

Communities Connected CIC

Thinktravel Toolkit



A toolkit drawing on lessons learnt throughout the Gloucestershire County Council Thinktravel programme to enable community groups, workplaces, schools and developers to plan transport proactively for a sustainable future.

Contents

Introduction	3
Why a Thinktravel Toolkit?	3
What is Thinktravel?	3
What is the Communities Connected CIC?	3
What is the Thinktravel message?	4
When and where to use this toolkit?	4
Funding and Resourcing Community Events and Activities	5
Communities	6
1 Host a Community travel event	6
2 Personalised Travel Planning (PTP)	7
3 Producing a locality guide	9
4 Improving road safety	9
Schools	10
1 Host a school travel event	10
2 Sign your school up for national events	10
3 Finding information and resources	11
4 Produce a School Travel Plan	11
5 Create Safe Routes to Schools	12
6 Travel games	12
Workplaces	12
1 Workplace event	12
2 Incentivise employees	13
3 Check all of your travel facilities are in order	13
4 Workplace travel plan	15
5 Workplace Personalised Travel Planning	15
Planning for local development	15
1 Place audits	15
2 Facilities and services audits	17
3 Traffic counts and surveys	17
4 Car Park Surveys	18
Tourism industry and the rural economy	19
Mobilising and managing volunteers	20
Other Resources	21
Contacting Communities Connected CIC	21
Glossary	22

Introduction

Why a Thinktravel Toolkit?

One of the key reasons for developing this toolkit is to enable Gloucestershire's community organisations, Parish and Town Councils and other local groups to carry forward the 'Thinktravel' message within their own setting. Building on the success of the main Thinktravel programme, this toolkit allows tailored support to continue through Gloucestershire's network of community organisations and voluntary sector activity.

The toolkit allows community organisations to make use of the Thinktravel knowledge and resource gathered around sustainable transport promotion as they see fit. A few examples of the way the toolkit can be used include:

- Offering a Thinktravel resource table at a local event, e.g. a school or village fete, a fun run, a cycling event, or some other community activity. This can be run by volunteers alone, or with the help of Communities Connected CIC staff;
- Working with local schools and after-school clubs to provide activities to help children, parents and staff think about their travel choices. This could include events, careers fairs, school travel research and developing and refreshing school travel plans;
- Using the resources to carry out door to door travel research to feed into Neighbourhood Plans or other local development planning activities;
- Gathering evidence to help in forming responses to local planning applications particularly where access to public transport, walking, and cycling are important considerations;
- Working with bus, rail, community transport and taxi operators, together with utility providers, to inform people of their travel choices during periods of change, or where new services provide a fresh opportunity for people to change their travel behaviour.

The Thinktravel programme has provided trained travel advisors to work at the heart of local communities to address sustainable travel issues. We want to be able to create a real legacy where local communities can carry on this type of work by simply using this toolkit and the resources that lie behind it - so that the Thinktravel programme can continue to have an impact across the County over the years to come.

What is Thinktravel?

Thinktravel is the Department for Transport's (DfT) funded initiative set up by Gloucestershire County Council (GCC) through the £5 million bid to Local Sustainable Transport Fund (LSTF) aims to encourage economic growth and reduce carbon emissions from travel. It gives residents and visitors information about their sustainable travel options within the county.

What is the Communities Connected CIC?

Communities Connected CIC is a managed consultation and engagement service with a focus on face to face contact. The Community Interest Company (CIC) was set up in 2015 to continue and expand upon the door to door and community travel awareness work to date.

The Communities Connected CIC is committed to training and growing the skills of its employees, and this has led to the ongoing commitment of specialist travel advisors who will continue promoting the Thinktravel message, and carrying out surveys and consultation events.

The Communities Connected CIC will also be able to provide tailor made support to your community event or project, ranging from delivery of free information and providing display equipment, through to providing mentoring, a full event, or consultation service. Details are given at the end of the Toolkit.

What is the Thinktravel message?

The Communities Connected CIC Thinktravel Toolkit supports the four main objectives set out in the Gloucestershire Local Transport Plan (LTP 2015-2031). Gloucestershire's vision for transport is for:

'A resilient transport network that enables sustainable economic growth by providing door to door travel choices'

Objectives

To support sustainable economic growth

Conserve the environment

Enable community connectivity

Improve community health and well being

The vision encapsulates the importance of journey time reliability and travel choice as the economy grows. It is important to move away from a culture where the car is the dominant mode of transport towards one where the car is one transport choice within a range of realistic travel options. For some residents it may not be feasible to have a full range of transport choices, but there may be a choice for part of their journey.

The Thinktravel initiative has made huge steps to support the above four LTP (2015-2031) objectives. It's not all about getting people out of their cars. We can encourage more sustainable habits by making one, or more, of what we call the "5Rs" happen. Rethink, Reduce, Retime, Reroute and Remode.

Rethink	Reduce	Retime	Reroute	Remode
Changing your mind set about your travel behaviour	Reducing your overall need to travel	Making a journey at a different time of day to reduce congestion and avoid peak periods	Taking an alternative route to avoid congested areas	Traveling by a different method of transport – e.g. changing from car to bicycle

When and where to use this toolkit?

This toolkit aims to offer help and guidance to anybody with an interest in addressing local transport issues. For example to tackle parking problems at your workplace, or encouraging more people to walk / cycle to and from school, or maybe you wish to plan for better local development and would benefit from guidance on transport issues.

This toolkit draws on the experience that the Communities Connected CIC has gained whilst working throughout the county on a wide range of local sustainable transport issues. It provides a practical guide to what can be achieved, and there is further information in the supporting annexes to this toolkit.

This toolkit is a resource to be used by all. However, those that have made most use of the ideas and activities contained here have been:

- Community organisations (including Parish and Town Councils, Neighbourhood Planning Groups, Rail Station Groups);
- Those planning for local development;
- Schools;
- Businesses (both employers and employees, and);
- Those involved in tourism and supporting the rural economy.

The following sections together with the supporting annexes describe the interventions you can make, and the support available through the Thinktravel resources and the Communities Connected CIC.

Funding and Resourcing Community Events and Activities

Our approach to funding and resourcing of the Thinktravel 'community' programme operates at two levels, individual and partnerships. For individual events we try to keep the costs as low as possible, to ensure that promotion of Thinktravel resources and services is affordable to the event organisers.

Presently we are able to provide event boxes with resources (maps, guides, water bottles etc.) free of charge. When you express interest in having a Thinktravel stand at your event you will be sent a booking form that will ask which free resources you would like. The service operates on a first come first served basis, so please remember to email your requests to: **info@communitiesconnectedcic.co.uk**. The event box and resources will be left for collection at The Big Yellow Self Storage, 89 Eastern Avenue, Gloucester GL4 6PQ

The Big Yellow is open 7 days a week and you can view the opening times at **www.bigyellow.co.uk/store/Gloucester-self-storage**

For events where you are using your own volunteers, simply ensure that they follow the toolkit guidance and that any risk assessments and other health and safety aspects are covered by the event organisers. Where you would like one of the Communities Connected CIC trained staff to attend to support the activity, please also specify this on the form and we will provide a quote. Normally these costs should be met by the organisation planning the event (e.g. a Parish Council, a residents association etc.)

Partnership funding and resourcing is different. As the Community Connected CIC, we are seeking further sources of third party funding which we can use to support community development activities across Gloucestershire. We will be making various funding applications to local trusts and agencies so we can deliver a proportion of annual events free of charge, looking specifically at the needs of young people, elderly and disabled people, and those seeking employment. We are also actively engaged with local volunteering and work placement organisations that can help with the provision of additional human resources.

Should any local organisations wish to discuss how Communities Connected CIC may be able to partner or develop strategic links please get in touch via email: **info@communitiesconnectedcic.co.uk**

Communities

Community organisations can encourage travel change within their local area, and in doing so make streets safer and friendlier places to be, help support small local businesses, and identify ways to support isolated residents access key services.

The list below outlines some of the successful things that your community group can do. If you would like to more detail on any of the following please refer to the relevant **supporting annexes**.

What can you do?

1. **Host a Community travel event**
2. **Provide residential Personalised Travel Planning**
3. **Produce your own Locality Guide**
4. **Improving road safety**

Other aspects covered by this toolkit described in the section '**planning for local development**' are also relevant for community groups, particularly as the Localism agenda aims to increase the rights of community groups over land use issues.

1. Host a Community travel event

Events are a key way to get lots of people together in one place for targeted awareness raising. You can set up your own event, or 'piggy-back' onto an existing event where the Thinktravel message is complementary. The Thinktravel resources are not exclusive to promoting sustainable travel. You can make good use of the Thinktravel equipment to support your own event, with the Thinktravel message included alongside.

Have a stand at your local community event to promote local sustainable travel options with resources available on a first come first served basis through the Communities Connected CIC:

- You can order Thinktravel resources- from cycle maps to how to guides and bus maps, to hand out to the local community;
- You can also order 'incentives' such as water bottles and pedometers;
- You can give out useful information - Why not ask them how they travelled to the event today? Or did they know that the local bus could be cheaper than car parking?;
- Play the Thinktravel game, developed for schools;
- Book the Gloucestershire Bike Project to provide bike tune ups and a smoothie bike;
- Using the "5 R's" explain that residents can make small changes to their behaviour;
- Link in with national awareness promotion weeks, e.g., National Bike Week.

If you need help organising volunteers refer to the '**Mobilising and managing volunteers**' section of this toolkit. You can also request support from Communities Connected CIC Travel Advisors for your event.

Where should you do it?

If you are holding a stand-alone event then supermarkets, medical centres, leisure centres and other community ‘hubs’ can be great places to engage with lots of people in a short space of time.

If you are ‘piggy-backing’ your event onto another, then annual events such as Summer Fairs, Christmas Concerts, or school sports days are great opportunities to reach a wide number of people.

Some practical tips to help these events run smoothly:

- Seek permission first – contact the venue and ensure you have a named contact there. Describe what you intend to do (e.g. a survey) and why. Do this well ahead of time;
- Have a clear record of the; main point of contact, their contact details, the full address of the venue and any other agreed terms previously agreed (including time and date);
- If your venue has restrictions around what you do or how you work make sure that these are respected at all times;
- People are busy. When engaging with people at community hubs keep your questioning down to a minimum – short surveys are best.

Adding attraction

The Smoothie Bike is a good visual aid and helps to demonstrate how easy it is to use pedal power to blend the fruit as well as being an engaging tool. Gloucestershire Bike Project can come to your event and carry out safety check and minor service, bring the Smoothie Bike or just give out free cycling maps and guides.

- Contact **01452 690979**
- **info@gloucestershirebikeproject.co.uk**
- **www.gloucestershirebikeproject.co.uk**

Case study: Kingswood Neighbourhood Development Plan (NDP)

Kingswood (Stroud) have produced their own NDP which once adopted will be used to help determine planning applications. As with many villages in Gloucestershire, traffic and transport is a major issue. As part of the consultation events held as part of the NDP process, support and resources were given by the Thinktravel team, to help attract people to the stand and to encourage the message of sustainable travel within their community.

This had the benefit to the Neighbourhood Plan group of providing a visual attraction to the stand and to give away ‘freebie’ sustainable travel incentives in return for resident’s feedback and input into the neighbourhood plan consultation. Water bottles, pedometers, hi-vis jackets, local maps such as the Stroud District cycling map were very popular. For Thinktravel this was a great opportunity to give out advice on travel issues and share information within a community who themselves had identified that the high levels of car use were a concern in the area.

This work could also link into ‘making a planning representation’. The evidence collected around facilities, capacity and usage can be used to respond to applications for housing, as it will provide an understanding of the capability of the existing facilities to support a growth in the community.

2. Personalised Travel Planning (PTP)

Personalised Travel Planning (PTP) is a successful way of encouraging residents of a local community to consider their travel habits.

There are three types of PTP described within this guidance;

- **Residential**
- **Workplace**
- **School based**

With PTP, an individual is presented with a bespoke set of travel options based on their travel needs and circumstance. PTP provides information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.

As a community group you will be most likely to conduct residential PTP. These are usually held as one on one interviews through a door to door survey, where the individual's start and end journey details are given, methods of travel they would like to try out are discussed, and goals and challenges can be set. Residential PTP should also consider encouraging people in your community to shop locally to shorten their trips, which in turn will benefit the local economy. Although simple, PTP has been shown to strongly affect people's travel choices.

How should I approach residents?

Residential PTP has six key stages:

1. Define your target area.
2. Conduct door to door interviews.
3. Ask the resident baseline questions on how they travel.
4. Identify the barriers they face in travelling differently to their normal way (e.g. 'I would like to cycle but I don't know the way').
5. Provide the relevant information, incentives, and attempt to address the barriers they face in travelling (e.g. A local cycle map).
6. Re-visit after 3 months asking residents to complete the same baseline questionnaire in order to work out change in travel mode.

When should I approach residents?

- Spring to summer is a good time of year to inspire change of travel, particularly when encouraging cycling and walking.
- Door knocking at households should be between 16:00 – 20:00 on weekdays
- It has been shown that people are more prone to making a change to their typical travel habits when they become new residents to the area, or when there are significant changes to local travel (e.g. long term road works, the provision of a new bus route, better train connections).

If you have any further questions on residential travel planning, such as training your volunteers or survey design you can contact the Communities Connected CIC advisors.

Case study: Hempsted, Gloucester PTP

Hempsted Village found an innovative way to collaborate on Thinktravel Personalised Travel Plan programme for the benefit of their Neighbourhood Development Plan.

At the time of the Gloucester PTP programme, Hempsted received new housing growth at Monk Meadows. To ensure that the new residents integrated into the existing community, and that the area could be positively planned for in the future, the local community decided to begin a Neighbourhood Development Plan.

Partly funded by the NDP 'Locality' grant, Hempsted were able to merge their own local PTP with the wider Gloucester programme, and also complimented the developer funded PTP in the nearby development in Kingsway. Through this contribution, Hempsted received both PTP for new and existing residents, and were able to use the data collected during the surveying for their NDP evidence base.

3. Producing a locality guide

A locality guide is a brilliant resource to promote an area and the range of services and amenities that can be accessed by footpaths, cycle routes and bus services. It can be used by everybody including residents, potential residents, visitors and businesses to find their way around, find a particular service and to encourage people to support the local economy. This helps to support communities, reduce pollution, improve wellbeing and contribute towards creating safer, more connected neighbourhoods.

Creating a locality guide

The following 7 steps can guide you on how to produce your own locality guide:

- 1. Becoming Familiar with the Location** – An often understated aspect of designing a locality guide is the need to visit the place in question. This will help you to build a picture of its character, the different areas and the types of services and facilities available.
- 2. Setting the Scene** – This includes brief reviews of ongoing sustainable travel projects and schemes as well future plans for the place.
- 3. Locational Analysis** – This can be partly completed through desk research by using online mapping to help create a general map overview and decide where to focus any inset maps. You may be able to find existing directories for an area online to provide you with details of businesses and organisations.
- 4. Review of Transport Options** – Highlight the key transport travel options available locally. This includes concise information on current service provision, transport operator contacts details as well as new schemes associated with cycling, walking, car sharing and public transport.
- 5. Community Initiatives** – Provide brief accounts of some of the local community projects and schemes ongoing around the area.
- 6. Data Collection** – Using the desk based research as a guide, it is then essential to make a field trip to the area to record the types of businesses and organisations, as well as facilities and amenities that are currently there. The size of the area will define how many people are required to take part in the data collection.
- 7. Compiling the Information** – For ease of use, once data on an organisations name, address, contact details, opening times and grid reference (map) have been collected you can categorise these e.g. Community and Leisure, Shops, Health services.

For good examples of locality guides in Gloucestershire produced by Thinktravel which can inspire the design and content of your own locality guide please visit the Thinktravel website www.thinktravel.info/resources

4. Improving road safety

Community Approaches to Road Safety is a resource produced by Gloucestershire Rural Community Council (GRCC) in association with the Gloucestershire Road Safety Partnership which gives practical ideas for improving road safety (including traffic speed reductions) for Gloucestershire's communities. This amended toolkit will be available in summer 2016 at www.grcc.org.uk



Schools

Part of the Thinktravel initiative is to encourage children and students to enjoy sustainable transport and the benefits it brings from a young age. Studies show that children who exercise before school concentrate better in lessons, so it is well worth using the toolkit to encourage more active travel to and from school. Did you know that in Denmark 50% of all children cycle to school... in the UK it is just 2%!

What you can do?

Some of the things you can do are:

1. Hold a school travel event.
2. Sign your school up to national events such as the Big Pedal or get support from the government via Modeshift stars.
3. Find information and resources.
4. Produce a school travel plan.
5. Create or identify safe routes to schools.
6. Play the Thinktravel game or the Traffic Snake Game.

1. Host a school travel event

Similar to a community event, why not hold a travel awareness event at the school during lunch time, as school finishes for the day or during a school fete to also attract parents. Instead of enlisting volunteers, use keen student champions to man the stall and to offer travel advice to both fellow students, staff and parents.

- Utilise existing resources and incentives available (such as water bottles, pedometers, maps and guides);
- The Communities Connected CIC can provide you with Thinktravel banners and the Thinktravel CUBE to help draw in people to your event;
- Play games such as the Traffic Snake Game Network;
- Conduct a travel survey to understand how students and staff are currently travelling and what changes may encourage them to travel in a more active way.



2. Sign your school up for national events

Many events are available to encourage sustainable and active travel to school. Examples of these include 'Walk to School Week' (run by Living Streets) and the 'Big Pedal' (run by Sustrans). These events allow students to feel part of something countrywide and competitions can be organised between local schools.

'Modeshift Stars' allows recognition of schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. The scheme encourages schools across the country to join in a major effort to increase levels of sustainable and active travel in order to improve the health and well-being of children and young people.

3. Finding information and resources

There are many organisations and varied websites with examples of best practice information and resources for sustainable travel. Here are just a few.

Thinktravel – www.thinktravel.info

The Chartered Institute of Logistics and Transport (CILT) - The Cycle Hub - www.ciltuk.org.uk

Sustrans – www.sustrans.org.uk

Gloucestershire County Council has worked closely with Sustrans over the years, and Gloucestershire has six national cycle network routes passing through the county. Thinktravel currently funds work with schools in Gloucestershire through the Bike It Programme. Sustrans helps young people throughout the UK to travel actively and safely. They also have brilliant resources, incentive schemes, guides and events to help schools and professionals working with young people to encourage active, sustainable travel - both inside and outside the classroom.

4. Produce a School Travel Plan

It is very common now for large sites of employment, for train stations and for local authorities as well as schools to produce Travel Plans to set out their aims and objectives over the next 5, 10 or even 20 years. These plans seek to reflect the ambitions for sustainable travel of the local community and the school, whilst also supporting the Local Transport Plan Objectives.

School Travel Planning brings together School boards, the Highways Authority, public health, police, parents, students and school staff to take ownership of and solve the school's travel issues. Within your School Travel Plan you need to identify the existing and future barriers that students, staff and parents face in choosing sustainable transport methods to access school.

Produce an Action Plan listing the quick wins and long term objectives, and try to find practical solutions to the barriers you identify as a group.

You will need to demonstrate that you have consulted pupils and parents on your plan. You can do this by:

1. Holding workshops and focus groups.

2. Involving students and parents on the project team.

3. Asking students, parents and staff to complete a travel survey. Short surveys that can be completed during form time get the most successful response rate.

Remember that once you have produced your plan you will need to make sure you have established a strong steering group to see through the delivery of the Action Plan. Involving students on the steering group from the start and throughout the Travel Plan process will also benefit their personal development.

Case study: Rednock High School, Dursley

Students were trained in how to conduct a street audit and using the resources in Tool Sheet 6, reviewed the key routes around their school, looking for gaps in provision for pedestrians and cyclists.

For one student, Ieuan Gilbert, who had taken a strong interest in the type of work he was doing. This was the start of a larger role he ended up playing in the work of Thinktravel, where he continued the auditing through the wider area around the school, and provide an evidence base for the Dursley Neighbourhood Development Plan which was also being undertaken at the time.

Ieuan's work was of such quality and he enjoyed his time on the project that this eventually resulted in a paid summer placement with the transport consultancy that had been assisting the Dursley NDP. This is a great way for Thinktravel to invest in individuals, as well as achieve the broader aims of sustainable travel.

5. Create Safe Routes to Schools

Safe Routes to School is a project offered by the charity 'Sustrans' across the country, and provides opportunities to improve the health of students, for educational benefits and cleaner air for the entire community.

Creating **Safe Routes to Schools** enables more young people to walk and cycle to school. Creating these routes will normally involve a combination of highways measures supported by community and school projects to make roads safer. Infrastructure is an obvious way of improving routes to school. However try to categorise any measures into;

1. Operational (the systems and processes which help achieve the goals)

2. Physical (the actual roads and paths)

3. Behavioural (promotions, events, maps etc.)

For more detailed information and guidance for parents and schools to create **Safe Routes to Schools** please refer to the Sustrans Information Sheet FS01

www.sustrans.org.uk

6. Travel games

Thinktravel Game – Thinktravel have produced a game aimed at primary school aged children. The game is snakes and ladders with a travel twist; climbing the board for sustainable behaviour, and falling, e.g. when stuck in traffic.

This can be combined with Thinktravel goodies like the pedometers and a walking log to encourage a more active lifestyle.

If you wish to hire the Thinktravel Game please contact Communities Connected CIC for availability.

The Traffic Snake Game – The traffic snake game is a primary school campaign to promote walking, cycling, and public transport to children, parents and teachers. It is aimed at safer and more sustainable trips to school, and is played by schools across Europe. Join the network! www.trafficsnakegame.eu

Over the two weeks, children put dots on a banner every time they walk, cycle, use public transport or car-share to school. The goal is to fill the Traffic Snake banner with dots by the end. When the children reach the head of the snake, they will receive an even bigger reward e.g. a new bicycle shed, a walking or cycling tour, or a reward that the school organises.

Business on the Move - This is a game developed by the Chartered Institute of Logistics and Transport (CILT) aimed at Key Stages 2 and 3. This game challenges players to run a business, moving products from China to the UK as fast as possible. CILT have produced this game to inspire learners to understand more about how business works and consider the wide diversity of careers available in transport and logistics. This can also be played outside the classroom with youth groups.

Case study: Salvation Army Youth Group, Stroud

In September 2015, Thinktravel were invited to run a session with Salvation Army Youth Group afterschool club to get the children thinking about how they travel around their town.

The club was for children between ages 5 and 12, and was a group with lots of energy especially after 'wet-break' day at school. After a fun warm up session, activities were played:

Activity 1: The Thinktravel 'Snakes and Ladders' game was rolled out across the floor, and played in teams, with a prize for the winners.

Activity 2: Drawing travel maps between their house, friends' houses, the school, and the shops. The children drew their journey between these places - how they travelled, and any good or bad things about that journey. As some children were neighbours and siblings, they clubbed together to draw maps of their neighbourhood.

At the end of the session, everybody was given a Thinktravel pedometer to keep, and a 'walking diary', to be filled in over the week. The next week's session they would bring the diary back to the club leader and see how many steps they had all managed to do.

Workplaces

Thinktravel have produced bespoke resources aimed at businesses which can be found at:

www.thinktravel.info/business

What are the benefits of improving travel choices to your business?

- 1. Cost savings for your business** – Effective management of your organisation’s travel will reduce costs associated with business journeys like staff expenses, car park charges and fleet management costs, saving your organisation money and time.
- 2. A more attractive employer** – Providing and encouraging travel options will help improve staff retention and recruitment by making your organisation even more employee focused, positively supporting your staff needs which enhance employee satisfaction and productivity. By promoting greater travel choices, you will enhance your core business prospects by giving employees, visitors and customers more ways of reaching you. It will also help alleviate car parking pressures at your site.
- 3. Achieve carbon reduction** – Enhance your environmental credentials by being part of the solution that will make a local and global difference, reducing carbon emissions by encouraging more sustainable travel options.
- 4. A healthier, more productive workplace** – Promoting active travel options like walking and cycling will improve motivation, health and fitness of your employees; this improves productivity and reduces sickness absence.
- 5. Be an employer of choice** – Demonstrating your commitment to corporate social responsibility, you’ll build a better reputation with staff, key stakeholders and your local community.

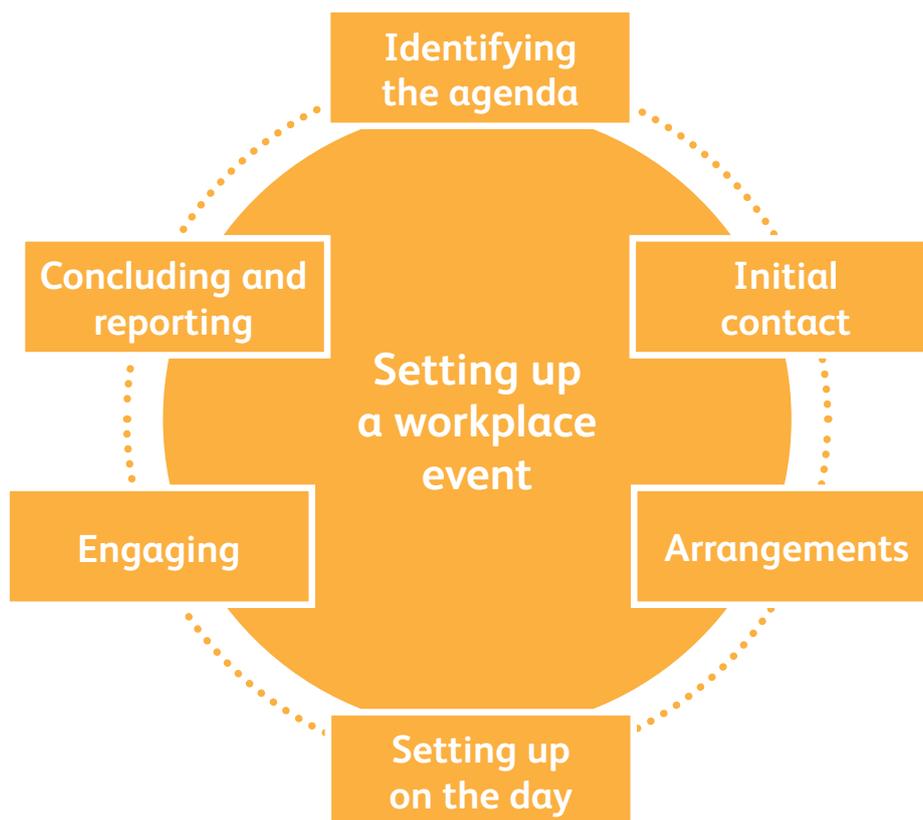
What can you do?

1. Hold a workplace event.
2. Incentivise staff.
3. Check all of your travel facilities are in order.
4. Produce a Workplace Travel Plan.
5. Offer Workplace Personalised Travel Planning.

1. Workplace event

Organise a work place travel event to provide information to staff on travel to work options. Staff can be encouraged to try walking or cycling to work for a day, bring their bike to be fixed by Gloucestershire Bike Project and participate in fun games.

Workplace travel planning can be a great way for businesses to assess and help staff change their travel habits, which is a key part of Corporate Social Responsibility.



2. Incentivise employees

To encourage staff to travel more sustainably to and from work as an employer you may wish to provide some incentives such as:

1. A week free bus pass.
2. Bike to work scheme.
3. Pool bikes.
4. Vouchers.
5. Mileage allowance for cycling in work.

3. Check all of your travel facilities are in order

If the correct facilities are not in place for those that wish to travel by other modes (not just car), this can act as a deterrent, particularly if an employee is not 100% committed to making a change. Asking your staff for their opinion on what is needed will help to ensure the correct provisions are in place e.g. cycle lockers, showers, travel information and car sharing facilities, is very important in changing behaviour.

The same applies to access around your site. If you are a large site you may wish to assess the safety and convenience of routes around your site for cyclists and pedestrians. Developing a **workplace travel plan** will also identify any gaps in provision on the site.

4. Workplace travel plan

Engaging in workplace travel planning can bring many benefits to an organisation. A **Thinktravel Workplace Travel Planning Kit** has been produced specifically to help businesses put a plan in place. This provides a range of useful tools and tips on specific sustainable travel options and how a sustainable Travel Plan can positively impact on a business. Advice can also be sought on how to access financial support, and how to implement the Travel Plan.

A Workplace Travel Plan is simply a package of measures which aims to provide greater sustainable travel choice for staff and reduce the number of car journeys made alone for commuting and for business use. Many travel planning measures can be done on little or no budget at all. Simply allocating staff time and providing them with existing sustainable travel information is a step in the right direction.

Information on how to construct a Workplace Travel Plan can be found at:

www.gloucestershire.gov.uk/extra/tpguidance

5. Workplace Personalised Travel Planning

Personalised Travel Planning (PTP) in the workplace enables employees to evaluate the full range of alternatives to the car for their journey to work.

Workplace PTP operates similarly to Residential PTP except that it is undertaken at the workplace rather than at homes.

The simple steps are to:

1. Identify the home postcode, and the destination (work) postcode, and normal times of arriving and leaving work.
2. Identify how an employee travels.
3. Identify any gaps in current facilities which may be acting as a deterrent to change.
4. Provide up to date travel information.
5. Provide incentives (if budget is available).
6. Monitor and support change.

Planning for local development

Transport is an important consideration when planning for any new development. All types of development must address the opportunities for cycling, walking and public transport provision, underpinned by the ethos of 'sustainable development' as set out in the National Planning Policy Framework (NPPF) as well as in the transport policies of Gloucestershire's Local Transport Plan (2015-2031).

It is not only new development which is affected, but existing areas may also be in need of some attention or updating, especially where the impact of new development and the associated increase in car trips will need to be reduced. Collecting the following types of data will help build a database of transport evidence which can be used to support plans for local development.

1. Place audits

A high quality and accessible environment is central to increasing walking levels and providing an experience that meets the needs of all users irrespective of age, ability, experience or understanding.

Place, access, and site audits help to provide an understanding of an area, the issues, and how to address them. These findings will be a dominant factor in decisions to grant planning permission. 'Manual for Streets' and 'Manual for Gloucestershire's Streets' provides detailed technical design guidance, against which places can be assessed. See www.gloucestershire.gov.uk/mfsg for more information.

What are the aims of the Place, Access or Site Audit?

- To evaluate the quality of an environment from a user's perspective;
- To identify all the barriers to movement in the public realm that may restrict the opportunities for pedestrians to access or enjoy public or private spaces;
- To produce an accurate record of these barriers, and the solutions which may remove these - the information can be used to influence scheme designs, or Section 106/278 contributions;
- To test the planned connections between new development sites and their surrounding areas.

The audit can be applied to the following environments:

- Streets/Roads including residential streets, shopping streets and all other streets where there is significant pedestrian movement. This includes links to facilities, access routes to rail and bus stations, bus stops and other transport interchanges;
- All public rights of way;
- Public amenity space (including parks and open spaces);
- Semi-public areas e.g. shopping courtyard maintained by private companies.

What will the audits be used for?

- Neighbourhood Development Plan policy evidence base;
- Feeding into village appraisals and other Supplementary Planning Documents;
- Identify schemes for CIL / S106 funding to be spent on;
- A basis for discussions with developers;
- Evidence base for responding to or submitting planning applications.

Creating an Accessible Environment

Almost everyone is a pedestrian at some point, so environments must cater for a wide variety of users. Whilst individual needs may vary, the same basic requirements and making an environment walkable for all can be summarised using the '5Cs':

1. **Connected**
2. **Convenient**
3. **Comfortable**
4. **Conspicuous**
5. **Convivial**

What do I need to conduct an audit?

The resources needed are: camera, audit pro-forma sheet, pencil or pen, high visibility wear, suitable walking shoes, map of the local area with your routes marked out in advance. Pro-formas and guidance material can be sought from the Communities Connected CIC, who can also provide training or carry out this work.

Whilst the main audit is normally carried out during the working day in order to best capture photographs, it is recommended where possible to carry out an audit at the busiest time (e.g. shopping street on a Saturday morning) and also in the evening/night-time to pick issues of surveillance, personal safety and visibility.

2. Facilities and services audits

GRCC (Gloucestershire Rural Community Council) works with communities using its 'Community Asset Analysis' tool which can be used to provide greater detail as part of an area-wide audit, such as a place audit, or to address a specific need. This tool allows you to assess the demand on your local assets and level of need for community facilities. Contact details are available at www.grcc.org.uk

3. Traffic counts and surveys

Volunteers can conduct **manual classified traffic counts** at little cost and using few resources (but with a fair amount of time!). The benefit of this is that this can provide useful data on trip rates, and traffic volumes, to help inform decisions related to highway impact and capacity.

'Trip rates' are the calculation which shows the number of traffic/people movements in and out of a contained site. This rate can then be applied to potential developments with similar characteristics and design. A gauge of trips that will be generated by the proposed development can then be made. The purpose of the count is to determine the volume of traffic (including their 'class': cars, trucks and other vehicles – this can include pedestrians and cyclists) that use a specific section of road.

Your counts can be used to verify the data that is being used to assess potential impact of a planning permission, or planned changes to the highway, as well as simply identifying how frequently your community moves around and shares the roads.

The following steps are involved in conducting a traffic count.

1. Identify which roads need to have a traffic count and where you need to stand.
2. Begin the count at least a half-hour before you anticipate the maximum volume of traffic. Local knowledge may be used to determine these times but generally rush-hours occur between 06:30 - 09:30 and 16:00 -19:00.
3. For most traffic counts there will be two directions of flow – east bound/west bound, or north bound/south bound. Record traffic flow separately for each direction.
4. Record the different classes of vehicle and types of user. A guidance document is provided in the annexes to this toolkit.
5. Record counts in 15-minute increments to be able to precisely identify the peak traffic flows.
6. Be sure to wear bright orange garments and stay well back from the flow of traffic.

Case study: Kingswood Neighbourhood Development Plan

The residents of Kingswood, Stroud, undertook a Neighbourhood Development Plan (NDP) for their parish. Transport and traffic are often issues for local communities, and as a rural village, car reliance was leading to concerns over safety, parking, and gaps in provision for walking and cycling.

The community put into practise many of the initiatives put forward in this toolkit. As a NDP requires an evidence base to support the ideas put forward in the plan, manual traffic counts were taken:

1. "Make it Count!" Two days of traffic counts were held at eight strategic points around the village, to measure the peak flows of traffic. For Kingswood, the general flows in both directions along the key roads leading into the village centre were taken, as well as counts at a sample of residential cul-de-sacs. A rota of volunteers from the community was assembled, and Thinktravel held a briefing meeting in advance of the week of the counts, to explain to the volunteers how to use the resource templates and how to record the counts by different type of vehicle. The Thinktravel team were also able to help out in case volunteer numbers ran thin.
2. A door to door survey on travel behaviour was carried out in the style of PTP, at the same of cul-de-sac locations, to get further detail from residents on how residents travelled to work, to school, and to the local shops, to compare with to the data collected from the 'Make it Count' days.

Ultimately, the Traffic Counts, Surveys and Community Consultation fed into the evidence base for the NDP, and helped them to better plan for development and growth in their area. It also promoted and incentivised residents to travel more sustainably within their village.

4. Car Park Surveys

A car park survey can help identify the needs of local traffic and where there are parking hot spots. These are similar to road traffic counts, with the exception that the vehicles are not moving.

Types of car park survey:

1. **Car park usage counts** – the number of vehicles entering the car park.
2. **Parking space turnover** – how long the cars remain in the car park.

Unmanaged parking can create hazardous situations and can detract from the overall street environment. When planning for new local development the amount of on-street parking should be considered. Whether you have problems from existing parking pressure or are planning for new local development and wish to avoid parking problems, conducting a parking survey will enable you to establish a base line of behaviour.

1. Begin by establishing the total number of formally available spaces.
2. Using a record which is divided into 15 minute chunks of observation time, record the types of vehicle parked in a location.
3. Remember to record empty spaces too.
4. Pay close attention to vehicles parked in areas which are not designated as parking spaces; e.g. Cars parked on footways or bicycles chained to railings – this signifies high demand.
5. Be aware of your surroundings and take care in public car parks.
6. Some drivers may be suspicious of your motives. Take some ID, such as a letter from a Parish/Town Council or Local Authority authorising the survey.

Tourism industry and the rural economy

This section is specifically for businesses in the hospitality sector that support the tourism economy such as hotels, B&B's and camping sites holding festivals or events.

The resources available can enhance the appeal of what is on offer and accessible in the local area, for example through the locality guides and cycle maps. Your customer base can be widened through offering new ways to reach you, that aren't always relying on the car. People who walk and cycle can support local economies through visiting independent businesses and shops.

What can you do?

- 1. On your website promote www.thinktravel.info** There is a range of online information; on bus, train, cycling and cycle hire, and walking across Gloucestershire.
- 2. Provide ready-made resources.** You can order resources from Communities Connected CIC, from cycle maps, active travel maps for local areas, locality guides and bus maps, to offer to your guests. If these are not yet available, you could sponsor or support the creation of a map.
- 3. Identify transport issues that are a barrier to your growth as a business** – see the Thinktravel Business Toolkit for more details.
- 4. Bike hire** offers can support other local businesses and provide a great way for your guests to enjoy their stay.

Case study: Forest of Dean Showcase 2015

The CIC offer covers a diverse set of events and locations across Gloucestershire. For the Forest of Dean, it was particularly important that the CIC spent some time and resource in supporting the tourism economy and local traders.

The Forest of Dean Food Showcase attracted a large attendance from the local area and from further afield with over 50 stands and exhibits. Thinktravel focused their attention on the health and wellbeing aspects of the Thinktravel programme at this event, emphasising the value of cycling and walking as an integrated part of the Forest tourism experience. The Smoothie Bike (providing fresh fruit drinks) and the Thinktravel information tent, offering maps guides and information to help visitors and local people explore their travel choices was available.

There was also a strong emphasis on supporting local businesses and entrepreneur activities, and introducing people to business advice/start up support where transport and logistics issues were important to them. Engagement with hotels, guest houses, and campsites was also important, because it gave the opportunity to explain how Thinktravel resources may be able to support their customers.

These annual 'one off' events are particularly good for promoting the Thinktravel message, as you can meet and talk to large numbers of people (in this case over 200), but also forge links with local businesses that may be able to cross-promote Thinktravel resources and information.

As a result of involvement in this Festival, and the Coleford Music Festival earlier in the year, the Thinktravel programme was able to help provide advice to event organisers about the promotion of sustainable transport for those attending the event. This helped to lessen the impact on the local roads, and also look more closely at the viability of dial-a-ride, to support future events.

Whilst the Communities Connected CIC will be available to support local community events (e.g. Parish flyers, church events, PTA/school fayres) the team is keen to support larger scale event like the Food Showcase where these have a wider role to play in the County's tourism economy.

We will be able to provide bespoke packages for Food and other large scale Festivals, and tailor the way in which the Thinktravel message is blended with the theme of the event.

Mobilising and managing volunteers

Working with volunteers from your community or organisation can add a huge amount of manpower and value to your ongoing projects.

Key steps to effective volunteer management:

1. **Place** – where do volunteers fit within your organisation?
2. **Resources** – do you have a specific budget for volunteering?
3. **Planning** – do you have plans for recruitment? Are volunteer roles identified?
4. **Practice** – do you have policies and procedures in place to support volunteers? Do you have a volunteer handbook?
5. **Social** – do you have plans to develop the social side of volunteering?
6. **Impact** – how will you measure the impact of volunteering in your organisation?

Training your volunteers to provide travel advice

To get the best results from your volunteers it is worth allocating some time to ensure they are trained and ready to provide travel advice. It is also important they know how to identify what may motivate people to change their travel behaviour (e.g. money, time, or independence).

The travel advice is based on Motivational Interviewing Techniques in which the travel advisors use conversational approaches; to ask open questions, be non-judgemental and allow the beneficiary to find their own solutions. This conversation is then backed up by a large range of information and resources that aim to encourage sustainable transport use. These can include local cycle and walking maps, cycle training information, public transport timetables and taster tickets.

The Communities Connected CIC are able to assist in this process by:

1. Providing training for volunteers, using experience from across the UK including residential and workplace travel planning.
2. Providing experienced travel advisors who have worked out in the field, implementing travel based initiatives across residential areas, schools, workplaces and events.
3. Providing training material already produced through the Thinktravel Gloucester Personalised Travel Planning Programme.

If you wish to train your own volunteers there are lots of training resources such as 'Personalised Travel Planning (PTP) - Cycle Travel Advice Training Manual' found at www.ptpcycle-europe.eu/resources. Although this manual is specifically aimed at cycling PTP, the conversation skills can be applied across a range of transport modes.

There are simple tips which will ensure that your work progresses without a hitch, and that those involved feel rewarded for their involvement.

- Ensure that volunteers are adequately briefed on a task before they are expected to conduct them. Make sure you include; 'How' and 'Why', as well as 'What';
- When creating a rota for multiple volunteers remember to be flexible and allow as much advanced notice as possible as to the commitments you are expecting people to undertake;
- Ensure that your volunteers feel supported and confident in their tasks;
- Communication is key – Establish clear reporting lines and stay in contact;
- Incorporate a team spirit approach for motivational purposes;

- Remember not to overestimate the outputs or work rate of volunteers;
- Do not forget to say thank you and make people feel valued, and;
- Feedback the results of a project or survey to ensure that individuals understand context and what their contribution has been.

Key contacts

- For information regarding the management of risk visit The Royal Society for the Prevention of Accidents **www.rosipa.com**;
- A simple guide to risk assessment can be found here **www.resourcecentre.org.uk/information/risk-assessments**;
- UK national best practice guidelines for working with volunteers can be found at **www.do-it.org** under Do-it How-to Guides;
- National Council of Volunteers **www.ncvo.org.uk** provide advice and support for organisations working with volunteers;
- Advice specifically for Gloucestershire can be found at Volunteer Gloucestershire **www.volunteerglos.org.uk**.

Other Resources

In addition to this main toolkit, there are a number of helpful forms, spreadsheets and pro formas you can download and use for your local project. Covering survey templates, traffic counts and other useful information, you can request these on a memory stick from Communities Connected CIC or go to the Thinktravel website **www.thinktravel.info** to download them.

Contacting Communities Connected CIC

To have an informal discussion about how the CIC may be able to assist your organisation, please get in touch through the following contacts and we will be pleased to help you.

info@communitiesconnectedcic.co.uk

www.thinktravel.info

Glossary

CIL	Community Infrastructure Levy	A levy on development set through a charging schedule by the Local Authority, to be used to pay for infrastructure needed to support the new development. (Note: not every Local Authority in Gloucestershire currently operates CIL)
DfT	Department for Transport	The governmental department responsible for transport nationally
Localism Act	Localism Act	The Localism Act 2011 is an Act of Parliament that changes the powers of local government in England. The aim of the act is to facilitate the devolution of decision-making powers from central government control to individuals and communities
LSTF	Local Sustainable Transport Fund	A funding stream released by the DfT to be awarded to Local Authorities to support economic growth by improving the links that move goods and people, and reducing greenhouse gas emissions
PTP	Personalised Travel Planning	A service in which an individual is presented with a bespoke set of travel options based on their travel needs and incentivises people to voluntarily make more sustainable travel choices
S106	Section 106	Planning obligations under Section 106 of the Town and Country Planning Act 1990 are a mechanism which make a development proposal acceptable in planning terms, that would not otherwise be acceptable. They are focused on site specific mitigation of the impact of development. S106 agreements are often referred to as 'developer contributions'
S278	Section 278	Section 278 of the Highways Act 1980 allows a developer to carry out works to the public highway. This is generally necessary where planning permission has been granted for a development that requires improvements to, or changes to, public highways. The agreement between the highway authority and the developer is called a Section 278 Agreement
SPD	Supplementary Planning Documents	Supplementary Planning Documents build upon and provide more detailed guidance about policies in the Local Plan. Legally, they do not form part of the Local Plan itself and they are not subject to independent examination, but they are material considerations in determining planning applications

Defining the ‘5Cs’

1. Connected

Walking routes should connect each area with other areas and with key ‘attractors’ such as public transport stops, schools, work, and leisure destinations. Routes should connect at the local and district level, forming a comprehensive network.

2. Convivial

Walking routes and public spaces should be pleasant to use, allowing social interaction between people, including other road users. They should be safe and inviting, with diversity of activity and continuous interest at ground floor level.

3. Conspicuous

Routes should be clear and easy to find your way around, if necessary with the help of signposting and waymarking.

4. Comfortable

Walking should be enjoyed through high quality pavement surfaces, attractive landscape design and architecture, and as much freedom as possible from the noise and fumes and harassment arising from proximity to motor traffic. Opportunities for rest and shelter should be provided.

5. Convenient

Routes should be direct, and designed for the convenience of those on foot, not those in vehicles. This should apply to all users, including those whose mobility is impaired. Road crossing opportunities should be provided as of right, located in relation to desire lines.

Definitions sourced directly from: “Improving walkability: Good practice guidance on improving pedestrian conditions as part of development opportunities”, Transport for London, September 2005