

Southend TravelWise Template Travel Plan Framework

This document is designed to help with the development of a Travel Plan and should be used in conjunction with data already collected from staff surveys, or information obtained from consultations with staff. The exact measures of the Travel Plan will vary according to the nature of the organisation, but the Travel Plan should contain the core numbered sections 1-6 as the framework for the document. This will ensure the Travel Plan is robust and is developed in a logical manner which enables clear measurement of progress and maximises the chance of success.

1. Aims and Objectives

This section should concisely state the objectives of your company's Travel Plan and should clearly demonstrate commitment to reducing traffic congestion and local air pollution. This could also link to any environmental policies or management systems your organisation may have (e.g. ISO14001). Reducing the number of single occupancy car journeys to your site also reduces the total amount of CO₂ released hence lessens the overall climate change impact of your organisation.

The overall aim of a Travel Plan is to decrease the number of people driving by themselves to work every day. Decreasing the number of sole occupancy trips has many benefits for a business:

- it improves site accessibility for deliveries, customers and visitors
- decreases the number of parking spaces required (therefore saving money)
- improves the company's environmental credentials.

In addition it benefits the local area by:

- reducing congestion which in turn reduces journey times
- improves air quality
- raising the quality of life.

2. Targets

This segment should describe the specific targets for your company's Travel Plan. For example these could be to reduce the number of single occupancy trips to the site. This is usually expressed as a percentage of modes. Targets need to be set based on the baseline existing modal share and will vary according to the location of the worksite i.e. in or out of town. In turn this means increasing the number of people car sharing, using public transport, walking and cycling.

Targets should be measurable and achievable, and can be phased over a number of years. Examples of targets include:

- BP, Middlesex. The target was to reduce single occupancy trips by 10% within the first five years of instigating the Travel Plan and 20% within 10 years. The modal share of car drivers has already fallen from 84.4% in 1998 to 71.7% in 2001.

- Addenbrooke NHS Trust, Cambridge. The targets were to achieve these modal shares: cycling 22%, motorcycling 1%, car 62%, bus 10%, walking 5%. From 1993 – 1999 total car users fell from 74% to 60%. The aim is to now reduce single occupancy trips by a further 5% by Oct 2005
- Orange in Bristol has achieved a 12% decrease in car drivers from 96 – 2001.

3. Roles and Responsibilities

This should establish that sufficient time and resources will be allocated to the Travel Plan. When setting out a Travel Plan it is important to state where overall responsibility rests for the Travel Plan and the roles of key staff involved in its implementation. This could include commitment to appointing a Travel Plan Co-ordinator as a new staff role or incorporating the duties within an existing post/s. Commitment from senior management to implement the Travel Plan and continuing support should also be clearly demonstrated, e.g. in the form of a signed declaration of support / approval as part of the Travel Plan.

The organisation may wish to consider setting up a Travel Plan working group consisting of representatives from finance, HR, facilities management and IT to steer the Travel Plan.

4. Measures

This section should clearly set out the measures that will be included in the Travel Plan and the targets or performance indicators (where appropriate) for each one. However, each individual Travel Plan will be different, according to the operational and physical characteristics of the organisation. Factors such as site location and working hours influence the feasibility of various measures. For example, an out of town site outside of reasonable walking distances to public transport links would preclude the promotion of walking; and in such a case car sharing would perhaps be more appropriate. Therefore your organisation might wish to select the most suitable combination of measures for your site. Once identified and implemented, these have the greatest chance of success for the Travel Plan.

The first step in deciding suitable measures is to undertake a detailed travel survey of staff, which determines current travel patterns and attitudes to various potential measures. The Travel to Work Advisors can provide you with a template survey.

i) Travel to Work

Measures to Promote Public Transport

- As discussed in the 'Journey Planning and Information' section employees need to have access to real time information for planning their journeys to work.
- The bus ticket discounts provided by TravelWise should act as an incentive to encourage staff to use this mode of transport.
- Interest free season ticket loans could be offered
- Larger companies may be able to provide a free shuttle bus, or subsidise an existing service from local stations to their site; successful examples of this in Southend are The Royal Bank of Scotland and KeyMed. Both services have been very well used.

Measures to Promote Walking

It is important to link the health implications to the mode by which people choose to travel; for example walking and cycling are cheap and easy ways of keeping fit and exercising as part of a daily routine instead of driving.

- Through promoting not only the health benefits of walking but also the financial advantages staff can be encouraged to use this mode of transport.
- Providing staff with a map of suggested walking routes to the site
- Walkers Group, this could provide information on routes, or a walking buddy scheme
- Provision of facilities such as showers and changing rooms

Measures to Promote Cycling

Again the health benefits of cycling to work should be promoted.

- In addition the discounts on bikes and accessories offered through the TravelWise scheme should be promoted to staff in order to encourage the use of this form of transport.
- Cycle network maps listing suggested cycle routes to the site should be provided to staff
- Provision of secure, covered cycle parking
- A staff BUG (Bicycle Users Group) can be set up to encourage cycling. This is a forum for employees who regularly cycle to work and can provide services such as route planning or a bike buddy system for new users
- Adult cycle training (contact the Council who are looking to provide this service)
- Pool bikes for business travel
- Provision of facilities such as showers, changing rooms and secure lockers to leave clothes and belongings.

Car Sharing

This can be a very effective measure to reduce sole occupancy trips to the site, particularly when the site is located out of town away from public transport links, or staff work shifts so are unable to use public transport. This measure is provided through a car share database which matches staff by post codes to find suitable sharers. Databases can be built in-house or purchased from dedicated providers such as:

- Liftshare.com
- Transport Research Laboratory (TRL) Car Sharing Software
- Car Share Online (MVA Group)
- Travel 2+ Car Share
- Intrinsic Networks Limited
- Jambusters.com

Southend Council have set up a regional car share scheme (www.thamesgatewaycarshare.com). This scheme provides your company with its own private group for a small annual fee. This would enable your staff to individually choose to share with only other employees of your company, or with any individual in the entire regional public group, therefore improving the chance of finding a match. This is the only scheme that offers this service.

A car share scheme should also consider:

- A guaranteed ride home scheme for car sharers who have to leave work in case of an emergency.
- Free parking / allocation of the best parking spaces to car sharers

Journey Planning and Information

It is vital to provide sufficient resources to the Travel Plan; this includes providing staff with real time information resources.

- Real time travel information about bus and rail services should be available to all employees; this can be accomplished through the use of Computer Kiosks, which would have access to internet sites such as Traveline.org.uk, Nationalrail.co.uk, Firstgroup.com and Arriva.co.uk.
- In addition a transport noticeboard should be put up with timetable information on, alternatively this information could be made available on the intranet
- In addition to this a Travel Pack could be given out to staff which includes bus and rail timetables, and a site accessibility map showing bus, rail and cycling links to the site.

Marketing and Promotion

The Travel Plan needs to be marketed to staff in order to gain their support for the scheme. The benefits that the scheme will bring to the company should be promoted these could include:

- Wider choice of travel options
- Discounts on bus fares, bicycles and accessories
- Opportunities for staff to improve their health through cycling or walking to work

These benefits can be promoted on the intranet or newsletters, information on the Travel Plan and travel options should be given out at final interviews / staff induction. This links in with information and awareness raising which is discussed in the Phased Implementation section. In addition your company can participate in events such as Bike Week and National TravelWise Week; this will promote your commitment to reducing congestion in Southend whilst also promoting your business too.

ii) Business Travel

In a company where business travel is necessary many people drive to work in order to use their cars throughout the day. However the need to do this can be avoided by the provision of a pool car/s, this would be arranged on a booking system for those employees who need to conduct site visits etc. Although this can seem like an excessive expense, when tallying up the cost of reimbursing staff for travel expenses the initial outlay will be recuperated.

iii) Working Methods

By allowing staff to work flexible hours the peak times at which commuters travel are spaced out, therefore reducing congestion. In addition homeworking can

reduce the need for staff to travel to work, even if only for one day a week this can significantly reduce congestion.

Other practices / facilities

- Teleconferencing
- On-site facilities for eating, cash machines, crèche etc.

5. Implementation

This section should set out an implementation programme for the Travel Plan, including a timescale, information on partnerships and funding (information on funding ideas can be found in the Toolkit provided).

i) Timescales

Timescales will depend on the particular needs and resources of the organisation. Some companies have committed resources upfront and launched a Travel Plan as a complete package, usually where staff are moving to a brand new site. However, some organisations may prefer an incremental approach to changing travel behaviour by phasing in the measures over a longer timeframe.

ii) Phased Implementation Programme

Case studies have shown that a phased implementation programme has a much higher success rate than attempting to implement all the Travel Plan measures in full immediately. Below is a suggested programme, this will need to be adopted to make it suitable to your site.

Phase 1 – Information and Awareness Raising

An integral part of a successful Travel Plan is explaining the scheme to staff and consulting with them to gain their views and opinions, and ultimately their support.

- Flyers in payslips, discussions at team meetings, articles in newsletters and notices in canteens are just some of the ways to publicise and consult staff on the Travel Plan.
- The Council's Travel to Work Advisor can visit your workplace to speak to the staff themselves through a presentation / forum
- Your Travel Plan Co-ordinator could set up a steering group or working party to help ideas develop.
- This can also be achieved by giving out an explanatory leaflet with a response form for staff to offer their opinions. A template for this can be provided by the Travel to Work Advisors.

Phase 2 – Benefits and Incentives

It is also important for the success of your Travel Plan that employees are aware of the wide range of benefits and incentives they will be eligible for through joining TravelWise and implementing a Travel Plan. The benefits and incentives should be promoted to your workforce in order to encourage the uptake of travel plan measures.

Phase 3 – Deterrents

Through the continuous monitoring of your Travel Plan it will be possible to see whether it is achieving its set targets. If it is not making progress to secure modal shift, your company may wish to consider deterrents. These are measures that can be taken to improve the Travel Plan's performance. Deterrents can also be used to raise revenue (e.g. parking charges) to fund the Travel Plan benefits.

- Controlling access to car park spaces – through the use of a permit system
- Charging for car park use
- Allocating the best parking spaces to car sharers

iii) Partnerships

Organisations should look to working in partnership with Southend Council to jointly solve problems, for example to draw the Council's attention to where public transport links are not adequately serving local need. The Council could then be made more effectively aware of where to focus lobbying and public transport expenditure if merited by the business case.

iv) Funding

Although it may not be immediately apparent, the costs of developing a Travel Plan are small and can usually be offset by the overall savings

Indicative Costs

Travel Plans vary in terms of cost depending on the measures chosen and the natural advantages of the organisation's site and location. The discounts offered through TravelWise should help with these costs. According to a DfT study of 30 successful Travel Plans, the annual running costs for a Travel Plan ranged from £2 to £431 per employee, whilst the average annual running cost was £47 per employee. When compared to the annual running cost of a parking space, which is £300 to £500, the cost of a Travel Plan is put clearly in perspective.

6. Monitoring and Review

This section should clearly layout a timeframe and details of the monitoring and review of your Travel Plan.

Monitoring is necessary to determine how successful your Travel Plan has been in achieving its aims and targets. The Council's Travel to Work Advisors will review the results of your monitoring, as this will show the extent to which modal shift targets set within the Travel Plan have been met. If the Travel Plan is not achieving its targets the Council's Travel to Work Advisors can discuss this with you and offer help and suggest amendments to ensure the success of the Travel Plan.

i) Recommended Monitoring Regime and Review

This is the recommended monitoring timeframe for a Travel Plan.

- A baseline 'snapshot' travel survey of staff should be completed before the Travel Plan is instigated to determine the baseline modal share. Headline results should be passed to the Council's Travel to Work advisors for information and comment.

- A further snapshot survey of staff modal split should be conducted 12 months after instigating the Travel Plan and annually thereafter, and the results passed to the Council's Travel to Work Advisors.
- The Travel to Work Advisors will meet with your business after each monitoring period to discuss the performance of the Travel Plan and offer any assistance required.