



Making the Business Case for Travel Plans

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TravelWise is the Merseyside Transport Partnership's Campaign to help people in Merseyside make smarter travel choices. TravelWise works with schools, businesses, universities, colleges, hospitals, housing developments and tourist sites to support Travel Plans. This improves access to those sites and also helps reduce congestion and pollution.

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After reading this pack, if you would like an informal discussion, please contact the TravelWise team on 0151 330 1253 or email info@LetsTravelWise.org



What is a Travel Plan?

A Travel Plan is a site-specific policy and action plan for managing transport effectively, with the aim of improving access to a site by all modes of travel, ensuring choice for everyone. By implementing a Travel Plan you can address several transport issues; commuting, business travel, fleet management, business deliveries and transport contracts.

A Travel Plan is a package of practical measures and incentives, developed by employers and employees with the aim of reducing car dependency and encouraging the use of sustainable modes of transport. The plan can include improved bicycle facilities, car sharing schemes, support for public transport or changes in parking provision. Department for Transport (DfT) research shows that a well designed Travel Plan can typically cut 15% of commuter car use.

On average, Travel Plans that addressed car parking resulted in a 24% reduction in the proportion of commuter journeys being made by car. For Travel Plans that had not addressed car parking the average reduction was 10%. (DfT Research Report: Making Travel Plans Work).

Many organisations, both in Britain as well as internationally, are adopting travel planning as an integral part of their overall business strategy. Across Merseyside private companies, Local Authorities, hospitals and Government Agencies are all developing Travel Plans.

The importance of having a Business Case

For those people who are looking at producing and implementing a travel plan within their organisation, one of the main obstacles they will come across is a lack of 'buy-in' from senior management. By emphasising the importance of travel plans and putting forward a strong business case, the travel plan has more chance of success.

Experience shows that the benefits of adopting a Travel Plan can be extensive. Your organisation, its staff, its customers and your wider local community all stand to gain from their implementation.

Travel Plans can give your organisation a competitive advantage by:

- Solving problems caused by demand for parking
- Saving money on the cost of providing and maintaining car parking spaces
- Cutting mileage claims and other business travel costs
- Reducing the costs of running a fleet
- Solving problems caused by traffic congestion in and around your site
- Improving your image with both customers and stakeholders
- Improving staff health, which in turn could reduce absenteeism
- Assuring parking for those who most need access to a vehicle
- Freeing up land used for car parks to be utilised more productively
- Meeting corporate goals e.g. corporate and social responsibility, quality assurance and environmental management

It is therefore of upmost importance that a strong business case is produced, as a business case can help justify the initiation of a project or scheme and outline the benefits that can be gained, which can in turn lead to improvements such as those above.



Useful information and facts

- Almost 90% of Merseyside businesses identified staff travel, business travel and deliveries were all important operations of their business (in a survey of over 400 Merseyside businesses, commissioned by the LTP unit and the Chamber of Commerce)
- Cost of maintaining a surface level car parking space is on average £400 per year
- Cost of providing a multi storey car parking space is in the region of £10k - £15k per space depending on location
- Lost opportunity cost of providing a car parking space can be high
- The CBI calculate that an average employee loses five days a year due to stress
- Around 60% of British men and 70% of women are unhealthy due to poor exercise habits and physical inactivity
- Work-related ill health is costing Britain more than £100bn per year, and directly affects some 2.2m people
- UK businesses spend approximately £12bn on transport fuel
- The cost to UK businesses of delays and unreliability due to congestion is estimated to cost business over £17.5 billion per year
- Between 1999/2001, 61% of all journeys between 1 and 2 miles were made by car (National Travel Survey)
- It is estimated that nationally up to 15% of HGV mileage is due to drivers getting lost



How to build your Business Case

Step 1 – Identify the problem/s you wish to address.

Some examples are as follows:

- Car parking
- Staff retention and recruitment
- Increasing business travel costs
- Lack of space for business expansion at site

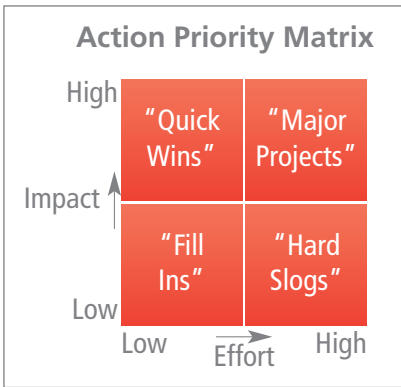
Step 2 – Understand the key issues:

- Find out as much as you can about the problem - why is it happening? This will help identify potential options / solutions
- Organise focus groups / workshops to understand the key issues - These may reveal what the 'real' issues are (TravelWise can help organise these groups)
- Carry out a staff Travel Survey (using the TravelWise online tool)
- Analyse staff accessibility using postcode plots / survey analysis tools (Again, TravelWise have the software and resources for this)

Step 3 – Identify solutions

- Identify all the alternative solutions available (stakeholder workshops, focus groups etc)
- Quantify the benefits of implementing each solution
- Forecast the costs of implementing each solution
- Assess the feasibility of implementing each solution
- Identify the risks and issues associated with each solution

Step 4 – Recommend a preferred solution



- Define a set criteria upon which the solution will be assessed, such as cost, ease of implementation, potential impact
- Identify a mechanism for scoring each alternative solution
- Quantify the impact

Step 5 – Present the approach

- Present the problem and preferred solution including the resources required, costs and risks
- Include the risks if your organisation chooses not to act
- Describe how the project / scheme will be implemented and how the impact will be monitored
- Quantify the impact
- Highlight how TravelWise can help with Travel Plans

Step 6 – Monitor and review progress

- Once a preferred solution has been implemented, monitor it's progress at appropriate timescales
- Feed back results to senior managers
- Feed back results to staff
- Use results to set new targets / goals

Final Thoughts

- Spend time investigating the problem before you try to solve it
- Bear in mind the concerns of the relevant senior managers and target your case accordingly (HR, Finance, Facilities, CSR / Environment Directors)
- Clearly communicate the value of the business case to the organisation – What's in it for them!! This may help secure funding and resources for any schemes you may wish to implement
- Senior managers are slowly seeing the benefits of Travel Plans so don't give up if you get knocked back



Case Study – Merseyside Fire

The Merseyside Fire & Rescue Service (MFRS) fully utilised the consultancy support offered by TravelWise and made considerable progress to implement the measures outlined within the revised travel plan. Our travel plan was and is supported by senior management, including the Chief Fire Officer, and resources are available to implement the measures.

As the first Fire and Rescue Service to achieve ISO14001 accreditation for our Environmental Management System, we take our Environmental impacts very seriously. 30% of our CO2 emissions are from transport and our Travel Plan was instrumental in identifying the practical alternatives to car travel and the barriers that were stopping our staff from taking these alternatives, like car sharing, cycling and public transport.

The Travel Plan helped us to identify and address both business and commuter travel impacts, allowing us to contribute to a reduction in emissions, congestion and staff stress.

As an organisation which also campaigns on healthy, active lifestyles with a high level of personal fitness among staff, we are delighted to have a high proportion of cycle commuters, which has grown since the launch of a number of initiatives, including Cycle to Work Scheme and Bike Doctor Maintenance sessions.



"An Excellent Authority"

& Rescue Service

The key to our success is:

- A dedicated resource of an Environmental manager, with the freedom to affect policy, procedure, infrastructure and staff culture.
- A dedicated Environmental Budget
- Support of Chief Fire Officer, Executive Leadership Team, Corporate Leadership Team and key Departments from our Environmental Campaigns
- A good quality Travel Plan which identified the barriers to staff undertaking alternatives to single car occupancy.
- The uptake of Environmental Funding opportunities and beneficial schemes like Cycle to Work Scheme.
- Working with external partners, including Travelwise, Energy Saving Trust and Liverpool Bicycle Workers Co-operative

The approach to developing and implementing the MFRS revised travel plan demonstrates what can be achieved within a public sector organisation. TravelWise have provided invaluable support throughout the process and we would recommend organisation's looking to implement a travel plan, for either planning purposes or otherwise, should contact them.

Tony McGuirk,
Chief Fire Officer, Merseyside Fire & Rescue Service

Contacts

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Sefton

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Merseytravel

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Knowsley

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Tel: 0151 443 3023

St Helens

St Helens Council
Transport Planning
Town Hall
Victoria Street
St Helens WA10 1HP
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Liverpool

Liverpool City Council
Transportation
Municipal Buildings
Dale Street Liverpool L2 2DH
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Wirral

Wirral Council Technical Services
Cheshire Lines Building
Canning Street,
Birkenhead CH41 1ND
Tel: 0151 606 2366

Useful web links

TravelWise Merseyside	www.LetsTravelWise.org
Local Transport Plan	www.transportmerseyside.org
Knowsley Council	www.knowsley.gov.uk
Liverpool City Council	www.liverpool.gov.uk
Merseytravel	www.merseytravel.gov.uk
St Helens Council	www.sthelens.gov.uk
Sefton Council	www.sefton.gov.uk
Wirral Council	www.wirral.gov.uk
Bike for All	www.bikeforall.net
Cycling Projects	www.cycling.org.uk
Merseyside Cycling Campaign	www.merseyworld.com/mcc
Wirral Cycling Campaign	www.wirralcycling.org.uk
Car Plus	www.carplus.org.uk
Lift Share	www.liftshare.com/uk
Life Cycle UK – the Cycling Promotion Charity	www.lifecycleuk.org.uk
Ecotravel Bureau	www.ecotravel.org.uk
Heart of Mersey	www.heartofmersey.org.uk

Contact the TravelWise team for an informal discussion on
0151 330 1253, email us at info@LetsTravelWise.org,
or visit our website at www.LetsTravelWise.org

The Merseyside Transport Partnership



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Liverpool
City Council



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