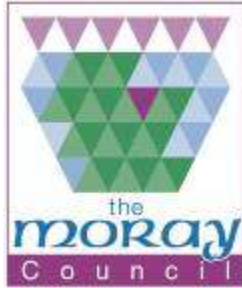


THE MORAY COUNCIL CORPORATE TRAVEL PLAN

The Moray Council, Elgin





This corporate travel plan was produced by Vipre UK on behalf of Moray Council.

Chris Thompson
School Travel Co-ordinator
Moray Council
Environmental Services
Academy Street,
Elgin IV30 1LL
UK

T: +44 (0) 1343 562500
E: chris.thompson@moray.gov.uk
W: www.moray.gov.uk/

Matthew Eastwood
Senior Consultant
Vipre UK
Edinburgh Business Centre
11 Maritime Street
Edinburgh EH6 6SB
UK

T: +44 (0) 131 624 8907
F: +44 (0) 131 624 8901
E: meastwood@vipre.com
W: www.vipre.com

Contents

1	Introduction	4
2	Why a Travel Plan for Moray Council?	5
3	Current Council Travel Patterns.....	6
4	Travel Plan Objectives, Targets and Indicators	7
5	Travel Plan Measures.....	9
5.1	Communication and Marketing.....	9
5.2	Walking and Cycling.....	9
5.3	Public Transport.....	10
5.4	Lift Sharing.....	10
5.5	Car Park Management	10
5.6	Business Travel.....	11
6	Further Information	12

1 Introduction

This document provides an overarching Corporate Travel Plan for Moray Council and provides details of the travel planning work planned and undertaken by Moray Council to ensure travel to and from all Council premises is managed in an efficient and sustainable way so that staff and visitors are encouraged to make more informed travel choices.

Moray Council is one of 32 unitary authorities in Scotland which came into being in 1996 following the 1994 Local Government Act and covers an area of approximately 2,238 square kilometres. Due to its comparatively rural nature and the relatively low population density, Moray is not as affected by the road transport related congestion, air quality and road safety issues that affect some other parts of Scotland and the UK. However Moray does have comparatively high levels of single occupancy car-use. Moray Council is committed to enhancing transport choice, protecting and maintaining Moray's natural environment.

The travel planning work undertaken by Moray Council supports Scotland's National Transport Strategy; Scotland's Climate Change Bill; the objectives of Moray Council's Single Outcome Agreement; and Scottish Government targets for all public sector bodies to develop effective Travel Plans. The Travel Plan can also support the objectives of Moray Council's new draft Local Transport Strategy; the strategic priorities of the Moray Community Plan 2006-2010; the Moray Council's Environmental Strategy; and Moray Council's responsibilities as a planning authority.

The remainder of the report is structured as follows:

- Section 2 summarises why Moray Council should develop a travel plan;
- Section 3 identifies current Council travel patterns;
- Section 4 identifies the objectives, targets, indicators and measures for Moray Council's travel planning work;
- Section 5 highlights key travel plan measures, and;
- Section 6 identifies sources of further information.

2 Why a Travel Plan for Moray Council?

The way we travel has a huge impact on our economy, health, environment, and the resources available for future generations. Currently, it is estimated that 27% of all greenhouse gas emissions in the UK are transport related.¹ Congestion costs an estimated £20 billion² in the UK every year through reduced efficiency and damage to the environment. The transport sector also generates other environmental impacts like airborne and waterborne pollutants. For this and other reasons it is easy to understand why encouraging sustainable travel is important but the challenge is to put sustainable transport measures into practice

A Travel Plan is a term used to describe a package of measures tailored to the needs of an organisation and aimed at promoting travel choice and reducing reliance on the car. It involves the development of a set of initiatives and mechanisms and can bring about a number of benefits for an organisation, its employees and the wider community.

Travel planning can offer a number of benefits to Moray Council, its employees, elected members and visitors to Council premises, including:

- Supporting better site accessibility
- Facilitating a healthier workforce
- Providing improved transport choice
- Justifying the cost of improvements to transport infrastructure
- Improving road safety
- Creating a healthier environment
- Creating better and more productive workplaces
- Demonstrating social and environmental responsibility
- Leading by example
- Demonstrating best practice
- Providing Environmental accreditation

¹ Source: Local & Regional CO₂ Emissions for 2005 for the UK, DEFRA 2007:

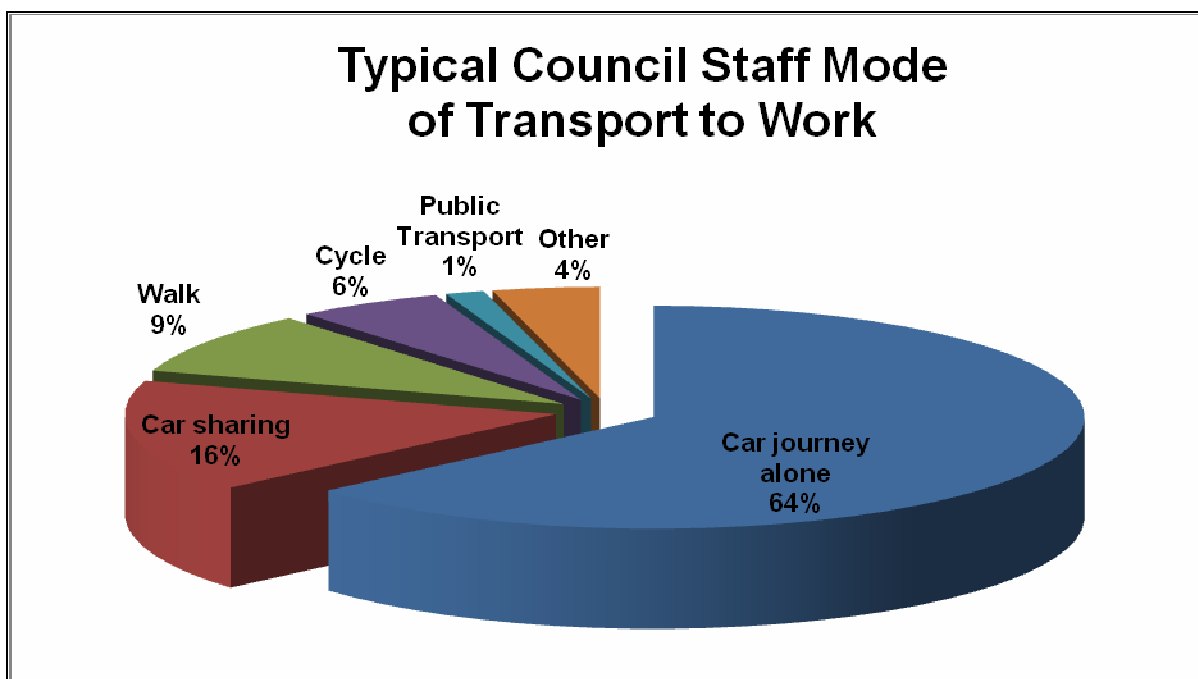
<http://www.defra.gov.uk/environment/statistics/globalatmos/globalghg.htm>.

² Source: Scottish Executive Publications, Costs of Congestion: Literature Based Review of Methodologies and Analytical Approaches, 2006.

3 Current Council Travel Patterns

Staff travel surveys were carried out in 2007 and 2008 across a large number of Council premises in order to gain an understanding of existing travel behaviour and a total of 430 staff responded to these surveys.

The travel surveys suggest that approximately 80% of Council Staff travel to work by car and of those 64% travel to work as the lone occupant of the vehicle, 9% of staff walk, 6% cycle to work and Just 1% travel by public transport. The other category indicates staff that travel by more than one mode of transport such as car and public transport.



Almost 35% of council staff reported travelling fewer than three miles to work and suggesting that a significant proportion of staff across Council premises travel distances that most adults would be comfortable walking or cycling, yet just 15% walk or cycle to work on a regular basis (see Section 6 for further details of staff travel patterns).

4 Travel Plan Objectives, Targets and Indicators

This section identifies the key objectives, targets, indicators and measures of Moray Council's travel planning work.

Objectives	Targets	Indicators
Increase the proportion of Council staff walking and cycling to work and for Council business travel	<ul style="list-style-type: none"> Increase the proportion of Council staff walking and cycling to work by 5% by April 2011 	<ul style="list-style-type: none"> The number of Council staff walking and cycling to work
	<ul style="list-style-type: none"> Increase the proportion of Council staff walking and cycling for business by 5% by April 2011 	<ul style="list-style-type: none"> The number of Council staff walking and cycling on Council business
Increase the proportion of Council staff travelling to work and on Council business by public transport	<ul style="list-style-type: none"> Increase the proportion of Council staff travelling to work by public transport by 2% by April 2011 	<ul style="list-style-type: none"> The number of Council staff travelling to work by public transport
	<ul style="list-style-type: none"> Increase the proportion of Council staff travelling by public transport on Council business by 5% by April 2011 	<ul style="list-style-type: none"> The number of Council staff travelling by public transport on Council business
Increasing the proportion of Council staff lift sharing to work and for Council business travel	<ul style="list-style-type: none"> Increase the proportion of Council staff lift sharing to work by 5% by April 2011 	<ul style="list-style-type: none"> The number of Council staff lift sharing to work Number of Council staff signing up to a lift share scheme
	<ul style="list-style-type: none"> Increase the proportion of Council staff lift sharing on Council business by 5% by April 2011 	<ul style="list-style-type: none"> The number of Council staff lift sharing on Council business Annual recorded passenger mileage claims
Ensure car parking at Council premises in managed effectively	<ul style="list-style-type: none"> Conduct a review of car parking provision and allocation at Council premises to maximise availability for business needs by April 2011 	<ul style="list-style-type: none"> The identification and implementation of a number of measures to improve car park management at Council premises
Reduce unnecessary Council business travel by car	<ul style="list-style-type: none"> Reduce Council business mileage by 10% by April 2011 	<ul style="list-style-type: none"> The number of miles travelled by car on Council Business The number of journeys by car for Council Business
Increase the level of awareness of sustainable transport options amongst Council staff, visitors and Moray residents	<ul style="list-style-type: none"> Increase the proportion of visitors travelling to Council premises by sustainable modes of transport such as walking, cycling and public transport by 5% by April 2011 	<ul style="list-style-type: none"> The number of visitors travelling to Council premises by sustainable modes of transport The provision of travel information to Council staff, visitors and Moray residents

These objectives give the Moray Council travel planning process focus and direction and allow the generation of targets and indicators. The targets and indicators enable effective monitoring of the travel planning process to take place in order to ensure travel plan measures are effective or are revised and updated to allow Moray Council to achieve its objectives and meet its targets.

Moray Council will conduct regular monitoring, including a staff travel survey, order to measure the effectiveness of the Council's travel planning process. The Council will also look at the feasibility of appointing a member of staff to coordinate the implementation of the Council's travel planning process and also identify a corporate steering group to assist with the management and implementation of travel planning measures. In each of the Council's larger premises a senior member of staff will also be nominated to assist with the implementation of the travel planning process.

5 Travel Plan Measures

This section identifies the travel planning measures that Moray Council is working to implement in order to achieve its key objectives, and targets. The Travel Plan is already off to a good start as it has been approved internally through the following actions:

- The Headquarters Travel Plan approved by Council Committee in April 2008.
- Council identified funding to support travel plan initiatives in Financial Years 2007/08 and 2008/09.
- Funding was secured from the Regional Transport Partnership Hitrans and from Sustrans.

Next steps will include appointing for each Moray Council office a member of staff to coordinate Travel Plan implementation and identify a Travel Plan steering group to assist with the management and implementation of Travel Plan activities.

5.1 Communication and Marketing

Recommended actions in this area include:

- Promote the benefits and opportunities for walking, cycling, public transport and lift sharing through existing communication channels across Moray Council (ex.: intranet website).
- Provide accessibility map, with staff and visitors information on how to access it by sustainable transport modes; make it available through the council website.
- Develop a plan to implement targeted communication to promote alternatives to single occupancy car use at Headquarters, emphasising the health and environmental benefits.
- Ensure sustainable travel forms part of the staff induction process, covering briefing on all of the Travel Plan actions.

The work completed to date in this area has been the promotion of the Workplace Travel Plans during Open Days at the Moray Council Headquarter.

5.2 Walking and Cycling

Recommended actions in this area include:

- Improve provision of on-site walking and cycling facilities such as cycle parking, lockers, and shower/changing facilities.
- Improve provision of cycling information like cycle routes map, also provision of facilities and training.

To date the Council has already implemented many actions in this area:

- Begun to improve provision of on-site walking and cycling facilities such as cycle parking, lockers, and shower/changing facilities.
- The Council's existing 'Travel Champions' scheme was extended with the provision of loan bikes to Council employees.
- Provision of pool bikes for inter-office business travel.
- Provision of improved changing facilities at HQ, by April 2009.
- Cycling promotional events including Company of Cyclists visits.

5.3 Public Transport

Recommended actions in this area include:

- Offer a tax free salary sacrifice scheme for staff purchasing public transport season tickets.
- Provide personalised public transport journey plans to staff.

5.4 Lift Sharing

Recommended actions in this area include:

- Adopt Moray Council lift sharing Scheme.
- Provision of an emergency ride home for staff lift sharing to and from work.³

5.5 Car Park Management

Recommended actions in this area include:

- Identify the feasibility of reallocating car park provision based on business/personal needs of staff;
- Identify opportunities for providing dedicated car sharing spaces in car park at Headquarters.
- Overall review of Car Parking facilities

³ Note: HMRC currently only recognises the provision of an emergency ride home for lift sharers as a non-taxable benefit.

5.6 Business Travel

Recommended actions in this area include:

- Promote Moray Council Flexible working hours and work from Home Policy.
- Introduce incentives to facilitate changes to Council business travel (pool cars, policy for using pool cars, video conferencing).
- Introduce incentives to Business Travel (hot desking for visiting staff).

To date the Council has agreed to undertake the following reviews:

- Review of Flexible Working Hours Scheme.
- Review of Working from Home Policy.
- Review of Travel and Subsistence Policy to reflect the corporate approach to sustainable business travel.

6 Further Information

Further information on the travel planning work undertaken by Moray Council to date is available in each of the Energy Saving Trust funded travel plan reports:

- Moray Council Headquarters Travel Plan Report, December 2007
- Moray Council Elgin Offices Travel Plan Report, December 2008
- Moray Council Area Offices Travel Plan Report, December 2008

Each of these reports is also available as a shorter summary report including additional details of travel planning work undertaken by Moray Council:

- Moray Council Headquarters Summary Travel Plan Report, March 2009
- Moray Council Elgin Offices Summary Travel Plan Report, March 2009
- Moray Council Area Offices Summary Travel Plan Report, March 2009

These reports are available on the Moray Council intranet pages.

