**Travel Plan Template & Guidance**

**General instructions**

A guide to get your business moving

Transport isn’t just about getting from A to B – it is an essential part of business. By addressing your businesses’ travel challenges you can improve its performance.

Supporting sustainable travel in the workplace can help:

* improve access to your site for staff and visitors;
* reduce car parking issues;
* enable a healthier and more productive workforce;
* aid staff recruitment and retention;
* encourage more transport investment in your local area;
* reduce travel expenses;
* reduce local congestion;
* boost image of corporate social responsibility and contribution to environmental targets; and
* contribute to improving air quality and tackling climate change.

Travel plans are an effective tool to increase the accessibility of a site by sustainable modes. This template has been created to help you create a travel plan for your site, to help you have a positive impact on the surrounding road network and communities as well as your staff’s health and wellbeing.

**What is a travel plan?**

A travel plan is a document that lays out the strategy for managing travel to and from a site.

It sets the existing measures the organisation has and the ones it will put in place to promote and support sustainable travel choices such as walking, cycling, public transport, and car sharing, whilst discouraging single occupancy car use. A travel plan should be:

* site specific and relevant to both staff and visitors; and
* a ‘living document’ and should be reviewed and updated regularly.

Travel planning is a dynamic process and your travel plan will grow and develop over time. To ensure its effectiveness, it should be adapted to suit changes in your circumstances and needs as an employer.

**What should a travel plan include?**

The exact contents of your travel plan will vary depending on a number of factors, including the nature of your business’ operation, location, size of your workforce, and your reasons for writing a travel plan.

Travel plans are there to help you achieve your sustainable travel goals and should be tailored to your specific needs. The best travel plans are not necessarily the longest!

Broadly speaking, your travel plan should:

* **Introduce the site** and general characteristics of the organisation such as location, staff numbers and how any shift patterns impact on travel to your site shift patterns.
* **Set out all the current travel options** to the site and how the design, location of the site, existing facilities and initiatives are encouraging a mix of travel modes. This should include a description of your car parking management plan.

If you don’t have a car parking management plan yet, please see our [‘Car park management plan’ toolkit](https://www.traveldevontoolkit.info/car-park-management-plan/).

* **Identify how your staff are currently traveling to work**. Include information on how your staff currently travel to your site. If you have conducted travel surveys in the past, your travel plan should also provide historic survey results to show any changes in how your staff have travelled to work.

If you haven’t done a travel survey before, you can sign up to our Travel Devon Toolkit website and use our Travel Survey Tool for free. The Travel Survey Tool provides you with and automated report as well as the raw data.

* **Set targets** for a shift towards more sustainable and active travel modes and dates for achievement. This will give you the opportunity to monitor your progress and evaluate which targets have or have not been met and why.

* **Include an action plan** that clearly states what measures (both “carrots” and “sticks”) will be implemented, including timescales (start, end, frequencies) and who is responsible for implementation. To be as effective as possible, the plan should include measures which address the travel of employees, business travel, deliveries, visitors and customers.
* **Establish monitoring arrangements** to track progress in delivery of the travel plan.

**Travel Planning process**

Get started on your travel plan by following the steps below:

1. **Register your business on the Travel Devon toolkit**: All businesses in Devon can use the [Travel Devon toolkit](https://www.traveldevontoolkit.info/) for free and have exclusive access to our travel planning tools, including our travel survey and travel audit.

[Register your workplace now](https://business.traveldevontoolkit.info/register).

1. **Use our free Travel Survey Tool** to find out how staff are currently traveling to work and receive an automatically generated report with the key findings. The report will highlight the barriers preventing your staff from travelling sustainably. It will also identify popular measures which, if implemented, may improve sustainable travel uptake at your business. Please see our [‘Using the travel survey’ toolkit](https://www.traveldevontoolkit.info/using-the-travel-survey/) for further guidance.
2. **Use our free Travel Audit Tool** and receive an automatically generated report with your audit score, including advice and guidance for improvements.
3. Use the information you have gathered to **decide upon measures to improve sustainable travel options to your site**. These measures can be low cost, quick and easy to implement, so you can get started on them today. [Browse the rest of our toolkits](https://www.traveldevontoolkit.info/toolkits/) for measures to support and encourage sustainable travel behaviour.
4. **Write and publish your travel plan**.
5. **Start implementing the measures** you have proposed in your travel plan. Bring your travel plan to life and engage your staff by providing information and organising campaigns and events about the various travel options for your site.

**How to use this travel plan template**

This travel plan guide and template is provided to offer an example of how you can present your travel plan. You can either use our template sentences and the suggestions in this guidance to complete your travel plan, or just use the template as a reference when producing your own.

For the ‘Staff survey results’ section, we will refer to data from the travel survey report (including graphs and tables) that is automatically generated after running our travel survey.

**Example travel plan**

The [University of Exeter has developed a travel plan](http://www.exeter.ac.uk/sustainability/travel/whatissustainabletravel/) which has been very effective in reducing the amount of people driving to work alone to their site.

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# **Introduction**

# **Reason for travel plan**

Describe why your workplace is writing a travel plan and what benefits it is hoping to gain from implementing the measures outlined in the travel plan. These can be benefits for your organisation, individual members of staff and the wider community or environment.

You could include:

* increased workplace accessibility;
* improving employee health and wellbeing;
* supporting transport choice and flexibility;
* benefits to the local community e.g. reducing localised road traffic congestion and associated air and noise pollution, wider benefits to air quality and public health; and
* environmental benefits.

# **Scope**

Describe what this travel plan will cover (e.g. commuting, business travel, visitors etc.) and what the timeline for the travel plan is (e.g. 2021-2026).

# **Site introduction and accessibility**

Describe where the site is located, the number of employees that work at the site and any other characteristics of the site that could impact travel like e.g. if the site is located on a transport corridor.

Next, give an overview of how the site can be accessed by walking, cycling, bus, train and car sharing. Include those modes of transport that are applicable to your site. Consider how your site links to the local cycle network or local and regional public transport networks such as the bus or rail network and discuss any key residential areas/town centres.

You could include a map of the site location highlighting local pedestrian, bicycle and public transport connections and a radius in which people might be able to walk (2.5km/ 1.5mi) or cycle (5km/ 3mi) to work. You could also include a map showing existing facilities on site e.g. cycle parking and changing facilities.

If you include visitor travel in your travel plan, also state how many visitors you receive on average.

# Walking

Include the following:

* Areas that are within walking distance of the business/site
* Footways to the site, whether these are well-lit, shared paths and if formal pedestrian crossings are available
* Bus stops and rail stations within walking distance
* Information on facilities: changing facilities, showers, lockers and the location of these.

If possible, include a map indicating the above.

# Cycling

Include the following information:

* Traffic-free and advisory cycle routes in the proximity of the site (please check [our cycle maps](https://www.traveldevon.info/cycle/cycle-routes/) for more information):
  + For each cycle route, give a short description of the route (e.g. main roads it includes or key sites it passes) and include the type of route (e.g. signed cycle route, on road cycle lanes, off road cycle path)
* Cycle specific facilities like cycle parking or a repair tool station. State the location and capacity of any cycle parking at your site and include additional information. For example, is it sheltered/ not sheltered, secured/ un-secured, staff only etc.
* Information on other facilities: changing facilities, showers, lockers and the location of these
* If relevant, include information about the other cycling facilities near your site that might benefit your staff:
  + If you are located near a rail station, [the PlusBike website](http://plusbike.nationalrail.co.uk/) can help you identify cycle parking available at rail stations, as well as which routes allow bicycles to be carried on.
  + If you are located in Exeter:
    - Brompton folding bikes can be hired from [the Brompton Bikes dock at Exeter St David’s station](https://www.bromptonbikehire.com/docks/2622-exeter-st-davids).
    - Park and Cycle permits are available to allow people to park at any of the Exeter Park and Ride sites and continue their journey by bike. You can apply for a permit on the [Travel Devon website](https://www.traveldevon.info/cycle/park-and-cycle/).
    - At [Exeter Park and Change sites](https://www.traveldevon.info/drive/park-and-change/) you do not need a permit to continue your journey into the city by bike.
    - Co Bikes electric bikes are available to rent from several locations in Exeter. Instructions for using this service can be found on the [Co Bikes website](https://www.co-bikes.co.uk/), as well as a location map of [Co Bike hire locations](https://www.co-bikes.co.uk/locations/).

# Bus

Include the following information:

* Information about the bus network near the site, the services that serve the area and the routes which they travel. It may be useful to include a table to summarise the services and the routes these buses take. An example table can be seen below. Repeat the table for all the relevant stops within the vicinity of the site.
* A map of the location of the bus stops in the vicinity
* Details of park and ride services to the site, including where the park and ride service runs from and to, the frequency of the service and any cost to use this service.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service | Operator | Bus Stop | Route | Frequency |
|  |  |  |  |  |

Table 1: Bus service information for [site].

# Train

Include the following information:

* A list of each rail station close to the site and the distance from the site, the frequency of the service and any station facilities. A template table has been included below. Repeat the table for all the relevant stations within the area close to the site.
* If bus services are required to be taken, provide information on the services which serve the rail station and how often these service the site.
* A map of the rail network within the local area

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service | Operator | Bus Stop | Route | Frequency |
|  |  |  |  |  |

Table 2: Train service information for [site].

# Car

Include the following information:

* Information on your car parking arrangements:
  + Vehicle access for staff and visitor parking via which road(s)
  + Capacity of staff and visitor parking
  + Information on:
    - any car parking charges
    - dedicated car parking spaces for employees who car share, have dependents and other priority parking,
    - booking system for car parking spaces and where to access this.

If you don’t have a management plan yet for your site, please see our [‘Car park management plan’ toolkit](https://www.traveldevontoolkit.info/car-park-management-plan/) for guidance.

# **Existing measures**

This section describes the existing measures that support smarter travel at your workplace. These can include policies, incentives and schemes, facilities, promotional activities and events.

You can [register for free on the Travel Devon Toolkit website](https://business.traveldevontoolkit.info/register) and use the Travel Devon Audit Tool. Once you completed the audit you can download your audit report which will give you a clear overview of what is already in place at your organisation and how you can improve.

# Walking

* Describe any policies, incentives and schemes, facilities, promotional activities and events that encourage and/ or enable staff (and visitors) to walk to your site.

# Cycling

* Describe any policies, incentives and schemes, facilities, promotional activities and events that encourage and/ or enable staff (and visitors) to cycle to your site.
* If you have pool bicycles available for employees to use for business journeys, include details about the bikes available, how to book these bikes for use and where they are stored.

# Bus

* Describe any policies, incentives and schemes, facilities, promotional activities and events that encourage and/ or enable staff (and visitors) to use the bus to travel to your site.
* If employees can gain discounts on the bus services, state the discounts and deals available and how employees can obtain these.

|  |
| --- |
| **TIP:** It might be useful to signpost staff to real time bus information, which can be found on the [Stagecoach Bus app](https://www.stagecoachbus.com/promos-and-offers/national/stagecoachbusapp) or the [Traveline South West website](https://www.travelinesw.com/). |

# Train

* Describe any policies, incentives and schemes, facilities, promotional activities and events that encourage and/ or enable staff (and visitors) to use the bus to travel to your site.
* If employees can gain discounts on the train services, state the discounts and deals available and how employees can obtain these.

|  |
| --- |
| **TIP:**   * [National Rail offer a season ticket calculator](https://ojp.nationalrail.co.uk/service/seasonticket/search) to help your staff find the best ticket available for their individual requirements. * Information on which railcards are on offer can be found on the [Railcard website](https://www.railcard.co.uk/). |

# Car sharing

* Information about your site’s car share scheme. This could be an internal car share scheme managed by yourself, a private group on [Carshare Devon](https://www.traveldevon.info/drive/carshare-devon/) or encouraging staff to find lifts with people outside of your organisation on [Carshare Devon](https://www.traveldevon.info/drive/carshare-devon/).

|  |
| --- |
| **TIP:** If you don’t have an existing car share policy, view our [‘Promoting car sharing’](https://www.traveldevontoolkit.info/promoting-car-sharing/) and [‘Implementing car sharing’](https://www.traveldevontoolkit.info/implementing-car-sharing/) toolkits. Ensure that your [car park management plan](https://www.traveldevontoolkit.info/car-park-management-plan/) is also aligned with your car share policy. |

# Alternative ways of working

* List of the alternative ways of working which operate at the business/site and where additional information can be found. This could include home and tele working, audio conferencing, flexi-time etc.

|  |
| --- |
| **TIP:** Please read the [‘Remote working’ toolkit](https://www.traveldevontoolkit.info/enabling-remote-working/) for more information on how your business can enable remote working. |

# Business Travel

* Introduction into the amount of business travel which is carried out within the business and any relevant policies and procedures in relation to business travel. Include links to these documents so employees can refer to these if necessary.
* If your staff needs to travel regularly between sites, include some brief information on the facilities at the location and mention where they can find more detailed information.
* List of alternative modes of travel that employees are encouraged use when travelling on business. This could include cycle mileage rate, pool bikes, co-cars, information on how to book and where pool bikes or cars are located.

# Visitors

* Include where visitors can find information on how to travel to your site. We advise that this information follows the hierarchy of sustainable transport to encourage people to consider more sustainable modes of travel first:
  + Walking
  + Cycling
  + Public transport (Bus and train)
  + Park & Ride
  + Motorcycle
  + Taxi
  + Car
* Information on facilities available to visitors like e.g. cycle parking and car parking spaces for people with a disability.
* Information on any specific car parking arrangements that will impact visitors traveling to your site e.g. car parking charges and how to book a car parking space if necessary.

# **Aims, objectives and targets**

Writing your own travel plan will enable you to make it more relevant to the way that your site works and set aims, objectives and targets that bring you the benefits that you want.

# **Aims**

All travel plans are different as they need to be specific for your own site, therefore you should think about the long-term outcomes you would like to achieve by producing the travel plan. For example, you could write:

The aims of this travel plan are to r*educe the proportion of single occupancy vehicle trips to [name business/site] by encouraging and enabling smarter travel.*

# **Objectives**

Your objectives are the short to medium-term outcomes you would like to reach in order to fulfil your long-term aim. The objectives will be specific to your organisation and will therefore be aimed at addressing issues that are relevant to your site. A travel plan can help to achieve many different things but common objectives have been listed below:

* Improve accessibility to [site name] by alternative travel modes
* Reduce strain on car parking capacity
* Increase health and wellbeing of staff
* Improve local environment and air quality
* Be a responsible neighbour to local communities
* Be a ‘green’ employer and improve general image
* Reduce costs associated with single occupancy vehicle trips
* Fulfil the business’ Corporate Social Responsibility
* Increase attractiveness as a workplace

# **Travel Plan management**

The key to a successful travel plan is enthusiasm and commitment, ensuring that the travel plan is a lasting and rolling programme of measures which influences travel choices to your site throughout the lifespan of your business.

In our experience, businesses who have an effective travel plan have got the following things in place:

* Budget and resources
* A Travel Plan Coordinator
* A Travel Plan Sponsor
* Integrating of travel planning within the organisation
* Partnerships.

# **Budget and resources**

Describe what budget and other resources are available to implement the travel plan.

Indicate how the budget and resources are made available/ generated to fund measures that support smarter travel. For example, will there be a yearly corporate budget? Will you raise funds by asking people to pay for car parking?

# **Travel Plan Coordinator**

The provision for a dedicated person (or Travel Plan Coordinator) is critical to the success of the travel plan.

The Travel Plan Coordinator implements and manages the travel plan, introduces new initiatives aimed to encourage sustainable travel, and promotes them internally. They also monitor the effectiveness of the measures and liaises with stakeholders (which may include the Local Authority) on its success. For large sites it is also advisable to set up a Travel Plan Steering Group, which would help to engage the whole of the organisation.

Describe who the dedicated person is, what their responsibilities are and how they link in with management and other parts of the organisation (different teams, departments e.g. HR and Facilities). This does not have to be a full-time position and could be assigned to an existing member of staff, as long as they have time set aside from their normal role to fulfil the requirements of the travel plan.

# **Travel plan sponsor**

There is senior management support and commitment for the travel plan. We recommend that a sponsor has been identified and named within the travel plan.

# **Embedding smarter travel in the organisation**

# Travel Plan Steering Group

A Travel Plan Steering Group is a group of people who support the implementation of the travel plan measures, discuss sustainable options to your site, and decide how these can be improved and promoted.

It’s a good idea to include a wide range of people from your organisation to represent different areas and grades of seniority. This should be comprised of people using different travel modes, including car users.

Through this group people can discuss and generate ideas, as well as plan events and action the implementation of measures. Sending out meeting notes or minutes to staff members is an effective way to keep employees up to date with what is planned.

If you have a Travel Plan Steering Group in place or will be setting one up, include a description of their terms of reference (i.e. what the scope and remit of the group is) or where to find this information.

# Bicycle User Group

A Bicycle User Group (BUG) is a group that can be set up to champion cycling within your organisation. Members can support staff who cycle to work, as well as encourage other employees to start cycling to work too. This ensures that people who have direct experience of any barriers to cycling to work can feed their knowledge and experiences into your activities. BUG members can also help you share messages and circulate resources to the various departments or teams within your workplace.

If you have a BUG in place or will be setting one up, include a description of their terms of reference or where to find this information.

Find out more in our ‘[Making your business cycle friendly’ toolkit](https://www.traveldevontoolkit.info/making-your-business-cycle-friendly/).

# Links with other initiatives

The travel plan should be implemented throughout the business, with new practices and policies integrated in all departments and groups relating to staff (HR/ Recruitment, Health & Wellbeing, Health & Safety, social committee etc.) or travel (Environment, Facilities, Bicycle User Group etc.) to ensure sustainable and active travel are considered in anything the business does.

Describe in your travel plan how smarter travel feeds into all the different aspects of your organisation.

# **Partnerships**

If other employers are located near to your site, you could consider forming a Travel Forum with representatives from neighbouring organisations, to jointly improve and promote sustainable travel options to your area. This can make implementing certain measures like car sharing more effective as more people are likely to sign up to the scheme, making it easier to achieve a critical mass.

If you are part of a travel forum, include a description of their terms of reference or where to find this information.

# **Staff travel survey results and conclusions**

Before you can start to identify measures to implement, you need to know how people currently travel, what their reasons are for doing this and what could enable and encourage them to make different travel choices. Only when you have insight into people’s current travel behaviour, can you start to plan what measures to put in place to help to change them.

Prior to writing the travel plan, you should carry out a travel survey of your staff and/ or customers. You can use our free, ready to use Travel Survey Tool on the [Travel Devon Toolkit website](https://www.traveldevontoolkit.info/). Once completed, you can download a survey report which presents you with the results from your survey. Alternatively you can download the raw data to do your own analysis.

You can add up to five additional questions to our standard Travel Devon travel survey questions. You could include questions that are either specific to your site e.g. a question re which team people are part of or what shifts that people work. This could give you insight into how representative the results of your survey are for the whole of the organisation and how travel patterns differ across teams or shifts.

The results for these additional questions are not included in the automated report, so please remember to include additional paragraphs below to discuss these results.

PLEASE NOTE: Any mentions of specific graphs in the sections below are for graphs generated by the Travel Devon Toolkit Travel Survey Tool.

# **Introduction**

Describe:

* when the survey was conducted
* the number of responses
* The response rate (as a percentage i.e. the number of responses divided by the total number of staff working at the site)

If you asked an additional question with regards to what team people are part of, describe how representative the results are for the whole or the organisation, e.g. did some teams have a higher or lower response rate compared to the average?

# **Mode split**

A table that shows the mode split numbers and percentages is very important. It needs to show what % currently come via all transport modes. If other options, for example remote working, are available then include these too. If you have conducted travel surveys in the past, this would be a useful place to provide historic data on how your staff have travelled to work.

|  |  |  |
| --- | --- | --- |
|  | **Current year of travel survey (i.e. 20XX)** | **Current year of travel survey (i.e. 20XX)** |
| **Mode** | **Numbers** | **%** |
| Walking | 5 | 4% |
| Cycling | 6 | 5% |
| Bus | 12 | 10% |
| Park & Ride/ Park & Cycle/ Park & Change | 0 | 0% |
| Train | 10 | 8% |
| Motorcycle | 0 | 0% |
| Carshare | 6 | 5% |
| Taxi | 0 | 0% |
| Car (driving alone) | 81 | 68% |
| **Total** | **120** | **100** |

Table 3: Mode split for [site] [year].

Describe the results – what is the most popular mode of travel? Least popular mode? How does the % of people using smarter modes of transport compare to the % of people driving to the site alone?

If you asked an additional question with regards to what team people are part of, do some teams have a higher proportion of people walking, cycling or any other mode of travel?

You could compare your findings with results from the most recent government [National Travel Survey](https://www.gov.uk/government/collections/national-travel-survey-statistics).

# **Journey distances**

* Insert image of graph ‘How often’: See section ‘How often and how far’ of your travel survey report. You can easily copy the graph by using the Snipping Tool.

This graph shows how often your staff choose to travel by different modes. Describe how many people (roughly) are traveling by car alone on a daily basis. Compare this with how often people roughly use the other modes of transport.

* Insert image of graph ‘How far’: See section ‘How often and how far’ of your travel survey report. You can easily copy the graph by using the Snipping Tool.

* Insert image of graph ‘% Car users by Distance travelled’: See section ‘Travel in the local area’ in your travel survey report. You can easily copy the graph by using the Snipping Tool.

Walking distance is considered up to 2.5km (1.5mi) one-way and cycling distance up to 5km (3mi) one-way. 20km (12.5mi) is a distance considered to be reasonable for commuting by bus in under one hour.

* Insert image of map ‘Employee location relative to business’ from your travel survey report. You can easily copy the image by using the Snipping Tool. You can add a larger version of the image in the appendices.

Write about any clusters of postcodes within a 20km (12.5mi) radius of your site and with regular rail or bus services to your site.

If there are any clusters of postcodes beyond a 20km (12.5mi) radius, briefly discuss how these could possibly benefit from rail links, park and ride, park and cycle or carsharing depending on what travel options are available to them.

# **Motivations for driving and concerns about travel**

* Insert an image of the graph ‘Motivations for driving’ from your travel survey report. You can easily copy the image by using the Snipping Tool
* Discuss the top 3 motivations for driving.
* Discuss what motivates people the least
* If you identify any other insights, please add as appropriate
* Insert an image of the graph ‘Travel concerns’ from your travel survey report. You can easily copy the image by using the Snipping Tool.
* Discuss the top 3 concerns about travel
* Discuss what concerns people the least
* If you identify any other insights, please add as appropriate

# **Walk more**

* Insert an image of the graph ‘What would encourage more walking’ from of your travel survey report. You can easily copy the image by using the Snipping Tool
* Discuss the top factors that would encourage people to walk more
* Discuss the top ‘Other’ factor(s) that would encourage people to walk more
* Discuss the top reason why people would not consider walking (more)

# **Cycle more**

* Insert an image of the graph ‘What would encourage more cycling’ from your travel survey report. You can easily copy the image by using the Snipping Tool
* Discuss the top factors that would encourage people to cycle more
* Discuss the top ‘Other’ factor(s) that would encourage people to cycle more
* Discuss the top reason why people would not consider cycling (more)

# **Use public transport more**

* Insert an image of the graph ‘What would encourage more use of public transport’ from your travel survey report. You can easily copy the image by using the Snipping Tool
* Discuss the top factors that would encourage people to use public transport more
* Discuss the top ‘Other’ factor(s) that would encourage people to use public transport more
* Discuss the top reason why people would not consider using public transport (more)

# **Carsharing more**

* Insert an image of the graph ‘What would encourage more car sharing’ from your travel survey report. You can easily copy the image by using the Snipping Tool
* Discuss the top factors that would encourage people to carshare more
* Discuss the top ‘Other’ factor(s) that would encourage people to carshare more
* Discuss the top reason why people would not consider carsharing (more)

# **Remote working**

* Insert images of the graphs listed below from your survey report. You can easily copy the image by using the Snipping Tool:
* How often do you work from home?
* If you work from home, is this normally for the whole day, or part?
* How often do you travel to a meeting/visit off site?
* How often do you use video/tele-conferencing in your job?

Discuss the following:

* How often people work from home and whether this is mostly for the whole day or part of the day
* How often people need to travel off site
* How often people use video/tele-conferencing to do their job

# **Conclusions**

Discuss as a minimum:

* Scope for change:
  + How many people that currently drive, could potentially travel by other means?
    - How many more people would be able to walk and cycle to work?
    - How many more people would be able to use Public Transport or car share to your site?
  + Data from the graph ‘How often’ can give you an indication of how fixed people are in their travel habits
    - How many people drive to the site alone daily? This could give you an indication of the amount of people that might be able to try an alternative mode of travel occasionally, monthly or fortnightly.
    - How many people drive to the site alone 1-4 days a week? How many people use smarter travel to get to your site occasionally, monthly or fortnightly? This could give you an indication of the amount of people that could potentially be encouraged to do this more often.

* Engaging people
  + Based on people’s general concerns about and motivations for their travel behaviour, what could help make messaging more relevant and engaging for people?
* New measures
  + Based on what people said would help them walk, cycle, use public transport and car share more, what could you implement to encourage and enable more people to do so? Are there any similarities or clear differences in factors mentioned between modes of travel?
  + What are the reasons/ factors mentioned why people would not consider walking, cycling, using public transport or car sharing more? Are there any similarities or clear differences in factors mentioned between modes of travel?

Your conclusion will help you determine what targets you want to set in the next chapter of the travel plan.

# **Targets and timescales**

This section is where you discuss the targets that you are setting for your travel plan for each mode of transport and explain why you have decided on each target based on the conclusions you drew in the previous chapter. If you are also focussing on customer travel, you need to set separate targets for these too.

To set appropriate targets, you must draw upon the conclusion from your travel survey in the previous chapter. You also need to look at the accessibility summary in chapter 1 to see which modes are feasible based on your site’s and people’s location. Finally, you need to ensure that your targets consider the measures that you are planning to implement, as without appropriate measures, you can’t set ambitious targets.

Ideally you will include short (12 months), medium (2-3years) and long term (5+ years) targets for each mode of travel that is relevant for your site. This phased approach and setting clear deadline for achievement will make monitoring your progress easier and will let you plan more efficiently.

Travel plan targets are normally % changes in mode share. For example, if you currently have 3% of staff cycling to work, you could e.g. say that by year one, you aim to get 4% cycling and by year five, you aim to encourage 6% of people cycling to your site.

To inform your target, for each mode of transport consider the following:

* What % of staff currently use this mode?
* What % of people would you like to see using this mode in the short term, medium term and long term, taking into account:
  + The number of employees who currently drive but live within walking (2.5km/ 1.5mi) or cycling distance (5km/3mi) of your site (and for whom walking or cycling is a highly feasible option) and the number of people who already walk or cycle.
  + The number of people that live within clusters with regular rail or bus services to your site.
  + The number of staff that live beyond a 20km (12.4mi) radius but who might be able to benefit from rail links, park and ride, park and cycle or carsharing.

Putting all your targets into a table will make it easier for the reader to see how your targets flow from year to year. For example:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Mode** | **Current %** | **Target %**  **(Year 1)** | **Target %**  **(Year 3)** | **Target %**  **(Year 5)** | **Overall change** |
|  |  |  |  |  |  |
| **Mode** |  |  |  |  |  |
| Walking | 4 | 5 | 6 | 7 | +3% |
| Cycling | 5 | 7 | 9 | 10 | +5% |
| Bus | 10 | 11 | 12 | 13 | +3% |
| Park and Ride/ Park and Cycle | 0 | 2 | 3 | 5 | +5% |
| Train | 8 | 9 | 9 | 10 | +2% |
| Motorcycle | 0 | 0 | 0 | 0 | +0% |
| Carshare | 5 | 7 | 9 | 11 | +6% |
| Taxi | 0 | 0 | 0 | 0 | +0% |
| Car (driving alone) | 68 | 59 | 52 | 44 | -24 |
| **Total** | **100%** | **100%** | **100%** | **100%** |  |

Table 4: Sustainable travel targets [site] [period].

If your business is part of a business travel forum, remember to also take into account the opportunities this might offer for joint car sharing initiatives and other schemes.

Please note: behavioural change on an individual level would need to take into account someone’s personal circumstances.

# **Action plan**

The action plan is an important component of your travel plan. It is where you show how you plan to achieve your targets: it lists all the measures you plan to implement, when these activities need to happen and who is responsible for carrying them out.

For all modes, consider:

* The target set (for the mode)
* The key barriers to/ motivators for the travel mode from the travel survey, explaining which measures would be the most effective to encourage more people to use that cycle to your site.

List all measures that will be implemented to encourage sustainable and active travel to your site. You can list multiple measures and actions per mode of transport. If you have completed our travel audit, please see your audit report for suggestions.

An example action plan is included below, although you need to make sure that your action plan is relevant to the measures you are putting in place. For more inspiration on what measures you could put in place, browse [our toolkits on the Travel Devon Toolkit website](https://www.traveldevontoolkit.info/toolkits/).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Mode action relates to** | **Action (please see the following toolkit for further inspiration** | **Priority (Low / Medium / High)** | **Cost (Low, Medium, High)** | **Due by (Date)** | **Person(s) responsible** | **Action done by** |
| All Modes | Create (digital) notice boards showing sustainable travel information for staff areas. |  |  |  |  |  |
| All Modes | Put together an annual programme of travel awareness events. |  |  |  |  |  |
| Walking | Create resource of walking routes connecting site with local neighbourhoods, amenities, bus stop and rail stations. |  |  |  |  |  |
| Walking | Take part in the yearly workplace walking challenge |  |  |  |  |  |
| Cycling | Upgrade capacity of facilities: cycle parking, showers, drying area and lockers |  |  |  |  |  |
| Cycling | Take part in the yearly workplace cycle challenge cycle |  |  |  |  |  |
| Bus | Contact bus service provider about corporate package discounted tickets |  |  |  |  |  |
| Park & Ride/ Park & Cycle/ Park & Change | Circulate information on Park & Ride/ Park & Cycle/ Park & Change sites. |  |  |  |  |  |
| Train | Promote interest free loans to purchase train season tickets |  |  |  |  |  |
| Carsharing | Promote [Carshare Devon](https://www.traveldevon.info/drive/carshare-devon/) |  |  |  |  |  |
| Remote working | Put on webinars on effective remote working and ensuring personal wellbeing |  |  |  |  |  |
| Business Travel | Source pool bikes and maintenance package for all trips in town/ in the City under 5 miles. |  |  |  |  |  |

Table 5: Action plan for [site] [period].

# **Monitoring and Review**

# Monitoring

Travel planning should be a continuous and dynamic process.

We recommend regularly monitoring your progress against the aims, objectives and targets you have set as well as reviewing the plan itself to ensure it is addressing the most appropriate behaviours in the most suitable way.

The action plan needs to be updated regularly when actions are completed, or when new actions are identified. Keeping the action plan up to date is normally one of the key roles of the Travel Plan Coordinator.

We recommend conducting a travel survey on a yearly basis. A lot can change in a year in terms of people’s personal circumstances but also that of the business.

In addition, you could undertake regular cycle parking, car sharing or parking counts and collect data on the uptake of the various staff incentives and schemes you have put in place (e.g. uptake of Cycle to Work scheme and discounted bus and rail tickets).

Also, don’t forget to check for changes in local provision in terms of cycling infrastructure and the availability public transport services to and near your site.

# Review

Following the collection of monitoring information, the Travel Plan should be reviewed on an annual basis.

The completion of an annual review will enable the production of an updated action plan for the implementation of measures for the year ahead.

To make sure that everyone in the organisation is up to date, you could choose to share your findings and the implications for the travel plan with your staff.

# **Appendices**

Appendix A. Employee postcode map

See your travel survey report.

Appendix B. Employee postcode map (walking and cycling)

See your travel survey report.

Appendix C. Walking map

Include a walking map of the footways local to your office/site location.

Appendix D. Cycle map

Include a cycle map of the cycle routes local to your office/site location.

Appendix E. Bus map

Include a bus map of the services local to your office/site location.

Appendix F. Train map

Include a bus map of the services local to your office/site location.

Appendix G. Travel audit certificate

You could include the certificate you receive upon completing our travel audit on the Travel Devon Toolkit website.

Appendix H. Travel survey report

You can attach your whole travel survey report