



Commercial Development Travel Plan

A Template for Developers

Name of Development
(Address)

Name of Developer
(Contact Details)

Date of Travel Plan



Commercial Development Travel Plan Template

This template has been produced by Northamptonshire County Council as an example for Developers required to write Commercial Travel Plans as part of the planning process in Northamptonshire.

The template follows advice contained in the DfT document 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (2009) and acts as a definitive guide to the expectations of Northamptonshire County Council.

The template sets out the desired structure and expected content of Commercial Travel Plans in order to achieve agreement and approval by Northamptonshire County Council.

"Commercial Travel Plans focus primarily on commuter travel and travel in the course of work, but should also include strategies to make visitor and freight travel more sustainable. Travel Plans combine measures to support walking, cycling, public transport and car sharing, and to reduce the need to travel." (DfT 2009)



Contents

The Travel Plan should be structured into the following sections:

Executive summary

1 Introduction

2 Scope of the Travel Plan

3 Survey

4 Outcome objectives

5 Targets and Indicators

6 Management strategy

7 Measures

8 Marketing strategy

9 Monitoring and review

10 Action plan and budget

Checklist

Appendices



Executive Summary

For major commercial development schemes it will be appropriate to provide a succinct summary of the key points of the Travel Plan.

The summary should name the development organisation, the development site and its location within the County.

It should include the outcome objectives, targets and a summary of the measures to be introduced to encourage travel by different modes.



1 Introduction

The introduction should provide an overview of the development site and the developer organisation/s, set out reasons for the travel plan, outline relevant national and local policy relating to travel planning and explain the benefits of the Travel Plan.

1.1 Give a detailed description of the Development site – including the location, size and type of development, the site address and its location in relation to transport links. Include (either in this section or the Appendices):

- Location maps and site plan
- Bus / rail service timetables accessing the site

Any additional information may be placed in the Appendices, including:

- Photographs (with relevance to transport links, roads, site entrances, car parks)
- Postcode plots

1.2 Give a description of the nature of the organisation/s or company responsible for the Travel Plan. Include the number of full and part-time employees, hours of operation and shift patterns, and visitor numbers.

1.3 Show details of relevant national and local transport policies in relation to your Travel Plan.

1.4 Show details of relevant national health policies in relation to your Travel Plan.

1.5 List the current transport provisions and facilities already in place, e.g. number of car parking spaces, cycle storage, lockers. (*Applicable for existing/occupied sites.*)

1.6 Explain the reasons for writing the Travel Plan. These could include:

- A response to oversubscribed parking provision
- A requirement of planning permission
- Fulfilling environmental commitments
- Improve access to site for staff, deliveries, customers
- Health and fitness policies for staff
- Any additional travel issues, e.g. recruitment and staff retention difficulties, illegal parking near site.

1.7 Explain the benefits of the Travel Plan and identify the audience to which the Plan's objectives and measures will be promoted.



2 Scope of the Travel Plan

This section is an opportunity to highlight and identify elements of the travel situation and activity of the developer organisation/development site which will be addressed later in the Travel Plan.

If the Travel Plan is in relation to a new site planning application it is understood that this information may be speculative.

Included in this section should be details of existing trip generation and any expected increase relating to the current development proposal by the following travel activities:

2.1 Commuter journeys (How many people are travelling to the site?)

2.2 Business travel

2.3 Customer access

2.4 Deliveries

2.5 Fleet management

2.6 Other issues

The scoping section is an opportunity to discuss how these travel elements have been identified, demonstrating evidence of the consultation (refer to Survey section).

This section could discuss:

2.7 What journeys are taken during the day?

2.8 What are the needs of visitors to the site?

2.9 Are any future developments likely to increase traffic levels? What is the likelihood of further expansion?



3 Travel survey

A comprehensive survey of staff, visitor and freight/delivery travel is fundamental for the completion of a Travel Plan. The information obtained will provide baseline data from which to work out modal shift and set objectives and targets for the Travel Plan.

If the site is a new development or unoccupied, the setting of specific baselines and modal shift targets will need to be provisional – preferably based on predictions in any Transport Assessment or based on data from a development of similar type and locality. A travel survey will need to be undertaken within 3 months after occupation to establish firm targets.

3.1 Explain how the survey was collected, including:

- Number and scope of people surveyed
- Method of data collection and survey return rate.

3.2 How people **currently** travel to the site:

- Show the number and percentage of people travelling by each mode.

This data will show 'single occupancy' car user numbers which will act as a major factor in target setting.

3.3 How people would **prefer** to travel to the site:

- Show the number and percentage of people choosing each preferred travel mode.
- Show what would encourage people to use sustainable modes of travel.

This data will give a clear idea of potential modal shift objectives and targets.

Points 3.2 and 3.3 should be recorded as numbers and percentages so that year-on-year comparisons can be made when undertaking annual Travel Plan reviews.

3.4 Home location of staff:

Show the results data on a map if possible – ideally in a postcode plot format.

3.5 Business Travel:

Show current business travel data and establish possible changes to current policies

3.6 Provide a written analysis of survey, including:

- Establish the most popular alternative modes of travel that people would prefer to be using and what would be likely to encourage modal shift.
- Identify which sustainable modes of travel could be targeted and promoted in light of the survey findings.
- Analyse travel on business data and any potential for modal shift.

The survey should be as detailed as possible and the scope of people surveyed should be as broad as possible in order to gain sufficient information to set Travel Plan targets.

Hard copies of the travel questionnaire and a database of the results should be included in the Appendices section.



4 Outcome objectives

The objectives and their related outcomes should clearly define the high level aims of the Travel Plan.

The objectives and outcomes will dictate the overall direction of the Travel Plan and will be used to determine the targets set for the Travel Plan.

Therefore, the setting of objectives requires careful consideration for the short, medium and long-term success of the Travel Plan.

It is essential that the objectives relate directly to the proposed development and locality, and that the most important local outcomes are understood and selected.

Examples of typical objectives and outcomes of Travel Plans are set out below:

- Reduce to a minimum the number of single-occupancy car traffic movements to and from the development site (*This objective must be included in the Travel Plan.*)
- Reduce the need for travel to and from the development site
- Address the access needs of site users by supporting walking, cycling and the use of public transport
- Encourage good urban design principles that open up the site to walking and cycling
- Address specific transport problems identified at the site, e.g. walking or cycling links
- Encourage access solutions that are not dependant on 'hard' infrastructure measures
- Enable staff and visitors to have an informed choice about their travel options

Related positive effects of reducing vehicle traffic from a development include:

- Reducing pressure on highway capacity, particularly at peak travel times
- Cutting carbon emissions and their contribution to climate change
- Reducing parking / fleet management costs
- Improving local air quality and reducing noise pollution
- Encouraging more active travel to improve the health and well-being of staff

4.1 Detail the objectives and outcomes of the Travel Plan and explain how they relate directly to the development and the locality.

4.2 Explain the why the objectives chosen are the most appropriate and will have the most important local outcomes and benefits.



5 Targets and Indicators

The identification of targets and the linked indicators will require reference to each of the Travel Plan objectives – each objective should have a related target.

In accordance with County Council requirements and Local Policy guidelines, all new site developments must commit to a minimum reduction of **20%** in single occupancy car journeys. Existing developments must commit to a minimum reduction of **5%**.

The Travel Plan targets should be '**SMART**' which means they must be:

- **S**ite-specific
- **M**easurable
- **A**chievable
- **R**ealistic and
- **T**ime related

The table below illustrates examples of Travel Plan targets and indicators, which should be linked to a specific outcome objective and have a timescale.

Objective 1: Reduce single-occupancy car traffic movements to and from site				
Targets	Indicators	Timescale		
		mm/yyyy	mm/yyyy	mm/yyyy
Percentage of employees driving to work will not exceed X%	% of employee trips made by walking	14.0%	17.0%	20.0%
	% of employee trips made by cycling	11.0%	14.0%	18.0%
Number of weekday vehicle trips generated by the site when fully occupied will not exceed X.	% of employee trips made by bus	...%	...%	...%
	% of employee trips made by train	...%	...%	...%
Reduction in local peak hour travel	% of employee trips made by 'car as passenger'	...%	...%	...%
	% of employee trips eliminated by teleworking	...%	...%	...%
	Number of freight vehicle trips per day	...%	...%	...%

Some targets will be non-quantifiable, e.g. setting up a car club by a particular time, but will still relate to the overall outcome of reducing car trips.



6 Management strategy

A management strategy for the implementation of the Travel Plan must be designed that is appropriate for the development proposal and that ensures the long-term sustainability of the Plan.

6.1 Give details of who (developer/occupier) has overall responsibility for the project management of the Travel Plan and its full implementation, both before and after occupation of the site.

Responsibility for the implementation of the Travel Plan needs to be identified for the initial phases at the beginning of development, during the actual construction phase and after any future handover to subsequent owners and occupiers of the site.

6.2 Give details of the appointment of a Travel Plan Co-ordinator, including:

- Working time allocated to the position, e.g. full or part time hours. (This will largely depend on the scale of the development.)
- When the Co-ordinator will be appointed
- How they will be managed, including senior management support and internal reporting structure within organisation.
- Full contact details when available

Give details of how the Travel Plan Co-ordinator will:

- Manage the implementation of the Travel Plan measures at site level
- Produce marketing and promotional material for incoming site users
- Collect and analyse data relevant to future monitoring of the Travel Plan
- Undertake Annual Travel Plan Reviews

6.3 Give details of other management arrangements, e.g. setting up of a Travel Plan steering group, working group or community trust.

6.4 Give details of management handover arrangements to ensure effective transfer of Travel Plan responsibilities from development applicant to future occupier.

6.5 Include details of the timetable of the development proposal under consideration.

6.6 Give details of the appropriate individuals and organisations that the Travel Plan Co-ordinator will liaise and work with to deliver the Travel Plan, e.g. Northamptonshire County Council, local transport operators, Highways Agency and steering groups.



7 Measures

A package of specific measures proposed to encourage sustainable travel, reduce levels of single occupancy car use and achieve the stated targets of the Travel Plan is required.

Measures to encourage walking, cycling, the use of public transport and car-sharing, and to reduce the need to travel should be included. Where measures to promote a particular mode of travel are not being pursued, the reasons for this exclusion should be explained.

The measures identified should consider the context of the development proposal (type and location) and must be relevant to the audience of the Travel Plan.

The table below illustrates examples of Travel Plan measures:

(This list is designed to give examples and is not exhaustive. Only measures appropriate for the site should be included. For further advice contact Northamptonshire County Council.)

Strategy	Examples of measures to be considered (as appropriate)
Site design	<ul style="list-style-type: none"> • Pedestrian and cycle friendly infrastructure – e.g. safe crossings, speed limits, good lighting, pedestrian signing, links to the wider walking and cycling network • Conveniently located bus waiting and drop off points • Parking restrictions or car-free site (with disabled parking) • Dedicated, conveniently located car club / pool club parking • Conveniently located and secure cycle storage • Changing facilities for cyclists, including showers and lockers
Improvements to off-site infrastructure	<ul style="list-style-type: none"> • Improvements to local walking network, including links to bus and rail services – e.g. safer crossing points, pavement widening, better lighting • Improvements to wider cycle network • Improvements to bus and rail infrastructure serving the site
Reducing the need to travel	<ul style="list-style-type: none"> • Local recruitment strategy and incentives for staff to relocate closer to work • Policy to enable regular home-working • Video-conferencing / audio-conferencing facilities • On-site services for employees, e.g. café, crèche, shop
Initiatives to support walking	<ul style="list-style-type: none"> • Distribution of maps showing safe local walking routes • Promotional events and literature to encourage walking • On-site security patrols
Initiatives to support cycling	<ul style="list-style-type: none"> • Distribution of maps showing safe local cycling routes • Promotional events and literature to encourage cycling • Pool bikes and cycle mileage allowance • Free or cut price bikes and equipment for staff • Cycle training offered to inexperienced cyclists



Development of bus and rail	<ul style="list-style-type: none">• Promotion of public transport with service information and advice• New or improved services• Improvements to the waiting environment• Staff discounts and special offers for day and season tickets• Salary sacrifice schemes for season tickets• Provision of real time information at bus stops / rail stations
Support for car-sharing	<ul style="list-style-type: none">• Car share matching service for travel to work• Car share promotion, including launch event with opportunities for finding a match• Preferential parking for car sharers• Incentives for regular car sharers, e.g. free car washes• Provision of (fuel efficient) pool vehicles for journeys in the course of work
Parking management	<ul style="list-style-type: none">• Limited parking allocation on site• On-street parking controls in the vicinity of the site• Needs-based parking allocation scheme• Parking charges, with revenue ring-fenced to pay for sustainable travel measures
Freight and deliveries	<ul style="list-style-type: none">• Policy of using local suppliers• Co-operation with other site users on common purchasing and recycling policies to reduce vehicle movements
Promotion and communications	<ul style="list-style-type: none">• Personal travel advice offered to employees• Incentives for use of sustainable transport• Inclusion of sustainable travel information and incentives in induction packages• Sustainable travel directions for all visitors• Publication of Travel Plan and travel information of organisation's website• Posters, competitions, fliers, events and road shows to promote sustainable travel options• Promotion for specific initiatives• Engage staff and visitors with national campaigns e.g. Car Share Day, Bike Week, Walk to Work Week.

For further detail, refer to the Department for Transport (DfT) document 'The Essential Guide to Travel Planning.' (2007)



8 Marketing strategy

A marketing strategy should be designed for the communication and promotion of the Travel Plan to all site occupiers and users.

The strategy should describe the range of communication tools and promotional techniques that will be used from the outset of the development and those that will be used on an on-going or phased campaign basis.

Describe how the following will be undertaken, including how regularly the tasks will be undertaken and who will be responsible for their implementation:

- 8.1** Raising awareness of sustainable travel options and the associated benefits to staff and visitors, e.g. health benefits, cost savings.
- 8.2** Promotion of individual Travel Plan measures and initiatives to staff and visitors, e.g. car share database, staff travel discounts.
- 8.3** Dissemination of sustainable travel information to staff and visitors, e.g. bus and rail services timetables, cycle route maps.

Listed below are examples of communication tools and promotional techniques:

Printed materials	<ul style="list-style-type: none"> • Site / company travel newsletter • Travel Plan notice boards • Poster campaigns • Staff / visitor travel information packs • Summary of incentives for staff • Press releases
Electronic media	<ul style="list-style-type: none"> • Travel Plan website • Travel information page on company / organisation website • E-mail bulletins to staff / regular visitors
Activities	<ul style="list-style-type: none"> • Initiative launch events • Events supporting national campaigns, e.g. Car Share Day, Bike Week, Walk to Work Week. • Travel road-shows • Personalised travel planning • Travel Plan news disseminated in staff meetings • Media launches

(This list is designed to give examples and is not exhaustive. Only methods appropriate for the site should be included. For further advice contact Northamptonshire County Council.)



9 Monitoring and review

A systematic approach to monitoring and reviewing the Travel Plan is required to quantify and illustrate the extent to which the objectives and targets are being achieved.

A successful review process will provide the opportunity to make changes to the Travel Plan to achieve the agreed outcomes and ensure they are sustained long-term.

9.1 Explain how the Travel Plan will be monitored throughout the year, including:

- Proposed process for measuring progress towards targets and objectives, e.g. mode of travel surveys, monitoring extent of uptake of initiatives.
- How frequent monitoring will take place.
- Commitment to undertake an Annual Travel Survey (of staff and visitors) – in order to make year-on-year modal shift comparisons against baseline data.
- Who is responsible for the annual survey distribution and collection of results e.g. Travel Plan Co-ordinator

9.2 Describe how the Travel Plan will be reviewed, including:

- Who will be involved in the review process.
- The proposed format of the written Annual Travel Plan Review report to be submitted to Northamptonshire County Council
- The timing of the Annual Travel Plan Review and the deadline for submission
- How often targets / measures will be revised and agreed with Northamptonshire County Council.

Any revision to the Travel Plan detailed in the Annual Review report as a result of monitoring must be undertaken in agreement with Northamptonshire County Council and clearly recorded as an agreed amendment.

9.3 Identify any potential issues that could arise and prevent the implementation of any of the Travel Plan measures and explain how these may be managed, e.g. change of development management or occupation.

9.4 Detail the appropriate remedial actions that will be taken if the Annual Review report shows that the Travel Plan targets have not been achieved, e.g. further funding allocated to provide support to the Travel Plan Co-ordinator.



10 Action plan and budget

A detailed action plan should be designed as a programme for the implementation of the measures proposed in the Travel Plan.

In conjunction with the Action Plan, determine the major cost implications associated with the Travel Plan measures and clarify who will meet the costs or how funding will be secured – this will identify whether cost poses a potential risk issue in implementing any of the actions.

10.1 Design an action plan to outline the implementation of the proposed Travel Plan measures, including:

- Person or group responsible for each task
- Regularity / duration of each task
- Timescale for completion of each task

10.2 Detail the major associated costs and financial implications of the implementation and delivery of the Travel Plan. (Ideally present costs in a table format so that relevant information may be easily extracted.)

10.3 State the overall expected expenditure based on the resources required to implement the proposed measures.

10.4 Detail the sources of finance for the delivery of the Travel Plan.

Sources of funding may include:

- Facilities budget
- Human resources budget
- Grant from a public body

10.5 State whether any income is expected to be generated from the actions of the Travel Plan and explain how any generated income will be spent.



Checklist

The following checklist should be used to ensure that each section of the Travel Plan has been completed according to the template.

It is essential that all sections are fully completed prior to submission of the Travel Plan for assessment by Northamptonshire County Council.

Section		Tick
1	Introduction – description of development site and company, current travel provisions, location map, reasons for producing the Travel Plan.	
2	Scope of the Travel Plan – identifying the travel elements and trip generation of the activities of the organisation/company.	
3	Travel survey – how the travel survey was collected, how people currently travel and how they would prefer to travel to the site, home location postcode plot and written analysis of results.	
4	Outcome objectives – high level aims of the Travel Plan and how the outcomes are locally beneficial, appropriate and relevant.	
5	Targets and indicators – SMART targets with appropriate timescales linked to specific Travel Plan objectives (preferably listed in table format for easy reference).	
6	Management strategy – details of project management responsibility, Travel Plan Co-ordinator arrangements, steering/working groups and appropriate partner individuals or organisations.	
7	Measures – detailed package of specific and site-relevant actions intended to achieve the targets and objectives.	
8	Marketing strategy – how the Travel Plan objectives and measures will be communicated and promoted to site occupiers and users.	
9	Monitoring and Review – arrangements for the on-going monitoring of targets and commitment to an annual review of the Travel Plan.	
10	Action plan and budget – programme for the implementation of Travel Plan measures, financial implications of the Travel Plan, predicted overall expenditure and list of finance sources.	



Appendices

The appendices section is for any information that is referenced in the Travel Plan but does not appear in full in the main body of the text.

Each individual section of the Travel Plan may have information or data that is too descriptive or bulky for the main text and could more appropriately be placed in the appendices for reference purposes.

Examples of information to include in the appendices:

Introduction

- Location map and site plan
- Photographs (of existing transport links, roads, car parks, entrances etc)
- Postcode plots
- Bus / Rail timetables accessing the site

Travel survey section

- Copy of the travel survey questionnaire
- Tables / graphs showing the survey results

Management strategy section

- Timetable of the development proposal
- Contact details of partner organisations

Contact Information

For further information regarding the development of Commercial Travel Plans contact:

**Road Safety and Sustainability Team
Northamptonshire County Council**

Tel.: 0300 126 1000 (Customer Service Centre)
Monday - Friday 08:00am - 18:00pm

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This document can be provided in other formats upon request, such as large print, Braille and CD.

Contact: 0300 126 1000



Published 06/2011.

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