

# Smarter travel, sustainable solutions

We combine strategic advice and the delivery of individual interventions to provide government and the private sector with the complete solution.

## The issues

Rising fuel costs, increased congestion and the escalating financial squeeze on both government and business have led to the need to get the most out of existing transport networks. Stronger government commitments and targets on health and the environment also play a major part in the need to promote more active travel. *Smarter Travel* can play a key part in promoting more informed travel decisions and helping to address these issues.



## Opportunities

Effective travel management of the existing transport network through behavioural change interventions leading to significant reduction in the reliance on car journeys. For example, Transport for London are reporting a 13% mode shift away from car journeys as a result of their extensive workplace travel plan programme that covers more than 1,400 organisations and a 6% modeshift as a result of the schools programme. The associated traffic reduction can also lead to lower costs for organisations, schools, the individual and the local highway authority.

Our staff represent some of the worlds leading practitioners in the field of smarter and sustainable travel. Experts in the development and implementation of: travel awareness campaigns, workplace, school and personal travel plans, as well as supportive regeneration strategies and streetscape design techniques.

Effective implementation of these techniques through integrated strategies can help to support more sustainable and healthier travel choices, and show better value for money for organisations, government and the community.

# Our track record

**Development of smarter travel strategy** We provide strategic advice on the scope and development of smarter travel initiatives and their effective implementation.

**Travel Plan implementation** We have developed, delivered and monitored travel plans. Effective travel planning implementation can save money, reduce car reliance for an organisation, and assist in the delivery of CSR and HR objectives. They can also provide Highway Agencies with an effective way of managing their network. Many leading employers have recognised the effects of travel planning.

**Monitoring** Our large and very experienced social and market research team are well equipped for data collection, analysis and review. We have provided independent monitoring of hundreds of travel plans across the UK. We are also responsible for TRAVL, London government's Transport Assessment tool. We have played an integral role in upgrading this software to include travel plan specific information and improving the system to provide a two way link between TRAVL and the iTRACE travel plan management tool.

# Our recent projects

## **Falkirk Personalised Transport Planning (PTP)**

Larbert and Stenhousemuir was successfully selected to be one of seven sustainable transport demonstration projects as part of the Smarter Choices, Smart Places programme. The primary aim of the commission was to achieve a modal shift from car use to active and sustainable modes of travel, with particular focus on single occupancy car journeys of less than 5 miles. The PTP was also seen as a key mechanism in promoting a healthy and active lifestyle. We engaged with 9000 households in the study area and identified realistic and sustainable travel options for a significant number of participants.

**BSKYB Travel Plan Monitoring** We were commissioned to undertake BSKyB's travel plan monitoring survey. As follow-on work, we undertook a review of the existing travel plan and identified the key

strengths and weaknesses of the travel plan. This involved analysis of TRAVL data and distance/mode analysis to ensure our targets and recommendations were realistic.

**Herbert Smith LLP Travel Plan** We developed a workplace travel plan for Herbert Smith as part of the TfL New Way to Work Programme. We developed a travel plan and provided site specific advice to Herbert Smith, who operates 3 offices in the City. We undertook tasks including site audits, a review of existing working policies and practices, marketing of the travel survey and identification of travel plan objectives, targets and indicators. This work led to the production of a Travel Plan document containing a site specific sustainable travel strategy and methodology for monitor its implementation and success.

**KPMG Travel Plan Advice** We provided site specific advice to Transport for London with regard to KPMG's London offices. This involved undertaking site audits, background research, and travel surveys with KPMG employees to understand current practice. This informed a process of identifying objectives, targets/indicators, and a package of travel demand measures for the sites, which was reported in a travel plan document for each of the 5 sites.

**Go-Ahead Group Station Travel Plans (STPs)** The Go-Ahead Group owns public transport companies that operate bus, rail, car-parking and aviation support services throughout the UK. We are currently working on delivering STPs at 30 of the stations Go-Ahead's rail Franchise. This is the first rail operator to have STPs specified in its Franchise Agreement and therefore the process and delivery of the STPs will generate considerable interest within the Rail Industry and beyond.

## **Other projects include:**

- Transport for London (TfL), second year review and evaluation of Smarter Travel Sutton (London's first sustainable travel town);
- Transport for London (TfL), development of Travel Demand Management Strategy for London 2012;
- Department for Transport and Vehicle Operating Standard Agency sites;
- LB of Brent, review of Wembley masterplan; and
- Southampton University Hospital Trust, providing travel plan advice.

