

TRAVEL PLANS



COLE EASDON
CONSULTANTS

CEC SERVICES & CAPABILITY (CONT.)

- Assist with the implementation and management of an existing travel plan;
- Undertake a full site and facilities audit of existing travel infrastructure and services including accessibility by public transport, cycling and walking. The site survey also includes a full review of existing car parking policies and space allocation.
- Coordinate the monitoring and evaluation programme for the travel plan, including target setting;
- Act as first point of contact for anyone wishing to find out more about travel plan initiatives;
- Present the business case to secure a budget to develop the travel plan and ensure its efficient and effective use;
- Facilitate 'quick wins' - effective solutions for low or nil cost;
- Bespoke travel surveys can be produced to determine travel patterns and behaviour including on-line surveys. This information gathering at a necessary level of detail is the core for developing effective travel plans;
- Analyse where employees live in relation to travel services and develop appropriate policies;
- Enable Clients to see a full picture of relocation options with regard to travel accessibility and actual time taken to travel;
- Motivate others;
- Coordinate partnership working;
- 'Champion' the cause;
- Implement a car-sharing scheme through either a simple database system or a more sophisticated closed intranet or open access internet software system;
- Advise on the development and implementation of the most appropriate/cost effective initiatives;
- Assist with approaching and working with your local authority;
- Facilitate focus groups/workshops to develop specific initiatives;
- Assist with negotiations with public transport operators;

- Advise on the development and implementation of a marketing strategy for the plan;
- Manage travel plan on behalf of client. A dedicated member of our team works closely with the client site to ensure successful implementation; and
- Advise on potential grant funding for green travel initiatives.

Cole Easdon Consultants is a well-respected and independent company specialising in transportation, hydrology and civil engineering. We maintain good relations with local authorities, government agencies, professional organisations and other complementary bodies.

We seek to adopt a flexible and common sense approach suited to your specific requirements. From our experience, we have a practical understanding of what targets can be realistically achieved within set timescales and always have our Client's needs in mind with regard to best value.

Please contact us if you would like an informal discussion on your organisation's travel plan requirements.

Cole Easdon BMP Limited

Unit 2, York House
Edison Park
Dorcan Way
Swindon
Wiltshire
SN3 3RB

Tel. 01793 619965

Fax. 01793 619967

e-mail: cec@ColeEasdon.com

www.ColeEasdon.com

TRAVEL PLANS



COLE EASDON
CONSULTANTS

Cole Easdon Consultants maintain an excellent reputation in our key areas of business practice as one of the UK's leading specialist firms of transportation, hydrology and civil engineers.

WHAT IS A TRAVEL PLAN?

A travel plan is a package of measures aimed at promoting greener, cleaner travel choices and reducing reliance on the car. By reducing the amount of car traffic associated with your site, a travel plan will help you tackle your transport and traffic problems.

The inclusion of a travel plan is an increasingly common feature of developments. They aim to reduce pollution and congestion associated with private car use and encourage alternative means of sustainable transport.

Government policies and guidance encourage the adoption of travel plans throughout the UK. Often travel plans are introduced as part of a Section 106 Agreement, secured through a planning condition or voluntarily adopted.

There are a huge variety of green travel measures that can be implemented, with varying degrees of effectiveness. No single measure is consistently effective across different sites. Your travel plan must be tailored to the specific circumstances of your site.

A travel plan may sometimes be referred to as a:

- Green Transport Plan
- Green Travel Plan
- Company Travel Plan
- Company Transport Plan
- Commuter Plan
- School Travel Plan
- Residential Travel Plan

NEED FOR A TRAVEL PLAN?

The requirements for travel plans are many and varied. A travel plan can be used as a business tool to solve parking and accessibility problems or may be a requirement for securing planning permission. A travel plan is also a means of demonstrating a corporate environmental image.

You may need a travel plan if:

- you are required to produce a travel plan to accompany a planning application or as part of a Section 106 Agreement;
- you have problems with parking;
- there are accessibility problems associated with your site;
- you want to improve the environmental image of your organisation and may be considering linking your travel to your environmental management; or
- you want to develop a travel plan as part of your business plan.

Even if your organisation is small, a travel plan is still relevant. The process should be similar but on a smaller scale. Although costs of the scheme can initially appear daunting travel plans should be regarded as a help not as a burden.

Government guidance now states that Local Transport Plans should set out how local authorities will encourage the adoption of travel plans by major employers and that they should develop their own travel plan to lead by example. Travel plans are now applied throughout the UK to a wide range of land uses where there is an organisation in a position to prepare and carry out the travel plan, such as an employer/landlord or management company.



SUSTAINABLE DEVELOPMENT & TRANSPORT POLICY

In addition to travel plans for workplace locations, current transport policies also encourage a wide range of initiatives including:

- Safer routes to school;
- Improvements to bus routes and services;
- Re-allocation of road capacity to give priority to buses, taxis and cycles;
- Discounts on public transport fares;
- Tele-working arrangements to reduce the need for journeys to work;
- Marketing of journey planning to individuals;
- Cycle route improvements;
- Taxation adjustments to encourage change in car use;
- Parking charges to discourage all day parking; and
- Congestion charging, such as in Central London.

AIMS & OBJECTIVES OF TRAVEL PLANS

The aims and objectives of a travel plan are to:

- Reduce the impact of travel and transport on the environment;
- Improve access to a site by various modes of travel;
- Reduce reliance on the car;
- Reduce car traffic during peak periods on the local road network; and
- Provide benefits to employees and visitors in terms of choice of access and improved travel facilities.

BENEFITS OF A TRAVEL PLAN

Benefits arising from a travel plan include:

- Improved health and fitness levels with cost and time savings;
- Increased productivity from a healthier workforce;
- Strengthened environmental performance, image and PR;
- Reduced impact on the environment - A travel plan can also be a component of an Environmental Management System and provide a step towards environmental accreditation such as ISO 14001;
- Reduced on-site congestion, pollution, and improved access for visitors and deliveries;
- Increased travel choice;
- Securing planning permission for further development;
- Costs savings including tax incentives;
- Reduced parking demand and maintenance;
- Possible revenue from parking charges;
- Improved car park safety and cost effectiveness;
- Improved safety of routes to and from your site;
- Reduced costs and time spent on commuting and business travel;
- Improved staff retention and recruitment;
- Enhanced image within the local and wider community.

Where more than one organisation occupies a site, it may be of benefit if you join forces to produce a combined travel plan.

CONTENTS OF A TYPICAL TRAVEL PLAN

The Transport Energy 'Travel Plan Resource Pack for Employers' suggests that a travel plan should contain the following elements:

- **Background** to the organisation including the site location(s), number of employees, typical working hours;
- **Objectives** – identify what you are trying to achieve from your travel plan;
- **Scope of the Plan** – identify the travel elements of your organisations' business activity which the Plan is addressing;
- **Action** - identify the proposed actions/measures for achieving your stated objective;
- **Marketing** – identify how you will market the Plan and the elements contained within it;
- **Targets** – identify targets to determine whether your objectives are being achieved;
- **Monitoring** – identify how you will monitor the effectiveness of your travel plan, what will be monitored and who will be responsible for monitoring.

The occupier is usually responsible for the implementation of a travel plan. However, it is recommended that a Travel Plan Co-ordinator be appointed to carry out the day-to-day implementation. Each travel plan is relevant for a specific length of time and requires review and redevelopment. It is a 'living document', which is constantly in need of review and refinement to identify areas for improvement. It needs to be carefully monitored to show effective progress.

CEC SERVICES & CAPABILITY

Cole Easdon Consultants have considerable experience in the preparation, implementation and management of travel plans. Our experience with leading organisations has provided us with the necessary skills to solve and manage travel issues better.

Our own professional and dedicated team advise on and prepare travel plans for schools, private companies, colleges/universities, healthcare organisations, leisure, and local authorities.

With almost twenty years experience providing engineering and transportation design solutions, we can provide expert advice to develop and implement travel plans including future monitoring and evaluation.

It is Cole Easdon Consultants' aim to deliver consistent, high quality, practical advice on time and within budget.

To help you produce and manage your travel plan we can:

- Research travel and transport solutions;
- Identify customer objectives;
- Collect, analyse and collate data and information;
- Present research findings and recommendations to Clients;
- Maintain close Client contact to ensure all levels of service are timely, professional and of the highest quality;
- Cultivate and maintain corporate relations in line with the latest thinking;
- Attend Client orientation meetings;
- Develop Client action plans providing a specific implementation strategy for all levels of service;
- Help to obtain planning permission and achieve planned expansion;
- Identify opportunities to reduce car use amongst your users through travel surveys;