

Key Components to be incorporated in to a Travel Plan Framework

To be used where outline-planning consent is being sought and where the end-users are unknown. (This provides a structure for the initial framework travel plan and supplementary travel plan to be developed within a given timescale)

Section		
1 Introduction	<ul style="list-style-type: none"> • Sets the context for the development and makes reference to local policies for transport. • Includes any requirements imposed through the planning process. 	<input type="checkbox"/> <input type="checkbox"/>
	<ul style="list-style-type: none"> • Details on the type and size of the development in terms of number of employees, car parking spaces, (if known). • Using the findings from the Transport Assessment (if undertaken) assess the current transport situation. • Should include a site location plan that shows the proposed development in relation to the surrounding transport system and site access arrangements. • Consideration should be made for the accessibility to the site and access to key services for employees. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2 Development Site Information	<ul style="list-style-type: none"> • Analysis of local travel behaviour to provide baseline data and an estimate of new demand arising from the development. • As this is a new development commitment to conduct an employee travel survey 6 months after occupation, to establish mode share of commuter travel. • A qualitative description of the travel characteristics of the existing site, including pedestrian/cyclist movements and associated facilities. • Existing public transport provision, including frequency of services, location of bus stops/ train stations and park and ride facilities should also be considered 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	3 Baseline Transport Data	<ul style="list-style-type: none"> • Sets clear objectives reflecting the broader goals of the Travel Plan and will ensure the Plan will meet any planning requirements. • Targets should correlate to objectives and be SMART (measurable, achievable, realistic and time bound) and should relate to particular circumstances of the site. • When an occupier is new to the area, or where travel patterns are unknown, data from the 2001 census should be used to set a baseline or where available TRICS data.
4 Objectives, Targets and Indicators		

Section		
5 Implementation	<ul style="list-style-type: none"> • Six months after occupation of the development, a travel survey will need to be conducted to provide more accurate data. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> • Includes a series of appropriate measures that the developer is committed to undertake over the next three years to achieve associated targets, including both demand restraint and positive incentives, to use sustainable transport modes and the appointment of a Travel Plan coordinator. 	<input type="checkbox"/>
6 Management of the Travel Plan	<ul style="list-style-type: none"> • Outlines the management of the plan to ensure its longevity beyond the initial period of operation, including the role of the Travel Plan Coordinator and commitment to the establishment of a Corporate Steering Group. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> • Proposed methods of communication with employees e.g. Focus Groups / Intranet etc. Includes proposals for a marketing and promotion strategy identifying key milestones e.g. launch of the Travel Plan. 	<input type="checkbox"/>
7 Monitoring and Review	<ul style="list-style-type: none"> • Clearly identifies a designated person who is responsible to oversee the implementation of the Travel Plan, including responsibility for managing the travel plan. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> • Clarifies how performance will be measured e.g. criteria for monitoring and review. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> • Makes reference to timescale for completing the baseline survey, appointments of the Travel Plan Coordinator and a monitoring and review framework. 	<input type="checkbox"/>

Measures Travel Plan

These involve developing a comprehensive travel plan containing a range of measures or actions to be provided within an agreed timetable. The advantage of identifying and implementing measures gives the developer more certainty in terms of conditions and/or obligations to be met. The disadvantage is that the measures may not fully achieve any of the desired modal split / shift targets.

Minimalist Travel Plan

These are to be used for small-scale developments where the end user is known and where the transport implications are not substantial, but important to control. **Minimalist plans involve the commitment to a range of soft measures such as marketing and promotion of sustainable travel options, sometimes referred to as 'Smarter Choices'.**

Outcomes Travel Plan

These involve developing a comprehensive travel plan that relates to defined and agreed set of targets or outcomes to be met. They are different from a measures travel plan, as they focus their attention on specific outcomes and they allow more flexibility in the choice of actions to achieve modal shift or modal split targets. This approach is used when there is less confidence in the effectiveness of measures to achieve a mode shift. Outcomes Travel Plans require the agreement of sanctions if targets are not met. Where the desire is to achieve a modal shift the travel plan must include a range of actions that will be effective in achieving targets, to avoid remedies or sanctions.

Area Wide Travel Plan

Numerous small developments on one site may individually not require a Travel Plan, but together the cumulative transport implication means an Area Wide Travel Plan will be required for the entire site e.g. Victoria Harbour Development. This will require each occupier, and new occupiers, to prepare and implement subsidiary travel plans as appropriate to their particular use and travel characteristics. It should be administered by an agent of the developer / site manager.