

The Travel Plan Co-ordinator

- 15.2 The Travel Plan Co-ordinator manages the travel plan from inception, through implementation, delivery, monitoring and revisions/updates to the travel plan. They are responsible for all travel plan related issues as well as writing the travel plan document (see **Step 19**). The exact nature of this position will vary depending on the size and type of your organisation. It may be a role undertaken in addition to your day-to-day role, as and when required. It may be a part-time role, for example taking one day a week. For very large organisations it may be a permanent role with a set salary and/or a role undertaken by a team of people.

Mandatory Travel Plans

- 15.3 Mandatory travel plans require that a Travel Plan Co-ordinator be identified, with their roles, responsibilities and any associated salary defined within the travel plan document (see **Step 19**).

Voluntary Travel Plans

- 15.4 It is still advised that, for organisations implementing a voluntary travel plan, you identify a Travel Plan Co-ordinator and ensure this person's role is clearly defined and that they are allocated the necessary time to undertake the role.

Typical Travel Plan Co-ordinator Responsibilities

- 15.5 The Travel Plan Checklist included at the start of this document provides a good summary of the stages of a travel plan and hence correspond with the roles and responsibilities of the Travel Plan Co-ordinator who is implementing and managing the travel plan. Other tasks related to the travel plan, can be considered part of the role. If you have appointed Mode Champions or set up User Groups (see **Step 9**), or have a Student Union (see **Step 9**), you can consider using these people to help you with some of the travel plan tasks.

Let Your End Users Know!

- 15.6 Once you have your Travel Plan Co-ordinator, let all of your End Users know who it is. The name, contact details (including their department and where they sit, if in a larger organisation) and invitation to ask them about travel should be circulated using appropriate communication channels (see **Step 9**).

16. Step 16: Create Your Action Plan

- 16.1 The next step of the travel plan process is to pull together your suite of measures into a cohesive, easy-to-reference, central point and allocate timescales, responsibilities and, where appropriate, costs to each of your measures. This will help you to manage the implementation of the whole plan, of each measure and ensure you have the resources (financial and time) to do what you have planned at **Steps 13, 14 and 15**.

Mandatory Travel Plans

- 16.2 You are required to create an Action Plan that includes all your measures, timescales for delivery, who is responsible for delivering each measure, and any associated costs, as part of your travel plan document (see **Step 19**).

Voluntary Travel Plans

- 16.3 Whilst it is not required of you to create an Action Plan, it is still advisable as it allows you to efficiently plan how, when and by whom each measure will be delivered, and allow you to plan budgets.

How to Set Out Your Action Plan

16.4 The simplest way to compile your Action Plan is to create a table with the following headings:

Reference Number	Measure	Timescale	Responsibility	Cost Notes	Estimated Costs
(it will help you to assign a number to each measure so you can quickly reference it elsewhere)	(a brief description of each measure as separate entries in the table)	(include a date for the implementation / delivery of each measure. Try to be as specific as you can to keep your measures S.M.A.R.T (see Step 13)	(describe who will be responsible for implementing the measure. In some cases, this may be a 3 rd party or the Council)	(include any assumptions, notes or calculations regarding the costs of your measures)	(include a cost where applicable)

Costs

16.5 Where you are unsure how much a specific measure will cost, speak with Brighton & Hove City Council's travel planning team. You may, at this stage, need to revisit **Step 8** and adjust your available finances. You may also need to revisit **Step 14** to revise your measures; to add more or remove some as costs dictate.

17. Step 17: Create Your Monitoring Strategy

17.1 You have set objectives and targets (**Step 13**) based on the results of your Baseline End User Surveys (**Step 12**) and Baseline Conditions Review (**Step 7**). You have appointed a Travel-Plan Co-ordinator (**Step 14**) and decided on a suite of travel plan measures designed to achieve your targets (**Step 15**). The next step is to create a strategy to assess whether your measures have been effective. This assessment of the impact of your measures is referred to as monitoring. At this stage, you should plan how you will monitor your travel plan, although the monitoring itself cannot happen until **Steps 20, 21 and 22**.

Mandatory Travel Plans

- 17.2 You will be required to monitor your travel plan and report on the success of your measures and meeting of your objectives and targets. Speak with Brighton & Hove City Council's travel planning team at this stage to establish required timescales (which will be subject to the nature of your travel plan and organisation) and how your monitoring results should be provided.

Voluntary Travel Plans

- 17.3 You are not required to commit to monitoring your travel plan but it is advisable in establishing a successful travel plan; it allows you to determine whether your plan is successful and allows you to adjust and evaluate. You can decide the timescales for monitoring based on the nature and size of your organisation, but you may still contact Brighton & Hove City Council's travel planning team at this stage as they will be able to offer bespoke advice.

Considerations for Your Monitoring Strategy

- When you will carry out monitoring:

It is recommended that you carry out monitoring at least every 2 years. For mandatory travel plans, Brighton & Hove City Council will tell you how frequently and for how long into the future monitoring will be required.

Travel patterns can vary across the year, with some months showing unusually low levels of car traffic (months during the school summer holidays, for example, tend to be quieter) or unusually high levels of car traffic (the weeks around the Christmas and New Year holidays tend to be busier). As such, you should seek to undertake your monitoring surveys in a "neutral month", i.e. a month that offers more average, typical levels of traffic and travel – Late March and April (excluding the weeks before and after Easter), May (excluding the week of each Bank Holiday), June, September (excluding the first week of the new school term), October and November. You should also seek to undertake your monitoring surveys at the same time of year every time you monitor your travel plan to allow for compatible data to be collected.

Set a date for when your monitoring will occur and get this agreed with senior management and Brighton & Hove City Council (if appropriate). Set a date at least a week prior to this to devise your monitoring surveys.

- How you will carry out monitoring:

This will depend on the size and nature of your organisation. It is recommended that, as a minimum, a Monitoring End User Survey is used, which will be a re-issue of the Baseline End User Survey you conducted at **Step 10**. This may be enhanced by additional traffic surveys:

Automatic Traffic Counters (ATCs) can be installed by a traffic survey company at access points to your site, which will count the number and type of vehicles crossing them. This will allow you to determine whether the number of cars driving to and from your site has changed since your initial Baseline End User Survey.

Advantages of using ATCs for monitoring: Relatively cheap to undertake. Provides a quick snap-shot of the number of motorised vehicles arriving/departing your site. Can be installed for a week or more to provide a good basis for average data.

Disadvantages of using ATCs for monitoring: Does not record numbers of people, only numbers of vehicles, so the numbers of car-sharers versus the number of people driving alone are not provided. The number of people using public transport, walking or cycling is not recorded.

Classified Traffic Counts (CTCs) are undertaken by traffic survey companies, utilising either people or cameras.

Advantages of using CTCs: Able to record the number and type of all vehicles (including pedestrians, cyclists and buses) arriving/departing your site. Able to provide details of the directions vehicles are coming from/to at junctions.

Disadvantages of using CTCs: More expensive than ATCs. Generally only able to capture data on a single day, which may not be representative of

general patterns. Is not able to record how many End Users have arrived by public transport.

Agree on how you will undertake your monitoring with senior management and Brighton & Hove City Council (if appropriate) and collect quotes from traffic survey companies at this stage, if these types of surveys are required.

- How and when you will analyse and report the results of your monitoring:

It is recommended that analysis of the survey results take place directly following the surveys. Set a deadline for analysis to be completed at this stage and consider who will undertake the analysis.

- How and when you will announce the results to your End Users:

It is recommended that the monitoring results be published to your End Users directly following analysis. Decide at this stage which communication channels you will use (see **Step 9**) and whether the monitoring results can be tied to any other travel plan events occurring at this time (see **Steps 9** and **18**).

- What you will do if your travel plan is not working (mitigation measures)

Decide on mitigation measures. These are additional travel plan measures or changes/enhancements to the measures you have already selected at **Step 15** which will be triggered if your travel plan is shown to not be working and targets are not being met.

18. Step 18: Implement Your Measures

- 18.1 The next step is to implement the travel plan measures you decided upon at **Steps 15** and **16**. Use the timescales you decided upon in your Action Plan (**Step 16**) and begin to introduce your measures.
- 18.2 It is advised that you start by introducing some of the quick and easy measures, as End Users are likely to be more willing to engage with the travel plan if they can see immediate changes and results. Also consider