

Travel Plan Template

1. Executive Summary

Foreword

- Who produced the Travel Plan on behalf of whom, and for what site?
- Outline any policies that the company and/or local authorities have regarding travel plans.

Introduction

- State what planning condition the travel plan is in accordance with and when the site development/ amendment is due for completion.
- State the main purpose of the Travel Plan and outline what measures will be included (eg; increasing employee awareness, regular communication with the council/government etc).
- Confirm that the Travel plan is not an anti-car policy and that it simply reflects current government policies.
- Outline the length of the travel plan (usually 5 years) and when update surveys will be undertaken (usually years 1,3 and 5 after completion of the site, unless stated otherwise in the planning conditions).

Existing travel situation

- State where more detail about this topic can be found about this topic, eg: what chapter?)
- Give a brief but detailed description of the site location (eg; what major roads surround the site, how far the site is from a major town centre and good, regular transport links).
- An outline of current staff modal split (eg; 55% of staff currently drive to work, based on survey data).
- An outline of the current facilities at the site (eg; locker rooms, staff showers etc).
- State the current situation regarding sustainable transport links (eg; are they considered good or bad?)

Objectives

- Outline the basic objectives of the travel plan (eg; To relieve on-site parking pressures).
- It is usually best to bullet point these objectives.

Targets and Action Plan

- State where the targets and action plan for the travel plan are contained (eg; in chapter 4)
- Provide a brief summary of the targets (eg; To reduce the number of staff commuting to work by single occupancy car by 10% by August 2015)

Travel Plan Strategy

- Stat where more detail about this topic can be found (eg; chapter 8)
- Outline the key areas that the strategy will cover (eg; Effective marketing of the travel plan)
- It is usually best to bullet point this section

Key Measures for Employees

- State what chapter contains more information on this topic (eg; chapter 5).
- State what chapter states the implementation of these measures
- Outline the areas that the measures cover (eg; general marketing and promotion)

Monitoring and Review

- State what chapter details the monitoring and review strategy for the travel plan.
- State that the company recognises that the implementation of this travel plan is an on-going process.

2. Introduction

Introduction

- Give a brief summary of what a travel plan is and outline the pros of a travel plan (eg; improving efficiency of a company, more environmentally friendly etc).
- State what governing bodies are promoting the use of travel plans (eg; for the West Midlands local authorities are working with Centro).

This Travel plan

- Outline who the travel plan is for, state where the companies head quarters are (if applicable) and what the travel plan aims to do (eg; reduce the impact of traffic to and from the site).
- Outline the main reasons for implementing a travel plan
- State that the document provides an overview of the current situation and transport arrangements of the site as well as measures to improve future circumstances.
- State that the document will be regularly reviewed (if applicable).

Policy

- State that travel plans are important on a national, regional and a local level.
- Suggest that they are an integral aspect of the planning process and that they fulfil a role in encouraging sustainable development.

3. Existing Travel Situation

Introduction

- Give a brief introduction to the chapter.
- Give detail on where the information in the chapter is from (eg; site visits, surveys and focus group sessions etc).

Organisation and Site Activities

- Provide a brief outline of what the organisation that is going to occupy the site does as a company.
- State how many people are employed at the site at the time of the travel plan (if it's an amendment to a property).
- State what the opening and closing times of the site are and/or will be.
- Outline if the majority of the staff live within the local area/ within in relatively close proximity to the site.

Site Location

- Produce a detailed written description of the sites location, including accurate distances from local services and amenities.
- Include detailed, annotated maps, aerial photographs and ground level photographs (making sure to record the source of the image). This will help produce a strong understanding of the sites location.
- State if the site is a shared or single occupancy site (if it's a shared site then highlight the possibility of working with the other occupants to improve the scenario even more so).

Site Assessment

- Produce a very brief site history account.
- Discuss site access, with photographic evidence if possible.
- Discuss car use, with photographic evidence if possible, as well as discussing car parking and any on site security to do with the car park (eg; CCTV cameras).
- Discuss car parking capacity and access.
- Discuss car sharing schemes (if it happens or not, officially or unofficially).
- Discuss cycling to and from the site (if it's promoted and advertised and if there are cycle routes near the site).
- Discuss motorcycle access, parking and storage facilities – if any?).
- Discuss and public transport access to the site, outline the level of bus access to the site, with a map highlighting the location of bus stops relative to the site.
- Outline bus ticket prices.
- Discuss rail travel including maps of stations relative to the location of the site.
- Discuss any provisions in place to aid and encourage walking to and from the site, with photo evidence if possible.
- Outline why we need to reduce the need to use unsustainable travel to work.

4. Objectives, Targets and Indicators

Introduction

- State what this section will discuss.
- State what objectives are (eg; high level aims of a travel plan).
- Outline targets (eg; goals that will allow our progress to be assessed).

- Outline indicators eg; elements that will be measured in order to assess progress towards meeting final targets and objectives).

Objectives

- State 'Our objectives are:' then bullet point the objectives

Targets and Indicators

- Produce a table listing the 'outcome' targets (eg; what we are aiming to achieve through the implementation of our travel plan).
- Produce an action plan for the implementation of the travel plan.

5. Travel Plan Strategy

Introduction

- Outline what a travel plan strategy is.
- State that the strategy regarding this travel plan will fill out the remainder of this chapter.

Managing the Plan: Roles and Responsibilities

Head office support (if applicable)

- State the importance of a CTC.
- Describe the role and the personal traits needed to fulfil the position.
- Bullet point the roles' key responsibilities.

Travel Plan Coordinator

- Outline the importance of a TPC.
- Give the name and contact details of the TPC.
- Describe the role and the personal traits needed to fulfil the position.
- Bullet point the roles key responsibilities.
- Outline how the role of the TPC will be managed.

6. Package of Measures

Introduction

- Briefly describe what a package of measures is.
- Outline some ideas of what could be included in a package of measures.
- Clearly state what the following chapter is going to include.

General Marketing and Promotion

- Stat what basic marketing and promotion will be done.
- Give timescales.
- State where promotional material will be attained (eg; Centro promotional material).
- Outline any events that will be promoted (eg; national bike week etc.).

Other Marketing and Promotion

- Sub-categorise into:
 1. Walking
 2. Cycling
 3. Public Transport
 4. Car Sharing
 5. Motorcycles/Mopeds
 6. Reducing the need to Travel
 7. Business Travel
 8. Travel information and planning
- State what marketing and promotion will be done for each sub-category.
- Give timescales for implementation.
- Specify what material will be used for each sub-category and where it will be sourced.
- Provide a detailed description for each sub-category.

Give examples of the measures that will be implemented.

7. Monitoring and Review

Introduction

- State that a Travel plan is an on-going process that needs monitoring and reviewing.
- State how long the monitoring and reviewing process will go on for (eg; 3 years).
- Briefly outline what monitoring and reviewing is.

Monitoring Plan

- Produce a table that summarises the monitoring plan.
- Including the data collection activities which will be undertaken and when these will occur.

Reporting

- State that survey results will be made available to local authorities on demand.
- State that results will be made available to staff.
- State that the results will be submitted annually to the local authorities, regardless of request.

Appendices

- Include any policies relevant to the Travel Plan.
- A full contact list
- Any survey questionnaires
- Results of any questionnaires
- A site plan
- Relevant planning condition

- Any 'Focus Group' information (guide and results)