

GO-Lax Ltd TRAVEL PLAN EVALUATION

EXERCISE 1: WHAT MAKES A GOOD TRAVEL PLAN

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Has an executive statement with a number of signatories ▪ Good policy summary, including a range of smarter choices initiatives already in place ▪ Includes a site assessment ▪ Based on data – demonstrating some early consultation with staff ▪ Clearly shows staff survey results ▪ Good cycling and walking mode shares – demonstrates that sustainable travel is popular with some staff ▪ Objectives clearly linked to actions ▪ Recognises the need to discuss resources – staff costs and time ▪ Considers monitoring & funding components 	<ul style="list-style-type: none"> ▪ Executive statement not signed ▪ Not clear how background policy relates to the TP ▪ Site assessment lacking in detail – eg what type of bike racks provided, how are car park stalls allocated, what are the frequency of bus services ▪ No photos of the site for orientation ▪ Site plan/map does not show where cycle racks, bus stops etc are located ▪ Roles & responsibilities – no actual names given, only positions ▪ Business travel is completed by 42% of staff responding to the survey but no data obtained at this stage (through the survey or other means) ▪ No recognition of potential to work with site neighbours to address common issues (and does not say who they are) ▪ No conclusions given from postcode mapping exercise – what potential is there for initiatives based on the results? ▪ Discrepancies in survey data ▪ Targets do not appear justified or linked to objectives/survey results – and also do not clearly say why – especially CO2 (to reduce by 30Kg) ▪ No differentiation between bus and trains in the “public transport” target. ▪ Actions are only for 1 year – therefore short-term targets ▪ Launch of the plan is not discussed
IMPROVEMENTS	RISKS
<ul style="list-style-type: none"> ▪ Executive policy statement needs to be signed ▪ Actions need to be developed for the medium and long term ▪ Consider the audience for the TP – eg staff – make it accessible – summarise if required ▪ Needs more work on costs & funding associated with TP ▪ More consultation required – with visitors, site neighbours ▪ Consider development of a communication plan to initially launch and continually roll out the plan/initiatives 	<ul style="list-style-type: none"> ▪ Car parking is large enough to accommodate the majority of staff – may reduce effectiveness of smarter choices ▪ While funding is recognised, it does not quantify staff time (which could be significant given the number of actions to complete within 1 year) – resource may not be available to ensure actions are implemented ▪ No commitment to better evaluate business travel – eg survey, data requirements ▪ Too many actions to complete within 1 year which may lead to raising false expectations ▪ Written like a company document – apart from the survey it comes across as being very top-down – eg staff not consulted on survey results – potential lack of employee ‘buy-in’.

