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## Developing a Green Travel Plan

A 'Green Travel Plan' (or a staff travel plan) is a general term for a package of measures aimed at reducing car use for travel to work and for work. Many companies now have travel plans. A green travel plan can help you improve your environmental performance and should be a key part of your overall action plan. It makes sense to have the development of such a plan as one of your early objectives.

A Green travel Plan can help pollution, but it can also help with:

- Overcoming accessibility problems: Many places in the UK have too much traffic on the roads, particularly during rush hour. Staff can arrive stressed and late for work – this may cost you money and slow down your work. A travel plan helps your organisation to work more efficiently.
- Overcoming parking problems: Is your car park overcrowded? A staff travel plan can help your company overcome these parking problems by reducing car travel to the workplace.

What's in your plan will depend on the circumstances of your organisation but can include such things as:

- Car sharing schemes;
- The provision of (or improvement of existing) cycle facilities;
- Promoting alternative ways of getting to your premises to staff, volunteers, trustees and all your users;
- Loans to buy season tickets;
- Loans to buy bikes and equipment;
- Implementing more flexible-working practices;
- Training for regular drivers (this can save a surprising amount of fuel).

In the longer term you could also consider:

- Looking at the use of alternative fuels such as bio diesel or electricity;
- Negotiating improved public transport services; and

## Making it happen

The key to a successful staff travel plan is to identify which transport alternatives staff would be prepared to use and then try to make these measures more attractive than driving alone.

You will need to discuss these issues with staff. Some people will inevitably be more enthusiastic than others. Look to get agreement on some of the basic points above as your short-term actions, and develop these as part of your SD Action Plan. Some ideas such as season ticket loans are likely to be straightforward and popular, Longer-term changes such as providing a shower and changing room may need to wait for a time when renovation work is being done.

### Further information

There's no shortage of information on this issue.

HM Revenue and Customs now offer a 'Fact Sheet for Employers setting up Green Travel Plans' which covers the key financial issues; [www.hmrc.gov.uk/green-transport/travel-plans.htm](http://www.hmrc.gov.uk/green-transport/travel-plans.htm)

Sustrans is the UK's leading sustainable transport charity and a member of Every Action Counts. They work on many projects that help people choose to travel in ways that benefit their health; [www.sustrans.org.uk](http://www.sustrans.org.uk)

Halfords Cycle Shops offer help with a specific Bike to work scheme: [www.halfrodsb2b.co.uk](http://www.halfrodsb2b.co.uk)

The Environmental Travel Association (ETA) is a greener alternative to the AA and RAC (and doesn't lobby for more roads). Their advice on green travel plans is at <http://www.eta.co.uk/pages/Green-Travel-Plans/GrTravPlan/default.html>