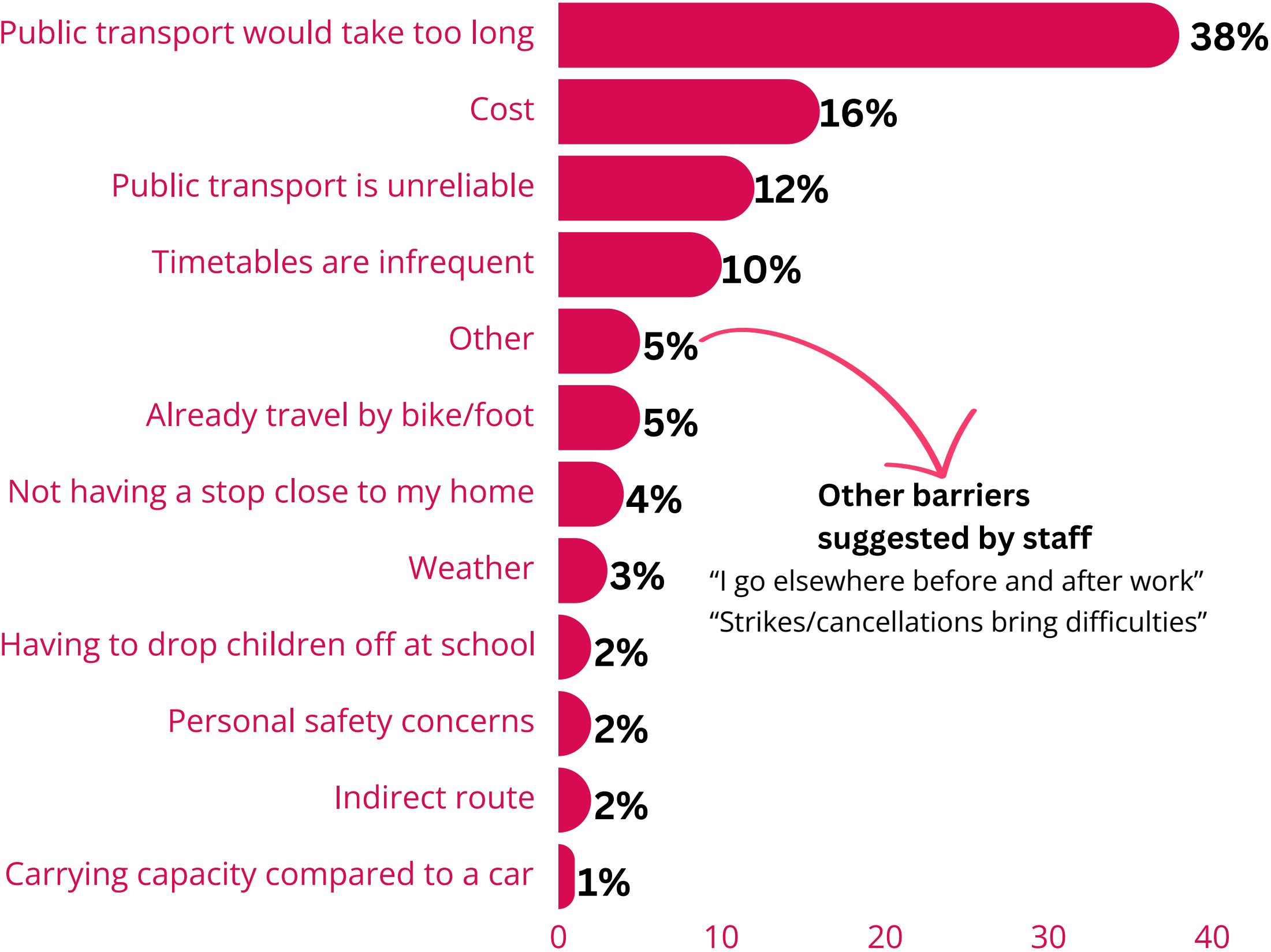
Barriers to using Public Transport

This graph shows the **barriers to using public transport** mentioned by Gü employees in the travel survey. The results are presented as the percentage of times each barrier was mentioned from a total of 125 barriers discussed.

Generally, most of the barriers discussed relate to **challenges with the public transport system** such as routes and stop locations, which cannot be overcome by Gü.

The **most common barrier is 'public transport would take too long'** in comparison to driving, with **38%** of mentions. Other common barriers include the **unreliability of public transport (12%)** and the **infrequent timetable (10%)**. These individuals would need to factor in additional contingency time if travelling by public transport. Therefore, incentives such as **free hot drinks/breakfast**, to make up for the additional time constraints, could help encourage them.

The **second most common barrier is 'cost', 16%** of mentions. **Subsidising public transport** could incentivise a mode shift.



Preferred Incentives

Respondents were asked what **incentives would encourage them to shift to sustainable modes of transport**. This graphs shows the percentage of times each incentive was mentioned from a total of 109 incentives discussed.

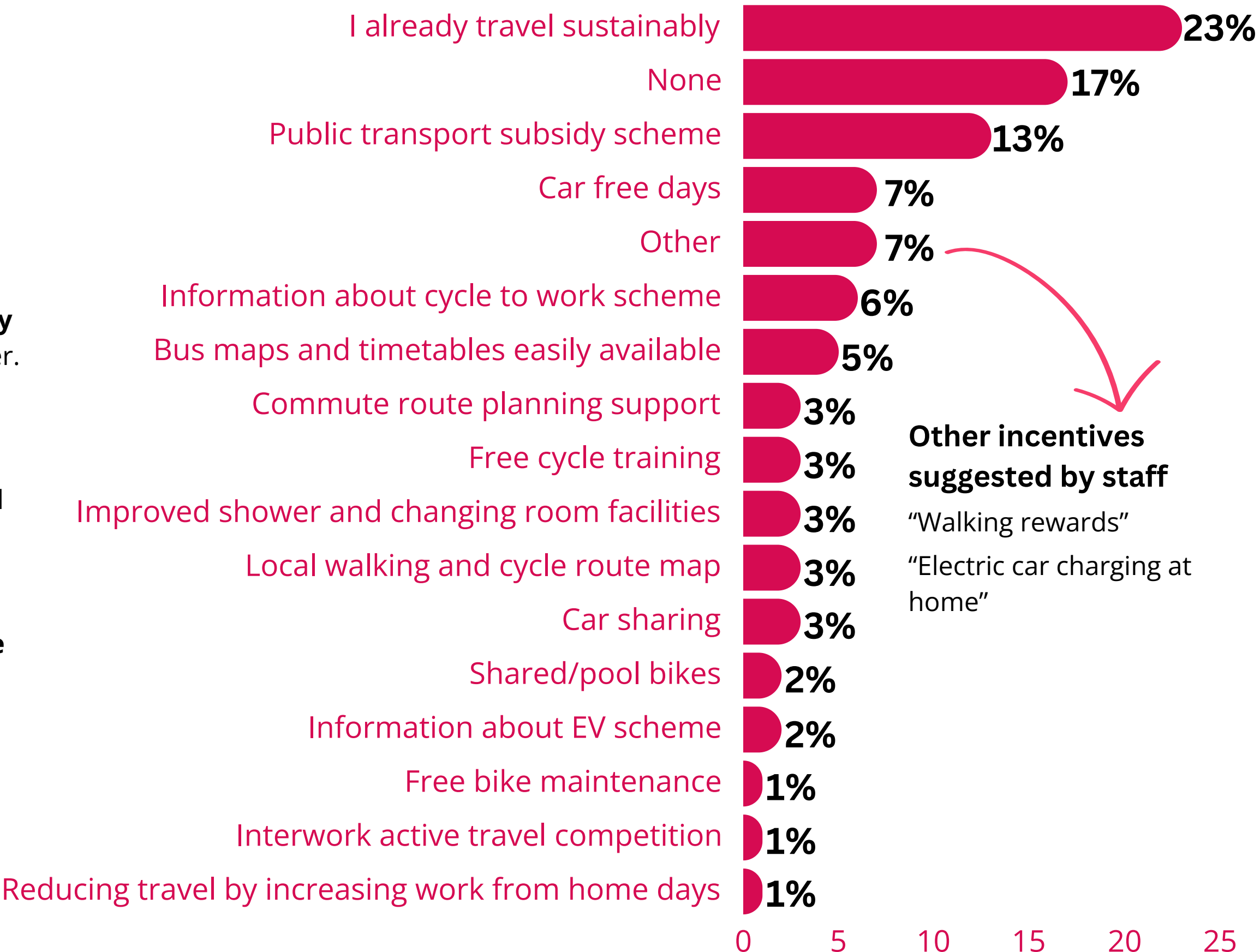
The most popular incentive is a **public transport subsidy scheme (23% of mentions)** to overcome the 'cost' barrier.

Incentives that could have a moderate impact include introducing **car free days (7%)**, **sharing detailed information about the cycle to work scheme (6%)** and **sharing public transport timetables (5%)**.

Incentives that could make a small impact include supporting **commute route planning (3%)**, offering **free cycle training (3%)**, **improving facilities on site (3%)** and implementing a **car sharing scheme (3%)**.



51% of employees are open to **car sharing**. 35% of respondents answered 'Yes' and 16% answered 'I already do' when asked "Would you be open to a car sharing scheme?".



Potential for Mode Shift to Car Sharing

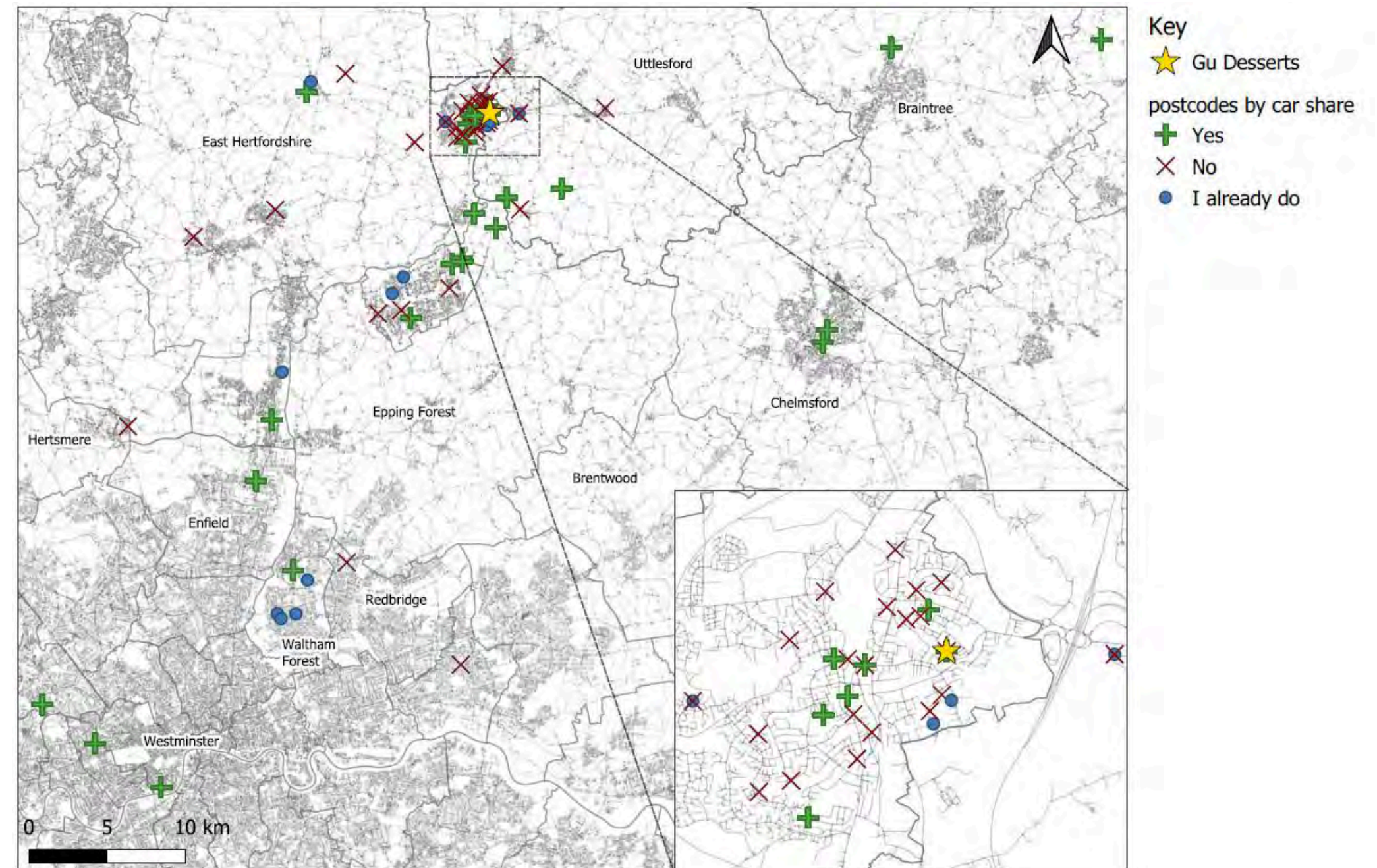
51% of staff said they would be **open to car sharing**, including **16%** of staff that already do.

As car sharing reduces the overall number of vehicles on the road, it **leads to lower Greenhouse Gase (GHG) emissions**. Furthermore, fewer individual car trips contribute to reduced traffic congestion and associated environmental pollutants.

Indirect of Gü's operations, emissions from employee's commutes are classified as Scope 3 emissions in the GHG Protocol, so **implementing a carsharing program can significantly reduce Gü's total environmental impact**.

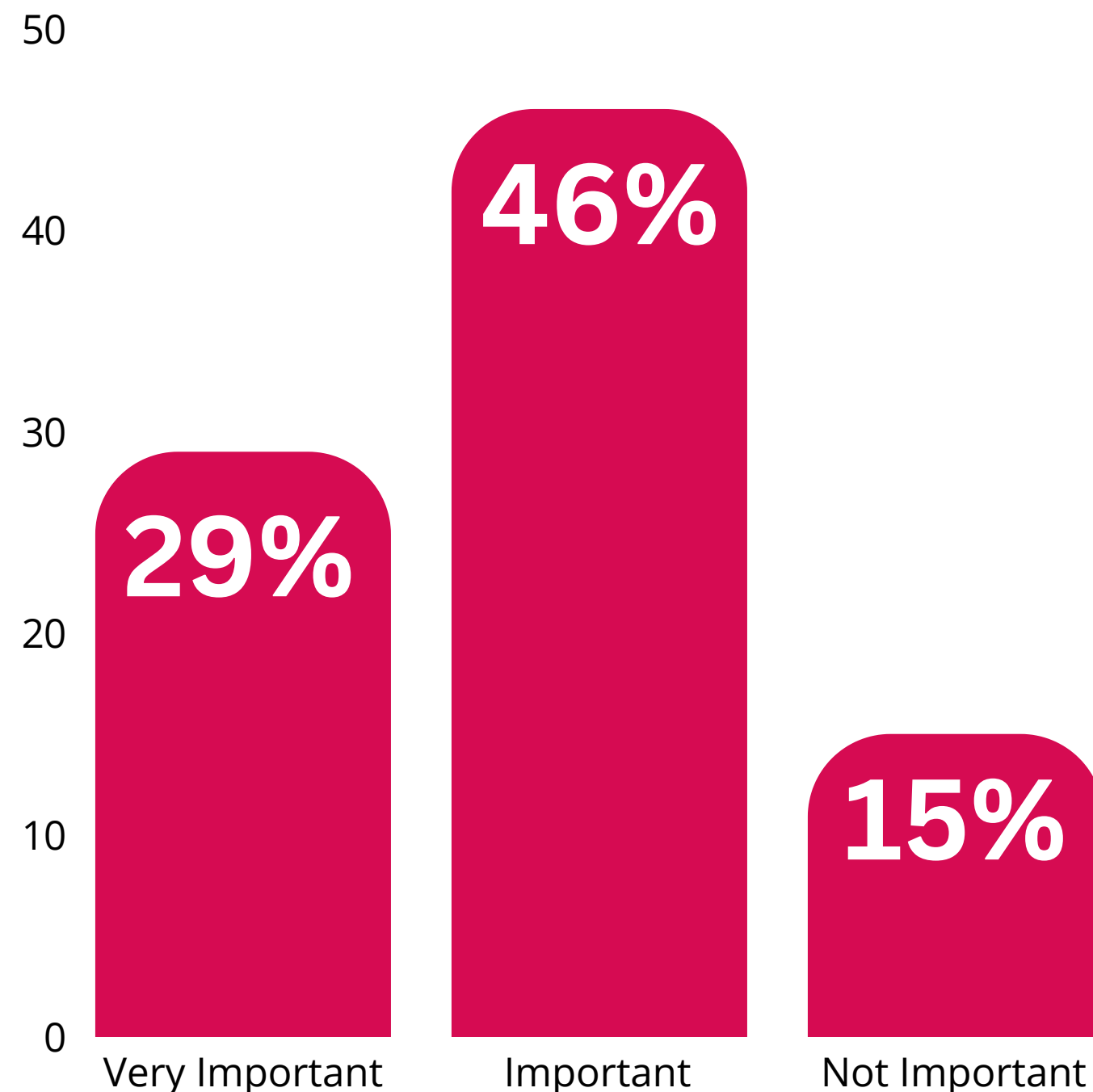
The map opposite shows the **potential for car sharing** by plotting the locations where staff who drive are travelling from and whether they are open to car sharing or not. Where the green pluses are in close proximity to others and blue circles, there is potential for car sharing.

The map has identified **eight employees** who could switch to car sharing as they come from a location close to someone else who is open to car sharing.



Interest in Improving Air Quality

The survey indicated that improving air quality is either **very important** or **important** to a large majority (**75% total**) of Gü's employees.



Importance of clean air

Poor air quality is the largest environmental risk to public health in the UK, as long-term exposure to air pollution can cause chronic conditions such as **cardiovascular and respiratory diseases** as well as lung cancer, leading to reduced life expectancy, according to the UK government.

Air quality awareness and engagement

Events relating to **air quality or sustainable travel** within the workplace can help to engage those who say improving air quality is not important.

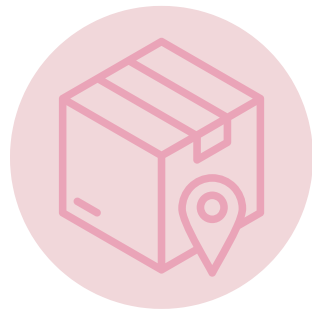
These can include **online courses**, installing **educational posters about car travel and air pollution**, having **air quality monitors** and increasing **awareness of alternative travel modes**.

Note: 10% of respondents chose to not answer this question.

Visitor and Contractor Travel Patterns

Gü Desserts Manufacturing Site receives approximately **50 visitors each day**. There are also many contractors who visit the site. How these individuals travel to and from the site is important to understand Gü's entire travel patterns. On occasions, when the number of people on site also increases, it can bring challenges and congestion in the car park.

The vast majority of these people travel to site in an individual car. It is important to try to promote sustainable travel methods to these individuals too, to improve local air quality and reduce congestion in the car park.



Deliveries: packages arrive daily from Amazon, DHL, Royal Mail, for business uses. Alternative deliveries include food for staff meals.



Inspectors: such as health and safety, visit the site to conduct inspections and audits.



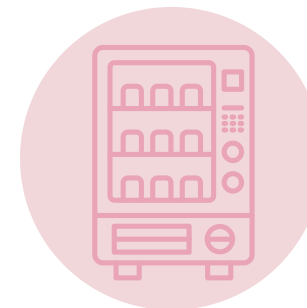
Staff: occasional visits from staff from the London office, for example for monthly finance meetings, and candidates visiting for job interviews.



Contracted construction workers: contracted staff have been working on the development of a new line on site. Although this has nearly been completed, it is important to note the travel patterns of these individuals. Most come to the area between Monday-Friday and car share daily to site.



Cleaners and Waste Collectors: cleaners visit the site daily and people come to site multiple times a week to empty bins and collect waste.



Restocking: individual who travels to site to restock the vending machines in the staff canteen.

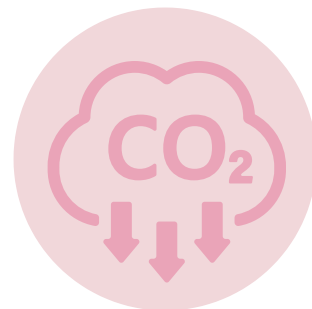
Gü's Existing Environmental Actions Taken



Gü is **committed to reducing waste**. All waste from Gü's organisation is either recycled, reused or utilised in energy generation. In 2023, Gü became a zero waste to landfill manufacturing site.



100% of Gü's electricity consumption now originates from renewable sources. Traditional lights in offices have been replaced with LED energy-efficient lighting. The gas boiler at the manufacturing site has also been upgraded, anticipating a 10% reduction in gas consumption.



Committed to climate action, **Gü reports on all Scope 1, 2 and 3 emissions**. Gü's emissions calculation adhere to the Greenhouse Gas Protocol Standards as well as ISO 14044:2006 for Environmental Management-Life Cycle Assessment.



By 2025, **Gü aims to have 100% recyclable packaging and 100% of packaging to contain recycled or sustainably certified material**. Currently, 100% of packaging is responsibly sourced paperboard, 99.7% of packaging range by weight is recyclable, 54% recycled glass content in ramekins and 52% of packaging contains recycled content.



Gü have an overarching **commitment to reaching net zero emissions by 2050**. Looking forward, this will be achieved through creating a Science Based Targets Initiative (SBTi) accredited carbon reduction plan and understanding ingredients and packaging impact to be able to collaborate with different suppliers.

Recommendations

Curated from the evidence base reported in the previous chapter, this chapter recommends a **set of actions to promote sustainable travel modes** for commuting to and from work among Gü Desserts staff.

These have been split into **short** (0-3 months), **medium** (3-6 months) and **longer** term actions (6 months+).

Implementing multiple actions/schemes in conjunction with one another reinforces the importance of sustainable and active travel to Gü employees and highlights Gü's commitment to improving local air quality.

1 Shorter term actions

- Share sustainable travel directions with anyone coming to site
- Implement an internal awareness campaign
- Create a car sharing group and promote this throughout the business

2 Medium term actions

- Promote the Cycle to Work scheme
- Host employee free cycle training events with East Herts District Council and Bikeability
- Host a Car Free Day

3 Longer term actions

- Consider a subsidised sustainable travel or reward system
- Offer commute planning support

Short Term Actions



Share Sustainable Travel Directions with anyone coming to site

Sharing sustainable travel directions is a simple way of demonstrating Gü's commitment to environmental stewardship. All employees, visitors and contractors should be given this information about travelling to site by sustainable travel modes. By promoting sustainable travel methods to all visitors and contractors, it can also reduce congestion in the car park.

- It is important to highlight the nearest public transport stops/stations and the most accessible and pleasant local walking and cycling routes in any communications to new visitors and contractors to encourage more of them to use a sustainable mode of travel.



Implement an Internal Awareness Campaign

Gü can easily continue to promote internal environmental awareness. Behaviour change among staff takes time, it's key to keep reminding staff of the benefits and opportunities of sustainability and sustainable travel.

- Through workshops, newsletters and events, employees learn about sustainable practices. Recognising and rewarding environmentally-conscious behaviour fosters a culture of sustainability.
- Having regular communications with information on public transport routes, benefits of active travel and upcoming environmental events will increase awareness of sustainable transport.



Car Sharing Scheme

Promoting car sharing offers numerous benefits for companies, including environmental sustainability, employee satisfaction, and corporate social responsibility. It is also cost-effective for employees. Regular users of the car sharing platform **Liftshare save an average of £1,000 a year**. By integrating car sharing into transportation policies and initiatives, Gü can contribute to building more sustainable, efficient and cost-effective mobility solutions for employees.

51% of staff surveyed said they would be open to car sharing, with 16% of respondents saying 'I already do'.

Setting up a car sharing scheme can be as simple as creating an internal group where those who are open to car sharing and have consented to sharing their number are able to contact one another. Making use of internal communications to share the benefits of car sharing can help in encouraging people to make the switch.

Using the postcode data and answer to the question “Would you be open to a car sharing scheme?” from the staff survey, a car sharing potential map has been generated (Page 17). The map shows the locations of where employees drive from, and if they are open to car sharing. This identified **eight employees** who could switch to car sharing.

It is important that those identified with the potential to car sharing are contacted and informed of the benefits of car sharing, such as financial savings, to encourage a behavioural switch. They should be supported in contacting fellow employees with an interest in car sharing to organise starting to car share.

In terms of challenges for implementing a car sharing scheme, one employee survey response mentioned “Car sharing does not always work due to shifts and timings”. To overcome this, those who have car sharing potential could be grouped into working the same shifts as one another.

Gü can also sign up to **Liftshare For Work** to easily connect employees, track the number of shared journeys and help contribute to your net-zero goals.

Medium Term Actions



Encouraging and Promoting the Cycle to Work Scheme.

Gü should increase the promotion of the cycle to work scheme. In the incentives to sustainable travel section of the travel survey, **6% of responses mentioned 'information about cycle to work'** which indicates some employees are unsure on the scheme and how it works. Half of these respondents also quoted **not having 'access to a bike' as a barrier to cycling**. Increasing promotion of the scheme doesn't just inform these individuals but has the potential to improve employee health and wellbeing, reduces carbon emissions, and saves costs.

- To promote the existing cycle to work scheme, Gü can employ targeted email campaigns, intranet announcements, and information sessions. Eye-catching posters, internal social media, and manager endorsement can spread awareness further. Finally, implementing an employee referral program and distributing promotional materials will aid in engagement. These strategies collectively enhance employee awareness and participation, fostering a cycling culture within the workplace.



Host Free Employee Cycle Training Events with East Herts District Council and Bikeability.

Cycle training can help employees **overcome barriers to cycling and incentivise active travel**. Referring to the barriers to cycling identified in the travel survey, 'traffic concerns/ road safety issues' and 'cycling confidence' got a total of 16% of mentions. Referring to cycling incentives, 'free cycle training' got 3% of mentions.

- Cycle training can directly help confidence by improving cyclists' safety skills, knowledge of traffic laws, and reduce the risk of accidents and injuries while commuting.
- Hosting a training event reinforces and promotes active travel modes to all employees.



Car Free Day

Hosting a car-free day where instead **employees are encouraged to walk, cycle, or use public transport** can assist with the ongoing promotion of sustainable travel. It also fosters a sense of teamwork and environmental responsibility among staff.

- It could be celebrated for **World Car Free Day** or on a more regular period.
- Gü should announce the initiative well in advance, or set a regular day so it is easy to remember e.g. last Wednesday of each month.
- Resources such as **information on alternative transportation options and nearby routes** should be shared and discussed with colleagues before hand to make it simple for employees to travel sustainably.
- Car Free Days are an excellent opportunity to open up the car park space which is typically reserved for the cars. For example, Gü could partner with Cycle Positive to offer bike MOTs, general repairs and discussions to help employees find the right bike for them. There could also be open-air food stalls for lunch.
- Celebrating Car Free Day in this way can also help incentivise participation amongst employees.

Long term actions



Consider a Subsidised Sustainable Travel or Reward System

Implementing and offering a **public transport subsidy scheme** is a genuinely useful benefit that could help encourage Gü staff to travel more sustainably. This could be initially proposed to the 18% of employees who live in the 30-minute public transport zone but still drive.

- The most common sustainable travel incentive mentioned by employees based on survey responses was a **public transport subsidy scheme (13% of incentives mentioned)**.
- **5% of staff surveyed said that both cost was the main barrier to using public transport and that they would need a public transport subsidy scheme to encourage them to travel more sustainably.** All of these individuals currently travel by car.
- Subsidised public transport can be offered through providing **season tickets** for employees, **reimbursing season tickets** to employees, **contributing to subsidised public bus transport** or on a **salary sacrifice basis**.
- It could initially be promoted or offered on Car Free Days and then on a more regular basis depending on the response it receives.
- **Arriva Employer Travel Club** offers savings across Arriva bus networks with monthly travel passes at discounted rates. As an employer, all you need to do is sign up to the ETC and in return, Arriva provides **discounted travel to employees** once they have set up a monthly direct debit. There is no minimum contract for employees.

A **reward system for active travel or car sharing** could incentivise more sustainable travel.

- Rewards should align with employees' preferences and motivations but could include: monetary rewards, gift cards or extra holiday days.



Commute Planning Support

In the staff travel survey, **8% of incentives to sustainable travel mentioned either making bus maps and timetables easily accessible or offering commute route planning support.**

Offering route planning support can begin by using any digital map to look at various route options and opportunities.

Public Transport

- Although staff criticised the local public transport system as being unreliable (12% of barriers discussed) and having an infrequent timetable (10% of barriers discussed), having easily accessible maps and timetables for those to use public transport could help individuals **identify opportunities to use public transport to travel to work.**
- Train timetables and travel can be easily planned using the **National Rail journey planner** - after inputting the origin station and ideal arrival time, it provides a list of trains with their departure times. Tickets can also be bought through this site.
- Bus travel can be planned through **Intalink**, who manage public transportation in Hertfordshire. There is an online journey planner which suggests the best bus routes and the site shows live bus status.
- Intalink shares the bus provider for each route. For those travelling on an Arriva buses, the **Arriva UK Bus app** allows for people to check live times and store tickets.

Commute Planning Support

Active Travel

- **Cycling UK's Journey Planner** can be used to plan commuter routes. One inputs the start/finish points of the ride and the system produces a route. The user can choose for the route to be quietist, fastest or balanced.
 - The map can be opened in CycleStreets which provides turn-by-turn directions of the route.
- Public safety concerns were mentioned as 6% of the barriers to walking, so planning **walking routes** could help increase the number of people who walk to work. The route can be planned using Google Maps and edited to remain on quieter roads.

The figure opposite shows an example route using Cycling UK's Journey Planner and Cycle Streets. It is an example route from Cradle End to Gü Desserts Manufacturing Site.

Quietest route option

If you decide to follow the suggested journey below please take extra care on unfamiliar sections; proceed at your own risk (route quality cannot be guaranteed).

Turn-by-turn directions below

[Give feedback](#) on route problems

Journey time: 44 minutes

Distance: 3½ miles

Calories: 93 kcal [?]

CO₂ avoided: 1.06 kg [?]

Quietness:  Hostile

 Route has very busy sections

 Traffic lights: 2

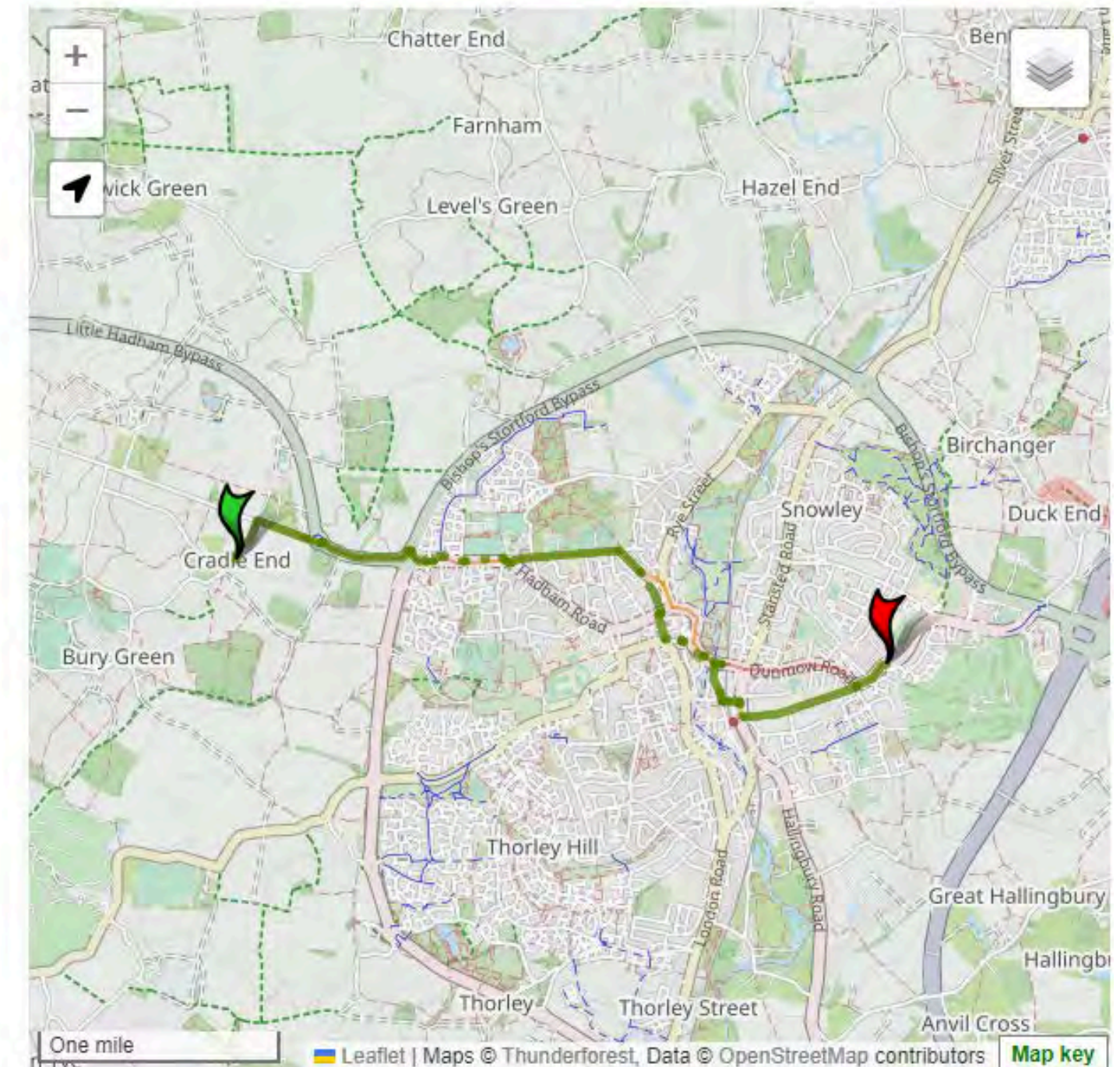
 Crossing delays: 7

 Print view

 Dismounted: 23% distance, 49% time

 Fly in Google Earth [?]

 GPS device export (GPX) [?]



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