



Nottinghamshire
County Council
Environment

Your Guide to



Company Travel Plans *in* Nottinghamshire

The benefits
for your
Organisation

Create your
own Travel
Plan

Help from
Local
Organisations

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What is a Travel Plan?

WHAT IS A TRAVEL PLAN...?

Travel Plans, sometimes referred to as 'Commuter Plans' are aimed at promoting more sustainable travel to work by offering realistic transport choices. For car drivers it is often much easier to change to travelling by bus, cycle or on foot when the journey is a regular one, such as the daily trip to and from work. **As an employer you can have a role to play** by introducing measures such as car and van sharing schemes, help with season ticket purchase and secure cycle parking facilities.

“ In Nottinghamshire
7 out of 10 journeys
to work are by car ”

1991 Census

Travel Plans are not 'anti-car', but emphasise the travel choices that are available and offer practical measures on how to make them more accessible for everyone. Each organisation's travel plan is individually tailored to address the particular needs of its employees and site location.

“ In Nottinghamshire
½ of all journeys to
work are under
2½ miles ”

1991 Census

A Travel Plan does not have to be restricted to commuter journeys, it can also include measures to reduce the cost of your **business journeys** and make your site easily accessible to **visitors** and **deliveries to and from your premises**. Policies directed at the more efficient management of company fleet vehicles can also be adopted...**saving you money**.



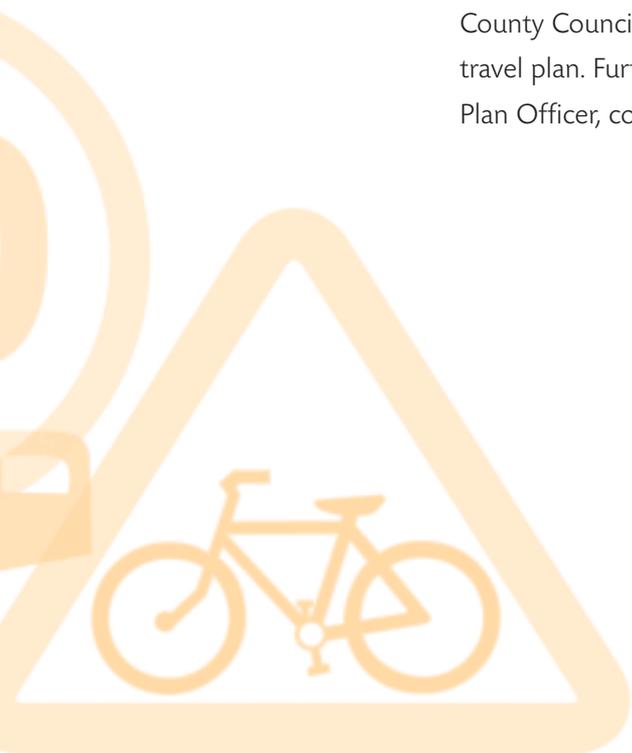
What is a Travel Plan?

...AND WHAT COULD IT DO?

A Travel Plan can be a means of achieving both **cost and non-cash benefits** for your organisation. The health and productivity of your workforce may increase, as will the pool of labour available for recruitment. Cost **savings** can be made, by addressing business travel or by utilising the **tax relief** available. The benefits for your organisation, your staff and others sharing your local environment are outlined in more detail on pages 6 and 7 of this booklet.

In 1996, Nottinghamshire County Council was the first organisation in the UK to implement its own systematic Travel Plan. It is now actively involved in the development and promotion of Travel Plans and provides **free advice and support** to any organisation interested in developing a plan.

In some circumstances **funding** may also be available, from either Nottinghamshire County Council or from national sources, to assist in implementing your organisation's travel plan. Further details are available from Nottinghamshire County Council's Travel Plan Officer, contact information is on page 10 of this booklet.



Why have a Travel Plan?

**BOOTS PLC, Beeston,
Nottingham**

Has estimated that if it were to cut its £250,000 a year support to the works bus service, the number of cars coming to the site would increase by over 1,000 per day

The Benefits of Green Transport Plans
(1999)

THE BENEFITS FOR YOUR ORGANISATION

- **Cut costs on parking provision**

A Travel Plan may reduce the need for additional car parking spaces; offering related savings in capital expenditure and the opportunity cost of converting land to car parking. A reduction in car parking growth will result, in relative terms, in savings on the costs of car parking provision such as administration, electricity, security, rates, and maintenance.

- **Improve your staff recruitment and retention**

Adoption of a travel plan may confer 'employer of choice' status in the recruitment marketplace. The potential benefits of a travel plan to staff health, morale and productivity can also improve staff retention levels.

- **Have a wider pool of labour available for staff recruitment**

The provision of good alternatives to car-based commuting can provide a more attractive recruitment package and create a wider base of potential employees.

- **Enjoy real cost savings on business travel**

Measures such as restructuring the car mileage system to offer a flat rate regardless of engine size, reducing the need to travel to meetings by installing Tele-conferencing facilities, or converting the company van/car fleet to more efficient fuel can all offer real cost savings. Similarly, encouraging car-sharing to external meetings can also provide benefits.

“ Without the new Manton Wood bus service I would have found it very difficult to get into work. Until this new service was introduced, no buses served this area so you were really stuck without your own transport. Now there is an alternative which is really great. ”

Lawrie Smith, an employee on the Manton Wood Enterprise Zone referring to the new Service 60 route which is paid for by Nottinghamshire County Council and Hazelwoods, a company on the site.

Why have a Travel Plan?

- **Obtain Tax Relief**

Significant tax relief measures are in place to assist companies who choose to increase travel choices for their employees; such as tax relief on the provision of work buses, cycle safety equipment and some capital expenditure.

- **Enjoy easier access to your site for deliveries and staff**

Improve access into and around your site and contribute to reducing overall traffic congestion. This can reduce stress for both employees and visitors and may also improve the reliability and punctuality of deliveries to and from your business; facilitating management systems such as 'just in time'.

- **Enhance your company's image**

In the marketplace

The adoption of a Travel Plan promotes your organisation's environmental image and provides positive public relations opportunities. The adoption of a Travel Plan can also assist in attaining the environmental ISO 14001 or EMAS accreditation. The employee focus of a travel plan may also enhance your organisation's image to potential employees, offering an advantage in the recruitment marketplace.

In the local community

A Travel Plan will demonstrate your organisation's responsible attitude to the environmental and social impact of traffic in your neighbourhood. A plan may reduce congestion on local roads and improve local air quality, it can also help to improve public transport service and reduce traffic-related noise.



“ Regular cyclists are healthier and take fewer days off sick than the average employee ”

1996 BMA Report

- **Contribute to a more committed, healthy workforce**

Staff choosing to cycle, walk or use public transport to travel to work may benefit from improved fitness and health, which can increase their level of commitment.

- **Support a Planning Application**

Changes in planning guidance mean that local planning authorities may require applications to be accompanied by a travel plan.

Why have a Travel Plan?

WHAT CAN A TRAVEL PLAN ACHIEVE?

FOR YOUR ORGANISATION

Traffic delays cost the country around £15 billion a year - CBI

what is it costing you?

1. Improved staff retention / recruitment
2. Improved staff morale and motivation
3. Enhanced company image in the local community and in the marketplace
4. Reduced business travel costs
5. Assist in attaining ISO 14001
6. Improved access to your site
7. Reduced car-park related expenditure

FOR YOUR STAFF

“A physically active lifestyle, including walking, cycling or participating in sport, reduces the risk of coronary heart disease and stroke and promotes good health.”

Saving Lives: Our Healthier Nation 1999

1. Increased sense of value and motivation
2. Cost and time savings on commuter travel
3. Improved fitness and reduced stress
4. Reduced traffic congestion and accidents
5. Opportunity for staff networking

FOR THE LOCAL COMMUNITY AND ENVIRONMENT

‘Motorvate’, a Government backed award scheme can help your company cut vehicle fleet costs and benefit the environment.

www.greenerfleet.org.uk

1. Reduced traffic congestion
2. Reduced noise and pollution
3. Improved air quality
4. Energy savings by more use of sustainable transport

Getting Started



WHY NOTTINGHAMSHIRE COUNTY COUNCIL CAN HELP

The development of a sustainable and integrated transport system is the core objective of the Government's national transport policy. This objective is reflected in Nottinghamshire County Council's **Local Transport Plans** that state the overall intention of offering "integrated and sustainable transport choices for all".

Nottinghamshire County Council has been at the forefront of Travel Plan development in the UK since 1995. It set up the first Travel Plan (STEPS) for its own employees in 1996 and recognises the vital part which travel plans can play in enhancing travel choices.

LET US HELP YOU... FREE ADVICE AND SUPPORT

To assist organisations interested in adopting Travel Plans Nottinghamshire County Council has employed a 'Travel Plan Officer' to provide free advice and support to companies.

Contact your local Travel Plan Officer

Helen Greenwood

Travel Plan Officer

Environment Department

Nottinghamshire County Council

Trent Bridge House

Fox Road

West Bridgford

Nottingham NG2 6BJ

Website: www.nottscc.gov.uk/environment

Email: helen.greenwood@nottscc.gov.uk

Tel: 0115 - 977 2087

Fax: 0115 - 977 4054

- **DEVELOPERS**

Nottinghamshire County Council Officers can also offer advice on producing Travel Plans for planning applications in conjunction with new developments.

Getting Started

- **FUNDING**

Nottinghamshire County Council is committed to delivering 'improved transport choices for all'. As part of this commitment small grants may, in certain circumstances, be available to assist in implementing your Travel Plan. Alternatively, organisations in some areas of Nottinghamshire may be eligible to bid for funding from national bodies. Further details regarding current funding opportunities are available from Nottinghamshire County Council's Travel Plan Officer.

- **FURTHER TRANSPORT INFORMATION**

Nottinghamshire County Council also produces the following free transport leaflets:

- Comprehensive county-wide bus timetables
- 'Travel Planner' (detailing bus routes throughout the County)
- Robin Hood Line Timetable (Nottingham to Worksop rail timetable)
- The Greater Nottingham Cyclists' Guide (cycle routes in the Greater Nottingham area. A guide for the whole county will soon be available)
- Transport information on-line www.nottinghamtravelwise.org.uk

We are always seeking to improve our service so please let us know how we can improve our travel information.

TRAVEL PLAN CLUBS

Travel Plan Club members consist of individual companies involved in running or starting Travel Plans for their organisations. The group meets regularly to provide support, information and guidance on best practice.

- **Nottingham Commuter Planners Club**

This group is focused primarily on employers in the Greater Nottingham conurbation. **(Contact Nottingham City Council's Transport Partnership Officer, Tel: 0115 - 915 5555)**

Getting Started

In the remainder of the County there are a number of organisations expressing interest in forming local Travel Plan Clubs; examples that may emerge soon are...

- **Nottinghamshire / Derbyshire Inter-County Travel Club.**
This group may consist of businesses based in the former coalfield areas of West Nottinghamshire and East Derbyshire. They experience similar transport challenges and may benefit from the opportunity to exchange best practice, advice and experiences on transport issues. **(Contact Nottinghamshire County Council's Travel Plan Officer - see Page 10)**
- **Rural Nottinghamshire Travel Club.**
This group may consist of businesses located in the rural areas and market towns of Nottinghamshire. **(Contact Nottinghamshire County Council's Travel Plan Officer - see Page 10)**

TRAVELWISE CENTRES

NottinghamTravelWise Centre

An internet-based initiative providing comprehensive, up-to-the minute, traffic and travel information for the Nottinghamshire area. It caters for car users, public transport users, pedestrians, cyclists, disabled travellers and promotes sustainable transport options through information and campaigns.

An experimental TravelWise Centre has been established at Ryton St. in Worksop. Details of this facility can be found by contacting the Nottingham TravelWise website or Nottinghamshire County Council's Travel Plan Officer - see page 10

Contact:

NottinghamTravelWise Centre
Basement Area,
Trinity Square Car Park
Nottingham NG1 4AF
Tel: 0845 - 6088 608

www.nottinghamtravelwise.org.uk

Getting Started

NATIONAL CAMPAIGNS

You may wish to use these national events to promote or launch your organisation's travel plan.

- **Breathe Easy Week** - part of Don't Choke Britain Campaign (Annual - June)
- **Don't Choke Britain** (Year-round campaign)
- **World Environment Day** (Annual - June)
- **Green Transport Week** (Annual - June)
- **Festival of Cycling / National Bike Week** (Annual - June)
- **Bike to Work Day** (Annual - June)
- **European Car Free Day** (Annual - 22nd September)
- **Stop fuming!** (Annual - September)
- **Are you doing your bit?** (Year-round campaign)



Getting Started

NATIONAL ORGANISATIONS

Organisation	Contact	Resource available
National TravelWise Association	www.ntwa.org.uk	Advice and information.
Association for Commuter Transport 1 Vernon Mews Vernon Street London W14 0RL	www.act-uk.com Tel: 020 - 7348 1987 Fax: 020 - 7348 1989	Advice and information.
Department of the Environment, Transport and the Regions (DETR) Zone 1/22 Great Minister House 76 Marsham Street London SW1P 4DR	www.detr.gov.uk Tel: 020 - 7944 3000	Free publication: 'Preparing your organisation for transport in the future - the benefits of Green Transport Plans'
Inland Revenue/Tax	www.inlandrevenue.gov.uk Contact your local office	Free leaflets including Tax, National Insurance contributions and Green Travel (IR176)
Energy Efficiency Best Practice Programme	www.energy-efficiency.gov.uk Tel: 0800 - 585 794	Free publication, an excellent one-stop resource providing a step by step guide. 'A Travel Plan Resource Pack for Employers'
Are you doing your bit?	www.doingyourbit.org.uk Tel: 020 7544 3131	Information, advice and a free information pack.
Sustrans 35 King Street Bristol SB1 4DZ	www.sustrans.org.uk Tel: 0117 - 929 0888	National organisation offering information on cycling. Free leaflet: "Cycle friendly employers information sheet" (F11)

Getting Started

NATIONAL ORGANISATIONS (cont)

Organisation	Contact	Resource available
CTC (Cyclists' Touring Club) Cotterell House 69 Meadrow Godalming Surrey GU7 3HS	www.ctc.org.uk Tel: 01483 - 417 217	National organisation offering information on cycling.
Going for Green	www.gfg.iclnet.co.uk Tel: 01942 612621	National organisation promoting transport initiatives.
Pedestrians' Association 31-33 Bondway London SW8 1SJ	www.pedestrians.org.uk Tel: 020 - 7820 1010	Information on pedestrian issues.
Flexible Working	www.flexibility.co.uk	Information on flexible working practices.



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TRAVELWISE