

DEFRA - Sustainable Travel Local Carbon Reduction Plan

Measure	Description
Area/ site-wide Travel Plan Coordination/ Management - Staff Costs	<p>Staff resource to coordinate the delivery of area-wide travel planning and lead engagement with individual organisations to include:</p> <ul style="list-style-type: none"> • Delivery of travel action plans for seventeen businesses and their employees. • Monitoring of annual modal shift surveys • On site events <p>Traffic surveys - one at the beginning of the programme and one at the end. To include vehicle flow and type.</p>
Employee switch from car to public transport initiative	<p>A travel journey incentive offering 10 employees from 10 businesses per year who currently drive to work a Swift all zones public transport pass. Employees will sign a pledge to switch from car to public transport for up to 1 month and will agree to provide information on their journey and intention to continue using public transport at the end of the trial.</p>
Car Share Support	<p>Development of a car share support package which includes support for businesses to set up their own in house car share schemes. Cost includes development of materials and incentives.</p>
Travel marketing campaign	<p>Production and implementation of campaign to be implemented at high visibility locations and within businesses.</p>
Employee travel incentives	<p>Incentives including:</p> <ul style="list-style-type: none"> • Packs which contain flyers signposting people to journey planning apps and will include two free public transport day tickets. • Packs to be offered to HR teams for new starters/business travel in order to encourage people to switch from single occupancy car use. • Incentives promoting all sustainable modes of travel <p>Banners, maps and promotional items.</p>

On site Electric Vehicle charging points	A combination of rapid charging points charging points dependent upon the specific needs of the business. Based on take up of 5 businesses, at £20k per site.
Measure	Description
Bike facilities	Cycle grant for smaller businesses to install or improve their cycle facilities (storage/showers/route improvements/cycle hire) Based on take up from 10 businesses at £8k per site.
Cycle Training for employees	A variety of training sessions provided including: <ul style="list-style-type: none"> • Simple bike maintenance • Learn to Ride • Confidence building.
Agile working promotion	Guidance and workshops to support businesses to implement agile and home working.
New walking and cycling route	Creation of a new walking and cycling route, to improve connectivity for the NEC and other business uses.
On-line engagement tool	Website/landing page to improve engagement and communications with both businesses and employees.