

BROMSGROVE DISTRICT COUNCIL

CABINET

30TH JULY 2008

TRAVEL PLAN

Responsible Portfolio Holder	Councillor Peter Whittaker
Responsible Head of Service	Phil Street
Non-Key Decision	

1. SUMMARY

- 1.1 In the context of the increasing importance of climate change Bromsgrove District Council will refresh its travel plan to promote sustainable travel habits to and from Bromsgrove District Council Offices.

2. RECOMMENDATION

- 2.1 Cabinet is asked to give approval to refreshing its travel plan and to support the surveying of Members, staff and visitors modes of transport and travel to Bromsgrove District Council Offices

3. BACKGROUND

- 3.1 There is wide spread concern about the impact on the environment of carbon emissions. It is generally accepted that such emissions have a detrimental affect on the environment. There is emerging expectations from Government and the community at large that efforts will be pursued to limit the impact of carbon emissions.
- 3.2 Legislation is in the process of being drawn up that will require local government to put in place arrangements that measure, monitor and introduce actions to reduce carbon emissions. There will be a requirement to benchmark carbon emissions and prepare an action plan designed to reduce such emissions.
- 3.3 There are National Indicators addressing climate change and sustainability issues. The National Indicators are wide ranging and encapsulate a number of issues including reducing carbon emissions from the Council's own estate, its vehicles and own recycling of materials.
- 3.4 It is probable that there will be a legislative requirement to develop a comprehensive sustainability policy. However, Bromsgrove District Council has commenced the process of developing an approach to sustainability. It commissioned the Energy Savings Trust (EST) to carry out work on its behalf in 2007 to identify key areas where the Council could tackle more efficient use of energy. In pursuit of the EST's recommendations the Council established an energy efficiency group that is developing work aimed at implementing the recommendations.

- 3.5 It is in the context of the increasing importance of sustainability and climate change that it is recommended that the travel plan should be refreshed. An initial travel plan was prepared in 2005, but this was neither implemented nor presented to Cabinet.
- 3.6 Approval is being sought to draw up the travel plan based on the plan prepared in 2005. The remit for the travel plan, although ambitious in certain ways, is in fact modest in its scope as it only addresses travel to and from the Council Offices. However, it is intended to expand to take account of other travel issues associated with the Depot and other Council facilities.
- 3.7 Cabinet is asked to approve the principles underpinning the travel plan, request the energy efficiency group to monitor its implementation and performance and support the carrying out of a refreshment exercise in association with Travel Wise who will undertake the statistical work associated with the production of the travel plan. The refreshed plan will be presented to Cabinet in December 2008.

4. FINANCIAL IMPLICATIONS

- 4.1 The travel plan requires the refreshing of statistics and information on travel habits and Travelwise who carried out the initial survey will need to be recruited to carry out this work.
- 4.2 There is not a direct cost associated with this work as Travel Wise will undertake this work as part of its commitment to working with Worcestershire County Council. However, some staff time will be required to co-ordinate the work undertaken by Travel Wise.

5. LEGAL IMPLICATIONS

- 5.1 Legislation is currently being prepared by Central Government around Climate Change. The indications in the green paper are that local government will be required to introduce policies that measure, monitor and introduce actions to reduce carbon emissions.

6. COUNCIL OBJECTIVES

- 6.1 Sustainability is not a Council objective. Neither is it currently a statutory requirement. The issue of sustainability does affect housing, town centre and sense of community all of which are Council priorities.

7. RISK MANAGEMENT

- 7.1 There is not a budget to further this work.
- 7.2 The travel plan may be ignored due to inconvenience and not viewed as a priority.
- 7.3 There are indications it will become statutorily required for Council's to develop sustainability strategies.

8. CUSTOMER IMPLICATIONS

- 8.1 The principle implication for customers will be that they will see the Council is acting responsibly in making its contribution to improving the environment. There may be adverse impact in that customers may be unable to identify alternative modes of transport.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

- 9.1 This is unlikely to have a particular impact on equalities except it is possible that disadvantaged communities may be less likely to have access to personal travel arrangements.

10. VALUE FOR MONEY IMPLICATIONS

- 10.1 The adoption of a pool car policy may have an impact on travel expenses and through encouraging a working from home policy there may be gains from reduced utility costs, building wear and tear and time lost through travel.

11. OTHER IMPLICATIONS

Procurement Issues - Yes, this may affect green procurement and purchase of pool cars
Personnel Implications - Yes, impact on working from home policy and managing staff at a distance.
Governance/Performance Management - None
Community Safety including Section 17 of Crime and Disorder Act 1998 - None
Policy - There is currently no sustainability policy
Environmental - Major impact on environment in relation to carbon emissions and health and well being.

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director (Partnerships and Projects)	Yes
Executive Director (Services)	Yes
Assistant Chief Executive	Yes

Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	Yes

13. WARDS AFFECTED

Potentially all wards will be affected, although St John's Ward will be a central beneficiary.

14. APPENDICES

Attached is the 2005 Travel plan entitled Travel Options.

15. BACKGROUND PAPERS

The production of this report has been informed by documents emerging from the Department of Environment, Fisheries and Agriculture and the survey of travel habits for Bromsgrove District Council produced in 2005.

CONTACT OFFICER

Name: Phil Street
E Mail: p.street@bromsgrove.gov.uk
Tel: (01527) 881202

Travel Options

**Bromsgrove District Council's Travel Plan
2006-2009**



bromsgrove council
www.bromsgrove.gov.uk

Contents

- 1. Summary**
- 2. Introducing Travel Plans**
 - 2.1 What is a Travel Plan?**
 - 2.2 Why Bromsgrove District Council should adopt a Travel Plan; Environmental Impacts, Economic Impacts, Specific Impacts within Bromsgrove.**
- 3. Making It Work**
 - 3.1 Building blocks for the Travel Plan**
- 4. Background**
 - 4.1 Site Particulars**
 - 4.2 Current Travel Habits**
 - 4.3 Business Travel**
 - 4.4 Travel Preferences**
- 5. Future Expectations**
 - 5.1 Our aims**
 - 5.2 Our Targets**
- 6. Current Options**
- 7. Travel Options Action Plan**
- 8. Monitoring Progress**
- 9. Developing Travel Option**
- 10. Appendices**
- 11. Useful Web Addresses**
- 12. References**

1 Summary

Bromsgrove District Council (B.D.C) has made a commitment to produce and develop a travel plan in order to benefit both employees and the wider community of Bromsgrove District.

The travel plan is an attempt to offer people a wider variety of travel methods rather than relying solely on the car. It also aims to highlight and manage an organisation's travel needs.

Bromsgrove's travel plan aims to affect all types of travel to and from the Council House including visits from the public, Councillors and Council business journeys. However, in the first instance it will concentrate specifically on staff commuter journeys to and from work. This first draft of travel plan is aimed at staff working from the Council House in Burcot Lane with the view to it being developed and rolled out to other Council work places.

The aim of travel plan is to increase travel choices for all staff, visitors and Councillors in getting to and from the Council House, reducing the carbon footprint and changing our travel behaviour with the aim of reducing the negative impact on our health, wealth and overall well-being. The main target to be achieved is to reduce the number of people travelling to work by car on their own by 10% by 2009. However, the plan also includes targets for walking, cycling and home working.

To provide a starting point for the travel plan a questionnaire and a site audit was conducted. This included a staff questionnaire which allowed for staff to be asked a set of questions and these were supplemented with their comments. The main findings appear in the appendices of this document. The survey revealed that currently 87% of staff travel to work alone by car.

The questionnaire asked staff how they would prefer to travel to work with 12.4% saying they would like to travel on foot while 9.3% said the train would be the most preferred means of transport. Staff was asked about home working to which 17.8% stated that they sometimes worked from home, but this was largely on an infrequent basis and it is not part of Council Policy.

The action plan contained in this document contains six measures to help Bromsgrove District Council realise the targets. These measures provide the opportunity for further development. These measures include working towards car sharing; encouraging alternative commuting methods; reducing impacts of business travel; providing adequate pool resources; flexible working options and providing all the relevant information to staff.

The Energy Efficiency Group will be responsible for driving forward the implementation of the travel plan. It is suggested progress should be monitored annually to report on findings. The travel plan will be reviewed again in January 2010 to assess progress.

2. Introducing Travel Plans

2.1 What is a Travel Plan?

A travel plan is a package of measures produced by employers to encourage staff to use alternatives to single-occupancy car-use. For example, it could include: car sharing schemes; a commitment to improve cycling facilities; a dedicated bus service or restricted car parking allocations. It might also promote flexible-working practices such as remote access and web based working.

Travel plans can offer real benefits not only to the organisation and its employees, but also the community that surrounds it. It may help to relieve local parking or congestion problems or improve public transport connections across the area. It may also relieve stress on employees through reducing delays or providing the opportunity to cut their travel commitments by working from home.

This Travel Options document is the first attempt to produce a formalised travel plan for Bromsgrove District Council. It is intended to act as a dynamic document that will be revised and updated at regular intervals. The travel plan is presented as a package of measures that support all aspects of Bromsgrove District Council's organisation. As already stated it will primarily focus on commuter journeys, but will also cover business related travel requirements.

In order for the travel plan to be effective, support is required from all levels within the Council. Elected Members, senior management and all the Council's employees will need to demonstrate a commitment to the Travel Options document.

Bromsgrove District Council's Travel Plan focuses on:

- Staff commuting to and from their place of work
- Staff business visits
- Visitors to the Council (including Councillors, and colleagues from other sectors)

2.2 Why should B.D.C. adopt a Travel Plan?

Environmental Impacts

The most obvious environmental impact of transport is air pollution. Many exhaust gases from cars, buses and trains have negative health effects particularly in terms respiratory conditions. Another major impact of car exhaust gases is on air quality and there are wider consequences from carbon emissions. The principal gas that has a negative impact on air quality and the wider environment is carbon dioxide CO₂

This is not only produced by cars, but is generated through the burning of fossil fuels to generate power. This is why controlling energy consumption is

so important for air quality and the wider environment. It is concern about carbon emissions that lies at the centre of policies surrounding climate change. This country, along with others, is formulating policies to tackle carbon emissions in an effort to limit the impact of emissions of CO₂ and other greenhouse gases.

The aim of the travel plan within Bromsgrove District Council will be to limit CO₂ emissions and in so doing reduce the Council's 'carbon footprint'. It will also contribute to reducing air pollution locally and assist in improving air quality. It would also prove the commitment toward the Worcestershire Climate Change Pledge that Bromsgrove District Council became a signatory to in November 2006. Amongst the actions contained in the travel plan was "To develop and implement a staff travel plan".

Economic Impacts

There are internal and external transport costs. Internal costs being those paid by the user, for example, the cost of petrol used to run a car or the price of a train ticket. Options proposed by the travel plan, such as car sharing, have the potential to reduce internal costs.

External costs are those being borne by the wider community and not by individual users. Examples of external costs are where there are health problems from poor air quality caused by cars or where damage occurs to historic buildings by heavy vehicles. Certain accosts are visible either immediately or in the short term while other costs to the wider environment may only be discernible in the future.

An increase in traffic on the roads adversely affects air quality and heightens the risk of health problems and fatalities arising from road traffic accidents. Each death on the road costs the County Council around £1 million.

Specific impacts within Bromsgrove.

Bromsgrove District Council employs in excess of 400 people. Some live within the Bromsgrove area while others travel from further a field. The traffic levels peak in and around Bromsgrove in the morning and evening rush hours as commuter travel to and from work. It is estimated that across Bromsgrove as a whole some 26,000 people commute out of the district each day while a further 16,000 commute in. It is estimated that nationally car ownership has increased by 6 million since 1997. Car ownership in Bromsgrove is above the national average so it is assumed congestion in the district is set to increase.

The travel survey identified that the majority of Council staff travel alone to work each day by car. These journeys contribute to an already congested

Bromsgrove road network. The level of car usage places significant pressure for car parking spaces both at the Council House and at the Aston Fields Depot site.

Worcestershire County Council (WCC) has adopted and put into action a travel plan in accordance with Planning Policy Guidance Note 13. Bromsgrove District Council is proposing to follow this example and implement a travel plan that is aimed specifically for its employees. WCC have also recently adopted a Climate Change Strategy and Bromsgrove's travel plan demonstrate our commitment to the Worcestershire Climate Change Pledge.

Bromsgrove District Council have recently developed an Action Plan following the declaration of an Air Quality Management Area (AQMA) close to Junction 1 of the M42 due to the levels of nitrogen dioxide from road traffic emissions; a travel plan would support such initiatives and demonstrate a commitment to air quality.

The Council have also undertaken a scrutiny exercise into air quality and the recommendations from that report have significant implications for the travel plan.

In order to give the travel plan an identity that is unique to the Council, it is essential to give it a title that will reflect its aims and the reason for its existence. 'Travel Options' relays to staff that the plan is not simply an anti-car initiative, but more a tool offering choice for staff.

3. Solid Foundations

3.1 Building blocks for the plan

In order to ascertain the main aims of Travel Options the following research methods were employed:

- Staff Travel Survey

This was carried out in conjunction with *TRAVELWISE* (NB The National TravelWise® Association (NTWA) is a partnership of local authorities and other organisations working together to promote sustainable transport) and helped to identify the main trends in staff travel habits.

- Site Audit

All current facilities at the Council House were reviewed in respect of what the Council already provides. This focused attention to the shortcomings of travel provision at Bromsgrove District Council whilst at the same time, highlighting areas in which travel provision was successfully being addressed.

- Interdepartmental contributions

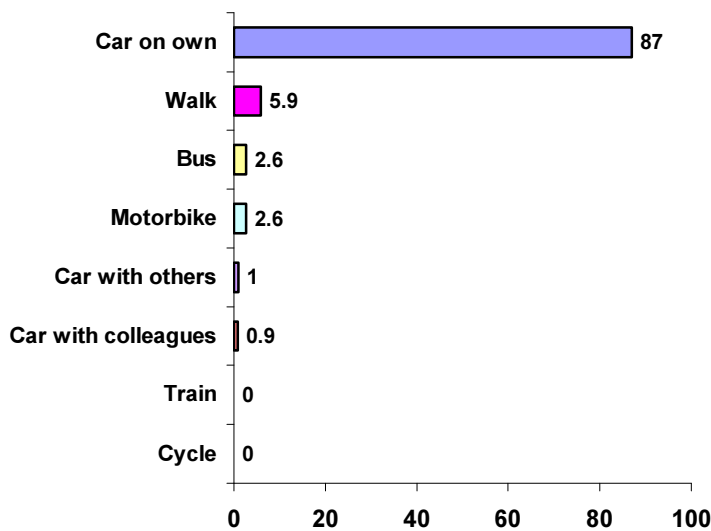
Contribution from a number of key sections within the Council is currently being sought via sending out draft copies of this document and any valid comments, inputs and suggestions will be included.

4. Background

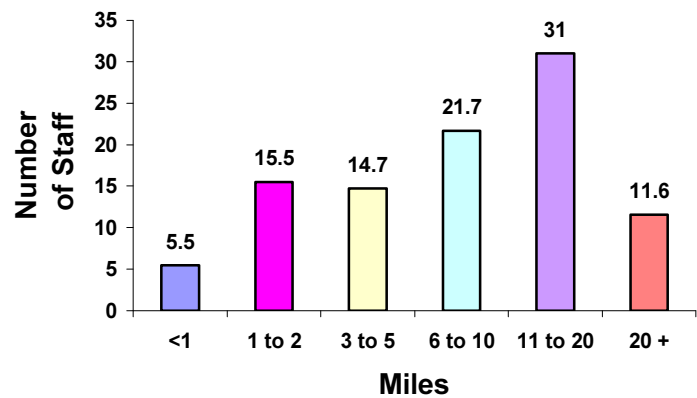
4.1 Current Travel Habits

A staff travel questionnaire was undertaken at the Council with the aim of gathering data regarding travel habits. All staff were supplied with a questionnaire and there were 129 respondents. Data has now been collated and assessed in order to form the basis for the travel plan and allow progression in this area. The following charts depict the main elements and findings from the questionnaire. The comprehensive results maybe found in appendix ??

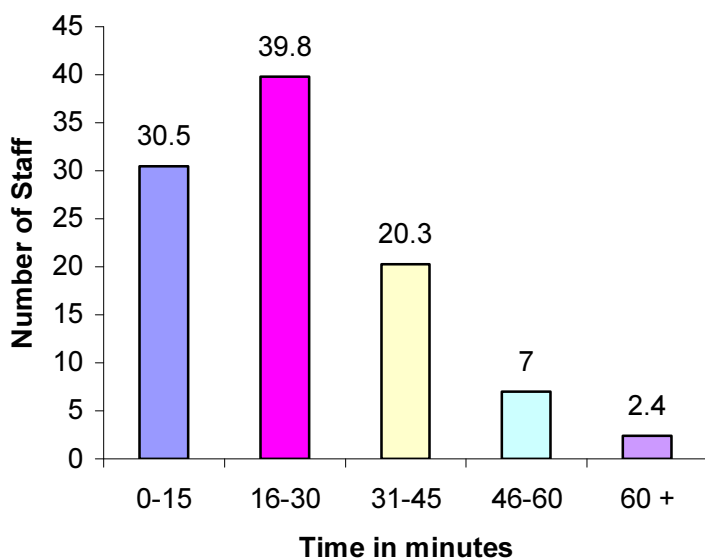
How employees get to work (%)



Distance Travelled to Work



Commuting Journey Length



4.2 Site Particulars

Staff numbers at different locations within the district.

There are 226 people working from the main Council offices Burcot Lane.

There are 101 people working from the Central Depot.

There are 69 people working from the Dolphin Centre and the Customer Service Centre

There are 65 people working at different locations within the district. i.e. Haybridge Sports Centre, CCTV etc.

The Council House site particulars

Car Parks

Within Bromsgrove District Councils' perimeter there are three car parks under focus. Firstly the main staff car park to the left off B.D.C. reception (Appendix ?) the CCTV car park (Appendix ??) and the car park located by the Spadesbourne Suite / New College (Appendix ??) In total there are 162 car park spaces. Including 89 spaces within the main car park with 70 normal spaces 16 reserved spaces (12 heads of service and 4 for the Depot Leader, Leader, Vice Chairman and Chairman), and 3 spaces by the clock in machine that are potentially shared with Hereford and Worcester BBC Radio. The CCTV car park accommodates 45 spaces including 3 disabled spaces. The spaces by the Spadesbourne Suite are shared with New College and occasionally members of the public when an activity is being

held within the Spadebourne Suite. There are a total of approximately 20 spaces (spaces not marked out) and an additional 3 disabled spaces.

Bike Storage and Review of Facilities.

At the Council offices there is a bike storage holding a capacity of 10 bikes. However throughout the site survey it was identified that the bike store is currently storing wheeled bins for confidential waste and it will need to be advised as to where these may be moved.

Within the bike store there are two Council pool bikes one of which is electric. Although these may be old and in a state of disrepair it is suggested that they are serviced and cleaned to encourage them to be used, it may then be appropriate to investigate purchasing two new bikes if there was the demand for them.

The Council pool bikes are merely for journeys on council business as opposed to commuting to work. Encouragement is given for those staff having personal bikes to use them to travel to and from work if appropriate.

Finally it is relevant to note that although the position of the bike store (**Appendix ??**) may deter vandals and thieves the situation is not ideal in that staff / Councilors have to carry their bike either through main reception or the corridor by the clock in machine. Perhaps some consideration could be given to restructuring the area where the benefit counter is currently situated into a bike storage, washroom facility and first aid room, this would provide incentive and encouragement to B.D.C employees and Councilors to travel in a more environmentally friendly way.

4.3 Business Travel

84% of respondents said they had to use their vehicle for work related journeys, with the average mileage being 182 miles per month. However, 3% of staff reported traveling over 800 miles each month and nearly 5% of staff only traveled up to 30 miles in a month.

Type of allowance	Number of Staff
Essential car user	82
Casual car user	21 claims/mth
Car loan	2

(3 members of staff who have lease vehicles are included with the Essential car user figure)

Business travel car allowances:

Currently (as of 05/05/05), NJC car allowances stand at the following rates:

	451 – 999 cc	1000 – 1199 cc	1200 – 1450 cc
Essential Car User			
Lump sum per annum	£690	£771	£990
Per first 8,500 miles	30.6p	32.9p	41.1p
After 8,500 miles	11.7p	11.8p	13.9p

Casual Car User			
Per first 8,500 miles	38.7p	42.0p	52.7p
After 8,500 miles	11.7p	11.8p	13.9p

4.4 Travel Preferences

When asked what would be your preferred method of travel if different from your usual 52.7% of staff responded with the most popular being walking with 12.4% respondents, other popular choices included catching the train (7.8%) and cycling (7.8%). Least favorable were to go with others and motorbike.

The most popular choice when asked to give possible ideas that would reduce the number of hours made commuting to and from work was working from home, followed closely by condensed working hours (such as 9 day fortnight), Council pool cars were next popular with the least popular being companion to travel, with cheaper bikes, use of taxi to station for business trips, lease or loan to convert fuel to alternative fuel, discounted bus travel and car park charges.

Staff on the whole were not prepared to pay for car parking whilst at work, where 118 (91.5%) of staff either did not respond or clearly stated they would not be prepared to pay, whilst 11 (8.5%) stated they would consider paying. The average they would pay being £1 per week.

B.D.C. pool bikes have been available for staff to use for a number of years now, however, it seems that not all staff were aware that they would get mileage paid at the rate of 25p per mile if they were to use one these bikes.

5. Future Expectations

5.1 Our overall aims are to:

- Increase travel choices for all staff, visitors and Councillors
- Reduce the carbon footprint of our travel habits
- Reduce the impact our travel habits have on our health, wealth and overall well-being

In order to achieve the above objectives a number of targets will be introduced which will allow the Council to monitor the progress being made and also to monitor our progress along the way.

5.2 Our targets:

- **Our overall target is to reduce the number of people coming to work in the car on their own by 10% by 2010**
87% of employees currently travel to work by car on their own
- **We will increase car sharing by 10% by 2010**
4% of employees currently car share
- **We will increase walking to work by 10% by 2010**
5.7% of employees currently walk

- **We will aim for 2% of our work force to regularly cycle to work**
Currently no employees cycle to work
- **We will have 2% of our work force working from home at least once a month**
Currently no staff work from home on a formal basis
- **We will aim to introduce pool cars within the Council by 2010 / 11**
There are currently no pool cars within the Council
- **Reduction in number of employees claiming essential car user allowance.**
Those under certain mileage allowance classed as casual rather than essential.

6. Current Options.

- i. Increase the use of communication technologies such as e-mailing and web based communications.
- ii. Use easy accessible venues for meetings and conferences to reduce travel.
- iii. Make use of the one day a month flexi day by building hours over the month. Cutting out 1 commuter journey to and from work per month by all of B.D.C staff can reduce many unnecessary car journeys.
- iv. Think before making unnecessary journeys and plan your journeys to link journeys better.
- v. Combining journeys by traveling for two or more purposes.
- vi. Think before you travel. Why am I traveling? Do I really need to travel? If so how far? Is there a nearer alternative? Use local goods and services, this is convenient, saves time, money and earths resources and supports your local economy rather than big businesses.
- vii. Reduce your speed; doing 50mph can use 25% less fuel than traveling at 70mph.

- viii. Avoid rapid acceleration and heavy breaking – accelerate smoothly, even in traffic jams. Smoother driving can use 30% less fuel.
- ix. Please see below a list of post codes that have matched up from the travel survey. If you can identify your postcode within the following list it means that there is someone who lives relatively close to yourself. If you would like to participate in car sharing email social@bromsgrove.gov.uk the postcodes that are similar to yours and find whether they are willing to car share.

Post Codes:

7. Travel Options Action Plan

	Action	Who is Responsible?	Deadline	Cost	Additional Information
Car Sharing	Set up Car sharing database			£650 250-499 £1100 500-999	10% discount if Travel Plan is in place
	Small number of car park spaces designated for car sharers			Low, paint possibly signs	Proposal for 3 spaces at Council House and 2 at the Depot (can be used by all after 10am)
	Launch Car Share Scheme			Low, mainly covered by WCC if car share database is purchased from them	Aim for registration rate of 30% in first week
	Guaranteed Ride Home in emergencies for car sharers			Low	Some Worcestershire Taxi firms give discounts to organisations with Travel Plans in place.
Encourage Alternative Commuting Methods	Lockers for clothes storage			Medium, approximately £50 each dependant upon supplier	No such facility provided, would ensure security of belongings for staff that cycle, walk and motorbike to work.
	Suitable showering facilities			High	Ideally should be situated close to entrance of Council House – maybe incorporate facility into an up grade of staff medical room as benefits would be 2-fold. (Depot already has existing facilities)

	Action	Who is Responsible?	Deadline	Cost	Additional Information
Reducing Impacts of our Business Travel	Review all vacant posts as they become available for car users status	HR /Finance/Payroll	Immediate and Ongoing	Potential cost savings	Not all staff on essential car users status may require this and there may be the possibility to have casual car users status instead.
	Review Cycle mileage allowance	Finance/Payroll	Annually	Potential cost savings on car mileage	Currently stands at 25p but is as high as 40p in other authorities as used as an incentive.
Pool Resource Provision	Regular servicing of pool bikes			Low, approx.£20 per cycle(dependant upon parts required)	Cycles must be kept in good working order to ensure safe cycling.
	Feasibility study into provision of pool car			Time required for research and preparation of report	Cost of purchasing/leasing car when compared to costs of casual car users allowance.
Flexible Working Options	Agree a home working policy			None	Initial consultation draft to be produced. Highlight potential suitability of jobs for home working.
Information for staff	Travel section on intranet			Time required to write up	<ul style="list-style-type: none"> Information links for public transport Careshare database Travel Plan Facts and figure on travel habits
	Travel Notice board			None providing existing boards can be used, low if new one required.	Existing boards by time clock could be utilized to display relevant information

8. Monitoring our Progress

In order to make sure we are meeting all of our commitments to Travel Options, we will need to monitor progress towards our targets. This will also give us the option to constantly develop and expand our action plan as and when the need arises.

In order to effectively monitor the success of Travel Options, a number of indicators will be used:

- The number of employees traveling to work via a single occupancy vehicle
- The number of people registered on the car sharing database
- The use of the designated car share spaces
- The number of employees working from home at least once a month

9. Developing Travel Options

The travel plan will be reviewed on a 6 monthly basis during the next 2 years after which it will be necessary to re-assess our aims and targets and therefore draw together a new action plan of measures to undertake.

10. References

11. Useful Web Addresses

12. Appendices

Travel Plan survey results.
Charts and graph results.
Location Map.
Site survey information.