

[INSERT COMPANY NAME HERE] Workplace Travel Plan

Objectives and staff travel targets

Objectives

Objectives are the general aims of your travel plan, why a travel plan is being implemented and what it is expected to achieve at a broad level. You should define your objectives for the travel plan and these must be described in this section.

Example:

1. To reduce the number of single car occupancy trips to and from the workplace
2. To maximise the use of sustainable modes of travel by staff and visitors on their journey to and from work, including public transport, walking and cycling

Complete the table below with your objectives targets:

1.	
2.	
3.	
4.	
5.	
6.	

Aim targets & action plan

Your company's targets should be based on the results of your staff travel survey and must include indicative timescales and responsibilities.

Targets are the specific goals that your travel plan aims to meet; these should be linked to the objectives and must be aligned with a timescale (e.g. five years). There are two types of targets: aim and action.

- Aim targets are measurable targets to be achieved within a specified timescale
- Action targets are specific actions to be completed within a given timescale

Your targets must be SMART: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime bound

Aim targets

Your aim targets should be based on the initial staff travel survey and may be amended throughout the timeframe established.

