

# SAMPLE TRAVEL PLAN SUMMARIES

These simple travel plan summary examples show how the travel plan summary template can be used and how the elements change, based on different organisational needs and desired outcomes.

## Example 1: Travel plan summary for a city centre employer

This city-based business is very keen to be seen as a modern, attractive employer which contributes to more usable, liveable and active city centres.

Aims	Objectives	Strategy	Indicators	Targets	Measures
Enhance corporate sustainability position.	Reduce carbon emissions.  Meet relevant Sustainable Development Goals (SDGs).	Use a marketing focus to tap into themes of personal and social responsibility and create behaviour change through shifting attitudes with supporting measures.	Vehicle KMs travelled.  Sustainable Development Goals attainment.	Reduced vehicle KMs travelled for business by 10%.	Implement a branding initiative around health and active transport.
Improve position as an employer of choice.	Better staff retention and reduced staff turnover.  Increased staff satisfaction.		Staff feedback survey.	Increase staff satisfaction level from 85% to 95%.	Participate in Ride to work day and Walk to Work day.  Promote benefits of walking meetings.  Personalised travel clinics.
An active healthy workforce.	Reduced sick days.		Number of employees walking/cycling and using public transport.  Number of bicycle parking spaces used daily.  Days lost due to illness.	Increase mode share:  cycling from 1% to 3%.  walking from 5% to 8%.  public transport from 65% to 75%.	Online journey planner.  Improve cycle storage and changing facilities.

## Example 2: Travel plan summary for an organisation relocating from a city centre to a suburban centre

This employer is relocating to a suburban centre. Although the centre is reasonably well connected it cannot match the level of public transport available at the previous location. Consequently the employer is very concerned about staff retention. There is also concern about the impact of the relocation on the traffic and parking activity in the suburban centre.

Aims	Objectives	Strategy	Indicators	Targets	Measures
Relocate with minimal impact on staff retention.	Minimise staff attrition.	To price parking so that those with good access to public transport are discouraged from driving, and use parking revenues to support non-drivers.	Number of staff leaving.	No more than 10% of staff leave in year of relocation.	Design parking allocation system with parking changes.  Public transport fare subsidies.  Real-time public transport information.  Travel clinics.  Launch carpooling scheme with prioritised or subsidised parking.  Encourage travel outside peak periods.
Ensure viability of the site.	Ensure accessibility to the site by all modes of transport.		Distance to nearest bus stop.  Number of parking spaces.	Public transport access within 600m of site.  Sufficient parking spaces to cater for essential use.	
Ensure people feel safe, secure and well informed about travel to and from the new site.	All staff are aware of travel options.  No concerns about accessing the site on foot.		Number of staff attending engagement sessions.  Travel survey responses.	100% of staff engaged with Travel Plan.  100% of people accessing site on foot have no concerns about condition.	
Reduce negative transport impacts of the site/ organisation or business (be a good neighbour).	Minimise vehicle activity in peak periods.		Mode choice.	Reduce the number of people driving alone to work by 10%.	

### Example 3: Travel plan summary for an organisation in a suburban business park with little public transport availability

This business is located in a business park on the edge of the city with very little public transport. Very few employees live within walking or cycling distance. The business is very concerned about the effects of increasing congestion around the business park and how this might affect their staff and operations. It wants to contribute to a broader effort to deal with these problems and sustain the viability of the site.

Aims	Objectives	Strategy	Indicators	Targets	Measures
Enhance corporate sustainability position.	Reduce carbon emissions.  Meet relevant Sustainable Development Goals (SDGs).	To encourage people to travel together and at different times to reduce contribution to peak hour congestion.	Vehicle KMs travelled.  Sustainable Development Goals attainment.	Reduced vehicle KMs travelled for business by 10%.	Carpooling.  Staff bus service linking to nearest public transport hub.  Flexible working.
Reduce the negative transport impacts of the site.	Reduce number of vehicles arriving at the site during peak periods.		Number of vehicles arriving at site in peak periods.  Average number of occupants per car arriving on site in the peak period.	Reduction in vehicles arriving at site in peak by 20%.  Increase vehicle occupancy from 1.1 to 2.	