



# Business Engagement and Travel Planning

## Overview

From reducing congestion and solo car use, to making the workforce healthier and happier, promoting good leadership in the community, making business cost savings, improving accessibility to work sites to lowering CO2 emissions... travel plans offer such a wide range of benefits that many local authorities have developed travel planning programmes that cover not only the workplace situation, but also schools, residential areas, zonal areas and even individuals. Whilst they are undoubtedly an effective tool for securing outcomes from the development planning process, are travel plans the best way of engaging the business community? This one day course explores the motivational factors behind workplace engagement in behavioural change programmes, equipping practitioners with a tried and tested toolkit for use in developing their own engagement programmes.

## Learning outcomes

On completion of the course, delegates will:

- have an understanding of the different business engagement methods deployed in the UK
- be aware of the issues involved in achieving modal shift at different types of workplace
- have an understanding of the effectiveness of different incentives and interventions
- be aware of monitoring methodologies and systems
- have an understanding of common issues arising with development led travel plans
- be able to develop an action plan for implementation in their own area.

## Who should attend

The course has been developed for people who have recently started working on smarter travel programmes or development led travel plans. It is also suitable for people who manage or commission workplace engagement activities and those who are looking for a broad overview of techniques and issues.

## Topics Covered

- Reasons for engaging with businesses and other workplaces
- Overview of evidence available from pilot studies and programmes
- Costs, advantages, disadvantages and limitations of different engagement models used in the UK
- Incentives that work for individuals and businesses
- Development secured travel plans - tackling common problems
- Monitoring methodologies and systems available
- Practical considerations in developing an action plan

## Programme\*

09:30 **Session 1: Introduction**

09:45 **Session 2: Evidence and Guidance**

Evidence from recognised studies (Smarter Choices, Sustainable Travel Towns, Healthy Towns initiatives etc.), emerging evidence from LSTF projects, best practice guidance.

10:15 **Session 3: Workplace and business engagement models**

Detailed consideration of various workplace and business engagement models implemented across the UK, exploring why these models were selected and how they have evolved. Single employers, jobseeker PTP, area wide interventions, cluster models, zonal travel plans.

11:00 **Break**

11:15 **Session 3: Workplace and business engagement models cont.**

Further consideration of workplace / business engagement models used in the UK; tools used within the programmes; incentives offered to businesses and individuals.

12:15 **Session 4: Development secured travel plans**

Responsibilities throughout the planning process, overcoming barriers to implementation, dealing with plans that don't deliver, monitoring regimes.

12:45 **Lunch break**

13:45 **Session 5: What works and who does it work for?**

Assessment of relevance of measures to micro, small, medium and larger businesses, employees, customers, jobseekers etc, different geographical situations.

14:45 **Break**

15:00 **Session 6: Action planning**

Group exercise to develop short, medium and long term action plan for business engagement, using a tested prioritisation methodology, covering:

- Prioritisation and timing of interventions
- Skills and knowledge gaps
- Identification of delivery partners
- Costs and potential income generation

16:30 **Close**

\*Please note that this is a preliminary programme and is subject to change

# Business Engagement and Travel Planning



Date of course and location		
Title	Forename	Surname
Position		
Department		
Organisation		
Address		
		Postcode
Telephone		
Email		
Please state any special dietary or access requirements		
How did you hear about this course?		

## Attendance Fees

Please tick as appropriate:

- Standard rate** Fee (please write in amount) \_\_\_\_\_ + VAT
- CILT/Local Authority/Charity rate** Fee (please write in amount) \_\_\_\_\_ + VAT

## Method of Payment

Card No.

Expiry Date	CSV Code	Cardholder's Name
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Cardholder's Address

Postcode

<input type="checkbox"/> Invoice	<input type="checkbox"/> Purchase Order Number
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Invoice address (if different from delegate address listed above or the attached PO)

Please attach a copy of your purchase order made payable to PTRC

Telephone

Email

Cheque enclosed for £ \_\_\_\_\_ made payable to PTRC

## Signature of Authorisation

I have read and accept the terms and conditions

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

**Barclays PLC. Sort Code: 20-45-77 Account No: 50536466**

Please return to: The Events Team, PTRC Education & Research Services Ltd, 22 Greencoat Place, London, SW1P 1PR  
T: 020 7348 1970 F: 020 7348 1989 E: info@ptrc-training.co.uk

## Terms and Conditions

### 1 Registration Form

Applications should be made on the official registration form. Photocopies are accepted. One form should be completed for each delegate attending an event. It is important that all sections are completed legibly. Delegates are advised to retain a copy of the registration form for reference before sending.

### 2 Fees

Fees include attendance at lectures, lecture notes, lunch and all refreshments unless otherwise indicated.

Fees do not include overnight accommodation, breakfast and evening meals unless stated or otherwise indicated.

### 3 Acknowledgement

Receipt of a registration form will be acknowledged by email, delegates will be sent an invoice and an email of acknowledgement. Joining instructions, including a map, will be sent to each delegate by email approximately two weeks before the start of the event.

### 4 Payment

Unless otherwise stated payment in full must be made at the time of booking. All prices are exclusive of VAT, unless stated otherwise.

### 5 Cancellation

All cancellations, or alterations to a booking, must be received in writing. To avoid cancellation penalties, substitutes will be accepted at any time, if notified in writing and in advance of the event. Adjustments in fees will be made if there is any change in fee category. Cancellations received in writing up to 14 days before an event will be subject to an administration fee of £75 + VAT or the event delegate fee, whichever is the lower. Cancellation within 14 days of the event date or a 'no show', will be liable for the full fee.

### 6 Disclaimer

PTRC reserves the right to vary the programme and to cancel an event if it is under subscribed or for any other reason. In the event of cancellation, where reasonably possible, PTRC aims to give delegates at least two weeks' notice and the fee will be refunded in full. PTRC will not be held liable for any pre-booked travel, accommodation or similar costs incurred under any circumstances whatsoever.

### 7 Data Protection

Details will be held on a database in accordance with the 1998 Data Protection Act. Information will be used for internal marketing purposes only and will not be shared with any external organisations.

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