



# corporate travel plan

(Business & Commuting)

for Trowbridge Work Based Staff  
A USER GUIDE

*A package  
of measures and  
incentives designed  
to widen travel  
options.*

*October 2003 - October 2006*



**Wiltshire**  
COUNCIL

**TRAVELWISE.**

A package of measures and incentives designed to widen travel options.  
**Helping you to travel and work in a better way.**

**Content**

- Foreword
- Introduction, aims, objectives and targets 1
- Car sharing 2
- Walking, cycling and motorcycling 3
- Public transport 4
- Business travel by car or public transport 5
- Other ways of working 6
- On going consultation, focus groups and user groups 7
- Next steps & actions 8



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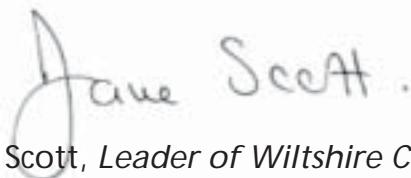
## Foreword

Welcome to the Corporate Travel Plan for Trowbridge work based employees.



The problems of too much traffic on our roads are familiar to us all, but few motorists make the connection between their own travel habits and traffic jams. Cars are an important part of modern life but they are not always the only alternative. The travel plan is not anti-car. But it asks you to balance using your car with other ways of travelling and working. National forecasts predict that traffic levels will grow by a third in the next 20 years. Our rural roads are already feeling this increase in traffic and I'm sure you have noticed it in recent years. However, you can start to make a difference today by joining the Corporate Travel initiatives.

We cannot hope to persuade other employers to reduce their impact on the environment unless we make a success of our own. If all Trowbridge based staff (and that includes Members) commit to using other travel alternatives, then we can all make a success of this Travel Plan and reduce our effect on the environment.



Jane Scott, *Leader of Wiltshire County Council*

**Working towards a more flexible approach to travelling to, from and for work.**

This Travel Plan has the support of the County Council's Corporate Management Team. It is a really important initiative and we hope it will try to set an example for other people to follow. This said, I recognise that it is so much easier for us all to jump in our cars rather than consider an alternative means of transport or perhaps car sharing. I do hope you will take a few minutes to read this Travel Plan and see if there is any aspects within it which could help you to change your practise in the way you travel to and from work.



The County Council has invested quite heavily in this initiative. We are all ware of the need to try and reduce pollution and ease traffic congestion, benefiting all Wiltshire people. If you have any good ideas about how we can develop initiatives to widen travel options, please contact Anik Bennett on 01225 713307.



Keith Robinson, *Chief Executive, Wiltshire County Council*

## Introduction

### What is a Corporate Travel Plan (CTP)

*A package of measures and incentives designed to widen travel options.*

Corporate Travel Plans are an opportunity to raise the awareness of organisations and their employees about the consequences of their travel choices and the benefits of choosing suitable alternatives.

They aim to minimise the impact of travel on the environment whilst at the same time contributing to improvements in:

- congestion
- personal health and fitness
- accessibility for all
- local air quality
- 'greenhouse gas' emissions

This can be achieved by:

- reducing the level of unnecessary travel and
- encouraging those who have to travel to do so in a way that minimises the environmental impact.

### Why do we need a Corporate Travel Plan?

The negative environmental effects from travel related activities are now widely recognised. Equally, the importance for a transport system that meets environmental, social and economic needs is acknowledged. To address these issues, Central Government has published a number of guidelines and new policies to gradually improve travel options and conditions.

At a local level, the Department for Transport is asking Local Authorities to set targets for the adoption of travel plans by local businesses and other organisations, and to set an example by adopting their own plan (Planning Policy Guidance Note 13 – March 2001).

The Wiltshire Local Transport Plan also cites the importance of the Council's travel plan and its contribution towards reducing pollution and congestion on local roads. Green transport issues form part of our Environmental Policy and the Environmental Management System, Task 2, specifically states that we need to: "actively discourage non-essential car usage by staff members and to encourage the increased use of sustainable transport for business use and travel to work."

### What does this mean for us?

As an organisation whose activities will influence the future quality of life in Wiltshire, our intention is that this initiative will assist other organisations and individuals to adopt a similar approach, by following our best practice example. Enabling people to carry out their everyday activities whilst reducing the need to travel can make a significant environmental contribution. However, it is recognised that this will not

happen overnight. Currently, about 68% of employees drive to work in a car on their own. If we reduced these journeys by 20%, for example by encouraging people to car share or to use other modes just one day a week, the results would benefit us all. We would also be in a strong position to encourage other employers in Wiltshire to do the same. In response to this, the CTP aims to achieve the objectives and targets listed below.

## Aims, objectives and targets of the Corporate Travel Plan

Following a wide and ongoing consultation with all staff, the plan has been tailored to meet both individual circumstances and the needs of the Council. It sets out a series of themes, which, over a three year period, will enable employees to make considered choices about how and why they travel both to and from work, and during work. The general aims are:

- To reduce the number of car journeys and promote the sensible use of cars.
- To increase the use of shared cars, public transport, cycling and walking.
- To set an example, and promote good practice to other local employers and the community.
- To encourage links with similar plans in other organisations.
- To set targets and time scales for achieving these aims.

### These themes cover the review of:

- Improvements for car sharing
- Improvements for pedestrians, cyclists and motorcyclists
- Improvements for public transport
- Car usage on business travel
- Flexible working with e-technology

### The 4 T's

The targets are set according to 4 main modes of travel. Tools to reach each of these targets are identified together with the mechanism for monitoring.

Travel Mode	Tools	Target	Test
Car sharing	Car Sharing Scheme and reserved car parking spaces.	Increase in staff car sharing to work from 12% to 20%.	Monitor usage of scheme and reserved parking spaces + annual staff travel survey.
Walking, cycling and motorcycling	Cycle store, personal lockers, showers and changing facilities.	Increase the number of staff who walk, cycle and use moped/motorcycles from 17% to 25%.	Monitor usage of facilities + annual staff travel survey.
Public transport	Discounted bus season tickets. Information, publicity and promotion.	Increase the number of staff who travel to work by public transport from 3% to 6%.	Monitor usage of discounted bus season tickets + annual staff travel survey.
Business travel by car	Pool cars, rail warrants.	Drop in miles per FTE in private car by 5% p.a.	Monitor claims for travelling expenses + rail warrants.

## Travel Mode — Car Sharing

### Target

Target	Baseline 2002	Target 2004	Target 2006
Increase in employees car sharing to work	12%	15%	20%

## Tools — Facilities and Incentives

### Car Sharing Scheme



It is no doubt true that most staff who travel to work by car each morning are aware of the escalating costs of motoring and the stress that results from battling through traffic jams. These are just two of the reasons why Wiltshire County Council has introduced a car sharing scheme.

Joining the scheme is easy; simply complete the registration form enclosed, which asks for basic details such as where you are travelling to and from and at what times. These details are then cross-matched against other members whose car-sharing requirements may complement your own. When you feel that you have identified a potentially suitable car-sharing partner, you can then choose to make contact to discuss a possible arrangement. There is of course no obligation to enter into any arrangement that you are not totally happy with and you are free to leave the scheme at any time.

### Guaranteed Ride Home

If for some reason you are left without a lift to go home, don't worry! There is an emergency measure. A "Guaranteed Ride Home" is paid for by the Council and is an incentive for you to car share and feel that you can rely on a free taxi to go home in cases of emergency, e.g. if your lift giver is unexpectedly required to work late or if a child falls ill.

### If you are the "driver"

You should inform your insurance company that you are car sharing. This will not increase your insurance costs. Indeed most motor insurance companies will cover you to carry passengers to and from work. However, your insurance would become invalid if you charge passengers more than their share of the running costs.

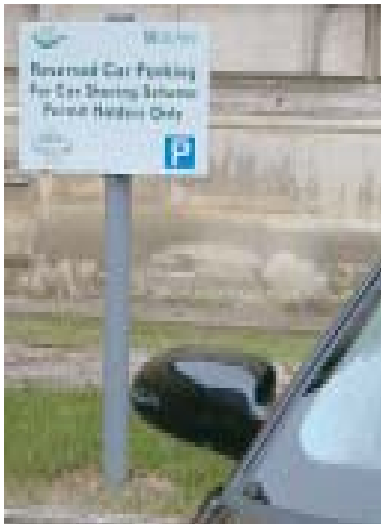
## If you decide to charge your passengers

You can do so, as long as you do not make a profit from the charge. Alternatively, you can take it in turns to drive your own cars so that the costs will be equally shared.

If you do agree to charge for journeys, the charge must not be more than the running cost of the car (to cover fuel, oil, tyres, servicing, repairs and replacements), plus parking charges, plus, maybe a nominal amount for 'standing charges' such as road tax and insurance.

## Reserved car parking for car-sharers!

One of the best advantages of participating in the Car Sharing Scheme and driving to work with more than one person, is that you will get a guaranteed prime location parking space. To qualify for a "FIT Car Share" permit, you must be a member of the scheme, and sign up to car sharing at least two journeys a week.



The reserved spaces are located as follows:

- 10 at the back of main County Hall Building
- 5 in the Record Office car park
- 5 in the Library car park

These reserved spaces are to be used by participants only, and only on days you are car sharing. Usage is monitored and any participants abusing the scheme will lose their special parking permit.

Half of the reserved spaces are allocated to car sharers with a time restriction of 7:00 am to 10:30 am, so that if the spaces are not used by 'FIT Car Share' permit holders by 10:30 am, they can be used by any other staff. The other half of the reserved spaces have no time restrictions and will be available to participants of the scheme only, as clearly shown by the signs. The number of reserved parking spaces will gradually increase or decrease to meet demand.

## "Whistle blower"

If you notice any cars parked in the reserved spaces who do not have a permit, please blow the whistle! Call: 01225 713307 – we will get them out!

## On-line Car Sharing

You will soon be able to look for your own matches on the Internet. We are looking into introducing a "Countywide Car Sharing Scheme" to enable you to do your own searches, from your desk. Watch this space!

## Travel Mode — Walking, cycling and motorcycling

### Target

Target	Baseline 2002	Target 2004	Target 2006
Increase the number of staff who walk, cycle and use mopeds/motorcycles.	17%	20%	25%

### Tools — Facilities and Incentives

#### Showers and changing facilities

Showers and changing facilities are available in the main building of County Hall. Please see inset map for location. The facilities include all you need to shower, change and dry wet clothes.



#### Personal Lockers

Lockers are available for walkers, cyclists and motorcyclists. They are located at various places on the County Hall campus including:

- On the ground floor of MECH, rear entrance near 'Design and Print';
- On the ground floor of the old County Hall, at the far end entrance, through the door to the conference room;
- By the main entrance of the Records Office, near the stairs;
- Near the main entrance of East Wing, by the stairs.

To qualify for a locker, you must:

- Be an employee of WCC.
- Be committed to using a sustainable mode of transport for commuting to and from work.
- Pay a refundable deposit of £5.00 for your key.

#### Personal strobe alarms available

Personal strobe alarms, Walk Easy, are available as a reassurance and to give you more confidence in walking or cycling to work. The alarms are very small and can be carried easily in a handbag or clipped to a belt or pocket. They are recommended by the police and security advisors.

To qualify for a personal alarm you must:

- Be an employee of WCC.
- Be committed to using a sustainable mode of commuting to and from work.
- Pay a refundable deposit of £5.00 for your alarm.

## Bicycle, Moped and Motorcycle Parking

Cycle parking is available on County Hall Complex, please see inset map for location. The main cycle storage area is enclosed and secured, and provides storage for mopeds and motorcycles as well.

### Cycle mileage

The cycle mileage rate is 40p per mile. This incentive was introduced to encourage staff to cycle for short business trips and therefore help towards reducing car usage for trips made on County Council business.



### Pool Bikes

Pool bikes are available and stored in the dark green bicycle lockers in the courtyard, opposite the post room. Each locker is numbered and contains:

- Locker 1 – Ladies Mountain Bike. Equipped with: lights, rear pannier rack, cable lock, tyre pump and Speedo Metre computer.
- Locker 2 – Gents Mountain Bike. Equipped with: lights, rear pannier rack, cable lock, tyre pump and Speedo Metre computer.
- Locker 3 – Folded-up bicycle. Equipped with: lights, rear pannier rack, lock.
- Locker 4 – A small bike trailer (attachable to a bicycle) – ideal for bigger business loads or that lunchtime shopping!



Each locker is equipped with tyre pumps, puncture repair kits, adjustable helmets and reflective vests. You are advised to wear a helmet and reflective vest for your own safety. If you find that you use the pool bikes regularly, you may consider using your own cycle helmet, as

a well fitted helmet will provide more protection in case of an accident. The bicycles are serviced regularly to ensure that they are ready to go, as you need them.

Book using Outlook, under “All Public Folders / FIT / Pool Bikes” – you then have the choice of the 3 bikes and trailer which you can book online. Keys for the lockers can be collected from Main Reception. Before taking the bikes out, please read the Guidelines and Code of Practice, located in each locker and on Outlook.

### Adult Cycle Training

In an effort to encourage more people to have the confidence to use their bikes, WCC is offering adult cycle training sessions to all employees who are thinking about returning to cycling or just want a little extra confidence.

If you are interested in any of the above, please contact your Travel Plan Co-ordinator, on 01225 713307, or e-mail [fit@wiltshire.gov.uk](mailto:fit@wiltshire.gov.uk)

## Travel Mode — Public Transport

### Target

Target	Baseline 2002	Target 2004	Target 2006
Increase the number of staff who travel to work by public transport	3%	4%	6%

### Tools — Useful Information and Incentives

#### Bus



County Hall is only a few minutes walk from the main town centre bus stops. Full details and times of all bus services are available from the Wiltshire Bus Line on 0345 090 899. You can also contact the Public Transport Traveline on 0870 608 2608 or [www.traveline.org.uk](http://www.traveline.org.uk)

From	Service	Operator	Bus stop location
Bath/ Bradford on Avon	X5/X6	First and Wilts & Dorset	at side of County Hall (Mortimer St.)
Swindon / Devizes	49	First and Stagecoach	at County Hall (Bythesea Rd.)
Salisbury	X4 / X6	Wilts & Dorset and First	at Town Bridge
Frome	234	First	at Town Bridge
Chippenham/ Melksham	234	First and Faresaver	at Town Hall
Westbury/ Warminster	X5 / X6	First and Wilts & Dorset	at Town Bridge

#### Train

County Hall is only 500m away from Trowbridge Railway Station, and it takes just 5 to 10 minutes to walk along Bythesea Road (see inset map).

Details of all train services are available from National Rail Enquiries on 08457 48 49 50 or [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

For 'live departure boards' of Trowbridge train station look on [www.newearth.demon.co.uk/odb/odb.htm](http://www.newearth.demon.co.uk/odb/odb.htm)



## Public Transport Discounts for staff

### On buses

*First Group*, one of the County's major bus operators, and Wiltshire County Council are combining their efforts to promote bus travel for staff commuting to and from work.

The Council is committed to encourage staff to use public transport on a regular basis, and is contributing 25% towards the cost of a season ticket matched equally by First Group, meaning staff can get half price season tickets!

Two types of season ticket are available:

- The **First Avon Plus** (Commuter Card) – Covers unrestricted travel on most First services in and around Bristol, Bath and Weston super Mare.
- The **Farecard** – for unrestricted travel between any two named points on First services.

The table below shows examples of the cost of a full season ticket and money saved with the 50% discount:

Tickets offered to employee at 50% of full price	Full Cost		After Contribution from WCC & First (50%)	
	6 Months	1 Year	6 Months	1 Year
<b>First Avon Plus</b>	£522.00	£964.00	£261.00	£482.00
Farecard from <b>Bath</b> to Trowbridge	<b>First Avon Plus</b> is the cheaper option			
Farecard from <b>B-on-A</b> to Trowbridge	£253.50	£468.00	£126.75	£234.00
Farecard from <b>Chippenham</b> to Trowbridge	<b>First Avon Plus</b> is the cheaper option			
Farecard from <b>Devizes</b> to Trowbridge	£388.70	£717.60	£194.35	£358.80
Farecard from <b>Hilperton</b> to Trowbridge	£169.00	£312.00	£84.50	£156.00
Farecard from <b>Melksham</b> to Trowbridge	£388.70	£717.60	£194.35	£358.80
Farecard from <b>Warminster</b> to Trowbridge	<b>First Avon Plus</b> is the cheaper option			
Farecard from <b>Westbury</b> to Trowbridge	£295.75	£546.00	£147.88	£273.00

Prices are correct at time of going to print.

### On trains

Negotiations with the train operator Wessex Trains have been initiated. We hope to be able to negotiate similar staff discounts as with First Group. More information will soon follow on season tickets discounts for travel on trains.

## Travel Mode — Business Travel by Car or Public Transport

### Target

Target	Target 2004	Target 2006
Drop in miles per FTE in private car by 5% p.a.	2%	5%

### Tools — Facilities and Incentives

#### Pool Cars available for your business trips

While we wait for a brand new “green fleet” of pool cars, you can use the existing fleet available. It costs your department £15.00 a day, all-inclusive. You need to book ahead – first come, first served!

For information and booking please contact Catherine Coll (Tel: 01225 713273), or Andy Hutchinson (Tel: 01225 713377).

#### Rail Warrants

Travelling by train to business meetings or seminars makes a lot of sense. It can give you peace of mind by not having to concentrate on the road and parking and enables you to make the most of your working day as you can work on the go! The ability to pre-book your rail travel through the Council can give you an added benefit as you don't have to pay in advance, then wait until the next pay day to be reimbursed.

To pre-book your rail travel and order rail warrants, please contact Cassandra Rogers, Finance and IT (Tel: 01225 713636), or if you work in Environmental Services, please contact Freddie Phillis (Tel: 01225 713364). Please give 3 days notice of travel.

Details of all train services are available from National Rail Enquiries on 08457 48 49 50 or [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

#### GroupSave on Wessex Trains

If you are travelling with colleagues to a meeting or seminar by train, please note that Wessex Trains offer a GroupSave ticket, which allows small groups of three or four adults to travel together for the price of two. It is valid for any journey where a Cheap Day Return is available (i.e. after 9:00am) and the ‘small group’ must stay together throughout both outward and return journeys.

## Other ways of working

### Video Conferencing



Video Conferencing (VC) is available at County Hall. It allows business meetings to be conducted by telephone line, with participants and documents viewed on-screen. VC provides an alternative to driving long distances to meetings, saving both time and money and increasing productivity.

It is very simple to use. VC facilities are located on the first floor of the MECH in the Blue Room. Salisbury District Council and many other

Councils have VC, so if you have colleagues with whom you regularly meet in person, why not try this brand new technology and see what they look like on TV!

As an invitation to use the facilities – it is free! Your business centre won't be charged for it, so no travelling costs, no mileage forms and no wasted time in the car!

***Your VC number is 01225 752584, write it on your business cards!***

For information and booking please contact Andrew Mullens on 01225 713379.

### Tele-Working

Tele-working is a new way of working, which makes the most of IT and reduces the need to travel. Tele-working means that employees work away from the main workplace, either at home or at a satellite office.

Tele-working can bring a number of benefits including:

- Increased productivity of staff due to fewer distractions.
- Time and cost savings for staff owing to a reduced need to travel.
- Staff may find it easier to combine work and family life.
- Environmental benefits – working from home just one day a fortnight will reduce an employee's commuting trips by 10%.

### Tele-working from home

Many people like the idea of working from home instead of commuting. The first question to ask is, "Can my job really be done if I'm based away from the main office?" For example do you need access to files that are still on paper? Do you need access to equipment or systems that can only be used on site? Does your work mainly need quiet concentration or do you need to bounce ideas off your colleagues all the time? You also need to consider your personal style and preferences.



The Council has a home working policy, which looks into working at home arrangements. Home working falls into 3 broad categories:

- 1) Work is based partly at home and partly in the office.
- 2) Work is done from home and regular travel to other sites is a feature of the job.
- 3) Work is done at home, with the home being the main or sole base.

Home working is often a long term working arrangement, however this way of working may also suit an employee who is generally based in a main office, but who needs peace and quiet from time to time to concentrate on specific work tasks.

Issues to consider for working at home include:

- workspace, equipment, telephones, IT connections;
- working arrangements;
- safety and personal security;
- tax, insurance.

If you feel that home working may be of interest to you, you should initially discuss this with your line manager, and seek further information from your Personnel Department who will be pleased to help you.

## On-going consultation, focus groups and user groups.

### The “FIT” Focus Group

A focus group of representatives from each department and UNISON was formed to help design and implement the CTP. ‘The FIT Task Force’ meets regularly to discuss and comment on, from personal experience, the topics of the CTP as it evolves. The participants have the opportunity to get involved in the decision making process and explore solutions to particular problems as a unit, rather than as individuals.

The group discussed introducing a gradual change in travel habits and plans to encourage staff to do **“one in five”**, i.e. to give it a go just once a week to start with, be it cycling, walking, public transport or car sharing. The group is also working on the need to improve other travel and work options to encourage people away from their cars.

### Walking/Cycling/Motorcycling User Group



This group, also known as the “Internal Ambassadors”, consists of staff who want to improve facilities for walkers, cyclists and motorcyclists, to encourage the wider use of these methods of transport. The group is helping to raise awareness of the need for better facilities and provides a channel for members to meet up socially and discuss any issues that they feel should be addressed in the workplace, and on the route to and from.

### Join in!

If you are interested in participating in either of the two groups, you are welcome to attend future meetings. Please notify your Travel Plan Co-ordinator on extension 3307 or e-mail [fit@wiltshire.gov.uk](mailto:fit@wiltshire.gov.uk). If you are keen on improving facilities and choices for travel to and during work, we want to hear from you!

### Your comments and suggestions are welcome

Consultation on the CTP is made through the groups mentioned above as well as through annual staff travel surveys. However your comments and views are welcome any time. If you have any queries, concerns, or if you would like to make suggestions to improve travel choices, please contact your Travel Plan Co-ordinator on extension 3307, or e-mail [fit@wiltshire.gov.uk](mailto:fit@wiltshire.gov.uk)

## Next Steps & Actions

To keep the momentum going and improve the quality of this CTP, more needs doing. Below is a list of actions that are currently under investigation:

Further improvements for:	Actions
Car sharing	Introducing a "Countywide Car Sharing Scheme" to enable better matching arrangements and a wider pool of car share partners.
Pedestrians, cyclists and motorcyclist	Investigate the possibilities of interest free loans for staff to purchase bicycles or power assisted cycles. Continue to work with transport planners on the provision of better cycle routes and pedestrian facilities.
Public transport	Continue negotiations with Wessex trains for discounted season tickets for staff.
Car parking	Introduction of car parking management to improve parking facilities for staff who need to bring a car to work due to lack of a more sustainable alternative.
Flexible working with e-technology	Better IT connections to enable more working from home. Investigate the possibilities for more tele-working from satellite offices around Wiltshire.
Staff Travel Survey	Annual staff travel surveys will be carried out each autumn to assess changes in travel habits, and usage of new facilities.

Information on progress of the above actions will be posted on the FIT web page. Please regularly checkout WCC's Travel Plan at [www.wiltshire.gov.uk/transport](http://www.wiltshire.gov.uk/transport) for updates.

This CTP has been designed to enable continual updates as targets are met year on year and facilities and measures are enhanced.





If you would like to comment on any of the schemes and initiatives part of the Corporate Travel Plan, or if you have any suggestions to improve travel choices, please contact your Travel Plan Coordinator, on 01225 713307

or email: [fit@wiltshire.gov.uk](mailto:fit@wiltshire.gov.uk)

WCC's Travel Plan at [www.wiltshire.gov.uk/transport](http://www.wiltshire.gov.uk/transport)