

- Lead by example (you could consider setting a **sustainable travel** challenge for senior staff which might entail them getting to work without their cars for a week, or pledging to give up their dedicated car parking spaces, for example);
- Secure funding and budgets for any travel plan measures, incentives and activities (see **Steps 8, 15 and 16**); and
- Secure the staff time required for developing and implementing the travel plan (see **Step 14**).

Jargon Buster!

Sustainable Travel

This refers to travel that does not involve driving alone in a car. Walking, cycling, using public transport and car sharing are all considered “sustainable”. Car clubs, and electric / hybrid cars are often included as these still reduce the amount of CO₂ emissions.

2.2 Senior management agreement and commitment to your travel plan will aid in its long-term success.

3. Step 3: Contacting Brighton & Hove City Council’s Travel Planning Team

3.1 The next step is to contact the Council and tell them of your intentions to develop and implement a travel plan. Brighton & Hove City Council has a dedicated Travel Planning team. You can contact them on (01273) 292233 or email travel.planning@brighton-hove.gov.uk.

3.2 You can also consider joining the Brighton & Hove City Council Workplace Travel Plan Partnership at this stage. Brighton & Hove City Council is working with employers across the city through the Workplace Travel Plan Partnership to share ideas between the council and other organisations, put travel plan measures in place and offer advice and support on transport issues. The Partnership meets 3 times a year and is open to all employers in the Brighton & Hove area. New members of the Partnership are always welcome. Speak with the travel planning team for details on how to join.

Voluntary Travel Plans

- 3.3 It is a good idea to contact Brighton & Hove City Council's Travel Planning team even if you are implementing and delivering a voluntary travel plan. They will be able to provide you with all the most up-to-date advice and contacts. They will also be able to give you bespoke advice on your travel plan, including suggesting suitable objectives and targets (see **Step 13**) and suitable travel plan measures (see **Step 15**).

Mandatory Travel Plans

- 3.4 You are required to contact Brighton & Hove City Council's travel planning team to discuss the nature and scope of your mandatory travel plan. They will provide you with specific items they wish you to include within your travel plan document. You will be required to submit your travel plan document to the Council for review and they will provide you with comments on it. You will need to ensure you know who the travel plan document should be submitted to during your initial discussions with them.

4. Step 4: Consider Other Near-by Organisations to Partner With

- 4.1 If you are a small organisation, you could consider joining forces with other organisations in your area or within your building to implement a joint travel plan (if you are required to prepare a mandatory travel plan, you will still be required to submit your own travel plan document even if you form a partnership with other organisations). If collaboration with other organisations is an appropriate approach for your organisation, speak with your neighbours now to start a collaborative route for the rest of the travel plan process.

5. Step 5: Do You Need Help From Transport Professionals?

- 5.1 This can be helpful for mandatory travel plans or voluntary travel plans for larger organisations. Transport professionals such as transport consultants