

Workstream

Workplace & Destination Travel Planning

Background and research

Workplace Travel Planning (WTP) is central to programme delivery as it can create sustained behaviour change among visitors, employees and residents. This is supported by Smarter Travel research which showed that work related journeys accounted for 17% of all trips in the borough.

The WTP team, actively worked with local organisations which employed over 20 people – with a specific focus on those that staffed over 250 employees and demonstrated a commitment to the travel choice agenda through the Connecting Businesses programme.

Through information, support and travel planning guidance, the WTP target was to cover 14,000 employees with an active travel plan by September 2011.

A Destination Travel Planning (DTP) workstream was also introduced in June 2010, to compliment Connecting Businesses, by targeting visitor travel among tourist destinations on the Thames corridor.

Success hinged on establishing more efficient working relationships with existing local networks like Richmond Chamber of Commerce and the Thames Destination Travel Plan Network. This increased access to organisations, the sharing of knowledge and lent more credibility to Smarter Travel.

Key deliverables

- **Number of employees engaged** – These increased from about 1,000 to 13,000+ in less than two years. DTP workstream engaged with an additional 20 visitor-based organisations
- **Customised communication** – B2B and B2C marketing including monthly e-newsletters with clear calls to action, direct marketing postcards to prospect businesses, and a one-stop-shop toolkit
- **Cycle parking** – A comprehensive cycle parking programme part of DTP created over 600 new cycle parking spaces at key visitor destinations (colleges, GP surgeries, sports centres etc). Cycle parking for residents at social housing developments was also provided
- **Legacy** – Committed partner organisations were enabled to continue supporting travel choice with limited Council assistance through the Smarter Travel toolkit, and guidance and templates on the Council website

Challenges and advice

- Delay in establishing a baseline and initially unrealistic targets. Programme should be based on meaningful engagement with local organisations instead of quantitative numbers
- Waste of resource to adopt a blanket approach to WTP. Focus efforts on organisations that are committed to supporting travel choice in the medium to long term
- Over emphasis on the travel plan document is unproductive. Core information such as baseline, targets and action plan should be more important
- Tailored communication is necessary. A clear benefits package that integrates workplace and destination programme delivery from the outset was useful

