



ADUR & WORTHING  
COUNCILS

Joint Strategic Committee  
5 March 2019  
Agenda Item 8

Key Decision: No

Ward(s) Affected: All

**easitADUR&WORTHING - transport discount scheme**

**Report by the Director for Digital & Resources**

**Executive Summary**

**1. Purpose**

- 1.1. To update members on progress with establishing 'easitADUR&WORTHING': the transport discount scheme for businesses and their staff working in Adur and Worthing.
- 1.2. easitADUR&WORTHING has been setup to help local businesses and council staff adopt sustainable transport behaviours, easing congestion, reducing pollution, and increasing staff satisfaction.

**2. Recommendations**

- 2.1. That members approve the proposed continuation of the easitADUR&WORTHING transport discount scheme and approve the award of the contract necessary to implement the scheme.

**3. Context**

- 3.1. A new sustainable transport discount network has been commissioned by Adur & Worthing Councils in partnership with [easit](#), a not for profit company based in Surrey. [easitADUR&WORTHING](#) has the potential to benefit large employers across Adur and Worthing as well as the councils', their staff and elected members.

- 3.2. easitAdur & Worthing offers a range of discounts and incentives to travel sustainably. These include
- 15% Southern Rail Discount (including peak travel)
  - 15% South Western Railway (including peak travel)
  - Brighton & Hove Bus discounts
  - Discount with Halfords on bikes and accessories (in-store only)
  - Electric and folding Bike Discounts
  - Access to a car share scheme: easitSHARE
  - Loan Bikes
  - Discounted electric vehicle charging units
  - Brompton Bike Hire
  - Free Co-wheels Car Club membership with driving credit
  - Savings and FREE driving credit with Enterprise Car Club
  - Carbon Neutral Car Benefit Scheme

Further discounts are being negotiated with local bus service providers. This area is progressing well and announcements are expected imminently.

- 3.3. There has been a very positive response from local employers. One month into the establishment of the network, the following businesses have already signed up:
- Mosaic Online Systems Ltd
  - Sussex Partnership NHS Foundation Trust
  - Worthing Hospital (Western Sussex Hospitals NHS Foundation Trust)
  - Pier 2 Pier Care Services Limited
  - The Proto Restaurant Group
  - AIG
  - Equiniti
  - Kreston Reeves
  - GSK

- 3.4. Establishing a transport discount scheme which shares benefits throughout the business community aligns well with the ethos of Platforms for our Places Platform 1: contributing to thriving places and communities and a supportive base for our financial economies.

- 3.5. The new network also supports delivery of Platform 3: Stewarding our Natural Resources which aims to increase sustainable transport, delivering sustainable travel initiatives and infrastructure, tackling air quality, reducing emissions, and increasing active travel such as cycling, walking and public transport use.

- 3.6. Sustainable AW, the councils' sustainability framework adopted in 2018, promotes improvements in sustainable travel and includes a specific action to set up a sustainable transport discount scheme.

### **Adur & Worthing Travel Action Plan**

- 3.7. A Travel Action Plan (TAP) has been developed for the councils' as part of Sustainable AW. The TAP aims to:
- reduce the environmental impacts of commuting and business travel associated with council services and operations;
  - support the health and wellbeing of staff.
  - identify options to support staff given anticipated reductions in available on-site car parking at Worthing Civic Site resulting from the planned Health Hub on part of the existing staff car park.
- See Appendix 1 for the TAP Executive Summary.

- 3.8. In autumn 2018, the councils' undertook a travel survey of staff, councillors and tenants of civic buildings. It aimed to review current patterns for commuting and business travel, and identify barriers to travelling more sustainably. The survey was completed by 1 in 2 staff, and 1 in 3 councillors, giving a reliable representation of attitudes.

- 3.9. Key findings of the survey indicated there was great opportunity for supporting to staff to travel more sustainably:
- 59% of respondents live 5 miles or less from their workplace
  - 35% of respondents live within walking and cycling distance: under 3 miles from their workplace
  - 24% of respondents live at an easy cycling distance (3-5 miles) from their workplace
  - Single occupancy car journeys account for over half of all commutes
  - 62% of respondents staff are 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).

- 3.10. Respondents stated that cost was the main barrier to greater public transport use. Accordingly, one of the TAP's 24 recommended actions is to provide public transport discounts to staff.

- 3.11. The proposals for a Health Hub development on Worthing Civic Car Park which will reduce council staff parking provision. Developing

easitADUR&WORTHING is seen as a way to support staff to shift away from car dependency.

### **easitNETWORKs**

- 3.12. easitNETWORKs are set up and negotiated by not for profit social enterprise 'easit'. easit has become the benchmark for the Department for Transport when encouraging commuters to travel sustainably, and winning the Queen's Award for Enterprise and Sustainable Development.
- 3.13. easitNETWORKs are formed of major local employers that together generate a critical mass enabling discounts and initiatives to be created. Since launching in 2004, easitNETWORKs have grown to represent over 200 businesses employing over 1,500,000 staff across 18 networks. Locally, easitNETWORKs exist in Mid Sussex, Crawley, Chichester and Brighton & Hove.
- 3.14. Packages of discounts for employees are negotiated with a network of transport operators retailers, and made available via membership. The discounts incentivise employees to commute sustainably, and can be used for leisure and business use. Providing access to public transport and other discounts, this scheme is a key element of encouraging people to walk, cycle and reduce car usage.

## **4. Engagement and Communication**

- 4.1. Internal consultation prior to commissioning the scheme was undertaken with the Directors, Place & Economy Team, Environmental Health, Communications, HR, and Finance, Environment Portfolio holders and Council Leaders. Feedback was unilaterally positive.
- 4.2. Membership of easitADUR&WORTHING will be promoted internally through roadshow at Portland House on March 19th and Commerce Way (date in April to be confirmed), through the staff/Cllr newsletter, intranet and induction materials.
- 4.3. Externally the scheme has been promoted via: Sustainable Business Partnership Business Breakfast 8th Feb; Better Business Show 13th Feb; Personal and email introductions via Sustainability and Place & Economy Team to large employers; AW Business Partnership Newsletter; Business Portal; and will be promoted at the Ways Ahead Business Conference in May.

- 4.4. The first of a series of quarterly easitADUR&WORTHING network meetings for member organisations will be held on March 19th 2019.

## **5. Financial Implications**

- 5.1. There is a one off setup cost for new easit networks after which the scheme is financed through membership fees paid by the organisations of the network. The set up cost for easitADUR&Worthing was £40,000. This was funded by S106 developer contributions made specifically for sustainable transport. Approximately £22,000 was provided by Worthing contributions, and £18,000 from Adur contributions.
- 5.2. The set up fee pays for the negotiations with local providers, discounts with retailers and public transport providers, and recruitment of businesses into the network. The first year's membership is free to businesses. Once established there is an annual cost to be part of the network of up to £2,000 per organisation, depending on size. For Adur & Worthing Councils, this will be met from existing budgets.

## **6. Legal Implications**

- 6.1** S1 of the Localism Act 2011 empowers the Council to do anything an individual can do apart from that which is specifically prohibited by pre-existing legislation.
- 6.2** S1 Local Government (Contracts) Act 1997 confers power on the local authority to enter into a contract for the provision of making available assets or services for the purposes of, or in connection with, the discharge of the function by the local authority.
- 6.3** In awarding a contract pursuant to the proposed Scheme the Council must have regard to the procedures set out in its Contract Standing Orders found at Part 4 of the Constitution.

## **Background Papers**

- [Platforms for our Places](#)
- [Sustainable AW](#)

## **Officer Contact Details:-**

Francesca Iliffe

Strategic Sustainability Manager

01903 221106

[francesca.iliffe@adur-worthing.gov.uk](mailto:francesca.iliffe@adur-worthing.gov.uk)

## **Sustainability & Risk Assessment**

- Transport contributes the greatest greenhouse gas emissions of any sector in the UK at 28%. easitADUR&WORTHING has been setup to help local businesses and council staff adopt more sustainable transport behaviours, reducing emissions, local pollution, and easing congestion.

### **1. Economic**

- The easitNETWORK has potential to benefit businesses and staff across Adur and Worthing; strengthening partnership working; and sharing benefits between the public and business sectors.

### **2. Social**

#### **2.1 Social Value**

- EasitADUR&WORTHING will assist employees across Adur & Worthing to travel sustainably while reducing costs to do so.

#### **2.2 Equality Issues**

- EasitADUR&WORTHING will assist cheaper sustainable travel for all. The councils' Travel Action Plan revealed that costs was a barrier to greater use of public transport, and this initiative aims alleviate this barrier.

#### **2.3 Community Safety Issues (Section 17)**

- No identified issues.

#### **2.4 Human Rights Issues**

No identified issues.

### **3. Environmental**

- Transport contributes the greatest greenhouse gas emissions of any sector in the UK at 28%. easitADUR&WORTHING has been setup to help local businesses and council staff adopt sustainable transport behaviours, easing reducing emissions, local pollution, and congestion.

### **4. Governance**

- Establishment of easitADUR&WORTHING aligns with Platforms for our Places 1 and 3; Sustainable AW; Adur & Worthing Public Health Delivery Plan; Adur District and Worthing Borough Councils' Air Quality Action Plans; Adur & Worthing Councils' Corporate Social Responsibility; Adur & Worthing Councils' Health and Wellbeing policy; Adur & Worthing Activities Strategy (forthcoming).





# Executive Summary

## Adur & Worthing Council Travel Action Plan

delivered by Sustrans January 2019



**Table of Contents**

- 1. Executive Summary..... 3**
- 2. Introduction ..... 7**
- 3. Overview of sites ..... 10**
- 4. Policies and provision for staff travel ..... 19**
- 5. Current travel patterns..... 23**
- 6. Barriers and motivators to sustainable travel..... 33**
- 7. Opportunities and actions ..... 44**
- 8. Suggested car parking allocation ..... 48**
- 9. Monitoring..... 50**
- 10. Appendix ..... 51**

# 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.