Wirral Council
Staff Travel Plan
2006/7 - 2009/10
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Foreword
The impact of congestion on the UK economy in terms of lost time, fuel costs and general stress, runs to billions. Transport is currently estimated to produce a quarter of total UK emissions of CO₂, the main driver of climate change. Some 80 per cent of these CO₂ emissions from the transport sector come from road transport. Although CO₂ emissions from new cars and other vehicles have reduced over the last few decades due to improved technology, overall levels of emissions from road transport have stayed fairly constant as people use their cars more and choose larger, more powerful vehicles.

There is cross party support on the need to tackle climate change, and curb traffic growth on Wirral to ensure that the borough does not experience the levels of congestion or air quality problems seen in Liverpool City Centre. This can be done both through demand management and by ensuring accessibility by all modes, including good quality public transport and the opportunity to walk or cycle.

Whilst Central Government is seeking, through its policies, legislation and budget, to extend real choice to individuals about how they travel, there is also a need to persuade people to change their attitudes to travel and thus their travel behaviour. On Wirral this is achieved through TravelWise, the Merseyside Local Transport Plan partnership’s campaign to help people on Merseyside make sustainable transport choices - public transport, walking, cycling and using cars wisely.

Travel Plans are one way in which organisations, including ourselves, can make their contribution towards the step change in travel behaviour that is required, by managing the transport and travel needs of its staff. Wirral Council is pleased to be able to continue its commitment towards this process by producing this - its second Travel Plan. It is hoped that this Travel Plan will build on the successes of the first through the implementation of a package of facilities, policy changes and promotion.

In turn, the Council hope that it will become recognised as a 'best practice tool' and believe that it can be used to persuade other local organisations and the wider community of Wirral to use more sustainable forms of transport.

Councillor Steve Foulkes
Leader of Wirral Council
Introduction
What is a Travel Plan?
A Travel Plan is a policy and action plan for managing transport effectively. It is a package of practical measures with the aim of improving access by all modes of travel, improving choices for everyone.

Successful Workplace Travel Plans can give organisations the following advantages:

• Enhanced recruitment packages, improved business image and public profile
• Improved productivity and fewer sick days resulting from a healthier workforce
• Meeting corporate goals, e.g. In Wirral, the Travel Plan supports the objectives of several Council strategies and agendas: Corporate Strategy, Environmental Management System, Local Transport Plan, Physical Activity Strategy, and forthcoming Climate Change Strategy
• Saving money by reducing the cost of staff reimbursement through mileage claims
• Saving money by reducing the amount of land and maintenance required for car parking provision
• Providing revenue through car park charging, e.g. implemented at many hospitals

What can Travel Plans can achieve?
The Department for Transport’s 2002 publication, ‘Making Travel Plans Work: Research Report’ suggests that the success of a Travel Plan can be predicted by the package of measures implemented:

• A plan containing only marketing and promotion is unlikely to achieve any modal shift.
• A plan with car sharing and cycle measures may achieve 3 - 5% reduction in drive alone commuting.
• A plan with car sharing, cycling and large discounts on public transport plus works buses will achieve around a 10% reduction.
• The combination of all the above measures, together with disincentives to drive e.g. car park management, can achieve 15 - 30% reduction in drive alone commuting.
The need to take action nationally

• According to the Confederation of British Industry (CBI) the impact of congestion on the UK economy, in terms of lost time, fuel costs and general stress, runs to billions.

• National data shows an increasing proportion of journeys are by car - up from 79% of the total distance travelled in 1980 to 85% in 2002.

• While we have some of the safest roads in the world, cars are not necessarily the safest mode by which to travel. There are more people killed or seriously injured travelling in cars compared to most other modes.

• Transport is currently estimated to produce a quarter of total UK emissions of CO₂, the main driver of climate change. Some 80 per cent of these CO₂ emissions from the transport sector come from road transport.

• Although CO₂ emissions from new cars and other vehicles have reduced over the last few decades due to technological improvements, overall levels of emissions from road transport have stayed fairly constant as people use their cars more and choose larger, more powerful vehicles.

• Road transport is responsible for a significant proportion of the pollutants that affect air quality and which impact on people’s health.

• The Government is, however, committed to taking the lead in tackling climate change, and to putting the UK on a path to reducing CO₂ emissions by around 60 per cent from current levels by 2050.

• The Stern Review on the Economics of Climate Change published in October 2006 warns that it is still possible to avoid the worst impacts of climate change; but it requires strong and urgent collective action and that delay would be costly and dangerous.

• The challenge is to ensure accessibility by all modes, including good quality public transport and the opportunity to walk or cycle.

The borough of Wirral

Wirral covers an area of 60 square miles and had a population of 313,800 people in 2003. The peninsula is surrounded by the River Mersey to the East, the Irish Sea to the North the River Dee to the West and adjoins the Cheshire Plain to the south.

Transport provision in the borough includes a public transport network of buses, heavy rail, electric trains, and ferries, with park and ride facilities available at ferry terminals and rail stations. There is a developing cycle network, including National Cycle Network Route 56 (Millennium Route). The M53 motorway and two Mersey road tunnels provide links to the rest of Merseyside from Wallasey and Birkenhead, and at its opposite end, the M53 links to the wider Motorway network south of the borough. Major local facilities include the Birkenhead Docks system, part of the Port of Liverpool, including the Twelve Quays roll-on-roll-off ferry terminal; and the entrance to the Manchester Ship Canal.

The need to take action in the borough:

• Whilst car ownership is still at low levels in some parts of the borough, increased economic prosperity may see these levels rise, with further implications for congestion and air quality.

• Wirral is currently an area of generally high environmental quality. No air quality management areas are currently designated in Wirral. However, unchecked traffic growth will have major implications on local environments and long-term air quality.
Wirral Council

The Council currently employs approximately 13,000 staff in the following departments: Corporate Services, Regeneration, Technical Services, Children and Young People’s, Adult Social Services, and Finance.

Staff are employed at numerous council facilities spread across the borough including: Council offices and depots, libraries, leisure centres, One Stop Shops, schools, elderly persons homes, parks and community centres. Approximately 25% of staff are based at the council’s main complexes:

<table>
<thead>
<tr>
<th>Site</th>
<th>Location</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheshire Lines Building</td>
<td>Birkenhead</td>
<td>401</td>
</tr>
<tr>
<td>Conway Building</td>
<td>Birkenhead</td>
<td>156</td>
</tr>
<tr>
<td>Dock Road Depot</td>
<td>Wallasey</td>
<td>284</td>
</tr>
<tr>
<td>Hamilton Building</td>
<td>Birkenhead</td>
<td>256</td>
</tr>
<tr>
<td>Municipal Offices</td>
<td>Birkenhead</td>
<td>446</td>
</tr>
<tr>
<td>Professional Education Centre</td>
<td>Bromborough</td>
<td>197</td>
</tr>
<tr>
<td>Solar Campus</td>
<td>Leasowe</td>
<td>271</td>
</tr>
<tr>
<td>Transport Depot</td>
<td>Birkenhead</td>
<td>232</td>
</tr>
<tr>
<td>Wallasey Town Hall</td>
<td>Wallasey</td>
<td>446</td>
</tr>
<tr>
<td>Westminster House</td>
<td>Birkenhead</td>
<td>576</td>
</tr>
</tbody>
</table>
The need for the Council to take action:

- In 2004/5 over 3,000 privately owned vehicles were used by staff to travel on the business of the authority. The total mileage claimed was 3,348,592 miles at a cost to the authority of just over £2 million.
- Staff undertake various journeys during the working day, including: attendance at meetings, movement of people and materials, home visits, site visits, inspections, attending training conferences or courses.
- Travel by other forms of transport, e.g. train and bus, is also reimbursed through petty cash. However, no records are maintained of these journeys. Nor are records taken of business trips undertaken on foot (walking) or undertaken as a car passenger. The Council does, however, operate a cycle mileage scheme for journeys undertaken by cycle.
- The Council-owned transport fleet consists of 320 vehicles ranging from various sized vans and minibuses to tippers and road lining vehicles. In 2004/05 the Council fleet of vehicles under 3.5 tonnes undertook 2,298,885 miles.

History of the Council Travel Plan

As the largest employer on the Wirral, with approximately 13,000 staff, the Council recognised that it had a significant role to play in promoting sustainable travel, not only to its workforce for journeys to and from work and for business travel, but to its visitors and suppliers and to other employers. The Council demonstrated its commitment to sustainable travel by producing its first Travel Plan, which was originally adopted in November 2002.

The Council also encourages and requires, through the planning process, the production of school and workplace travel plans. The Council, in having its own Travel Plan and package of incentives, is providing a positive example for the local community and local businesses.

The overall aims of the Council’s Travel Plan are as follows:

- To provide staff with a variety of choices for travel to work and for business travel;
- To make a positive contribution to the health of staff by encouraging greater use of active forms of travel, such as walking and cycling; and
- To improve the environment of the borough by reducing unnecessary travel, particularly unnecessary single occupancy car use.
The original Travel Plan, adopted in 2002, was a three-year strategy covering a period up to the end of December 2005. This second Travel Plan updates the original plan and covers the period up to the end of March 2010.

This document provides a comprehensive evaluation of the sustainable transport programme of the Council to date, with future targets and actions covering the next three years. As the document itself has been updated, so the package of incentives available to staff has been developed by providing additional facilities (e.g. additional cycle parking and showers), improving sustainable travel friendly policies (e.g. increased cycle mileage rates) and through ongoing promotion (e.g. pedometer challenge). It is unrealistic that any of these elements alone will be instrumental in achieving a shift away from the private car but should, when combined together, achieve maximum effect.

The focus of this Travel Plan is on staff travel, both commuting and travel on Council business. It also includes actions for the Council’s fleet, actions to improve accessibility to its buildings for staff and visitors, and also considers Members’ travel needs. This Travel Plan does not, however, consider the impact of deliveries to the Council from its suppliers. This has been a conscious decision as it is envisaged that the greatest benefits will be obtained through promotion of this plan to staff and visitors.

The Director of Technical Services is the ‘champion’ for the Travel Plan. To aid in the production of the Travel Plan and its implementation, a Steering Group was developed in 2005 with representation from all departments. This was essential to ensure corporate ownership of the plan.

The Terms of Reference of the Travel Plan Steering Group are as follows:

- To provide the management support required to take ideas forward and make strategic company decisions, e.g. to agree revisions to policy
- To ensure that the work of the Travel Plan is co-ordinated with other activities of the organisation
- To inform key people of the progress with the Travel Plan
- To set tasks, priorities and work programmes for the Travel Plan Co-ordinator
- To identify any necessary funding required to take the Travel Plan forward
- To monitor and review progress and identify realistic targets for taking the Travel Plan forward

The Council’s Travel Plan Co-ordinator in conjunction with the Travel Plan Steering Group has produced this updated Travel Plan. The actions proposed within the Travel Plan are set for the Council’s Travel Plan Co-ordinator, however, the responsibility for the implementation of some measures may lie with different departments.

This document will be made available to Members, Chief Officers and management as well as to other local authorities and local organisations. A summary booklet has also been produced for distribution to all staff to highlight the package of incentives in place and to encourage travel by more sustainable means. Both documents will be made available electronically.
Links to Council Strategies and Agendas

In addition to covering several of the aims of the Corporate Strategy, the Travel Plan will contribute to the delivery of many of the other council strategies and agendas, including the Environmental Management System (EMS), Local Agenda 21 (LA21), Local Transport Plan (LTP), Local Development Framework (LDF), Physical Activity Strategy, Corporate Health and Absence Management and the forthcoming Climate Change Strategy.

The Corporate Strategy aims to:

- Protect and improve the environment
- Encourage employment and business opportunities
- Help improve the overall health of Wirral people
- Help to make Wirral a safer place to live and work
- Help support and protect vulnerable people
- Ensure an efficient and accessible transport system

Relevant Merseyside-wide targets set for the second LTP:

- Restricting increases in Merseyside’s traffic levels to 9.2%
- An increase in cycling of 10%
- Increase in public transport patronage - bus 1% over the next five years, rail 7.9% over five years
- 35% increase in people using Park and Ride by 2011
- Environmental standard of bus fleet - 70% of fleet to Euro II with a trap or better by 2011
- 95% of new developments meeting minimum standards for all modes as defined by the Merseyside Supplementary Planning Document for Transport

The Travel Plan Co-ordinator works with different departments and agencies to implement the plan.
EMS Transport theme targets for 2006/07 are all related to or aided by the Travel Plan:

• Production of a departmental Transport Hierarchy Policy to drive a reduction in business mileage
• Three 18 tonne vehicles and two Sprinter vehicles programmed to be fitted with new exhaust technology
• Driver assessments and training, including fuel efficiency techniques, to take place for drivers of vehicles over 3.5 tonnes
• A further 15 vehicles to be fitted with Vehicle Efficiency Systems
• Maintain the use of Bio Fuel for the whole fleet;
• Increase the number of Technical Services staff car sharing to 30%
• Establish a Pedometer League
• Co-ordinate ‘Car Free Day’ 22nd September and increase staff participation from 2005/06
• Promote Bike Week (17th-25th June) and increase staff participation from 2005/06
• Update Council Travel Plan
• Co-ordinate the promotion of the use of sustainable transport at corporate employee events
• Include Travel Plan induction packs with contracts of employment for 100% of new employees
• Ensure the submission of travel plans with all relevant planning applications as required by Planning Policy Guidance Note 13
• Adopt draft Merseyside Supplementary Planning Document for Transport as council policy
• Develop and adopt Supplementary Planning Document for Parking

Relevant Wirral Physical Activity Strategy targets:

• Promote the proportion of short journeys (under 3 miles) made by walking and cycling
• Support the development of School Travel Plans/Safer Routes To School schemes, and an environment which encourages children to cycle or walk to school
• Implement Travel Plans at NHS sites
• Support the establishment of employers’ Travel Plans

(Note: The Local Development Framework Core Strategy and Climate Change Strategy are currently under development.)

The Travel Plan will contribute to the delivery of many of the other council strategies and agendas
Evaluation of Travel Plan 2002 - 2005 and current situation
As part of the development of this updated Travel Plan, significant data collection has been undertaken to assess progress to date, and to identify an updated strategy that is most likely to achieve success. Over the life of the Travel Plan, the Council has progressed the implementation of a package of incentives available to staff. Thirty measures have been successfully implemented during the last few years in support of the Council’s first Travel Plan. However, it will be necessary to implement further measures aimed at reducing vehicle use in order to continue progress towards achieving modal shift.

**Travel Plan Progress 2002 to September 2006**

To determine progress made against mode share targets set within the first (2002) adopted Travel Plan, 2,500 members of staff took part in a Staff Travel Survey in November 2005. This was the second staff travel survey undertaken in support of the Council’s Travel Plan. The first survey, carried out in 1999, covered main council buildings only and was used to set the original Travel Plan targets for walking, cycling, and public transport use. The following table shows the original 1999 baseline data along with 2005 targets and survey results.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Mode 1999 Baseline Survey</th>
<th>Target by end 2005</th>
<th>2005 Survey Main sites</th>
<th>2005 Survey All sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car alone</td>
<td>60%</td>
<td>55%</td>
<td>56.9%</td>
<td>61.2%</td>
</tr>
<tr>
<td>Car with others</td>
<td>16.6%</td>
<td>-</td>
<td>22.6%</td>
<td>17%</td>
</tr>
<tr>
<td>Public Transport</td>
<td>13%</td>
<td>15%</td>
<td>12.2%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Bus</td>
<td>10.3%</td>
<td>-</td>
<td>6.9%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Train</td>
<td>3.4%</td>
<td>-</td>
<td>5.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Walk</td>
<td>5.5%</td>
<td>8%</td>
<td>6.2%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Cycle</td>
<td>1.5%</td>
<td>3%</td>
<td>1.1%</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

When investigating results for individual departments and buildings, there are some very positive examples:

- 11% of staff that responded to the 2005 survey from Dock Road Depot cycled to work
- 57% of staff in the Finance Department travel to work by sustainable means
There were some results, however, which indicate that there is room for further improvement:

- 40% of people who live within 1 mile of work travel to work by car
- 33% of people driving their car to work go out of the office on work business less than once per week
- Of those respondents who do leave their place of work, three quarters (76.7%) attend meetings at other Wirral Council buildings
- Four-fifths (82.3%) of respondents travel by car when on work business

A summary of the survey results and a copy of the travel survey are attached as Appendix A.
The table below indicates the progress made towards the proposed measures/actions in the first adopted Travel Plan Strategy. Measures that are still outstanding will be taken forward, where appropriate, into the updated Travel Plan.

<table>
<thead>
<tr>
<th>Measure / Action</th>
<th>Completed Travel Plan Measures</th>
<th>Additional Completed Measures</th>
<th>Outstanding Travel Plan Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLICY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycle mileage</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seek approval to increase cycle mileage to match the lowest casual user allowance for car drivers and retain existing £100 lump sum</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest Free Cycle Loans</td>
<td>Seek approval for interest free cycle loans</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Interest Free Public Transport Season Ticket Loans</td>
<td>Seek approval for interest free public transport season ticket loans</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Flexible Working Hours</td>
<td>Encourage departments to trial extended office hours, relaxed core hours and maximum of 2 days flexi per month</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Teleworking</td>
<td>Support the introduction of teleworking for staff including home and mobile working</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Taxi Use Policy</td>
<td>Explore the options for introducing a Council Taxi Use Policy</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Car Park Management</td>
<td>Investigate the development of a car park management policy/ permit system for council buildings</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>FACILITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycle Facilities</td>
<td>Apply for external funding as appropriate for the installation of new cycle parking, showering, changing and locker facilities at Cheshire Lines Building and Wallasey Town Hall. Provide additional cycle storage at Solar Campus and Treasury Building</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Pool Van</td>
<td>Introduce a pool van for technical services staff at Cheshire Lines Building</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Eco Shuttle Bus</td>
<td>Promote the use of the council’s Eco Shuttle Bus service running between council buildings</td>
<td>Service withdrawn April 2005</td>
<td></td>
</tr>
<tr>
<td>Site Audits</td>
<td>Undertake site audits to identify issues for pedestrians, cyclists and public transport users</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Pool Bikes</td>
<td>Purchase pool bikes to be located at Cheshire Lines Building, Wallasey Town Hall, and Treasury Building to be used by staff on short journeys e.g. between Birkenhead council offices and Wallasey Town Hall</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Measure / Action</td>
<td>Completed Travel Plan Measures</td>
<td>Additional Completed Measures</td>
<td>Outstanding Travel Plan Measures</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>--------------------------------</td>
<td>------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td><strong>Facilities Fund</strong> - Seek funding to facilitate implementation of sustainable travel facilities, e.g. showers, lockers, cycle stands, in other council buildings</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>PROMOTIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WALKING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedometer League - Establish a pedometer league to encourage staff to walk to work</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birkenhead Calorie Map - Work with the Primary Care Trusts and Merseyside TravelWise to develop a map of walking routes in Birkenhead Town Centre. Make available to staff and visitors via building receptions and the internet</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Health Day - Annually run stand at Corporate Health Awareness Day to promote walking as a healthy alternative to staff</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CYCLING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike Week - Annually organise Bike Week events including Cyclists Breakfasts, Bike maintenance sessions and lunch time bike rides</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycle Map - Work with the Cycling Officer to make 2006 Cycle Map available to staff and visitors via building receptions and the internet</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Getting Started Cycling Leaflet - Produce a leaflet for staff encouraging commuting by cycle</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount at cycle retailers - Negotiate a 10% discount for council staff at local cycle retailers: Moreton Bike Shop, K Cycles and Roy Davies Cycles</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bicycle Users Group - Establish a Bicycle Users email Group (e-BUG) to discuss cycling and encourage an improvement to policies and facilities</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Link - Work with LA21 Co-ordinator to jointly fund pilot of emission free delivery service for council mail using a cycle courier</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company of Cyclists - Work with LA21 Co-ordinator to jointly fund attendance of Company of Cyclists at corporate event, e.g. Kite Festival or Wirral Show</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Health Day - Annually run stand at Corporate Health Awareness Day to promote cycling as a healthy alternative to staff</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### PUBLIC TRANSPORT

**Public Transport Information** - Liaise with Merseytravel to install and frequently update public transport information carousels in council building receptions  

**New Starter Pack** - Produce a Staff Travel Plan Induction Pack for all new starters containing a free weekly Arriva bus ticket, a personal public transport journey plan and public transport service and ticket information  

**Discounted public transport tickets** - Negotiate with bus operators, Merseyrail and Merseytravel to obtain discounted public transport tickets for council staff.

### CAR SHARING

**Car Share Database** - Establish a private group for council staff on the liftshare database and create a link from the intranet home page.

### DISCOURAGING CAR USE

**Car Free Day** - Annually organise Car Free Day 22nd September events for staff.

### VISITORS

**‘How to get to...’ Electronic Guides** - Produce and update how to get to guide on intranet for all council buildings.

### GENERAL TRAVEL PLAN PROMOTION

**Travel Plan Updates** - Include a Travel Plan related article in every issue of the staff council magazine ‘One Council’.

**Sustainable Transport Surgeries** - Hold sustainable transport surgeries for staff in conjunction with Merseyside TravelWise.

### FLEET

**Alternative Fuels** - Introduce LPG vehicles  

**Vehicle Management System** - Introduce a vehicle management system to keep track of vehicles, reduce driver speed, reduce fuel consumption and reduce vehicle numbers though trip-combining.

**Exhaust Technology** - Fit council vehicles with new exhaust technology.

**Green Training** - Provide 'green' training to all drivers to ensure fleet vehicles are driven in the most fuel-efficient way.

**Alternative Fuels** - Introduce 5% bio fuel mix for entire council fleet.
Baseline Data

In addition to the Staff Travel Survey the following studies were undertaken between February and August 2006 to establish a baseline position to identify suitable targets and measures for the future strategy:

- Mileage Study
- Energy Savings Trust Site Specific Travel Plan Advice
- Energy Savings Trust - Fleet Health Check
- Staff Postcode Plotting
- Site Audits
- Council Member Travel Survey

Mileage Study

The Council’s mileage claim system is a financial system for the payment of car allowances. Although origin and destination information for work based journeys is requested on mileage claim forms this data is not entered into the computerised system. It has become clear that this lack of data prohibits effective analysis of mileage trips and, hence, currently prevents the targeting of journey specific Travel Plan measures to reduce business mileage.

In order to overcome this, and to gain insight into the type of trips being undertaken on Council business, an exercise was undertaken using a ‘snapshot’ of mileage claim forms. The origins and destinations stated on all of the mileage claim forms submitted in the first two weeks of April 2006 were analysed.

(Note: Since this time there have been changes in Education and Cultural Services and Social Services Departments with the creation of Children and Young People’s and Adult Social Services Departments respectively)

Headline figures:

- 6698 individual journeys were undertaken
- Social Services - 3903 journeys were recorded in total, the highest number of journeys being made by home carers, social worker journeys and care workers
- Education and Cultural Services - 1272 journeys were recorded in total, the highest number of journeys being made by Educational Social Workers and Psychologists, general inspectors, leaning mentors, and youth workers
- Technical Services - 760 journeys were recorded in total, the highest number of journeys being made by building surveyors and highway inspectors
- Finance - 173 journeys were recorded in total
- Corporate Services - 137 journeys were recorded in total
- Department of Regeneration - 122 journeys were recorded in total, the majority of which being undertaken by the Environmental Heath Section
- Housing Associations and the Occupational Health Unit undertook the remaining 331 journeys

Analysis of this data demonstrates that the majority of mileage claims were for home or site visits undertaken on council business. Within the data there is evidence of effective trip management, e.g. combining visits to more than one site as well as staff undertaking journeys on their way into or on their way home from work. However, 34% of journeys were isolated return journeys, which indicates that there may be room for additional trip combining to be undertaken. It was also evident from the study that there are a significant number of journeys between council buildings for which specific measures could be targeted.

This study highlights the requirement for electronic/online mileage claim forms to be developed to allow origin and destination data to be collected and analysed, and measures targeted to reduce car travel between council buildings.
Energy Savings Trust Independent Studies

Two independent studies were carried out in Spring 2006 funded by the Energy Savings Trust - a Fleet Health Check and Travel Plan Site Specific Advice. Key performance indicators from the Fleet Health Check are included as Appendix B.

It is estimated that privately owned vehicles used by Council staff on work business produced about 1005 tonnes of carbon dioxide in 2004/05. The cost to the authority per mile travelled by staff varied between £0.13 and £30 per mile. This is due to some members of staff receiving an essential user allowance but claiming very few miles.

Other interesting results include that 300 staff vehicles pre-date the Euro emission regulation system (1993), and the oldest vehicle used by a member of staff was 38 years old.

There were a number of recommendations from these studies applicable to staff use of their own vehicles:

- Review staff mileage reimbursement rates to introduce one classification in line with the Inland Revenue Authorised mileage rates, i.e. 40p per mile for the first 10,000 miles and 25p per mile thereafter
- Consider the introduction of a Pool Vehicle pilot scheme for staff to use in order to reduce mileage claims
- Develop a ‘Transport Hierarchy’ policy, which requires staff to consider all other available options before they are authorised to undertake a single occupancy car journey in their own vehicle
- Make more use of other available electronic media for communications (e.g. video conferencing) to reduce trip numbers.

In 2004/05 the Council’s fleet was estimated to produce approximately 675 tonnes of CO₂. For the purposes of these studies only the 266 vehicles under 3.5 tonnes were considered (please refer to Appendix B for full details of the Council fleet). The studies found the Council-owned fleet was of a good standard and above average for Local Authorities. There were very few recommendations for the fleet but the integration of IT systems (to improve mileage recording) and further support for the Transport Manager by operating departments (to ensure that drivers enter mileage data accurately when drawing fuel) were identified.

Staff Postcode Plotting

In order to determine the potential for staff to use sustainable modes of travel on their commute to work, the home postcodes for staff at each of the main council buildings were mapped. Results were as follows:

Cheshire Lines Building:
- 2.2% of staff live between 0 and 1 mile of the Cheshire Lines Building
- 16.7% of staff live between 1 and 2 miles of the Cheshire Lines Building
- 54.6% of staff live between 2 and 5 miles of the Cheshire Lines Building
- 26.5% of staff live over 5 miles from the Cheshire Lines Building.

Conway Building:
- 3.9% of staff live between 0 and 1 mile of the Conway Building
- 17.8% of staff live between 1 and 2 miles of the Conway Building
- 57.2% of staff live between 2 and 5 miles of the Conway Building
- 21.1% of staff live over 5 miles from the Conway Building.

Dock Road Depot:
- 13.5% of staff live between 0 and 1 mile of the Dock Road Depot
- 24.4% of staff live between 1 and 2 miles of the Dock Road Depot
- 51.5% of staff live between 2 and 5 miles of the Dock Road Depot
- 10.6% of staff live over 5 miles form the Dock Road Depot.
Hamilton Education Building:
- 3.9% of staff live between 0 and 1 mile of the Hamilton Building
- 14.5% of staff live between 1 and 2 miles of the Hamilton Building
- 49.5% of staff live between 2 and 5 miles of the Hamilton Building
- 32.1% of staff live over 5 miles from the Hamilton Building.

Municipal Offices:
- 5% of staff live between 0 and 1 mile of the Municipal Offices
- 17.5% of staff live between 1 and 2 miles of the Municipal Offices
- 48.1% of staff live between 2 and 5 miles of the Municipal Offices
- 29.4% of staff live over 5 miles of the Municipal Offices.

Professional Excellence Centre:
- 9.3% of staff live between 0 and 1 mile of the Professional Excellence Centre
- 7.7% of staff live between 1 and 2 miles of the Professional Excellence Centre
- 38.4% of staff live between 2 and 5 miles of the Professional Excellence Centre
- 44.6% of staff live over 5 miles from the Professional Excellence Centre.

Solar Campus:
- 3.8% of staff live between 0 and 1 mile of the Solar Campus
- 21.6% of staff live between 1 and 2 miles of the Solar Campus
- 37.9% of staff live between 2 and 5 miles of the Solar Campus
- 36.7% of staff live over 5 miles of the Solar Campus.

Transport Depot:
- 10% of staff live between 0 and 1 mile of the Transport Depot
- 28.1% of staff live between 1 and 2 miles of the Transport Depot
- 61.9% of staff live over 2 miles from the Transport Depot.

(Note: No further data available)

Westminster House:
- 84.5% of staff live between 0 and 5 miles of Westminster House.

(Note: No further data available)

Wallasey Town Hall:
- 8.9% of staff live between 0 and 1 mile of Wallasey Town Hall
- 19.4% of staff live between 1 and 2 miles of Wallasey Town Hall
- 34.8% of staff live between 2 and 5 miles of Wallasey Town Hall
- 36.9% of staff live over 5 miles from Wallasey Town Hall.

Examples of postcode plotting are shown in Figures 1 and 2 below.

Figure 1: Hamilton Building Staff Postcode Plot
Figure 2: Wallasey Town Hall Staff Postcode Plot
For the main council buildings for which post code plots were produced, on average:

• 7.1% of staff live between 0 and 1 mile of the council building within which they work
• 16.8% of staff live between 1 and 2 miles of the council building within which they work
• 46.1% of staff live between 2 and 5 miles of the council building within which they work
• 30% of staff live over 5 miles from the council building within which they work

Planning Policy Guidance Note 13 (PPG13) suggests that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 1.2 miles. Cycling also has potential to substitute for short car trips, particularly those under 3.1 miles. Therefore, the results above demonstrate that almost one quarter of staff could be encouraged to cycle to work. 7% could potentially walk to work, although when targeting walking measures to particular buildings the variation in percentages should be noted e.g. only 2% of staff live within 1 mile of the Cheshire Lines Building whereas 9% live within walking distance of Wallasey Town Hall. With 70% of staff living within 5 miles of main council buildings there should be significant opportunities to encourage staff to use public transport, particularly to the highly accessible Birkenhead Civic area. Other sites may achieve greater success through encouraging staff to car share.

Site Audits

Site audits were undertaken at all main Council buildings to determine accessibility by all modes of transport. Site audit results are shown in the following table.

The site audit indicates as expected that the most accessible Council buildings are within the Birkenhead Civic area close to the rail and bus network. The least accessible of the main buildings by public transport are the Solar Campus in Leasowe and Wallasey Town Hall. The audit has highlighted the need for improved cycling facilities at Hamilton Building, Westminster House and Conway Building. The remaining main Council buildings have sufficient cycle parking at present for the level of demand.

As part of the site audits, computer software ‘Accession’ was used to map journey times to the main Council buildings by public transport from different origins within borough. Comparing staff postcode plots with public transport journey time maps highlights gaps in public transport provision are most significant for staff from West Wirral. An example of the mapping is shown in Figure 3

Council Member Travel Survey

Out of the Authority’s 66 Councillors, 25 responded to this survey - a response rate of almost 40%. The Members were asked what their main mode of transport whilst on Council business was. The majority of Members, 72%, used their car whilst on work business, a further 8% used taxis and 8% gave a lift to colleagues, 4% cycled, 4% travelled by train and 4% by bus. When questioned if there were other alternative modes of travel available to their usual choice, 60% of respondents indicated that they could car share, 64% indicated that they could use public transport and 20% believed that they could travel by bike or on foot.

Members were also asked how often they used their own car on Council business. Almost all respondents stated that they needed to use their car more than twice a week and the majority of respondents (44%) indicated they needed to use their car on a daily basis. The highest number of respondents (60%) indicated that they were required to travel over 20 miles on average per week on Council business.

When asked for additional comments regarding their travel on Council business it was evident that, whilst the car was the most used form of transport, a number of Members indicated that they, when appropriate, used alternatives including walking, cycling and public transport.
## Site Audit Table

<table>
<thead>
<tr>
<th>Questions</th>
<th>Cheshire Lines Building</th>
<th>Conway Building</th>
<th>Dock Road Depot</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TRAIN</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is the nearest train station?</td>
<td>Hamilton Sq.</td>
<td>Conway Park</td>
<td>B’head Park</td>
</tr>
<tr>
<td>How far away is it?</td>
<td>0.15km</td>
<td>0.3km</td>
<td>1km</td>
</tr>
<tr>
<td>What public transport information is available to staff and visitors?</td>
<td>Public transport carousel</td>
<td>Public transport carousel</td>
<td>None</td>
</tr>
<tr>
<td><strong>BUS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the nearest bus stop covered?</td>
<td>No - bus stop outside uncovered bus Woodside Bus Station 200m away</td>
<td>Yes - Birkenhead Bus Station opposite</td>
<td>No</td>
</tr>
<tr>
<td>Are seats provided?</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are bus stops well lit?</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are bus times displayed?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>How many bus routes within walking distance of this site?</td>
<td>37</td>
<td>58</td>
<td>11</td>
</tr>
<tr>
<td><strong>PEDESTRIANS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are there convenient access points for pedestrians to the site?</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are pedestrian routes direct to bus stops and other important locations?</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Are routes accessible in and around the site e.g. good surfacing, good state of repair, drop kerbs etc?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Are there any conflicts between vehicles and pedestrians?</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Are pedestrian routes in and around the site well lit?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>CYCLING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What facilities are provided?</td>
<td>10 cycle storage lockers and 2 visitors stands</td>
<td>2 sheffield stands</td>
<td>Cycle shelter for 13 bikes</td>
</tr>
<tr>
<td>Are there showers?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Are there lockers?</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are roads serving the site conducive to cycling?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes - but high % HGVs</td>
</tr>
<tr>
<td><strong>VEHICLE ACCESS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How many car parking spaces are available for -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>staff</td>
<td>102</td>
<td>16*</td>
<td>93</td>
</tr>
<tr>
<td>visitors</td>
<td>4</td>
<td>disc zone outside</td>
<td>0</td>
</tr>
<tr>
<td>disabled</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>others</td>
<td>1 for pool van</td>
<td>0</td>
<td>15 reserved spaces for management</td>
</tr>
<tr>
<td>Do car parks overspill?</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Is access controlled?</td>
<td>No</td>
<td>Yes - spaces for management and team leaders</td>
<td>No</td>
</tr>
</tbody>
</table>

* Overspill parking available for staff of Westminster House, Conway Building, New Municipal Building and Treasury Building 110 spaces on Market Street and 25 on Price Street
<table>
<thead>
<tr>
<th>Hamilton Building</th>
<th>New Municipal Building</th>
<th>Professional Education Centre</th>
<th>Solar Campus</th>
<th>Transport Depot</th>
<th>Treasury Building</th>
<th>Wallasey Town Hall</th>
<th>Westminster House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conway Park</td>
<td>Hamilton Sq.</td>
<td>Bromborough Rake</td>
<td>Wallasey Village</td>
<td>B’head Park</td>
<td>Hamilton Sq.</td>
<td>N/A</td>
<td>Hamilton Sq.</td>
</tr>
<tr>
<td>0.28km</td>
<td>0.4km</td>
<td>0.7km</td>
<td>0.8km</td>
<td>0.34km</td>
<td>N/A</td>
<td>0.3km</td>
<td></td>
</tr>
<tr>
<td>Public transport</td>
<td>Public transport</td>
<td>Public transport</td>
<td>None</td>
<td>None</td>
<td>Public transport</td>
<td>Public transport</td>
<td>Public transport</td>
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<tr>
<td>carousel</td>
<td>carousel</td>
<td>carousel</td>
<td>None</td>
<td>None</td>
<td>carousel</td>
<td>carousel</td>
<td>carousel</td>
</tr>
<tr>
<td>Yes - Birkenhead Bus Station adjacent</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Cycle shelter</td>
<td>2 sheffield stands and 2 cycle lockers</td>
<td>3 covered and 3 uncovered sheffield stands</td>
<td>4 cycle lockers</td>
<td>Cycle shelter for 18 bikes</td>
<td>Rack for 10 bikes in basement storage room</td>
<td>Racks for 24 bikes within basements and sheffield stands for visitors</td>
<td>4 visitor cycle stands and internal storage room</td>
</tr>
<tr>
<td>Yes</td>
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<tr>
<td>Cycle shelter</td>
<td>16 bikes and 3 cycle lockers</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Yes - staff car</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>park barrier</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>controlled</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes - 127 spaces barrier controlled</td>
<td>Yes</td>
</tr>
</tbody>
</table>

| 54 | 90* | 191 | 17 | 166 | 52 outside, 15 underground* | 225 (173 shared with public) | 141* |
| 60 pay and display car park | 0 | 0 | 120 | 0 | 0 | 4 | 0 |
| 6 | 4 | 4 | 3 | 0 | 2 | 13 | 4 |
| 2 | Yes | 0 | 0 | 11 | 2 for work van | 10 reserved, 8 short stay | 0 |
| 0 | No | No | No | No | Yes | Yes | Yes |
| Yes - staff car park barrier controlled | No | No | No | No | Yes - underground carpark is gated | No | Yes - 127 spaces barrier controlled | Yes |
Travel Plan Strategy
2006/07 - 2009/10
The overall aims of the Council’s Travel Plan are as follows:

• To provide staff with a variety of choices for travel to work and for business travel
• To make a positive contribution to the health of staff by encouraging greater use of active forms of travel such as walking and cycling
• To improve the environment of the borough by reducing unnecessary travel particularly unnecessary single occupancy car use.

In order to achieve these overall aims, targets and measures have been set for this updated Travel Plan strategy. The targets to be achieved by the end of 2009/10 are listed below.

**Mode Share Targets**

• To increase the proportion of staff walking to work from 8.6% in 2005 to 10% by the end of 2009/10
• To increase the proportion of staff cycling to work from 2.1% in 2005 to 3% by the end of 2009/10
• To increase the proportion of staff arriving for work by train from 4.1% in 2005 to 5.5% by the end of 2009/10
• To increase the proportion of staff arriving for work by bus from 5.6% in 2005 to 6.5% by the end of 2009/10
• To increase the proportion of staff car sharing on the journey to work from 17% to 20% by the end of 2009/10
• To reduce the proportion of single occupancy car journeys to work made by staff from 61.2% in 2005 to 55% by the end of 2009/10

**Business Mileage**

• To reduce the annual cost of staff mileage claims by 10% by the end of 2009/10 using the 2005/06 figure (£2,041,469.05) as a baseline

**Fleet**

• For 100% of the council owned fleet to run on a 20% bio fuel mix reducing the CO2 emissions of the fleet by 20% by the end of 2009/10

The types of measures to be implemented fall into the following three broad categories: policy, facilities and promotion. These measures will be implemented over the life of the Travel Plan.
**Measures - Policy**

The Travel Plan Co-ordinator will seek approval for the following changes to Council policy to further incentivise the use of sustainable transport for travel to work and on Council business:

<table>
<thead>
<tr>
<th>Proposed Measure / Action</th>
<th>By when</th>
<th>By who</th>
<th>Estimated cost per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transport Hierarchy Policy</strong> - Seek approval for suitable policy to be introduced, which would encourage staff and elected members to consider other available modes before using a car alone on work business.</td>
<td>November 2007</td>
<td>TPC, COMT</td>
<td></td>
</tr>
<tr>
<td><strong>Cycle Purchase</strong> - Seek approval for the introduction of a salary sacrifice scheme for cycle purchase.</td>
<td>November 2007</td>
<td>TPC, COMT, HR, Finance</td>
<td></td>
</tr>
<tr>
<td><strong>Emergency Ride Home</strong> - Seek approval for an Emergency Ride Home policy to be introduced for staff car sharing to work in the case of an emergency.</td>
<td>November 2007</td>
<td>TPC, COMT, HR, Finance</td>
<td>£200</td>
</tr>
<tr>
<td><strong>Public Transport Season Tickets</strong> - Investigate the feasibility of introducing a policy for the council to part-fund the cost of personal public transport season ticket if it is used by a staff member on council business or to enable a member of staff using their public transport season ticket to claim the cost of a their journeys on council business</td>
<td>March 2008</td>
<td>TPC, COMT, HR, Finance</td>
<td></td>
</tr>
<tr>
<td><strong>Interest Free Loans for powered two wheelers</strong> - Investigate the feasibility of loans for lower CC/ greener mopeds/ motorcycles currently set at 7.25% interest under the green vehicle loans scheme to become interest free.</td>
<td>March 2008</td>
<td>TPC, COMT, HR, Finance</td>
<td></td>
</tr>
<tr>
<td><strong>Changing time</strong> - Seek approval for cyclists to be allowed to ‘clock in’ to work before showering and changing (maximum time allowed per day 5 minutes).</td>
<td>March 2009</td>
<td>TPC, COMT, HR, Finance</td>
<td></td>
</tr>
<tr>
<td><strong>Car Share mileage</strong> - Investigate the introduction of a passenger mileage reimbursement rate.</td>
<td>March 2009</td>
<td>TPC, COMT, HR, Finance</td>
<td></td>
</tr>
<tr>
<td><strong>Car Park Management</strong> - Investigate the development of a car park management policy/ permit system for council buildings encouraging the allocation of permits on a needs basis rather than current first come first served or job hierarchy allocations.</td>
<td>March 2010</td>
<td>TPC, COMT, HR, CM</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Travel Plan Co-ordinator (TPC), Chief Officers Management Team (COMT), Human Resources (HR), Complex Managers (CM), Primary Care Trust (PCT)*
The following policy changes would support the sustainable transport programme. The Travel Plan Co-ordinator will, where possible, encourage and give advice on the following changes although responsibility for the implementation of these measures may lie with different departments.

<table>
<thead>
<tr>
<th>Proposed Measure / Action</th>
<th>By who</th>
<th>By when</th>
<th>Estimated cost per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Mileage - Encourage the introduction of targets for a reduction in the cost of staff mileage for each division within each annual departmental plan.</td>
<td>TPC, COMT</td>
<td>December 2006</td>
<td></td>
</tr>
<tr>
<td>Teleworking - Support the introduction of proposed teleworking policy and pilot for staff including home and mobile working.</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2007 - Ongoing</td>
<td></td>
</tr>
<tr>
<td>Flexible Flexi Time - Encourage all departments to introduce extended office hours, relaxed core hours and maximum of 2 days flexi per month as in operation in Finance, Technical Services, Corporate Services, and Regeneration Departments.</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2008</td>
<td></td>
</tr>
<tr>
<td>Council Vehicles - Encourage an investigation into council vehicles being allocated to high mileage claimers.</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2009</td>
<td></td>
</tr>
<tr>
<td>Powered Two-Wheeler allowances - Encourage a review of powered two wheeler allowances to favour lower CC/greener mopeds/motorcycles.</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2009</td>
<td></td>
</tr>
<tr>
<td>Car Mileage - Encourage a review of car mileage allowances. Investigate the introduction of Inland Revenue authorised rates (40p per mile up to 10,000 miles and 25p thereafter.)</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2010</td>
<td></td>
</tr>
<tr>
<td>Mileage and Expenses recording - Encourage the development of an electronic claim form for journeys currently paid for by petty cash or through subsistence claim forms e.g. for public transport journeys, taxis, car park charges and tolls.</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2010</td>
<td></td>
</tr>
<tr>
<td>Mileage and Expenses recording - Encourage the development of an electronic claim form to include origin and destination addresses/postcodes.</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2010</td>
<td></td>
</tr>
<tr>
<td>Car Loan and Lease - Encourage a review of car loan and leasing conditions to favour lower CC/greener cars.</td>
<td>TPC, COMT, HR, Finance</td>
<td>March 2010</td>
<td></td>
</tr>
</tbody>
</table>

Note: Travel Plan Co-ordinator (TPC), Chief Officers Management Team (COMT), Human Resources (HR), Complex Managers (CM), Primary Care Trust (PCT)
## Measures - Facilities

The implementation of the following will be sought by the Travel Plan Co-ordinator.

<table>
<thead>
<tr>
<th>Proposed Measure / Action</th>
<th>By when</th>
<th>By who</th>
<th>Estimated cost per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pool Bikes</strong> - Purchase pool bikes to be located at Cheshire Lines Building, Wallasey Town Hall, and Treasury Building to be used by staff on short journeys e.g. between Birkenhead council offices and Wallasey Town Hall.</td>
<td>December 2006</td>
<td>TPC, CM</td>
<td>£1,575 (one off payment)</td>
</tr>
<tr>
<td><strong>Pool Van Pilot</strong> - Investigate the feasibility of implementing a 6-month pool van pilot using 6 council vehicles (1 per department).</td>
<td>February 2007</td>
<td>TPC, CM</td>
<td></td>
</tr>
<tr>
<td><strong>Powered Two Wheelers Facilities</strong> - Seek to improve facilities for motorcyclists at council buildings.</td>
<td>Summer 2007 - ongoing</td>
<td>TPC, CM</td>
<td>£500</td>
</tr>
<tr>
<td><strong>Facilities Fund</strong> - Advertise a pot of money staff can bid for to introduce sustainable travel facilities, e.g. showers, lockers, cycle stands, in other council buildings</td>
<td>Summer 2007 - ongoing</td>
<td>TPC, CM</td>
<td>£5,000</td>
</tr>
<tr>
<td><strong>Cycle Facilities</strong> - Seek to improve facilities for cyclists at council buildings at cyclists request. Start with improvements at Hamilton Building, Westminster House and Conway Building in 2007/08</td>
<td>Summer 2007 - ongoing</td>
<td>TPC, CM</td>
<td>£4,800</td>
</tr>
<tr>
<td><strong>Whizzgo Car Club</strong> - Investigate the feasibility of using car club “Whizzgo” (or similar) as a pool car provider.</td>
<td>March 2008</td>
<td>TPC, COMT, HR, Finance, CM</td>
<td></td>
</tr>
<tr>
<td><strong>Teleconferencing</strong> - Investigate the feasibility of introducing video and teleconferencing facilities at main council buildings.</td>
<td>April 2008 - ongoing</td>
<td>TPC, CM</td>
<td></td>
</tr>
<tr>
<td><strong>Car Share spaces</strong> - Introduce dedicated car sharing parking bays at main council buildings.</td>
<td>March 2010</td>
<td>TPC, COMT, CM</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Travel Plan Co-ordinator (TPC), Chief Officers Management Team (COMT), Human Resources (HR), Complex Managers (CM), Primary Care Trust (PCT)*
Measures – Promotions

The following promotions will be undertaken by the Travel Plan Co-ordinator.

<table>
<thead>
<tr>
<th>Proposed Measure / Action</th>
<th>By when</th>
<th>By who</th>
<th>Estimated cost per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WALKING</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Pedometer League</strong> - Annually run pedometer league for staff in summer months to encourage walking to work</td>
<td>Annually</td>
<td>TPC</td>
<td>£500</td>
</tr>
<tr>
<td><strong>Corporate Health Day</strong> - Annually run stand at Corporate Health Awareness Day to promote walking as a healthy alternative to staff and members</td>
<td>Annually</td>
<td>TPC, Cycling Officer, Road Safety</td>
<td>£300</td>
</tr>
<tr>
<td><strong>Lunch time walks</strong> - Organise Walk Leader Training to set up Walking Wednesdays at main council buildings in summer months to complement lunchtime walks already established at Wallasey Town Hall.</td>
<td>November 2006</td>
<td>TPC, PCT</td>
<td></td>
</tr>
<tr>
<td><strong>Birkenhead Calorie Map</strong> - Work with the Primary Care Trusts and Merseyside TravelWise to update the existing map of walking routes in Birkenhead Town Centre. Make available to staff, members and visitors via building receptions and the internet.</td>
<td>July 2007</td>
<td>TPC, PCT, TravelWise</td>
<td></td>
</tr>
<tr>
<td><strong>Promotional Materials</strong> - Produce and distribute Wirral Travel Plan promotional materials. Start in 2007/08 with production of Travel Plan umbrellas.</td>
<td>September 2007</td>
<td>TPC</td>
<td>£500</td>
</tr>
<tr>
<td><strong>CYCLING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bike Week</strong> - Annually organise Bike Week events in June including Cyclists Breakfasts, bike maintenance sessions and lunchtime bike rides.</td>
<td>Annually</td>
<td>TPC, Cycling Officer, Road Safety</td>
<td>£400</td>
</tr>
<tr>
<td><strong>Cyclist Road Show</strong> - Work with LA21 Co-ordinator to encourage attendance of Company of Cyclists (or similar) at corporate event, e.g. Kite Festival or Wirral Show.</td>
<td>Annually</td>
<td>TPC, LA21 Co-ordinator</td>
<td></td>
</tr>
<tr>
<td><strong>Corporate Health Day</strong> - Annually run stand at Corporate Health Awareness Day to promote cycling to staff as a healthy transport alternative.</td>
<td>Annually</td>
<td>TPC, Cycling officer, Road Safety</td>
<td>(See above)</td>
</tr>
</tbody>
</table>

*Note: Travel Plan Co-ordinator (TPC), Chief Officers Management Team (COMT), Human Resources (HR), Complex Managers (CM), Primary Care Trust (PCT)*
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<tbody>
<tr>
<td><strong>Bicycle Users Group</strong> - Promote Bicycle Users email Group (e-BUG) to discuss cycling and encourage improvements to policies and facilities.</td>
<td>Ongoing</td>
<td>TPC, Cycling officer, Road Safety</td>
<td></td>
</tr>
<tr>
<td><strong>Cycle Map</strong> - Work with the Council's Cycling Officer to make 2006 Cycle Map available to staff, members and visitors via building receptions and the internet.</td>
<td>Ongoing</td>
<td>TPC, Cycling Officer</td>
<td></td>
</tr>
<tr>
<td><strong>Cycle Training</strong> - Offer cycle training sessions, cycle route planning and “bike buddy” facility to all staff.</td>
<td>December 2006</td>
<td>TPC, Cycling Officer, Road Safety</td>
<td></td>
</tr>
<tr>
<td><strong>Cycle delivery service</strong> - Work with LA21 Co-ordinator and Social Services Transport to set up a delivery service for council mail using a cycle courier.</td>
<td>April 2007</td>
<td>LA21 Co-ordinator, Social Services Transport</td>
<td></td>
</tr>
<tr>
<td><strong>Getting Started Cycling Leaflet</strong> - Update leaflet for staff encouraging commuting by cycle. Make available to staff and via the Internet.</td>
<td>August 2007</td>
<td>TPC, Graphics, Printing</td>
<td>£150</td>
</tr>
<tr>
<td><strong>Discount at cycle retailers</strong> - Negotiate a 10% discount for council staff at further local cycle retailers.</td>
<td>August 2007</td>
<td>TPC</td>
<td></td>
</tr>
<tr>
<td><strong>50% Cycling Club</strong> - Offer Cycle training and support for staff to cycle 50% of time over 4 week period.</td>
<td>June 2008</td>
<td>TPC, Cycling officer, Road Safety Team</td>
<td></td>
</tr>
</tbody>
</table>

**PUBLIC TRANSPORT**

<table>
<thead>
<tr>
<th>Proposed Measure / Action</th>
<th>By when</th>
<th>By who</th>
<th>Estimated cost per annum</th>
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<tbody>
<tr>
<td><strong>Public Transport Information</strong> - Liaise with Merseytravel to continue to install and frequently update public transport information carousels in council building receptions.</td>
<td>Ongoing</td>
<td>TPC, Reception staff, Merseytravel</td>
<td></td>
</tr>
<tr>
<td><strong>New Starter Pack</strong> - Continue to produce Staff Travel Plan Induction Packs for all new starters containing a free weekly Arriva bus ticket, a personal public transport journey plan and public transport service and ticket information.</td>
<td>Ongoing</td>
<td>TPC, HR, Merseytravel</td>
<td>£200</td>
</tr>
</tbody>
</table>

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<th>Estimated cost per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal Journey Plans</strong> - Offer free personal journey plans for public transport to all council staff.</td>
<td>December 2006 - ongoing</td>
<td>TPC, Merseytravel</td>
<td></td>
</tr>
<tr>
<td><strong>Discounted public transport tickets</strong> - Negotiate with bus operators, Merseyrail and Merseytravel to obtain discounted public transport tickets for council staff.</td>
<td>March 2009</td>
<td>TPC, Public Transport Operators</td>
<td></td>
</tr>
<tr>
<td><strong>CAR SHARING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Car Share Promotion</strong> - Work with Merseyside TravelWise to produce suitable materials to promote car sharing and the Mersey Car Share database to staff and members</td>
<td>December 2006 – ongoing</td>
<td>TPC, TravelWise</td>
<td></td>
</tr>
<tr>
<td><strong>DISCOURAGING CAR USE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Car Free Day</strong> - Annually organise Car Free Day 22nd September events for staff.</td>
<td>Annually</td>
<td>TPC, Local Businesses, Cultural Services</td>
<td></td>
</tr>
<tr>
<td><strong>Vehicle Efficiency Campaign</strong> - Produce vehicle efficiency leaflets advertising the damage to your car by undertaking short journeys.</td>
<td>September 2008</td>
<td>TPC, Graphics, Printing</td>
<td>£500</td>
</tr>
<tr>
<td><strong>VISITORS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>“How to get to” Electronic Guides</strong> - Produce and update “How to Get to” guide on intranet for all council buildings</td>
<td>July 2007</td>
<td>TPC</td>
<td></td>
</tr>
<tr>
<td><strong>“How to get to” Leaflet</strong> - Produce a “How to Get to” Leaflet for Birkenhead and Wallasey Council buildings.</td>
<td>July 2007</td>
<td>TPC, TravelWise</td>
<td></td>
</tr>
<tr>
<td><strong>Compliment slips</strong> - Liaise with each department to incorporate travel by all modes on compliment slips.</td>
<td>July 2007</td>
<td>TPC, CM</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Travel Plan Co-ordinator (TPC), Chief Officers Management Team (COMT), Human Resources (HR), Complex Managers (CM), Primary Care Trust (PCT)*
The following range of marketing tools and media will be utilised to inform staff, visitors and members about the Travel Plan and its initiatives.

**Travel Plan Document** - Distribute full Travel Plan Document to members and chief officers in December 2006.

**Staff Benefits Guide** - Distribute a summary guide of benefits available to staff, introducing initiatives available under the Travel Plan, in December 2006.

**Travel Plan Launch** - Hold a Travel Plan Launch event to promote the updated Travel Plan to staff.

**Travel Plan Updates** - Include a Travel Plan related article in every issue of the staff council magazine “One Council”

**Intranet Travel Plan Page** - Set up and manage a Travel Plan page on the Intranet by December 2006.

**Travel Plan Newsletter** - Produce a 6 monthly Travel Plan update newsletter for staff and members to be emailed and made available via the intranet.

**Team Briefings** - Feed Travel Plan news and events to staff via team briefings when appropriate.

**Promotional materials** - Produce ongoing promotional materials e.g. umbrellas, as well as taking advantage of TravelWise branded materials produced as part of the wider Merseyside TravelWise initiative.

**Pay Slips** - Book corporate advertising space within payslips to promote sustainable transport measures to staff every 6 months.

**Annual Action Plans** - Liaise with Department Management Teams by February 2006 to secure commitment to, and implementation of, Travel Plan Action Plans for main council buildings.

**Travel Plan Champions** - Identify a Travel Plan Champion in each of the main council buildings by December 2006 to distribute information to staff, e.g. posters.

**Travel Plan Surgeries** - Periodically hold sustainable transport surgeries in receptions of main council buildings to inform staff and members of transport options and produce personal journey plans.
Monitoring and review
Process

Monitoring of the Staff Travel Plan will be undertaken annually by determining the progress towards measures/actions identified for the relevant financial year. The implementation of actions will be measured in terms of the amount of progress made, e.g. ‘completed’, ‘no progress’, or ‘working towards’. The monitoring of progress towards targets will be undertaken using biennial Staff Travel Surveys and annual snapshot surveys. It is anticipated that future staff surveys will be undertaken electronically. Additional Travel Plan monitoring data to be collected will include car park and cycle parking usage.

Monitoring will be undertaken by the Travel Plan Co-ordinator who will report progress to the Travel Plan Steering Group at quarterly meetings. Progress reports and updated action plans will be produced annually and presented to the Council’s Streetscene and Transport Services Overview and Scrutiny Committee (or its equivalent) each April.

Resources

Staff - There are no significant staffing implications associated with the actions and measures proposed by this updated Travel Plan Strategy. The Council’s Travel Plan Co-ordinator will liaise with appropriate officers in the progression of the Travel Plan’s measures. However, it may be necessary for departmental managers to facilitate the availability of staff, as required, to enable particular actions to be undertaken in support of the corporate aims and objectives.

Financial - If the Council is successful in reducing the use of cars for business mileage, it is anticipated that a monetary saving will be achieved. The total cost of mileage claims in 2005/06 was £2,041,469.05. A target of a 10% reduction in mileage costs by 2009/10 (compared to 2005/06 baseline) has been set and, hence, the targeted reduction in costs is £204,146.91.

However, due to the need to fund the actions and initiatives described above, it may be appropriate for a proportion of such savings to be reinvested to support the implementation of the Travel Plan.

For the implementation of the Travel Plan for the period from September 2006 to March 2007 there is a budget of £5,000. Thereafter, there is an annual budget of £10,000 programmed within the Local Transport Plan. Availability of such funding will, however, be dependant upon annual settlements and reviews of the LTP programme.
Appendix A
Staff survey and responses
November 2005
Section 1: Your journey to work

QUESTIONS

Q1. How far do you normally travel from home to work (one direction only)? (Place an 'X' in one box only)

☐ Up to 1 mile
☐ Over 1 mile and up to 2 miles
☐ Over 2 miles and up to 5 miles
☐ Over 5 miles and up to 10 miles
☐ Over 10 miles and up to 20 miles
☐ Over 20 miles

Q2. How long does it normally take you to travel from home to work (one direction only)? (Please place an 'X' in one box only)

☐ 0-15 minutes
☐ 16-30 minutes
☐ 31-60 minutes
☐ 61-90 minutes
☐ 91 minutes or over

Q3. Which of the following forms of transport covers the most significant part of your usual journey to work? (Place an 'X' in one box only)

☐ Car - on own
☐ Car - Give lift to other Council staff
☐ Car - Give lift to other non-Council staff e.g. family member or friend
☐ Car - Receive lift from other Council staff
☐ Car - Receive lift from non-Council staff e.g. family member or friend
☐ Council Van
☐ Bus
☐ Bicycle
☐ Train
☐ Foot
☐ Motorbike
☐ Moped
☐ Ferry
☐ Taxi alone
☐ Shared Taxi
Other (please specify) ________________________

Q4. Do you have a mobility problem that dictates the use of this form of transport? (Place an 'X' in one box only)

☐ Yes ☐ No

Q5. Please select TWO of the following forms of transport which you would be MOST likely to use as an alternative for your journey to work (Place an 'X' in TWO boxes only)

☐ Car on your own
☐ Car with other(s)
☐ Bus
☐ Bicycle
☐ Train
☐ Foot
☐ Motorcycle
☐ Moped
☐ Ferry
☐ Taxi alone
☐ Shared Taxi
☐ None
☐ Other (please specify) ________________________

RESULTS

• A third (32.4%) of respondents travel between two and five miles from home to work (one direction only).
• It takes two fifths (43.6%) of respondents between sixteen and thirty minutes to travel from home to work (one direction only).
• Three fifths (61.2%) of respondents travels to work by car on their own.
• A small percentage (3.2%) of respondents have a mobility problem, which dictates the use of a particular form of transport.
• Respondents would be most likely to use a car with other(s) (40.1%) or the bus (37.6%) as an alternative form of transport for their journey to work.
Section 2: Driving to work

QUESTIONS
(if you do not come to work by car, please go to section 3)

Q6. What is your main reason for using a car as a driver or passenger to get to work? (Place an ‘X’ in one box only)

☐ Contractually required to provide car for work purposes- (claim essential user mileage allowance)
☐ Use car on work business but car not contractually required – (claim casual user allowance)
☐ Take home Council van
☐ Parental or other caring responsibilities
☐ Convenience/ Time
☐ Health reasons
☐ Give a lift to family/ friend/ colleague
☐ Receive a lift from family/ friend/ colleague
☐ Lack of an alternative
☐ Run errands before or after work or at lunchtimes
☐ For personal safety reasons
☐ Other (please specify)________________________

Q7. At your normal workplace, where do you or your driver usually park? (Place an ‘X’ in one box only)

☐ At work site
☐ Free parking off site
☐ Paid parking off site
☐ Other (please specify)________________________

Q8. Which TWO of the following would most encourage you to either car share with colleagues or sign up to Wirral Council private car share group on the liftshare database? (Place an ‘X’ in TWO boxes only)

☐ Guaranteed taxi home in the case of emergencies
☐ Reserved spaces for car sharers
☐ Pool of cars/vans available for use on work business
☐ Database of sharers within the council with similar work patterns
☐ Database of sharers within your place of work only
☐ Informal introductory meetings with potential sharers
☐ Not applicable as I already car share
☐ Other (please specify)
☐ None of the above (please give reason)

RESULTS

• A quarter (25.0%) of respondents use a car to travel to work for convenience/time purposes.
• Four fifths (81.0%) of respondents usually park at their work site.
• Almost two fifths (37.8%) of respondents stated that nothing would encourage them to either car share with colleagues or sign up to the WMBC private car share group on the liftshare database. The most frequently mentioned reason for this was that current work patterns are too flexible for car sharing.
• However, a guaranteed taxi home in the case of emergencies would most encourage a quarter (26.0%) of respondents.
Section 3: Public transport

QUESTIONS

Q9. Which of the following changes would most encourage you to use public transport for your journey to work? Or if you already travel to work by public transport, which of the following changes would you most like to see? (For each mode place an ‘X’ in one box only)

Even more flexible working patterns  Bus ☐ Train ☐ Ferry ☐
Journey route planned out for you  Bus ☐ Train ☐ Ferry ☐
Free or discounted tickets available through work  Bus ☐ Train ☐ Ferry ☐
Guidance/ training on using public transport  Bus ☐ Train ☐ Ferry ☐
Other (Please specify) ___________________________
None of the above (please give reason for each mode) ___________________________

RESULTS

• Almost three fifths (57.9%) of respondents stated that none of the specified changes would most encourage them to use the train for their journey to work. The most frequently mentioned reason for this was that respondents do not live close to a train station (23.5%).
• However, over a quarter (28.2%) stated that free or discounted tickets available through work would most encourage them to use the train for their journey to work.
• Almost half (45.9%) of respondents stated that nothing would encourage them to use the bus for their journey to work. The most frequently mentioned reason for this was that there is no direct bus service to work near to where respondents live (15.8%).
• However, a third (33.2%) stated that free or discounted tickets available through work would most encourage them to use the bus for their journey to work.
• Over four fifths (85.0%) of respondents stated that none of the specified changes would encourage them to use the ferry for their journey to work. The most frequently mentioned reason for this was that respondents live and work on the same side of the river (18.6%).
Section 4: Cycling

QUESTIONS

Q10. If there was secure cycle parking, showers, changing and drying facilities at your work place, which TWO of the following changes would most encourage you to cycle on your journey to work? If you already travel to work by bicycle, which of the following changes would you most like to see? (Place an ‘X’ in TWO boxes only)

- Even more flexible working patterns
- Increased cycle mileage expenses
- Tax Free cycle purchase scheme through payroll
- Free cycle training/practice
- Free bicycle maintenance checks
- 15 minutes changing time for cyclists
- Lockers
- Relaxed dress code
- Health checks
- Other (Please specify) ________________________
- None of the above (please give reason) ________________________

RESULTS

- Over half (51.4%) of respondents stated that none of the specified changes would encourage them to cycle on their journey to work, the most frequently mentioned explanation for this being that respondents live too far from their worksite to cycle (28.1%).
- However, a quarter (24.3%) of respondents stated that a fifteen minute change period for cyclists would most encourage them to cycle on their journey to work.

Section 5: Walking

QUESTIONS

Q11. Which of the following changes would most encourage you to walk on your journey to work? If you already walk to work, which of the following changes would you most like to see? (Place an ‘X’ in one box only)

- Even more flexible working patterns
- Relaxed dress code
- Health checks
- Other (Please specify) ________________________
- None of the above (please give reason) ________________________

RESULTS

- Two thirds (66.1%) of respondents stated that none of the specified changes would encourage them to walk on their journey to work.
- However just over a tenth (11.9%) of respondents stated that increased flexible working patterns would most encourage them to walk.
Section 6: Travel on work business

QUESTIONS

Q12. If you are required to leave your place of work on council business please indicate which of the following you attend (Place an ‘X’ in ALL boxes that apply)

- Meetings in other council offices/buildings
- Meetings with outside agencies
- Site visits
- Home visits
- Other (please specify) ________________________

Q13. How often do you leave your place of work to attend meetings or site visits, home visits etc. (Place an ‘X’ in one box only)

- Daily
- 3-4 times per week
- Twice per week
- Once per week
- Once per fortnight
- Once per month
- Less than once per month
- Never

Q14. What is your most frequently used mode of travel on work business? (Please tick ONE)

- Car
- Walk
- Cycle
- Public transport
- Pool vehicle
- Designated Council van
- Motorbike
- Moped
- Taxi
- Other (please specify)

RESULTS

- A quarter (26.9%) of respondents never leave their worksite to attend meetings or site/home visits
- Of those respondents that do, three quarters (76.7%) attend meetings in other Council offices/buildings
- Four fifths (82.3%) of respondents most frequently use a car to travel on work business

Section 7: Your work patterns

Q15. If suitable to your job role, would you be interested in working from home on occasion? (Place an ‘X’ in one box only)

- Yes
- No

Q16. Do you work? (Place an ‘X’ in one box only)

- Full time
- Part time
- Term time only
- Job share
- Other (please specify)

Q17. What hours do you normally work? (Place an ‘X’ in one box only)

- Standard working hours e.g. 8-4, 9-5, 10-6
- Flexible hours
- Work life balance hours
- Out of hours e.g. nights or shifts
- Other (please specify below)
Q18. What time do you normally arrive at work? 
(Place an ‘X’ in one box only)
- Before 7.30a.m
- 7.30a.m - 8.00a.m
- 8.00a.m - 8.30am
- 8.30am - 9.00am
- 9.00a.m - 9.30am
- 9.30am - 10.00am
- After 10.00am

Q19. What time do you normally leave work? 
(Place an ‘X’ in one box only)
- Before 3.30pm
- 3.30pm - 4.00pm
- 4.00pm - 4.30pm
- 4.30pm - 5.00pm
- 5.00pm - 5.30pm
- 5.30pm - 6.00pm
- After 6.00pm

RESULTS
- If suitable to their job role, seven tenths (70.2%) of respondents would be interested in working from home on some occasion
- Almost three quarters (73.0%) of respondents currently work full time
- Just under half (45.1%) normally work standard working hours (e.g. 8.00am till 4.00pm, 9.00am till 5.00pm etc), whilst a third (33.5%) work flexible hours
- Over a third (35.7%) of respondents normally arrive at work between 8.00am and 8.30am; a quarter (25.5%) arrives between 8.30am and 9.00am
- Just over three tenths (31.5%) of respondents normally leave work between 5.00pm and 5.30pm

Section 8: Travel awareness

Q20. Are you aware of any of the following council initiatives? (Place an ‘X’ in all appropriate boxes)
- Wirral Council Staff Travel Plan
- Cycle mileage allowance
- Cycle loans
- Public transport season ticket loans
- Liftshare car sharing database
- Pool vehicles
- 10% discount for council staff at K Cycles, Bromborough and The Bike Shop, Moreton
- Cycle parking
- Staff showers
- Merseyside TravelWise Campaign

Q21. Do you have any suggestions for improving the council’s package of initiatives that might encourage you to travel using more sustainable modes? Or are there any other barriers to change that have not been covered above? (Please comment below)

RESULTS
- A fifth (19.5%) of respondents were aware of the Council’s cycle mileage allowance initiative
- A fifth (19.1%) of respondents were aware of the 10% discount for Council staff at K Cycles, Bromborough and The Bike Shop, Moreton.
- Almost a fifth (18.1%) of respondents were aware of the Merseyside TravelWise Campaign.
- Over a tenth (14.3%) of respondents were aware of the Wirral Council Staff Travel Plan.
- Over a tenth (15.4%) of respondents were aware of the Council’s cycle parking facilities.
- Over a tenth (12.0%) of respondents were aware of the Council’s public transport season ticket loan initiative.
• A tenth (11.2%) of respondents were aware of the Council’s pool vehicle initiative.
• A tenth (10.1%) of respondents were aware of the Council’s staff showering facilities.
• Under a tenth (7.9%) of respondents were aware of the Council’s cycle loans initiative.
• Few respondents (4.4%) were aware of the Council’s liftshare car sharing database.
• The most frequently mentioned comments made by respondents were that they were not aware of any Council initiatives (59.8%), and that Council initiatives need more publicity (5.4%).

Section 9: General Information

Q22. What gender are you? (Place an ‘X’ in one box only)
☐ Male
☐ Female

Q23. Which of the following age groups do you belong to? (Place an ‘X’ in one box only)
☐ 16-24 years
☐ 25-29 years
☐ 30-39 years
☐ 40-49 years
☐ 50-59 years
☐ 60+ years

Q24. What is your full HOME postcode (e.g. CH62 9FF)?

Q25. Which department do you work for? (Please place an ‘X’ in one box only)
☐ Corporate Services
☐ Education and Cultural Services
☐ Finance
☐ Regeneration
☐ Social Services
☐ Technical Services
☐ Other (please specify)

Q26. Please state below the full address and postcode of your normal work place

a. Building name_______________________________

b. Building No._________________________________

c. Street Name_________________________________

d. Town _______________________________________

e. Post Code ___________________________________

RESULTS

• Almost seven tenths (68.8%) of respondents were female.
• A third (32.9%) of respondents were aged between 40 and 49 years.
• Two fifths (43.2%) of respondents work for the Education and Cultural Services department, whilst a fifth (21.6%) work for Social Services.
• The most frequently mentioned building names in which respondents worked were the Cheshire Lines Building (8.1%), Municipal Building (5.8%) and Hamilton Building (4.8%).
Appendix B
Fleet health check
January 2006
### Key Performance Indicators - Wirral Council Staff Vehicles

<table>
<thead>
<tr>
<th>Fleet</th>
<th>Value</th>
<th>Units/Notes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number on Fleet</td>
<td>3,145</td>
<td>vehicles</td>
<td></td>
</tr>
<tr>
<td>Number Claimants</td>
<td>2,942</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oldest Vehicle</td>
<td>38.0</td>
<td>yrs/date</td>
<td></td>
</tr>
<tr>
<td>Newest Vehicle</td>
<td>1.0</td>
<td>yrs/date</td>
<td></td>
</tr>
<tr>
<td>Average Age</td>
<td>6.9</td>
<td>years</td>
<td></td>
</tr>
</tbody>
</table>

#### Mileage and payments

| Average Mileage | 1,065 | miles |
| Highest Mileage | 29,351 | miles |
| Lowest Mileage  | 0     | miles |
| Total Miles     | 3,348,592 | miles |

#### Fuel Use

| Average mpg   | 26 | mpg |
| Highest mpg   | 45 | mpg |
| Lowest mpg    | 17 | mpg |
| Diesel used   | 236,640 | litres/annum |
| Petrol Used   | 17,850 | litres/annum |
| LPG Used      | 6,472  | litres/annum |
| Cost Diesel   | £201,144 | (£/litre (exc VAT) £0.85/litre) |
| Cost Petrol   | £14,228 | (£/litre (exc VAT) £0.80/litre) |
| Cost LPG      | £2,459  | (£/litre (exc VAT) £0.38/litre) |
| Total Cost of Fuel | £217,831 | (£inc VAT) |

#### Carbon emissions

| Carbon dioxide | 673 | tonnes |

---

### Wirral Council Fleet

<table>
<thead>
<tr>
<th>Fleet</th>
<th>Value</th>
<th>Units/Notes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number on Fleet</td>
<td>266</td>
<td>vehicles</td>
<td>Under 3.5 tonnes only</td>
</tr>
<tr>
<td>Oldest Vehicle</td>
<td>11.1</td>
<td>years</td>
<td></td>
</tr>
<tr>
<td>Newest Vehicle</td>
<td>0.2</td>
<td>years</td>
<td></td>
</tr>
<tr>
<td>Average Age</td>
<td>3.7</td>
<td>years</td>
<td></td>
</tr>
</tbody>
</table>

#### Annual mileage

| Average Mileage | 8,642 | miles |
| Highest Mileage | 39,272 | miles |
| Lowest Mileage  | 885   | miles |
| Total Miles     | 2,298,885 | miles/annum |

#### Fuel Use

| Average mpg | 26 | mpg |
| Highest mpg | 45 | mpg |
| Lowest mpg  | 17 | mpg |
| Diesel used | 236,640 | litres/annum |
| Petrol Used | 17,850 | litres/annum |
| LPG Used    | 6,472 | litres/annum |
| Cost Diesel | £201,144 | (£/litre (exc VAT) £0.85/litre) |
| Cost Petrol | £14,228 | (£/litre (exc VAT) £0.80/litre) |
| Cost LPG    | £2,459  | (£/litre (exc VAT) £0.38/litre) |
| Total Cost of Fuel | £217,831 | (£inc VAT) |

#### Carbon emissions

| Carbon dioxide | 673 | tonnes |

---

### Wirral Council Vehicle Fleet

<table>
<thead>
<tr>
<th>Vehicle type</th>
<th>Total</th>
<th>Fuel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayoral limousine</td>
<td>1</td>
<td>Petrol</td>
</tr>
<tr>
<td>Small cars</td>
<td>7</td>
<td>Petrol</td>
</tr>
<tr>
<td>Small vans</td>
<td>116</td>
<td>Diesel</td>
</tr>
<tr>
<td>Small vans</td>
<td>12</td>
<td>LPG</td>
</tr>
<tr>
<td>Medium vans (transit size)</td>
<td>40</td>
<td>Diesel</td>
</tr>
<tr>
<td>Medium vans (transit size)</td>
<td>1</td>
<td>LPG</td>
</tr>
<tr>
<td>Mini buses</td>
<td>8</td>
<td>Diesel</td>
</tr>
<tr>
<td>Welfare minibuses</td>
<td>38</td>
<td>Diesel</td>
</tr>
<tr>
<td>Medium vans (with tail-lifts)</td>
<td>4</td>
<td>Diesel</td>
</tr>
<tr>
<td>Panel van</td>
<td>3</td>
<td>Diesel</td>
</tr>
<tr>
<td>Pick-ups</td>
<td>7</td>
<td>Diesel</td>
</tr>
<tr>
<td>Landrovers</td>
<td>7</td>
<td>Diesel</td>
</tr>
<tr>
<td>Tippers up to 3.500kg</td>
<td>25</td>
<td>Diesel</td>
</tr>
<tr>
<td>Tippers - non hgv</td>
<td>17</td>
<td>Diesel</td>
</tr>
<tr>
<td>Tippers - hgv</td>
<td>5</td>
<td>Diesel</td>
</tr>
<tr>
<td>Tipper/crane loaders</td>
<td>5</td>
<td>Diesel</td>
</tr>
<tr>
<td>Road lining vehicle hgv</td>
<td>2</td>
<td>Diesel</td>
</tr>
<tr>
<td>Jetters</td>
<td>1</td>
<td>Diesel</td>
</tr>
<tr>
<td>St.Lighting vehicles 6.5 ton</td>
<td>5</td>
<td>Diesel</td>
</tr>
<tr>
<td>St.Lighting vehicles 7.5 ton</td>
<td>3</td>
<td>Diesel</td>
</tr>
<tr>
<td>Skip loader</td>
<td>1</td>
<td>Diesel</td>
</tr>
<tr>
<td>Gritters hgv</td>
<td>11</td>
<td>Diesel</td>
</tr>
<tr>
<td>Creche bus 7.5</td>
<td>1</td>
<td>Diesel</td>
</tr>
<tr>
<td>Total</td>
<td>320</td>
<td></td>
</tr>
</tbody>
</table>
Appendix C
Useful contacts and websites
Local Contacts

**Sustainable Transport Co-ordinator / Travel Plan Co-ordinator**
Wirral Council
Cheshire Lines Building
Canning Street
Birkenhead CH41 1ND
Tel: 0151 606 2366
debbie.simnor@wirral.gov.uk

**Forward Planning and Transport Policy Team**
Wirral Council
Cheshire Lines Building
Canning Street
Birkenhead CH41 1ND
Tel: 0151 606 2363
debbie.simnor@wirral.gov.uk

**Sustainable Development Officer**
Wirral Council
Wallasey Town Hall
Brighton Street
Wallasey CH44 8ED
Tel: 0151 691 8030
susanweldon@wirral.gov.uk

**Health Links**
Gibraltar House
Kelvin Road,
Wallasey CH44 7JW
Tel: 0151 651 0011
deb.lowe@wirralpct.nhs.uk

**Cycling Officer**
Wirral Council
Cheshire Lines Building
Canning Street
Birkenhead CH41 1ND
Tel: 0151 606 2369
cycling@wirral.gov.uk

**Road Safety Cycle Training Officer**
Wirral Council
Cheshire Lines Building
Canning Street
Birkenhead CH41 1ND
Tel: 0151 606 2187
stephencorlett@wirral.gov.uk

**TravelWise Merseyside**
LTPSU
24 Hatton Garden, Liverpool L3 2AN
Tel: 0151 330 1253/1290/1855
info@letstravelwise.org
www.letstravelwise.org
**Merseyside Web Links**

- TravelWise Merseyside
  - [www.letstravelwise.org](http://www.letstravelwise.org)
- Local Transport Plan
  - [www.transportmerseyside.org](http://www.transportmerseyside.org)
- Wirral Council
  - [www.wirral.gov.uk](http://www.wirral.gov.uk)
- Bike For All
  - [www.bikeforall.net](http://www.bikeforall.net)
- Cycling Project North West and Wheels
  - [www.cycling.org.uk/wfa/](http://www.cycling.org.uk/wfa/)
  - for all (cycles for disabled riders)
- Merseyside Cycling Campaign
  - [www.merseyworld.com/mcc](http://www.merseyworld.com/mcc)
- Wirral Cycling Campaign
  - [www.wirralcycling.org.uk](http://www.wirralcycling.org.uk)
- Cycle Shops in NW
  - [www.cycleweb.co.uk](http://www.cycleweb.co.uk)
- Car Plus
  - [www.carplus.org.uk](http://www.carplus.org.uk)
- Lift Share
  - [www.liftshare.org](http://www.liftshare.org)
- The Cycling Promotion Charity
  - [www.lifecycleuk.org.uk](http://www.lifecycleuk.org.uk)
- Ecotravel Bureau
  - [www.ecotravel.org.uk](http://www.ecotravel.org.uk)
- Heart of Mersey
  - [www.heartofmersey.org.uk](http://www.heartofmersey.org.uk)
- Liverpool Car Club
  - [www.WhizzGo.co.uk](http://www.WhizzGo.co.uk)

**National Web Links**

- Transport Energy
  - (free on-site advice to help you develop a Travel Plan)
  - [www.transportenergy.org.uk/developtravelplan/advice](http://www.transportenergy.org.uk/developtravelplan/advice)
- Government Transport Site
  - [www.dft.gov.uk](http://www.dft.gov.uk)
- National TravelWise Association
  - [www.travelwise.org.uk](http://www.travelwise.org.uk)
- Environmental Transport Association
  - [www.eta.co.uk](http://www.eta.co.uk)
- Energy Efficiency Site
  - [www.actionenergy.org.uk](http://www.actionenergy.org.uk)
- Cleaner Vehicle Fuels Grant Programme
  - [www.est.org.uk/fleet](http://www.est.org.uk/fleet)
- Transport 2000
- European Car Free Day
  - [www.22september.org](http://www.22september.org)
- Living Streets
  - [www.livingstreets.org.uk](http://www.livingstreets.org.uk)
- Walking for Health Initiative
  - [www.whi.org.uk](http://www.whi.org.uk)
- Cycle Clubs
  - [www.cycleweb.co.uk](http://www.cycleweb.co.uk)
- National Cycling Organisation
  - [www.ctc.org.uk](http://www.ctc.org.uk)
- National Cycling Organisation
  - [www.sustrans.org.uk](http://www.sustrans.org.uk)
- National Cycle Network - Sustrans
  - [www.nationalcyclenetwork.org.uk](http://www.nationalcyclenetwork.org.uk)
Wirral Council Travel Plan is part of the wider TravelWise campaign to help people on Merseyside make sustainable transport choices - public transport, walking, cycling, and using cars wisely.

TravelWise and the active promotion of smart choices is an essential and critical element of the Local Transport Plan (LTP).

The five-year LTP runs until 2011 and is a countywide £230m delivery programme of transport investment and service improvements.

It aims to give Merseyside a safer, sustainable, efficient and integrated transport network, accessible to all.

The Merseyside LTP partnership consists of Merseytravel and the five district councils of Merseyside - Knowsley, Liverpool, Sefton, St Helens, and Wirral.

www.LetsTravelWise.org