

# WEST DUNBARTONSHIRE COUNCIL

Report by Director of Housing Regeneration and Environmental Services

Community Safety and Environmental Services Committee : 4 October 2006

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**Subject: Green Travel Plan “Westbound”**

## **1. Purpose**

**1.1** The purpose of this report is to seek approval from Committee for introducing the Council’s first Green Travel Plan branded as “Westbound”.

## **2. Background**

**2.1** Reduction in dependence on the motor car as the dominant means of work-related travel is a key priority of our Local Transport Strategy. The most effective way to achieve sustainable modal shift is through Green Travel Planning.

**2.2** Green Travel Planning brings together a range of opportunities and measures aimed at raising awareness of the benefits of sustainable travel and offering encouragement and assistance to those who wish to change.

**2.3** The Scottish Executive is encouraging local authorities to develop Green Travel Plans for themselves and to encourage the local business community to follow suit.

**2.4** Strathclyde Partnership for Transport (SPT) has recently appointed 3 Green Travel Co-ordinators whose role it will be to assist local authorities to develop their own Plans and to assist local Health Authorities.

**2.5** The West Dunbartonshire Council Green Travel Plan “Westbound” has been developed independently of SPT and will be used by SPT in work with other Councils. The Executive hope that all local authorities will have Green Travel Plans in place by 2008.

## **3. Main Issues**

**3.1** The foundation of the Council’s First Green Travel Plan was a staff travel survey undertaken in June 2006, the results of which are contained in the attached Plan. These results establish the baseline data upon which performance of the Plan will be measured in the future. The name “Westbound” was selected from many names suggested by survey respondents.

- 3.2 The Plan contains a range of potential measures which could help to make the work a success. Some of these may have funding implications, but it is not intended to commit the Council to increased spending at this stage. Rather, it is the principle of encouraging sustainable travelling which is essential at this stage.
- 3.3 It is anticipated that the implementation stage of the Plan will be undertaken and co-ordinated through the Council's Sustainable Development Working Group. Having developed the Plan to this stage, Road Services will still have a key role, particularly in the monitoring and review of the Plan.
- 3.4 Many of the recommended actions in the Plan require assistance (of varying degrees) from SPT at a regional level. We will continue to work closely with our Green Travel contact at SPT to encourage and support regional activity which will directly benefit West Dunbartonshire. One example of this would be a regional car-share scheme.

#### **4. Personnel Issues**

- 4.1 There are no personnel issues at this time.

#### **5. Financial Implications**

- 5.1 There are no direct financial implications at this time, but as the Plan is implemented and evolves, the Corporate Management Team may be asked to consider particular initiative(s) to support the Plan. This would be reported at a later date.
- 5.2 It is hoped that regional assistance may be available in the future through SPT.

#### **6. Conclusions**

- 6.1 Green Travel Planning is a high priority for the Scottish Executive and West Dunbartonshire is currently taking a lead role in the West of Scotland in taking this forward within the local authority. Success of the Council's travel plan will require staff encouragement and a range of measures – both local and regional.

#### **7. Recommendations**

**7.1 It is recommended that Committee approve the Council's first Green Travel Plan "Westbound" and note the key role for the Sustainable Development Working Group in delivering the Plan to all staff of West Dunbartonshire Council.**

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pp **David McMillan**

**Director of Housing Regeneration and Environmental Services**

**Date: 4 September 2006**

**Wards Affected:** All

**Appendix:** A – West Dunbartonshire Green Travel Plan "Westbound"

**Background Papers:** None

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