

# Welsh Travel Plan Awards

*Reward and Recognition Scheme*



*in partnership with*



## Introduction

The Welsh Travel Plan Awards scheme recognises best practice and excellence in travel planning. The scheme is available to all organisations whether public, private or voluntary sector, and new developments where ongoing commitment to travel planning is clearly evidenced.

This booklet explains the different awards criteria, how to apply and what support is available to help you through the process. From the largest multi-national corporation to the smallest local business the support you receive will be tailored to your requirements.

Travel plans can also provide evidence required for other awards and standards such as:

- Corporate Health Standard – e.g. Active travel and car sharing
- Investors in People – Communication with employees
- Green Dragon/ ISO140001 – Environmental impact
- BSI PAS500:2008 National specification for travel plans

Whilst this booklet provides some basic guidance on the content which should be included, please contact your regional Travel Plan Coordinator and partners who will support you through the process.

The Welsh Travel Plan Awards is closely aligned with the National Specification for Workplace Travel Plans (PAS 500:2008), making it easier for those organisations interested in applying for the national standard.

## What is a Travel Plan

A travel plan is a set of measures which improve travel choices, and provides more sustainable access for all. It should contain a mixture of initiatives for success which are tailored to the organisation and may include car sharing, promoting public transport, cycling, walking and support of alternative work practices

Implementing a travel plan provides benefits for everyone such as:

**The employee/potential employee** – a more active lifestyle, more sustainable travel choices that rely less on car ownership, cost savings.

**The employer**- evidence of lower staff sickness by encouraging active travel, reduction in staff attrition due to improved access to site, less staff parking issues, staff motivation levels improved through better two way communication.

### **Local Community-**

Potential to reduce congestion in and around site reduced parking problems on site and surrounding streets, reduced noise and air pollution around site.

As with all well thought out plans the travel plan takes the form of a written document which outlines the following:

- **The 'Why'**- otherwise known as defining aims and objectives. Examples of these could be environmental, cost savings, car parking issues, part of a planning application, means of reducing sickness and many more. This is the section of the document which outlines both the issues you wish to address and the potential benefits of implementing the travel plan.
- **The 'Who'**- the people you will need to be involved in the process in order that you succeed. Examples of this are senior management support, along with the name of the person designated as the ongoing owner of the travel plan work usually known as the travel plan officer. To support this role a travel plan steering group should be set up to oversee the delivery of the travel plan actions and objectives. At all levels of award effective communication relating to the travel plan should be evidenced.
- **The 'How'**- planning out the steps you need to take in the delivery of a travel plan will ensure it is effective. The 8 steps to travel planning method has proved very successful and with interactive workshops available for those wanting to practice skills in the theoretical environment. These one day training sessions are available from your Regional Travel Plan Coordinator.
- **The 'When'**- all sustainable travel plans need timescales for actions and targets. The easiest way of ensuring that these are met is by writing an action plan naming those with the responsibility for meeting agreed timescales. Action plans are usually written once all information has been gathered e.g. site surveys, staff surveys etc. The action plan should show reduction in single occupancy vehicle trips with an increase in sustainable travel and work practices.
- **The 'What'**- to achieve each level of award takes commitment so to recognise this there are 4 levels of award to attain to namely, bronze, silver, gold and platinum. Each travel plan submitted to the Regional Travel Plan Coordinators is measured against set criteria for that award.

## **Awards Criteria**

To apply for **Bronze** level of award the organisation must have carried out the following:

- 1) Secured senior management support and supplied evidence.
- 2) Have in place a named person usually known as the travel plan officer to drive forward the travel plan measures, and be the main contact for travel planning within the organisation. To support this role within a larger organisation a travel plan steering group should be established.
- 3) Set out clearly defined aims and objectives presenting the issues needing to be addressed, and the benefits the travel plan should bring.
- 4) Carry out a site audit containing information on site access by all means of transport including availability of cycle parking, showers and drying areas, disabled parking, car park management systems in place, visitor information, and peak time travel patterns. Alternative working practices should also be included such as availability of video conferencing and teleconferencing facilities and home working policy.
- 5) Undertake a baseline travel survey to assess how staff are currently travelling, how they would like to travel, and the barriers preventing more sustainable alternatives.
- 6) Audit of both the site and travel surveys to identify possible solutions to existing on site problems.
- 7) Draw up an action plan outlining set objectives and SMART targets. The action plan should include measures that would need to be put in place to achieve the set targets. Some measures such as improved cycle parking, car share bays, showers etc would need dedicated funding identified within the plan. The action plan would also include dates for future survey work and monitoring.
- 8) Survey results and the action plan resulting from this must be communicated to staff.

To apply for **Silver** level of award the organisation would have carried out the following:

- 1) Already be a holder of the bronze level for 1 year

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- 2) Repeat a full staff survey aiming for at least a 30% response rate.
- 3) Show evidence of monitoring and feedback on progress against objectives set out in the action plan.
- 4) Continue to action achievements against current targets, further development of travel initiatives and agree future targets.
- 5) Produce a revised action plan with dates for future survey work and monitoring. The action plan should also show reduction in single occupancy vehicle trips with an increase in sustainable travel and work practices.
- 6) Evidence that the updated travel plan has been communicated to staff.

To apply for **Gold** level of award the organisation would have carried out the following:

- 1) Already be a holder of a silver award level for at least 1 year
- 2) Repeat a full staff survey aiming for a 50% response rate.
- 3) Show evidence of monitoring and feedback on progress against objectives set out in the action plan.
- 4) Continue to action achievements against current targets, further development of travel initiatives and agree future targets.
- 5) Produce a revised action plan with dates for future survey work and monitoring. The action plan should also show reduction in single occupancy vehicle trips with an increase in sustainable travel and work practices.
- 6) Evidence that the updated travel plan has been communicated to staff.

To apply for **Platinum** level of annual award the organisation would have carried out the following:

- 1) Already be a holder of a gold award level for at least 1 year, or have a platinum award which is nearing expiry.
- 2) Repeat a staff survey

- 3) Show evidence of monitoring and feedback on progress against objectives set out in the action plan.
- 4) Continue to action achievements against current targets, further development of travel initiatives and agree future targets.
- 5) Produce a revised action plan with dates for future survey work and monitoring. The action plan should also show reduction in single occupancy vehicle trips with an increase in sustainable travel and work practices.
- 6) Evidence that the updated travel plan has been communicated to staff.

Before submitting a travel plan for accreditation, applicants should use the quick check list on the next page to ensure that all points have been covered within the travel plan.

Several areas of travel plans will require support from partners in order that the travel plan is effective and delivers results. Partners contact details are available at the back of this booklet or the regional Travel Plan Coordinator will provide named contacts.

Applicants should forward their travel plan along with the check list to the Regional Travel Plan Coordinator. Applicants will be contacted with a decision on the level of award within 28 days.

It should be noted however that all organisations have to work through each award starting with bronze.

When forwarding an application for silver, gold or platinum applicants do not need to send a full copy of the existing travel plan. At these levels a progress report and action plan would be required along with supporting evidence of reduction in single occupancy vehicles trips. Evidence that the travel plan and its measures have been communicated to all staff should also be included for all levels of award.

## Travel Plan Submission Check List

The following check list is meant as a guide only as certain sites will require additional information due the impact of the site to the surrounding area.

Travel Plan Inclusions Evidence Required for levels B=Bronze, S=Silver, G=Gold, P= Platinum	(included) Tick
Senior Management Support (B,S,G,P)	
Travel Plan Officer identified and named (B,S,G,P)	
Current Transport Policy (B,S,G,P) Site Description (B)	
Site Survey+ include maps, parking spaces, cycle stands, showers etc (B)	
Fleet Management policy* (B)	
Local Transport Network information /Bus and train information provided ( B,S,G,P)	
Evidence of a Steering Group/Working Group (B,S,G,P)	
Previous Travel Plan information** (S,G,P)	
Employee/Visitor Travel Survey data*** (B,S,G,P)	
Results of Employee/ Visitor Travel Survey*** (B,S,G,P)	
Sources of Travel information and how communicated to users e.g. Welcome packs, information boards etc (B,S,G,P)	
Proposed package of Measures (B,S,G,P)	
Targets for Employee/Visitor travel (B,S,G,P)	
CO <sub>2</sub> reduction targets (where appropriate) (B,S,G,P)	
Active Travel targets (B,S,G,P)	
Funding for Measures identified (resource/monetary) (B,S,G,P)	
Action Plan with dates and responsibilities identified (B,S,G,P)	
Monitoring and review including procedure and date of submission (usually 1 yr after) (S,G,P)	

\* where fleet vehicles, hire vehicles, pool cars or mileage paid

\*\* only applicable where available

\*\*\* only applicable to existing sites or where end user is known and data is gathered before occupation

## Travel Plan Award Levels



Fig 1 Travel Plan Award Level

## Regional Travel Plan Contacts

Organisation wishing to apply for a Welsh travel plan award can draw on the following contacts for support through the process.

To ensure organisations contact the correct Travel Plan Coordinator please check the list of counties within each region.

**SWWITCH Region** - If your organisation is in Pembrokeshire, Carmarthenshire, Swansea or Neath Port Talbot.

**TraCC Region** - If your organisation is in Gwynedd (Meirionnydd), Ceredigion, Powys.

**TAITH Region**- If your organisation is in Conwy, Denbighshire, Flintshire, Anglesey, Wrexham, Gwynedd (Arfon and Dwyfor)

**SEWTA Region**- Blaenau Gwent, Bridgend, Caerphilly, Cardiff, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taf, Torfaen, Vale of Glamorgan.

Contact Name	Region	Tel number	E-mail address
Jayne Cornelius	SWWITCH	Tel: 01792 637644 Mobile: 07796 275711	jayne.cornelius@swansea.gov.uk
Nicola Thomas	SWWITCH	Tel: 01792 637644 Mobile: 07796 275691	nicola.thomas3@swansea.gov.uk
Meleri Edwards	TraCC	Tel: 01970 633432 Mobile: 07843 575653	meleri.edwards@powys.gov.uk
Jessica Pritchard	Taith	Tel: 01352 704544	jessica.pritchard@taith.gov.uk
Deborah Stux	SEWTA	Tel: 01633 463434 Mobile: 07826875790 Fax: 01633 463399	deborah.stux@capita.co.uk
Nicola Davies	SEWTA	Tel: 01633 463367 Mobile: 07826 875791 Fax: 01633 463399	nicola.davies@capita.co.uk

## **Case Studies**

### **HSBC Enterprise Park, Swansea – Gold Level Award**

HSBC were awarded gold in 2010 due to the commitment in driving forward their travel plan:

- Introducing a salary sacrifice scheme for the purchase of bikes
- Training of 40 managers on the salary sacrifice scheme so that employee questions can be answered accurately
- Increasing the use of conferencing calls to reduce unnecessary business mileage
- Setting up and promoting a free park and ride scheme for staff (used by over 100 employees daily) and working with other businesses to encourage them to join the scheme
- Signing up to the 10.10 scheme a carbon reduction initiative which includes promoting sustainable transport. Also running in house competitions. HSBC are committed to reduce travel by 10% on previous year
- Setting up of travel notice boards
- The promotion of car sharing plays a big role also with all new recruits being introduced to the car share scheme. Regular monitoring of car sharers is carried out
- 61 employees took part in cycling events during April and June in 2010
- Working with Sustrans to look at setting up a pool bike scheme and active travel programme

HSBC are regular attendees of the SNITI travel forum on the Enterprise Park and through this forum support other organisations attending.

### **Dyfed Powys Police Headquarters Carmarthen – Silver Level Award**

Dyfed Powys has gained a silver award for their achievements to date. Working very hard to drive forward their travel plan measures they ensure that all staff are fully informed on what the Travel Plan means to them and how it affects them.

2010 saw the implementation of a completely new parking policy to address parking issues on site, a very brave but extremely necessary piece of work. As part of its plan the following have been addressed.

- A map of all available parking spaces has been produced. All areas are colour coded with car sharers being issued with different parking permits from single occupancy cars. Car sharers are guaranteed a parking space. All others with the exception of emergency vehicles etc and blue badge holders are subject to parking on a first come first served basis
- The car share spaces are very popular with staff which is why a mobile fence

has been incorporated in order that more spaces for car sharers and less for single occupancy cars will be made available as time goes on

- Car share sign up days have been very successful with the SWWITCH Travel Plan team being at hand to answer any queries or problems employees may have
- A park and ride scheme has been set up for all trainees and employees coming from the west to use
- Dyfed Powys Police actively work with other employees in the area on travel plan initiatives through the Carmarthenshire forum. They have supported many of the forum members such as the local council, local health board and colleges by feeding back on best practice travel plan work
- All sustainable travel modes are supported and encouraged and these are promoted through regular events throughout the year

## **Environment Agency – South West**

### **Maes Newydd, Llandarcy (area office) – Platinum Level Award**

All offices making up the Environment Agency in the South West are engaged in travel planning however the Maes Newydd site is a little ahead of the rest. This was recognised in September 2010 when they picked up a platinum level of award in recognition of their ongoing work in all areas of travel planning.

The Agency operates a cycle scheme whereby employees can have Agency interest free loans to purchase bikes for their own use. They also participate in the national cycle scheme which allows staff to purchase bikes tax free via a salary sacrifice scheme for use in commuting to work.

During 2009 -10 South West Wales Area employees cycled a total of 816 business miles. From April to August 2010, area employees have cycled a total of 286 business miles. Maes Newydd has two pool bikes that are used for short work-related journeys.

17 people from Maes Newydd office made a concerted effort to leave the car behind and get on their bikes for 'Bike to Work' week (21 to 25 June). Maes Newydd, staff cycled 871 miles during the week.

The Bicycle User Group at Maes Newydd, whose main organisers are Katie Fawcett and Hamish Osborn, is an energetic group which is growing in numbers. Bicycle User Group cyclists from Maes Newydd set themselves a challenging commuting cycling target for 2010 of 10,000 miles. 27 people have risen to the challenge, and have smashed this target, saving nearly 1,500 kg of CO<sub>2</sub> and collectively using nearly 400,000 calories.



***Some participants from Llandarcy office***

Other activities that contributed towards attaining the platinum award include:

- They now have two nominated car parking spaces for lift-sharers to use in Maes Newydd car park, which are regularly monitored to ensure that they are used for lift-sharing purposes
- Via the July 2010 issue of the Carbon Copy, their internal electronic environmental management newsletter, they promoted the City and County of Swansea's Park and Share facility at Felindre
- Promotion of lift-share week (4 - 8 October 2010) and Environment Agency car-share scheme (September 2010 Carbon Copy).
- Via active monitoring and the Carbon Copy newsletter (May 2010 issue) they promoted efficient driving to reduce fuel used

### **Testimonials**

"Travel Planning and having a successful Travel Plan is essential to DVLA's long term aims and strategies to reduce carbon emissions from commuting."

*Richard Swift DVLA*

"We offer a number of alternatives to help our employees get to and from work. We run an 'Admiral only' lift share programme, take part in a 'cycle to work' scheme and offer loans for public transport passes.

With overall transportation costs increasing it's important as a company to be able to offer staff different alternatives and to be supportive in ways which are healthy, cost effective for everyone and environmentally friendly."

*Ceri Assiratti, Admiral Group People Services Manager*

## **Appendices**

BSI PAS 500:2008 National specifications for travel plans

<http://shop.bsigroup.com>

## **Sustrans Active Workplace Toolkit**

<http://www.sustrans.org.uk/what-we-do/active-travel>

Sustrans contact details:

[www.sustrans.org.uk](http://www.sustrans.org.uk)

## **Traveline Cymru**

[www.traveline-cymru.info](http://www.traveline-cymru.info)

## **Partner contact details**

Organisations developing and continuing travel plan work will make contact with several partners who will help implement the travel plan. These could be other organisations in the area who are also implementing travel plans, local bus companies and train operators, and many more.

To get the best out of the travel plan process the Regional Travel Plan Coordinator within the area, along with partners Sustrans and Traveline Cymru can provide support by offering free Smart Travel Champion Training and other awareness raising events on request.

## **Active Travel**

For partner support at events:

[georgina.harper@sustrans.org.uk](mailto:georgina.harper@sustrans.org.uk)

## **Public Transport**

For partner support at events:

[general@travelinecymru.info](mailto:general@travelinecymru.info)

## **Travel Plan Award Levels Additional Information**

Travel plan awards recognise excellence in travel planning through a range of different levels of achievement. Awards can be given to businesses, organisations, schools, or community groups.

### ***Bronze***

Bronze awards are given in recognition of an organisation completing a travel plan to an acceptable standard. The plan must include the following:

- Results of staff, student or community surveys to understand travel needs and issues arising
- Set measurable and realistic targets for changes in travel behaviour, modal shift, accidents etc. to be achieved over a defined period of time
- Outline improvements or measures which will be made to help employees, students or any other end user make better travel choices
- Demonstration of commitment from business, school or community leaders and evidence of involvement at all levels in the organisation

A copy of the travel plan will need to be produced and forwarded to the appropriate Regional Travel Plan Coordinator for evaluation to gain this award.

### ***Silver***

Silver awards are given in recognition of ongoing commitment to travel planning.

Evidence will be produced of measurable well-monitored achievement against targets set since initial travel plan production.

Future commitment to improving travel and transport options will be demonstrated, monitoring plans will be outlined and targets set for continuous improvement. This will be demonstrated using an action plan.

Senior level commitment to travel planning should be demonstrated including, where appropriate links made that demonstrate the impact of travel planning on strategic business plans.

A copy of the travel plan will need to be produced and forwarded to the appropriate Regional Travel Plan Coordinator for evaluation to gain this award.

### **Gold**

Gold level awards recognise regional excellence and best practice in travel planning.

Gold award winners demonstrate innovation, enthusiasm, passion and ongoing commitment to travel planning.

Evidence will be produced of measurable well-monitored achievement against targets set since initial travel plan production.

Future commitment to improving travel and transport options will be demonstrated, monitoring plans will be outlined and targets set for continuous improvement. This will be demonstrated using an 'action plan'.

Senior level commitment to travel planning should be demonstrated including, where appropriate links made that demonstrate the impact of travel planning on strategic business plans.

At this level participants will be expected to demonstrate excellent monitoring of continuous improvement and willingness to showcase their achievements to their professional peers and across organisational boundary.

A copy of the travel plan will need to be produced and forwarded to the appropriate Regional Travel Plan Coordinator for evaluation to gain this award.

### **Platinum**

The Platinum level award differs from the rest of the awards, as it is the only one which has to be applied for on an annual basis. This award is for those organisations showing continuous improvement year on year and ongoing commitment to travel planning.

The Platinum level can only be applied for when the gold level of award has been reached.