

# 5. TRAVEL CHOICES

As many authorities have found, focussing on travel can reduce their own costs, reduce congestion, deliver better air quality and improve health outcomes, and there are solutions that suit rural and urban areas. Sustainable travel includes promoting and enabling the use of public transport, car-sharing, walking and cycling and reducing the need for journeys.

In some urban areas and the more congested motorways, air quality problems caused by vehicle emissions are limiting opportunities for economic growth. Offering high quality alternatives to car use unlocks some of this potential.

## Local authorities can:

- Access funding from national schemes
- Support partnerships delivering community-based travel choices
- Insist on sustainable travel planning in new developments
- Involve staff in reducing their own car use, both for business uses and other travel
- Support travel planning services for schools and workplaces

## BLACKBURN WITH DARWEN CONNECT PROJECT

The Blackburn with Darwen CONNECT Project is encouraging residents to choose healthier, greener ways of travelling including walking, cycling, car sharing and public transport. Initiated by the Council, it brings together partners and funding from the health, education, business and transport sectors, and involves volunteers from local clubs and organisations. As well as improving the local travel infrastructure, the scheme provides advice, travel planning, business mentoring and events to get people walking and cycling.

<http://bwdconnect.org.uk>



## LAKE DISTRICT NATIONAL PARK AUTHORITY

Despite covering a large rural area, the Lake District National Park Authority achieved a 32% cut in the miles travelled by staff, through a combination of video conferencing, helping staff to plan journeys and making it easier to book train travel. 77 staff were trained in smarter driving, and increasingly use the authority's efficient pool cars rather than personal vehicles. A key factor in their success was the introduction of mileage performance indicators for each service area, which prompted more informed travel decisions. Upcoming initiatives include the introduction of telematics and service carbon budgets to encourage the use of more efficient modes of transport. The Authority has won four Energy Savings Trust Fleet Heroes Awards for their work.

[www.lakedistrict.gov.uk/caringfor/projects/lowcarbonlakedistrict](http://www.lakedistrict.gov.uk/caringfor/projects/lowcarbonlakedistrict)

## LANCASHIRE BUSINESS TRAVEL PLANNING SERVICE

Lancashire County Council offers a travel plan advisory and support service to encourage and assist businesses and developers in putting a travel plan in place. Advisors help to develop a package of measures and policies to encourage and enable the use of sustainable transport and to reduce reliance on the car, especially single occupancy car use. It will usually include looking at opportunities to increase walking and cycling, public transport use and/or car sharing, and can help businesses to reduce the costs of business travel.



## FURTHER READING & SUPPORT

**Support schemes for improving local transport:**  
[www.gov.uk/government/policies/improving-local-transport](http://www.gov.uk/government/policies/improving-local-transport)

**Sustrans:**  
<http://www.sustrans.org.uk>

**Campaign for Better Transport:**  
<http://www.bettertransport.org.uk/>

**Space for Cycling:**  
 The CTC's campaign for safe cycling, with resources for councils and councillors: [www.ctc.org.uk/campaign/space-for-cycling](http://www.ctc.org.uk/campaign/space-for-cycling)

## COST-EFFECTIVE SERVICE DELIVERY THROUGH SUSTAINABILITY

Local authorities across the UK and abroad are proving that taking a sustainable approach to their operations and services delivers multiple benefits, such as improved performance, lower costs and better outcomes for their communities.

Climate change or sustainability themes are embedded in national policy and appear in different guises and services areas. Recent changes have threatened to push climate change, carbon reduction and sustainability off the priority list, as authorities handle the cuts agenda, tackle public sector reform and fight to deliver critical services with fewer resources. But actively addressing sustainability in corporate plans supports cost-effective service delivery – it is not just a “nice to have” that can be discarded when budgets are tight.

This series of briefings demonstrates how many local authorities are benefitting from actively considering sustainability in their operations and services:



1. Save Carbon – Save Money	6. Transport Infrastructure
2. Generating Energy and Income	7. Economic Development
3. Decent Affordable Housing, Health & Fuel Poverty	8. Supporting Communities
4. Improving Public Health	9. Reducing Risks
5. Travel Choices	

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