



Travel Plan Champion Guidance

A Travel Plan Champion(s) is an individual or team of colleagues within a workplace who is/ are responsible for the day-to-day implementation of a Travel Plan and its delivery. This role often involves working with other key staff within the workplace and external stakeholders. The Travel Plan Champion is the driving force to move the actions forward whether in a formal Travel Plan or simply an Action Plan for the workplace. Brighton & Hove City Council (BHCC) are here to support Travel Plan Champions through this process.

Your role

If you have been nominated or volunteered to be your workplace's Travel Plan Champion, this guidance is designed for you in order to help you understand and undertake your role successfully in order to help you attain your travel plan objectives and accreditation.

Steps to Success

1. Know your stuff

- a. Get to know your local area

Do you know where the nearest bus stop or train station is? Do you know where the local shops and amenities are? You might want to familiarise yourself with the area first so check out the walking and cycling routes and investigate local transport links.

By knowing the local area well you will be able to help your staff travel sustainably and easily support them and answer any queries.

- b. Once you have orientated yourself with the local area, you can then actively promote the most suitable modes of transport to promote to colleagues and staff.

For example, if your workplace is a five minute walk from a bus or train station you may want to promote travel offers with [B&H Buses](#) or [National Rail, or join the easitBRIGHTON&HOVE discount scheme](#).

2. Understanding your company culture

Every workplace is different so working cultures will differ too. A 9-5 office environment will have different travel patterns to a transport depot with shift workers. The two steps below will enable you to understand your workplace culture and form baseline data to record against.

- a. Undertake a travel survey

iTrace is the online survey tool used by the council to conduct staff travel surveys. Workplaces can have their own account set up in order to manage travel surveys. Once you have your iTrace account setup with BHCC, you can conduct a travel survey. Follow the instructions, or liaise with your contact at BHCC to guide you through the required steps. Once your travel survey is complete, you then have a baseline to work with.

b. Understand and overcome barriers

Once you've obtained your travel survey results and engaged with staff and colleagues, you may be able to draw up a list of barriers that stop people traveling actively and sustainably. These could be that there's not enough cycle parking, no showers or busy roads.

When you do identify barriers try and overcome them by implementing changes by using some of the supporting guidance documents (see [workplace travel webpage for further supporting material](#)).

Tip: You may want to upload data into Excel and produce some graphics. Charts are a good way to demonstrate data and can emphasise the importance for travel change.

3. Stakeholder buy-in

As a workplace Travel Plan Champion you will need support from other colleagues to be successful. It is crucial to get other stakeholders on board with the Action Plan and ensure they understand the principles and objectives that underpin it.

a. Management

If you can get backing from senior management early on in the Travel Plan process, then this will ensure that active and sustainable travel is high on the agenda. Additionally, if senior managers can "lead by example" this can help embed active / sustainable travel into the workplace culture.

b. Other departments

You will also want to get your HR, Communications, Facilities and other teams on board to help get the message to all company staff and to help work on solutions to any travel issues. Again, this will help to get active and sustainable travel embedded within your workplace.

c. Colleagues

If you can get other colleagues to help you (e.g. team leaders), who are keen cyclists, walkers or explorers, they can also help to communicate the sustainable travel message to even more staff.

d. Stakeholders

Ensure that you involve and communicate with stakeholders who may have input or influence on your travel/ action plan. This could be neighbouring workplaces, BHCC or travel companies such as B&H Buses.

Tip: Have a brain-storming session and draw a mind map which includes all the people/ departments that you will need to communicate with to ensure the Travel Plan is successful. This will help identify all the colleagues, departments, partners and stakeholders that need involved with your travel plan. Consider internal and external support.

4. Quick fixes to do straight away

a. Show commitment

Adding a statement on your workplace's internet / intranet pages is a good way to demonstrate its environmental and social responsibilities. You may want to include the following:

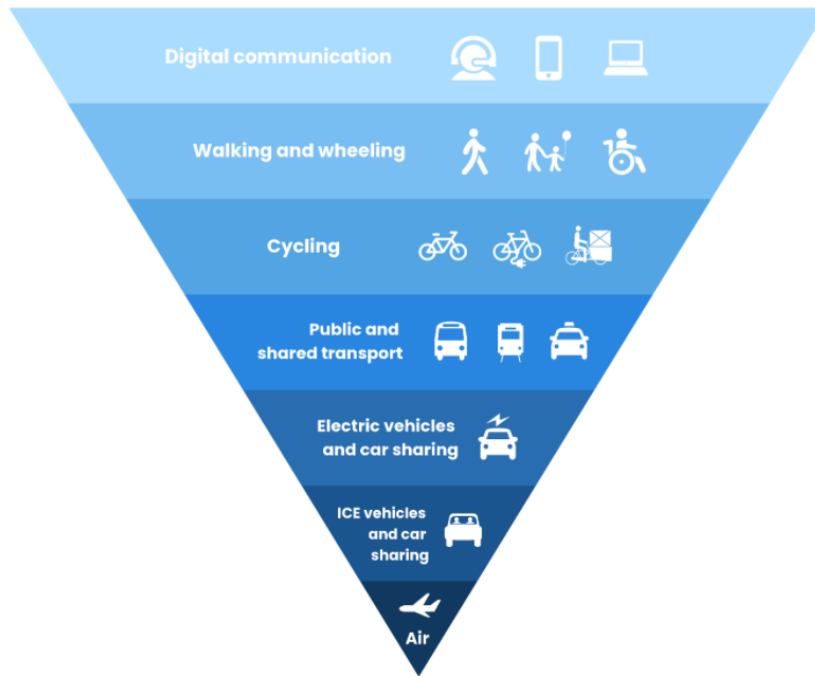
- i. Why active & sustainable travel is important to your workplace – Make it chime with your workplaces brand, image and values.
- ii. How employees benefit – By promoting sustainable and active travel it can help with fitness and wellbeing and save staff money.
- iii. Sign up to initiatives that support sustainable and active travel and, if possible, install new facilities (i.e. cycle stands).

b. Site Audit

Undertake a site audit. Once you know what facilities you have on site, then you should have a better idea of what you have to work with.

c. Up-date your “how to find us page”

Updating your workplaces' website can help new staff and visitors find the most efficient and sustainable travel option (See appendix for example). By incorporating the following hierarchy, it can encourage people to travel differently: digital communication, walking and wheeling, cycling, public transport, electric passenger vehicles and car sharing, motorbike/ scooter, regular vehicles and car-sharing and, lastly, air travel driving.



5. Improved processes

a. Job adverts

Liaise with your HR department and ensure that all job postings include details of how to get to interviews by all transport modes (i.e. by foot, cycle, motorbike, etc). Some new starters may qualify for travel discounts. This is important, as it's a key time that potential employees will be considering their travel options to a new workplace and therefore a vital time to provide information on all travel options.

b. New starters

Starting a new job can be quite daunting, especially if new starters have to commute. They might not know the local area or know of all the travel options available to them and the facilities available to them on site too.

During the induction process (for example, new starter packs, staff induction session) incorporate a travel section and demonstrate travel options and schemes available to them (e.g. bike to work scheme, etc). This can make starting a new job less stressful and easier for new employees to integrate into your changing workplace culture.

c. Staff meeting, 1-1s and reviews

Some of your existing staff may not know about all the travel options available to them. During team meetings you may want to cascade travel options and updates to them and

link in new travel services / promotions, campaigns or offers (eg www.lovetoride.net/brighton).

d. Business travel

A common barrier to sustainable travel is the use of vehicles during the working day to travel to meetings, conferences, etc. Improving tele-conferencing systems and IT software, like Skype, can cut down on business mileage as well as costs to your business. Additionally, you may want to introduce travel day tickets for bus or rail, or improve and update your pool bicycles or grey fleet. Restricting business mileage payouts may encourage staff to travel differently. Cycle mileage should also be payable to employees who use their bike for work purposes, and this should be highlighted to staff as an option for local business travel.

6. Keeping up the momentum

Holding travel events and bike breakfasts can help keep interest up throughout the year. Cycle challenges are also good ways to encourage new and existing staff to cycle more. BHCCs BetterPoints Move for Change campaign is a way to incentivise staff to travel actively. BHCC can provide your workplace with free Dr Bike sessions, travel clinics and more, so keep in touch and take advantage of the support available!

7. Marketing

As a Travel Plan Champion you'll understand the benefits of traveling actively and sustainably, but your colleagues may not.

You'll want to use all the communications channels available to you to get the message out to them, whether they are travel discounts or events. Sharing progress on the workplace Travel Plan and "good news stories" are great ways to communicate the message. It's also good to use stories from staff themselves to demonstrate key messages, so keep in touch with staff who may be willing to share their story about their new commute and how it's benefiting them.

Some channels you could utilise to communicate key messages to staff:

- Emails to all staff
- E-newsletters
- Magazines or leaflets
- Intranet messages / articles
- Social media
- Noticeboards
- Leaflets at reception or in key staff areas
- Staff briefings

- Team meetings
- Management meetings
- Signage in car parks / cycle parking areas

8. BHCC support for travel champions

- Contact BHCC Sustainable Travel Team
If you need to contact the travel team email

transport.projects@brighton-hove.gov.uk or call 01273 295456.

Tip: Here are some suggestions to help you get the sustainable & active travel message out there:

- Notice boards
- Newsletters
- Intranet
- Internal communication channels
- Digital screens
- Award events
- Emails to all staff
- Social media (Facebook, Twitter or Yammer)
- Leaflets at reception or in key staff areas
- Staff briefings
- Team meetings
- Management meetings
- Signage in car parks / cycle parking areas / shower & locker areas

9. Incentivising

There are costs attached to maintaining and facilitating car parking spaces; so, you may want to incentivise non-car users rather than subsidising car drivers through offering free parking. The incentives your workplace will offer is dependent on your organisation but could include reduced prices for public transport, cycle parking and shower / changing facilities or a car sharing scheme.

Promotion of BHCCs [BetterPoints Move for Change challenge](#) is an excellent way to incentive active and sustainable travel. Find out more here.

10. Credentials

After you have invested time and effort in developing a successful Travel Plan, you will want to look into some kind of accreditation which you can attain through the ModeShift STARS for business travel plan system. ISO standards also demonstrates that workplaces adhere to sustainable travel and can be attractive for potential investors and employees. Accreditation like this can be a real good news story and helps to maintain the momentum.

Appendix

Here are some helpful tips for improving your “**how to find us**” webpage

Step 1

Introduction

Copy and paste the text below. This forms your introduction.

****Name of organisation**** is committed to reducing carbon emissions and congestion caused by staff and visitors travelling to and from our site and promoting healthy lifestyle choices. Our objective is to promote sustainable travel and healthy lifestyle choices by providing up-to-date information on all the travel options available our site.

Step 2

Workplace address

Add your workplace’s full address and postcode

Step 3

Insert Google Map excerpt / link

Step 4

Getting here

Include all modes of transport and links to get to your office by:

- Walking – include routes to nearest bus stops and train stations
- Cycling – include cycle map link: <http://www.brightonandhovecyclemap.com/>
- Public Transport – include link to BHCC Live Bus webpage: <https://www.brighton-hove.gov.uk/live-bus-times> and Brighton & Hove Buses: <http://www.buses.co.uk/>
- Car-sharing – Include link to [EasyCar Club](#) and liftshare.com.
- Taxi

Text continues here...

