

## » DEVELOPING A TRAVEL PLAN

Our travel plans officer can help you develop a travel plan that suits the needs of your organisation.

There are six basic steps to setting up a travel plan:

### SECURE SUPPORT FROM SENIOR MANAGEMENT

For a travel plan to be successful there needs to be support from senior managers in the organisation from the beginning of the process.

### SET UP A STEERING GROUP

Someone within the organisation should be appointed to set up a steering group to help with promotion and implementation of the travel plan. Our travel plans officer will guide you through the process and will supply templates and examples of surveys which can be adapted for your organisation.

### CARRY OUT AN INITIAL TRAVEL AUDIT

You need to undertake an audit of the site to assess the existing facilities for travel and the needs of the organisation and its employees.

### CARRY OUT STAFF AND VISITOR TRAVEL SURVEYS

Following the travel audit you need to carry out a survey of how staff and visitors travel to and from the site. In the survey you should also include business trips made by all staff. This will show how existing patterns of travel might need to be adapted or changed for greater efficiency.

### DRAW UP AN ACTION PLAN

Once you have the results of the surveys you can draw up an action plan. You will need to monitor the plan regularly and review it to ensure that the targets you set are met.



‘MAKE A DIFFERENCE’

‘EVEN SMALL CHANGES TO THE WAY WE TRAVEL CAN MAKE A BIG DIFFERENCE TO THE ENVIRONMENT’.

For more information please contact

Travel Plans Officer, HITRANS

Building 25, Inverness Airport, IV2 7JB.

T: 01667 460464 E: info@hitrans.org.uk

# WORKPLACE TRAVEL PLANS

A toolkit for employers and businesses in the Highlands and Islands



This leaflet has been produced on paper derived from a sustainable resource by Velocity Design Ltd. Beauty – info@velocitydesign.co.uk

[www.hitrans.org.uk](http://www.hitrans.org.uk)

## » BENEFITS TO STAFF

### SAVE MONEY

Most car costs are mileage-based, and sharing a regular journey to work can easily save you over a thousand pounds a year compared with driving alone. Walking and cycling cost next to nothing, and public transport is cheaper and less stressful than driving, without the need to worry about where to park the car. Salary sacrifice schemes can give regular public transport users big tax benefits, making the regular journey to work even better value for money.

### GET HEALTHY

Along with saving you money, walking or cycling to work can help you stay healthy and can easily be included in your working day. Try taking the bus and getting off one stop earlier to increase your walking distance gradually.

### STRESS

Sitting in traffic can be stressful as well as being a waste of time – other people's as well as your own. Alternative ways of commuting can reduce stress levels and help reduce stress related absences from work.

### HELP THE ENVIRONMENT

Less traffic and congestion means less pollution and lower emissions of CO<sub>2</sub> and other greenhouse gases. Even small changes to the way we travel can make a big difference to the environment. Reducing your car mileage also saves non-renewable fossil fuel for future generations.

## » IS A TRAVEL PLAN A FINISHED DOCUMENT?

A travel plan is a living document that will develop over time as the business changes. It has to be kept up-to-date to reflect the changing needs of the organisation and it should be regularly monitored to evaluate the measures which have been put in place.

‘ALONG WITH SAVING YOU MONEY,  
WALKING OR CYCLING TO WORK  
CAN HELP YOU STAY HEALTHY’



## » BENEFITS TO EMPLOYERS

### SAVE MONEY

Reviewing car parking policies and staff business travel can save a lot of money. Fuel efficient pool cars, encouraging staff to use public transport for business, and sharing taxis wherever possible are just some of the ways to cut costs. Developing a travel plan can also reduce parking problems by freeing up spaces, without having to spend tens of thousands of pounds on extending parking areas.

*EMPLOYERS CAN BENEFIT FROM REDUCED NATIONAL INSURANCE CONTRIBUTIONS BY DEVELOPING SCHEMES TO BUY BICYCLES FOR STAFF USE, AND BY INTRODUCING SALARY SACRIFICE SCHEMES FOR PUBLIC TRANSPORT.*

### REPUTATION

Reducing the number of staff driving and parking on local roads can enhance your reputation as a responsible employer and neighbour. Improving accessibility to your site for your workforce, your customers and your deliveries can also improve the image and the performance of your organisation.

Measures to improve your environmental performance will also be viewed favourably by other employers, the local press, environmental bodies and the general public.

### PLANNING PERMISSION

Many employers in Scotland now have to submit travel plans to their local authority as part of the process for gaining planning permission. Having a working travel plan in place and providing evidence of your commitment to it can help obtain planning permission for new development.

### VALUE OF LAND

Your car park could be worth a lot of money, particularly if you're in the city centre. Some organisations estimate the potential value of a single car parking space to be tens of thousands of pounds. It's well worth considering what you could use the space for instead of a car park.

## A NICER PLACE TO WORK

Congestion and an unattractive built-up car parking area around your site can have a negative effect on your staff recruitment. Cleaner air, a safer environment for pedestrians and cyclists and green areas where staff can relax can all make work more pleasant and less stressful.

**'A WORKPLACE TRAVEL PLAN PROVIDES GREATER CHOICE FOR PEOPLE TRAVELLING TO AND FROM THEIR WORK'**



# WORKPLACE TRAVEL PLANS

## A TOOLKIT FOR EMPLOYERS AND BUSINESSES IN THE HIGHLANDS AND ISLANDS

HITRANS is the Regional Transport Partnership for the Highlands and Islands. We work in partnership with:

- › Orkney Islands Council
- › Highland Council
- › Comhairle nan Eilean Siar
- › Moray Council
- › Argyll and Bute Council

Our aim is to provide the people of the Highlands and Islands with a safe and secure transport network which offers people choices in how they travel around the region and further afield. One way to do this is to offer help to businesses and other employers to prepare workplace travel plans.

### » WHAT IS A WORKPLACE TRAVEL PLAN?

A workplace travel plan is a package of measures which aims to provide greater choice for people travelling to and from their work. It covers all aspects of business travel and encourages people to reduce the extent to which they use cars to travel alone.

Climate change, congestion, problems with parking and the costs of running a car all mean that we need to think of more efficient ways to travel. Even small changes, such as sharing journeys with a colleague or walking to work occasionally, can make a big difference, both to the environment and to staff and employers' finances.

### » WHAT WILL A TRAVEL PLAN COST?

A travel plan will save money for your business. The average cost of providing one single parking space at work is £400 per year. Many measures from a travel plan can be done with little or no cost, such as providing staff with existing public transport timetables. So developing a travel plan makes good financial sense.

## PREPARE AND IMPLEMENT A TRAVEL PLAN

A travel plan is a living document which differs from organisation to organisation. There is no set formula for how the plan should be set out. We will give you advice on how you should structure your plan. You will find our contact details on the back cover. As a general rule the plan should include:

### Aims

- › Ethos and vision of the organisation
- › General aims and objectives of the plan and how it will be implemented
- › Brief statement of actions and key targets

### Background

- › Location
- › Type of site
- › Existing travel patterns, including home locations of regular commuting journeys
- › Any particular issues and patterns e.g. typical delays, parking problems
- › Details of existing means of transport
- › Current alternative means of transport
- › Any areas where concentrated groups of staff live

### Actions

Who will be responsible for overseeing each initiative?

A list of each initiative you plan to implement, specific targets and how they will be publicised. This could be divided into travel mode sections such as:

- › Cycling – cycle parking, bicycle user groups, pool bikes, changing facilities and showers, financial incentives, mileage allowances, publicity and promotion, tax efficiency
- › Public transport – providing timetables and route information, availability of individual travel plans, operator involvement and financial incentives, possible route changes
- › Use of private cars – car sharing, car park management, company cars policy and provision, policy on paying for fuel
- › Reducing the need for travel – tele-working, video-conferencing, flexitime, compressed working hours, on-site facilities, business travel
- › Other areas to consider – visitors, new recruits, deliveries, motorcycles, footpaths



‘CLEANER AIR, A SAFER ENVIRONMENT’

### Evaluation

- › Decide frequency and set dates for monitoring reviews
- › Timelines for initiatives and targets
- › Set up methods to compare results with baseline information