



## Travel Plan **Builder**

### The Travel Plan Builder has been specifically designed for:

- Local Authorities:
  - To help Local Authorities provide support for organisations who require a Travel Plan.
  - To help Local Authorities manage an increasing number of Travel Plan.

### The Travel Plan Builder has been developed by:

- Bringing together a partnership of public and private sector expertise consisting of:
  - Newcastle City Council
  - Wignall Associates, a project management organisation and
  - Presence Multimedia, a new media IT & design company.

### The Travel Plan Builder has been developed to:

- Help Local Authorities support individual end user organisations who are producing a Travel Plan.
- Standardise Travel Plan requirements between individual organisations and between Local Authorities
- Support Local Authorities in the management of Travel Plans at both strategic and operational levels
- Help Local Authorities achieve a "critical mass" of Travel Plans.

### The Travel Plan Builder benefits Local Authorities by:

- Providing a mechanism to support Travel Plan Co-ordinators deal with a growing number of Travel Plans.
- Having a Case Management System and Database to track the numbers of Travel Plans, progress, size of organisations, and audit trail of email correspondence etc
- Keeping records, with reminders when any Travel Plan should be monitored and reviewed.
- Promoting a standard approach between neighbouring Local Authorities and individual organisations producing Travel Plans - for ease of assessment and comparison.
- Supporting users who may be unaware of the benefits of a Travel Plan.
- Supporting users to produce a Travel Plan in partnership with their Local Authorities.

### The Travel Plan Builder operates by:

Taking a step by step approach:

- Explaining what a Travel Plan is.
- Taking the user through each of the stages to produce their Travel Plan.
- Helping users achieve their Travel Plan over a period of time, (recognising employers may have to consult with staff, and gather information).
- Being user friendly - for those completing a Travel Plan and those administering.
- Using simple language - to 'engage' users.
- Being personalised - to recognise the user, brands and nuances.

### The Travel Plan Builder offers the following advantages, it

- Is 'live' on the Web, so is readily available
- Is relatively cheap and accessible
- Can be updated centrally
- Can be upgraded to cope with future changes in Travel Plan requirements
- Operates in real time, and is fully interactive
- Is in the spirit of the Government's e-commerce agenda
- Is secure and tested.

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