

Beales Hotel Green Travel Plan



OBJECTIVES:

- **To encourage the use of non-car modes of travel**
- **To reduce the number of trips made to the hotel by car, by encouraging shared car journeys, and promoting awareness of linked public transport and cycle routes**

Beales Hotel Green Travel Plan sets out to achieve these objectives for both staff and guests. This document is for staff use.

STAFF TRAVEL

1. Staff at Beales Hotel who live **less than 2 miles** away from the hotel will be encouraged to:

a) **Walk to and from Work**

Incentives to encourage this will be:

- Help staff to identify a '**walking buddy**' who lives nearby and is working on the same shift.
- A **Points Scheme** which can lead to complimentary meals/accommodation at one of the hotels in the company. (See details under Incentives for Staff).

b) **Cycle to Work**

Incentives to encourage this will be:

- Provision of 6 **cycle stands** at the far end of the car park, close to the Staff Entrances, to which the bicycle can be padlocked.

- Free **cycling maps** showing local cycle routes to be available from Reception.
- Provision of **shower, washroom and changing** facilities at the hotel.
- A **Points Scheme**, as above.
- **NB** A car space will not be provided at the hotel for Local Staff, living less than two miles away, except in specific cases agreed by the General/Duty Manager.

2. Staff who live **more than 2 miles** away from the hotel and are likely to travel to and from work by car will be encouraged to **Car Share**.

Due to the nature of our business, with staff arriving at different times during the day and evening, staff rotas will be taken into account to ensure staff working the same shift can car share where applicable.

Incentives to encourage this will be:

- Provision of **3 Premium Parking Spaces** in the hotel car park, marked 'For Car Sharing Use'.
- A **Points Scheme** which can lead to complimentary meals/accommodation at one of the hotels in the company. (See details below). This will apply both to the **Driver and Passengers**.

Bus Services

Incentives to encourage use of buses will be :

- Provision of bus timetables at reception

PUBLIC TRANSPORT FOR GUESTS

Information will be made available to guests on the telephone and on the hotel website and in printed form with a map, as to how to get to the hotel by public transport, as well as by car.

Hatfield is located on the Kings Cross main railway line from London to Stevenage and the North of England run by WAGN, with two fast trains per hour from London (approximately 25 minutes). Hotel website link to WAGN – www.wagn.co.uk.

Travel from the station to the hotel is either by:

- **Taxi** – phone numbers will be available on the Beales website as well as at hotel reception.
- **Bus to the Galleria** (very near to the hotel) – the map will show the route from the bus stop to the hotel (Hotel website link to Intalink , www.intalink.org.uk).

In fine weather, guests could also walk from the station in approx 30 minutes, using subways and pelican crossings – the map will show the best route.

Other incentives to reduce the number of trips by car:

- We will encourage conference organisers to tie in meeting times with frequency of transport available, in order to minimise the reliance on car transport.
- Function and wedding organisers will be encouraged to provide mini buses or coaches to transport their guests to the hotel. Car sharing would be suggested for smaller events to reduce the number of vehicles used. If organisers co-operated in such a way, then an incentive would be offered to organisers – such as a complimentary meal.
- Heads of Departments are encouraged to consider the delivery times and management of departmental items to ensure minimum trips to and from the hotel. This should include laundry, foodstuffs, equipment etc.

The aim would be to **reduce current daily deliveries** to, say three times per week, and dry goods and liquor deliveries to once a week.

PROMOTION TO STAFF AND INCENTIVES FOR STAFF

- Each member of staff will receive a copy of the Summary Green Travel Plan at their **Induction**.
- A copy of the Plan will be displayed on the **Staff Notice Board**.
- Staff will be encouraged to put forward ideas to improve and update the Plan (extra points will be awarded under the Scheme for any ideas used).
- The Staff Notice Board will also feature what points can be exchanged for under the **Points Scheme**.
- The member of staff earning the most points in a quarter will be featured in the Business Update.

POINTS SCHEME : RECORDING AND REDEMPTION OF POINTS

- Individuals to record their normal method of travel and points earned on their time sheets.

CD	Car Share Driver
CP	Car Share Passenger
B	Bus or bike (less than 2 miles)
BL	Bike long distance (more than 2 miles)
W	Walk to work

- The number of points per member of staff will be transferred to a central spreadsheet which will record the cumulative number of points earned.

Suggested Points per Journey

•	CD	Car Share Driver	2
	BL	Bike Long Distance (more than 2 miles)	2
	CP	Car Share Passenger	1
	B	Bus or Bike (less than 2 miles)	1
	W	Walk to work	1

The General Manager will issue a voucher on request to redeem points, noting the entitlement.

POINTS SCHEME - VALUE OF POINTS

This would be subject to review every six months so that greater incentive can be given to different methods of travel.

REDEMPTION OF POINTS

<u>No. of Points</u>	<u>Value</u>
50	Manicure or foot massage at Safiya
75	Meal for 2 at Beales Hotel (BH) excluding drinks
90	Meal for 2 at West Lodge Park (WLP) excluding drinks
140	Meal for 4 at BH, excluding drinks
170	Meal for 4 at WLP, excluding drinks
100	Overnight stay for 2 at BH, including breakfast
120	Overnight stay for 2 at WLP, including breakfast

MONITORING

- Monthly by General Manager with Heads of Department, reviewing methods of travel from the information on the spreadsheet.
- Quarterly in identifying the member of staff earning the most points under the Points Scheme.
- Annually with the Green Team representative in carrying out a survey of the Travel Plan with staff and guests. A progress report will be produced indicating progress made against targets.

TARGETS AND MONITORING

Walk to Work	Increase from	14% before redevelopment to 20% by September 2007
Cycle or Bus to Work	Increase from	12% before redevelopment to 17% by September 2007
Car Share	Increase from	8% before redevelopment to 17% by September 2007
Car (Driver Only)	Reduce single car drives From	66% before redevelopment to 46% by September 2007

INFORMATION ON THE WEBSITE

The Beales Hotel website will include information (words and a map) to show:

- Road directions for car drivers
- Taxi company phone numbers
- Train services (and link to www.wagn.co.uk)
- Bus services and bus stop locations (and link to www.intalink.org.uk)
- Link to on-line maps with cycle routes (www.welhat.gov.uk/pedalpoint)
- Principles of the Green Travel Plan and the Points Incentive Scheme for staff

