**8. Sustainable Travel Plan**

**Developing a Sustainable Travel Plan will assist in publicising your organisation’s achievements and ambitions. It highlights good practice internally and externally.**

As the local press are likely to pick up public sector Travel Plans through Cabinet meetings and papers, they can also serve as useful free publicity, making their production worthwhile.

Other benefits include demonstrating management leadership and achieving buy-in from employees, as well as reducing carbon emissions, air pollution, and resource use.

The document below is a guidance document. It is not meant to be a prescriptive, but it should ideally incorporate the following:

* Vision
* Achievements
* Aims and objectives
* Measures and methods to achieve these
* Time frame

The template report below suggests sections to consider including and some pointers for content.

The Sustainable Travel Plan can be used alongside other templates in this toolkit, in particular item 6. Travel Action Plan.

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## Forward

Travel Plans offer unique opportunities for organisations to work with elected members, employees and visitors to help minimise the traffic impacts they have on the environment and transport network.

A Travel Plan can deliver a range of social, environmental, economic and health benefits. For example, active travel (increased cycling and walking) can lead to a healthier workforce, and more car sharing will result in fewer single occupancy car journeys leading to less congestion, less air pollution, more available car parking spaces and reduced greenhouse gases.

In the forward you might want to:

* Thank particular members and officers for their support in producing the Sustainable Travel Plan.
* Note if this replaces any previous Travel Plans
* If the Travel Plan was an outcome of staff consultation
* Link to any plans for organisational new builds and how these will be incorporated into the Plan.
* Discuss wider developments in the area and how these might impact on the Plan.

## Summary

The Travel Plan and associated Action Plan set out a series of targets and measures towards achievement of sustainable travel. Reviewed every two years, the measures aim to improve local air quality, public, member and officer health and provide value for money.

Discuss how previous targets have been met/adjusted and what future ambitions are to be set out

* Improvements may include:
* Cycle bays installed
* Install of showers and lockers
* Charge points installed
* Car share bays implemented
* Motorcycle bays introduced
* Public transport agreements / discounts negotiated
* Encouragement schemes introduced e.g. car share rewards
* Peer to peer behavioural change initiatives in place
* Achievement of awards E.g. Fleet Hero, Go Ultra Low Company etc.
* Improvements to the way data is recorded or mileage payments made
* Video conferencing enhancements
* Introduction of low carbon fleet

Publicising achievements internally will assist members and officers to make informed travel choices and publishing externally will alert others to your ambitions and lead by example. You could mention where you have delivered presentations or given guidance to other organisations.

## Targets

Targets for 20[XX]-[YY] have been set using a baseline of the staff travel survey undertaken in 20[XX] and again in 20[XX].

[Example targets for reference only]:

* Reduce the number of single occupancy journeys from [70]% to [50]%
* Increase the number of people regularly car sharing once per fortnight or more from [7]% to [20]%
* Increase the number of people cycling at least once a week from [1]% to [5]%
* To increase the number of people walking to work at least once per week from [5]% to [10]%
* Continue to reduce business travel by at least [10]%
* Grow the number of EVs on the fleet by at least [10]% and continue to enhance our ‘Go Ultra Low Company’ credentials
* Develop new and creative solutions to reduce emissions.

## Introduction and Background

Within the introduction, set out how the Travel Plan came into being, the drivers for change and why it is being embraced by the Board.

Sustainable travel will be achieved through (for example):

* Providing realistic alternatives to the car
* Making alternatives to driving alone more attractive
* Reducing the need to travel
* Managing car parking provision

To reduce carbon emissions, congestion and to leading by example, it is vital that Organisation’s employees consider alternative travel arrangements. This may include car pools schemes, car sharing, teleconferencing, walking, cycling, public transport and well as the use of more efficient vehicles and efforts to reduce the number of journeys made.

By removing essential users who were previously paid a lump sum payment and mileage rates, along with casual users who were generally paid a greater mileage payment, significant savings can be achieved. This can lead to a culture change in the way that employees drive and consider how they work.

## Benefits of the Travel Plan

Businesses are increasingly adversely affected by increasing levels of traffic, congestion and on-site parking problems.

Travel Plans help by (for example):

* Providing a means of doing a ‘stock take’ of the current situation, problems and opportunities to enable changes to take place
* Reducing fleet management costs (through such activities as driver training) and mileage expenses (through encouraging business car share, virtual meetings and recognising avoidable meetings).
* Improving staff wellbeing, health and fitness
* Improving site access
* Assisting with recruitment and retention by providing and encouraging flexible working and promoting public transport as a means of accessing employment
* Improving company image
* Influencing local key business decision makers and building better relationships with the local community
* Promoting best practice to other public and private sector organisations
* Reducing congestion in the local area
* Reducing Nitrogen Dioxide (NO2) emissions through reduced car journeys and congestion and more efficient petrol or non-exhaust emitting vehicles.
* Improving the situation in the Air Quality Management Areas (AQMAs).
* Reducing the number of car parking spaces required leading to options to sell these spaces for conference or business users.

The development of a Travel Plan can also assist in meeting wider business objectives, including: air quality initiatives, increased public transport use when linked with the Urban Traffic Management System (UTMS – real time information), energy efficiency and waste minimisation.

## Vision Statement

In this section, you may highlight relevant aspects of the organisation’s vision and mission statements.

You could also mention how the Travel Plan fits in with other organisational policies and strategies, such as:

* Home Working Policy
* Car Loan Policy
* Car Parking Policy
* Climate Change Action Plan
* Carbon Management Plan
* Environmental Policy

## Travel Plan Objectives

The objectives of the travel plan were informed by the travel survey undertaken in [Date], national policy guidance and a review of the previous travel plan.

The following aims were identified:

* To positively support sustainable travel
* To encourage walking, cycling or public transport for journeys to work and for business when appropriate
* To reduce the need to travel
* To reduce car journeys undertaken
* To reduce business vehicle emissions
* Provide improved travel information
* To encourage car sharing
* To enhance flexible working
* To promote a corporate approach to home working
* To gain a better understanding of all travel generated by the Organisation
* To integrate the Organisation Travel Plan into long term business planning
* To lead by example

## Travel Plan Measures

Travel Plan measures can include pushing for public transport improvements by increasing services, providing travel information, and improving pedestrian and cycle access to and from a site.

Changes to working practices can assist in enabling more flexible working conditions such as flexi-time and promoting working from home.

Walking and cycling can be promoted through improved signage of routes, cycle parking, changing and shower facilities, and discounts on equipment and interest free loans for public transport season tickets.

Travel Plans can also seek to increase car occupancy through car sharing schemes and car park management.

## New Developments

Set out developments in the area that may impact the plan in terms of increasing congestion and emissions.

## Implementation

You might consider the following measures:

* Remove all essential and casual business car allowances.
* Replace grey fleet use with an externally controlled pool and daily hire fleet
* Set up regular and distance users with specific lease vehicles
* Ensure that all new fleet operate at sub 100g/Km of CO2 emissions.
* Make the site safe, convenient, attractive and welcoming for those arriving on foot, by bicycle and by public transport.
* Install car parking spaces for Car Sharers, Electric Vehicle Charging Bays.
* Provide sustainable transport options on all literature and websites pertaining to office and conference centre use so as to provide information to make an informed travel choice at the earliest opportunity.
* Provide easily understood information on sites relating to public transport; routes, maps, timetables etc.

## Awareness Raising

Securing employee commitment to the Travel Plan and maintaining awareness is essential to its success. If appropriate, link to results of previous surveys.

## Monitoring and Review

In this section, set out how the Travel Plan is being actioned and how it will be reviewed, i.e. how frequently. It also worth mentioning how it will adapt to changes in local circumstances (e.g. changes in accommodation, transport infrastructure, legislation etc).

## Constraints and Challenges

As with any plan there are constraints, challenges and exclusions to the implementation of the Action Plan. Set out these out, and explain clearly why such decisions have been made.

## Maintaining Awareness

Staff turnover means that inductions and middle manager support are essential to ensure newly appointed employees are aware of the requirements of the schemes. Continued promotion of the travel options available to staff is required to ensure that targets are achieved.

The Travel Plan and Action Plan should be uploaded onto the Organisational Intranet for member and officer consumption and the Internet for public awareness alongside instructions and FAQs pertaining to the pool car scheme and incorporated into induction processes as appropriate.

## Conclusion

Set out the way forward and how this is to be achieved with the support of all stakeholders.

Establish the fluidity of such a document which is subject to such externalities as advances in technology, political will, legislation etc. Set out the proposals for the future of this plan to a define review date.

## Appendix 1 – Case studies

It can be useful to highlight good practice in how employees have used or improved on the Travel Plan.

Case Study 1:-E.g. Bus Subsidy

Case Study 2: E.g. Employee using Cycle to Work Scheme

Case Study 3: E.g. Novel use of car-pooling initiatives

Perhaps linked to [www.liftshare.co.uk](http://www.liftshare.co.uk)

## Appendix 2 - Sustainable Travel Options

These include:

* Low Carbon Travel - Site and Facilities Assessment – Set out the current situation and link timetables, maps etc
* Pedestrian access/facilities - Routes, timings, distances, maps.
* Cycle access/facilities - Numbers of, locations etc.
* Showers and Lockers- Numbers of, facilities, locations etc.
* Motorcycle access/facilities - Numbers of, locations etc.
* Public Transport - Integrated transport, linkages, park and ride
* Rail services - Stations, hubs, access, bus linkages, walking and cycle routes, brokered discount deals and taxi numbers
* Bus Services - Time tables, routes, maps, prices, brokered discount deals
* Pool Hire Cars - Set out what the scheme entails, how it is accessed, used, monitored and maintained.

Benefits of the above schemes include:

* Reduced mileage
* Reduced payments and costs
* Removal of lump sums
* Reduced journeys
* Reduced congestion
* Reduced CO2 and NOx (specifically NO2) emissions
* Oversight and control of fleet
* Reduced risk (corporate manslaughter)
* New vehicles
* Reduced mileage, damage, wear and tear on own car
* H&S – Tyre, fluid checks, clean and valet
* Removal of essential ‘policy’ 3 separate trips per week

Further alternatives include:

* Car Parking **-** Set out locations and costs, restrictions and benefits of car sharing. Discuss any planned parking strategy reviews.
* Car Sharing **-** Explain parameters around dedicated car sharing bays
* Low emissions (Electric Vehicle) vehicle charging **-** Set out locations (link to maps) and requirements (cost, back office and payment options, operating hours) of local EV charging infrastructure.
* Interest Free Loans for Staff using Public Transport **-** Explain the policy, accessibility and requirements of any such opportunity.
* Home Working Policy -Set out times, requirements to be fulfilled, management and monitoring f any flexible working opportunities setting out the benefits of same.

**Visitors**

Explain how visitors fit in with the Travel Plan. For example, how they are expected to interact with the Organisation that might minimise the need to drive in to achieve face to face contact. These aspects might include telephone, virtual conferencing, internet access or social media.

## Appendix 3 - FAQs

This is likely to be an evolving document. Example questions include:

* Haven’t we done this before?
* Will I lose my car parking permit?
* I like driving and don’t want to change…
* How can I find someone to car share with?
* The measures in the Action Plan don’t go far enough
* It says in my contract that I need to bring my car in everyday.

See Item 7. Car Share FAQs for many more examples.

## Appendix 4 - Survey Findings

The findings of the travel survey should be summarised and set out using easy to understand graphs in order to justify any actions, particularly those that are considered contentious.

Examples of survey questions might include:

* The number and frequency of single occupancy drivers claiming mileage reimbursement.
* The numbers of staff claiming mileage reimbursement where their journey is less than a mile.
* Number of employees that regularly work from home
* Number of employees that cycle o walk to work X times per week.

**Summary of previous Organisation Travel Survey (2011)**

Use these data and headlines to compare against new survey data to establish direction of travel and highlight where this is improving or needs more work.

**Infrastructure improvements for cyclists and walkers**

This may be the role of the Highway Authority, and as such, lines of delineation and control may need to be explained.

## Appendix 5 - Further Information

**Travel Plans**

Travel Planning: [www.traveline.info/about-traveline/who-we-are/](http://www.traveline.info/about-traveline/who-we-are/)

Department for Transport: [www.gov.uk/government/organisations/department-for-transport](http://www.gov.uk/government/organisations/department-for-transport)

Energy Saving Trust: [www.est.org.uk](http://www.est.org.uk)

**Car Sharing**

Lift share: [www.liftshare.org](http://www.liftshare.org)

County Car Share: Link to relevant provider

**Cycling and walking**

Sustrans and the National Cycle Network [www.sustrans.org.uk](http://www.sustrans.org.uk)

Cycling England [www.cycleengland.co.uk](http://www.cycleengland.co.uk)

Information about leisure and organised walks in your area: [www.wfh.naturalengland.org.uk/](http://www.wfh.naturalengland.org.uk/)

Walks linked to Change4Life <http://www.walk4life.info/>

**Public Transport**

Bus Companies: [hyperlinks]

National Rail Enquiries: [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

Rail TOCs: Relevant link to local providers