

## Travel Plan Success Stories

**Organisation:** Stirling Council

**Sector:** Public Sector

**Mode:** Multi Mode Travel Plan Implementation

### Measures

Stirling Council employs 4,600 members of staff at three main sites within the city and serves a community of over 86,000 residents.

A Staff Travel Survey conducted in 2009 revealed:

- 10% walked or ran to work
- 2% cycled
- 3% used the bus
- 3% used the train
- 79% came by car
- 3% used a Council vehicle

Though not surprising in an area where many staff live in rural locations not well served by public transport, the high number single occupancy car commutes was identified as a key area to be addressed.

The development and implementation of the Council's Travel Plan has benefited from partnerships with the Regional Transport Partnership Tactran, of which the Council is a member, and input from the Energy Saving Trust Scotland.

A number of measures have now been successfully implemented:

- A car-share scheme has been promoted –[www.stirlingliftshare.com](http://www.stirlingliftshare.com)
- 8 pool bikes and accessories have been purchased
- A bike mileage allowance has been set at 20p per mile
- A Cycle to Work Scheme for assisted cycle purchases has been introduced
- Cycle parking, clothes lockers and showers are available at main sites and are being extended to other sites.
- A Staff Travel Guide is available on the Council intranet

- The majority of essential car users allowances have been removed through the Single Status Review
- 98 pool vehicles have been provided for staff
- A traffic regulation order has been introduced to control the parking at the main site at Viewforth. This includes provision for the future introduction of initiatives including car sharing spaces.

In addition a new Park and Ride service directly serves 2 of the 3 main Council sites.

## Outcomes

The Council has achieved the Cycle Friendly Employer Award recognising the measures it has put in place to support those choosing to cycle to and from work.

The provision of pool vehicles and bikes has helped minimise the need to take the car to work and has enabled staff to consider more sustainable modes for commuting to work and for journeys undertaken while at work.

Further emissions reductions for at-work travel have been achieved through the use of lower emission vehicles.

A pilot programme to provide Personal Travel Plans was undertaken with 35 members of staff to inform the development of further Travel Plan measures.

Well received by staff, the Council's Travel Plan is still in its infancy, and awareness of the Council's Travel Plan measures is increasing among staff.

The uptake of cycling provisions in particular has meant that existing cycle storage is now fully utilised, leading to the installation a new storage area for 20 bikes.

For the future, the Council is investigating:

- Including the sustainable Travel Guide within staff induction packs
- Promoting homeworking
- Providing cycle commuter training and bike maintenance skills
- An extended communications and promotions programme.