Travel Planning Guide

What is involved?

The key is to make the travel plan work for the organisation as a whole, contributing to its culture and improved effectiveness. This means including the travel planning process in wider business planning. **Leadership is vital**. Senior managers need to be seen to participate in schemes to ensure staff take up.

Each site is unique, so an 'off the shelf' travel plan is unlikely to be appropriate. However, there are sources of **guidance**, schemes, facilities and bespoke advice available through Crawley Borough Council and West Sussex County Council and travel planning organisations.

easit is a travel planning social enterprise for businesses. Crawley-based organisations can join the **easitCRAWLEY** network, which provides rail and bus fare discounts for all its members' staff, a range of reduced cost schemes, equipment, services and bespoke advice.

Practical options

Depending on your site and operational activity, there are lots of measures you can take, including:

- Providing detailed public transport information to staff
- Car-sharing schemes and dedicated car-share parking bays
- Secure, sheltered cycle parking
- Shower/changing facilities
- Mobile media equipment for staff to work on train journeys
- Prioritised public transport and active travel information for visitors
- Signing up to the government's Cycle to Work scheme
- Site design for walking and cycling priority
- Flexible and home working, staggering commuting times
- Join a Car Club to replace a pool car
- Video conferencing
- Meeting/visit planning to minimise travel
- Time restrictions and route instructions for deliveries
- Pool and loan bikes
- Shuttle buses
- Rotational staff parking
- Bus and train commuter fare discounts for staff
- Replacing company car benefits with cash
- On-site active health events and challenges

Why Travel Planning?

The aim of a travel plan is to **reduce reliance on single occupancy car journeys** by all stakeholders in your organisation.
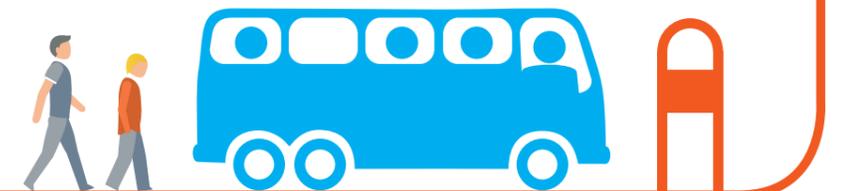
This is best met by first **reducing the need to travel** and then improving opportunities for **travel by other means**.

The benefits to your organisation in travel planning include:

- Cutting car parking demand and costs
- Reducing local and on-site congestion
- Better site access and travel choices for customers and visitors
- Improving staff travel choices, costs and retention
- Cutting business travel costs and increased efficiencies
- Reducing air pollution and noise
- Ensuring access for people with disabilities
- Improving staff health, wellbeing and outlook
- Good neighbour relations
- Better site environment
- Freeing parking space for other uses
- Meeting environmental and social obligations.

Travel planning can be a local government planning requirement.

Around 10 times as many deaths are linked to poor air quality than are caused by road traffic accidents each year in the UK. In West Sussex, more than three quarters of air pollution is from vehicles, so a change in even one in 20 journeys can make a significant difference.

Travel planning for your business

Crawley Borough Council

www.crawley.gov.uk/manorroyaltravel

Element	Content or activity	Examples and questions	References and support
Policy Keep this brief – probably less than one page.	1. Aims and broad measurable target(s) 2. Benefits to the organisation (why have the policy?) 3. Access/transport priorities (how to address options operationally) 4. Review period 5. Responsibility for policy implementation Needs to be definitive, i.e. avoiding phrases like 'where possible' and 'seeks to'.	1. Reduce congestion/improve access, inclusivity, choice/reduce need to travel/cut car parking demand/carbon reduction. 2. Cost and space savings/increased sales, e.g. refreshments/predictable journey times/increased customer and staff appeal/improved health and wellbeing/reduced carbon footprint/operational efficiencies/site improvement/support planning applications. 3. Transport user hierarchy is: i – reduce need to travel; ii – walking; iii – cycling; iv – public transport use; v – car-sharing; vi – lone driving. 4. Annually reviewed, with progressive improvement. 5. Senior Managers/HR/Facilities Manager reporting to CEO.	West Sussex travel planning guidance and schemes – Travelwise. **www.westsussex.gov.uk/travelwise** **www.westsussex.gov.uk/roadsafety** Crawley Travel Planning guidance, including downloadable files. **www.crawley.gov.uk/travelplanning**
Strategy How the policy aims will be met.	1. Establish current transport and access (modes used, facilities, stakeholders). 2. Identify impacts of business plans. 3. Identify issues/opportunities. 4. Plan physical improvements, take up of schemes and business/staff measures. 5. Identify publicity/promotional information to raise awareness for staff and visitors. 6. Detail staff engagement plan and external communications for consistent message across the organisation and takeup. 7. Link with transport service suppliers, user forums, local authority transport initiatives to get local improvements. 8. Create procedures, timescales and staff responsibilities for travel plan.	1. Staff/visitor survey, HR staff mapping, car park use, pool car use, cycle parking; visitor/customer enquiries/personal travel planning tools. 2. New building, introducing home working, extra recruitment. 3. Poor walkways, good local bus service, cycle routes, staff drive at same time, lack of bike parking, high pool car use, new electronic media. 4. Report walkways to local authority, provide maps and timetables, cycle parking/storage, bike to work schemes, flexitime, business journey planning, video-conferencing, pool bikes. 5. Bus/train/bike maps and timetables, green/leisure walkways, discounts, health benefits, publicity reflects transport priorities, journey planning tools. 6. Staff induction, operational procedures eg timing/location of meetings, info to visitors/customers, business promotion, incentives, eg fun challenges, fitness groups, staff discounts. 7. Talk to bus and train companies and local authorities re local schemes and plans; input to area forums. 8. Build travel plan into other management plans and reports. Allocate HR and FM tasks, named staff running facilities.	Easit travel planning business membership enterprise provides train and bus discounts, bike loans, electric vehicle facilities, advice, information. **www.easit.org.uk** **www.travelwestsussex.co.uk** for personalised travel planning. Local cycling information. **www.crawley.gov.uk/cycling** **http://cyclejourneyplanner.westsussex.gov.uk** for personalised cycle trips. CTC national cycle charity, advice, insurance. **www.ctc.org.uk** Sustrans – business advice on sustainable transport and access. **www.sustrans.org.uk** Car sharing. **www.westsussexcarshare.com**
Targets	SMART and progressive targets, ie improvement over time.	• Car commuting numbers (alone/shared) • pool bike/car use • car park demand • bike parking use • business mileage • journey/meeting trips • information requests • staff sickness rates.	Data from Human Resources and Facilities Management.
Review	Assess progress to targets and identify new ones. Feedback from stakeholders. Update Travel Plan as appropriate.	Are frontline staff aware of and communicating travel facilities and advice? Are travel plan measures implemented throughout operational and office activities?	Reporting channels.
Responsibilities	Who is tasked with what – including frontline staff.	Is induction followed through by managers to embed travel plan into routine? Are managers leading in practice?	Organisational structure.

Travel planning for your business