



# West of England

Bath & North East  
Somerset Council



North  
Somerset  
COUNCIL

South Gloucestershire  
Council

## Travel Plan Accreditation Scheme 2012

### Essential Information

**There have been important changes to our award system this year.**

- Our Award Scheme will now comprise two parts: Travel Plan Accreditation and Special Travel Awards. Travel Plans may be Accredited at Bronze, Silver, Silver Star or Gold Standard.
- You may apply for accreditation at any time of the year. We expect to inform you of the outcome within eight weeks of submission and can arrange to award a certificate immediately. You may wish to seek a press release or other publicity at this time. You will also receive public recognition at the next annual Awards Ceremony (unless the ceremony takes place less than eight weeks from receipt of your application, in which case it may be necessary to carry it over until the following year).
- Awards will be valid for up to three years. However, you may apply for re-accreditation earlier if you wish to submit for a higher level award. Please note that a good travel plan is ongoing and is only as good as its current performance: you will be awarded at whichever level your efforts presently merit – awards can go down as well as up!
- As travel plans should always be active developing strategies, a major review should occur at least every three years, so at the end of three years your award will expire and you will be required to apply for re-validation. We appreciate that the application process is time-consuming, and there will be a special process for companies seeking revalidation. Details upon request.
- The Special Travel Awards will be subject to a separate simplified application process and will be awarded annually.

### Travel Plan Awards Ceremony

This year the Travel Plan Awards Ceremony will be a unique prestigious occasion celebrating Special Travel Awards, Accreditation Awards and Local Sustainable Transport Awards.

It will be held on **Thursday, 18<sup>th</sup> October, 2012**

in the event suite of Bristol's new iconic museum, **M-Shed on Harbourside.**

All accreditation applications should be received by Friday 17<sup>th</sup> August 2012 to ensure recognition at this year's ceremony. Information about Special Travel Awards to follow soon.

travel 

## Levels of Accreditation

### Bronze Level

Bronze Accreditation recognises the efforts of employers early on in the Travel Plan process. It is awarded where a strong foundation for a travel plan has been established, through managerial support and usually a travel survey and established funding appropriate to the size of the organisation and the scale of the issues identified. In view of the fact that a Travel Plan is an ongoing process, companies awarded Bronze Level may have progressed sufficiently to make it worth applying for a Silver Level before three years has elapsed. However, we should expect a minimum of at least one new staff travel survey as evidence of progress since the previous accreditation.

### Silver Level

The Silver Accreditation builds upon the Bronze Award with the expectation that the employer will have implemented a range of Travel Plan measures, and is able to demonstrate some progress towards identified SMART (Specific, Measurable, Achievable, Realistic, Timed) targets in both commuting and business travel. For an award at this level, organisations will need to demonstrate the development of a Plan through a programme that will include many of the elements detailed in Section 3 of this application form. The extent and range of measures and progress will vary depending upon an organisation's circumstances. Small/Medium sized companies are unlikely to be able to develop a Travel Plan to the same extent as their larger counterparts. Therefore, when assessing travel policies from these organisations, a strong commitment to changing staff travel patterns will be one of the key criteria used.

### Silver Star \* Level

Organisations that have continued to make good progress, building upon previous successes but not quite amounting to Gold level may be awarded a Silver Star Award. Such organisations will be close to Gold level achievement but may have one area of weakness such as lack of progress in business travel reduction, or failure to offer sufficiently robust evidence of meeting modal shift targets, due to weak monitoring or unsatisfactory survey response rates.

### Gold Level

The coveted Gold Level rewards significant achievement in behavioural change in both commuting and business travel, supported by a good environmental performance. It is available to companies with an established travel plan which meets all the criteria identified in the Silver Award levels, and which can also demonstrate robustly that it has met identified targets to reduce sole-occupancy car-trips for commuting and business travel over a monitoring period of at least three years. The survey response rate needs to be high enough so that the reduction in car trips is not a statistical anomaly (see below). Please note that a strong commitment to business travel performance is an increasingly important component at this level. The percentage change required for a Gold will vary depending upon current staff travel patterns, the accessibility of the site concerned and the opportunities for change. Reductions of as little as 5% and as much as 30% or more might be anticipated, as appropriate to the circumstances. Evidence of other mode shift changes will also be taken into account.

All accredited companies may be eligible for our special **Employer of the Year Award** for especially outstanding achievement in 2012. This category will be awarded at the discretion of the judges and may not be made in every year.

#### **Transition to the new award scheme**

If you have gained a West of England Travel Award within the last three years this will be recognised under the new Accreditation process at the equivalent level to the award made, without any further action on your part. However, any company which received an award in or prior to the 2009 Award Ceremony must re-apply for accreditation. If in doubt about your status, please contact us for advice.

## ACCREDITATION APPLICATION GUIDANCE

*Please contact your council co-ordinator for further clarification & assistance with your application*

This application form relates only to the Accreditation Scheme, which replaces the TP Awards Scheme of 2011. It is divided into **seven** sections reflecting the essential elements vital to the success of a travel plan. Please complete all relevant sections as fully as you can. Your application should be completed by the staff representative responsible for employee travel in your organisation and be endorsed by your management. The percentage of marks available for each section is indicated. Performance in each section will be taken into account when deciding upon the level of award. The size of your company will also be taken into account in making the assessment. If your organisation has a national travel plan covering multiple sites your answers in this application should focus on measures relevant to the site(s) located in the West of England area, but please set these in the context of your national travel plan where relevant. Applications will be assessed qualitatively as well as quantitatively, so please describe your initiatives, successes and the problems you need(ed) to overcome as fully as you can. **Your application should include a copy of the travel plan and any other appropriate supporting evidence.** Where possible electronic submissions are preferred.

### Indicative Marking Structure

A marking structure has been included as an indication of the importance attached to each question. There is a possible total of 200 marks allocated between the seven sections as follows:-

Section 1:	Corporate Commitment to the Travel Plan	30 marks	(15%)
Section 2:	Baseline Data Collection	15 marks	(7.5%)
Section 3:	Travel Measures Implemented	60 marks	(30%)
Section 4:	Marketing and Promotion	30 marks	(15%)
Section 5:	Business Travel, Emissions Reduction	25 marks	(12.5%)
Section 6:	Targets, Monitoring & Results	30 marks	(15%)
Section 7:	Supporting Letter	10 marks	(5%)

*Please note that we are sensitive that small, medium and large companies and the nature of each business vary so widely that appropriate actions and the ability to deliver are unique to every company. We therefore reserve the right to adjust our mark allocation to reflect this. Nevertheless, we shall expect higher level awards to reflect a good balance of achievement in each and every section.*

### Surveys and Survey Response Rates Guidance

We recommend a consistent approach in survey format and data collection to facilitate valid measures of progress; ideally through the iTRACE system which Bristol and North Somerset Councils provide access to. Full (detailed) surveys may also be supported by iTRACE, Bristol Big Commuter Count or the South Gloucestershire Travel to Work Snapshot Survey.

To avoid statistical anomalies and give meaningful results we require survey response rates as follows:-

- for a small company (under 200 employees) a survey response rate of at least 70%
- for a medium company (c.200 - 499 employees) a survey response rate of at least 60%
- for a large company (500 - 1,500) a response rate of 45% - 55%
- for a very large company (over 1500) a response rate as low as 30% or less may be adequate.

## You and your company

Please complete the following information to allow us to deal with your application as effectively as possible.

Your name:		Your role in the company:	
Tel:		e-mail:	
Name of organisation:		Area of work/service (e.g. insurance)	
Name of Executive Director/ Company Manager:			
Company address			
Postcode:			
How many sites does the company operate from in the West of England* area? <small>(*Bath &amp; North East Somerset, Bristol City, North Somerset, &amp; South Glos)</small>		Location of company head office (if different from above): _____	
What is the total number of employees at all sites nationally _____		What is the total number of employees at West of England site(s)? _____	
How many full time and part time employees are there?	Full-time:	Part-time:	
Does the company have shift working patterns? (Circle One)	Yes    No	If "Yes" please state shift times:	
What is the gender ratio?	Females %	Males %	
Does the company offer flexi-time to its staff? (Circle One)	Yes	No	

When was your travel plan first introduced? (Date):			
What is your organisation's <i>motivation</i> for undertaking a Travel Plan? (Please tick all that apply)			
Planning requirement (e.g. Section 106 agreement)	<input type="checkbox"/>	ISO14001/other environmental management performance system	<input type="checkbox"/>
Corporate Social Responsibility	<input type="checkbox"/>	Traffic/congestion concerns	<input type="checkbox"/>
Parking/land-use issues	<input type="checkbox"/>	Response to Staff and/or local community demands	<input type="checkbox"/>
If there is a planning permission requirement attached to this travel plan please provide your planning reference number			
Please list the date(s) of all previous West of England award application(s), with outcomes	Date	Award Level	

# West of England Travel Plan Accreditation

*Please complete all sections*

## Section 1: Corporate commitment to the travel plan

**1.1.i** How does your company management support your Travel Plan? (4 marks)  
*Tick all that apply*

There is a written corporate policy directed towards sustainable travel (This may be a head office directive)	
The company is actively striving to implement environmental management systems (such as ISO14001)/ reduce its carbon emissions and/or become carbon neutral	
Travel planning is a regular agenda item at managerial meetings; TP is discussed on at least a quarterly basis	
There is active managerial involvement in the implementation of measures and initiatives.	
Business travel activity is monitored and included in the TP strategy	
Managers lead by example (e.g. Giving up privileged parking spaces or company cars; walking/cycling to work)	
The company provided dedicated Travel Plan Co-ordinator time and resources to develop the travel plan	
The management is receptive to new ideas for further TP initiatives and events proposed by the TP Co-ordinator and employees	

**1.1.ii Supplementary Information on management support & commitment** (7 marks)

Initial TP set-up costs, (including capital expenses & infrastructure)	
Annual spend on your TP (e.g. new measures, events, promotion)	
Please use this space for any further comments on the nature of your corporate commitment and management support.	
<i>Please attach any policy documents/further details informing your policy.</i> Title(s) of attachments:-	

**1.2 Staff Involvement.** (6 marks)

Please use this section to indicate how much time is devoted to the development, implementation and ongoing improvement of your travel plan. If you do not have a formally allocated Travel Plan Co-ordinator, please leave that row blank. However, please note that a formally appointed TP Co-ordinator may still have another job role for some of his/her working hours. Your entries should include management time and steering groups.

1.2.i Do you have a named individual responsible for the Travel Plan? **Yes No**  
 If so, please give the job title, job specification and amount of time spent on the Travel Co-ordinator role. If not, please state how you ensure that your Travel Plan is effectively implemented.

1.2.ii Please list any other staff involved in Travel Plan delivery

Staff Title*	Area of responsibility / TP role and tasks **	Amount of time allocated (average per week)
<i>Travel Co-ordinator</i>		
<i>Other involved staff e.g. Facilities Manager</i>	<i>Installation and day-to day management of showers area and cycle sheds. Attend monthly Environment Steering Group</i>	<i>3 hours</i>
Total Staff Time (all staff):		

1.2.ii Have any of the above staff received any training or experience in travel planning to fulfil the role? **Yes No** (Please circle as appropriate) (2 marks)

If "Yes" please describe

**1.3 Consultation** Which of the following groups (if any) have you formally *consulted* in the development of your travel plan? (3.5 marks)

	Yes	No
Local authority/council		
Local public transport operators		
Local residents		
Management		
Staff		
Trade Union representatives / other staff associations		
User Groups (e.g. bus, cycle, people with disabilities)		

**1.4.i Networking** Please name below any travel plan related /community groups to which you belong .e.g. Green Commuter Club, Temple Quay Partnership, National Business Travel Plan Network, ACT Travelwise (1.5 marks)

**1.4.ii** If you are actively working with neighbouring communities to further sustainable travel, please describe what you are doing. (2 marks)

(30 marks - 15% maximum for Section 1. Please go to Section 2)

**Section 2: Baseline data collection on staff/employee travel patterns and your own facilities**

**2.1.i Site Audit** Have you carried out an *audit* of your site and the surrounding area, with travel and transport measures in mind?

**Yes**                      **No**      (1 mark)

Please submit a copy of your audit findings with this application or list the relevant pages for us to refer to if it is already included in your travel plan.

Copy of audit attached      Y/ N    or    See TP Page(s) .....

**2.1.ii How did your audit help to shape your travel plan?** (6 marks)

- For example
- did you identify any access problems for cyclists or pedestrians?
  - were there too few car parking spaces, no disabled spaces, insufficient dedicated car sharing spaces?
  - Was there any 'overspill' of car parking into nearby streets and car parks?
  - Are company deliveries a problem?
  - Are there bus stops nearby?
  - Is there adequate provision of secure covered cycle parking?
  - Are there enough drying and changing facilities?

**2.2i Staff Survey and / or Visitor Survey/s** (2 marks)

Please enclose a blank copy of your initial baseline questionnaire survey(s) (unless using iTRACE), and the summary of the results. As well as surveying staff it may well be appropriate to survey visitors, clients or patients if any of these groups generate a significant level of journeys to your site. Indeed in some cases these groups will overwhelmingly form the main travel demand to a site in which case it is essential that the travel plan addresses this. Please show how the survey results shaped your travel plan proposals and the type of measures you have chosen to introduce.

Copy of baseline staff survey and analysis of results included: <b>Y/N</b> <b>See TP Pages:</b> <b>See iTrace online</b>	Date of survey:	Response rate:
Copy of baseline visitor survey and analysis of results included: <b>Y/N</b> <b>See TP Pages:</b> <b>See iTrace online</b>	Date of survey	Response rate:

**2.2.ii** What main issues posing potential barriers to sustainable travel did you decide to address in your travel plan as a direct outcome of your audit and survey?

*(We should normally expect around three to six issues to be identified)*

*(6 marks)*

15 marks (7.5%) are available for Section 2. Please go to Section 3

**Section 3: Travel plan measures implemented**

Please detail all of the travel plan measures implemented by your organisation in the appropriate column. *We shall be looking for a good balance of measures appropriate to your survey findings and company circumstances to score the highest marks. Please note that we should usually not expect a small company to be able to implement as many measures as a large one, but the measures implemented ought to offer a good balance responding to the needs identified in your baseline & ongoing research.*

3.1	CARS AND CARS SHARING (15 marks)				
	Yes/No	Year when introduced	Approx. cost of implementation (if known)	Brief Description of the measure you have introduced	Please state any future plans you have for this measure including any dated targets
Internal car sharing scheme or 2carshare.com private site					
Promotion of external car-sharing scheme – e.g. 2carshare.com					
Guaranteed lift home					
Corporate Car Club					
Pool Car(s)/ motor vehicle(s) (Please state qty)					
Fuels policy (e.g. electric cars, fleet LPG/biofuels,					
Green vehicle policy					
Business mileage rate for passengers					
Eco-Driver Training					
Parking for disabled employees and visitors (if applicable)					
Other					

**3.2** Please describe below any car parking demand management measures (disincentives) to driving to work alone.

***You must provide full details of these measures as they are essential in order for us to assess Section 3 in context. If you do not have parking, or have consciously reduced the amount of car parking available, the mark scorings will be weighted to reflect this.***

<b>3.2 CAR USE AND PARKING DEMAND MANAGEMENT (15 marks)</b>					
<b>Number of car spaces on site:</b>	<b>Number of extra bays bought in for staff or paid for at a pay car park:</b>				
	<b>Yes/No</b>	<b>Year when introduced</b>	<b>Approx. cost of implementation (if known)</b>	<b>Brief Description of the measure you have introduced</b>	<b>Please state any future plans you have for this measure including any dated targets</b>
<b>Car park management policy to improve the efficiency and effectiveness of the car park</b>					
<b>Removal of parking privileges for senior management &amp; other identified staff</b>					
<b>Buy-out scheme for staff giving up parking spaces</b>					
<b>Car park charging</b>					
<b>Secured parking area with barrier /permit entry only</b>					
<b>Cash incentives for not driving to work</b>					
<b>Priority parking areas for car sharers</b>					
<b>Rationing/reduction of car parking spaces</b>					
<b>Measures to discourage use of cars for business journeys</b>					
<b>Measures to discourage use of cars by visitors (details required)</b>					
<b>Other</b>					

3.3	CYCLING & WALKING (20 marks)				
<i>Please quantify where appropriate e.g. uncovered parking for 10 bicycles</i>	Yes/No	Year when introduced	Approx. cost of implementation (if known)	Brief Description of the measure you have introduced	Please state any future plans you have for this measure including any dated targets
Cycle parking – uncovered					
Cycle parking – covered					
Cycle parking – secured					
Motor Cycle Parking					
Shower/changing room(s)					
Storage lockers					
Cloak room(s)					
Drying room					
Interest-free loans for cycle purchasing					
Discount agreement(s) with cycle shops					
Cycle Salary Sacrifice Tax-free cycling deducted through pay (e.g. Cyclescheme)					
Pedal cycle training					
Motorcycle training (e.g. BikeSafe)					
Pool cycles/ electrically assisted bicycles					
Mileage rate for cycling on business journeys					
Support given to bicycle users' or walkers' groups					
Bike buddy scheme					
Walking buddy scheme					
Improved/dedicated points for pedestrian & cycle site access					
Personal alarms					
Other					

3.4	PUBLIC TRANSPORT (10 Marks)				
	Yes/No	Year when introduced	Approx. cost of implementation (if known)	Brief Description of the measure you have introduced	Please state any future plans you have for this measure including any dated targets
<b>Organisation operates as a bus ticket sales agent</b>					
<b>Employee subsidy for bus/rail commuting / Public transport ticket discounts (<i>beyond ticket agent discount</i>)</b>					
<b>Interest-free loans for public transport season tickets</b>					
<b>Corporate travel scheme (<i>Details required</i>)</b>					
<b>New bus services introduced (<i>Details required</i>)</b>					
<b>Company bus, or shared use of a company bus (<i>Details required</i>)</b>					
<b>New bus stop, shelter, lighting or footpath (<i>Details required</i>)</b>					
<b>Corporate Park and Ride Season Ticket Discount</b>					
<b>Other</b>					

*A total of 60 marks (30%) is available for this section.  
Please go to Section 4*

**Section 4: Marketing & Promotion**

**4.1** What is your Marketing and Communications Strategy for the next three to five years? (5 marks)

**4.2** Please complete the table below to show how you regularly inform and encourage your staff in their sustainable travel options (8 marks)

	Details	How effective is this measure?
<b>Noticeboard with travel information and hard copies of timetables/ leaflets</b>		
<b>Visitor information, including maps and details on how to get to your site by sustainable modes of transport</b>		
<b>Travel information and materials provided during recruitment and induction</b>		
<b>Intranet link to an internal/private or external car sharing scheme (e.g. 2carshare.com)</b>		
<b>e-magazine</b>		
<b>Intranet travel information for commuting</b>		
<b>Web link to local authority Local Transport Plan pages</b>		
<b>Other</b>		

4.3 Please list any events which you have as a company organised, or any externally organised event (including by your local authority) in which you have participated during the last three years (7 marks)

Event	Date	Organising group	How easy to organise (including costs where appropriate)	How effective

4.4 What has been your most successful promotion or event? Please describe it in some detail. What do you regard as the key to its success? (5 marks)

4.5 What do you regard as the key barriers to behaviour change amongst your staff? What might help you to overcome them (5 marks)

*There is a total of 30(15%) marks for this section. Please go to Section 5*

## Section 5: Business Travel, Alternatives to Travel, Emissions Reduction

5a. Overview of your business mileage (4 marks)

(i) How much did your company spend on business travel in the last year?	
(ii) How much did your company spend on business car mileage in the last year?	
(iii) How much did your company spend on Public Transport last year?	
(iv) How much did your company spend per head on business travel in the last year?	
(v) What was the average business mileage per head last year	
(vi) If you have pool cars and / or corporate car club please quantify number of vehicles and usage (e.g. access to 3 pool cars 25%, one car club vehicle 21%)	

5b Assuming that you have identified a need for improvement (cost / carbon savings), please describe below the policies and measures you have introduced to reduce your business travel impacts. (10 mks)

(i) Please describe any Travel Plan targets to reduce business travel which your company has in place	
(ii) Do you have a "green fleet" policy. If so, please describe it	
(iii) Are your expectations on staff clearly laid out in your business travel claim forms, including a decision making tree to encourage good travel modes; and do you have a transparent system for rejecting unwarranted claims?	
(iv) Do you have a flexible working hours policy?	
(v) Are your staff encouraged to work from home when appropriate?	
(vi) Do you have video/teleconferencing facilities, if so please describe your system. How do you monitor it? Have staff been properly trained in its use? What usage do your facilities receive? (e.g. in use 15% time, rarely used, x travel to meeting saved, monthly meeting with company headquarters in London)	
(vii) Do you have on-site facilities, e.g. crèche, staff canteen, or are you located close to such facilities so that staff can gain easy access to such services?	
(viii) Do you have a sustainable business travel policy including International travel policy e.g air travel management (details required)	
(ix) If your business profitability depends upon increasing your business mileage (e.g. logistics company), how have you tried to minimise the impact of your activities? (e.g. "greening" fleet, fuel usage, rationalisation of delivery schedules, non-essential vehicle use, etc)	
(ix) What other measures have you introduced to reduce business travel (if any)?	

**5c Emissions Reduction**

**5ci** Please describe any environmental performance management system which your company has in place (2 marks)

**5cii** Are your employees able to access any carbon reductions calculator online? Please describe. (2 marks)

**5ciii** Has your company been able to demonstrate any carbon reductions in its operations? If so, please describe, citing evidence of reductions over a specified time frame. (2 marks)

**5d.** Have you been able to credibly demonstrate any **business benefits** arising out of your travel planning measures e.g. business car mileage reductions, cost savings, ease of parking pressures and management, emissions reduction, reduction of complaints, staff retention, staff morale? *Please give specifics, quantifying your results wherever possible: it is important to answer this section in detail (including statistical, quantitative evidence), especially if you are hoping to gain an award at Gold Level* (5 marks)

*As the needs of businesses vary so greatly marking will be flexible in Section 5 but a total of up to 25 marks (12.5%) will be allocated reflecting the importance of addressing business travel issues*

*Please go to Section 6*

**Section 6: Targets, Monitoring and Results of your travel plan strategy**

**6.1 Targets** Please describe your modal share and business targets, and related timescales. N.B. If your accompanying Travel Plan document clearly lists your targets in a similar (though not exact) format to the one below you may just refer us to the relevant numbered pages instead *7 marks*

Action/Aim	Output	Date	Anticipated Outcome
<i>e.g. Improve cycle security</i>	<i>Install a covered shed with parking for 20 bikes and with swipe only access</i>	<i>Installed in June 2011</i>	<i>Increase number of bicycles parked by 20 %</i>

**6.2. Monitoring**

**6.2.i** How often do you monitor and review your travel plan? *Please tick the appropriate box (2 marks)*

Annually	Every two years	Every three years	Every five years	Less than this
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**6.2.ii** Please answer the section below to show how you monitor the use of your facilities?  
(5 marks)

	<b>Frequency</b>	<b>Findings</b>
<b>Car park monitoring</b>		
<b>Cycle parking monitoring</b>		
<b>Snapshot surveys</b>		
<b>Pool Vehicle/Pool bike usage</b>		
<b>Teleworking/homeworking monitoring</b>		

**6.2.iii** When did you last *report* progress on your travel plan using this data (if at all)? (1 mark)

**Date:**

**6.2.iv** Have you modified your Travel Plan as a result of the monitoring? If so – How? (2 marks)

**6.3.i. Commuting Modes** Please indicate the results of staff (and/or visitor, if applicable) travel surveys you have carried out. *Please note that response rates will be taken into account when awarding a score (8 marks)*

Date of Baseline Survey		Date of Intermediate Survey 1		Date of Intermediate Survey 2		Date of Latest Survey	
<b>Survey Type (please circle):</b> In-House / i-trace / Council Snapshot Survey		<b>Survey Type (please circle):</b> In-House / i-trace / Council Snapshot Survey		<b>Survey Type (please circle):</b> In-House / i-trace / Council Snapshot Survey		<b>Survey Type (please circle):</b> In-House / i-trace / Council Snapshot Survey	
<b>Response Rate %</b>		<b>Response Rate %</b>		<b>Response Rate %</b>		<b>Response Rate %</b>	
<b>Modal Share</b>	<b>%</b>						
Car alone (SOV)		Car alone (SOV)		Car alone (SOV)		Car alone (SOV)	
Car – sharing		Car - sharing		Car - sharing		Car - sharing	
Walk		Walk		Walk		Walk	
Cycle		Cycle		Cycle		Cycle	
PT (bus, rail & ferrv)		PT		PT		PT	
Motorcycles		Motorcycles		Motorcycles		Motorcycles	
Home working		Home working		Home working		Home working	
Other		Other		Other		Other	

**Points to Note**

1. Please note that after your initial survey brief snapshot surveys (such as the Big Commuter Count) to show modal shift (changes in travel habits) will be acceptable as a substitute for a fuller survey on alternate years but a fuller survey should take place at least every three years.
2. If you have conducted more than four surveys please ensure that your returns include both the initial survey results and your last three survey results, so that your progress can be assessed.

**6.3.ii By how much has the percentage of single car occupancy trips made to your site(s) fallen since the implementation of your travel plan? (i.e. by number of one person per car journeys)**

**Single Occupancy Vehicle percentage reduction = \_\_\_\_\_% (3 marks)**

Please calculate this using the following formula:-

Year 1 - SOV 50%

Year 2 - SOV 48%

Year 3 - SOV 45%

Year 3 (45) / Year 1 (50) = 0.9 x 100 = 90

100 - 90 = 10%

Therefore a reduction from 50% to 45% is a **10% reduction** (the equivalent of five 'percentage points')

**6.3.iii** If you wish, please add any comments on your modal shift patterns below. (2 marks)

A total of 30 marks (15%) is available for Section 6. Please go to Section 7

## **Section 7: Supporting Letter of Application – Making Your Case**

Please use this section to add any other comments in support of your application, and to clarify your situation regarding the provision of facilities and incentives / disincentives, including any particular obstacles you have faced. Please try to show how your primary measures complement each other and offer a balanced approach in helping you to achieve your sustainable travel goals and reduce dependence upon car travel. What aspects of your travel plan do you regard as key to your success? If you have made a previous application this is your opportunity to highlight the most significant changes to your travel plan since your previous application.

*Up to 10 marks (5%) may be added to your score if you make your case well here. This will be particularly important for those seeking a higher level award.*

**Date of application**

**Signature**

## Checklist for returns

- I have read and understood the essential guidance on P1-3
- I have answered all sections
- I have included a copy of my travel plan (unless submitted with a previous application)
- I have included additional information listed below as evidence in support of my application:

### **Bath and North East Somerset Council:**

Christine Warren Senior Transportation Planner  
Bath and North East Somerset Council, Planning and Transport  
Floor 2, Riverside, Temple Street, Keynsham  
BS31 1LA  
[Christine.Warren@bathnes.gov.uk](mailto:Christine.Warren@bathnes.gov.uk) Tel: **01225 477 602**

### **Bristol City Council:**

Anne Keen, Workplace Travel Plan Co-ordinator  
City Transport, Bristol City Council  
3<sup>rd</sup> Floor, Wilder House, Wilder Street, Bristol  
BS2 8PH  
[Anne.Keen@bristol.gov.uk](mailto:Anne.Keen@bristol.gov.uk) Tel: **0117 90 36 673**

### **North Somerset Council:**

Ben Searle, Senior Transport Policy Officer  
Sustainable Travel and Road Safety Team,  
Transport Policy and Programmes, North Somerset Council,  
Somerset House, Oxford Street, Weston-super-Mare  
BS23 1TG  
*Based at Castlewood, Clevedon. Tues, Thurs, Fri*  
[ben.searle@n-somerset.gov.uk](mailto:ben.searle@n-somerset.gov.uk) Tel: **01934 426 962**

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*Please contact your local council co-ordinator (as listed above) if you require a larger print version of this application form.*