



Travel Plan Framework



Moving forward together



Southend on Sea Borough Council

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Executive Summary

This document provides a template for the development and implementation of Travel Plans.

The document is intended to be relevant to offices, residential developments and schools developing a Travel Plan as part of the planning process or simply to improve travel choice and the environment.

Travel Plans are implemented to maximise accessibility to a site by a wide range of methods of travel and, in particular to manage the proportion of travellers to a site who choose to travel by car. A successful Travel Plan can result in wide ranging social, health and economic benefits for all those involved.

Further information regarding Travel Plans can be found at the websites listed below:

- www.travelwise.org.uk (TravelWise Organisation);
- www.dft.gov.uk (Department of Transport);
- www.southend.gov.uk (Southend Borough Council); and
- www.act-uk.com (Association of Commuter Transport).

All Travel Plans developed should include the chapter headings and relevant information described in this document.

Travel Surveys

Before any (Workplace, Residential or School) Travel Plan can be initiated, a travel survey must be conducted amongst those who will be targeted by the Travel Plan. An example of a travel survey can be found in Appendix A of this document.

1. Introduction

Background

- 1.1 Give a brief background of the site including a statement including the location of the site and reasons why a Travel Plan is being put in place. This may be voluntary or as part of the planning process.

Aim of the Travel Plan

- 1.2 List the aims of the Travel Plan in the form of bullet points. These may include:
- Identification of an effective strategy for managing the travel behaviour of staff, visitors, students or residents;
 - Management of parking demand on site; or
 - Securing of planning permission for a new car park and access.

Potential Effectiveness of the Travel Plan

- 1.3 Include information here on measures that will strengthen your Travel Plan, for example new cycle ways already being built in the area or convenient bus routes. Similarly, include limitations that may restrict the measures that should be included in the Travel Plan, for example a significant distance to a bus stop, rail station or barriers to walking and cycling.

Benefits of the Travel Plan

- 1.4 To gain more widespread support from participants, include information regarding the benefits of the Travel Plan. Some example headings are listed below.
- Social Inclusion;
 - Business Efficiency;
 - Environment;
 - Air Pollution;
 - Health; and
 - Image.

Relevant National and Local Policy

- 1.5 Relevant National and Local Policy should be described. The table below indicates two policy areas that should be covered, but any other policy that you feel is of relevance should also be added.

Local and National Travel Plan Policy (Example Table)

Policy Document	Policy Details
Planning Policy Guidance Note 13 (PPG13) www.planningportal.gov.uk/england/	Stressed role of Travel Plans in sustainable transport objectives, specifically in; Reductions in car usage;

	<p>Increases in public transport use, walking and cycling;</p> <p>Reduced traffic impact;</p> <p>Promotes the widespread development of Travel Plans by all development types (including educational establishments)</p> <p>Highlights that Travel Plans should have measurable outputs and have suitable arrangements for monitoring the results to test the success of objectives.</p>
<p>Southend Borough Council</p> <p>Local Transport Plan 2006 – 2011</p> <p>www.southend.gov.uk/localtransportplan</p>	<p>TC5: Maintain the average number of bus trips undertaken by Southend’s residents</p> <p>TC6: Ensure that by 2010/11 the number of rail passenger journeys exceeds the levels observed in 2003/04.</p> <p>TC8: Maintain current mode share for travel to school, i.e. 57% of primary school pupils and 68% of secondary school pupils travelling by non-car modes.</p> <p>TC13: Increase the proportion of schools in Southend with effective School Travel Plans.</p> <p>Outputs</p> <p>TC14: Increase the number of employees covered by an effective Workplace Travel Plan.</p>
<p>Southend Borough Council</p> <p>Smarter Choices</p> <p>www.southend.gov.uk/localtransportplan</p>	<p>Action SC1: Southend-on-Sea Borough Council will increase the number of Travel Plans in the Borough through:</p> <ul style="list-style-type: none"> - Intensive marketing - Producing more marketing material for this purpose - In-person, targeted meetings - Setting up a ‘Travel Plan’ fund that TravelWise members can bid for funding for small measures i.e. cycle parking, marketing leaflets etc. <p>Action SC2: Southend-on-Sea Borough</p>

	<p>Council will increase the number and effectiveness of Travel Plans secured through the development control process by:</p> <ul style="list-style-type: none"> - Specifying thresholds, standards, Travel Plan guidance and developer contributions for Travel Plans through a new planning Guidance <p>“Sustainable Transport SPD2” developed as part of the LDF, which will also contribute to and support policies detailed in the Planning Obligations DPD for Southend.</p> <ul style="list-style-type: none"> - Linking Travel Plan development with the LDF core strategy and focussing on the key areas identified for job growth such as the town centre and central areas, Shoeburyness, the seafront and Priority Urban Areas (Priority Urban Areas also include the town’s existing industrial estates/employment areas). <p>5.12 Action SC3: Southend-on-Sea Borough Council will monitor and review actual travel plans to assess effectiveness of them.</p>
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Structure of this Report

- 1.6 Include a brief paragraph that covers the structure of the rest of the report. For example:
- Chapter One sets out the Introduction;
 - Chapter Two discusses Site Accessibility;
 - Chapter Three describes the Existing Travel Situation;
 - Chapter Four sets out the Objectives and Targets of the Travel Plan;
 - Chapter Five discusses the Travel Plan Strategy;
 - Chapter Six outlines the proposed Travel Plan Measures;
 - Chapter Seven discusses Monitoring and Review; and
 - Chapter Eight finalises the Action Plan.

Site Accessibility

Introduction

- 2.1 Explain that this section provides information regarding the accessibility levels of your Travel Plan site.

Site Audit Methodology

- 2.2 The methods of information gathering regarding accessibility should be outlined here such as internet research or contact with public transport operators.

Site Description

- 2.3 Give a brief description of where your site is located including buildings, roads and transport links that serve it.
- 2.4 Include a site location map.

Site Operation

- 2.5 Give a description of how the site operates on a daily basis for example staff working patterns or school start times

Access by Walking

- 2.6 Describe and assess how the site can be accessed via foot. Include details of footways, dedicated footpaths, lighting and onsite crossing facilities.
- 2.7 If possible include a photograph of on site footpaths such as the one below.

Access to Buildings

- 2.8 Describe and assess how people can access onsite buildings. (For example staff/students may have swipe cards to access buildings whilst visitors may have to report to reception)



Cycle Access

- 2.9 Describe and assess cycle links to the site, on site cycle parking and also facilities for cyclists such as lockers and showers.

Access by Bus

- 2.10 Give information regarding the suitability of bus routes that serve the site. Include bus stop locations, facilities available at bus stops, cost of an annual ticket on the

bus route and frequency of the service. This information can be accessed on your local bus operator's website. In Southend this is either Arriva (www.arrivabus.co.uk) or First Group (www.firstgroup.com).

2.11 Tables with information regarding the main bus routes, such as the one below could be included.

Bus Route Information (Example Table)

Bus Route	Rayleigh to Shoeburyness
Operator	Arriva
First Bus	05:19 hours
Last Bus	22:13 hours
Peak Frequency	6 -3 bus per hour
Off Peak Frequency	2 bus per hour

Access by Rail

2.12 Describe the nearest railway station and the operator? Describe which line or the facilities are available at the station? This information can be found on your local rail operator's website. In Southend this is either c2c (www.c2c-online.co.uk) or National Express East Anglia (www.arriva.co.uk).

2.13 Include a table such as the one below to provide information regarding railway services.

Rail Service Information (Example Table)

Route	Shoeburyness to London Fenchurch Street
Operator	c2c
First Train	04:20 hours
Last Train	23:05 hours
Peak Frequency	Approx 4 per hour
Off Peak Frequency	4 per hour

2.14 Describe any bus services that link the site and a railway station.

Access by Car

2.15 Describe how the site is accessed by car.

Car Parking Facilities

2.16 Describe the car parking facilities on site. How many spaces are there? Is there any form of access controls? Are there disabled spaces? What is the parking situation on any neighbouring roads?

Disabled Access

2.17 Describe if any special facilities are available for those who are physically impaired.

Travel Information

2.18 Describe any travel information currently displayed on site? If so where? Is it real time information or a poster? Are there leaflets available for staff?

3. Existing Travel Situation

- 3.1 In this section describe the results of the travel survey for Workplace and School Travel Plans and from the National Travel Survey for a Residential Travel Plan.
- 3.2 Begin by noting who the survey was distributed to in terms of numbers and who they are in the structure of the organisation.
- 3.3 List the main questions that were covered in the survey. This will include areas such as:
 - Existing travel patterns;
 - Existing distance travelled to work;
 - Existing journey times;
 - Reasons for car travel; and
 - What measures would encourage travel by public transport, cycle, on foot or participate in a car share scheme.

Existing Travel Patterns – Staff

- 3.4 Describe the people who responded to the survey in terms of male/female split, age and their occupation/positions within the organisation (For example 55% of people who responded to the survey were students).

Mode of Transport

- 3.5 Describe the results from the question in the travel survey asking how people travelled to site. (For all questions representing the answers graphically in the form of a pie chart or bar graph makes comparison of answers much easier, such as the example overleaf).

Distance Travelled

- 3.6 Describe the result of the question relating to how far people travel to get to the site.

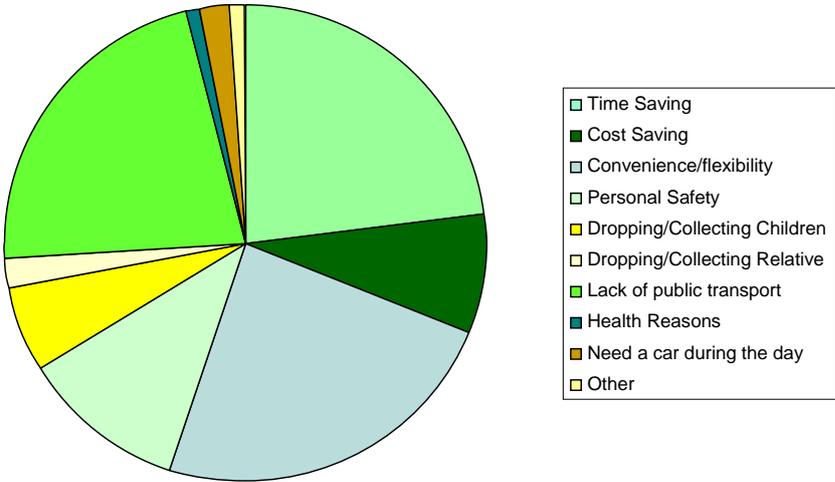
Journey Times

- 3.8 Describe the result of the question asking how long it takes people to travel to the site.

Reasons for Current Travel Mode

- 3.9 Describe the result of the question asking people why they use their current mode of transport.

Reasons for Choosing Current Mode of Transport (Example)



Encouragement to use Public Transport

3.9 Describe the measures that people said would encourage them to use public transport.

Encouragement to Cycle

3.10 Describe the measures that would encourage people to travel to the site by bicycle.

Car Sharing

3.11 Firstly describe how many people are prepared to car share and then the measures that would help them to car share.

4. Objectives and Targets

Travel Plan Objectives

- 4.1 State that in order to meet the aims of the Travel Plan objectives need to be set.
- 4.2 List the objectives that have been identified as in the examples below;
- **Objective 1** - To effectively manage use of the car for commuter trips, thereby reducing parking demand;
 - **Objective 2** - To maximise opportunities for staff and visitors to travel by means other than the private car; and
 - **Objective 3** - To encourage new staff to commute to work by modes of travel other than the single occupant car.

Travel Plan Targets

- 4.3 State that the Travel Plan targets are the measurable goals which it hopes to achieve to meet the objectives. The targets can be set out in written text or in a table similar to the example table included below.

Travel Plan Targets/ Objectives (Example Table)

Objective	Target
To effectively manage use of the car for commuter trips where reasonable alternatives exist, thereby reducing parking demand	Reduction in single occupancy trips to the site hence reducing car parking demand
To maximise opportunities for staff and visitors to travel by means other than the private car	Increase the number of staff and visitors who travel to the site by means other than car
To encourage new staff to commute to work by modes of travel other than the single occupant car	Increase the number of staff using public transport, cycling and walking
To minimise the number of single-occupancy car journeys made on business related travel	Reduction in single occupancy car use for business
Improve access to the site for staff and visitors	Improve accessibility to the site by public transport, cycling and walking

Travel Plan Indicators

- 4.4 Include the Travel Plan indicators, the percentage change that you hope to achieve for different modes of transport (see Travel Plan Guidance).
- 4.5 State that based on the assessment of the site and travel surveys the following indicators has been set to monitor the targets.

Travel Plan Indicators (Example Table)

Target	Indicator
Increase the number of staff using public transport, cycling and walking. Improve accessibility to the site by public transport, cycling and walking	To ensure that 8 percent of staff cycle or walk to and from work every day over the short term (6 months)
Increase the number of staff using public transport, cycling and walking. Improve accessibility to the site by public transport, cycling and walking	To increase the proportion of staff commuting by public transport by 2 percent over the medium term (2-3 years) and 5 percent over the long term (5 years +)
Reduction in single occupancy car use over the short, medium and long term	To reduce the number of staff driving to work alone by 8 percent over the medium-long term and 10 percent over the long term

5. Travel Plan Strategy

Management

5.1 Write briefly about how management will direct and influence the Travel Plan.

Travel Plan Coordinator

5.2 State who the Travel Plan Co-ordinator (TPC) will be and whether this will be a full or part time role.

5.3 Briefly list in the form of bullet points the responsibilities of the TPC.

Marketing

5.4 Describe the measures that will be put in place, for all those affected by the Travel Plan to help market it. This may range from group emails to lunchtime seminars.

Communication

5.5 Describe how the Travel Plan will be communicated to those involved under the following headlines.

Direct Marketing

5.6 Marketing to those involved directly.

Transport Information

5.7 How travel information will be displayed.

6. Travel Plan Measures

6.1 Listed below are the measures that should be put in place as part of the Travel Plan. The headings below are suggestions, not all measures are appropriate for every Travel Plan.

Car Park Management Plan

6.2 Describe the management plan that will be put in place for the car park.

Car Park Access Control

6.3 Describe any form of car park access control that will be set up.

Car Sharing Strategy

6.4 Describe how a car sharing system will be developed, promoting and run on site? For organisations who join Southend Travelwise (MoveEasy) they will be able to access www.thamesgatewaycarshare.com.

Public Transport Strategy

6.5 Describe how people will be encouraged to use public transport?

Minimise Single Occupancy Business Travel

6.6 Describe what measures will be implemented to help reduce single occupancy business travel to and from the site?

Improved Access

6.7 Explain how access to your site will be improved.

Walking Strategy

6.8 Explain what measures will be implemented as part of the walking strategy.

Cycling Strategy

6.9 Describe the cycling strategies that will be implemented as part of your Travel Plan.

Moped/Motorcycle Strategy

6.10 Describe the moped/motorcycle measures that will be put in place.

Deliveries/Freight Movements

6.11 Explain how deliveries will be managed on site so to ease congestion.

Incentives

- 6.12 List the incentives that will be put in place to encourage people to participate in the Travel Plan.

TravelWise/MoveEasy

- 6.13 State that your organisation will join the Southend TravelWise (soon to be known as the MoveEasy Network) scheme and state the benefits it will enjoy.

7. Monitoring and Review

Monitoring

- 7.1 Explain that ongoing monitoring and reporting is necessary to ensure the continuous effectiveness of the Travel Plan

Surveys

- 7.2 List here the type of surveys that will be carried out (on a short, medium and long term basis) with the time a programme from implementation of the Travel Plan.

Snapshot Surveys

- 7.3 Explain that snapshot surveys should be undertaken regularly by the Travel Plan Coordinator monitoring the following elements plus others such as:
- Tracking bicycle use by counting the number of stands in use in the bicycle rack;
 - Number of cars parked inside the car park and outside of permitted areas; and
 - Number of car sharing spaces in use.
- 7.4 Explain this information can also be used to help assess the success or failures of the Travel Plan measures and allow early identification of problems.

Review

- 7.5 It is a requirement to report the Travel Plan findings to SBC annually particularly if your Travel Plan is part of the planning process. The results of the review will dictate the future of the Travel Plan and how it will evolve following these results and review.

8. Action Plan

Programme for Implementation of Travel Plan Measures

8.1 The table below demonstrates Travel Plan measures that the implementation process might include and an indication of the timescale, which should be reasonable. A similar timetable should be included in the Travel Plan.

Timescale for Implementation of Travel Plan Measures (Example Table)

Travel Plan Measure	Timescale for Implementation
Appointment of a Travel Plan Coordinator	Prior to occupation
Car Park Management Plan	Prior to occupation
Car Park Access Control	Prior to occupation
Car Sharing Strategy	Database to be set up prior to opening. Scheme to be implemented when car park management plan is in place or to join www.thamesgatewaycarshare.com
Public Transport Strategy	Within 3 to 6 months of occupation
Minimise Single Business Travel	Within 3 to 6 months of occupation
Walking Strategy	Within 3 to 6 months of occupation
Cycle Strategy	Within 3 to 6 months of occupation
Moped/Motorcycle Strategy	Within 3 to 6 months of occupation
Delivery/Freight Movements	Within 3 to 6 months of occupation
Baseline travel survey	Within 6 months of occupation
Monitoring Survey	On year following implementation and at an agreed slots depended on results.

Appendix A – Work Place Travel Surveys

Travel Survey

Travel Survey Questionnaire to be completed on behalf of (Company Name) to improve the travel situation

The travel survey is aimed at understanding travel patterns to and from work and should only take approximately 5 minutes to complete. Please mark the appropriate square (☑) or write your responses on the appropriate line.

About You

Please give your home postcode

This will only be used to identify car/public transport routes used to travel to site

1) Gender

Male Female

2) Job Title

.....

3) Age

Under 25 25 – 34 35 – 44
45- 54 55 or Over

4) Do you have a disability that will affect your travel arrangements?

Yes No

5) Do you normally work? Please tick all that apply

Normal Working Day Out of Hours (i.e. Nights) Weekends

If you work unusual hours/shifts please list them.....

Other

6) Do you work?

Full Time Part Time

Your Travel

7) How do you usually travel to work? Please select your main mode of transport.

Car Passenger Motorcycle
Train Bus Cycle
On Foot Other

8) If you drive to work, where do you usually park?

Car Park (Bay) Car Park (Non Bay) Other

Road – Please Specify

9) How far do you travel to get to work?

- Up to 1 mile 1 to 5 miles 5 to 10 miles
10 to 20 miles Over 20 miles

10) How long does the journey usually take (one-way)?

- 0 to 15 minutes 15 to 30 minutes 30 to 1 hour
Over 1 hour

Improving Your Journey

11) What discourages you from using sustainable modes of transport?

- Time Travelling Cost Lack of convenience
Safety Other Commitments Lack of routes/options
Health Reasons Business use of Car Other

12) Which if the following changes would encourage you to cycle to work? (If you already cycle to work which would you most like to see?) Please select no more than two answers.

- Safer Cycle paths Improved Cycle Paths Improved Cycle Parking
Better Cycle Facilities Discounted Equipment Cycle to Work Scheme
Other (Please Specify)
None

13) Which of the following changes would most encourage you to use public transport for your journey to work? (If you already commute by public transport, which would you most like to see?) Please select no more than two answers.

- More Direct Service More Frequent Service Safer Service
Discounted Tickets More Convenient Stops More Information Other
(Please Specify)
None

14) If you are currently driving to work, would you consider sharing the drive with colleagues?

- Yes No Don't know

15) What, if anything, would encourage you to share the drive?

I Already Car Share Reserved Parking Help with set up
Nothing

Business/Commitment Issues

16) Do you travel on work business during working hours?

Never One a Week or Less Several Times a Week Most Days

17) How do you usually travel on business during working hours?

Car Passenger Motorcycle
Train Bus Cycle
On Foot Other

18) Do you combining travel to work with another care/ work commitment?

Childcare Visiting a Relative Attending Work
Other (Please Specify)
None

19) How often do you combine work with other care/ work commitments listed - above?

Never 1/2 days a week 3/4 days a week
Every Day

20) If you have any other comments please add them in the box below.

21) Would you be interested in having the Travel Plan Coordinator provide you with a personal Travel Plan?

Yes No

Thank you for completing the questionnaire

Please return the complete questionnaire to