



# What is a Travel Plan and what are the benefits to my organisation?

A Travel Plan is an organisation's package of activities and measures that are designed to encourage staff or customers to use alternatives to the private car wherever possible. There are many reasons to create a Travel Plan, and this toolkit has been designed to show what benefits a Travel Plan can bring. It's also been put together to explain how to create your own, by providing ideas about what you can do to encourage this change in travel behaviour at your business.

A good Travel Plan includes a range of measures to encourage and promote the use of more sustainable modes of transport such as walking, cycling, public transport and car sharing. The measures in the plan should make changing transport modes easier for people, by offering, for example, information, discounts and better facilities. Although there are many common things that companies put in their Travel Plans, your plan should be specific to your own business.

While Travel Plans can be required as part of the planning process, many organisations are recognising their benefits and are choosing to prepare them on a voluntary basis.

## It's not just a piece of paper!

The Travel Plan document is *not* your Travel Plan, it's simply a way of recording what you are going to do to encourage people to switch from their cars. A Travel Plan is not an effective Travel Plan unless you actually put it into practice, as it's the 'doing' of these measures that will make your plan succeed, not just writing them down!



## Benefits to your organisation.....

Reducing car use can help your company to:

- Attract more customers by making your site more accessible for those who don't or can't use a car.
- Ease parking problems and reduce the need for and cost of extra car parking provision.
- Reduce your corporate transport/mileage costs.
- Reduce absenteeism. Staff who walk or cycle to work will be fitter, healthier and more productive.
- Increase staff retention and make your company more attractive to potential employees.
- Reduce your company's carbon footprint.



Derby City Council



## Did you know?

There are many health benefits associated with active travel. Employees who participate in walking or cycling to work can help to reduce obesity, diabetes, heart disease and stress.



### Benefits to your employees.....

Switching from using their car can help your staff to:

- Save money on fuel and parking.
- Reduce their journey times.
- Make their journeys less stressful by avoiding traffic and having more predictable trips.
- Improve their own health and fitness.
- Have a better work-life balance with measures such as flexible working and home working.
- Make their workloads more manageable with technology such as video conferencing, reducing their need to travel.
- Shift away from expensive and stressful car dependence.

### Benefits to your customers.....

A good Travel Plan can help your customers to:

- Get to your site. Working to reduce local traffic congestion and making your site more accessible to non-car users will make visiting your business easier for all.
- Choose how they travel, by providing them with an environment that is not solely focussed on car users. More people would cycle, for example, if they knew there were adequate facilities at their destination.
- Save money on travel costs, therefore giving them more disposable income.

### And Finally.....

- A successful Travel Plan can have wider benefits for the local community and the environment too, by reducing traffic congestion and pollution.

