

**Huntingdonshire District Council**  
**Corporate Travel Plan**  
**2012/13 – 2017/18**

## Contents

<b>1.0</b>	<b>Introduction</b>	<b>4</b>
1.1	Introduction	4
1.2	This Travel Plan	4
1.3	Policy Context	5
<b>2.0</b>	<b>Existing Travel Situation</b>	<b>8</b>
2.1	Introduction	8
2.2	Our Organisation	8
2.3	Current Trends in Staff Travel Behaviour	9
	2.3.1 Travel to Work Survey	9
	2.3.2 Business Travel	10
	2.3.3 Postcode Mapping	11
<b>3.0</b>	<b>Objectives, Targets and Indicators</b>	<b>12</b>
3.1	Introduction	12
3.2	Objectives, Targets and Indicators	12
<b>4.0</b>	<b>Roles and Responsibilities</b>	<b>13</b>
4.1	Introduction	13
4.2	Travel Plan Coordination	13
4.3	Employee Involvement	13
4.4	Member Involvement	13
4.5	Support from Partners	13
4.6	Communication	14
<b>5.0</b>	<b>Package of Measures</b>	<b>15</b>
5.1	Introduction	15
5.2	Walking	15
5.3	Cycling	15
5.4	Public Transport	16
5.5	Car Use	17
	5.5.1 Car Parking	17
	5.5.2 Car Sharing	17
	5.5.3 Smarter Driving	18
	5.5.4 Low Carbon Vehicles	19
5.6	Reducing the Need to Travel	19
	5.6.1 Home Working	19

5.6.2	Flexible Working	19
5.6.3	Alternative Ways of Working – Tele-Conferencing	19
5.6.4	Recruitment and Relocation	20
5.7	Business Travel	20
5.7.1	Pool Cars	20
5.7.2	Pool Bikes	20
5.7.3	Employee Car Allowances	21
5.8	Fleet Vehicles	21
<b>6.0</b>	<b>Monitoring and Review</b>	<b>23</b>
6.1	Introduction	23
6.2	Monitoring	23
6.3	Review	23
<b>7.0</b>	<b>Financial Issues</b>	<b>24</b>
7.1	Introduction	24
7.2	Financial Issues	24
<b>8.0</b>	<b>Action Plan</b>	<b>25</b>
8.1	Introduction	25
8.2	Action Plan	25
<b>9.0</b>	<b>Appendices</b>	<b>28</b>
9.1	Appendix 1: Local cycle routes and bus stops	29
9.2	Appendix 2: Bus stops within 5 mile radius	30
9.3	Appendix 3: HDC employee home postcodes	31
9.4	Appendix 4: Local Sustainable Transport Fund Area	32

## 1.0 Introduction

### 1.1 Introduction

A travel plan is a management strategy for an organisation seeking to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed. Developing a travel plan involves the identification of a package of appropriate measures aimed at reducing dependency on sole occupancy car use and encouraging the uptake of more sustainable modes of travel.

According to Cambridgeshire's Third Local Transport Plan, a comprehensive travel plan has the ability to reduce car use, increase public transport and active travel, enhance social inclusion, improve staff recruitment and retention, bring financial savings and reduce noise, congestion and pollution.

As a major employer, Huntingdonshire District Council has a responsibility to promote good practice in travel behaviour and must therefore lead by example in adopting a comprehensive travel plan.

### 1.2 This Travel Plan

This travel plan will replace the Council's existing Travel Plan (2006/07 to 2011/12) which detailed key objectives and introduced a number of measures aimed at reducing car dependency, promoting and facilitating walking and cycling and increasing the use of public transport. Significant progress has been made in the period covered by the existing Travel Plan (2006/07 to 2011/12), however, existing challenges remain, many of which will be tackled through the measures set out in this document.

The reasons for the development of the Travel Plan are as follows:

- Reduce reliance on single occupancy car travel and encourage the use of more sustainable travel modes
- Reduce localised congestion and greenhouse gas emissions associated with Huntingdonshire District Council's transport footprint
- Improve the health and wellbeing of our workforce and encourage a healthy work-life balance
- Meet our goal of managing a resource-efficient council as set out in 'Growing Awareness – A Plan for Our Environment'

This Travel Plan will cover the period 2012/13 to 2017/18 and provide an overview of objectives, targets and measures for our main sites at Pathfinder House and Eastfield House. Travel associated with Huntingdonshire District Council's call centre located at Speke House is covered under the remit of Cambridgeshire County Council, and therefore will not feature in this travel plan.

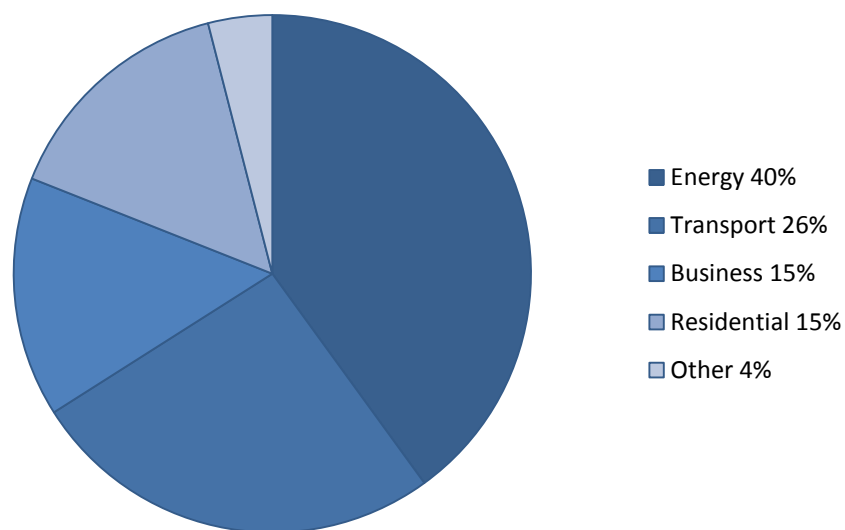
The Travel Plan will be regularly reviewed, as part of the annual review of our Environment Strategy, reflecting our focus on continuous monitoring and improvement.

### 1.3 Policy context

Travel is an essential part of our daily lives enabling mobility, promoting economic development and improving the quality of our social interactions. Nevertheless, despite the opportunities created by increased mobility, rising car dependency, coupled with ever-increasing journey distances, is creating a transport crisis, with a range of economic, social and environmental implications.

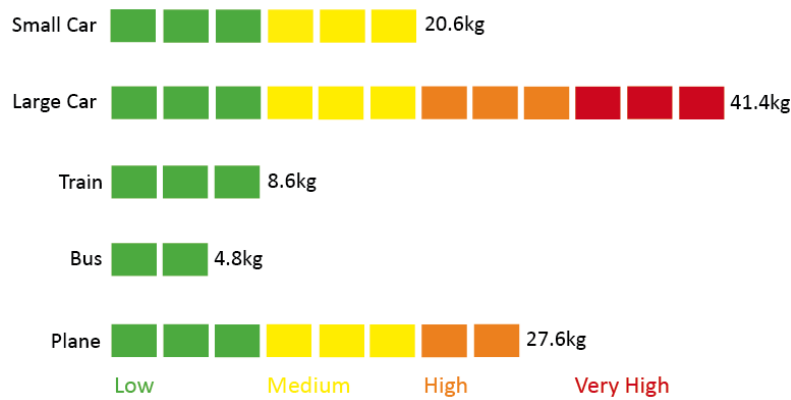
Road congestion costs the UK economy £20 billion annually, and is expected to increase further as traffic volumes rise by up to 43% to 2035. In Huntingdonshire, host to one of the most congested sections of the A14 and the A1 (M), frequent congestion-related delays cause severe disruption to employees either travelling to and from work, or travelling on the course of business.

Transport is also a significant contributor to greenhouse gas emissions, responsible for 26% of the UK's CO<sub>2</sub> emissions in 2011, rises in which are exacerbating global climate change (Figure 1.1). At the local level, localised congestion has increased the concentrations of a variety of air pollutants and led to the designation of four Air Quality Management Areas across the District.



**Figure 1.1:** Sources of UK Carbon Dioxide Emissions (2011)

Car travel in particular is a major contributor to the emission of greenhouse gases, compared with alternative motorised modes. As Figure 1.2 suggests, the emission of CO<sub>2</sub> over a distance of 100 miles is significantly higher for large cars, compared with equivalent travel by train or bus.



**Figure 1.2:** Amount of CO<sub>2</sub> per passenger over a distance of 100 miles

Furthermore, rising car dependency, and the resulting congestion and pollution, has a harmful impact on public health, a result of road casualties, which rose for the first time in a decade in 2011, pollution-related deaths, estimated to be in excess of 13,000 each year, and the detrimental impact of more sedentary lifestyles; only 40% of men and 28% of women meet the minimum recommendations for physical activity.

The wide ranging implications of unsustainable transport have led policymakers to highlight the importance of reducing car dependency, encouraging the participation in walking and cycling and making public transport a more attractive option. The Government's most recent policy publication, *Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen* (2011), set out the Government's priority to 'encourage sustainable local travel and economic growth by making public transport, cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion'. It also saw the creation of the Government's Local Sustainable Transport Fund, a £560 million fund over four years to enable local authorities to deliver local solutions.

At the local level, Cambridgeshire's *Local Transport Plan* (2011-2026) has identified 'making sustainable modes of transport a viable and attractive alternative to the private car' as a key challenge and aims to improve the environment for pedestrians, cyclists and public transport users and reduce the transport impact on the natural environment. A successful bid to the Local Sustainable Transport Fund has seen Cambridgeshire receive £5 million to promote and facilitate sustainable travel, a clear indication of the counties commitment to facilitating a sustainable transport future for Cambridgeshire as a whole.

Work-related travel, whether for commuting or business, forms a significant proportion of personal travel, accounting for 27% of the total distance travelled in the UK. Consequently, reducing the number of work-related journeys and encouraging modal shift for work-related journeys, has significant potential to contribute to the greening of our transport system. Huntingdonshire District Council recognises the crucial role employers have in encouraging modal shift to reduce congestion, improve air quality and contribute to the healthier lives of residents of the District. As such, this

Travel Plan will aim to reduce the car dependency of the organisation by encouraging the uptake of more sustainable alternative modes of transport.

## 2.0 Existing Travel Situation

### 2.1 Introduction

This section provides an overview of our organisation and the current travel situation at both our sites at Pathfinder House and Eastfield House.

### 2.2 Our Organisation

Huntingdonshire District Council is located in Huntingdon in the south west of the county of Cambridgeshire. Situated alongside the A14, a major strategic route for international heavy goods vehicles and local traffic and with rail links to the surrounding area via the East Coast Mainline, the organisation is well connected to the wider District and beyond.

Huntingdonshire District Council is a large employer in the District with approximately 1,100 employees. Around 573 employees are based at our two main sites in Huntingdon, at Pathfinder House (372) and Eastfield House (201). The remainder are based at outlying sites including the five One Leisure sites at St Ives (129), Huntingdon (96), St Neots (123), Ramsey (45) and Sawtry (44), our Customer Service Centre at Speke House (22) and smaller offices in Ramsey, Yaxley and the other market towns.

As a Local Authority, Huntingdonshire District Council is responsible for a wide range of service areas within the District, some of which require regular work journeys, often by car, to the surrounding areas. Furthermore, as a result of the largely rural characteristic of the District, employees are widely dispersed, car dependency is high and the feasibility of walking and cycling for many is limited.

However, a flexible working framework has enabled employees to balance their work-life commitments while maintaining an acceptable level of service. This arrangement has the added benefit of making public transport more feasible.

Nevertheless, there remain a range of transport issues for the organisation which can be summarised as follows:

- High car dependency associated with travel within a rural District
- Poor perceptions of public transport availability and feasibility
- Limited take-up of walking and cycling
- Traffic congestion in the historic market towns and on major routes such as the A14
- The cost of essential business travel by employees
- The environmental impact and financial cost of fleet vehicle operation



## 2.3 Current Trends in Staff Travel Behaviour

### 2.3.1 Travel to Work Survey

The annual Travel to Work survey provides a snapshot of how Huntingdonshire District Council employees are travelling to work. Respondents are asked to complete the survey, based on their travel behaviour over a specified one week period, and the results are thereafter used to inform a range of promotional campaigns undertaken throughout the year by Huntingdonshire District Council's Environment Team.

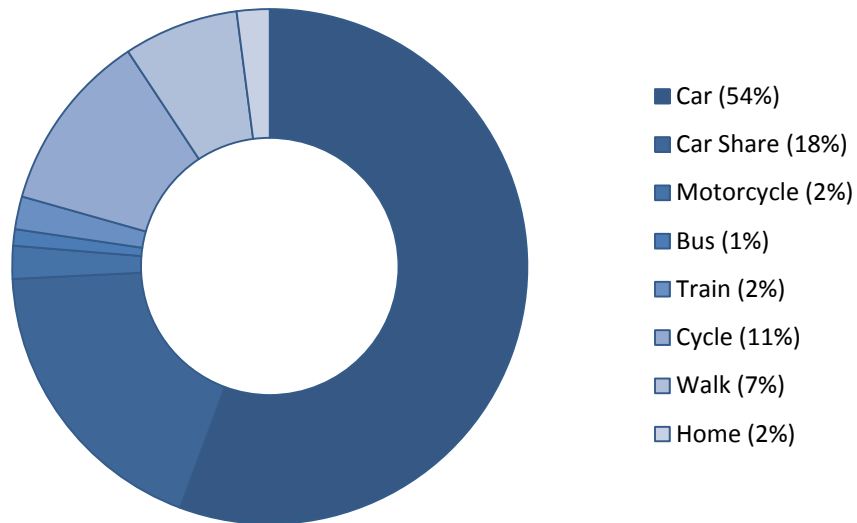
The results from the Travel to Work Survey's covering the period of the previous Travel Plan (2006/07 to 2011/12) can be seen below in Table 2.1.

**Table 2.1:** Huntingdonshire District Council Staff Mode Share (Percentage)

	2006	2007	2008	2009	2010
<b>Car</b>	64.1	62.8	50.7	50.5	50.3
<b>Car Share</b>	18.5	12.1	17.5	18.5	15.8
<b>Motorcycle</b>	0.7	0.7	1.2	2	2.1
<b>Bus</b>	1.6	1.1	1.5	1.9	3.4
<b>Train</b>	1.3	3.7	3.3	3.6	1.1
<b>Cycle</b>	4	6.5	0.7	10.8	14.5
<b>Walk</b>	7	8.4	10.1	8.4	8.3
<b>Home</b>	1.2	3.1	2.9	2	3.4

Table 1 demonstrates the progress made on a variety of modes with the implementation of the previous Travel Plan (2006/07 to 2011/12). For instance, since 2006, sole occupancy car travel saw a 14% reduction, while the percentage of employees cycling to work has increased by 10%. However, less significant progress has been made with other transport modes. While car sharing amongst staff has decreased by 2.7%, the number of staff travelling by bus has increased by only 1.8% and the number walking by only 1.3%.

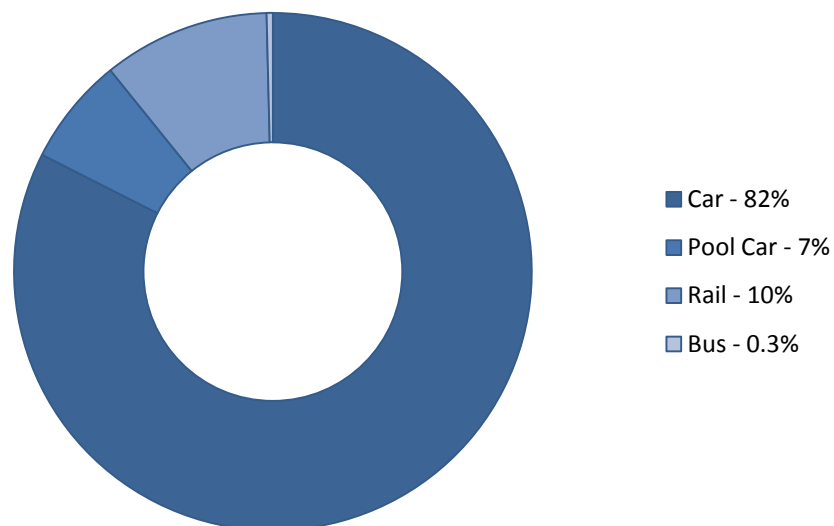
In order to set challenging yet achievable objectives for the period of the Travel Plan (2012/13 to 2017/18), the baseline year for data was established as 2011. Correspondingly, the results from the most recent Travel to Work survey (2011) can be seen in Figure 2.1.



**Figure 2.1:** Huntingdonshire District Council Employee Mode share (2011)

### 2.3.2 Business Travel

Business travel forms a significant part of the daily working of the Council and also contributes substantially to our environmental impact. The majority of employees at Huntingdonshire District Council undertake business journeys throughout the year; however, some employees are more regular business travellers and therefore pose an essential target group for modal shift.



**Figure 2.2:** Business Mileage by Mode (2011)

As data from Figure 2.2 suggests, employees travelled 435,465 miles by private car for business travel in 2011/12 producing 142 tonnes of CO<sub>2</sub>e. In contrast, employees travelled 35,561 miles by pool car (producing 7 tonnes of CO<sub>2</sub>e), 55,018 miles by rail (producing 5 tonnes of CO<sub>2</sub>e) and 2054 miles by bus (producing 0.6 tonnes of CO<sub>2</sub>e).

There is evidently considerable scope to encourage modal shift for business travel towards more sustainable forms of transport which produce fewer greenhouse gas emissions and reduce road congestion on local routes. In particular, and with 12% of business journeys conducted by pool car less than 5 miles in length, there are significant gains to be made by increasing the number of employees travelling by cycle. Furthermore, with pool car availability in 2011/12 at 49%, there is sufficient availability to encourage more employees to travel by pool car, freeing up their commute to be taken by other modes besides the car.

### 2.3.3 Postcode Mapping

As part of the Council's involvement in the Travel for Work Partnership, a mapping exercise was undertaken to identify the distribution of employee home addresses. The aims of the exercise were twofold: to provide a tool to assist in the more accurate targeting of Travel Plan actions by the Environment Team, and to provide a visual aid to easily inform employees of their most feasible transport options.

The postcode mapping exercise has revealed the feasibility of three key travel options for a large proportion of our employees:

- **Walking** – Up to 10% of Huntingdonshire District Council employees live within 1 mile of their workplace, a distance easily reachable on foot.
- **Cycling** - Over 41% of employees live less than 5 miles from their workplace, a distance widely considered to be easily cycle-able in around 30 minutes.
- **Car Sharing** – Maps demonstrate clustering of employee's home postcodes with large clusters in St Ives and St Neots, and smaller clusters in Ramsey, Peterborough, Cambridge and March. A high concentration of employees living within close proximity of one another is extremely conducive to encouraging car sharing.

The information gathered as part of the postcode mapping exercise was also able to provide a useful insight into the potential carbon and financial savings from various mode shift options. For instance, if 50% of the employees travelling from the six car share cluster areas shared their journey with one other employee, up to 167 tonnes of CO<sub>2</sub> could be saved annually, saving employees up to £150,895 in commute-related expenditure. Similarly, if employees living within 5 miles of their workplace commute by either cycle or on foot, between 221-382 tonnes of CO<sub>2</sub>, depending on the car engine size and fuel type, could be saved.

## 3.0 Objectives, Targets and Indicators

### 3.1 Introduction

This section outlines the overarching objectives for our Travel Plan alongside the targets we will seek to meet over the period covered by the Travel Plan.

### 3.2 Objectives, Targets and Indicators

Objective	Target	Baseline	Five Year Target
<b>To reduce local traffic and road congestion</b>	Reduce the proportion of journeys to work undertaken by single occupancy car	54%	45%
	Increase the proportion of journeys to work undertaken by car sharing	18%	20%
	Increase the proportion of journeys to work undertaken by public transport	3%	4%
<b>To reduce transport-related greenhouse gas emissions</b>	Reduce greenhouse gas emissions from fleet vehicle operation	1,320 tonnes CO <sub>2</sub> e	925 tonnes CO <sub>2</sub> e
	Reduce greenhouse gas emissions from business travel	148 tonnes CO <sub>2</sub> e	104 tonnes CO <sub>2</sub> e
<b>To improve the wellbeing of Council employees</b>	Increase the proportion of journeys to work undertaken by cycle	11%	14%
	Increase the proportion of journeys to work undertaken on foot	7%	8%
	Increase the proportion of business journeys undertaken by cycle	*	1%
<b>To deliver financial savings through a reduction in business mileage</b>	Increase the proportion of employees routinely working from home	2%	4%
	Reduce miles travelled on business	528,099 miles	475,289 miles
	Increase the proportion of business mileage undertaken by pool car	7%	12%
	Increase the proportion of business mileage undertaken by public transport	10.3%	15%
	Decrease the proportion of business mileage undertaken by private car	82%	72%

\*Data Unavailable

## **4.0 Roles and Responsibilities**

### **4.1 Introduction**

This section identifies the employees and departments responsible for coordinating, implementing and overseeing the Travel Plan and its measures.

### **4.2 Travel Plan Co-ordination**

The responsibility for Travel Plan development and coordination will fall to the Council's Environment Team, based within the Environmental Management section. In conjunction with other services, the team will be responsible for overseeing and implementing many of the measures outlined in the Travel Plan, which will include:

- Encouraging commitment and support from staff
- Implementing an effective marketing campaign of the Plan and its measures
- Coordinating data collection and monitoring

### **4.3 Employee Involvement**

Consultation on the issues contained within the Travel Plan has taken place through discussions with our internal Environmental Resource Efficiency Group (EREG). EREG consists of a group of employees from a range of service areas who meet quarterly to analyse, monitor and target the Council's energy, water and fuel consumption in order to reduce the Council's carbon emissions and expenditure. The key issues, objectives and measures identified by the Travel Plan have been presented to the group, and feedback, ideas and comments fed back into the Travel Plan itself.

Throughout the Travel Plan period, employees from a range of service areas will be involved in the implementation of many of the measures outlined through the Council's environmental group Green Force. Green Force is made up of representatives from teams across the Council who work in partnership to plan and coordinate a series of environmental campaigns and projects to change behaviour within the organisation. The Environment Team will work closely with Green Force Reps to raise awareness of the initiatives, campaigns and measures outlined in the Travel Plan.

### **4.4 Member Involvement**

The updated Travel Plan will be presented to the Council's Overview and Scrutiny Panel (Environment and Well Being) and Cabinet for final approval.

### **4.5 Support from Partners**

Huntingdonshire District Council is a member of the Cambridgeshire Travel for Work Partnership, a county-wide not-for-profit partnership dedicated to working with employers to deliver sustainable travel to work solutions. With over 100 members from the public and private sectors across

Cambridgeshire, our involvement in the partnership provides access to a wide range of resources and assistance in the implementation of our Travel Plan. Further, and as part of our work with the Cambridgeshire Travel for Work Partnership, the Council is also a member of the Huntingdon Travel for Work Cluster, working with large employers in the more local area. We will continue to work with both Cambridgeshire Travel for Work and within the Huntingdon Travel for Work Cluster to develop local transport solutions for our employees and in the implementation of the Travel Plan.

## 4.6 Communication

Ensuring the Travel Plan is communicated effectively will be essential in influencing a change in travel behaviour. As such, the Travel Plan will be promoted in the following ways:

- **Summary Leaflet** – An outline the key objectives and measures of the Travel Plan to be sent to all employees and councillors.
- **Intranet Site**– Publish the Travel Plan, including news and updates, on a dedicated Travel Plan webpage.
- **News** – Feature Travel Plan news in external publications including the Council’s Green News page in the News & Crier.
- **Website** – Publish the Travel Plan on the public website [www.huntingdonshire.gov.uk](http://www.huntingdonshire.gov.uk) to enable employees and members of the public to consider their travel options to site.
- **Induction** – Provide Travel Plan information during the induction stage for new employees.
- **Events** – Hold regular profile-raising events at appropriate times to coincide with national campaigns.

## 5.0 Package of Measures

### 5.1 Introduction

This section sets out the package of measures which we will introduce in order to change behaviour and encourage more sustainable travel to and from our sites, both for commuting, and during the course of business.

### 5.2 Walking

With 16% of Huntingdonshire District Council employees living within 2 miles of their workplace, walking is a healthy and feasible alternative to the use of motorised transport. Not only will increasing the proportion of employees walking to work reduce congestion on local roads, it will also reduce transport-related greenhouse gas emissions. For instance, if all 160 employees living in Huntingdon walked to work, the emission of 42-74 tonnes of CO<sub>2</sub> could be avoided each year.

In order to encourage more employees to walk to work, the following initiatives will be undertaken:

- **Route Maps** – Provide links to and make employees aware of walking route maps identifying walking routes to and from our sites at Pathfinder and Eastfield House.
- **Campaigns** - Implement ‘Walk to Work’ campaigns to engage staff.
- **Buddying** - Promote a ‘buddying’ scheme so staff have company on their journey to work.
- **Organised Walks** - Organise lunchtime walks to improve health amongst employees.

### 5.3 Cycling

It is widely agreed that cycling provides a range of benefits which include financial savings combined with improvements in health and wellbeing. Cycling is already a relatively popular mode of transport for employees at Huntingdonshire District Council with 11% of employees cycling to work in 2011. Nevertheless, with 41% of employees living within 5 miles of their workplace, there is significant scope and infrastructure to increase cycling to work further.

For instance, Huntingdon is well connected to the surrounding areas via a series of National Cycle Routes leading through Alconbury, St Neots, Buckden, Brampton, Godmanchester and Fenstanton and Cycleways leading through Sapley, Hartford, Hinchingsbrooke and St Ives (Appendix 1). Furthermore, with planned route upgrades to improve the connection between Huntingdon and St Ives, a major cluster of residence for our employees, increasing the mode share of cycling amongst Huntingdonshire District Council employees has been an ongoing priority, with measures to facilitate cycling already embedded within the organisation:

- Secure and covered cycle parking at Pathfinder House and Eastfield House.
- Shower, changing room and locker facilities at Pathfinder House and Eastfield House.
- Bicycle allowance of 20p per mile for staff using their own cycle for business trips.

- Cycle to Work salary sacrifice scheme available to employees.

Nevertheless, with significant scope for increasing the number of employees travelling to work by bicycle, Huntingdonshire District Council will continue to support cycling through the following measures:

- **Route Improvements** – Continue to upgrade local cycle networks to improve connections throughout the District.
- **Procure** – Procure a new cycle to work salary sacrifice scheme provider to increase the level of service and cycle availability to employees.
- **Cycle Scheme** - Continue to offer employees the opportunity to purchase a cycle through a salary sacrifice cycle to work scheme.
- **Mileage Allowance** – Raise awareness of and encourage employees to claim bicycle mileage allowance.
- **Cycle Training** - Offer the opportunity for employees to undertake cycle training.
- **Buddying** - Promote a ‘buddying’ scheme to encourage new cyclists.
- **Cycle Maps** – Provide cycle route maps for the local area and promote cycle route planning websites including [www.cyclestreets.net](http://www.cyclestreets.net).
- **Maintenance** – Promote the availability of an onsite Bike Doctor as part of the annual National Bike Week promotion.
- **Promotional Events** - Highlight the feasibility of cycling to relevant employees via a series of promotional events and campaigns.

## 5.4 Public Transport

Both Pathfinder House and Eastfield House are situated within easy reach of both Huntingdon’s railway station and bus station with links to the surrounding areas (Appendix 2). However, as the previous Travel to Work surveys have demonstrated, the use of public transport by Huntingdonshire District Council employees is extremely low. While a range of bus services are available serving the areas surrounding Huntingdon, the rural, low density character of the District means services are often infrequent and indirect. Train travel is also underused by employees, despite fast links to Peterborough (17 minutes) and St Neots (8 minutes) from Huntingdon Railway Station.

Nevertheless, with the recent extension of busway services to Hinchingsbrooke, and with the planned route improvements to develop the pedestrian and cycle connection between Huntingdon town centre and the railway station, the potential to increase usage of public transport modes in the area is encouraging.

Accordingly, the following measures will be implemented with the aim of increasing the proportion of employees travelling to work by public transport:



- **Lobbying** - Work with the Huntingdon Travel for Work Cluster to lobby for improved bus services to Huntingdon from the surrounding towns.
- **Route and Timetable Information** - Provide up-to-date public transport route and timetable information to employees via a dedicated travel plan page on the staff intranet.
- **Journey Planning** - Publicise journey planning websites, such as transportdirect.info, via the Council's website and staff intranet.
- **Discount** – Explore the possibility of providing discounts and/or loans for public transport season ticket purchase via our membership with Travel for Work.
- **Rail Warrants** – Raise awareness of the ability to pre-book rail travel through the Council in advance of travel.
- **Interchange Improvements** – Continue to invest in infrastructural improvements to enable effective inter-modal travel.

## 5.5 Car Use

As part of the Council's objective to reduce single occupancy car use, a range of measures have been undertaken since the previous Travel Plan (2006/07 to 2011/12). Huntingdonshire District Council will continue to discourage single occupancy car use via the promotion of alternative modes and the restriction of car parking availability.

### 5.5.1 Car Parking

In 2009, the construction of the new Council headquarters at Pathfinder House, Huntingdon, was completed. As part of the building's design, and with the advantage of easing congestion on the Huntingdon ring road and discouraging car use, all onsite car parking for employees was removed, reducing car parking capacity by up to 200 spaces.

The provision of free car parking in Huntingdon's out of town car parks, at Bridge Place and Riverside, has also been removed and replaced with pay and display parking. A season parking permit scheme has also been introduced to enable employees and members of the public to purchase a parking permit covering four car parks in Huntingdon for a period of either 6 or 12 months. To incentivise the purchase of low carbon vehicles, cars with emissions of 119g/km of CO<sub>2</sub> or less are able to purchase the permit at a discounted rate.

### 5.5.2 Car Sharing

In 2006, Huntingdonshire District Council joined the Cambridgeshire-wide Camshare, a car sharing website matching potential car sharers from across the county. Increasing the proportion of employee's car sharing on their commute to work can provide a range of benefits, both private and public. For instance, individuals can reduce their expenditure on fuel and parking by sharing these costs with one or more passengers while reducing congestion and pollution on some of the Counties most overcrowded roads.

Currently, Huntingdonshire District Council has 22 registered Camshare users of which 20 have registered journeys. It is estimated that these users have saved up to 65,933 miles since 2009, saving 21.7 tonnes of CO<sub>2</sub>. Increasing the number of registered users of Camshare is an essential measure to reduce the number of single occupancy car journeys by the Council's employees. As the postcode mapping exercise identified (Appendix 3), employee home postcodes are largely clustered in six areas, making car sharing to work a feasible option for a large proportion of Huntingdonshire District Council employees.

Various initiatives will aim to increase the number of employees both registering to Camshare, and car sharing with fellow users:

- **Intranet** – Communicate the benefits and opportunities provided by car sharing via the staff intranet facility.
- **Staff Induction** – Work with the HR Department to ensure all new employees are made aware of the scheme.
- **Postcode Events** – Organise a postcode coffee morning to bring together potential car sharers.
- **Promotion** – Organise a range of events to raise awareness and encourage participation.
- **Guaranteed Ride Home** – Provide a guaranteed free ride home for employees in case of emergencies.
- **Parking** – Explore the possibility of providing dedicated car sharing spaces in privileged areas of our car parks.
- **Incentives** – Develop a range of incentives to persuade car sharing on a more regular basis.
- **Permits** – Offer employees the opportunity to share the cost and use of car parking permits.

### 5.5.3 Smarter Driving

Encouraging smarter driving is one of the cheapest and easiest ways to improve fuel consumption to reduce carbon, save money and decrease accident rates. Not only will encouraging employees to drive smart reduce the carbon footprint of the organisation, it will also save our employees money in both fuel and wear and tear. By limiting engine idling, reducing excessive gear changes and harsh braking and properly inflating tyres, employees can reduce their fuel consumption, whilst commuting and during the course of business, by up to 15%.

At Huntingdonshire District Council, we will encourage smarter driving techniques in the following ways:

- **Training** – Build on the success of previous eco-driver training events to offer access to training to a wider range of employees.
- **Online Training** – Encourage employees to access the online training portal and take part in the eco-driver training constructed by the Information Management Department.
- **Campaigns** – Raise awareness of smarter driving techniques with information provided through promotional campaigns.

#### 5.5.4 Low Carbon Vehicles

As part of the Council's commitment to reducing transport-related greenhouse gas emissions, we will seek to encourage a shift towards low carbon and alternative fuel vehicles amongst our employees in the following ways:

- **Parking Permit Scheme** – Raise awareness of the Council's car parking permit scheme which offers a discount to employees and members of the public driving cars emitting less than 120g/km of CO<sub>2</sub>.
- **Electric Vehicle Charging Points** – Explore the possibility of installing electric vehicle charging points at our main sites at Pathfinder House and Eastfield House, and at selected Council car parks across the District, in line with available government funding.

### 5.6 Reducing the need to travel

#### 5.6.1 Home Working

As part of Huntingdonshire District Council's commitment to reduce the impact of our transport-related activities and promote a healthy work-life balance, home-working was introduced for relevant employees prior to 2005. As part of this arrangement, staff are able to work from home during agreed periods, with the benefit of reducing their work-related travel.

To increase security, the Council have successfully implemented the appropriate technology to support effective home-working in the form of Citrix, a secure way for staff to work from home.

#### 5.6.2 Flexible Working

Flexible working is actively encouraged, as set out in the Flexible Working Hours Framework available on the staff intranet, with employees able to work flexibly to accommodate childcare and other arrangements. Not only does flexible working encourage a healthy work-life balance, it also increases the feasibility of various sustainable travel options including car sharing and public transport. Adjusting the timing of essential journeys can also significantly reduce congestion on major roads during peak periods. The Council will continue to actively encourage and promote the option of flexible working amongst its employees.

#### 5.6.3 Alternative Ways of Working - Tele-conferencing

In order to reduce the need to travel on the course of business, the Council have implemented a range of technologies to enable conference calling, available on any telephone throughout the organisation, including in bookable meeting rooms.

In order to further facilitate the uptake of alternative ways of working, the Council will:

- **Awareness** – Raise awareness of the availability of conference calling through information available on the staff intranet.

- **Information** – Provide a link to guidance and user information on the Travel Plan intranet site.
- **Improvements** – Continue to improve tele-conferencing facilities in line with advances in technology

#### 5.6.4 Recruitment and Relocation

The recruitment of new employees presents an opportunity to encourage the use of sustainable transport modes to the workplace, and, to reduce the need to travel altogether through encouraging local relocation.

- **Local Information** – Provide new starters with information on the local residential areas to encourage local relocation.
- **Sustainable Transport Information** – Provide new starters with information on options for sustainable travel throughout Huntingdonshire.
- **Corporate Travel Plan** – Direct new starters towards the Corporate Travel Plan page on the Huntingdonshire District Council website.

### 5.7 Business Travel

As a Local Authority providing services in a range of different areas, business travel is often essential. Carefully managing and monitoring our business travel is therefore a crucial aspect of the Travel Plan. A variety of measures have been implemented to influence business travel behaviour across the organisation:

#### 5.7.1 Pool Cars

In 2007, the Council introduced a fleet of pool cars for use by members of staff on business journeys. The fleet are available to book by staff through the Council's internal intranet and journeys are charged at 50p per mile. The fleet consists of:

- Three Toyota Yaris' with CO<sub>2</sub> emissions of 119g/km
- One Toyota Pruis Hybrid with CO<sub>2</sub> emissions of 104g/km

The current fleet of pool cars has proven popular amongst employees with all four cars used at least once on 126 out of 249 standard working days.

The management of the pool car fleet has now been transferred to the Operations Division who will explore the options for upgrading the current fleet.

#### 5.7.2 Pool Bikes

Alongside the Council's fleet of pool cars, we also supply seven pool bikes for use by employees on shorter business journeys, two located at Pathfinder House and five at Eastfield House. The management of the pool bike fleet at Pathfinder House has now been transferred to the

Environmental Management division who are responsible for bike maintenance, safety and servicing, with inspections carried out on a monthly basis. At Eastfield House, the management of the pool bike fleet remains with the Operations Division who book and maintain the bike fleet. The availability of the pool bikes for business journeys will be reinforced among Huntingdonshire District Council employees along with the following measures:

- **Maintenance** – Maintain and potentially expand the pool bike fleet where appropriate
- **Promote** – Promote the availability of the pool bikes for short business journeys on the staff intranet and through travel-related events throughout the year.
- **Guidance** – Provide guidance on road safety and etiquette to pool bike users.
- **Monitor** – Monitor pool bike use via an employee log book to record journey distance and destination.

### 5.7.3 Employee Car Allowances

In September 2011, a review of the arrangements for employee travel allowances was carried out. The changes made are as follows:

- **Mileage Rates** - Mileage rates for both Essential and Casual car users were changed to the HM Revenue and Customs approved mileage rate of 45p per mile and 25p per mile above 10,000 miles. The mileage rate has therefore been standardised across all engine sizes and no longer favours larger vehicles.
- **Lump Sum Payments** - From September 2012, lump sum payments for Essential car users, paid when users drive over 1,500 miles, will be phased out with users receiving 50% of the sum until April 2013, when thereafter, payments will be completely withdrawn. Hereafter, there will be no distinction between Essential and Casual users.
- **Lease Cars** - From September 2012, no further cars will be leased to staff and those currently leased will continue until the leases expire; the last expiry date is in 2015.

## 5.8 Fleet Vehicles

As a Local Authority providing services to residents over 350 square miles, the operation of fleet vehicles ranging from refuse trucks to gardening and grounds maintenance vehicles, is an essential part of service provision. As such, reducing the environmental impact of fleet vehicle operation will be essential in achieving our objectives of reducing the Council's greenhouse gas emissions and in reducing the cost associated with daily service provision.

Already significant progress has been made, with a 35% reduction in CO<sub>2</sub>e emissions since 2008/09. Nevertheless, with increasingly constrained resources, and significant growth expected across the District in the coming years, behaviour change and ongoing savings, both environmental and financial, will be crucial to ensure effective service provision continues.

With the aim of reducing the environmental impact of the Council's fleet operation, the following measures will be explored:

- **Round Rescheduling** – Rescheduling the rounds undertaken by the Council’s refuse truck fleet to achieve both cost and emissions savings.
- **Smarter Driving** – Explore the possibility of introducing compulsory smarter driver training as part of driver induction.
- **Procurement** – Encourage the procurement of low-carbon and fuel-efficient vehicles in fleet vehicle renewal.

## **6.0 Monitoring and Review**

### **6.1 Introduction**

The Travel Plan is an ongoing process for improvement in our travel behaviour and therefore requires regular monitoring and review of progress. This section sets out the plan for monitoring and review of the Travel Plan over the next five years.

### **6.2 Monitoring**

In order to effectively monitor progress towards the objectives and targets set out in this Travel Plan, various data collection exercises will be carried out throughout the year in order for an annual review to be conducted.

Firstly, the majority of the targets set out in the Travel Plan will be monitored through an annual Travel to Work survey conducted by Travel for Work. The survey monitors employee travel over a one week period in October and will provide up to date information on changes in employee travel behaviour over the Travel Plan period.

Secondly, with respect to the monitoring of business journeys, the Environment Team will continue to collect data on business journey details to include transport mode and journey distance. Pool car usage data will also be collected from the in-car log book to record journey distance and pool bike journeys will be recorded via a dedicated log book.

The monitoring data collected will be analysed and reviewed as part of the annual Environment Strategy Review.

### **6.3 Review**

As stated previously, the Travel Plan covers a period of five years from 2012/13 to 2017/18 and will be reviewed annually. In order to streamline the review process in line with other relevant documentation, the Travel Plan will be reviewed each year as part of the Environment Strategy Review. The completion of an annual review of this kind will allow those responsible to monitor progress towards the targets set out in the Travel Plan and produce an action plan for its implementation for the year ahead.

## 7.0 Financial Issues

### 7.1 Introduction

This section outlines the financial implications of the Travel Plan and the sources of finance required to implement the measures identified.

### 7.2 Financial Issues

As local government is currently facing a testing time financially, we need to work hard with fewer resources to overcome the challenges we face. In this light, it will be essential to work with partners in both the public and private sector to make the most of the opportunities and funding available.

As such, Huntingdonshire District Council will continue to work with the Huntingdon Travel for Work Cluster as part of the Cambridgeshire Travel for Work Partnership. Established in 2011, the Huntingdon Cluster features a range of large local employers including the Cambridgeshire Constabulary, the Environment Agency, Huntingdon Regional College and Hinchingsbrooke Hospital are working together to develop sustainable travel options for their employees. In working with the Huntingdon Cluster, the Council will partner to deliver improvements in local public transport provision, share best practice in active travel promotion and organise events to encourage widespread involvement.

Alongside benefiting from a range of services offered including travel planning assistance, travel-related discounts and advice on sustainable travel promotions, the Council's membership of the Cambridgeshire Travel for Work Partnership will enable us to benefit from Local Sustainable Transport Funding, £5 million of which was recently awarded to Cambridgeshire County Council to support the implementation of a range of transport measures within the A14/A10 corridors over a three year period to 2015 (Appendix 4). As a result, Huntingdonshire District Council will have access to the following services:

- Up to £3,000 match funding to finance cycle stands, pool bikes, improving on-site access, lighting, signs, car drop zones, lockers and showers.
- Free cycle training sessions.
- Free cycle maintenance training sessions.
- Free electric pool bike loans.
- Partial funding for the installation of electric vehicle charging points.
- Event organisation.

Aside from partnership working and external grant funding, resources to implement the measures identified within the Travel Plan will come predominantly from the existing budgets. Where larger scale projects are proposed, such as the replacement of the Council's pool car fleet, they will be subject to approval through the Medium Term Plan (MTP) process in the usual manner.



## 8.0 Action Plan

### 8.1 Introduction

This section sets out the action plan for the implementation of the measures identified in the Travel Plan, and the timescales for data collection, monitoring and review.

### 8.2 Action Plan

Action	When	Who
<b>Walking</b>		
Provide links to, and make employees aware of, walking route maps	Ongoing	Environmental Management
Implement 'Walk to Work' campaigns	Ongoing	Environmental Management
Promote a 'buddying' scheme to staff	Ongoing	Environmental Management
Organise lunchtime walks	Quarterly	Leisure Services
<b>Cycling</b>		
Upgrade local cycle networks to improve connections	Ongoing	Planning Services/ Environmental Management
Procure a new cycle to work salary sacrifice scheme provider	April 2013	Environmental Management
Offer employees cycle purchase via a salary sacrifice scheme	Annually	Environmental Management
Offer cycle training to employees	June Annually	Environmental Management/TfW Funding
Promote a 'buddying' scheme to staff	Ongoing	Environmental Management
Provide cycle route maps of the local area	April 2013	Planning Services
Promote the availability of an onsite Bike Doctor	June Annually	Environmental Management
Highlight the feasibility of cycling via promotional events and campaigns	Ongoing	Environmental Management
Raise awareness of, and encourage employees to claim, bicycle mileage allowance	Ongoing	Environmental Management
<b>Public Transport</b>		
Work with Huntingdon Travel for Work Cluster to lobby for improved bus services	Ongoing	Environmental Management
Provide up-to-date public transport route and timetable information	April 2013	Planning Services
Publicise journey planning websites	April 2013	Planning Services
Explore possibility of providing discounts/loans for season ticket purchase	Ongoing	Environmental Management
Raise awareness of rail warrants	Ongoing	Environmental Management
<b>Car Sharing</b>		
Communicate the benefits of car sharing via	Ongoing	Environmental Management

the staff intranet facility		
Work with HR to ensure all new employees are made aware of Camshare	Ongoing	Environmental Management
Hold postcode coffee morning to partner potential car sharers	January 2013	Environmental Management
Raise awareness of car sharing via series of events	Ongoing	Environmental Management
Develop a range of incentives to encourage car sharing	Ongoing	Environmental Management
<b>Smarter Driving</b>		
Offer employees access to eco-driver training	Ongoing	Environmental Management
Encourage employees to access online eco-driver training portal	Ongoing	Environmental Management
Raise awareness of smarter driving techniques	Ongoing	Environmental Management
<b>Low Carbon Vehicles</b>		
Raise awareness of permit parking discounts for low emissions vehicles	Ongoing	Environmental Management
Explore possibility of installing electric vehicle charging points in Council-owned car parks	April 2013	Environmental Management /Planning Services
<b>Home Working</b>		
Raise awareness and improve attitudes towards home working	Ongoing	Environmental Management
<b>Flexible Working</b>		
Raise awareness of the Council's Flexible Working Policy	Ongoing	Human Resources/ Environmental Management
<b>Tele-Conferencing</b>		
Raise awareness of tele-conferencing via the staff intranet	Ongoing	Environmental Management
Provide a link to guidance and user information on the Travel Plan intranet site	Ongoing	Environmental Management
Improve tele-conferencing facilities in line with advances in technology	Ongoing	Environmental Management
<b>Relocation and Recruitment</b>		
Encourage local relocation to new starters	Ongoing	Human Resources
Provide new starters with information on options for sustainable travel	Ongoing	Human Resources
Direct new starters towards the Travel Plan page on the website	Ongoing	Human Resources
<b>Pool Cars</b>		
Continue to promote the availability of the pool car fleet for business journeys	Ongoing	Environmental Management
Maximise the use of the pool car fleet to minimise the unit cost per mile	Ongoing	Environmental Management
<b>Pool Bikes</b>		
Maintain the pool bike fleet	Ongoing	Environmental Management

Promote the availability of the pool bikes for short business journeys	Ongoing	Environmental Management
Provide guidance on road safety and etiquette to pool bike users	Ongoing	Environmental Management
Monitor pool bike use via an employee log book	Annually	Environmental Management
<b>Fleet</b>		
Undertake a round rescheduling exercise	February 2013	Operations Division
Explore the possibility of introducing compulsory smarter driver training	Ongoing	Operations Division
Encourage the procurement of low carbon and fuel-efficient vehicles	Ongoing	Operations Division
<b>Communications</b>		
Summary leaflet of the key Travel Plan measures to all employees and councillors	November 2012	Environmental Management
Publish Travel Plan on dedicated staff intranet page	November 2013	Environmental Management
Travel Plan news published on staff intranet and external publications	Ongoing	Environmental Management
Travel Plan made available on public website	Ongoing	Environmental Management
Present new employees with link to Travel Plan website	Ongoing	Environmental Management
Hold regular profile-raising events to align with national campaigns	Ongoing	Environmental Management
<b>Monitoring and Review</b>		
Conduct Travel to Work survey	Annually October	Environmental Management
Collect pool car and pool bike usage data	Annually	Operations Division
Collect business mileage claim data	Annually	Human Resources
Review Travel Plan as part of the Environment Strategy Review	Annually June	Environmental Management

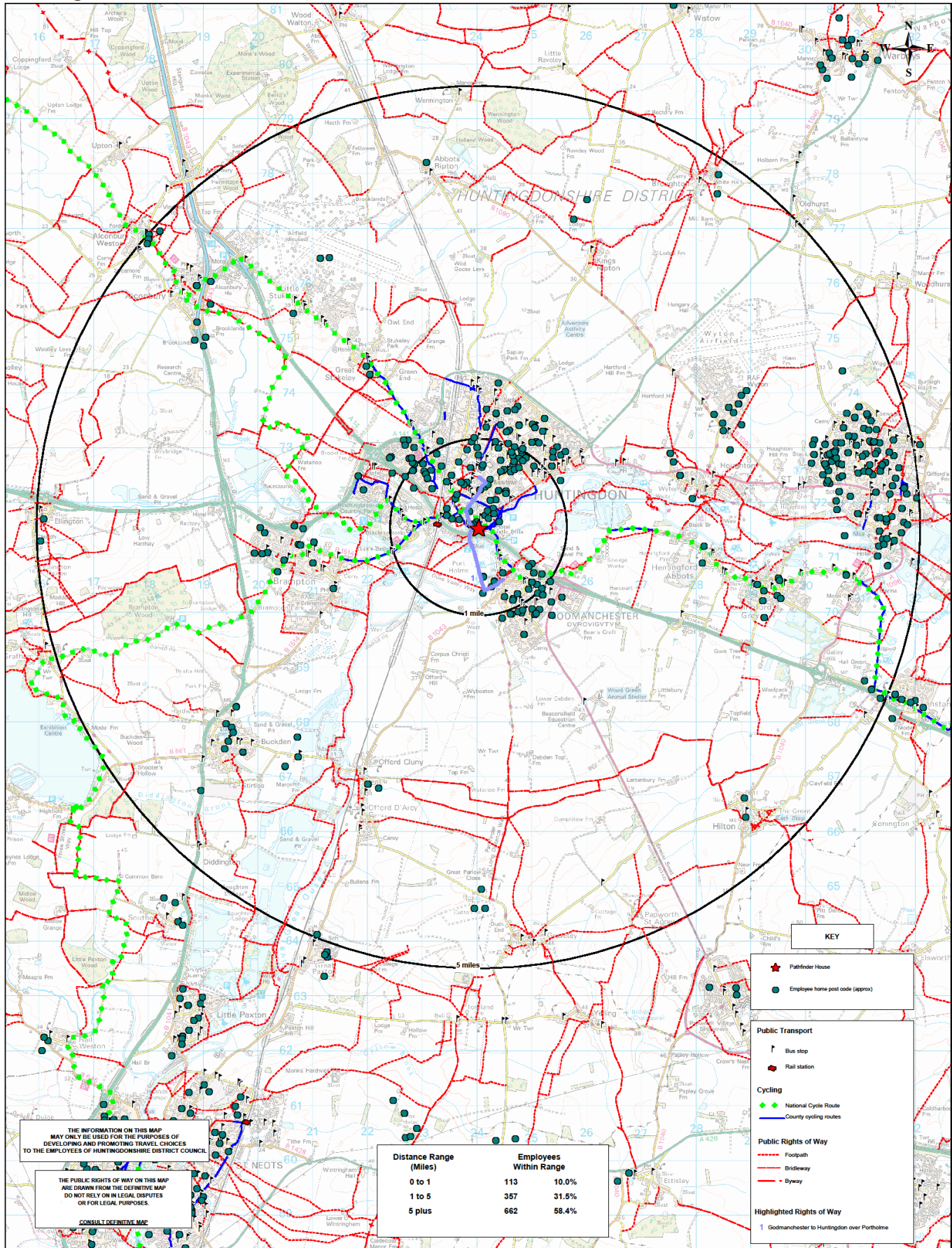
## 9.0 Appendices



# Appendix 1: Local cycle routes and bus stops

## Huntingdonshire District Council

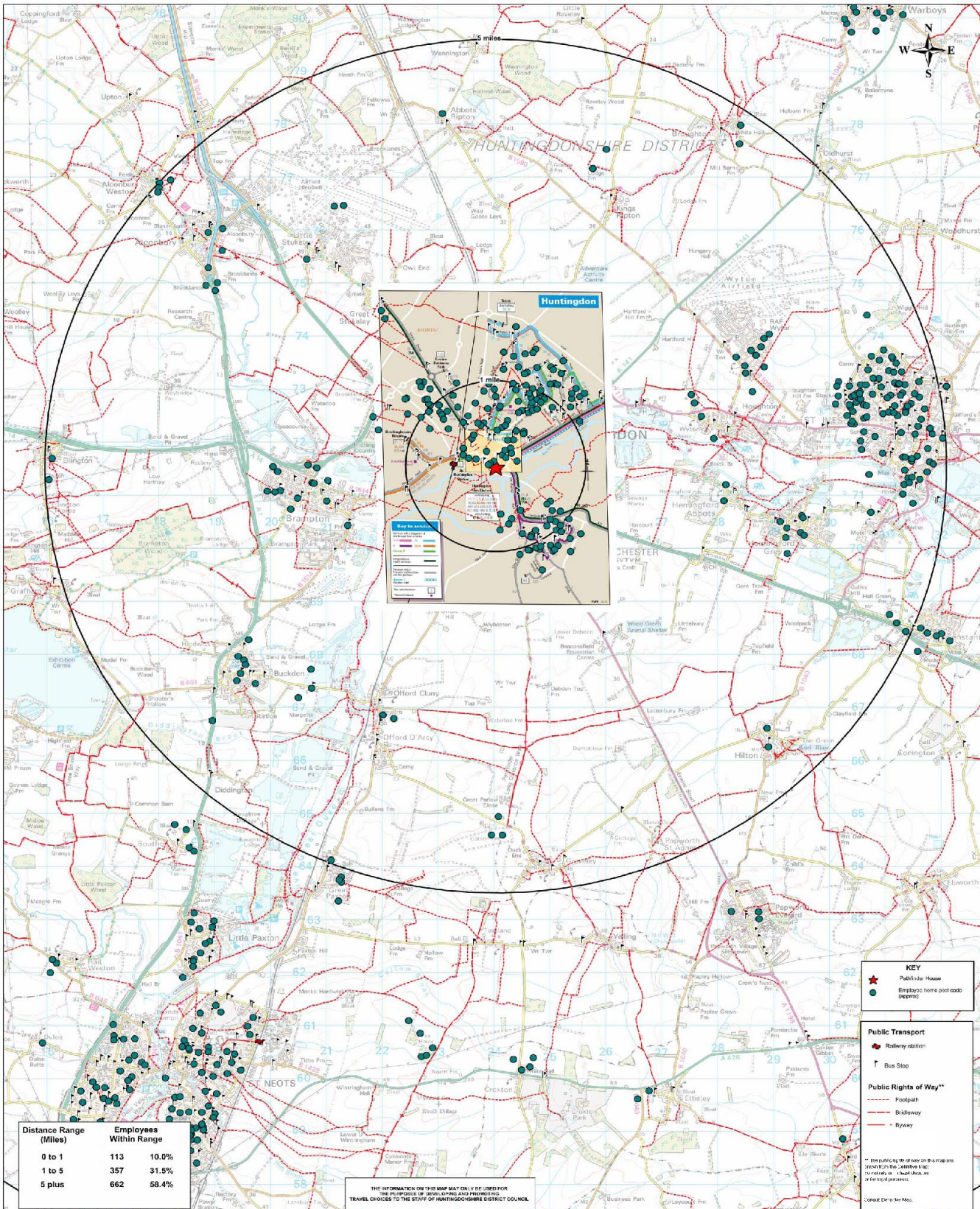
Cambridgeshire County Council





## Appendix 2: Bus stops within 5 mile radius

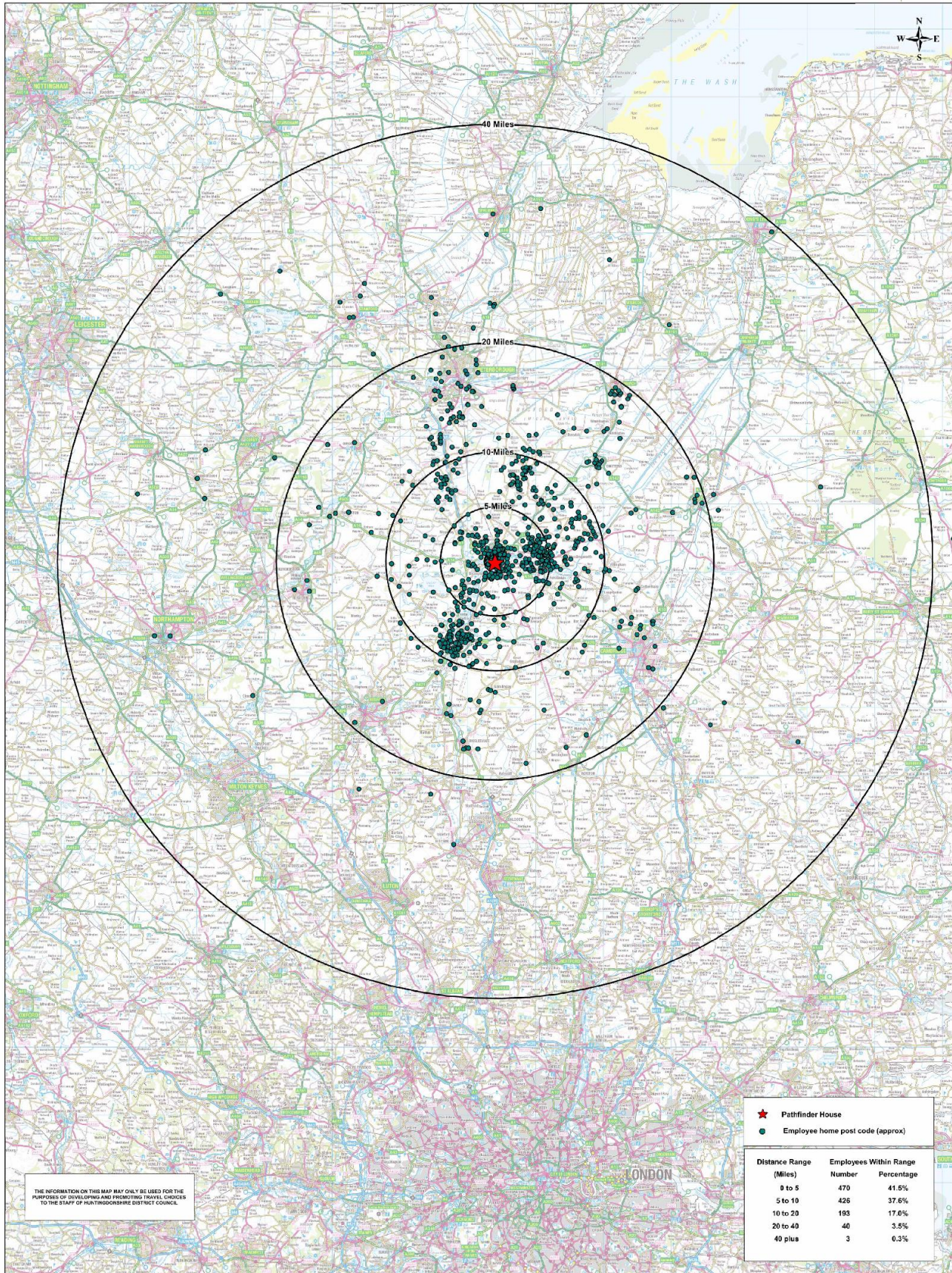
### Huntingdonshire District Council





# Appendix 3: Huntingdonshire District Council employee home postcodes

## Huntingdonshire District Council



THE INFORMATION ON THIS MAP MAY ONLY BE USED FOR THE PURPOSES OF DEVELOPING AND PROMOTING TRAVEL CHOICES TO THE STAFF OF HUNTINGDONSHIRE DISTRICT COUNCIL.

Title: TFW Project  
 Date: 20/07/2012  
 Drg.No.: Map 1  
 Scale: 1:250000  
 © Crown copyright and database rights 2012  
 Ordnance Survey 100033055



Travel for Work, working in partnership with Cambridgeshire County Council.



## Appendix 4: Local Sustainable Transport Fund Area

