

4. Themes and actions

This 2006-08 Green Travel Plan is based around the same nine green travel themes as the 2003-05 survey:

Theme 1: Information and Awareness

The council will improve information to staff about alternatives to car use and will improve their awareness of the impacts of their travel choices

Theme 2: Facilities/Parking Management

The council will review the use of council buildings and other facilities to encourage alternatives to the car

Theme 3: Promoting Cycling

The council will promote cycling to staff and customers

Theme 4: Promoting Walking

The council will promote walking to staff and customers

Theme 5: Promoting Public Transport

The council will promote public transport to staff and customers

Theme 6: Reducing Car Use

The council will promote more efficient use of cars for trips to, from and during work, as well as alternatives to travelling

Theme 7: Greening Work Trips and the Vehicle Fleet

The council will reduce the negative environmental impacts of council work trips through the purchase of greener vehicles and promotion of alternatives to the car

Theme 8: Greening Visitors' Travel

The council will reduce the need for customers to travel in order to access council services

Theme 9: Administrative Mechanisms

The Council will establish administrative mechanisms that encourage a green travel culture within the council

The action plan in appendix 1 provides a detailed listing of the measures that the council will undertake to support the achievement of these aims, as well as the responsible departments and timelines for implementation.

Below is a list of all current actions from the 2006-08 action plan. For details see appendix 1.



4. Themes and actions

Theme 1: Information and Awareness

- Maintain and update green travel section on the council's Intranet (Izzi) (action 1.1)
- Maintain and update green travel section on the council's website (action 1.2)
- Organise annual pedometer walking competition to promote physical activity (action 1.3)
- Continue to promote Green Travel Plan initiatives internally and externally (action 1.4)
- Display Green Travel Maps and other green travel Information in reception areas of all sites, and update and reprint Green Travel Maps when required (action 1.5)
- Continue to include green travel information in induction packs for all new staff (action 1.6)
- Mention green travel in application packs, including site-specific access guides if available for that site (action 1.7)

Theme 2: Facilities/Parking Management

- Review and improve end-of-trip facilities at all council sites to ensure that all sites meet the green travel facilities guidelines (action 2.1)
- Continue to implement DDA compliance work to improve disabled access to all council sites, including from nearest public transport stop/station (action 2.2)
- Assess the security of cycle parking at council sites and invest in improvements including marketing, leafleting, tagging or CCTV (action 2.3)

Theme 3: Promoting Cycling

- Co-ordinate the pool bike scheme and continue to promote and roll-out to interested sites and departments (action 3.1)
- Continue to provide free cycle training for staff during the summer months, including accreditation for use of pool bicycles (action 3.2)
- "Golden Wheel" awards for cycle-commuter achievement as part of Green awards (action 3.3)
- Negotiate discount for council staff at one or more local cycle shops (action 3.4)
- Maintain and promote a network of voluntary 'Bike Buddies' to assist new cyclists (action 3.5)
- Cycle fit awareness campaign to promote cycling and its health benefits (action 3.6)
- Establish tax-free bicycle purchase scheme for staff (action 3.7)



Awareness

4. Themes and actions

Theme 4: Promoting Walking

- “Golden Boot” awards for achievement in pedestrian commuting as part of Green awards (action 4.1)
- Maintain and promote a network of voluntary “Boot Buddies” to assist staff wishing to walk to work (action 4.2)

Theme 5: Promoting Public Transport

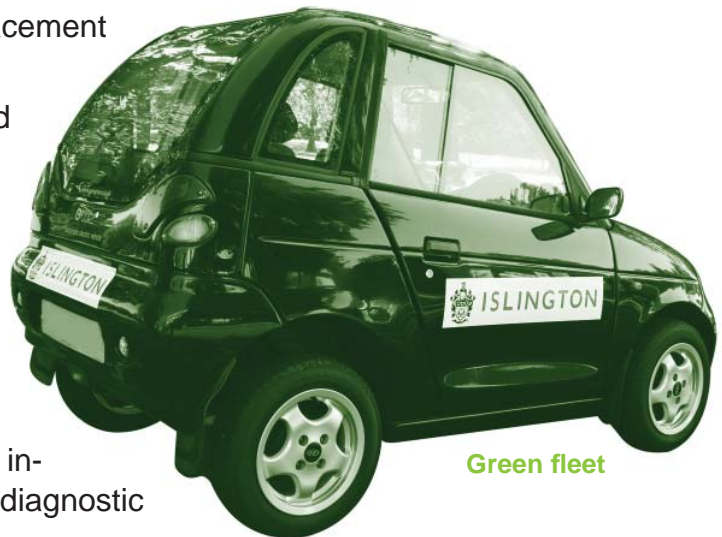
- Offer interest-free annual Travelcard loan (action 5.1)
- Offer free Travelcard as a bonus for staff in hard-to-recruit posts (action 5.2)

Theme 6: Reducing Car Use

- Promote a range of alternative benefits to the car user allowance scheme (action 6.1)
- Negotiate discounts for council staff for car club membership (action 6.2)
- Promote staff membership in and use of the council’s car-sharing network (action 6.3)
- Promote staff membership in and use of the council’s car-sharing network (action 6.4)

Theme 7: Greening Work Trips and the Vehicle Fleet

- Implement cleaner-fuel vehicle replacement programme (action 7.1)
- Continue to seek external grants and internal funds for clean-fuel vehicle purchases (action 7.2)
- Ensure all new vehicles over 7.5 tonnes come fitted with particulate traps (action 7.3)
- Continue to monitor fleet vehicle emissions as part of MOT tests, and pursue funding to begin carrying out in-house emission assessments using diagnostic equipment (action 7.4)
- Promote use of pre-paid Oystercards and tear-off Bus Saver Tickets by staff for work trips (action 7.5)
- Continue to rationalise the fleet and vehicle types for each sort of use (action 7.6)
- Consider the use of new fuels such as biofuel, biogas, CNG and fuel cells for council fleet vehicles and investigate the possibility of providing a fuelling facility at the Reuse and Recycle Centre (action 7.7)



4. Themes and actions

- Continue to trial new technologies, such as electric and hybrid-electric vehicles and investigate the possibility of trialling a hydrogen fuel cell vehicle (action 7.8)
- Raise fuel awareness (LPG, electric and other technologies) through compliance audits and via fleet managers and set targets for usage of clean fuels (action 7.9)
- Promote electric scooters as green alternative for cars (action 7.10)
- Sign up Islington Council as a corporate member of a car club as a pilot project (action 7.11)
- Investigate the possibility of including green vehicles in the waste fleet (action 7.12)
- Ensure that tender for new council-wide taxi services contract considers vehicle and fuel types used (action 7.13)

Theme 8: Greening Visitors' Travel

- Carry out regular surveys of visitor travel to key council sites (action 8.1)
- Design site-specific 'Travel green' guides for major council sites and print them on the reverse sides of all business cards (action 8.2)
- Continue implementing 'e-government' improvements to increase customer use of remote and electronic services (action 8.3)
- Review and where needed improve cycle parking facilities for visitors at council sites (action 8.4)

Theme 9: Administrative Mechanisms

- Employ a full-time Green Travel Officer to lead implementation and monitoring of the Green Travel Plan (action 9.1)
- Sustainability Board to monitor/advise on future development of the plan (action 9.2)
- Help all Islington Council schools, nurseries and early years centres to develop Green Travel Plans (action 9.3)
- Carry out regular surveys of staff travel habits (action 9.4)
- Work with Green Liaison Officers in each council service to help them promote green travel initiatives (action 9.5)
- Develop a policy on flexible working (e.g. homeworking) as part of the council's SMART working strategy (action 9.6)
- Develop a third edition of the Green Travel Plan to be implemented between 2009 and 2011 (action 9.7)



Cycle Parking