



States of Guernsey  
Traffic and Highway Services

# TRAVEL PLANS FOR BUSINESSES



## BACKGROUND TO TRAVEL PLANS

### Introduction

As an island, Guernsey has a finite space and road system which has for some years been under pressure due to the high volumes of traffic, and the increasing size of vehicles in general.

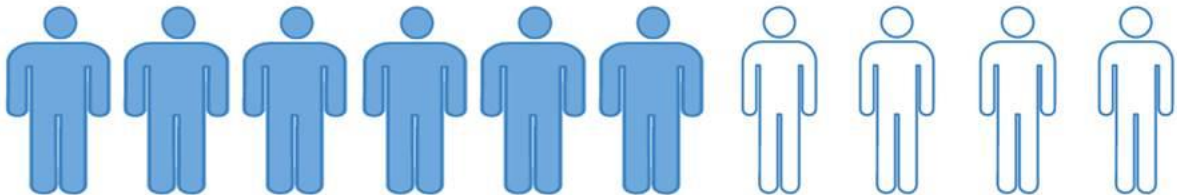
Guernsey has one of the highest ratios of vehicles per square km in the world, globally respiratory induced diseases are increasing, and the cost to businesses caused by traffic congestion is increasing. Carbon Dioxide emissions from motor vehicles are one of the largest contributors to global warming. In some countries, these issues had been identified and measures put in place to address them many years ago, other countries are now making these issues a priority.

Increased reliance on less active forms of transport may have also contributed to an increase in adult obesity. This in turn will put an additional strain on vital health services in the future.

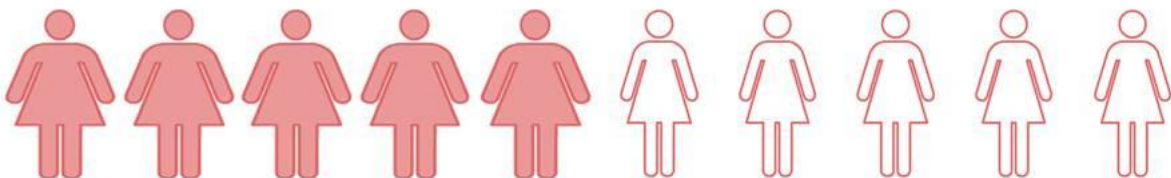
## OVERWEIGHT & OBESITY IN ADULTS 16+, GUERNSEY

Healthy Lifestyle Survey, Guernsey 2013

Nearly 6 out of 10 **men** are overweight or obese (56.8%)



Nearly 5 out of 10 **women** are overweight or obese (46.8%)



Adult (aged 16+) overweight and obesity: BMI  $\geq$  25kg/m<sup>2</sup>

*\*Source: Guernsey Obesity Strategy*

The Integrated Transport Strategy aims to tackle Guernsey's own traffic issues.

Travel planning has the potential to be a significant tool in reducing car usage, as it adopts a more coordinated approach to addressing the requirements of the travelling public and can be used to target areas of high traffic volumes.

Over time other benefits such as a healthier lifestyle, reduced congestion and improved air quality can be the benefits of implementing schemes such as car sharing, offering modern bicycle facilities and improved bus routes, and encouraging cycling and walking. Research in the UK showed that travel plans increased car multi-occupancy rates by 21%.

As an example, school traffic can be a primary cause of congestion and can lead to safety issues for children, parents, cyclists and footpath users, which may be reduced if travel plans were successfully introduced for schools.

Another example is areas where there are multiple businesses in close proximity which can cause high volumes of traffic, congestion and pollution.

By working with businesses and schools, the aim would be to reduce the adverse social and environmental effects of vehicle usage in the island by encouraging the use of alternative forms of transport and discouraging unnecessary vehicle usage.

As such the main rationale for implementing a Travel Plan is to help achieve sustainable change to existing workplace travel methods by reducing the dependency on the private car and creating ease of access to other modes of travel.

### What is a business travel plan?

- An organised plan of action for members of staff travelling to and from their place of work
- A plan that benefits businesses as well as members of staff
- A plan that is tailored to individual workplaces and circumstances
- A plan based upon rewards and incentives
- A plan that cuts down on the costs of the organisation's business travel and helps produce a more positive environmental contribution
- A plan that makes better use of an organisation's space
- A plan that clearly states the benefits of not using a car
- A plan that offers a number of alternatives for transport to work

Travel plans focus on the benefits of alternative methods of transport and supplementing these benefits with the organisations own practices to discourage the use of cars.

## Why carry out a travel plan?

### Problems with parking or accessibility

Some of the benefits of developing a travel plan will be preventative measures while offering a range of alternatives to using the motor car. For instance, an incentive for organisations to develop a travel plan will be the pressures on existing parking available to them. For the majority of organisations, the desire of the majority of its staff to travel to work by car may already be causing difficulties, such as:

- Competition over car parking spaces on-site;
- Difficulty for customers or visitors or deliveries accessing the site which may deter them from coming to the organisation and results in a loss of business;
- Staff arriving late and possibly stressed from finding somewhere to park;
- Staff disrupting working hours to move their car from unofficial or time-restricted parking spaces.

### Financial cost

For most organisations, space is an issue and there could be some financial benefit in reducing the need for the provision of car-parking facilities. Commercial car parking rental of spaces is expensive; there are also costs involved for parking that is owned by the company in terms of upkeep, repairs and security.

Building new parking facilities, even assuming that there is a suitable location to do so and planning permission would be granted, is an expensive solution to existing parking problems.

One car parking space could accommodate two or three motorcycles, or five bicycles. If people were to convert to using alternative forms of transport, space could be saved for other uses or to improve the customer experience when visiting the organisation.

Reducing car journeys during office hours may also represent a saving in staff mileage claims and reduce the risk of receiving a parking ticket if using public parking.

### Investment in staff

Travel plans demonstrate that employers have considered the needs of their staff and can be viewed as an investment in people, which in turn may have a positive effect on recruitment and retention.

Changing to walking, cycling, or even walking a short distance to catch a bus, can greatly improve an individual's health and reduce stress levels. A travel plan can often be complimented with advice and information from the Health Authority to advise and encourage fitness and activity or from other special interest groups such as Living Streets who can also help support travel plan development.

### **Corporate Social responsibility**

Travel plan initiatives can also be an opportunity for positive PR which can be used to demonstrate that an organisation is environmentally and socially responsible and has a commitment to its community and staff.

Reducing car travel to the site can also vastly improve the image of the organisation as a pleasant place to visit, which is particularly important for tourist attractions, leisure facilities or retail.

### **Common characteristics of a travel plan**

Travel plans begin with an assessment of the current travel patterns of the business. This is then used as a benchmark to measure the success of whether car-usage has been reduced after implementation of the plan. This is usually achieved through a questionnaire to all members of the organisation, which is repeated after a regular review period.

A database of participants' addresses may be used to map out possible areas for combining methods of travel and the availability of alternative forms of transport to individuals such as car sharing. The questionnaire would also inform the organisation of the reasons why members use the transport that they do, which in turn would allow them to consider ways to alter their choices through positive action.

A successful travel plan would usually have the following characteristics:

- It has practical support from senior management to ensure the integration and maintenance of the plan;
- It results in benefits to the organisation as well as to the individual members;
- It is tailored to the organisation's individual circumstances and has a basis on current travel patterns of its members;
- It has clear objectives with specific timescales for implementation and review;
- It establishes monitoring procedures to ensure that policies are adhered to and to measure the effectiveness of the plan;
- It has a reward or deterrent scheme;
- It seeks to reduce financial costs to the business;
- It clearly states the benefits of not using a vehicle;
- It offers a package of alternatives for transport.

### Way Forward

Organisations that are committed to a travel plan need to consider a number of essential ingredients that would assist in delivering the plan:

- Allocating ownership and responsibility for overseeing the continued delivery of the organisation's plan to a specific member of staff;
- Provision of showers, changing rooms, lockers;
- Provision of bicycle / motorcycle parking, preferably sheltered;
- Providing accessible public transport information such as bus timetables and routes;
- Pool cars or electric cycles for organisation's who need to have transport for example site visits;
- Offering information from health professionals such as the Health Promotion Unit, who can give advice on the health benefits when walking or cycling for example.



## Rewards and incentives

Good facilities which the staff can easily access are in themselves an excellent incentive for staff to make the necessary changes. Other rewards based incentives could be:

- Setting up a car-share scheme and allocated parking spaces for those who car share only;
- Car share allowance for those using a car to go to-from work;
- Introduction of flexible working hours (to fit in with bus times);
- Subsidised or company discounts on bicycles, cycle equipment, clothing etc;
- Monthly prize draw for those taking part in scheme;
- Restricting and or charging for on-site car parking.

## How to implement a Travel Plan

To create a Travel Plan, the organisation needs to undertake a number of steps to gather information which can form the plan, and which can be used to check the effectiveness of their plan, and measure their performance moving forward.

The stages could be:

- Discuss at management level the feasibility of implementing travel plans;
- Allocate a willing and enthusiastic member of management to take ownership;
- Compile a questionnaire for staff to fill in, asking what their current method of travel is, asking their views on what would make them change, what is stopping them from doing that currently. Use this information to help implement your travel plan;
- Compile a map of where staff live, using that information to create a route map that could be used to form a car sharing scheme;
- Provide each staff member with information on the organisation's travel plan, what it involves, what it seeks to achieve, incentives to change and including information on the benefits to the personnel and the business;
- Provide a timeline for any actions that are required to commence the plan such as, relocation of car sharing parking spaces, location/improvements to cycle hoops and racks, installation of lockers/showers etc;
- Investigate launching the organisation's travel plans to coincide with a national or local event such as National Bike Month so creating a positive media story, publishing posters, leaflets and using the organisation's internal communications to highlight the event;
- Plan a regular communications process whereby staff are informed of successes and include a feedback section to give opportunity for comments.

Below are examples of a travel plan template, questionnaire, an information sheet on travel plan types and benefits, and a simple travel plan which we hope will help support you.

## Travel plan template example

### How to use this travel plan template

Your travel plan belongs to your organisation. In order for the travel plan to be a meaningful document, it needs to respond to the situation and aims of your organisation. There is not a one size fits all travel plan approach.

This travel plan template should assist you to develop a good travel plan for your organisation. This template is intended to be a guide only. You may like to research other travel plans and create a different format or include additional information to make the travel plan relevant for your organisation.

### On the cover page you may like to include:

- Your organisation name and logo;
- The workplace/s covered by this plan;
- The month and year of publication.

You may like to give your travel plan a different name and change the format to match your corporate style. You may also like to include photos or graphics to create a more engaging document.

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## 7. Monitoring and review

You may like to include a document information table:

Title	
Publication date	
Prepared by	
Approved by	
Review date	

You may also like to add acknowledgements of people who contributed to the development of your plan.

### 1. Senior management endorsement

It is important that travel plans have the support of senior management. You may like to include a brief statement of support from senior management, commenting on why it is important for your workplace and how management will support the initiative.

### 2. Summary

This section should include the main points of your travel plan. The summary explains:

- Why the organisation has a travel plan
- The process of developing the plan
- The current travel situation at your workplace
- Targets and strategies of the plan

### 3. Background

#### 3.1 Organisational profile

In this section you should cover:

- A short description of your organisation;
- The location of the workplace/s included in the travel plan and number of employees;
- The main work and goals of the organisation;
- How the nature of the work affects travel to and from the site (e.g. do staff have standard working hours or shift work, are staff required to travel during their work day, do employees need to transport materials.)

### 3.2 Travel plans

You may like to include a brief background to travel planning. This could help justify the endorsement of the plan. You could include:

- What is a travel plan;
- Why high levels of car use are a concern;
- Benefits of active and sustainable travel for individuals and organisations;
- Employers have a responsibility for and influence on employee travel behaviour.

### 3.3 Developing the travel plan

This section briefly describes how the plan was developed. You may like to cover steps such as:

- Working with the Active Travel Unit to define the purpose, scope and actions for the plan;
- Auditing workplace accessibility;
- Surveying employees (and visitors/ clients if appropriate) about how they travel to and from the site;
- Consulting internal stakeholders about the plan and potential actions;
- Reviewing good practice in managing work-related travel, including travel plans prepared by other workplaces.

## 4. Workplace context

### 4.1 Access

In this section you should cover:

- A summary of findings from the workplace access audit, including public transport options, cycling paths & routes and end of trip facilities, car and parking provisions, and policies that may affect staff travel;
- You may like to include photos and maps in this section;
- You could summarise barriers and opportunities to sustainable travel identified through your audit.

Theme	Opportunities	Barriers
Car access and parking	•	•
Public transport	•	•
Cycling	•	•

Theme	Opportunities	Barriers
Walking	•	•
Information on travel options, E.G car sharing	•	•

To complete this section you can refer to: your completed Access Audit

#### 4.2 Survey results

This section summarises the results from the employee travel survey and discusses the implications. You should include:

- A brief explanation of the survey method and process;
- Findings: commute trips by mode, business trips by mode, most common reasons for travel choices, effects of transport, any other significant results for your workplace;
- A graph or chart of the results (example below.)

Theme	Year 1	Year 2	Year 3	Year 4
Converted to Car sharing	xxx number	xxx number	xxx number	xxx number
Converted to public transport	xxx number	xxx number	xxx number	xxx number
Converted to cycling	xxx number	xxx number	xxx number	xxx number
Converted to walking	xxx number	xxx number	xxx number	xxx number

## 5. Travel plan objectives and targets

### 5.1 Objectives

This section outlines why your organisation has developed a travel plan and what you hope to achieve. You could include:

- The purpose of the travel plan ;
- What issues the travel plan is attempting to address;
- The timeframe for implementation of the plan, (e.g. two or three years);
- The scope of the plan: for example does the plan focus solely on employees, or also include clients and visitors.

Examples of travel plan objectives include: to reduce the number of staff driving to and from work, to reduce parking and fleet costs, to improve employee health, or to reduce the organisation's carbon footprint.

### 5.2 Targets

This section states the targets your organisation is hoping to reach through implementation of the travel plan. It is good to set specific targets to be able to measure the success of the travel plan. Targets should be measurable and should relate to the objectives of the plan.

Examples of travel plan targets include: a reduction in car solo commuting by 10% over the next three years, reducing parking and fleet costs by 5%, a 25% increase in the number of staff participating in workplace walk and cycling, or a reduction in the organisation's carbon footprint from work-related travel by 5% over the next three years.

## 6. Strategies for change

This section outlines the strategies and actions that will be implemented to achieve the purpose and objectives of the travel plan. The structure of this section depends on the strategies selected and what information is needed to justify them to those who will approve the plan.

## 6.1 Strategies

This section should:

- Provide strategies to address travel issues in your workplace. You may like to explain each strategy to demonstrate why they are important and why they will achieve change;
- These strategies should relate to the objectives of the plan.

**For example:**

Strategy 1: Encourage sustainable travel choices

Providing information on travel alternatives and encouragement to use them is a strategy for a shift away from car usage.

Practical information on accessing our workplace will be available to employees and clients across the workforce. The [organisation] will promote travel options to new employees.

Incentives are important to encourage change, and have been shown to be a factor in successful workplace travel plans elsewhere.



## 6.2 Action table example

- This is the heart of the travel plan. The action table identifies actions that will be undertaken as part of the travel plan. You can organise the action table so that it links to the strategies (as the example below), or organise by mode (e.g. actions relating to cycling, public transport, etc) – chose the structure that you think will be most appropriate for your travel plan.

Action	Why	How	Who	When	Resources
<b>Strategy 1: Encourage sustainable travel choices</b>					
1.1 Include information on travel alternatives in new employee induction pack	Important to introduce culture to new staff and provide information	Prepare information sheet and include in induction packs	Human Resources?	?	?
<b>Strategy 2: Enhance workplace facilities and practices</b>					
2.1 Upgrade bicycle parking facilities to include a cycle shelter and cycle hoops near the main entry	Currently not sufficient parking facilities in the workplace to encourage new cyclists	Include in capital works program, design and arrange installation	Technical Services?	?	?

Mode	Incentive	Date commenced	Uptake
Cycling / motorcycling			
Walking			
Car share			
Public transport			
Other			



### 6.3 Resourcing

Allocate a budget for your travel plan;

Allocate a staff member and management to have ownership of your travel plan.

### 7. Monitoring and review

It is important to include a monitoring and review section to ensure the travel plan is sustained over time. Provide details on:

- How the implementation of the travel plan and changes it creates will be monitored over the life of the plan, e.g. capturing images at events or activities, documenting changes to facilities or counting bicycles in bicycle storage on a quarterly basis;
- When the follow up surveys will be conducted, e.g. annually at the same time of year as the baseline survey was completed;
- When and how the travel plan will be reviewed and who will be responsible, e.g. the plan will be reviewed three years after the plan was adopted.



## Travel Plan questionnaire example

### Which parish and road do you live in?

Parish:

Road Name:

- |  |       |
|--|-------|
| <input type="checkbox"/> St Peter Port | ----- |
| <input type="checkbox"/> St Sampsons   | ----- |
| <input type="checkbox"/> St Andrews    | ----- |
| <input type="checkbox"/> Castel        | ----- |
| <input type="checkbox"/> Vale          | ----- |
| <input type="checkbox"/> St Martins    | ----- |
| <input type="checkbox"/> St Saviours   | ----- |
| <input type="checkbox"/> Forest        | ----- |
| <input type="checkbox"/> Torteval      | ----- |
| <input type="checkbox"/> St Peters     | ----- |

### Do you have a disability or ailment which effects your travel arrangements?

- Tick if yes

### How do you currently travel to work?

- Car  Bicycle  Bus  Walk  M/C  Share lifts

Other – please state.

### How long does it take you to travel to work for your travel method?

- 5 mins  10 mins  15 Mins  20 mins  30 mins  
 40 mins  40+ mins

### Which of these would encourage you to cycle to work (If you already cycle to work – which of these would you most like to see / improved)?

- Improved cycle paths on the route to work  
 Improved cycle parking at work  
 Improved changing facilities & lockers at work  
 Discounted scheme for purchasing bikes / equipment

Other – please state.

**Which of these would encourage you most to use public transport to work (If you already use public transport, which would you most like to see)?**

- More direct buses
- More frequent bus service
- More convenient drop off points
- Easily accessible public transport information available at the workplace

Other – please state.

**What is your main reason for using a car to get to work?**

- It's easy / convenient
- Drop off / collect children
- Lack of alternative
- Car essential for work
- Giving a lift to work colleague
- Health reasons

Other – please state.

**Where do you normally park?**

- At work
- Nearby street
- Friend or relative's house

Other – please state.

**Would you car share with a work colleague?**

- Yes
- If yes, how often  Daily  Once a week  Once a month
- No

**Which of these would encourage you to car share?**

- Help in finding car share partners with similar work patterns
- Reserved parking for car sharers
- Free taxi home if let down by car sharer

Other – please state.

**Any other comments below:**

## Appendix 1: Types and benefits of travel plans

TRAVEL PLAN TYPE	Focus of travel plan	Benefits of travel plans
<b>Workplaces</b>	<ul style="list-style-type: none"> <li>• Reduce overall staff travel time</li> <li>• Reduce vehicle running costs and dependence on car use for staff</li> <li>• Improve accessibility for customers, goods deliveries and help reduce congestion around sites</li> <li>• Improved staff health</li> <li>• Increase travel choices for staff</li> </ul>	<ul style="list-style-type: none"> <li>• Helps improve business efficiency and productivity</li> <li>• Helps increase staff disposable income and aids environmental improvement</li> <li>• Improves customer through flow and efficiency of deliveries, improves business reputation, may contribute toward accreditation of Quality Assurance schemes</li> <li>• Can lead to reduced staff sickness, improving efficiency</li> <li>• Helps reduce journey times, aids environmental improvement, can improve health, reduce on-site congestion, increases road awareness, increases social interaction with others</li> </ul>
<b>Schools</b>	<ul style="list-style-type: none"> <li>• Improve safety for school children/students, parents and other road users</li> <li>• Reduce congestion around schools</li> <li>• Improve health</li> <li>• Increase travel choices for children/students, parents and staff</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces risk of accidents and personal injury for all road users</li> <li>• Improved safety at your school gate</li> <li>• Increased safety in vicinity, quieter streets for local residents, speeds up traffic flow</li> <li>• Walking and cycling in safety improves health, allows greater awareness of environmental issues</li> <li>• Can improve health, reduce on-site congestion, increases road awareness and social interaction with other students and parents</li> </ul>

<b>Visitor and leisure sites</b>	<ul style="list-style-type: none"><li>• Improve accessibility for visitors and goods deliveries</li><li>• Reduce congestion around sites</li><li>• Reduce staff travel time, vehicle running costs and dependence on car use</li></ul>	<ul style="list-style-type: none"><li>• Improves visitor experiences by reducing traffic, less noise and pollution around site</li><li>• Speeds access and exit at times of high volumes, less noise and pollution around site, may contribute toward Quality Assurance schemes</li><li>• Can lead to improved timekeeping, increases staff disposable income, aids environmental improvement</li></ul>
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## Appendix 2: Benefits of Alternative Forms of Transport

### 1). Car-Sharing

- ✓ Staff would share out the stress of driving, as well as the costs e.g. petrol, depreciation, wear and tear etc.
- ✓ Organisations could offer car-sharers a guaranteed parking space
- ✓ Improves the aesthetics of the environment
- ✓ Allows additional social interaction
- ✓ Environmental benefits

### 2). Bicycle

- ✓ Cuts down on the stress of rush-hour traffic
- ✓ Bicycles can be walked along pavements or take short-cuts to help speed up journeys
- ✓ Journey times can be little different from using a car in some cases
- ✓ Major health benefits compared to the car, can help reduce stress
- ✓ No petrol, tax, insurance or depreciation costs
- ✓ No need to worry about finding a parking space, reduces the risk of a parking fine
- ✓ Environmental benefits

### 3). Walking

- ✓ More relaxing, one could choose a more scenic route to and from work
- ✓ Major health benefits compared to the car
- ✓ Minimal/non-existent costs
- ✓ Social benefits - could be done with other people or work colleagues
- ✓ Could be incorporated into a bus journey, e.g. walking to the terminus, getting off the bus one stop early etc.
- ✓ No need to worry about finding a parking space, reduces the risk of a parking fine
- ✓ Financial benefits
- ✓ Environmental benefits

#### 4). **Bus**

- ✓ More relaxing than car, no need to concentrate on traffic
- ✓ Multi-journey tickets cost can work out substantially cheaper than driving
- ✓ No need to worry about finding a parking space, reduces the risk of a parking fine
- ✓ Environmental benefits

#### 5). **Scooter/Motorcycle**

- ✓ Smaller, more economical, take up less space than cars - both on the road and in terms of parking space
- ✓ Easier to park/re-park in town if used for frequent daily journeys
- ✓ Greater convenience than using a car whilst producing less emissions

We trust this information is of use. We are happy to support you in the development of your travel plans and hope this is of use while recognising that every organisation will be different, so this information can be adapted to fit the organisation's needs and objectives. We can be contacted at Traffic and Highway Services, Bulwer Avenue, St Sampson's, GY1 3HY, telephone number 1481 243400, you can keep in touch with us on [Facebook](#) and [Twitter](#).