

The Pennine Acute Hospitals NHS Trust

Delivering focused and targeted travel information to staff

This case study identifies some of the key considerations when providing information about travel choices at a workplace. It draws on the support provided by Transport for Greater Manchester's Travel Choices programme to Pennine Acute NHS Trust to improve the information about travel options made available to staff. It includes learning and top tips relevant to any workplace.



About Pennine Acute

The Pennine Acute Hospitals NHS Trust has hospital sites in Oldham, Rochdale, North Manchester and Bury. A dedicated Travel and Access Manager is in place. The role involves the implementation of a range of measures across the organisation to support access to the Trust's sites by staff, patients and visitors.

Travel information at Pennine Acute

Pennine Acute already had a comprehensive range of travel information available for staff, patients and visitors, including parking arrangements, public transport options and information on facilities for cyclists at the workplace. Information included:

Travel options for staff leaflet
Made available to new starters as part of induction and on the staff intranet.

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North Manchester General Hospital Delaunays Road, Crumpsall, Manchester, M8 5RB	
Details	Notes and Links
Site Map	Site Map – Link to Pennine Acute website
Bus Stops, Services and operators	<p>Bus Stops are located within and on the road alongside the hospital site and are letter coded. The main bus service is the 42 East Didsbury, Oxford Road, City Centre, Cheetham Hill, NMGH, Blackley, Middleton; using Stop C at the hospital. For more details visit www.crossconnectbus.com. Further information on bus stops and buses serving the site is on the Trust website.</p> <p>Bus Operators are: First Greater Manchester or on Twitter; Stagecoach Manchester or on Twitter</p> <p>For the Transport Authority and information: TfGM or on Twitter; TfGM Bus Route Explorer (for direct bus routes), North West Public Transport Journey Planner</p>
Nearest Metrolink Stops	Abraham Moss or Crumpsall ; on the Bury to Altrincham/ Etihad lines, operator website Metrolink or on Twitter
Transport Ticketing	<p>First mobile ticketing app for smartphones, register and buy bus tickets on your phone, click here for details.</p> <p>First Corporate Travel Club - available for staff, discounts on annual First</p>

A leaflet about lunchtime walks

North Manchester General – Tuesday Walks

Tuesdays at 12:30pm and 1pm

The walks start from the grass circle in front of Trust Headquarters and heads down Central Drive (see map below). If you are unsure about coming along, or where the walk starts from you can email or contact us and we can find a 'walk buddy' to help you.

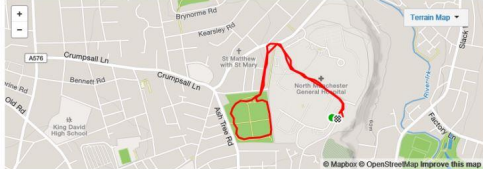
A map of the walk route is shown below. It takes around 30 minutes to complete at an average speed of 3mph, which is moderate pace. A 20 minute walk at moderate speed will take 2000+ steps which is a fifth of your daily steps needed to maintain a healthy lifestyle according to the Department of Health. This translates to 100 calories burnt for someone between 10 and 12 stone in weight.

1.5mi

0ft

26:19

Distance Elevation Moving Time



© Mapbox © OpenStreetMap Improve this map

Support from TfGM Travel Choices

A review undertaken on behalf of TfGM identified some issues to address:

- **There was too much information!** Although the information was very comprehensive and detailed this created a burden of updating it. The level of detail meant that it was at risk of becoming out of date regularly.

- **A focus on parking information tended to dilute positive messages about sustainable travel:** Parking information and parking issues took precedence in much of the literature overshadowing the positive message that the sites have good sustainable transport links and that there is a range of convenient alternatives for staff commuting.
- **The information was in a range of design styles:** This meant that the information did not feel integrated, reducing the impact of the wider travel planning message.

Improving travel information

A number of specific improvements were identified and taken forward

Travel options for staff leaflet

- Change of tone to be more positive about the sustainable travel alternatives.
- Detailed information made more concise
- Better use of links to other online content (such as TfGM's website) to reduce the likelihood of key information going out of date.
- Parking information retained but the focus of the leaflet shifted to alternatives to driving.
- Pennine Acute Trust branded for consistency with other staff information.

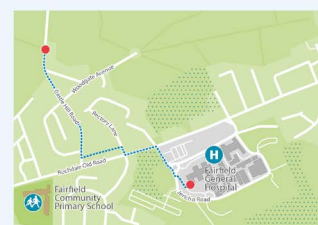
Summary of Transport Facilities at Our Sites

	Fairfield General Hospital	North Manchester General Hospital	Rochdale Infirmary	The Royal Oldham Hospital
Address	Rochdale Old Road Bury BL9 7TD	Deaunays Road Crumpsall, Manchester M8 5RB	Whitehall Street Rochdale OL12 0NB	Rochdale Road Oldham OL1 2JH
Site map	Link	Link	Link	Link
Cycling				
Cycle parking	✓	✓	✓	✓
Showers	X	✓	X	✓
Changing facilities	X	✓	X	✓
Travel by public transport				
Public transport and Local Link information	For up to date and clear public transport information including routes for bus and Metrolink, stop locations and ticket prices go to www.tfgm.com			
Main bus stop locations and route numbers	Rochdale Old Road (467, 468) Jericho Road (475)	Crumpsall Way (42, 52, 53, 54, 57, 88, 94, 115, 116, 118, 145, 151, 156) Deaunays Road (42, 52, 88, 94, 149, 151, 294) Central Drive (52, 53, 94, 115, 116, 140, 151)	Whitehall Street (440) Howard Street (446, 447) Whitworth Road (441, 464, 999)	Oldham Road (159, 182, 183, 418) Rochdale Road (159, 183, 406, 408, 409, 418) Sheepfoot Lane (159, 402) Featherstall Road North (182)
Metrolink stops within 1.5 miles/30min walk	None available	Line: Bury to Altrincham/Eltham Nearest stop(s): Abraham Moss and Crumpsall	Line: Rochdale to East Didsbury Nearest stop(s): Rochdale Town Centre	Line: Rochdale to East Didsbury Nearest stop(s): Oldham King Street and Westwood

Lunchtime walks leaflet

A programme of lunchtime walks is in place across the Trust to encourage staff to be active and walk more often, including for the commute.

- New leaflet to promote the Trust's programme of lunchtime walks
- Includes user-friendly maps which were updated to be more eye-catching and consistent with the Trust's brand guidelines.
- Details of dates and times for organised walks
- Promotes walking as a commuting option too



1 Fairfield General to Woodgate Hill Memorial Forest Walk

Site
Fairfield General Hospital

Start point
Broad Oak entrance

Day & time
Each Wednesday at 12:30



2 Falinge Park Loop

Site
Rochdale Infirmary

Start point
Aroma Cafe

Day & time
Each Wednesday at 12:30

Key learning points and top tips

Working with Pennine Acute highlighted some key lessons regarding how to improve travel information across multiple sites, ways to signpost to other resources and the importance of tone.

Top tips for developing travel information for multiple sites



Creating information which is applicable for all locations in a multi-site organisation can result in complex content

- Only include information that directly supports access to the sites in question. Pennine Acute previously promoted car clubs but this was removed as there are no car clubs in operation close to Pennine Acute's sites.
- Tailor information to individual sites wherever possible, to avoid the reader having to wade through irrelevant information about other sites.



Signposting to other online information is a useful way to ensure content is current and accurate and can minimise duplication by the Travel Plan Co-ordinator.

- Include a small number of trusted weblinks in the information. This helps keep transport information accurate but reduces the amount of time a Travel Plan Coordinator needs to spend updating static content.
- Encouraging staff to access TfGM's website and apps will also help them plan other journeys outside their usual commute by public transport, cycling and walking.
- Intermittent initiatives, such as Personal Travel Planning engagement, travel surveys or other promotions should be included in a prominent location (such as a large banner heading on the intranet, posters in staff communal areas), to maximise the likelihood of staff seeing this.



Highlight the positive benefits of sustainable travel, rather than a shortage of parking!

- Be positive as well as practical: present sustainable travel options in a positive way, outlining the range of options available, and cost-effective ticket options for regular commuting.
- Highlight any incentives that are available to encourage use of sustainable travel modes, such as preferential car share spaces.
- Highlight personal benefits of active travel in terms of better health, cost savings and helping improve local air quality.
- Emphasise the alternatives to car use, but retain clear information about how to park.

Preparing travel information for staff: Getting started

Pennine Acute have been providing travel information to staff for many years. For organisations at an earlier stage, the task may seem daunting. A suggested approach is to consider the questions likely to be asked by staff when thinking about switching from single occupancy car use to public transport, walking, cycling or car sharing.

Examples include:

- **Where do I find timetable information?**
Signpost to TfGM's website for public transport information. The site includes links to all relevant bus and rail operators.
- **How much will my journey cost?**
Include guidance on where to find season tickets. Promote new ticketing offers and ways of purchasing tickets that people may not be aware of, such as TfGM's Get Me There smartcard and app, bus operator apps, and Northern Rail's app
- **Where can I park my bike at work?**
provide information on cycle parking facilities and security. Staff will want reassurance that their bike will be safe.

How TfGM can help

Travel Choices is a free, expert service which supports economic growth by helping businesses take advantage of sustainable travel options, such as public transport, cycling, walking and car sharing.

Adopting sustainable travel can help organisations save money, increase their resilience, become an employer of choice and encourage healthier, more productive workforces.



Around 600 businesses are already signed-up to the network and benefitting from the following services delivered by the Travel Choices team (pictured above):

- Monthly newsletter
- Workshops
- Access to sustainable travel grants
- Self-help advice sheets and case studies online
- Self-help delivery and servicing plan toolkit online
- CarShareGM matching tool
- Cycle training and maintenance classes
- Pool bike loan scheme
- Cycle Champion scheme

The following extra services are available for businesses which meet specific criteria, such as have 100-plus employees or are based in a key employment area:

- One-to-one individual advice from an expert advisor
- Personalised Travel Plan advice for staff and staff awareness events
- Staff travel survey and analysis service
- Public transport ticket offers
- Travel Champions training

