

# 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 to implement measures that encourage employees to travel to and from work more sustainably. The introduction of a travel plan could help reduce your employees' reliance on their car and it'll help you to improve access to your business. According to a report in 2007 congestion in the East Midlands costs businesses approx £150 million each year so by playing your part you'll feel a benefit on your bottom line too!

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

Travel plans focus on helping journeys to your workplace or business site to be greener and more sustainable and that includes travel by your employees and visitors. By implementing an effective plan it can also help to support your business travel, fleet activity and deliveries and it'll help your customers to get to you more quickly and easily.

More and more businesses are feeling the positive effects of having a travel plan, helping to reduce congestion in your local area. It also helps to improve air quality, contributes towards corporate social responsibility targets and it has a positive impact on the health of your employees.

**It's easy to do and it doesn't need to cost much time or money.**



## 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:

- **Helping to reduce congestion in your area** – which means that your staff and customers can get to you more quickly and easily. It helps to reduce expensive delivery delays and can reduce the stresses and strains of the daily commute.
- **Less demand for parking spaces** – which means that your car park won't need as much management at peak times. A more organised car park allows key personnel and emergency workers to respond quickly.
- **Greater and more flexible travel choice** – your business can help to promote different transport options which will make your business more accessible to your staff and your customers.
- **Helping to meet corporate social responsibility objectives** – such as reduced congestion, pollution and noise levels.
- **Improving business efficiency** – did you know that cyclists are the most punctual employees? By encouraging alternative modes of transport you'll help to increase everyone's efficiency.
- **Ensuring adequate provision for people with disabilities.**
- **Encouraging healthy living by promoting active travel** – evidence suggests 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.

## An effective travel plan should contain the following information:

- 1 A description of your organisation including its location, size and type** – your travel plan doesn't have to be complex or difficult to put together. Give details of the site, the type of business and its proximity to public transport links.
- 2 A simple assessment of travel requirements and transport needs** – this should include all users such as employees, customers and visitors. It should include details of how many journeys they make and how they travel.
- 3 Evidence to identify the key travel issues** – ask questions through a staff survey to find out the barriers to using public transport, cycling and walking. Free survey facilities are available through the Big Wheel's Business Club. A quick site audit could identify potential improvements such as cycling or walking routes, better security or cycle parking.

- 4 Clearly defined objectives and targets** – once you know where your transport barriers are then you can put targets in place to address them. For example, you could aim to save 30% of your travel related CO<sub>2</sub> emissions over the first 3 years. With transport responsible for approximately 25% – 30% of all UK carbon emissions making a reduction on your emissions will really help to keep your green credentials looking good.
- 5 Details of proposed measures** – outline details of the measures your organisation will take to address its travel issues. These can be as simple as supporting car sharing schemes in your business, or providing bus timetables in your canteens or reception areas.
- 6 A timetable for implementation** – once you've identified your barriers and how you're going to overcome them put a sensible timetable in place for you to achieve your aims.
- 7 Identify a named travel plan co-ordinator and outline their responsibilities** – this person is vital for the long term success of your travel plan. Depending on the complexity of your plan it may only take them a few minutes each week to maintain and monitor once the measures are implemented.

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- 8** Develop a marketing and communications plan to raise awareness of the travel plan amongst your employees. Communicating the details of the travel plan 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 an understanding of the travel plan and what it means, ensuring that your staff understand it's importance and how they can play a part in it's success – this can be done by regular features in internal publications or through events and incentives
  - Keep users informed of progress – without their support the travel plan won't succeed

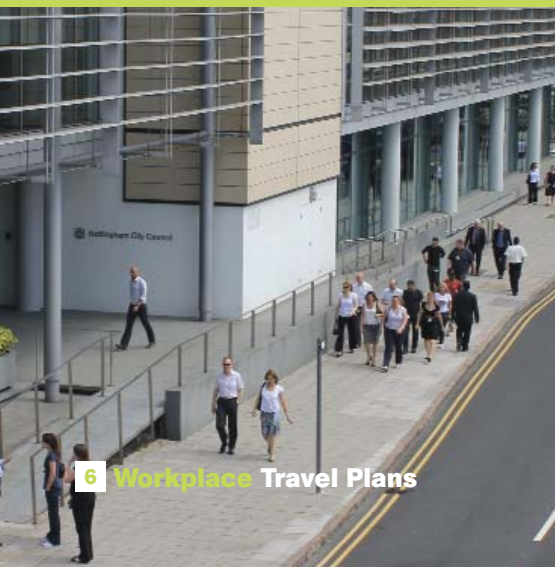
- 9** Reporting and monitoring evidence to show the success of your travel plan – make sure your progress is reported and circulated so that people understand the impact that it's having.

**...AND MOST IMPORTANTLY,** it should be led and driven by your senior management team. By integrating the plan into the ethos of the way you work your travel plan will be much more effective.

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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 876 3947  
or email [transport.strategy@nottinghamcity.gov.uk](mailto:transport.strategy@nottinghamcity.gov.uk)



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