



SUSTAINABLE TRAVEL TOOLKIT

TRAVEL PLAN:

GUIDE TO DEVELOPING A WORKPLACE TRAVEL PLAN

Workplace Travel Plans support the practical implementation of sustainable travel objectives and measures to promote and encourage travel choices and options, such as public transport, walking and cycling. Travel Plans can often also be a requirement and condition of planning applications.

This guide has been produced to assist businesses and developers in the development of a workplace travel plan. Whether for planning purposes or to formalise Travel Plan measures and policies, it offers a brief overview of what is needed to get your Travel Plan up and running, in addition to what should be included and where to go for additional support and guidance.

Contact us ...

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What is a Travel Plan?

A Workplace Travel Plan is a long term strategy setting out steps and Actions. It should also identify and detail a package of measures aimed at making it easier for staff to make more sustainable travel choices when travelling to and from work. Whilst the emphasis is on reducing reliance on single occupancy car journeys, a Travel Plan is not intended to be anti-car, but to be realistic both in promoting and enabling choice together with highlighting travel options.

An effective Travel Plan should be specific to location, the nature of the business and end users, making reference to local services, provision and support available. Existing travel behaviours should be considered and clear, measurable objectives and targets included.

The development of a Travel Plan is a dynamic process; rather than simply a document which is produced as an end result, it is more of a starting point, which should be integrated with other policies such as Health and Wellbeing and Corporate Social Responsibility. It is a living document which should be regularly reviewed and monitored, and will evolve and develop over time, adapting to reflect changes in organisational, staffing and site/environmental factors.

Travel Plans should not be restricted to staff travelling to work, they can also include measures for business travel, visitors, deliveries and company vehicles, and offer choices which reduce the need to travel in general.



What are the Benefits of a Travel Plan?

With so many other organisational and business objectives to consider, a Travel Plan can often be viewed as a low priority or not important, but the benefits are far reaching and can save your business money, whilst improving staff engagement and retention, whatever the type or size of your workplace.

Depending on your specific needs, a Travel Plan can help to:

- Minimise the impact of travel on the environment, by reducing harmful emissions, pollution and noise
- Relieve local parking or congestion issues, solve problems caused by the demand for parking, in turn saving money on providing and maintaining parking spaces
- Improve staff health and wellbeing, which contributes to reducing sick days, lowering stress and increasing productivity
- Help recruit and retain staff by facilitating access/travel for those without access to a car, and making journeys to work easier and cheaper
- Reduce unnecessary travel, saving money on mileage and other business travel costs by encouraging those who have to travel to do so in the most sustainable way

Workplace Travel Plan

If you are looking at doing a Workplace Travel Plan as part of a planning application and require a full travel plan please refer to the section on the next page.

If a full Travel Plan is not relevant and you would just like to improve the way in which your business operates, there may be elements which are suitable or appropriate and therefore more helpful to your own business circumstances.

Please refer to the rest of the Toolkit to see what would benefit your business and workforce. We also have a useful Action Plan template on our website (www.seftonactivettravel.co.uk) available for download. This is something which can be updated regularly and used as a catalyst for change in your business. If you would like more information on this or travel plans in general, please contact us and we would be happy to help.



Elements of a Travel Plan Structure

Whilst the content of your Workplace Travel Plan will be tailored to your business and include information specific to the local area, there are key standard elements common to most Travel Plans which will need to be covered. It should also be noted that these are the points on which a Travel Plan would be assessed, **if submitted as a condition as part of a planning application** therefore it won't be necessary to cover all elements should you be doing a travel plan to improve the way in which your business operates.

1. Introduction:

- Who has developed the Travel Plan, for whom and why
- What is the plan intended to achieve – aims and objectives
- National and local policy background

2. Background:

This sets the context for the plan, and covers 3 parts:

a. Workplace/Development Information:

- Description of the main business activity
- Hours of operation, including shift patterns, flexible working arrangements
- Staffing information
- Main clients, customers or other visitors

b. Location:

- Map showing location of the site
- Description of site including number of parking spaces, with detailed information of proportion allocated to disabled spaces, cycle parking, motorcycles and any other dedicated parking spaces. Details of any proposed enhancements or amendments can be included here

c. Current Access by Sustainable Travel:

This part should detail the proximity to existing local provision and services, and also include any proposals for improvements or amendments:

i. Bus:

Information for buses serving each of the following including details of the bus number, frequency, where it serves and the first/last bus:

- Nearest bus stop
- Nearby stops within reasonable walking distance (all available via timetables/public transport maps on Merseytravel website)

ii. Train:

- Details of distance from nearest station – include walking distance
- Rail services from this station including frequency, and first/last train for each

iii. Walking:

- Details of pedestrian access and footpaths/safe crossings

iv. Cycling:

- Details of access by cycle, including routes around the specific location (can be found on Sefton Cycle Map)
- Cycle Parking facilities on site
- Onsite facilities such as showers or changing facilities

3. Staff/Visitor Travel Patterns

- Baseline staff travel survey data or current census travel to work data where this is not available (template is available for this as part of **Sustainable Travel Toolkit**).

4. Objectives and Targets:

These will be the points on which the travel plan can be monitored and assessed for effectiveness:

- Aims and what is to be achieved through the Travel Plan eg. Reduce the number of single occupancy car journeys to the site
- SMART (Specific, Measurable, Achievable, Realistic, Timebound) targets linked to objectives

5. Actions:

This details the specific measures which will be implemented to achieve objectives and targets:

- General actions to promote sustainable travel eg. Provision of information to staff and active dissemination, on company/organisation website
- Public Transport Promotion
- Walking
- Cycling
- Reduce car use eg car share, business travel, pool vehicles
- Reducing the need to travel/smarter working

Further information, advice and guidance on suggested measures and support available can be found in the **Sustainable Travel Toolkit**

6. Travel Plan Monitoring and Evaluation:

- Management of the plan – who will be responsible for the implementation of the plan, including identification of a Travel Plan Coordinator
- How the travel plan will be monitored going forward eg, review on an annual basis, staff travel surveys

7. Additional Information:

- Contact details for the Travel Plan Co-ordinator, and any other party responsible for the travel plan

For further details on where to go for information, advice and support, including policy guidance, more information is provided overleaf.





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How we can help you

We can offer support, advice and guidance on all aspects of the development of the Travel Plan, from initial structure to detailed content and actions.

For ideas and suggestions on measures to be included in the Travel Plan together with specific details on activities and initiatives we can offer, please refer to our

Sustainable Travel Toolkit

For Travel Plan policy and other requirements in terms of Travel Plans submitted as part of a planning application, please see the following guidance documents which are available online:

- www.sefton.gov.uk – Sefton Council Ensuring Choice of Travel Supplementary Planning Document
- National Planning Policy Framework – Planning Practice Guidance
- Department for Transport Good Practice Guidelines Delivering Travel Plans Through The Planning Process

Printed copies of each of these can be made available on request.

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