

Travel plan toolkit

The Government of Jersey's [Sustainable Transport Policy](#) (STP) was approved by the States Assembly in 2020. The STP states we lose 400,000 hours a year – or a £6 million cost to society – due to peak time traffic. Addressing how we travel is key to tackling the climate emergency. Road transport produces around a third of the Island's total carbon emissions. Promoting alternative modes of transport to the private car is a key part of this process to achieving net zero.



Government of Jersey's Common Strategic Priorities.

Travel plans aim to achieve this modal shift through a set of mechanisms and initiatives to encourage and promote sustainable modes of travel behaviour such as walking, cycling, public transport and car sharing.



This document provides a ready-made framework for schools, businesses and organisations to create your own tailor-made travel plan.

For businesses, the eco active business network exists to support businesses in making continuous improvements in their environmental performance such as encouraging more sustainable travel. To find out more visit [eco active business network \(gov.je\)](http://eco.active.business.network.gov.je).

The Sustainable Transport Policy (STP) established ten decision making principles. The first principle, and perhaps the hardest hitting aspect of the STP, is for both Islanders and public service decision making systems to recognise that fewer motor vehicle journeys will be good for Jersey. Employers can support these decision-making principles through the adoption of a workplace travel plan which further encourages their employees to make more sustainable transport choices.

Decision-making principles for a Sustainable Transport System

We agree that fewer vehicle journeys will be good for Jersey.
To make this possible we will:

- 1 Recognise that fewer motor vehicle journeys will be good for Jersey
- 2 Conform with the Jersey mobility hierarchy
- 3 Improve transport options, including parking, for people with mobility impairments
- 4 Make walking and cycling more attractive, especially for travelling to school and commuting, by providing safer routes
- 5 Invest in a better bus system that more people want to use and that is accessible to all, and present a Bus Service Development Plan to the States for debate during the spring session, 2021
- 6 Recognise, and price fairly, the social and environmental costs of private vehicle use and present a Parking Plan to the States for debate during the spring session, 2021
- 7 Reduce the impact of vehicles on our landscape and create more space for people in St Helier
- 8 Create public service and planning systems that reduce the need to travel
- 9 Discourage the use of petrol and diesel vehicles and encourage the use of zero emission vehicles to reduce pollution
- 10 Work with businesses that rely on road transport to support their efficient and safe use of the road network, their delivery and servicing needs and their uptake of alternative, low carbon fuels.



What is a travel plan?

A travel plan, also referred to as a Mobility Management Plan, is a package of measures produced by employers to encourage staff to use alternatives to single occupancy car-use. Travel plans are the recommended way forward to widen travel choice and to encourage walking, cycling and public transport trips and to reduce reliance on the car. Travel plans are generally applied in workplaces, schools, and new residential or business developments as either part of the development control process or sustainability agenda of the organisation.

A workplace travel plan aims, through a set of mechanisms, targets, and initiatives, to incorporate sustainable transport into the organisation. It is essential that a workplace travel plan has senior management buy-in, is informed by staff, owned by staff, and is a fluid document that evolves over time.

Why produce a travel plan?

If a travel plan is implemented correctly there are a range of benefits for all.

Most alternatives to car use involve some level of exercise which lead to improved health, reduced stress, and potential savings in travel expenses.

People who are regularly physically active reduce their risk of developing major chronic diseases such as coronary heart disease, stroke, type 2 diabetes and obesity by up to 50%, and reduce the risk of premature death by about 20-30%. To achieve general health benefits, adults should carry out a total of at least 30 minutes a day of at least moderate intensity activity on a minimum of five days of the week. In 2019, only 51% of adults in Jersey met this recommended level, further, 49% of adults and 81% of children and young people in Jersey do not meet WHO's recommended guidelines for physical activity. An environment is needed that supports cycling and walking to encourage people to be active as part of their daily routine.

Furthermore, there are environmental benefits of supporting the reduction in single occupancy vehicle journeys - through improved local air quality with less noise, dirt and fumes as well as reducing the impact of other national and global environmental problems such as photochemical smog and climate change. Fewer vehicles on our roads also makes people feel safer and less intimidated by the volume of traffic, which in turn makes them more likely to want to walk or cycle.



Travel plan objectives

The objectives of the travel plan are outlined below:

- To reduce the overall number of single occupant vehicle trips for journeys, to support a reduction in carbon emissions from the transport system
- To encourage the use of public transport, walking and cycling for journeys To provide information and have resources readily available to increase awareness and continue education on sustainable modes of travel for the community
- To increase car sharing

Templates available in the toolkit

1. Site assessment template

Carrying out a thorough site assessment will highlight any issues which you are likely to come across during the process of creating your travel plan and prepare you to overcome these barriers. Include pictures where applicable.

2. 5-minute staff travel survey template

A travel survey will help you to gain an understanding of existing travel behaviour, what factors (real or perceived) influence mode choice and what alternative travel options may appeal to those using the area. The survey can be distributed in paper or email form.

3. Travel focus group questions and guidance

To highlight issues and barriers in creating your travel plan it is advisable to run focus groups. This will stimulate discussion and gain participation in the aims of the travel plan.

4. Travel plan - action template

Several travel actions can be appropriate to implement as part of the travel plan. These are detailed for you in the first part of the Work Travel Action Plan template. This template is focused on travel to and from a workplace. There are several empty boxes to allow you to add actions appropriate to a business which have come out of the travel survey, focus groups and site assessment.



Site assessment template

This site assessment template is for workplaces, but can be tailored to schools and other organisations or developments.

Name of site	
Date of visit	
Name of contact and contact details	
Brief description of activities on site	
How many staff come onto site each day?	
How many start out from home or different site location?	
How many staff work shifts / part time / full time?	
How many staff work flexi time? Or fixed start and finish times	
What communications channels are in place to liaise with staff?	
Is there a staff canteen which can help to reduce the need to travel?	
How many spaces are in the car park?	
Is the car park usually full and if so, what other locations do people park at?	
Can the policy for lease / pool cars be adopted so that they are used more efficiently e.g. employees taking them home in the evenings?	
Are there pool bikes / e-bikes available for employee use?	
How is on-site parking controlled?	
Can the site be modified to improve access onto adjacent streets for pedestrians e.g. by creating a short-cut by putting in a gate	
Are walking routes and cycle routes on the site itself safe and pleasant?	
Is there sheltered, well-lit, secure and conveniently placed cycle parking? If so, is there enough of it? Or are there any reasons why it isn't used?	



<p>Are there showers, storage lockers and drying facilities for people who ride to work?</p>	
<p>Does the site have video or phone conferencing facilities?</p>	
<p>Is the site well serviced by the bus? Just as important, do bus stops and routes to them feel safe and clean, and are up-to-date timetables displayed?</p>	
<p>Could a rear entrance to a building reduce walking times?</p>	
<p>Does senior management have dedicated parking spaces which could be repurposed to assist in the reduction of car trips. E.g. by creating cycle parking or parking for staff who genuinely have no alternative travel choices such as mobility impaired persons?</p>	
<p>Comments</p>	



Workplace travel 5-minute survey

This survey example is for workplaces but can be tailored to schools and other organisations or developments.

Thank you for completing this questionnaire. It will allow us to develop a travel plan to make sure all staff have choices about how they can travel to and from work.

The survey is anonymous. If you would like to take part in a follow-up discussion, please let your manager know.

If you have any questions, or any additional comments, please send them to

How you travel and journey details

1. What is your Parish?	
2. What is your usual place / department of work?	

3. How do you travel to and from work during a typical week?

If your journey uses more than one type of transport, please just tick the main one that you use for the longest part of the journey.

Bus	
Cycle	
Private car (as driver, no passengers)	
Private car (as the driver, with passengers)	
Private car (as a passenger)	
Walk	
Motorbike or scooter	
Other, please specify	



4. Does your journey to or from work include:

a. A school drop off or pick up? YES/NO

If yes, please provide details, e.g., which schools, how many people and method of travel

b. Any other drop off or pick up? YES/NO

If yes, please provide details e.g., another workplace, how many people and method of travel

c. Non-stop direct trip YES/NO

5. How far do you travel to work? (Please tick)

Up to 1 mile	
Over 1 mile and up to 2 miles	
Over 2 miles and up to 5 miles	
Over 5 miles	

6. What time do you normally arrive at work?

summer _____ winter _____ no fixed pattern _____

Start time of shifts (if appropriate) _____

7. What time do you normally leave work?

summer _____ winter _____ no fixed pattern _____

Finish time of shifts (if appropriate) _____

8. What is your typical travel time (in minutes) to and from work, door to door?

a. To work _____

b. From work _____

Would you like to add any comments?



Personal transport options

9. Why do you normally travel to work the way you do? (please tick one or more)

a. No public transport alternative	
b. Cheapest way (including fuel, parking, insurance, cost of vehicle purchase)	
c. Quickest way	
d. Gives me flexibility	
e. Reliable	
f. Health reasons	
g. Need car / van for my work in the day	
h. Other – please specify	

10. If you drive to work on your own, would you be willing to try more environmentally friendly options such as walking, cycling, public transport or car sharing some of the time? YES/NO

11. Is there anything which makes it difficult for you to use these more environmentally friendly options? YES/NO

If yes, please give details:

12. Which of the following changes would encourage you to walk or cycle to work? Please tick no more than three.

a. Drying rooms, ironing board and lockers at work	
b. Showers and changing rooms	
c. Secure, weatherproof bike parking	
d. A safety course to practise cycling	
e. Another cyclist to show you a good cycling route to work	
f. Creation of new site entrance to make your route more convenient – if so, please give location:	
g. Incentives to purchase a bicycle/safety equipment/pair of comfortable shoes	
h. Provision of technology (e.g. Apple Watch) or other incentives (e.g. Health Insurance) to encourage walking/cycling	
i. Other – please specify	



13. Which of the following changes would most encourage you to use bus transport to or from work? Please tick no more than three.

a. Better bus waiting facilities	
b. Readily available up-to-date easy-to-use bus timetables	
c. Existing public transport services re-timed to better fit your work hours – if so, please specify bus service	
d. Additional bus route – if so, please specify location	
e. Season ticket loans / salary sacrifice schemes for season tickets	
f. Provision of technology (e.g. Apple Watch) or other incentives (e.g. Health Insurance) to encourage walking/cycling	
g. Other – please specify	

14. Which of the following changes would most encourage you to car share to and from work? Please tick no more than three.

a. A car share service to help you find a buddy	
b. Guaranteed ride home if let down by the car driver i.e. subsidised taxi travel	
c. Reserved car parking for car sharers	
d. Other – please specify	

15. Would it be possible for you to work from home? YES/NO

16. If you drive to work, where do you usually park? (Please tick)

a. Free parking at workplace	
b. Free on-street parking	
c. Free public car park	
d. Paid parking in nearby street	
e. Paid parking in car park	
f. I rent a car parking space	
g. None of the above	

17. Do you have access to a pool vehicle at work? YES/NO

18. Would you like to add any further comments?



Other details

Do you have a disability that affects your choice of transport? YES/NO

If you are happy to share the information with us, please give details

Thank you for completing the questionnaire. Please return to _____
by _____.



Workplace travel focus groups

This example is for workplaces but can be tailored to schools and other organisations or developments.

To highlight issues and barriers in creating your workplace travel plan it is advisable to run focus groups. These meetings should last no longer than one hour to ensure that participants remain focussed on the topic. Providing a working lunch can offer an incentive and a thank you for staff participation.

Focus Group discussions will vary according to different groups of participants, issues and locations. However, the following standard set up questions can be used by a facilitator to stimulate these discussions. A set of ground rules should be agreed prior to the commencement of the focus group. Minutes should be taken and agreed afterwards.

The standard questions are listed below:

Standard introduction to set the context for the discussion.

Why are we doing a travel plan?

This discussion should relate to how you travel to and from work at **this site** – on an average day.

1. What is your current travel behaviour? *Settling question, emphasise not here to 'point the finger'.*
2. Are you happy with your travel behaviour? Would you like to change it?
3. Are there alternatives to the car? *Explore car share, cycle, walk, bus, flexible working.*
4. What would help you change? *Information, training, parking, support, incentives.*
5. What would stop you from changing? *Barriers – what are they – perceived or real.*
6. What is in it for me? *Perceptions – benefits, health, financial*
7. Where should we go from here? *Next steps.*



Workplace travel action plan template

This survey example is for workplaces but can be tailored to schools and other organisations or developments.

Action	When	Responsibility	Target audience	Date completed
Identify a designated "internal champion" who will hold responsibility for implementing the actions of the WTP and promoting sustainable transport within and across the company.	Immediate		Staff	
Promote the travel plan and associated initiatives through internal and external avenues.	Short term		Staff and community	
Produce a site access and journey time map to show safe walking and cycling routes to the site, from key areas and nearby public transport facilities.	Short term		Staff and visitors	
Distribute to staff in a 'Staff Travel Pack' and a notice board at each site which includes information on the location of cycle parking, lockers and the health and financial benefits of sustainable commuting.			Applicable within the wider community	
Promote Green Travel to Work days by encouraging staff to travel by alternative means.	Short term		Staff	



Investigate possibility of establishing a Staff Bicycle Fleet. Develop a training programme to build confidence with new bike users. Consider how this fleet will be managed and maintained.	Medium		Staff	
Review existing car use for business journeys to see if there can be a reduction in their use. Where appropriate, as vehicles are updated choose smaller more fuel-efficient or electric vehicles, and potentially look to introduce e-bikes / cargo bikes as alternative pool vehicles.	Medium		Staff	
Encourage staff to identify which meetings could be feasibly replaced by a teleconference instead.	Short term		Staff and visitors	
Provide umbrellas at reception to support walking during inclement weather	Short term		Staff and visitors	
Review the location and number of lockers provided for staff use and supply additional lockers as demand increases. Provide relevant information about facilities to staff at induction.	Medium		Staff	
Establish an internal Bicycle Users Group (BUG) of people who want to work together to improve facilities for cyclists and encourage cycling e.g. group commutes to increase confidence or route identification	Short term		Staff	



Ensure cycle parking is clearly visible or provide signage to direct people (staff/visitors) to cycle bays.	Medium		Staff and visitors	
Supply a cycle toolkit at each site - this can consist of puncture repair equipment and a bike pump for staff to use in emergencies.	Short term		Staff and visitors	
Investigate the option to allow staff to purchase annual bus tickets on a monthly basis. (Interest free loan)	Medium		Staff	
Consider introducing a rewards scheme for staff using sustainable travel solutions.	Short term		Staff	
Monitoring – conduct annual surveys and keep records of the success/uptake of initiatives.	Medium			

Contact us for support

For guidance and support for creating your workplace travel plan please contact:

Operations and Transport at Infrastructure, Housing and Environment

Tel: [445509](tel:445509)

Email: dfi@gov.je

Monday – Friday, 8.30am - 4.30pm

