

Improving Air Quality:

Travel Plan Guide for Business





What is a travel plan?

A business or workplace Travel Plan aims to encourage all members of staff to travel to and from the workplace in a sustainable way, reducing carbon emissions and local air pollution. It provides a summary of the current modal share for employee travel (and optionally also for customers/clients), plus a set of clearly-defined actions to make staff travel more sustainable. Travel Plans can be used to engage staff internally and can also be made available externally to showcase organisational commitments to sustainability.

Why does my business need a travel plan?

In summary, a Travel Plan enables an organisation to understand how employees are currently travelling to and from work, as well as for business purposes, and helps to identify and prioritise improvements to increase sustainable travel within a specific timeline. This Travel Plan Guide will help you to:

- Promote sustainable travel to and from your workplace
- Reduce congestion on Camden roads
- Reduce your travel costs
- Reduce the impact your travel has on the environment
- Raise awareness of sustainable travel within your workplace
- Show your organisation's commitment to addressing the climate emergency

Content and structure of a travel plan

Depending on the nature of your organisation, the main sections of a travel plan to include:

- Introduction
 - Context
 - Current situation
- Staff travel
 - Staff travel (to work)
 - Staff business travel (travel for work)
- Customer/client travel
- Freight, deliveries, collections and servicing
- Actions table
- Monitoring and evaluation

See the guidance below for each section and an example template in Appendix 1.



Introduction

This should include your organisation name, nature of work, workplace location(s), staff FTE or headcount and other relevant corporate information. The introduction should also reference any sustainability policies or commitments your organisation has made, and deadlines for compliance where applicable, as well the organisation's general ethos relating climate change and sustainability. It is also important to describe how sustainable travel will help the organisation meet any targets it has set.

Context

Provide a context to the Travel Plan and include the commitment to travelling more sustainably with reference to the current climate and air quality health crises. It is important to note that air quality is the largest environmental risk to health in the UK, with links to a range of respiratory and cardiovascular diseases as well as premature death.

Research indicates that air pollution causes an estimated 4,100 premature deaths each year in London, with as many as 109 annual deaths in Camden as a result of air pollution¹. Travelling in a more sustainable way will improve air quality within Camden. Currently, road traffic emissions make up around 47% of nitrogen dioxide (NO₂) emissions and 26% of fine particulate matter (PM_{2.5}) emissions in Camden.

The Context should summarise the aims of the Travel Plan and reasoning behind your organisation developing one. This could include:

- Encouraging active travel to work
- Improving employee health and wellbeing
- Saving money on parking and fuel
- Fulfilling an environmental strategy and/or corporate sustainability commitments
- Declaring support to help tackle the climate crisis and air quality health crisis
- Reducing congestion and air pollution in Camden
- Promoting what is on offer to employees in terms of benefits and facilities

The Context should also include a note on any actions have already been committed or undertaken to contribute towards sustainable travel.

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https://www.london.gov.uk/sites/default/files/london_health_burden_of_current_air_pollution_and_future_health_benefits_of_mayoral_air_quality_policies_january2020.pdf



Current situation

This section should detail the overall current or ‘baseline’ situation for your organisation in terms of staff commuting and business travel (and optionally also customer/client travel). If there is no information on staff commuting or business travel it would be worthwhile undertaking a staff travel survey to obtain this information. You may wish to reiterate your organisation’s overarching aims for the Travel Plan in this section and what you hope to achieve by a set date.

Staff travel

Staff commuting (travel to and from work)

This section should detail (both qualitatively and quantitatively) how staff are currently commuting to work and what is available to encourage more sustainable travel. Include:

- Workplace location – number and location of sites covered by the plan
- Number of employees – employee FTE/headcount (and approximate number of visitors/clients if available) covered by the plan
- Car parking provision on and off site – if you have conducted an access audit to your workplace, your key findings can be noted here
- Public transport – nearby locations of bus stops/routes, London Underground, London Overground, National Rail stations, etc.
- Walking/cycling routes and end-of-trip facilities (cycle storage, showers, lockers etc.)
- Remote working/access arrangements
- Workplace culture or any policies affecting staff travel – for example a travel policy, cycle to work scheme, season ticket loans scheme, etc.

Key results from a recent staff commuting survey should also be included:

% of employees travelling to work by train (National Rail)
% of employees travelling to work by Underground/Overground/DLR/tram
% of employees travelling to work by bus
% of employees travelling to work by car (alone)
% of employees travelling to work by car (sharing, as passenger or driver)
% of employees travelling to work by walking
% of employees travelling to work by cycling
% of employees travelling to work by other modes (e.g. running, scooting)
% of employees living within xx miles of the workplace



Staff business travel (travel for work)

Describe the current situation in terms of the modal share or total distance travelled using each mode of transport for staff business travel (trips related to work). For example:

- Business grey fleet (company vehicles)
- Personal car (alone)
- Personal car (car sharing)
- Taxi
- Public transport – bus, London Underground, National Rail etc.
- Air – domestic, European and international long-haul flights

Customer/client travel

If relevant, describe here how customers/clients typically travel to and from the premises, and how might they be encouraged to travel more sustainably. This section might consider:

- Whether client meetings need to take place face-to-face or can it be virtual
- Whether it is possible to encourage customers to take public transport or travel by bicycle or on foot

Freight, deliveries, collections and servicing

This section may be more or less relevant depending upon the nature of your organisation's activities, but for all organisations it is worth considering how you may be able to reduce air pollution and carbon emissions from vehicle movements associated with the delivery or collection of goods and services to and from your premises. For organisations receiving or distributing significant quantities of materials the impact on air quality and climate may be more significant than staff commuting. Therefore it is worth including a section on freight, deliveries, collections and servicing in your Travel Plan.

Note : the Mayor of London has produced a Freight action plan² that will provide further insight into this section.

² <http://content.tfl.gov.uk/freight-servicing-action-plan.pdf>



Actions table

This is the core element of the Travel Plan. The actions table presents a matrix of actions that will be undertaken as part of the Travel Plan to make staff commuting, business travel, and customer/client travel more sustainable. You could organise actions by transport mode (e.g. actions relating to cycling, walking, public transport), or categorise by the timeline for delivery (e.g. short-, medium- and long-term actions). Actions committed should be ‘SMART’: specific, measurable, attainable, relevant and time-bound.

An example action is shown below:

Action	Why	Action owner	When	Resources
Improve shower facilities at main office – install four unisex showers	This will help to encourage more staff to cycle or walk/run to work	Facilities Management team	Installation completed by March 2021	Capital expense and staff time

Monitoring and evaluation

This section should set out the governance structure and overall ownership, roles and responsibilities relating to the Travel Plan. It should also address the timeline and duration of the Plan, how progress will be monitored, and how the Travel Plan will be evaluated in terms of its effectiveness and impact. The section should include:

- The ‘owner’ of the Travel Plan – who is ultimately responsible and accountable for its implementation and delivery
- The internal governance procedure for oversight to ensure senior leadership buy-in
- How progress will be monitored and evaluated – for example at steering group meetings
- A timeline for when the plan will be reviewed for update
- How frequently will travel behaviours and data be reassessed or ‘re-baselined’, for example through travel surveys (note that surveys should be as replicable and inter-comparable as possible, so it is worth undertaking them at a similar time of year)

For more information contact

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Appendix 1: Travel Plan template example (all information and actions table costs entirely fictional and purely an example of what might be included)

Business X Travel Plan

1. Introduction

Business X is an environmental services consultancy based in Camden with 40 FTE staff working from a single office in Camden Town.

Additional corporate information here...

Business X declared a climate and ecological emergency in June 2020. As part of our efforts to achieve organisational net zero carbon by 2030, and in recognition of the air quality health crisis in London, we have developed a Travel Plan to help enable our staff to commute to work more sustainably. Business X has a longstanding commitment to environmental sustainability and this Travel Plan is the latest step in our efforts to reduce our organisational environmental impacts.

1.1 Context

The Business X Travel Plan sets out objectives and targets for sustainable travel and commits us to travel more sustainably when commuting or travelling for work. This Travel Plan will help to reduce emissions of local air pollution and carbon dioxide, thereby working towards our net-zero carbon ambitions and our commitment to addressing the climate and air quality health crises.

Road traffic is responsible for approximately 14% of CO₂ emissions, 47% of nitrogen dioxide (NO₂) emissions and 26% of fine particulate matter (PM_{2.5}) emissions in Camden. The Mayor of London has stated that air quality is the biggest public health crisis for a generation, with links to a range of respiratory and cardiovascular diseases as well as premature death.

Research indicates that air pollution causes an estimated 4,100 premature deaths each year in London, with as many as 109 annual deaths in Camden as a result of air pollution. Travelling in a more sustainable way will improve air quality within Camden.



Business X operates from an office based on Camden High Street, which is part of the Transport for London Road Network (TLRN) and carries a significant volume of road traffic. Air quality modelling from the London Air Annual Pollution Maps indicate that air pollution levels at our workplace breach the legal limits for NO₂ and the World Health Organization limits for particulate matter.

Camden Council has committed to achieving a net-zero borough by 2030, and has adopted the World Health Organization air quality standards. Business X's Travel Plan is intended to align with the local authority's ambitions.

The aim of our Travel Plan is to:

- Help reduce air pollution and carbon emissions from staff commuting
- Help reduce air pollution and carbon emissions from business travel
- Work towards our organisational net-zero carbon objectives
- Support Camden Council's efforts to achieve net-zero carbon and the World Health Organization air quality standards by 2030
- Support staff health and wellbeing by encouraging and enabling sustainable and active travel
- Reduce operating costs by cutting company fleet vehicle usage, specifically through reduced fuel consumption and maintenance costs
- Help to reduce congestion and road accident risk on Camden's roads

1.2 Current situation: baseline

Business X has two dedicated staff parking bays, a small secure bicycle storage room (with space for five bicycles), and two unisex showers for staff. All staff work full-time from the main office and there is currently no home working due to the nature of our activities. Staff are occasionally required to travel to client meetings or for site visits which are generally within a 20km radius of the office.

A mandatory staff travel survey of all 40 employees was undertaken in March 2021, to ascertain the modal shift of staff commuting and the total distance travelled between work and home for staff for each different mode of travel. 70% of staff usually travelled by public transport (with National Rail train being the most common form of public transport used), 15% cycled, 5% walked and 10% drove to work. The average commuting distance is 13km.

Business X only occasionally hosts client-facing meetings at our offices and we do not have any client parking facilities, and subsequently no data on client travel.



Our organisational fleet comprises five small diesel-powered vans which cumulatively drive 10,000 kilometres per year and consume 400 litres of standard blend diesel. There is no other business travel.

This Travel Plan is intended to help increase the modal share of active travel (walking and cycling) and public transport for staff commuting, and to set out a plan for reducing company fleet usage for business travel. This will be achieved by raising staff awareness of the climate and air quality impacts of driving and the business’s commitments to net-zero and tackling the air quality health crisis, and by facilitating and incentivising the uptake of sustainable travel choices.

2. Staff travel

2.1 Staff commuting (travel to and from work)

This section summarises the results of the face-to-face staff commuter travel survey, which was undertaken on Wednesday 10 March 2021. All 40 FTE employees responded to the survey.

Workplace location	<i>Business X main office, Camden High Street</i>
Number of employees	<i>40 FTE employees based at the main office</i>
Car parking provision on and off site	<i>Two staff parking bays, with no additional offsite parking</i>
Public transport	<i>Close proximity to Camden Town and Mornington Crescent London Underground Stations (5-min walk), Camden Road London Overground station (10-min walk) and Euston National Rail station (15-min walk)</i>
Walking/ cycling routes and end of trip facilities	<i>CS6 cycle route passes nearby, with new segregated cycle lanes introduced on other nearby roads. Five cycle storage spaces in secure bike store. Numerous unsecured public cycle storage facilities. Two unisex showers. No lockers or drying room</i>
Remote working/access	<i>All staff are based in the main office and there is currently no remote working due to IT limitations</i>
Workplace culture or any policies affecting staff travel	<i>Cycle-to-work scheme</i>
Preferred mode of transport	<i>Walking and cycling encouraged but not through any formal channels</i>
% of employees travelling to work by train	<i>40%</i>
% of employees travelling to work by underground/overground/DLR/tram	<i>15% (10% London Underground and 5% London Overground)</i>
% of employees travelling to work by bus	<i>15%</i>
% of employees travelling to work by car (alone)	<i>10%</i>
% of employees travelling to work by car (sharing, as passenger or driver)	<i>0%</i>



% of employees travelling to work by walking	5%
% of employees travelling to work by cycling	15%
% of employees living within 10km of the workplace	35%
% of employees travelling to work by Other modes (e.g. running, scooting)	0%

The priorities for reducing carbon emissions and air pollution from staff commuting are to:

- Improve facilities for staff cycling, walking, running or travelling to the office by other active means (increased provision of secure storage, showers, lockers and a drying room)
- Undertake a staff awareness campaign to improve understanding of the impacts of travel on climate and air quality
- Introduce a cycle loan scheme for staff wishing to try cycling but undecided about purchasing a bicycle

2.2 Staff business travel (travel for work)

Business X has a company fleet comprising five small diesel-powered vans which cumulatively drive 10,000 kilometres per year and consume 400 litres of standard blend diesel. All five vehicles are leased to the company and are all Euro 6 (registered in 2017). These vehicles are used by approximately 10 members of staff for site visits and client meetings, and all journeys are within a radius of 20km from the main office. The total annual diesel consumption across the vehicle fleet was 400 litres in 2020, representing 10,000 kilometres of driving.

The priorities for reducing carbon emissions and air pollution from staff business travel are to:

- Normalise the use of virtual meetings in lieu of face-to-face meetings and other visits which do not explicitly require a physical site visit
- Introduce a Green Vehicle Fleet Policy to consolidate the company fleet, move towards fully-electric vehicles and explore the use of alternatives such as pooled bicycles and cargo bikes, and to provide staff training on efficient and sustainable driving practices

3. Client travel

Business X does not have any dedicated client parking since most meetings are held at client premises. It is not known how clients travel to the Business X office for meetings hosted here, though it is assumed that the majority of journeys are by public transport.



The priorities for reducing carbon emissions and air pollution from client travel are to:

- Promote Business X's Travel Policy and organisational commitment to reducing environmental impacts by implementing measures to travel sustainably
- Make Business X's cycle storage and other active travel facilities available for use by clients and make clients aware of these facilities
- Provide clear and concise information on our website about how clients can travel to our main office on public transport or by bike or on foot

4. Freight, deliveries, collections and servicing

Business X's operations are almost entirely desk-based and there is a limited need for materials to be delivered to our office on Camden High Street. Janitorial and stationary supplies are procured on an ad hoc basis with approximately one delivery of printing paper per month and one delivery of janitorial supplies every two months, on average. Deliveries are by courier van, which is likely to be diesel-powered. Employees occasionally order personal deliveries to the office. There are no outgoing deliveries to clients.

The priorities for reducing carbon emissions and air pollution from deliveries are to:

- Explore options for consolidated deliveries through preferred supplier schemes or use Camden Council's consolidation centre for zero-emission or ultra-low emission last-mile delivery of janitorial and stationary supplies
- Refer to Cross River Partnership's Clean Air Villages Directory³ for information about companies offering ultra-low emission deliveries and services
- Introduce a policy that staff shall use click and collect services, home deliveries, or designated collection points (for example Amazon lockers) rather than getting deliveries to the office

³ <https://crossriverpartnership.org/directory/>



5. Actions table

Action	Why	Action owner	When	Resources
Staff commuting				
Expand secure cycle storage to double storage space for Business X employees (10 bicycles)	Make it easier for people to travel by bike with reduced risk of bike theft or damage whilst unattended	Office Manager	By 21/05/2021 (Cycle to Work Day)	£2,500 for assisted two-tier cycle rack
Install Sheffield cycle stands outside	Encourage active travel	Office Manager	By 21/05/2021 (Cycle to Work Day)	£1,500 for Sheffield stands and foundations
Install two new unisex showers, lockers and drying room	Make it easier for people to travel to work by bike, on foot, or by other active means	Office Manager	By end of October 2021	£10,000 for construction
Provide staff with information about cycle routes in and around Camden, including Clean Air Walking Routes ⁴	Encourage staff to travel by active means to reduce pollution	Office Manager	From April 2021 (ongoing)	No cost
Implement an Agile Working and Flexible Working Policy to allow staff to work from home	Reduces pollution from travel to work building	Office Manager / COO	By end of June 2021	No cost
Sustainable travel staff awareness campaign (staff intranet, posters, active travel competition)	Raise awareness of the climate crisis and air quality health crisis, and the travel options available for staff to help tackle these	Office Manager	By 21/05/2021 (Cycle to Work Day)	£50 for posters
Cycle loan scheme for staff to trial use of bikes	Encourage uptake of cycling by allowing staff to test out cycling and routes prior to making a financial commitment to purchase a bicycle	Office Manager	From May 2021 (ongoing)	£1,500 for insurance and loan arrangements
Promote staff cycle skills training ⁵	Encourage uptake of cycling as a means of commuting	Office Manager	From May 2021 (ongoing)	No cost
Train season ticket loan scheme	Encourage use of public transport for staff who are not	Office Manager	From May 2021 (ongoing)	£1,500

⁴ <https://crossriverpartnership.org/projects/clean-air-walking-routes/>

⁵ <https://www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses#hnst>



	able to travel by active means (walking, cycling etc.)			
Communicate Business X Travel Plan and other sustainability policies to all staff	Ensure staff understand the reasons for having an organisational Travel Plan and Business X's commitment to tackling the climate and air quality health crises	Office Manager	From April 2021 (ongoing)	No cost
Staff business travel				
Encourage and normalise the use of virtual client meetings rather than in-person meetings	Reduce the need for business travel and thereby reduce pollution from this activity	Office Manager	From June 2021 (ongoing)	£500 for minor IT upgrades (headsets etc.)
Explore feasibility of purchasing two electrically-assisted bicycles as pooled bikes for staff use in travelling for client meetings	Reduce the need for staff to take company vehicles for necessary in-person client meetings	Office Manager	By end of July 2021	£0 for feasibility, ~£5,000 for purchase of electrically-assisted bikes, locks, helmets and insurance. Possible cost saving if vehicles can be replaced with bicycles
Introduce Green Vehicle Fleet Policy setting out sustainable usage of Business X's vehicles	Improve uptake of non-motorised business travel, set out procurement pathway towards more efficient company vehicles, rationalise usage of company vehicles, and introduce a framework of driver training for sustainability and efficiency	Office Manager / COO	By end of June 2021	No cost for policy, potential cost savings through reduced vehicle usage and fuel consumption
Sign Idling Action London #EnginesOff pledge ⁶ to reduce air pollution from vehicle engine idling, and facilitate driver training sessions from Idling Action London	Ensure staff are aware of the impact of vehicle engine idling on air quality and the risk of fines and penalties for engine idling	Office Manager	From May 2021 (ongoing)	No cost
Client travel				
Enable and encourage usage of	Encourage active travel to reduce	Senior Accounts Manager to ensure all	June 2021	No cost

⁶ <https://idlingaction.london/business/>



secure cycle store, drying room and other facilities for clients	emissions from client travel by car or public transport	staff promote to clients		
Update website with sustainable travel information for clients (cycle routes, public transport information and car club bays)	Encourage active travel to reduce emissions from client travel by car or public transport	Office Manager	April 2021	No cost
Communicate Business X Travel Plan and other sustainability policies to existing and prospective clients	Ensure clients understand Business X's commitment to tackling the climate and air quality health crises, and how the Travel Plan applies to their activities as clients of Business X (additionally, working to encourage clients to implement similar policies for sustainability)	Office Manager	From April 2021 (ongoing)	No cost
<i>Freight, deliveries, collections and servicing</i>				
Explore options for use of a preferred supplier scheme for janitorial and stationary supplies	Reduce pollution from diesel vehicles used for business deliveries to the office	Office Manager	By end of July 2021	TBD
Explore feasibility of using Camden Council's consolidation centre for ultra-low or zero-emission last-mile delivery	Reduce pollution from diesel vehicles used for business deliveries to the office	Office Manager	By end of July 2021	No cost for feasibility, costs for usage of centre TBD
If preferred supplier and consolidated delivery options are not viable, arrange deliveries to fall outside of peak traffic hours or explore options for delivery in low- or ultra-low emission vehicles	Reduce peak-hours pollution from diesel vehicles used for business deliveries to the office	Office Manager	By end of July 2021	TBD, but no cost expected
Refer to Cross River Partnership Clean Air Villages Directory for information about ultra-low emission	Reduce pollution from diesel vehicles used for business deliveries to the office	Office Manager	From April 2021 (ongoing)	No cost



suppliers and service providers				
Introduce staff policy to discourage or prevent personal deliveries to Business X's office, and instead require use of home deliveries, click and collect services or safe drop-off points such as Amazon lockers	Reduce pollution and congestion from ad hoc personal deliveries to Business X office	Office Manager / COO	By end of June 2021	No cost

6. Monitoring and evaluation

The Business X Travel Plan formally goes live on 1 April 2021 and has a defined duration of three financial years. The Travel Plan will be reviewed in October 2023 to assess its impact and to update on its alignment with other organisational sustainability policies, ahead of developing a second Travel Plan to be implemented in April 2024.

The Office Manager is formally nominated as the 'owner' of the Travel Plan and has assumed responsibility within their job description of implementing and reviewing the plan, with accountability for ensuring its delivery. A Business X Sustainability Travel Steering Group will meet on a quarterly basis from mid-April 2021 onwards to review progress on the Travel Plan. The Steering Group will comprise the Office Manager, the Chief Operating Officer, Senior Client Accounts Manager, and other staff members to be determined to ensure involvement of a representative group of personnel across different levels of seniority within the organisation, as well as providing a platform for involvement of staff with differing travel habits.

Staff travel behaviours will be re-surveyed each year in March using the same methodology to that utilised in the baseline survey, to ensure comparability of the results. This will feed into the review and evaluation of this first Travel Plan and will inform development of the next Business X Travel Plan to be introduced in April 2024.