

<b>Report to</b>	Sustainable development panel 4 November 2015	<b>Item</b>
<b>Report of</b>	Executive head of regeneration and development	<b>5</b>
<b>Subject</b>	Norwich City travel plan 2015: For healthy and sustainable journeys	

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### **Purpose**

This report is for information.

### **Recommendation**

To note the report.

### **Corporate and service priorities**

The report helps to meet the corporate priorities of as a safe, clean and low carbon city

### **Financial implications**

Within existing budgets.

**Ward/s:** All wards

**Cabinet member:** Councillor Bremner , environment and sustainable development

### **Contact officers**

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### **Background documents**

None

## Report

1. The 2015, Norwich City travel plan seeks to influence the behaviour of employees, visitors and customers, by encouraging them to think about the way they travel to City Hall and its associated locations. It seeks to encourage walking, cycling, lift sharing and use of public transport.
2. More than 40% of council employees already walk or cycle to work. The travel plan promotes a number of council funded walking and cycling leisure projects to increase this percentage further. The plan also promotes discounted bus travel and the convenience of the car sharing scheme, Norfolk Lift Share.
3. The travel plan was launched on 14 October 2015, where information and advice was given to employees to encourage a healthier and more sustainable way of traveling, including free personal travel plans. Lots of people signed up for our free personal travel plans, which give information about the best ways to travel to work by foot, bike, bus and lift share.
4. Finally the plan has a set of targets and an action programme.

# NORWICH CITY COUNCIL TRAVEL PLAN 2015

For healthy and  
sustainable journeys



**NORWICH**  
City Council



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# INTRODUCTION

Norwich City Council is committed to making Norwich a healthy, clean and low carbon city with a sustainable and effective infrastructure.

The council's main location for its employees and hundreds of weekly visitors and customers is City Hall in St Peters Street in Norwich city centre.

We are committed to minimising the impact on local road networks and parking capacity while promoting and supporting active healthy lifestyles, reducing the city's carbon emissions and protecting its environment.

The council is a key member of the Healthy Norwich partnership and has a progressive and award-winning environmental strategy.

This plan therefore seeks to influence the behaviour of employees, visitors and customers, encouraging them to think about the way they travel to City Hall and its associated locations. It seeks to encourage walking, cycling, lift sharing and use of public transport.

We aim to raise awareness of the positive choices available and ensure people have access to good information about the wider ways they can choose to travel.

This document will also help us to communicate and share what we are doing with other organisations in the city, contributing to the wider promotion of healthy, active and sustainable travel throughout Norwich.

# TRAVEL PLAN OBJECTIVES

- Increase awareness of travel choices for city council employees, visitors and customers in order to encourage options which:

- improve health and wellbeing



- improve the local environment by reducing congestion, road accidents and air pollution



- reduce carbon emissions



- reduce demand on car parks and the city road network.



- Where possible reduce the need to travel at all for employees, visitors and customers, while ensuring our premises and services are safe and easy to access for everyone.

# TRAVEL PLAN TARGETS

1. To continue to support the current high levels of walking and cycling among employees, with a target of at least 50 per cent of our workforce walking and cycling to work by 2017.

2. To enable and encourage employees to use sustainable transport options to travel to meetings and appointments to reduce the number using cars by 20 per cent by 2017.

3. To help our visitors and customers find active and sustainable ways to travel to City Hall for meetings, appointments and enquiries and where appropriate to self-serve online negating the need for travel.

4. To reduce the number of employees driving to work in single occupancy vehicles by 20 per cent by 2017.

# WALKING AND CYCLING

Norwich has the highest proportion of people walking to and from work of any city in England.

More than 40 per cent of council employees already walk or cycle to work.

Norwich City Council has a Cycle To Work scheme which offers employees the opportunity to make an affordable salary sacrifice each month to buy a bike at a reduced cost (typically worth more than a 25 per cent discount). A total of 63 employees have benefitted from Cycle To Work so far.

Cycling is also supported by provision of a secure, covered bike shed, which has recently been upgraded and is open 24 hours a day, seven days a week to enable employees not only to cycle to work but also to cycle into the city in their spare time and make use of the facility. Showers are provided along with changing rooms.

Additional open cycle parking is available at various locations immediately adjacent to City Hall and nearby for visitors and customers.

The council has three pool bikes with specialised pannier bags for files and paperwork which can be used by employees for cycling to meetings. Training is provided for users along with safety equipment.

Norwich has a network of cycle routes called pedalways. These routes which offer easily navigable, safe travel into the city and several of them are currently being improved.

An annual Bicycle Account is published every other year setting out the state of cycling in Norwich.

Employees, visitors and customers can plan their walking and cycling journeys via **walkit.com/cities/norwich** or **norwich.cyclestreets.net**.

The council funds a number of walking and cycling leisure projects which are open to employees, visitors and customers – these include:

- Walk Norwich (<http://www.norwich.gov.uk/walknorwich>)
- Sky Rides and Bicycle Links ([www.bicyclelinks.org.uk](http://www.bicyclelinks.org.uk)) – both provide local guided cycle rides for all abilities.





# PUBLIC TRANSPORT

The city council offers its employees discounted bus travel through a corporate deal with First, Konnect and Park and Ride.

We provide live updates on bus times for **St Stephens Street, Red Lion Street, Rampant Horse Street** and **Norwich Bus Station**.

A total of seven park and ride sites are available on the outskirts of the city in every direction, giving a good opportunity for employees to leave their cars outside Norwich and travel into the centre by bus.

Around a fifth of council employees travel to work by public transport

UEA research shows that switching from travelling by car to public transport for the daily commute makes people healthier and happier





# BY CAR

Norfolk Lift Share is promoted to employees via **[norfolk.liftshare.com](http://norfolk.liftshare.com)**, which uses an online database to match people who work, live or travel around Norfolk with potential car-sharing partners.

We also promotes Norfolk Car Club **[www.norfolkcarclub.com](http://www.norfolkcarclub.com)** on its intranet pages. Norfolk Car Club is a scheme by which people only needing a car for occasional use can pay a nominal fee each month in return for the use of a vehicle when they need one negating the need to purchase one.

The council has four electric pool cars available for use for employees travelling during the working day.

A 35 per cent reduction in fuel use has been achieved by the council's fleet since 2007. We have reviewed and updated our vehicles to reduce the number and ensure they are as efficient as possible. We ensure vehicles are used in the most efficient

**Around a third of employees still travel to work by car.**

**The average commuter who shares a car saves more than £900 a year.**

**If half of UK motorists received a lift one day a week, congestion and pollution would be reduced by 10 per cent and traffic jams by 20 per cent.**

way, including through careful planning of routes and the use of GIS 'in cab' technology to monitor car use and driver behaviour. Through long-term monitoring of vehicle use and of wider employee travel, we aim to achieve ongoing improvements in efficiency.

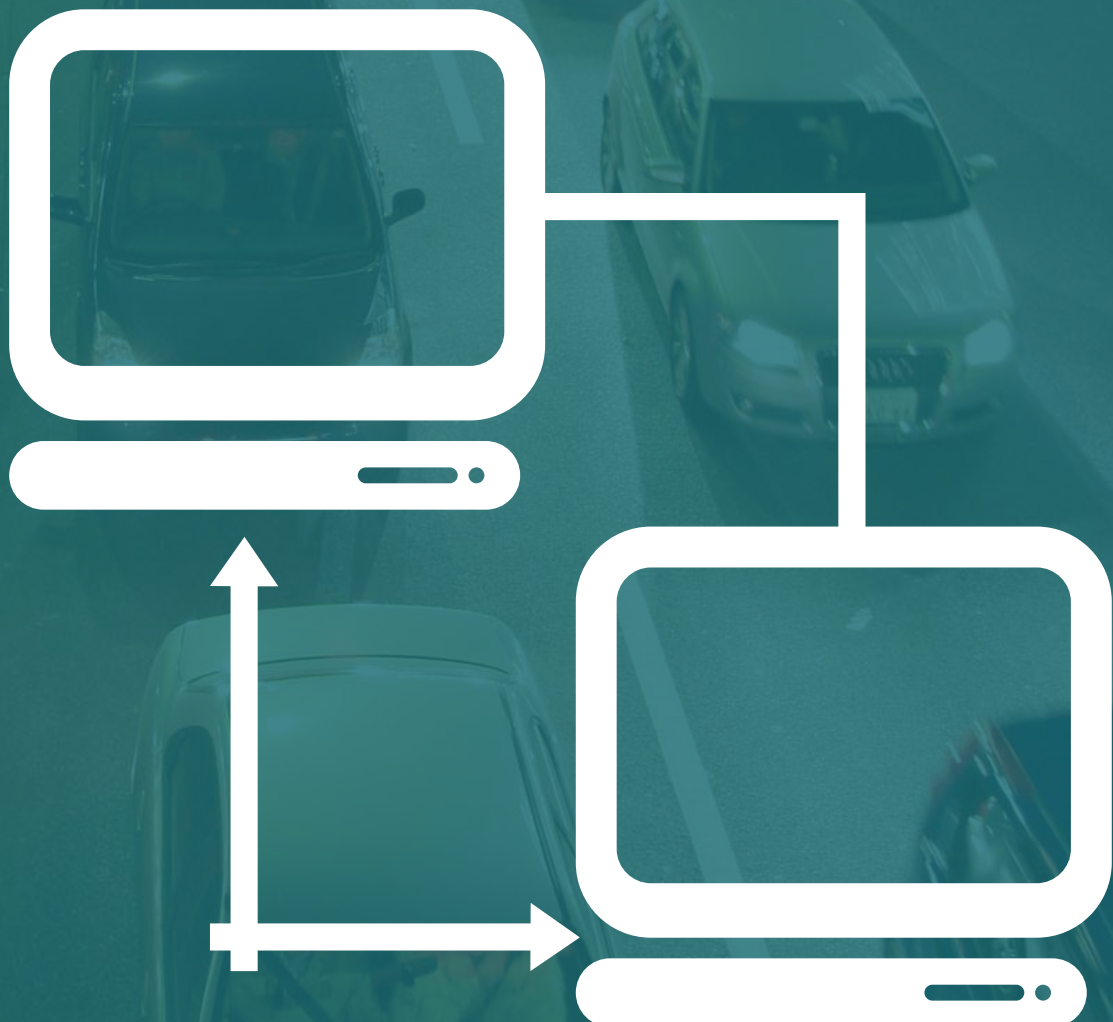
We also require our contractors to have efficient fleets which minimise fuel and reduce carbon emissions.



# TRAVEL AVOIDANCE

We have a long-standing policy which encourages home-working wherever appropriate, thus negating the need to travel in to City Hall on some occasions.

We also have an active 'digital inclusion' strategy which aims to shift more services online. We want to help visitors and customers to 'self-serve' and therefore avoid always having to visit City Hall in order to deal with their queries or service needs.



# PROMOTING ACTIVE AND SUSTAINABLE TRAVEL

We provide employees with information on active and sustainable travel options via our intranet, regular events, and information incorporated into our recruitment and induction processes.

We offer free personalised travel planning to employees with a particular focus on those who are new to the organisation or moving offices or home.

These interactive, web-based plans offer a number of travel options from employees' homes into work, including walking, cycling, public transport and lift sharing.

## NEWS





# ACTION PLAN

Action	Who	When
Continue to promote and deliver the Cycle to Work scheme on an ongoing basis	HR	Ongoing
Offer personal travel plans to all council employees and councillors	Strategy team	October 2015
Update the council intranet and website to provide up to date information on travel options for employees and visitors	Communications	October 2015
Incorporate travel information into employee induction and offer personal travel plans to new employees starting work at the council	HR	December 2015
Deliver at least two communications activities or events to promote the travel plan each year	Environmental Strategy/ Sport and Leisure/ HR	Ongoing
Review and refresh the council's fleet regularly to reduce its environmental impact	Environmental Strategy	Ongoing
Review driving data on a regular basis and use information to promote more fuel-efficient use of the fleet	Environmental Strategy	Ongoing
Review the use of the Council's pool bikes and provide and promote training for these to increase their use	HR (with Environmental Strategy)	Ongoing
Continue to support and promote projects which encourage walking, cycling and active travel to employees and the public	Sport and Leisure	
Carry out a bi-annual travel survey to gather data on employee travel habits and feed this into future updates of the travel plan	Environmental Strategy	Bi-annually

If you would like this information in another language or format such as large print, CD or audio cassette or Braille please call **0344 980 3333** or email **[info@norwich.gov.uk](mailto:info@norwich.gov.uk)**.

