

What is a Travel Plan?

A travel plan is a package of measures tailored to the specific needs of an organisation to reduce dependency on the private car by providing choice and promoting alternatives.

A travel plan will;

- Provide and promote realistic alternatives to the car
- Help manage congestion in car parks and the surrounding area
- Make alternatives to driving alone more attractive
- Reduce your company's carbon footprint and boost environmental credentials
- Improve accessibility to the workplace through increased choice for those without access to a car. This can help to enhance recruitment and retention
- Improve employees health and wellbeing by reducing the stress of being stuck in congestion and increasing physical activity by cycling and walking

FACT!

- 30 minutes of physical activity can reduce sick leave significantly. Walking or cycling to work are effective ways to include physical activity into the daily commute. (Smart Moves, DfT 2008)



Travel Plans

The basics

Improving accessibility

Travel plans are not 'anti-car' but instead aim to encourage sustainable modes of travel and to use cars more wisely. A travel plan can cover staff commuter travel, visitor travel, business travel, fleet vehicles and deliveries.

Any company can introduce a travel plan regardless of its size. Travel plans do not cost large sums of money to implement. They often prove to be cost neutral and in many cases save money. A travel plan will be tailored to reflect the individual circumstances of your organisation, depending on the;

- Size of your organisation
- Number of employees
- Nature of the work carried out
- Location and surrounding infrastructure
- Reasons for implementing the travel plan
- Resources available

FACTS!

- A travel plan can have a positive impact on staff recruitment, absenteeism and compliments other policies. (Smart Moves, DfT 2008)
- An effective travel plan can reduce commuter car travel by 10-30%. (National Business Travel Network, 2009)
- Workplace travel plans are most effective at reducing pressure on the transport network at peak times when people are travelling to and from work. Reducing congestion will reduce emissions, stress, improve health and make journeys more efficient. (Department for Transport, 2008)

What do travel plans typically include?

- Incentives and promotions to encourage walking, cycling, public transport and car sharing
- Improvements to facilities, including secure cycle parking, showers and lockers
- Car park management
- Flexible and home working to help cut congestion at peak hours
- Telephone and videoconferencing to reduce business travel

Workplace Travel Plans

The benefits

For your organisation

- Savings by unlocking the 'opportunity value' of the land you currently use as a car park
- Reduction in car park maintenance fees
- Reduced mileage claims
- Reduced 'idle time' by staff travelling. Staff can work remotely whilst on trains or the bus
- Reduced congestion on-site and the surrounding road network
- Clear demonstration that your company takes its corporate and social responsibilities seriously. Travel plans also assist in ISO14001 accreditation
- More productive workforce: staff leading healthier lifestyles are likely to have fewer days off sick
- A larger recruitment pool: an increased range of travel options is likely to mean that those without a car will not be discouraged from applying

TIP!

Involve staff in the travel plan and future decisions about promotions, infrastructure and incentives through a suggestions box, forum or lunch time meetings.

For employees

- Reduced stress – those that car share may only need to drive on alternate days, or through offering the opportunity to cut travel by working from home
- Financial savings for those that change from driving alone to cycling to work or car sharing
- Improved accessibility – options for staff that don't have access to a car are as good as those driving to work

For the environment and wider community

- Potential for more green space surrounding your premises, where gardens and rest areas could replace parking spaces
- Reductions in vehicle emissions will lead to improvements in air quality and reduce the impacts of climate change
- Reduced overspill parking will improve neighbourly relations

FACTS!

- On average the annual cost to provide a single car parking space is £400. (Department for Travel, 2008)
- We are all walking less, and driving more. In the last 15 years the annual distance we walk has dropped 20%, while distance driven has increased by 40%. (Suffolk County Council, 2009)