



# Travel Plan Measures: Discouraging Single Occupancy Car Journeys

One of the main objectives of your Travel Plan is to reduce single occupancy car journeys related to your business. These trips include staff and customers coming to your site as well as business mileage.

There are many ways that you can discourage these car trips, but in order to start to do this, it's important that you can offer people viable alternatives first. By ensuring that you are making other transport modes an attractive and realistic alternative for people, you can start to put in measures designed to make the car a less attractive choice.

A majority of people use the car out of habit or convenience, as it requires very little thought. By putting in measures that make car journeys seem less attractive, people are more likely to look at the other options that are available to them.



## Possible measures to discourage use of cars.....

- Tighter car park management which can include permit systems, charging and restricting access.
- Promote car sharing and give priority parking to those who share their car with others to your site.
- Offer staff the opportunity to work from home or other flexible working options wherever possible.
- Offer staff who don't come by car equivalent benefits or rewards to that of a car parking space.
- Don't subsidise extra parking for employees as this gives the impression that you want people to drive.
- Work to remove the idea that car parking is a 'right' and promote the idea that spaces are only for those who need them.
- Get company pool cars so that staff have access to a vehicle.



## Smarter Working Practices.....

There are three main methods of working that can be used to help to reduce single occupancy vehicle travel. All three can form part of your Travel Plan if they are appropriate:

- Home working**
- can be a more productive and efficient approach to working for many employees, often increasing their productivity.
  - can reduce staff turnover and lower recruitment costs.
  - can provide a better work-life balance, reducing stress and absenteeism.
  - can reduce your organisation's carbon footprint.
- Remote working**
- Satellite offices:** Getting a small office space located closer to where your employees live will mean fewer trips to the main office.
- Smarter technology:** Providing employees with mobile technology could allow some staff to work on-site or in a café or other convenient location.
- Flexible Working**
- Flexi-time:** Staff can choose when weekly or annual hours are worked.
- Flexi-hours:** Staff are allowed to come in and leave earlier or later.
- Flexi-working:** Staff can work overtime and take that time off in lieu.
- Condensed hours:** An employee can work their hours in a reduced number of days, such as working 40 hours over 4 days instead of 5.

## Did you know?

After BT introduced the option for some of its staff to work from home, their statistics showed that those who had the option to work from home took on average 3.1 days sick leave per annum, compared with 8.4 days for those who worked from the office everyday.



## Help staff to make the switch.....

In order for people to be able to change their ways of travelling, they will need to have access to the right advice, support and information. This way they can make an informed choice as to what is the best mode for them.

When looking to discourage people from using the car, it is important that you don't seem to have an 'anti-car' attitude. This can lead to resentment as many people have strong feelings towards their cars. By far the best way to get people to change is to promote the benefits of alternatives and then to let them decide for themselves what is best.





## Car park management.....

One of the most effective ways of actively reducing single occupancy vehicles is to put in place tighter car park management. This helps to instil the mindset that parking is not a 'right' that people automatically have, and it can also make parking seem more of a hassle, therefore making the car seem a less attractive option:



**Parking permits:** They can be issued to those with the most need, via a point scoring system that assesses a person's circumstances.

**Car park charging:** This will nearly always discourage the use of the car, particularly for staff that live nearby. Employers thinking of this option must make sure that staff are fully consulted before decisions are made.

**Third-party management:** Another company will manage your car parks on your behalf. They remove the hassle of dealing with car parking problems. They can supply parking attendants, pay and display machines and other useful services.

**Barrier access:** Introducing electronic barriers to your car parks will give you more control over who comes in. Number plate recognition can speed up entry and also make sure only the right vehicles get in.

## Pool cars.....

Many employees bring their cars to work because their role often requires them to 'nip out' on work business.

Getting company pool cars will mean that they will be able to leave their cars at home because there is a car at work should they need one.

Pool cars can cost less money per mile to run than paying employees car mileage rates. If you add logos to the vehicle, they can also provide advertising for your company whilst they are out on the roads. Many staff would often prefer to use a company car than their own.





## Promoting car sharing to your employees.....

When employees can only use their car to get to work, sharing it with others is a great way for them to save money *and* reduce car numbers. We have created [carshare2derby.co.uk](http://carshare2derby.co.uk) which is a car sharing website for anyone who travels to the city. They can find others to share their journeys with, and choose to pair with others from their own company, or anyone on the whole system.

- Reserve some of your parking spaces as “Car Share Only” and offer a guaranteed space to those who car share.
- Register your company with [carshare2derby.co.uk](http://carshare2derby.co.uk).
- Set up your own company car share database.
- Offer incentives to staff who car share, such as free parking.
- Offer a ‘Guaranteed Lift Home’ scheme to car sharers in case they need to get somewhere in an emergency. The company will then arrange and pay for a lift home, normally in the form of a taxi. Experience proves that this is a great motivator to get people car sharing, and it rarely ever gets used.



## Results will come step by step....

People have very strong feelings towards their cars and often spend a lot of money keeping them on the roads. Trying to ask them to break their habits and travel another way is never easy.

Measures to discourage car use need to be done step by step, as trying to do too much at once can lead to people thinking that your Travel Plan is only out to inconvenience them.

Travel Plans are not about causing problems, they are designed to help people to be able to make smarter travel choices. A good Travel Plan should make it easier for people to travel by different modes.

Putting measures to discourage car use in gradually over a period of time will give people longer to consider their options and make informed choices.