

Wiltshire Council Travel Strategy – September 2015

Introduction

This Travel Strategy sets out a variety of measures to encourage sustainable travel and reduce single occupancy car use at Wiltshire Council. The Travel Strategy defines a set of overall aims and objectives and identifies the facilities, schemes and services which are available to staff, councillors and visitors.

A Travel Strategy is a practical management tool and should be seen and used as a living, functioning process rather than one single activity or document. It is therefore the intention that this plan will be reviewed and updated on a regular basis.

1. Aims and objectives

Aim

To provide employees, councillors and visitors travelling to any of the three main council hubs with information and incentives that support a change in travel behaviour, in order to encourage and enable more sustainable travel choices and reduce single occupancy car use.

Objectives

The objectives of the strategy are to:

- Reduce the need to travel
- Reduce travel by car for journeys to work and work-related journeys
- Improve the choice, quality and sustainability of travel options for employees, councillors and visitors
- Reduce pressure on parking demand at all council hubs
- Reduce congestion, pollution and CO₂ emissions
- Encourage healthier lifestyles and increase the well-being of staff, councillors and visitors
- Support flexible working practices
- Reduce Wiltshire Council's travel costs

Achieving these objectives can lead to a healthier work force that takes less time off sick and offers an attractive range of alternative travel options which helps to support staff recruitment and retention.

2. Site audits

Site audits have been carried out at each of the three main hubs. These audits identify current facilities, schemes and services that are available.

County Hall, Trowbridge

Staff Parking

Approximately 1200 staff are based at County Hall. There are two types of parking permit available at County Hall; priority permits and non-priority permits. Wiltshire Council staff, contractors, consultants and agency workers are able to register for a non-priority free MiPermit, irrespective of their normal place of work. The criteria for the eligibility of priority permits has been agreed by Corporate Directors and can be viewed at: <http://livelink.wiltshire.council/extranet/index/county-hall-parking.htm?debugstate=3#permits-county-hall-parking-Anchor>

Car Parking

County Hall Front Car Park

- 66 visitor bays
- 105 staff priority permit holder bays, including 26 car share bays which are available between 8am – 10.30am. These bays revert to priority permit holder use only from 10.30am – 5pm.

Old County Hall

- 56 bays – allocated parking permits including:
 - 3 health permit holders
 - 10 electric vehicle and pool car bays
 - 5 reserved bays
 - 4 Facilities Management operations bays
- 13 disabled badge holder bays – staff area
- 9 disabled badge holder bays – front area.

East Wing

- 313 bays – general staff parking
- 2 disabled badge holder bays.

Greyhound

- 155 bays – general staff parking.

Mortimer Street

- 18 bays - general staff parking
- 5 disabled badge holder bays
- 2 electric vehicle charging bays.

In addition to this, staff can also park for free in the Lovemead car park in Trowbridge which has 165 spaces for use.

Cycling

- 2 covered cycle parking areas

- 1 uncovered cycle parking area

Facilities

- 10 showers
- 100 secure Lockers
- 2 drying rooms

Access

- Bus access within 800 metres
- Rail access within 800 metres
- Taxi rank within 800 metres.

Monkton Park, Chippenham

Staff Parking

Wiltshire Council is now in Phase 2 of the development of new parking arrangements at the three hubs, looking specifically at the parking arrangements at Bourne Hill and Monkton Park. Full details on how to apply for car parking permits are in the process of being circulated to staff.

At present, approximately 400 staff are based at Monkton Park. The majority of staff pay to park in a public car park although some staff previously employed by North Wiltshire District Council are able to buy a parking season ticket for the public car parks. Some members of staff have virtual permits which allow them to park in public car parks.

Monkton Park - Car parking

Upper Level

- 57 standard Pay and Display parking spaces
- 13 police use only spaces
- 3 hatched loading bays
- 0 visitor parking spaces (although a voucher is available from reception for free parking)
- 4 disabled parking spaces
- 0 motor cycle parking spaces
- 0 car share spaces
- 0 pool vehicle space
- 1 electric car charging space

Lower Level

- 8 standard parking spaces (1 space currently blocked from use by surplus equipment)
- 1 Police Only space
- 1 Hatched bay (vehicle cleaning)
- 3 disabled parking spaces
- 0 motor cycle parking spaces
- 0 car share spaces
- 1 pool vehicle space

- 1 electric car charging spaces

Cycling

- 0 covered cycle parking stands
- 10 uncovered stands
- 0 pool bikes available

Facilities

- 3 showers
- 16 secure lockers

Access

- Bus access within 800m
- Rail access within 800m
- Taxi rank within 800m.

Bourne Hill, Salisbury

Staff Parking

Approximately 400-500 staff are based at Bourne Hill. Most staff have a virtual parking permit which allows them to park in Central car park and Culver Street car park for free. Priority users can park in Salt Lane. The Police can park at College Street car park.

Car parking

- 18 parking bays
- 2 pool cars bays
- 1 taxi inspection bay
- 71 standard pay and display parking spaces in College Street car park, not for Wiltshire Council staff use. 24 for Police use only
- 0 visitor parking spaces
- 6 disabled parking spaces
- 2 motor cycle parking spaces
- 0 car share spaces

Cycling

- 10 covered cycle parking stands within the designated smoking area.
- 20 uncovered stands

Facilities for changing

- 3 showers
- 0 secure lockers

Access

- Bus access within 800m
- Rail access within 800m
- Taxi rank within 800m.

3. Staff travel survey

An important element of understanding employee movements to the hubs is to undertake a staff travel survey. This helps to establish current travel patterns which may then be used to set clear targets and aid monitoring.

The Wiltshire Council staff travel survey was distributed to 3,911 employees via email in October 2013. A total of 71% of employees responded to the travel survey. The survey was also sent to 96 Councillors, 39% of whom responded. It should be noted that due to continued redevelopment of County Hall, a proportion of staff were located in temporary accommodation in Melksham at the time of the 2013 survey and this will have had some bearing on the overall results, given that not all staff had relocated to one of the three hubs.

What is the main mode of transport you use on your normal journey to work (i.e. the journey you make most often)?

Walk	8.6%
Cycle	1.5%
Bus	2.5%
Park and Ride	0.8%
Train	2.8%
Car – drive alone	77.1%
Car – drive with passenger	4.4%
Car passenger	1.7%
Taxi	0.1%
Motorbike/Scooter	0.5%

Which place of work do you normally work in?

Trowbridge	40.1%
Chippenham	13.7%
Salisbury	13.9%
Shurnhold, Melksham	9.3%
Devizes	6.4%
I mainly work from home	5.8%
I normally work away from my work base	2.6%
At another location	8.2%

How often do you work from home?

Never	25.3%
Very rarely (only on the odd occasion – sat once	14.2%
Infrequently (now and then, once a month at	9.3%
Sometimes – every couple of weeks, but not on	15.7%
Regularly – at least once a week	35.6%

Future travel survey

Following the completion of the hub re-modelling and the relocation of all staff, it is recommended that an annual staff travel survey should be undertaken. A targeted visitor travel survey should also be carried out, particularly at County Hall, given the increase in volume of visitors accessing services at the site. Data from these surveys will be used to aid monitoring and to encourage sustainable travel for those accessing the hubs.

4. Current Policy Tools to encourage sustainable travel

Cycling

The council operates the 'Cycle to Work Scheme' which enables staff to purchase a bike, tax-free, through regular payments via their wages. To help encourage staff to cycle or walk to work the office hubs are equipped with washroom and storage facilities.

A number of pool bikes have recently been made available for use by employees, including the use of a rack, panniers, lock, and hi-visibility clothing. The aim is that staff can use these bikes to get to meetings where they might otherwise have driven, in an effort to reduce the number of business miles made by car. The bikes will be well maintained and will be kept under a covered and secure area at each hub sites. The responsibility for maintaining the bikes lies with the Fleet Services Team.

An Emergency Cycle Kit is available to staff at all three hubs. This contains a box full of tools and accessories, such as puncture repair kits, a tyre pump and back-up lights, to help staff who may have arrived at work with a flat tyre or perhaps forgotten their lights.

Walking

All three hubs are served by good footways most of which are well-lit, well-surfaced and have good crossings in appropriate locations. There is also a regular 'Get Wiltshire Walking' walk for staff at County Hall.

Bus services

Each hub has bus stops in close proximity and journeys to / from the hubs can be planned using the Connecting Wiltshire [Journey Planner](#).

Bus Season Tickets

Bus operators within Wiltshire and the surrounding areas offer various options for season tickets. These can help reduce the costs of daily travel to and from the hubs. Information can be found on the [Connecting Wiltshire](#) web pages and [Travel to Work](#) pages.

Salisbury Park and Ride

Staff are encouraged to make use of the Park & Ride sites in Salisbury to save driving into the city and to save money on parking. All staff have to do is park their vehicle, show their Wiltshire Council ID badge and get on the bus for free. There are buses every 12-15 minutes. For more details of the Salisbury Park & Ride facility visit [Connecting Wiltshire](#).

Rail services

All three hubs are within reasonable walking distance of a rail station. Wiltshire has a network of trains and operators that offer concessions on ticket prices for regular commuters. Wiltshire Council

also offers its employees in receipt of a regular salary through its payroll, a 25% discount on 6 or 12 month rail season tickets.

Car share

Wiltshire Council, through the UK's biggest car share provider, Liftshare, operates the website www.carsharewiltshire.com. Car sharing enables users to maximise their travel options whilst also reducing the number of cars on the roads, cutting pollution, saving money and protecting the environment. A number of options are available to those wishing to participate in car share schemes across the hubs:

- [Car Share Wiltshire](#) enables the user to register for a Wiltshire Council staff only group, which ensures that trips are with council colleagues only
- An option is also available for the wider car share Wiltshire scheme (available to everyone throughout the county)
- Car share bays are available for use by staff at County Hall.

Pool Cars

Pool cars are available at:

- Trowbridge - County Hall
- Salisbury - Pennyfarthing House and Churchfields Depot
- Chippenham - Monkton Park
- Devizes - Horton Road.

Flexible working

Wiltshire Council's flexible working [policy](#) focuses output and achievements, on "what you do" rather than "where you do it". All the hubs operate a hot-desk policy and home-working is encouraged. The policy has and will continue to have an impact on travel to work arrangements, with some employees significantly reducing their overall travel to and from the hubs.

Lync

The use of technology such as Microsoft Lync has made working more flexibly even easier within Wiltshire Council. The Lync software enables users to communicate swiftly and conveniently allowing functionality such as online conference meetings and sharing screens; this is helping to reduce the need for staff to travel.

Personal travel planning

Personal travel planning involves talking to people about their current travel habits and offering them tailored travel advice, information and incentives which may encourage them to travel by more sustainable modes of transport. In 2013/14, approximately 1100 staff received a Personalised Travel Plan (PTP) at Wiltshire Council with the aim of assisting them with travel to and from their main place of work. Since then, regular incentives and information are offered to staff through the Connecting Wiltshire programme, to help encourage sustainable travel.

Business travel

Employees using their own vehicles for business purposes are able to claim a mileage allowance. However, employees are encouraged to consider whether they could travel using a more sustainable

mode and not their own private car. Guidance on this is available via the staff [Travel to Work](#) intranet pages. Pool cars are available for use by staff using a booking service. Employees are also encouraged to use public transport when possible and can use a pre-arranged service for booking rail tickets or can claim back the cost of their journey by public transport. Employees who use their bikes for work/business purposes are able to claim 45 pence per mile for each mile cycled, which can also be claimed in the usual manner.

5. Travel Strategy Measures

Introduction

This section provides details of the measures to be implemented to further help meet the aims and objectives of this strategy.

Marketing and promotion of travel information

The [Connecting Wiltshire](#) web site and the associated [journey planner](#) have been developed to provide a one stop shop of information regarding sustainable transport options. Connecting Wiltshire also provides a range of marketing, mapping and promotional measures alongside the digital web-based format. Connecting Wiltshire will continue to develop and update the website and add content that provides useful information that promotes sustainable journeys. The website will be promoted to staff through The Wire and other staff communications.

Car parking

A new electronic parking permit system has been rolled out to staff at County Hall; eventually all staff will have access to an electronic permit. Parking at County Hall will form part of a wider three hub strategy for staff parking.

Subsidised bus travel

Wiltshire Council is committed to encouraging employees to use public transport on a regular basis. At present, Wiltshire Council is signed up to the First Corporate Travel Scheme which offers some small cost savings on ticket prices. Given this, a review of subsidised bus travel for staff should be considered. Previously the council contributed 25% towards the cost of a bus season ticket, with an additional 10% from the bus operator First, therefore offering a 35% discount on bus season tickets (6 or 12 months). This offer was withdrawn due to increased costs from the bus operator but this should be reconsidered and negotiated.

Rail travel

The current rail season ticket offer will be secured and renegotiated if possible and regularly promoted to staff.

Cycling

Cycling is a cheap and reliable way to get to work and is particularly suitable for staff living within three miles of each hub. The Travel to Work pages contain useful maps for staff who may choose to cycle to work. Improving cycle parking facilities at hubs, ensuring that they are covered, well maintained and located close to building entrances can therefore encourage cycling on a more regular basis.

Storage and changing facilities

Ample, well maintained, shower and changing room facilities with lockers should be made be available for employees at all hubs. Evidence suggests that at some hubs, increased provision of lockers could be beneficial in terms of encouraging more staff to cycle to and for work.

Cycle training

The council should consider offering free cycle training to staff on a periodic basis as it increases the confidence of new cyclists and encourages safer cycling.

Visitor cycle parking

Visitors have been provided with a number of cycle racks located close to the entrance of each hub. These facilities should be monitored for usage and to assess if additional capacity is required.

Walking

Walking is a great way to improve health and fitness and is also a cheap and reliable way of commuting to work. Promotion of the [Connecting Wiltshire](#) website and particularly the [Journey Planner](#) should be encouraged through continued awareness campaigns and marketing strategies.

Car Share

Car sharing should be specifically promoted to staff members, especially the private car share group that is in place for Wiltshire Council staff. In addition to the 26 spaces that have been dedicated for car sharers at County Hall, further spaces should be allocated at both Monkton Park and Bourne Hill when the Mi-Permit system is rolled out at these sites.

Business travel

Where business travel is unavoidable employees are asked to consider whether they could travel using a more sustainable mode and not their own private car. The Fleet Services Team at Wiltshire Council has recently developed the following travel hierarchy to assist in decision making on business related journeys:

- Can the journey be avoided through the use of Lync audio or video conferencing facilities?
- Can the journey be carried out by foot, bicycle or public transport – rail or bus?
- Is there a pool car or fleet vehicle available for the journey?
- Where none of the above are available or are viable for the travelling that is required, authorised private vehicles may be used, usually for short journeys.

It is suggested that this should be widely promoted to staff.

Pool vehicles

Wiltshire Council has recently invested in a number of electric vehicles for use by staff when travelling for business purposes. The use of these vehicles should be regularly promoted with Fleet Services offering periodic demonstrations to staff. Their usage and availability should be monitored

and evaluated. In addition, the use of pool cars more generally should continue to be promoted for business use by staff, rather than their own vehicles.

Electric Vehicle charging

The provision of a charging facility at each hub (or location close-by) to charge personal electric vehicles is being encouraged. Promotion of these locations / benefits should be undertaken.

6. Targets and monitoring

Targets

A travel strategy should set targets to achieve its aims and objectives. Targets will seek to reduce single occupancy car travel both for staff travel to and from work but also for business travel, as well as for councillors and visitors, whilst increasing the modal share of cycling, walking, public transport use and car share.

The overall target for this strategy is to achieve a **2% reduction per year on single occupancy car trips.**

Monitoring

Monitoring helps refine and set new targets and produce appropriate campaigns to support such targets. Monitoring will also show whether the strategy measures and initiatives are having the desired effect. It is recommended that an annual staff travel survey is undertaken to enable robust and accurate monitoring against targets.