

Sustainable travel plan interventions

A quick reference guide for National Health Service (NHS) Trusts

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Llywodraeth Cynulliad Cymru
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Sustrans is the UK's leading sustainable transport charity.

Our vision is a world in which people choose to travel in ways that benefit their health and the environment. We work on practical, innovative solutions to the transport challenges facing us all. Sustrans is the charity behind the award winning National Cycle Network, Safe Routes to Schools, Bike It, TravelSmart, Active Travel, Connect2 and Liveable Neighbourhoods, all projects that are changing our world one mile at a time.

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Travel Planning Actions

What can be achieved?

This document has been compiled by Sustrans Cymru in order to assist the decision-making phase of the travel planning process and to provide guidance on a range of achievable options. Actions focus on reducing the number of cars with single occupants arriving on site and support a programme to increase the number of more sustainable travel mode trips. Site support vehicles, community transport and delivery vehicle issues are not addressed in this document.

Your travel plan should show that research undertaken in the form of questionnaires, face to face interviews and site audits builds a strong picture of the current travel preferences by staff, visitors and patients. These results should then inform and help develop the 'package of measures' which can be delivered to meet your travel plan objectives.

The table below provides a number of options which can be implemented. In order to bring about the desired travel behaviour changes, it is best to package the actions to include both incentives and dis-incentives, and combine this with a strong communications programme.

The options are grouped under the following headings: parking, public transport, active travel, car- sharing and information and motivation. To facilitate the decision making process, the actions have been coded in relation to costs and effort required to implement:

QW: Quick Win (No cost, with minimum human resource requirement and relatively easy to implement)

RC: Resource Cost (Internal human resource required)

CC: Capital Cost (Capital costs are required. It is assumed that human resources will also be required)

actions

(All actions should be well marketed and promoted through the communications programme. See p7-8 for suggestions.)

	parking		public transport		active travel		car share
Q W	Consider new starters: only issue parking permits if they live further than a 1/2/3 mile radius of the site. Provide information on alternative transport.	Q W	Readily available public transport times- bus and train time tables available in main reception and department buildings, along with real-time information at stops.	Q W	Set up a salary sacrifice Cycle to Work Scheme. (This measure can be supported by appropriate actions from the 'quality audit'.)	Q W	Set up car sharing scheme, through Regional Travel Plan Co-ordinators. Using the open group is free of charge.
Q W	Following car park survey, only provide car parking permits to those living further than 1/2/3 miles from site (ability/ dependants/ working hours must be taken into account).	Q W	Install info points- made available through funding from England. Info points provide transport and hospital specific support- line information free of charge to users.	Q W	Provide active travel directions on all web pages/ intranet/internet/appointment cards and letters/ seminars etc. Sustrans can provide support.	Q W	Incentivise the car share scheme: Cars with 2+ or 3+ people and have space reserved. This can be car registration bound or, first come first served.
R C	Make one-day and emergency car parking permits available for those who are not provided with a permit regularly, but may require a car occasionally for business or during an emergency.	Q W	Embed Traveline Cymru 'link to us' landing page in Trust web pages- both intranet and internet.	Q W	Provide (free) maps which show walking and cycling routes and distance/times to popular locations. These could be sent out with payslips. Some Local Authorities may have area maps already. e.g. Cardiff Cycle Map.	Q W	Introduce a flat rate for car mileage claims- regardless of engine size. This supports environmental targets and encourages alternative travel options to driving.
R C	Permits re-allocated 6 monthly to ensure fair provision of allocated spaces which take account of personal circumstance.	Q W	Utilise MODUS facilities at Traveline Cymru, to generate individual travel plans. Free service. Available by 2010.	Q W	Clear signage of walking/ cycle routes to train/bus stations, town centre, National Cycle Network. Work with Sustrans and BUG/ walking groups to identify routes.	Q W	Community Transport- utilise voluntary services to transport patients to and from site. This can reduce parking requirements for patients.

	parking		public transport		active travel		car share
R C	Gradual change of parking allocation to ensure visitors and patients are provided with spaces nearest to the hospital buildings i.e. nearest hospital for patients and visitors, then reserved areas for car sharers, then permits, then free-for all furthest away.	R C	Co-ordinate with local business parks to build capacity for public transport. Take evidence (GIS maps?) to local public transport providers to lobby for trail bus routes. Regional Travel Plan Co-ordinators are likely to know of local opportunities.	Q W	Work with health and wellbeing group to provide lunch time walks/ cycles rides/guided walks in area. Promote leisure time activity, with aim of more long term commitment to active travel arrangements.	R C	Engage with Local Authority/ Regional Travel Plan Consortia and Sustrans to see how the Regional Travel Plan can utilised to promote opportunities for Routes to Health and establish projects to encourage alternative (to car) travel options.
R C	Penalise inappropriate parking with tickets and/ or clamping. Also set up supportive measure for appeals and ensure clear signing as preventative measure.	R C	Improve site environment based on findings from quality audit- enlist assistance from Health and Wellbeing group (e.g. Green exercise group).	Q W	Cycle storage facilities at train station investigated and promoted. This encourages greater use of local facilities.	R C	Park and Ride/Walk/ Cycle- promote the use of local facilities, rather than bringing cars to site.
R C	Raise awareness of car parking being a resource- divulge costs of car parking provision. Compare costs e.g. number of nurses versus Trust car park facilities. Advertise the findings.	R C	Ticket booklets- discuss with transport providers to negotiate 12 tickets for price of ten. Use GIS maps to identify main routes.	Q W	Cycle mileage claims made available for those who are inclined to cycle to meetings in local area or use public transport combined with cycle options.	R C	Review site delivery/ external transport systems. Ensure full loads and limit traffic times.
R C	Remove executive parking reservations. Ensure an example is set to show equality of travel opportunities. Work to promote the champions on site who have made a change in travel behaviour.	R C	Site specific bus and train timetables sent out with pay slips- make these available on site, too.	Q W	Ask sponsors to provide e.g. bike racks, umbrellas or incentives to encourage active travel.	R C	Review support vehicle travel/ site working options to enable easy and safe access for vehicles.

	parking		public transport		active travel		car share
C C	Initiate a token system for visitors and patients to use at barriers to enable cars to exit car park. Tokens provided at reception on arrival for appointment.	R C	Provide opportunities for purchase of annual or seasonal discount bus tickets (Salary sacrifice). Work with local transport providers to allocate annual tickets to users.	R C / C C	Provide/ improve facilities for active travel: showers, lockers, changing areas, drying areas, hair dryers, etc. Also advertise the facilities. NB: It is worth investigating what facilities are already on site- you may already have some suitable areas.	C C	Car sharing incentives – try for 6 months then provided with voucher from e.g. AA, RAC etc.
C C	Parking permits have bay allocation for specific number plate-self policing, car park monitoring.	R C	Provide opportunities for purchase of annual or seasonal discount train tickets (Salary sacrifice). Work with regional transport providers to allocate annual tickets to users.	C C	Ensure the company who provides your Cycle to Work Scheme also provides a road show to promote the opportunities for purchase and local routes.	C C	Set up car sharing scheme, through Regional Travel Plan Co-ordinators. Set up site specific closed group, and additional features like personal design, buddy systems, etc.
C C	If not provided with space, a designated percentage of monthly public transport ticket reimbursed.	R C	Provision of cycle racks at local train stations (at popular start and end destinations) can be marketed as part of wider public transport opportunities.	C C	Develop a map to show a site-centric plan with local cycle and walking routes and local amenities. Sustrans can organise.	C C	Guaranteed ride home in taxi if car share fails- cap if required.
C C	Hold back permits and provide costs for trial of public transport for people within e.g 3 mile radius for 3 months. Trial to keep diaries of experience. Positive change used as case study.	C C	Transport vouchers for patients who can travel unaccompanied on public transport. Work with public transport providers to create system of accounting and invoicing set costs within pre-agreed journey zones.	C C	Invest in pool bikes to enable those who travel by public transport or car share can cycle between sites or to nearby amenities.	C C	Pool cars available for those who require a car for work (and have either used car share or active travel to get to site). To complement this ensure alternative transport to travel to site is easy to use and accessible.

	parking		public transport		active travel		car share
C C	Use barriers to limit non-site users. e.g. still enforcing tickets are valid for times vehicles are present. On the spot checks for appointment cards by car park staff.	C C	Ensure bus stops are positioned in convenient and well sign posted locations (see Quality Audit document).	C C	Cycle safety tuition and bike maintenance workshops provided. Delivered by a recognised training provider. Work in conjunction with cycle purchase provider (if different) to advertise events.		
C C	'Scratch and display' pre-allocated parking permits provided- allocated each 6 months. Limited to e.g. 3 or 4 per week.	C C	Subsidise buses to site- assist in setting route and provide cheaper fares for frequent users.	C C	Active travel rewarded for e.g. 26 days active travel in 6 months rewarded with vouchers/ free breakfast.		
		C C	Free or subsidised shuttle bus provided between train and bus station. Work in partnership with local authority and regional travel consortia.	C C	Infrastructure improvements/ safety measures implemented, following site 'quality audit' results.		
		C C	Bus interchange- On a large site, a terminal could be an option; Discussions with the Local Authority and public transport providers is essential, along with evidence of capacity.	C C	Financial incentives- £2 per day for each active travel. Monitoring system will be required.		
		C C	Site –to-site buses set up, either independently or in conjunction with Local Authority. Link with other major employer sites.	C C	Clear signage for pedestrians on site, using preferred routes between buildings and to public transport hubs/ stops.		

	parking		public transport		active travel		car share
		C C	Improve site environment based on findings from quality audit- use contractors.	C C	Buddies to walk/ cycle on same routes to site- set up in a similar way to car share scheme, or through health and wellbeing group.		
				C C	Provide interest free loans for walking equipment.		
				C C	Increase safety for cyclists on site e.g. CCTV monitored bike storage areas, police tagging for bikes, signs to warn motorists of dual road use.		
				C C	Can flexitime be used as a reward? E.g. 15 minutes for each day of active travel.		
				C C	Provide well signed and clearly designated cycle lanes on site. Facilitate environmental improvement through traffic calming measures.		

Information and Motivation

	<h2>Information and Motivation</h2>
QW	Visitors/ patients appointment pack/ card to include travel options which encourage alternative modes of transport other than arriving in a car, alone. Active travel instructions and personalised public transport routes and times provided.
QW	Develop a two-tier communications plan- covering plans to promote the travel plan and actions to management/staff, and visitors/ patients/local residents.
QW	Directors/ senior management to lead by example- get one senior manager at least to e.g. 'make the 4 day pledge' and use alternative transport on one day per week. Promote this pledge.
QW	Ensure dissemination of information about travel plan progress and actions. Make information available to team/ departmental meetings, internet, board meetings, travel plan notice board. Provide monthly or weekly updates.
QW	Internet updated and more intuitive to use i.e separate pages specifically allotted for travel to site- Travel line Cymru 'Link to us' pages embedded in both intra and internet pages and active travel instructions provided.
QW	Make use of Regional Travel Plan Co-ordinators, public transport providers, local authority, Sustrans etc for launch and promotional events
QW	Provide transport information to those coming to site for first interview- set out the site transport plan objectives as early as possible in order to promote a change in travel ethos for the whole site.
QW	Make use of voluntary services and volunteers on site at the hospital- for community transport, handing out promotional documents, questionnaires, etc
QW	In the follow up/ monitoring questionnaires, include a question on changing attitudes to travel behaviour. Ensure the results are made public and promote the positive changes on site.
QW	Apply for travel planning awards to raise awareness of the programme e.g. SWWITCH provide awards for Travel Planning
RC	Events promoted and provided on site- Both national and regional events e.g. Bike to work week (June); In town without my car (September)
RC	Staff newsletter to host walking and cycling maps and travel plan updates.
RC	Motivate staff to sign up to a '4 day week' pledge- so reducing parking by 20%. Entered into a prize draw monthly. Monitoring may be required.
RC	Travel options for reaching the hospital site sent to external agencies who refer the public to site e.g. dental and doctor surgeries, recruitment agencies, etc.

RC	Overlay GIS postcode maps and public transport routes- send information out to all staff on these routes: times/ costs/ distances/ car sharing opportunities, etc.
RC	Communications- advertise the cost of running a car compared with public transport or active travel
RC	Once travel behaviour has begun to change, continuous motivation is required. Provide events, incentives, publicise impact and provide positive feedback
RC	Produce an 'Attitudes policy' which highlights the responsible attitude of the Trust towards travel, and other social, economical and environmental matters, focussed on the good corporate citizenship aspects of promoting healthy living and reducing carbon emissions. This could be an over arching document to bring together joint working. Promote to new employees.
RC	Induction process presentation. Ensure a section dedicated to travel. Impress the site ethos and the positive travel behaviour changes.
RC	Induction pack made available to all new starters. Provide timetables, salary sacrifice scheme options, maps and outline of transport plan objectives.
RC	Communications and Marketing Plan aligned with Travel Plan objectives and actions.
RC	Ask a NHS related company to sponsor promotional materials e.g. pedometers, umbrellas, towels, etc.
RC	Notice boards set up at entrance of each main building.
CC	Deliver free 'lunch and learn sessions' or drop in personalised travel options sessions.
CC	Set up an 'active travel' lottery each week. Each member of staff is given a number, and if they have actively travelled on that day, they will be given the prize i.e £5 or a voucher. ONLY those who travel actively on the given day are awarded the winnings.
CC	Use cycle training providers (e.g. Cycle Training Wales, Cycle Solutions)to provide road shows to alert site visitors to the options of active travel-
CC	Provision of incentives to take up active travel can include- Frisbees, pedometer, water bottles, yo-yo's, maps, tennis/ footballs, bike and walk breakfasts, etc NB: Principles of persuasion show that providing upfront, conditional incentives work best- rather than 'bribes'.
CC	Plasma screens set up within main arterial routes in buildings can be used to advertise the travel incentives and public transport times.
CC	Front entrance space allocated to advertising travel opportunities such as car share, discount tickets, cycle to work scheme, etc.