

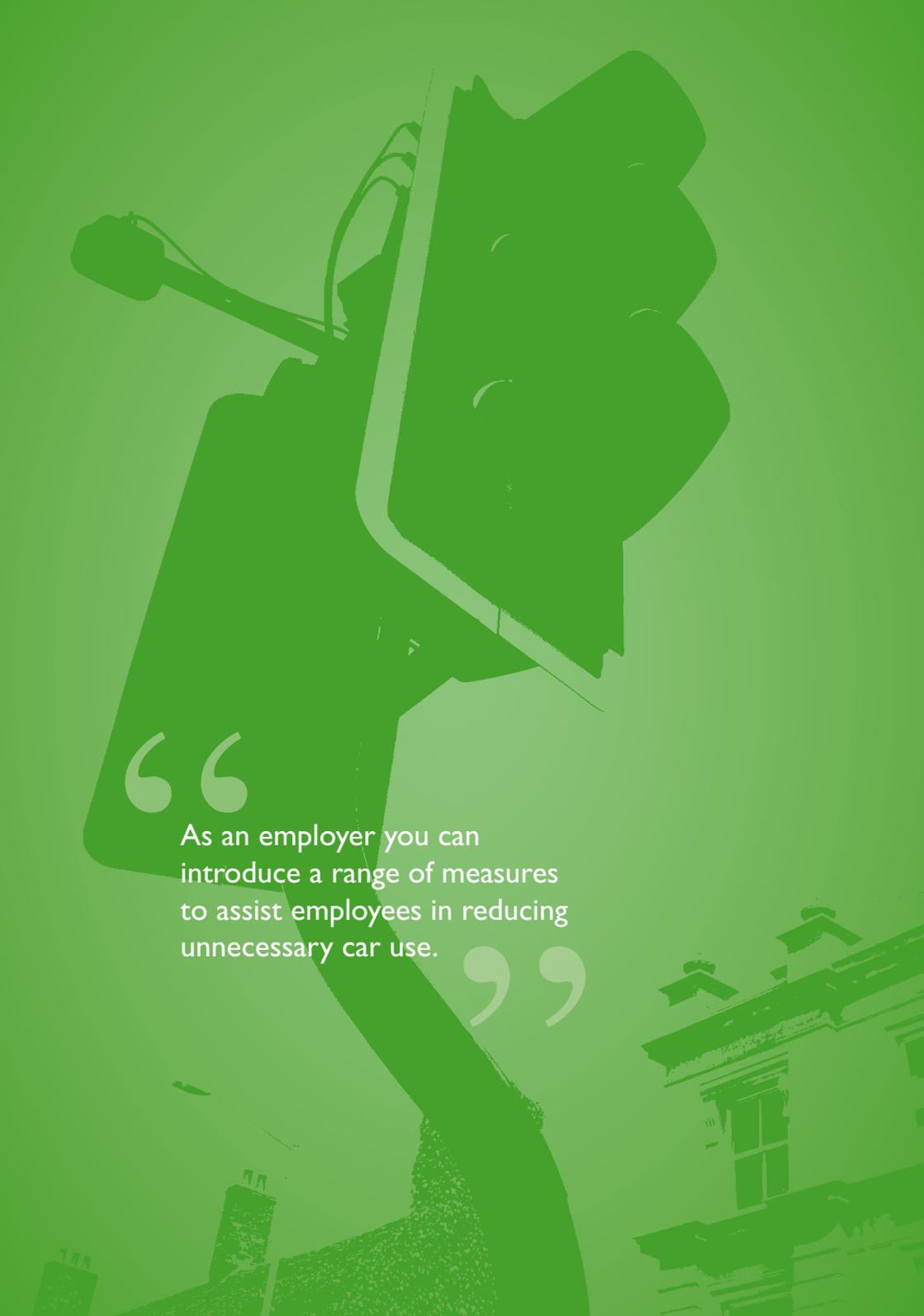


Swift

Swindon's Workplace Initiative For Transport



Travel Plan starter guide

A green-tinted photograph of a street scene. In the foreground, a traffic light is visible, with its three lenses pointing downwards. The background shows a building with a window and a chimney. The overall image has a strong green color cast.

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As an employer you can introduce a range of measures to assist employees in reducing unnecessary car use.

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What is a travel plan?

Travel plans are long term management strategies that aim to promote sustainable travel to work by offering realistic transport choices. This is achieved through encouraging greater use of car sharing, public transport, cycling and walking, along with operational suggestions for changing working practices to achieve wider benefits. The plan is articulated through a document that is reviewed on a regular basis.

As an employer you can introduce a range of measures to assist your workforce in reducing unnecessary car use.

Travel plans are not 'anti-car', but emphasise sustainable travel choices that are available and offer practical measures on how to make them more accessible for everyone. Each organisation's travel plan is individually tailored to address the particular needs of its employees and site location.

A travel plan does not have to be restricted to commuter journeys. It can be widened to include teleworking, business journeys, fleet management, visitor journeys and deliveries.





Why develop a travel plan...

A travel plan can result in many benefits for your organisation.

- Cost savings can be made, for example by addressing business travel or reducing your parking provision
- Improvements in the health, commitment and productivity of your workforce when staff choose to cycle or walk to work
- Improve your staff recruitment and retention with 'employer of choice' status
- Increase the pool of labour available for recruitment by enabling people without cars to work for you
- A travel plan supports environmental targets, reducing CO², and improving air quality
- Enhance your company's image, as the adoption of a travel plan promotes your organisation's environmental commitment to reducing its carbon footprint
- Enjoy easier access to your site for deliveries and staff
- Improve access into and around your site, reducing overall traffic congestion
- Support a planning application
- Make your site safer – less cars means less danger and a more pleasant working environment

Steps to a travel plan

There are 6 key steps to a successful travel plan:

- 1) Secure senior management buy-in and support. Sometimes it is helpful to set up a steering group to support and guide the plan.
 - 2) Undertake a comprehensive staff travel-to-work survey to establish a baseline. From the results of the survey, calculate the opportunity for change in current travel behaviour.
 - 3) Set the objectives of the plan and targets to achieve in a given time span. Involve other departments in the organisation cover different aspects of the action plan.
 - 4) Draft the document (see next page).
 - 5) Implement a strong marketing campaign, seeking staff involvement at events such as National Bike Week or 'In Town Without My Car Day', and make it FUN!
 - 6) Assess progress with periodic reviews through regular follow up surveys and monitoring. Joining SWIFT will provide an opportunity for you to network with other organisations that have travel plans. Swindon Borough Council's travel plan officer can also help.
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What goes into the travel plan document?

Choosing the ingredients to go into your travel plan document will depend largely on your site and situation. An effective travel plans should contain the following:

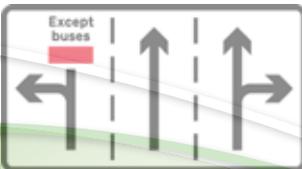
Clear aims and objectives – What are you trying to achieve with the plan?

Baseline survey results – A staff travel survey will help to inform the measures in your action plan.

SMART targets – Linked to your travel survey findings and objectives, the targets will help you to monitor progress with the plan.

An action plan - what measures will you take to help your employees make sustainable transport choices? (see next page).

Monitoring – A crucial part of the plan is a strategy for regular monitoring to see whether your targets are being met and objectives achieved. The plan will need to be reviewed and refreshed every 3-5 years.



The action plan could contain some of the following measures:

- **Promoting walking, cycling and public transport**

Introduce infrastructure such as secure cycle parking, lighting and changing areas and lockers together with schemes to help employees purchase bikes and season tickets for public transport.

- **Car sharing**

Promote a car share scheme such as www.carshareswindon.com, which enables staff to pair up and save money. Employers can also mark out priority parking spaces for car sharers and offer a “guaranteed ride home” if stranded due to an emergency.

- **Improved working conditions**

Technology now makes it easier for staff to work from home, work from remote locations or have flexible working hours. Video, web and teleconferencing can connect people together without needing to travel.

- **Business Travel**

Offering pool cars, pool bikes and reviewing policies that encourage employees to travel by car for work purposes can all help to reduce the mileage undertaken in private cars.

- **Marketing and PR**

Widespread awareness of the travel plan, with regular events, activities and rewards will help employees to engage with the plan.

A more detailed guide to travel plans is available to download from the SWIFT webpages at www.swindon.gov.uk/swift

For further information

SWIFT (Swindon Workplace Initiative for Transport) is a forum for organisations to network and find inspiration for their travel plans.

www.swindon.gov.uk/swift

Contact the travel plan officer – Swindon Borough Council –

Tel: 01793 466392

Email: transportplanning@swindon.gov.uk

This leaflet is available on the internet at www.swindon.gov.uk.

It can be produced in a range of languages and formats (such as large print, Braille or other accessible formats) by contacting the Customer Services Department.

Tel: 01793 445500 Fax: 01793 463331 E-mail: customerservices@swindon.gov.uk