Suffolk Travel Plan Components – Workplace Travel Plan

Introduction

➤ Overview of the proposed development, including the estimated date of completion, or estimated time to construct fully, and if the development will be phased over a set period of time

➤ The type of travel plan that is being submitted (Interim or Full Travel Plan)

➤ The total/estimated number of employees who will be working on the site, the hours of operation and estimated shift patterns

Background information

➤ A summary of the key information from the Transport Assessment

➤ A list of the existing site specific barriers or issues for employees using sustainable travel

➤ Detailed information on the walking and cycling routes in the area and details of where the pedestrian/cycle crossings are located

➤ Detailed information on the roads that currently serve the development

➤ Information on where the public transport is located in the area. Include the frequency and times of the first and last buses, and trains that will serve the development. Also include information on the existing bus stop infrastructure and if it is DDA complaint

➤ Information on where the nearest staff facilities are such as food outlets, convenience stores, cash points, dry cleaners that is in the proximity of the development

➤ Information about HGV movements to and from the development, such as where they will be routed and how often they will visit the site

➤ Information on any transport and infrastructure improvements that will be provided for the development

Baseline Travel Information

➤ Include details of the number of trips that are expected to be generated by the development. Trics data or information from the Transport Assessment should ideally be used. 2001 Census data for the “Method of Travel to Work – Daytime Population” can also be used (2011 Census data should be used as soon as it has been released)

➤ Include a modal split of the forms of transport used to travel to and from the development. The modal split must be displayed in percentages

➤ A commitment to update the baseline data in the full travel plan when the initial baseline surveys are completed after six months of occupation
Include the date of when the data was acquired, the number or employees surveyed and the response rate

Objectives

- What is the purpose of the travel plan and who it seeks to influence
- To produce a full travel plan shortly after the baseline survey has been completed
- The objective to “reduce single occupancy vehicles” must be included
- Include SMART (Specific - Measurable - Achievable - Realistic - Timed) objectives that are relevant to the baseline data and the specific issues and barriers to using sustainable travel to and from the development

Targets

- Modal shift targets set over a five year period from first occupation. The targets should take into account the current and new infrastructure that will serve the proposed development
- DFT guidance such as “The Essential Guide to Travel Planning” suggests a good travel plan can reduce commuter car use by 15%. The Single Occupancy Vehicle reduction target in the travel plan must aim to match this figure
- The targets should take into account the current and new infrastructure that will serve the proposed development
- Targets of reducing single occupancy travel should be revised to encourage an increase in sustainable travel

Management Strategy/Travel Plan Coordinator

- Details of who is responsible for implementing and managing the travel plan before and after occupation
- A Travel Plan Coordinator needs to be appointed six months before first occupation of the development
- Include the contact details of the Travel Plan Coordinator. How many hours they will work, how much will it cost to employ them and who they will report to. If the details are not available at the time of writing the travel plan, a commitment to include the details in the full travel plan must be included
- A Workplace Travel Plan Coordinator is usually a senior member of staff that can have an influence on the travel plan. A consultancy company may also be used. This must be identified in the travel plan
- Include a commitment to include the contact details for the Developer and the individual Occupier(s) as soon as they are available
Monitoring:

- Include details of how often travel plan meetings will take place, both before and after occupation
- List the individuals and organisations that the Travel Plan Coordinator will report to

Measures:

- Initiatives that will encourage the shift from single occupancy car use, in favour of walking, cycling, public transport and car sharing
- The measures must have specific timescales for implementation and must specify how much it will cost to implement over the duration of the travel plan
- Examples of measures include:
  - Clear signage, street lighting, safe crossings, speed restrictions and better access to the site
  - Good access to public transport, walking and cycling links
  - Provision of free personal alarms and umbrella’s for walkers
  - Easily located, secure and covered cycle parking
  - Showers, lockers and clothes drying facilities for walkers and cyclists
  - Provision of free cycle safety equipment for employees, such as high-viz vests and cycle lights
  - Interest-free loans (Cycle to Work Scheme) or vouchers to purchase bikes, or other cycle equipment
  - Negotiated discounts with cycle retailers for employees
  - Bicycle Users Group (BUG), or cycle training schemes for non-confident cyclists
  - Provision of clear, up to date route maps
  - Promotional Events to encourage behaviour change – Bike Week, Walk to Work Week and National Liftshare Week
  - Provision of up to date public transport information, including route maps, travel costs and journey times
  - Negotiated discounts for employees from bus or rail companies
  - Interest-free loans to help employees purchase public transport season tickets
  - Vouchers to purchase public transport season tickets, or taster tickets
  - Promote and explain the benefits of Suffolk Car Share (www.suffolkcarshare.com)
  - Provide dedicated car parking bays for car sharers
  - Provide a guaranteed ride home in emergency situations or when a car share arrangement falls through. This should be applied to all forms of sustainable transport.
  - Introduce parking charges
  - Parking restrictions for staff within walking (and cycling) distance of their workplace (unless there is a valid reason for that member of staff to drive)
  - Include incentives for staff that use sustainable transport to and from work. Include disincentives for staff that use single occupancy vehicle travel.
  - Promote the benefits of flexible and home working to restrict the need to travel.
- Provision of a Welcome Pack for employees that includes details of the travel plan as well as information on the travel plan measures. The welcome pack must include the following:
  - Walking information
  - Cycling information (including Suffolk County Council cycle map if available)
  - Bus and train timetables, and maps
  - Suffolk Car Share link
  - Information on the potential cost savings of using sustainable transport
  - Information on the location of the local staff facilities with walking and cycling times
  - Woking from home information (if applicable)

**Marketing Strategy**

- How the travel plan will be promoted and the employees continually engaged in using sustainable transport

- The marketing must be carried out from first occupation to the five years after full occupation of the development

- For example, newsletters, promoting national sustainable transport events such as Walk to Work Week, Bike Week and National Liftshare Week

**Monitoring**

- Include the details of who will be responsible for carrying out the monitoring of the travel plan

- Annual surveys must be undertaken to understand the travel needs of employees and the progress of the travel plan

- Who will administer the monitoring of the travel plan (i.e. senior member of staff or Consultancy Company)?

- Travel plan surveys need to be undertaken annually from first occupation and the five year period after completion of the development. The travel plan should state if they are going to be electronic based (e.g. Survey Monkey) or paper based

- The results of the surveys must be provided to Suffolk County Council at the earliest possible opportunity

- Include how the surveys will be undertaken. Who will undertake them? Will there be any incentives (i.e. prize draw) offered to encourage a greater return rate?

- What other ways will the travel plan be monitored? Examples include: checking cycle stand usage, monitoring the uptake of discounts and monitoring the uptake of car sharers and staff parking permits
Finance plan

- Include an estimated budget for the costs of implementing the travel plan. The costs should include the cost of employing the Travel Plan Coordinator, the cost of the measures and the cost of monitoring the travel plan.

- The budget should cover the time of first occupation to the five years after completion of the development on a year by year basis.

Appendices

- Development timetable – that shows the phasing and the estimated time to fully construct the site.

- Action plan - setting out measures, timescales and responsibilities for the implementation of the travel plan.

- Public transport and rail timetables.

- Walking and cycling maps.

- Site map that shows the internal layout of the site.

- Public transport route and bus stop maps.

- Example travel survey.

Useful web links:

- www.suffolkonboard.com
- www.suffolkcarshare.com
- http://www.fuel-economy.co.uk/calc.shtml
- http://www.bikeweek.org.uk/
- www.traveline.info
- www.cyclestreets.net
- www.openstreetmap.org
- www.walkit.com

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