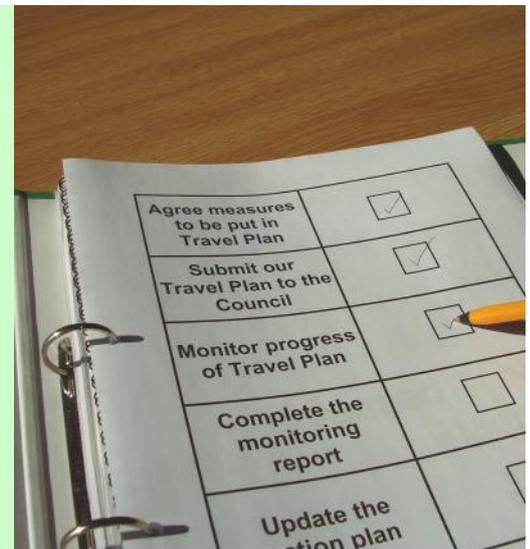




# Appendix 1: Role of Travel Plan Coordinator

The Travel Plan Coordinator (TPC) plays an important role in the success of any Travel Plan. They are the individual responsible for the day to day running, promotion and implementation of the Travel Plan, as well as being the person that helps others with transport questions.

Some large organisations employ a person specifically for the role, whilst other smaller companies will give the duties to a current employee. For the latter, it is often a person who is passionate about sustainable transport and therefore someone who would enjoy the challenges that the role will bring. The amount of time the role requires depends heavily on the company size, resources available and the scale of the Travel Plan.



## Selecting the right person for the role.....

If you are recruiting a person specially for the role, or if you are looking for someone within your company to take the reins as Travel Plan Coordinator, there are quite a few personal qualities that they will need to have to achieve success in the role:

- **A passion for sustainable transport:** The nature of the role is to promote and champion alternatives to the car. The TPC will need to lead by example. They need to be someone who wants to make a difference on a personal level too.
- **A “can do” attitude:** Part of the role will be helping others to explore their transport options so the TPC will need to be someone who is always willing to assist others.
- **Confident and thick-skinned:** The TPC will need to be someone who can confidently communicate with individuals or groups of people. They will need to be able to handle objections too, as not everyone will always agree with the aims of a Travel Plan.
- **Hard working and flexible:** Promoting a Travel Plan is a lot of work and promotional activities can mean having to work early mornings and staying later in the evening.



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## Duties for the Travel Plan Coordinator role.....

Here is a list of the main duties that your TPC will need to carry out. The list is by no means comprehensive as every company will require different things. This list can be used as a guide when writing the job specification for the role at your company:

- To lead the implementation and development of the Travel Plan.
- To have responsibility for raising awareness and uptake of sustainable transport.
- To implement and promote schemes which aim to reduce the use of the private car for commuting and business miles.
- To organise and promote Travel Plan related publicity and awareness events within the workplace as appropriate. For example, cycle to work days.
- To act as the point of contact within the organisation for anyone requiring transport advice or information.
- To gather information about how staff and customers currently travel to the company's sites and report as required.
- To conduct travel surveys to establish why people travel the way they do and what the company could do to get them to change to sustainable transport.
- To monitor the progress of the Travel Plan towards its targets and to take action where appropriate to ensure the targets are met.
- To liaise with senior management to secure support and funding for the plan.
- To set up and coordinate relevant steering groups, e.g. a Bicycle User Group (BUG).
- To work with senior management, company staff/customers and the car park management or security contractor to formulate and implement a comprehensive car park management strategy.
- To be the company's point of contact for Derby City Council to supply Travel Plan related information such as monitoring reports and action plans when required.
- To work in partnership with neighbouring businesses in order to establish and resolve local sustainable transport issues.
- To be responsible for keeping the Travel Plan document up to date, including the action plan and monitoring reports.
- To work to improve on site facilities for those who choose to come by sustainable transport, for example increasing the cycle storage.
- To keep up to date with issues and new initiatives that affect sustainable transport.

## Providing support for the role.....

No matter how dedicated and hard working your TPC is, they will need the support of the business to make a difference. To bring about a change in travel behaviour, their work will need to be promoted to others as important and relevant to the company's future.

