

# Love your World with our Green Travel Plan



## **GREEN TRAVEL PLAN 2011 – 2015**

**REVISED AND UPDATED November 2010**

### **What is a Green Travel Plan?**

A Green Travel Plan promotes and identifies ways to encourage a range of sustainable transport modes other than single user private car. The alternative options include walking, cycling, using public transport or car sharing.

The benefits of sustainable travel include less congestion on the road network, reduced pollution and a healthier population.

### **Why has Gloucester City Council produced a Green Travel Plan?**

As a major employer in Gloucester with 492 employees, the Council has a responsibility to provide community leadership by promoting and influencing sustainable travel whenever and wherever possible.

The Council also recognises that a consequence of having a large workforce is a large travel carbon footprint\*. It is our duty to reduce this impact as much as possible. This includes influencing the way that employees travel to and from work and also around the city on Council business.

\*A carbon footprint is the measure of impact that human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide (Source: [www.carbonfootprint.com](http://www.carbonfootprint.com))

### **How was it produced?**

The Travel Plan was first adopted in 2001 and supported by Councillors and staff using guidance from the Department of Transport. Following a Staff Travel Survey a Steering Group was established, its main role being to implement the travel action plan and carry out regular staff travel surveys, to monitor changes in travel behaviour, to set targets, improve facilities and provide incentives.

### **The Council's Priorities**

The Council's overall vision for Gloucester is to "create a city with strong and cohesive communities to involve local people and encourage ownership and pride in the locality".

Linked to the Green Travel Plan are: Council's Strategic Priorities for 2009-2015

### **Climate Change Strategy 2008-2011**

In this the Council makes the following commitments:-

- To value environmental responsibility.
- To protect and enhance the local natural environment.  
To help people access services and facilities by public transport, walking and cycling.
- To enhance the quality of life in Gloucester.



## The Local Story

Compared with some other big cities such as Bristol and Birmingham Gloucester is relatively better off in terms of traffic congestion however Gloucester's road network is very busy seven days a week. Some of the most congested roads are the A430 Bristol Road, A40 Northern Bypass and the section of the A40 west of the City largely due to business, commuter and school run traffic. The volume of traffic on these roads exceeds the junction capacity during peak periods leading to congestion and queuing traffic. In 2001 there were 17,237 Gloucester residents commuting out of the city to work and 23,738 commuting in for work. Traffic flows on major roads in Gloucester reach 30,000 to 50,000 vehicles a day on three roads in the city. (Source: Gloucestershire Local Transport Plan 2006-2011)

## The National Story

According to the Department of Transport the number of people who own and use cars is increasing leading to rising congestion and this is one of the biggest obstacles to an efficient road network. A recent transport study said that if left unchecked congestion is set to rise considerably by 2025, costing the economy millions, damaging the environment and causing frustration for road users.

The Nation's over-dependency on the use of private cars is also leading to health problems as cars are chosen in preference to walking or cycling for short journeys. Our reliance on the private car also creates air and noise pollution whilst acting as a deterrent to active travel modes because of perceptions of speed and safety both pedestrians and cyclists feel in fear of the traffic.

**Fact:** 17% of all car trips are for travelling to and from work.

**Fact:** Cars owned in Gloucester out-number the households with 51,472 cars to 45,767 households. (Source: Census Data).

**Fact:** In Britain people travel by car for 18% of all trips under 1 mile and for 61% of all trips between 1-2 miles. (Source: Anna Semlyn )

## Results of the Staff Travel Survey completed in September 2010

### Research

The majority of the Council's employees are based in Gloucester Docks, which is well served by public transport being within walking distance of the bus station, park and ride drop off point and train

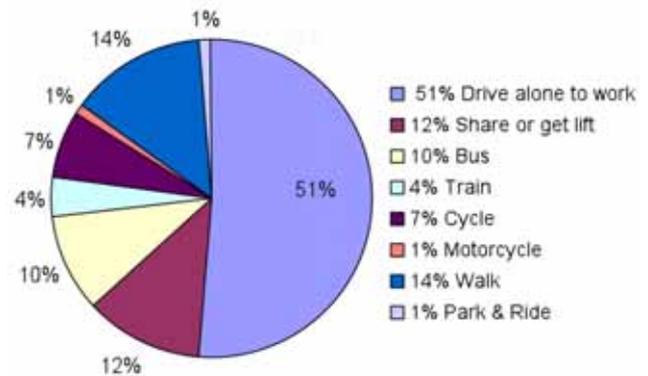
station. Provision for off-road parking is also provided. Accessibility on foot is safe and easy.

There are a large number of marked on and off-road cycle routes in Gloucester with safe, secure cycle parking, showers and lockers available in Herbert Warehouse, also a cycle store and racks in North Warehouse car park.

## Travelling to and from work

Nationally 55% of people drive to work alone compared with 51% at Gloucester City Council. Currently 32% of Council employees live within walking and cycling distance (3 miles) and currently an encouraging 36% travel sustainably with a very small percentage driving a car for less than 1 mile. Car sharing provides a realistic solution with 12% of employees currently sharing or being dropped off for work.

## How do you mostly travel to work?



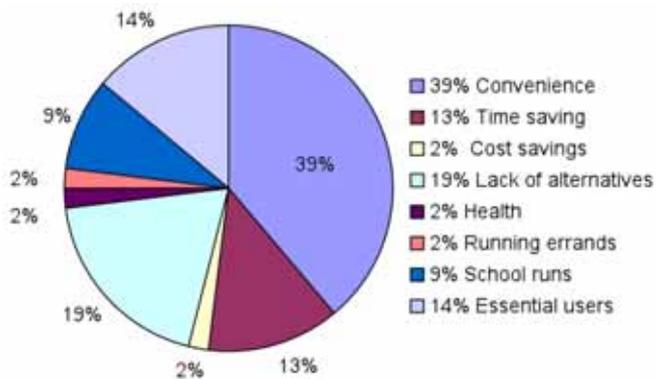
**Fact:** Regularly walking or cycling reduces risks of coronary heart disease by up to 50%\*.

**Fact:** A cold car engine produces 60% more fumes and uses more fuel than when warm\*.  
\*(Source: Cutting your car use by Anna Semlyn)

## Where do employees commute from?

- 32% of staff live within 3 miles of the workplace.
- 31% of staff live between 5 and 10 miles of the workplace.
- 37% of staff live more than 10 miles from the workplace
- There are clusters of staff in certain locations such as Cheltenham – 10% from survey sample.

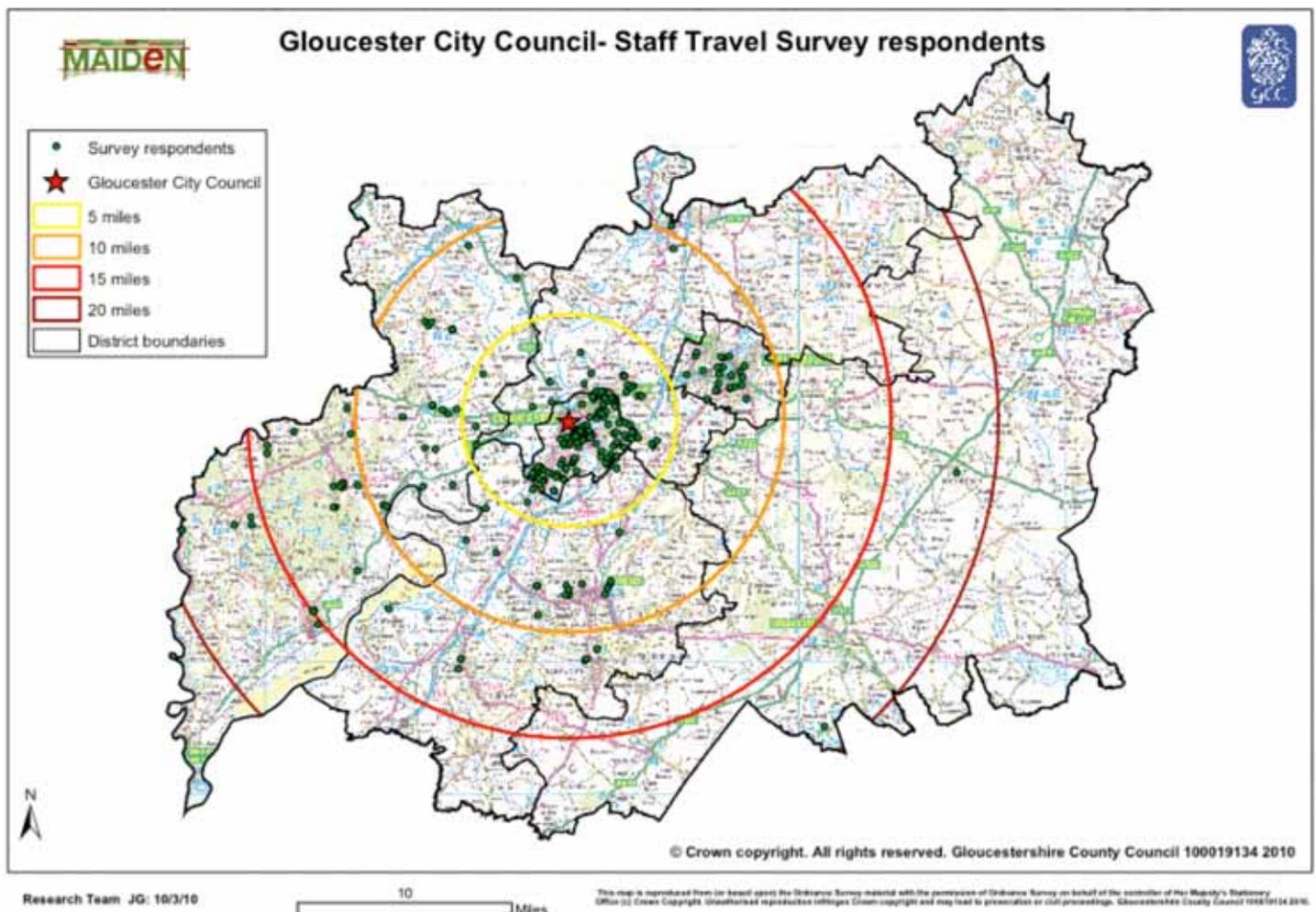
## What are the main reasons employees use a car to travel to and from work



- 52% of staff surveyed said time saving and convenience were the main reason for travelling to work by car.
- 14% said the car is essential to perform their job.
- 64% of employees need to use the car for Council business during the day.
- 9% state the school run is part of the reason – the Department of Transport claims “school trips make up nearly 1/5 of all car journeys during the weekday morning peak. Walking, school buses and school travel plans may help reduce this”.

## Location Map

Showing where employees live.



## The Green Travel Plan objectives are to:-

1. Minimise the Council's carbon footprint by reducing vehicle trips associated with commuting and Council business.
2. Raise awareness of and promote green travel alternatives to single user car journeys such as walking, cycling and use of public transport.
3. Promote the health benefits of green travel in particular cycling and walking.

4. Provide community leadership in the production of Green Travel Plans for Gloucester City.

## Monitoring

To monitor the effects of this plan annual travel surveys will take place, which will gradually show a positive change in travel to work patterns following the implementation of the Action Plan.

The Action Plan goes beyond 2015 but the majority of actions should be achieved by the end of March 2015 therefore a review will be carried out at that stage to set new targets and set out further actions.

## Action Plan

Action	Target	Objective Met
Reduce single user car journeys to and from work	Reduce from 51% to 40%	1, 2 & 3
Increase car sharing for journeys to and from work	Increase from 12% to 20%	1 & 2
Encourage those living close to bus and train routes to use public transport instead of the car	Increase from 14% to 28%	1 & 2
To encourage those living within 3 miles of work to walk or cycle instead of using the car	Increase from 21% to 30%	1, 2 & 3
Reduce annual mileage allowance claimed by Council employees	Reduce by 10%	1 & 2
Reduce annual amount of CO <sub>2</sub> tonnes which are produced by employees through business travel	Reduce by 10%	1 & 2
<b>The above actions will be achieved in 2011 - 2015</b>		
To adopt the Cycle to Work Scheme	Short term	1, 2 & 3
To adopt online rail and bus ticket purchasing	Short term	1 & 2
To introduce car parking charges	Short term	1, 2, 3 & 4
To relocate staff car parking to other city centre car parks on closure of Barbican way.	Short term	1 & 2
To provide corporate membership of Gloucester Car Club	Short term	1, 2 & 3
To promote the use of electric car / bike and staff cycles for business use	Short term	1, 2 & 3
To adjust reallocation packages to encourage residence in Gloucester City	Long term	1, 2, 3 & 4
To increase number of staff working from home	Long term	1, 2 & 3
To upgrade changing areas for staff cycling, walking or jogging to work to improve lockers /showers at all sites	Long term	1, 2, 3 & 4