

# Green Travel Plan

Enhancing the quality of life  
for people in the Borough of  
Melton

2011 - 2013



Melton  
Borough  
Council



## What does it cover?

This plan supports our on-going commitment to protecting and enhancing the environment, and sets out our framework for promoting sustainable travel.

It looks to reduce single occupancy car use and encourages effective use of current transport networks including supporting their enhancement.

We want to secure the provision of sustainable travel choices for our staff, partners and customers to ensure that all of our premises can be effectively accessed by everyone who needs to get to and from them. This will help to minimise the impact of our business on transport infrastructure and therefore reduce CO2 emissions.

## Choose How You Move



## Introduction

Melton Borough Council is committed to enhancing the quality of life for the people in the Borough. In support of this it aims to demonstrate to other organisations in the town what can be achieved and to lead the way on green travel initiatives resulting in less reliance on the car.

Having conducted a staff travel survey, the Council knows that nearly 80% of staff drive to work. Approximately 45% of the staff live within three miles

of the town so this presents an opportunity to influence staff to travel by means other than by car.

One of the key challenges will be to increase the number of staff using green travel options in order to reduce congestion and carbon emissions.

The action plan sets out a comprehensive programme of initiatives to encourage and support green travel, whilst managing staff

demand for a range of travel options. It covers an initial period of three years.

The Council is currently undergoing a significant change including a relocation of their main offices so the Green Travel Plan will need to be kept under review to reflect these changes.

## Objectives

The plan has 4 main objectives:

- Support increased choice of travel modes
- Promote and achieve access by sustainable modes
- Respond to the growing concern about the environment, congestion, pollution and poverty of access and
- Promote the creating and shaping of “place” through improved environmental credentials and improved accessibility.



## Local Context

The local strategic partnership, Melton Community Partnership has produced the Melton Sustainable Community Strategy. This Strategy has a vision to:

**“enhance the quality of life for everyone in the Borough of Melton to achieve a sustainable, prosperous and vibrant community. A place people want to live, work and visit.”**

The objectives of the strategy include;

- Re-vitalise Melton Mowbray Town Centre
- Create a Safer and Stronger community
- Reduce traffic congestion in Melton Mowbray
- Improve the health and wellbeing of local people
- Improve the local economy and infrastructure making existing structures and projects more accessible

The Green Travel Plan will contribute towards making the community safer, healthier and will help improve the environment.

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## Green Travel Team

A Green Travel Team was set up at the beginning of 2010 to work on the Green Travel Plan and the associated policies and initiatives. The team is an operational group representing all the service areas at various different levels in the organization.

One of the first actions of the Team was to complete a travel survey and establish baseline data around the travel and work habits of the staff. The survey attracted a 40% response rate giving a good representation of the views of staff.

The survey showed that a majority of staff travel a short distance to work and that the most popular mode of transport was single occupancy car use. There was a relatively even split between staff that would be willing to try more environmentally friendly travel options and those that would not.

Although the Council has a policy for Homeworking the survey showed this was not used to its full advantage although a majority of staff were interested in exploring this further.



### What is Sustainable Travel?

Sustainable travel is any form of transport that keeps damage to our environment, and therefore the future, to a minimum.

Any form of transport can be sustainable:

- public transport
- car sharing
- walking
- cycling
- electric, hybrid and biodiesel cars (vehicles that keep carbon emissions, and other pollutants, to a minimum)



# Staff Survey Results

The result from the survey showed that 52% of staff live less than 5 miles from their place of work and 34% live less than 2 miles from their place of work.

A Flexible Working Hours policy is in operation that does not enforce core hours, however the majority of staff still choose to arrive and leave work at peak travel times. 8.00 – 9.00 in the morning and between 4.30 – 6.00 in the afternoon.

The majority of staff travel to work by car, single occupancy. Although a high percentage have a short distance to travel only 7% walked and no staff cycled to and from work.

The most common reason given for not using alternative modes of transport included:

- Restricted public transport
- Car required for job
- Too far to travel without car
- Child care commitments
- Flexibility/convenience

Staff were asked how they would travel if their normal mode of transport was not available. Staff were evenly split between walking (31%) and traveling by car as a passenger. The number that would cycle remained low at 3%.

Staff were asked what would encourage them to use more sustainable modes of travel. The responses included:

- Car share data base
- Shower and changing rooms
- Lockers at work
- Reserved parking for car sharers
- Free taxi home if let down by car sharer
- Incentive not to drive



- Secure cycle parking
- Reduced cost public transport
- Bus/train service retimed
- Available, easy to use timetables.

Homeworking is encouraged at the Council however the survey showed that more people do not work from home and those that do, only work from home occasionally or less than 3 times a month.

61% of staff make 15 or less business trips in a month. 21% make up to 50 or more trips a month. A high number of trips were to other local authorities in the county including 23 trips to Leicester city. Approximately 29% of the trips were to the surrounding villages similar and a similar number were made to town centre visits and other MBC sites combined.

A higher percentage of staff would not be willing to try alternative modes of transport – 54%

The survey data provided valuable information on the travel behaviour and attitudes of the employees. This data and the additional feedback has helped to shape the action plan which forms part of the Green Travel Plan. (Appendix 1)



# Accessibility of Council Sites

The former Melton Borough Council offices were destroyed in a fire in May 2008. The offices are being rebuilt at a new location, in the town centre, adjacent to the railway station. Council staff and partners are expected to move into the new offices “Parkside” in the Summer of 2011.

As well as the main offices staff are located at various “satellite” sites in Melton Mowbray. With the exception of two part time staff based at a residential scheme in Bottesford, staff do not occupy sites outside of the town. Some outreach workers and visiting officers are required to travel to various rural locations within the Borough.

Other locations where staff are based include;

Gretton Court

Wilton Court

Fairmead Children’s Centre

EDGE Children’s Centre

COVE Children’s Centre

King Street Office

Snow Hill Depots

Town Centre Public Conveniences

The furthest distance between the town sites is 2 miles. That is Fairmead to The EDGE, Dalby Road.

## Travel by Rail

Melton Mowbray is on the Ely to Birmingham rail route. Trains leave on the hour for Leicester taking approximately fourteen minutes. Leicester is a major station which links to a wide range of additional routes throughout the country.

## Travel by Bus

All of the bus networks in Melton Mowbray commence and end at two locations in the centre of town. Both of these locations are less than half a mile from Parkside. Melton Mowbray is accessible by bus from the surrounding areas including Nottingham, Grantham, and Loughborough.

## What are Green Travel Plans?

According to the Department of Transport

“A travel plan is a package of measures produced by employers to encourage staff to use alternatives to single-occupancy car-use.”



# Benefits of a Travel Plan

By introducing a travel plan, Melton Borough Council, its staff, clients and Melton as a community will all stand to gain. The objectives of the Green Travel Plan will lead to the following key outcomes.

- Reducing the amount of traffic in the centre of town by helping staff, partners and visitors to change their travel patterns and modes of transport to reduce their car usage
- Cut mileage and associated carbon emissions
- Reduce downtime spent travelling on business
- Improved physical and mental health of staff leading to increased productivity and reduced absenteeism.
- Give opportunities to build healthy exercise into daily routines
- Make the streets less polluted, dangerous and noisy
- Reduced negative environmental impact on the Borough
- Improved economic efficiency for council services.



The Green Travel Plan will also help the Council meet some of its Corporate Priorities. These are:

Safer – Communities that are safe and feel safe.

Places – Better places to live, work and visit.

People – Supporting those most in need.

A Well Run Council – Good services that are value for money



# Implementation

In implementing the Green Travel Plan there will be six areas of focus. The actions in each area are outlined in the action plan ( Appendix 1) with timescales for completion. The action plan has been designed as a living document and will be used as an ongoing record of progress on each action. The scope for the plan is limited to the first three years. It is expected that the plan will evolve considerably during this time with most of the actions fully implemented by then.

Monitoring will take place through systems set up within the associated policies to measure take up by staff of cycle, car share, homeworking and other initiatives to be introduced. The comparison will be of baseline measurements in the 2010 staff travel survey.

## Information and Awareness

This will involve improving information to staff about alternatives to single person car use and raise awareness of the impact of their travel choice. It will also include communication with our customers and partners utilising our buildings.

## Promoting Public Transport

The council will promote public transport to staff, partners and visitors.

## Reducing Travel

The council will reduce the need for travel by both staff and customers by ensuring technology and policies are in place.

## Parking Management

The move to the new offices will mean a change to the parking habits of our current staff, partners and customers.

## Promoting Healthy Options

The council will promote cycling and walking to staff, partners and visitors

## Reducing Car Use

The council will promote alternatives to travelling to, from and during work.

# Targets

Targets set within the plan need to be realistic and achievable to encourage a modal shift for Council staff. By ensuring choices are available in all modes, we can progressively reach targets within the time scales of this Green Travel Plan.



## Performance Indicators

The following performance indicators will be used to measure progress against the objectives of the Green Travel Plan:

- Number of customers accessing services online
- Amount of business mileage claimed by staff (from payroll)
- Amount of public transport claimed by staff (from payroll)
- Percentage of staff working from home (from travel survey)
- Percentage of staff traveling to work in single occupancy car (from annual travel survey)
- 8% modal shift from the use of a car for commuting by staff to a more sustainable mode of travel such as cycle, bus or walking by 2014
- 5% increase the percentage of staff utilising the Home Working Policy by 2013
- 5% increase in the frequency of staff working from home 1-3 times a month 2013
- 5% reduction in the amount of business mileage claimed by 2014
- Increase in the number of services provided on line and increased use by 2014. (Target to be determined by Channel Shift Project)





# Conclusion

This Green Travel Plan and in particular the Action Plan (Appendix 1), sets out what the Council must do to meet its objectives and to recognise and address transport related environmental impacts.

The first steps will be to make sure the culture, protocols, policies, procedures and processes that shape the Council's operations are consistent with green travel principles. This will take time and will mean changes in attitude and working arrangements.

As we move in the right direction, we will begin to see the many associated benefits such as improved wellbeing, job satisfaction, better financial management, reduced transport costs and a better reputation for the Council within the community.

Our aim is to promote this travel plan within the Melton business community as an example of good practice.

Choosing green travel will return a variety of dividends to each individual staff member and to the Council as a whole, not only in cash savings, but far more important things that money can't buy – a better lifestyle, improved health and well being, time savings, job satisfaction, improved reputation and a good conscience.



## What have we done already?

Surveyed the staff to understand current travel behaviours and attitudes.

Distributed information relating to cycling & bus timetables

Encouraged participation in the Workplace Challenge

Produced a draft parking policy for Parkside

Agreed a free ride home for car sharers if let down.

Agreed a free "Park & Stride" for Parkside

Discussed a joint car sharing scheme with Leicestershire County Council

Raised awareness of train travel for business meetings.

Improved information on the website for travel to Council sites

