# Building your travel action plan

**Setting your objectives**

What are your travel goals for your employees and your business?

These can be broad, e.g. "reduce car use" or "improve staff uptake of cycling”, and should communicate the vision for the travel plan. You can set as many objectives as you like, although typically five or six are a good starting point

**Setting your targets**

The purpose of setting targets is to provide structure for the eventual measures you intend to put into practice.

Targets can be structured around the following elements:

* One or more of your objectives
* Issues and opportunities specific to your site (eg car parking, accessibility, traffic impact) - as evidenced through your site audit
* Company policy goals (eg cycling initiatives, sustainability statements)

For example, if your objective is to ‘*Promote sustainable travel options’*, a target may be to *‘Increase the number or employees traveling by public transport by x%’.*

Targets should aim to be SMART, which means they must be:

* Specific
* Measurable
* Achievable
* Realistic
* Time-related

You can set as many targets as required, although typically no more than five or six need to be defined.

**Action plan**

* **Action:** breaking down your targets into manageable actions is key to reaching overall objectives. These can relate to funding, infrastructure, policy development, promotion, bringing staff on board with your vision, events and other.
* **Implementation:** Identify key people and deadlines to keep actions accountable
* **Success:** When this action is complete, what should success look like?
* **Monitoring and evaluation:** What measures will be put in place to ensure the actions are delivered, working, and opportunities for improvement are identified
* **Resources required:** These could include materials, resources, funding, partnerships or other.

**Developing your travel plan**

Provided is a travel action plan template to complete and help monitor each of your objectives over time.

**Monitoring your travel plan**

**Objective 1:** *e.g. To encourage staff to use active travel options when traveling to work*

**Target:** *e.g. Increase the number of employees walking or cycling to work by 10% over 2 years*

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| **Action** | | **Implementation** | | **Success Criteria** | **Monitoring and Evaluation** | | | **Resources** |
| **No.** | **Description** | **Responsible person** | **Deadline** | **Description** | **Method** | **Timescale** | **Responsible person** | **Requirement** |
| **1** |  |  |  |  |  |  |  |  |
| **2** |  |  |  |  |  |  |  |  |
| **3** |  |  |  |  |  |  |  |  |
| **4** |  |  |  |  |  |  |  |  |
| **5** |  |  |  |  |  |  |  |  |
| **6** |  |  |  |  |  |  |  |  |
| **7** |  |  |  |  |  |  |  |  |
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| **10** |  |  |  |  |  |  |  |  |