

could assist you with all, or some, of the stages of delivering and implementing your travel plan. If this is an appropriate approach for your organisation, investigate consultants with travel plan experience. The Brighton & Hove City Council travel planning team will be able to assist.

6. Step 6: Policy and Planning Context Review

- 6.1 The next step is to become aware of the existing national and local planning policy and legislation surrounding travel plans to make sure you are adhering to any rules and requirements (for mandatory travel plans) or simply to collect ideas on what you should include in your travel plan (for voluntary travel plans).

Voluntary Travel Plans:

- 6.2 It is good practice to be aware of the key national and local travel planning policy and legislation. You are not required to undertake a review of it or include a section within your travel plan document, but it is advised. During your initial discussion with Brighton & Hove City Council's Travel Planning Team you can ask them which policies you should be aware of and potentially review. All documents will be available online.

Mandatory Travel Plans:

- 6.3 You are required to undertake a policy review, and this will form a specific section of your travel plan document (see **Step 19**). You should ensure you have agreed which documents to review during your initial discussions with Brighton & Hove City Council's Travel Planning team. You will then need to read through these documents and write a summary of the key points, identifying how your site already does, or will, comply with them.

7. Step 7: Baseline Conditions Review

- 7.1 This step helps provide an understanding of what transport links, facilities and services are either available or within close proximity of your organisations' location. Undertaking this review at this stage can:

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- Identify barriers to non-car use;
- Review all of the available alternative methods of travel available to your **End Users** and allow you to recommend realistic alternatives to driving;
- Consider possible areas where some improvements could be made to encourage alternative ways to travel (this could include providing more cycle parking facilities, improvements at bus stops or clearly signing walking routes, for example); and
- Aid with the development of appropriate questions to undertake a **Baseline End User Survey** (see **Step 11**).

7.2 Mandatory travel plans are required to include this as a section within the travel plan document (see **Step 19**). Voluntary travel plans do not need to include this, but it is advisable.

7.3 Brighton & Hove City Council's travel planning team will be able to help with any specific queries you may have regarding the site assessment. You should consider including the following within your review:

Site Location

7.4 Identify your site's location in the context of both strategic and local infrastructure (e.g. "The site is located east of the A23 and Steine Gardens"). Voluntary travel plans may find it beneficial to include a map. Mandatory travel plans are required to include a site location map.

Jargon Buster!

End Users

This refers to anyone travelling to, from, or within your site, including staff, students, patients, visitors, cleaners, contractors, deliveries and suppliers.

Jargon Buster!

Baseline End User Travel Survey

A survey you undertake to establish an understanding of how your end users travel to site and their opinions on alternative methods of travel. See **Step 11**.

Existing Site Operational Details

- 7.5 Review current opening hours, number of End Users (employees/volunteers, visitors and students as appropriate), details of shift patterns, details of regular deliveries etc. as appropriate.

Existing Pedestrian / Cycle Access and Associated On-site Facilities

- 7.6 Ascertain pedestrian and cycle routes to the site (be aware of any Public Rights of Way, National Cycle Network routes, local shared foot & cycle ways and local footpaths in the vicinity of your site). Identify any on-site pedestrian and cycle routes. A map may be beneficial to illustrate this. **Appendix A** includes a list of useful resources and contacts for identifying existing sustainable travel information.
- 7.7 Establish the location and number of any cycle-parking spaces.
- 7.8 Identify any on-site facilities for pedestrians and cyclists (for example, the location, condition and number of showers / changing rooms / lockers on-site).

Existing Bus Service Information

- 7.9 Ascertain routes that serve, or stop within walking distance of your site. Mandatory travel plans are required to include service numbers and frequencies of these routes. A map may also be beneficial in illustrating this.
- 7.10 Information on local bus services can be obtained from Brighton & Hove City Council's travel planning team.
- 7.11 **Appendix A** includes a list of useful resources and contacts for identifying existing sustainable travel information.

Existing Rail Service Information

- 7.12 Identify the nearest train stations. Investigate the distance between these stations and your site. Review in particular consideration the links between your site and these stations for walking, cycling and bus, if appropriate. Check ticket price information. Mandatory travel plans are required to include rail

services details and service frequencies in a travel plan document. Brighton & Hove City Council's travel planning team will be able to assist with this.

Appendix A includes a list of useful resources and contacts for identifying existing sustainable travel information.

Taxis

- 7.13 Discover where the nearest taxi ranks to your site are. **Appendix A** includes details of all taxi ranks across Brighton & Hove.

Vehicle Access

- 7.14 Describe how vehicles currently access your site (an illustrative map may help to identify access points) and if there is any congestion or parking problems in and around your site and whether there is any form of physical restraint for vehicular access into the site.

Existing On-Site Parking Provision

- 7.15 Establish the location and number of existing car parking, motorbike parking and cycle parking spaces, if applicable.

Existing End User Travel Policy, Benefits, Help or Assistance

- 7.16 Review any existing travel policies, help or assistance currently available to your End Users. This might include, for example, any general conditions of employment regarding travel to and from the site, company cars, parking allocation/permits, interest free loans, mileage claims, business travel rules or any subsidies available to work travel.

Additional Resources for Establishing Baseline Conditions

- 7.17 **Appendix A** includes a list of useful resources and contacts for identifying existing sustainable travel information.

8. Step 8: Funding Considerations

8.1 The costs associated with your travel plan should be considered at this point to ensure you understand what budget is available to you. This is likely to be subject to review and revision throughout the life of the travel plan. For example, as the travel plan starts to change the travel behaviours of your End Users, additional finances may become available to put back into the travel plan; certain measures (see **Step 15**) may not have the expected uptake, and allocated finances can be used elsewhere in the travel plan.

Typical Travel Plan Costs

8.2 Some typical costs associated with travel plans are:

- The Travel Plan Co-ordinator (see **Step 14**);
- The time the Travel Plan Co-ordinator needs to spend on the creation, implementation and management of the travel plan (see **Step 14**);
- End User time in meetings (see **Steps 9 and 24**) or to complete surveys (see **Steps 11 and 20**) associated with the travel plan;
- Publicity and marketing, including printing, event costs, free gift incentive costs etc. (see **Steps 8, 10, 11, 18, 20, and 24**);
- Monitoring survey costs (see **Steps 17 and 20**); and
- Costs of measures, including “hard” (infrastructure) and “soft” (non-infrastructure) measures as well as any operational costs associated with them (see **Steps 15 and 18**).

8.3 How costs can be internalised, how meetings and surveys are costed, the complexity of the site (how many buildings/campuses there are for example) will also affect your overall costs.

Sources of Financial Assistance

8.4 You may be able to secure travel plan funding for initiatives, measures and incentives through internal sources such as parking charges and savings on business travel costs. You may also be eligible for funding from the Council.