

Developing and marketing travel plans

Why do I need a travel plan?

A travel plan is a process that details an organisation's approach to transport at their site. It should describe the existing situation at the site (including regularly completed travel surveys of your staff) and the package of measures that you will undertake to try and discourage private car use.

Good travel plans are not just documents; they are processes that need to be adhered to. A key part of this process is for an individual or action group to take ownership of the travel plan, often known as the Travel Plan Coordinator (TPC).

Responsibilities of a TPC include managing the travel plan document, leading on initiatives to promote sustainable travel modes, and liaising with transport operators and organisations.

Although travel plans are increasingly being used to demonstrate an organisation's commitment to sustainable travel, saving their staff time and money, and easing corporate transport costs.

Speak to your local council to see what schemes they have in place to support sustainable travel.

Managing your travel plan

A TPC is an individual that drives the travel plan process. They should be proactive and confident, and hold an interest in promoting sustainable transport

The primary duties of a TPC include:

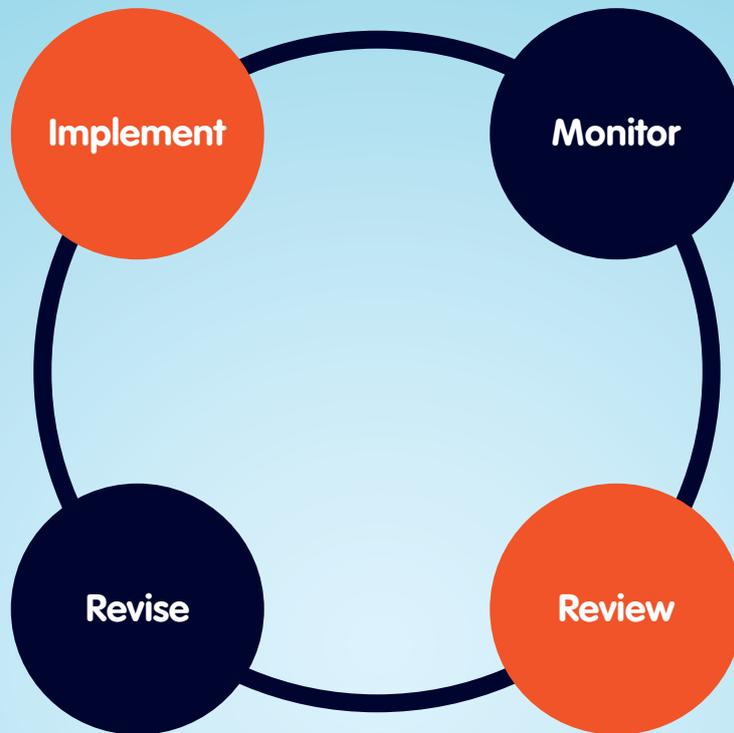
- Overall ownership and responsibility for the Travel Plan, from inception to delivery;
- Promotion of sustainable transport modes and schemes;
- Liaising with transport operators, local authorities, and senior management at your company to secure support.

It is important that your TPC is supported in their role. Senior management should back the travel plan and engage with the TPC regularly. This is crucial as senior management are likely to be determining funding for measures, and the support of senior managements lends weight to the Travel Plan, helping convince employees to participate.



Monitoring your travel plan

Monitoring your travel plan is key to ensuring its effectiveness and relevance. It allows your organisation to check the progress of your initiatives towards objectives, and update the travel plan as necessary. It is important to keep travel plans regularly updated. This can best be achieved using a cycle of **Implement, Monitor, Review, and Revise**.



Once a travel plan has been created for your site you should **Implement** selected initiatives to promote sustainable transport use. To understand the success of these measures you should **Monitor** measurable change through surveys and financial changes. Using this data, you should **Review** your progress against your targets, helping you to understand which initiatives worked best, and **Revise** your Travel Plan, setting new targets if needed.

Types of measures might include:

- Travel information packs, noticeboards, or online articles for staff and visitors which outlines all the transport options to your site;
- Cycling information and training, including maintenance sessions;
- Establishing a car sharing club and offering eco-driving courses;
- Creating a travel to work page on your websites;
- Active travel competitions;
- Personalised travel planning.

Monitoring can consist of several indicators of sustainable travel. The main indicator is data collected, such as from regular travel surveys. This will tell you the percentage of people using each mode (including single-occupancy car, car share, motorbike, taxi, public transport, walking, cycling, and any more relevant to your site). You can also monitor other factors that directly or indirectly reflect sustainable transport use, such as: car/cycle parking demand, corporate travel claims, or even passenger numbers on work buses.

Best practice suggests that monitoring schedules should feature an initial baseline survey to help you understand your site, followed by smaller annual snapshot surveys. These should be complemented by more in-depth surveys undertaken regularly, every 2 to 5 years. Snapshot surveys will likely consist of one question: mode of transport. It is important that monitoring is undertaken at the same time every year, avoids school holidays, and surveys are kept as consistent as possible across the years. This is to keep results comparable from year to year.



Marketing your travel plan

Positioning and promotion are the key to the success of your travel plan. Marketing should encourage use without discouraging individuals. Your marketing should therefore be worded carefully to ensure that it captures the personal benefits (such as time and cost savings), as well as the general benefits (such as reduced pollution). Marketing should also be careful not to come across as anti-car, to ensure your messages are positive and inclusive to everyone.

The most effective promotions will therefore adopt an appropriate tone to inform and motivate employees. They should be tailored to the company and make use of existing communication channels to increase the number of people it reaches. These channels could include intranets or external webpages, email bulletins, noticeboards, or social media.

Marketing should begin in conjunction with the release of your travel plan, and could be timed to take advantage of another change in your organisation. This could be a relocation or redevelopment. This is helpful as employees are likely to be expecting to make changes to their routines, and may therefore be more likely to change to a more sustainable transport mode.

Remember that staff can plan their commute from A to B using the My Journey web based journey planning tool

Simply enter the start point and destination, and select your chosen travel modes
myjourneyhampshire.com/journeyplanner



Useful resources

gov.uk/guidance/travel-plans-transport-assessments-and-statements
tfl.gov.uk/info-for/urban-planning-and-construction/travel-plans