



How can we achieve and maintain Travel Plan success?

There are many things that you can do to help your Travel Plan to be as successful as possible. As every company is different, the ways that you will need to deliver and promote your Travel Plan will be different to other organisations too.

Achieving success with a Travel Plan is never easy and will always require hard work. Changing people's travel habits is not an instant fix and it will take time to get the results that you are hoping for.

There are some common elements that all Travel Plans will need in order to be a success, and to then carry this momentum into the future:

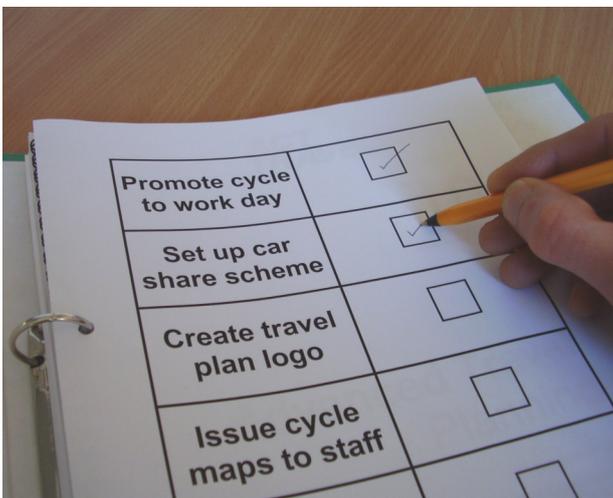


Travel Plan Coordinator - every successful Travel Plan must have a person who coordinates and implements the measures within the plan.

Executive Buy in - senior management must agree with and support the aims of the plan in order to ensure it can get both adequate backing and sufficient financial support.

Comprehensive Marketing - your staff and customers need to know what the plan means for them and what benefits changing their travel habits could bring them.

Baseline Data - in order to review your future progress, you need to know how people travel now.



The Travel Plan Coordinator.....

This is a vital role in the delivery of every Travel Plan and a snapshot of their duties is as follows:

- Implementing the Travel Plan.
- Promoting and marketing the Travel Plan.
- Ensuring plan measures are delivered.
- Liaising with senior management.
- Ensuring staff are engaged in activities.
- Acting as the Travel Plan point of contact.
- Developing and revising the action plan.
- Monitoring and reporting on the Travel Plan.



The importance of getting senior management buy-in.....

Getting your company's senior management to buy into the idea of having a Travel Plan is one of the most important elements in developing and maintaining a successful plan. Without senior management support, a Travel Plan will never achieve its potential.



Senior management support is needed because:

- In most cases they will need to agree the budget for the Travel Plan measures.
- They will need to agree to the staff time and resources that will be put into the Travel Plan.
- When staff see management are taking the plan seriously, they will view it as important.
- Leading by example is very important and if senior management get involved in cycling, for example, other staff are likely to consider it.

Useful tip:

Meeting regularly with senior management to discuss the progress of the Travel Plan will mean that they are kept involved and interested in how it's going.



The Travel Plan needs to become company culture...

To ensure that the plan is successful, sustainable transport needs to be embedded in the company's culture. This can take a while to achieve but it can be done in several ways:

- New staff are told about the Travel Plan at induction and sustainable transport is promoted as the preferred option.
- Car parking is not provided as a 'right' for people and therefore people have to think about their travel.
- Company intranet sites have well promoted and up to date information on sustainable transport and the Travel Plan.
- Leaflets and travel information are always readily available to staff, customers and visitors.
- You maintain an ongoing, coordinated and consistent marketing campaign to all staff and customers.





Travel Plans can be promoted as part of another company change.....

Promoting a Travel Plan is best timed to fit in with other big company changes such as a relocation or on-site move around. This is because staff and customers are likely to be preparing themselves for alterations to their routines, and will therefore be more likely to reconsider how they travel. People will see less of a reason to amend their behaviour if they are happy in their current routine and they know it's unlikely to change.

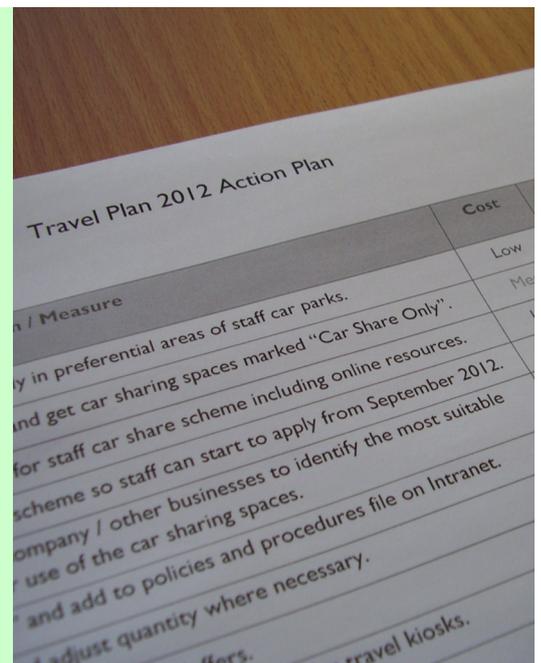
If nothing at your company is changing but you still want to get a Travel Plan put together, a good Travel Plan should still start to have an impact on travel behaviour. One thing to bear in mind though, is that if other larger company changes happen after you have started to promote your Travel Plan, these are the times that are ideal to give your plan a huge 'push' rather than laying off promoting it until things have settled down.



Keep your action plan up to date.....

Every Travel Plan needs an action plan that is updated regularly to ensure that it is well coordinated and kept on-track. The action plan should contain the details of all related activities and tasks including:

- Details of actions, due dates, who should complete it and the desired outcomes.
- When and how different measures will be implemented and who will be responsible.
- Dates of any monitoring reports or travel surveys.
- Details of projects that are integral to the plan and their projected timeframes.
- Planned dates for marketing such as e-shots.





Key tips for a successful Travel Plan.....

- Ongoing marketing and communication is essential if a Travel Plan is to become part of the company culture.
- The Travel Plan Coordinator needs to be someone who has sufficient motivation and a passion for sustainable transport.
- Senior management need to be involved from the very start.
- Regular monitoring will allow you to see if different initiatives are working, and if they aren't, you can make relevant changes.
- Join Travel Plan forum meetings in your area so that you can keep up to date with what's going on locally.
- Listen to your staff and customers. Ask them what you can do to help them, and then see if you can do it.
- Keep your Travel Plan action plan up to date so you can stay on top of your progress and plan future activities.

Always engage with Trade Unions.....

If your organisation has employees who are members of Trade Unions, it is very important to include representatives in all of your Travel Plan consultations. By getting Trade Union support for the aims of the Travel Plan at the start, you can help to reduce the chances of problems in the future. The Union reps will act as a voice for their members, so you can be sure that any issues that people may have with your plan will be raised in consultation meetings.

Don't give up.....

Successful travel planning is not an instant fix with success guaranteed straight away, it is a long term strategy that aims to make step-by-step changes to people's travel behaviour.

If you try an initiative and it doesn't work, don't panic, just have a rethink and move on. Things that work at other companies aren't guaranteed to work at yours so don't worry if it seems that the plan isn't always moving forward.

Every small reduction in car journeys is a success in itself and all the small steps will eventually add up to a big change that you can be proud of.

