

PLYMOUTH GREEN TRAVEL PASS SCHEME

Overview



Summary

The Plymouth Green Travel Pass is a multi operator bus pass which is available to employees of participating companies. Overall co-ordination and marketing of the scheme is managed by Plymouth City Council with financial matters on behalf of both the participating companies and bus operators being managed by Plymouth Citybus.

The scheme was set up in 2002 and was designed as an initiative to encourage employers to promote sustainable transport to their employees. The bus operators currently participating in the scheme are Plymouth Citybus, First Devon and Cornwall, Target Travel and Western Greyhound. The participating bus companies and City Council form the Green Travel Pass steering group. Liaison with member organisations also helps to inform the management of the scheme.

There has been a decline in membership over recent years as the cost of the passes have risen at a higher rate than standard ticket prices. Prices are determined on an annual basis by the participating bus operators and the current cost of the passes has been set on the basis that the passes are a premium product, due to the multi-operator nature of the pass, and therefore should attract a premium price compared to a single operator season ticket. The pass is now becoming a niche product for those who regularly use more than one bus operator.

How it works

Companies are able to apply for membership of the scheme if they have an active travel plan. The application is considered by the Green Travel Pass steering group. Additional bus operators are also able to apply for membership of the Green Travel Pass scheme if they wish to.

On joining the scheme employees of participating companies are able to have one of three passes; a city zone, all zone or outer zone, which is shown in the map below. These zones mean the pass covers the City's travel to work area. Payments for the pass are managed by the employee's company who are subsequently invoiced on a monthly basis by Plymouth Citybus.

Green Travel Pass holders are entitled to unlimited travel 7 days a week on all services provided by the four participating operators within the specified zone (except Park & Ride 1 and 2).

The City Council, in partnership with the participating companies, manage the development of the marking material for the scheme to the employees of partner organisations and the Council leads on the promotion of the scheme to new businesses.

In the case of Plymouth City Council payment for the Green Travel Pass is made through direct monthly deductions from member's salaries.

Benefits for Employers

There are a number of benefits for employers joining the scheme including:

- Green credentials - demonstrating their commitment to encouraging sustainable travel, through reducing traffic congestion and carbon emissions.
- Staff benefits – setting up a monthly payment through the payroll system for the pass reduces the need for staff to do the hard work themselves.
- Addresses staff travel – a valuable tool for the company's travel plan.

Benefits for employees

Benefits for employees joining the scheme include:

- Multi operator ticket – offering flexibility and choice. The scheme is designed to save money for those who regularly use more than one operator to get to work.
- Payment and renewal – passes only need to be renewed annually and payment is organised by the employer increasing the convenience of the pass to the employee
- Greener travel – helping reduce congestion and carbon emissions.
- Quicker travel – journeys can benefit from the city's bus priority measures such as bus lanes and traffic signal priority.

Cost

The monthly cost of the pass to the employee is:

- City Zone - £45 (£540 per annum)
- All Zone - £59 (£708 per annum)
- Country Zone - £85 (£1,020 per annum)

Future Growth

All companies who develop a travel plan with the City Council are informed about the Green Travel Pass scheme as one of the measures they could introduce to support sustainable travel amongst staff and a website has been set up to answer initial enquiries about the scheme.

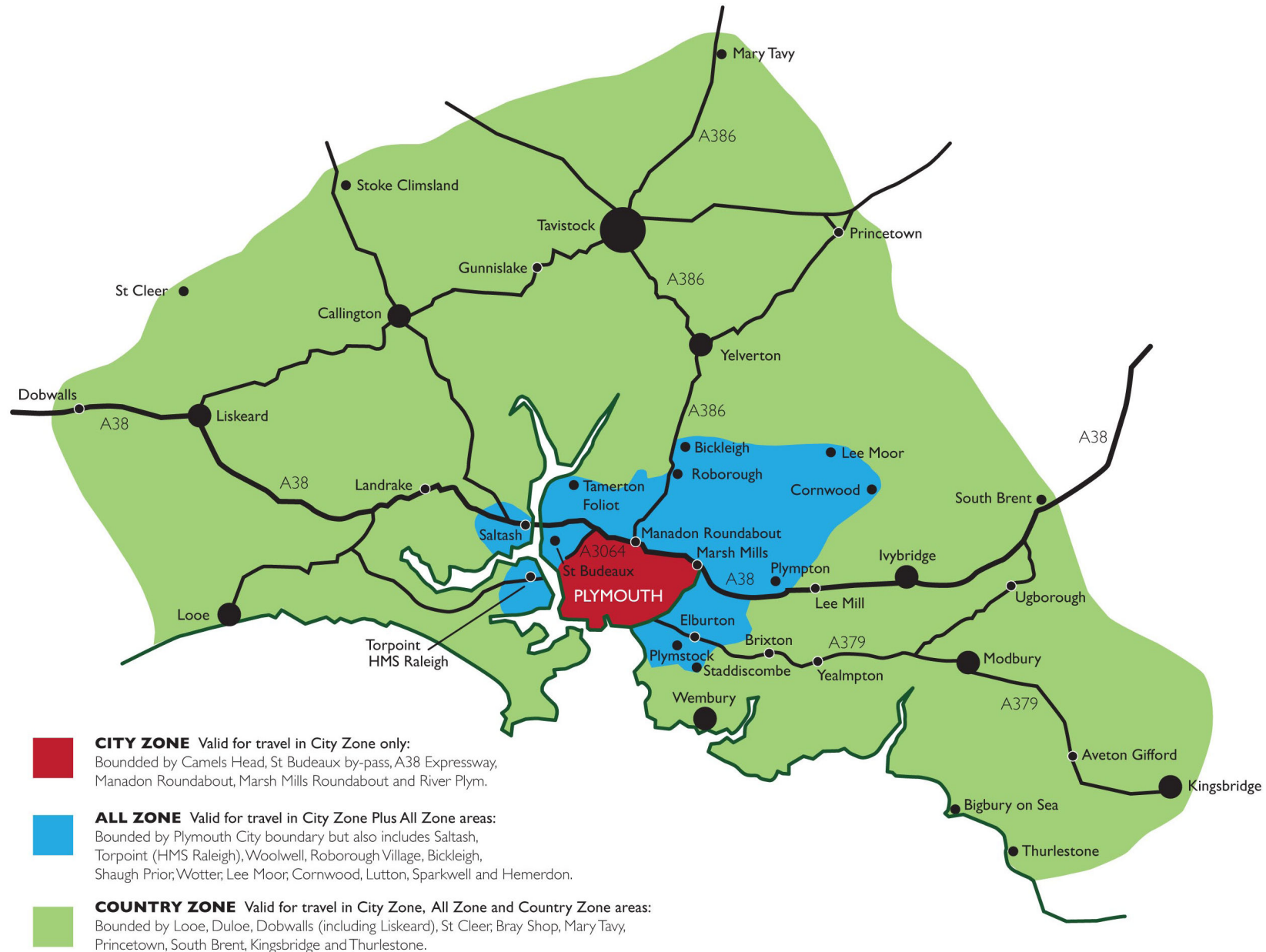
The Sustainable Transport Team will continue to promote the scheme to all companies in the City. The Plymotion at Your Workplace programme, the business focussed personalised travel planning component of the Local Sustainable Transport Fund Plymotion programme, which runs for the next three years, will provide an opportunity to promote the scheme to companies in the Plymotion area which spans from Devonport in the west to Plympton and Plymstock in the east.

Participating companies

10 companies currently participate in the scheme with a total of 769 members. Full details of the companies and their pass-holders are shown in the table below:

Company	City Zone	All Zone	Country Zone	Total Passes
Derriford Hospital	0	347	16	363
Royal Mail	0	14	0	14
Plymouth University	83	82	15	180
EDF Energy	6	3	1	10
City College Plymouth	4	4	0	8
Plymouth City Council	57	105	7	169
Foot Anstey	4	2	0	6
Stoke Damerel	1	3	0	4
Plymouth Community Homes	2	6	0	8
Harbour Drug & Alcohol	3	4	0	7
TOTAL	160	570	39	769

GREEN TRAVEL PASS ZONES



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