

Travelling sustainably in a rural area

How can businesses support their staff to
minimise emissions from commuting and
business travel?

Mark Smith

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About Energy Saving Trust

- We are an independent organisation working to address the climate emergency
- We provide leadership and expertise to deliver a zero carbon society
- We work with individuals, businesses, communities and governments to save energy and reduce carbon emissions
- Established in 1992
- Offices in England, Scotland, Wales and Northern Ireland

Our transport team

- Our **Local Government Support Programme** offers advice on EV strategy, procurement and sustainable travel, and our **Fleet Team** advises fleet managers on reducing costs and emissions
- We manage the OZEV **on-street residential chargepoint scheme** (ORCS) and **Local Electric Vehicle Infrastructure scheme** (LEVI)

Expert

Collaborative

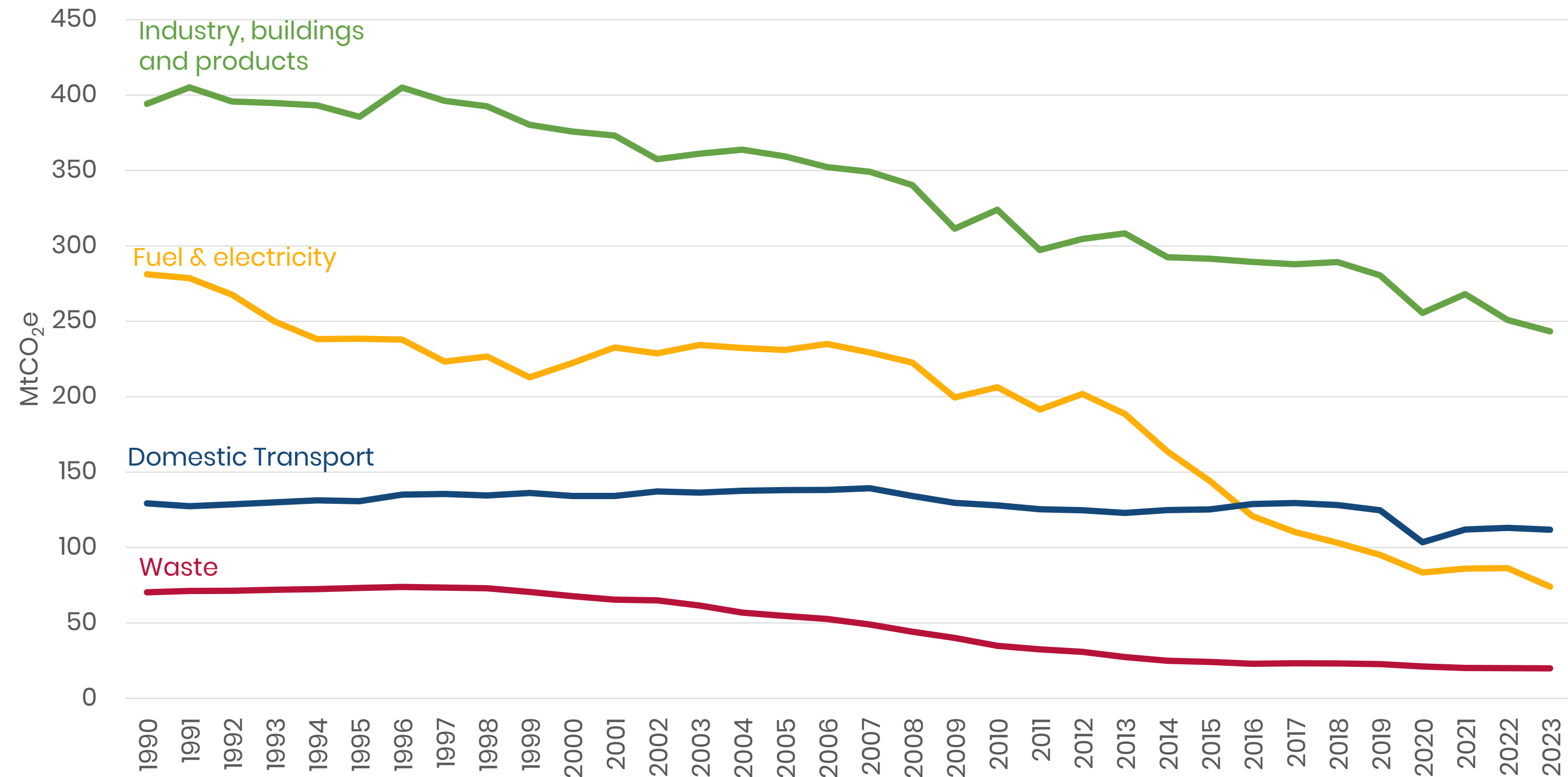
Impartial

Innovative

Supportive

Determined

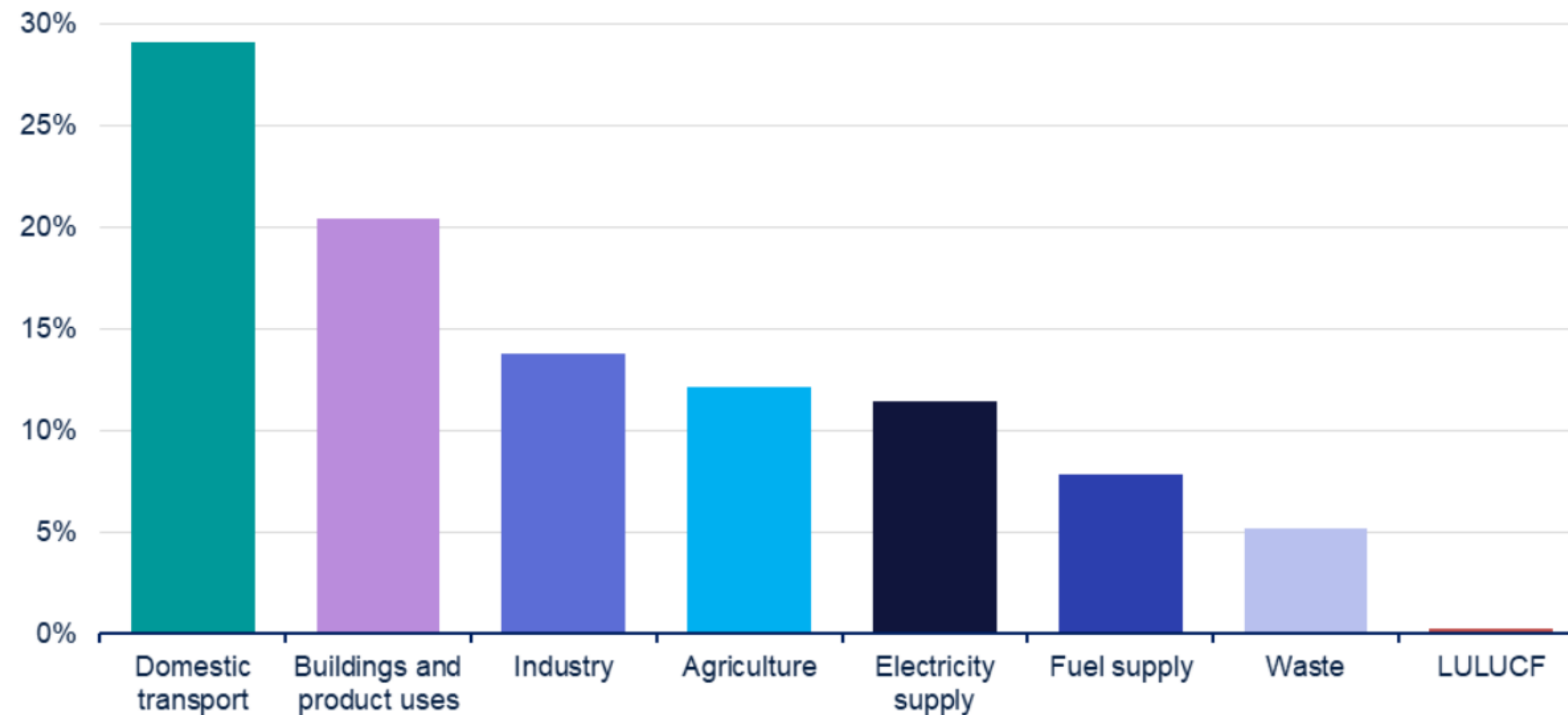
Emissions over time (National)



www.gov.uk/government/statistics/final-uk-greenhouse-gas-emissions-statistics-1990-to-2023

Why are we talking about staff travel emissions?

Figure 5: Territorial UK greenhouse gas emissions by TES sector, 2023 (%)



Source: Table 1.2, Final UK greenhouse gas emissions statistics 1990-2023 Excel data tables

Note: LULUCF is land use, land use change and forestry.

www.gov.uk/government/statistics/final-uk-greenhouse-gas-emissions-statistics-1990-to-2023

Why are we talking about staff travel emissions?

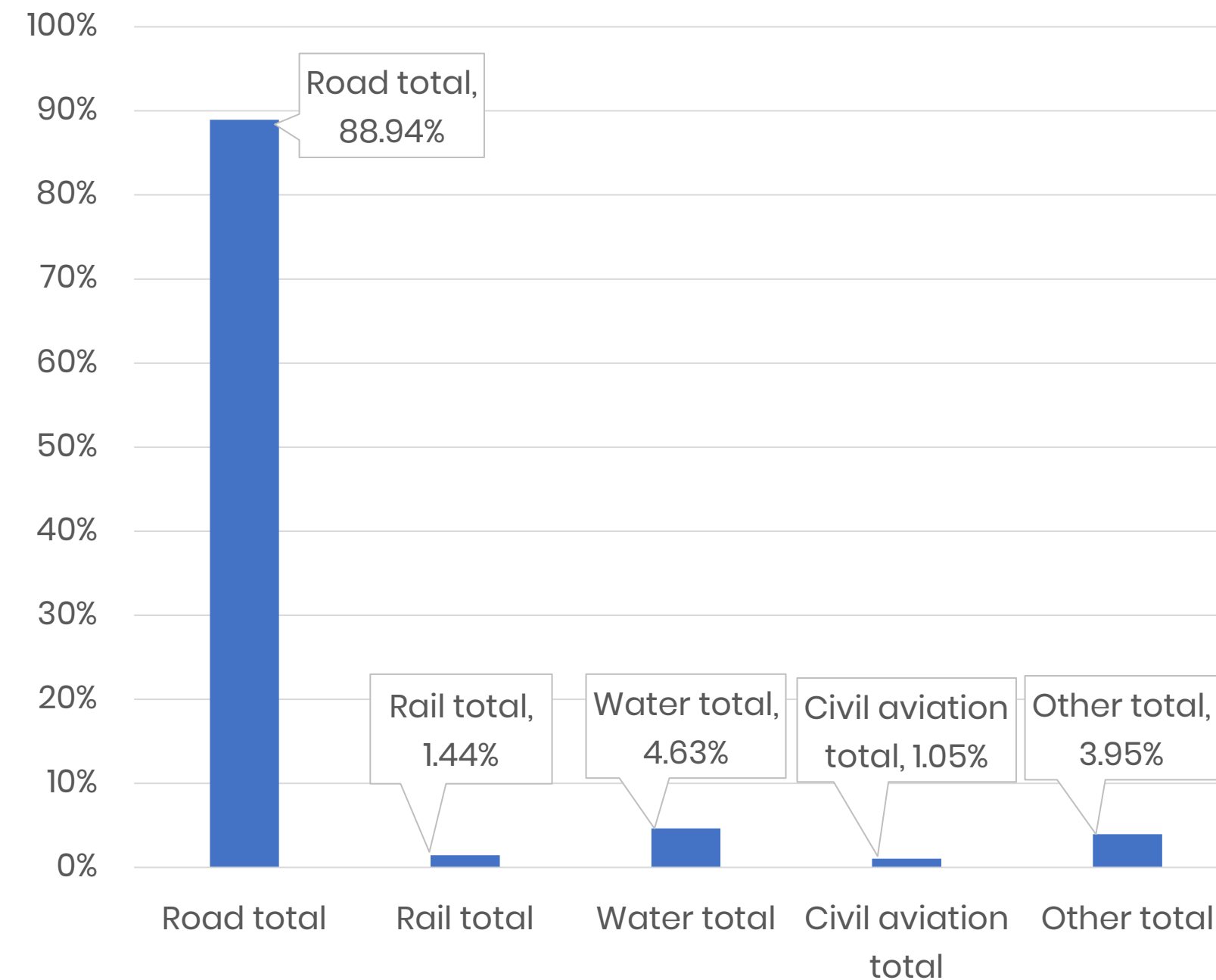
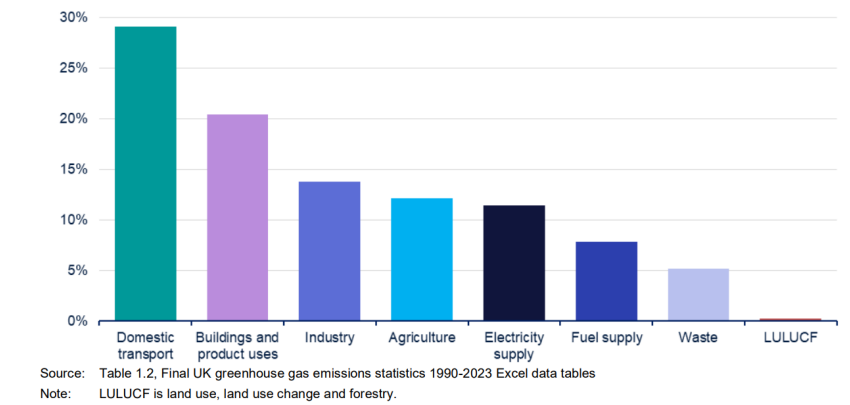
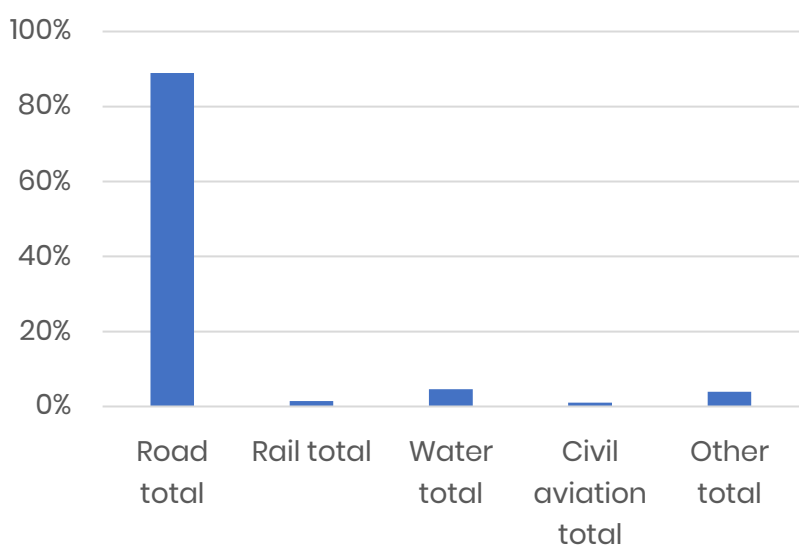
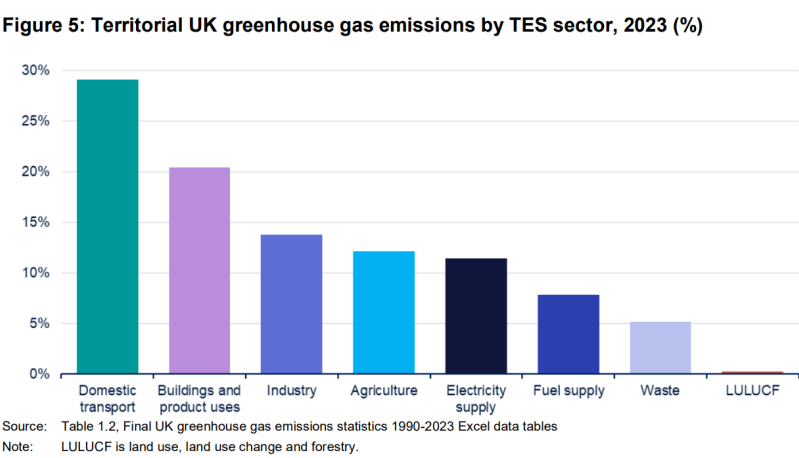
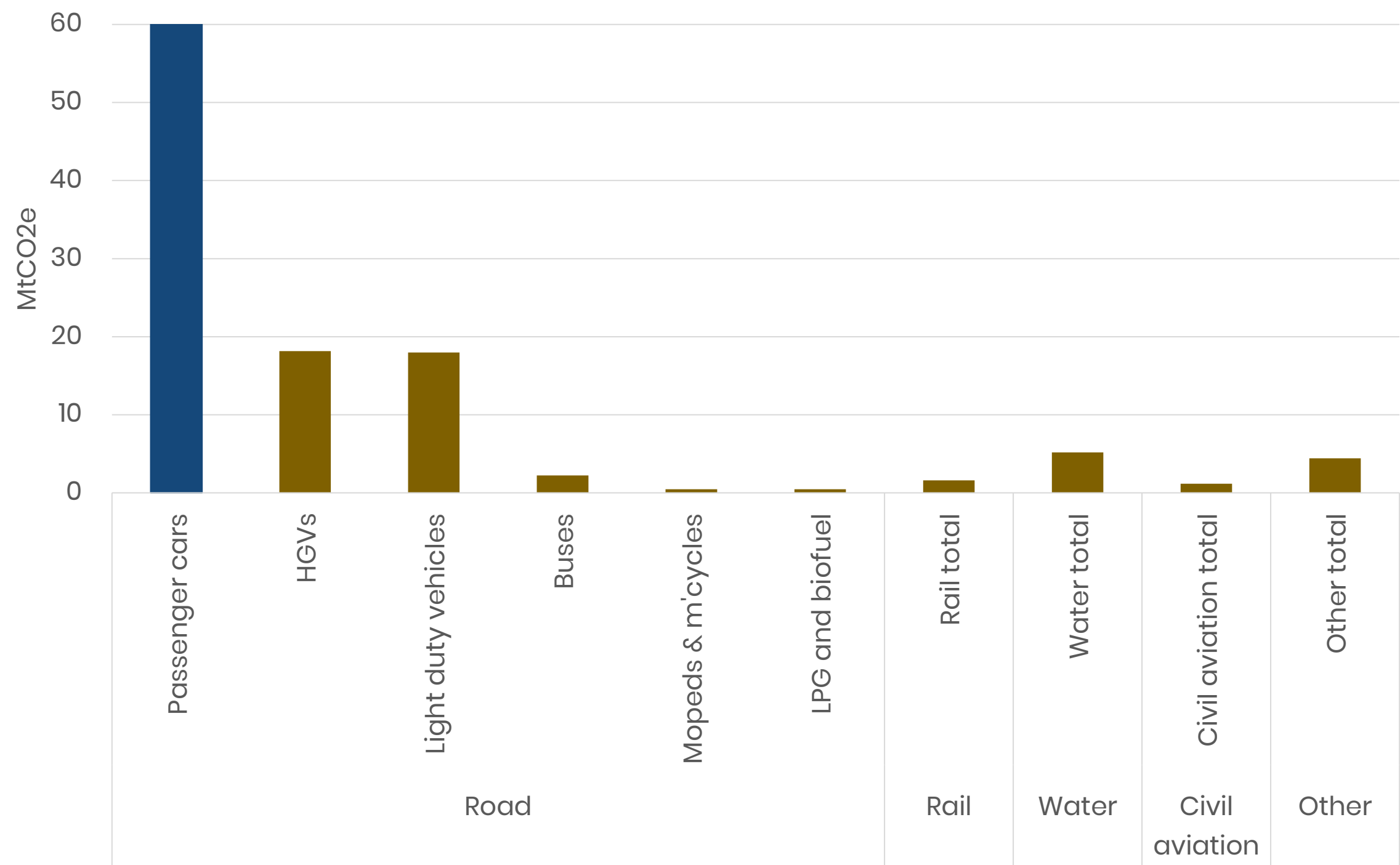


Figure 5: Territorial UK greenhouse gas emissions by TES sector, 2023 (%)



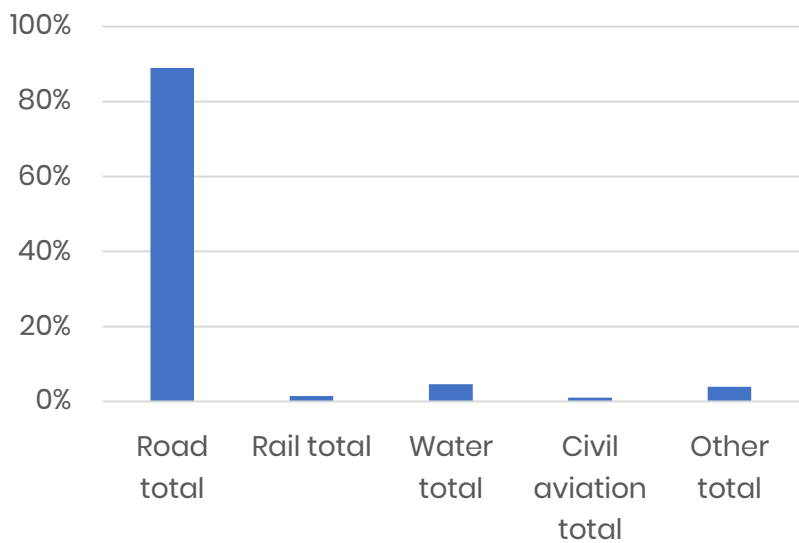
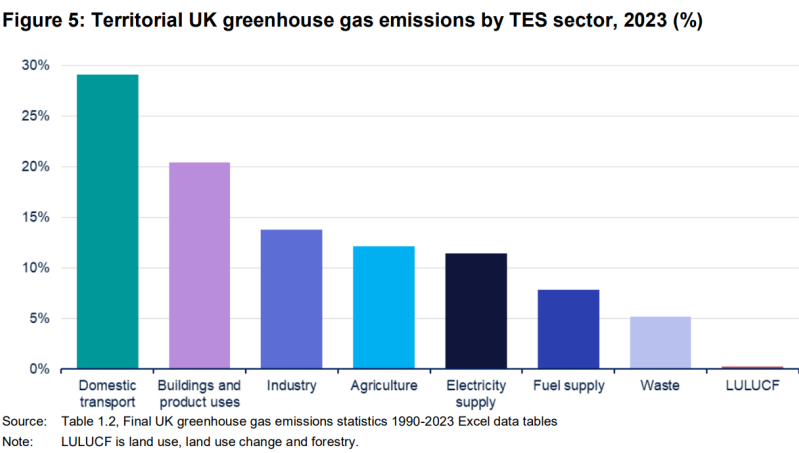
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Why are we talking about staff travel emissions?



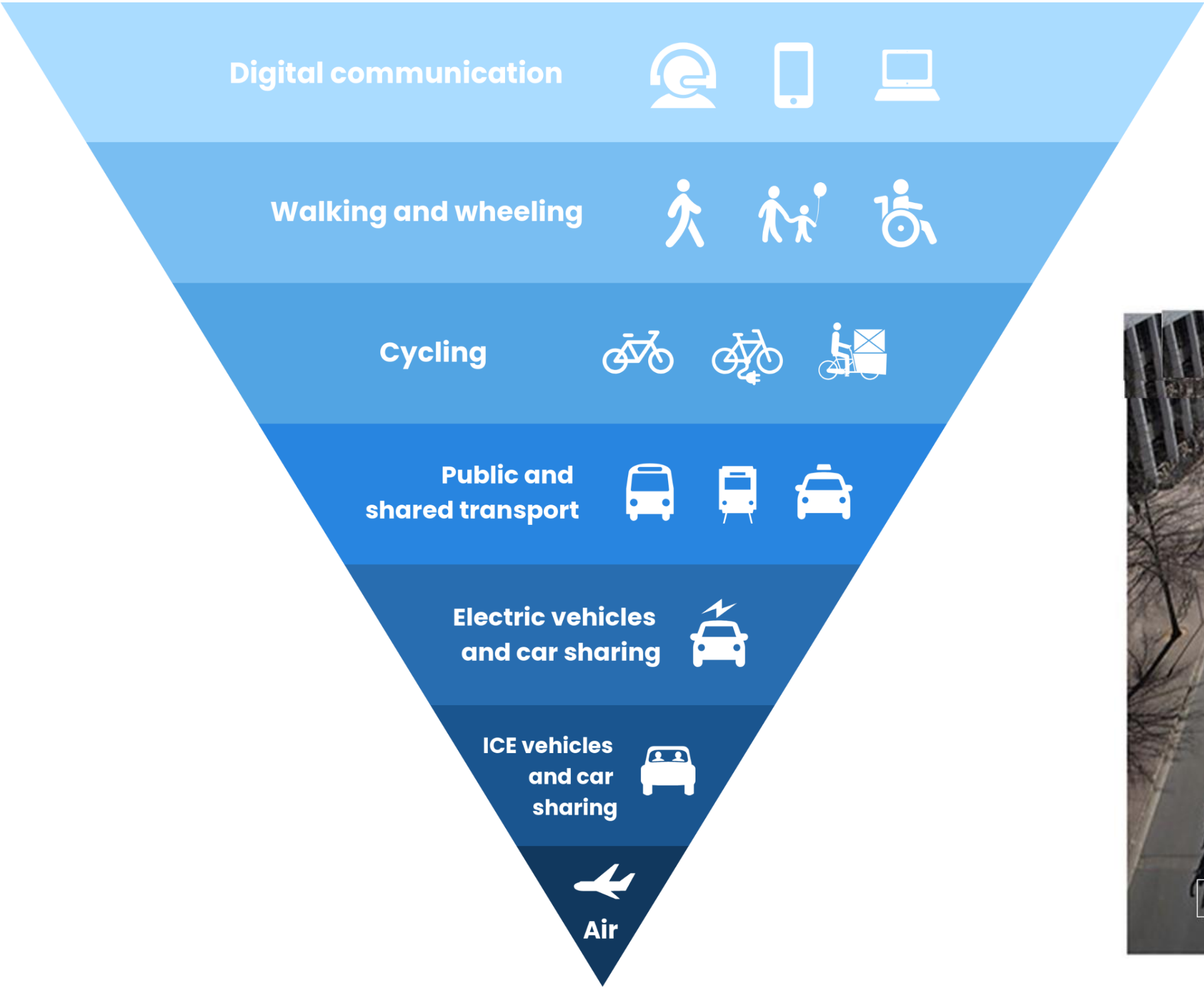
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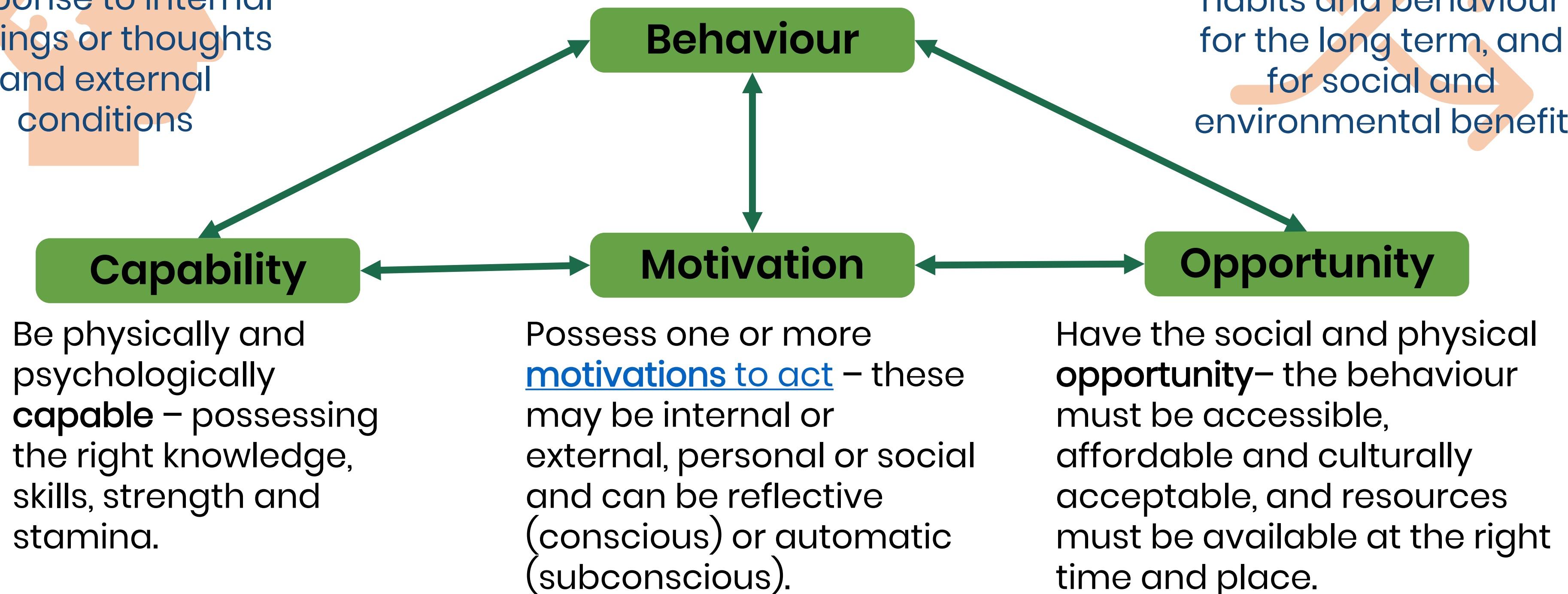
The Transport Hierarchy



Changing behaviour (for the long term)

Behaviour is how a person acts in response to internal feelings or thoughts and external conditions

Behaviour change is the process of altering habits and behaviour for the long term, and for social and environmental benefit



Tackling commuting emissions

Challenging due to...

- Staff expectations “I should be able to park at work”
- Lack of travel options “there’s no bus/train”
 - Poor/ not joined up timings
- Other tasks “I need my car for the school run and come straight to work”
- Caring responsibilities
- Emergencies “what if...”

How can staff travel be more sustainable? (and how can you help)?



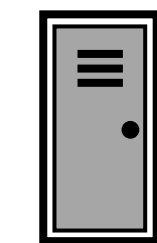
Review your policies



Lead by example



What incentives can you offer?



What facilities do you have?



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/ Guidance to support councils in encouraging staff to travel more sustainably

Resources to support councils

Guidance to support councils in encouraging staff to travel more sustainably

Achieving net-zero will require action across the economy to reduce emissions. Councils play a key role as local influencers and facilitators, and through leading by example in their own operations and policies.

The **Welsh national milestone** is to achieve net zero greenhouse gas emissions by 2050, with the public sector looking to achieve net zero by 2030. Since 1990, carbon emissions in Wales have decreased by 35%. In 2021, **transport** was responsible for 14.9% of CO2e emissions, up from 11.4% in 1990. This makes transport the fourth largest source of emissions in Wales behind energy, business, and agriculture. 80% of workers in Wales **commuted by car in 2021**, making this an important source of carbon emissions to target.

The **sustainable travel hierarchy** can be useful to encourage employees and individuals to consider the impact of their journeys. The higher up the hierarchy, the more sustainable and greener the travel option. Post-COVID19, digital communication has also become a common sustainable alternative to travel, with many businesses adopting digital home and remote working. Shared transport and ridesharing can also be effective decarbonisation options when walking, cycling or public transport are not viable options.

<https://www.wlga.wales/guidance-to-support-councils-in-encouraging-staff-to-travel-more-sustainably>

Supporting staff to travel more sustainably

Ridesharing

What is it?

Sharing your commute with colleagues living on or near it.

Why?

Up to 26% direct CO₂ savings.

Benefits

- Meet new colleagues
- Use less fuel & save money
- Rewards for taking part
- More comfortable than other transport modes
- Reduced congestion
- Decreases parking pressure

EV charging infrastructure

What is it?

Installing EV charging for staff to access at office/ depot/ campus locations

Why?

Up to 85% of employees still commute to a base.

EVs are a good option if public & active travel is not possible.

Benefits

- Decreases staff and grey fleet emissions
- Improves employee offer & staff retention
- Decreased range anxiety

Sustainable travel facilities

What is it?

Providing facilities such as secure cycle storage, showers or changing facilities at base locations for staff to use.

Why?

Encourage staff to try or take up more sustainable travel.

Benefits

- Enables staff to feel comfortable at work after active commutes
- Supports long-term behaviour change
- Enables more zero carbon commuting

Supporting staff to travel more sustainably

Remote working

What is it?

A form of flexible working that allows staff to work all/ part of their week outside a central workplace.

Why?

Can save up to 2t CO₂e per person per year.

Benefits

- Improved work-life balance
- Decreases commuting cost
- Improved staff wellbeing
- Access to a broader workforce
- Reduced sickness absence

Staff incentives

What is it?

Additional support for other sustainable travel policies to encourage take-up.

Why?

Consistent, regular incentives help to sustain positive action and support long-term behaviour changes.

Benefits

- Promotes sustainable behaviours
- Decreases carbon emissions
- Increased staff motivation to try new travel modes

Public transport

What is it?

Incentivising staff to use public transport.

Why?

Increased use of public transport can lead to reduced congestion and parking pressure.

Benefits

- Decreased fuel use
- Supports demand for public transport
- Team based incentives can increase uptake and motivation
- Improved work-life balance

Tips for success



Engage with staff



Understand your baseline – conduct a [staff travel survey](#) (link towards bottom of page)



Tackle multiple areas simultaneously



Lead by example



Know who is leading action internally



Be confident – you know your organisation

energy
saving
trust

Thank you

