



2016 Wokingham Borough Council

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Site Profile

Type of use

B1 Business

Company name

Wokingham Borough Council (WBC)

Travel Plan Champions name

Mhairi Adams

Additional Travel Plan Champions

Anita Powell

Address

Shute End, Wokingham

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Objective of Sustainable Travel Action Plan

The aim of the travel plan are to increase the number of employees who travel to work by sustainable modes (cycling, walking, car sharing, public transport, running) and decrease the number of employees who drive to work.

In addition, the plan aims to decrease the number of business trips WBC employees make by car during the working day.

The plan also aims to increase awareness of the existing incentives that are available to staff and implement additional initiatives that could encourage more sustainable travel to and from the Shute End office.

Working Group

Site contacts

Name	Role	Member Since
Mhairi Adams	Local Authority Administrator	4th Jan 2016

Working Group members

Name	Role	E-mail	Telephone Number	Other Information
Mhairi Adams	Workplace Travel Plan Champion			
Bob Bennett	Employee			
James Sherwood	Employee			
Anita Powell	Employee			

Site Audit

Location



Welcome pack for new staff (and travel information included)

Travel information is provided to new employees during the HR induction day. Employees are provided with a range of travel information including Easit membership (the public transport discount initiative), cycle maps and the borough wide travel initiative (My Journey).

Video and teleconferencing facilities

Video and teleconferencing facilities are available, however they have not been heavily promoted throughout the organisation.

Flexible and remote working arrangements

All staff are provided with laptops that can be used within the office or at home.

Suitable locations on site for promotional activities events identified

There are a number of areas within the organisation where specific events and initiatives can be promoted including the open meeting area (Shuters), reception area and in the car park area, outside the cycle shed.

Best method of communicating messages to staff

WBC has two formal communication channels, the internal Intranet (Grapevine) and the bi-weekly newsletter (Inform). In addition, there are a number of designated areas for promotional posters to be put up and leaflets can be dropped on desks. Despite these platforms, communicating messages out to employees is a key challenge.



Rail services

Shute End is a 5 minute walk from Wokingham railway station. Rail services from Wokingham travel to over 30 stations including Reading, Guildford and Bracknell. Two train operators travel from Wokingham station (South West and Great Western Rail).

Bus services

The Lion 4/x4 runs directly past Wokingham's main site. The bus is owned by Reading buses and travels between Reading and Bracknell via Wokingham.

Cycle to Work scheme

The Council currently takes part in the Cyclescheme initiative, which offers staff tax free bikes for work through the Government's green transport initiative. This leads to savings of at least 25%.

Public transport season tickets

An interest free bus or train season ticket loan is available to all permanent members of staff, and those on fixed term contracts over two-years long through a salary sacrifice scheme. Season tickets are often significantly cheaper than buying a return ticket, and loans of less than £5,000 are considered as tax free by HMRC.

Business mileage payments

Employees can claim 45p per mile for business meetings that are made by car travel. Employees who use their own bicycle for business meetings are entitled to claim 35p per mile.

Sustainable Travel Action Plan

Planned Actions

Action	Target Date(s)	Monitoring
Car Travel Disincentives		
CT4 Charge for on-site car parking and use revenue to subsidise travel plan measures To be looked at as part of the car parking project.	Target Date: November 2016	HR is leading on the car park group with support from Wokingham Borough Council's sustainable transport team, car parking, finance and IT. The decision to introduce this measure, how it will be introduced and timescales of introducing the measure will be established within this working group.
CT5 Introduce a permit system based on parking need To be looked at as part of the car parking project.	Target Date: November 2016	HR is leading on the car park group with support from Wokingham Borough Council's sustainable transport team, car parking, finance and IT. The decision to introduce this measure, how it will be introduced and timescales of introducing the measure will be established within this working group.



<p>CT6 Reduce mileage rates if higher than necessary</p> <p>To be looked at as part of the car parking project.</p>	<p>Target Date: November 2016</p>	<p>HR is leading on the car park group with support from Wokingham Borough Council's sustainable transport team, car parking, finance and IT. The decision to introduce this measure, how it will be introduced and timescales of introducing the measure will be established within this working group.</p>
<p>CT2 Removal of car parking</p> <p>As part of Wokingham's town centre regeneration programme, the car park at Shute End will be significantly reduced. The reduction in car parking should be introduced with a number of measures that will help encourage sustainable modes (e.g. the introduction of pool cars, car share spaces, public transport passes).</p>	<p>Target Date: July 2017</p>	<p>Travel surveys will be carried out on an annual basis to monitor the travel behaviours of staff from baseline levels. In addition, the surveys will capture what measures could help encourage other modes.</p>
<p>CT3 Review employee parking entitlement</p> <p>Employee parking entitlement is being reviewed as part of the wider car park project in WBC.</p>	<p>Target Date: November 2016</p>	<p>HR is leading on the car park group with support from Wokingham Borough Council's sustainable transport team, car parking, finance and IT. The decision to introduce this measure, how it will be introduced and timescales of introducing the measure will be established within this working group.</p>



Cycling		
<p>C10 Offer led lunchtime / after work cycle rides</p> <p>Led rides are being provided by the Active Travel Officer as part of the September Initiative being led by WBC's sports team.</p>	<p>Target Date: 8th September 2016</p>	<p>The number of people attending the sessions will be monitored and follow up surveys on staff will be carried out.</p>
Monitoring		
<p>M1 Annual Travel To Work Survey</p> <p>The travel to work survey will be carried out every other year in order to monitor employees travelling habits.</p>	<p>Target Date: 16th June 2017</p>	<p>Travel behaviours to and from work of employees will be captured as well as mode of transport to sites/meetings during the working day.</p>
<p>M3 Keep records of participation levels in sustainable travel schemes and incentives</p> <p>Information on number of Easit members, Cycle Scheme members and locker usage</p>	<p>Target Date: 1st November 2016</p>	<p>- Number of people signed up to Easit annually - Number of people signed up to a Cycle to Work scheme - Number of employees participating in different soft measure events - Number of lockers being used (and length of waiting list) - Bike storage review</p>



will be sought on an annual basis from November 2016.		
Promotion, Communications and Events		
<p>PC1 Launch day for sustainable and active travel</p> <p>A launch day to promote all the initiatives that the council offers should be planned to coincide with the change in staff car parking spaces. This launch day can provide staff with information on discounts for public transport (Easit, season ticket loan) and cycling (tax-free bikes, pool bikes, cycle mileage). In addition, any future initiatives that may be implemented (car share spaces, pool cars) can be promoted. Remote working initiatives can also be promoted at this event (e.g. work from home policies, equipment available for staff).</p>	<p>Target Date: 15th February 2017</p>	<p>The launch day should involve a variety of partners including My Journey team, HR, the car park team and IT.</p>

<p>PC16 Provide relevant transport updates via desktops or noticeboard(s)</p> <p>Transport updates to be circulated to WBC communications team to be added to the intranet and the staff newsletter. Communications for new starters also to be provided with new starter welcome packs.</p>	<p>Target Date: 16th October 2016</p>	<p>Information provided to communications by the My Journey team. My Journey team to also provide information to Digital Solutions and Employee services to include travel information in starter packs.</p>
<p>Public Transport</p>		
<p>PT5 Negotiate bus travel discount for staff</p> <p>Look into discounts that could be available for staff linked to PT2 (Providing public transport tickets for staff business journeys).</p>	<p>Target Date: 6th November 2016</p>	<p>HR, My Journey and communications team can be involved in this process.</p>
<p>PT2 Providing public transport tickets for staff business journeys</p> <p>Look into providing staff passes to encourage meeting visits to be made by public transport. Reducing the requirement</p>	<p>Target Date: 30th October 2016</p>	<p>Take up of bus passes can be monitored with follow up surveys asking if car use has decreased.</p>

for staff to travel to work by car. Implement a pilot scheme to review the success of this initiative.		
Remote Working		
<p>RW1 Implement home working policies and procedures</p> <p>For WBC employees who are able to and currently do not work from home should be encouraged to work from home at least one day a week. A policy will need to be created and adopted by senior management in order to lead to an increase in home working (e.g. at least one day a week of home working for full-time employees).</p>	<p>Target Date: 31st December 2016</p>	<p>The number of home workers could be monitored within the travel survey once the policy is adopted. The introduction of home working will need to be pushed by senior management and HR with support from IT.</p>
Smarter Driving		
SD9 Member of car club for employees	<p>Target Date: 31st</p>	<p>The details of this initiative and progressing the initiative forward needs to be captured within the car park group. Sponsorship of the</p>



<p>A draft feasibility study for the introduction of a car club across Wokingham borough was produced at the start of the year. The recommendations of the report highlighted two cars should be introduced within Shute End as a pilot scheme. These cars would be available for staff to use during the day and for residents to use at weekends and evenings.</p>	<p>December 2016</p>	<p>scheme will need to be sought by senior management</p>
<p>SD8 Provision of car sharing spaces</p> <p>As part of the changes to the car park changes, Shute End spaces dedicated to those employees who car share should be introduced.</p>	<p>Target Date: 31st December 2016</p>	<p>Details of this action (number of spaces, where the spaces will be introduced etc.) will need to be determined within the car park wider group.</p>

Completed Actions

Action	Completion Date(s)
Cycling	
<p>C21 Cycle maintenance sessions/ Dr Bike delivered</p> <p>Cycle maintenance sessions are delivered at Wokingham Borough Council on an annual basis. Dr Bike last visited the Shute End office in June 2016.</p>	June 2016
<p>C5 Cycle to work day</p> <p>WBC takes part in the national initiative on an annual basis. Employees are encouraged to cycle to work through a number of incentives (e.g. bikers breakfast, led rides, free bike checks).</p>	September 2016
<p>C26 Cycle to work scheme implemented</p> <p>The Council currently takes part in the Cyclescheme initiative, which offers staff tax free bikes for work through the Government's green transport initiative. This leads to savings of at least 25%.</p>	January 2015



<p>C20 Cycle to work week</p> <p>Wokingham Borough Council takes part in Bike Week every year. Cycling is encouraged during this week in June through a number of initiatives. The 2016 Bike Week event took place on Friday 17th June and provided employees the opportunity to get their bike checked, a bikers breakfasts, the chance for employees to find out more about the process of hiring the pool bikes and the cargo bike that are available at Shute End.</p>	<p>June 2015</p>
<p>C4 Cycling promoted between work sites</p> <p>Information on cycle storage facilities at all WBC offices is available on Grapevine for employees. Public transport information for each site is also available on the WBC intranet.</p>	<p>March 2016</p>
<p>C16 Implementation of cargo bike scheme</p> <p>WBC's Road Safety team purchased a cargo bike in 2015. This cargo bike is available for staff to use to help transport equipment or resources between sites.</p>	<p>December 2015</p>
<p>C13 Paying cycle mileage rates for staff</p> <p>Staff are entitled to claim 35p per mile for business travel by bike.</p>	<p>January 2015</p>



<p>C24 Provision of pool bikes staff</p> <p>Pool bikes are available for staff to use for meetings and for long term hire. Pool bike information can be found on the dedicated travel page on WBC's intranet.</p>	<p>September 2015</p>
<p>C3 Showers and lockers installed for cyclists</p> <p>Showers and lockers were introduced to Shute End in 2015. A number of employees who run or cycle to the office have been provided with dedicated lockers. An increase in cycling from 2013 - 2015 was seen in the staff travel surveys. It is likely the introduction of the lockers and showers have contributed to the increase in cycling that has been seen.</p>	<p>April 2015</p>
<p>C1 Information on travel options provided to new starters</p> <p>WBC's Active Travel Officer attends induction days to provide My Journey information (e.g. maps, discounts, cyclescheme info).</p>	<p>Throughout the year</p>
<p>PC14 Participation in Commuter Challenge</p> <p>WBC participated in My Journey's commuter challenge (Yomp) in September 2015. WBC employees are also taking part in the 2016 commuter challenge during September. The challenge (BetterPoints) rewards commuters who travel by sustainable modes with points, these points can be used to gain discounts in</p>	<p>September 2016</p>



shops or be donated to charity. In addition, the winning workplace will also win a prize for the organisation.	
<p>PT1 Season ticket purchase scheme</p> <p>An interest free ticket loan is available to all permanent members of staff and those on a fixed contract of over two-years through a salary sacrifice scheme.</p>	January 2015
<p>SD1 Installation of electric vehicle charging points</p> <p>An electric vehicle charge point was installed at Shute End in 2015. The charge point is open for staff and residents to use. The usage of the charge point is monitored by the Transport Planning team at WBC. Information of how to use the charge point can be found on WBC's Intranet page.</p>	August 2015
<p>W5 Offer led lunchtime / after work walks</p> <p>Lunchtime walks were provided for staff during May and June 2016, led walks are also being organised for staff during September 2016.</p>	May 2016
<p>W1 Provide walking maps</p> <p>Walking maps of Wokingham town centre and other locations around the borough are provided to new starters at the HR induction event.</p>	Throughout the year



