

# Smarter Travel Initiative

## Frequently asked questions

- ▶ **Do your staff have a problem getting to and from work?**
- ▶ **Does your operation suffer due to congestion on-site?**
- ▶ **Do you have problems recruiting and retaining staff?**
- ▶ **Need to meet planning obligations fast?**
- ▶ **Yes – The Smarter Travel Initiative can help you.**

### Why should my organisation consider signing up to the Smarter Travel Initiative?

All organisations are able to realise immediate travel and transport related cost savings through the implementation of more efficient practices and techniques. The Smarter Travel Initiative identifies such practices, then shows you how best to implement them, as opposed to outsourcing responsibility, representing significant cost savings in the short, medium and long term.

### Is the Initiative only available to Private Sector organisations?

No – the Smarter Travel Initiative is designed to benefit all organisations that are seeking to reduce their travel and transport related costs and associated carbon emissions, irrespective of sector or industry.

### What benefits can my organisation expect through signing up to the Initiative?

Whilst the Smarter Travel Initiative is tailored to the individual needs of the organisation, the following standard outcomes can be expected;

- ▶ Reduce commuting and business travel costs;
- ▶ Achieve greater transport related operational efficiency;
- ▶ Reduce transport related carbon emissions and noise pollution;
- ▶ Up-skilling of staff and other key personnel;
- ▶ Save money on asset utilisation such as parking;
- ▶ Improve staff retention;
- ▶ Increase corporate social responsibility; and
- ▶ Meet planning obligations.

### Is the Initiative offered throughout the whole of the UK?

Yes – our network of experienced advisors covers all regions throughout the UK and Ireland, offering the capability to deliver essential core service expertise, combined with important local knowledge and awareness.

### We already have a Travel Plan, what more can the Smarter Travel Initiative offer us?

The Smarter Travel Initiative is designed primarily to enhance existing commuter and business travel initiatives, rather than replace. Should you already have a Travel Plan or strategy in place for reducing commuter and business travel and / or carbon emissions, our advisors will work with you to deliver clear, concise and focused support in order to maximise both the commercial and environmental benefits that your Travel Plan can deliver to your wider business, partners, customers and stakeholders.

If your organisation does not currently have a Travel Plan in place, our advisors will support the preparation of this as a part of the delivery process.

## How long does it take to deliver the Initiative?

The number of days needed to deliver the Smarter Travel Initiative will be considered and agreed at the point of initial engagement. As each programme is tailored to the individual needs and requirements of the organisation, the length of the programme and timescales for delivery will depend upon a range of items including: the number of staff and / or visitors, the number and geographical spread of site locations, the complexity of issues, target aspirations and level of existing expertise within the organisation currently.

## Does the Initiative only focus on Workplace Travel Plans?

No – whilst extremely skilled in the delivery of Workplace Travel Plans, our network of advisors possess a broad range of wider skills and experience, predominantly focused on reducing travel and transport related costs and the introduction of greater operational efficiencies across a variety of formats. The programme therefore can be applied to benefit the whole Travel Planning spectrum, covering Rail Station, New Development, Education, Area Wide Communities, and Health Sector.

Additionally, the programme can be adapted to benefit freight and logistics, fleet operations and construction industries. If you would like to find out more about how the Smarter Travel Initiative can support these wider industries, you can request specific case study evidence by contacting [smartertravel@ptrc-training.co.uk](mailto:smartertravel@ptrc-training.co.uk)

## We are seeking to reduce our fleet fuel consumption and carbon emissions. Can the Initiative help us?

Yes – our network of advisors has a wealth of fleet management experience, and has successfully introduced a range of measures and techniques to improve the transport efficiency of several of the UK's major fleet operators, achieving significant reductions in fleet fuel consumption and associated carbon emission levels.

## Will the Initiative be delivered over consecutive days?

No – in order to build a clear picture of the organisation, understand its needs and aspirations, whilst shaping a strategy to reduce commuter and transport costs, a certain level of detail must be gathered by our advisors in the early stages. Such information is unlikely to be gathered immediately, particularly if a survey is required, therefore it would be difficult to deliver the programme over a consecutive period.

During the initial engagement phase, a detailed schedule will be agreed based on the level of advisor input required, supported by a clear timeframe for delivery. The schedule will also include a series of check points to allow the organisation and advisor to monitor progress, ensuring that delivery remains on track for completion within the agreed timeframe. Typically, a full programme will be delivered over a 2-3 month period.

## What will it cost, and what guarantees do I have of a return on the investment?

The fee involved will vary dependent upon the level of advisor input required. Following the initial engagement phase, the advisor will prepare a concise fee proposal stating the recommended number of days required, along with the costs for delivery.

A comprehensive cost analysis will also be included within the proposal to provide a clear 'benefits to cost ratio' thus demonstrating the return on investment to the organisation, based on savings delivered through implementation of the Initiative.

## How experienced are the 'expert' advisors?

The advisor network contains a pool of industry professionals who possess a minimum of 10 years experience in the delivery of sustainable transport and travel planning initiatives. All of our advisors are Members of the Chartered Institute of Logistics and Transport (CILT), and have been sourced from a range of backgrounds including Central and Local Government, Consultancy, Major Blue Chip Companies and Property Development.

## How can I find out more about the Initiative?

To find out more about the Smarter Travel Initiative, contact Gareth Woodberry (Programme Manager) on 07733 230 322 or e-mail [smartertravel@ptrc-training.co.uk](mailto:smartertravel@ptrc-training.co.uk)

## I'm convinced, what should I do next?

To register your interest in the Smarter Travel Initiative and arrange an initial call with the Programme Manager, please e-mail [smartertravel@ptrc-training.co.uk](mailto:smartertravel@ptrc-training.co.uk)

## I've registered for the Initiative, what happens next?

Once registered, you will be contacted by the Programme Manager within 5 working days. The purpose of the call is to establish an initial understanding of your organisational requirements, challenges and aspirations, along with the commercial drivers that outline specifically what you are looking to gain from the Smarter Travel Initiative.

The Programme Manager will then assign a suitably experienced advisor to make contact with you in order to begin the programme scoping exercise and prepare a proposal including fee estimate, delivery timeframe and benefits to cost ratio analysis. Programme delivery will then commence in accordance with the timeframe set out in the proposal.