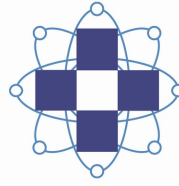




TRAVEL PLAN PLUS



TRAVEL PLAN PLUS Project

Employer Briefing Note: Number 2, July 2009

PLEASE NOTE 2 ACTION BOXES BELOW

Background

In March many of you received the first briefing note giving the background and aims of the TRAVEL PLAN PLUS Project (TP+). This project will establish a travel plan network to set up coordinated initiatives to facilitate and encourage sustainable and healthy travel covering the following areas (see also aerial view over the page):

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

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

Many organisations in the network area benefit from having workplace travel plans. Other employers are yet to look at travel issues. By managing many initiatives in a network, TRAVEL PLAN PLUS will support both existing employer travel plans, and those beginning the process, making the travel plan as effective, efficient and coordinated as possible.

Some of the ideas that have already come up are:

- **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 the new 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** - *providing a powerful voice for such negotiations*
- **Monitoring** *the effect of the network; organising and reporting on travel surveys.*
- **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*
- **Lobbying** - *making a joint case for transport service and infrastructure improvements*

How long will the project last?

The onsite project is funded for two years from 10th August. However, the aim is to work during this time to set up a network structure and funding to ensure the network's existence well beyond this time.

Travel Plan Coordinator Appointed

I am delighted to introduce Gary Armstrong who will be leading the implementation of the project. He will start full time in role on 10 August 2009.

Gary is currently a Travel Plan Adviser at the Travel for Work Partnership. This, together with his previous experience of running a successful business consultancy for 25 years, makes him eminently suited to this role.

Commuter Centre

Gary will be based on the ground floor of the Innovation Centre at the Science Park. Being adjacent to the Trinity Centre, The Revolution Health & Fitness Club and the cash machine makes this a most convenient location for employees and employers in the area.

We intend to develop the office into a 'Commuter Centre' to provide travel advice, timetables, maps and possibly sell transport tickets.

TRAVEL PLAN PLUS is grateful to Science Park managers, Bidwells and Trinity College for the allocation of these offices in a rent-free deal for the project.

Next Steps

- Gary will be moving to the Commuter Centre in early Autumn
- We will arrange a meeting in early Autumn for employers and other stakeholders and interested employers. This will:
 - Establish a travel network steering group
 - Establish what travel planning is already taking place in the area and how TP+ can support this
 - Seek employer/commuter views on travel issues and ideas for possible travel initiatives.

ACTION BOX 1: Establishing the Steering Group

First Meeting Invite

Please let us know if you would like to be invited to the first TRAVEL PLAN PLUS meeting at which we will establish a steering group for the project.

Meeting Room Needed

We are looking for large meeting room for this first meeting – can you help?

Please let Gary Armstrong know if you wish to be invited to the meeting and/or are able host the meeting (contact details below)

Baseline Information

To aid the development of targeted, effective initiatives we need some baseline travel information.

How are people currently travelling?:

- In September we shall set up one of our short online travel surveys to gather some comprehensive and up to date travel to work information. Gary will be in touch about this

Where are people coming from?:

- Several employers in the area already know the benefit of seeing on a map where all their people live
- We should like to map *all the employees* who travel to the project area
- This will give a graphic illustration of the potential for promoting the various modes of transport to the site

ACTION BOX 2 : Mapping Employee Home Postcodes

Please send us your employee home postcodes (no names or addresses) - ideally in an excel spreadsheet and ideally by 14th AUGUST.

We shall publish two maps of employee home locations for you all to see:

- MAP ONE - *all* employee home locations - showing clusters for car sharing - possible train users - or those on bus routes
- MAP TWO - of employees living within a five mile radius of the area - showing access to the cycle network and the potential to promote walking

For more information on post code mapping please visit

<http://www.tfw.org.uk/services.php#mapping> or if you have any concerns or queries please call Gary Armstrong.

Company maps

If you would also like us to produce maps just of your own company employees please get in touch.

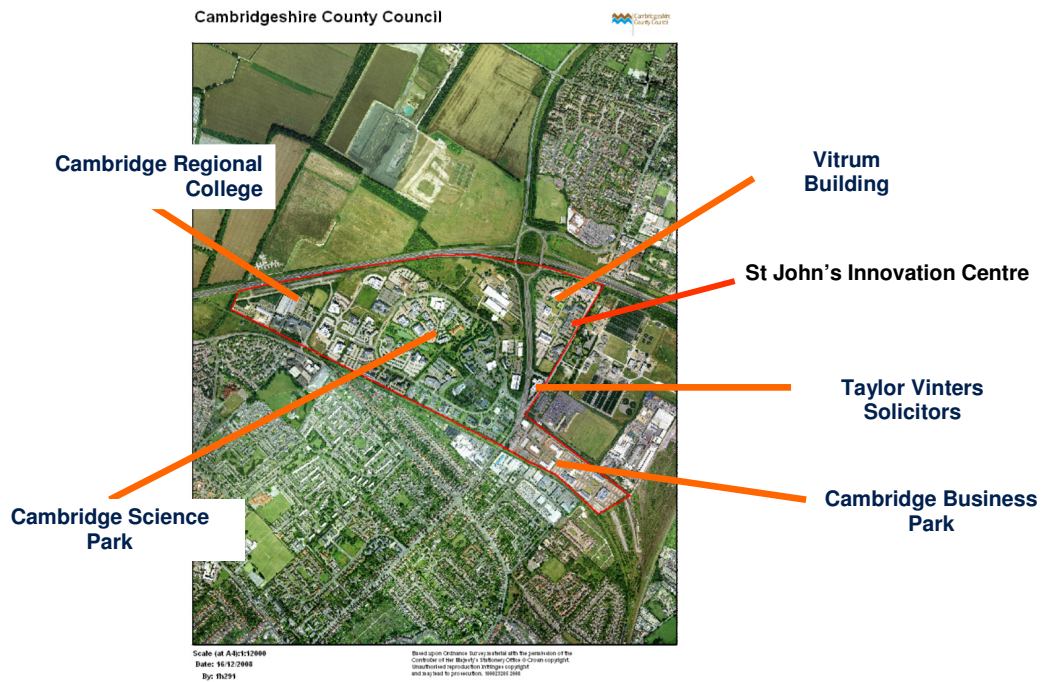
Data Protection

Please be assured there are no data protection issues with this - we remove the last digit of the post codes before mapping and your company will not be identified on the map.

NB if we have already mapped your employees please ignore this request.

Please send your data to Gary Armstrong (contact details below)

Aerial View of Site



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