

Suggested travel plan measures

1. Travel plan management and promotion

- Appointment and training of the travel plan coordinator
- Access to personalised travel planning advice
- Establishment of a steering group to share knowledge and coordinate the improvement of sustainable travel options
- Provision of travel information (e.g. website link to journey planner or bus real time information, use of travel widgets, notice board, newsletter, travel advice to visitors)
- Provision of induction pack for new employees/residents, with package of incentives for sustainable travel
- Holding travel plan promotional events (e.g. Bike Week/Month, Clean Air Day etc.)
- Publicise travel plan successes. People may be more likely to continue mode shift and encourage others if commended

2. Reducing the need to travel

- Introduce policy on flexible working (e.g. teleworking, home working, flexitime)
- Adoption of 'smart' working practices (e.g. teleconferencing, audioconferencing, hot desking).
- Local recruitment strategy and incentives for staff to relocate closer to work
- On-site services for employees (e.g. café, creche, shop)
- Web access and provision of office space in homes
- Home delivery drop-off points

3. Increasing walking

- Promotion of public health campaigns encouraging walking (e.g. #KeepActive)
- Distribution of maps showing safe and convenient local walking routes to services
- Provision of signage/wayfinding (e.g. Southampton Legible Cities and Network)
- Improvements to pedestrian access/quality (e.g. safe crossings, tactile paving, dropped kerbs, disabled access, CCTV, lighting)
- Walking events such as led walks at lunchtime or after work, pedometer challenges and Walk Doctor events

4. Increasing cycling

- Provision of appropriate numbers, type and location of cycle parking facilities (e.g. covered and secure)
- Availability of supporting facilities for staff (e.g. showers, lockers)
- Provision of cycle tracks or dedicated segregated infrastructure, where appropriate
- Discounts or loans for purchase of equipment (e.g. cycle loan, cycle to work scheme to employees, vouchers)
- Advice or training on riding skills
- Use of bike buddies
- On-site bicycle repair service (e.g. Bike Doctor events)
- Cycle maintenance classes
- Pool bikes and cycle clubs
- Regular cycling promotion days
- Provision of information on local cycle routes
- Promotion of cycle hire schemes and new cycle lanes/infrastructure

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5. Encouraging use of public transport

- Provision of a public transport guide as part of sustainable travel information for residents, staff or visitors
- Integration of conveniently located bus waiting and drop off points, giving easy access to main entrances
- Contribution towards improving public transport operations: rerouting, capacity enhancements, bus priority
- Links to My Journey's Journey Planner on organisation's intranet
- Access to real time service information
- Hosting an update screen within the building for staff and visitors
- Provision of shuttle service (e.g. private bus or minibus facilities, taxi share) to local transport hubs
- Collection from station service for visitors
- Public transport travel subsidy (e.g. season ticket loan, Solent Go card top up, pre-loaded Solent Go card)
- Bus stop or bus priority improvements (e.g. shelters, accessibility, live departure information)
- Policies supporting use of public transport for travel in the course of work (e.g. pool Solent Go cards)

6. Reducing vehicle trips

- Commitment to a parking management plan detailing how parking will be allocated and operated (e.g. whether paid permits are required, dedicated spaces for car sharers, prioritisation of new residential parking for larger units)
- Commitment to parking surveys, including off-site surveys if appropriate
- Provision for a park and ride scheme
- Car-free proposals or reallocation of parking over time
- Parking enforcement (needs-based allocation, permits, drop off areas, pay and display)
- Parking charges, with revenue ring-fenced to pay for sustainable travel measures
- Provision of dedicated spaces for, and funding of, a car club
- Provision of free membership of a car club for occupiers
- Corporate car club membership
- Contribution towards introduction of a Controlled Parking Zone (CPZ)
- Capping of parking permits (e.g. residents excluded from applying for permits for local CPZ)
- Promoting car sharing schemes to raise car occupancy levels, including ride-matching databases, a guaranteed ride home, dedicated parking spaces and incentives for car sharers such as preferential parking
- Providing eco-driving training to staff and residents. See the [Energy Saving Trust website](#)
- Provision of secure powered two-wheeler vehicle parking and changing facilities
- Designated pick up/drop off point for taxis and private hire vehicles
- Providing electric vehicle charging points (both active and passive) and incentives to encourage use of electric and low emission vehicles
- Providing dedicated parking for low emission vehicles in a priority location and supporting this through the vehicles in the company car fleet
- Site design to reduce vehicle speed and restrict car movement through the site and Home Zone principles
- Location of parking to minimise intrusion and avoid dominance of the site
- Cost of parking not subsumed in cost of admission to sites, but charged separately

Suggested travel plan measures

(6. Reduce vehicle trips cont'd)

- Discounts for visitors arriving by sustainable transport
- For visitors, information about sustainable access prominently featured (ahead of directions by car) in all promotional literature, posters and websites publicising the site
- Marketing of sites based on their sustainable transport access and facilities, not simply availability of car parking