



**Mobility Management for Business and Industrial Zones (MoMa.BIZ)**

(Contract N° **EIE/09/810/SI2.558287**)

**Task D2.b**

**Study of Five Out of Town Industrial Parks (BIZ)**

**in Staffordshire, England**

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## **Update on MoMa.BIZ England**

The MoMa.BIZ Project in the United Kingdom initially involved the following sites (BIZ) within Cannock Chase, Staffordshire:

- Hawks Green Business Park
- Fairway Business Park
- Power Station Road
- Park Plaza
- A5 Cannock Area

However after ensuring that these sites met the criteria of MoMa.BIZ it became apparent when carrying out initial HR Manager survey, during consultation stage and whilst trying to engage with the Managing Directors; that the majority of Business owners and Managers on three out of the five BIZ did not want to be a part of the Project, they would not commit to the full term of the Project nor allow us to work with their employees which resulted in a smaller demographic and a distinct decrease in company and employee numbers.

The decrease in numbers led to an amendment to the Cannock Chase BIZ that would be included, the demographic was widened and further businesses were consulted on sustainable transport for their BIZ. A sufficient number of businesses agreed to be a part of the MoMa.BIZ Project and a revised list of sites were as follows:

1. A5 Cannock (within original report)
2. Power Station Road (within original report)
3. Cannock Wood - new
4. Orbital Retail Centre - new
5. Fradley Business Park – new

In total five Business and Industrial Zones (BIZ) within the demographic of Cannock Chase have been selected, consulted and have all agreed to be a part of the MoMa.BIZ Project for its duration. Their commitment has been demonstrated by also agreeing to co-finance initiatives that the surveys recommend.

All BIZ are all situated out of town business, all are experiencing various transport issues including inadequate onsite car parking, weak public transport links and / or poor alternatives to sole car use.

Studies and site surveys were undertaken for each of the sites to ensure that they met the criteria of MoMa.BIZ. Postal and telephone surveys were also undertaken to ensure that the businesses on the BIZ did suffer from transport issues and to ensure that they did want to be a part of the MoMa.BIZ Project, from this data we developed a profile of each BIZ including employee numbers and the difficulties that employees encounter with their daily home to work commute.

The Comparative Study of the BIZ submitted in 2011 will remain both in terms of its analysis of Cannock and Rugeley (which make up Cannock Chase) but also the information on:

- Power Station Road
- A5 Cannock

This subsequent study is an analysis of each of the three new and additional BIZ. Please refer to the original report for the analysis for Power station Road and A5 Cannock.

## BIZ 1

### Overview of the BIZ

Orbital Retail Park is an out of town Retail Park in Cannock which was built in the 1990's.

It is two miles from Cannock town centre and the retail park has a mix use of businesses including retail outlets (general retail, food, home furnishings, electrical) and fast-food.

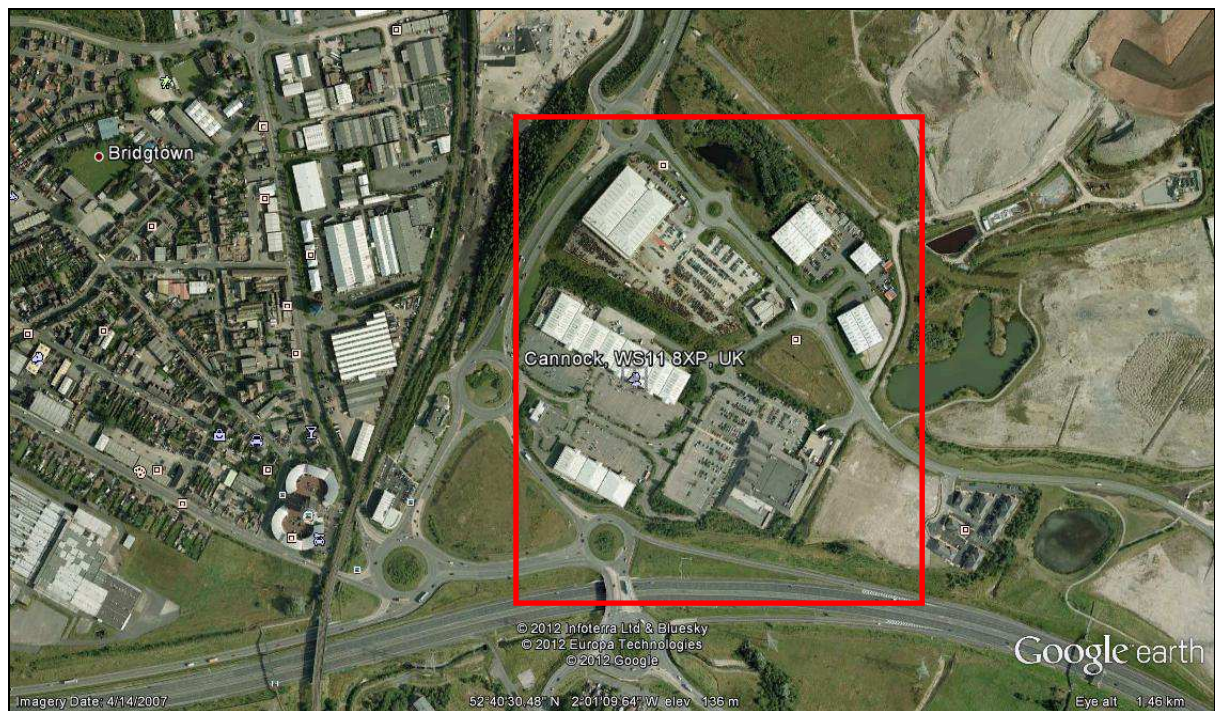
It is a mixed use retail park which benefits from being very modern and is very popular within Cannock and surrounding areas. It is one of the most prevalent retail parks within Cannock Chase and yet it lacks alternatives to the sole car use.

The build and the infrastructure cater for the car alone with main roads and many access routes leading to the BIZ. However bus stops are notably absent as are pedestrian crossings, traffic lights, bus shelters, taxi ranks or cycle paths.

The BIZ is situated approximately five miles from Cannock town centre and whilst there are facilities within the BIZ (eateries, petrol station, supermarket) the BIZ is very isolated for a pedestrian and so employees remain on the BIZ during lunch breaks and are not encouraged to walk or cycle to work.

Companies do not actively promote car sharing or cycling to work. Walking would be dangerous and public transport links are poor with the nearest bus stop 15 minutes walk away, as the BIZ is not serviced effectively it results in bus journeys significantly longer than to travel by car. This is illustrated in Appendix 1.

### Map of the BIZ illustrating Orbital Retail Park – Post Code WS11 8XP:



### General BIZ data

- **Name of BIZ:** Orbital Retail Park, Cannock, Staffordshire

- **Number of Companies:** 13
- **Number of Employees:** 1087
- **Number of Visitors Per Week:** Thousands per week
- **Number of Empty Buildings:** 0

### **13 Companies 1087 Employees**

**Below is a breakdown of each Company and the number of employees:**

1. Finning Power Systems (80 employees)
2. The Orbital Restaurant and Public House (42 employees)
3. Sainsburys (451 employees)
4. KFC (30 employees)
5. SCS (8 employees)
6. Comet (10 employees)
7. Maplin Electronics (11 employees)
8. Harvey Furniture (5 employees)
9. Pets At Home (14 employees)
10. Argos (8 employees)
11. Homebase (8 employees)
12. Veolia Environmental Services (200 employees)
13. Briggs Equipment (220 employees)

### **Accessibility**

Cannock has a reasonably sized town centre which includes some well-known high street names. It also has outdoor and indoor markets and a shopping centre, however some of Cannock's other shopping facilities are to be found in out of town locations such as Longford Island Retail Estate and the **Orbital Retail Park** (our BIZ).

Orbital Retail Park is served by main roads and is easily accessible by car. The business park is located off of a busy roundabout and is not ideal for those travelling by foot with the absence of pedestrian crossings and traffic lights which make it hazardous to cross the roads to gain access to the business park. The main routes to the BIZ are main dual carriageways with a speed limit of 40 mph however cars often reach speeds of 50mph. Many accidents occur on the main road leading to the BIZ.

The BIZ is modern and well maintained and has many of the well known branded retails store located on it however to access it the only practical option is by car use.

The public transport links are inadequate as they do not cater specifically for customers or employees on the BIZ and there is no dedicated bus stop on the BIZ; the nearest bus stop is 15 minutes walk from the BIZ. As there is a Supermarket located on the BIZ it is not practical to walk 15 minutes with shopping bags and customers chose to commute by car or car sharing. The absence of a bus stop does have the knock on effect of altering the customer base and Supermarkets that have a bus stop adjacent to them have far higher customer footfall.

There are no cycle lanes in the area leading to or on the BIZ and whilst there is a pathway the absence of pedestrian crossings, a taxi rank or a bus stop make the business park appear more remote than it really is. There are bike racks on the BIZ but they remain unused as they are not in a central location and many people may not know they are even there.

The train station is 45 minute walk away from the BIZ and is not considered a practical option because of the lack of a bus service to go to the BIZ. This discourages multi-modal forms of travel for the home to work commute and the area would certainly benefit from a shuttle bus from the train station to the BIZ. This would be an attractive proposition for employers as some do find the remote location deters certain personnel from applying for jobs.



In essence the BIZ lacks other transport options other than car use and as there are no car sharing schemes in operation on this BIZ at present the makeup is mostly of sole car use with some employees having to rely upon drop-offs by relatives.

During the consultation process businesses identified that the BIZ and their employees would benefit from the following improvements:

- Car sharing scheme being set up for the entire BIZ including all companies
- Public transport – bus stop on BIZ
- Pedestrian Crossings

The above improvements being implemented would also have the knock on effect of reducing the congestion and car parking issues the BIZ receives due to the lack of car parking. If employees had alternative forms of travel this would enable increased customer numbers to park.

**Appendix 1** highlights the journey time to reach this BIZ by car compared to public transport.

### **Accessibility Map – illustrating where can be reached in 30 minutes**



### **Security**

#### **Security Barriers**

The modern retail park has various security barriers which are used out of hours.

The retail park is clean and it does not suffer from problems with litter or fly tipping.

#### **Public Lighting**

Orbital Retail Park is very well lit and this is a combination of public lighting – street lights and private lighting on the individual retail units.

## **Police**

Due to budget restraints and staff shortages the Police do not have the resources to include Orbital Retail Park on their Police patrols.

We contacted the local Police to assist us with the data required for this report, they stated that business crime is one of their top ten force priorities and that all of the businesses are part of our neighbourhood response to crime issues so are on local patrol strategies. The number of specific visits (for visibility, crime prevention, general engagement etc.) outside of those reported as a specific crime would not be recorded on our systems so they could not provide this information.

They suggested that in order to obtain the specific information, it would be under the Freedom of Information Act through the Police Force's general obligations under disclosure, however because it relates to specific crime data about localities they said that it is likely this request may be declined. (The accident data should be available however via this route relating to the number of accidents recorded on the named streets we have an interest in, including those relating to the category of serious injury or deaths). This request would need to be put in writing as a freedom of information outlining the specific information required, timeframe for data searches and reason along with our personal information and contact details to:

Chief Constables Office  
Executive Suite  
Staffordshire Police HQ  
P O Box 3167  
Stafford  
ST16 9JZ

We have done this and we are awaiting a response.

## **Community Management Structure**

The Landlord / owner of Orbital Retail Park provide the grounds maintenance and security provisions (CCTV). The tenants – various retail outlets also have their own CCTV systems in place.

## **Local Plan for the BIZ**

### **Responsibilities**

#### **Who has the competence for the public transport?**

Arriva Private Company

#### **Who is providing public transport if exist to the BIZ? None directly serve the BIZ.**

The nearest bus stop is a 15 minute walk away from the BIZ and the roads the walk to the bus stop is not considered safe due it being remote and the lack of pedestrian crossings and traffic lights.

A journey that would take 15 minutes by car to reach the BIZ from a nearby town – Rugeley would take 1 hour if using public transport which highlights the need for a dedicated bus stop within the BIZ.

Currently a bus journey from Rugeley (WS15 2NH) to the BIZ (WS11 8XP) would involve catching three separate buses (numbers 825, 60 and 70) and completing the journey with a 15 minute walk to the BIZ.

**Who is fixing the roads: new roads construction, maintenance?** The Highways Agency for the main roads and the private owners for the retail park.

**Who has the competence for the waste collection?** The companies must arrange and fund this themselves.

**If there is fly tipping. Who removes it?** Environmental Health Department of Cannock Chase District Council – local municipality – local government.

**Who removes the weeds on pathways and cuts the grass on grass verges inside the BIZ area?** Environmental Health, Cannock Chase District Council

**Who sets regulations?** Local Government

**Who's got financing?** Due to a new Government being in power in 2010 budgets and finances have been reduced dramatically and the money is simply not there to assist community or regeneration projects. The local municipality have met with us to discuss the MoMa.BIZ Project and have said that whilst they support the ethos of the MoMa.BIZ Project they are not in a financial position to assist us. They have agreed that the MoMa.BIZ Project and its findings will be a useful tool for them in the future but at present they are restricted financially. .

### **Transport-parking facilities**

**Is there any alternative means of transport to the BIZ currently? Which one?**

Employers, employees and visitors commute to the business park primarily by car with a few people choosing to get a taxi or walk or cycle. The retail park does not benefit from being on a bus route.

**Is there enough parking Lots?**

Due to this being a popular retail area there is a distinct lack of car parking. There are not enough car parking spaces for the demand from customers. If employees were to commute in other ways than sole car use the car parks would have more spaces for a customer which is the main selling point of the MoMa.BIZ Project to some Companies on the Orbital Retail Park as they want increased customer numbers.

**Have the companies private areas for parking?** No it is a communal parking area employees, customers and visitors.

**Is there any management of the parking separately for customers, visitors, employees?** No

**Are there any agreements for acquisition of green vehicles from companies, employees?** No

**Is there available any subsidies for the acquisition of green vehicles at local/regional, national level?**

The Department for Transport will from January 2011 provide grants worth £5,000 against the cost of a fully electric or plug-in hybrid car. It will be open to both private and business fleet buyers. In order to qualify for the grant, the amount claimed must not represent more than 25 per cent of the cost of the car. Furthermore, the vehicle must have a range of at least 70 miles, a minimum top speed of 60mph, and meet European safety standards.

**Is there any system of discount/management of the transport for the BIZ?** Not at present



**Is there any ticketing system available for the BIZ?** Not at present

**Is there any plan/programme/subsides for improving and promoting a sustainable transport in BIZ at local/regional/national level?**

Plans for a new Local Sustainable Transport Fund have been announced by Local Transport minister Norman Baker. It will challenge local transport authorities outside London to develop packages of measures that support economic growth and reduce carbon in their communities as well as delivering cleaner environments, improved safety and increased levels of physical activity.

Measures could include encouraging walking and cycling, initiatives to improve integration between travel modes and end-to-end journey experiences, better public transport and improved traffic management schemes. The Government has not announced a figure for this new fund nor did when and how it will distribute.

**Black Spots**

Orbital Retail Park has many black spots and is positioned off of a dual carriageway where vehicles reach 50 – 60 mph. The absence of pedestrian crossings and traffic lights as well as cycle paths make the retail park a fairly unsafe area to reach by foot or bike. The accident rate is higher on the route to the BIZ than many other roads in Cannock Chase.

**Influence of nearby BIZ**

There are no primary influences to this business park.

**Services**

There are facilities such as a supermarket, cash machine, eateries available within Orbital Retail Park.

There is a children’s nursery / childcare provision half a mile away from the BIZ.

Orbital Retail Park does not have ‘general internet access’ and individual businesses who want internet have to arrange this as individuals through their chosen internet provider.

The electric and the water supply for each premises on Orbital Retail Park is supplied to and paid for separately by each business, they have a meter at each premises which records how much they have used and this is billed by the appropriate electric / water provider.

The sewer system is collective.

**Behaviour Information**

The majority of premises are retail outlets who are open during the same times:

Mon	8AM	-	8PM
Tue	8AM	-	8PM
Wed	8AM	-	8PM
Thu	8AM	-	8PM
Fri	8AM	-	8PM
Sat	8AM	-	8PM
Sun	10AM	-	4PM

There is also a large supermarket – Sainsburys which is open for longer and their opening hours are as follows:

Mon	7AM	-	11PM
Tue	7AM	-	11PM
Wed	7AM	-	11PM
Thu	7AM	-	11PM
Fri	7AM	-	11PM
Sat	7AM	-	10PM
Sun	10AM	-	4PM

The transport modes used are:

- Car
- Lifts
- Taxi
- Bus (the nearest bus stop is 15 minutes walk away)

As the retail outlets predominately operate during the same working hours it would be simple to arrange an additional bus service at this BIZ.

With regard to lunchtime arrangements 95% of Companies say that their employees have their lunch break on site and 5% of Companies employees have their lunch break off site.

There are two eateries on Orbital Retail Park Park – KFC (fast-food) and Sainsburys Canteen. Each of the Companies also have staff rooms.

## BIZ 2

### Fradley Business Park, Fradley, Staffordshire, WS11 8XP

#### Introduction

Fradley is 15km from Cannock, however Fradley remains within the same regional municipality as Cannock Chase – Staffordshire.

Fradley Business Park is an out of town Business Park which suffers from poor accessibility and weak alternatives to sole car usage and businesses on this site often complain that the lack of public transport links results in them having to provide door to door minibus services.

As the majority of employees within the factories in Fradley are low paid public transport is sometimes the only option for them; when there is a complete absence of public transport companies then suffer as people do not apply to work for them. The companies within this BIZ have been forced to provide minibus travel to attract potential employees to work for them and the companies are strongly in favour of a dedicated bus stop and a bus service that coincides with their shift patterns. The businesses have agreed to co-finance any bus service that we can lobby for and introduce. The bus companies have also agreed to give serious consideration to the survey analysis.

Fradley Park is one of the largest distribution hubs in the West Midlands. It is well established as a superb location for business, and the site is continuing to expand. Offering easy access to key national transport links direct from the site's buildings, it is a versatile venue for business. Planning consent exists for over 4 million sq ft of warehousing, industrial, offices and business support facilities, with nearly 3 million sq ft already developed and occupied.

Tesco recently opened a major distribution hub and signed one of the largest single warehouse lettings at the site, and industry wide. The retailer has taken 850,000 sq ft (78,967 sq m), which includes 50,000 sq ft (4,645 sq m) of ancillary offices. Other tenants include Hellmann, Caterpillar, DHL, Great Bear Distribution, Swish, Amethyst, Wincanton and 3663 and Unimerco.

#### Map of the BIZ illustrating Orbital Retail Park – post code WS11 8XP:



## General BIZ data

- **Name of BIZ:** Fradley Business Park, Fradley, Staffordshire
- **Number of Companies:** 22
- **Number of Employees:** 1500 - 2000
- **Number of Visitors Per Week:** Hundreds per week
- **Number of Empty Buildings:** New buildings being built and new premises available to let

## Companies 1500 - 2000 Employees

### Below is a breakdown of each Company and the number of employees:

- Florette (Soleco) 385 employees
- Faurecia (Sai Automotive Fradley Ltd) 344 employees
- Zytek 138 employees
- Palletways 200 employees
- Geze Uk Ltd 173 employees

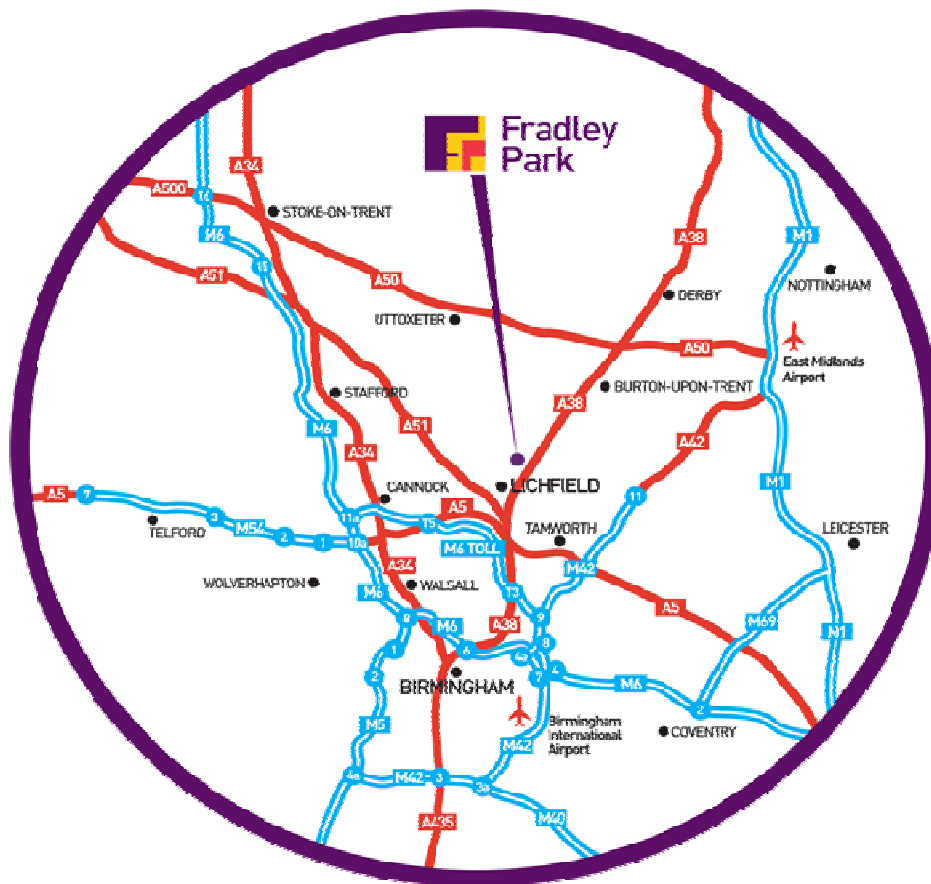
- 📄 DHL
- 📄 Hellman Worldwide Logistics
- 📄 CAT
- 📄 3663
- 📄 UK Pallets
- 📄 Newell Rubbermaid
- 📄 Great Bear Distribution
- 📄 Pallet force
- 📄 Amethyst Group
- 📄 Profine
- 📄 Trent Tame
- 📄 Blith Holse
- 📄 Panasonic
- 📄 NTN Bearings
- 📄 Bridgford Group
- 📄 Envage
- 📄 Castings Plc
- 📄 Ademco

## Accessibility

Fradley Business Park is a remote business park which is six miles away from the main residential area and City of Lichfield. There is also another residential area three miles away from the business park however the employees for the Companies on Fradley Business Park tend to live in Burntwood, Rugely or Cannock as the house prices are cheaper within those towns.

Despite Fradley Business Park being easily accessible by car it is not easily accessible by walking or cycling; in fact some companies have resorted to arranging for private transport for their employees and Florette are a company who fund a minibus which collects their employees. The company had no other choice as the public transport links are weak and are not practical for their shift times. This is proving costly for the companies that do offer this and they are keen for alternatives and for a car sharing scheme and for a bus service (public transport).

## Accessibility Map – illustrating where can be reached in 30 minutes



### Security

#### Security Barriers

The modern retail park has various security barriers which are used out of hours.

The retail park is clean and it does not suffer from problems with litter or fly tipping.

#### Public Lighting

Fradley Business Park is well lit and this is a combination of public lighting – street lights and private lighting on the individual retail units.

#### Police

Due to budget restraints and staff shortages the Police do not have the resources to include Orbital Retail Park on their Police patrols.

We contacted the local Police to assist us with the data required for this report, they stated that business crime is one of their top ten force priorities and that all of the businesses are part of our neighbourhood response to crime issues so are on local patrol strategies. The number of specific visits ( for visibility, crime prevention, general engagement etc.) outside of those reported as a specific crime would not be recorded on our systems so they could not provide this information.

They suggested that in order to obtain the specific information, it would be under the Freedom of Information Act through the Police Force's general obligations under disclosure, however because it relates to specific crime data about localities they said that it is likely this request may be declined. (The accident data should be available however via this route relating to the number of accidents recorded on the named streets we have an interest in, including those relating to the category of serious injury or deaths). This request would need to be put in writing as a freedom of information outlining the specific information required, timeframe for data searches and reason along with our personal information and contact details to:

Chief Constables Office  
Executive Suite  
Staffordshire Police HQ  
P O Box 3167  
Stafford  
ST16 9JZ

We have done this and we are awaiting a response.

## **Community Management Structure**

The Landlord / owner of Fradley Business Park and the respective units provide the grounds maintenance and security provisions (CCTV). The tenants – various retail outlets also have their own CCTV systems in place.

## **Local Plan for the BIZ**

### **Responsibilities**

#### **Who has the competence for the public transport?**

Arriva Private Company

#### **Who is providing public transport if exist to the BIZ?**

Arriva bus company

**Who is fixing the roads: new roads construction, maintenance?** The Highways Agency for the main roads and the private owners for the retail park.

**Who has the competence for the waste collection?** The companies must arrange and fund this themselves.

**If there is fly tipping. Who removes it?** Environmental Health Department of Cannock Chase District Council – local municipality – local government.

**Who removes the weeds on pathways and cuts the grass on grass verges inside the BIZ area?** Environmental Health, Cannock Chase District Council

**Who sets regulations?** Local Government

**Who's got financing?** Due to a new Government being in power in 2010 budgets and finances have been reduced dramatically and the money is simply not there to assist community or regeneration projects. The local municipality have met with us to discuss the MoMa.BIZ Project and have said that whilst they support the ethos of the MoMa.BIZ Project they are not in a financial



position to assist us. They have agreed that the MoMa.BIZ Project and its findings will be a useful tool for them in the future but at present they are restricted financially. .

### **Transport-parking facilities**

#### **Is there any alternative means of transport to the BIZ currently? Which one?**

Employers, employees and visitors commute to the business park primarily by car with a few people choosing to get a taxi or walk or cycle. The retail park does not benefit from being on a bus route.

The companies have had to provide private transport – mini bus for their employees.

#### **Is there enough parking Lots?**

Due to the number of companies Fradley Business Park also suffers from a lack of adequate car parking which results in employees having to park on kerbsides and pathways – this is both dangerous for pedestrians and unsightly for visitors and Clients.

#### **Have the companies private areas for parking? Yes**

**Is there any management of the parking separately for customers, visitors, employees?** Yes – marked parking bays

**Are there any agreements for acquisition of green vehicles from companies, employees?** No

#### **Is there available any subsidies for the acquisition of green vehicles at local/regional, national level?**

The Department for Transport will from January 2011 provide grants worth £5,000 against the cost of a fully electric or plug-in hybrid car. It will be open to both private and business fleet buyers. In order to qualify for the grant, the amount claimed must not represent more than 25 per cent of the cost of the car. Furthermore, the vehicle must have a range of at least 70 miles, a minimum top speed of 60mph, and meet European safety standards.

**Is there any system of discount/management of the transport for the BIZ?** Not at present

**Is there any ticketing system available for the BIZ?** Not at present

#### **Is there any plan/programme/subsides for improving and promoting a sustainable transport in BIZ at local/regional/national level?**

Plans for a new Local Sustainable Transport Fund have been announced by Local Transport minister Norman Baker. It will challenge local transport authorities outside London to develop packages of measures that support economic growth and reduce carbon in their communities as well as delivering cleaner environments, improved safety and increased levels of physical activity.

Measures could include encouraging walking and cycling, initiatives to improve integration between travel modes and end-to-end journey experiences, better public transport and improved traffic management schemes. The Government has not announced a figure for this new fund nor did when and how it will distribute.

## **Black Spots**

Fradley Business Park is a relatively safe and modern business park benefitting from pathways and car parks. However it is not well connected to the residential areas and there is a distinct absence of pedestrian crossings, cycle paths and traffic lights. As there is a lack of car parking employees of some factories are forced to park on pathways and kerbsides which creates black spots for pedestrians and other car users alike.

## **Influence of nearby BIZ**

There are no primary influences to this business park.

## **Services**

There is a purpose built convenience store located in the heart of the business park.

There are no childcare provisions on or even near to the BIZ.

Fradley Business Park does not have 'general internet access' and individual businesses who want internet have to arrange this as individuals through their chosen internet provider.

The electric and the water supply for each premises on Fradley Business Park is supplied to and paid for separately by each business, they have a meter at each premises which records how much they have used and this is billed by the appropriate electric / water provider.

The sewer system is collective.

## **Behaviour Information**

The majority of premises are warehouses and factories who are open during the same times: 6am – 10pm.

There are also offices which are open 9am – 5pm.

The transport modes used are:

- Car
- Company minibus
- Lifts / car sharing
- Bus

With regard to lunchtime arrangements 98% of Companies say that their employees have their lunch break on site and 2% of Companies employees have their lunch break off site.

Companies have staff canteens.

## **BIZ 3**

### **Cannock Wood Industrial Estate, Cannock, Staffordshire**



#### **Overview of the BIZ**

Cannock Wood Industrial Estate is in East Cannock, it is an older business park which needs modernising and regeneration.

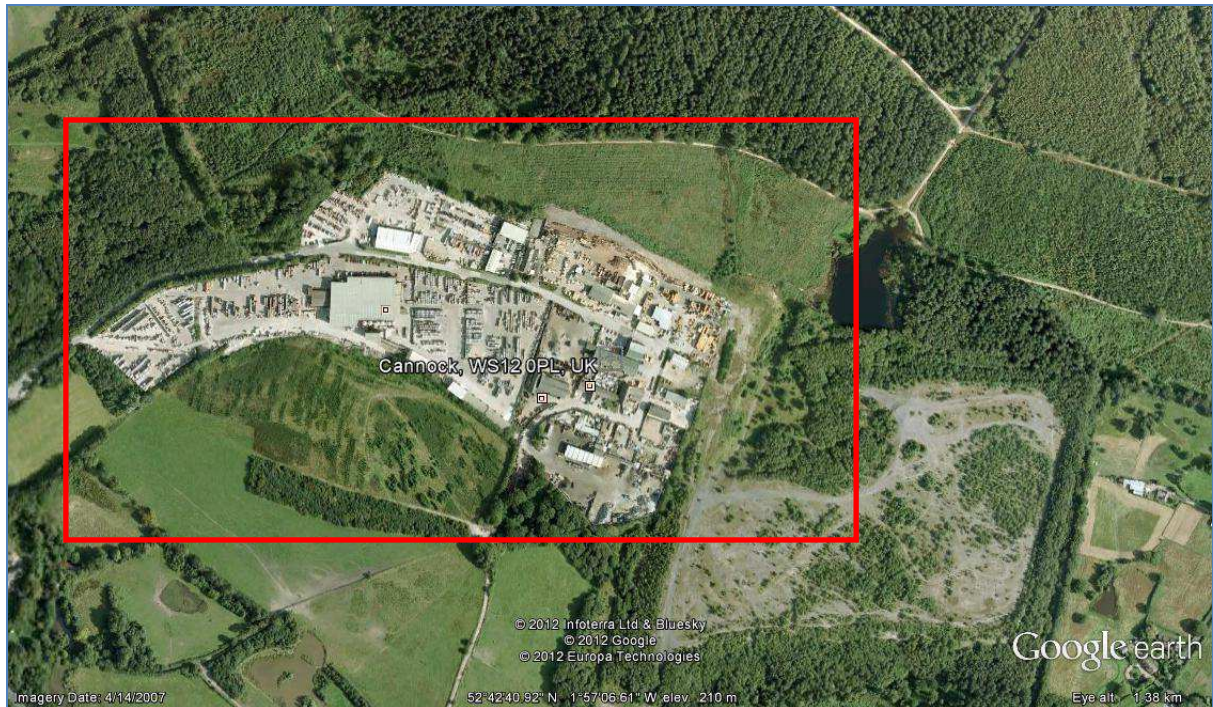
The roadways need resurfacing; there are no cycle paths, no public lighting or security provisions including no CCTV surveillance.

The Municipality have identified this BIZ as one that should be a part of a forthcoming five year programme of regeneration.

ATP is a company on this BIZ that would like to be a part of MoMa.BIZ as they would like there to be a bus service that caters for this BIZ. ATP have recently expanded and have relocated to Cannock Wood Industrial Estate but the public transport links to this BIZ are poor and do not service the needs of the companies here.

The bus company has agreed to view and discuss our employee survey data so that a new bus service can be provided for employees. Failure to do this may result in companies relocating to areas out of the region.

**Map of the BIZ illustrating Orbital Retail Park – post code WS11 8XP:**



**General BIZ data**

- **Name of BIZ:** Cannock Wood Industrial Estate, Cannock, Staffordshire
- **Number of Companies:**
- **Number of Employees:**
- **Number of Visitors Per Week:**
- **Number of Empty Buildings:** 0

**1 Companies 120 Employees (have agreed to be a part of the Project - ATP)**

**Below is a breakdown of additional companies who are SME's and who will be included within the MoMa.BIZ Project, yet may not want to participate:**

- Treeway Fencing
- Midland & General Scaffolding
- Mick Jones Plant Hire & Leasing
- Cronimet GB Ltd
- P & A Engineering
- Burntwood Scaffolding
- Cannock Skips & Recycling
- Heldeal Ltd
- LW Skip Hire
- Murray & Willis Ltd
- EH Smith Builders Merchants
- Heritage Joinery Cannock Ltd
- Fourway Bandsaw Servicing



## Accessibility

The BIZ is difficult to reach and for a journey of 6.8 miles would take 1 hour and 14 minutes which highlights that this BIZ is only realistically accessible by car opposed to public transport.

**Please see Appendix 1** for further comparisons and information. Appendix 1 highlights the journey time to reach this BIZ by car compared to public transport.

## Accessibility Map – illustrating where can be reached in 30 minutes



## Security

There is a distinct lack of security provisions which makes this BIZ particularly vulnerable. There needs to be additional security barriers and public lighting to reduce crime on the estate and to encourage alternative forms of transport i.e. walking and cycling.

## Police

Due to budget restraints and staff shortages the Police do not have the resources to include Orbital Retail Park on their Police patrols.

We contacted the local Police to assist us with the data required for this report, they stated that business crime is one of their top ten force priorities and that all of the businesses are part of our neighbourhood response to crime issues so are on local patrol strategies. The number of specific visits ( for visibility, crime prevention, general engagement etc) outside of those reported as a specific crime would not be recorded on our systems so they could not provide this information.

They suggested that in order to obtain the specific information, it would be under the Freedom of Information Act through the Police Force's general obligations under disclosure, however because it relates to specific crime data about localities they said that it is likely this request may be declined.

(The accident data should be available however via this route relating to the number of accidents recorded on the named streets we have an interest in, including those relating to the category of serious injury or deaths). This request would need to be put in writing as a freedom of information outlining the specific information required, timeframe for data searches and reason along with our personal information and contact details to:

Chief Constables Office  
Executive Suite  
Staffordshire Police HQ  
P O Box 3167  
Stafford  
ST16 9JZ

We have done this and we are awaiting a response.

## **Community Management Structure**

### **Local Plan for the BIZ**

### **Responsibilities**

#### **Who has the competence for the public transport?**

Arriva Private Company

#### **Who is providing public transport if exist to the BIZ? None directly serve the BIZ.**

This is a major concern for one particular business that has recently relocated to premises within Cannock Wood Industrial Estate.

#### **Who is fixing the roads: new roads construction, maintenance? The Highways Agency for the main roads and the private owners of the units for their own land / any unadopted roads.**

#### **Who has the competence for the waste collection? The companies must arrange and fund these themselves.**

#### **If there is fly tipping. Who removes it? Environmental Health Department of Cannock Chase District Council – local municipality – local government.**

#### **Who removes the weeds on pathways and cuts the grass on grass verges inside the BIZ area? Environmental Health, Cannock Chase District Council**

#### **Who sets regulations? Local Government**

**Who's got financing?** Due to a new Government being in power in 2010 budgets and finances have been reduced dramatically and the money is simply not there to assist community or regeneration projects. The local municipality have met with us to discuss the MoMa.BIZ Project and have said that whilst they support the ethos of the MoMa.BIZ Project they are not in a financial position to assist us. They have agreed that the MoMa.BIZ Project and its findings will be a useful tool for them in the future but at present they are restricted financially. .

#### **Is there any alternative means of transport to the BIZ currently? Which one?**

Employers, employees and visitors commute to the business park primarily by car with a few people choosing to get a taxi or walk or cycle. The BIZ does not benefit from being on a bus route.



**Is there enough parking Lots?**

There are no dedicated car parks on this BIZ with many choosing to park on pathways and roadsides which in turn causes black spots.

**Have the companies private areas for parking?** No it is a communal parking area employees, customers and visitors.

**Is there any management of the parking separately for customers, visitors, employees?** No

**Are there any agreements for acquisition of green vehicles from companies, employees?** No

**Is there available any subsidies for the acquisition of green vehicles at local/regional, national level?**

The Department for Transport will from January 2011 provide grants worth £5,000 against the cost of a fully electric or plug-in hybrid car. It will be open to both private and business fleet buyers. In order to qualify for the grant, the amount claimed must not represent more than 25 per cent of the cost of the car. Furthermore, the vehicle must have a range of at least 70 miles, a minimum top speed of 60mph, and meet European safety standards.

**Is there any system of discount/management of the transport for the BIZ?** Not at present

**Is there any ticketing system available for the BIZ?** Not at present

**Is there any plan/programme/subsides for improving and promoting a sustainable transport in BIZ at local/regional/national level?**

Plans for a new Local Sustainable Transport Fund have been announced by Local Transport minister Norman Baker. It will challenge local transport authorities outside London to develop packages of measures that support economic growth and reduce carbon in their communities as well as delivering cleaner environments, improved safety and increased levels of physical activity.

Measures could include encouraging walking and cycling, initiatives to improve integration between travel modes and end-to-end journey experiences, better public transport and improved traffic management schemes. The Government has not announced a figure for this new fund nor did when and how it will distribute.

**Influence of nearby BIZ**

**Services**

The electric and the water supply for each premises on Cannock Wood Industrial Estate is supplied to and paid for separately by each business, they have a meter at each premises which records how much they have used and this is billed by the appropriate electric / water provider.

The sewer system is collective.

**Behaviour Information**

The majority of premises are retail outlets who are open during the same times:

Mon	6AM	-	6PM
Tue	6AM	-	6PM
Wed	6AM	-	6PM

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Thu 6AM - 6PM

Fri 6AM - 6PM

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The transport modes used are:

- Car
- Lifts
- Taxi
- Bus (the nearest bus stop is 15 minutes walk away)

## Appendix 1

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**Please see attached:**

This table details how long it takes to reach each of the five BIZ from the same postal code / address in a nearby town, leaving home at circa 7.30am which is a typical journey and time for employees.

It details:

- 
- journey times in minutes for car and bus commute from home to the BIZ
  - journey times in miles
  - amount of buses to reach the BIZ and bus numbers
  - ticket costs and how far away the nearest bus stop is on foot
  - Frequency of the buses
- 

It is clear from the table that certain BIZ are not served adequately by public transport and the length of the bus journeys are certainly a boundary to change employees current transport methods.

Journeys that 13 minutes in a car and take 1 hour and 4 minutes and involve catching three buses in not a practical alternative to changing the mode of transport for the home to work commute for certain BIZ.

Bus ticket prices are at an all time high and this will certainly be beneficial if introducing a car sharing scheme.

The survey data and the current length of bus journeys will be important when meeting with public transport providers.

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### **Aims of the MoMa.BIZ**

- Introduce, encourage and promote sustainable forms of transport for the home to work commute
- Contain as many trips on-site as possible, thereby reducing the need to travel off-site
- For trips that cannot be contained, to encourage walking and cycling as the main mode
- Show our findings to Public Transport operators so that additional bus services can be provided as the study has highlighted that bus journeys are time consuming and that there are not bus stops available at every BIZ
- To provide high quality public transport services, which match the pattern of travel, to maximise this mode of travel
- To prepare company Travel Plans to promote travel by sustainable modes and encourage a mode shift away from single occupancy car travel
- To introduce and promote car sharing at each BIZ
- Encourage cycling by introducing bike schemes and lobbying for cycle paths