

Travel Plan Process Guide



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Guidance note:

A range of [Cardiff Council Travel Planning Resources](#) are available to support organisations seeking to promote sustainable travel.

Additional travel planning resources, including a travel plan template and travel audit guide, can be found at www.keepingcardiffmoving.co.uk/travelplans.

For more information and additional resources and support, please contact Cardiff Council's Travel Plan Officer on travelplans@cardiff.gov.uk or 02920 873722.

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The Travel Plan Process

Travel Plans

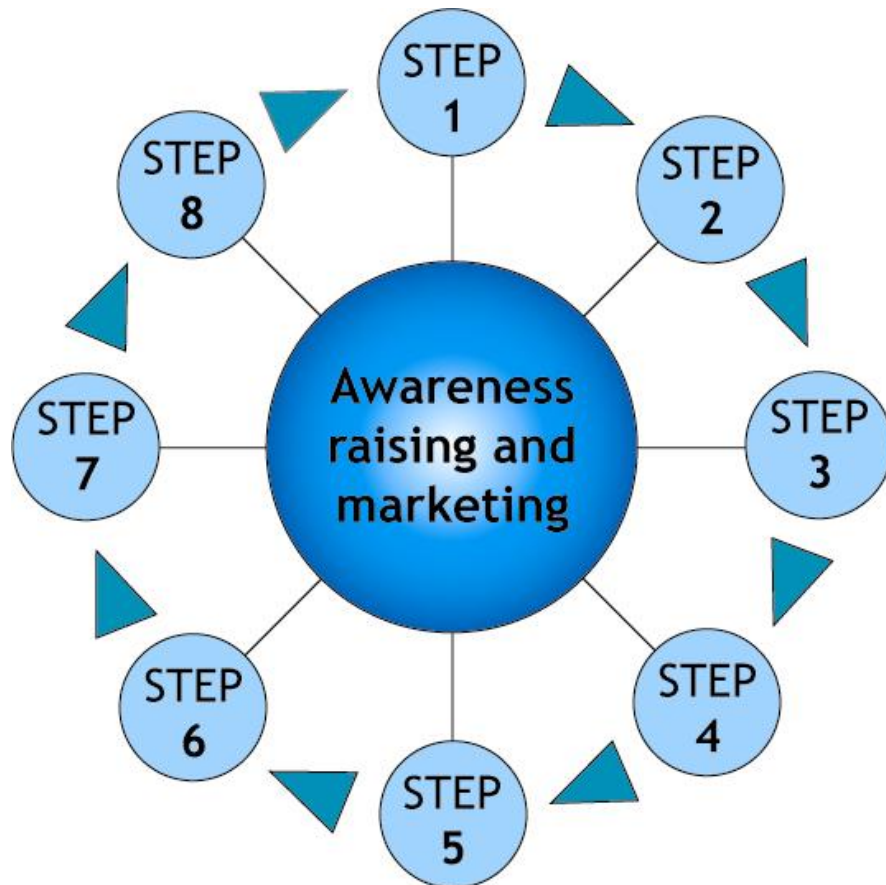
Travel plans are a tool for managing travel to a particular site (or sites), usually with the aim of improving access by all means of transport, especially sustainable and active modes.

Travel plans have many potential benefits, including reducing costs and promoting physical activity as well as contributing to cutting congestion and pollution.

To be effective, a travel plan needs to address the issues affecting an individual site. There isn't a 'one size fits all' approach, but there are some basic steps you can follow.

This document sets out the key stages in producing an effective travel plan and provides signposts to additional resources and information.





Raise Awareness

Raising awareness about travel choice is important from the beginning of the process.

When you have decided to produce a travel plan, you will need to decide on how to communicate this information to employees, visitors and the neighbouring community.

For your travel plan to be effective and to encourage participation, stakeholders will need to know why you are developing one and how to become involved in the process.

Step 1: Support from Senior Management

Staff at all levels should be involved in the travel planning process. Gaining support from the senior managers by emphasising the benefits of developing a travel plan in an organisation is important:

- to lead by example
- to help to secure financial support for travel plan measures
- to allow staff time to develop and implement the travel plan
- to endorse the travel plan and act as a 'champion' for it.

Step 2: Nominate a Travel Plan Coordinator

The Travel Plan Coordinator will be responsible for steering the travel planning process by:

- developing and implementing the travel plan
- being a point of contact
- providing advice and information about the travel plan
- liaising with stakeholders.





Step 3: Establish a Travel Plan Steering Group

This group will help to provide the Travel Plan Coordinator with advice, support and direction. It should:

- have a range of relevant representatives (e.g. from finance, facility management, human resources, staff groups)
- have regular contact with the Travel Plan Coordinator
- oversee the development of the travel plan.

Step 4: Carry out a Travel Audit

The Travel Audit should provide information about existing facilities at the site, how to access it by different modes of travel and, if appropriate, relevant policies such as employee business travel (pool cars, business mileage etc) and fleet management arrangements.

Additional information:

A detailed Travel Audit Guide is also available from www.keepingcardiffmoving.co.uk/travelplans or by contacting travelplans@cardiff.gov.uk.

Step 5: Carry out a Staff Travel Survey

A Staff Travel Survey will provide important information about current travel to the site and will also help to identify appropriate measures for the travel plan.

Additional information:

Cardiff Council can provide bespoke online or paper travel surveys for organisations. A Travel Survey Guide which provides sample surveys and advice on how to use survey results is also available from www.keepingcardiffmoving.co.uk/travelplans or by contacting travelplans@cardiff.gov.uk.

Step 6: Identify aims, objectives and targets

These will give your travel plan direction and help to assess its progress.

- The aim should be a clear and concise message about what you want to achieve with your travel plan
- Objectives give the travel plan focus: for example, reducing the number of single occupancy vehicle journeys, promoting sustainable travel
- Targets are the measurable goals which are used to assess whether the objectives have been achieved. They should be SMART: Specific, Measurable, Achievable, Realistic and Time-bound.

Step 7: Identify measures and an action plan

These will set out what measures are going to be put into place and indicate a timeline and who will be responsible for delivering them.

- The results of the Travel Audit and Staff Survey should be used to identify appropriate measures
- Incentives and disincentives should be considered in order to encourage a change in travel behaviour
- Incentives should be implemented first, followed by disincentives where appropriate
- The action plan will help in reviewing progress.

Additional information:

A Menu of Travel Plan Measures is also available from www.keepingcardiffmoving.co.uk/travelplans or by contacting travelplans@cardiff.gov.uk.

Step 8: Monitoring and review

Travel plans are not static documents. They need to be monitored and reviewed regularly to ensure that they remain effective and relevant. Monitoring should be related to your targets and be used to review them.

You will need to identify:

- What needs to be checked regularly and which information is required
- Who is responsible for doing this
- How frequently monitoring will take place
- How monitoring will be carried out
- How the results will be disseminated
- How the results will be used to review the travel plan.

How can Cardiff Council help?

Cardiff Council offers support to organisations in Cardiff who are promoting sustainable travel through a Travel Plan.

Advice and information

A range of resources are available to guide you through the travel planning process, including a Travel Plan Template, a Travel Audit Template and a Travel Survey Guide. Cardiff Council's Travel Plan Officer can also offer feedback during the development of your travel plan.

Survey tools

Bespoke and standard online and paper surveys are available through Cardiff Council.

Contacts and networking

Cardiff Council can also signpost you to relevant contacts and encourages organisations to share their good practice.





For more information on travel planning or promoting sustainable travel contact:

travelplans@cardiff.gov.uk

029 2087 3722

www.keepingcardiffmoving.co.uk/travelplans