

How employers can produce a travel plan

This need not be onerous and there are many business benefits to be gained. TfW can help you every step of the way, and membership is free! See our TfW Services and Tools sheet for more information.

BRIEF SUMMARY

- A stand-alone summary of the document.

EXECUTIVE POLICY STATEMENT

- A statement of commitment from Chief Exec/Chair or other senior management.

INTRODUCTION

- Why your organisation is producing a plan.

ROLES, RESPONSIBILITIES AND CONSULTATION

- Who's going to do what.
- Who you've talked to and got support from in preparing the plan.

CURRENT TRAVEL PATTERNS AND ISSUES

- The results and analysis of a staff travel survey
- The results of a site survey.
- Employee home postcode mapping.
- Business travel patterns etc.

OBJECTIVES

- What you want to achieve from your plan. This will be based on

You need senior management support to ensure that the organisation is fully behind the initiative and that the travel plan will be implemented.

Travel plans are dynamic documents. Typically a Travel Plan will consist of the following:

the content of the previous three sections.

TARGETS

- Set realistic targets to enable progress towards the objectives to be measured - this gives the plan a focus and momentum.

ACTIONS AND INITIATIVES

- The initiatives you will implement to achieve your objectives
- What will be done, by whom and when (Action Plan)

MONITORING AND EVALUATION

- How you will check on the success of your travel plan.
- What criteria you will use to judge success.

FINANCIAL ISSUES

- Travel plans need not be expensive - and can easily pay for themselves. There will be some upfront financial implication. A successful plan will identify the funds early on. The best resource is enthusiasm!

Travel for Work recommends that all travel planners should get hold of 'Essential Guide to Travel Planning' available as a download form at www.dft.gov.uk/pgr/sustainable/travelplans/work/essentialguide.pdf

This wonderfully informative toolkit takes you through the travel planning process. It includes many ideas and examples from successful plans around the country (several are TfW employers!).

When is a good time to produce a travel plan?

Whenever is convenient for you. TfW is always ready to assist - do get in touch.

Who should be involved?

Senior Management: It is very important that the most senior manager actively endorses the development of a travel plan, otherwise much management time can be lost.

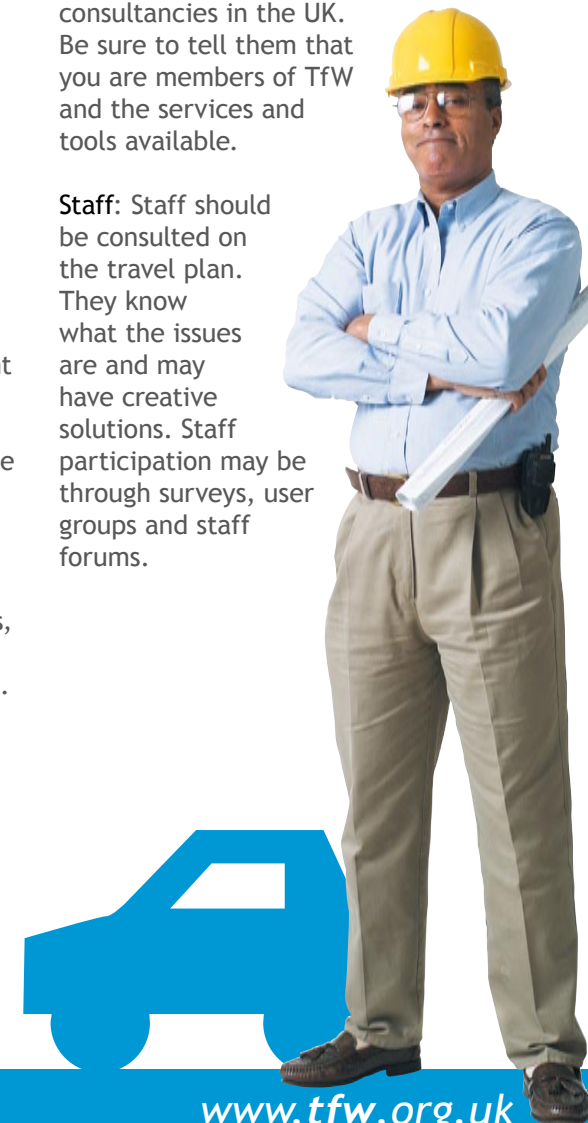
Steering Group: In medium to large organisations a Steering Group of managers from HR, Finance and Estates, together with staff representation, usually directs travel plan management. Existing groups can be adapted to take on this role.

Travel Plan Co-ordinator: The actual work of producing and implementing a travel plan is often delegated to a manager. Sufficient time and support, especially in the first year or so of a travel plan, is important for the best success.

Travel for Work: See the TfW *Services* sheet for a list of the comprehensive services that will be invaluable in producing your plan. This list includes a template travel plan and associated guidance.

Consultants: You could sub-contract your travel plan production to one of the many transport consultancies in the UK. Be sure to tell them that you are members of TfW and the services and tools available.

Staff: Staff should be consulted on the travel plan. They know what the issues are and may have creative solutions. Staff participation may be through surveys, user groups and staff forums.





Workplace Travel Plans

What is a workplace travel plan?

A workplace travel plan looks at how travel is generated by a work site or sites. Based on evidence it plans to positively influence that travel eg. by managing car parking, promoting cycling and walking, bus and train use and car sharing.

TfW says it is more important to be *doing* something rather than have a wonderful travel plan document that sits on a shelf! However, the best effect is *always* achieved by a well-developed and implemented travel plan.

Why do employers produce travel plans?

There are many reasons why companies benefit from developing a travel plan. You might need to produce one if you are moving or expanding.

Or you may have problems with car parking. Many organisations are now undertaking plans to reduce their impact on climate change.

Whatever the reason the best travel plans will:

- Save you money - gain financial control of your transport expenditures
- Improve the productivity of your staff
- Improve the efficiency of fleet operations and deliveries
- Aid recruitment and retention of staff
- Improve the health, stress levels and well-being of your staff
- Allow you to report positive Corporate Social Responsibility
- Enhance your reputation and relations with your local community
- Reduce your impact on traffic congestion - thereby aiding the local economy
- Reduce greenhouse gas emissions - reducing your carbon footprint
- Improve local air quality
- Reduce local noise levels



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