

## APPLICATION FORM

### PRIZE FOR MOBILITY MANAGEMENT IN COMPANIES

Please send your entry via e-mail to the ITF secretariat: [maryvonne.lebouc@oecd.org](mailto:maryvonne.lebouc@oecd.org)  
This call closes on 14 March 2008.

### DETAILS OF APPLICANT

Company	London Borough of Lambeth	
Country	England, United Kingdom	
<b>ADDRESS:</b>		
Street / Post box	First Floor, Blue Star House, 234-244 Stockwell Road	
Postal Code, City	London, SW9 9SP	
<b>CONTACT PERSON:</b>		
Name	Dawn Haines	
Telephone	+44 20 7926 9003	
Fax	+44 207926 9001	
Email	<a href="mailto:dhaines@lambeth.gov.uk">dhaines@lambeth.gov.uk</a>	
Website	www.lambeth.gov.uk	
<b>Key information on the company</b>		Number of employees: 5300
		Type of business: Local Authority
		Other:

## DESCRIPTION OF CORPORATE MOBILITY MANAGEMENT PLAN

Please provide below key data on the corporate mobility management plan: (main objectives, number of employees involved, date of implementation, etc). Kindly attach a copy of the plan.

Lambeth Council is an inner London Borough that employs approximately 5,300 employees.

The Council is keen to lead by example and produced Lambeth's Workplace Travel Plan in September 2005. The Plan is a package of practical travel and transport related measures and initiatives which aim to reduce the need to travel and/or to encourage staff to select the most sustainable mode of transport for their journey to, from and during work.

The objectives of the Workplace Travel Plan are:

- to reduce the number of car journeys and promote the sensible use of cars
- to increase the use of walking, cycling, public transport, car clubs and car sharing
- to encourage the use of green fuelled vehicles where the use of a vehicle is essential
- to set an example, and promote good practice to other local employers and the community.

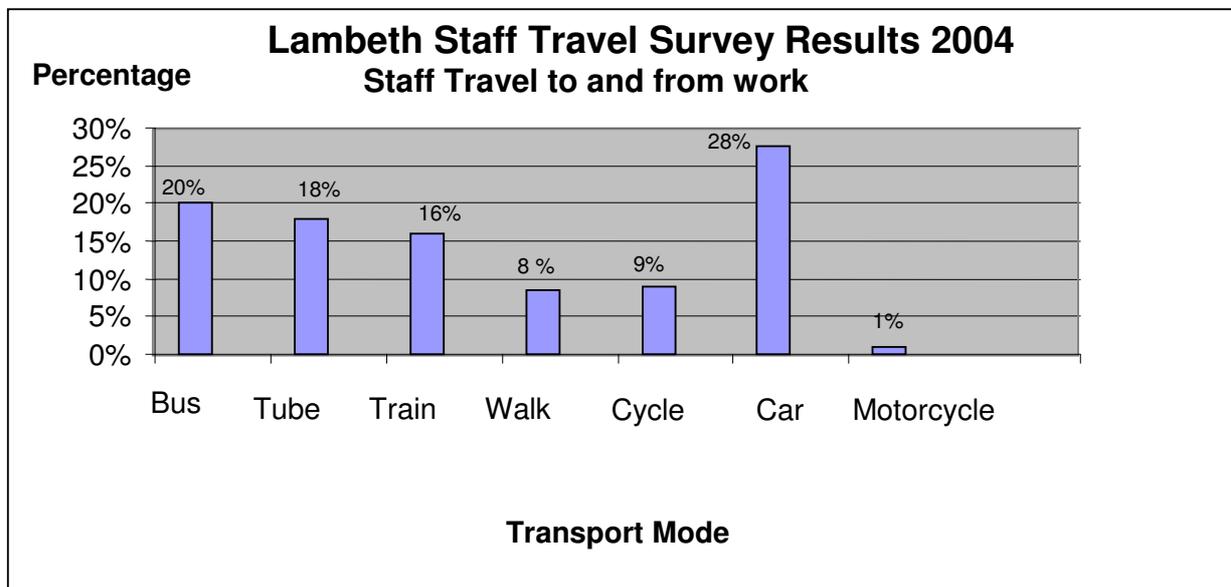
Lambeth's workplace travel plan is a dynamic document and is continuously reviewed and improved upon. Detailed travel surveys are carried out at 2 year intervals. The first survey was carried out in 2004 to produce baseline data of staff travel. The survey was circulated by email giving a link to an online survey using 'Snap' software. Hard copies were sent to staff who didn't have access to email. Another extensive survey was carried out in 2006. Furthermore, six monthly snapshot surveys are now being carried out at the main council offices in April and September to ascertain staff travel patterns. These surveys allow the Council to monitor the Plan's progress and success.

An electronic copy of Lambeth's Workplace Travel Plan is attached to this submission.

Please provide a pre-plan assessment of travel/ trip patterns of employees, clients/customers, suppliers and impact on environment, particularly CO<sub>2</sub> emissions.

The first Staff Travel Survey was conducted in 2004.

The key findings from the staff travel survey, have provided baseline data in relation to how staff travel to and from work and also during working hours:



The key findings of the 2004 staff travel survey were that most staff travel to and from work by public transport (54%). The next most favoured mode was the car with (27.5%) with 23.5% of that number traveling alone (as opposed to having a passenger with them). 8% of respondents walked and 9% cycled.

However it was clear that some staff used more than just one mode for traveling to and from work. For instance some staff would cycle in once or twice a week and use public transport for the remainder. This is not instantly clear in the above figures.

With relation to business travel the findings were as follows:

<b>Mode (2004)</b>	<b>Percentage</b>
Bus	34
Underground	12
Train	4
Walk	21
Cycle	7
Car	22
Motorcycle	1

When traveling on Council business, staff favoured public transport (49%), followed by walking (21%) and then the car (22%).

#### Impact of staff travel on the borough

Lambeth Council employs a large number of people in the borough, accordingly the impact of the way such staff travel around Lambeth can have a huge impact in terms of congestion, air quality and parking stress.

In terms of air quality the Council has been carrying out a detailed air pollution study of the whole borough. This review and assessment of air quality in Lambeth looked at the pollution monitoring results, for seven key pollutants, from a large number of sites across the borough and the whole of London. This information together with data on traffic levels and weather conditions was used to predict future air pollution levels in the borough.

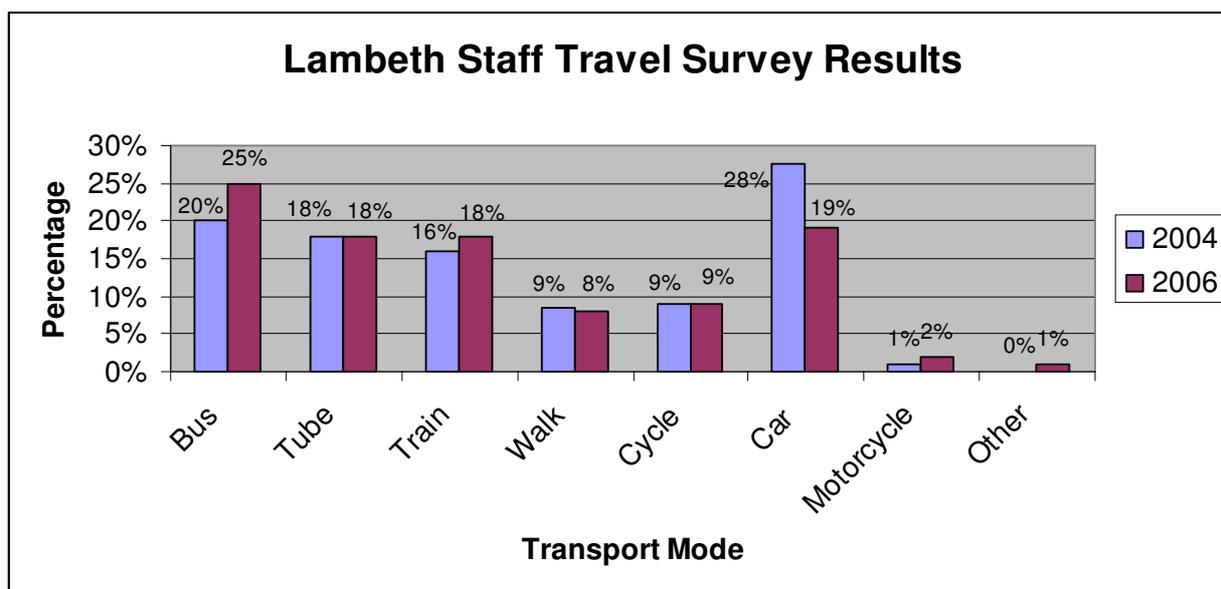
The results showed that, despite improvements in air quality in Lambeth over the next 4 to 5 years, two pollutants, nitrogen dioxide and fine particulates, are likely to fail government targets. In view of the fact that road traffic is the primary cause of air pollution in Lambeth, as well as the rest of London. Lambeth are especially keen for their workplace travel plan to help improve air quality and contribute to a reduction in all key pollutants that have an effect on climate change and air quality.

Lambeth are also keen to lead by example and feel that by having a workplace travel plan in place this sets a good example to other organisations in the borough.

Please describe the extent to which employees, clients/customers, suppliers have switched to environmentally friendly modes of transport based on the plan.

Since the Workplace Travel Plan was implemented in September 2005, it has had a positive impact in not only the way that staff travel to work, but also how they travel during work hours when conducting council business.

Results from Lambeth's 2006 Staff Travel Survey show that there has been an 8% decrease away from car use in favour of more sustainable modes. Public transport use has increased from 54% in 2004, to 61% (25% bus, 18% tube and 18% train). Walking and cycling rates have remained at similar levels to 2004; however the Council has been undertaking an ambitious programme to increase these rates in the meantime. Moreover, from snapshot surveys we are aware that a number of staff are now cycling once or twice a week which does not necessarily show up on the survey results which predominantly concentrate on the main mode taken by staff.



**Business Travel:**

Mode (2006)	Percentage
Bus	37
Underground	22
Train	2
Walk	18
Cycle	6
Car	12
Motorcycle	1

For travel conducted during working hours an 8% reduction of single occupancy car use has occurred. The Council are also confident that the numbers of staff cycling during working hours is a lot higher than stated in the survey too. We base this information on a substantial increase in the demand for pool bicycles. Whilst in 2006, the Council had approximately 6 pool bicycles, there are now over 40 pool bikes spread across the various council buildings which are all used on a regular basis

Please describe the provisions taken by your firm to facilitate this shift; mix of measures (e.g. information, parking management, incentives for use of public transport, on site infrastructure..)

Lambeth Council has been working extremely hard to encourage modal shift within the Council. A number of measures have been undertaken to realise the ambitions of the Workplace Travel Plan. The shift from non-essential car use to sustainable transport modes and cleaner fuels is fully supported by all elected members and senior management. Indeed this shift sits at the heart of council policies and is fundamental in the service we deliver. The Council has two Sustainable Transport Officers who help run a number of campaigns for staff and promote the ethos of the travel plan.

These measures include:

**Information for staff:**

**Pocket size staff travel guide:**

As part of the travel plan Lambeth are keen to provide information on sustainable transport from the very start of our employees time at the Council. As such, all staff are given a handy z-card 'Staff travel guide' during their induction programme. This provides a map of all the Council's buildings and how to travel between them sustainably. It also provides a tube map and other useful information on sustainable transport.



**Moving in the right direction....a guide for staff**

To complement the staff travel guide, we have put together a more detailed booklet which provides **ALL** information staff need to know about how to travel sustainably – to, from and during work. We have provided a copy of this electronically. This handy guide is available for all staff and sets out things such as which buildings have showers, how to get a pool bike, loans for public transport tickets and location of cycle parking.

**Member and Senior Management Leading the way:**

In order to encourage staff to switch modes, our senior management and elected members are keen to lead the way. For instance to show commitment to the work Lambeth are doing to promote sustainable transport. Cllr Haselden, Deputy Cabinet Member for Parking and Transport recently had his own car very publicly crushed and signed up to a local car club instead.



Senior Management and elected members have also taken part in cycle training – which is offered to **ALL** council staff free of charge and during working hours. Lambeth offer free cycle training as a means to promote cycling to its staff and to ensure they are safe on the roads.

### **Cycle Training:**

Indeed, as part of the Workplace travel plan, cycle training has been promoted heavily. Since 2006 there has been approximately 200 staff who have now undertaken cycle training.



Recent 'students' include Chief Executive Derrick Anderson seen above to the left and Leader of the Council, Cllr Steve Reed and Portfolio Holder for Environment, Cllr Lib Peck (picture above right). A number of Executive Directors and Heads of Service have also recently taken part in the training. The Council feel that it sets a good example to their staff and helps to normalise the use of bicycles for work purposes.

Similarly, Parking Attendants who are currently using bicycles to carry out their duties are also doing cycle training in the next month. Cycle training will continue to be pushed within the council to all levels of staff.

### **Physical Measures:**

Whilst promotions are seen as key to getting people out of their cars, the Council also understands the need for some physical measures. As part of our travel plan an extensive programme of showers and cycle parking has been rolled out across Council buildings. A number of lockers have been installed either in or close to shower rooms for staff to store clothing and helmets.



### **Pool Bikes:**

There has been a big push on pool bicycles. One of the Sustainable Transport Officers has taken full responsibility for the pool bike scheme, finding dedicated officers in each of the Council buildings to run the schemes at these locations. We have also benefited from partnership working with two local organisations, Re-Cycle and Oasis Children's Venture. Both these organisations reclaim disused bicycles and fix them up. The Council now have an arrangement where we can make use of these pool bicycles. For instance the North Lambeth Area Housing Office has recently received 5 pool bicycles from the Re-Cycle project. It also

means that we can provide bicycles for any individual that is classed as an essential bicycle user for work purposes. There are now approximately 40 pool bikes available for staff, with bikes being used on a regular basis, many replacing journeys that were previously carried out by car.



One of our branded pool bikes used by our Street Cleaning department

### **Improving communications:**

As part of the staff survey carried out in 2006 it was found that there was a lack of awareness by staff of the various measures around sustainable transport on offer. To counter this, distribution lists for the various modes have been set up. For instance there are now separate staff distribution lists for cycling, walking, public transport, carsharing and car clubs and eco driving. These allow us to send relevant information on campaigns and events direct to staff. This complements other forms of communication that we make use of – such as the intranet, e-news and Team Talk (all internal council publications) to inform staff of the various campaigns and events that are occurring

More recently, the Sustainable Transport Officers have been doing snapshot travel surveys at the different Council buildings. This has involved asking staff how they travelled to work on that particular day. After being surveyed, staff have then been asked if they would like to receive information on cycling, walking, public transport, carsharing, car clubs and eco driving. For those who have said yes they have been added to the aforementioned distribution list and sent relevant information. This has been a particularly useful exercise as some of the distribution lists now have over 200 staff on them.

### **Newsletter :**

A monthly newsletter giving information on sustainable transport projects/initiatives going on in the borough was previously just circulated to residents in Lambeth. However, we found that it was also a good way to get staff enthusiastic about what is going on in the borough in terms of campaigns and improvements to the local environment through things such as new cycle/pedestrian facilities. Whilst the newsletter is available on the staff intranet, this relies upon staff actively accessing it on a regular basis. Therefore we decided to pilot sending a direct link to people through the email system. Accordingly this newsletter is now sent electronically to the Environment Directorate in the Council and reaches a much wider audience. It is hoped that this will soon be extended to all staff in the Council.

### **Events:**

Lambeth believe that one of the best ways to enthuse staff to switch modes is through organising events. Accordingly, over the past few years the following events have occurred:

Regular Dr Bikes –The Council provides regular Dr Bike sessions for staff at the various council buildings during lunchtimes to allow staff to get their bikes fixed. This has proved very popular, with many staff bringing in bikes from home to be fixed up, which then results in them starting to cycle to work.

Lambeth also held a number of cycle maintenance classes last year, to provide staff with basic skills to allow them to keep their bikes on the road. These proved very popular and were well received by staff.



Walking/Cyclists' Breakfasts and Suppers – a number of cyclists breakfasts have been organised for staff to encourage cycling throughout the year. Lambeth also took part in the Walking Works campaign which encouraged staff to walk to work – either the whole way or getting off public transport a few stops early. These events are always well attended.



A member of staff having her blood pressure taken at one of our walking breakfasts.

Walk Once A Week – In April of this year, Lambeth are kicking off a 6 month campaign that encourages staff to walk once a week. To encourage staff to take part a number of breakfasts will be held where staff who have walked can get a free breakfast, massage and even have their blood pressure taken. Each month staff are required to submit the amount of steps they have taken (they are given a pedometer at the beginning of the campaign to monitor their steps). They will then be entered into a prize draw. At the end of the 6 months – prizes will also be awarded to those have walked the most steps, and for those who have undertaken the most trips by foot.

Workplace Cycle Challenge – Lambeth recently took part in the Transport for London organised cycle challenge. This was a successful campaign that encouraged staff to cycle to work during a 3 week period in July (that coincided with the Tour de France). Lambeth had 99 staff signed up (the most of any workplace in London). The challenge was made more interesting by pitting different departments against each other to encourage friendly rivalry. This challenge will now be held on an annual basis – most likely in June to coincide with Bike Week.

### **Financial incentives for staff:**

The Council also offer a number of financial incentives for staff to switch to more sustainable modes. These include:

Bicycle user allowance scheme – if staff use a bicycle for work purposes they can claim a cycle user allowance of £9.40 per month. This rate is currently under review and is likely to be increased to a higher amount.

Season Ticket Loan – after 6 months of service, employees can apply for an interest free season ticket loan for an annual travelcard for public transport.

Bicycle loan scheme – if staff use a bicycle as their main means of travel to and from work they can apply for an interest free bike loan of up to £500 towards the cost of a new bicycle and accessories.

Cycle Store Discounts – the Council have negotiated a number of discounts for staff with bike shops in the borough.

### **Our Fleet:**

Lambeth has a very proactive fleet manager who is constantly researching ways into making our fleet as environmentally friendly as possible. The Council currently operates around 75% of our fleet on LPG. We are presently in the process of tendering for the supply of a new fleet of vehicles. Within the tender document includes the necessity for suppliers to issue the Council with information on co2 emissions and a statement from the council explaining that we will give preference to suppliers who can supply vehicles with the cleanest vehicles available.

Our fleet manager recently visited Glasgow to see the UK's first electric van which is backed by one of Europe leading manufacturers, with a range of up 120 miles per day and speeds of 75mph. Lambeth is attempting to be the first Local Authority in the UK to procure a number of these vans



Above -two of our CCTV operation vehicles which run on LPG and our Electric Pool car which is available for staff to use.

### **Future Areas:**

As both the Sustainable Transport Officers have been in post for a while they are now looking at setting up meetings to give presentations to staff in other departments about the various measures available to staff who want to use sustainable modes of transport. We hope that this will result in more staff trying out alternatives modes to, from and during work.

We will continue to push the message of sustainable transport through various forums where we can and strive to help staff make the switch to alternative forms of transport.

Provide as much of the following information as possible:

- the financial impact of the plan on the firm's accounts and the return on investment in relation to the stated environmental objectives;
- if and in which way the plan is implemented in the (environmental) management strategies (e.g. ISO 14001) of the company to assure long term effects;
- the appointment (if at all) of an employee(s) with specific responsibility for implementation of the plan;
- how (if at all) the company's environmental objectives link up with local or national CO<sub>2</sub> emission reduction strategies.

Whilst the Council has been unable to fully assess the financial benefits of the impact of the Workplace Travel Plan, there have been many so-called 'invisible benefits'. The increased use of healthy modes of travel by staff has had a positive impact on staff sickness levels. It can also be contributed with reducing congestion, road accidents and poor air quality in the borough. Wider Transport for London monitoring has shown that traffic volumes have fallen in Lambeth by 2.9% over the last decade. Whilst this amount can not be contributed wholly to the impact of Lambeth's workplace travel plan, as a major employee in the borough it can be seen to have made an impact on this figure. Similarly, the increase in cycling at Lambeth council, mirror regional trends in London which have seen an 85% increase in cycling over the past 5 years.

Lambeth's Workplace Travel Plan complies with the Council's wider environmental strategies including: Local Implementation Plan (LIP), Unitary Development Plan (UDP), Air Quality Strategy, Community Strategy as well as the Community Safety Strategy.

As pointed out previously, the Council employs two full time Sustainable Transport Officers who work on the Workplace Travel Plan. These posts have proved invaluable in being able to take the objectives of the workplace travel plan and put them into practice through a comprehensive programme of events, campaigns and policy issues that all help push the importance of sustainable transport.

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