

A QUICK GUIDE TO MAKING YOUR TRAVEL PLAN WORK

WHAT SOLUTIONS CAN A TRAVEL PLAN OFFER ME?

Travel plans can be designed to offer you a holistic range of advantages over your business competitors. To do this successfully, the travel plan will need to address the following:

EXEMPLIFY:

- Organisational framework for delivering a travel plan

ENCOURAGE:

- Financial measures
- Awareness raising campaigns, promotions and events
- Site design
- Smarter working

EDUCATE:

- Web and paper based information on travel
- Signage
- Training a competent traveller

ENFORCE:

- Parking for cyclists
- Providing seating and resting places for walkers, cyclists and public transport users
- Motorcycle parking
- Providing parking for motor cars
- Making links to local policies

ENABLE:

- Transport services including deliveries
- Making improvements in response to a site audit
- Providing shared equipment for individual travel
- Management of freight and deliveries

WHAT CAN BE IMPLEMENTED QUICKLY TO GET MY TRAVEL PLAN ON TRACK?

The following advice comes from the Employers travel plan resources pack, which recommends 18 actions that can help start workplace travel plans. Many of these have little or no cost attached to their implementation:

1. Post up-to-date local bus and train **timetables** on notice-boards, and use links on your company's intranet
2. Make use of all your **communications** systems, newsletters, intranet, e-mails, posters, cascade briefings, and monthly reports to raise awareness
3. Encourage **participation** in the initiative you are promoting through a leaflet in payslips
4. **Be flexible**, where possible, about start and finish times if this enables use of public transport, walking or cycling
5. Support **national initiatives** to promote what you are doing, such as bike to work week, environment day, national lift-share day, work at home day, in town without my car day, ride to work day, commute smart week etc.
6. Identify staff whose work would be particularly suitable for **homeworking** and who would be willing to try it. Even one day a fortnight would be 10% less commuting
7. Promote **walking and cycling** using information supplied from Moving Forward. Post it on notice-boards and on the intranet
8. If feasible, move **cycle racks** nearer to the main entrance. Show the cyclists you value them and make a statement to visitors
9. Offer a **cycle allowance** for business trips, and even a walking allowance
10. Encourage **meetings** that are accessible (both venue and timing) via public transport
11. Do not have reserved **car parking** spaces for specific staff - even senior staff, who should lead by example
12. Do not provide petrol for personal mileage on company cars
13. Review **business mileage** for the past six or 12 months and set targets for reduction, with a prize for the winning individual/ department

14. Introduce a **ticket purchasing scheme** which enables staff to order their train ticket through the company. Not having to pay for it out of their own pocket and claim later saves employees time

15. Monitor the use of **tele-conferencing** or video-conferencing and calculate the number of miles and time saved by having a log book available. Calculate tyres saved and emission reductions to use for the promotion of the scheme

16. Promote the **health aspects** of not using the car, e.g. benefits of brisk walks or cycling

17. Raise awareness of car ownership **costs** to the individual

18. Promote the travel plan through a **weekly prize draw** for those who travelled to work by a sustainable mode

+ MORE ABOUT Further advice on assessing the **travel opportunities** to and through your site and finding out about **people's travel patterns** is given in the Site Audit & Design Guidelines and in the Monitoring Guidance, respectively, both available as part of the Manual for Travel Plans via www.movingsomersetforward.co.uk.