

HBOS Green Travel Case Study

"HBOS is totally committed to increasing awareness of climate change and acting responsibly to reduce our environmental impact. Innovative, flexible travel options for colleagues are an important part of this."

Liza Vizard, Head of Corporate Responsibility

Summary

This case study provides an overview of the green travel strategy at HBOS detailing the measures, initiatives and benefits realised across its UK sites.

Strategic context

As part of its commitment to have a positive influence on the environment, HBOS has developed travel plans and improvements at many of its major employment sites across the UK. HBOS considers this essential to the way it does business and an integral part of its Climate Change Action Plan.

HBOS is associated with the West Yorkshire Travel Plan Network, which brings together Metro, the five local authorities of West Yorkshire and the Highways Agency. The aim of the network is to support employers from West Yorkshire in promoting more sustainable ways of travelling to work and reducing the number of people who drive alone.

Richard Lodge, Environment and Travel Coordinator works within the remit of the Group Property team. He liaises with the Estate Surveyors in respect of travel planning requirements and with Facilities Management in respect of improvements in facilities that will support green travel.

The working population

HBOS has 66,000 employees working across the UK, of which approximately two thirds are based at major employment sites with the others based at local branches.

Measures / policies in place

Walking and cycling:

- HBOS Walk-It initiatives as part of the HBOS Colleague Health and Well Being campaign encourage staff to walk to work by giving out free pedometers
- Active travel campaigns initiated by the Travel Plan Network
- Introduced the Government's Cycle to Work scheme in 2006 via 'Flex Rewards' enabling staff to purchase bikes at a discount
- Regular participation in national events including Bike Week
- User groups have been set up including HBOS Bike User Group and HBOS Motorcycle Club
- Cycling activity days, discounts on cycling products and training

Public transport:

- In West Yorkshire an interest free loan has been offered to staff enabling them to purchase a Metrocard (a travel card) with a 15% discount for travel on buses or buses and trains throughout West Yorkshire
- Promotions including free 'taster' tickets given by local bus operators on 'In Town Without Your Car Days'
- Dissemination of travel information including the distribution of public transport timetables at many sites

Car sharing:

- Internal car sharing schemes operate at many sites alongside Liftshare.com
- Preferential parking for car sharers is available at many sites

Business travel:

- Introduced a Green Miles scheme in 2007 to encourage staff to use video- or tele-conferencing as opposed to business travel
- Introduced a carbon calculator to show CO₂ savings if travelling by air, rail or road to various sites
- A Green Angels initiative has been launched providing advice on how to reduce business travel.

Fleet vehicles:

- Essential company car users are only offered diesel or hybrid vehicles
- Detailed information is provided on the company website on how to choose a greener car and how driving style and car maintenance affects emissions
- Lex, HBOS's vehicles leasing business, offers a package of measures for clients to reduce the impact of their fleet including environmental analysis, carbon neutral options and evaluation of hybrid and low CO₂ vehicles

Flexible working:

- Flexible working practices have been incorporated into the property strategy
- Working options include homeworking, compressed working and term-time working
- Flexible working and work-life balance initiatives are combined to provide a high quality and high performing working environment

Benefits realised

HBOS is achieving positive sustainable travel trends in 2008. The mode share of all green travel modes is improving whilst the share of single occupancy vehicle travel is decreasing.

The following changes in Key Performance Indicators (KPI's) have been realised:

- The percentage of staff walking to work group-wide in 2008 had risen to 7.6%
- The number of staff taking up cycle scheme has risen from 144 in 2006 to 522 in 2008
- The number of applications for the Metrocard interest free loan has increased each of the past 5 years rising from 136 in 2004 to 736 in 2008
- 23 million business miles have been saved since the launch of the Green Miles scheme in 2007
- The carbon emissions profile of HBOS's car fleet has improved from 172.56 grams CO₂ per km in January 2006 to 163.77 grams CO₂ per km in December 2007

Corporate Social Responsibility Benefits:

- The Dow Jones Sustainability Index rated HBOS as the highest UK bank and one of the world's top 5 based on its Corporate Responsibility
- HBOS is the only UK high street bank to have achieved the highest possible rating (AAA) in Innovest's global review of banks' social and environmental impacts
- HBOS recently came top (in Scotland) in the Sunday Times' best green companies
- HBOS support other travel related projects including Calderdale Council's 'seat belt on' initiative which resulted in a 30% reduction in car occupant casualties in 2007/8.

Costs & funding

Costs associated with the travel planning programme include:

- 2 year funding programme to improve cycle facilities at £180,000
- A budget of < £5,000 is available for attendance at conferences and for workplace initiatives (e.g. incentives)

Costs associated with the upgrading of facilities are carried out incrementally when budgets are available.

Funding:

- Since April 2007 the West Yorkshire Travel Plan Network has received funding from Yorkshire Forward to create the 'Travel for Work' project – to reduce greenhouse gas emissions from journeys to work and business travel in West Yorkshire
- Extra staffing and resources have been provided to the Network who have assisted HBOS with a number of promotions and initiatives

Future initiatives

Future initiatives include:

- Undertaking annual monitoring using staff travel surveys
- Continuing to improve cycle facilities
- Extending opportunities for car sharing
- Exploring the possibility of having a green travel rating at major employment sites (similar to Energy Performance certificates)

Key contact details

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