



What are the best ways to market and promote our Travel Plan?

Once you have decided what you are going to do to promote alternatives to the car, you need to let people know about it. If your Travel Plan isn't effectively communicated, it is unlikely to be successful. Getting the marketing right means offering people the information and the motivation they need, whilst ensuring that a suitable tone, style and approach are used throughout.

Experience shows that the more effort that an organisation puts into marketing their Travel Plan, the more likely it is that they will get the results they are hoping for.

The most effective marketing and communication approach is one that is tailored to your company. This will use already established marketing channels such as emails that your staff and customers are used to.



Communication - the tools and channels that you will use to tell people about the plan.

Information provision - providing information materials such as cycle maps and public transport timetables so people can find what they need easily.

Marketing - how you will sell the benefits of your Travel Plan.



Who are our target audiences?

When deciding on how to market and communicate your Travel Plan, it's important to understand the audience that you are trying to reach. Communicating with staff is different to communicating with customers, for example:

Primary target audiences are the key groups whose travel behaviour you are seeking to change. For many Travel Plans, your primary audience will be your staff.

Secondary target audiences are usually made up of those whose travel behaviour you would like to change, but have less influence over, such as visitors and customers.



Derby City Council



Did you know?

Personalised Travel Planning (PTP) means offering people a one-to-one service giving them advice on their travel on things such as modes, routes and costs. PTP can be used in many contexts but works well when aimed at employees. Many companies with Travel Plans now offer their staff a Personalised Travel Planning service.



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How do we brand our Travel Plan and what language style should we use?

You may decide to give your Travel Plan a unique branding identity through using a logo or slogan. This consistent branding will make communications for your plan recognisable to everyone.

You should choose your tone of language carefully. It's important to recognise the strong feelings some people have for their cars and the fact that some will have no choice but to use them. Communications should never be anti-car, as this is not what a Travel Plan is all about. Use a tone that's positive about more sustainable modes and highlight the benefits they have over a car.

Your audience are likely to respond more positively to marketing that explains the direct benefits to them of changing from their car, such as time and cost savings, rather than solely promoting wider benefits such as reduced pollution.

Information Provision.....

Making sure that you provide people with the information they need is one of the most important elements of Travel Plan marketing. To motivate a change in people's travel behaviour, they will need easy access to the following information:

- Bus and train route and timetable information.
- Cycle route information and maps.
- Maps that show safe walking routes to your site.
- Links to websites such as journey and route planners.
- Details of your site facilities, such as cycle storage.
- Details of any upcoming events such as cycle to work days or travel workshops.





How do we let people know about our Travel Plan?

There are a variety of marketing tools and channels that you can use to communicate your Travel Plan. These include things such as newsletters, e-bulletins and the internet. It's important to use your company's existing communication methods as these will be familiar to people and will have been developed in line with your organisation's needs and culture. A good marketing strategy will use as many of the available channels as possible.

Here are some suggestions for marketing tools and channels that you could use for your plan:

Tools	Channels
<ul style="list-style-type: none"> • Travel Plan Summary • Travel Plan Information Leaflet • Walking and cycling maps • Public transport timetables • Poster campaigns • Memos and briefing notes • Newsletters and magazines • Launch event 	<ul style="list-style-type: none"> • Organisation intranet • Email • Notice boards • Direct mailing • Social media (Twitter and Facebook) • Promotional events • Travel advice surgeries/ workshops/ 'drop in' sessions

Internal communication channels should be used on a regular basis to.....

- Let people know what travel options are available, what the benefits are and how to make the change.
- Explain the reasons for the Travel Plan, who it is aimed at and what you are hoping to achieve.
- Explain the real cost of modes, such as purchasing a rail season ticket rather than paying each day.
- Show the commitment of senior management to the Travel Plan to highlight its importance.
- Promote events such as walk-to-work days.
- Highlight case-studies such as a staff member who has started cycling and what benefits they've had.





Key tips for marketing and communications.....

- Ongoing marketing and communication is essential to make the Travel Plan become company culture.
- Create a marketing and communication timeline to make sure all your communications go out at the right time.
- The focus should be on how to travel sustainably and the benefits it can bring.
- Create and use a specific Travel Plan branding on all communications so that it stands out.
- Provide information in as many formats as possible.
- Use existing communication channels that your staff and customers are used to seeing.
- Include a combination of ongoing campaigns and one-off events to maintain people's interest.
- Draw upon the support of other organisation for help.

And most importantly.....

- Don't let any communications come across as being anti-car as this can lead to resentment of the Travel Plan.

When should we start marketing our Travel Plan ?

It needs to be well communicated right from the start so that everyone can see why a Travel Plan is needed and what benefits it will bring.

By far the best time to start promoting a Travel Plan is to coincide with another change such as a company relocation or redevelopment. People will already be expecting their routine to change and are more likely to reconsider their travel options.

When planning your marketing, remember to consider seasonal issues such as reduced daylight and bad weather. A push on walking or cycling is best timed with the onset of warmer weather.

