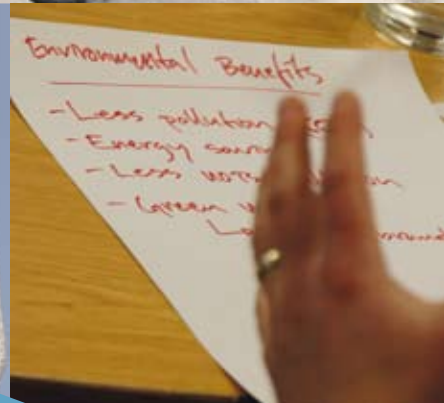
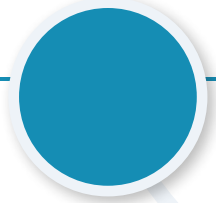


Local Travel Plan Networks:



Results of the
TRAVEL PLAN PLUS Project





Background

TRAVEL PLAN PLUS stands for “Travel Reduction Attainment Via Energy-efficient Localities PLANning”. The project aimed to promote energy efficiency across the EU by creating four Local Travel Plan Networks in locations within Europe and promote their use more widely.

A Local Travel Plan Network (LTPN) is:

“A group, or network, of organisations that have come together to share resources and ideas for developing and implementing a travel plan in their local area.”

Where a travel plan is:

“A package of measures tailored to the needs of individual organisations and aimed at promoting greener, cleaner travel choices and reducing reliance on the car.”

Like travel plans, LTPNs are a move away from the traditional approach of addressing transport problems which is to seek to provide more capacity. They are a quick, cheap and effective solution to transport and other organisational problems. Crucially, LTPNs deliver greater benefits for participating organisations whilst requiring less involvement than travel plans developed by individual organisations.

TRAVEL PLAN PLUS identified five types of LTPN, ranging from informal LTPNs, e.g. Neighbourhood Transport Forums, to very formal LTPNs, e.g. Transport Management Associations.

LTPNs can be applied at sites such as, business parks, industrial estates, city centres, a cluster of schools and residential areas. They are area specific in application and effect.

LTPNs are usually implemented to:

- Provide better access to the area for employees, students, suppliers and customers
- Improve organisational image through reducing the negative impact on the local area
- Demonstrate a commitment to employee health and wellbeing

In summary, LTPNs are a meeting of minds to provide shared solutions for common problems.

Project introduction and results

TRAVEL PLAN PLUS was formed of six partners from Hungary, the Netherlands, Spain, Sweden and the UK, specifically, the four implementation partners and two expert partners, Loughborough University and Mobycon. The four TRAVEL PLAN PLUS LTPNs are detailed in Table 1. As can be seen, each implementation partner selected a relatively informal, Area Travel Plan.

Each of the TRAVEL PLAN PLUS LTPNs was launched during the project, but their development was affected by political and operational factors. Factors which had a positive effect included the existing culture of developing LTPNs in the UK, and the fact that the municipality in Győr manages the LTPN network



Table 1 Characteristics of the TRAVEL PLAN PLUS LTPNs

	Cambridgeshire	Stockholm	Győr	Bages
Sector	Business Park	Airport	Education (schools)	Industrial Park
Site Location	City-edge	Rural	Mainly inner city	Edge-of-city-centre / suburban
LTPN Type	Area Travel Plan but with elements of Neighbourhood Transport Forum	Area Travel Plan	Educational Institute Network based around an Area Travel Plan	Area Travel Plan
Motivation	To reduce congestion on the local and strategic roads accessing the site	To reduce CO ₂ emissions from airport sources to meet an emissions cap.	To encourage environmentally friendly schools and educators	To improve access to the site for employees and customers
Launched	November 2009	September 2010	March 2009	November 2010



members, i.e. the schools. All sites, but particularly Bages and Stockholm, were also influenced by factors with a negative effect. One particular challenge involved getting organisations to recognise that, by taking responsibility for the journey to and from the area, they were benefitting themselves. This has taken time but it has been addressed.

Across each of the TRAVEL PLAN PLUS sites, there was a growing awareness and acceptance of the LTPN concept amongst companies and people, as presented in Table 2. In terms of direct mode shift and energy reductions from TRAVEL PLAN PLUS, the results have been mixed. Thus, a reduction in single occupancy car use was achieved at three sites, and energy use was cut at two sites. However, the set targets were not met anywhere. Two reasons in particular affected the results:

1. At two sites the LTPNs took longer than planned and so a complete package of measures has not yet been implemented.
2. Energy use is dependent upon multiple factors, and in Cambridgeshire for example a reduction in private car trips was cancelled out by an increase in travel distances.

Table 2 LTPN awareness and acceptance amongst companies and individuals (employees or students)

Indicator	Cambridgeshire	Stockholm	Győr	Bages
Percentage of organisations that are positive towards a LTPN	97%	80%	79%	45%
Percentage of organisations that have joined the LTPN	100%	80%	75%	45%
Percentage of individuals who are aware of the alternatives offered	32%	8%	100%	3%
Percentage of individuals that have changed travel behaviour	30%	N/A	10%	N/A
Percentage change in single occupancy car use	-6%	0%	-3%	-3%
Percentage change in energy use	+5%	+44%	-9%	-1%

Key findings

As a result of LTPN planning, implementation, monitoring and evaluation, the key practical recommendations are:

- LTPNs are only feasible when there is a clear need for action, so agreeing a motivation (or motivations) to act amongst partner organisation is an essential starting point.
- LTPNs are a people orientated approach to mobility management so communication is key.
- Listening to the needs of organisations in the area and providing ‘quick wins’ creates awareness and acceptance of the LTPN.
- Mapping of postcodes provide a tool to review available transport options and can provide evidence for car share or bus services but they are also a good talking point for both the organisations and individuals.

And the key policy recommendations are that:

- The concept of LTPNs should be linked to transport, economy, spatial planning and wider policy ambitions.
- For new developments the establishment of a LTPN should be part of the planning process.
- LTPN policy champions are able to drive the LTPN agenda and to act as advisors and mentors to travel planners across Europe.
- A funding stream (incentive) to help cities and regions with the initial implementation of a LTPN should be established.
- There should be support for Europe-wide dissemination of good practice to illustrate the benefits.

TRAVEL PLAN PLUS used a SUMO inspired monitoring and evaluation framework, key findings are:

- Engaging key stakeholders can take time and persistence particularly in countries where there is not a culture of travel planning, however, it is worth the effort.
- Once established and active, LTPNs are increasingly popular with organisations in the area and capable of achieving local objectives.
- Targets need to be ambitious enough to be challenging, but not too ambitious as to be unachievable within a realistic time period.
- There are various options for sustaining LTPNs. Crucially, network members need to own the process and input into it even if the initial impetus comes from municipal sources.

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For further information on TRAVEL PLAN PLUS and to sign up to the free e-learning course: "How to create and sustain a Local Travel Plan Network", please visit the project website:

www.travelplanplus.eu

Other publications in this series are:

- Local Travel Plan Networks: Recommendations for Policy Makers
- Local Travel Plan Networks: A Practical Guide to Implementation
- Local Travel Plan Networks: An Evaluation of Policy Transfer

This 4-page project summary is also available in English, Dutch, Hungarian, Swedish, Catalan, Spanish, French and German

