

Helping you  
create a  
**Business  
Travel Plan**



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# 1. About this pack

This Business Travel Information Pack has been put together by Essex County Council (ECC) to encourage employers of businesses to think about the way their staff travel to work and assist with the development and implementation of their own successful Travel Plan.

## **Section 106 Developer Travel Plans**

Employers are usually required to produce a Travel Plan to accompany a planning application by way of Condition, or as part of a Section 106 Legal Agreement. At ECC the threshold for the requirement of a Travel Plan is when a development will have 50 or more employees (this can be through a new build or extension to an existing site), or where there will be a significant impact on the local road network, due to the development.

A charge of £3,000 is made for those Travel Plans which are secured through the Planning Application process and this is for approving the Travel Plan and assisting with the development of annual travel surveys, providing information, advice, guidance and support.

## **Voluntary Travel Plans**

Some organisations have their own reasons why they choose to develop a Travel Plan, such as difficulties with parking or accessibility problems associated with their site congestion or reducing staff travel costs. At ECC these are known as Voluntary Travel Plans.

More and more organisations are now committed to improving their environmental performance and seek to achieve certification under the ISO14001 Environmental Management standard. This aims to continuously improve environmental performance, and insists that a robust management system is put in to place to oversee this process. A Travel Plan can make a strong contribution to achieving emission reductions required under an ISO14001 standard, plus it can be a useful way to help ensure that a Travel Plan is kept on course.

There are a number of policies relevant to the evolution of Travel Plans:

### *Planning Policy Guidance Note 13 (PPG13)*

- a) Promote more sustainable transport choices for both people and moving freight
- b) Promote accessibility to jobs, shopping, leisure facilities and service by public transport, walking and cycling
- c) Reduce the need to travel, especially by car

*Using the Planning Process to secure Travel Plans - DfT*  
Explicit policy and guidance on Travel Plan requirements

*Essex Local Transport Plan (LTP3)*

Policies are contained within this document to reduce congestion and improve air quality through the implementation of Travel Plans.

To help you get started this pack contains information on practical travel initiatives, the range of transport options available, details about the Travel Plan Accreditation Scheme and a comprehensive list of useful contact details as well as sources of information.

We are on hand to support you and if you need further information about Business Travel Plans do not hesitate to contact us.

**Essex County Council**  
**Sustainable Travel Planning Team**  
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Passenger Transport  
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Chelmsford  
Essex CM1 1QH

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Online: **[www.essex.gov.uk](http://www.essex.gov.uk)**

## 2. What is a Travel Plan?

A Travel Plan is a long term travel management strategy, using a package of practical measures designed to reduce single occupancy car use for journeys to and from work and for business travel and to tackle localised congestion. Travel Plans are put together by employers or developers with the support of the ECC Sustainable Travel Planning Team, and can be adapted to reflect the particular needs of individual organisations and the specific circumstances of their site.

The development of a Travel Plan for your organisation will help to promote and deliver sustainable alternatives to single car occupancy. It should include a mix of incentives and disincentives to be successful, for example car sharing, promoting the use of public transport, encouraging walking and cycling, restricting on-site car parking spaces or car park charging, and supporting alternative working practices which reduce the need to travel.

### 2.1 Your own, unique Travel Plan

A Travel Plan usually addresses the different modes of travel available to a particular site according to the nature of the development. These can include: travelling to and from the workplace, business travel, visitors, deliveries and fleet vehicles.

It is important to identify which elements of travel are appropriate to your own organisation's activities and prioritise them to establish the main ones for inclusion in your Travel Plan.

A successful Travel Plan will address environmental and health issues, and provides increased travel choices for staff and visitors. It will influence travel behaviour and achieve a shift towards increased use of sustainable modes of transport (walking, cycling, public transport, car share etc). The types of initiative you incorporate into your Travel Plan will depend on these factors:

- **Size of organisation**
- **Location of organisation**
- **Nature of the business**
- **Reasons for developing a Travel Plan**
- **Staff attitudes towards the different measures**
- **Resources available**

## 2.2 Benefits of a Travel Plan

A Travel Plan offers a number of benefits to employers, staff and the local community.

### Employer Benefits

- Healthier, less stressed workforce
- Reduced costs and demand on car parking
- Reduced on-site congestion and pollution
- Improved access for visitors and deliveries
- Increased travel choices – aiding recruitment, retention and morale
- Corporate identity

### Employee Benefits

- Fair approach to travel subsidy
- Improved transport infrastructure
- Better cycling facilities
- Good ticketing deal on local buses
- Cheaper travel to work
- Healthier lifestyle
- More flexible work practices
- Time savings

As an employer, (under the Health & Safety at Work Act), you have responsibilities for the health and safety of your staff, and with the right training and facilities they will be able to travel safely to and from work.

### Community Benefits

- Reduced congestion
- Improved journey times
- No “bad neighbour” parking
- Improved quality of life
- Less noise pollution
- Reduced CO<sub>2</sub> emissions
- Better air quality

## 2.3 Travel Plan Co-ordinator

The appointment of a Travel Plan Co-ordinator is crucial as there must be a point of contact to negotiate the successful implementation of the Travel Plan (it need not be a separate post altogether but could be integrated into a member of staff’s existing job description).

For Travel Plans secured through the Planning process, the ECC Sustainable Travel Planning Team **must** be notified of the name of the Travel Plan Co-ordinator **within one**

**month of occupation of the site (for new builds) and prior to occupation (for extensions).**

### **Responsibilities of the Travel Plan Co-ordinator:**

- Presenting a business case to secure a budget for Travel Plan development and ensuring its efficient and effective use where possible.
- Overseeing the development and implementation of the Travel Plan on a day-to-day basis, working towards ECC Accreditation status at bronze, silver or gold level.
- Obtaining and maintaining commitment and support from senior managers, staff, union representatives etc.
- Designing and implementing effective marketing and awareness-raising campaigns to promote the Travel Plan.
- Co-ordination of Steering Groups, Working Groups etc
- Undertake annual Staff Travel Surveys, promoting the survey to staff to ensure a good level of participation.
- Acting as a point of contact for all staff requiring information.
- Ensuring the travel information available is **always** up to date.
- Liaising with different departments, e.g. human resources, estates, facilities etc.
- Liaising with external organisations, e.g. local authorities.
- Negotiating with transport operators to secure discounts for staff.

Co-ordinating the monitoring programme for the Travel Plan, including target setting (in agreement with ECC) and making necessary changes if the targets are not being met. There may be some costs associated with setting up and maintaining the Travel Plan therefore it is important to set a budget for the Plan and decide how it is going to be spent. However, you will also need to identify where funding is likely to come from, for instance, you may decide to introduce a charge for car parking. If you do it is very good practice to ring fence this income to plough back into initiatives that support more sustainable modes of transport.

## **2.4 Further Support**

In addition to the Travel Plan Co-ordinator you will also need the **support of Senior Management**, for example they will need to lead by example and help to secure any necessary funding etc.

**Focus Groups** also help make staff feel like they have been part of the process of producing a Travel Plan and enable them to take ownership. They should be made up of a diverse mix of employees, in terms of backgrounds and current travel habits.

# 3. Developing your Travel Plan

A Travel Plan won't be immediately successful in just a few days. It is a dynamic process which grows and develops over time and in accordance with the changing circumstances of your organisation and the surrounding environment. It requires planning and periodic review to ensure its success. It does not have to be onerous and commitment to a Travel Plan can produce results which are very beneficial to your workplace.



Essex County Council have produced templates and guidance notes for organisations writing Travel Plans. These are available for developments with a single occupier or multi-occupiers, for example, a business or retail park.

**Please contact the Sustainable Travel Planning team at [travelplanteam@essex.gov.uk](mailto:travelplanteam@essex.gov.uk) or 0845 603 7631 to obtain these documents.**

A Travel Plan has a series of components which are key for its development:



As previously mentioned, your Travel Plan will be unique to your site. You should, therefore, make contact with the ECC Sustainable Travel Planning Team at an early stage to discuss your requirements.

### 3.1 How to present your Travel Plan

It is essential that the target audience is identified when preparing the written material for your Travel Plan and it may be that two separate documents are required – one containing detailed information designed as the day-to-day working document and the other a more concise marketing style document to be issued to all staff. An overall executive summary could also be particularly useful when selling the Travel Plan to management, staff and external organisations.

### 3.2 Understanding current travel patterns

Before you can start deciding on the measures which will be included in your Travel Plan various surveys should be organised in order to gain an understanding of the existing transport conditions relevant to the site and its surrounding environment plus the amount of travel which will be ‘generated’ by your organisation. To do this you will need to undertake:

#### 3.2.1 A Site Assessment

This provides an overview of the existing transport links serving your site and the facilities available, for example, cycle parking and car parking etc. The Site Assessment is a critical part of Travel Plan development and it is important that you collect as much information as possible at this stage. It should **always** be carried out before the staff survey so that the questions you are asking are relevant.

For help with your site assessment, contact a member of the Sustainable Travel Planning Team.



### 3.2.2 Staff Travel Survey

In order to ascertain current employee travel habits the initial Staff Travel Survey should be carried out within the first three months of occupation. After carrying out the survey you can assess the potential for reducing single car occupancy, e.g. car share, bus and rail travel, promoting cycling and walking for those who live close by. The Sustainable Travel Planning Team have access to an online survey system which can be tailored to your individual organisation's requirements. The survey is then sent out via your organisation's computer network for staff to complete themselves. Each organisation has different needs though, and there may be some organisations whereby it is not possible for all staff to have access to computers so it is important to consider supplying paper copies if appropriate.

You should aim to carry out your travel surveys at the same time each year, i.e. spring or autumn, try to avoid Mondays, Fridays, bank and school holidays. It is best to survey people as they enter the workplace or whilst they are sitting at their workstations.

For help with compiling the survey please contact a member of the Sustainable Travel Planning team.

#### Key Fact

Annual Staff Travel Surveys must be undertaken for 5 consecutive years to understand the impact on travel behaviour to the site and ensuring ongoing development of the Travel Plan and provide evidence towards official accreditation



### 3.2.3 Snapshot surveys

A snapshot survey simply asks staff how they got to work on a particular day. Annual snapshot surveys can be carried out during specific events such as National Bike Week (June) or In Town without My Car Day (September) which will enable you to quickly and easily monitor the effectiveness of your Travel Plan. Examples can be provided by the Sustainable Travel Planning Team.

### 3.2.4 Postcode Mapping

Plotting employee postcodes on a map visually will reveal clusters of staff in particular areas. Therefore it will identify those who could potentially car share or whether they live on a bus or cycle route, thus giving a clear indication of where Travel Plan policies could usefully be directed. Personnel or payroll departments usually have addresses for all staff, which is normally a more comprehensive source than travel survey responses. Mapping is generally done from an anonymous list of postcodes using geographical information systems (GIS) software.

The Sustainable Travel Planning Team offer a postcode plotting service.

### 3.3 Objectives, targets and indicators

**Objectives** are the high-level aims of your plan. Objectives will give your plan direction and will provide the focus for your plan.

**Targets** are the measurable goals which you will need to set in order to assess whether or not you have achieved the objectives of your plan and to validate your accreditation bid.

**Indicators** are the elements which we (ECC) will monitor to identify whether your targets have been met and your objectives achieved.

Identification of your objectives will depend upon the particular reason your Travel Plan was developed in the first place, i.e. if you are experiencing problems with a lack of parking spaces, your objective may be to reduce the demand for parking.

Targets should be **SMART**:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bound

An example of a SMART target would be: *‘to reduce car business mileage by 5% within the next twelve months’*

Your Sustainable Travel Planning Advisor will work with you to develop agreeable



#### Key Fact

A successful Travel Plan can reduce vehicle trips by 15-30%, but even a reduction of 5-10% could have a significant effect on congestion and reduce parking demand!

targets and objectives. Targets should be challenging, yet achievable, and demonstrate a desire to increase modal share.

## 3.4 Setting targets

Agreed targets between Essex County Council and the organisation will be set which are relevant, measurable and achievable and monitored on an ongoing basis. Following the initial staff survey regular research and annual monitoring must be carried out to see if targets are being met and the assessment of any attitudinal changes that may be occurring.

**When setting your targets it might be useful to consider what other organisations with a similar profile to yours have achieved, so that you can benchmark your company against others that have faced the same challenges. Plus if your Travel Plan covers several locations then it may be appropriate to set different targets for each site.**

Essex County Councils' Sustainable Travel Planning Team is working with businesses to develop Travel Plans that deliver measurable progression in achieving modal shift.

Travel Plans will be reviewed, monitored, and where applicable, accredited with either a Bronze, Silver, or Gold standard award. These awards will reflect the business, or organisations efforts in the promotion and development of their Travel Plan, ensuring that it remains an "active" document. Travel Plans are accredited to the following levels:

Level	Survey Response Rate	Number of Travel Plan Measures Adopted	Number of Travel Plan Targets Achieved
Bronze	16-24%	10 -15	1-2
Silver	25-49%	16-29	3
Gold	50% or above	30 or more	4 or more

The number of measures adopted is identified by the Sustainable Travel Planning Team and is measured against the Travel Plan Matrix. For a copy of the Travel Plan Matrix please contact the Sustainable Travel Planning Team. The Travel Plan targets achieved is evidenced by staff survey or registration data (i.e. car share database)

Upon accreditation funding may be available to support further Travel Plan development and additional measures. Speak to your Travel Plan Advisor for more information.

Whilst developing your Travel Plan and considering the targets it is also worth remembering that...

- A plan containing only marketing and promotion is unlikely to achieve any modal shift.
- A plan with the above plus car sharing and cycle measures may achieve a 3-5% reduction in drive alone commuting.

- A plan with the above measures plus substantial discounts on public transport plus works buses / additional public transport links will achieve around a 10% reduction.
- The combination of all of the above measures plus disincentives to car use can achieve a larger (15-30%) reduction in drive alone commuting.

As you achieve the targets identified within your Travel Plan, make sure you publicise this to your staff. This will encourage them to continue driving the Travel Plan forward.

# 4. Identifying Measures

The key to a successful Travel Plan is to identify which transport alternatives staff and visitors are most likely to use and then try to make these methods more attractive than driving alone.

The Sustainable Travel Planning Team have developed a Travel Plan Matrix of Measures which shows the level of impact each implemented measure has on reducing single car trips. The Matrix can be applied to journeys such as commuting, business travel or travel to events. By using measures from our Matrix within your travel plan, we can begin to evaluate results achieved and help you work towards our formal travel plan accreditation scheme.

When choosing your measures **always** refer to your surveys and audits as this will tell you what kind of changes are needed most and what will be appropriate. It is also important to think about how the various measures will interact with each other. A list of measures for your Travel Plan can be found in Appendix 2.

## 4.1 Walking

Walking 10,000 steps a day is recommended to help keep you fit and healthy. Not only is it an excellent way to keep in shape but it is also absolutely free. Walking is most suitable for journeys under two miles and can be combined with other methods, such as public transport to cover longer distances.

### **What you can do to encourage staff to walk to work where possible**

- Advertise the health benefits of walking through promotional material.
- Provide current information on local pedestrian routes.
- Encourage people to walk to and from your site by ensuring that footpaths are direct, well lit, open and pleasant, well maintained and display clear signposting.
- Provide an umbrella pool.
- Provide shower and changing facilities together with secure clothes lockers.
- Introduce disincentives for driving to work such as provision of parking spaces on only some days of the week or not at all to people living within a certain distance of your site.

## 4.2 Cycling

Cycling is an easy way to introduce physical activity into everyday life, plus it is very convenient and often quicker during peak times. Regular exercise reduces stress and heart disease and can improve the general health of your employees, therefore resulting in reduced sickness levels. Those who live within five miles of the workplace are potential cycle commuters.

# Case Study - Cycling

## Essex County Council

Essex County Council has over 60 pool bikes available for staff to use for business meetings, commute trials or personal use, i.e. trips to the supermarket at lunchtimes. The bikes are based at different locations around the County and vary in style and capability to accommodate the people who use them.

### What you can do to increase the number of staff who cycle to work:

- Provide safe, secure, well-lit and covered Sheffield cycle racks
- Form a Bicycle Users Group (BUG) to encourage cycling and organise promotional events
- Provide pool bikes for business and personal use, i.e. trips to the shops during lunch hours
- Provide shower and changing facilities together with secure clothes lockers (share with walkers)
- Provide interest free loans to purchase bikes and equipment
- Introduce a Cycle to Work tax efficient scheme. For more information on schemes like this visit: [www.cycle2work.info](http://www.cycle2work.info) and [www.cyclescheme.co.uk](http://www.cyclescheme.co.uk)
- Provide cycle business mileage for staff cycling on company business



- Provide information on local cycle routes
- Hold a 'cycle to work' day to promote cycling and supply a breakfast/refreshments free of charge to those who cycle
- Provide free cycle training to staff
- Negotiate discounts for staff with local cycle outlets for bikes, equipment, maintenance and repair

## Case Study - Cycling *continued...*

### Essex County Council

- Free adult cycle training is arranged for ECC employees according to demand - it is not a cycling proficiency test but purely a confidence booster . It covers skills such as bike control, dealing with very narrow roads and being overtaken by large vehicles, plus complicated junctions and roundabouts. Bikeability instructors also “ride on the roads” with trainees, for higher levels of the course, ensuring they experience a full range of modern traffic conditions.



The sessions are taken by a fully qualified instructor to the Department of Transport’s approved National Standards for cycle training.

### Visteon

Visteon have a range of measures in place to encourage employees to cycle to work. The building has been equipped with showers and locker rooms on each floor for people to use to freshen up and change before work. A group of employees have set up a Bicycle User Group (BUG) for people to network with experienced cyclists. The BUG organise events to promote cycling within the organisation both as a form of commuting and as a leisure activity. The BUG also provides support for those who are new to cycling in the form of cycling buddies. Visteon operates a Cycle 2 Work scheme and has a high take up throughout the company. This is a Government scheme which provides substantial savings for employees who

purchase a new bike in order to encourage cycling as a means of travelling to work.

## 4.3 Motorcycling

Using a motorcycle can provide many benefits to both users and businesses including:-

- Flexible door-to-door transport
- Low pollutant and CO<sub>2</sub> emissions
- Occupy limited space
- Low running costs
- Save time in travelling
- Flexibility for shift workers
- Improved access and less congestion on site

Parking for motorcycles should be:-

- Level with a firm base
- Secure with suitable street furniture, security staff and CCTV surveillance
- Storage from the elements is an advantage
- Anchor locks provided
- Accessible and properly marked

Changing and shower facilities (can be shared with cyclists and walkers) plus storage for helmets and protective clothing should also be provided. For more information visit the British Motorcyclists Federation's website [www.bmf.co.uk](http://www.bmf.co.uk)

### Did you know?

You can park up to 5 motorcycles in one car parking space!



## 4.4 Public Transport

Public transport provides a viable alternative to the car for many commuter and business related journeys. Travelling by public transport can also be a more efficient and productive use of employee time, by providing the opportunity to work on the go.

### 4.4.1 Bus

ECC are dedicated to encouraging the use of bus travel and work closely with bus operators to provide a high quality service.

#### What you can do to encourage staff to travel by public transport:

- Consider selling rail/bus passes at the workplace
- Negotiate with bus companies to provide discounted tickets for staff – **(some bus operators offer discounts to employers who set up a Travel Plan)**
- Provide information on season tickets and other offers
- Provide interest free annual season ticket loans
- Ensure bus stops are situated close by the place of work. It may be possible to

- relocate a bus stop to a more convenient location - contact Essex County Council.
- Provide updated bus routes, timetables and fares – contact the bus operator for individual timetable leaflets. ECC produce an Essex Bus and Train map and can provide you with a supply. There is also information available on the ECC website at [www.essex.gov.uk/publictransport](http://www.essex.gov.uk/publictransport)
- Provide a subsidised/free works bus – a works bus is any bus, coach or minibus seating nine passengers or more, used to transport employees to and from work.

#### 4.4.2 Train

Travelling by train is fast and convenient. Essex is served by good rail links with regular services to and from London. Some areas of west Essex are also served by London Underground Stations.

##### **What you can do to encourage staff to travel by train:**

- Provide current information on train routes, timetables and fares
- Keep up to date with rail offers, season tickets
- Keep up to date with Group Travel discounts for business travel
- Provide annual season ticket loans
- Negotiate discounts with rail operators
- Provide a pool of folding bikes to facilitate multi-modal travel

#### **PLUSBUS**

PLUSBUS is a discounted priced ticket for unlimited local bus travel around town that can be bought at the same time as your main train ticket. Bus travel can be used at the start, the finish or both ends of the train journey. Payment for the ticket is done in one easy transaction at the station (or by phone).



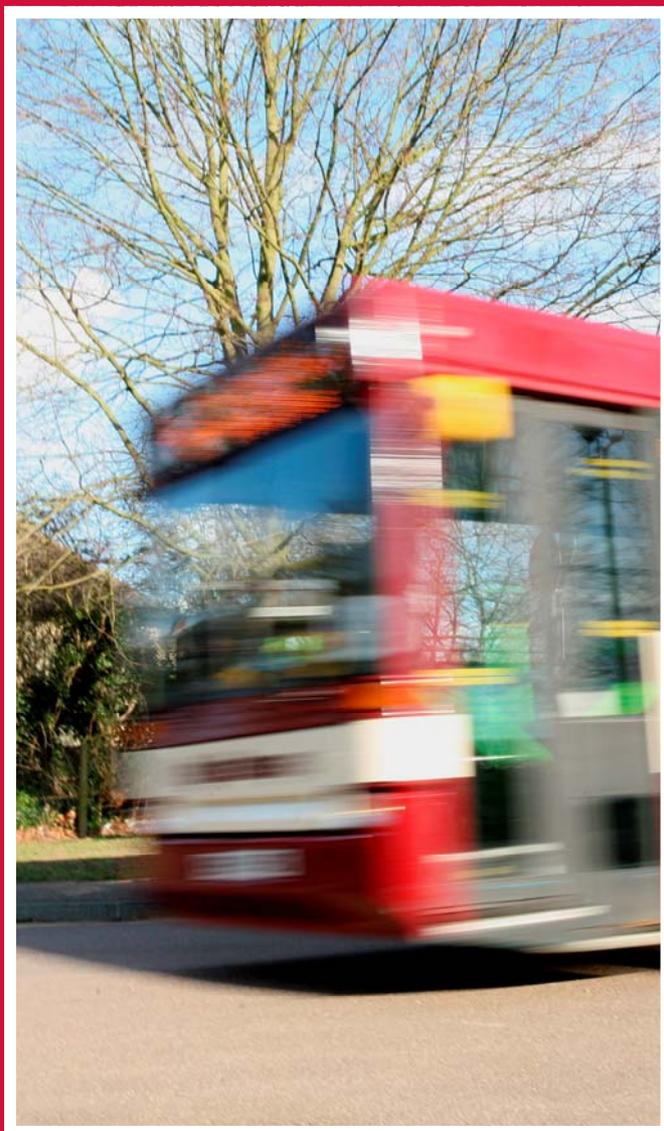
For further information visit [www.plusbus.info](http://www.plusbus.info)

# Case Study - Public Transport

## BAA Stansted - bus travel

The Stansted Airport Travel Plan sets out all the options available to those employees who are working on the Airport so that they have an informed choice of using alternatives to the private car on their journey to work. The Airport currently has 75% of all on-Airport companies signed up to the Travel Plan.

The Airport Commuter Centre is Stansted's dedicated information service for all Stansted Airport employees which offers travel to work advice, and administers the Airport Travelcard and Car Share scheme.



The Airport Travelcard provides great savings on standard fares and is accepted on all the public transport services to the Airport. In July 2010 the sales figures for these cards was 1217 which is in line with the current number of employees at the Airport. Unlimited journeys are provided within the current price zones of £50, £63, £89 and £127 per month.

The Airport have introduced a Carnet product, a book of 20 pre-paid tickets on a number of local bus services, the 308, 510 and 133. This idea is aimed at the part time worker or employees who use public transport 2-3 times a week.

Local bus services can provide a real alternative to the car by enhancing accessibility for employees. The 510 service has become the Airport's first local bus service to operate a 24-hour schedule which provides employees with round the clock access to the Airport, 365 days a year. Bus services connect to all the

major conurbations where employees live and the Employment Strategy is revolved around attracting employees who live along existing public transport corridors. The Bus and Coach Strategy for Stansted provides the framework for bus & coach operators to

develop new and existing services so that they meet the requirements for both employees and air passengers, ensuring the first arrival is timed to meet the first shift wave at 4am.

### **Colchester Borough Council - bus travel**

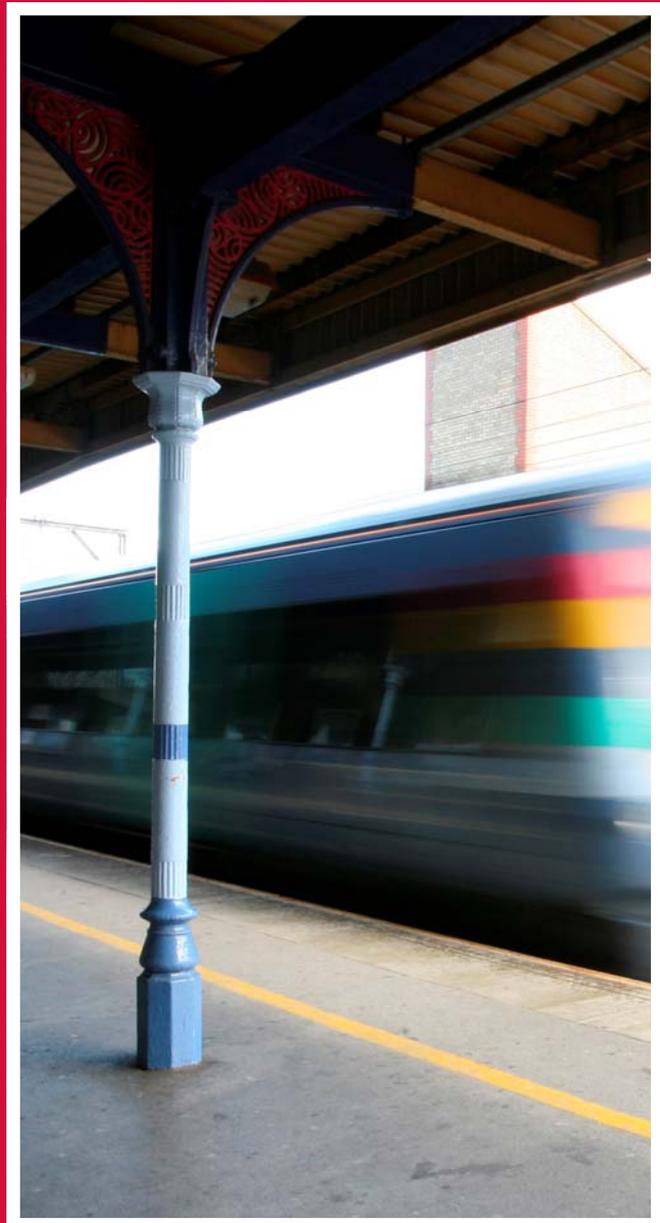
Staff at Colchester Borough Council are able to take advantage of the following discounts on bus travel:

- A 50% season ticket discount on the Colchester Borough Card inner and outer zones
- A 50% discount on First Essex Bus passes for travel within Colchester and across Essex
- A 50% discount off season ticket prices offered by any Colchester or Suffolk based bus company.

These initiatives are funded by both Colchester Borough Council (35%) and the bus companies (15%).

### **Broomfield Hospital - bus travel**

At Broomfield Hospital they offer their staff a 50% discount on quarterly and annual season tickets for travel with First Bus. Broomfield Hospital put in 25% of the funding with First matching the other 25%. They also offer interest free annual season ticket loans plus a representative from First visits the site every 2 weeks to sell tickets directly to staff.



### **Colchester Borough Council - train travel**

Colchester Borough Council have secured a massive 35% discount on rail travel with National Express. This is funded by both organisations – 25% from the Borough Council and 10% from National Express. This is applicable on two ticket options for travelling to work from any origin to Colchester and Ipswich— employees can either purchase a season ticket of a month or longer in duration, or, if they do not use the train every day then they can bulk buy 20 or 30 return journey tickets, these are ideal for those who work part time or those that want to travel by other modes as well as train.

## 4.5 Travelling by car

**If every car commuter used an alternative to the car just one day a week, car usage levels for commuting would be reduced to the levels experienced during school holidays, with a noticeable impact on congestion reduction.**

### 4.5.1 Car Sharing

Car sharing should play a fundamental role in your Travel Plan and is a very effective way of reducing peak hour congestion and easing parking problems in your car park. It reduces CO<sub>2</sub> emissions as more people are travelling together, meaning less car journeys take place. Car sharing also reduces the need for as many car parking spaces on site, which could instead be replaced with other facilities to help develop your Travel Plan.

Even for organisations based on isolated sites or in rural areas there is usually a large concentration of staff living along the same corridors. Postcode mapping can identify this pattern and show that car sharing is a viable option. In areas where public transport is poor and journeys tend to be extended, car sharing is likely to be the best way to achieve the biggest reduction in car mileage.

Employers are encouraged to actively influence their staff to consider car sharing by marking out a number of the most convenient car parking spaces within close proximity of the workplace and setting up incentives such as coffee mornings, to persuade people to join. Employers should also consider paying sharers an extra mileage allowance. This provides a good incentive to car share whilst reducing the overall amount of business mileage reimbursement for the company.

**If you would like to set up your own scheme an example of a car share registration form can be found at Appendix 4. For further advice and support on setting up a car share scheme within your organisation please contact the Sustainable Travel Planning Team. The Essex car share scheme can be found at [www.essexcarshare.com](http://www.essexcarshare.com).**

### 4.5.2 Emergency Ride Home Scheme

One of the main barriers to staff agreeing to car share is the fear of being left stranded if their lift falls through. In the case of an emergency, e.g. if their sharer is unexpectedly required to work late or a child falls ill, the Travel Plan Co-ordinator should arrange a guaranteed ride home, in which the organisation meets the cost of the taxi fare. You could consider approaching a local taxi firm to set up a contract with your company where staff will be assured a ride home – although this may sound potentially expensive for your organisation, in reality it is hardly ever used!

### 4.5.3 Overcoming obstacles to car sharing

Even where routes are shared, there are a number of personal obstacles to car sharing and the school run is a common task that gets in the way. However it has been known for employers to bring together staff who have children at the same or nearby schools. Parents can then meet near one of the schools and share the rest of their journey. Alternatively, if there is enough space in the car they can choose to take turns to do the school run in conjunction with the work run.

Some companies have introduced flexi-time to allow car sharing between staff that were previously contracted to different hours. Other establishments have even succeeded in arranging for people from the same postcode areas to share shifts.

# Case Study - travelling by car

## Broomfield Hospital

Broomfield Hospital now has 30 car share spaces available on site for staff and the scheme is administered by one of their employees. Everyone who joins the scheme is given a car share permit which must be displayed on the dash board of their car when they are parking in the designated spaces. Random checks are carried out by the car park attendants and other members of staff inform them if somebody is not following the rules!



## BAA Stansted

Stansted Airport has a very successful car share scheme where they have over 2000 members. Their scheme includes dedicated bays, an emergency ride home and discounts to members on a number of different high street stores.

## 4.5.4 Car Clubs

A car club is distinct from car sharing in that it is a scheme where cars are leased or bought by a constituted organisation for use by its members. They have pay-as-you-go cars based in workplaces, universities, neighbourhoods or residential developments. One car club replaces six private cars.

A car club provides its members with quick and easy access to a car for short term hire. Members can make use of car club vehicles as and when they need them. All they have to do is:

- **Book** - For as little as half an hour at a time, using telephone or internet. The booking can be made well ahead of time or with a few minutes notice
- **Unlock** - Cars are located at designated parking bays in the local area and accessed using the member's smart card
- **Drive** - Once inside the driver enters a pin and drives away, returning the car at the end of the journey. It is possible to extend the booking if necessary
- **Pay** - Pay-as-you-go charges include fuel and maintenance costs. A subscription charge is paid monthly or annually

Members of a car club pay lower fixed costs than car owners. The annual membership typically costs less than a tax disc. There are often low user membership fees for those doing only one or two trips a month. After that you pay as you drive.

It is suggested that people who join car clubs use significantly more public transport, and walk or cycle more than prior to joining.

Car clubs are most likely to work where there is other sustainable infrastructure in place, for example bus and rail networks or cycle routes, as the idea is that cars will only be used at weekends as opposed to every day.

## 4.6 Business Travel

Business travel should be an integral part of a Travel Plan. Although attending meetings is an important part of an organisation's work you should also ensure that those meetings are absolutely necessary for people to travel to. **A business travel management programme can help to manage staff travel and is a proven method of reducing an organisation's travel**

Arrangements for business travel can fundamentally affect how your staff will choose to travel to work. In addition, you may find that current policies are encouraging expenditure to support unnecessary car use, (i.e. setting high mileage reimbursement

rates which are seen as a ‘perk’), money that could be saved for other purposes, including sustainable travel options.

There are other ways in which you can reduce the amount of business travel that is undertaken, for example encouraging video or tele-conferencing where possible.

**The Sustainable Travel Planning Team offer a bespoke business travel management service. For more information contact a member of the team.**

### 4.6.1 Fleet Vehicles

Consider an audit of fleet vehicles to identify opportunities of improving efficiency, scheduling and fuel types, depending upon the nature of the operation. In addition, it may be applicable to provide defensive driver training to promote economical driving techniques and reduce occupational road risk.

### 4.6.2 Pool Cars

This would require a selection of cars, minibuses and possibly LPG or Hybrid (using dual fuel such as electricity and petrol) vehicles which are either purchased or leased to the company to suit your organisation’s needs. These vehicles can be kept on site or available directly through the leasing company, and then booked by staff for business trips/site visits as and when they are required. This can overcome the problem of staff driving to work just because they must have their car available during the working day.



### 4.6.3 Company Cars

The provision of a company car may act as a significant barrier to some of your Travel Plan measures as it could provide an incentive to some employees to use their car for business and commuting journeys.

In fact your company car policy could be one of the most successful areas for you to look at when developing your Travel Plan. Why not consider providing cash or other benefit alternatives to company cars, e.g. provision of season tickets or a bicycle, removal of car parking rights for company cars, or the replacement of car loan schemes with season ticket and bike loan schemes.

## 4.6.4 Business Travel Management

These are a few ideas you could consider to reduce the amount of business mileage travelled by car:-

- Reduce the number of company cars provided to employees in the organisation
- Encourage or facilitate car sharing to regular meetings and provide a financial incentive
- Provide regular transport services between sites (where your organisation operates from more than one site)
- Introduce alternative transport allowances, e.g. providing cycle business mileage. Employers can currently pay up to 20p per mile and 50p per day tax free to those employees who use their own bikes for business
- Introduce a new hierarchy of acceptable modes for business travel (Business Travel Decision Tree), i.e. walk, cycle, public transport, car sharing or drive alone. Make it easy for staff to use alternative modes by ensuring the relevant and up to date information is always available (examples of a Business Travel Decision Tree can be obtained from the Sustainable Travel Planning team at ECC).

## 4.6.5 Car Park Management

Onsite car parking provision is generally available at most organisations. Costs associated with car parking can be a major drain on company finances, resources and space.

Often the substantial maintenance costs of car parking are absorbed somewhere within the facilities management's budget, however knowledge of parking expenditure can help to evidence that a Travel Plan makes good financial sense and can save your organisation time and money

*Capital items for surface-level parking include:*

- Land purchase
- Ground works including site levelling, installation of drainage and landscaping
- Surfacing with asphalt plus kerbs and pavements
- Mitigating design measures such as planters or build-outs for plants and trees
- Street furniture such as signs, seats and litter bins
- Security measures including fencing, lighting, CCTV and access barriers

*Revenue costs include:*

- Cleaning, winter salting and upkeep
- Security staffing of gates, CCTV and patrols
- Lighting bills
- Insurance and business rates
- Maintenance of electrical equipment such as barriers, lights or security cameras

The availability of a **free** car parking space is also one of the main aspects which influences people to bring their car to work, however there are ways of introducing stricter car park management. For instance:

- Reduce the number of car parking spaces – if it is more difficult to park it may deter some people from bringing their car to work
- Introduce a parking permit scheme where car parking spaces are provided for staff on the basis of need, e.g. mobility, business travelling / car sharers. Consider whether those living close by should be entitled to a permit (5 mile radius)
- Introduce workplace car park charging, using the revenue to fund other initiatives of the Travel Plan
- Offer financial incentives for those choosing not to park
- Provide a selection of pool cars or bicycles for those travelling on business
- Convert a proportion of your parking spaces to car share bays. Consider starting with 5– 10 bays and increase in line with car share demand.

**If you are offering free car parking to those who drive then some consideration should be given to offering other incentives to those who use public transport or cycle, for instance, free annual season tickets or a free bike and accessories.**

## 4.7 Taxi Travel

Taxi services are an important element of the Essex Public Transport network, providing a demand responsive service that fills the gaps between regular local bus services and the rail network.



There are lots of benefits of sharing a taxi – you can save money, you don't have to worry about parking, it helps reduce congestion and if you travel on a road with bus and taxi lanes you can save a lot of time too!

You could negotiate with a local taxi company to see if they will offer a business contract, with reduced rates for your employees. Contact your local District or Borough Council for further information.

# Case Study - travelling by car

## Colchester Borough Council

Car park charges have been in place since August 2005 and are currently £1 per day. Staff generally pay the number of days they think they will drive in per week and then the organisation reconciles every six months, so people only pay for the days they park. All charges are ring fenced and used to pay for other schemes which include: free cycle training, car share scheme, cycle facilities, and supplying power sockets for charging electric bikes. In 2010 a parking review was held to support the Council's flexible working policy. All staff wanting a parking space were asked to apply for one and they were allocated a space based on criteria; including business travel needs and mobility issues. During the review all staff were made aware of the range of discounted travel options available to them and advice was available from the Travel Plan Administrator.

## Anglia Ruskin University

Car parking charges have been in place at the Essex campus for staff and students since 2006 ranging from 50p to £3 depending on the length of stay, parking for less than 30 minutes is free. This was a business decision taken to improve the management and utilisation of the car parks and to encourage a modal shift away from single occupancy



cars. From September 2010 the charges have increased to reflect the current car parks around Chelmsford. Since car parking charges were introduced there has been a significant shift away from lone car drivers and a steady increase of those travelling by bike, bus and train.

Since winter 08/09 a car share scheme for staff and students has been introduced via liftshare.com. The scheme is free and is promoted with the key messages of;

- Share travel costs
- Reduce carbon emissions
- Reduce pollution and congestion
- Reduce the stress of driving

The car share scheme has been well received and in 2010 12 car sharing bays were introduced as a trial for staff. The bays can be pre booked up to one month in advance and there must be a minimum of 2 staff per car. Each space is numbered and reserved. To further reduce driving, the park and ride site at Essex Regiment Way will have a bus route that is intended to come through campus. A number of staff and students already use the site at Sandon and it is hoped the new site will further help staff and students reduce traffic and congestion on local roads.

## 4.8 Visitors

Most workplaces have visitors, although some have more than others. In many cases the number of trips made by visitors can be more than the number made by employees themselves. Therefore considerations can be made to the following measures:-

- Promoting public transport routes
- Promoting other modes, i.e. walking or cycling
- Publicising your Travel Plan, as this may encourage your visitors to adopt the same values

An example of a visitor map can be found at Appendix 4.

## 4.9 New starters

Most people are creatures of habit, however when they move house or start a new job they are more inclined to consider another way of getting to and from their destination.

An excellent way to encourage potential new staff to think about the way they are going to travel before they have even accepted the job is through the provision of travel information in their recruitment letter and then again within their induction pack once they have started the job.

## 4.10 Personalised Travel Planning

Personalised journey plans can be provided to employees by your Travel Plan Co-ordinator. These are personalised public transport travel information prepared for individuals to meet their travel requirements. Effective journey planning tools can be found at: [www.traveline.org.uk](http://www.traveline.org.uk) or [www.transportdirect.info](http://www.transportdirect.info).

## 4.11 Deliveries

Encouraging the use of local suppliers and the rationalisation of deliveries could all help to reduce the number of deliveries to your site. Setting timeslots for deliveries can also assist with alleviating congestion in the area during peak times.

## 4.12 Home delivery for supermarkets

The home delivery service is distinct from an internet shopping service. Customers can still select their produce personally; go through the checkout in the normal way and pay

for the goods. The store then arranges delivery at a convenient time slot for the shopper. This means that customers can visit the store by walking, cycling or public transport knowing that delivery of the goods will be taken care of.

## 4.13 Reducing the need to travel – alternative working practices

### 4.13.1 Choose a sustainable location

If you choose a site close to a good public transport network it will produce a much more sustainable travel pattern than even the most ambitious Travel Plan on a site in the middle of nowhere.

### 4.13.2 Local recruitment

Your company could develop a local recruitment strategy for jobs where the skills required are likely to be available locally. Local recruitment has enabled some employers to achieve higher levels of commuting by public transport, walking and cycling.

Equally, some companies have found that their Travel Plan measures have made them an attractive employer in the local area.

### 4.13.3 Video conferencing

Video-conferencing allows business meetings to be conducted by telephone line, with participants and documents viewed on-screen. The introduction of this may help you to reduce your office overheads as well as reducing travel. It should be noted that video-conferencing cannot replace all meetings and generally works best with people who already know each other and feel at ease.

### 4.13.4 Home working

The introduction of home working might be appropriate for some staff although it **must** be supported by the provision of essential IT equipment.

### 4.13.5 Hot desking

Hot-desking involves employees using spare desks of colleagues absent from the workplace, removing the need for them to have their own dedicated office space.

### **4.13.6 Flexible working**

If appropriate, you could consider introducing a flexi-time system where staff are required to undertake 'core hours' but have flexibility at each end of the day for the times that they choose to start and finish. This would give staff more opportunities to fit in around public transport timetables and avoids the need for them all to travel during the peak hours, therefore helping to alleviate congestion.

### **4.13.7 Nine day fortnight**

This system allows staff to take one day off a fortnight if they work the required hours in advance.

### **4.13.8 Satellite office working**

For those members of staff who are living a long way away from their place of work, but whose home environment is not a suitable workplace, a better and alternative option may be to use another office closer to home. For those large organisations that have many local branches, facilitating the use of such offices by staff living locally can be cost effective as well as assisting staff.

### **4.13.9 Provision of on-site facilities**

Considerations to provide a range of on-site facilities can be made, as these would reduce the number of journeys staff would need to make before, after and during the working day. It may also reduce the need for them to drive to work at all. These facilities can include childcare, leisure facilities, banks and shops etc. Where these measures are not practical, because of space / cost restrictions, particularly for smaller employers, you could think about joining forces with other local companies.

### **4.13.10 Area Travel Planning**

Companies sharing the same business park are usually close enough to produce shared travel information and Travel Plan marketing materials. Ideally one Travel Plan Co-ordinator for the entire business park should be employed to work on a shared Travel Plan covering all the establishments on the site, including joint promotional activities. They would also be responsible for organising the annual travel surveys, collecting data and analysing the results.

## Case Study: North Colchester Business Park Area Travel Plan (NCBP ATP)

The NCBP ATP is an ongoing project that was originally set up as a partnership between AECOM, Colchester Borough Council, Colchester 2020 Travel Plan Club, Essex County Council and the Highways Agency.

The objectives of the travel plan are :

- reduce the number of staff who travel to the North Colchester Business Parks by car on their own (i.e. single occupancy vehicle),
- improve the local transport environment for pedestrians, cyclists and public transport users,
- encourage North Colchester Business Parks staff and visitors to consider using sustainable transport modes for their journeys to and from the North Colchester Business Parks,
- encourage North Colchester Business Parks businesses and organisations to provide suitable equipment to enable/encourage alternative working practices (e.g. video conferencing and flexible working hours)
- provide up-to-date information about travel options to and from the North Colchester Business Parks

All businesses and organisations within the Business Park are able to participate in the Area Travel Plan by a variety of means; businesses and organisations are able to sign up to become either corporate or individual members. Representatives from businesses and organisations also sit on the Travel Plan steering group.

To date the project has seen work done to improve access to bus stops, information boards produced with maps of how to access the North Colchester Business Parks via sustainable transport modes, a personal travel planning project within a number of businesses on the Park to advise employees of their travel options and also promotional work around the Colchester Cycle Challenge to encourage employees to take up cycling.

For further information about the North Colchester Business Park Area Travel Plan please contact the Sustainable Travel Planning team on [travelplanteam@essex.gov.uk](mailto:travelplanteam@essex.gov.uk)

## 4.14 Awareness raising, marketing and advertising

Regular marketing and advertising is extremely important to ensure staff awareness of the Travel Plan. These initiatives should include providing leaflets, posters, a travel information board / company intranet and inviting local press to launches / special days etc. Experience has also shown that employees respond well to initiatives that result in personal benefits such as time and cost savings – therefore these should be marketed too.

# Case Study - marketing and publicity

## Anglia Ruskin University

To help with the promotion of their travel plan Anglia Ruskin University designed a brochure for staff and students known as the STAR Guide (Smart Travel to Anglia Ruskin). The guide provides detailed information on all forms of travel to the campus including the discounts secured with local bus and train providers, walking routes to campus and information on cycling and the financial assistance in place for staff and students to access these options as easily as possible.

Regular travel promotion events are held, most recently in conjunction with the Energy Savings Trust (EST) who bought their Smarter Driving Simulator onto campus for staff and students to see the benefits of driving more fuel efficiently, 12 staff and students also won a driving lesson with the EST to put their new skills into practice. There was an extremely positive response to the event and staff and students commented on how the simple changes to their driving made significant savings in fuel!

Anglia Ruskin University also participates in Walk to Work Week and Bike Week teaming up with the sports department to promote a healthy lifestyle and the benefits of walking and cycling. In these events, promotional items are given out such as cycling slap wraps, local cycle maps and pedometers during Walk to Work Week.

The Travel Plan is a dynamic process involving change and it is important that staff do not feel threatened by the plans contained within it. Responding to ideas and asking everyone for their views will help to involve them all and get them on-board. It is important that people realise a Travel Plan is not about banning cars but is a tool to encourage people to use them more wisely and offering better alternatives.

As well as marketing your Travel Plan and promoting the measures contained within, it is also important to **publicise your successes**, particularly to staff. If they know what has been achieved they are more likely to be motivated to continue. One way of doing this could be through the publication of a regular newsletter detailing progress to date plus short articles on those staff members who are already travelling by other modes.

### 4.14.1 Using a range of marketing tools

Vigorous marketing campaigns have shown that strong promotion translates into a greater uptake of sustainable travel. The characteristics of successful Travel Plan marketing are lively presentation, persistence and the use of a variety of marketing tools and techniques. Maximum results can be achieved through electronic media, leaflets, posters, displays, give-away freebies or messages on pay slips. The varying

formats will also give you the opportunity to reach different groups of people.

Regular marketing and advertising is the most effective way of ensuring staff awareness of your Travel Plan. However, it is not advisable to launch all of your promotional ideas at the same time as a constant drip-feed of information proves to be more successful. Producing the information in this way tends to keep the Travel Plan at the forefront of peoples minds at all times.

Special promotions will be needed for individual initiatives – for example, to launch the car share scheme or a new bus service. Commitment to a long term communication effort is necessary to bring about the cultural change and behaviour shift that your Travel Plan aims for. New campaigns will be needed every so often to refresh and revitalise your Plan.

#### **4.14.2 Branding your Travel Plan**

You could consider ‘branding’ your Travel Plan by using a slogan as the banner under which you will take it forward. Some organisations arrange a competition amongst staff, awarding a prize for the winning idea. Other ways to build brand recognition are to produce literature with a common theme so that all the leaflets and other material produced are instantly associated with the Travel Plan.

#### **4.14.4 Maintaining interest in your Travel Plan**

It is vital to keep the concept present in people’s minds, as well as keeping your plan fresh. Below are some basic things you can do to achieve this:-

- Ensure that the initiatives in place actually work
- Details of who to contact for assistance should be made clear
- Keep information current and up to date, i.e. update notice boards at regular intervals and remove out-of-date information
- Set up a feedback mechanism, e.g. an electronic mailbox
- Be aware of your organisation’s particular ethos. What works well for one may not be successful in another

## 4.15 Maintaining the momentum

### 4.15.1 Monitoring and review

Once your Travel Plan is active you will need to check its progress by the impact of the new measures / policies that have been implemented. Remember that your Travel Plan is a continuous on-going process of monitoring and review, rather than a one-off event. It is a good idea to produce a monitoring plan at an early stage in your Travel Plan development as this will provide an invaluable management tool for the monitoring process and will also ensure that you are collecting all information required to assess whether your targets are being achieved and your objectives met. It will also help you to identify priority initiatives for your Travel Plan.

**As part of the ongoing monitoring and review programme it is essential for a staff travel survey to be undertaken every year to assess the progress of the plan. Therefore annual staff travel surveys must be undertaken for 5 years (after the initial survey) to understand the impact on travel behaviour to the site, ensuring ongoing development with the Sustainable Travel Planning Team at ECC and the relevant District/Borough Council. Surveys should be incentivised to encourage a high response rate. Vouchers or an extra half days annual leave will help to increase the volume of responses.**

**Remember: survey response rates count towards the ECC Travel Plan Accreditation Scheme and the number of responses will reflect the level awarded.**



## Monitoring and review service

Essex County Council (ECC) has developed an online travel survey system to assist local businesses with monitoring their Travel Plans. It is available for use by developers securing Travel Plans through the S106 legal agreement process as part of our monitoring fee. It is also available for all other businesses and organisations, including all voluntary travel plans and Borough and Districts Councils at the following cost:

Number of employees	Cost per annual survey
0–50	£75.00 + VAT
51–125	£100.00 + VAT
126–250	£150.00 + VAT
250 +	£225.00 + VAT

The cost includes the production and management of running one annual survey for the whole business and also preparation and delivery of a monitoring and analysis report. Surveys can be adapted to include feedback on specific travel/work-style issues that may be relevant to your organisation, such as parking policy review or flexible working practices.

The survey system is equipped to design a survey template tailored to each organisation's specific needs where questions can be modified at any time; although it is recommended that the same format is used each year. Each survey can be as long or as short as is necessary by choosing the number and types of questions required.

Surveys can run for any length of time, although it is suggested that 2-4 weeks is likely to generate the best level of response. The system can be activated online and each organisation is given a web link which is unique to them; therefore enabling only employees from their particular company to complete the questionnaire. Access to the survey questions is easy and can be done through the entry of an employee's name or staff ID number then selecting the appropriate template from the drop down list before clicking on the 'start survey' button.

ECC have administration rights to all aspects of the survey system in order to produce analysis reports for the individual surveys in the form of pie charts and bar graphs; as well as annual comparison reports year on year. The results of the report benchmark the organisation's travel behaviour to see what difference an implemented Travel Plan has made, as well as identifying which aspects need focussing on for further development. It is also possible to choose prize winners from the respondents list, if incentives have been used. Completion of a monitoring survey will also assist in the development and formal accreditation of an organisation's travel plan.

Five year survey and monitoring packages are available. Contact the Sustainable Travel Planning Team for further information.

## 4.16 Financials

### 4.16.1 The financial benefits of a Travel Plan

An organisation's transport costs can be significant, and there is potential within every organisation to reduce them. Some measures which are implemented can be very cheap, whilst still achieving a reduction in transport-related costs. The Travel Plan measures that require greater investment are often attractive when evaluated against the cost savings.

### 4.16.2 The cost of developing a Travel Plan

A Travel Plan may incur some set up costs in terms of money and time. This will be minimal and it should be seen in the context of other cost savings and wider benefits. Some examples of costs related to the development of the Travel Plan could be:-

- Travel surveys and other audits
- Staff time in meetings related to the scheme
- Publicity and marketing
- The initiatives included in the plan, i.e. installation of cycle lockers / showers, setting up a car share database or providing free cycle training

Conversely, a successful, established, Travel Plan will save money, both for the organisation and employee!

### 4.16.3 Tax and Travel Plan measures

This issue only applies to Travel Plan benefits received by employees. For non-employees, such as students, customers and visitors, Travel Plan benefits are not an issue. However, it is important to know if the measures in your Travel Plan are tax exempt or not. For more information refer to 'Booklet 480 Expenses and Benefits' which has been produced by the Inland Revenue.

### 4.16.4 Insurance implications

Considerations should be made to the following in terms of insurance and liability issues:-

#### **Car sharing**

People involved in a car share scheme should inform their insurance companies that they are car sharing.

**Home working**

If home working is introduced, you will need to ensure that your insurance covers work equipment not kept in the office or for employees who are using their own equipment for work should check whether such use is covered by their home insurance policy.

**Pool bikes**

If pool bikes are introduced within your organisation, you will need to ensure that your company's insurance covers the bikes in case they get lost or stolen.

# 5. Useful information sources and contacts

## 5.1 General advice

### **Essex County Council Sustainable Travel Planning Team**

Telephone: 0845 603 7631  
Email: [travelplanteam@essex.gov.uk](mailto:travelplanteam@essex.gov.uk)  
Online: [www.essex.gov.uk](http://www.essex.gov.uk)

### **ACT-TravelWise**

*A national membership organisation open to private and public sector organisations as well as individuals*

Telephone: 01273 704 924  
Email: [info@acttravelwise.org.uk](mailto:info@acttravelwise.org.uk)  
Online: [www.acttravelwise.org/home](http://www.acttravelwise.org/home)

### **Department for Transport**

*For information on Government policy in the area of Travel Plans*

Telephone: 0300 330 3000  
Online: [www.dft.gov.uk](http://www.dft.gov.uk)

### **Transport Energy Helpline**

*Via this helpline, you can gain access to free, impartial information and advice on all aspects of Travel Planning*

Telephone: 0845 602 1425

### **Driving for Work**

*Department for Transport funded website on the safety issues surrounding driving for work*

Online: [www.drivingforbetterbusiness.com](http://www.drivingforbetterbusiness.com)

## 5.2 Walking

### **Public Rights of Way**

Telephone: 0845 603 7631  
Email: [prow.web@essex.gov.uk](mailto:prow.web@essex.gov.uk)  
Online: [www.essex.gov.uk/PROW](http://www.essex.gov.uk/PROW)

### **Walking the Way to Health**

Telephone: 01242 533258  
Email: whiinfo@naturalengland.org.uk  
Online: www.whi.org.uk

### **Walk It**

*A step in the right direction*

Online: www.walkit.com

## **5.3 Cycling**

### **Cycle route leaflets**

Telephone: 0845 603 7631  
Email: cycling@essex.gov.uk  
Online: www.essex.gov.uk/cycling

### **Sustrans**

*The sustainable transport charity*

Telephone: 0845 113 00 65  
Email: info@sustrans.org.uk  
Online: www.sustrans.org.uk

### **Cycle Training East**

Telephone: 01376 346848  
Email: inquiries@cycletrainingeast.org.uk  
Online: www.cycletrainingeast.org.uk

### **Cycle Scheme**

Online: www.cyclescheme.co.uk  
Online: www.cycle2work.info

### **CTC**

*The UK's national cyclists' organisation*

Telephone: 0844 736 8450  
Email: cycling@ctc.org.uk  
Online: www.ctc.org.uk

### **Cycling England**

*National body which co-ordinates the development of cycling across England*

Email: info@cyclingengland.co.uk  
Online: www.cyclingengland.co.uk

## 5.4 Motorcycling

### **British Motorcyclists Federation**

Online: [www.bmf.co.uk](http://www.bmf.co.uk)

## 5.5 Public Transport

### **Public Transport Marketing and Information**

*For supplies of Essex County Council travel publications*

Telephone: 0845 603 7631

Email: [publictransport@essex.gov.uk](mailto:publictransport@essex.gov.uk)

Online: [www.essex.gov.uk/publictransport](http://www.essex.gov.uk/publictransport)

### **Infrastructure**

*For bus stop and passenger shelter enquiries*

Telephone: 0845 603 7631

Email: [PTInfrastructureandRailTeam@essex.gov.uk](mailto:PTInfrastructureandRailTeam@essex.gov.uk)

Online: [www.essex.gov.uk/publictransport](http://www.essex.gov.uk/publictransport)

### **Essex Traffic Control Centre**

*For public transport publications, information and bus times*

Telephone: 0845 6000 110

Email: [publictransport@essex.gov.uk](mailto:publictransport@essex.gov.uk)

Online: [www.essex.gov.uk/publictransport](http://www.essex.gov.uk/publictransport)

### **Traveline**

*For impartial public transport route and timetable information*

Telephone: 0871 200 2233

Online: [www.traveline.info](http://www.traveline.info)

### **PLUSBUS**

*Information on the PLUSBUS Scheme*

Online: [www.plusbus.info](http://www.plusbus.info)

### 5.5.1 Rail

#### **National Rail Enquiries**

*For information on all national rail enquiries, train services and fares*

Telephone: 08457 484950

Online: [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

## 5.5.2 Bus Operators

### Arriva the Shires and Essex

Telephone: 0844 800 44 11  
Email: [customerservices@arriva-shires.com](mailto:customerservices@arriva-shires.com)  
Online: [www.arrivabus.co.uk](http://www.arrivabus.co.uk)

### Arriva London

Telephone: 0844 800 44 11  
Online: [www.arrivalondon.com](http://www.arrivalondon.com)

### Arriva Southend

Telephone: 0844 800 44 11  
Online: [www.arrivabus.co.uk](http://www.arrivabus.co.uk)

### Beestons Coaches

Telephone: 01473 823243  
Online: [www.beestons.co.uk](http://www.beestons.co.uk)

### Burtens Coaches

Telephone: 01440 702257

### Blue Triangle Buses Ltd

Telephone: 01708 631001

### H.C. Chambers & Sons Buses

Telephone: 01787 227233

### Clinton Minicoaches

Telephone: 01277 215226  
Online: [www.clintona.co.uk](http://www.clintona.co.uk)

### De Vere Travel

Telephone: 01787 462256

### Docklands Minibuses

Telephone: 020 7474 9933

### First Essex Buses

Telephone: 08456 020 121  
Online: [www.firstgroup.com/ukbus](http://www.firstgroup.com/ukbus)

### Fords Coaches

Telephone: 01621 740326

### Four Counties Buses

See Walden Travel

### **Hedingham Omnibuses**

Telephone: 01206 769778  
Online: [www.hedingham.co.uk](http://www.hedingham.co.uk)

### **Imperial Bus Co. Ltd**

Telephone: 0208 597 7368

### **J.W. Lodge & Son Ltd**

Telephone: 01245 231262

### **C.G. Myall & Sons**

Telephone: 01763 243225

### **Nelsons Independent Bus Services (NIBS)**

Telephone: 01268 767870  
Online: [www.nibsbuses.com](http://www.nibsbuses.com)

### **Network Colchester**

Telephone: 01206 877620  
Online: [www.networkcolchester.co.uk](http://www.networkcolchester.co.uk)

### **Olympian and SM Coaches Ltd**

Telephone: 01279 426266  
Online: [www.smcoaches.co.uk](http://www.smcoaches.co.uk)

### **Road Runner Coaches**

Telephone: 01279 424424

### **Regal Busways Ltd**

Telephone: 01245 249001  
Online: [www.regalbusways.com](http://www.regalbusways.com)

### **Richmonds Coaches**

Telephone: 01763 848226

### **Stephensons of Essex**

Telephone: 01702 541511  
Online: [www.stephensonsofessex.com](http://www.stephensonsofessex.com)

### **Town & Country Travel**

Telephone: 01375 399388

### **Transport for London**

Telephone: 0845 222 1234  
Online: [www.tfl.gov.uk](http://www.tfl.gov.uk)

### **Trustline Services**

Telephone: 01920 877877

### **TGM Stansted**

Telephone: 01279 681800

### **Viceroy of Essex**

Telephone: 01799 508010  
Online: [www.viceroycoaches.co.uk](http://www.viceroycoaches.co.uk)

### **Walden Travel**

Telephone: 01799 516878

## **5.6 Car Sharing**

### **Essex County Council's car share scheme**

Telephone: 0845 603 7631  
Email: [travelplanteam@essex.gov.uk](mailto:travelplanteam@essex.gov.uk)  
Online: [www.essexcarshare.com](http://www.essexcarshare.com)

## **5.7 Car clubs**

### **Car Plus**

Telephone: 0113 234 9299  
Online: [www.carplus.org.uk](http://www.carplus.org.uk)

### **Wombat**

Telephone: 0845 652 1413  
Online: [www.wombatcarclub.co.uk](http://www.wombatcarclub.co.uk)

## **5.8 Publication Information**

*The Essential Guide to Travel Planning - available to download from the Department for Transport's website.*

Online: <http://www.dft.gov.uk/pgr/>

*Tax and Travel Plan Measures by Stephen Potter (Professor of Transport Strategy)  
January 2007*

Online: [www.tfw.org.uk/links.php#Tax\\_Issues](http://www.tfw.org.uk/links.php#Tax_Issues)

*Booklet 480 Expenses and Benefits produced by the Inland Revenue*

Online: [www.hmrc.gov.uk/guidance/480.pdf](http://www.hmrc.gov.uk/guidance/480.pdf)

# Appendix 1

## Wish List of Travel Plan Measures

# Travel Plan Measures

## ***Walking – suitable for journeys under 2 miles and can be combined with other methods, such as public transport to cover longer distances***

- Advertise the health benefits of walking through promotional material
- Provide current information on local pedestrian routes
- Encourage people to walk to and on your site by ensuring footpaths are direct, well lit, open and pleasant, well maintained and display clear signposting
- Provide an umbrella pool
- Consider allowing staff to wear ‘comfortable clothes’ for walking to the office
- Improve the changing and shower facilities and provide secure clothes lockers
- Encourage staff to set up a Walking Buddy scheme.
- Introduce disincentives for driving to work such as provision of parking spaces on only some days of the week or not at all to people living within a certain distance of your site

## ***Cycling – those who live within 5 miles of the workplace are potential cycle commuters***

- Form a Bicycle Users Group (BUG) to encourage cycling and organise promotional events
- Provide pool bikes for business and personal use, i.e. trip to the shops during lunch hour
- Improve the changing and shower facilities and provide secure clothes lockers (can be shared with walkers)
- Provide interest free loans to purchase bikes and equipment
- Introduce a Cycle to Work tax efficient scheme. For more information on schemes like this visit: [www.cycle2work.info](http://www.cycle2work.info) and [www.cyclescheme.co.uk](http://www.cyclescheme.co.uk)
- Provide business cycle mileage for staff cycling on company business
- Provide information on local cycle routes
- Encourage staff to set up a Bike Buddy scheme.
- Hold a ‘cycle to work’ day to promote cycling ahead of driving and supply a breakfast / refreshments free of charge to those who cycle
- Provide free cycle training to staff
- Negotiate discounts for staff on bikes and equipment with a local cycle outlet
- Consider allowing staff to wear ‘comfortable clothes’ for cycling into the office

## ***Public Transport – can provide a good alternative to the car for many commuter and business related journeys***

- Consider selling rail / bus passes at the workplace
- Provide interest free annual season ticket loans
- Provide information on season tickets and other offers
- Liaise with local bus operators to further increase the discounted tickets available for staff (consideration to match funding could be given)
- Provide updated bus routes, timetables and fares – contact the bus operator

- for individual timetable leaflets
- Negotiate a discount with local rail operators to further increase the discounted tickets available for staff
- Provide a subsidised / free works bus

***Car Sharing – a very effective way of reducing peak hour congestion and easing parking problems in your car park***

- Set up and run a car share scheme for your employees
- Organise coffee mornings or promotional events to help potential car sharers meet
- Provide dedicated car parking spaces for car sharers within close proximity of the workplace

***Taxi – fills the gaps between regular local bus services and the rail network***

- Negotiate with a local taxi company to see if they will offer a business contract, with reduced rates for employees

***Working from home***

- Review the current policy on home working and ensure that there is equipment in place for this

***Flexible Working***

- If appropriate, consider the introduction of a flexi-time system where staff are required to work ‘core hours’ but have flexibility at each end of the day for the times that they choose to start and finish

***Provision of on-site facilities***

- Considerations to provide a range of on-site facilities can be made, as these would reduce the number of journeys staff would need to make before, after and during the day.

***Promotion and Marketing – extremely important to ensure staff awareness of the Travel Plan***

- Provide effective communication of the travel plan, incentives and options via notice boards and intranet / internet
- Present all new recruits with information on the travel plan
- Consider ‘branding’ your Travel Plan by using a slogan as the banner under which you will take it forward

- Supply a leaflet for visitors, (prior to their visit), showing the location of the office to the train station and bus routes together with brief information on the catchment area served. The leaflet should also mention that parking for visitors is extremely limited in order to encourage modes of travel other than the private car

### ***Emergency Ride Home Scheme***

- In the case of an emergency the Travel Plan Co-ordinator should arrange a guaranteed ride home, in which the organisation meets the cost of the taxi fare. You could consider approaching a local taxi firm to set up a contract with your company where staff will be assured a ride home – although this may sound potentially expensive for your organisation, in reality it is hardly ever used! This scheme should be made available to all sustainable travellers.

# Appendix 2

## Sample Car Share Registration Form

# Car Share Registration Form

Please complete the form below. Remember to complete all of the information.

When you have completed the form, return it to.....

Date form completed.....

## Personal Details

Title Mr  Mrs  Miss  Ms

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

Usually called (displayed on site) \_\_\_\_\_

Gender Male  Female

Age <16  16-20  21-25

26-40  41-60  >60

Email address \_\_\_\_\_

Home postcode \_\_\_\_\_

(used for reference only)

Contact telephone number \_\_\_\_\_

(including STD code)

Journey Details \_\_\_\_\_

Departing from: Town/Village (mandatory) \_\_\_\_\_

Postcode (if known) \_\_\_\_\_

Via: Town/Village (mandatory) \_\_\_\_\_

Postcode (if known) \_\_\_\_\_

Going to: Town/Village (mandatory) \_\_\_\_\_

Postcode (if known) \_\_\_\_\_

**Time of departure**  
(to the nearest 15 mins e.g. 08:45):

---

**Is this a round trip?**

Yes

No

**Time of returns**  
(to the nearest 15 mins e.g. 17:45)

---

**How Frequently do you make this journey? (please tick)**

One off (specify date)

Daily (circle day/s below)

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Varies each week

Once a week (specify days):

Outward

Return

Monthly (specify days):

Outward

Return

**Are you...?**

Looking for a lift

Offering a lift

Willing to share the journey

**How many people are looking for a lift?**

---

**Notes:**

---

**Do you hold a valid driving licence?**

Yes

No

To accept Liftshare's Terms and Conditions please tick here

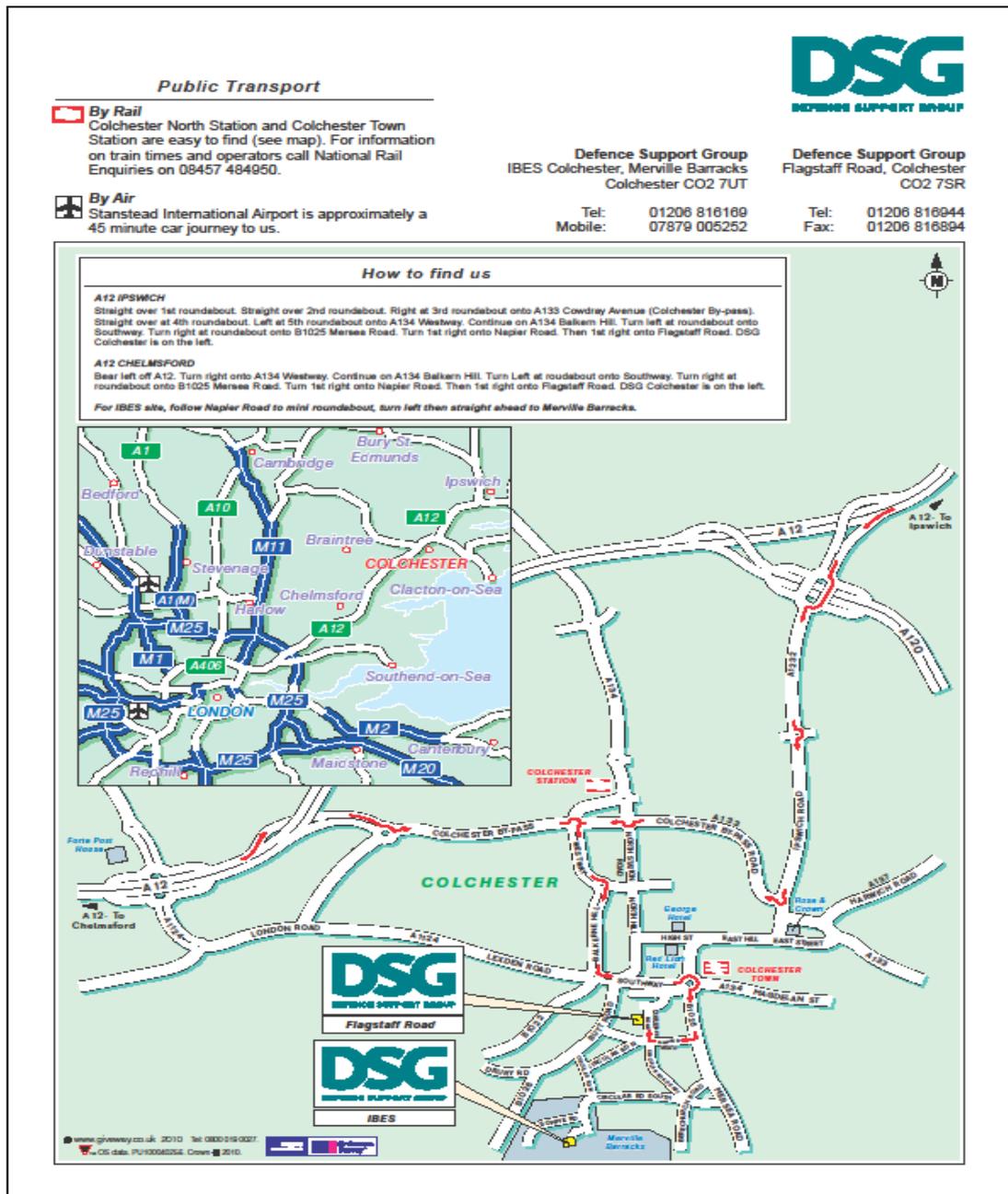
Full copies of these Terms and Conditions are available from your administrator.

# Appendix 3

## Sample Visitor Map

# Sample Visitor Map

Consider producing a map for visitors and new employees detailing where your offices are. Include information about public transport links as well as driving directions. The Defence Support Group have published the below map on their website for visitors to download prior to going to the site.



Map reproduced with permission from DSG (Defence Support Group)

**This booklet is issued by**

Essex County Council Passenger Transport.

You can contact us in the following ways:

**By post:**

Essex County Council  
Passenger Transport - Sustainable Travel Planning Team  
County Hall, Market Road, Chelmsford  
Essex CM1 1QH

**By telephone:**

0845 603 7631

**By fax:**

01245 436 319

**By email:**

[travelplanteam@essex.gov.uk](mailto:travelplanteam@essex.gov.uk)

**Visit our website:**

[www.essex.gov.uk](http://www.essex.gov.uk)

The information contained in this document can be translated,  
and/or made available in alternative formats, on request.

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