

Subject: Green Travel Plan (draft for consultation)

Status: For Publication

Report to: Policy Scrutiny Committee

Date: 27th July 2010

Report of: Head of People & Policy

Portfolio

Holder: Environmental Services and Finance and Resources

Key Decision: Yes / No

Forward Plan General Exception Special Urgency

1. PURPOSE OF REPORT

1.1 To update and consult with the Policy Overview and Scrutiny Committee on the development of the Council's Green Travel Plan (GTP).

2. CORPORATE PRIORITIES

2.1 The matters discussed in this report impact directly on the following corporate priorities:-

- Encouraging healthy and respectful communities
- Keeping our Borough clean, green and safe
- Providing value for money services

3. RISK ASSESSMENT IMPLICATIONS

3.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:

- Not achieving the commitment in the Resources Business Plan 2010-11 to develop a Green Travel Plan
- Not achieving commitments as per the Environment Strategy, Climate Change Action Plan and Sustainable Community Strategy (Outcome 7 and 14 specifically)
- Not maximising the Council's contribution to Nation Indicators:
 - NI 185 CO2 reduction from local authority operations

- 186 Per capita reduction in CO2 emissions in the LA area
- 188 Adapting to Climate Change
- 194 Air quality – % reduction in NOx and primary PM10 emissions through local authority’s estate and operations

4. BACKGROUND AND OPTIONS

What and Why?

- 4.1 A Green Travel Plan is a package of specific measures aimed at promoting sustainable travel within Rossendale Borough Council employees and Elected Members.
- 4.2 As part of the Council’s commitment to the Sustainable Community Strategy, Environmental Strategy and the Climate Change Action Plan, we are committed to reducing our carbon emissions and promoting a healthy and active travel. The Council has a responsibility to act and operate in an environmentally friendly and sustainable way, which should be reflected within its policies, procedures and behaviour and choices of its staff and Members.
- 4.3 The Green Travel Plan is a a package of specific measures aimed at promoting sustainable travel within Rossendale Borough Council in order to reduce over dependency on cars by promoting alternatives to single occupancy car use. This includes consideration of, reducing single occupancy car use; greater use of public transport; possible discounted passes for buses with Rossendale Transport; encouraging the use of bicycles; increasing car sharing; introducing a car share data base; reducing unnecessary business travel; greater challenging of travel choices; greater pre-planning of meetings and business journeys; increase use of video/teleconferencing facilities; greater use of flexible and home working etc.
- 4.4 Reducing car miles and associated emissions and costs can benefit the environment, improved productivity, and produce financial benefits for both the Council and its staff. There is also a strong link to health and wellbeing for our employees and our commitment to promoting healthy lifestyles and choices.
- 4.5 The underlying aims of travel plans are to reduce car use for travel to, from, and at work, and also to reduce the environmental impact of travel and to reduce unnecessary business travel. According to our recent staff survey (2009), over 80% of Council staff travel to work by car as the driver (Single Occupancy Vehicle). This is above average [approx 64% (Rossendale); 58% (Northwest); 55% (England); Source ONS 2006]. Positively, of those who currently drive to work alone, 56% would be willing to consider more environmentally friendly options (Appendix 1 provides a full summary of the results from the travel section of the 2009 Staff Survey).
- 4.6 A Policy Statement will be developed alongside the Travel Plan and will be a statement of intent and key principles with regards to sustainable travel choices/behaviours, which will underpin and support the Travel Plan.

- 4.7 Green Travel is about making small changes to travel choices, for those that can and are able to do so, where and when it is possible to do so. It isn't an 'all or nothing' transition. Also, the Council recognised that making green travel choices will need to a balanced judgement with time, cost and appropriateness of those choices in each instance for the individual.
- 4.8 An officer Green Travel Working Group has been established. It was agreed that the purpose of the GTP Working Group is to act as the consultation group for the development of the GTP and to support the implementation of the actions and change by acting as 'champions' of GTP principles and values within their service areas and wider directorates across the Council.
- 4.9 Corporate and Member leadership and commitment is key to the success of the Council's Green Travel Plan. This fits into broader Council thinking on sustainability and its approach for now, and for the future.
- 4.10 Attached at Appendix 2 is the working draft Green Travel Plan that the GTP Working Group proposes is taken forward. This includes actions to explore/implement in order to achieve its objectives. This document is also subject to final approval by Management Team and consultation with JCC.

Proposed Launch Activities for the GTP

We will be implementing:

- Poster Campaign around the Council to promote the ideas and principles of the GTP.
- Leaflets attached to wage slips to promote green travel and reinforce ideas.
- An article in Grapevine to promote the launch of the GTP as well as possible 'Green Travel Ideas & Suggestions' in future editions.
- Launch of the 'bike for work /cycle to work scheme' including promotion.
- Article in Members Bulletin on green travel
- Daily messages to be circulated in conjunction with all of the above.

Some key activities throughout the first year: - Possibilities to be explored/agreed include:

- Walk/Fun Run for Council Employees – led by Management Team
- No Travel Day
- Work to work/at work day
- Green Travel Pledges by individuals/teams
- Promotion of National Bike Week
- Reward 'greenest' ethos employees – via Staff Engagement Events, nominations/testimonial from Managers.

COMMENTS FROM STATUTORY OFFICERS:

5. SECTION 151 OFFICER

- 5.1 Financial implications arising from the report are not specifically identified. However, the working assumption is that any financial implications will be met from existing budgets and that in the longer term financial efficiencies will be delivered.

6. MONITORING OFFICER

6.1 No additional comments to add

7. HEAD OF PEOPLE AND POLICY (ON BEHALF OF THE HEAD OF PAID SERVICE)

7.1 Consultation is ongoing with trade unions in relation to implications of the Green Travel Plan.

8. CONCLUSION

8.1 The Green Travel Plan seeks to encourage a change in travel choice and behavior, promoting an increase in sustainable and active travel.

9. RECOMMENDATION(S)

9.1 Agreed Member commitment to the importance of developing and implementing a Green Travel Plan for employees and Elected Members.

9.2 Provide a clear steer and recommendations on initial actions/initiatives and options identified by the GTP Working Group within the Plan.

9.3 That the Committee recommend that all future minor amendments to the GTP and Policy to be delegated to the Head of People and Policy in consultation with the Portfolio Holder(s).

10. CONSULTATION CARRIED OUT

10.1 Green Travel Plan Working Group, Community Impact Assessment Scrutiny Group, Management Team, Portfolio Holders Environmental Services and Finance and Resources, Policy O&S.

11. COMMUNITY IMPACT ASSESSMENT

Is a Community Impact Assessment required Yes / ~~No~~

Is a Community Impact Assessment attached Yes / No

12. BIODIVERSITY IMPACT ASSESSMENT

Is a Biodiversity Impact Assessment required ~~Yes~~ / No

Is a Biodiversity Impact Assessment attached ~~Yes~~ / No

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No background papers.