

## **Economic and City Development Overview and Scrutiny Committee – July 2012**



### **Briefing note on Proposed Scrutiny Topic on Green Travel Plans**

#### Introduction and background

This briefing note has been developed following the Economic & City Development Overview & Scrutiny Committee meeting to review a number of subject areas. This note covers the ‘Green Travel Plans’ request that was originally combined with ‘onsite green energy generation.’ Due to the fact these two areas of work are different and are not related we have agreed with the Scrutiny Officer that there will be two separate briefing notes on these.

The term ‘Green Travel Plans’ is these days refined to just ‘travel plans’ as calling them green or sustainable can risk confusion in thinking there are different types of travel plan. While this is kind of the case, depending on who the travel plan is for, all plans do to encourage sustainability and help plan out an organisations or individuals travel behaviour. All this with a view to reducing congestion and environmental impacts, while saving the individual/organisation time and money plus other benefits such as health.

This note covers one of the key focus areas for the Councils i-Travel York (ITY) programme aimed at businesses engagement through travel planning. However it is worth mentioning the personalised travel planning work ITY will be taking forward in contacting up to 12,000 households throughout the northern quadrant of the city. This will be done through face to face contact being made to better inform and influence individuals travel behaviour. Another key part to ITY and indeed the Council’s travel planning work is towards schools. This report however will only make reference to the December 2010 scrutiny report on the ‘Review of School Travel’ plans by the then chair Cllr Ruth Potter. Copies of this can be sought from the Scrutiny Officer.

## Business Travel Planning

Following the Cycling City York programme business engagement was seen and proven to deliver the biggest impact in influencing travel behaviour. By working with the employer and seeking their buy-in through the benefits of their staff travelling more sustainably, we also help the organisations we work with to better meet their CSR (Corporate Social Responsibility) policy as well as CO2/green policies. Using this staff welfare policy is one of the keys and introducing the many benefits ranging from reduced absenteeism, increased staff productivity, green PR credentials through the to individual saving their time, money, health and reducing their environmental impact.

To date the ITY programme has developed a proactive travel planning business engagement service using the newly recruited Travel Planning Coordinator (David Short). David and I will work along side other key business engagement personnel in the Council to form a virtual team of front line business contacts including those from the Environmental Protection Agency, Sports and Active Leisure, Sustainable City York, Sustainable Transport Service and importantly Economic Development Unit. The appointment of the Travel Planning Coordinator will provide for a consistent approach to the development of travel plans and, most importantly, the monitoring and evaluation against the aims and objectives of LTP3 and LSTF.

This will provide an increased and better coordinated staffing focus for better business engagement and show more uniformity and joined up working within the Council to businesses, as seen by them. Avoiding any right hand/left hand issues.

From the ITY perspective we will work to making sure all large employers in York have a fully developed and implemented travel plan and help realise and deliver the outcomes to help tackle congestion on our roads and all the problems this brings. This will help reduce the number of single-occupancy car journeys within York and see shifting to walking, cycling, bus and more sustainable car usage such as car-sharing.

ITY's main objectives as set by the Department for Transport, who funds ITY is:-

- Help increase local economic growth and
- Help reduce CO2

The shortened vision for ITY is simply "Informed Personal Choice" where ITY and its partners will seek to better inform everyone working, living and visiting York about the choices and opportunities they have to help them reconsider their current travel behaviour. Especially for those that travel up to 5 miles within York and are able to change their habits if driving by themselves.

The relations we will form and strengthen using the various tools (such as travel plans) and resources, as well as match-funding, we feel will have a significant positive impact on the city and meeting the various aims and objectives of the DfT and our own LTP. Furthermore delivering the outcomes to better encourage and adopt higher levels of modal shift sustainably.

For more information on ITY please go to <http://www.york.gov.uk/transport/istf/>

### Scrutiny Review

As stated this is key work to significantly influence modal shift and making the i-Travel York programme a success. Therefore the effectiveness of this business engagement service that is tied with the Economic Development Unit, Environmental Protection Unit, Sustainable City York and Sustainable Transport Service, is key.

As a recommendation this work will be successful so it is *not deemed* that this should be a priority for the committee to review, however if members feel differently then the following focuses would be recommended:-

- Ensure this business engagement service is effective
- That the Council is fully behind this work and is helped and promoted at all levels to make sure this service is as successful

and supported as much as possible and ultimately successfully delivering the i-Travel York programme.

- Making sure the outcomes are achieved including:-
  - all large businesses to have a fully implemented travel plan
  - and aligning of their CO2/green policies with the Councils

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