

# Travel Choice for Business

## A local guide to Workplace Travel Plans



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# INTRODUCTION

## What is a Travel Plan?

A workplace Travel Plan is a management process which assesses the impact of travel on a business, and then introduces a series of targeted measures with the aim of encouraging more sustainable and efficient travel choices. Often, small and inexpensive changes can have big impacts, producing financial savings and productivity improvements.

## Benefits a Travel Plan can deliver

The benefits your Travel Plan will deliver depends on many factors; the nature, location and size of your business, your staff culture, your commitment to the Travel Plan process.

However, the benefits a Travel Plan can deliver include:

- Savings on the cost of business mileage
- Savings on the cost of running a fleet
- Savings on the cost of providing car parking
- Savings derived from reduced absenteeism
- Savings derived from higher building occupancy
- Savings derived from reducing down time of staff travel
- Improving recruitment and retention
- Improving your image and standing in the local community
- Improving your chances of securing planning permission for future development

For your staff the benefits can include:

- Savings on the cost of commuting to work
- An opportunity to build healthy exercise into the daily routine
- Improving equality by removing travel perks based on seniority
- Improving flexible working options
- Reducing the stress of the daily commute

Research has shown that good Travel Plans have typically succeeded in reducing the number of single occupancy car journeys to work by 15%.





## Local Travel Plan activity

Each weekday around 30,000 people commute into Bracknell Forest to work, while an approximately equal number commute out of the Borough. Car ownership levels per household are much higher than the national average with the result that 72% of local people travel to work by car, and 80% of these journeys are a single person in a car.

The council has been pro-active in securing Travel Plans for new developments in the borough, which at the time of writing has resulted in over 30 Travel Plans either currently in place or required for planned development. Many more companies have introduced Travel Plan measures to encourage sustainable transport, without implementing a full Travel Plan. The Council has been a leading player in championing Travel Plans and has its own voluntary Travel Plan in place. The council's Travel Plan Coordinator is available to help and advise you on implementing a Travel Plan at your workplace.

A quarterly business newsletter 'Smart Moves' is available to all businesses who are interested in sharing ideas and best practice in the field of sustainable travel.

## Purpose of this guide

There are lots of excellent publications and web sites which provide comprehensive guides to Travel Plans. Of these, we would recommend reading 'The Essential Guide to Travel Planning' produced by the National Business Travel Network in association with the Department for Transport.

Our guide does not attempt to replicate the NBTN guide, it is a companion guide to be used alongside it. Our guide aims to provide you with practical help, offering templates and examples, and signposting local sources of information.

In 'Getting the foundations right' we explain the steps you need to take to establish the current situation at your organisation and site. This is the bedrock your Travel Plan is built on. 'Setting the vision' explains how you go about agreeing aims, objectives and targets for your Travel Plan, while the 'Measures' section gives you lots of suggestions for practical ways to encourage sustainable transport. The writing and marketing of your Travel Plan are covered in 'Implementation and Promotion' and ways to assess whether you are achieving your objectives is included in 'Monitoring and review'. Finally there is a section dedicated to local sources of help and appendices with lots of useful templates, information and contacts.

## The Council are here to help

If you need help or advice with any aspect of your Travel Plan, please contact the Council on 01344 352000 and ask to speak to the Travel Plan Coordinator, Phillip Burke. Alternatively you can email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)





# GETTING THE FOUNDATIONS RIGHT

## Management and staff buy-in

Senior management support is essential if you are considering introducing a Travel Plan into your organisation. Not only will you need time and financial resource, but you may need political influence to sell the benefits of a Travel Plan at corporate level. Travel Plans aim to change behaviour, so it will also be vitally important if management are seen to be leading from the front. If you have a senior manager who is already a keen cyclist, or a car sharer, get them on board at an early stage to champion the Travel Plan.

Staff are often suspicious of change within an organisation so you will need to plan your communications with them carefully. Staff will want to be assured that the process will be fair, and that there is commitment from the company to support any changes being sought.

### TIP

**One of the best ways to ensure staff buy-in is to set up a working group to implement the Travel Plan, and ensure all sections of your staff are represented in the group. The group will need leadership, and this should be your Travel Plan Coordinator. This can either be an existing member of staff who has additional responsibilities added to his/her role, or it can be an external consultant recruited specifically for this task.**

## Assessing your starting point

One of the first tasks for your Travel Plan Coordinator is to assess the current situation with regard to staff commuting choices, business travel, facilities and policies which encourage sustainable travel at your workplace and the transport options available to your staff in the local area.

The basic tools for gathering information are explained below.

### Site Audit

A site audit assesses the on-site infrastructure provided for accessing your location by a variety of travel modes. It also looks at policies and facilities in place which either encourage or discourage the various travel modes. It should also assess the transport options available to you and your staff in the local area.

### TEMPLATE

**We have provided an example of a site audit for you to use. This can be downloaded from the 'Travel Choices' section on the council's website: [www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk) or see Appendix A of this guide.**



## Staff Travel Survey

A staff travel survey is an essential building block of a Travel Plan. It allows you to find out how your staff currently travel, what the barriers are to taking up more sustainable travel options, and what measures would encourage your staff to change their current travel choice.

### TIP

To maximize your return rates for the survey, make sure staff can reply anonymously if they choose to, don't run the survey in popular holiday periods, and offer an incentive such as a prize draw for returned surveys.

### TEMPLATE

We have provided an example of a staff travel survey for you to use. This can be downloaded from the 'Travel Choices' section on the council's website: [www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk) or see Appendix B of this guide.

## Trip Counts

In addition to the staff travel survey you may also want to consider how many trips are made to your site on a daily basis. This requires manning your entrance and exit locations to count movements in or out. You may decide to focus purely on how many vehicles come in and out, or break the number of trips down by travel mode. There are accepted methodologies for these trip counts, and consultancies who specialise in providing this service. For more information visit [www.trics.org](http://www.trics.org)

## Map of where staff live

If you have a large number of staff, it is often useful to get an idea of where your staff live. This can enable you to assess the potential for car sharing, or see how many staff live within a walk or cycle commute.

### HELP

The Council can create staff maps for you free of charge, based on either full or partial post codes. Email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)

## Business Travel Data

Business mileage information is generally available through mileage expense claims and fleet mileage records. If these don't exist, you can set up some simple mileage logs in vehicles to capture this information.



### **Customers, visitors and deliveries**

If you receive large numbers of visitors, you may also want to consider implementing a visitor survey to accompany your staff survey. Likewise, if you receive lots of deliveries from suppliers, you may want to consider when these deliveries occur and what the implications are of these timings. There may also be opportunities to coordinate deliveries with other local companies and achieve economies of scale.





## Analysing the data, assessing the potential for change

Once you have collected all the baseline information, you are in a better position to decide the issues your Travel Plan will seek to tackle. The most basic analysis you can do is to calculate the 'modal split' for commuting to work. This is basically what percentage of your staff travel by which mode. More in-depth analysis could investigate whether gender, age, or job role affects travel choice.

You could also look at the potential for 'modal shift' – changing from one travel mode to another. How many of your staff live within a reasonable walking distance (considered to be 3 kilometres), how many within a reasonable cycling distance (5 kilometres)? Do you have clusters of staff living near to each other who could car share?

Trying to understand the barriers to change and exploring the measures staff have suggested for overcoming those barriers is also essential. If more explanation is required, you could consider holding staff focus groups to discuss some of the issues in more detail.

## Aims, objectives and targets

Now you have analysed the data you have collected you can set the overall aim(s) for your Travel Plan. This will vary from organisation to organisation, and even potentially from site to site within an organisation.

Objectives give your Travel Plan focus and direction, and targets are the measurable goals which allow you to measure progress towards your objectives. Targets should be SMART and focus on the outcomes of your Travel Plan, ie what you hope to achieve, rather than on inputs to the Travel Plan.

Here is an example:

**Aim:** to reduce the number of single occupant car commute journeys to our workplace and create a culture and environment where more sustainable travel choices are actively encouraged

**Objectives:** to reduce single occupancy car journeys to work  
to increase public transport journeys to work

**Targets:** to reduce single occupant car journeys to work from 85% of staff in July 2008 to 70% of staff in July 2014  
to increase bus journeys to work from 3% of staff in July 2011 to 6% of staff by July 2017

Targets can be set for the short, medium and long term.







# MEASURES : WALKING

Walking is an excellent way for people of all ages to build regular exercise into their daily routines. Walking can help to reduce stress, increase fitness, and best of all its free.

The average person walking at a steady pace can walk a mile in around twenty minutes.

## 5 simple things you can do to promote walking

- Make courtesy umbrellas available in reception
- Provide lockers and/or drying facilities for wet clothes
- Promote the health benefits of walking
- Join in the Walk to Work event once a year (for more information visit [www.walkingworks.org.uk](http://www.walkingworks.org.uk))
- Check any on-site footpaths are well maintained and lit

### **Other ideas for promoting walking include:**

- setting up a walk buddy scheme so staff who are nervous about walking on their own can walk with one or more colleagues
- providing personal alarms or torches
- producing a map of walking routes to and from your site, highlighting short cuts and facilities for crossing roads
- setting up a monthly/quarterly prize draw for all staff who travel to work by sustainable modes
- organizing guided walks for your staff

### **HELP**

The Council can help you to set up lunch time walks for your employees.  
Email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)



# MEASURES : CYCLING

Cycling is ideal for shorter journeys. It offers predictable journey times, low running costs, and introduces regular physical activity into everyday life. Large parts of Bracknell Forest are relatively flat making them ideal for cycling, and there is an excellent network of over 50 miles of traffic-free cycle routes.

## 5 simple things you can do to promote cycling

- Make cycle maps available in your work place

### HELP

**You can order a supply of cycle maps from the council.**

**Email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)**

- Provide covered, secure, well lit cycle parking facilities on-site
- Provide showers, lockers and/or drying facilities for wet clothes
- Promote Bike Week once a year (for more information visit [www.bikeweek.org.uk](http://www.bikeweek.org.uk))
- Find someone who regularly cycles to work to be your cycle 'champion'

### **Other ideas for promoting cycling include:**

- setting up a tax-free bike-to-work scheme which is cost neutral to the employer, but will enable staff to have access to a new bike at a large discount (for more information on bike-to-work schemes visit the Department for Transport site at <https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance>)
- setting up pool bikes for staff to use, either for short business journeys, lunchtime trips, or to try cycling to work
- setting up a staff bicycle user group, a BUG (for more information visit <http://www.ctc.org.uk/article/campaigns-guide/bicycle-user-groups-bugs>)
- setting up a Bike Buddy scheme so staff who are thinking about cycling to work can be matched up with a regular cyclist
- providing a link on your company intranet to the cycle journey planner website
- contact your local cycle shop to find out whether they will consider a discount scheme for your staff

### HELP

**A list of local cycle shops is available in Appendix C**

# MEASURES : BUS

For medium length urban trips the bus is a very viable alternative to car travel. Bracknell Forest is well served by local bus routes. As well as the radial routes that serve the town centre, there is the 190 service which provides a regular service to Reading via Wokingham, on a refurbished fleet of low floor access double-deckers. The Green Line service runs 21 return journeys to London every weekday, on a fleet of modern double-deckers complete with leather seats, free wi-fi, power sockets and air conditioning. There has been a general trend of growth in bus patronage with punctuality rates for local bus services running at over 90% in 2009/10 and bus satisfaction among bus users just under 70%.

## 5 simple things you can do to promote bus use

- Provide access to good quality bus information

### HELP

**A fact sheet of bus information is provided in Appendix D**

- Talk to you local bus operator to see what discount options exist for staff
- Make staff aware of where the nearest bus stops are
- Find a member of staff who is a regular bus user and ask them to be your bus 'champion'
- Promote PlusBus, the integrated rail and bus ticket that provides discounted bus travel at the start or end of a rail journey

### HELP

**You can order a supply of Bracknell-specific PlusBus leaflets from the council.  
Email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)**

#### **Other ideas for promoting bus use include:**

- Promoting the NextBus system of bus information direct to your mobile

### HELP

**You can order a supply of NextBus leaflets from the council.  
Email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)**

- Setting up your own works bus to pick up staff (a Bracknell based company have one in place)
- Allowing flexibility of staff working hours to coincide with local bus service timetables

# MEASURES : RAIL

For staff commuting for medium and long length journeys, taking the train can be the most appropriate solution. Rail travel also provides an excellent solution to business journeys as it provides an opportunity to maximise time spent travelling.

There are three rail stations in Bracknell Forest; Bracknell and Martins Heron stations are served by South West Trains on the Reading to London Waterloo line, and Sandhurst station which is served by First Great Western on the Reading to Gatwick Airport route.

## 5 simple things you can do to promote journeys

- Provide interest free loans for rail season tickets
- Provide access to good quality rail information

### HELP

**A fact sheet of train information is provided in Appendix E**

- Find a member of staff who is a regular rail user and ask them to be your rail 'champion'
- Set up a monthly/quarterly prize draw for all staff who travel to work by sustainable modes
- Introduce a policy for business journeys over a certain distance, so that car mileage rates won't be paid unless it can be proved that a rail journey is not a feasible alternative

#### **Other ideas for promoting rail use include:**

- Promoting PlusBus, the integrated rail and bus ticket that provides discounted bus travel at the start or end of a rail journey

### HELP

**You can order a supply of Bracknell-specific PlusBus leaflets from the council. Email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)**

- Setting up a shuttle bus service to run from your office to the rail station and back (a number of companies in Bracknell have set up shuttle buses, and some companies share the costs of such operations)
- Allowing flexibility of staff working hours to coincide with local rail service timetables

# MEASURES : CAR SHARING

For staff who live beyond walking and cycling distances, but are not served by good public transport links, car sharing is often the most effective way to reduce the number of car journeys to your site. For many existing drivers, sharing the car with a colleague is often more attractive than switching to a totally different mode of travel.

## 5 simple things you can do to promote car sharing

- Provide a car sharing database to match staff willing/wanting to share a lift

### HELP

There is a free-to-use Bracknell Forest car sharing database at [www.bracknellforesttravelshare.co.uk](http://www.bracknellforesttravelshare.co.uk)

- Provide dedicated parking pays in your car park, preferably in prime locations
- Provide a guaranteed ride home scheme in the event that a car sharer is let down, or needs to get home in an emergency (evidence suggests that uptake of such schemes is very low, while providing valuable assurance to those considering car sharing)

### HELP

An example of a guaranteed ride home policy is provided at Appendix F

- Set up a car sharing coffee morning for staff to get to know other potential car sharers before committing to sharing a car journey with them
- Promote the car share database and take part in National Liftshare Week

### HELP

You can order a supply of Bracknell Forest Travelshare leaflets and posters from the council. Email [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)

### Other ideas for promoting car sharing include:

- Finding staff who already car share and write up a case study to publish in your staff magazine/update
- Setting up a monthly/quarterly prize draw for all staff who have registered on the car share database

# MEASURES : CAR PARK MANAGEMENT

Managing your car parking is a key element of a Travel Plan. If there is ample free car parking available, attempts to encourage staff to switch to alternative modes of travel can be undermined. Car parking spaces are often a hidden cost of travel to work, with research suggesting that an average car parking space can cost up to £400 per year to provide and maintain. Making the maximum use of your car park is therefore an opportunity to reduce business costs.

## 5 simple things you can do to manage car parking

- Allocate parking on a needs basis rather than on a seniority basis

### HELP

**An example of a needs based criteria is provided at Appendix G**

- Provide dedicated car sharing bays near to the main entrance
- Issue parking permits for four days of the week only, effectively increasing your parking capacity by 20% and encouraging staff to adopt a sustainable mode of travel at least once a week
- Charge a nominal car parking fee, and use the revenue generated to support other Travel Plan measures
- Restrict visitor parking to those who have booked in advance (but ensure you provide details of alternative travel modes to your site, and alternative parking places)

### HELP

**Guidance for producing sustainable travel directions to your site is provided at Appendix H**

### TIP

**Making amendments to car parking arrangements can often be met with resistance by staff. It is recommended that Travel Plan measures to support non-car modes are established before any car park management scheme is put in place.**



# MEASURES : BUSINESS TRAVEL

Measures to manage business travel are vital to a Travel Plan. They provide the maximum opportunity for saving money, and can often have a bearing on how staff travel to your site. A business case can be made for funding an entire Travel Plan based on savings from business travel efficiencies.

## 5 simple things you can do to manage business travel

- Review your mileage reimbursement levels, do they represent fair remuneration or are they a 'perk' allowing staff to make a profit from driving their own cars?
- Introduce a policy for business journeys over a certain distance, so that car mileage rates won't be paid unless it can be proved that public transport is not a feasible alternative
- Encourage car sharing for business trips and for attending external training courses etc
- Encourage staff to manage their diaries so that meetings and off-site visits can be coordinated to reduce business mileage
- Consider setting up a company account at a hire car company as an alternative to company cars

### **Other ideas for managing business travel include:**

- Introducing pool cars – fuel efficient cars can save money when compared to the cost of mileage reimbursement, and allow staff to travel to work by non-car modes while still having access to a car for work trips (a common reason staff give for driving to work)
- If you have fleet cars, review how your fleet operates and provide SAFED training to drivers to ensure fuel efficient driving techniques



### **HELP**

**Free advice and fleet reviews are available from the Energy Savings Trust.**

**For more information visit**

**<http://www.energysavingtrust.org.uk/businesses/content/transport>**



# MEASURES : REDUCING THE NEED TO TRAVEL

Encouraging staff to travel more sustainably is certainly a main part of a Travel Plan, but reducing the need to travel in the first place shouldn't be overlooked. Efficiencies, and therefore cost savings, can be derived from having staff work more 'smartly', travelling less, and requiring less office space.

## 5 simple things you can do to reduce the need to travel

- Wherever possible seek to recruit locally
- Introduce video and/or teleconferencing as an alternative to off-site meetings
- Introduce compressed working weeks, for example staff work ten days worth of hours in nine days, reducing the need to travel for one day every fortnight and when combined with 'hot desking' can also reduce demand for office space
- Introduce work from home policies

### HELP

**An employer still has legal obligations towards an employee even if they are working from home. See our guide to working from home provided at Appendix I**

- Introduce flexible working so that staff can build their travel to work around peak congestion times, lift shares and school runs.

#### **Other ideas for reducing the need to travel include:**

- Satellite office working, where staff who live a long way away, but cannot work from home, use an office closer to home
- Providing on-site facilities such as cash points or a mobile food franchise reduce the number of trips made by staff during the day





# MEASURES : BROADER STRATEGIES

For a Travel Plan to succeed it is essential that policies and procedures support the measures and aims of a Travel Plan. Changing the culture of a workplace can take time, but is also important in terms of winning over 'hearts and minds'.

## 5 broader strategies to aid your Travel Plan

- Review your dress code and see if changes can be made – even for one day a week – to encourage walking and cycling
- Discuss travel to work at staff inductions and provide a personalised journey plan for each new member of staff
- Consider working with neighbouring companies to take advantage of economies of scale (a couple of companies in Bracknell Forest share the operation of a staff shuttle bus to the rail station)
- Consider introducing an incentive scheme to encourage sustainable travel modes. Make sure the incentive is available to all staff, across all modes of sustainable travel.
- Include regular articles and updates about the Travel Plan in your internal communications



# IMPLEMENTATION AND PROMOTION

## Writing the Travel Plan

No two travel plans can ever be the same as the individual needs of different organisations and different locations vary greatly. However, there is a basic structure which most Travel Plans adhere to. When writing your Travel Plan, try to make it readable for someone who doesn't work for your company; avoid jargon and unexplained acronyms. You may want to make your Travel Plan available to members of the public, suppliers or visitors.

You should try to avoid sounding anti-car as this can alienate your staff. Instead concentrate on the benefits that sustainable travel alternatives can offer, and talk about making the most efficient use of car journeys.

### TEMPLATE

**We have provided an example Travel Plan shell for you to consider. This can be downloaded from the 'Travel Choices' section on the council's website: [www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk) or see Appendix J of this guide.**

## The Action Plan


The key part of the Travel Plan document is the action plan. This is where you set out what you are going to do, by when, and is the section your staff are likely to be most keen to read. You should ensure that the measures in your action plan directly relate back to the targets, objectives and aims of your Travel Plan. Each action should have a timescale indicating when it will be implemented, as well as detailing who is responsible for making sure it happens.

### TEMPLATE

**We have provided an example Action Plan for you to consider. This can be downloaded from the 'Travel Choices' section on the council's web site at [www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk) or see Appendix K of this guide.**

## Launching your Travel Plan

The degree to which you can publicise the launch of your Travel Plan will depend on the budget you have available, but it is essential that your staff are aware of the Plan, and any new measures being introduced. Visible endorsement by your senior management team is a crucial, and free, way to raise awareness. Articles in staff newsletters or on your intranet are efficient ways to spread the word.



You could also consider writing a press release; a zero cost way to let your local community know about the steps you are taking to reduce congestion and improve air quality in their neighbourhood.

If you do have a budget, branded posters and small branded giveaways - such as pedometers or hi-viz accessories - are a good way to raise the profile of the Travel Plan.



**TIP**

**A simple way to launch your Travel Plan is to run an internal competition asking staff to come up with a logo or slogan for your Plan.**

## Continued marketing of your Travel Plan

Once the successful launch and initial awareness raising of your Travel Plan has passed, you will need to think carefully about sustaining interest in the Travel Plan. Changing habitual travel choices won't happen overnight, and you should be prepared for a regular and consistent campaign of promoting your Travel Plan. Not all the measures highlighted in your action plan will be implemented straightaway, so each new measure introduced provides an opportunity to remind staff about the Travel Plan. Events, such as car-free days and bike to work days are also a useful way of maintaining momentum. Introducing a competitive element between sections or departments may be worth considering when running events.



**HELP**

**A calendar of national events which you can use to help promote your Travel Plan is included at appendix L**

# MONITORING AND REVIEW

## Monitoring your Travel Plan

Monitoring the performance of your Travel Plan on a regular basis allows you to gauge the impact your various measures are having. Monitoring can be specific to a particular measure – for example how many staff have registered on the car share scheme, how many bicycles are in the bike shelter – or can be a measure of the overall outcome – how many cars in the car park, how many vehicle movements per day.

## Completing an annual review

In addition to monitoring your Travel Plan, it is advisable to carry out an annual review. The review allows you to measure performance against your targets, or for longer term targets allows you to check your direction of travel. The review should contain a summary of the measures you have introduced since the last review, the impact they have had, and the results of a repeat staff travel survey. The survey does not need to be as comprehensive as the baseline survey upon which your Travel Plan was founded. A simplified questionnaire asking how staff currently travel should be sufficient.

### TEMPLATE

We have provided an example of an annual review template and a simplified staff travel survey for you to use. These can be downloaded from the 'Travel Choices' section on the council's website: [www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk) or see Appendices M and N of this guide.

If your monitoring or review processes highlight any success or achievements don't forget to publicise them.



# SOURCES OF HELP

## Contact the Council

If you need any help or advice with your Travel Plan, or any issues you wish to discuss with the council, please contact:

Phillip Burke  
Travel Plan Coordinator  
Bracknell Forest Council  
Time Square  
Market Street  
Bracknell  
RG12 1JD

Telephone: 01344 352000

Email: [Sustainable.Travel@bracknell-forest.gov.uk](mailto:Sustainable.Travel@bracknell-forest.gov.uk)

## Other useful contacts

**ACT Travelwise:** ACT TravelWise is the UK's premier network for all organisations working to promote sustainable travel.

[www.acttravelwise.org](http://www.acttravelwise.org)

**Department for Transport:**

[www.dft.gov.uk/pgr/sustainable/travelplans](http://www.dft.gov.uk/pgr/sustainable/travelplans)

**Sustrans:** A leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day.

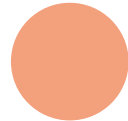
[www.sustrans.org.uk](http://www.sustrans.org.uk)

**Sustainable Routes:** Sustainable Routes offers grants of up to £1,000 to SMEs who want to cut business travel costs by adopting new ways of working.

[www.sustainableroutes.co.uk](http://www.sustainableroutes.co.uk)



# APPENDIX A : SITE AUDIT



## General Information

**How many people are employed at your site?**

- Full-time
- Part-time
- Shift workers
- Seasonal workers
  
- Total

**What are the hours of operation?**

- Office hours
- Shift hours

**Are there any specific timings for deliveries?**

**What roads serve the site?**

**Where does the main entrance link into the road network?**

**Where are the other entrances?**

**Do you share the site with other organisations?**

**Are there any specific operational issues which impact on movement around the site, e.g. routes for deliveries?**

## Public Transport Information - Bus services

**Where are the nearest bus stops located for travel in each direction?**

(It may be useful to indicate these on a map)

**How well maintained/secure are bus stop waiting facilities?**

- Is a covered shelter provided?
- Are seats provided?
- Are bus stops well lit?
- Are bus shelters free of vandalism/ graffiti?
- Are bus times displayed at the bus stop?

**What bus routes serve the site?**

Route number	Operator	First Bus Arrives	First Bus Departs	Frequency





Are staff currently provided with bus route/ timetable information?

Are visitors provided with public transport information?

Are there any Park & Ride facilities which could be used by staff/ visitors?

Are there any local organisations that run private buses/ minibuses who may be willing to share services with your organisation?

## Public Transport Information - Rail services

How far away is the nearest rail station?

How can you reach your site from the rail station?

Pedestrian routes

Cycle routes

Bus services

Taxi

Other

What locations are served by train - and which rail operator runs these services?

What is the cost of typical journeys / season tickets by train?

What are the service frequencies and times of trains?

Are they conducive with working hours?

What information is available to staff, e.g. Railplanners on personal computer terminals, leaflets?

What information is available to visitors, e.g. leaflets detailing public transport links (and costs) between the rail station and your site?

## Pedestrian access

Are pedestrian routes to bus stops and other important locations direct, or do pedestrians need to take any long detours either outside or within the site?

Are routes well maintained, e.g. good surfacing, no over-hanging foliage?

Are there any conflicts between vehicles and pedestrians?

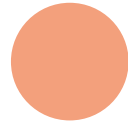
Are any pedestrian crossing points provided either outside or within the site?

Are pedestrian routes well signed?

Are footways to and within the site well lit?

Are any CCTV cameras provided along well-used pedestrian routes?





## Cycling provision

### **Cycle Parking Provision**

Are they secure - e.g. are they in an overlooked location, are CCTV cameras in use, is the overall parking facility lockable?

Are they covered?

Are they well lit and well maintained?

How many cycle racks are provided?

Are they conveniently located, close to building entrances?

Can cyclists/ motorcyclists park closer to entrances than the car drivers?

What other facilities are provided for cyclists?

Lockers

Showers

Laundry facilities and drying rooms

### **Site access**

Are there any cycle routes/ lanes serving your site?

Are they well signed and in a good state of repair?

Are roads serving your site conducive to cycling?

How busy are they?

Are there any busy junctions to cross?

Are crossings for cyclists provided in the vicinity of your site?

Are there any steep or long hills?

Is information provided to staff, e.g. maps showing cycle routes?

## Powered two-wheelers

### **On-site provision**

What facilities are provided for parking?

Are they secure - are they in an overlooked location, are CCTV cameras in use?

Are they covered?

Are they well lit and well maintained?

How many parking spaces for motorcycles are provided?

Are they conveniently located close to building entrances?

What other facilities are provided?

Lockers for lights, clothing etc.

Showers

Laundry facilities and drying rooms







## Vehicular access

Are there any congestion problems on/ around the site?

Are there any concerns with safety on/ around the site from conflicts between motor vehicles and other road users?

What information is provided to staff/ visitors for travel to/ from the site?

How many cars enter/ exit your site daily?

How many vehicles exit and return to the site over the lunchtime period?

## Car parking

### **Car parking availability**

How many car parking spaces are provided for?

Staff

Visitors

Disabled drivers

Others

How many cars are generally parked?

Is the car park busier at certain times of the day?

Does parking overspill into surrounding residential/ non-residential areas?

What is the ratio of users per space?

Is circulation of vehicles around the car park easy?

Do drivers have to queue for a space/ queue to get out?

Are car parks well lit and secure, e.g. is CCTV provided?

Are car parks well signed?

### **Car parking policy issues**

How are car parking spaces allocated?

Needs-based

According to grade

On a first come, first served basis

Staff are allocated certain days on which they are allowed to park etc.

Are there reserved spaces for e.g. management, disabled staff/ visitors, visitors, car-sharers, pool cars? If so, how many?

Is access to the car park regulated?

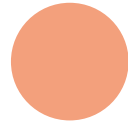
If so, how, e.g. is there a permit system in operation?

Are staff or visitors charged for parking?

Do new recruits receive a car parking space?

Is there a cash alternative available for staff members opting to surrender their parking space?





## Company policy

### **General conditions of employment**

**Are there contractual arrangements relating to:**

- Provision of free car parking?
- Assistance with travel costs?

**What is the policy regarding company cars?**

- Who is entitled to a company car?
- What cars are offered?
- Is there a cash alternative available if a member of staff chooses a smaller engine car - or even a bicycle?

**What are staff told when they join regarding travel to work / travel for business?**

### **Opportunities offered to encourage/ discourage car use**

**Are any of the following provided?**

- Free rail / bus season tickets
- Subsidised rail / bus season tickets
- Rail / bus season ticket loans (Are these interest free?)
- Clothing allowance for walkers / cyclists
- Equipment allowance for walkers / cyclists

**Do you allow:**

- Flexi-time working? (If so, how does the system operate? What are the latest/ earliest start and finish times)
- Compressed week working?
- Job sharing?
- Term-time working only?

**Is a guaranteed ride home provided for staff who may be required to work late?**

**Does your organisation support homeworking? If so:**

- How many staff work from home (permanently/ occasionally)?
- How are homeworkers supported (equipment purchased, phone lines installed etc.)?

**Does your organisation operate a policy of 'hot-desking' (whereby desks are shared amongst staff as and when they are in the office)?**

**Does your organisation have video-conferencing facilities available - and do you encourage your staff to use them through training sessions?**

**Does your organisation offer on-site facilities, e.g. crèche facilities, holiday playscheme, gym?**

**Does your organisation offer computerised travel planning facilities?**





Does your organisation provide car-sharing information?

Are staff attending the same meeting officially encouraged to travel together?

Is there a central contact for booking tickets for business travel?

Are there policies detailing which transport modes should be used by different staff or for different types of journey?

Does your organisation provide a shuttle / taxi service to local rail/ bus stations?

### **Recruitment policies**

What is your organisation's relocation policy for new employees?

Is there a greater incentive for employees choosing to relocate closer to the workplace?

Is there a policy to try and recruit locally?

### **Payment structures and conditions for car use during the course of work**

What are the existing mileage allowances for business use for travel by:

Car (company / private / pool / lease) - does it vary according to engine size?

Cycle?

Public transport?

Walking?

Are any members of staff required to have their cars available during the working day?

If so, how many and which type of staff?

### **Policy affecting visitors**

What information is provided to visitors for reaching your site?

Is information provided for transport to your site by all modes?

### **Procedures for, and policy concerning, fleet vehicles**

How many pool / lease cars are available, and who can use these?

What is your organisation's policy on driver training?

How often are vehicles serviced?



# APPENDIX B : STAFF TRAVEL SURVEY

## SECTION A : ABOUT YOURSELF

### A1 Full Home Postcode

Town/Village

### A2 Gender

(1) Male

(2) Female

### A3 Age

(1) Under 25

(2) 25 – 34

(3) 35 – 44

(4) 45 – 55

(5) Over 55

### A4 Where is your usual or main place of work?

(1) Workplace 1

(2) Workplace 2

(3) Workplace 3

(4) Workplace 4

(5) Workplace 5

(6) Other

### A5 Which Department do you work in?

(1) Department 1

(2) Department 2

(3) Department 3

(4) Department 4

(5) Department 5

(6) Department 6

### A6 Do you have a health problem or disability that affects your choice of travel to work?

(1) Yes

(2) No

### A7 Does your post entitle you to:

(1) Essential car allowance

(2) Casual car allowance

(3) Company car

(4) Free car parking permit

(5) Access to a works pool vehicle

(6) None of the above

### A8 Do you normally work

(Tick one each from 'a' and 'b' and any that apply from 'c')

a (1) Full-time

a (2) Part-time

b (1) Flexi-time

b (2) Fixed-hours

b (3) Shifts

c (1) Weekends

c (2) Evenings

### A9 Which days do you usually work?

(1) Monday

(2) Tuesday

(3) Wednesday

(4) Thursday

(5) Friday

(6) Saturday

(7) Sunday

### A10 What hours do you usually work (e.g. 09:00 to 17:00)?

From  To



## SECTION B : ABOUT YOUR JOURNEY TO WORK

### B11 How far do you travel to work each day?

- (1) Up to 1 mile
- (2) Over 1 mile and up to 2
- (3) Over 2 miles and up to 4
- (4) Over 4 miles and up to 10
- (5) Over 10 miles

### B12 How long does it currently take you to get to work?

- (1) 0 – 15 minutes
- (2) 16 – 30 minutes
- (3) 31 – 45 minutes
- (4) 46 – 60 minutes
- (5) Over 60 minutes

### B13 How did you travel to work today?

- (1) Bus
- (2) Train
- (3) Tram
- (4) Bicycle
- (5) Walked
- (6) Tax
- (7) Car driver
- (8) Car passenger
- (9) Motorbike/moped
- (10) Other (please specify)

### B14 Which of the following do you occasionally use instead of you main mode of transport (tick all that apply)?

- (1) Bus
- (2) Train
- (3) Tram
- (4) Bicycle

- (5) Walked
- (6) Tax
- (7) Car driver
- (8) Car passenger
- (9) Motorbike/moped
- (10) Other (please specify)
- (11) None

## SECTION C : TRAVEL BY CAR

If you answered 'car driver' to B13 or B14, please complete this section. Otherwise go straight to section D.

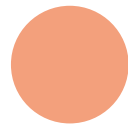
### C15 Where do you usually park?

- (1) Free on-street parking
- (2) Paid on-street parking
- (3) Town centre long-stay car park
- (4) Long stay car park outside of town centre
- (5) Staff car park
- (6) Other (please specify)

### C16 Why do you use a car to travel to work? (tick up to three)

- (1) Car essential to perform job
- (2) Dropping off/collecting children
- (3) Dropping off/collecting partner
- (4) Health reasons
- (5) Lack of an alternative
- (6) Cheaper than alternatives
- (7) Reliability
- (8) Comfort
- (9) Personal safety
- (10) Quicker than alternatives
- (11) Other (please specify)





**C17** Which of the reasons from question C16 is the most important reason?

Please insert number from list

**C18** Which of the following would encourage you to car share?

(Please tick up to three)

- (1) Help in finding a suitable car share partner
- (2) Free taxi home if let down by driver
- (3) Reserved car parking for car sharers
- (4) Reduced car parking charges for car sharers
- (5) Other (please state)

**C19** If the measures above were introduced, how often would you consider sharing your car journey to work?

- (1) Daily
- (2) 3-4 days per week
- (3) 1-2 days per week
- (4) Fortnightly
- (5) Occasionally
- (6) Never

(please state why)

### SECTION D : TRAVEL BY PUBLIC TRANSPORT, CYCLE OR WALKING

To be completed by all. If you already use the transport in question, please tick which improvements you would most like to see.

**D20** Which of the following improvements would most encourage you to use the bus for your journey to work?

- (1) More direct service
- (2) More frequent service
- (3) More reliable service
- (4) Cleaner/smarter buses
- (5) Cheaper fares
- (6) Annual season ticket loan
- (7) Better quality waiting environment at bus stops
- (8) Better security at bus station
- (9) Cleaner/smarter bus station
- (10) Easier access to timetable information
- (11) Having my journey planned for me
- (12) Other (please state)

**D21** Which is the most important improvement?

Please insert number from list above

**D22** If the above improvements were made, how often would you consider using the bus on your journey to work?

- (1) Daily
- (2) 3-4 days per week
- (3) 1-2 days per week
- (4) Fortnightly
- (5) Occasionally
- (6) Never

(please state why)





**D23 Which of the following improvements would most encourage you to use the train/tram for your journey to work?**

- (1) More direct service
- (2) More frequent service
- (3) More reliable service
- (4) Cleaner/smarter trains/trams
- (5) Cheaper fares
- (6) Annual season ticket loan
- (7) Better quality waiting environment at train/tram stops
- (8) Better security at train/tram station
- (9) Easier access to timetable information
- (10) Having my journey planned for me
- (11) Frequent Shuttle bus from work to station
- (12) Other (please state)

**D24 Which is the most important improvement?**

Please insert number from list above

**D25 If the above improvements were made, how often would you consider using the train/tram on your journey to work?**

- (1) Daily
- (2) 3-4 days per week
- (3) 1-2 days per week
- (4) Fortnightly
- (5) Occasionally
- (6) Never (please state why)

**D26 Which of the following improvements would encourage you to cycle to work?**

- (1) Improved cycle paths/lanes on the journey to work
- (2) Improved and secure cycle parking at your workplace
- (3) Changing facilities, showers and lockers at work
- (4) Interest-free loan to purchase a bike
- (5) Discounts at cycle shops
- (6) Other (please specify)

**D27 Which is the most important improvement?**

Please insert number from list above

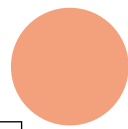
**D28 If the above improvements were made, how often would you consider cycling on your journey to work?**

- (1) Daily
- (2) 3-4 days per week
- (3) 1-2 days per week
- (4) Fortnightly
- (5) Occasionally
- (6) Never (please state why)

**D29 Which of the following improvements would encourage you to walk to work?**

- (1) Better quality footpaths
- (2) Safer routes
- (3) Improved street lighting





- (4) Improved road crossing facilities
- (5) Shorter distance between work and home
- (6) Availability of a walking partner
- (7) Other (please specify)

- (5) Carry bulky equipment and/or cash
- (6) Concerned about safety
- (7) Quicker than alternatives
- (8) Other (please specify)

**D30 Which is the most important improvement?**

Please insert number from list above

**E33 Which of the above is the most important reason for using your car to travel on business?**

Please insert number from list

**D31 If the above improvements were made, how often would you consider walking on your journey to work?**

- (1) Daily
- (2) 3-4 days per week
- (3) 1-2 days per week
- (4) Fortnightly
- (5) Occasionally
- (6) Never (please state why)

**E34 How often do you use a car for business travel?**

- (1) Daily
- (2) 3-4 days per week
- (3) 1-2 days per week
- (4) Fortnightly
- (5) Occasionally
- (6) Never (please state why)

**SECTION E : TRAVEL ON BUSINESS**

**E32 If applicable, what are the main reasons for using your car to travel on business?**

- (tick all that apply)
- (1) Often on call/work unsociable hours
  - (2) Evening meetings
  - (3) Public transport does not go where I need to go
  - (4) Have to visit more than one place

**E35 Which locations do you frequently travel to on business?**

- (tick all that apply)
- (1) Location 1
  - (2) Location 2
  - (3) Location 3
  - (4) Location 4
  - (5) Location 5
  - (6) Other (please specify)







**E36 If your job allowed, would you be interested in any of the following?**

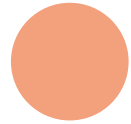
(tick all that apply)

- (1) Working from home
- (2) 4 day week
- (3) 9 day fortnight
- (4) Extended flexi hours (e.g. 7am until 7pm)
- (5) No core time

If you have any further comments to make about your journey to work and/or business travel then please write them below (or on a separate sheet of paper).



# APPENDIX C : LOCAL CYCLE SHOPS



## Cycle shops

### **Bracknell Cycles**

50, Broadway  
Bracknell  
Berkshire RG12 1AG  
Tel: 01344 310510

### **Cyclezone**

212, Dukes Ride  
Crowthorne  
Berkshire RG45 6DS  
Tel: 01344 762933

### **Griff's Cycle Lab**

196b Dukes Ride  
Crowthorne  
Berkshire  
RG45 6DS  
Tel: 01344 762933

## Cycle clubs

### **Berks on Bikes MBC**

Roger Wayte  
30 Merton Close  
Owlsmoor  
Sandhurst GU47 0TU  
[www.bobmbc.com](http://www.bobmbc.com)

### **Gorrick MBC**

100 Harvard Road  
Owlsmoor  
Sandhurst GU47 0UR  
[www.gorrick.com](http://www.gorrick.com)  
[info@gorrick.com](mailto:info@gorrick.com)

### **Binfield Bikers**

[contact@binfieldbikers.co.uk](mailto:contact@binfieldbikers.co.uk)  
Tel: 07894657380





# APPENDIX D : BUS INFORMATION

## Main bus operators in Bracknell Forest

### **Courtney Buses**

22 Ivanhoe Road  
Hogwood Industrial Estate  
Finchampstead  
Wokingham  
RG40 4QQ  
Tel: 0118 9733486  
Email: [info@courtneybuses.com](mailto:info@courtneybuses.com)  
Web: [www.courtneybuses.com](http://www.courtneybuses.com)

### **First**

Coldborough House  
Market Street  
Bracknell RG12 1JA  
Tel: 01344 782 222  
Web: [www.firstgroup.com](http://www.firstgroup.com)

## Bus maps

For a map of all the main bus routes in Bracknell Forest, together with individual route maps, go to [www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk)

## Traveline

Traveline provide public transport information including maps, timetables, and a journey planner. Visit [www.travelinesoutheast.org.uk](http://www.travelinesoutheast.org.uk) or call 0871 200 22 33.

## Information on the move

### **NextBuses**

NextBuses is a mobile internet service which makes it possible to find bus times on your mobile internet enabled phone. iPhone and Android phone apps are also available.

### **Traveline-txt**

If you can't get the NextBuses service on your phone you can check the next buses from a particular bus stop by sending the bus stop code in a text.

The council can supply leaflets regarding these services, or alternatively you can get more details at [www.traveline.org.uk/mobile.html](http://www.traveline.org.uk/mobile.html)

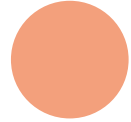
## PlusBus

PlusBus is an integrated rail and bus ticket which can entitle you to discounted bus travel either at the start or end of your rail journey.

The council can supply leaflets regarding this service, or alternatively you can get more details at [www.plusbus.info/bracknell-plusbus](http://www.plusbus.info/bracknell-plusbus)



# APPENDIX E : RAIL INFORMATION



## Rail operators in Bracknell Forest

### **First Great Western**

Freepost SWB40576

Plymouth

PL4 6ZZ

Tel: 08457 000 125

email: fgw@custhelp.com

web: [www.firstgreatwestern.co.uk](http://www.firstgreatwestern.co.uk)

### **South West Trains**

Overline House

Southampton

SO15 1GW

Tel: 0845 6000 650

email:

[customerrelations@swtrains.co.uk](mailto:customerrelations@swtrains.co.uk)

web: [www.southwesttrains.co.uk](http://www.southwesttrains.co.uk)

## Live Departures / Arrivals information

The following web site provides real time information for the arrivals or departures at a particular rail station <http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/BCE> This can be useful for staff who want to check whether their train home is on time.

## Personalized timetables

Both South West trains and First Great Western offer the option to create your own personal timetable. Rather than carry round the full timetable and hunt for the trains you need, print off a timetable which shows just the trains and times you are most interested in.

### **SWT personal timetables**

[www.southwesttrains.co.uk/createyourowntimetable.aspx](http://www.southwesttrains.co.uk/createyourowntimetable.aspx)

### **FGW personal timetables**

[www.firstgreatwestern.co.uk/Content.aspx?id=2912](http://www.firstgreatwestern.co.uk/Content.aspx?id=2912)

## Information on the move

There are a number of applications for mobile phones which provide rail information, including real time information. For a full list visit the Travel Tools section on the following web site [www.nationalrail.co.uk](http://www.nationalrail.co.uk)





# APPENDIX F : EXAMPLE GUARANTEED RIDE HOME POLICY

The Guaranteed Ride Home scheme is provided in order to ensure that members of the car sharing scheme are able to get home in the event of unforeseen circumstances. Taxi journeys will be paid for in the event of a valid claim.

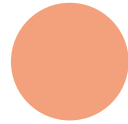
**To use the Guaranteed Ride Home scheme the following conditions must be met:**

- 1 You must be registered as part of the car sharing scheme and a regular car sharer
- 2 You must be a car share passenger on the day you wish to use the Guaranteed Ride Home scheme and arrive at work before the circumstances arise
- 3 You must be unable to use the car share car
- 4 The circumstances that require you to use the scheme are unforeseen and exceptional. Valid circumstances include:
  - A home emergency such as a burglary, fire, flood
  - Illness or injury of yourself or immediate family member requiring urgent attendance (see rule 2 for further details)
  - An unforeseen work reason which means you cannot leave work at your normal time
  - The unavailability of the car share driver within 30 minutes of the usual return home time
- 5 No other feasible method of travelling home is available eg. a car share with another member of staff or public transport.

**Procedure to follow if your Car Share Scheme driver is unable to get you home:**

- 1 Check with any other sharing partners what, if any, arrangements they are making to get home - you may be able to share their lift.
- 2 Find out what time you could get home using public transport.  
You can obtain this information from [www.transportdirect.info](http://www.transportdirect.info)
- 3 Contact the Travel Plan Co-ordinator who will try to arrange an alternative lift.
- 4 If you have tried steps 1 to 3 above and are unable to arrange alternative transport, complete the attached form and arrange sign off by your line manager before arranging a taxi.





**Procedure to follow if you need to get home unexpectedly:**

- 1 Find out if you could get to your destination in a reasonable time using public transport. You can obtain this information from [www.transportdirect.info](http://www.transportdirect.info)
- 2 If you are unable to use public transport, complete the attached form and arrange sign off by your line manager before arranging a taxi.

**The following rules apply:**

- 1 If you are a stranded passenger you may only use the scheme for a journey directly to your home.
- 2 If you need to travel unexpectedly, you may make an intermediate stop if it relates to the emergency - e.g. stopping off at school to pick up a child - provided that it does not create a significant detour to your usual work to home journey. Journeys to final destinations other than to the employees home are not covered by this scheme.
- 3 Circumstances in which car share passengers may not use this scheme include:
  - Previously scheduled appointments
  - Personal errands
  - Working late other than at a manager's request
  - Business journeys
- 4 If more than one passenger in a car share arrangement is in need of a guaranteed ride home because the driver is unavailable, the passengers are expected to share a taxi.
- 5 The guaranteed ride home scheme does not apply to the driver in a car share arrangement.
- 6 It will be at your line managers discretion whether or not public transport is deemed to be a viable alternative.
- 7 A receipt for the taxi journey will be required for reimbursement.
- 8 Tips to taxi drivers will not be reimbursed.

**Procedure to follow to make a claim:**

- 1 Complete the relevant top section of the claim form to receive authorisation to use the scheme, and keep this form safe
- 2 Complete the bottom section of the claim form to secure reimbursement for the taxi journey
- 3 Submit your form to your finance section as per usual petty cash/expenses claims
- 4 Passengers will only be reimbursed on production of a valid receipt for the taxi fare
- 5 Your line manager needs to approve your claim, as with any other expenses claim.





## Guaranteed Ride Home Claim Form

Your name	
Contact telephone number	
Date of claimed journey	
Approximate distance of journey	

Complete this section if you have been let down by your car share driver

Name of car share driver	
Are there any other passengers in your car share?	No
	Yes Have they found an alternative lift and if so can you join their lift?
How long would it take you to get home using public transport?	
Have you contacted Phil Burke to try to arrange an alternative lift?	

GRH approval by line manager

Print Name:

Signature:

Date:

Complete this section if you need to travel unexpectedly

Reason for journey	
Destination of journey	
Intermediate stopping point	
How long would it take to make this journey using public transport?	

GRH approval by line manager

Print Name:

Signature:

Date:

### Claim section

Tax code	Net amount	VAT amount	Account	Cost code	Projects	Res No/ Work No	Detail	Loc Ref/ Plant

Tax Code	Net Amount	VAT Amount

I hereby certify that I have actually and necessarily incurred the above expenditure.

Signed:

Date:

### Petty cash receipt

Received the sum of:

Signed:

Date:

Certified for payment:

Date:



# APPENDIX G : EXAMPLE CRITERIA FOR NEEDS-BASED PARKING ALLOCATION

In situations where parking demand exceeds supply, allocating parking on a needs basis provides an equitable approach. The process should be transparent and apply to all employees at an organization, regardless of seniority.

The following is a suggestion for criteria to evaluate individual need:

**Mobility impairment:** if an employee has a recognized disability or medical condition which makes it difficult for them to access the site by non-car modes

**Proximity to site:** employees living within a reasonable\* walking distance

**Accessibility:** employees who can travel to work using a frequent\* public transport option within a reasonable\* journey time

**Shift workers:** employees with unsociable working hours which make it difficult for them to access public transport, and who may have personal safety concerns if walking. For example, those who start work before 07:00 or finish after 22:00

**Carers:** employees who have childcare or other caring responsibilities which make it difficult to use non-car modes to travel to work

**Operational requirements:** employees who need to use their car in order to carry out their job (assuming access to a pool car is not available)

**Car Sharing:** employees who share their journey to work with another employee.

The above criteria can be weighted to add significance to a particular criteria, and points allocated. Parking allocation can then be provided to employees who score the highest.

\* definitions of reasonable and frequent can be agreed with staff.





# APPENDIX H : SUSTAINABLE TRAVEL DIRECTIONS

Providing the right information can help people choose a healthier and more environmentally friendly way to travel to your site. Start with the assumption that people should not have to use a car to get to your site – indeed some people are not able to use a car – and lay out any travel guidance in the healthiest order ie. walking, cycling, public transport and then car.

## What information to include

### **Walking**

As a general rule of thumb, a distance of 2km or under is walkable for many people. When giving walking information and directions, consider where people are likely to be walking from. In an urban setting this is likely to be from multiple directions, so providing a detailed map with facilities for crossing any main roads will probably be sufficient. For a more rural setting, it is advisable to provide walking directions from the nearest public transport stop.

You should give an estimate of the walking time as well as distance, and include details of the route; is it hilly or flat, is there a pavement to walk on, is the route well lit?

### **Cycling**

A distance of 5km or under is generally considered a reasonable cycling distance. Again, consider the routes people are likely to take when travelling to your site. Provide information about the route; is it hilly or flat, is there a cycle path to follow either on-road or off-road, is the route well lit? Also include the facilities for cyclists at your site: do you have secure storage facilities for cycles and if so where are they located, if there is no cycle parking available where is the safest place for cyclists to lock their bikes?

For web-based travel guidance you can provide a link to the Bracknell Forest cycle map on the council's website [www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk) and the national cycle journey planner at: [www.transportdirect.info/Web2/JourneyPlanning/FindCycleInput.aspx](http://www.transportdirect.info/Web2/JourneyPlanning/FindCycleInput.aspx)

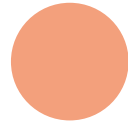
You can also order a supply of cycle maps from the Council to send out to visitors to your site if they request one.

### **Public Transport**

For people travelling by public transport, not only will they want to know which bus or train service to use, they will want to know how far your site is from the end of their public transport journey (see the Walking section above).

If your site is only accessible by one or two bus routes, you can provide a link to the specific timetable and route information, either to the operator's site or to Traveline's





website. For more information on bus services see Appendix D.

If your site is served by multiple bus services or is close to a rail station, you can provide links to more generic public transport information sites (see Appendices D and E).

One of the best facilities you can provide for planning on-line public transport journeys, is a link to a public transport journey planner such as [www.traveline.org.uk](http://www.traveline.org.uk)

### **Travelling by car**

Let your visitors know what car parking is available on-site. If you have limited car parking facilities, provide details of local car parks including the cost, and the distance from your site. If there are times of the day when your site is particularly busy, you can let visitors know this and suggest they come at other times of the day if possible. You could also provide a link to a traffic monitoring site such as [www.bbc.co.uk/travelnews/berkshire](http://www.bbc.co.uk/travelnews/berkshire) which warns motorists of traffic congestion.





# APPENDIX I : WORKING FROM HOME

## Benefits of working from home

Working from home, either occasionally or on a more permanent basis, is becoming an increasingly popular option for employees. From an employers point of view it reduces car parking demand, frees up additional office space and can increase productivity. For an employee, it reduces travel time and costs, provides flexibility and can help towards a better work life balance.

## Barriers to working from home

Working from home does not suit everyone. Employees need to be self-motivated, be flexible in their approach and generally have some basic knowledge of technology.

## Your obligations as an employer

You still have a legal duty towards your staff even when they are working from home. The main regulations you need to be aware of are:

- Health and Safety at Work Act 1974
- Data Protection Act 1984
- Electricity at Work Regulations 1989
- Management of Health and Safety at Work Regulations 1992
- Health and Safety (Display Screen Equipment) Regulations 1992
- Provision and Use of Work Equipment regulations 1992

You may also need to review insurance policies to include work equipment not kept in the office.

Eligible parents have a statutory right under the Employment Rights Act 1996 to request flexible working practices to aid childcare responsibilities. Working from home is one of the variations they can request.





# Workplace Travel Plan

Your company name

Date:

Signature:

Signed by:

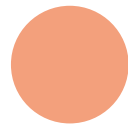




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# Introduction

## What is a Travel Plan?

Describe here what a Travel Plan is and what it means to your organization.

Example wording:

*The Department for Transport's definition of a Travel Plan is "a general term for a package of measures aimed at promoting greener, cleaner, travel choices" with a specific emphasis on reducing single-occupancy car journeys.*

*More than that, a Travel Plan is a dynamic process, evolving and changing over time to reflect the characteristics of our organization, our employees and our site. It will influence our decision making in a range of areas and permeate into our culture. The Travel Plan will have a direct bearing on our following activities:*

*Commuter journeys*

*Business travel*

*Visitor travel*

*Deliveries and contractors travel*

*Fleet vehicles*

*Working practices*

## Why are we implementing a Travel Plan?

Explain here why your organization is introducing the Plan.

Reasons could include:

*A response to oversubscribed car parking provision*

*Fulfilling your organization's environmental commitment*

*A strategic decision to help reduce transport related costs*

*A requirement of planning obligations*

## The aim of the Travel Plan

Set out here your overall aim, or mission statement, for the Travel Plan.

This could include:

*An ambition to change the way your organization views sustainable transport choices*

*A desire to reduce the number of single occupancy car journeys*

## The benefits of a Travel Plan

Mention here the benefits to your organization of implementing a Travel Plan.

Benefits could include:

*Cost savings for your organization associated with reduced business mileage*

*Cost savings for your employees by reducing their car journeys*





*Quality of life improvements for staff related to reduced congestion and stress and improved health and motivation*

*Improved employment and retention resulting from better access to your location and staff benefits*

*Increasing your standing among the local community by demonstrating your commitment to reducing congestion*

*Demonstrating your environmental commitment due to improved local air quality and reduction of global pollutants*

## Context

### Type of company

Explain here the history or development of your organization to help explain how the Travel Plan fits into your corporate culture. Also give an overview of the type of staff employed eg how many are sales staff that travel regularly, how many shift workers, how many desk based?

### Site Audit

*Explain here the number of buildings and employees on your site and whether you are located in a rural or urban setting. Also provide an overview of the various transport links serving your site, including; major roads, rail and bus routes, provision of cycleways and footpaths in the surrounding area. The site audit should also highlight any issues or obvious barriers to non-car travel choices, suggest improvements required to facilities and set out a clear picture of realistic alternatives to the car. The audit may also help identify potential questions to ask your staff in the staff travel survey.*

### Current Measures in place

Explain here what measures are already in place to encourage sustainable travel choices.

Measures could include:

*Car park management*

*Car share schemes*

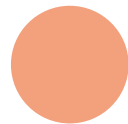
*Shuttle bus services*

*Provision of cycle storage*

*Shower and changing facilities on site*

*Pool cars*





# Staff Travel Survey

## Why a survey was conducted

Explain here the need to establish a baseline in order to set targets and monitor progress. Explain also the need to quantify how your staff currently travel to work and understand the barriers preventing your staff from travelling by more sustainable means.

## Format of survey and response rate

Detail the type of survey used – whether it was intranet or paper based, voluntary or compulsory, a sample survey or the whole workforce – and the response rate upon which the results are based.

## Results of survey

Show here the results of your survey. This can be in tabular or graphical form. Use this section also to draw any conclusions from the data and highlight any significant responses.

# Targets and Measures

For each of the following sections, use the results of your staff travel survey to help determine which are the most appropriate measures to introduce, and determine what are realistic targets. The following are given as examples only.

## Walking

Example measures:

*Promotion of walking routes to your site*

*Provision of shower and changing facilities for walkers*

*Raise awareness of the health benefits of walking*

*Provide a shuttle bus into town for walkers*

*Provide complimentary umbrellas and wet weather*

Example Targets:

*Increase the number of staff walking to work by 5% over the next 3 years*

*For staff living within 2 miles of work, increase the percentage of staff who walk by 15% in the next 12 months*







## Cycling

Example measures:

*Promotion of cycle routes to your site*

*A cycle to work scheme offering discounted bike purchase*

*Provision of shower and changing facilities for cyclists*

*Improvements to cycle storage facilities*

*Setting up of a bicycle users group (B.U.G)*

*Raise awareness of the health benefits of cycling*

*Provide a shuttle bus into town for cyclists*

Example Targets:

*Increase the number of staff cycling to work by 5% over the next 3 years*

*For staff living within 5 miles of work, increase the percentage of staff who cycle by 10% in the next 12 months*

## Public Transport Use

Example measures:

*Provision of bus and rail timetables*

*Links on staff intranet site to travel news sites*

*Season ticket loans*

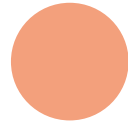
*Discounted fares negotiated with local providers*

Example Targets:

*Increase the number of staff using public transport to travel to work by 5% over the next 3 years*

*Increase the percentage of business journeys made by public transport by 5% over the next 2 years*





## Car Sharing and Car Reduction

Example measures:

The provision of a car sharing database

Dedicated parking spaces for car sharers

Post code coffee mornings to allow potential car sharers an opportunity to meet informally

Car Park management policies – eg can only bring car to work 4 out of 5 days

Teleconferencing and videoconferencing facilities

Example Targets:

*To achieve a 5% increase in the number of staff car sharing over the next 3 years*

*To reduce the number of single occupancy car journeys made by staff by 15% over the next 3 years*

*To reduce the number of car parking spaces by 20 in the next 12 months*

## Action Plan

When you have established what measures you are going to implement, you need to set out a timetable of action.

Suggested headings for the action plan:

*Target*

*Associated Measure*

*Person responsible for implementation*

*Date for completion of implementation*

*Success criteria for measure*





# Implementation

## Senior Management Support

Detail here the commitment of the Senior Management Team to ensuring the success of the Travel Plan. This is also a good place to name the person who will be responsible for overseeing the implementation of the Travel Plan and its measures.

## How the plan will be marketed to staff

Describe here how and when the Travel Plan will be implemented and how its profile will be maintained. This can include launching on a particular day to coincide with a national green travel initiative, or launching on the same day as you announce the implementation of a measure contained in the Plan. New schemes may require the use of incentives or teasers to encourage staff to try them, alongside more restrictive policies.

Example incentives:

*Green commuter prize draw (for staff who do not travel by single occupancy car)*

*Guaranteed ride home for car sharers or cyclists/walkers in case of emergency*

*Dedicated parking bays for car sharers*

*Financial awards for giving up car parking spaces*

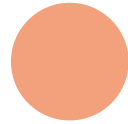
Examples of restrictions:

*Reduction in mileage allowances*

*Insistence on public transport use for business journeys exceeding 40 miles*

*Removal of car parking spaces*





# Monitoring

## How progress will be measured

Explain here the process and frequency for measuring progress against targets throughout the year.

## Annual review

Detail here your commitment to an annual review of the Travel Plan; this will include a new staff travel survey (can be just a snapshot survey asking for mode of travel), comparison of survey results against targets, revision to targets where necessary, detailing of new measures where required.

## Working with Bracknell Forest Council

Detail here your agreement to share results of your annual review with the Council, and work with the Council to resolve any issues which may arise from the Travel Plan. A commitment to joining a Travel Plan network, with representatives from other Bracknell-based organisations would also be appreciated.



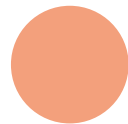


# APPENDIX K : ACTION PLAN

Objective	Target	Measure	To be implemented by	Time Scale
<b>To encourage more staff to cycle to work</b>	Increase the percentage of staff cycling to work from 3% in June 2010 to 5% by June 2013	Install covered cycle racks with a capacity for 40 bicycles	Travel Plan Coordinator	By January 2011
		Introduce a tax-free bike to work scheme	Travel Plan Coordinator and HR Manager	By June 2011
<b>To encourage more car sharing</b>	Increase the percentage of staff car sharing to work from 5% in June 2010 to 15% by June 2013	Implement a car share database accessible by all staff	Travel Plan Coordinator and IT Manager	By April 2011
		Convert 5 parking bays to 'car share only' bays	Travel Plan Coordinator and Facilities Manager	By April 2011
<b>To encourage more staff to use public transport</b>	Increase the percentage of staff using public transport to get to work from 5% in June 2010 to 10% by June 2013	Contact local bus operator with a view to negotiating a staff discount for monthly bus passes	Travel Plan Coordinator	By June 2011
		Provide bus and rail timetables in main reception, on line and in staff rest areas	Travel Plan Coordinator	By April 2011
		Provide interest free loans for staff wishing to purchase an annual rail season ticket	Travel Plan Coordinator, Payroll Manager, HR Manager	By January 2012



# APPENDIX L : SUSTAINABLE TRAVEL EVENTS



The following are either local or national events which can help you to sustain interest in your Travel Plan and give particular modes of travel a boost.

## April

7th World Health Day [www.euro.who.int/en/who-we-are/whd](http://www.euro.who.int/en/who-we-are/whd)

## May

9th - 13th Walk to Work Week [www.walkingworks.org.uk/walk-to-work-week-2011](http://www.walkingworks.org.uk/walk-to-work-week-2011)

15th Get Walking Day [www.ramblers.org.uk](http://www.ramblers.org.uk)

16th - 20th Walk to School Week [www.walktoschool.org.uk](http://www.walktoschool.org.uk)

## June

5th World Environment Day [www.unep-wcmc.org](http://www.unep-wcmc.org)

11th - 19th Green Transport Week [www.eta.co.uk/green\\_transport\\_week](http://www.eta.co.uk/green_transport_week)

18th - 26th Bike Week [www.bikeweek.org.uk](http://www.bikeweek.org.uk)

Look out for local events including a bike roadshow in ten town centre and a bike to work competition for all employees in the borough [www.bracknell-forest.gov.uk/environment/env-transport-and-travel/env-bike-week-june-2010.htm](http://www.bracknell-forest.gov.uk/environment/env-transport-and-travel/env-bike-week-june-2010.htm)

## July

2nd - 24th Tour de France

## September

16th - 22nd European Mobility Week [www.mobilityweek.eu](http://www.mobilityweek.eu)

23rd Bracknell Forest Car Free Challenge [www.bracknell-forest.gov.uk/env-annual-carfree-challenge.htm](http://www.bracknell-forest.gov.uk/env-annual-carfree-challenge.htm)

## October

3rd - 7th TBC Liftshare week [www.liftshare.com/uk](http://www.liftshare.com/uk)

## November

21st - 27th TBC Road Safety Week [www.roadsafetyweek.org](http://www.roadsafetyweek.org)



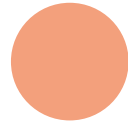


# APPENDIX M : TRAVEL PLAN REVIEW TEMPLATE

## Workplace Travel Plan Review For

**Your company name**





# Section 1: Company details

- Company Name:
- Company Address:
- Travel Plan coordinator:
- Contact telephone number:
- Contact email:
- Date of last review:  
(if applicable)

# Section 2: Survey results

Travel Mode	Date and results of baseline survey: (enter date here)	Target modal split	Date and results of review survey: (enter date here)
% single car occupancy			
% car sharing			
% bus			
% train			
% motorcycling			
% cycling			
% walking			
% home/remote working			
% other			

- Please indicate here which survey methodology was used (eg paper, intranet, vehicle count), the response rate (eg in terms of number of replies and the percentage of staff this represents, whether it was a reflective sample of the workforce) and any additional information used to populate the above table
- Add a commentary here to explain any significant changes in survey results







## Section 3: Targets

Referring specifically to the targets of your Travel Plan indicate what progress has been made and add supporting comments:

Original Target	Deadline	Current Outcome	Comments

- Add a commentary here to explain any significant deviations from targets

Please show new or revised targets in the table below, and give an explanation as to why you think this is a suitable target.

New / Revised Target	Deadline	Supporting Information

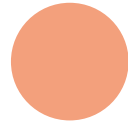
## Section 4: Review of Action Plan

### Action Plan progress

Show below the progress and outcomes of individual actions. Where actions have not been carried out please provide an explanation

Measure / Action	Target / Deadline	Progress	Outcome





## Section 5: Your New Action Plan

Your annual review must include a new action plan for the coming year. In some cases the action may be the same as the previous year, but you may also have new targets and/or initiatives that you want to include.

Related target / Objective	Steps / Action required	Who is responsible	Deadline for completion

## Section 6: Promotion of the Travel Plan

### Internal Promotion of the Travel Plan

Please give a summary of the steps you have taken to ensure that staff and/or visitors to your site are fully aware of the Travel Plan.





## Ongoing staff involvement with the Travel Plan

Please give a summary of ways in which staff are involved in continuing to shape and influence the Travel Plan eg forums, consultation, workshops.

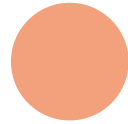
## Travel Plan Events

Outline any travel plan publicity and promotional events you have taken part in over the last review period eg Bike to Work day, Car Free Challenge or any that you would like more information about.

## Comments

Please add any additional comments about your Travel Plan, including ways in which the Council's Travel Plan Coordinator can help, below.





# Section 7: Sign off and formal approval of the Travel Plan annual review

## Signatures

The following signatures confirm your organisation has read the content of this document. By signing this document your organisation is committing itself to make every effort to resolve problems identified within the enclosed document and implement the actions identified. Your organisation further acknowledges that they have committed to achieving all targets highlighted in their action plan and to the annual review and monitoring of the plan.

Signature:

Date:

**Travel Plan Coordinator**

Signature:

Name and Position:

Date:

**Senior Management Representative**

The following signature confirms that the document has been checked and approved by representatives from Bracknell Forest Council.

Signature:

Name:

Date:

**Travel Plan Coordinator**

Please return this review document to:

Phillip Burke

Travel Plan Coordinator

Bracknell Forest Borough Council

Transport Implementation

2nd Floor South, Time Square

Market Street

Bracknell RG12 1JD

Tel: 01344 351266

Fax: 01344 351243

Email: [phillip.burke@bracknell-forest.gov.uk](mailto:phillip.burke@bracknell-forest.gov.uk)





# APPENDIX N : TRAVEL PLAN REVIEW SURVEY

- 1 **Home postcode**
- 2 **Gender**  
Male  Female
- 3 **Usual work site**
- 4 **Age**  
Under 25  25 - 44  35 - 44  45 - 54  55 or over
- 5 **Do you have a disability which affects your travel arrangements?**  
Yes  No
- 6 **What hours do you normally work?**
- 7 **Is your work:**  
Part time  Full time
- 8 **How do you mostly travel to work?**  
Car (on your own)  Car Share (with colleagues)   
Car share (with others)  Bus   
Train  Motorbike   
Cycle  Walk   
Other (please specify)
- 9 **How far do you travel to work?**  
Under 1 mile  1 - 2 miles  2 - 4 miles   
4 - 10 miles  10 - 20 miles  20 miles or over
- 10 **How long does it currently take you to get to work?**  
0 - 15 minutes  16 - 30 minutes  31 - 60 minutes   
Longer than 60 minutes
- 11 **Have you used any other modes of travel to work? (tick all that apply)**  
Car (on your own)  Car Share (with colleagues)   
Car share (with others)  Bus   
Train  Motorbike   
Cycle  Walk   
Other (please specify)





Thank you for your co-operation. Your answers will be treated in confidence.

Please return this form to:

Name:

At:

By:





A summary of this document can be made available in large print, easy read, Braille or on audio cassette. Copies in other languages may also be obtained. Please contact customer services on 01344 352000.

#### **Nepali**

यस प्रचारको सक्षेप वा सार निचोड चाहिं दिइने छ ठूलो अक्षरमा, ब्रेल वा क्यासेट सून्नको लागी । अरु भाषाको नक्कल पनि हासिल गर्न सकिने छ । कृपया सम्पर्क गनुहोला ०१३४४ ३५२००० ।

#### **Tagalog**

Mga buod/ mga hango ng dokumentong ito ay makukuha sa malaking letra, limbag ng mga bulag o audio kasette. Mga kopya sa ibat-ibang wika ay inyo ring makakamtan. Makipag-alam sa 01344 352000

#### **Urdu**

اس دستاویز کے خلاصے یا مختصر متن جلی حروف، بریل لکھائی یا پھر آڈیو کیسٹ پر ریکارڈ شدہ صورت میں فراہم کئے جا سکتے ہیں۔ دیگر زبانوں میں اس کی کاپی بھی حاصل کی جا سکتی ہے۔ اس کے لیے براہ مہربانی ٹیلیفون نمبر 01344 352000 پر رابطہ کریں۔

#### **Polish**

Streszczenia lub fragmenty tego dokumentu mogą być dostępne w wersji napisanej dużym drukiem, pismem Brajla lub na kasecie audio. Można również otrzymać kopie w innych językach. Proszę skontaktować się z numerem 01344 352000.

#### **Portuguese**

Podemos disponibilizar resumos ou extractos deste documento em impressão grande, em Braille ou em audiocassete. Podem também ser obtidas cópias em outros idiomas. Por favor ligue para o 01344 352000.