

Contents

What this guidance does	3
What is a Travel Plan?	3
What are the benefits of having a Travel Plan?	3
Which developments require a Travel Plan?.....	4
Why STARSfor?	6
What you'll gain from using STARSfor	6
Creating your Travel Plan	7
Five steps to getting started with STARSfor	7
The Travel Plan Process	8
Contact Details.....	10

Introduction

What this guidance does

This guidance is both for organisations working on a travel plan (TP) to promote safe, active and sustainable travel to the workplace, as well as for developers preparing a TP for submission as part of a planning application.

From April 2017, we are now requesting that Swindon organisations and developers submit their TPs via Modeshift STARSfor online system. Modeshift STARSfor is the national scheme that recognises excellence in supporting cycling, walking and other forms of sustainable travel.

What is a Travel Plan?

A travel plan is a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed. A travel plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys. Travel plans are not 'anti-car' but are aimed at promoting more sustainable travel by offering realistic transport choices.

The Transport Assessment and the Travel Plan are complementary documents, as each one should inform the content of the other. That is, in the early stages of producing the documents, Travel Plan measures could show how development traffic levels can be significantly reduced and therefore affect the traffic levels, which are used in the Transport Assessment. As with Transport Assessments, Travel Plans are usually prepared by an appropriately qualified professional employed by the developer

A plan is not restricted to just commuter journeys, it can also include measures relating to business journeys, visitors trips, deliveries to and from your premises and the efficient management of company fleet vehicles.

The purpose of a plan is to achieve modal shift away from single occupancy car use and provide a sustainable access strategy for a site. A travel plan is a living document, which should be integrated with other management systems. It will operate in perpetuity, evolving over time and adapting to reflect changes in its environs.

What are the benefits of having a Travel Plan?

Operating a workplace travel plan can bring many benefits for your business and your staff. In particular, it can save your business money and reduce the impact it has on the environment.

By managing business travel needs and associated costs, and promoting sustainable alternatives through a travel plan, you will also demonstrate corporate social responsibility while improving staff engagement and retention.

For your business a workplace travel plan can:

- save money on the cost of providing and maintaining parking spaces
- solve problems caused by demand for parking
- cut mileage claims and other business travel costs
- reduce staff downtime spent travelling on business reduce the costs of running a fleet
- solve delivery and customer access problems caused by traffic congestion on and around your site
- improve your image with both customers, suppliers and neighbours
- improve staff health and reduce absenteeism by providing opportunities for active, healthy travel
- help recruit and keep staff by making journeys to work easier and cheaper
- Deliver local environmental improvements from reduced congestion, pollution and noise

For your employees a workplace travel plan can:

- reduce the cost of travel to work, or even remove the need to own a car
- reduce journey times to work
- provide a better work-life balance through flexible working and less need to travel on business
- provide benefits to a wider range of people by shifting from travel perks based on seniority to incentives for sustainable travel available to all staff, including those without a car
- ensure parking for those with most need of a vehicle
- help provide less stressful options for travel to work
- give opportunities to build healthy exercise into daily life

Which developments require a Travel Plan?

Travel plans are an integral part of national, regional and local policy. They are seen as an effective tool in delivering the Government's objectives for more sustainable transport. The decision to request a Travel Plan is influenced by the scale of the development. A Travel Plan will be negotiated for all major developments as defined in table 1 below and for planning applications which are likely to have significant transport implications.

These include;

- Smaller developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in, or near to, Air Quality Management Areas.
- All new independent schools, and extensions to independent schools likely to have a material impact on traffic movements. All state schools are obliged to have a School

Travel Plan.

- Comprising or involving a significant increase in existing car parking provision (to be determined on a case by case basis) at employment, retail, or leisure sites, schools, colleges, hospitals or health centres.
- Where the Travel Plan will help address a particular local traffic problem associated with a planning application, which otherwise would be likely to be refused on local traffic grounds. (This category may include smaller residential, commercial, service or educational developments below the relevant thresholds). In congested areas / junctions small traffic volumes can be disproportionate in impact on the performance of the highway network.
- Where there is inadequate transport infrastructure in the area.

Table 1

Travel Plan Thresholds table (all figures Gross internal, meeting or exceeding these figures). This table is a guide and should not be considered exhaustive.

Land Use	Threshold at or above which a Transport Assessment and Travel Plan are required (m ² and Ha)
A1 Retail - Food	800m ²
A1 Retail – Non food	1500m ²
A2 Financial and Professional	2500m ²
A3/A4/A5 Food and Drink	2500 / 600 / 500m ²
B1 including offices	2500m ²
B2 Industrial	4000m ²
B8 Warehousing and Distribution	5000m ²
C1 Hotels	100 bedrooms
C2 Residential Institutions <ul style="list-style-type: none"> • Hospitals and nursing homes • Residential education • Hostels 	50 beds 2500m ² 2500m ²
C3 Residential	80 units (basic travel plan measures may be required for >40 units)
DI Non-residential institutions	1000m ²
DI Schools	State schools: All are already required to have a School Travel Plan. Independent schools: All new schools and extensions to schools that are likely to have a material impact on traffic movements. See our separate guidance at www.swindontravelchoices.co.uk/projects/swift/guidance.aspx
DI Higher and Further Education	1000m ²

D2 Assembly and Leisure	1500m ²
Mixed-use developments	Where a planning application covers mixed land uses, a single or overarching Travel Plan will be required covering the complete development. See our separate guidance at www.swindontravelchoices.co.uk/projects/swift/guidance.aspx

The thresholds for Travel Plans set out in table 1 are derived from *Guidance on Transport Assessment, Department for Transport (March 2007)*. Travel Plans meeting these thresholds will normally be secured through a planning condition or a planning obligation (Section 106 agreement).

Where an existing development is expanding from below these thresholds to above and where a Travel Plan does not currently exist or has not been formalised, a Travel Plan will usually be a planning requirement as the size of the development site is then likely to be suitable for a Travel Plan.

Swindon Borough Council may also require a Travel Plan for other developments below these thresholds that would generate significant amounts of travel. This may particularly apply to

- ✓ smaller developments that are part of a larger one
- ✓ phased developments (where the planning application is limited to below thresholds development)
- ✓ extensions to existing sites (where the Travel Plan would apply to the complete site).

Why STARSfor?

Modeshift STARSfor is the national awards scheme that recognises Travel Plans that have shown excellence in supporting cycling, walking and other forms of sustainable travel.

The application process provides organisations, developers or site coordinators with an online template that, upon completion, will generate a national standard travel plan. STARSfor is free for all Swindon organisations and developers to use.

What you'll gain from using STARSfor

Online Travel Plan –automatic generation of a new Travel Plan which will deliver significant time and costs savings

National Accreditation –you will receive the Modeshift STARSfor certificate and use of the nationally recognised logo

Behaviour Change –STARS will provide you with the tools to reduce car use and increase the sustainable transport used at your site.

Creating your Travel Plan

Over 70 organisations in Swindon have an active, approved Travel Plan. Many more carry out a wide range of initiatives to support active and sustainable travel and are working towards developing a travel plan.

As discussed below, a TP is a continual process rather than a static document. It should continually evolve as travel issues are addressed and modal shift occurs.

We understand that there are many demands on people's time and keeping a TP maintained can add to the workload. We believe that there are real benefits to having an active TP and hope that you will see the time given to maintaining your TP as a valuable investment in your workplace and community.

For your first STARSfor application there will initially be some work to input the information but once it is established it will be a question of updating sections and STARSfor will automatically generate your TP. There will be no need to produce a lengthy word processed report each time you update your TP.

If you have an existing TP, you will be able to use information from this to complete your STARS application.

Five steps to getting started with STARSfor

1. Visit www.starsfor.org and choose your location from the list of local authorities that appears.
2. Select the 'Register' tab from the top right corner of the page.
3. From the registration page, enter your name, select 'Site' and then select the role that is most appropriate to your position (e.g. Workplace Travel Plan Champion / External consultant).
4. Ensure 'Your LA' is correct and then select your site / organisation from the drop down menu - If you have already had contact with the Travel Plan Officer at the council, your site should already be listed. However, If your site is not listed, please select Other and enter the name of the site/ company
5. Complete the rest of the registration form and then select 'Register'.

What next?

Your application will go to your local authority for approval. As soon as they accept your registration you will receive an automated email confirming that you have access to the system. Then you are ready to begin your Modeshift STARSfor journey.

If you struggle at any stage, Swindon Borough Council can organise free training. Contact the Travel Plan Officer for details.

The TP Process

Through completion of a STARSfor application you will have included all the information required to produce a TP. A summary of the process that you will follow is given below.

Summarised Travel Plan Format in Modeshift Starsfor

1.	About the site <ul style="list-style-type: none">• This section allows you to complete all the details about the site, including contacts, the introduction, and objectives of the travel plan.• Objectives – What are you trying to achieve through the travel plan?
2.	Working Group <ul style="list-style-type: none">• The appointment of a STP Co-ordinator and the setting of up of a working group at an early stage are important for establishing a strong basis for your plan. Use this section to enter any existing or proposed contacts for the working group. <u>We will not approve any plan without contact details.</u>
3.	Site Audit <ul style="list-style-type: none">• A site audit should be completed every 12 months for occupied sites or as soon as the site has 50% occupation. Use this section to record all existing and proposed infrastructure.
4.	Staff and Visitor / customer details <ul style="list-style-type: none">• Details of employee numbers (if known)• Other details can be recorded such as shift patterns / opening hours
5.	Travel Survey <ul style="list-style-type: none">• Swindon BC's travel plan officer will assign you a survey to send to staff (and or students / residents if applicable). The survey will appear on Modeshift Starsfor as a URL that can be emailed, or a hard copy can be downloaded and printed off.• The survey questions can be adapted to the organisation, so please let the Travel Plan Officer know if there are any questions you would like asked.• Once your survey has been undertaken you can then use the "targets" tab to set targets.• In this section you can also input data about business mileage if this is relevant to your organisation.
6.	Travel and Transport Issues <ul style="list-style-type: none">• Use this section to note any issues with possible solutions
7.	Actions

- | | |
|--|---|
| | <ul style="list-style-type: none">• Record specific measures included in the travel plan and their timescale• Use this section to include marketing elements, infrastructure improvements, the monitoring regime.• For suggestions of Actions to be included in the action plan, and the standard we require, please see the table in Appendix One. |
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Contact Details

Travel Plan Officer
Transport Planning Team,
Highways and Transport
Swindon Borough Council
Wat Tyler House
Beckhampton Street
Swindon
Wilts, SN1 2JH

Email: transportplanning@swindon.gov.uk

Phone: 01793 466392

Website: www.swindontravelchoices.co.uk/business

APPENDIX ONE

The following table outlines items for a Sustainable Travel Action plan. We will require evidence of the minimal requirements to be met in order to approve your plan. For more complex sites, we will be looking for recommended requirements to be met, and best practice standards where appropriate.

Car Travel Disincentives	
Minimal Requirement	<ul style="list-style-type: none"> • Consideration of how parking will be managed. This may include permits, barriers, car share areas, charging.
Recommended Requirement	
Best Practice standard	<ul style="list-style-type: none"> • Charge for car parking and ring-fence the income to fund sustainable travel initiatives
Promotion of walking	
Minimal Requirement	<ul style="list-style-type: none"> • Provision of adequate lighting, convenient footpaths and site access points
Recommended Requirement	<ul style="list-style-type: none"> • Provision of walking maps
Best Practice standard	<ul style="list-style-type: none"> • The provision of personal alarms to staff • The provision of on-site security
Promotion of cycling	
Minimal Requirement	<ul style="list-style-type: none"> • Provision of covered cycle parking Information on the minimum cycle parking provision is contained in Swindon Borough Council's 'Technical Guidance on Parking Standards' For short and medium term parking Sheffield stands are appropriate and these should be clearly signed, as close to the building entrance as practicable and covered. It may be appropriate to install separate cycle parking for staff and visitors. • Provision of convenient site access points for cycles • Cycle maps displayed in the workplace and hard copies available to staff

Recommended Requirement	<ul style="list-style-type: none"> • Cycle to work scheme • Provision of showers, changing facilities and lockers for cyclists use
Best Practice standard	<ul style="list-style-type: none"> • Secure locked cycle parking • Staff BUG group • Regular events – such as bike breakfasts and doctor bike sessions • Pool bike scheme • Mileage payments for using bikes for business journeys
Public transport Actions	
Minimal Requirement	<ul style="list-style-type: none"> • Active dissemination of public transport information. Information on public transport options should be actively disseminated to staff and visitors. This could be via notice boards, intranet facilities and leaflet displays.
Recommended Requirement	
Best Practice standard	<ul style="list-style-type: none"> • Offering interest free loans for season ticket purchase • Discounted public transport travel • Company shuttle bus / works bus with dedicated route to key destinations or residential areas.
Monitoring Actions	
Minimal Requirement	<ul style="list-style-type: none"> • Annual travel to work survey
Recommended Requirement	<ul style="list-style-type: none"> • Review actions annually and submit to the local authority
Best Practice standard	
Smarter Driving Actions	
Minimal	<ul style="list-style-type: none"> • Promotion of a car-share matching service

Requirement	There is already a recognised car share matching service in Swindon that may be applicable for workplaces where employees have access to Internet and e-mail. This site at www.carshareswindon.com can be promoted to employees.
Recommended Requirement	
Best Practice standard	<ul style="list-style-type: none"> • Provision of (electric) pool vehicles to reduce the need for staff to bring vehicles to work for business travel • Restructuring of company car policy and business mileage rates Promotion of public transport for business travel • Sustainable fleet management policy
Remote working actions	
Minimal Requirement	
Recommended Requirement	<ul style="list-style-type: none"> • Implementation of flexible working practices <i>(This is dependent upon company culture and nature of business. Measures may include flexible working practices, such as flexi-hours, teleworking, hot desking or home working.)</i>
Best Practice standard	<ul style="list-style-type: none"> • Policies promoting local recruitment of staff (or from transport corridors) • Teleconferencing • The introduction of a compressed working week • Provision of on-site facilities for eating, shopping, banking etc
Promotion, Communications and Events Actions	
Minimal Requirement	<ul style="list-style-type: none"> • Regular media for communication with staff It is essential that staff are included at an early stage when developing a travel plan, it should be actively marketed to staff on site to ensure their co-operation and 'ownership' of the plan. This should include a 'launch' of the plan, to explain its purpose and contents, and then regular updates on progress, perhaps through an internal staff notice board, intranet, and staff meetings. Where a travel plan addresses visitor travel information should be made available on an external web-page,

	<p>notice board or newsletter. The Travel Plan Co-ordinator should operate an “open-door” policy to encourage participation and comments from users of the scheme.</p> <ul style="list-style-type: none"> • Information for new staff New starters should be introduced to the plan at induction, and understand the purpose of the plan and measures which may affect them.
Recommended Requirement	<ul style="list-style-type: none"> • Regular media for communication with visitors • Promotional events The plan should adopt at least two promotional events each year, it is often appropriate to use national’ events such as bike to work day. Other events may include a car-share scheme launch, the travel plan launch itself, opening of new cycle parking (perhaps linked to a biker’s breakfast or Dr Bike). The internal and external public relations possibilities of these events will also be of benefit to the organisation. • Commitment for the travel plan co-ordinator to undertake free travel plan training, courtesy of www.travelplans365.com • Travel plan co-ordinator to join SWIFT – the free travel plan network for Swindon businesses.
Best Practice standard	