

# Executive Summary

## Adur & Worthing Council Travel Action Plan

delivered by Sustrans January 2019



ADUR & WORTHING  
COUNCILS



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# 1. Executive Summary

Sustrans was commissioned by Adur & Worthing Councils (AWC) to deliver a Travel Action Plan (TAP). The TAP aims to identify current staff travel patterns, barriers to using more sustainable modes of travel, and suggest ways to support staff to change their travel behaviours towards more active and sustainable modes.

The key objectives behind the Councils' TAP are:

- 1) To review current staff and Councillor patterns for commuting and business travel, and identify barriers to travelling more sustainably.
- 2) To reduce the environmental impacts of commuting and business travel associated with Adur & Worthing Councils services and operations
- 3) To support the health and wellbeing of staff.
- 4) To identify options to support staff given anticipated reductions in available on-site car parking at Worthing Civic Site as a result of the planned new Health Hub on part of the existing staff car park.
- 5) To support delivery of *Sustainable AW, Platforms for our Places Platform 3: Stewarding our Natural Resources*, and the *Public Health Strategy*.



## The Travel Action Plan

The Councils' Travel Action Plan covers all staff, Councillors and tenants at civic buildings. Four sites were audited in detail: Worthing Town Hall, Portland House (Worthing), The Shoreham Centre (Shoreham-by-Sea) and Commerce Way (Lancing) (see 1.1).

The information used to compile this document was obtained in a number of ways, including: site audits, review of the Councils' policies and procedures, meetings and conversations with staff at travel roadshows and a travel survey that was completed by 453 (60%) employees, 19 (29%) of councillors plus tenants in the Councils' buildings in the locations under review.

## Key findings and actions

Key overall findings were that

- 59.1% Of the workforce live 5 miles or under from their place of work
- 35.5% of respondents live within walking and cycling distance, under 3 miles, from their workplace
- 23.6% of respondents live at an easy cycling distance (3-5 miles) from their main place of work
- Single occupancy car journeys account for more than half of all commutes
- Active travel accounts for just a quarter of commutes (13.1% walking, 11.6% cycling)
- Only 10% of staff travel by public transport as their main form of travel
- 62% of staff are in the 'contemplation' stage, thinking of changing the way they travel to or at work for one or more of the sustainable travel modes (walking, cycling, public transport or car sharing) –

The main things that could persuade respondents to cycle are:

- safer cycling routes (19%)
- improved shower/changing facilities (12%)
- secure bike parking (10%),
- lockers (10%)
- loans for the purchase of cycles and related equipment (8%)

Respondents indicated walking could be encouraged by improved changing and storage facilities on site.

The main barriers to using public transport are:

- cost (27%),
- frequency and reliability (18%) and
- overcrowding (8%).

The most significant barrier for car sharing is a way of finding people who live nearby to share with (23%).

In relation to flexible working:

- Only 22% of respondents stated they worked from home
- 53% Work flexible hours once or more per week.
- Only 12.6% of people stated that teleconferencing was available to them
- Only 8.5% stated videoconferencing was available to them

In relation to business travel:

- The majority of staff are occasional business travel users.
- The three main modes of business travel are single occupancy in a personal car, walking and using Enterprise Car Club vehicles.
- Solo occupancy personal car trips of three miles and under account for 90 trips a month making it the second most used form of business travel.
- Enterprise Car Club vehicles account for only 6% of car parking spaces (at the Worthing Civic site) but account for 26% of car based business travel and 17% of total business trips. A move from personal car to Enterprise Car Club,

particularly for occasional car based business travel could reduce the amount of parking spaces required to facilitate the same number of daily business trips.

- The total cost of Essential Car Users (ECU) payments from September 2017 to August 2018 was £70,065. For the same period, the total staff mileage (Essential and Casual Car Users) cost £66,855. By switching more business trips to active travel modes and the car club, the council could make significant savings.
- No one currently uses the Hiya-car scheme for business trips.

A range of suggested actions have been recommended, as detailed in Section 7. The identified opportunities are provided under the following headings:

### **Policy and working practices**

- Enable more staff to benefit from flexible and home working in order to support them actively commuting more or not having to physically commute as regularly, while, staggering rush hours.
- Review current ECU policy and payments.
- Annually review ECU allocations to ensure criteria continue to be met and staff qualify.
- Revise business travel policy to encourage greater use of the Enterprise Car Club and cycling for business travel.
- Reducing car mileage payments and commuter car trips.
- Remove the barrier around cycle helmet wearing for commute and business
- Review existing Cycle to Work scheme to ensure it meets the needs of staff
- Investigate and implement a reward scheme for the active and environmentally conscious in order to boost buy in from staff.
- Review and amend the existing parking permit scheme in the Civic site car park. Ensure car parking is based on a needs basis and encourages sustainable travel.

### **Communication and promotion of sustainable travel & related offers**

- Provide Public Transport discounts to reduce the cost of travel.
- Update information for staff on what's available to them and how to access it.
- Set up of a Bike User Group (BUG) which staff can be directed to for support and advice, and who can feedback to management on behalf of staff cyclists.
- Provide bicycle training to build road confidence and teach staff to cycle.
- Develop a more inclusive and active culture that supports staff becoming fitter and healthier, helping more staff being physically able to travel actively.

### **Facilities and Infrastructure**

- Work with West Sussex County Council to improve the local cycle network to allow staff to feel safe when cycling.
- Implement a pool bike scheme for business travel making shorter business trips quicker and more active.
- Close down the Hiyacar scheme.
- Expand Enterprise Car Club to allow an increase in usage to cover more of the car based business travel.
- Proactively promote Liftshare.com as a car share scheme facilitating staff to easily and intuitively find others to share with.

- Explore potential to provide a formal park and stride facility to the north of Worthing to make finding a parking space easier for staff and reducing congestion in town, while encouraging some level of multimodal active travel.
- Explore potential to provide a formal park and ride facility out of town with a bus pick up and drop off service, bike hire and secure bike storage on site.
- Preferential onsite parking for staff who car share to incentivise staff to share.
- Increase secure bike storage with security ID card access. Adding a level of uniformity across sites and removing many of the barriers associated with currently cycling to and from the different sites.
- Improve shower, changing and drying facilities at all sites to facilitate more active travel.
- Provide lockers for regular hot-desking staff at the Shoreham Centre to store a change of clothes, laptops etc. to make active travel easier.
- Investigate and introduce provision of protective clothing for cycling and walking.
- Explore opportunities to widen out the car club so it can be accessed by the community such as residents, organisations, charities and businesses.