**8. Travel Plan**

The following document has two purposes:

* To highlight organisational good practice internally
* To highlight organisational good practice externally

Within these parameters, it will serve to assist in the publicity of the organisations achievements and ambitions. Since it will go through a process of adoption, in public sector settings, it will inevitably be picked up (directly at Cabinet meetings) or indirectly (through Cabinet papers) by the local press. In private sector environment’s it can be used as a talking point with local press and linked to Local Authorities as a partnership approach.

As a consequence of this, the Travel Plan is a vehicle that provides free publicity to an organisation and for this reason alone, is worthwhile producing.

Other benefits of a Travel Plan include:

Demonstrating implicit management leadership

Achieving buy-in from employees

Explicitly making a stand on major issues:

* Climate Change
* Pollution and Emissions
* Congestion
* Air Quality
* Resource use

The document below is a guidance template that sets out the sort of aspects that should be considered. All organisations will be at different stages and will have differing aims and ambitions. It is not meant to be a prescriptive, but it should ideally incorporate the following:

* Vision
* Achievements
* A set of aims and objectives
* Methods to achieve these
* Time frame

These should be set out in summary format in Toolkit item 6. Travel [Action Plan](7%20Travel%20Action%20Plan.xlsx).

The Travel Plan should reference previous Travel Plans and reference the current Action Plan as well as advances made since its commissioning.

The Travel Plan should have a lifetime with a fixed and agreed (by the board) review date so as to ensure continual improvement.

**[Council/Organisation Name] Sustainable Travel Plan**

**“[Vision statement]”**

**[Logo]**

**Published Month 20[XX]**

**[Council /Organisation Name]**

**Sustainable Travel Plan 20XX – 20XX** (the following are examples of the sort of sections that might be considered for the Travel Plan).

1. Contents Page
2. Foreword
3. Summary
4. Introduction
5. Targets
6. Background
7. Description
8. Benefits to the Organisation
9. How the Travel Plan Fits into Business
10. Organisation Travel Plan Objectives
11. Travel Plan Components
12. New Developments
13. Targets
14. Implementation and Action Plan
15. Previous Action Plan Measures
16. New Key Actions
17. Marketing and Awareness Raising
18. Monitoring and Review
19. Constraints and Challenges
20. Maintaining Awareness
21. Travel Plan Statistics
22. Staff Survey Results
23. Travel Coordinator Contact details
24. Constraints and Challenges
25. Travel Plan Status
26. Conclusion

**Appendices:** (these are examples of the sort of background documents that may be appropriate)

Appendix 1: Case Studies

Appendix 2: Low Carbon Travel Options

Appendix 3: FAQs

Appendix 4: National and Local Editorial / Publicity

Appendix 5: Surveys conducted and findings

Appendix 6: References and useful links

**Foreword**

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.

With thanks to all staff and in particular, to the following members and officers for their support in producing this Sustainable Travel Plan.

|  |  |
| --- | --- |
| Name | Name |
| Image | Image |
| Leader / President | Portfolio Holder  |
| Name | Name |
| Image | Image |
| Chief Executive Officer (CEO) / Managing Director | Sponsor/Manager |

The Organisation’s last published travel plan covered the two-year period 20[XX] to 20[YY].

Travel Plan process was halted in 20[XX] with the comprehensive changes put in place on staff business travel. Following the completion of this project and results from surveys conducted in 20XX and 20XX, this document alongside the Organisation’s Travel Action Plan represents the current and future position of sustainable travel for the Organisation.

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.

Discuss locations in relation to public transport nodes, bus stops, rail stations and cycle networks. Link also to 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

Areas might include improvements such as:

* 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

All the above should be publicised internally so as to assist members and officers to make informed travel choices and externally to alert the wider world of these achievements and ambitions and to lead by example.

Link to Appendices

Set out how this has assisted the wider locality. For example:

By taking the lead on this, the Organisation has since delivered charged for training and consultancy services to:

* Organisations
* Trusts
* Providers
* Private sector companies

We have delivered national presentations to:

* [Name Date]
* [Name Date]
* [Name Date]
* [Name Date]

**Targets (Duration of Sustainable Travel Plan)**

Targets for 20[XX]-[YY] have been set using a baseline of the staff travel survey undertaken in 20[XX] and again in [Month] 20[XX], the Travel Plan aims to:-

Below are a list of example ambitions for reference only:

1. Reduce the number of single occupancy journeys from [70]% to [50]%

2. Increase the number of people regularly car sharing once per fortnight or more from [7]% to [20]%

3. Increase the number of people cycling at least once a week from [1]% to [5]%

4. To increase the number of people walking to work at least once per week from [5]% to [10]%

5. Continue to reduce business travel by at least [10]%

6. Enhance the EV content of the fleet by at least [10]% and continue to enhance our ‘Go Ultra Low Company’ credentials

7. Develop new and creative solutions to reduce emissions, while avoiding undue impact on the motorist.

**Introduction and Background**

As part of the introduction, set out history and how the Travel plan came into being, what were and are its drivers for change and why it is being embraced by the Board.

What is a Travel Plan and who is it for?

This is achieved by: (for example)

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

In respect of reducing the Organisation’s carbon emissions, reducing congestion and leading by example, it is implicit on the Organisation’s employees to consider alternative travel arrangements. These might include:

* Use of the Car pool scheme
* Car Sharing
* Working from Home
* Walking
* Cycling
* Use of Public Transport
* Use of more efficient means of transport
* Reducing journeys made
* Alternatives to travel (e.g. teleconferencing)

A Travel Plan can address any of the following issues:

* Commuter journeys
* Business travel
* Fleet management
* Visitors to the site
* Potential for Pool Cars

Delivered effectively, the Travel Plan will impact upon everyone across the organisation, albeit to different extents. For some employees, the Travel Plan will help to encourage and enable a shift away from single occupancy private car use, whereas others may simply read the Travel Plan and become aware of the alternatives available. In either scenario, the Travel Plan will make a positive difference.

By removing essential users that 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; Leading to a culture change in the way that employees drive and consider how they work.

**Description of the Organisation**

**Benefits to the organisation of developing a Travel Plan**

An increasing number of businesses are 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
* Improving staff wellbeing, health and fitness
* 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 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 the Organisation as best practice to other public and private sector organisations as delivering best practice in fleet management and alternative vehicle use.
* 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.

**National Situation:**

The Government’s Air Pollution Plan launched in Month 20[XX], places the onus of action squarely with Local Government. They will be required to new and creative solutions to reduce emissions as quickly as possible. This follows investigations that demonstrate that nitrogen dioxide emissions (largely from diesel vehicle exhausts) have been above legal limits in almost 90% of UK urban areas since 2010. These fumes are estimated to cause 23,500 premature deaths per year. This issue was declared a public health emergency by a cross party committee of MPs in April 2016.

**How the Travel Plan fits into the Business**

**Organisation's Vision Statement**

[Logo]

The Organisation’s vision statement sets out what the Organisation are working to achieve.

**“[Vision Statement”**

To enable us to realise our vision, we are all working:

The development of the New Organisation Travel Plan accords with the Organisation’s Mission Statement and in particular:

*“[relevant aspect of mission]”*

And

*“[relevant aspect of mission]”*

In addition, the Travel Plan assists the Organisation to facilitate change through existing Organisation policies and strategies, these might include:-

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

**Organisation’s Travel Plan Objectives**

The results of the Organisational Travel Survey undertaken in 20[XX] and 20[XX] together with national policy guidance and the assessment of existing effective Travel Plans, has helped to formulate the following aims:-

* 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 Components**

Travel Plan measures can include lobbying for improvements in public transport by increasing services, providing travel information, enabling public transport initiatives 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 the provision of 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.

**Proposals Map:**

**Targets**

**Two Year (Duration of Travel Plan) Targets**

It is important to set targets so that we can progress towards achieving the aims of the Travel Plan and positively influencing the targets to be monitored.

**Implementation and Action Plan**

A successful Travel Plan is dependent upon identifying measures that seek to achieve its aims.

**The previous Action Plan set out the following key measures** (examples)

* To remove all essential and casual business car allowances.
* To replace grey fleet use with an externally controlled pool and daily hire fleet
* To set up regular and distance users with specific lease vehicles
* To ensure that all new fleet operate at sub 100g/Km of CO2 emissions.
* To make the site safe, convenient, attractive and welcoming for those arriving on foot, by bicycle and by public transport.
* To install car parking spaces for Car Sharers, Electric Vehicle Charging Bays.
* To 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.
* To provide easily understood information on sites relating to public transport; routes, maps, timetables etc.

How have these all been achieved?

**Marketing and Awareness Raising**

Securing employee commitment to the Travel Plan and maintaining awareness is essential to its success. Link to results of the Travel Survey.

**Monitoring and Review**

This Travel Plan should set out how it is being actioned and at what frequency and level it is being reviewed as well as how it is to adapt to changes in local circumstances (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 any such exceptions and exclusions for example and explain clearly why such decisions have been made

**Maintaining Awareness**

Staff turnover means that inductions and middle manager support are essential in ensuring that 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.

**Travel Plan Status**

The Travel Plan will deliver a range of marketing and other initiatives as an internal transport strategy document in its own right. However, many of the medium and long term actions will be dependent upon the following:-

* Corporate Priorities
* Continued Member and Senior Management support
* Consultation with employees, members and Unison
* Funding
* Resources
* The support of external partners

The Travel plan should be supported by the Travel [Action Plan](7%20Travel%20Action%20Plan.xlsx) and [Travel Policy](6%20Travel%20Policy%20and%20Hierarchy.docx) which set out the actions to be addressed as a result of reviews.

**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.

**APPENDICES**

**Appendix 1**

**Staff Involvement and Case Studies**

This work should focus on the primary targets. Specifically, highlighting good practice how employees have utilised or improved on the Travel Plan.

**Experience and Background Referencing**

International policies set up at the Rio Earth Summit (1992) and Kyoto Climate Change Conference (1997) support the development of Travel Plans, by highlighting concern at levels of pollution arising from transport emissions and identifying the need to take positive action. More recently, the Paris Accord in 2015 set out a need to hold global temperatures at a 2oC increase.

**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:**

**Low Carbon Travel** **Options** - Site and Facilities Assessment – set out the current situation and link timetables and maps etc by hyperlink:

**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.

**Set out benefits of utilising the above schemes:**

**Examples:**

* Reduced mileage
* Reduced payments and costs to Organisation
* 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

**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 are to be addressed in relation to 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**

**FAQ’s** (this will be an evolving document. Some examples of the sort of questions that might be asked are set out below:

**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** [Car Share FAQ](10%20Car%20Share%20FAQ%20%5BTemplate%5D.docx) **for more examples.**

**Appendix 4**

It is important to publicise the plans and achievements of a Travel Plan for reasons mentioned previously.

Recent positive national press includes:

* hyperlinks

and Locally:

* hyperlinks

**Appendix 5**

**Survey Findings**

The findings of the travel survey should be summarised and set out using easy to understand graphical methods in order to justify any actions, particularly those that are considered contentious. These surveys will provide the basis for identifying a focus for Travel Plan measures and justifying actions made following consultation.

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.

**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.

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

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

**Appendix 6**

**References and Further Information**

**Travel Plans**

Travel Plans:- <http://www.traveline.info/about-traveline/who-we-are/>

Department for Transport:- <https://www.gov.uk/government/organisations/department-for-transport>

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

**Car Sharing**

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

County Car Share:- [hyperlink]

**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. <http://www.wfh.naturalengland.org.uk/>

Linked to Change4Life <http://www.walk4life.info/>

This is a website which provides information about walks in the local area.

**Health**

Everyday sport:- <http://www.sportengland.org/>

Physical Activity [hyperlink]

**Public Transport**

Bus Companies:- [hyperlinks]

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

Rail TOCs:- [[hyperlinks]](http://www.chilterntrains.co.uk)