

## **A Travel Plan Guidance Document**

To be used in conjunction  
with the  
Travelknowhow Travel Plan Template

## Statement of Support

This section should be signed by the most senior person on site, usually the CEO, MD, and Chief Financial Officer.

This section should be one of the last written. It needs to be a clear, short, positive statement of intent, detailing the overall organisation ethos/policy on travel. Include some or all of the following:

- A clear, short and positive statement of intent
- The overriding reason for writing the Travel Plan
- The overriding objective for the Travel Plan
- A brief summary of the significant measures to be introduced
- Clearly state the organisation's commitment to the plan
- Clearly show the involvement and support of senior management
- To be signed by CEO, Managing Director and/or Chair or equivalent
- Signatories could also include all supporters of the plan, such as the Travel Plan coordinator and Steering Group members
- Scope of the Travel Plan, perhaps 5 years, to cover—staff commute, student, patient, visitor, business travel, deliveries, number of sites etc.

## 1.0 Introduction

Use this section to set the context for the travel plan; why is it being developed?

Use the following to give you ideas for the content of this section.

### 1.1 What is a Travel Plan?

A Travel Plan is a package of practical measures tailored to the needs of individual sites and aimed at promoting more sustainable travel choices and reducing reliance on the car for both commuting and business journeys.

### 1.2 Reason for Travel Plan at [organisation name]

Some beneficial reasons could include some or all of the following.

#### **Organisational Reasons:**

- planning application
- improving staff retention & recruitment, lower absenteeism
- reduce business travel costs
- BREEAM accreditation

#### **Employee Reasons:**

- reduce commute stress and travel cost
- supports healthier lifestyles
- reduce journey times

#### **Environmental Reasons:**

- reduce congestion and CO2 emissions

### 1.3 Scope of the Travel Plan

Questions to ask:

- Is it a Travel Plan report for multiple sites/single site?
- Does the Travel Plan cover staff travelling to work and on business; deliveries, visitors, clients and fleet vehicles?
- Over what time frame does the plan cover e.g. 1 year, 3 years, and 5 years?
- Who will be reading it? Is it solely a management tool or will employees be reading it?

Take a look at the following pages on <http://www.travelknowhowsotland.co.uk> for further guidance:

[What is a Travel Plan?](#)  
[Key Benefits of a Travel Plan](#)  
[Ensuring your Travel Plan is BREEAM compliant](#)

## 2.0 Roles and Responsibilities

This section will describe who is responsible for each aspect of the Travel Plan development, how you have produced the plan and who has done/is doing what.

### 2.1 Travel Plan Coordinator

At the outset your organisation will have to identify someone who will lead on the writing and implementation of the Travel Plan.

It is best to nominate one person with day to day responsibility for the Travel Plan and that way everyone in the organisation, as well as external contacts, will have one main point of contact. It needs to be someone who is able to juggle a number of tasks and still remain focused. The Travel Plan Coordinator is most likely to be an existing employee with additional duties.

The Travel Plan Coordinator's remit is to oversee the development, launch, operation and monitoring of the Travel Plan and to help introduce relevant site specific measures.

### 2.2 Steering Group

The co-ordinator will need help and support. Decisions about targets and actions within a Travel Plan will need to be made through a number of committees or just one group. A decision making group may be a steering group; implementation group (made up of staff volunteers interested in the area); or a pre-existing group that could be adapted to perform this function such as an environmental or sustainability group.

### 2.3 Other Groups

You might also wish to establish a working group and mode specific groups depending on the size of your organisation and scope of your travel plan.

Take a look at the following pages on [www.travelknowhowsotland.co.uk](http://www.travelknowhowsotland.co.uk) for further guidance:

[Travel Plan Coordinator's Role](#)

[What is a Steering Group?](#)

[What is a Working Group?](#)

[What are Mode Groups?](#)

## 3.0 Organisation Review

This section should be a review of your workplace.

### 3.1 Organisation background

- History, nature of business,
- workforce size,
- location,
- description of on-site activities.

### 3.2 Development plans

- Discuss any future development plans that may have an impact on the travel plan. Things such as expansion of site(s), growth of workforce, different work activities, relocation to another site(s).
- Consider other local, transport developments such as additional bus or train services, infrastructure improvements for walkers and cyclists.
- Local development such as construction of neighbouring properties (*potential to work to-gether*), or adjacent tenants? Do they have travel plans or interested in developing one?

### 3.3 Existing organisation initiatives/policies that can impact the Travel Plan

- Flexible working
- Car park policy
- Environmental management system/ISO 14001 or similar
- Section 75 Agreement - planning permission requiring a travel plan
- Employee benefits - loans/ subsidies for bikes, rail/bus season tickets, lease/company car scheme etc

### 3.4 Business Travel

- Describe current arrangements for business travel.
- Analyse business travel needs of your organisation
- Analyse current business travel data
- Do you have video or web based conferencing or could you share with neighbours?
- Do you have pool cars or use Car clubs?
- Do you have a grey fleet that you need to consider? (Grey fleet drivers are employees that drive their own cars for business)

Take a look at the following pages on [www.travelknowhowscotland.co.uk](http://www.travelknowhowscotland.co.uk) for further guidance:

[Your Step by Step Guide to a Successful Travel Plan](#)

## 4.0 Baseline Information and Consultation

Use this section to report on the findings of the following:

### 4.1 Site Assessment

This assessment needs to include physical aspects such as car parking, cycling facilities, pedestrian access and disabled access. It also needs to include an audit of policies such as home working, flexi time and business travel policies.

### 4.2 Employee Travel Survey

When starting to think about your Travel Plan it is vital to carry out an employee travel survey in order to determine how employees are currently commuting and travelling for business. It is important to understand the reasons for their travel choices and what would encourage them to travel more sustainably.

### 4.3 Travel Audit

A travel audit is about providing an overview of the travel options available for employees and visitors to your site/s. It will assist you in promoting opportunities for and identifying barriers to more sustainable travel.

### 4.4 Mapping Exercise

This will allow you to see where employees are travelling from and where you need to direct any travel planning measures. You should be able to access postcode data from HR or payroll departments.

Take a look at the following pages on [www.travelknowhowsotland.co.uk](http://www.travelknowhowsotland.co.uk) for further guidance:

[Your Step by Step Guide to a Successful Travel Plan](#)  
[Employee Travel Survey](#)  
[Mapping Exercise](#)  
[Focus Groups](#)

## 5.0 Objectives of Travel Plan

Your organisation will want to set outcome objectives that help resolve the key issues raised in Section 4.0.

### 5.1 Objectives of (name of organisation) Travel Plan

The key outcome of a Travel Plan should generally be to:

- Reduce the number of single occupant drivers to the site
- Increase alternative modes of transport to the car.

Other related outcomes may well flow from these overriding objectives.

The evidence gathered from the Site Assessment, Employee Travel Survey and Travel Audit will inspire the setting of appropriate and achievable objectives. From the objectives you will set Targets and an Action Plan to achieve them.

Examples of travel plan objectives:

- To reduce the number of single occupancy drivers arriving at the site
- To improve choice of transport modes available to employees travelling to work
- To decrease the total greenhouse gas emissions generated by the business
- To promote a healthy workforce
- To reduce pressure on the company car park
- To reduce the numbers staff parking on residential streets

Take a look at the following page on [www.travelknowhowscotland.co.uk](http://www.travelknowhowscotland.co.uk) for further guidance:

[Defining Travel Plan Objectives](#)

## 6.0 Targets

To give momentum to achieving your objectives you should set targets.

### 6.1 Targets of (name of organisation) Travel Plan

Targets should be **SMART**

- Specific,
- Measurable
- Achievable,
- Realistic
- Time-Bound

It may be helpful to set out the objectives, actions, the deadlines and the targets in one table.

Example table:

Objective	Target Indicators	Example Actions	2015 Survey Baseline %	Target 2016 %	Target 2017 %
To reduce single occupancy car use	To encourage car sharing	Organise informal get together for those interested in car sharing	26%	28%	32%
	To encourage more walking	Set up Walkers Action Group	8.4%	9%	10%
	To increase public transport use, particularly bus.	Work with providers to offer possible incentives schemes – weekly passes etc.	18.9%	22%	24%

Take a look at the following page on <http://www.travelknowhowsotland.co.uk> for further guidance:

[Setting SMART Targets](#)



## 7.0 Measures and Actions

Actions need to be set that help your organisation achieve its objectives and meet the targets set in Section 6.0.

For example

Area	Action	Responsibility	Timescale	Resources
Set up Steering Group	Recruit key personnel from each department	Travel Plan coordinator	April 2013	Time/Costs
Measures to encourage walking	Set up WAG – Walking Action Group	Travel Plan coordinator/Steering Group	May 2013	Time/Costs
Measures to support cyclists	Install Cycle lockers	Travel Plan coordinator/Facilities Department	Nov 2013	Time/Costs
Measures to support public transport	Distribute timetable information to employees	Travel Plan coordinator/HR Department	May 2013	Time/Costs
Measures to reduce single occupancy car journeys	Set up a monthly coffee morning for those interested in car sharing	Travel Plan coordinator/Steering Group	First Wednesday of every month	Time/Costs

Marketing, promotion and communication (regular and ad hoc) actions should be included within this section.

Take a look at the following pages on [www.travelknowhowsotland.co.uk](http://www.travelknowhowsotland.co.uk) for further guidance:

[Taking Action Section](#)  
[Understanding the Budget Implications of a Travel Plan](#)  
[Communications Kit Section](#)

## 8.0 Financial Issues

There will be some costs associated with setting up and maintaining the Travel Plan but these need not be large.

It is important, however, to identify where funding is required and where it is likely to come from. This can be from internal and external sources.

You may also generate an income from particular measures – charging for car parking for example that you would want to use to fund further Travel Plan measures.

Take a look at the following pages on <http://www.travelknowhowscotland.co.uk> for further guidance:

[Understanding the Budget Implications of a Travel Plan](#)

## 9.0 Monitoring and Evaluation

You will want to know if your efforts have produced any results. Management will want to know if the resources that have been invested have paid off. Local Authority planners will want to know if your targets have been reached.

Within this section you need to outline how you will monitor and evaluate the success of your Travel Plan.

It is a good idea to produce a monitoring plan which sets out your indicators. This will assist you in ensuring that you are collecting all the information required to assess whether your Travel Plan targets are being achieved. It will also help you to identify priority initiatives for your organisation's Travel Plan going forward.

Ideally, you should be monitoring progress on a 12 monthly basis.

Take a look at the following pages on [www.travelknowhowscotland.co.uk](http://www.travelknowhowscotland.co.uk) for further guidance:

[Monitoring Success – download Monitoring Plan](#)