



Heathrow airport wayfinding and Manchester Airport travel survey results

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Non-confidential - Standard

Heathrow net zero targets

- Heathrow's **Net Zero Plan** (Feb 2022) outlines its vision to be net zero by 2050.
- 4% of emissions come from surface access (how people get to and from the airport).
- 2030 goals (against a 2019 baseline): Cut carbon by at least 49% on the ground
- Heathrow's **Surface Access Strategy** (August 2022) sets out a framework for transforming travel to and from Heathrow. Four targets:
 1. Increase passenger PT mode share
 2. Reduce colleague single-occupancy car mode share
 3. Reduce surface access carbon emissions
 4. Increase public transport catchments



Heathrow Active Travel Wayfinding Strategy - objectives

- Improved wayfinding across the Heathrow campus - help Heathrow Airport Limited (HAL) to achieve their carbon reduction goal by:
 - Encouraging more people to walk and cycle more often (Separate wayfinding system for pedestrians and a wayfinding system for cyclists)
 - Encouraging people to walk or cycle to a destination, rather than use a private vehicle (and use the new infrastructure (cycle side bore tunnel to provide cycle access to the CTA / providing a continuous network around perimeter road))
 - Improving safety
 - Improving perceptions of safety
 - Encouraging people to explore an area on foot or by bike when they have time available



Heathrow Active Travel Wayfinding Strategy – human centered approach

Involving colleagues

- Gaining early support of colleagues and getting them involved in the strategy will help to overcome barriers to cycling and walking ensure the success of the strategy.
- Workshop with colleagues - discuss wayfinding signage proposals, benefits, as well as identifying key barriers and enablers to walking and cycling.
- ensure proposed signage terminology is understandable to colleagues. (destination names are locally used / appropriate level of detail and specificity is on signs).

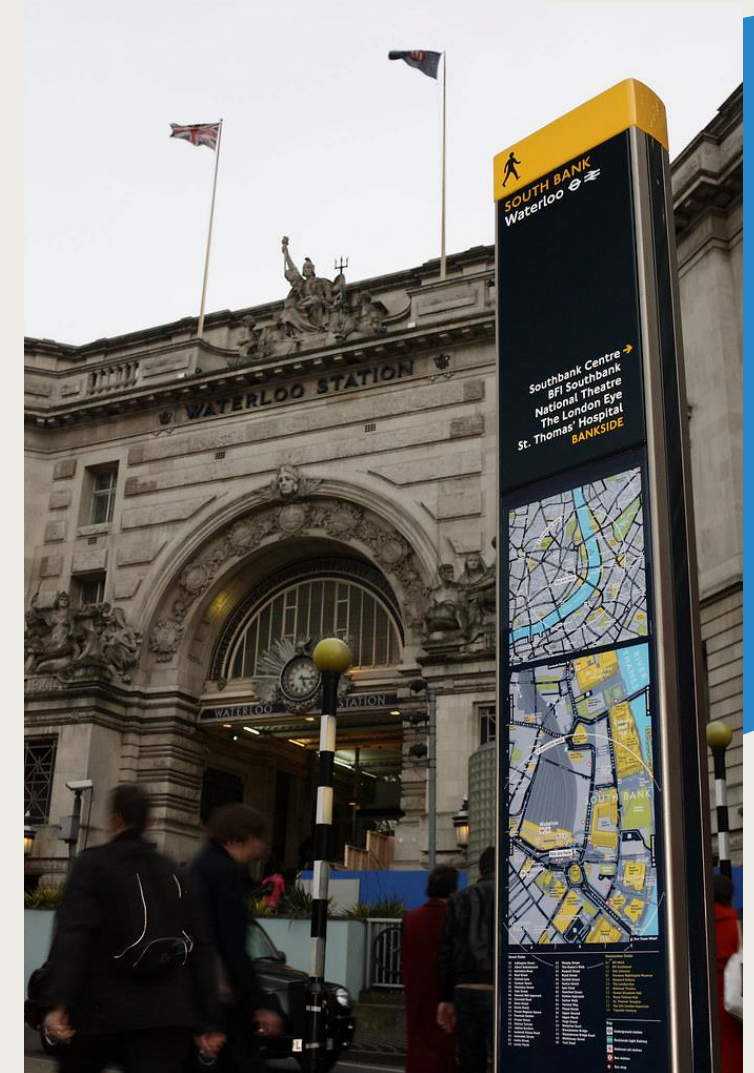
Defining needs of target audience:

- different people may have different needs.
- Eg: use of pictograms or dual language signage for people who cannot read or speak English
- Consider the needs of people with a range of disabilities (eg: physical design of the signage for wheelchair users or design language to ensure that people with visual impairments can access the information on the signage).



Heathrow Active Travel Wayfinding Strategy – outputs

- Site visits (on foot and on bike) in daytime and evening (in hours of darkness)
- Walk the routes with Heathrow Airport Limited
- Engagement with colleagues to understand any additional barriers to walking and cycling.
- Disabled access audits of the pedestrian routes / audit of cycle routes to confirm that they can be safely accessed and are usable by adaptive bicycles
 - A signage family for both pedestrians and cyclists (based on Legible London best practice)
 - Sign placement plan - with indicative sign locations
 - Sign content schedules - the information to go on each sign



Manchester Airport travel survey

- Last staff travel survey 2018 (2019 travel plan)
 - check progress against targets and allow the Action Plan to be updated accordingly.
 - 2000 completed travel survey questionnaires (11% response)
- Travel plan objectives:
 - Reducing the proportion of staff travelling by single-occupancy car
 - Supporting the health and wellbeing of the workforce and improving the local environment
 - Reducing the impact of staff travel and parking on residents and the environment
 - Providing access to employment opportunities for non-car users



Manchester Airport travel survey 2023 – interactive results dashboard



Manchester Airport travel survey 2023 opportunities to increase cycling and public transport

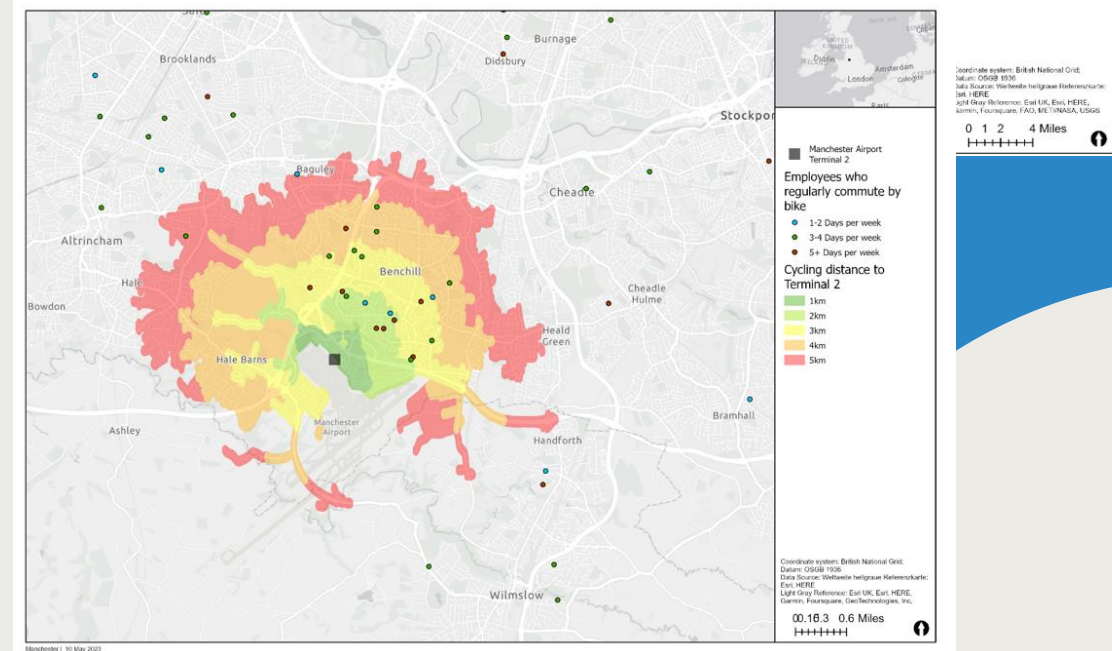
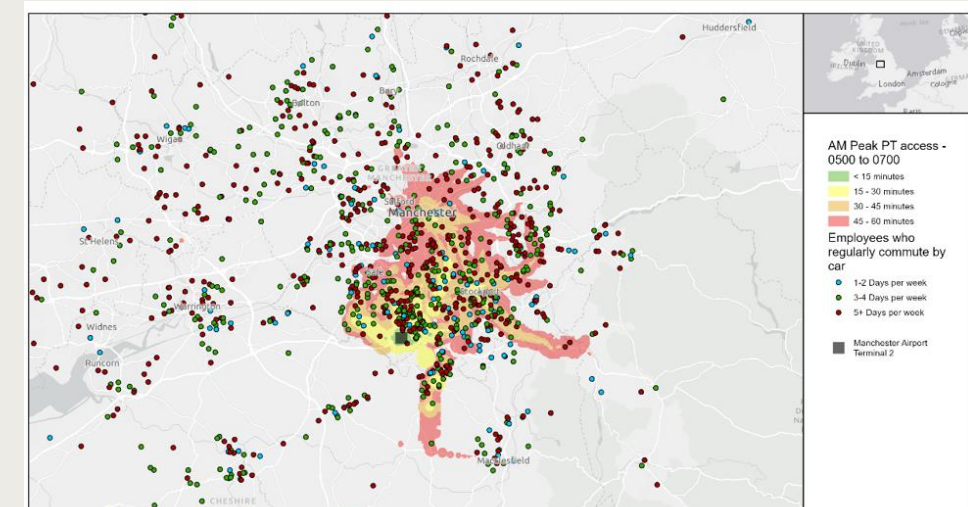
- Travel survey postcode data (2000 responses) / 16,000 staff home postcodes of airport pass holders provided by MAG. (note: not all airport workers require a security pass).
- Around 75% of respondents drive to work

Public transport

- Drivers plotted alongside the public transport accessibility maps.
- Significant number of drivers live within the 60-minute public transport catchment.

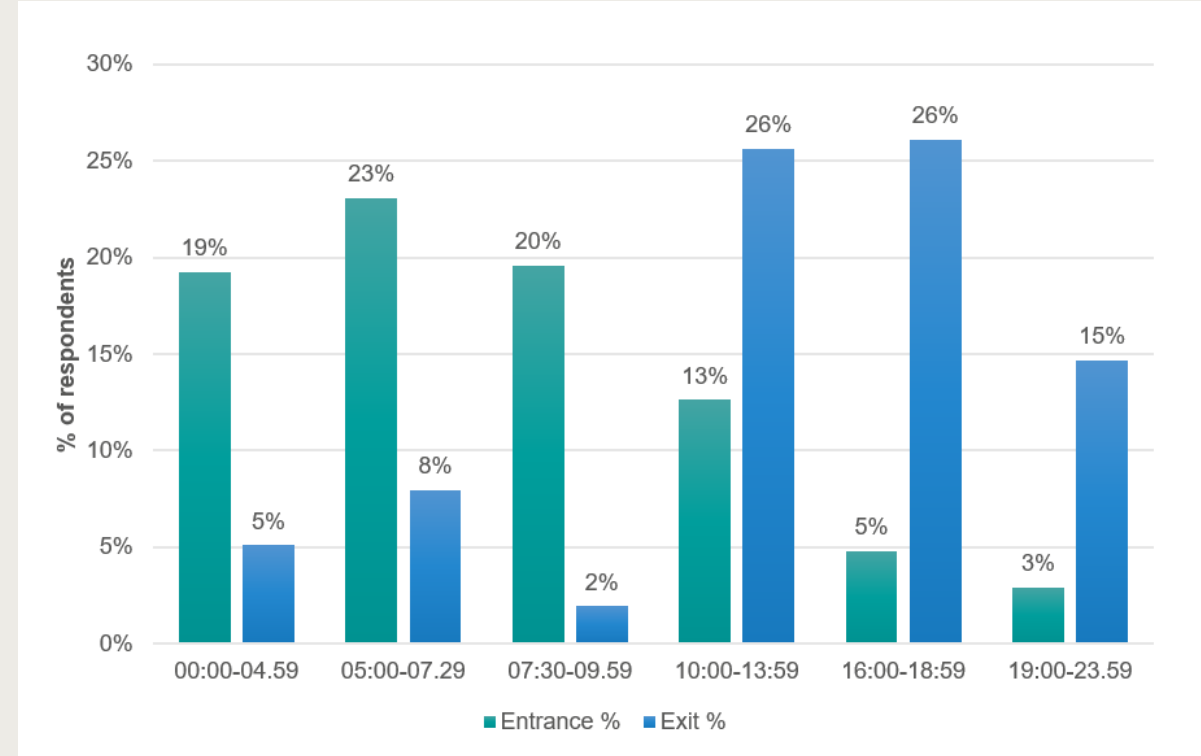
Cycling

- just 1% of people who live within 5km cycle to work
- 10% of drivers live within a 5km radius
- the area to the south of the airport has poor cycling accessibility.



Manchester Airport travel survey 2023 - working hours/patterns

- Arrival and exit times at the airport if they were working that day.
 - Large proportion arrive before the typical peak hours (23% arrive between 05:00-07.29) which is before the commencement of most public transport services.
- When asked about working days, around 65% of respondents answered 'it varies' which is an expected outcome at an airport which has varying shift patterns and flexible working.
- **Have working patterns changed since COVID-19?** 65% had not changed / 11% now work more flexibly / around 11% now travel to work by car more often.



Manchester Airport travel survey 2023 – modal distribution of trips continued

75% 'car on your own' / single occupancy car travel'

Employment status

- highest percentage of people who drove to work on their own were full time employees.
- Rail use was highest for contract workers and lowest for full time and part time workers.
- Part time workers had the highest percentage of bus use at 20% (this was significantly higher for part time workers and flexible workers compared with other types of workers).

By work location

- Car on your own most common mode across all locations.
- Olympic House and 4M - largest number of respondents working from home.
- Metrolink / bus most popular with employees working in terminals (landside and airside).
- The highest percentage using the train is at Voyager House.



Manchester Airport travel survey 2023 – reasons for mode use

- Reasons for mode use - people working non- standard hours
 - Main reasons: working hours, ‘public transport does not run at the times that I need to travel’.
- Reasons for mode use - people who work standard hours.
 - Concerns about cost, personal comfort, convenience, and journey time
- Generally low awareness of sustainable transport initiatives (eg: airport community app/car share GM). Respondents were most aware of the bike to work scheme for MAG staff (39% of respondents), followed by discount on rail tickets (37% of respondents).



Manchester Airport travel survey 2023 – what would encourage public transport / cycling?

Public transport – would any of the following encourage you to use public transport to get to work?

- more early morning services (38% of respondents)
- more reliable services (35% of respondents),
- more frequent services (35% of respondents)
- more direct routes (33% of respondents)

Cycling – would any of the following encourage you to cycle to work?

- 70% - no initiatives would encourage them to cycle to work.
- Most popular initiatives improving changing facilities, showers and lockers and safer cycle routes/paths.





Thank you