



Mobility Management for Business and Industrial Zones (MoMaBIZ)

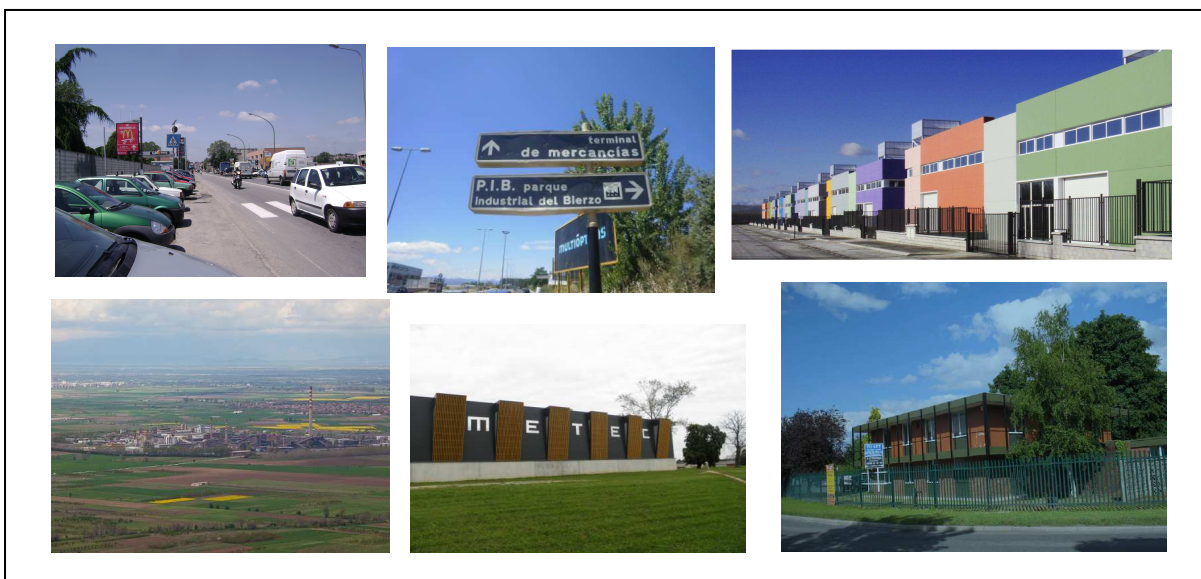
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Comparative Report on barriers and conditions of the BIZ's

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Contents

1	Objective of this study of the BIZ's.....	3
2	BULGARIA: KCM Industrial Zone, Plovdiv.....	4
3	ESTONIA: Ropka Industrial Park.....	9
4	ITALY: Industrial Zone of Corso Alessandria, Asti.....	19
5	SPAIN: Industrial area of Atarfe, Granada.....	30
6	SPAIN: Industrial Park of “El Bierzo” (PIB), Ponferrada	39
7	UNITED KINGDOM.....	48
	7.1 A5 Cannock, Cannock.....	48
	7.2 Power Station Road, Cannock.....	54
	7.3 Orbital Retail Park, Cannock	60
	7.4 Fradley Business Park, Fradley, Staffordshire.....	66
	7.5 Cannock Wood Industrial Estate, Cannock, Staffordshire.....	72
8	Summary of some information for every BIZ:	80
9	Conclusions.....	82
10	Annex I: PHOTO REPORT	83

1 Objective of this study of the BIZ's

The target of this report is to have a clear background picture of each BIZ which is essential in order to base decisions on facts and not just impressions and instinct.

Every local coordinating partner has undertaken the role of the **Area-Mobility-Manager**, or has obtained the support of local entities, business organization etc..., to prepare and understand all of the factors that generate mobility demand in the BIZ. The existence of such a role has been considered a good starting point for coordinating mobility demand in the zone.

The study phase has defined the boundaries of the area to be addressed and prepare an **easy-to-understand analysis of the area to deal with**. In this phase the area-mobility-manager will analyse several aspects, such as:

- Number of Enterprises (small, medium, large)
- Number of Employees per Enterprise
- Modal split of car user
- Transport infrastructures in the area (roads, railways, stations, bike lanes)
- Accessibility by public transport, on foot, by bike, pedestrian
- Parking facilities
- Accidents and black spots
- Presence of alternative means of transport

Also general information about where people go, why they go there, when and how they choose to get there has been included. However, this aspect will be completed after the mobility surveys which will help to understand the transportation needs of the commuters and visitors in the participating BIZ.

A more detailed report has been developed by each partner in the native language of their BIZ.

2 BULGARIA: Bulgarian industrial zone – KCM

Introduction

Name of the BIZ:	Factory for non-ferrous metals (KCM)
City (Country):	Plodiv (Bulgaria)

This BIZ is formed by a group of 10 companies owned by the Factory for non-ferrous metals (KCM).

During the 1950s in the framework of the Parliament for accelerated industrialisation of the country and development of the non-ferrous metal resources and processing, a decision was made for the enlargement of the non-ferrous metal processing capacities. This led to the establishment of KCM that was officially opened in 1961 and is currently participating at the project MoMa.BIZ.

On 2010 the Corporate Policy on the ecology and social responsibility of KCM was signed. And the company has the acquired ISO 9000-2000 certification.

The Bulgarian industrial zone – KCM is 10 km away from the second largest Bulgarian city – Plovdiv and some 8 km north of a medium large city – Asenovgrad. The BIZ is indicated with the letter A in the map below:



During the last two years the KCM group has invested more than 70 000 000 € in fields related to the ecological and social well-being.

General data

- Surface – 900 000 m²
- Number of Companies – 10 companies
- Number of Employees – 2625 employees, 800 people/ work shift in 3 work shifts, and 128 people administrative body.
- Number of Visitors (and %) – 2700 visitors/ year (400 students observers, 2000 internship and practice students), or 12-15 % of the people flow in the industrial area.
- Number of Empty Buildings – There are no empty buildings in KCM.

BIZ management structure: Local Plan for the BIZ & Responsibilities

KCM has improved its management system as it has decentralized the responsibilities.

There is no local plan for the Bulgarian BIZ.

The public transport services are carried out by a few private companies which are subcontracted by KCM.

In KCM is providing a public transport service for its through contracts with two transport companies – AT COM for the employees from Plovdiv and Volan Trans for the employees from Asenovgrad. There is a responsible person assigned to the task of contractual issues with these two companies. He is part of the Social Activities and Programmes Department in the administration of KCM. There are 5 dispatchers who are responsible for the arrival and departure of the buses with employees in KCM.

The road maintenance outside KCM is the responsibility of the local authority. However, the road structure inside KCM is maintained by KCM itself.

In KCM usually public transport is in charge of a private company, but it is a franchise.

The waste is collected by AT COM. It also cleans the snow in the winter season. Moreover, it provides the proper cleaning and maintenance machines when requested by KCM's Social Activities Department. The fly-tipping is collected both by KCM and AT COM. The creation and maintenance of pleasant working and leisure atmosphere in KCM is also done by KCM and AT COM.

The regulations related to the inner comfort of the factory set by KCM itself. It finances these activities as well.

Security

There is a person responsible for the Security in **KCM** BIZ. The security system for entrance in the industrial area is an automatic control system, which is subcontracted to a private company called Terazini.

KCM is well lit, because of the 3-shift work regime and the constant flow of people, freight and production vehicles. There are cameras in the industrial zone, situated on strategic locations.

Services

Due to the fact that the BIZ is situated on a significant distance from two major cities, there are no close services in use for the employees.

There is a car wash, but in most cases it is not used by the employees (they come mainly by public transport service that is arranged especially for them from KCM).

There are a few gas stations situated outside the industrial area. They are on the major road connecting Plovdiv and Asenovgrad and the small nearby cities.

A bank service is available inside the BIZ, as well as agencies related to professional funds and insurance.

KCM has a café and a canteen, but there are no other shops for food or drinks.

Internet access is available for the entire administration. Internet connection is also available on key places in the production warehouses in KCM. There is an intranet system for the industrial area.

KCM is connected to the local electrical supply system company, but it also has its own electrical supply facilities. Due to the production and procession activities in this industrial zone, it has Electricity production department – most of the process must be continuous without any interruption, and the upper stated department ensures this continuity, and this has been taken into account when new sustainable mobility measures have to be proposed.

KCM has its own water plant, but is also connected the hydro system company of the region. The sewer system is internal and is connected to the external, outside the industrial area. There is Water resources station providing the continuous supply of water for the production and procession activities. There is newly established Recycle plant.

Influence of the nearby

There are a few companies close to KCM: Plant construction, Metal constructions, Maintenance and mechanical warehouse, SIAD – oxygen plant, AT COM, Express Party – canteen, 4-5 companies related to processing and production activities, Terazini, Agria, IXM Ltd.

These companies use the services of the industrial area. Some of their employees are using the transport arranged by KCM.

Accessibility

Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

Separate parking space for visitors and customers is arranged.

The Factory for non-ferrous metals can be reached by intercity bus, company bus transport, and personal vehicle (usually car or moto, rarely bike).

Inside the BIZ, there are areas for bikers and pedestrian traffic only, but they are not marked with signs.

There is a parking space only for visitors. No people without attendant are allowed to enter the industrial area. For all new employees a route list is provided.

In the Factory for non-ferrous metals, the transport of the employees is provided through subcontracts with two private transport companies – AT COM for the employees from Plovdiv and Volan Trans for the employees from Asenovgrad. The employees get on the company transport buses from the bus stops by their homes, and do not interchange or stop during their trip to the BIZ. The BIZ provides transport services for its employees at regular intervals according to the work shifts throughout the day. Moreover, it compensates some of the monthly travel costs of its employees who are using it. A ticket system exists in the Factory for non-ferrous metals. There are travel cards, provided by the transport operator. 80% of the costs are covered by the Factory for non-ferrous metals and the rest 20% are covered by the commuting workers. Still, there is a substantial load of employees who commute with their own private vehicles; and form spontaneous car-sharing.

There is a responsible person assigned to the task of contractual issues with the two transport companies. He is part of the Social Activities and Programmes Department in the administration of the Factory for non-ferrous metals. There are 5 dispatchers who are responsible for the arrival and departure of the buses with employees in the Factory for non-ferrous metals.

The new employees receive travel information from the Human Resources Department. They are told the options to reach the BIZ – the time table and routes to their home town.

There is one major time spot (16:30) and two additional for the early and late shifts.

At the major one – 16 buses come to the BIZ:

- 7 buses for Plovdiv
- 7 buses for Asenovgrad
- 1 for Kuklen village
- 1 for Krumovo village

For the early and late shift – just one bus per location comes. If the employee lives beyond these destinations, it is their responsibility to provide themselves with transport to their hometown.

The public transport service for commuting employees to the factory area is compulsory by law in Bulgaria when the factory is out of the cities.

There are no individual transport or work plans, flexible work time or teleworking options. No contracts or documents advocating the use of “green vehicles” are signed. Subsidies for the use of sustainable or “green” means of transport are unavailable.

There are enough parking spaces allocated for the employees of the industrial area. These are for employees of the administrative body mostly. They are meant for the managers in KCM.

Separate parking space for visitors and customers is arranged.

There are no restrictions for the vehicles coming into the industrial area, except for the public transport service for the employees. The buses of the public transport have special stops and routes. They are not allowed to break the established rules for driving inside the area.

Accidents and Black Spots

There are no black spots in the industrial area due to the small scale of the internal road infrastructure and the strict road rules and restrictions.

Behaviour information

The 80 % of the KCM-BIZ employees use the transport provided by the factory. The lunch break is one hour and is only for the employees in the administration. There are no flexible work time and teleworking options. The transport service is more frequently used in the mornings and in the evenings.

Highlights

In the KCM BIZ, the fact that the public transport service is organised and mainly financed by the company is a very good measure to avoid the use of private car.

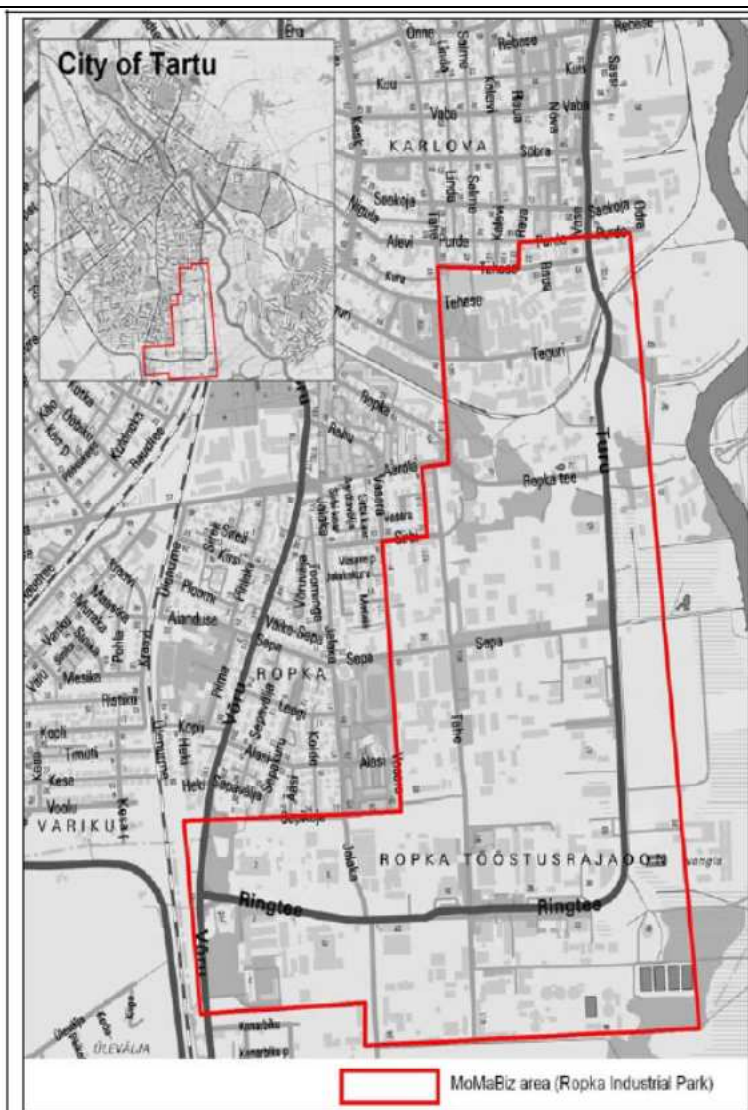
The lack of designated areas for bikes and pedestrian is an area that can be improved.

Another area of improvement, although not directly related to the mobility behaviour of employees, regards the buses used for the transport of employees which could be upgraded to clean transport buses such as electrical ones.

3 ESTONIA: Ropka Industrial Park

Introduction

Name of the BIZ:	Ropka Industrial Park
City (Country):	Tartu (Estonia)
<p>There are 6045 companies in City of Tartu with 15000 employees. They all are targeted with project activities.</p> <p>Ropka Industrial Park is situated on the south part of Tartu. The centre of the BIZ is approximately 3 kilometres from the centre of Tartu and from Annelinna district, where lives approximately 30% of inhabitants of Tartu.</p> <p>The city of Tartu has a comprehensive urban plan which also includes the Ropka Industrial Park. Detailed plans are required for every new development in the BIZ, which have to be approved by the city government. Detailed plans are needed to determine the construction principles, architectural terms and conditions for the buildings and also to ensure, that new development is suitable for the BIZ and also for the city and won't worsen the living quality and environmental situation.</p>	



The Ropka industrial park is designed mainly for business and warehousing activities and the infrastructure is developed accordingly. The general plan for the park was made in the 1980's.

Currently, around 10% of Tartu's inhabitants works at the BIZ. There are also a lot of people from other municipalities work there too. Most of the companies are small or medium size enterprises with less than 100 employees. The majority of the companies has 10-30 employees.

The BIZ is still expanding and developing.

General data

- Surface: 2.687.000,00 m²
- Number of Companies: 388
- Number of Employees: 3000
- Number of Visitors: 6500 (per day)
- Number of Empty Buildings: none

BIZ management structure: Local Plan for the BIZ & Responsibilities

The Ropka Industrial Park does not have a specific management organization or association. Plots and building owners develop and manage their property. The Local Municipality determines the regulations and plans for the BIZ but there isn't a specific comprehensive plan for it. The district planning is regulated by the Tartu city comprehensive plan and by the sector of development plans..

The local public transportation system is organized and planned by the Tartu City Government that subcontracts it to a private operator for 7 years. There isn't a public transport service organised specifically for the BIZ.

Road maintenance and construction on public roads is the competence of the local municipality. In particular it organizes and finances the road construction and maintenance, removal of weeds on pathways and grass cutting on public areas. Private owners are responsible for the road maintenance and waste collection at their plots. The removal of illegally dumped rubbish is the responsibility of the landowner.

Security

Security and order is ensured by the national police forces. The frequency of police patrolling is not determined, however, due to the presence of the Tartu prison at the BIZ the local police pays special attention to the area.

Some plots have physical barriers and are also guarded, but most of the buildings and plots are guarded by an automatic control system (also security cameras are used). Every plot and building owner has a contract with a private security company.

On public roads lighting is ensured and financed by local municipalities. All roads have public lighting system.

Services

There is one kindergarten at the BIZ of Tartu (Kindergarten Ristikhein) with 250 children. But most of the employees of BIZ live in other Tartu districts and their children are attending kindergarten near their home.

In Ropka industrial district are several car wash service providers and petrol stations. There aren't any bank branches but ATM machines are available. People can have lunch in several diners and buy food and drinks in shops. Several companies have their own private canteen or kitchen where employees can cook or eat food that they have taken with them.

All buildings and offices have Internet access. In some cases the contracts for the internet service are collective, mainly for companies/offices located at the same building, but in other cases each company has an individual contract.

Also has all the district access to electricity, water and sewer system. Building and plot owners have individual contracts with the service providers for electricity, water and sewage systems.

Influence of any nearby BIZ

The actual mobility situation of the Ropka Industrial Park is not influenced by any other BIZ. However, transit travellers cause most of the traffic in the area.

Accessibility

The BIZ is situated on the coast of the river and near to the main road from Tallinn to southern Estonia and Russia.

A great part of people working in Ropka live in Anne district. The problem of connecting these two areas is that there is no bridge directly connecting these two areas.

Our BIZ area is situated on the crossroad of two highways, one of them is the street that connects the north-west and south part of Estonia, crossing the river Emajõgi. The other street is an important highway for the inner- city connections, giving the shortest connection for the near-city-border-part of Ropka district with the streets leading to the city centre and on the other hand giving the shortest connection with the streets that lead to the roads to northern Estonia.

Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

Until the Ringtee Street reconstruction (Tartu city eastern ring road creation) the current access route remains, via Ringtee, Võru, Aardla, Turu and Tähe Streets.

The BIZ has access by all modes of transport. Most of the people travel by car. The existing road network ensures comfortable access to BIZ by car from every district of Tartu. At BIZ there are enough parking lots for visitors, customers and employees. Parking in some plots is limited to local employees.

BIZ is also accessible by bus. The bus network covers most of the streets and the bus stops are in a walking distance from most of the companies in the BIZ. The bus network ensures a direct connection with the city centre and most of the other districts in Tartu. Better access to public transportation is amongst companies that are situated beside Ringtee, Võru, Alasi and Jalaka streets.

Average daily frequencies of buses are shown in bus stops:

- Aardla, Karete: 7 minutes;
- Alasi, Ringtee, Tarbus, Soodusmarket: 8 minutes;
- Favors, Vangla, Sepa turg: 18 minutes;

The frequency is higher on peak hours.

The Bus ticketing system is show below:

Bus tickets		
Basis: Regulation no. 61 of Tartu City Council of 10 May 2007		
	Ordinary ticket	ID ticket
Single ticket bought in advance (Single tickets bought from the driver cost €1 [16 kroons])	0,83€ (13 kr)	
Single ticket bought in advance with student discount (Valid upon presentation of school or university student card)	0,51€ (8 kr)	
Book of 10 tickets (Each ticket costs €0.64 [10 kroons])	6,39€ (100 kr)	
One-day ticket	2,50€ (40 kr)	2,11€ (33 kr)
One-hour ticket	1€ (16 kr)	0,96€ (15 kr)
Ten-day ticket	7,99€ (125 kr)	7,03€ (110 kr)
Ten-day ticket with school student discount (Valid upon presentation of school student card)	4,15€ (65 kr)	3,52€ (55 kr)
Ten-day ticket with university student discount (Valid upon presentation of university student card)	4,15€ (65 kr)	3,52€ (55 kr)
Ten-day ticket with pensioner discount (Available to recipients of the state pension)	4,15€ (65 kr)	3,52€ (55 kr)
Ten-day ticket with disability discount (Valid upon presentation of proof of disability)	4,15€ (65 kr)	3,52€ (55 kr)
Thirty-day ticket	17,90€ (280 kr)	15,34€ (240 kr)
Thirty-day ticket with school student discount (Valid upon presentation of school student card)	5,75€ (90 kr)	5,11€ (80 kr)
Thirty-day ticket with university student discount (Valid upon presentation of university student card)	8,63€ (135 kr)	7,67€ (120 kr)
Thirty-day ticket with pensioner discount (Available to recipients of the state pension)	8,63€ (135 kr)	7,67€ (120 kr)
Thirty-day ticket with disability discount (Valid upon presentation of proof of disability)	5,75€ (90 kr)	5,11€ (80 kr)
Ninety-day ticket	39,94€ (625 kr)	35,15€ (550 kr)
<ul style="list-style-type: none"> The discount only applies to recipients of the old-age pension. It does not extend to those receiving the pension for incapacity for work, who must purchase full-priced tickets. The thirty-day ticket for individuals with severe disabilities costs €5.75 (90 kroons) or €5.11 (80 kroons) when purchased using an ID card. The discount does not extend to individuals with moderate disabilities. 		

Nevertheless currently no ticketing system of discount/management specific for the BIZ has been developed.

Right to travel on city buses free of charge:

The following individuals whose place of residence as registered in the Estonian Population Register is the City of Tartu have the right to travel on public buses in the city free of charge (not including commercial lines):

- those aged 65 or older (upon presentation of proof of age);
- disabled people who are unable to move and/or see (upon presentation of proof of disability);
- families with four or more children up to the age of 18 (upon presentation of Social Assistance Department certification);
- children in social welfare institutions (upon presentation of Social Assistance Department certification); and
- those accompanying disabled children or adults with severe disabilities (upon presentation of DAC or Social Assistance Department certification).

In accordance with the Public Transport Act of the Republic of Estonia, the following individuals have the right to travel on public transport throughout the country free of charge (including commercial lines):

- pre-school children;
- disabled children; and
- individuals aged 16 and older with a severe disability and guide dogs accompanying visually impaired individuals.

In the city of Tartu bus schedules are adjusted twice per year: in late May, when the buses are switched over to the less intense summer line schedule, and in late August, when the buses are switched over to the more intense winter line schedule. Prior to schedule compilation the received proposals and complaints are analyzed. Tartu's higher educational establishments, industrial enterprises and other large employees are queried. Whenever possible, bus line schedules are compiled taking into account the received proposals.

Special services:

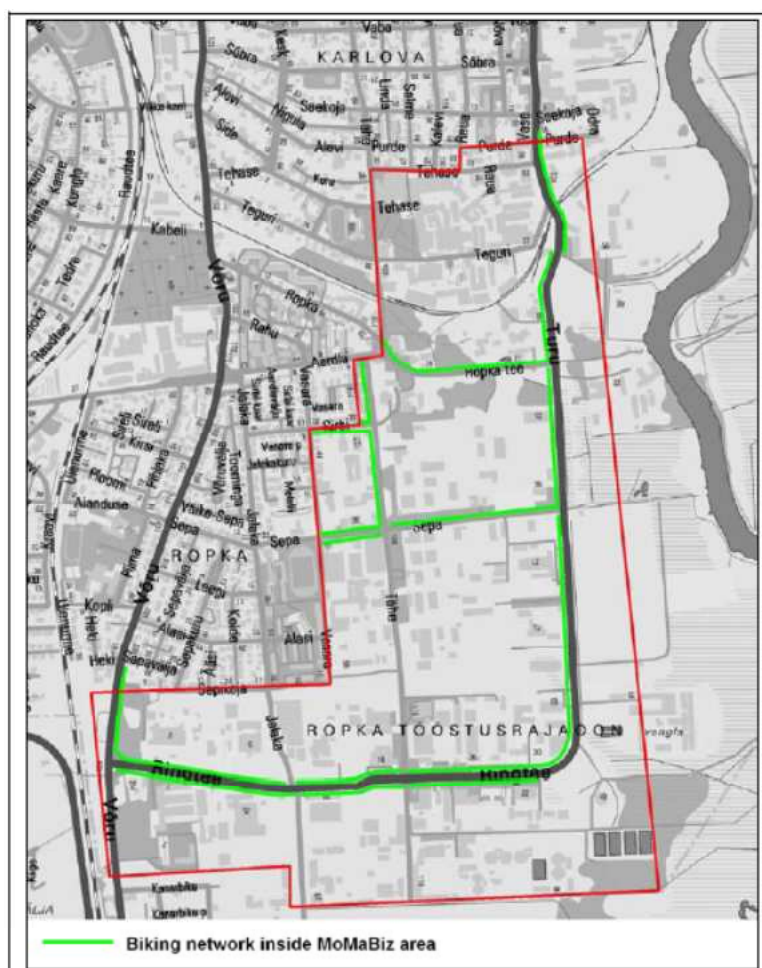
For disabled people there is a handicapped taxi system that is supported and organized by the Tartu City Government. Also some parking spaces are reserved as handicapped parking, for individuals with

disabilities. The Tartu City Government is using in streets and parking facilities the planning process of the Estonian Road Design Standard: Urban streets Guidelines for Urban Street, which specify the parameters and numbers of handicapped parking lots.

The Ropka Industrial Park is also easily accessible by bike and on foot. Inside the BIZ area there are no pavements available, and bikes and pedestrian use pathways. The pathway network covers most of the area and ensures good conditions for biking but there aren't enough covered bicycle parking lots.

Pavements of bike roads are different. Most of the bike roads are covered with asphalt or street stones. But there are also bike roads that are covered by gravel. Most of the pavements are in good condition. However pathways need renovation in some areas.

In 2006 the Tartu city bicycle roads development scheme was created. The image below indicates the bike lane network inside the BIZ.



It is clear that the BIZ of Tartu could be easily accessed by bus, bicycle or on foot and most of the trips are of distance short enough to be carried out by bike. However, as it was mentioned before the majority of the employees use the car for their home-work trips

In Estonia there is a system to support the acquisition of green vehicles. The Government cofinances the purchase of electric cars by 50% and is planning to build an electric cars charging stations network. But there is no company at the BIZ which has any special agreement in this way.

Five city buses use biogas and the city government has a plan to increase the number of gas buses. The goal is to increase the percentage of gas buses to 50% of all buses. The City government has also plan to extend the gas usage to other public services (e.g. road maintenance). The City government carries out campaigns to promote the usage of bicycles and public transportation.

Accidents and Black Spots

In The BIZ of Tartu there are no black spots. Between 2008 and 2010 there were 22 traffic accidents where 25 people were injured. Luckily there weren't any fatal accidents. 4 accidents happened with bicycle riders and 2 with pedestrians. Other accidents were car collisions. In the last years the number of accident has continuously decreased.

Behaviour information

The car has highest share of the nodal split of the home to work trips as well as the trips carried out within the BIZ. Car share is more than 40%. Approximately 31% of all trips are made on foot and 26% of all trips are made by public transportation. Bicycle share is very low. Bicycle usage depends lot on the weather and in summer period the share of bicycles increases.

The share of car usage of all trips, which is connected with BIZ area, is higher than the average share in Tartu city generally. Although the public transportation network and bike roads covers most of the area and frequency of buses is rather high, people prefer use the car. Most of the trips are short enough to make it by foot or by bike.

In the morning peak hours the main traffic flow is to the BIZ district and in the evening from the BIZ to residential areas.

Some companies' work is organized by two daily shifts. The employees of these companies' travel between peak hours.

Employees mostly have lunch in BIZ district or at workplace and won't travel during daytime. Lunch length varies from half an hour to an hour.

Transit travellers cause most of the traffic in the area.

Highlights

Invest in the lack of transport infrastructures such as bridge for the most commuting workers to the BIZ from specific part of the city. Using longer routes for everyday needs is very important to improve the timetables and enlarging the usage of „greener“ transportation devices.

Incentive to the government to use clean buses for the bus lines which cover the BIZ.

There are bus lines on the BIZ, but the opportunities for the pedestrian and cyclists are in quite a questionable condition, for there is partly no pavement at all in these streets.

Bicycle parking possibilities and facilities quality needs to be improved and the public transport connections should be better and more attractive for the potential users to drop the usage of private cars.

Despite of the government challenge of improve ad promote public transport and bikes, a lot of workers access by car to the Ropka BIZ.

Improving the accessibility in two main directions of crossing the river and towards the city centre are both very important because the Ropka BIZ is quite in a large part linked with the business and shopping infrastructure of city centre.

4 ITALY: Industrial Zone of Corso Alessandria, Asti

Introduction

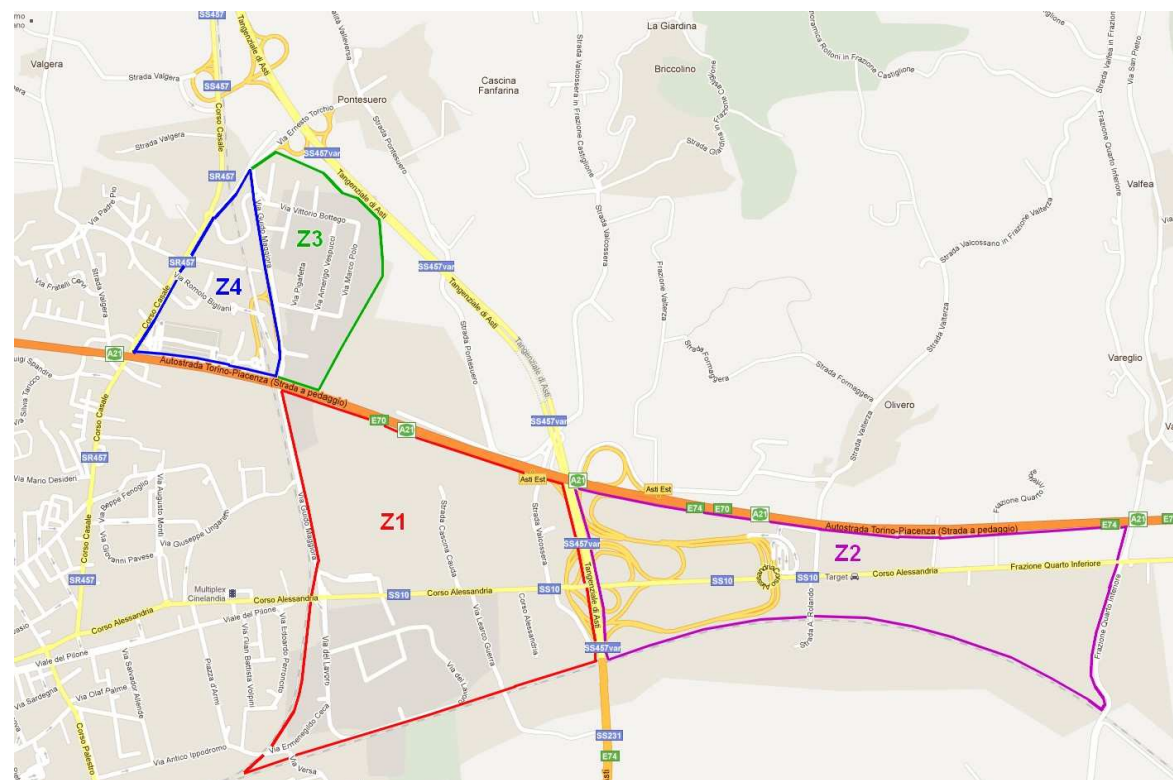
Name of the BIZ:	Industrial Zone of Corso Alessandria
City (Country):	Asti (Italy)

The industrial zone (BIZ) of corso Alessandria is characterised by the presence of a high number of medium-small companies and only few companies with more than 200 employees. The BIZ includes productive activities as well as commercial and directional.

The industrial zone was selected in 1974 with the approval of the first town planning scheme.

At the time the urban development department identified vast areas to be dedicated to industrial development outside the perimeter of the residential area and along the main roads of access to the city.

The boundaries of the BIZ are the zones Z1 and Z3 of the map showed below:



As a result the BIZ is characterised by different types of traffic:

- home-work trips of the employees working in the BIZ;

- trips of the clients of the companies present at the BIZ;
- continuous traffic of vehicles (both cars and heavy vehicles) going to and leaving the town of Asti (due to the presence of the SS10 and A21).

General data

- Surface: 2.960 m²
- Number of Companies: 281
- Number of Employees: 2616
- Number of Visitors: Due to the nature of the industrial zone it is not possible to estimate the number of people, non employees, that visit or travel through the BIZ of Asti every day.
- Number of empty buildings: there are some empty buildings, previously occupied by companies that are not operating anymore. But it is not possible to know their number as they are privately owned and there isn't any detailed list of them.

BIZ management structure: Local Plan for the BIZ & Responsibilities

The BIZ of Asti does not have an organisation of any type in charge of its management and promotion, that could also represent the companies located in it. Therefore, the Municipality of Asti is currently the only body with decisional, organisational and executive power for the development, maintenance and management of the BIZ.

The existing public transport service at the BIZ of Asti is made up of an urban line which is part of the *local public transport of Asti* organized and financed by the local authorities, namely Region of Piedmont and Municipality of Asti, and six suburban lines, organized and financed by the Province of Asti.

The urban public transport service is run by the company *Asti Servizi Pubblici* SpA (ASP SpA), whereas the suburban lines that cross the BIZ are managed by Aziende Riunite Filovie e Autolinee (ARFEA) and AVIOBUS.

The *Municipality of Asti* is the local authority responsible for the construction and maintenance of roads and pavements, as well as the general maintenance of the public areas (i.e. green areas).

The waste collection service, including the collection of fly-tipping, is managed by the company *ASP SpA*, the same company that runs the public transport service.

A company wishing to establish its offices in the BIZ of Asti will have to contact the *Municipality of Asti* and more specifically the *office for the productive activities* (Sportello Unico per le Attività Produttive), in order to obtain all the relevant authorisations, from town planning to environmental permits.

Security

As the entrance/exit of the motorway A21 is situated right at the centre of the BIZ, the access to it is not controlled and there are no physical barriers (i.e. walls, fences) that define its boundaries and limit the access.

The public security in the BIZ is mainly guaranteed by the local Police that carries out frequent patrols in the area. In addition, some of the companies in the industrial zone have organised for extra surveillance of their premises through private security companies, and/or have installed security cameras.

The public lighting of the BIZ is considered sufficient and is the responsibility of the Municipality of Asti.

One of the main security problems declared by the local business owners and workers is the presence of a gypsy camp on via Guerra.

Services

The companies based in the BIZ of Asti have individual contracts with the electricity, water and internet service providers. Any new company located at the BIZ would also have to individually request these services by the appropriate service provider.

In the BIZ there are some commercial activities offering useful services to the workers and visitors such as Bar/Restaurant, Bank, Petrol station, Carwash, Food store, Tobacconist and a Shopping centre "Il Borgo".

Influence of the nearby

There are no other nearby BIZ that could influence the traffic of the BIZ of Asti.

Accessibility

The BIZ is situated just outside the town of Asti, along the national road that connects Asti with Alessandria (SS10) and with the motorway Torino-Brescia (A21). Today, the entrance/exit of the motorway A21 is at the centre of the BIZ.

As a result the BIZ is characterised by different types of traffic:

- home-work trips of the employees working in the BIZ

- trips of the clients of the companies present at the BIZ
- continuous traffic of vehicles (both cars and heavy vehicles) going to and leaving the town of Asti (due to the presence of the SS10 and A21)

Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

The most common mode of transport used for reaching the BIZ of Asti is the private car. The reason behind this choice could be attribute to a number of reasons:

- a. The location of the BIZ along one of the main roads of access to Asti and with the A21 motorway exit right in its centre makes it easily accessible by car from any location outside Asti.
- b. There is plenty of free parking space.
- c. The presence of only one bus line that connects the BIZ of Asti with the city centre in a non efficient way.
- d. The fact that the suburban lines that connect the BIZ with towns and villages around Asti are characterised by a very low frequency.
- e. The lack of pavements, bike lanes and traffic lights that enable the safe crossing of the road on corso Alessandria.

The road traffic at the BIZ of Asti is very intense throughout the day. The presence of the SS10 (corso Alessandria) and the entrance/exit of the motorway A21 results in a continuous flow of cars and heavy vehicles in the middle of the BIZ that simply cross it in order to get to or leave Asti. To this traffic then it is added the flow of cars of the workers and visitors of the companies located in the zone.

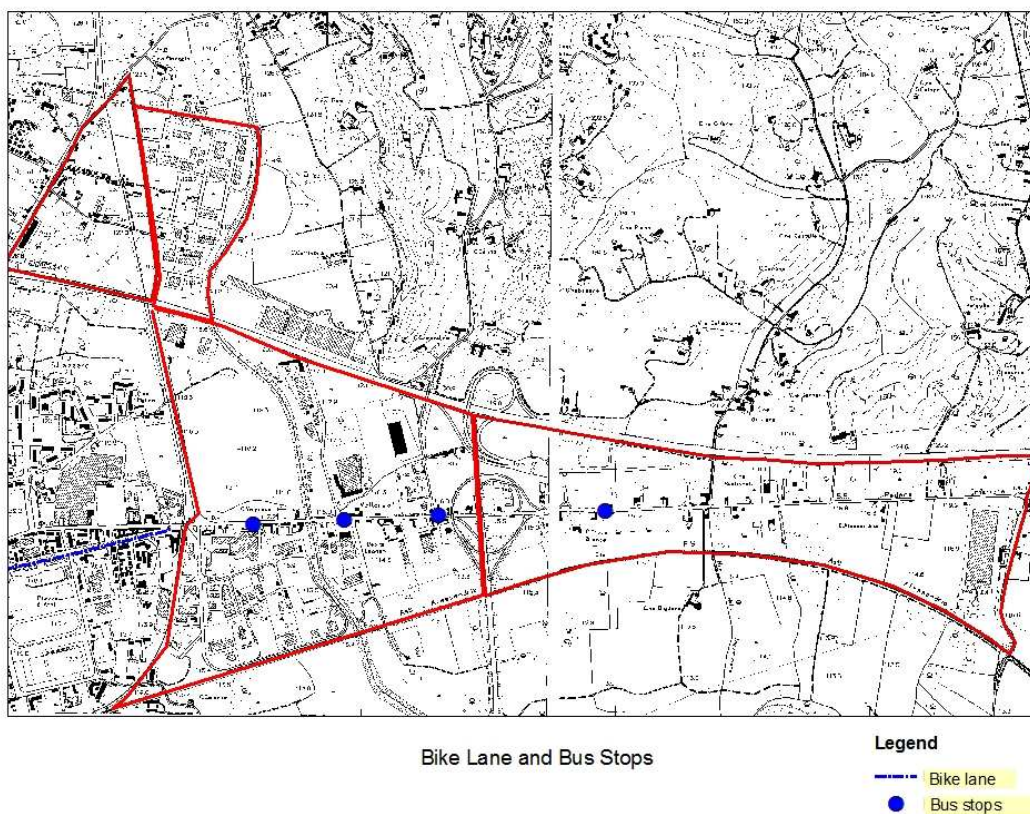
There is no parking plan at the BIZ of Asti. All the companies of the BIZ have their own parking area in their premises, while there is additional roadside parking space free of charge.

Each company can decide how to manage the parking space on their premises, i.e. destined to workers, clients, etc, and it appears that there aren't any problems related to the lack of parking, with the exception of the few medium-big companies of the BIZ. They are currently facing problems related to the parking of their workers as the space available in their premises is not enough. This is solved with the workers parking roadside and in some cases at the premises of adjacent companies without apparent problems.

There is a bike lane in Asti starting at the city centre and arriving just before the beginning of the BIZ at the crossing of corso Alessandria with Viale Pilone. However, the traffic of corso Alessandria and via Guido Maggiora and the lack of infrastructures for cyclists renders cycling very dangerous in the BIZ.

Finally there are no bike racks present at any of the companies or the BIZ in general.

In this map are shown the bike lane and bus stops present in the BIZ of Asti:



The public transport analysis will focus on zones Z1 and Z3 where the MoMa.BIZ project in Asti is focusing.

The public transport service, urban and suburban, at the BIZ of Asti is only present at zone Z1, whereas in zone Z3 there is no public transport service.

Regarding Urban Public Transport there is only one urban bus line (line 3) that connects the town centre of Asti with the BIZ. There are three bus stops of the line within zone Z1 of the BIZ, and one in zone Z2, which is the end of the line.

The first two stops in zone Z1 are located in the vicinity of two of the biggest companies in the BIZ. This choice was made on purpose in order to satisfy the needs of their workers that together represent around 71% of the workers in Z1.

The bus service of line 3 starts at 6:25 from the area Cavona and arrives at the BIZ at 7:01, whereas the last bus of the day leaves at 20:05 from the BIZ. The frequency of the service is considered medium and varies from 16 to 25 minutes.

It would appear that Z1 is well connected to the city centre of Asti, however, this is not the case. The aspect that renders inefficient line 3 is its extensive route from the train station of Asti to the BIZ resulting in the bus trip to last double the time (15 minutes instead of 7) than it would if it connected directly the train station with the BIZ (see Annex II for route map). The choice of this bus route was made in order to connect a bigger area of Asti with its town centre. Someone may consider that 15 minutes is a reasonable time for a bus trip, however, it appears to be an important factor that discourages the workers from using public transport for their home to work trip.

The cost of the urban ticket is 1€ and there are various types of passes with very low prices, for example the monthly pass for an adult costs 13€. It is not possible to buy the tickets on board but there are several reselling points in the town.

Ticket cost and of the urban public transport:

Tickets	Cost in €	On sale at	Pass issues by	Notes
Simple one-way ticket – valid for 1 hour	1.00	Resale point	-	1
Multiple ticket - 10 one-way tickets valid for an hour	8.00	Resale point	-	1
Day pass + parking	4.50	Resale point	-	C
Monthly pass "A TUTTO BUS"	13.00	Resale point	-	2 - A
Monthly pass for students	10.00	Resale point	C.R.A. (*)	3-A
Yearly pass for students	95.00	C.R.A.	C.R.A. (*)	4
Monthly pass for citizens over 65 and low income	7.00	A.S.P. SpA	C.R.A. (*)	A - D
Yearly pass for citizens over 65 and low income	84.00	C.R.A.	C.R.A. (*)	5
Yearly pass for disabled people with disability higher than 67% and low income	0	C.R.A.	C.R.A. (*)	5

As it was mentioned above, zone Z3 is not served by public transport. Considering the distance from corso Alessandria and the lack of pavements along the street Guido Maggiora, it is not convenient or safe for the workers in this area to use the bus line 3.

Regarding Suburban Public Transport there are six suburban public transport lines that connect the BIZ of Asti with various towns and villages of the province of Asti:

- Altavilla – Asti (048/10)
- Grana – Asti (048/10)
- Asti – Migliandolo – Asti (048/20)
- Asti – Quattordio – Felizzano (053)

- Viarigi – Rafrancore – Asti (051)
- Asti – Rocchetta Tanaro – Masio

The following table lists the towns and villages served by the abovementioned bus lines, together with the trip duration, whereas the previous map illustrates their routes.

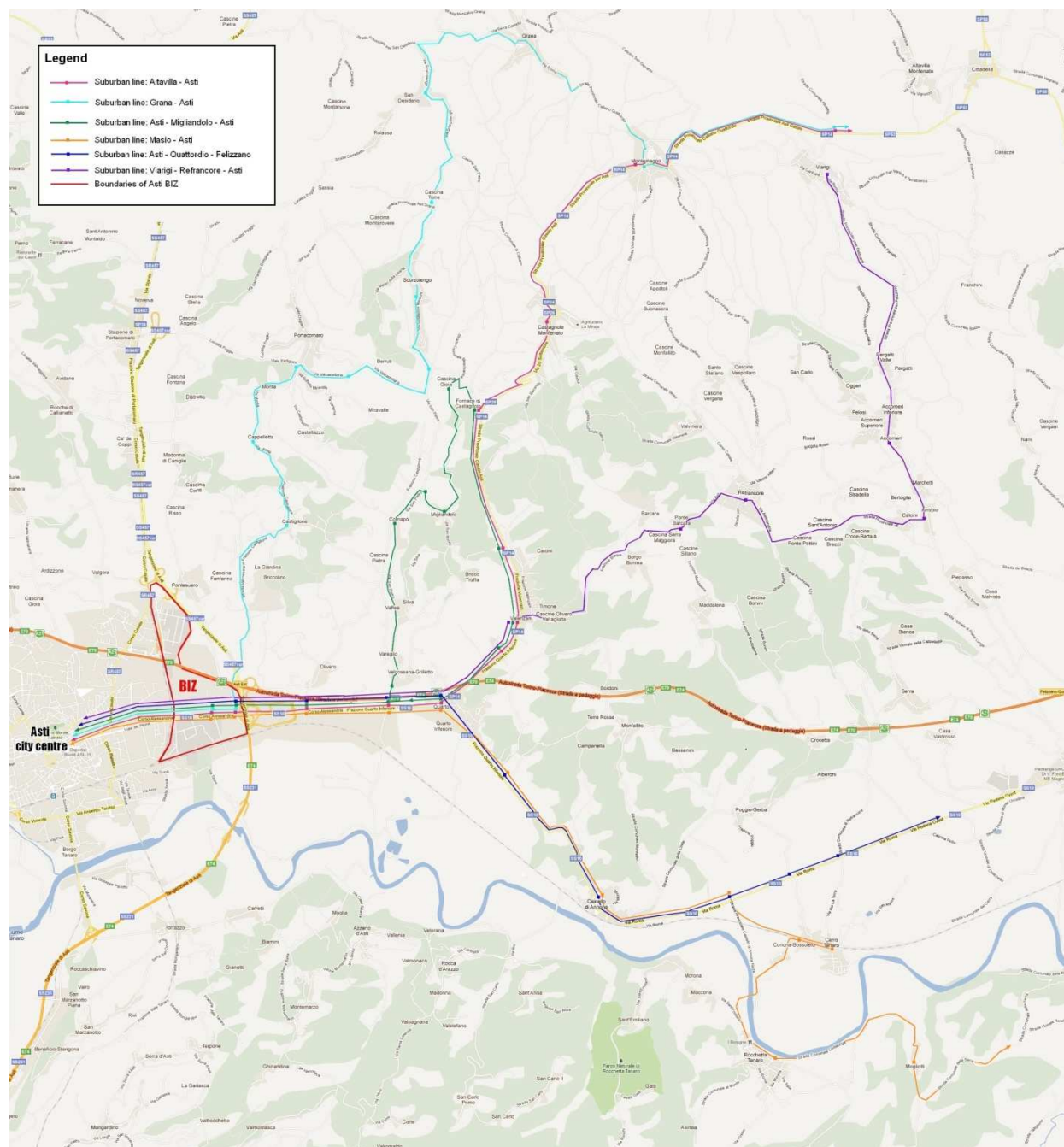
Suburban Public Transport			
Altavilla – Asti (048/10)**		Grana – Asti (048/10)**	
Towns and Villages Served	Bus Trip Duration*	Towns and Villages Served	Bus Trip Duration*
Altavilla Moretta	31min	Altavilla Moretta	44min
Montemagno	21min	Montemagno	34min
Castagnole	16min	Grana	30min
Valle Stornata	11min	Scurzolengo	20min
Valenzani	8min	Portacomaro	12min
Sant' Antonio	7min	Cappelletta	8min
Quarto d'Asti	6min	Castiglione	6min
Valterza	2min		
Asti – Migliandolo – Asti (048/20)**		Asti – Quattordio – Felizzano (053)	
Towns and Villages Served	Bus Trip Duration*	Towns and Villages Served	Bus Trip Duration*
Cornapò	26min	Felizzano	28min
Migliandolo	19min	Quattordio	22min
Valle Stornata	11min	Castello d'Annone	15min
Valenzani	8min	Valterza	8min
Valterza	2min		
Quarto d'Asti	6min		
Sant'Antonio	7min		
Valenzani	12min		
Viarigi – Rafrancore – Asti (051)		Asti – Rocchetta Tanaro – Masio	
Towns and Villages Served	Bus Trip Duration*	Towns and Villages Served	Bus Trip Duration*
Viarigi	40min	Masio	60min
Accorneri	35min	San Martino	55min
Arrobio/Calcini	30min	Cortiglione	50min
Refrancore	25min	Mogliotti	45min
Barcara/Bonina	20min	Rocchetta Tanaro	35min
Valenzani	15min	Cerro	25min
		Castel d'Annone	20min
		Quarto Bivio	10min

* Trip duration for reaching the BIZ of Asti

** The duration of the bus trips may vary depending on the bus journey

The frequency of the suburban lines is very low and limited in few journeys per day, concentrated mainly in the morning hours (from 7 till 8) and in the afternoon (around 17:00).

Map of Suburban Public Transport Service:



The four bus stops in the BIZ of Asti present in both direction of corso Alessandria are:

1. GATE
2. Bivio Cauda/FACIT
3. Bivio Castiglione
4. AGIP – end of bus line 3

The bus stops present at the BIZ, with the exception of Bivio Castiglione, are very simple, defined with just a pole. All of them provide information of the timetable of line 3 in a clear way. The bus stop Bivio Castiglione is the only one with information regarding the suburban public transport service. Unfortunately the information is presented in a rather complex way not clear for the user.

The bus stop Bivio Cauda/FACIT does not provide any kind of information regarding the suburban bus lines despite that all six of them stop at it.

The closest train station to the BIZ is the one of Asti located at piazza Guglielmo Marconi in the city centre.

Asti is well connected with a number of towns via train and, probably, if there was a direct bus line from the train station to the BIZ of Asti a number of workers that live out of Asti would use this mode of transport instead of the private car.

At present the city of Asti does not have a car sharing service.

Accidents and Black Spots

Road safety is another big problem of the BIZ of Asti. Although the safety in the smaller streets is rather good, the main roads of the BIZ, corso Alessandria and via Guido Maggiora, are rather dangerous for pedestrians and cyclists. More specifically, these two roads are characterised by continuous traffic of cars and heavy vehicles and at the same time they lack pavements, bike lanes and traffic lights that could permit a safe crossing of the road.

Most of the road accidents in the BIZ occur on corso Alessandria. The other two roads where road accidents happen every year are via Guido Maggiora and via del Lavoro. An average of 55 accidents had taken place during the last 3 years.

Behaviour Information

Through the face to face meetings with companies and workers present in the BIZ, carried out in the months of October and November 2010 and 2011, confirm the initial impression that the majority of the workers use the private car for their home to work trips.

A further and more detailed analysis of the mobility behaviour of the workers in the BIZ is going to be provided with the analysis of the home-work mobility survey.

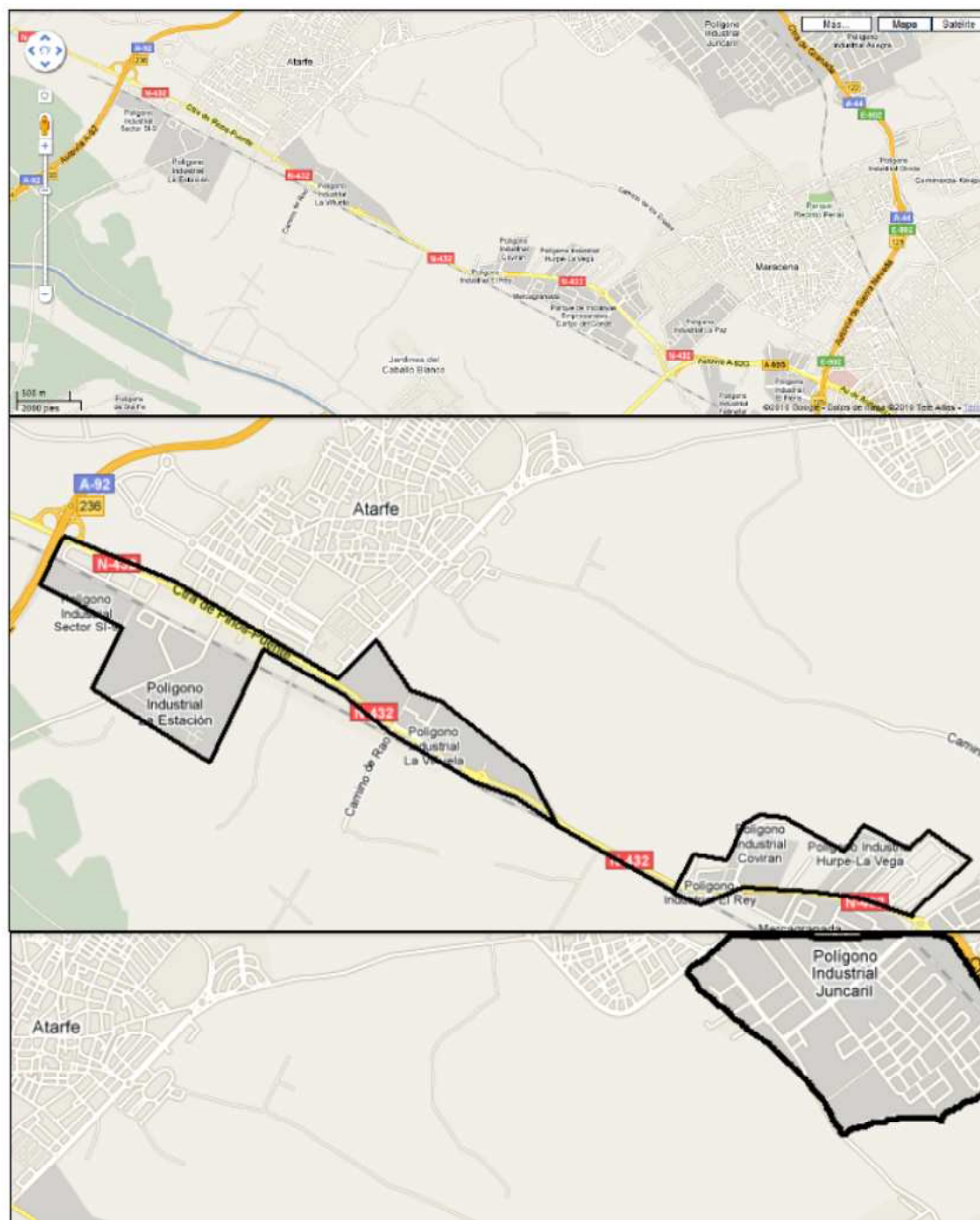
Highlights

Increase the offer of bus to the bus and adapt the timetable. Improve infrastructures to solve the lack of pavements, bike lanes and traffic lights. Promote public transport (urban and suburban) through dissemination of clear information.

5 SPAIN: Industrial area of Atarfe, Granada

Name of the BIZ:	Industrial Areas of North area of Granada
City (Country):	Atarfe (Spain)
<p>Business and Industrial Zone, BIZ around the city of Atarfe was created in its current form around 1970 with the promotion of the Ministry of Industry and through the efforts of many entrepreneurs who struggled for getting Estates adapted to the companies that exercised their work, giving an important boost to the business of Granada. Subsequently became the responsibility of the municipalities of Atarfe, Albolote and Peligros.</p> <p>Most of the companies are SMEs, being the most abundant commercial sector. In Spain it is not usual macro-building industrial estates, but the construction of many small polygons, which like in this case.</p>	

Map of the BIZ:



General data

- Surface – 900 000 m²
- Number of Companies – 450
- Number of Employees – 4500.
- Number of Visitors (and %) – 12.500.
- Number of Empty Buildings – 57.

BIZ management structure: Local Plan for the BIZ & Responsibilities

There is no management association for the entire BIZ but there is an association of businessmen, located in the Juncaril Estate, with staff and own installations in the same estate. They have several targets other than the businessmen collective representation of the BIZ regarding the authorities such as: Improved garbage collection; General Cleaning, ie more bins, recycling bins and regular street cleaning, requiring the companies responsible; Require performances in several traffic black spots in Juncaril to relevant authorities; Always have proper drinking water supply; Care and preserve to avoid fire and dirt, undeveloped parcels, and to inform the authorities and companies responsible of this; Promote safety; Review and relieve the tax burden on employers. Besides the association publishes a magazine by itself.

There is no local plan as such for this BIZ. But the BIZ Association is currently studying and developing an ambitious project that seeks to promote the BIZ like business and commercial centre taking advantage of the wide variety of sectors installed that offer their products and services to the general public. To this plan will add the other strengths of the future business park that will be the unique geographic location, ease of communication and parking as well as the promotion of the Grenadian economy.

The responsibilities are divided into zones. The responsible are the City Council of Atarfe and the Association of Juncaril, formed by the municipalities of Albolote and Peligros. We also have to consider Delegation of Granada and the Metropolitan Transportation Consortium of the Area of Granada.

The transport service is provided by the company Granada Electric Tram, SA, a company that is part of the Metropolitan Transportation Consortium of the Area of Granada.

The new construction, road maintenance and repair depends on the Delegation of Public Works of the Delegation of Granada.

For refuse collection and illegal dump Councils are responsible, but handle by subcontractors. The companies responsible for waste collection are Aguasvira in the share of the City of Granada, and

Hidrogestión, in the part of BIZ for the Association of Juncaril (consisting of the municipalities of Albolote y Peligros).

Herbs of the roads and cut the grass in the landscaped areas within the BIZ should instruct municipalities and operators of the same. It is possible that some actions are made by other companies in charge of them. There are areas that require action to avoid imminent risk of fire.

Security

It's not often that the police pass by the BIZ as the employers' association say. The kind of policeman who goes by the scope is the local police and Civil Guard. However in the urban core presence is high, especially at peak times.

There is no human or mechanical barriers in any of the states that form the BIZ. Have a clearly open face that takes place largely commercial.

Regarding the monitoring by Internal Security Companies, the responsible company is Alhambra Security and Protection. The reason which led to the choice of this company is having prestige in the province of Granada and because he has the physical presence of central BIZ itself, more specifically within the Juncaril Industrial State. Companies hire and pay it privately, precisely because of the recent increase of crimes and insecurity caused by the limited police presence.

According to statements of the Businessman Association street lighting itself is sufficient but has deficiencies which need to be addressed, mainly related to maintenance.

They don't exist Security Cameras, except internally within some companies. It is considering installing security cameras to monitor the industrial estate because of a series of criminal acts that have taken place in recent years.

Services

There are many services available in the area of influence of BIZ, detailed below:

- Infantil nursery: within the area itself
- Car wash.
- Petrol station: There are several all over the BIZ
- Financial institutions: Majority are small branches of savings banks as CAJA GRANADA, CAJASUR, Unicaja, etc.
- Insurance agencies and consultancies.
- Bars and restaurants.

- Retail food and beverage which is sold both wholesale and public.
- Internet access: Available by individual contract. The BIZ Association managed to sign an agreement with Telefonica of Spain to reach more favorable conditions for enterprises located in the BIZ.
- Access to Electricity: Available by individual contract.
- Access to water: Available by individual contract like in the previous case.
- Individual sewer system or group: This is a collective system divided between different areas of the BIZ.

Influence of the nearby

The greatest influence that occurs in the BIZ is given by its location, to be located between the city's road to Cordoba, Seville, Malaga, Jaen and Madrid, which increases traffic in the area. There are BIZ coming towards the airport Granada-Jaén "Federico García Lorca".

One should also take into account the commercial distinctly BIZ and parts of its environment, a factor that increases the number of visitors.

Accessibility

Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

Set out below are all possibilities to access the BIZ: Car, Public Transportation, Bicycle, By foot, Taxi, etc.

Private Car: As the most used in terms of labor mobility, BIZ is accessible by road. Access to different sites have been upgraded in recent years to facilitate traffic flow, expanding lanes from 2 to 4. Central reservation have also been built to prevent dangerous changes in direction of vehicles.

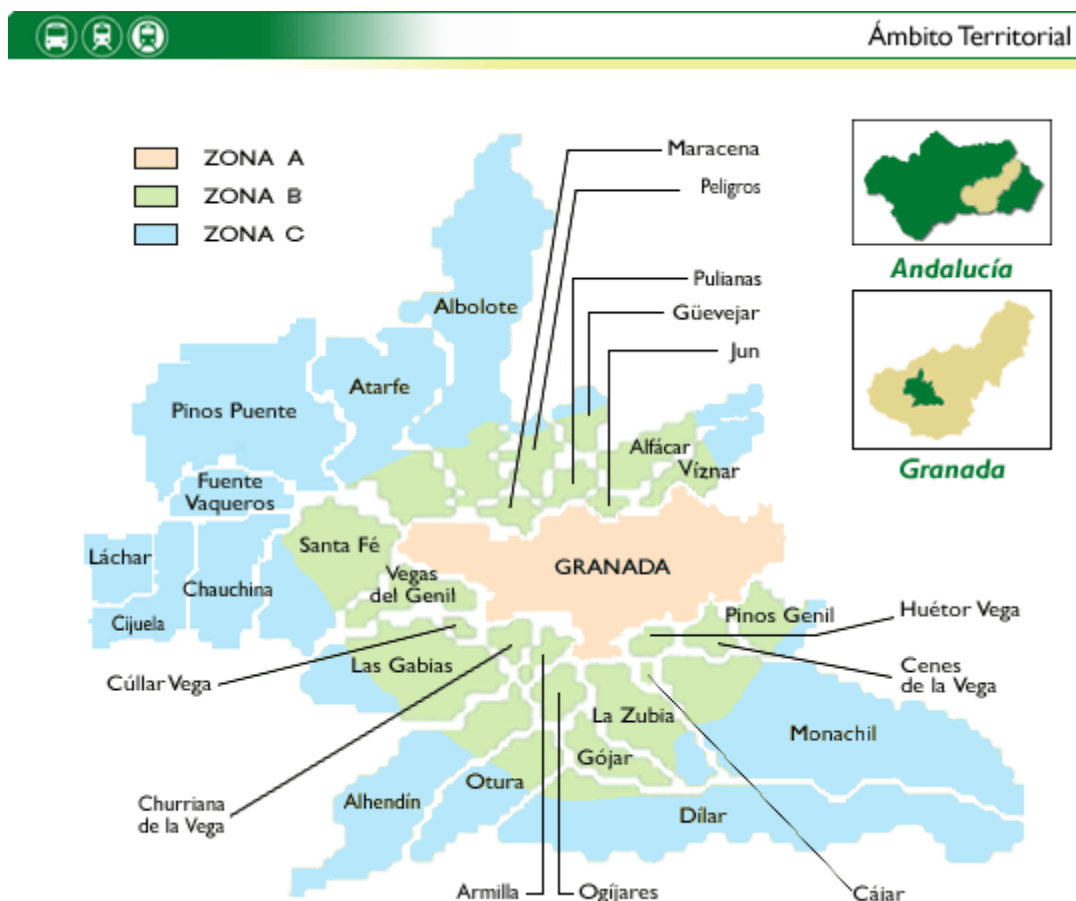
Taxi: The private car is the most used with clarity, while taxi is a residual means of transport. There are no taxi stands in the biz, so it is necessary to demand the service by telephone.

Motorcycle: This is a mean of transport increasingly used by workers because it is easier to avoid the usual traffic jams that occur at the entrances and exits to the BIZ.

Train: There is railway line for the passage of goods, although it is not a widely used communication. For freight transport also follows in the first place by the road. It is not suitable for transporting people.

Bus: It is also used, making it the public transport par excellence, but is not used by a large number of workers. However, it is the most widely used mean of transport for the urban transport of passengers to the city of Granada. Connections to the Industrial Estates are better.

Map of the different municipalities of Granada:



Metro: In the future it may also become a part of the BIZ (an area of the Juncaril State of Albolote) thanks to light rail. This intervention has also made improvements such as installing new bus shelters, signage and better address roundabouts. Currently, running electrical substation and ending the parking provided. Still remaining to be done, such as planting vegetation, lighting in the aisles and even the completion of some areas of the sidewalks.

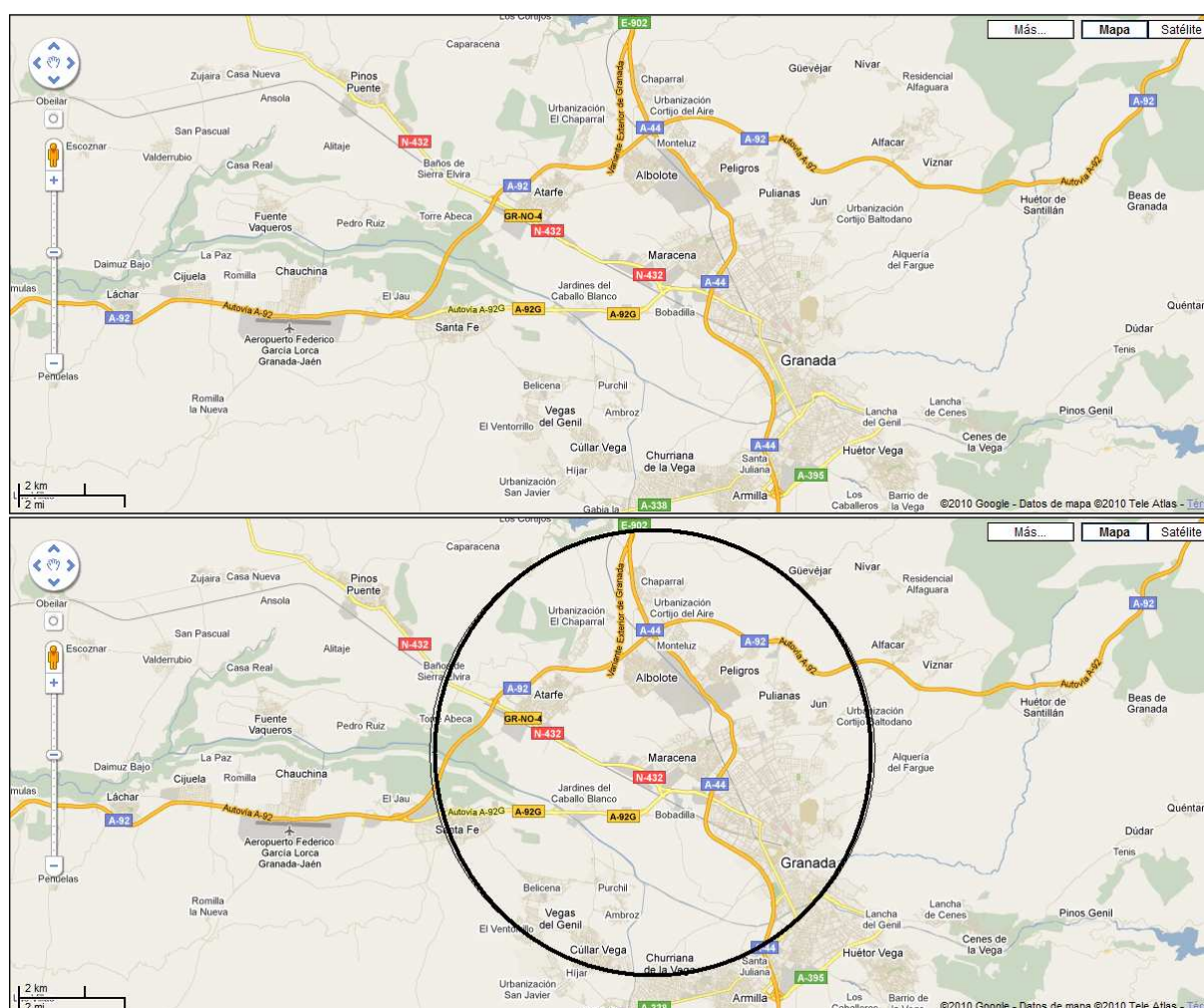


Biking: There is practically no bicycle lane, except in the loan to the Juncaril state where they are building the route of the metro. The bit is now often invaded by cars that use it to make stops. Being very busy roads and there is no adequate infrastructure is not very used.

By Foot: Pedestrians can walk on the sidewalks, though some of them have significant shortcomings in some areas that hinder the continued safe passage. In general, there are no safe lanes for pedestrians, except in certain areas.

Map of accessibility: the points appear from which you can reach BIZ in about half an hour. Consider that this is a dispersed BIZ, this feature provides a wide range of influence.

Map of BIZ accessibility:



There are 2 lines of public transport (Albolote-Granada) (Atarfe-Granada) and soon, light rail. According to the Businessmen Association, communication conditions are good.

According to the BIZ Association based in the BIZ there are not enough parking spaces. Also confirm that very few firms in the BIZ has private parking for customers and employees. There is no separate management of the parking, but currently is being finalized the light rail parking.

There is currently no agreement on the purchase of environmentally friendly vehicles, but the Businessmen Association has signed agreements with auto dealers to promote to them in the purchase of vehicles. The BIZ Association is not aware of any help in this regard, although there are tax benefits for buying cars with low emissions.

There is no discount on public transport in the BIZ. There is a prepaid card with Transport Consortium which charges a lower price, but open to all users, without distinction to workers.

According to the Association of the BIZ there is no program or grant intended to promote the transportation available in the BIZ.

Accidents and Black Spots

The "Black spots" which exist throughout the BIZ are located in the area of access roads, as well as outputs, mainly at the two entrances to the Juncaril estate and at the entrance on the motorway to Cordoba Road area due to the retention of vehicles.

Some traffic signs needs some assistance to replace some for being in poor condition, or modify them because could generate confusing.

Behaviour information

In the BIZ the most frequent hours are 8 to 15 hours in the morning shift and 16 to 20 in the afternoon shift. At other times than this, companies are mostly closed. The most common is that workers perform their activities in full, resulting in increased activity in the morning.

Not usually consider the shift changes. The lunch break is about 2 hours, so that many workers prefer to eat at home.

There are measures such as flextime, telecommuting, or overtime. It is also significant that there is no enforcement or monitoring conflicting crossings BIZ outputs during peak hours despite the large amount of existing traffic.

Highlights

It is need a Local Plan which main objective will be the promotion and improvement of conditions in the BIZ (traffic, parking, etc.).. It is necessary that local plans will be sponsored by businessmen associations are promoted by the city council and other authorities in order to involve directly stakeholders.

6 SPAIN: Industrial Park of “El Bierzo” (PIB), Ponferrada

Introduction

Name of the BIZ:	Industrial Zone of Bierzo
City (Country):	Ponferrada (Spain)

The industrial zone (BIZ) of Ponferrada is characterized by the presence of a high number of small companies with less than 10 workers. Only 8% of them have more than 25 workers, the most notably Sykes Company with a total of 700 workers.

The companies that are currently located in the BIZ are engaged predominantly in the automotive industry (sales, maintenance and repairing of vehicles) and services with 21.1% of the companies followed by the sector "others" with 14.0%.

The industrial zone was into two areas by Milan Avenue, these areas coincided with the two phases which it developed. first phase (PIB I), began in the 80's, is located north of Milan Avenue and the second (PIBII) launched in 2000, is located in the south.

The boundaries of the BIZ are the zones PIB I and PIB II of the map showed below:



As a result the BIZ is characterised by different types of traffic:

- home-work trips of the employees working in the BIZ;
- trips of the clients of the companies present at the BIZ;
- continuous traffic of vehicles (both cars and heavy vehicles) going to and leaving the town of Ponferrada (due to the presence of Galicia and Milan Avenue).

General data

- Surface: 2.864 m²
- Number of Companies: 55
- Number of Employees: 1.369
- Number of Visitors: Due to the nature of the industrial zone the number of people, non employees, that visit or travel through the BIZ of Ponferrada every day is estimated about 600.
- Number of empty buildings: there are 4 empty buildings, previously occupied by companies that are not operating anymore.

BIZ management structure: Local Plan for the BIZ & Responsibilities

The BIZ of Ponferrada does not have an organisation of any type in charge of its management and promotion that could also represent the companies located in it. Therefore, the Municipality of Ponferrada is currently the only body with decisional, organisational and executive power for the development, maintenance and management of the BIZ.

The existing public transport service at the BIZ of Ponferrada is made up of an urban line which is part of the *local public transport of Ponferrada* organized and financed by the local authority, the Municipality of Ponferrada

The urban public transport service is run by the company Transporte Urbano de Ponferrada S.L. (TUP).

The *Municipality of Ponferrada* is the local authority responsible for the construction and maintenance of roads and pavements, as well as the general maintenance of the public areas (i.e. green areas).

The waste collection service, including the collection of fly-tipping, is managed by the company, Fomento Construcciones and Contratas(FCC) which is located in the Industrial Zone of Bierzo.

A company wishing to establish its offices in the BIZ of Ponferrada will have to contact the *Municipality of Ponferrada*, in order to obtain all the relevant authorisations, from town planning to environmental permits.

Security

The access to the BIZ is not controlled and there are not physical barriers (i.e. walls, fences) that define its boundaries and limit the access to it.

The public security in the BIZ is mainly guaranteed by the local Police that carries out frequent patrols in the area. In addition, some of the companies in the industrial zone have organised for extra surveillance of their premises through private security companies, and/or have installed security cameras.

The public lighting of the BIZ is considered insufficient in some areas and is the responsibility of the Municipality of Ponferrada.

One of the main security problems declared by the local business owners and workers is the presence of young people at weekends.

Services

The companies based in the BIZ of Ponferrada have individual contracts with the electricity, water and internet service providers. Any new company located at the BIZ would also have to individually request these services by the appropriate service provider.

In the BIZ there are some commercial activities offering useful services to the workers and visitors such as Bar, Petrol station, Carwash, Clinic and Fitness Center. In addition, it is planning to build a building of Funeral Services in PIB I, which will be accessed by Milan Avenue. This has been taken into account when preparing the proposals in this document Mobility Plan, as this center is expected to attract a considerable number of visitors

Influence of the nearby

There are other nearby BIZ (Approximately 2,6 km), Industrial Zone of Cantalobos, that could influence the traffic of the BIZ of Ponferrada.

Accessibility

The BIZ is located in the west of the city of Ponferrada. It has access from several arteries from the 4 cardinal points. The main entrance road, Milan Avenue, is what divides the industrial park in zone I and zone II. From the west of the park's arrival, the access is made for Galicia Avenue, which also connects the east with the city of Ponferrada. From the South Access to the BIZ is produced by Amsterdam Avenue.



There are different types of road traffic:

- Home-work trips of the employees working in the BIZ
- Trips of the clients of the companies present at the BIZ
- Traffic generated continuously by the nearby towns of Ponferrada, as Fuentes Nuevas.

Accessibility of private transport

The most common mode of transport used for reaching the BIZ of Ponferrada is the private car, as obtained in the car count (70.8% private car, 17.9% vans and 5.8% of trucks). Additionally, 91% of these vehicles only had one occupant. The characteristics of accessibility in private transport are detailed below:

- The level of service (which analyzes the congestion of the road) is fluent, so there is a stable circulation, without abrupt changes in speed. The lane changes are performed without problem.
- The number of parking spaces totaling 1398, as shown in the following inventory:

Sector	Location of parking spaces		
	Places located on public roads	Parking spaces located in built-up lots	Parking spaces located on undeveloped lots
BIP I	300	240	110
BIP II	310	253	-
ZONE OF INFLUENCE	35	75	75
TOTAL	645	568	185

Supply of parking spaces in BIZ and its influence zone

- | | Number of vehicles parked | | | |
|-------------------|---------------------------|-------------|-------------|-------------|
| Sector | 07:00-07:30 | 10:30-11:30 | 18:30-19:30 | 22:00-22:30 |
| BIP I | 64 | 326 | 293 | 84 |
| BIP II | 52 | 287 | 248 | 95 |
| ZONE OF INFLUENCE | 12 | 72 | 95 | 45 |
| TOTAL | 128 | 685 | 636 | 224 |

[illegible]

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- The schedules are detailed in the next table:

Schedules and frequencies					
Lane	Travel	Days	First service (round-trip)	Last service (Round trip)	Frequency (min)
L2	Flores del Sil Fuentesnuevas	L-V	7:00 – 7:30	21:30 – 22:00	60
		S		14:30 – 15:00	
L5A	Puente Boeza Fuentesnuevas	L-V	7:15 – 7:45	22:15 – 21:45	60
		S		14:45 – 14:15	
L5B	San Lorenzo Fuentesnuevas	L-V	7:30 – 8:00	22:30 – 22:00	60
		S		14:30 – 15:00	
L6	/Universidad Fuentesnuevas	L-V	7:15 – 7:40	22:15 – 21:40	60
		S		14:15 – 14:40	
F1	Flores del Sil Fuentesnuevas	S	15:00 – 15:30*	22:00 – 21:30	60
		D / F	11:00 – 11:30*		
F3	Puente Boeza Fuentesnuevas	S	15:00 – 15:30*	22:00 – 21:45	60
		D / F	11:00 – 11:30*		
FE	Especial Hospital	D / F	7:15 – 7:45	10:15-10:45	Variable
LB	Búho	S	0:30-0:45	6:00-6:05	30 S

* *Departure from the exchanger*

Schedules and frequencies of the public transport nearby the BIZ

Accessibility in bicycle

The bicycle accessibility to BIZ depends crucially on the characteristics of the bike path access to the BIZ, as detailed below:

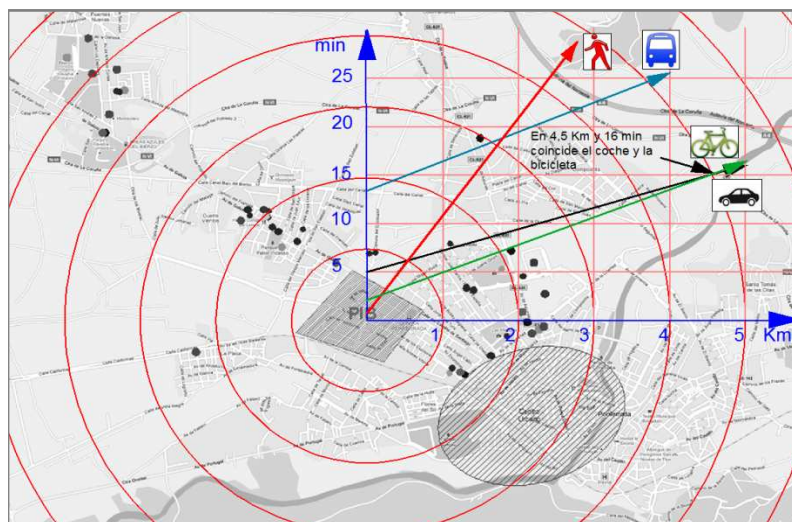
- Inside the BIZ does not run any track cyclist, however, Galicia Avenue is part of a bike lane, the line gives access to West Park and Commercial Center "El Rosal". This track does not access the center of the city, being one of the major concerns when considering the accessibility by bike.



- The bike lane width is variable, ranging from one meter in Galicia and Asturias Avenues and two meters in the Park West where, in addition, there are different roads for each direction of movement.
- The bike lane does not have specific lighting. But in general, since the same sidewalks in glorious and these are lit, there are no visibility problems.
- Overall there are no bike parking in BIZ or in its vicinity. The only exception is Sykes is the company that has bike parking with capacity for 10 bicycles, resulting in the insufficient number of places at the high number of employees of the company.
- While public service Ponferrada offers bicycle hire, no loan points in BIZ or in its neighborhood, reaching the point of loan nearest Cuatrocientos' Civic Center 1 km away.

Accessibility on foot

The proximity to found both the inner city of Ponferrada (1.8 km) and the residential area of "Escritores" or new sources, make the accessibility to BIZ may be perfectly on foot, as shown below:



The main factors that hinder pedestrian access to the GDP are:

- Sidewalks are narrow or even absent in some points of the BIZ (Milan Avenue, Lisbon Street, Bordeaux, Hamburg, Manchester and Amsterdam).
- Poor lighting at night (Bordeaux Streets, Hamburg and Manchester).
- Difficult to go inside the industrial park in a safe and comfortable (the existence of dirt, obstacles ...) (Streets Bordeaux, Hamburg and Manchester).
- No lights Milan Avenue and Avenue Galicia.
- The sidewalks are often parking spaces, poorly marked crosswalks (BIP I).

Accidents and Black Spots

One of the many problems caused by the abuse of private vehicles is the accident. In 2010 there was no accident in the BIZ but the number of accidents in surrounding area, causing an increase of 33.3% in the total number of accidents. In addition, the number of injury accidents also increased, doubling the number of accidents recorded in 2010 the values obtained in 2009. The place where most accidents occur (67.8%) is the roundabout located in front of Ponferrada Clinic in Julio Laredo Blanco Street.

Behaviour Information

Through the face to face meetings with companies and workers present in the BIZ, carried out in the months of July and October 2011, confirm the initial impression that the majority of the workers use the private car for their home to work trips.

A further and more detailed analysis of the mobility behaviour of the workers in the BIZ provided with the analysis of the home-work mobility survey confirmed it.

The displacements generated by the BIZ, as travel-way, the most widely used mode of transport is tourism (70.8%) followed by vans (17.9%) and trucks (5 , 8%). As for the occupancy of cars entering or leaving the BIZ 91.3% of the volumetric cars were occupied by one person.

According to the results obtained from surveys of both businesses and workers, most companies work is organized by two daily shifts. The employees of these companies' travels between peak hours.

Transit travelers cause most of the traffic in the area.

Highlights

Based on the analysis of key factors influencing the success of the measures, we find that the actions that can best be adapted to the real situation of Bierzo Industrial Park could be:

- Reorganization and adequacy of parking spaces.
- Expansion of the vertical and horizontal signaling.
- Improved signage for proper road access to the BIZ.
- Improvement and traffic conditioning the roundabout located between Galicia Avenue and Julio Laredo Blanco Street.
- Transportation Plan Sykes Company
- Additions or changes to itineraries light of existing public transport lines (L5A)
- Improve infrastructures to solve the lack of pavements, bike lanes, pedestrian routes and traffic lights.
- Promote public and collective transport (Flexible Transport, Shuttle bus) through dissemination of clear information.

7 UNITED KINGDOM

7.1 A5 Cannock, Cannock

The MoMa.BIZ Project in the United Kingdom will work with five BIZ across Cannock Chase.

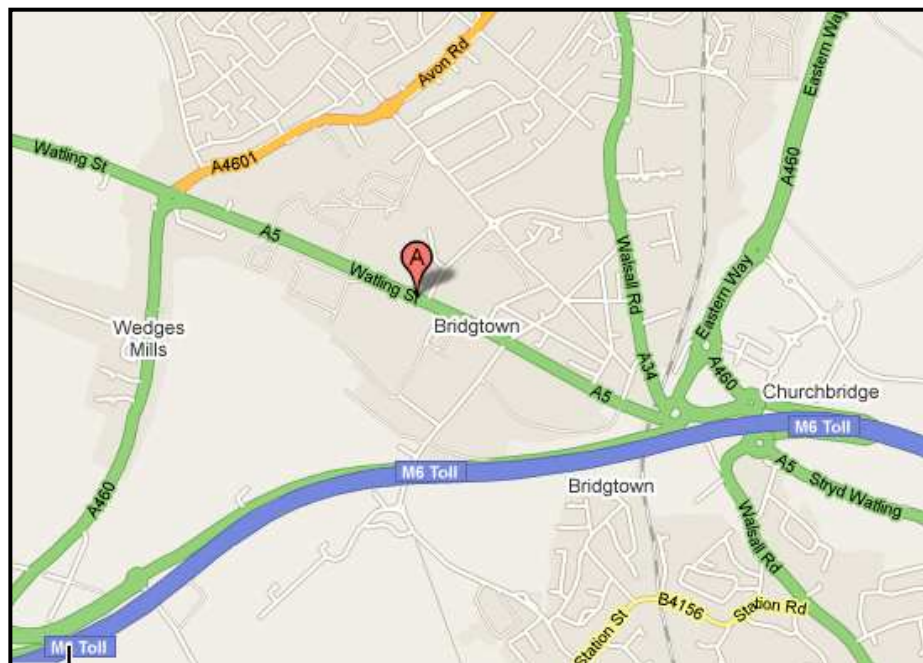
Introduction

Name of the BIZ:	A5 Cannock
City (Country):	Cannock (United Kingdom)

It is a BIZ formed by two big companies. Both businesses are located on main roads which are easily accessible by car. There are pathways but no cycle lanes. The bus routes do not adequately service the Companies requirements to fit in with the differing shift patterns.

The two Companies are in premises that are affected by a 'Green Transport Plan' with limited car parking at both sites and a definite solution needed to assist the businesses and their employees.

Map of the BIZ illustrating the A5 Cannock:



General data

- Number of Companies: Two large Companies and employers within Cannock Chase
- Number of Employees: 850
- Number of Visitors: 50
- Number of Empty Buildings: Not applicable

BIZ management structure: Local Plan for the BIZ & Responsibilities

There is no community management structure.

There is no local plan.

Arriva Private Company has the competence for the public transport.

There is any Public transport provider..

For the roads fixing, new roads construction, maintenance is in charged the Highways Agency for the main roads and the private owners for the retail park.

The competence for the waste collection goes to the Veolia, Cannock Chase District Council.

If there is fly tipping, is removed by Environmental Health Department of Cannock Chase District Council – local municipality – local government.

The weeds on pathways and cuts the grass on grass verges inside the BIZ area is removed by Environmental Health, Cannock Chase District Council

Local Government sets regulations regarding transport.

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.

Security

The two companies have security barriers for their own premises.

There are no public CCTV surveillance systems in operation however the two businesses have their own systems in place.

The main roads are lit with public lighting and the Companies themselves have installed lighting.

The Police would respond to incidents of crime in these areas rather they include it on their nightly patrols.

Services

There is a McDonalds, Pizza Hut, Longford House (pub / restaurant) and Chase Gate (pub) all within 0.5 miles away of the two Companies.

Influence of the nearby

There is a Retail Park close by to both Companies at Longford Island with major outlets and fast food eateries. This has a car park which remains partially occupied during the working week although it is Private land.

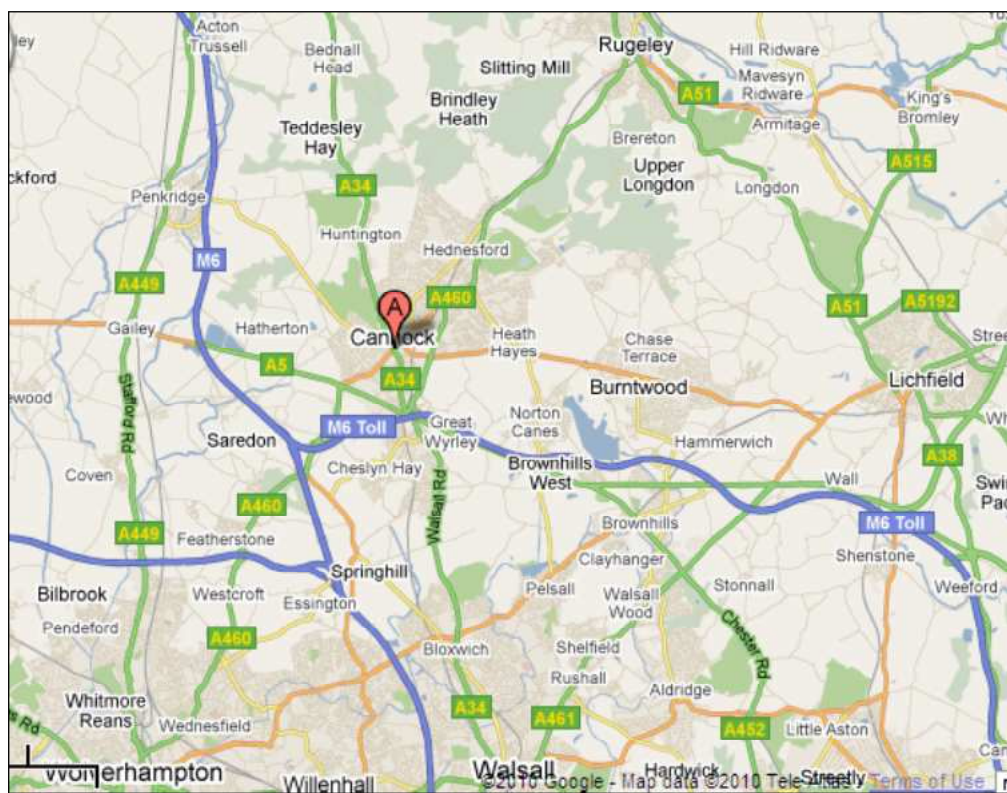
Accessibility

Both businesses are located on main roads which are easily accessible by car. here are pathways but no cycle lanes. The bus routes do not adequately service the Companies requirements to fit in with the differing shift patterns

If employees were to catch a bus from their home on the Stafford Road, Cannock to travel to ThyssenKrupp the journey would take 30 minutes however if they were to drive this at the same time of day (06.00 hrs) it would take approximately 5 minutes. This highlights the issue that employers and employees face with the bus service not being as accessible as it needs to be for people to change their travel behaviour.

The location of Rhenus Logistics is along a main stretch of road that requires a pedestrian crossing, CCTV and additional street lighting in order for it to become more accessible for pedestrians. The road is a wide road that suffers from speeding and this is also an unattractive proposition for those considering walking.

Accessibility Map:



Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

The two Companies have identified that there is a need for additional bus services to meet their employees' requirements at times that coincide with the differing shift patterns.

The local municipality has said that they would speak with the local bus company and discuss the possibility of additional bus services being provided for.

The two Companies are in premises that are affected by a 'Green Transport Plan' with limited car parking at both sites and a definite solution needed to assist the businesses and their employees.

Employers, employees and visitors commute to the business park primarily by car with a few people choosing to walk or cycle. We have identified that businesses would utilise a shuttle bus if there was one available.

There is not enough parking Lots, because the Companies have to adhere to the municipalities Transport Plan.

Companies have private areas for parking, although these are not adequate for them.

There is management of the parking separately for customers, visitors, employees.

There are any agreements for acquisition of green vehicles from companies, employees.

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.

There isn't any system of discount/management of the transport for the BIZ at present.

There isn't any ticketing system available for the BIZ at present

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.

Accidents and Black Spots

The pathways appear to be narrow in comparison to the road and there is only a path on one side. There are neither cycle lanes nor pedestrian crossings.

Behaviour information

Rhenus Logistics have said that they recruit drivers from further afield than Cannock and therefore they commute from home to work by car. Also it is not practical for their drivers to catch a bus. There is not sufficient car parking in site.

Thysenssenkrupp have told us that their employees travel to work by bus and by walking. Employees also travel to work by car but there is not sufficient car parking for their staff on site.

We will be carrying out in-depth surveys and behavioural analysis with the employees of both Companies and aim to identify needs and solutions i.e. car sharing opportunities, private shuttle bus etc.

7.2 Power Station Road, Cannock

Name of the BIZ:	Power Station Road
City (Country):	Cannock (United Kingdom)
<p>Power Station Road in Rugeley is an out of town industrial estate in Cannock. It is two miles from Rugeley town centre and the business park is mostly industrial. Power Station Road is approximately one mile long with businesses on and off of the Power Station Road.</p> <p>Power Station Road is an older business park / industrial area which was extended in 2007 when the bypass was opened and newer business parks and clutters of units and buildings sprung up. It joined the original older Power Station Road to the newer end making the business park area approximately one mile long. This being said there is a stark difference between the older side of Power Station Road and the newer areas. There are therefore differences between road conditions and security provisions.</p>	

General data

- Number of Companies: 97 recorded although our study may include a further 50 businesses total 150
- Number of Employees: 500-900 we are awaiting accurate figures
- Number of Visitors: we are awaiting accurate figures from surveys
- Number of Empty Buildings: 15

BIZ management structure: Local Plan for the BIZ & Responsibilities

Power Station Road is a combination of businesses on and off of Power Station Road.

There are areas owned by Private Developers who have created a 'mini estates' and complexes.

There is no specific plan for this business park. The business park is not part of the Cannock Chase Business Improvement District and lacks the estate management and business park coordinator that the previous parks benefit from.

Arriva Private Company has the competence for the public transport.

There is any Public transport provider..

For the roads fixing, new roads construction, maintenance is in charged the Highways Agency for the main roads and the private owners for the retail park.

The competence for the waste collection goes to the Veolia, Cannock Chase District Council.

If there is fly tipping, is removed by Environmental Health Department of Cannock Chase District Council – local municipality – local government.

The weeds on pathways and cuts the grass on grass verges inside the BIZ area is removed by Environmental Health, Cannock Chase District Council

Local Government sets regulations regarding transport.

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.

Security

The main road itself is open and susceptible to crime because half way down the one mile stretch of road the new bypass runs parallel behind the older part of Power Station Road and has now made the rear of the units vulnerable to break-ins. To prevent this, the businesses need to erect palisade fencing and security barriers. There is vast amount of steel left on site that needs to be protected or else it will be stolen. The businesses need to take ownership of this and put the appropriate security in place.

We have identified that Power Station Road would be ideal to include within the Business Improvement District (BID) second term in 2012 as there are parts of the site that lack security, identity and are in need of regeneration.

In some areas on Power Station Road there are security barriers and security guards and alarms however they are not all in operation out of hours. Power Station Road is disjointed and some areas have better security provisions than others. There is a lot of palisade fencing although some parts are lacking and leave them susceptible to opportunists.

The older section of Power Station Road has a distinct lack of CCTV cameras as highlighted to us by the Police who have asked us previously for CCTV footage of various incidents which we could not assist with as we do not manage the estate.

There are areas that do have their own CCTV in operation but this is the Companies own security and there is no 'estate CCTV'.

Power Station Road is well lit for a business park and this is a combination of public lighting – street lights and private lighting.

Due to budget restraints and staff shortages the Police do not have the resources to include Power Station Road on their Police patrols.

The Police have asked us previously whether we manage any CCTV on Power Station Road because it falls victim to fly-tipping and thefts/ break-ins.

It is still waiting for extra information.

Services

One entrance of Power Station Road is approximately 1.5 miles away from the town and so eateries are accessible. There is also an ALDI supermarket near to Power Station Road's.

There is a Kindergarten nursery very close by to one entrance of Power Station Road but there are no banks, cash machines or pubs, restaurants / bars near to Power Station Road.

There is a 'BP Petrol Station' close to one of the entrances of Power Station Road and a second Supermarket is close by. These facilities are all near the one entrance of Power Station Road and as the road is long it means that some businesses are very cut off and isolated from facilities and shops / eateries.

Power Station Road 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 Power Station Road 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.

Influence of the nearby

The addition of the bypass means that the older section of the Power Station Road is no longer used as a short-cut by people and those driving up and down Power Station Road tend to do so because they wish to visit the businesses. This is positive for the businesses and the BIZ. However the bypass has also created a greater flow of traffic nearer the newer section.

A Travel lodge is currently being built on Power Station Road which will attract more traffic to the area. It may also result in there being more facilities in the area and a bus stop etc in the future.

Accessibility

Power Station Road is served by main roads and is easily accessible by car. There are pathways but no cycle lanes.

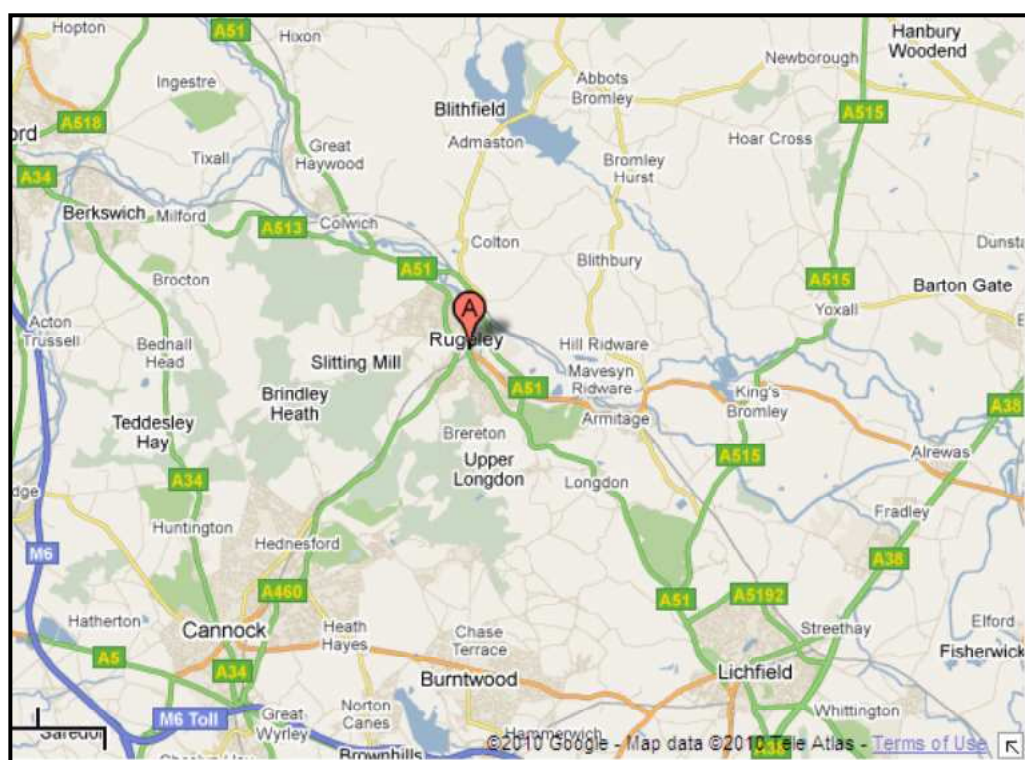
The public transport links are poor and there are no buses to Power Station Road.

There are no cycle lanes in the area

The road is often used as a short cut and cars speed down the road.

On the older section of Power Station Road the roads are not well maintained and are full of potholes. It makes it uncomfortable and prohibitive to cycle on the roads.

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



Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

Employers, employees and visitors commute to the business park primarily by car with a few people choosing to walk or cycle. We have identified that businesses would utilise a shuttle bus if there was one available.

There are but the car parking spaces are within locked car parks that are currently unoccupied and To Let. If these car parks were to be opened up it would solve the car parking issue faced by some employers.

The companies have private areas for parking.

Businesses themselves decide what car park spaces are reserved for staff and visitors.

There are any agreements for acquisition of green vehicles from companies, employees.

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.

There is any system of discount/management of the transport for the BIZt at present

There is any ticketing system available for the BIZ at present

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.

Accidents and Black Spots

There are problems with speeding at one end of Power Station Road which businesses feel should be addressed by the authorities. The speeding makes employees reticent to walking and cycling to work. One of the large companies in this area is trying to adhere to a Transport Plan administered to them

by the local municipality and due to the lack of car park spaces their employees have to find alternative ways of commuting to work. Their employees are not in favour of walking because of the speeding.

On the older section of the Power Station Road the road suffers from potholes and a few blind spots.

There is a need for the roads to be treated with snow grit in the ice and snow because there is no estate management.

Behaviour information

The majority of employees remain on site at lunchtimes but there is a distinct lack of eateries on site with only one Cafe evident. We will contact this Cafe and explain the MoMa.BIZ Project and encourage them to market themselves to the whole of Power Station Road which we can assist with.

This, we hope will encourage employees to stay on site at lunchtimes and this will assist us when we introduce car share and shuttle bus schemes at a later date.

Power Station Road is a mixture of offices and industrial / mix use units. There are various shift patterns in operation:

- 830am – 5pm
- 830am – 530pm
- 9am – 530pm
- 9am - 6pm
- 830am – 9pm
- 730am – 430pm

7.3 Orbital Retail Park, Cannock

Introduction

Name of the BIZ:	Orbital Retail Park
City (Country):	Cannock (United Kingdom)

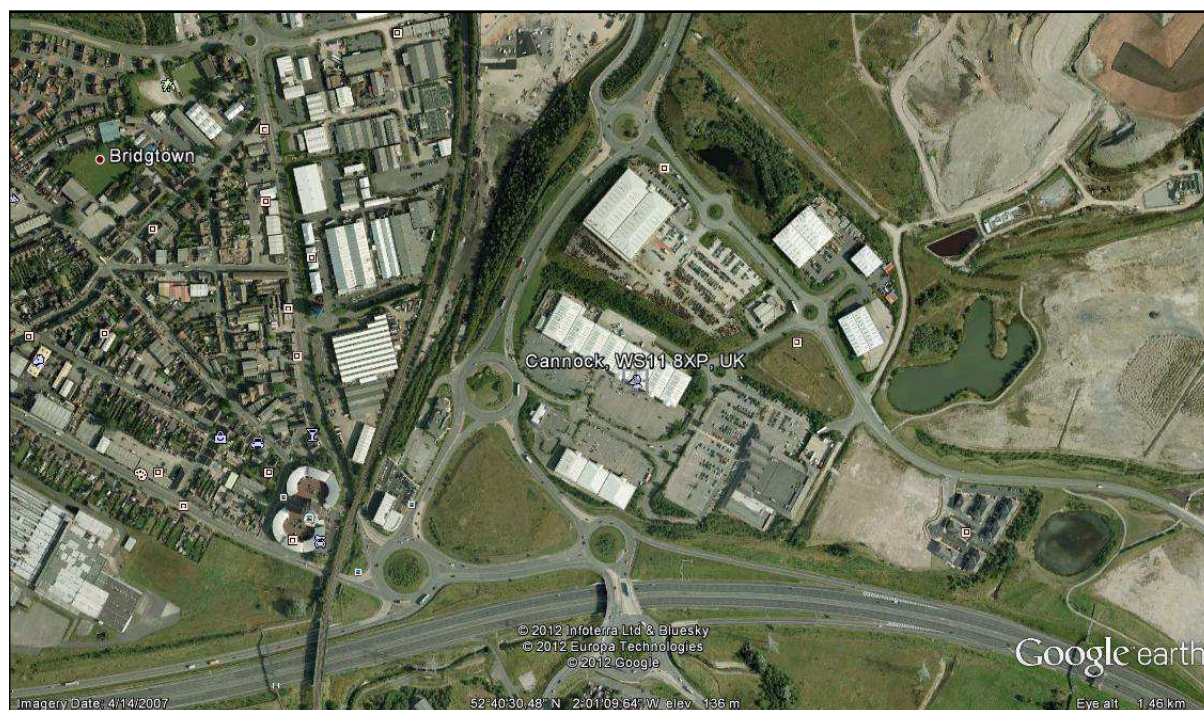
Orbital Retail Park is an out of town Retail Park in Cannock which was built in the 1990's.

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.

The companies varies in number of employees in a range from 8 to 450, being most of them SMEs.

Map of the BIZ illustrating Orbital Retail Park:



General data

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

BIZ management structure: Local Plan for the BIZ & Responsibilities

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.

Arriva Private Company has the competence for the public transport.

Regarding providing public transport, none directly serve the BIZ.

For the roads fixing, new roads construction, maintenance is in charged the Highways Agency for the main roads and the private owners for the retail park.

The competence for the waste collection goes to the companies which must arrange and fund this themselves.

If there is fly tipping, is removed by Environmental Health Department of Cannock Chase District Council – local municipality – local government.

The weeds on pathways and cuts the grass on grass verges inside the BIZ area is removed by Environmental Health, Cannock Chase District Council

Local Government sets regulations regarding transport.

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.

Security

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.

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.

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

Contact with local Police and Freedom of Information Act through the Police Force's (Chief Constables Office Executive Suite) to assist with the data has been required. But it's still awaiting a response.

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.

Influence of the nearby

There are no primary influences to this business park.

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.

Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

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 public transport links are inadequate s they do not cater specifically for customers nor employees on the BIZ.

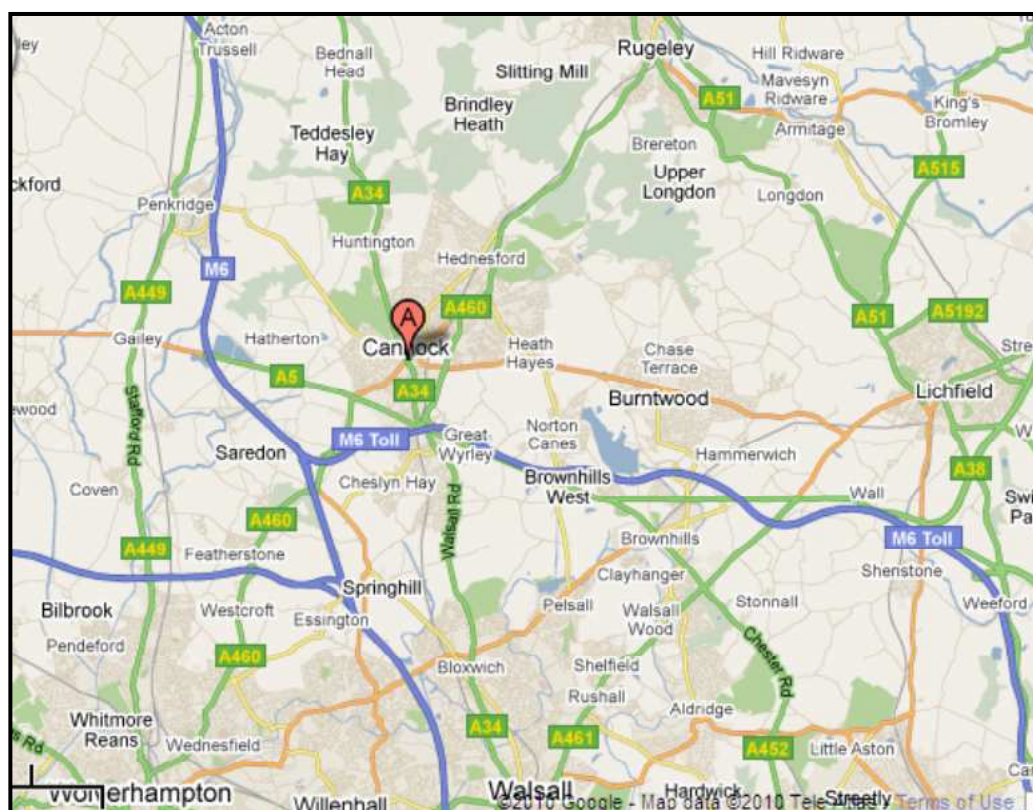
The nearest bus stop is a 15 minute walk away from the BIZ and the roads the walk to the bus stop is not considered safe due it being remote and the lack of pedestrian crossings and traffic lights.

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.

There are no bike lanes in the area 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.

Accessibility Map – illustrating where can be reached in 30 minutes is shown below:



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.

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 customers which is the main selling point of the MoMa.BIZ Project to some Companies on the Orbital Retails Park.

Companies has not private areas for parking, it is a communal parking area employees, customers and visitors.

There is any management of the parking separately for customers, visitors, employees.

There are any agreements for acquisition of green vehicles from companies, or employees.

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.

There is any system of discount/management of the transport for the BIZ at present.

There is any ticketing system available for the BIZ at present

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.

Accidents and Black Spots

Orbital Retail Park has many blackspots 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.

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.

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 (fastfood) and Sainsburys Canteen. Each of the Companies also have staff rooms.

Highlights

Improve pedestrian and bike facilities. Management revision of the public transport bus service.

7.4 Fradley Business Park, Fradley, Staffordshire

Introduction

Name of the BIZ:	Fradley Business Park
City (Country):	Fradley, Staffordshire (United Kingdom)

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.

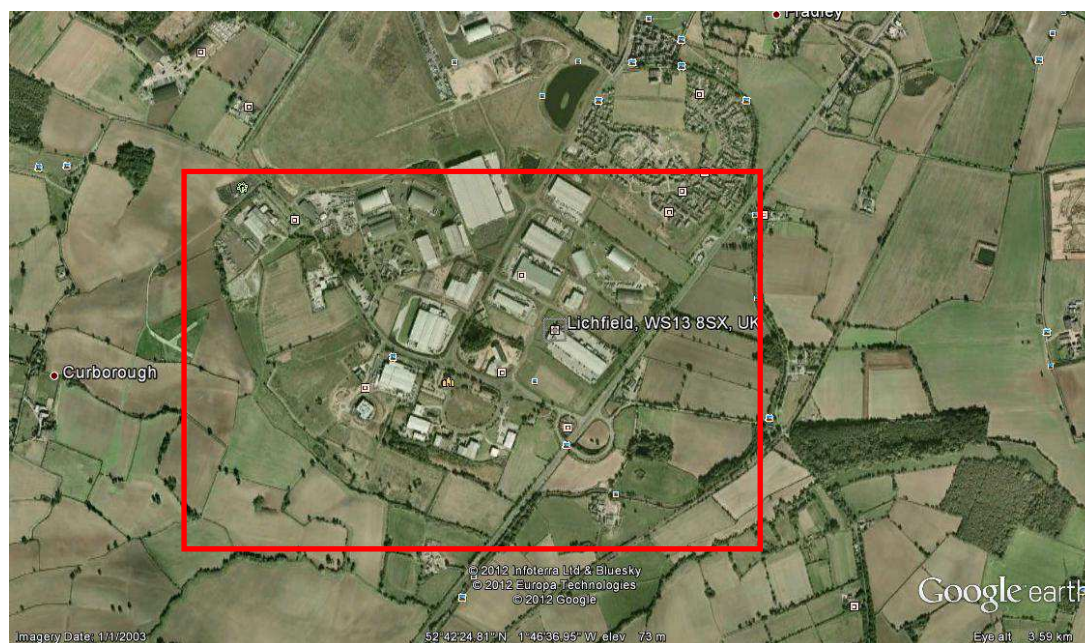
Fradley Park is one of the largest distribution hubs in the West Midlands. It is well established as a superb location for business, and the site is continuing to expand.

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 Fradley Business Park:



General data

- 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

BIZ management structure: Local Plan for the BIZ & Responsibilities

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.

Arriva Private Company has the competence for the public transport.

Public transport is providing by Arriva Private Company.

For the roads fixing, new roads construction, maintenance is in charged the Highways Agency for the main roads and the private owners for the retail park.

The competence for the waste collection goes to the companies which must arrange and fund this themselves.

If there is fly tipping, is removed by Environmental Health Department of Cannock Chase District Council – local municipality – local government.

The weeds on pathways and cuts the grass on grass verges inside the BIZ area is removed by Environmental Health, Cannock Chase District Council

Local Government sets regulations regarding transport.

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.

Security

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.

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

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

Contact with local Police and Freedom of Information Act through the Police Force's (Chief Constables Office Executive Suite) to assist with the data has been required. But it's still awaiting a response.

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.

Influence of the nearby

There are no primary influences to this business park.

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.

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



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.

Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

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).

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.

Regarding Transport-parking facilities, and 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.

Companies usually have private areas for parking.

There are any marked parking bays management for customers, visitors, employees.

There are any agreements for acquisition of green vehicles from companies, or employees.

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.

There is any system of discount/management of the transport for the BIZ at present.

There is any ticketing system available for the BIZ at present

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.

Accidents and 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.

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.

Highlights

New public transport should be management.

To organise company transport in accordance with more than one company to optimize trips.

Continue promoting car sharing.

7.5 Cannock Wood Industrial Estate, Cannock, Staffordshire

Introduction

Name of the BIZ:	Cannock Wood Industrial Estate
City (Country):	Cannock, Staffordshire (United Kingdom)

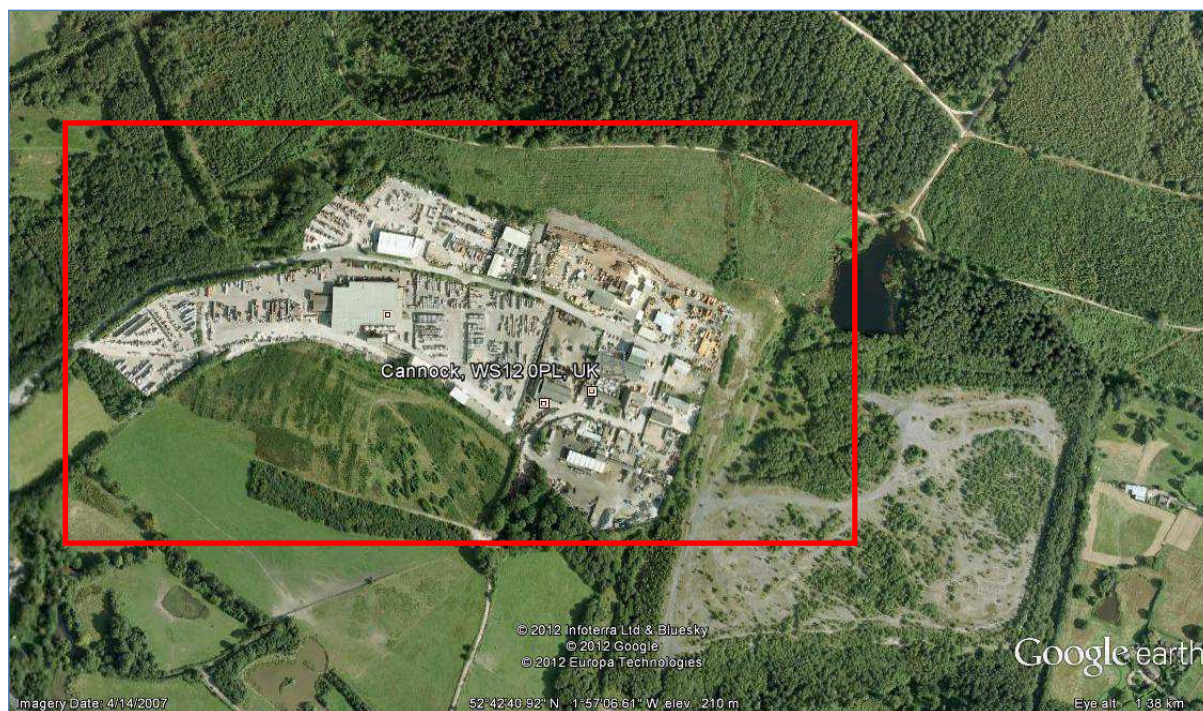
Cannock Wood Industrial Estate is in East Cannock, it is an older business park which needs modernising and regeneration.

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.

Map of the BIZ illustrating Cannock Wood Industrial Estate:



General data

- Number of Companies: 1
- Number of Employees: 120
- Number of Visitors Per Week: n/a
- Number of Empty Buildings: 0

BIZ management structure: Local Plan for the BIZ & Responsibilities

Arriva Private Company has the **competence for the public transport**.

None **is providing public transport** directly serve the BIZ. This is a major concern for one particular business that has recently relocated to premises within Cannock Wood Industrial Estate.

For the roads fixing, new roads construction, maintenance is in charged the Highways Agency for the main roads and the private owners for the retail park.

The competence for the waste collection goes to the companies which must arrange and fund this themselves.

If there is fly tipping, is removed by Environmental Health Department of Cannock Chase District Council – local municipality – local government.

The weeds on pathways and cuts the grass on grass verges inside the BIZ area is removed by Environmental Health, Cannock Chase District Council

Local Government sets regulations regarding transport.

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.

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.

Due to budget restraints and staff shortages the Police do not have the resources to include Cannock Wood Industrial Estate on their Police patrols.

Contact with local Police and Freedom of Information Act through the Police Force's (Chief Constables Office Executive Suite) to assist with the data has been required. But it's still awaiting a response.

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.

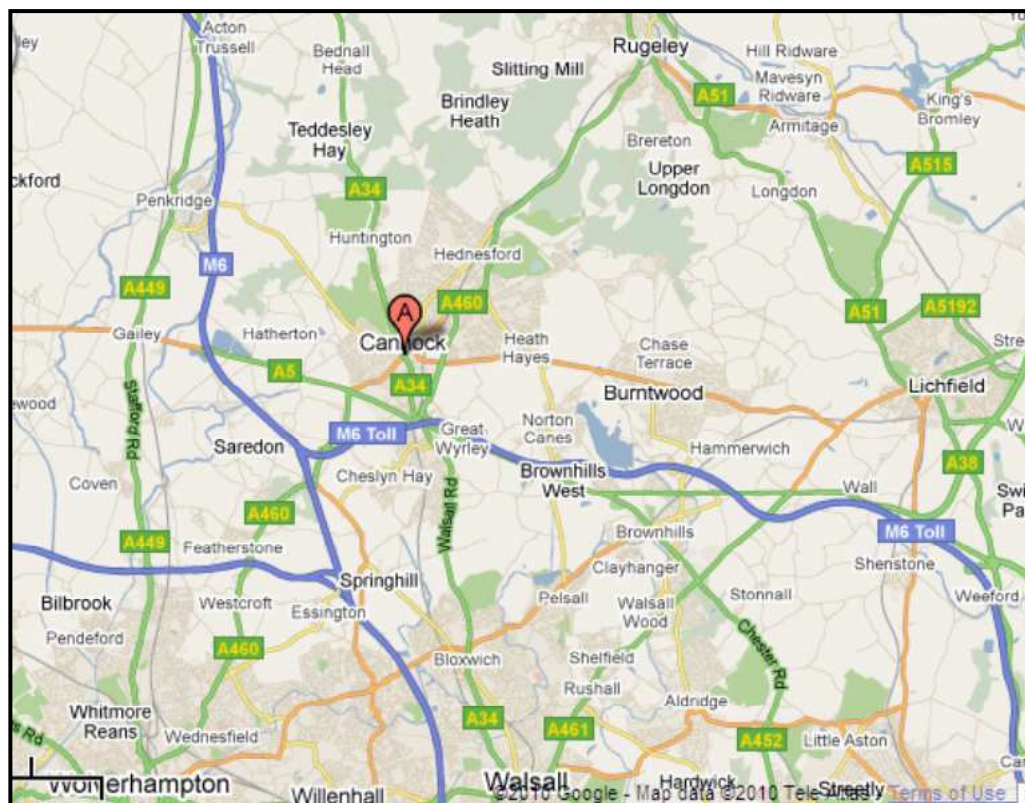
Influence of the nearby

Any influence detected.

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.

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



Public transport, Parking facilities, Bike lanes and bike parking's, pedestrian and others

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.

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

There is no companies private areas for parking, it is a communal parking area employees, customers and visitors.

There is any management of the parking separately for customers, visitors, employees.

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.

There is any system of discount/management of the transport for the BIZ at present

There is any ticketing system available for the BIZ at present

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.

Accidents and Black Spots

No available information.

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
Thu	6AM	-	6PM
Fri	6AM	-	6PM

The transport modes used are: Car, Lifts, Taxi. Bus (the nearest bus stop is 15 minutes walk away)

Highlights

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.

Arrange any public bus transport to reach the BIZ.

General highlight and summary comparison of the 5 UK BIZes:

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.

Comparative Report on barriers and conditions of the BIZ's (www.moma.biz)

Name of BIZ	Distance in miles and Journey time in a car from Rugeley (nearby town) (WS15 2NH) to the BIZ	Journey time on public transport from Rugeley (WS15 2NH)	Number of buses to catch to reach BIZ and bus numbers	Ticket Cost for this journey	Proximity to BIZ of a bus stop on foot	Frequency of buses
Orbital Retail Park Post Code: WS11 8XP	8.4 miles - 13 minutes	1 hour 4 minutes	3 buses (825 / 32 / 1)	£6.00	15 minute walk	Every 30mins
Fradley Business Park Post Code: WS13 8NF	12,5 miles - 22 minutes	56 minutes	2 buses (825 / 7)	£6.00	6 minute walk	Every 30mins
A5 Cannock Post Code: WS11 1LY	8.8 miles - 14 minutes	1 hour 4 minutes	2 buses (825 / 32)	£6.00	21 minute walk	Every 30mins
Power Station Road Post code: WS15 1UZ	2.5 miles - 6 minutes	22 minutes	1 bus (825)	£6.00	10 minute walk	Every 30mins
Cannock Wood Post Code: WS12 0PL	6.8 miles - 15 minutes	1 hour 14 minutes	3 buses (825 / 33 / 62)	£6.00	16 minute walk	Every 30mins

Name of BIZ	Cycle routes to or close to BIZ	Cycle Parking	Taxi Rank On or Near BIZ (within 1 mile walk)	Car Sharing Scheme Currently in BIZ	Facilities On or Near BIZ Only:
Orbital Retail Park WS11 8XP	No	Yes	No	No	Supermarket, petrol station Fast-food restaurant
Fradley Business Park WS13 8NF	No	Yes	No	No	Supermarket
A5 Cannock WS11 1LY	No	Yes	No	No	Fast-food restaurant
Power Station Road WS15 1UZ	No	Yes	No	No	Pub / bar
Cannock Wood Post Code: WS12 0PL	No	Yes	No	No	None

Bus Ticket prices

Prices from 3 January 2012

	Day Saver Ticket	Weekly Saver Ticket	4-Weekly Saver Ticket
Adult	£6.00	£25.00	£55.00
Group	£12.00	---	---
Child	£4.00	£17.00	---

8 Summary of some information for every BIZ:

Name or the BIZ in English	Name or the BIZ in original language	Surface in m ²	Number of companies	Number of Employees	Number of Visitors (per year)	Services available	Accessibility	Others
Factory for non-ferrous metals (KCM)	Комбинат за цветни метали (КЦМ)	900.000,00	10	2625	2700	Electricity, internet, water, canteen, bank, petrol stations nearby	intercity public bus, mostly company private bus transport, and personal vehicle (usually car or moto, rarely bike).	Lack for bikes and pedestrian accessibility, lack signing of employees car parking spaces
Ropka Industrial Park	Ropka tööstuspark	2.687.000,00	478	3300	15	Electricity, internet, water, sewer system, bars, restaurants, drink and food shops, not bank but ATM machines, petrol stations and car wash	Public bus, bike, on foot, mostly private car	Biz in the city center. Good bike and pedestrian access to the BIZ but lack inside the BIZ
BIZ of Asti	Zona Industriale di corso Alessandria, Asti	2.950,00	281	2616	n/a	Bar/Restaurant, Bank, Petrol station, Carwash, Food store, Tobacconist and a Shopping centre	Public bus, mostly private car	Two national road influence, decrease of companies
Atarfe's Industrial Estates	Polígonos Industriales de Atarfe	603.404,00	450	4500	12500	Infantil nursery, Car wash, Petrol station, Banks, Insurance agencies, Consultancies, Bars and restaurants, drink and food shops, Electricity, internet, water, sewer system	Public bus, cars	decrease of companies

Industrial Park of El Bierzo	Parque Industrial del Bierzo(PIB)	2.000,00	55	1369	n/a	Car Wash,Petrol station,Electricity access,Water access, Internet access, Bar, restaurants, pubs, medical services	Car, informal car sharing, bus stop out of the BIZ, spontaneous cycling	Use of bike and pedestrian y the proximity distance to the city, decrease of companies
Power Station	Power Station	n/a	97	900	TBC	Supermarket, kindergarden, petrol station, does not have 'general internet access', electric and water supply individually, sewer system collective	Car, loscked car parks	poor public transport, no bike lines
A5 Companies	A5 Companies	n/a	2	850	2.600	Pub, restaurant, electric and water supply individually, sewer system collective	Car, public transport, pathway presence	No bike lines, companies private park lots, not enough parking space
Orbital Retail Park	Orbital Retail Park	n/a	13	1087		supermarket, cash machine, eateries, children's nursery / childcare, does not have 'general internet access', electric and water supply individually, sewer system collective	Car, public transport	public transport inadequate, closest stop 15 minutes walking, no bike lanes. Absence of pedestrian access and traffic lights
Fradley Business Park	Fradley Business Park	n/a	22	1500-2000	>100	does not have 'general internet access', electric and water supply individually, sewer system collective	Public transport, car, minibus organized by companies, no accessible by walking or cycling	Public transport weak
Cannock Wood Industrial Estate	Cannock Wood Industrial Estate	n/a	1	120	n/a	electric and water supply individually, sewer system collective	Most car, cycle and taxi few	Next bus stop is 15 minutes walking

9 Conclusions

The circumstances are very diverse regarding the various participating BIZ, even in the same country as it is the case of Spain where the difference north-south is clearly evident or United Kingdom.

In general collecting data for the study has been harder than it was foreseen for most of the partners, due to the lack of official management structures. The existence of a BIZ association or similar has facilitate a lot the recovery of the data.

Collaboration from companies have been very well welcome.

Due to the financial crisis the number of companies and employees has decreased meaningful from the time that the project was foreseen in some of the BIZ. It is foreseen that this decrease continue during the rest f the period of the project.

This study joined with the surveys will serve as support for emerged common solutions from similar barriers. Also it is recommendable to carry out in situ assessment in the BIZ that these has not been made to collect information directly from the BIZ regarding entrances, outs, traffic.

10 Annex I: PHOTO REPORT

Workers in KCM BIZ in Bulgaria:



Company bus transport and parking in KCM-BIZ in Bulgaria:



Lighting of the BIZ (Meteci Valduse Ltd) at nightfall IN Tartu, Estonia:



Picture of bike road in the BIZ (Ropka Industrial Park):



Map of public transport in Asti (Italia):



Bus stop in Asti BIZ, Italy:



Pathways for the Future Metropolitan of Granada passing through Juncaril Estate in Atarfe, Spain:



One of the entrances to the Juncaril, Atarfe, Spain Estate reformed or from the highway N-323:



Signposting in PIB BIZ in Ponferrada, Spain:



Bike lane in the surroundings of the Ponferrada BIZ:



Cars parking on the pathways in Power Station (UK):



Vacant units / premises on Power Station Road which could be a car park solution for other businesses in A5 Cannock (UK):



Parking lost in Orbital Detail Park:












Entrance in Fradley Business Park:



Access to the Cannock Wood Industrial Estate:



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