

MEETING:	ENVIRONMENT SCRUTINY COMMITTEE
DATE:	22 MARCH 2010
TITLE OF REPORT:	ENVIRONMENTAL EFFECT OF STAFF AND MEMBERS TRAVEL TO WORK ARRANGEMENTS
PORTFOLIO AREA:	ENVIRONMENT AND STRATEGIC HOUSING/HIGHWAYS AND TRANSPORTATION

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To consider an overview of Herefordshire Council's Travel Plan; including an update on targets for travel mode shift, and looking into the future with Plough Lane accommodation.

Recommendation

THAT the contents of the report are noted.

Key Points Summary

- The Council has a best practice Travel Plan and is achieving significant travel mode change.
- Challenging targets have been set for the next three years.
- Opportunities for closer working with the PCT and their Travel Plan are being pursued.
- Accommodation plans for Plough Lane will provide the opportunity to enhance the sustainable travel provisions for the site.

Alternative Options

- 1 There are no Alternative Options as a Travel Plan is best practice to encourage others to also have Travel Plans and it is a statutory requirement for new build.

Reasons for Recommendations

- 2 Not applicable.

Introduction and Background

- 3 A Travel Plan aims to reduce unnecessary travel, and promote sustainable travel, with an emphasis on reducing reliance on single occupancy car travel, to reduce the impact of travel and transport on the environment.
- 4 Herefordshire Council has had a staff Travel Plan since 2004, the key objectives are to:
 - Reduce unnecessary travel and encourage more sustainable modes of transport, by improving facilities/policies and providing information to raise awareness;
 - Create a healthier work force;
 - Reduce the impact of travel on the environment;
 - Reduce transport costs both for employees and the Council;
 - Create a better public image with local residents, business, partners and other organisations;
 - Create a better platform for the Sustainable Transport Promotions Project when encouraging others to undertake Travel Plans: to be seen to “lead from the front.”

The Travel Plan covers staff in all Council buildings but Councillors historically have not been included, and schools are not included as they and their employees are covered by the school's Travel Plan.

Key Considerations

- 5 The Travel Plan focuses on Council employees' commuter and business travel, and is supported by a dedicated budget and staffing within the Integrated Transport team. Currently, the Council and PCT Travel Plans are not integrated, despite employees sharing accommodation. The PCT has a Travel Plan but only four of their sites are covered; not including Plough Lane, and it currently has no dedicated resources for its Travel Plan.
- 6 The Travel Plan has a marketing plan to encourage more sustainable travel and to engage with employees. Promotional initiatives include: dedicated intranet site, Egroups (travel mode user clubs), Travel Choices breakfasts, materials for induction sessions, Bike doctors and one to one personalised travel planning. Infrastructure initiatives include cycle parking, lockers and car share priority parking spaces. Other provisions include the very popular Cycle Salary Sacrifice Scheme (237 bikes to date, since 2006), pool bikes and pool cars, free adult cycle training and the twoshare car-sharing database.
- 7 The priority for 2009 was to increase awareness of the Travel Plan amongst employees, through events, office visits, First Press and newly created e-groups. In 2009, 2700 cycle miles were claimed by employees using their own bikes for work journeys; this helps reduce business car miles.

8 Employee Travel Survey 2009

A comprehensive Travel Survey (ETS) is carried out every three years (as per best practice); most recently in September 2009. After a very intensive publicity campaign, the Travel Survey achieved a 34% return rate, which exceeded expectations for an on-line survey.

The targets were:

- To reduce the number of solo car commuter trips by 10% over 3 years;
- To increase the number of car-share commuter trips by 20% over 3 years;
- To increase the number of bus commuter trips by 30% over the first 3 years, and by 10% over the next 3 years (i.e. 2007-09);

- To increase the number of walking commuter trips by 30% over 3 years;
- To increase the number of cycling commuter trips by 100% over the first 3 years, and by 50% over the next 3 years (i.e. 2007-09).

Targets and actual results of Travel Plan Objectives

	NUMBER OF JOURNEYS PER RESPONDENT PER WEEK					% change since 2003	% change since 2006
	ETS 03	ETS 06		ETS 09			
	Actual	Target	Actual	Target	Actual		
Car alone*	5.881	5.293	5.646	5.082	4.801	-18%	-15%
Car sharing	1.286	1.544	1.341	1.609	1.271	-1%	-5%
Bus	0.212	0.276	0.203	0.224	0.295	39%	45%
Walking	0.966	1.255	1.184	1.539	1.629	69%	38%
Cycling	0.378	0.755	0.488	0.731	0.761	101%	56%

* For this indicator only, a lower score is desirable.

Bold inverted shows that the target has been achieved

Bold shows that the target has not been achieved

All but one of the Travel Plan's targets was achieved. Car sharing did not achieve its target this could be due to the fact that although we invest in provision of car share spaces this is not yet provided at all sites, additionally more car sharing could be achieved by more promotion over how the system works at each site; we plan to focus on this over the next three years.

Appendix 1 gives the summary of the 2009 Employee Travel Survey outlining more detail of the results. To put an environmental perspective on the reduced car use for commuting: in 2009 approximately 1,232 tonnes less CO₂ was emitted due to reduced car alone journeys compared with 2003 data.

9 Future initiatives:

The Travel Plan targets have been retained for the next 3 years, i.e. 2010 – 2012. They will be more challenging to achieve, as many employees have already changed their mode of travel. The primary focus for 2010 is to increase promotion of car-sharing and cycling; having prioritised walking in 2009. Some specific initiatives for the coming year include;

- Change your World Week, which already includes senior managers involvement, additionally involvement from two members from this scrutiny committee would be advantageous to assist with profile raising.
- Promotion of park and share/cycle from participating outlets on radial routes into Hereford.
- Bus user satisfaction project; seven volunteers who are new to bus use, undertaking a "secret shopper" role.

10 Future opportunities: Plough Lane and PCT

By 2012 it is envisaged that a new Travel Plan will have been adopted to reflect the accommodation plans for Plough Lane and our deep partnership with PCT. A new building is proposed which will act as the consolidated back office facility for the Council, PCT and Councillors. As part of the planning process and Transport Assessment, a site Travel Plan will be required. The new build for the site presents a great opportunity to have a significant and valuable improvement on the current travel opportunities for employees.

The Integrated Transport team is working with Asset Management and Property Services on the new Travel Plan; a suite of practical, promotional and monitoring initiatives reflecting best practice have been suggested for inclusion in the new Travel Plan. Additionally it is proposed that the Travel Plan should form the basis of a shared Travel Plan for all Council and PCT sites.

Best practice proposals include detailed provision for access and car/cycle provision to the site; with barrier controlled access/egress activation by swipe card, where all solo drivers have a fee deducted from their salary each day that they use the car park, with the fee proportionate to salary. Car sharers would not pay a fee to park. This would enable funds to be channeled into Travel Plan initiatives to support and encourage further mode shift; in particular the funds should be for the provision of pool cars as well as marketing, it is also possible that these funds might be available for subsidised shuttle buses from transport interchanges to Plough Lane.

Specific proposals have also been put forward for the building and employee culture change, with a continuation of current initiatives, enhanced by more pool cars and a shared travel plan intranet site for both the Council and PCT. Managers would need to adopt a revised and improved flexible working policy, including home working. This will be necessary as the new build expects to have more employees than work stations. The proposals also recommend that Councillors come under the jurisdiction of the new Travel Plan. Best practice proposals also include enhancing the current provision of personalised travel planning advice to tailor travel options to the individual.

Community Impact

- 11 The adoption and implementation of any effective Travel Plan provides two key benefits. Firstly managing its transport impacts and reducing negative impacts on the local communities in which council buildings are located. Secondly, by showing community leadership and enabling the more effective delivery of the Council's strategic transport policies for the County.

Financial Implications

- 12 None as a result of this report, however the following points should be noted:
- 13 The Transportation Team allocates an annual budget of £26,000. This has been fully committed to travel infrastructure and promotion of Travel Choices in 2009/10, and there is a dedicated staff resource.
- 14 There is a need to ensure that budget support is maintained to enable targets to be achieved. For the Plough Lane accommodation the cost of undertaking all sustainable travel infrastructure works will need to be included in the development costs of the site; with sufficient funds available for an enhanced marketing package. With most employees in one building there will be fewer travel claims and this saving could be returned to the Travel Plan to continue promotions, along with the car parking revenue.

Legal Implications

- 15 None as a result of this report.

Risk Management

- 16 The adoption and implementation of a Travel Plan represents best practice and demonstrates to the community that the council is making real efforts to reduce its transport impacts and contributing to the Carbon Reduction Strategy.

- 17 A review of the Travel Plan and adoption of a new Travel Plan will be required with the move to a single site at Plough lane. A well thought out Travel Plan should ensure that the Council effectively manages a number of risks associated with traffic generation at the site. Key policies will need to be developed which maximizes opportunities to.
- reduce traffic generation and encourage car sharing
 - discourage single occupancy car use
 - increase attractiveness of location to be accessed by pedestrians, cyclists and public transport users.
 - support increase in flexible working to reduce travel demand.

Consultees

- 18 Council employees were surveyed last September via the Employee Travel Survey to monitor changes in travel mode.

Appendices

- 19 Appendix 1: Summary Employee Travel Survey 2009

Background Papers

- None identified.