



TRAVEL PLAN PLUS



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Employer Briefing Note: Number 1, February 2009

What is the 'TRAVEL PLAN PLUS' project? (www.travelplanplus.eu)

TRAVEL PLAN PLUS is a European Commission funded project. It will help organisations reap the benefits of combining in travel plans networks.

Travel plan networks will be established in the following towns:

- Bages (Spain)
- Cambridge (UK)
- Gyor (Hungary)
- Stockholm (Sweden)

The lead partner in the project is Loughborough University's Transport Studies Team. The Travel for Work Partnership (TfW) is managing the Cambridge element of the project on behalf of Cambridgeshire County Council.

Where will the Cambridge travel plan network be based?

TfW will work with the following employment sites to establish a Travel Plan Network:

- Cambridge Business Park
- Cambridge Regional College
- Cambridge Science Park
- St John's Innovation Centre
- Taylor Vinters Solicitors

How will the Travel Plan Network be established?

A steering group of senior managers from the above employment sites and individual employers will be established.

Facilitated by TfW, this group will work with other interested and helpful parties, including the Highways Agency, to:

- consider various models for establishing a travel plan network
- decide on the most appropriate model to establish the network (including employment of staff or consultancy)
- develop and agree a network travel plan
- steer the implementation of the travel plan

What will be the benefits to you of joining the Travel Plan Network?

In short, economies of scale. This will improve the effectiveness of workplace sustainable travel initiatives at the site. And being linked in to Europe we will be able

to share good practice across the continent to deliver innovation and achieve a high profile.

Many organisations in the proposed Cambridge network area have workplace travel plans – and several are making good progress. Other employers are yet to look at travel issues. A network will make both new and existing travel plans more effective and easier to manage.

A travel plan network could potentially provide some or all of the following;

- **Travel plan management staff** - *reducing the requirements on individual employer travel plan staff*

The TRAVEL PLAN PLUS project will provide a Travel Plan co-ordinator to assist the on-site Steering Group in developing its plans, beginning to implement the network travel plan to plan for the longer term format of the Travel Plan Network

- **A travel centre** - *for advice, selling tickets, providing maps etc*
- **A car club** - *that can reduce the need for pool cars and employee need to use their own cars on business. Employees would also be able to join the club as individuals – reducing the need for a personal car*
- **Marketing travel** - *helping commuters take full advantage of initiatives such as guided bus. The network could produce information, materials, maps, maintaining a travel website, and run events*
- **Running bus services** - *some business parks already do this. It can be cost effective if there is sufficient demand*
- **Public transport discounts** - *a network provides a powerful voice for such negotiations*
- **Monitoring** of the effect of the network; *organising and reporting on travel surveys etc.*
- **CO2 emissions** - *a network approach has the best chance of reducing vehicles in the area. CO2 savings will be monitored allowing businesses to report their contribution to the reductions*
- **Reducing congestion**
- **Health of Staff** - *cycling and walking will increase - leading to healthier, fitter, wealthier, and therefore more productive, staff*
- **Travel plan support & advice**
- **Lobbying** - *making a joint case for transport service and infrastructure improvements*

How long will the project last?

The project is funded for two and half years. It began on 1st November 2008. The main on-site work will commence in February/March 2009 (see 'What happens next?' below). It will finish in April 2011, but the aim is that the network structure and funding is robust to ensure its existence well beyond this date.

How will this be paid for?

- **EU funds**

TfW has been funded to provide significant staff time over the course of the project to assist in establishing the network, supporting it, monitoring its effect and establishing structures that will see the network sustained into the future.

- **And into the future?**

The longer term funding of the Cambridge travel plan network will depend on the model chosen to run the scheme

What happens next?

- **Winter 2009**

TfW is contacting all of the managing agents and known existing travel plan co-ordinators in the network area to take initial soundings.

- **Early 2009**

TfW will work with employers to undertake a feasibility study that will ensure that the proposed site has the full potential for a successful travel plan network. This will include ensuring that there is senior manager buy-in from:

- landlords
- managing agents
- larger employers
- other interested smaller employers

- **Later Spring 2009**

TfW will convene the network steering group and work with it to develop an implementation plan based on the feasibility study.

- **And then....**

TfW will produce regular updates for employers with details of the next stages of planning the network.

**Please contact Travel for Work if you have
any questions or suggestions.
The project website can be found at www.travelplanplus.eu**

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CCC/TfW Site



Cambridge Regional College

St John's Innovation Centre

Taylor Vinters Solicitors

Cambridge Science Park

Cambridge Business Park



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