

Travel Plan (2013 -17)

What is a Travel Plan

A travel plan is a package of measures produced by employers to encourage staff to travel sustainably by seeking to maximise access to a site by use of alternative modes of transport.

A Travel Plan is site and organisation specific and includes both physical and behavioural measures designed to give travellers more choice and reduce reliance on the car with particular interest in reducing single occupancy vehicles. A travel plan is not meant to demonise or victimise car users but simply offers members of staff information on alternative means of getting to work with a view to attaining incremental gains in those getting to work via alternative means.

Typically, the plan will include initiatives such as car sharing, discounted public transport tickets, cycle parking or personalised journey plans.

Benefits of a Travel plan

A travel plan offers positive benefits to the organisation¹ and its employees as well as the local community and natural environment. Some of the benefits derived from a travel plan include;

- Improved environmental credentials for the organisation
- Reduce local parking problems.
- Offer employees the chance to reduce the need to travel by working from home.
- Raise awareness of the negative impacts of some travel choices and highlighting the benefits of choosing suitable alternatives.
- Minimise the impact of cars on the environment e.g. improving local air quality by reducing harmful emissions from too many cars on the road.
- Improve employees' health through either walking or cycling to work resulting in low levels of absence due to sickness
- Reduce the impact of stress caused by excessive rush hour congestion delays.
- Generally improving travel times for all users due to less cars on the road.

¹ This Travel Plan is specific to Gedling Borough Council but we are aware that some of our proposals have wider reaching consequences and affect members of our partner agencies as well as members of the public who visit Arnot Hill Park for business or leisure purposes. To a smaller extent some of the proposals might have knock on benefits in the locality immediately outside Arnot Hill Park such as the reduction of on-street parking by employees along Nottingham and Arnot Hill Roads.

- Reduce unnecessary business travel as employees turn to other means of conducting business such as video and tele-conferencing.
- A happier and more motivated workforce

Gedling Borough

The borough of Gedling is home to almost 112,000 people and covers an area of 46.3 sq. Miles. Attractions within the borough include a wide variety of shopping facilities and a growing restaurant scene, in addition to attractive parks, open countryside and a range of leisure facilities for those who enjoy an active lifestyle.

The borough is near to the A1 and M1, while mainline rail services and national bus routes are available in nearby Nottingham. An extensive network of bus routes covers the greater Nottingham area of which a large part of the borough's population resides in. There are also local railway stations within the borough at Gedling, Carlton and Netherfield.

Gedling Borough Council

Council offices are situated at Arnot Hill Park in Arnold. Arnold is within the greater Nottingham conurbation. The main offices are at the Civic Centre, Jubilee House and Arnot Hill House, all located in Arnot Hill Park. There is a good bus service that passes by Arnot Hill Park with a bus on average every 10 minutes. There are 5 staff car parks on site and 1 public car park which offers free parking for the first 2 hours. However not all staff members have access to a parking permit.

There's an electric vehicle charging point at Jubilee House which was installed in May 2013 to service the Council's electric van.

The Council employs about 500 employees, the majority of which are based at or operate out of Arnot Hill Park.

Council Services

Gedling is a borough within Nottinghamshire which means Gedling Borough Council and Nottinghamshire County Council share a range of services. A brief range of services include:

Gedling

- Car Parks
- Council Tax & Business Rates
- Electoral Registration
- Environmental Services
- Housing Services
- Leisure Centres

- Parks & Open Spaces
- Planning
- Waste & Recycling Collection
- Street Cleaning
- Taxi Licensing

Nottinghamshire County

- Births, Marriages and Deaths Registration
- Fire and Rescue Services
- Highways
- Libraries
- Schools & Education
- Social Care Services
- Trading Standards
- Waste Disposal
- Youth Services

Travel Plan Goal

This travel plan falls under the Council's Sustainability Strategy 2013-17 which sets out the Council's ambitions to reduce emission levels. Sustainable transport is a key component of the Strategy and this strategy is important in our attempt to reduce transport related emissions.

Overall, the strategy aims ***to reduce the borough's carbon footprint by 5% below 2010 levels by 2017.***

More specifically the strategy aims ***to promote a shift to a more sustainable mode of public and private transport system.*** This travel plan is one of many steps the Council is taking in order to achieve this aim.

Objectives of the Travel Plan

- To reduce transport-related emissions by promoting travel initiatives through behavioural change campaigns.
- To promote other transport means of getting to and from work to staff members.
- To reduce single occupancy vehicles for staff members coming to and from Arnot Hill Park.
- To promote the use of public transport for business related journeys and where possible to encourage walking or cycling for meetings within reasonable distance.
- To continue to promote the Council's pool bikes to members of staff.
- To promote more sustainable ways of working where practically possible to do so.

Key Outcomes

At the end of 2017, the Council hopes to have achieved the following;

1. Reduced Council emissions due to staff travel.
2. Raised awareness among staff members of sustainable transport options available to them.
3. Reduced single occupancy vehicles from 66% to 50%.
4. Increased the number of staff cycling to work from 2% to 5%.
5. Increased bus users from 7% to 15%.
6. Increased number of staff members walking to work from 27% to 30%.

Travel Survey – Key Findings and Proposals

A travel survey carried out in Dec 2012 produced the following results;

Employee Profile

- Participants approximately 50:50 male: female split
- 64:36 full time: part time split
- 59% would consider working from home
- 92% are office based
- 64% are not aware of any travel plan that the Council has/has ever had
- 31% are either essential car users or do the school run therefore cannot practically consider alternative travel methods

Recommendation

This presents an opportunity to promote better travel planning to mostly young and healthy regular workers, 69% of whom have no obvious barriers to considering alternative means of getting to work.

Current Habits (travel to work)

- 66% drive alone
- 27% walk (as a 1st or 2nd choice)
- 2% cycle (15% listed cycling as a second choice)
- 7% use the bus (28% use it as a second choice)
- Almost 40% travel less than 15 minutes to work

Recommendations

These figures show there is an opportunity to promote car sharing, cycling and public transport.

1. More than a quarter of the workforce lives within walking distance so **more and constant promotion of the benefits of walking should be sustained**. If the right messages are put across it is possible to increase this figure to 30% by the end of this travel planning period.
2. In order to increase from 2%, the number of cyclists to at least 10% and to turn the 'second choice' cyclists into first choice by 2017 more support needs to be available to those who wish to cycle as follows,
 - a. **Improve shower and changing facilities**.
 - b. **Continue with the cycle to work scheme offering** staff members an opportunity to lease a bike through the monthly salary sacrifice scheme, deducted from gross pay. This option is the cheapest and easiest way for employees to afford decent bikes and safety equipment at costs lower than open market value.
 - c. **Continue with the cycle mileage scheme** allowing staff members to claim mileage on business journeys they make on their bicycle.

Primary Motivators (for using the car)

- 31% are essential car users or do the school run so have no viable option
- 22% said the car is the most convenient
- 28% believe it's cheaper and there is no alternative

Recommendations

There is limited opportunity to influence those that use their cars for work purposes. The same goes for drivers who do the school run as they would struggle to use public transport to drop the kids at school and then make it to work in good time.

However the 28% who stated that the car is cheaper, more convenient and there's no alternative can be educated about costs and viable alternative methods of travel.

- a. A great **opportunity exists to promote car sharing**. More awareness raising around car sharing schemes in the region such as the Nottingham car share scheme is required and signposting staff members to www.nottinghamshare.com website to safely search for car share partners.
- b. **The Council should seek to limit and not increase the number of car parking bays in all the car parks** in order to restrict the number of cars driven into Arnot Hill Park.

Q4. Effecting Change (cycling/walking)

- 69% respondents said they would **NOT** be influenced by
 - Better routes/lighting
 - Cycle parking
 - Cost of bike
 - Training
 - Free incentives
 - Information
- 31 % would be influenced by availability of convenient and up to date changing facilities.

Recommendations

- a. **Main opportunity is to access grants for shower facilities supported by cycle mileage.**
- b. Whilst walking and cycling to work are highly desirable from a fitness and sustainability point of view, it has to be accepted that they are not for everyone. This is evidenced by nearly 70% saying they would not be influenced by any measures available. However, **constant reminders about alternative travel methods** should be given to help change people's attitudes and behaviour.
- c. An **opportunity exists to 'convert' the 31% into committed walkers/cyclists by offering convenient and modern changing facilities**. Many are put off by having to use toilets for changing and a high proportion eventually end up giving up altogether so it is of paramount importance to work this opportunity.

- d. Consideration should be given to *improving the security of existing cycle parking facilities*. Some employees fear their bikes will get stolen so end up parking their bikes in the Civic centre in stairways. Improving existing facilities so that they are lockable can go a long way in encouraging employees to bring in their bicycles

Q5. Effecting Change (public transport)

- Those who would/might change behaviour
 - 54% if they get discounted tickets
 - 55% if
 - § Routes are improved
 - § Bus frequency increases
 - § Availability of more convenient stops
- However 68% said they will **NOT** be influenced by better information

Recommendations

- a. Availability of discounted tickets would see 54% using public transport. This is a very significant number therefore requires concerted efforts by the Council to enquire with public transport operators about how best they can offer discounted tickets. *An opportunity therefore is available to investigate operating a salary sacrifice scheme that offers savings for employees through monthly deductions from their salaries before tax.*
- b. Another *opportunity exists for the newly appointed Smarter Travel Coordinator to offer route planning advice to employees to help them make informed decisions.*

Q6. Effecting Change (car chare)

- Almost 75% park at work
- 11% share with others
- 35% would consider sharing
- Almost 50% would be influenced by free taxi or work-pattern related sharing

Recommendations

75% of office based employees park at work. This is a very high figure which should not be allowed to increase.

- a. In order to avoid an increase in the number of vehicles that are parked on-site, there ***the Council should not create new parking bays, should the need arise but manage the existing ones more effectively.***
- b. In order to capture the 35% who would consider car sharing, ***the Council needs to promote the benefits of car sharing and also offer incentives for employees who car share.*** This can include a dedicated page on the intranet that links to local and regional car sharing scheme such as the nottinghamshare and carshare2derby schemes.

Q7. Business Travel

- 10% travel less than 1mile
 - § 9% of these walk
- 59% travel over 5miles for meeting
 - § 64% of these drive
 - § 36% use public transport

Business travel accounts for a considerable share of expenses that the Council meets annually in mileage related claims. This is an area in which a lot can be done to reduce the costs associated with travelling for work.

- a. 10% of employees travel less than a mile for meetings. It is entirely possible to avoid using cars for such journeys. Opportunities exists to
 - i. ***Encourage employees to walk such journeys and educate them on the health benefits of walking whenever possible.***
 - ii. The Council currently has 4 pool bikes (2 each at the Civic Centre and Jubilee House). ***The availability of these for short business trips has been publicised and promotion of these for use by employees should continue.***
- b. ***Encourage the use of public transport for meetings especially in Nottingham*** as driving into the city centre not only compounds the congestion problem but also comes with the added expense of car parking charges.

- c. **Encourage employees catching the train for meetings to use public transport** to get to the train station instead of driving and parking their cars for the whole day at the station incurring further parking expenses.
- d. For longer journeys, where it is more practical to drive, **opportunities exist to promote car sharing** for business trips with fellow Gedling employees or others from the local area attending the same meetings.
- e. An opportunity exists to **encourage and promote where possible web/video/telephone conference communications** instead of travelling.

The Way Forward

The key recommendations going forward centre around the Council doing the following;

- ∇ Promotion of the main aims of the corporate Travel Plan
 - This is important in order to accord the Travel Plan a high level of 'visibility' within the Council's many plans.
- ∇ Promotion of cheaper alternatives such as employee season tickets
 - Alternative travel methods are only acceptable to employees if they offer a financial incentive therefore it is important for the Council to keep looking out for schemes that can financially attract employees so they opt out of the car.
- ∇ Promotion of public transport through publicity of travel planning tools such as the Big Wheel's online journey planner or bus maps/timetables in canteen or reception areas.
 - The Council's intranet is a useful tool that can be used to effectively promote smarter travel schemes and canteen and breakout areas useful for displaying pamphlets and other informative materials.
- ∇ Promotion of car share for the large number of sole occupancy drivers
 - Car sharing has great potential for reducing the number of vehicles coming into Arnot Hill Park. A concerted publicity campaign is required to get employees to start thinking about sharing car journeys to work.
- ∇ Pursuing grant opportunities for small scale infrastructure to support cycling, combined with cycle training offer for employees

- Cycling has great potential for employees as many live within cycling distance of Arnot Hill Park. Supporting infrastructure such as secure storage facilities and modern shower and changing facilities are important in persuading employees to cycle to work.
 - Opportunities for accessing any cycling related grants should continually be pursued.
 - Council pool bikes should be actively promoted for short business trips as this has health and environmental benefits and sends out a positive message to the public.
- ∇ Promotion of new flexible ways of working including encouraging tele/web/video conferencing
- Web and telephone based conferencing is a good way of reducing the costs that the council has to bear for business mileage claims as well as bus and train tickets and accommodation in some cases.