B. A week prior to the monitoring surveys, inform your End Users that the surveys are approaching, using the most appropriate communication channels (Step 9).

20.2 If you have decided that your End User Monitoring Surveys should be enhanced with traffic surveys, ensure that these occur on the same day (or within the same time period) as the End User Monitoring Surveys.

20.3 Use the guidance provided at Step 11 to maximise the response rates to your End User Monitoring Surveys.

21. **Step 21: Analyse Your Monitoring Surveys**

21.1 Use the guidance set out at Step 12 to help you analyse your monitoring surveys. This may take longer than the initial Baseline End User Survey analysis if you also need to analyse traffic data.

22.2 It is a good idea to report the results in a note that can be circulated separately. Compare the Monitoring Survey results to your Baseline Survey results, with particular reference to the results of the “main mode” question. This data will show how your “modal split” (the proportion of all respondents travelling by each type of transport) has changed since the Baseline Surveys. It is good practice to highlight key trends, where improvements have been made over the baseline and where things have not gone as expected.

22.3 Once the analysis is complete, provide this to your senior management for their review and comments (tying in to Step 1).

**Mandatory Travel Plans**

22.4 You will be required to submit the analysis of your Monitoring Surveys and the comparison to you Baseline Surveys to Brighton & Hove City Council as a Monitoring Report.
Voluntary Travel Plans

22.5 You do not have to submit this analysis to Brighton & Hove City Council’s travel planning team but you may find it helpful if you have recorded that your targets have not been met, as they may be able to offer bespoke advice on how to improve your travel plan.

Let Your End Users Know!

20.6 Once finalised, you can circulate your analysis and conclusions of the monitoring surveys to your End Users via the most appropriate communications channels (see Step 9).

22. Step 22: Has the Travel Plan Been Successful? Have Mitigation Measures Been Triggered?

22.1 By this stage you will know whether you have met your objectives and targets set at Step 13.

If Objectives and Targets Have Been Met

22.2 You have a successful travel plan! Go back to Step 13 and review your targets. Aim to further reduce the number of people that drive alone to your site. Consider also revisiting your selection of measures and Action Plan (Steps 15 and 16) and use the results of your monitoring surveys (Step 21) to establish which measures have been working well and which are have been less effective. Are you able to change anything to improve the impact of the measures?

If Objectives and Targets Have Not Been Met

22.3 Implement your mitigation measures determined as part of your monitoring strategy at Step 17.

22.4 Review the results of your monitoring surveys and re-evaluate how appropriate and realistic your targets and measures are. Re-visit Steps 13
and 15 accordingly. Are you able to change anything to improve the impact of the measures?


23.1 Update your Action Plan (Step 16) to a new version to reflect new or changed measures and new timescales.

23.2 Update your travel plan document (Step 19) to a new version that will now include the monitoring survey results after the Monitoring Strategy section. You can consider condensing / summarising the Baseline Survey results rather than including in full from now on. Reflect the conclusions of your monitoring surveys, the success of your travel plan and whether mitigation measures have been triggered within the new revision of the travel plan document.

**Let Your End Users Know!**

23.3 Tell people there is a new version of the travel plan, and inform them of any key changes to targets and measures.

**24. Step 24: Keep the Momentum Going!**

24.1 Your travel plan is more than just the travel plan document and should continuously progress, evolve and develop. You are likely to re-visit various steps in this travel plan process. Aim to revise your objectives, targets and measures after each phase of monitoring. Update your Action Plan and travel plan document to reflect these changes even if you are not required to submit monitoring reports to the Council.

24.2 Aim to continuously work towards lowering the number of people that drive alone to your site and consider revising or including new targets directed to specific sustainable modes of travel if you find some types are not as popular as others.
24.3 Keeping your End Users engaged with the travel plan is key to continuous travel plan success. Use all available communication channels to keep everyone informed at the key milestones highlighted in this document.

24.4 Keep raising awareness of your measures and promote the “incentive” measures.

24.5 Continue to promote the national and local sustainable travel campaigns and events (See Appendix C for a list of these).

24.6 If your Travel Plan Co-ordinator (see Step 14) leaves or is unable to continue in this role, identify a new one, inform all your End Users of the new Co-ordinator and circulate their contact details. Update your Action Plan and travel plan document to reflect this.

24.7 If you have any other questions regarding the implementation and delivery of your travel plan, contact Brighton & Hove City Council’s travel planning team (see Step 2 for contact details) who will be able to assist you.