

**A**  
**GETTING FROM**  
**B**

**WYCHAVON'S TRAVEL PLAN**  
**2003 - 2005**

## **Appendix A**

# **Getting from A to B**

**Wychavon's travel plan for travel choice  
2003 – 2005**

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## Summary

In 2001, we made a public commitment to produce a travel plan, so we are now putting our words into action. This is a summary of 'Getting from A to B', our first travel plan.

A travel plan is a package of measures aimed at increasing travel choice, reducing reliance on the car and managing an organisation's transport needs.

Although 'Getting from A to B' covers a range of different types of travel, its main focus is on journeys to and from the Civic Centre site. It also recognises the opportunities offered by the proposed new hospital development on the Civic Centre site. The focus of our next travel plan will be on business travel.

The aims of 'Getting from A to B' are **to promote and increase access to travel choices** and **to reduce the impact of our travel on people's health and the environment.**

We have set an overall target **to reduce the number of people coming to work in the car on their own by 10% by December 2005.** The plan also includes targets on increasing car sharing, walking, cycling and home working.

To help us put this plan together we carried out a site audit, staff and councillor travel surveys, cyclists' questionnaire and staff focus group. A summary of the results is presented in the plan. The staff survey showed that 86% of staff currently travel to work by car on their own, but 32% would like to use an alternative, with car sharing, walking and cycling being the most popular options. 83% of councillors drive to the Civic Centre on their own. When asked, 45% of staff and 66% of councillors said they are prepared to car share.

The top three things staff said they would like to see to help reduce car use were working from home, extending the flexi bands and introducing a car share scheme. The two main things councillors said would help reduce their car use for council business were a car share scheme and improved use of technology.

It is essential that our travel plan makes an impact and goes beyond just fine words. So some changes will be necessary. The 'Getting from A to B' action plan contains 20 measures. When implemented, they will help us meet our targets and aims. These include actions to encourage car sharing, improve facilities for cyclists, increase home working, reduce the impact of our business mileage and provide better travel information on our intranet and website.

Our Travel Plan Co-ordinator will be responsible for driving implementation of the action plan. We will monitor our progress every quarter and provide progress reports to our Senior Management Team and Executive Board twice a year. We will fully review and update the travel plan in 2005.

# 1. Introduction

## ▪ What is a travel plan?

A travel plan is a package of measures aimed at increasing travel choice, reducing reliance on the car and helping manage an organisation's transport needs. Travel plans are not anti-car, but about giving everyone greater travel choice.

## ▪ Why a Wychavon travel plan?

In 2001, we made a public commitment to develop a Wychavon travel plan by the end of 2003. And we now require planning applications for commercial or employment developments likely to have over 20 staff to submit a travel plan to us for approval and subsequent monitoring. If we expect other organisations to produce and implement their own travel plans, we must lead by example.

'Getting from A to B' builds on some of the work we have already done, including:

- ❑ providing covered cycle parking
- ❑ setting business mileage reduction targets
- ❑ using a courier van powered by liquefied petroleum gas (LPG)
- ❑ increasing our use of technology such as phone, e-mail and the internet
- ❑ taking part in the annual Bike Week campaign.

## ▪ What kinds of travel are covered?

Travel plans address different types of travel. 'Getting from A to B' covers the following types:

- ❑ staff journeys to and from work
- ❑ business travel and site visits
- ❑ councillor travel
- ❑ visitor travel to and from the Civic Centre site and our shops.

However, the main focus of this plan is on journeys to and from the Civic Centre site. When we review 'Getting from A to B' at the end of 2005, we will focus our next travel plan on business travel.

The plan takes the proposed new hospital development into account. If the development goes ahead on the Civic Centre site, a travel plan will be required. And there will be a reduction in the number of car parking spaces available at the Civic Centre. We recognise the mutual benefits from incorporating facilities aimed at promoting travel choice into the hospital development.

## ▪ How did we get here?

To help us develop 'Getting from A to B' we carried out:

- ❑ a **site audit** - to see what facilities are currently available at the Civic Centre

- a **staff travel survey** – to find out travel habits and views
- a short **councillor travel survey** – to find out travel habits and preferences
- a **cyclists' questionnaire** at the Bike Week breakfast – to find out attitudes to cycling
- a **staff focus group** – to explore people's travel views further.

We have used the results of the audit, surveys and focus group to develop the targets and actions in 'Getting from A to B'.

## 2. Making an impact

**We need to make sure our travel plan is more than just fine words. It is essential that it makes an impact, so some changes will be necessary.**

'Getting from A to B' is part of our approach to integrating sustainability into everything we do. It will also help us achieve two of our three priorities - **a well managed council** and **a healthy and safe environment, now and for the future.**

### ▪ Our aims

The aims of 'Getting from A to B' are:

- **To promote and increase access to travel choices.**
- **To reduce the impact of our travel on people's health and the environment.**

### ▪ Our targets

We have set the following targets to help us achieve these aims:

**1. Our overall target is to reduce the number of people coming to work in the car on their own by 10% by December 2005.**

86% of people currently travel to work by car on their own.<sup>1</sup>

**2. We will increase car sharing by 100% by December 2005.**

3% of people currently car share.

**3. We will increase walking by 30% by December 2005.**

5% of people currently walk to work.

**4. We will increase cycling between May and September by 100% by September 2005.**

1% of people currently cycle to work.

**5. We will have 25 people working at home at least twice month by December 2005.**

16% currently work at home, but this is on an occasional or infrequent basis.

Details of how we will monitor our progress against the targets are provided in section 5.

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<sup>1</sup> Current figures taken from May 2003 Wychavon staff travel survey.

### 3. Setting the scene

#### ▪ Location & site details

Most staff work at our main offices at the Civic Centre in Pershore. They are close to the town centre and about five minutes walk from the main shops. The Civic Centre is built on flat land with all departments in one building. A small number of staff work at the Wychavon Shop in Droitwich Spa and the Evesham Community Contact Centre.

The Civic Centre is about one mile from Pershore train station and is close to two bus stops. The transport facilities currently available at the Civic Centre are:

- ❑ **312 car parking spaces** - 8 reserved for disabled parking and none for car sharers
- ❑ **16 visitor car parking spaces** in front of the building – two reserved for disabled people
- ❑ **4 covered cycle hoops** – giving a maximum of 8 covered cycle parking spaces if no motorbikes are parked there
- ❑ **4 uncovered cycle hoops** - two are currently inaccessible due to weeds and dumped signs
- ❑ **2 visitor cycle hoops**
- ❑ **one shower** at the opposite end of building to the cycle parking.

#### ▪ Where staff travel from

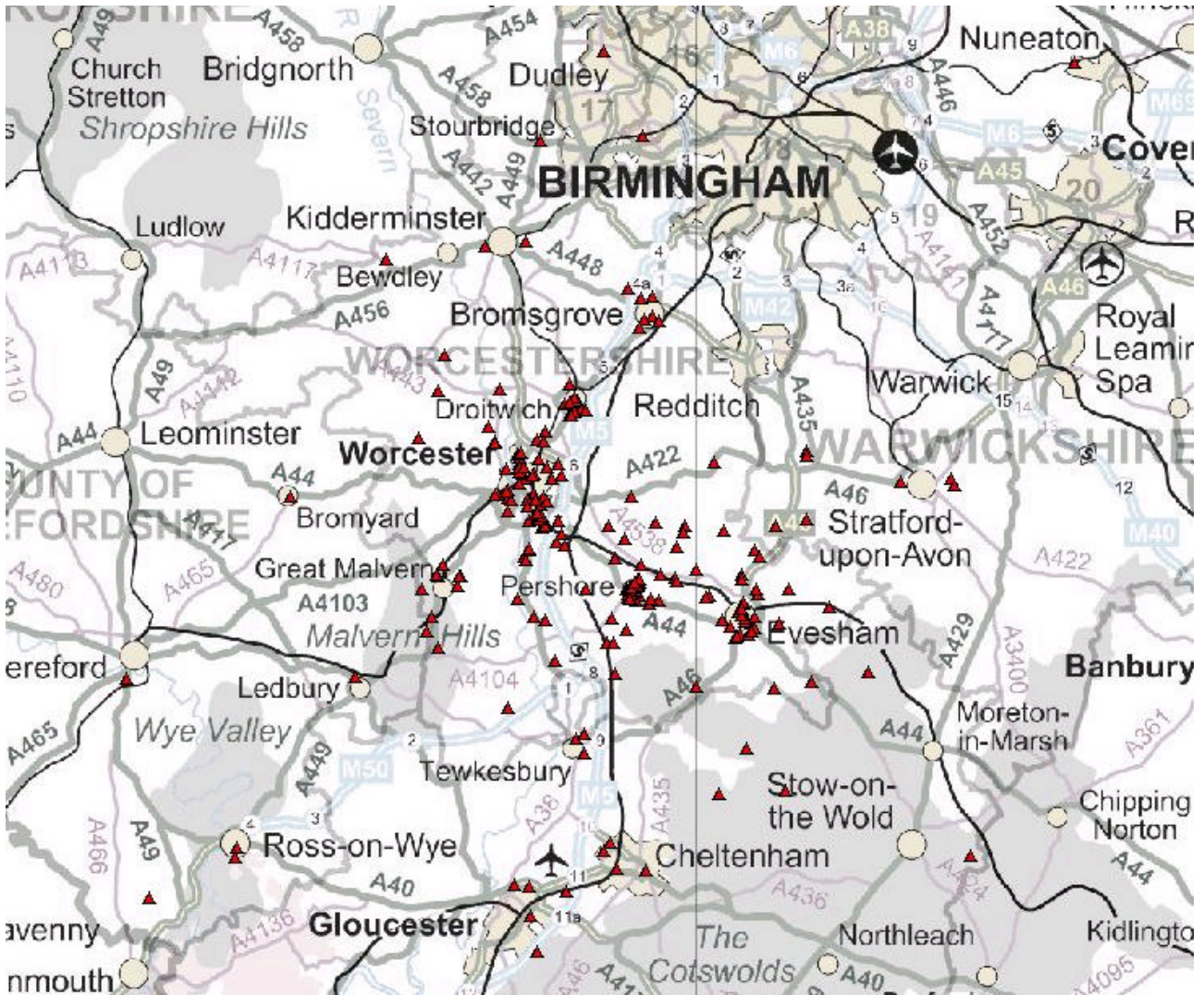
The map on page 8 shows where all staff live. It shows that there are clusters of staff living in the urban areas of Evesham, Worcester and Droitwich. This therefore highlights the potential for car sharing in these areas. The map also shows that there is a cluster of people living in the Pershore area, suggesting opportunities for more people to walk or cycle to work.

#### ▪ Staff travel survey results

During May 2003, we carried out a staff travel survey. 174 people responded, giving a response rate of 57%.

The survey showed that most people start work between 8.00 – 8.30am and leave between 5.00 – 5.30pm. As table 3.1 shows, the most common mode of travel to work was car on own.

**Postcode plot showing where staff live**



**Table 3.1**  
**How do staff travel to work?**

Method	Staff
Drive car on own	86%
Walk	5%
Car with others	3%
Bus	1%
Motorbike or moped	1%
Cycle	1%
Other	3%

Most staff live between 6-25 miles away as highlighted in table 3.2.

**Table 3.2**  
**How far do staff travel to work?**

Distance	Staff
Less than one mile	7%
1 – 2 miles	1%
2 – 5 miles	8%
6 – 10 miles	38%
11 – 25 miles	36%
Over 25 miles	10%

Most people's journey to work takes between 15 – 30 minutes - see table 3.3.

**Table 3.3**  
**How long does the journey to work generally take?**

<b>Time</b>	<b>Staff</b>
Less than 15 minutes	20%
15 – 30 minutes	50%
30 – 45 minutes	21%
45 – 60 minutes	6%
Over an hour	3%

Car sharing is the most popular way of getting to work if the car breaks down. The most common reasons given for driving to work were:

- ❑ too far to walk or cycle
- ❑ need the car for work during the day
- ❑ no public transport or it takes too long
- ❑ dropping off a family member at work or school on the way.

Only 16% of staff work from home and those that do, only do so infrequently.

▪ **Business travel**

The most common form of transport used for work related travel is the car. Annual business mileage for staff is just over 300,000 miles and around 7300 miles for councillors.

Table 3.4 shows the number of staff receiving each type of car allowance. Table 3.5 shows how often people who replied to the survey said they use their car for business travel. The survey results indicate that approximately 30% of essential car users are doing similar levels of mileage to casual car users.

**Table 3.4**  
**Business travel car allowances**

<b>Type of allowance</b>	<b>Staff</b>
Essential car user	106
Casual car user	30
Lease car	9
Car loan	21

**Table 3.5**  
**How often do people use their car for work purposes?**

<b>Frequency of car use</b>	<b>Staff</b>
At least 4 times a week	29%
At least 2 times a week	18%
Once a week	8%
Once a fortnight	7%
Less than once a month	6%
Occasionally	18%
Did not specify or it did not apply	14%

▪ **Councillor travel survey results**

During August 2003, we carried out a councillor travel survey. 29 councillors replied, giving a response rate of 64%.

The survey showed that 82% of councillors travel to the Civic Centre by car on their own with 12% car sharing and 6% walking. The reasons councillors gave for travelling to the Civic Centre by car are shown in table 3.6.

**Table 3.6**  
**Reasons for travelling to the Civic Centre by car**

<b>Reason for travelling to work by car on own</b>	<b>Councillors</b>
Too far to walk or cycle	34%
No public transport or it takes too long	32%
No one to car share with	19%
Already using car for another purpose	11%
Personal safety	4%
Need the car due to ill health	0%
Cheaper than public transport	0%

On average councillors travel to the Civic Centre seven times a month, travel for other business in the district four times a month and outside the district once a month. 40% car share for some journeys and 27% use the train or walk.

▪ **Travel preferences**

We asked people how they would prefer to travel to work. 68% chose going by car on their own, but 32% said they would like to use an alternative, with car sharing, walking and cycling being the most popular options. When asked, 45% of staff and 66% of councillors said they are prepared to car share.

The top three measures staff would like to see introduced to reduce car use are:

- ❑ working from home
- ❑ extension of flexi bands
- ❑ car share scheme (with guaranteed lift home).

The people who attended the focus group supported all three of these measures and discussed the practicalities in more detail. Those who cycled to work during Bike Week said they need encouragement to cycle more often and better facilities.

The two main ideas councillors said would help reduce the number car journeys they make for council business are:

- ❑ car share scheme
- ❑ improved use of technology.

We have developed an action plan (section 4) that will help us achieve our aims and targets. The measures contained in it are based on the results of the site audit, travel surveys, cyclists' questionnaire and focus group.

#### 4. 'Getting from A to B' action plan

What	Who by	When by	Costs	Comments
<b>Making 'Getting from A to B' happen</b>				
Designate a Travel Plan Co-ordinator	Senior Management Team	September 2003	Estimated time needed: initially 10 days work to implement some of the actions. Then approx. 2 days a month averaged over the year	The Travel Plan Co-ordinator will be based in the Policy Team of the Planning department. Responsibilities will include driving implementation of the plan, monitoring and reporting on progress. See page 17 for more details of their role.
Promote 'Getting from A to B' to all staff and councillors	Travel Plan Co-ordinator	October 2003	Time	Including a slot at the next Staff Briefing.
<b>Encouraging car sharing</b>				
Set up or buy a car share database	Travel Plan Co-ordinator	End October 2003	Depends on option chosen:  <u>Own system:</u> minimal up front costs, but ongoing time commitment to update and maintain  <u>County system:</u> £605 one off payment with 10% discount if there is a travel plan in place.	The county system is our preferred option because: <ul style="list-style-type: none"> <li>▪ it is self administering and can be accessed by PC</li> <li>▪ is more sophisticated than any system we could develop</li> <li>▪ gives the option of joining with other employers (e.g. the new hospital)</li> <li>▪ the cost includes publicity materials.</li> </ul> <p>The cost can be met from the sustainability budget.</p>

<b>What</b>	<b>Who by</b>	<b>When by</b>	<b>Costs</b>	<b>Comments</b>
Provide small number of designated car parking spaces for car sharers	Community Services	End October 2003	Low - cost of paint and maybe signs	Suggest initially designate two spaces in each of the four car parks. Need to be 'prime' spaces close to Civic Centre entrances. This is a highly visible, low cost action that will help promote car sharing.
Week long launch of car sharing scheme	Travel Plan Co-ordinator	End October 2003 with follow up promotion in 2004	Low – mainly time to organise. Publicity costs largely covered if choose county system	Aim to get at least 30% of staff registering for the car share scheme during the launch week.
Guaranteed ride home for car sharers in an emergency	Travel Plan Co-ordinator & Financial Services	December 2003	Low – in practice rarely needed, expect it to cost less than £200 per year	Need to agree budget and draw up clear guidelines for the circumstances under which a ride home is provided and the level of approval needed.
<b>Encouraging cycling and walking</b>				
Provide a set of full length lockers suitable for storing clothes in	Corporate Services	End April 2004	Medium – cost of lockers at approximately £80 - £90 each	At present we do not provide lockers for cyclists or motorcyclists to store clothes or equipment.
Designate a parking area for motorbikes and mopeds	Corporate Services	End April 2004	Low - cost of paint & sign for cycle parking	This will help free up cycle parking as motorbikes are often parked under the covered cycle parking at the moment. Providing a designated, semi-secure space in the 'compound' area and putting up a sign reminding

<b>What</b>	<b>Who by</b>	<b>When by</b>	<b>Costs</b>	<b>Comments</b>
				people that the bike sheds are for bikes is a low cost solution to the problem.
Investigate the possibility of offering people the choice of a car parking ticket or annual 'buy out' payment	Financial Services	April 2004	To be determined. If parking spaces are freed up, we can generate more revenue from paying customers	Need to check tax issues. The 'buy out' payment is an incentive aimed at people who either live close to work or don't need their cars for work and can easily use an alternative form of transport.
Install a new shower closer to cycle parking facilities or look at relocating the cycle parking closer to the shower	Corporate Services	End May 2004	Medium/high - cost of plumbing and shower or relocation of cycle parking	At the moment the only shower is situated at the opposite end of the building to the cycle parking facilities.
Include cycling facilities in the new hospital development, e.g. showers, lockers & covered parking	Community Services & Planning	At the design stage of the project	To be incorporated into the development costs	Facilities for shared use by hospital and Council. If it goes ahead the hospital development will need a travel plan. The construction of a new building provides the opportunity to incorporate such facilities from the start. They will also contribute to the PCT's health promotion role.
<b>Reducing the impact of our business travel</b>				
Review the car user requirements of every post that becomes vacant in line with our car user status policy	Financial Services & PAMS	Ongoing from now	May be cost neutral or result in savings	The survey results indicate that there is little difference between the monthly mileage figures for some essential and casual car users. A review of

<b>What</b>	<b>Who by</b>	<b>When by</b>	<b>Costs</b>	<b>Comments</b>
				the previous two years' mileage of a vacant post should indicate whether the post is above or below the essential user threshold.
Introduce a cycle allowance of 20p per mile for business mileage	Financial Services	October 2003	Potential cost savings on reduced local car mileage	Since April 2002, 20p per mile is the tax free threshold. Research into allowances offered by 22 other councils shows a range from 7.5p to 40p per mile, with an average of 24p per mile.
Purchase a pool bike for use for business travel	Travel Plan Co-ordinator	April 2004	Medium – cost of bike, helmet, panniers and lock at £150 - £300.  May be able to get a discount from a local supplier.  Potential for savings in business mileage payments for some journeys	Coupled with the cycle allowance, this will help encourage cycle use for short business journeys, e.g. within five miles of the Civic Centre.  If the pool bike is heavily used we could consider buying a second one.  May be able to meet the cost from the sustainability budget.
Carry out a feasibility study into providing subsidies or loans for business users to convert vehicles to run on cleaner fuels	Travel Plan Co-ordinator with help from Financial Services	December 2004	Time for research and report preparation	The study will investigate the costs and benefits of subsidising conversion to LPG and other cleaner fuels.

<b>What</b>	<b>Who by</b>	<b>When by</b>	<b>Costs</b>	<b>Comments</b>
Carry out a feasibility study into providing a small number of pool cars for casual car use	Financial Services with help from Travel Plan Co-ordinator	March 2005	Time for research and report preparation	The study will investigate the costs and benefits of buying a small number (e.g. 2 – 5) pool cars compared to paying casual car users mileage.
<b>Reviewing personnel policies to support flexible working</b>				
Run an initial six month pilot of the flexi time system without core hours	Senior Management Team/Corporate Services	Pilot complete by April 2004  Six month review by end of May 2004	None	Supports the proposed changes to the flexi time system. Abolishing core hours gives people travelling by bike or public transport more flexibility. It will also encourage some people to start early and travel at non peak times, thus reducing congestion.  Recommend that the review considers extending the start time from 8.00am to 7.30am.
Agree a home working policy	Senior Management Team	March 2004	None	Initial consultation draft produced. Continue to encourage ad hoc at home working arrangements for relevant staff
Run a home working pilot in one department, with a review to rolling it out across the Council if successful	Senior Management Team	Pilot complete by March 2005	Unknown	See above.

<b>Improving travel information</b>				
Set up and maintain a travel section on the intranet	Travel Plan Co-ordinator with help from Worcestershire County Council	November 2003	Time to write content, set up and keep up to date	<p>This would be a new, easy to use travel section containing:</p> <ul style="list-style-type: none"> <li>▪ the travel plan</li> <li>▪ information on car sharing,</li> <li>▪ details of walk/cycle routes</li> <li>▪ links to websites with public transport timetable information</li> <li>▪ tips on smarter working and reducing car use, particularly for business trips</li> </ul>
Improve travel information on our website	Travel Plan Co-ordinator with help from Worcestershire County Council	November 2003	Time to write content, set up and keep up to date	<p>To include the following information to the 'how to contact us' section of the website:</p> <ul style="list-style-type: none"> <li>▪ location of nearest train stations and bus stops</li> <li>▪ details of walk/cycle routes</li> <li>▪ links to websites with public transport information</li> <li>▪ link to GPS bus system once it's operational, links,</li> </ul> <p>Plus including other travel information in the sustainability section of the website, e.g. travel plan.</p>

## 5. Keeping on track

We will monitor our progress on the action plan and against the targets every quarter and provide progress reports to Senior Management Team and Executive Board every six months. We will add the number of people coming to work in the car on their own to our strategic basket of indicators.

We will carry out a full review and update of 'Getting from A to B' at the end of 2005, with a view to producing an updated travel plan that focuses on reducing the impact of our business travel.

The Travel Plan Co-ordinator will drive implementation of 'Getting from A to B' and be responsible for monitoring and reporting on progress. In particular, they will:

- ❑ regularly monitor take up of cycle parking spaces, especially in the summer months
- ❑ regularly monitor take up of car share spaces
- ❑ carry out an annual site audit of Civic Centre facilities
- ❑ carry out a mini travel survey twice a year to find out how people got to work
- ❑ carry out a full staff travel survey every two years
- ❑ be the first point of contact for the car share scheme
- ❑ promote the annual Bike Week campaign in June and Travelwise week in September
- ❑ run campaigns to promote travel alternatives throughout the year, e.g. car sharing, cycling, walking and using public transport
- ❑ keep the travel sections of the intranet and website up to date
- ❑ keep abreast of new travel initiatives and policies.

## 6. Getting there

This is our first travel plan. It isn't anti car, but it is about giving everyone greater travel choice. It is about reducing the impact of our travel on the environment and about improving people's health at the same time.

We have tried to go beyond fine words by setting some challenging targets, backed up by a deliverable, cost effective action plan. Our travel surveys show that there is the potential for changes in travel behaviour, but of course we need everyone – staff, councillors and visitors to play their part.

'Getting from A to B' is just a start. We know there is more we can do, which is why our next travel plan, in 2005, will have a greater focus on the business travel our staff and councillors do.

We wrote this plan because we recognised that we needed to take a lead. We hope other organisations and businesses in Wychavon, and beyond, will now follow our example.

### ▪ **Want to know more?**

If you want to find out more about travel choice, how we're getting on with delivering 'Getting from A to B' or how to write your own travel plan, please contact:

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