



# London Borough of Lambeth, United Kingdom



## A bit about Lambeth

- 270,000 residents
- 5 main town centres
- 34% of the borough is made up of black and minority ethnic (BME) groups.
- High levels of deprivation
- Low car ownership – 49.1%



Lambeth

# A bit about Lambeth – Transport infrastructure

- 14 overland rail stations
- 9 underground stations
- Extensive bus network
- Key interchanges – Vauxhall, Brixton and Waterloo
- Part of the London Cycle Network
- Well served by car share bays



# Lambeth Council a bit about us!

Lambeth has 5,300 employees. Split between a number of departments and buildings who provide essential services to our residents and businesses:

- Adult and Community Services
- Children and Young Persons services
- Environment Culture and Community Safety
- Finance and Resources
- Office of the Chief Executive
- Housing and Regeneration

All with different transport needs

# Our Travel Plan

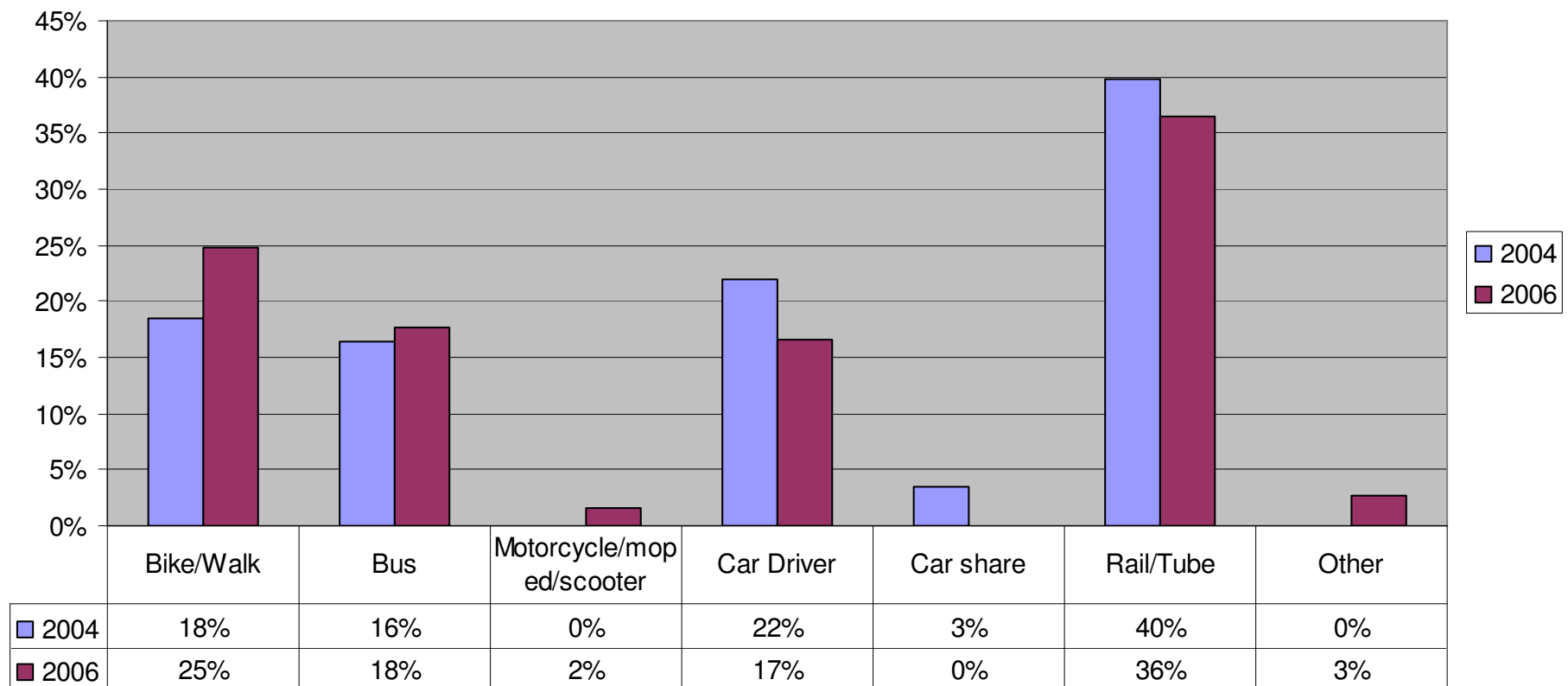
## Main objectives:

- To reduce the number of car journeys and promote the sensible use of cars
- To increase the use of walking, cycling, public transport, car sharing and lift sharing
- To encourage the use of green fuelled vehicles where the use of a vehicle is essential
- To set an example, and promote good practice to other local employers and the community



# Results...so far!

How do you usually travel to and from work?



# Business Travel

Mode	% (2004)	% (2006)
Bus	34	37
Underground	12	22
Train	4	2
Walk	21	18
Cycle	7	6
Car	22	12
Motorcycle	1	1



How have we done this?

# An enthusiastic and dedicated team



Who love what they do.....

# So what have we done?

A mixture of measures:

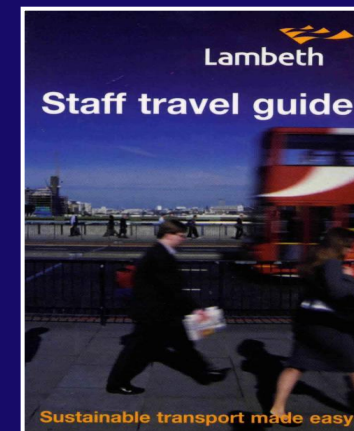
- Information
- Senior Management Buy-in
- Cycle Training
- Pool Bikes
- Events
- Financial incentives
- Fleet Management

AND....

Listening to our  
staff

# Information is key

- Pocket size staff travel guide
- Moving in the right direction...a guide for staff
- Distribution lists for staff
- Intranet updates on campaigns, news and events



# Senior Management Buy –in!



Get Councillors and senior management on board

# Cycle Training for staff



- Free of charge for council employees
- Heavily promoted – staff allowed to do it in working hours
- Over 200 staff have been trained since 2006

# Physical Measures



# Pool Bikes

- Dedicated officers responsible in each Council building
- Work with a local charity that does up bicycles and donates them for essential users
- Over 40 pool bikes across 6 Council buildings – mixture of folding and conventional bicycles available





# Events - Cycling

- Regular Dr Bikes and cycle maintenance classes
- Provision of pumps and cycle tools in offices
- Regular Breakfasts for cyclists



# Events -Workplace Cycle Challenge

Department	Trips	Miles
Councillors	71	199
Children & Young Persons Services	165	814
Adult & Community Services	199	664.5
Environment Culture & Community Safety	848	3,729
Finance & Resources	110	822.5
Regeneration & Housing	296	1376
Strategy & Corporate Services	165	848
<b>Total</b>	<b>1,854</b>	<b>8,453</b>



## Events –Walk Once a Week Campaign

- Over 100 staff signed up since April– including Senior Management and Councillors
- All participants given an exclusive t-shirt and pedometer
- Monthly breakfast with free massages and health checks
- Entrance into a monthly prize draw



# Financial incentives for staff

- Season Ticket Loan
- Bicycle Loan
- Bicycle Allowance Scheme
- Casual Cycle Mileage Rate
- Staff discount for Car Share members
- Cycle Store discounts

Currently working  
with HR to  
implement more  
incentives

# Our Fleet

- 75% of our fleet is LPG
- Currently procuring new fleet – suppliers must issue Council with CO2 emissions from their vehicles
- Electric Vehicles



## But we still have more to do....

- Tackle essential car users – switch to more pool vehicles
- Pool travel cards for staff
- More facilities – showers, cycle parking
- Continue to push the message to staff – particularly new starters

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## A few final points....

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- Take Action Now! Less emphasis on research let's just do it!
- Let's not rely too much on technology- we need a cultural shift – this is not just about transport.
- Put pressure on decision makers to make difficult decisions
- Lead by example

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**Thank You for your time.....**

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