

Overview of travel plan process

Developing a travel plan takes time. However, it is essential that the simple steps outlined below are followed, in order for the travel plan to succeed. Many of the steps can be carried out concurrently. Timeframes are indicative only and will vary according to the size of the workplace, among other things.

Stages for developing a travel plan

Stage	Process	Suggested timeframe
Set up <i>1–2 months</i>	Identify a travel plan coordinator (see below)	
	Secure senior management support (this is essential to the success of the travel plan)	1 week
	Identify a champion	
	Inform staff and obtain buy-in	1–2 months
	Establish the project team – steering group, etc	2–3 weeks
Research <i>3–4 months</i>	Undertake site assessment	1 week
	Review company policies relating to parking, flexible working hours, air travel, allocation of company cars, use of taxis, etc	4 weeks
	Carry out staff travel surveys to establish current travel patterns and what incentives/measures would encourage a change towards more sustainable travel	5–6 weeks
	Meet with focus groups to clarify barriers to sustainable travel	4–6 weeks
Action planning <i>2–3 months</i>	Compile and analyse results of site assessment, staff survey and all information relating to travel and prepare travel report	2–3 months
	Work with project team to develop an action plan to address the identified issues	2–3 months
	Draft workplace travel plan document containing objectives and targets	
Implementation <i>Ongoing</i>	Publicise the launch of the travel plan	
	Implement the actions outlined in the action plan	Ongoing
Monitoring <i>Ongoing</i>	Carry out annual travel surveys to identify new actions and update travel plan	Ongoing

Travel plan roles and responsibilities

A successful travel plan will involve everyone at all levels of the organisation. The roles and responsibilities as outlined below enable as many people as possible to take part in the travel plan process.

- 1 Identify a travel plan coordinator who undertakes tasks such as:
 - overseeing the development and implementation of the travel plan
 - obtaining and maintaining commitment and support from staff
 - designing effective campaigns to raise awareness and obtain buy-in to travel plan
 - coordinating data collection, analysis, target setting and monitoring.
- 2 Identify a champion to provide support and leadership in the process. The champion is likely to be a senior manager involved in human resources, finance or facilities management.
- 3 Establish a project team that will develop the travel plan, secure funding and set objectives and targets. There should be at least one senior manager in this group – possibly the travel plan champion. Responsibilities are likely to include:
 - providing management support to take ideas forward and make strategic decisions, such as agreeing revisions to company policy
 - steering the travel plan in the desired direction and addressing any issues that arise
 - establishing a work programme, monitoring and reviewing progress
 - keeping other staff informed on progress of travel plan.
- 4 Working groups or focus groups are useful to ensure staff involvement. Such groups can be tasked with developing options for sustainable transport modes or focusing on particular issues, such as use of company cars or business travel.

Anticipated cost and resource implications

Costs associated with the development, implementation and operation of a travel plan fall into three categories: resource requirements, infrastructure requirements and incentives. These are explained in more detail below:

- Resources required include staff time.
- Infrastructure, depending on the outcome of the staff survey, could include cycle parking, showers, lockers, etc.
- Incentives, again depending on the outcome of the staff survey, could include bicycle loans, prizes, subsidised public transport tickets, etc.