

# Local Travel Plan Networks workshop

## Practical lessons in developing an area-based travel plan

The TRAVEL PLAN PLUS event “**Local Travel Plan Networks workshop: practical lessons in developing an area-based travel plan**” brought together individuals and organisation with an interest in Local Travel Plan Networks. The aim of the day was to assist in increasing the role of area-based travel plans across Europe (and beyond) and to share good practice.

### Welcome and Introduction

Marcus Enoch, the TRAVEL PLAN PLUS coordinator, welcomed participants to the workshop and provided an overview of the project. Jennifer Dill a member of the project Advisory Committee and Associate Professor at Portland State University chaired the event. Throughout the day Jennifer shared her experience and knowledge of LTPNs in the USA and applied this to the European examples.

The welcome video is available here:  
[http://www.travelplanplus.eu/news\\_ltpnws.php](http://www.travelplanplus.eu/news_ltpnws.php)

### Experiences from TRAVEL PLAN PLUS

TRAVEL PLAN PLUS project partners each introduced their site and discussed their experience of developing a LTPN.



- Mark Webb from Cambridgeshire Travel for Work Partnerships highlighted the role of people and measures in a LTPN.
- Jonas Thörnqvist from the Swedish Transport Administration highlighted the importance of personalities and role definition.

- Lisa Davison presented on behalf of Petra Szakonyi from the Municipality of Gyor. The topic of Petra’s presentation was using high visibility events to encourage change (and get strategic recognition).
- Daniel Satue from the Bages County Council (pictured with Jennifer Dill) highlighted the challenges of the economic downturn and mobility audit success.

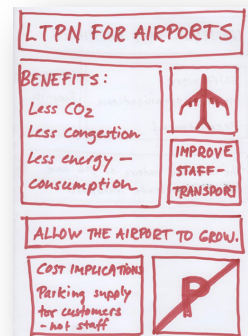
Videos from this session are available here:  
[http://www.travelplanplus.eu/news\\_ltpnws\\_am.php](http://www.travelplanplus.eu/news_ltpnws_am.php)

### Morning Workshop session – Sectors

The first workshop session was designed to assess how LTPNs can meet their full potential across a range of different sectors.

Sectors considered include:

- Business parks
- Industrial parks
- Airports
- Public sector, including schools



Please view the brochures here:  
[http://www.travelplanplus.eu/news\\_ltpnws.php](http://www.travelplanplus.eu/news_ltpnws.php)

Delegates attended the sector session which they are most interested in. As a group they designed a brochure to communicate the benefits of a LTPN to a specific sector.

The brochure responded to the following questions:

- What benefits can LTPNs provide to this sector?
- What challenges might there be in engaging this sector?
- What barriers might there be to implementing an LTPN in this sector?
- How can such challenges and barriers be overcome?
- What could be learnt from other sectors?

Groups shared their brochure at the ideas market place and via the TRAVEL PLAN PLUS website.

## Perspectives of a LTPN

Jennifer Dill introduced the afternoon session, which commenced with presentations from individuals with specialist knowledge of LTPNs. Each highlighted what a LTPN can achieve for a different stakeholder group.



- Friso Metz from KPVV, the Netherlands presented the politician's perspective based on his experience of engaging politicians in mobility management through creating win-win opportunities.
- Tim Caswell of Vipre, Ireland presented from the perspective of an implementer, highlighting his experience of market segmentation and discussed the role of commuter centres as a focal point for an LTPN.
- Sophie Tyler, Travel Planning Co-ordinator for Better Bankside Business Improvement District, UK, presented on how to take advantage of existing networks when introducing a LTPN. Sophie demonstrated the support that was now available for employers, employees and visitors in Better Bankside.
- Joanna Foy, Forster, Better Bankside, UK (presented by Sophie Tyler, as Joanna's journey was affected by the snow!) represented an employer within the Better Bankside BID. Her presentation emphasised the pull factors which encourage organisations to be part of an LTPN. Her 'Green Guide to Pulling' is available with the rest of the videos from this session.

Videos from this session are available here:

[http://www.travelplanplus.eu/news\\_ltpnws\\_pm.php](http://www.travelplanplus.eu/news_ltpnws_pm.php)

## Afternoon Workshop session – Stakeholder perspectives

The second workshop session was designed to examine the perspectives of a range of stakeholders in more detail. It identified how a LTPN can be aligned with the interests of specific members of these stakeholder groups.

- Politicians
- Implementers
- Employers
- Site / area management companies

Questions explored what the core role of the stakeholder is and how to engage key members of this stakeholder group. This included who to target, what to highlight and what to not highlight (at least not immediately). A summary of the afternoon workshop discussion is available here:

[http://www.travelplanplus.eu/news\\_ltpnws.php](http://www.travelplanplus.eu/news_ltpnws.php)

## European Platform on Mobility Management (EPOMM) Managing Mobility for a Better Future

Friso Metz presented on the effectiveness (and cost effectiveness) of implementing mobility management measures across Europe. He highlighted the potential for sharing ideas and results through using common tools to monitor and evaluate mobility management (MAX tools). For more information see the presentation:

[http://www.travelplanplus.eu/news\\_ltpnws.php](http://www.travelplanplus.eu/news_ltpnws.php)

## Summary and next steps

Marcus Enoch highlighted what had been achieved by the workshop and the next steps for the TRAVEL PLAN PLUS project. Outputs include:

- 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
- Local Travel Plan Networks: Results of the TRAVEL PLAN PLUS Project
- An e-learning course: 'How to create and sustain a Local Travel Plan Network'

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## TRAVEL PLAN PLUS Contact Details

Visit the TRAVEL PLAN PLUS Website: <http://www.travelplanplus.eu>

To join the mailing list to receive updates about the project, please email us at: [TravelPlanPlus@Lboro.ac.uk](mailto:TravelPlanPlus@Lboro.ac.uk)

The workshop was jointly organised by TRAVEL PLAN PLUS and NBTN