Contact Brighton & Hove City Council’s travel planning team to discuss this (see Step 2 for contact details).

9. **Step 9: Establish Your Communication Channels for Awareness Raising, Marketing, Promotion and Information Dissemination**

9.1 The next step is to plan how you intend to promote, market, raise awareness and disseminate information on all elements of your travel plan. Using all of your available communication channels to engage with your End Users will help make your End Users feel involved and valued, as well as aid the overall success of your travel plan in meeting its objectives and targets (see Steps 13). People can only take part and make use of facilities if they are aware.

9.2 You may find it helpful at this stage to speak with any marketing staff (if available) or investigate and list all of your available communication channels. The use of these communication channels will be valuable at all stages throughout the travel plan process (later sections of this document will highlight when and how this can be done).

9.3 There is a wide range of communication channels you can use for marketing, awareness-raising, promoting and disseminating information which you can utilise to ensure you reach the maximum amount of people. Consider whether all of your End Users have regular access to the internet/emails and where printed materials can be located to be more visible.

9.4 The following is a list of potential communication channels you may be able to use. This list is not definitive but offers some ideas and inspiration:

**Potential Communication Channels:**

- Poster campaigns – can be used for general promotion of sustainable travel, or targeted to a specific type of transport or a travel plan event (see below);
End User sustainable travel information packs including route maps/timetable and ticket information for all types of sustainable travel to your site (drawn from your Baseline Conditions Review at Step 7);

Printed details of all of the travel plan measures and initiatives available to End Users (see Step 15);

Sustainable travel options and details of travel plan measures/initiatives included within staff induction packages;

Integrating your travel plan into new starter inductions. This will allow new people to your site to be made aware at an early stage, and through face-to-face communication, of the existence of your travel plan and all its measures, initiatives and benefits. This will also give them the opportunity to ask questions;

A business travel guidance manual;

A travel plan page on your intranet or website that includes all sustainable travel options for End Users (drawn from your Baseline Conditions Review at Step 7) and details of all measures and initiatives in place (see Step 15);

Notice-boards in End Users areas, displaying sustainable travel information, upcoming travel plan events (see below) etc.;

A Travel Plan newsletter circulated to End Users via email or paper copies;

Travel plan-related articles in existing staff newsletters / bulletins;

Briefing notes on the outcomes of End User surveys and success of your travel plan (see Steps 12, 19, 21, 22, 23 and 24). This can be circulated to all End Users or discussed at meetings, forums or travel plan events (see below);

Stationary and sundries printed with promotional sustainable travel message (for example headed paper, compliment slips, staff passes, mouse mats, pens, mugs, umbrellas etc.);

Use of social media platforms if already available;

Support of national and local sustainable travel campaigns (see Step 15 and Appendix C).
Meetings or forums where travel plan issues are discussed. This could form a point on a wider agenda or be a whole meeting/forum dedicated to discussing the travel plan. These could involve all End Users (for smaller organisations), or key representatives (for larger organisations);

Student Unions - If your organisation has a Student Union, getting them on-board can help you promote your travel plan to students peer-to-peer. The Student Union may also be able to help promote and carry out End User surveys (see Steps 11 and 20) and help plan larger travel plan events (see below);

Travel Mode Champions or Mode User Groups. You could consider nominating a Mode Champion – someone who already travels by a sustainable mode and is happy to help you promote and be a point of contact for this mode. If you have a few people that already use a particular sustainable mode, you could consider setting up a Mode User Group (for example, a cyclists group). Your Mode Champion or members of your Mode User Group could contribute to meetings/forums, write articles for newsletters, or generally help you promote and raise awareness of this particular mode of transport. Other End Users can feel more confident taking up a new sustainable mode of transport if they know others already do it; and

Travel Plan Events
- Travel Plan Fairs / Freshers Fairs – promoting your travel plan at its own travel plan fair (potentially with guest speakers to talk about specific modes of travel), or having a travel plan stall at another event for End Users (such as a Fresher’s Fair or Graduate Day) can be a good way to interact face-to-face about the travel plan and can work well for larger organisations;
- Smaller travel plan events such as breakfasts / coffee mornings can be very useful for smaller organisations for which a whole-day event or a big fair is not appropriate. Similarly, these smaller travel plan events can be good for promoting specific modes and allow

Jargon Buster!

Travel “Modes”
In travel planning, “modes” refers to all the different types of travel. Walking, cycling, using the bus or train, driving, car-sharing etc. are all “modes” of travel.
your End Users to meet other likeminded people. For example a
car-sharers coffee-morning can help alleviate concerns about car-
sharing with strangers.

10. **Step 10: Commence End User Participation**

10.1 As you approach the first interactive stage of implementing your travel plan (the Baseline End User Surveys at Step 11) you should now consider starting to engage with your End Users if you have not already done so. Utilising the communication channels you have at your disposal (see Step 9), you can now inform your End Users of the existence of your travel plan and the upcoming Baseline End User Surveys.

**The Importance of Engaging with End Users**

10.2 Regardless of your organisation's size or whether this is a voluntary or mandatory travel plan, engaging with all your End Users about all key stages of the travel plan is a good idea as it will ensure everyone responds to the travel plan and feels valued and included. This document will highlight ideal points along the travel plan process to communicate with your End Users.

11. **Step 11: Baseline End User Surveys**

11.1 The next step of the travel plan process is to create and carry out your Baseline End User Travel Surveys. This stage is integral to any travel plan as it will allow you to understand how your End Users are currently travelling and highlight measures that may be useful in encouraging use of sustainable modes. Your Baseline Travel Survey does not have to be long or arduous but there are certain key pieces of information that you should seek to capture to help you set your objectives and targets (see Step 13).

11.2 If you are preparing a **mandatory travel plan**, your Baseline End User Survey **must** be iTRACE compliant. iTRACE is an on-line tool that supports the development and monitoring of travel plans. Speak with the Brighton & Hove City Council’s travel planning team to understand the iTRACE process in detail, but for iTRACE-compliant surveys, the following question **must** be