



# Guide on How To Prepare a **Green Travel Plan** for Business and Organisations

If you have any questions regarding this leaflet, please contact the Transport Planner, Planning Policy, on tel: 01794 527811, or email: [planning@testvalley.gov.uk](mailto:planning@testvalley.gov.uk)

Planning Services  
Council Offices  
Duttons Road  
Romsey  
Hampshire  
SO51 8XG

March 2003

# 1 Introduction

1.1 Planning Policy Guidance Note 13 (Transport) identifies the 'travel plan' as a tool for contributing towards a reduction in car usage and for increasing use of public transport, walking and cycling. PPG 13 sets out the policy on travel plans stating when they should accompany a planning application. A travel plan is a strategy which aims to manage journeys to a particular site, it focuses on reducing the number of car based journeys, promoting the alternatives to the car; those more sustainable modes.

1.2 A Green Travel Plan seeks recognition from organisations, businesses and individuals of the impact of their travel patterns and behaviour upon the environment. Travel plans can make a real contribution towards encouraging and promoting alternatives to the car. Car sharing just once a week will help to reduce the amount of traffic on our roads, improve the local environment and our health. Similarly, walking once a week has obvious health benefits and helps to reduce the amount of traffic on our roads.

1.3 This guide provides a general introduction to Green Travel Plans (GTPs) for businesses and organisations operating within Test Valley. The Borough Council wishes to see GTPs developed for new and existing businesses and organisations to help reduce the detrimental environmental consequences of our travel choices within the borough.

1.4 To successfully implement a GTP winning the hearts and minds of staff is paramount. The GTP should promote and encourage the personal benefits of changing travel behaviour and raise awareness of the choices available to individuals. It is important not to create the wrong message about car use. Travel plans are not about abandoning the car, a travel plan should offer choice about travel and employers should encourage and support staff to try the alternative modes to the car.

# 2 What is a Green Travel Plan?

2.1 A GTP is the way by which a business or organisation manages the transport needs and demands of its employees and visitors. Each plan is site specific, with the aim of reducing car usage, particularly single occupancy and increasing other modes of transport. The plan is not 'anti' the car but should acknowledge that there are certain journeys by car that can be reduced. Individuals should be encouraged to take an alternative form of transport and employers should provide the incentives for their staff to use the alternatives. Once completed, a GTP should be monitored and appraised to ensure that it remains relevant, workable and that the objectives and targets set are being met; it should not be a static document.

# 3 How to prepare a GTP

3.1 Drafting the plan will firstly involve the collection of data. A travel survey will form the basis of a GTP and will identify the travel behaviour and patterns of the individuals involved. The survey will provide measurable results, which will enable the creation of targets. Where travel plans are to be submitted alongside a planning application they should be worked up in consultation with the local authority. Your first point of contact should be the Council's Transport Planner.

3.2 GTP's should clearly indicate the arrangements for monitoring the progress of the plan and indicate additional measures should the targets not be achieved.

3.3 Further advice on how to prepare a GTP can be obtained via: Department of Transport [www.dft.gov.uk](http://www.dft.gov.uk) or, the Association For Commuter Transport (ACT) [www.act-network.demon.co.uk](http://www.act-network.demon.co.uk) The Energy Efficiency Best Practice Programme has prepared a free travel plan resource pack to help employers prepare a GTP. To obtain one, call: **0800 585794**.

# 4 Information to be included in a GTP

## Background:

- \* Numbers of staff or individuals, hours/days worked, full/part time, where staff live (by post code).
- \* How do staff/individuals most frequently travel to work, i.e. by what mode, when they travel, how far, and what influences their travel patterns i.e. family commitments, weather, distance, availability of public transport.
- \* Do they car share or single occupancy?
- \* Assessment of travel whilst at work.
- \* Existing infrastructure i.e. number of car parking spaces, number of bicycle stands, availability of showers and lockers, proximity of public transport services.
- \* Is the site easily accessed by bus?
- \* Is it adjacent to a recognised cycle route?

## Objectives:

Identify what you are trying to achieve from the plan.

## Scope of the Plan:

Identify the travel elements, which the plan is addressing.

## Actions:

- There are a range of actions when implemented could achieve a reduction in car travel. For example:
- \* Improved walking, and cycling routes to work place.
  - \* Provision of cycle stands, lockers and showers at work places.
  - \* Provision of interest free loan to purchase bicycles/season travel ticket.
  - \* Provision of public transport timetables.
  - \* Improved public transport facilities, either the

provision of a dedicated bus service, or better links to existing public transport eg. a mini bus service to the local rail station or town centre.

- \* Incremental reduction in car parking spaces.
- \* Charging for car parking.
- \* Promotion of car sharing and car share database.
- \* Mileage payments for car sharers and cyclists.
- \* Use of pool cars and pool bikes.
- \* Flexi working, working from home and 9 day fortnight.

### **Marketing:**

Promotion and encouragement for the objectives of the plan. This may include financial incentive and may include the installation of infrastructure i.e. showers, lockers, notice boards and personal commitment by management. Sell the objectives of the plan to those involved.

### **Targets:**

The aim of setting targets is to reduce reliance upon the car, set targets for reducing single occupancy car trips and increasing use of public transport, walking and cycling. Each applicant will need to demonstrate the appropriateness of the targets to their individual circumstances. Targets need to take account of the individual characteristic of a site.

Research<sup>1</sup> into 20 travel plan best practice cases in the UK indicated that, on average modal target shifts between 10-20% reduction in employee car use over three years is being achieved.

### **Monitoring:**

Identify a method of monitoring the targets. Is there a travel plan co-ordinator? Who is responsible for implementing the plan? and ensuring individual involvement? The results from this will be used for reviewing the plan (see section 6).

### **Dissemination:**

People will want to share in the success of the plan and will want to know the results.

## **5 When should a GTP be submitted?**

**5.1** The Hampshire Parking Strategy and Standards identifies various land use types and the threshold at which a site travel plan will be required. This together with pre-application discussions with a Planning Officer should confirm when a GTP is required. Essentially, a GTP will be required with all-larger commercial, industrial and residential planning applications, which will generate substantial trip movements. In addition to

the guidance given in the Hampshire Standards, smaller developments within the Borough may also require a GTP dependant upon local conditions.

- \* A GTP should be submitted once it has been identified that one is required.
- \* The requirement of a GTP should not slow down the determination of a planning application.
- \* The preparation of a GTP would be a requirement of a planning consent and is likely to be the requirement of a specific planning condition; in some instances a GTP may be the subject of a Legal Agreement. The Legal Agreement may specify targets and intervals for review and outline amounts a sum of money to be paid if the GTP fails to meet its objectives.
- \* The phasing of the submission and approval of a GTP could be either the commencement of work or the occupation of the building involved.
- \* Finally, when a development is speculative, or the details of the occupier are not known at the time of submitting the application, the submission of the GTP will be linked to either the submission of a full and detailed application or the first occupation of the building.

**5.2** The completed travel plan should be submitted to the Borough Council for agreement prior to its implementation. The Council would need to assess the scope of the GTP and the extent to which it considers the plan will meet the agreed objectives and targets set within it.

**5.3** To assist you in how your GTP travel plan is likely to be evaluated, an automated tool is available at <http://www.wsatkins-external.com/travel-plan-elevation-tool.asp>. This can be a useful test of the plan and may highlight areas where it may need further work.

<sup>1</sup> Using the planning process to secure travel plans: best practice guide. Department for Transport 2002

# 6 Monitoring and Reviewing

6.1 Monitoring of the plan is required to continually assess its actual performance against the objectives and targets set in the GTP. The plan is a continuous process and will involve re-surveying of the plan and re-highlighting and promoting the objectives of the plan to staff and visitors. The monitoring of information should allow comparisons to be drawn between previous and future surveys and should therefore be related to regular time periods and it should be accurately conducted. If the plan fails to achieve the targets set within the timescales agreed, further measures should be identified to ensure that the targets are achieved.

# 7 Benefits of a GTP

7.1 There are benefits for both the individual, and the company or organisation; it can lead to reduced costs, improved efficiency, and improved health of staff and the wider community. It can also help organisations to plan for expansion without needing to increase car parking.

# 8 Costs

8.1 There are some initial costs involved with the preparation of a GTP. The creation and running of a GTP will require funds for:

- \* A travel plan co-ordinator.
- \* Travel surveys.
- \* Publicity & marketing.
- \* Monitoring costs.
- \* Any initiatives, which form part of the plan.

8.2 The costs will vary depending upon the business or organisation and how much of the work is internalised, the size and complexity of the business or organisation and the cost of measures chosen. Some of the funding for travel plan measures can come from income generated (from charging for parking for example) and over the longer term the introduction of a GTP may reduce the overall transport costs to the business.

8.3 Under the present tax system, expenditure which businesses incur in encouraging their employees to use green transport may be offset against taxable income. Where assistance is given to employees the benefits provided may be taxable. It is advised that you contact your local tax office prior to undertaking such expenditure. 'Tax, National Insurance Contributions and Green Travel; A Guide for Employers and Employees (IR176)' is available from the Inland Revenue (0845 9000 404).

# Model GTP

- i Purpose and scope of the Travel Plan
  - \* Set objectives: Identify what you are trying to achieve from the plan.
  - \* Scope of the Plan: Identify the travel elements which the plan will address.
- ii Relate objectives to national, regional and local policy framework.
- iii Appoint travel plan co-ordinator.
- iv Undertake travel survey and site survey.
- v Analyse results and set targets with means of achieving them.
- vi Liaise with Local Authority.
- vii Disseminate information, promote and market objectives within the plan.
- viii Monitor results and achieve targets, make provision if targets are not achieved.