

Sustainable Travel Statement

January 2009

Company – Walsall Regeneration

Walsall is being totally transformed. Between now and 2015 ambitious proposals will see the town centre revitalised, canalside areas reborn and acres of derelict land rejuvenated, creating jobs and a better way of life for its whole range of diverse communities.

Walsall Regeneration Company, which brings together the talents and expertise of the public and private sectors, is spearheading and managing the renaissance. Our goal is a vibrant 21st century market town, with a thriving economy and an attractive physical environment – truly Walsall, a Town for Enterprise.

Company Details

Address: 65/66 Ablewell Street, Walsall, WS1 2EU

Email: adamtrout@walsall-regeneration.co.uk

Tel: 01922 659500

Travel Statement Co-ordination

Name	Contact Details
Adam Trout – Walsall Regeneration	01922 659500
Kate Day – Sustainable Travel Officer	01922 652463

Commitment to Sustainable Travel

Walsall Regeneration is committed to the promotion of sustainable travel. We understand that travel planning is about reducing single occupancy car use and encouraging sustainable transport, for example, cycling, public transport and car sharing. We will encourage our employees to travel sustainably on their journey to work and during their working day, and promote sustainable travel and the work of Company Travelwise when engaging with other Walsall companies.

Aim of the Travel Statement

Travel planning aims to reduce negative effects on the environment, reduce congestion and parking problems, improve the health of the employees by encouraging healthier travel, and can also save the employees money. It aims to make people aware of the travel opportunities available to them and the benefits associated.

Travel Options

Walsall is well served by public transport. There are two bus stations, a train station and a metro stop in the town centre.

National Cycle Route 5 runs from North to South through the centre of Walsall providing a great cycling facility. It can be accessed on Hatherton Street in the town centre. Rushall Canal runs to the East of Walsall providing towpath for cyclists use, and Wyrley and Essington Canal is to the West offering improved sections of towpath.

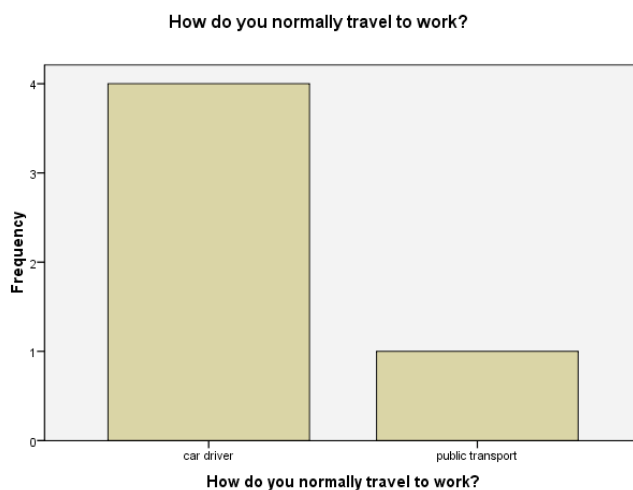
Company Survey

We are a very small company and the results from our Travel to Work survey are presented below.

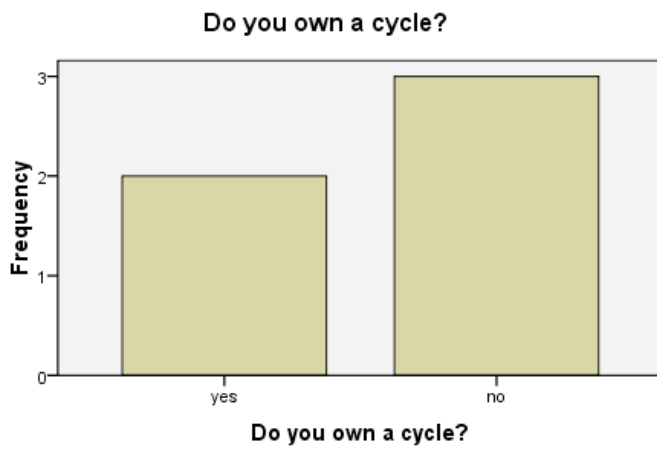
The modal split is shown below:

	Frequency	Percent
car driver	4	80.0
public transport	1	20.0
Total	5	100.0

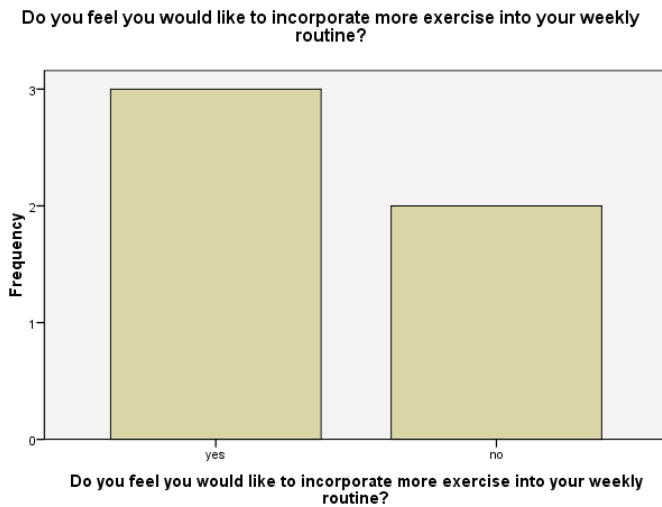
The majority currently travel via single occupancy car use.



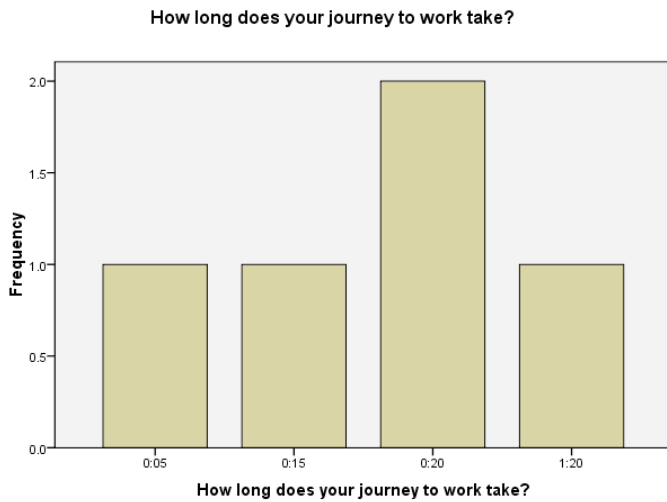
The below graph shows that 2 employees currently own cycles so the potential for travelling to work via this mode is there.



The below graph shows that most employees would like to incorporate more exercise into their daily routines. Cycling or walking to work is an ideal way of doing this.



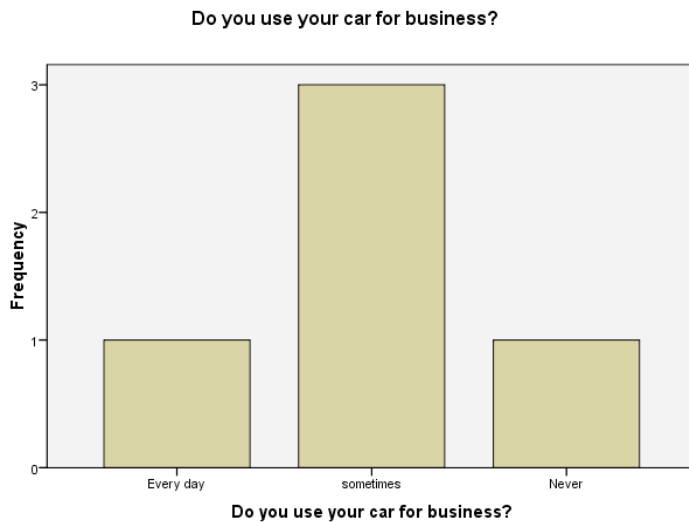
The survey results show that two out of five employees live less than 5 miles from the work place. This is a suitable distance to consider walking or cycling. Even leaving the car at home one or two days a week will improve health, save money and contribute to improving our environment. Four out of five employees live less than 10 miles away. These employees may actually find that a bus or train is quicker than sitting in a car on the congested roads.



This graph shows that most employees would probably consider their journey to work time acceptable. However, often people sit in traffic on the way to work therefore wasting time and petrol when getting the train or cycling for example would be more efficient.

Most employees start and finish work at roughly the same times, providing car sharing opportunities. Car sharing should also be kept in mind during the working day, for example if attending meetings in the same direction.

Having a free company car park unfortunately offers no incentive to employees to leave their cars at home.



Using the car for work purposes can be discouraged by offering incentives such as free travel passes. Centro and Travel West Midlands sell 1 day travel scratchcards to employers at a 25% discount, in order for the employer to provide them for staff for free. This can be cheaper for the company than mileage claims and results in a more efficient use of time.

Sustainable Initiatives

- Travel information will be provided for new and existing staff in order to raise awareness of travel options.
- The 5% discount scheme on annual travel cards will be made available to our employees through Company Travelwise. This scheme offers a discount incentive for public transport use and allows the employee to pay for the travel pass by way of monthly instalments through their salary.
- One day travel scratchcards may be purchased for use on business trips, meetings, and training courses. This provides a sustainable alternative to car use during the working day and benefits the company by avoiding mileage claims, and can be cheaper.
- It will be possible for cycles to be stored in the reception area of the building if staff/visitors choose to cycle in. Cycling can be appealing to employees due to financial savings and improved health. The benefits can be enjoyed throughout the year but especially during summer months.
- 10% discount on cycle purchase is available from Dave's Cycles in Walsall Wood, in conjunction with Company Travelwise/Walsall Council. There is also a government initiative whereby employees can purchase tax-free cycles through their employer. Details at www.cyclescheme.co.uk
- Car sharing will be promoted and utilised where possible.
- When visitors are planning to come to the office they shall be made aware of the travel options available to them. A sustainable travel statement shall be placed on the company website and a link to www.networkwestmidlands.com will also be available here.
- Walsall Regeneration will promote sustainable travel and the work of Company Travelwise when engaging with other Walsall companies.

Targets

With the implementation of the above initiatives the aim is for all staff to be aware of the travel options available and benefits associated with sustainable travel, and for more employees of Walsall Regeneration to travel sustainably by this time next year.

The travel plan aims to reduce car trips, reduce emissions and promote a healthier and cleaner Walsall.

Monitoring

The Travel Statement shall be revisited one year from now and the staff re-surveyed.

Agreement

The undersigned agree to work towards the implementation of measures outlined in the Travel Statement with a view to encouraging sustainable travel.

Signed.....on behalf of Walsall Regeneration

Signed.....Kate Day.....Sustainable Travel Officer, Walsall Council