

West Sussex County Council

'The West Sussex County Council Staff Travel Plan'

A package of 'stick and carrot' measures, which has significantly reduced lone driving to work and introduced greener fleet vehicles.



Travel Wise promotional event



Pool bike lockers



Travel Wise publicity

Notable Features

- Reduced the proportion of staff that drives alone into Chichester by 16%
- Over 60% of Chichester-based employees now use sustainable modes on their commute to work.
- Introduction of on-site parking charges to discourage unnecessary car use.
- Parking revenue is ring-fenced to fund further sustainable travel initiatives.
- Savings made by using Liquid Petroleum Gas in some of our pool cars have also been ploughed back into our STP.

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Setting the scene

The STP was developed for 3 main reasons:

1. As the largest employer in the county, we wanted to reduce the contribution that our staff make to traffic congestion and emissions.
2. We wanted to set an example to other employers. The County Council now requires that Travel Plans be implemented. The STP supports our 'TravelWise' campaign, which is one of our County Strategies
3. We wanted to learn from the experience, so that we would be better placed to advise other employers about Travel Plan measures.

Our STP has now a comprehensive package of measures, including:

- Low interest loans and staff discounts for bicycle and motorcycles.
- Interest-free loans for public transport season ticket purchases
- New locker, shower and bicycle and motorcycle parking facilities
- Increased mileage rates for bicycle or motorcycle use on business
- A large fleet of pool cars
- Home working and flexitime policies
- A STP Intranet site, featuring journey planning information
- Pool bicycles at our main offices.
- Free Bikers' Breakfasts, prize draws and goody bags during National Bike Week
- A website to match potential car sharers with free reserved parking at County Hall for groups of 3 or more. Groups of 2 receive a 50% discount on parking
- 10% Commuter Challenge initiative, which we estimate saved over 100,000 lone driver miles last year and should save a further 150,000 miles this year Staff making the pledge can win £150 each quarter.
- A dedicated budget for STP measures

Beating the odds

Our challenges have been to:

- Gain Member support for the STP and provide us with a dedicated budget
- Draw together the various departments involved in implementing measures
- Sell the benefits of the STP to staff
- Introduce on-site parking charges for staff where previously parking was free

Members and colleagues have been extremely supportive of our objectives. We have also been able to introduce parking charges, with the support of unions and minimal resistance from staff.

Reaping the benefits

- Our surveys show that commuting via sustainable transport into Chichester has increased by 16% since 2000.
- Congestion has been eradicated from our car parks
- Reduction in car use has also brought about reductions in toxic exhaust and CO₂ emissions
- Employees have reduced their travel costs and fewer staff cars are on the road during peak hours.
- The proportion of staff cycling and walking has increased from 15% in 2000 to 21%.
- More staff are realising the health benefits of building 'active travel' into their routines.
- Our STP was recently short-listed for a National Transport Award.
- We are already rolling-out our 10% Commuter Challenge at the publisher John Wiley & Sons
- We have produced our 'Green Commuter Guide' made available to other employers free of charge.

This year we intend to introduce a free staff shuttle service, which will run on bio-diesel.