

# Transport Research Project

## Stage 3 – Summary & Next Steps

Alex Lea  
November 2014



**Research and Insight Team**  
Leicestershire County Council

**Alex Lea**

Research & Insight Manager

Research & Insight Team  
Strategy, Partnerships & Communities Branch  
Chief Executive's Department  
Leicestershire County Council  
County Hall, Glenfield  
Leicester LE3 8RA

Tel                0116 305 6803  
Email            alex.lea@leics.gov.uk

Produced by the Research and Insight Team at Leicestershire County Council.

Whilst every effort has been made to ensure the accuracy of the information contained within this report, Leicestershire County Council cannot be held responsible for any errors or omission relating to the data contained within the report.

## Contents

---

<b>1. Introduction</b>	<b>4</b>
<b>2. Stage 1 Summary</b>	<b>5</b>
<b>3. Stage 2 Summary</b>	<b>14</b>
<b>4. Next Steps</b>	<b>19</b>

## 1 Introduction

---

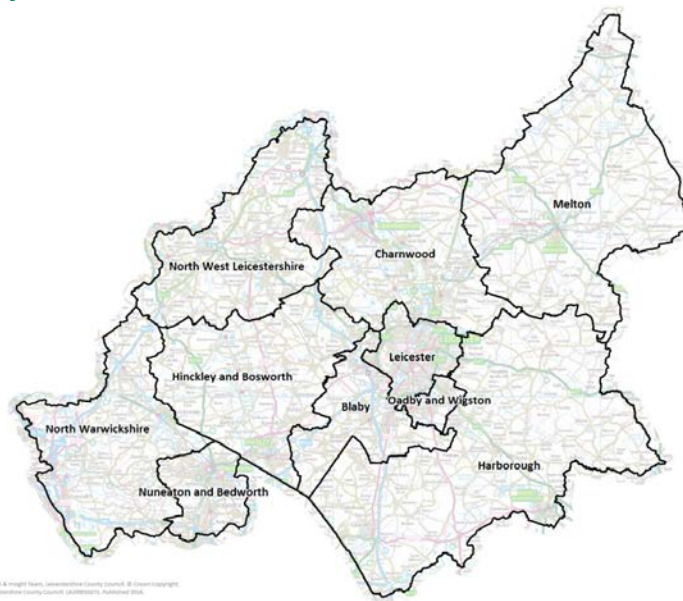
### 1.1 Overview of the project

The report covers findings from Stage 1 and 2 of the DWP-funded Transport Research Project. The aim of the research project is to better understand the degree to which transport issues are a barrier to labour market entry within the project area where access is understood to be an issue. The project focuses on (but is not limited to) employment sites in the cross-border area along the A5, between Leicestershire and Warwickshire. It is envisaged that the research will lead to recommendations which will improve transport access for all job seekers to both the project sites and more generally, employment sites within the project area.

The project area consists of:

- Leicestershire County;
- Leicester City;
- Nuneaton and Bedworth Borough; and
- North Warwickshire Borough.

#### Map 1 - The Project Area



The research consists of 3 Stages:

- **Stage 1** - Background analysis of relevant data and shortlisting of employment sites with transport access issues;
- **Stage 2** - Analysis and engagement with employment sites identified in Stage 1. Conclusions and development of possible solutions;
- **Stage 3** - Exploration of additional sites as required, development of working group to take forward findings.

This report will summarise the findings from Stages 1 and 2 of the project and make suggestions for taking the work forward in Stage 3.

## 2 Stage 1 - Summary

---

### 2.1 Introduction

The Stage 1 report summarised relevant existing data and analysis on employment, population and transport in order to frame the project, highlight key themes and issues, provide evidence for the selection of sites for Stage 2 and suggest possible solutions. It aimed to highlight hotspots of employment within the project area, the types of jobs in these areas and areas with high levels of unemployment. In addition, a scoping review<sup>1</sup>, a call for evidence and a survey of JCP staff at offices within and just outside the project area were used to gather any additional supporting information that could be of use to the project.

### 2.2 Secondary Data

A range of secondary data sources were incorporated into the analysis as part of Stage 1. Please note that in some cases, updated data has been published since the development of the Stage 1 report. Where this is the case, it has been noted in the list below using an asterisk (\*) and mentioned in the main text below.

Secondary data sources used as part of the Stage 1 report include:

- BRES Employment data\*
- Unemployment data (JSA claimants)\*
- Indices of Multiple Deprivation 2010
- 2001 ONS Output Area Classification\*
- Leicestershire County Council public transport access data
- 2011 Census data, including:
  - Car and van availability
  - Method of travel to work
  - Distance travelled to work
  - Limiting long term illness
  - Qualifications
  - Part time employment
  - Industry

While potentially invaluable to the project, data from the 2011 Census on travel to work flows at a small area level was not released in time and as such could not be included in the analysis.

A summary of the analysis of secondary data can be found below.

---

<sup>1</sup> A scoping review is a high-level literature search used to identify the scope of a subject, existing studies and potential gaps in knowledge.

### 2.2.1 Employment

- The project area is home to almost half a million jobs. Nearly a third of these are located in Leicester City;
- In terms of number of jobs, Leicester City is dominated by the health, education and public and business administration sectors, as well as manufacturing. Charnwood, Hinckley and North West Leicestershire experience high numbers of jobs in the manufacturing sector. Harborough, North West Leicestershire and North Warwickshire are home to high numbers of jobs in the logistics sector;
- At a ward level, high numbers of jobs can be found in Castle Ward in Leicester City and around the M1 Junction 21 area of Blaby District. Elsewhere in the project area there are key employment areas in Castle Donington Ward, Loughborough Lemyngton, Abbey and Rushey Mead Wards in Leicester City and Arbury and Abbey Wards in Nuneaton and Bedworth. There are also noticeable employment locations in and around Ashby de la Zouch, Atherstone, Ibstock, Lutterworth and Coleshill.

N.B. Since the Stage 1 report has been available, updated BRES data has been made available. Data for Leicester and Leicestershire can be accessed here:

[https://public.tableausoftware.com/views/BRESData/BRESDashboard?:embed=y&:display\\_count=no:showVizHome=no](https://public.tableausoftware.com/views/BRESData/BRESDashboard?:embed=y&:display_count=no:showVizHome=no)

### 2.2.2 Car and Van Availability and Travel to Work

- In 2011, there were over 100,000 households in the project area without access to a car or van, out of a total of almost half a million. Across local authorities in the project area, Leicester City has the highest proportion of households without access to a car or van (37 percent), followed by Nuneaton and Bedworth (22) and Charnwood (18);
- Residents in employment without access to a car or van are less likely to travel to work by car or van; 26 percent of residents without access travel to work by car, compared to 73 percent of residents with one or more car or van in the household. In comparison, over two thirds of residents without access to a car or van travel to work by non-car modes, compared to 17 percent of residents with access;
- Wards with higher percentages of households without access to a car or van are focused in and around the main towns, although there are relatively high rates in more peripheral areas such as Atherstone and Lutterworth Springs Wards;
- In the project area in 2011, there were over 120,000 people of working age who travelled to work using non-car or van modes<sup>2</sup>, out of a total of almost 860,000 people;
- The 16-24 age group is more likely to live in a household without access to a car or van (20 percent compared to 16 percent of the 25 and over

---

<sup>2</sup> Not driving or a passenger in a car or van.

- population). Residents aged 16-24 are also much less likely to travel to work in a car, either as the driver or the passenger (58 percent compared to 70 percent of those aged 25 and over) and are much more likely to travel to work using non-car or van modes (38 percent compared to 19 percent);
- Working age (16-64) residents in higher social grades have increased access to cars and vans; only 6 percent of the AB group, 27 percent of the C1 group and 53 percent of the DE group have no access to a car or van;
  - Those residents employed in Construction (8 percent), Agriculture, Energy and Water (13 percent) and Transport and Storage (16 percent) are less likely to travel to work by car or van compared to Accommodation and Food Services (38 percent), Education (26 percent) and Other Industries (26 percent);
  - Employees aged 16 or over without access to a car or van in the household are more likely to travel shorter distances to their place of work;
  - Just under a fifth of residents living in a household with access to a car or van travel less than 2 kilometres to their place of work, compared to almost two fifths of residents without access;
  - The majority of employees travel less than 5 kilometres to their place of work. Employees in the Accommodation and Food Service Activities are more likely to travel up to five kilometres (60 percent) and are less likely to travel over 20 kilometres (10.1 percent). In comparison, only 28 percent of employees in Information and Communication are likely to travel less than 5 kilometres while 37.4 percent travel over 20 kilometres.

### 2.2.3 Unemployment

- Leicester City exhibits the highest claimant count in the project area with just under 10,000 claimants in February 2014. Nuneaton and Bedworth (2,500) and Charnwood (1,500) are the next highest;
- Leicester City exhibits the highest claimant rate in the project area; 4.4 percent of the working age population in February 2014. Nuneaton and Bedworth (3.3 percent) has the next highest;
- There has been a general downward trend since 2013 for both the claimant count and rate across local authorities in the project area;
- Using ward claimant count data for February 2014, the project area is dominated by Leicester City. Spinney Hills Ward in the city has the highest overall claimant count, with almost 900 people claiming JSA. Outside of the city, Abbey and Camp Hill wards in Nuneaton and Bedworth district have the highest claimant count figures, with just over 500 and 300 people claiming JSA respectively;
- Using ward claimant rate data for February 2014, the project area is once again dominated by Leicester City, with a number of wards in the city exhibiting a claimant rate of over 6 percent. Outside of the city, Camp Hill Ward has a claimant rate of 7 percent, and a number of other wards in and around Nuneaton exhibit high values in comparison to other parts of the project area. Greenhill Ward in North West Leicestershire also stands out as having a comparatively high rate within Leicestershire County (4.4 percent), followed by Loughborough Hastings Ward (3.9).

N.B. Since the Stage 1 report has been available, updated unemployment data has been made available. Data for Leicester and Leicestershire can be accessed here:

[https://public.tableausoftware.com/views/UnemploymentBulletin/HeadlineData?:embed=y&:display\\_count=no:showVizHome=no#](https://public.tableausoftware.com/views/UnemploymentBulletin/HeadlineData?:embed=y&:display_count=no:showVizHome=no#)

#### **2.2.4 Public Transport Access**

- Using Accession data from Leicestershire County Council (only available for the county), short travel times to the nearest centre are located in areas close to main centres or well served by bus services. More rural areas are increasingly isolated, with large expanses of areas without a bus service, especially in parts of Harborough, Hinckley and Bosworth and Melton boroughs.

#### **2.2.5 Deprivation**

- Significant pockets of overall deprivation (top 20 percent of areas nationally) can be found in and around the main urban areas of the project area, specifically Leicester City, Loughborough, Coalville, Nuneaton and Bedworth. These areas include the majority of Leicester City, the Warwick Way and Hastings areas of Loughborough, Atherstone, Mancetter and Hartshill in North Warwickshire and Greenhill in North West Leicestershire. There is a large number of LSOAs with high measures of deprivation running in a crescent from Stockingford, through Nuneaton and down into Bedworth;
- Income deprivation and Employment deprivation follows a similar pattern to overall deprivation, with LSOAs falling within the top 20 percent nationally located mainly in Leicester City, Loughborough, Coalville, Nuneaton and Bedworth and Atherstone;
- The distribution of LSOAs experiencing Education, Skills and Training deprivation across the project area is more dispersed than other domains. While the main areas of concentration are still focused around Leicester City (moving south into Wigston and South Wigston), Loughborough, Coalville, Nuneaton and Bedworth, there are more peripheral areas such as Atherstone, Ashby de la Zouch, Kegworth, Ibstock and Bagworth. These areas are of interest to the project given their proximity to key logistics employment areas;
- The Education, Skills and Training deprivation domain can be analysed at a lower level which specifically looks at education, skills and training deprivation in relation to children. The LSOAs falling within the top 20 percent of this sub domain nationally follow a similar pattern to the Education domain itself, predominantly clustered around the main towns, but with some LSOAs located in more peripheral areas in larger villages such as Dordon, Baddesley Ensor, Earl Shilton, Barwell, Measham and Moira. Again these areas are close to more isolated employment sites focused around the logistics sector;



- The Education, Skills and Training domain is constructed from another sub domain that focuses on skills.<sup>3</sup> The distribution of LSOAs in the top 20 percent nationally for this sub domain is even more noticeably focused in more peripheral locations. While the majority of LSOAs still fall within Leicester City and main towns, there are noticeable clusters of high-ranking LSOAs in the area around Coalville (covering Thringstone and Whitwick), Ibstock, Thurmaston, Earl Shilton and Barwell, Dordon, Baddesley Ensor and west of Bedworth, along the M6 around Keresley End.

### 2.2.6 2001 Output Area Classification

- Across the project area, areas are mainly classed as a mixture of 'Countryside', 'Urban Fringe' and 'White Collar Urban'. There exist pockets of areas classed as 'Professional City Life' within Leicester City, stretching into Oadby and parts of Loughborough. There are large areas of 'Multicultural City Life' across Leicester City, mainly towards the north and east as well as in the northern and eastern parts of Loughborough;
- There are pockets of 'Disadvantaged urban Communities', most noticeably around the outskirts of Leicester City (including Braunstone, Beaumont Leys and New Parks), the south of Loughborough, Coalville and the surrounding area, South Wigston, Atherstone, Nuneaton and Bedworth.

N.B. Since the Stage 1 report has been available, updated OAC data has been made available. Data for Leicester and Leicestershire can be accessed here:

[http://public.tableausoftware.com/shared/RXTSSB697?:display\\_count=no:showVizHome=no#](http://public.tableausoftware.com/shared/RXTSSB697?:display_count=no:showVizHome=no#)

### 2.2.7 2011 Rural Urban Classification

- The project area is characterised by an urban core, comprising Leicester City, which stretches north to Loughborough, north east to Coalville and south west towards Hinckley, Nuneaton and Bedworth. In comparison, the market towns of Melton Mowbray and Market Harborough form relatively distinct, separate urban areas;
- This urban core is surrounded by pockets of fringe areas, covering smaller settlements such as Castle Donington, Anstey, Broughton Astley, Polesworth and Coleshill. The scoping review (discussed below) identifies rural populations as experiencing particular transport barriers to employment due to longer distances to travel to employment centres and the reduced provision of bus services.

### 2.2.8 2011 Census Data

- Areas with the highest number of residents with no qualifications can be found in Leicester City and a few other, more peripheral locations, such as

---

<sup>3</sup> More information on the Indices of Deprivation and the data used can be found here: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2010-technical-report>

Ibstock and the Whittleford area of Nuneaton. Areas with the highest number of residents holding Level 1 or 2 qualifications as their highest level of qualification can be found in Glen Parva, the westernmost part of Hinckley next to the A5 and around Hurley and Wood End in North Warwickshire;

- Disability is highlighted in the scoping review as a potential transport barrier to employment. Areas with the highest numbers of residents classed as having a limiting long-term illness in the 2011 Census can be found in Leicester City, specifically the Abbey Lane, Aylestone, New Parks and Braunstone areas of the city. Elsewhere in the project area, higher numbers can be found in Loughborough, Coalville, Nuneaton and Bedworth;
- According to the 2011 Census, the highest concentrations of part time employees can be found in parts of Birstall, Lutterworth and the southern part of Harborough district, the westernmost part of Hinckley next to the A5 and around Hurley and Wood End in North Warwickshire;
- High numbers of residents employed in Lower Supervisory and Technical Operations can be found in and around Coalville, Loughborough and Melton Mowbray, Ibstock, Hurley and Wood End in North Warwickshire, Atherstone, Glen Parva and Lutterworth. High numbers of people employed in Routine and Semi-routine Occupations can be found in Leicester City, the northern part of Loughborough, Glen Parva, Nuneaton and Atherstone, with additional clusters of relatively high numbers in Coalville, Lutterworth, Ibstock, Melton Mowbray, Bedworth, Wood End and Polesworth.

### 2.3 Transport Access Scoping Review

The scoping review highlighted relevant literature covering various aspects of transport access to employment. Generally, articles stressed the importance of travel in terms of the welfare of citizens, as well as the role of accessibility planning in maximising the potential benefits. Other issues identified included:

- The spatial pattern of job supply and demand and the relationship between where people live and work;
- People's perception of travel, including their geographical knowledge and how far they are prepared to travel to access employment opportunities;
- The imbalance between employment locations and transport links to these locations. higher skilled jobs were often found to be located in more urban areas with good transport links, with lower-skilled jobs in more remote or peripheral locations;
- The role of public transport, specifically buses; and
- The obvious bias towards car transport, and an assumption that people have access to a car.

In addition, the scoping review highlighted the following groups as experiencing particular transport access issues:

- People with disabilities;
- Young people;
- Older people;
- People experiencing poverty and social exclusion; and

- Rural communities.

The possible solutions highlighted in the scoping review will need to be assessed in terms of their suitability in addressing potential problems identified as part of Stage 2.

## 2.4 Call for Evidence

The call for evidence was a new technique applied for the first time for this project as a way for interested parties to feed in any relevant information to help inform the process. To this end it was a useful process and drew the subgroups' attention to a range of relevant information. This information would be of benefit to the whole project, beyond the shortlisting of possible sites for Stage 2.

In particular, the call for evidence highlighted:

- A survey of new registrations from Apex Works highlighting issues around transport availability and willingness to travel to employment;
- Case studies from Apex Works highlighting individual experiences of accessing employment opportunities;
- Information from North West Leicestershire District Council partners on the difficulties in getting individuals without their own transport to various employment sites;
- Funding from North Warwickshire District Council to provide a bus service from Atherstone to Tamworth calling at Birch Coppice and the possibilities for links to initiatives around MIRA;
- Problems involving businesses along the A5 to engage with transport related initiatives;
- The A5 being a barrier to employment for cycling and walking;
- The impact of budget cuts on rural bus services linking rural villages in North Warwickshire. Specifically the ease of getting out of the area compared to getting across the area;
- DWP Hinckley provided details of their Questions for Travel survey, suggesting interest from jobseekers in different transport access schemes;
- Leicestershire County Council provided details of current access schemes and information on the spectrum of techniques;
- Findings from the LTP3 evidence base suggests that in those areas of Leicestershire where residents feel that local job prospects need improving, do not necessarily cite access to employment as the issue. Although residents in these areas are less likely to have access to a car, access to public transport is relatively good, people are generally satisfied and are using their local bus service, which provides potential access to employment in other areas;
- Leicestershire County Council drew attention to the Strategic Distribution Study produced by MDS Transmodal in 2014. The report notes that:
  - Locations with the best transport links are favoured by occupiers and attract the highest levels of demand. However, this falls away sharply as distance from key road junctions increases. The prime locations are those areas most accessible

to the M1 Corridor (Castle Donington, East Midlands Airport and Kegworth, to the North; Leicester, Lutterworth and Hinckley to the south of the county). These areas benefit from very good road linkages and connections to the major conurbations of Nottingham, Derby, Leicester and Northampton.

- While the report provides a detailed overview of the transport and storage employment locations within the county, it provides very little detail on the accessibility of these sites for employees travelling by public transport. This is most likely because while these sites rely on good road links, the links tend to be on motorways, which are poorly served by public transport.

More general points highlighted as part of the process included:

- Public transport not always coinciding with shift patterns;
- The general spatial mismatch between employment sites and housing (employment is concentrated, workers are dispersed);
- Wider issues such as housing development, traffic levels and congestion;
- Promotion of alternative methods of transport;
- Provision of local bus services aiming to improve access to employment sites.

## 2.5 JCP Survey

Although the return rate across JCP offices in the project area was not as high as expected, the survey did highlight some valuable insight into employment areas with vacancy issues, related transport issues and possible solutions to these problems. Due to the high numbers of responses from offices covering the cross border area around Hinckley and Nuneaton, it was unsurprising that Magna Park and Birch Coppice were cited repeatedly as experiencing transport related issues. Other areas mentioned included the M1 Junction 21 area (covering Fosse Park, Meridian, Carlton Park etc.), Caterpillar at Desford and Hams Hall. The low number of references to East Midlands Airport and employment sites around Coalville is most likely due to low responses from JCP officers working in the Coalville and Loughborough offices. An additional call for responses from these offices was sent out, but with limited results.

## 2.6 Selected Sites

The above data was used to draw up a shortlist of possible employment locations, highlighting the available evidence which was then discussed by the Transport Research Subgroup. Identified locations in Leicester City and the main towns were excluded given their stronger transport links and close proximity to the local labour market. Focus was given to areas with high employment numbers in more peripherally located areas. It was agreed by the subgroup to include one smaller employment location in a more rural area in order to ensure there was a range of employment sites across the LLEP area.

The four agreed sites which would form the focus of Stage 2 were:

- Magna Park – Lutterworth, southern Leicestershire
- East Midlands Business Park - Castle Donington, North West Leicestershire
- Birch Coppice Business Park – Dordon Tamworth, Warwickshire
- Bruntingthorpe Business Park - Lutterworth, southern Leicestershire

Stage 2 of the project went out to tender and Travel and Transport Research (TTR) Ltd was the successful applicants. A summary of the TTR report is included in the following section.

## **3 Stage 2 - Summary**

---

### **3.1 Overview**

The research for Stage 2 investigated the transport barriers at four identified employment sites to provide an understanding of the extent to which transport is the cause for unfilled employment vacancies. An overview of the methodology for each section is included below:

#### **3.1.1 Employment Area Location, Identification and Transport Network Review Overview**

To gain a general understanding of the four specific employment areas and the businesses/ employers located within them, desk based, online, email and telephone correspondence activity was carried out. This included:

- Online review of;
  - business park and park management activities
  - employers / businesses located at the employment sites
  - local area based transport provisions
  - surrounding network structure
- Telephone / email correspondence with;
  - local council representatives to identify any local issues
  - Every business located at each of the four employment sites to obtain business related information and thoughts on the study.

#### **3.1.2 Lessons Learnt Review**

The purpose of lessons learnt review was to consider how other employment sites, similar to those identified, address comparable transport driven recruitment issues. The lessons learnt review considered;

- How site specific travel plans / business parks tailor measures to suit their site, employee and employer and ensure staff retention and aid recruitment
- Successful examples of car sharing schemes, cycle loan schemes, bike to work offerings, discounted season tickets, car parking provisions and/or walking buddies
- Alternative solutions to address issues such as revised bus services, new bus stops, mini bus / train shuttle services

#### **3.1.3 Business and Local Engagement**

To investigate issues relating to the workplace, businesses based at each of the four employment sites would be contacted directly and asked to provide their thoughts and opinions to better understand reasons for unfilled employment vacancies and to identify whether accessing local transport was considered a concern.

Broader engagement was subsequently carried out to support the business consultation work including consultation with local employment related initiatives, and attendance and presentation at a number of localised business park and educational events.

### **3.1.4 Job Centre and Job Seeker Engagement**

The objective of this element of the work has been to consult with jobseekers and job centre representatives to;

- Provide an understanding from those seeking employment as to why vacancies are not currently being filled at positions located at the four employment sites.
- Explore Job Centre representative opinions as to why some employment vacancies are harder to fill than others, in particular those relating to the four identified business parks.

A copy of the final report can be accessed at the link below:

<http://www.lsr-online.org/reports/777096>

## **3.2 Findings**

Companies located at the employment sites were there due to the need for large amounts of space for activities such as warehousing, consolidation and other logistics functions. Firms are also attracted to these sites due to strong links with the national trunk road network, particularly the business park proximity to nearby motorways. The location of business parks makes them very attractive to businesses due to their strong links with the national trunk road network, particularly the proximity to nearby motorways.

They are readily accessible for prospective employees with access to a car. However their location makes them less convenient, based on the availability of existing public transport networks, for those who need to rely on public transport to get to and from a place of work.

### **3.2.1 Employment Availability and Recruitment**

The project has identified that shift patterns at the identified business parks do not conform to the standard 9am to 5pm day. Employees across the business parks are more likely to work shifts of varying patterns across a 24 hour period, seven days a week.

Evidence in relation to high-tech companies located at the Business Parks, has suggested employment skills are the primary factor when recruiting new staff. Access to the site is barely considered, this is suggested to be an issue to be addressed by the potential employee rather than the employer.

For the duration of the project it was noticed that employment opportunities (in general and at the sites considered) are mostly available in the logistics and warehousing sectors. These employment sectors regularly offer a significant number of entry level positions, some of which, in more recent years have been filled by economic migrants.

A common characteristic of companies in the logistics and warehousing sectors is the outsourcing of recruitment and other human resource management functions to recruitment agencies. Employer reliance on agencies provided a challenge within the project to ensure the gathering of applicable information and evidence to identify whether transport access does indeed produce a challenge for jobseekers.

Business consultation suggested employers had little knowledge or interest in the issues jobseekers might have in accessing the site. For the majority of businesses the connection between transport and employment was never considered.

For businesses that carried out their own recruitment or used the Job Centre it was apparent job advertisements regularly specify the need to have access to own transport to work at the site. For independent recruitment it was often standard practice to only consider the issue of travel access to work with candidates at the interview stage.

Whilst many businesses did not think there was a connection between transport and employment, job advertisements suggested potential employees would need access to a car.

### **3.2.2 Transport Access and Availability**

Throughout the project evidence has suggested numerous inadequacies in relation to local bus services, these included:

- Service times do not match shift patterns, particularly for employees working shifts that incorporate an early morning start or finish;
- Limited services are in operation on Saturdays, and (very often) not at all on Sundays.

In spite of local public transport provision providing a barrier for some people accessing employment opportunities, subsequent findings suggest the presence or absence of a bus service is by no means the only issue. The distance people are willing to travel, the cost of a journey and general perceptions of warehouse work are also concerns. In some instances, the provision of better traveller information would help to overcome additional barriers, however in other cases more deep-seated issues may need to be addressed, such as psychological and perception-related barriers to travelling to work in some locations.

### **3.2.3 Training Provision**

Consultation with representatives from East Midlands Airport's Academy and PDM Training and Consultancy Ltd suggested there is evidence that training initiatives have a wider role to play in providing on-going support for people in their search for employment.

Training can also indirectly help to support the availability of local services and schemes. In the case of East Midlands Airport Academy an element of funding received from the training has been made available to support the expansion of a



local public transport service (Skylink) to facilitate access to the airport at times that coincide with local employers' shift patterns. The successful service now operates throughout the night, seven days a week, along select routes.

### **3.2.4 Findings and Next Steps**

The current position suggests the issue of transport and employment is being addressed at varying points along the employment chain with limited input from the final employers. Transport has been identified within the Transport Research Project Stage 2 research to be a cause for unfilled vacancies however, at present; this is not perceived by all employers across all four employment sites. Off-site support and local schemes are assisting jobseekers into employment at the identified sites and the project has acknowledged extra help is needed.

A first step to addressing this is for business park employers to take some responsibility and by working with business park site facility company management, the local authorities or the LLEP, local providers and support networks a process can be established to start to address the localised transport issues. Birch Coppice Business Park is recognised to be one of the first of the four employment sites to recently implement a partnership approach.

In turn, this will help to improve the recruitment and employment process and ensure recruitment agencies, Job Centres and training academies are utilised appropriately.

Defining and addressing the issue will result in the implementation of appropriate mechanisms of support for jobseekers seeking employment, allowing job opportunities to be accessed as required.

### **3.3 Project Recommendations**

The report makes the following recommendations, assuming the future involvement of the LLEP and/ or local authorities or other partners:

- Business Park Alliance - Setting up of an Alliance between individual businesses, the business park management, transport providers, recruitment providers, employment academies, LLEP and the local authorities. Employers located at large employment sites / Business Parks have similar needs and requirements and by operating together they can work towards achieving shared objectives.
- Site based travel plan / travel statement – To coordinate site based travel issues a site based report following travel plan guidance will help to focus issues to be addressed based on localised concerns.
- Recruitment consultation - Feedback from recruitment agencies and Job Centres (serving the employment site in question) should be included as part of the employment site travel and recruitment considerations.

- List of Measures – The development of a list of measures to address transport and employment issues should be undertaken. These can subsequently be presented to businesses to (1) gauge their response and (2) identify how multiple firms can join forces to push for improved transport access and widespread recruitment availability.
- Local transport provider involvement – Engagement with local transport providers will help to encourage discussion for travel behaviours change and potential implementation of new site based incentives.
- Funding - Investigate funding opportunities to assist with the working of the Business Park Alliance.
- Ensure employers are aware of transport issues when recruiting - The outsourcing of recruitment can produce a disconnection between employee and employer. By reconnecting employers to their recruitment will help to focus business needs and issues to be addressed.
- Travel Support – The development of suitable marketing materials to aid travel planning will be beneficial for current and potential employees. Distribution to recruitment representatives will support the employment process and provide generic localised travel information to jobseekers.
- Employment site training academy collaboration - To help jobseekers develop specific skills needed to work on-site. Instigate site based employee training followed by sector based skills development to meet the needs of specific organisations.

## **4 Next Steps**

---

It is recommended that the Transport Research Subgroup meet to discuss the findings of the project and to develop a working group in order to take these findings and recommendations forward.

Invitations to be involved in the working group will be sent out to relevant partners in due course.

If you require information contained in this leaflet in another version e.g. large print, Braille, tape or alternative language please telephone: 0116 305 6803, Fax: 0116 305 7271 or Minicom: 0116 305 6160.

ਐ ਆਪ ਆ ਮਾਫਿਰੀ ਆਪਨੀ ਆਖਾਮਾਂ ਸਮਝਵਾਮਾਂ ਥੀਰੀ ਮਦਦ ਚੰਝਨਾਂ ਡੋ ਨੋ 0116 305 6803 ਨੰਬਰ ਪਰ ਫ਼ੋਨ ਕਰੋ ਅਨੇ ਅਮੇ ਆਪਨੇ ਮਦਦ ਕਰਵਾ ਯਵਝਾ ਕਰੀਯੁੰ.

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਜਾਣਕਾਰੀ ਨੂੰ ਸਮਝਣ ਵਿਚ ਕੁਝ ਮਦਦ ਚਾਹੀਦੀ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ 0116 305 6803 ਨੰਬਰ ਤੇ ਫੋਨ ਕਰੋ ਅਤੇ ਅਸੀਂ ਤੁਹਾਡੀ ਮਦਦ ਲਈ ਕਿਸੇ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਦਵਾਂਗੇ।

এই তথ্য নিজের ভাষায় বুঝার জন্য আপনার যদি কোন সাহায্যের প্রয়োজন হয়, তবে 0116 305 6803 এই নম্বরে ফোন করলে আমরা উপযুক্ত ব্যক্তির ব্যবস্থা করবো।

اگر آپ کو یہ معلومات سمجھنے میں کچھ مدد درکار ہے تو براہ مہربانی اس نمبر پر کال کریں  
0116 305 6803 اور ہم آپ کی مدد کے لئے کسی کا انتظام کریں گے۔

假如閣下需要幫助，用你的語言去明白這些資訊，請致電 0116 305 6803，我們會安排有關人員為你提供幫助。

Jeżeli potrzebujesz pomocy w zrozumieniu tej informacji w Twoim języku, zadzwoń pod numer 0116 305 6803, a my Ci pomożemy.

Research & Insight Team  
Strategy, Partnerships & Communities

Chief Executive's Department  
Leicestershire County Council  
County Hall  
Glenfield  
Leicester  
LE3 8RA

ri@leics.gov.uk  
www.lsr-online.org