



**MANUAL FOR TRAVEL PLANS
MONITORING GUIDANCE**



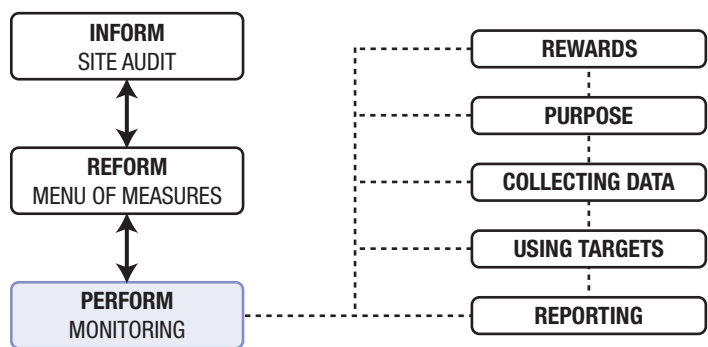
FIND OUT WHAT'S WORKING - AND WHY

Monitoring Guidance provides information about finding out what smarter travel choices are proving to be the most popular (and effective) and why – and what people think about their travel options.

ADVICE

- The rewards of smarter travel
- Getting information about travel patterns
- Reporting on how people travel
- Planning for sustainable travel and using targets

WHY FIND OUT WHAT'S WORKING AND WHY



The **Manual for Travel Plans** is divided into three documents. The **Monitoring Guidance** shows you how to collect data and analyse the rewards from your travel plan.

Individuals stand to be rewarded by smarter travel choices in a number of ways – health, money, and a better feeling about themselves. This can help organisations by increasing employee productivity in the workplace and creating a good corporate image.

Knowing what is working and delivering results is a key part of the management framework for travel plans – Challenges (inform), Actions (reform), and Results (perform) ('CAR'). This part of the Manual for Travel Plans – the Monitoring Guidance – shows you how to collect data and analyse the rewards of your travel plan.

The monitoring of a travel plan is a good opportunity for consulting staff or residents on what they know (and think) about their transport options – and how these help them carry out their lives and work. Setting targets for how people travel can provide a focus for the travel plan.

Providing a benchmark for travel (in terms of the number of journeys, distances travelled, carbon dioxide emissions, or business expenditure) will ensure that the travel plan help to improve business efficiency and the health and happiness of staff (inside and outside the workplace). Facing this direction of travel will help you reduce your carborne journeys.