

Sustainable Staff Travel Plan



2024 - 2029

INTRODUCTION

East Staffordshire Borough Council (ESBC) is committed to reducing the environmental impact of staff travel.

This Sustainable Staff Travel Plan sets out our approach to promoting sustainable travel options for staff, such as encouraging walking, cycling, public transport, car-sharing and the use of electric vehicles for both commuting and business travel.

Why

Implementing a sustainable travel plan can bring about several benefits for the Council, from reduced parking demand, better access and less congestion across our sites, as well as possible cost savings and a healthier workforce. Having a Sustainable Travel Plan in place enables us to lead by example within the community.

Here are some other key reasons why a sustainable travel plan is needed:

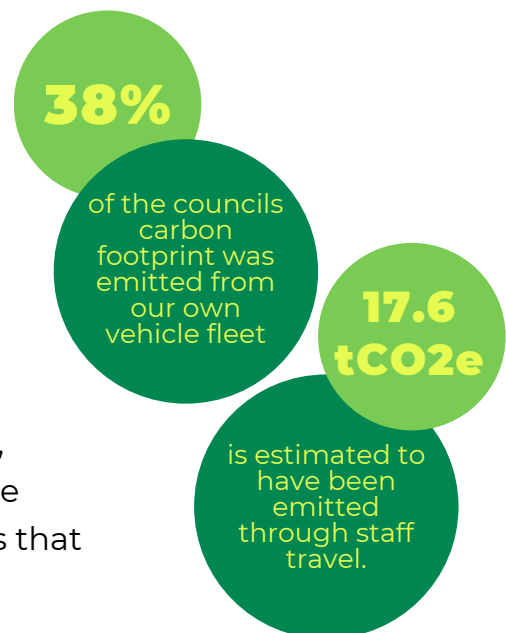
Reduced Carbon Emissions

Transport is now the UK's largest emitting sector, responsible for almost a quarter of emissions (91% of those emissions coming from road transport).

Across East Staffordshire transport is responsible for approximately 35% of the area's CO2 emissions

In order to reduce carbon emissions from our transport, we need to take several steps. This includes reducing the overall demand for travel, encouraging more people to walk, cycle, and use public transport, and for the remaining journeys that must be taken by car, transitioning to ultra-low emission vehicles.

During 2022/23:



Improved Air Quality

Everyday life is impacted by the widespread use of conventionally-fuelled engines in life, commuting, business and leisure. However, road transport is a major source of both greenhouse gases and air pollutants responsible for significant contributions to emissions of carbon dioxide, nitrogen oxides, and particulate matter[1].

These pollutants have been shown to have a harmful effect on health, the three main conditions associated with air pollution are respiratory conditions (such as asthma), cardiovascular disease (CVD), and lung cancer, and there is emerging evidence for associations with dementia, low birth weight and Type 2 diabetes.

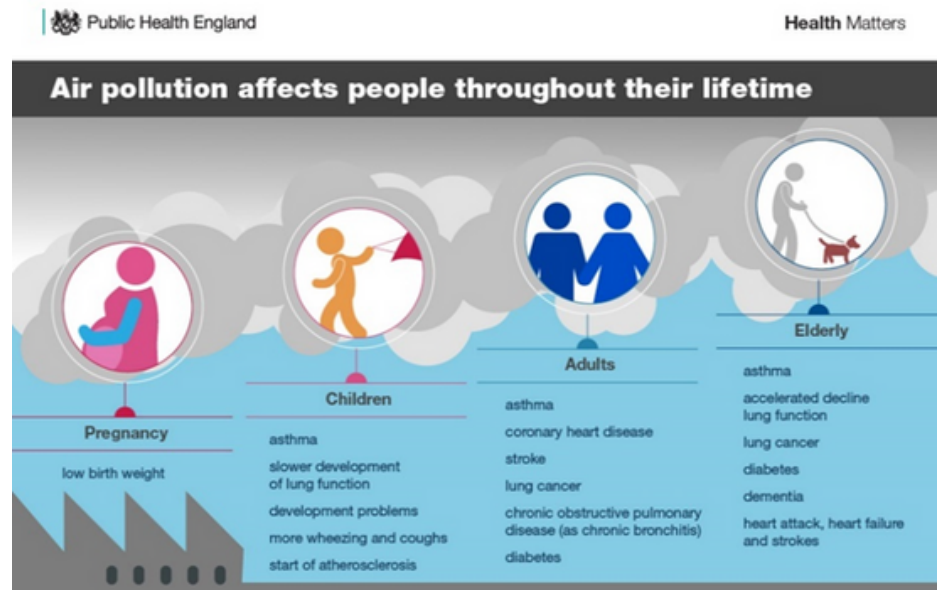


Figure 2: Public Health England infographic - health effects of air pollution

East Staffordshire has two Air Quality Management Areas (AQMAs) declared in Burton upon Trent relating to the pollutant nitrogen dioxide, although one of these is expected to be revoked by the end of 2024.

This pollution is almost exclusively the result of traffic emissions in Burton, particularly from congestion, which is a further reason to work towards limiting the use of fossil fuel-burning, internal combustion engine vehicles within the council.

[1] [Road transport and air emissions - Office for National Statistics](#)

[2] [Health matters: air pollution - GOV.UK \(www.gov.uk\)](#)

Protecting Nature

Transport infrastructure and vehicle emissions have a significant impact on biodiversity and ecosystems. Road networks fragment habitats, disrupt wildlife migration patterns, and contribute to wildlife mortality. Vehicle emissions can lead to soil and water pollution, affecting plant growth and aquatic ecosystems. Noise pollution from traffic disturbs wildlife, interfering with animal communication and breeding patterns. Additionally, the extraction and processing of fossil fuels for transport contribute to habitat destruction and pollution.

Health & Wellbeing

Regularly commuting using active travel modes, such as cycling and walking, offers benefits that extend beyond the immediate environmental impact.

Active travel is proven to improve employee health and well-being which is closely tied to productivity in the workplace and aligns with the Councils Workplace Health Strategy.



Promoting sustainable travel options can help preserve local biodiversity and support healthier ecosystems in East Staffordshire and beyond.

Scope

This Sustainable Staff Travel Plan specifically covers the following aspects of travel at ESBC:

Commuting journeys

travel to and from a place of work

Business travel

performed on behalf of the Council during the working day

It also extends to Council Members. In addition, the Council will encourage visitors and suppliers to conduct their operations in line with the Council's commitments to sustainability.

Business travel includes journeys in 'Grey Fleet' vehicles, defined as private vehicles used on behalf of the Council.

The Council's light commercial fleet vehicles (for example facilities management and Community & Civil Enforcement vans), are included but this travel plan does not include waste collection vehicles.

Note on Fleet Decarbonisation and Infrastructure Plan

It is important to acknowledge that there is an ongoing Fleet Decarbonisation and Infrastructure Plan being developed for the Council. The outcomes of this plan may have significant implications for staff-related travel, particularly at the depot site. Potential changes could include the relocation of staff parking to ensure adequate capacity for operational vehicles and associated infrastructure.

As this work is still in progress, some recommendations in this Sustainable Staff Travel Plan, particularly those related to the depot site, may need to be revisited and adjusted once the Fleet Decarbonisation and Infrastructure Plan is finalised.

This five-year plan will run from 2024 – 2029 and progress will be reviewed annually.

Policy Framework

This plan supports the delivery of ESBC's Corporate Plan 2024/25, specifically target GND17: Research, consider and present possible staff incentives and infrastructure to encourage the use of sustainable travel, such as electric vehicles or bicycles.

This plan also complements other key strategies on climate change, air quality, sustainable planning and employee wellbeing, and forms part of our response to the climate emergency declaration and will contribute to the national targets of the Clean Air Strategy and the 2050 net zero goal.

If reviewed regularly, the sustainable staff travel plan will aim to not only reduce carbon emissions but to deliver co-benefits such as improved local air quality and staff health, provide efficiency savings, and to lead by example

NB: Whilst a staff travel plan is important for reducing transport emissions, this plan should be part of broader suite of transport-related plans, including waste collection, EV charging points, and promoting sustainable travel for everyone in the borough.



BASELINE INFORMATION

The last Staff Travel Plan was published in 2010 and since then the council has moved to a smaller building footprint and increased the amount of home working by staff. To understand the current situation and prioritise measures new sets of baseline data were needed, so the following exercises were carried out:

Survey

Staff travel survey to gather data, building a picture of current staff travel habits, motivations and barriers.

Audit

Review of site facilities looking at car parking, bike storage, changing facilities etc.

Review

Review of 'Grey' and 'light commercial' fleet mileage and current staff travel schemes/incentives

A summary of the findings is included next. The results have been used to define objectives, set targets, identify measures and develop a step-by-step implementation plan to encourage smarter, cleaner travel for commuting and business miles

Overview

The Council employs approximately 304 staff (including colleagues in casual and temporary roles), across five sites, across the borough namely:



Burton Town Hall, King Edward Place, Burton on Trent, DE14 2EB



Millers Lane Offices, Derby Street, Burton on Trent, DE4 2NS



Brouhouse Arts Centre, Union Street, Burton on Trent, DE14 1AA



Market Hall, High Street, Burton on Trent, DE14 1HA



Stapenhill Cemetery, Burton on Trent, DE15 9AE



In addition, the Council has 37 Councillors.

Staff Travel Survey

The staff travel survey undertaken in 2023 provided the following key findings:

66%



of respondents commute by car, with 62% driving alone at least once a week

27.2%

of respondents work remotely full-time



Only **9%** of respondents walk/run and 7% cycle to work at least once a week



30%

of respondents live within 2 miles of their workplace, presenting an opportunity for active travel promotion

79% of respondents have some degree of work-hour flexibility

Key barriers to using public transport are time, frequency, reliability, and cost

Only **15%**

of respondents definitely consider carbon emissions in their travel choice.



Only **17%**

of respondents are likely to consider purchasing an electric vehicle in the near future



The survey received 81 responses from a pool of 274 staff members, representing a 30% response rate.

The full survey results are detailed in [Appendix 1: Staff Travel Survey Review 2023](#)

Site/Facility Audits

Site audits were carried out across our main sites to determine accessibility by all modes of transport. The audits have identified the following key points:



All sites have staff parking spaces, ranging from 9 shared spaces at Stapenhill Cemetery to 52 at Burton Town Hall.



Electric vehicle charging infrastructure is limited, with only Millers Lane (four for fleet use) and Stapenhill Cemetery (one for work van) having on-site facilities.



Bicycle facilities are inadequate at all sites. Burton Town Hall and Millers Lane have some bicycle parking, but it's poorly located or in poor condition. Brewhouse Arts Centre and Stapenhill Cemetery have no dedicated bicycle parking.



Shower and changing facilities are limited, with Burton Town Hall and Brewhouse Arts Centre having 2 and 3 showers respectively, Millers Lane having one, and Stapenhill Cemetery having none.



Walkability scores are generally good (ranging from 6-10 out of 10) for most sites, but cyclability scores are lower, ranging from 1 (Stapenhill Cemetery) to 8 (Millers Lane).



All sites have step-free access to the main entrance, but disabled parking is not available at Millers Lane Offices.



All sites are well-served by public transport, with bus stops within 100-130 meters. Burton Town Hall has the best public transport connectivity, being only 100m from the train station.

The audits highlight varying levels of sustainable travel infrastructure across ESBC sites, with generally good public transport accessibility but room for improvement in cycling facilities, EV charging infrastructure, and amenities to support active travel.

It's worth noting that information for the Market Hall site was unavailable at the time of the audit and will be added later to complete the full picture of ESBC's facilities.

The full site audits are detailed in **Appendix 2: Staff Travel Site Audits Review 2024**



Figure 3: Current cycle facilities at the Town Hall

Review of 'Grey' and 'Light Commercial' Fleet

To understand our current vehicle usage and emissions, we reviewed our 'grey fleet' (employee-owned vehicles for business) and our light commercial fleet (council-owned vehicles for various services, **excluding waste collection**)



Grey Fleet

- 62 employees claim mileage regularly
- Total annual mileage: 59,095.6 miles
- Average monthly business miles claimed: 4,924.65
- Average trip length: 23.92 miles
- Vehicle types: 58.5% petrol, 38.5% diesel, 3% electric
- Total emissions: 14.26 tonnes CO₂e annually
- Total spent on mileage reimbursement (Apr 23 - Mar 24): £24,616.91



Light Commercial Fleet

- Total vehicles: 7 light commercial vehicles (5 electric, 2 diesel)
- Total annual mileage: 66,427 miles
- Electric vehicles account for 82.6% of the total fleet mileage (54,887 miles)
- Diesel vehicles account for 17.4% of total fleet mileage (11,540 miles)
- Emissions from diesel vehicles: 6.07 tonnes CO₂e per annum
- Electric vehicles are charged using electricity supplied through a green tariff, resulting in zero reported Scope 2 emissions

Key Points

- There's a heavy reliance on personal vehicles for business travel in the grey fleet.
- Despite lower mileage, the grey fleet emits more CO₂ (14.26 tonnes) than the light commercial fleet (6.07 tonnes).
- 5 out of 7 vehicles in the light commercial fleet are electric
- Charging infrastructure for the light commercial fleet is limited and relatively slow, potentially limiting the use of electric vehicles.

It's worth noting that in April 2024, the Council switched to using Hydrotreated Vegetable Oil (HVO) fuel for all suitable diesel vehicles in its fleet. This change represents a significant step towards reducing the carbon emissions of our diesel vehicles. HVO is a more sustainable alternative to conventional diesel, producing up to 90% less CO₂ emissions. However, some diesel vehicles in our fleet are not currently suitable for HVO and continue to use conventional diesel.

These findings provide areas for reducing emissions and costs for both the grey fleet and light commercial fleet. They also show the benefits of transitioning to electric vehicles in the light commercial fleet.

The full reviews are detailed in **Appendix 3: Staff Travel Grey Fleet Review 2024** and **Appendix 4: Staff Travel Council Light Commercial Fleet Review 2024**

Current Travel Schemes & Incentives

A review of our existing staff and member travel benefits and incentives reveals the following:

Car Necessity Scheme

- Used by 65 employees
- Business mileage rate set at HMRC rate (currently 45p per mile) for all fuel types (including electric)
- Council reimburses annual car insurance and breakdown cover up to £900 per annum

Share-A-Lift Scheme

- Previously operated by Staffordshire County Council but stopped since Covid-19
- Low levels of awareness and interest among staff

Public Transport Passes

- In the past, the Council encouraged staff to use buses with 'taster passes,' but it had mixed results due to reported service reliability issues. It's important to note that this trial took place over ten years ago, and public transport services may have improved since then.

Car Purchase Salary Sacrifice

- Recently approved pilot scheme for Chief Officers is being rolled out
- Administered by Knowles Fleet
- Aims to improve access to fully electric and hybrid vehicles
- Intention is for a wider roll-out of the scheme if the pilot is successful

Cycle to Work Scheme

- Run by Cycle Solutions, offering 25-39% savings on new bikes and accessories through salary sacrifice
- 38 employees have used the scheme, with 6 having had two bikes
- Business mileage rate for cycling is 20p per mile
- 76% of 2023 travel survey respondents were aware of its existence, and 8% have used it

Elected Members' Travel

- Claim mileage electronically at HMRC rate of 45p per mile

Key Points

These findings show opportunities to enhance current schemes, improve communication, and consider new incentives for promoting more sustainable travel choices among our staff and members.

More details are in [Appendix 5: Staff Travel Plan Benefits and Incentives](#)

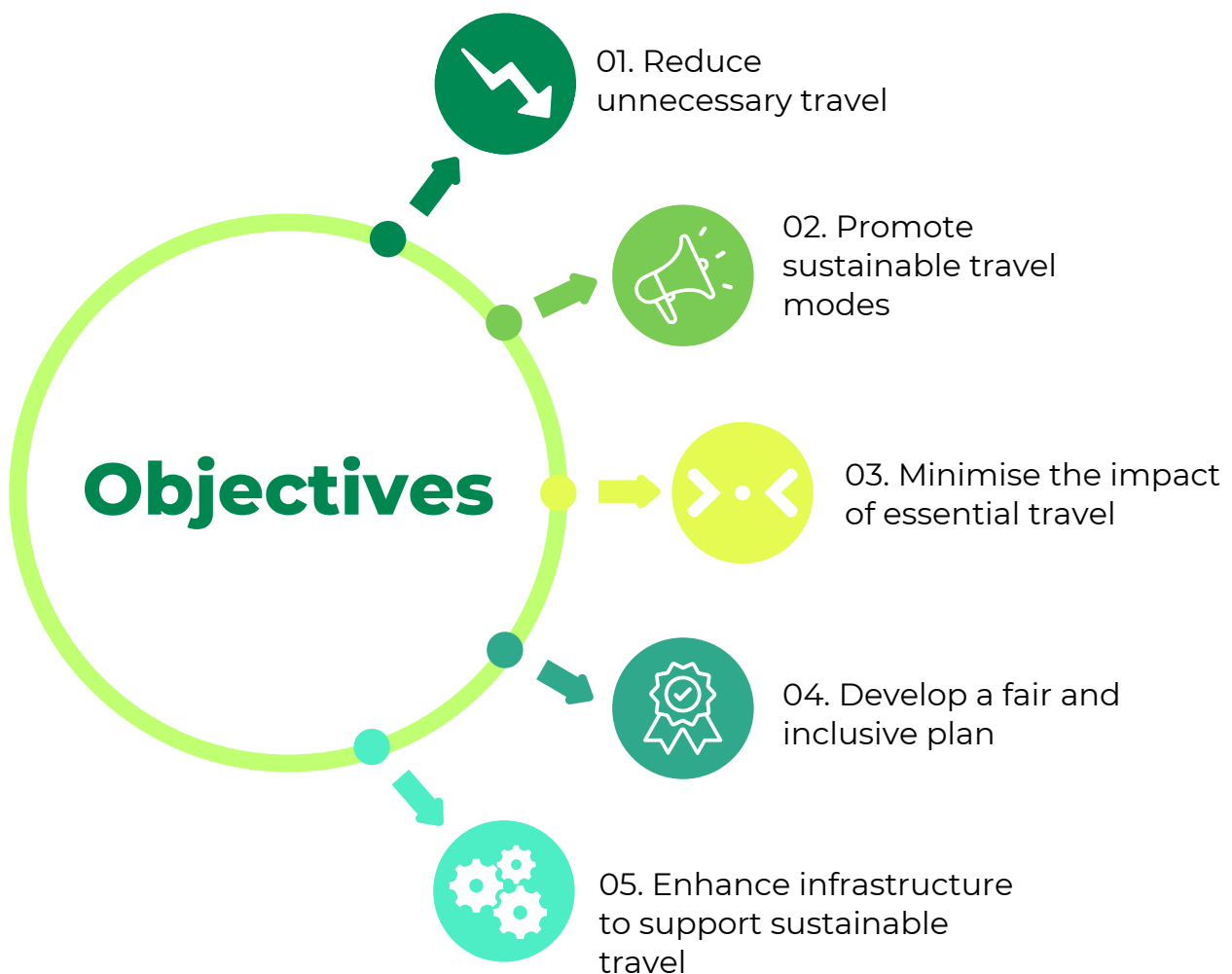
MAIN AIM & OBJECTIVES

The key aim of the Sustainable Staff Travel plan is to:

“Reduce the environmental impact of East Staffordshire Borough Council employees' journeys, both in commuting to work and in carrying out their duties”

Objectives

The Council can achieve this through the following five objectives::



Objectives



01. Reduce unnecessary travel

- Encourage flexible working arrangements to help employees reduce commuting trips, whilst ensuring effective service delivery.
- Meetings/site visits/inspections etc. should be organised in a way to maximise efficiency, and keeps unnecessary travel to a minimum.



02. Promote sustainable travel modes

- Establish a staff travel hierarchy, as per the Energy Saving Trusts 'Sustainable travel hierarchy' (see figure 1): avoid unnecessary travel > walk or cycle > use public transport > use electric cars > use other cars and review policies to ensure that this is reflected throughout the Council.

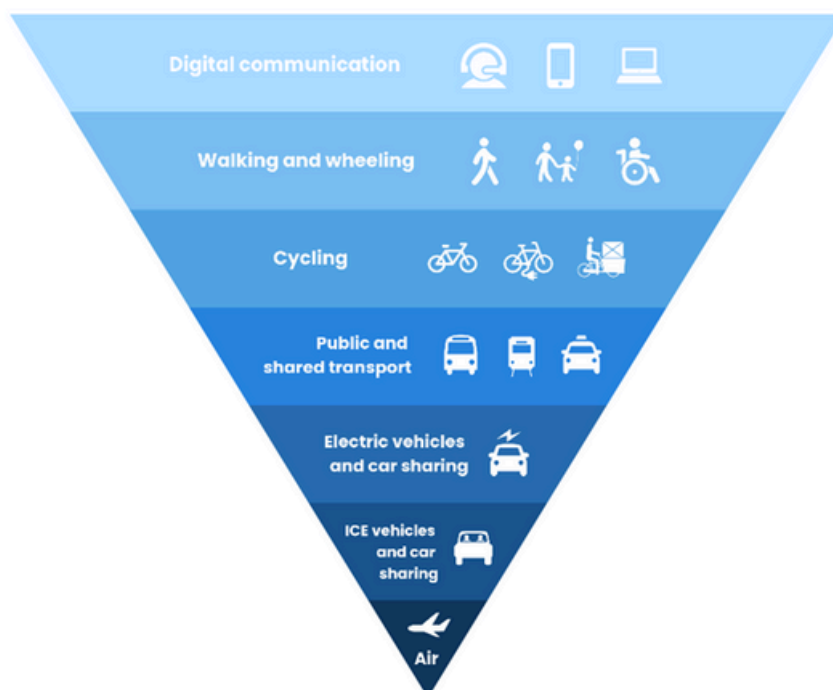


Figure 1: Energy Saving Trust - Sustainable Travel Hierarchy

- Increase the proportion of staff travelling by foot, bicycle, and public transport.
- Promote the use of electric vehicles and provide necessary supporting infrastructure.

Objectives



03. Minimise the impact of essential travel

- Ensure that when travel is necessary, employees do so in a manner that minimises environmental impact.
- Where possible reduce single-occupancy car journeys for commuting and work-related travel.
- Continue to transition our light commercial fleet away from diesel.
- Address the significant emissions from the grey fleet by encouraging lower-emission vehicles and optimising trip planning.



04. Develop a fair and inclusive plan

- All employees can easily access work and facilities, whether they drive or use other modes of transport
- Prioritise health and safety considerations when assessing and promoting staff travel options.
- Improve staff health and well-being through active travel choices.
- Improve communication about available travel schemes and benefits, addressing the low awareness identified in our review.
- Ensure that sustainable travel options are accessible to all staff, regardless of their work location or personal circumstances.



05. Enhance infrastructure to support sustainable travel

- Improve on-site facilities to support sustainable travel, for example better bicycle parking, shower facilities, and EV charging points across all council sites

IMPLEMENTATION & GOVERNANCE

The successful implementation of this Sustainable Staff Travel Plan requires support and engagement from all levels of the organisation. Key responsibilities are outlined below:

Chief Executive and Heads of Service (Corporate Management Team)

- Provide high-level support and champion the Travel Plan
- Ensure the Plan aligns with corporate strategies and objectives
- Allocate necessary resources for implementation

Departmental Managers

- Integrate Travel Plan objectives into departmental operations
- Monitor and report on progress within their service areas
- Encourage staff participation in sustainable travel initiatives

Human Resources

- Incorporate Travel Plan principles into recruitment and induction processes
- Review and update relevant policies to support sustainable travel choices

Climate Change & Adaptation Team

- Coordinate overall implementation of the Travel Plan
- Monitor progress and report on key performance indicators
- Organise annual staff travel surveys and analyse results

Facilities Management

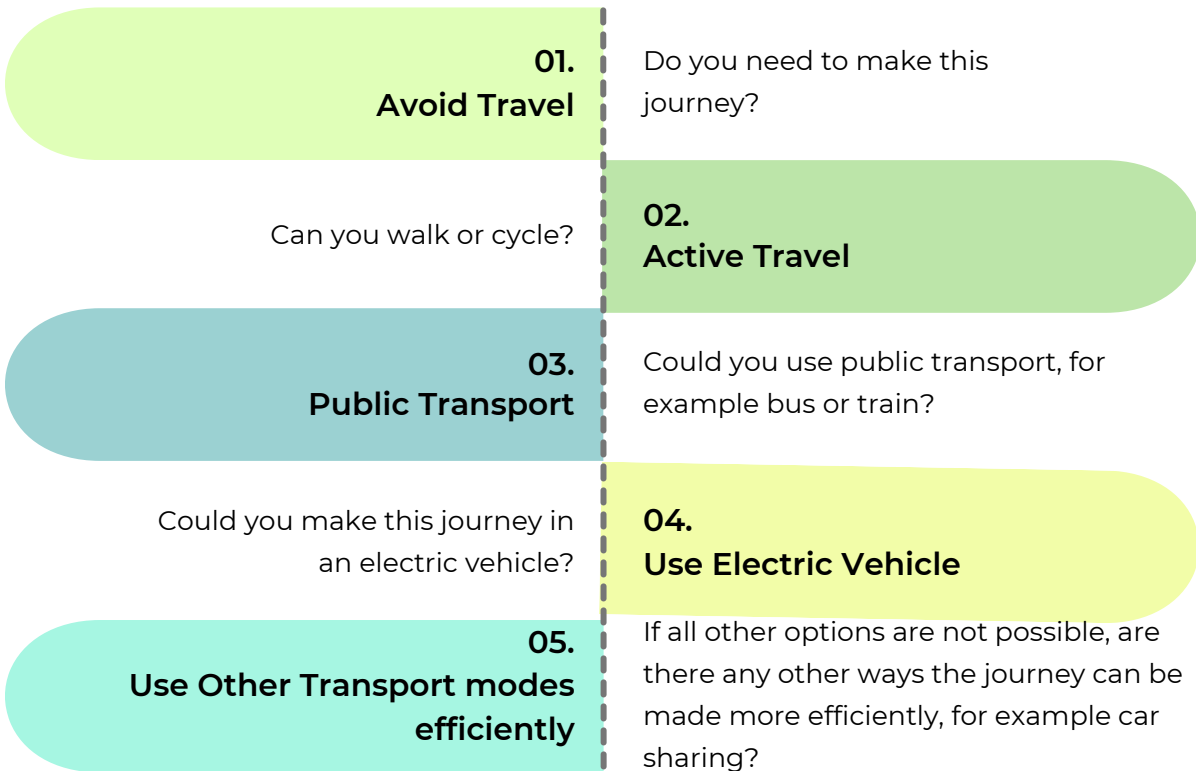
- Oversee improvements to on-site sustainable travel infrastructure
- Manage and maintain travel-related facilities (e.g., bike storage, EV charging points)

All Staff

- Actively engage with the Travel Plan and consider sustainable travel options
- Provide feedback on initiatives and suggest improvements

MEASURES/ACTION PLAN

Based on the results of the staff travel survey, fleet review, and site audits, a comprehensive set of measures has been developed to achieve our main aim and objectives. This approach is structured around the sustainable travel hierarchy:



Additionally, we've included cross-cutting measures that support all aspects of the plan.

Our approach emphasises consultation and engagement with staff to ensure that the measures implemented are both effective and well-received. Key aspects of this consultative approach include:

○ Active Travel Workshop:

We will hold a workshop to deepen our understanding of users' needs regarding walking and cycling.

○ Electric Vehicles:

We will develop a plan for expanding EV charging infrastructure across council sites, taking into account the needs of both staff and fleet vehicles.



● Facility Improvements:

Rather than immediately implementing changes, we will consult with active travel commuters to determine the need for increased locker provision and improved washing and changing facilities. This consultation will also consider potential space limitations and lease constraints.

● Public Transport:

We will scope out current discount schemes available for public transport passes with local operators, ensuring we understand the current landscape before implementing new initiatives.

● Car Sharing:

We will gauge staff appetite for reintroducing a car-sharing scheme and produce an options appraisal based on available schemes.

● Feedback on Existing Schemes:

We will gather feedback from Heads of Service on the pilot 'car purchase salary sacrifice scheme' to inform its potential expansion.

These measures are designed to be flexible and responsive to staff needs and organisational constraints.

By taking this consultative approach, we aim to ensure that the implemented measures are both practical and effective in promoting sustainable travel choices.

Appendix 6: Staff Travel Plan - Measures details all proposed measures, including quick-wins and longer-term initiatives, organised according to the travel hierarchy.

Each measure includes information on ownership, resource requirements, expected outputs, timelines, and alignment with our overall objectives.

MONITORING & EVALUATION

Effective monitoring and evaluation are important to the success of the Sustainable Staff Travel Plan. This will ensure that we can track progress, identify areas for improvement, and adapt our approach as needed over the five-year lifespan of the plan.

Key Performance Indicators (KPIs)

We have established a set of KPIs aligned with each objective of the Travel Plan. These include:

- Percentage of staff using public transport for commuting
- Percentage of staff working remotely at least once a week
- Percentage of staff using active travel (walking or cycling) for commuting
- Number of EV charging points installed and their utilisation
- Percentage of staff car-sharing
- Total business mileage and associated emissions

Baseline Data

Where possible, we have established baseline data using the 2023 Staff Travel Survey and site audits. This data will serve as a benchmark against which we can measure progress.

Annual Staff Travel Survey

We will conduct an annual staff travel survey to assess changes in travel behaviour, identify emerging trends, and uncover any new barriers to sustainable travel. This survey will also gauge staff awareness and satisfaction with the Travel Plan initiatives.

To ensure comprehensive and reliable data collection, we are seeking approval to make the annual staff travel survey mandatory for all staff. This approach will provide a more accurate picture of travel habits across the organisation and allow for more effective planning and implementation of sustainable travel measures.

Annual Progress Reviews

The Climate Change & Adaptation Team will conduct an annual review of the plan's progress, assessing the implementation status of each measure and its impact. These reviews will allow for timely adjustments to the plan as needed.

Data Collection and Analysis

We will establish systems to regularly collect and analyse data on key metrics such as business mileage, and uptake of travel schemes. This data will be used to inform decision-making and refine our approach.

Five-Year Report

A full review and update of the Sustainable Staff Travel Plan report will be produced, summarising progress against objectives, highlighting successes, identifying challenges, and outlining plans for the next iteration of the plan. This report will be shared with all staff and presented to the Leadership Team.

External Benchmarking

Where possible, we will benchmark our performance against similar local authorities to gain insights and identify best practices.

Balancing incentives and disincentives

Our monitoring and evaluation process will balance incentives ('carrot') and disincentives ('stick') approaches to promote sustainable travel. We recognise that traditional disincentives like limited parking may be less effective due to increased remote working. We will focus on identifying effective incentives while carefully assessing the relevance of disincentives in our evolving work environment.

Continuous Improvement

Based on the monitoring and evaluation results, we will continuously refine and improve the Travel Plan. This may involve adjusting existing measures, introducing new initiatives, or reallocating resources to areas of greatest impact or need.

By implementing this comprehensive monitoring and evaluation framework, we can ensure that the Sustainable Staff Travel Plan remains a dynamic and effective tool for reducing the environmental impact of staff travel at East Staffordshire Borough Council.

CONCLUSIONS

This Sustainable Staff Travel Plan represents the Council's commitment to reducing the environmental impact of staff travel while promoting healthier, more sustainable commuting and business travel options.

It proposes a comprehensive package of measures addressing all aspects of travel associated with our organisation, from avoiding unnecessary journeys to optimising essential travel.

While recognising that cars remain a necessary part of many people's lives, this plan demonstrates that small changes in travel habits, when adopted collectively, can have a significant positive impact on our environment, air quality, and staff wellbeing. The measures outlined are designed to be inclusive, offering a range of options to suit different needs and circumstances.

The success of this plan relies on the engagement and participation of all staff members. By implementing these measures, we not only contribute to our air quality and climate change goals but also set an example for other organisations and our wider community.

This Sustainable Staff Travel Plan is not just a document, but a call to action for all of us to reconsider our travel choices and work together towards a more sustainable future.

INFORMATION

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- Paul Farrer/Pete Clark – Environment
- Martyn Peters – Facilities Management
- Martyn Manning – Environmental Protection Officer

Appendices

- Appendix 1: Staff Travel Survey Review 2023
- Appendix 2: Staff Travel Site Audits 2024
- Appendix 3: Staff Travel Grey Fleet Review 2024
- Appendix 4: Staff Travel Council Light Commercial Fleet Review 2024
- Appendix 5: Staff Travel Plan Benefits and Incentives
- Appendix 6: Staff Travel Plan - Measures

Produced by the Climate Change & Adaptation Team
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