

Review Title: **Review of Employer Travel Plans**

Overview & Scrutiny Panel: **Planning, Transportation, Economy and Sustainability (Task and Finish Group)**

Task and Finish Group Chair: **Cllr David Dixon**

Overview & Scrutiny Project Officer: **Alison Enever**

Supporting Service Officer: **Laura Gosling, Transport Planner**

Process for Tracking O&S Recommendations - Guidance note for Executive Members

The enclosed table lists all the recommendations arising from the above Overview & Scrutiny Review. Individual recommendations are referred to the relevant named Executive Members (or whole Executive in the case of a whole Executive referral) as listed in the '**Exec Member**' column of the table. In order to provide the O&S Panel with an Executive response on each recommendation, the named Executive member (or whole Executive) is asked to complete the last 3 columns of the table as follows:

Decision Response

The Executive has the following options:

- **Accept** the Panel's recommendation
- **Reject** the Panel's recommendation
- **Defer** a decision on the recommendation because a response cannot be given at this time. This could be because the recommendation needs to be considered in light of a future Executive decision, imminent legislation, relevant strategy development or budget considerations, etc.

Implementation Date

- For 'Accept' decision responses, give the date that the recommendation will be implemented.
- For 'Defer' decision responses, give the date that the recommendation will be reconsidered.
- For 'Reject' decisions this is not applicable so write n/a

Rationale

Use this space to explain the rationale for your decision response and implementation date. For accepted recommendations, please give details of how they will be implemented.

Review of Employer Travel Plans: Recommendations

Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
The Council's Own Employer Travel Plan				
<p>Recommendation 1</p> <p>The Council should give priority to developing its own Employer Travel Plan. In this way it can lead by example and encourage other employers to do likewise. This leadership should come from the Chief Executive and the Executive Members.</p>	Cllr Sir Elgar Jenkins	Accept		Agree provided resources can be found without taking money from existing services.
<p>Recommendation 2</p> <p>In order to achieve the necessary Council-wide commitment to producing a good Employer Travel Plan it is vital that top-down senior management and political support is given to this work, and the Task and Finish Group feels that the work should be championed by the Chief Executive.</p>	Cllr Sir Elgar Jenkins	Accept		

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Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 3</p> <p>An Employer Travel Planning Project Board should be set up in the Council which should:</p> <ul style="list-style-type: none"> - Act as a working group to drive work through on the travel plan - Have sub-groups to lead on travel plans for different Council sites - Include in its membership: a relevant Director (possibly the Director for Operations); an Executive Member (possibly the Executive Member for Transport and Highways or the Executive Member for Sustainability and the Environment); a senior representative from Human Resources; and a staff representative from each of the Council sites 	<p>Cllr Sir Elgar Jenkins</p> <p>Cllr Gerry Curran</p>	<p>Accept</p>		<p>The executive member for Transportation is happy to be involved.</p>
<p>Recommendation 4</p> <p>A separate travel plan should be produced for each Council site, and these would then form appendices to an overarching strategic document.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Agree provided resources are available without taking money from other services.</p>
<p>Recommendation 5</p> <p>The travel plan will need to be reviewed on a yearly basis and should be seen as a living document rather than a one-off process.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Suggest monitored on annual basis, reviewed every 2 years.</p>

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Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 6</p> <p>A full time equivalent post should be introduced to lead on travel planning work in the Authority, to oversee the roll-out of the travel plan, and to encourage and help other local employers to produce their own plans.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Reject</p>		<p>In theory sensible suggestion but not able to support due to Council's current financial position given that we already have been asked to freeze 4 posts.</p>
<p>Recommendation 7</p> <p>The Council's travel plan should adopt a twofold approach with measures taken not only to encourage and facilitate alternative forms of transport so that staff and Elected Members can be enabled to use greener travel modes where they wish to and where possible, but also to address car use in order to ensure that where this continues it is done in as environmentally friendly and sustainable a way as possible</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Support.</p>
<p>Recommendation 8</p> <p>The Working Group should be asked to investigate establishing a Pool Car system with bases in Keynsham, The Hollies and Bath. Pool cars should be run on LPG, or other environmentally friendly fuels. Work would need to be done to establish how many cars would be needed, how many employees currently use vans who could use pool cars, and further investigations of costs.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Agree to support provided it can be shown to be at least cost neutral and also that resources can be found to undertake the research without taking money from existing services.</p>

Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 9</p> <p>The Executive is also asked to consider tasking the working group to investigate the feasibility of introducing a company car scheme for some employees and Elected Members which should consist of vehicles run on environmentally friendly fuel.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Agree to support provided it can be shown to be at least cost neutral and also that resources can be found to undertake the research without taking money from existing services.</p>
<p>Recommendation 10</p> <p>More environmentally friendly means of transport should be promoted to staff and Elected Members (where available) through:</p> <ul style="list-style-type: none"> - Promoting the Council’s cycle loan scheme - Encouraging local companies to come in and give bike demos to staff - Promoting season ticket purchase schemes to staff - The production of a guide for new staff which should be issued when a new member of staff joins with the Authority. This guide would set out the various schemes available to staff and the Council’s policies on encouraging greener travel to and for its employees - The use of practical incentives to encourage green transport, such as free bacon butty for those who cycle in and so on. 	<p>Cllr Sir Elgar Jenkins</p> <p>Cllr Malcolm Hanney</p>	<p>Accept</p>		<p>Support in principle provided cost neutral and resources available. Do not support the idea of a bacon butty since this would undermine staff cholesterol levels!</p>

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Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 11</p> <p>The Executive is asked to investigate the feasibility of introducing a multi-purpose vehicle which could carry staff and Elected Members, as well as post, between Council buildings. The utilisation of all vehicles in the Council's transport fleet should be explored to achieve this.</p>	Cllr Sir Elgar Jenkins	Defer		Have great reservations as to whether is practical. If it is considered further must be at least cost neutral.
<p>Recommendation 12</p> <p>The Council should complete work to launch and promote its own stand-alone internal version of the car sharing scheme which would allow employees and Elected Members through the intranet to identify others travelling on similar journeys including during the day between various Council offices, and to arrange to share lifts. This could be linked to the work of the Bath Car Share Club which is being relaunched on 1st November 2005.</p>	Cllr Sir Elgar Jenkins	Accept		<p>Support in principle but make following points:-</p> <ul style="list-style-type: none"> (a) car share is not linked to the car club. (b) The Council already has a stand alone car share scheme.
<p>Recommendation 13</p> <p>Consideration should be given to introducing some kind of reward scheme to employees and Elected Members who make use of means of transport other than single-occupancy cars.</p>	Cllr Sir Elgar Jenkins	Accept		Support consideration being given to this concept provided officer and other resources are available and the operation is at least cost neutral. Feel we have to be very careful in use of word 'reward' in relation to this concept.

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Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 14</p> <p>Clear links should be established between travel planning work in the Council and the Worksmart Project which is currently underway. It should be recognised that new working practices can help to reinforce and enable greener travel.</p>	<p>Cllr Sir Elgar Jenkins</p> <p>Cllr Malcolm Hanney</p>	<p>Accept</p>		
<p>Recommendation 15</p> <p>There should be a recognition that there are some cost implications to the work which is being recommended by this review, and that in order to introduce initiatives some initial investment may well be necessary. However, it is strongly felt that such work would ultimately lead to cost benefits to the Council, as well as other less tangible benefits, and these are set out in detail in the Findings section of the report.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Defer</p>		<p>Given the current financial position of the Council I feel it will be necessary to show gains before investing in this.</p>
<p>Future options for creating good practice guidelines for Employer Travel Plans in Bath and North East Somerset</p>				
<p>Recommendation 16</p> <p>By putting in work on its own travel plan the Council should become a leader in the field of travel planning, able to act as an advocate to other employers in the area.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Note</p>		

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<p>Recommendation 17</p> <p>A leaflet should be produced to give to other employers which would offer advice on travel planning, as well as setting out the benefits. This should be linked to the Council’s own travel planning work by being in part a “how we did it” style guide, which would set out the Council’s own journey in producing their plan, its benefits, potential pitfalls, and best practice. The guide should include:</p> <ul style="list-style-type: none"> - “How we did it” information from the Council - Examples of good practice, locally such as Wessex Water, and nationally such as Islington Council - A “how to” section with a step by step guide to producing a travel plan - A section on the benefits of producing a travel plan - Frequently asked questions and answers <p>The guide should draw on existing national guidelines as a base for developing local ones.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Agree in principle subject to resources being available and not taken from other existing services.</p>

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Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 18</p> <p>Work should be done on developing supplementary planning guidance on travel plans which would include:</p> <ul style="list-style-type: none"> - Details about travel plans and their benefits - When a travel plan is required as part of a planning application - How to produce a travel plan 	Cllr Gerry Curran	Accept		
<p>Recommendation 19</p> <p>The Executive is asked to consider undertaking some branding work in order to create a strong identity for travel planning work in the area. An example of this kind of work is Poole's "Travel Wise" slogan.</p>	Cllr Sir Elgar Jenkins	Accept		Consider in light of Joint Transport Plan developments across sub region.
<p>Recommendation 20</p> <p>The Council could help advise organisations in thinking about the practical needs which might be necessary to help their employees travel in a more sustainable manner. These could include provision of:</p> <ul style="list-style-type: none"> - Cycle racks - Showers - Changing facilities - Umbrellas for walkers - Towel drying areas 	Cllr Sir Elgar Jenkins	Accept / Defer		Support first sentence but have concerns about the cost implication and details contained in list. There are major resource implications in some of these proposals.
Options for promoting Employer Travel Plans among local employers				

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Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 21</p> <p>The Council should capitalise on its own experience in producing its travel plan and in producing guidance in order to help promote Employer Travel Plans to other organisations in Bath and North East Somerset</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Support subject to resources being made available without taking money from existing services.</p>
<p>Recommendation 22</p> <p>The Bath and North East Somerset Employers' Travel Forum should be drawn on as an existing and valuable source of enthusiasm which could be tapped to encourage others to take up the benefits of travel planning. The evidence of companies such as Buro Happold and Wessex Water who told the Panel of the benefits their organisation had experienced from investing in travel planning work, could be used as testimonials to encourage others to undertake similar work in their own organisations.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>This is already underway.</p>
<p>Recommendation 23</p> <p>An audit should be undertaken of local employers and key sites of employment in the Bath and North East Somerset area. This could be used to help target promotional work, and also as a baseline for setting performance indicators to encourage the Council to achieve a certain number of new travel plans from organisations per year.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Support subject to resources being made available without taking money from existing services.</p>

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Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 24</p> <p>Where several employers are working out of one site, such as an industrial park, they should be encouraged to pool their resources and produce a joint travel plan. Such joint work might also allow a group of employers to negotiate with local public transport companies for better travel links to their site.</p>	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		
<p>Recommendation 25</p> <p>Consideration should be given to the production of a travel planning magazine for distribution to local employers. This could include:</p> <ul style="list-style-type: none"> - Information sharing articles - Promotion of the benefits of travel planning - Good practice guidelines and tips 	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Support subject to resources being made available without taking money from existing services.</p>

Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 26</p> <p>Consideration should be given to the ways in which the Council could help to fill the gap left by the withdrawal of the 5 days free travel planning advice which until recently has been provided by The Department for Transport, through the Transport Energy Best Practice scheme. With resources issues in mind it is unlikely that it would be appropriate for the Council to provide a direct substitute for such a service however thought could be given to:</p> <ul style="list-style-type: none"> - Offering guidance to local employers - The encouragement of mutual support for employers through the Travel Forum - The ways in which a full time officer dedicated to work on travel planning could help to advise and influence local organisations 	<p>Cllr Sir Elgar Jenkins</p>	<p>Defer</p>		<p>Do not feel that resources can be made available against the Council's current financial position.</p>

Recommendation	Exec Member	Decision Response	Implementation Date	Rationale
<p>Recommendation 27</p> <p>A unified promotional strategy should be developed to address all three aspects of the Task and Finish Group's recommendations. This should include:</p> <ul style="list-style-type: none"> - A launch of the Council's own travel plan both internally to our own employees but also externally in order to encourage other organisations to take up the Council's example. - This launch should be utilised as an opportunity for reaching out to other local employers and promoting travel planning - Consideration should be given to making use of existing local events such as mixer evenings run by Business West, in order to reach out to our local employers - Internal promotional ideas such as bike demos could also be shared to a wider audience in order to forge links with other organisations 	<p>Cllr Sir Elgar Jenkins</p>	<p>Accept</p>		<p>Support – When we have made progress in this area happy to see a promotional strategy developed.</p>