

# One Journey Better



## Staff Travel Information Guidance

### Introduction

One of the easiest ways to enable your staff to travel to work more sustainably is to help them access up-to-date information on travel options and services, such as: Cycle to Work schemes, walking & cycling routes, bus routes and times, etc. This can involve holding some basic information on your staff intranet, website and/or noticeboards; as well as for those coming for interviews new starters and visitors. The information that staff and visitors may need is all available in various locations, it is just a case of putting it together in one place for ease of access.

This document contains guidance on how to put together relevant information for your workplace and suggested text / materials that can be tailored for your site.

This includes:

- Information about your workplace travel policy and on-site facilities
- Support available for employees from the Local Authority
- Links to existing internet resources staff can use for route planning and services

A lot of travel information is freely available on the internet and can be easily accessed by staff. By having hyperlinks embedded with your content, this is an easy way to ensure your staff gets the latest information.

Your workplace may also want to link to Brighton & Hove City Council's travel pages:

<https://www.brighton-hove.gov.uk/content/parking-and-travel/travel-transport-and-road-safety/sustainable-transport-around-city>

By using this guidance to prepare your own site-specific travel information, you can ensure that all staff and visitors will be fully informed of how to visit your site and take advantage of any tools and support available to them.

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## **Where to display Travel Information**

Once you've used this guide to gather together the relevant information for your site, it's important to put the information in places that will be useful for your staff and others. This section details some of the areas to consider.

It's really important when presenting travel information to your staff that your internal communications colleagues are involved, where applicable. This will ensure that your message about sustainable transport is communicated to all staff at all levels.

In terms of how to use your site-specific information when gathered, it can be used in a number of places including:

### **Staff noticeboard**

This can be a good way to display general travel information for the area in an engaging way, showing both route-based information (e.g. cycle map), as well as specific campaigns (e.g. road safety campaign or cycle to work week).

If you are going to place a noticeboard in your office to display travel information to staff, it is recommended that you choose a prominent location - ideally in an area with high footfall.

**NB – This document can be used in conjunction with the staff travel information noticeboard check sheet.**

### **Intranet pages**

If you are going to hold travel information on your intranet it is recommended that you have the information easily accessible, i.e. on the front page under a relevant subheading. It is also a good idea to have the information stored in a network location so you can download it easily and print it off when required.

### **Workplace website**

The key public-facing information you gather for your site can be utilised on your workplace website to aid visitors and other stakeholders. This is usually best placed on the 'Contact us' page, which may already have some existing information that can be updated.

### **Email communications**

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As well as having general information available on the intranet, it's important to continually promote key messages to staff in email communications – potentially as part of a wider staff e-newsletter. Newsletters are good for communicating useful information in the run up to a Dr Bike event or Bike to Work Week.

### **New starters**

When an individual is looking for a new job / starting a new job this is a useful stage to induction them to sustainable travel. The information you gather on travel to your site should be used as early as possible and throughout the new starter process, for example when inviting an applicant to interview, in a new starter pack and at the staff induction.

### **Event and meeting invitations**

It's important to communicate to your staff that when holding a meeting or event, they know how to access travel information. This could be as simple as providing hyperlinks within email signatures and diary invitations to the webpage with 'How to find us' information.

### **Suggested content for your Travel Information**

This section provides guidance, links and template wording for your use when gathering your site Travel Information in one central place. Additional assistance is available from Brighton & Hove City Council if you require it.

### **Please note:**

**Red Text indicates instructions or suggestions for site specific information, for you to provide or tailor**

**Blue text indicates URLs for hyperlinks**

**Black text indicates text which can be used as it is, or can be tailored to suit your site**

### **Travel to and from **YOUR WORKPLACE****

**Your workplace** is committed to encouraging active and sustainable travel options for commuting staff and business journeys.

Like other leading workplaces in Brighton & Hove, we are working with BHCC's sustainable transport team to help reduce traffic congestion, improve air quality and support staff to travel actively. Link: <http://www.brighton-hove.gov.uk/content/parking-and-travel/travel-transport-and-road-safety/sustainable-transport-around-city>

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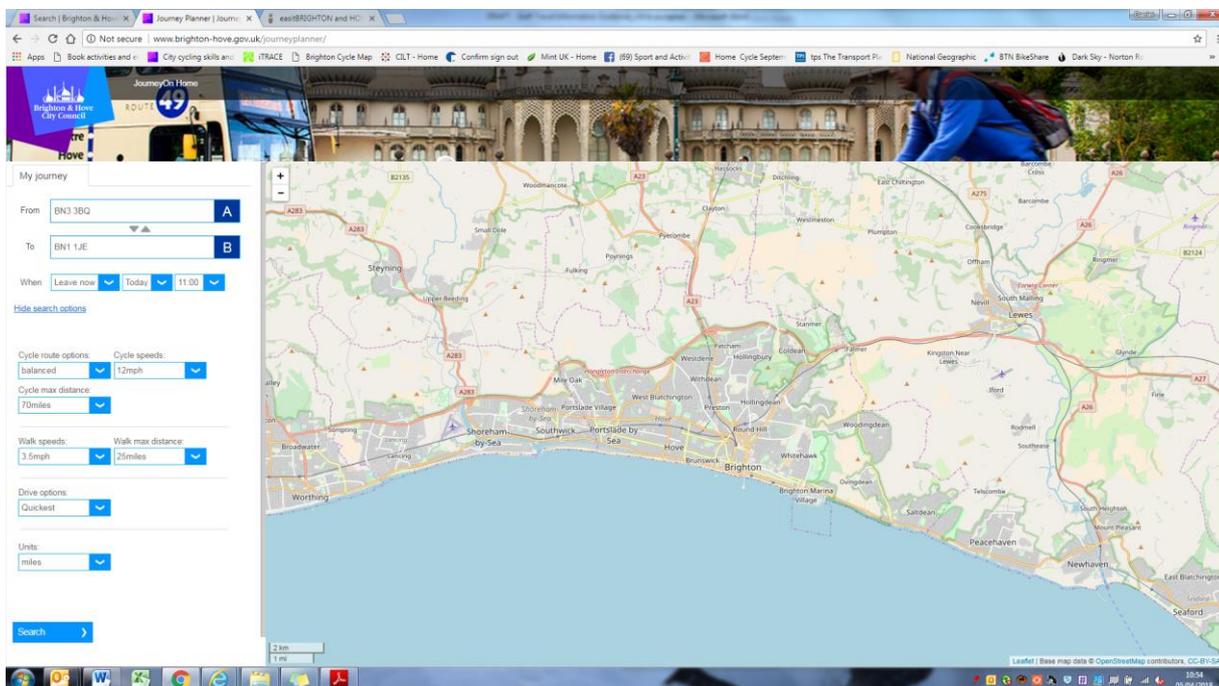
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If your workplace has an action plan its aim is to reduce the amount of single occupancy vehicles arriving at your workplace. By doing this it helps to reduce congestion throughout the city, improve air quality and can contribute to your staffs fitness and wellbeing.

At BHCC we understand that not everyone has the ability to change to the way they commute to work because of personal/ family commitments. However, we would like to help staff consider alternative travel options, even if this would be just one day a week to begin with.

### **Planning your journey to work**

Brighton & Hove City Council's **JourneyOn** (<http://www.brighton-hove.gov.uk/content/parking-and-travel/journeyon>) travel planner can help identify routes for walking, cycling and driving. It can help find balanced and quick journeys for walking and cycling. It can also help find the quickest and shortest car journeys. The journey planner also links into Real Time information for bus and train times, and enables you to find the nearest bus stops/ train stations.



**Site address and postcode – List your site's address and postcode(s)**

### **Facilities**

If your workplace has changing rooms, lockers and drying facilities it is recommended that you let staff know. This way you can encourage more people to walk and cycle to work.

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(Note: If your workplace does not have these facilities BHCC may be able to contribute towards these facilities through its match-funding grant. Contact BHCC's Sustainable Transport Team to find out more at [transport.projects@brighton-hove.gov.uk](mailto:transport.projects@brighton-hove.gov.uk)).

### **Walking**

Walking routes are much more direct than you might think. Pedestrians can find shortcuts and quiet routes and are not constrained to main routes. [Google maps](#) or JourneyOn can help find new routes, whether direct or quiet.

If you want to explore and share routes with staff, why not link up with colleagues from across your office and walk to work with them. Walking is great exercise so why not contribute towards your recommended 10,000 steps per day by walking all or part of the way to work, or doing a lunchtime walk.

### **Cycling**

Cycling is a great way to travel around the city, using the cycle lanes and facilities across the city. It's also a free and easy way to fit in your daily exercise.

It is recommended to include details on showers, changing rooms, lockers, drying facilities, bike parking, pool bikes, etc. Also include where these facilities are located on your site and how staff can access them?

### **Cycle to Work scheme**

If your workplace offers the Cycle to Work scheme it is definitely worth telling all staff about this. Staff can buy a bicycle and parts and accessories up to a certain limit and save on tax.

**Note:** Link in how staff can obtain their new bicycle through this scheme and any scheme opening windows where applicable.

If relevant, you may want to add this paragraph to your workplace's Cycle to Work section: "Your company" offers staff a Cycle to Work scheme through "provider name". Staff can save up to 30-40% on the cost of a bike and accessories, paid back through your salary over 12 months. The scheme is open all year round / on "XYZ dates". Find out more at [scheme link](#).

### **Bicycle User Group**

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Creating a Bicycle User Group (BUG) is a good way to promote cycling, find cycling solutions and hold maintenance workshops to encourage colleagues to take up cycling. Create a BUG email mailing list and have a BUG leader (a keen cyclist). **NOTE:** Include details of any BUG in this section if relevant.

### **Love to Ride**

Brighton & Hove City Council has teamed up with Love to Ride to promote cycling to the residents of Brighton & Hove. Love to Ride is an on-line platform that promotes cycle challenges throughout the year which encourages people to ride more by offering exciting prizes, incentives and discounts.

To register your workplace with Love to Ride visit [www.lovetoride.net/brighton](http://www.lovetoride.net/brighton) and look out for challenges throughout the year.

### **BTN Bikeshare**

Brighton Bikeshare is Brighton & Hove's own bicycle sharing scheme, with docks in key locations in across the city. It's been developed in conjunction with Social Bicycles. If you have staff who want to cycle but don't own bicycles, this bikeshare scheme could suit their needs. To find out more about this scheme visit [www.btnbikeshare.com/](http://www.btnbikeshare.com/)

### **City Cycling Skills**

Brighton & Hove City Council offers subsidised cycle training and maintenance courses for anyone living working or studying in the city over the age of 14 years. Find out more at: [www.brighton-hove.gov.uk/cycletraining](http://www.brighton-hove.gov.uk/cycletraining)

Brighton & Hove City Council can offer cycle training and maintenance courses for staff at your workplace (groups of 6 to 8 staff members). To enquire about these courses please email [transport.projects@brighton-hove.gov.uk](mailto:transport.projects@brighton-hove.gov.uk).

### **Public transport**

#### **Bus**

Detail in this section where the nearest bus stops are to your workplace.

Brighton & Hove is well served by the following operators: [Brighton & Hove Buses](#), [Stagecoach South](#), [Metrobus](#), [The Big Lemon Company](#), [Compass Travel](#), [TheSussexBus.com](#) and [National Express](#).

For all the latest news about public transport please visit: [www.brighton-hove.gov.uk/content/parking-and-travel/travel-transport-and-road-safety/public-transport-news-0](http://www.brighton-hove.gov.uk/content/parking-and-travel/travel-transport-and-road-safety/public-transport-news-0)

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For information about prices, discounts and accessibility for disabled passengers please visit:  
[www.brighton-hove.gov.uk/content/parking-and-travel/travel-transport-and-road-safety/buses-0](http://www.brighton-hove.gov.uk/content/parking-and-travel/travel-transport-and-road-safety/buses-0)

### **Bus fare offers**

B&H buses offer the **4 Work Saver** ticket which enables new employees 28 days free travel. Towards the end of the 28 day period B&H Buses will contact employees to offer them the chance to continue using their key card with travel discounts. To find out more contact [info@buses.co.uk](mailto:info@buses.co.uk) or visit [www.buses.co.uk](http://www.buses.co.uk)

### **Rail**

**Detail where the nearest train stations are to your workplace.**

Brighton & Hove is well connected by the train network and is served by [Thameslink](#), [Southern](#) and [Great Western Railway](#).

There are eight train stations within Brighton & Hove:

- Portslade
- Aldington
- Hove
- Brighton
- London Road
- Preston Park
- Moulsecoomb
- Falmer

Other useful information can be found here:

- [PlusBus](#) – Information about train plus bus in **one ticket** when travelling from Brighton & Hove to other towns and cities.
- [Cycling by train](#) – Information about using cycles and trains
- [National Rail Enquiries](#) – Interactive timetables, fares and journey planning
- [Eurostar](#) – Rail travel to Paris and Brussels
- [Rail Europe](#) – International rail journeys

### **Easit Network**

The Easit Brighton & Hove initiative offers discounted travel options, particularly for use on public transport and for purchasing a bicycle. The scheme offers discounts on B&H Buses, Stagecoach and Compass Buses. It also enables discounts on the Southern train network and various discounts for purchasing cycles.

For further information about Easit Brighton & Hove visit: [www.easit.org.uk/easitbrighton-and-hove](http://www.easit.org.uk/easitbrighton-and-hove)

### **Driving**

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## Parking Policy

Include a copy of your workplace's car parking policy and provide information on:

- Parking and permit process
- Contact details for parking permitting
- Relevant policy documents

## Lift-sharing

Staff should be encouraged to lift share when possible and can be given the following support.

- Guaranteed parking spaces for people lift-sharing
- Guaranteed lifts home in case of emergencies
- Fleet cars available during working hours

Your workplace may want to develop its own lift-sharing scheme or you may want to consider using a lift-sharing company. Include in this section any information about your workplace's car sharing policies, schemes or incentives.

## Car Club

If you have staff who do not own a vehicle but need to use one on an ad hoc basis, you may want to provide information about Brighton & Hove's on-street Car Club which is currently run by Enterprise. Information about the Enterprise Car Club can be found here:

[www.enterprisecarclub.co.uk/gb/en/programs/regions/south-east-england/brighton.html](http://www.enterprisecarclub.co.uk/gb/en/programs/regions/south-east-england/brighton.html)

## Motorbikes/ scooters

Include details for people who use motorbikes/ scooters. Identify areas for dedicated parking and any special arrangements, etc.

## Traffic disruption –

For staff who do drive, the [roadworks.org](http://roadworks.org) website is useful so staff can plan their journey's around disruption on the road network. You may want to put a link to the roadworks.org website on your staff intranet pages

## Electric vehicle

At BHCC we encourage the use of electric vehicles (ECLVs) to help reduce air pollution. Note the provision of any company electric vehicles in this section.

## Charging points

If your workplace has a charging points for ECLVs you will want to detail their location to staff, how many points there, charge time and parking arrangements.

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Your workplace may want to make it clear that people can only park in these spaces when actively charging.

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