

# Workplace Travel Plans

A guide for businesses  
located in Nottingham



Nottingham  
City Council

## What is a Travel Plan?

**A travel plan will help support your organisation implement measures to encourage employees to travel to and from work more sustainably.**

The successful introduction of a travel plan could help reduce employees reliance on single occupancy car journeys.

A travel plan typically focuses on journeys made by employees and visitors to a place of work. The travel plan can also help support business travel, fleet activity and deliveries.

In Nottingham City there are a growing number of organisations of all sizes that are benefiting from travel planning.

An effective travel plan should contain the following information:

- 1 A description of your organisation including its location, size and type
- 2 An assessment of travel requirements and transport needs
- 3 Evidence to show what the key travel issues are
- 4 Clearly defined objectives and targets
- 5 Details of proposed measures
- 6 A timetable for implementation
- 7 A named travel plan coordinator and clearly defined responsibilities
- 8 A marketing plan to raise awareness of the plan internally
- 9 Evidence of any consultation that has been carried out
- 10 Proposals for monitoring progress

For more information about what is required for each of these – see pages 5 and 6 of this booklet.



# Travel Planning Benefits

An organisation can benefit in many ways from a travel plan. UK wide figures show that effective travel planning can reduce car dependency between 15% and 20%.

## Other benefits can include:

- Contributing to reducing traffic congestion on the road network
- Less demand for parking spaces
- Making the site more accessible
- Greater and more flexible travel choice
- Helping to meet corporate social responsibility objectives such as reduced congestion, pollution and noise
- Improving business efficiency
- Ensuring adequate provision for people with disabilities
- Encouraging healthy living by cycling or walking – evidence suggest that employees who walk or ride bikes to work are more alert when they arrive, more productive and are less likely to take sick days.

# How to implement a Travel Plan

A travel plan is unique to the needs of the organisation it is designed to support. By following the easy steps below an effective travel plan – which supports more sustainable travel options and reduces single occupancy car trips – can be implemented.

- 1** Give a description of the organisation and site including its location, size, number of employees, the type of business it is and its proximity to public transport links.
- 2** Do an assessment of travel and transport needs. This should include the travel needs of all users such as employees, customers and visitors. How many journeys do these people make? How do they travel?
- 3** Provide evidence of what the key travel issues are. This could include results of a travel survey – finding out the barriers to using public transport, cycling and walking – and a site audit which could identify potential improvements such as cycling or walking routes, better security or cycle parking.

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## How to implement a Travel Plan continued

- 4** Set clear objectives and targets and explain how these will be measured and how often.
- 5** Outline details of the measures your organisation will take to address its travel issues.
- 6** Create a realistic timetable for introducing these measures.
- 7** Identify who is responsible for the development, delivery and monitoring of the travel plan.
- 8** Communicating the details of the travel plan to employees is crucial if it is to succeed. A marketing plan will help you:
  - Communicate the aims of the travel plan to users
  - Promote the benefits of a travel plan
  - Raise awareness of travel issues
  - Establish a travel plan brand and a programme of events and incentives
  - Keep users informed of progress

202

Nottingham City Council's Transport Strategy Team can provide site specific guidance and advice for all organisations that are interested in introducing travel plans. A number of useful tools are freely available such as an online survey, journey planning applications and transport information boards.

**Free specialist consultancy support and grants to fund measures that reduce car dependency are available in some cases. For more information get in touch at the contact details overleaf.**



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Visit the Big Wheel Business Club website [www.thebigwheel.org](http://www.thebigwheel.org) for more information and to see case studies of local organisations who have successfully introduced travel plans.

Or contact the Transport Strategy Team on 0115 9155 462 or email [transport.strategy@nottinghamcity.gov.uk](mailto:transport.strategy@nottinghamcity.gov.uk)



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