

STAR CONFERENCE 2017

TRAVELKNOWHOW SCOTLAND



one stop travel planning solutions



Travelknowhow Scotland

Introduction

Travelknowhow Scotland is a free online Travel Planning toolkit which has been developed by Scotland's 7 Regional Transport Partnerships and Transport Scotland, working in partnership with Shona Drummond Marketing, to encourage and support development and implementation of workplace Travel Plans for public and private sector organisations and employers throughout Scotland.

It supplies a comprehensive range of advice, support, resources and tools needed to engage with employees in order to start, promote and maintain more sustainable travel behaviour within organisations. Covering travel by both staff and visitors the website offers:

- access to travel planning information and links to local resources;
- specialist travel planning advice;
- specialist marketing advice to aid employee engagement;
- practical hints and tips; and
- adaptable downloadable templates aimed at providing cost effective communications.

Scotland's seven Regional Transport Partnerships (RTPs) and their statutory Regional Transport Strategies (RTSs) are focused on the promotion and delivery of integrated, multi-modal and sustainable transport solutions for meeting the needs of their respective regions and supporting the achievement of related national, regional and local economic, social and environmental outcomes, including supporting the National Transport Strategy, National Planning Framework and Climate Change Act and related policies and priorities.

A common and key focus for all RTPs and their RTSs has been to provide a strong regional lead and support on the promotion, development and delivery of Travel Planning as a means of promoting more sustainable travel choices and solutions for workplace and other travel demands, through initiatives such as regional Liftshare schemes and the development, promotion and implementation of a wide range of Travel Planning measures and initiatives working with their partner Councils, Health Boards, the Higher and Further Education sector and with other key/major public and private sector employers across Scotland.

Reflecting the importance attached to Travel Planning each of the RTPs appoints an officer resource which is either dedicated to, or includes as a major part of their job purpose, Travel Planning.

Background to the development of this unique online Travel Planning resource

In common with all RTPs the Tayside & Central Scotland Transport Partnership (Tactran) has encouraged, promoted and supported the benefits and implementation of Travel Planning by working with a range of public and private sector employers to provide support and guidance on the implementation of workplace Travel Plans and also providing funding for supporting measures. Tactran has employed a dedicated Travel Plan Officer since 2007 to support this work.

Recognising that the effective delivery of long-lasting benefits from Travel Planning requires ongoing commitment within organisations, and also the limitations of what can be achieved with a single dedicated post, Tactran investigated whether an online toolkit either existed, or could be developed, to support and extend the reach and capacity of its Travel Planning resource and commitment.

Evidence gathered suggested that, whilst various toolkits aimed at supporting Travel Planning existed, there appeared to no single comprehensive resource which provided readily accessible and adaptable information, advice and support for organisations seeking to develop, implement and maintain workplace Travel Plans.

This led to Tactran partnering with Shona Drummond Marketing in 2010 to develop an online resource to encourage and support public and private sector employers' adoption of workplace Travel Plans in the Tayside and Central Scotland region covering Angus, Dundee City, Perth & Kinross and Stirling. The aim was to provide a resource which would aid the communication, planning and implementation of workplace Travel Planning measures and to help organisations achieve desired corporate objectives and targets, whilst also contributing to achievement of Regional and National Transport Strategy aims and objectives.

It was recognised that, unless organisations and also those individuals within organisations who may be tasked with delivering a Travel Plan are appropriately incentivised and supported throughout the various development, implementation, monitoring and maintenance stages of the Travel Plan process, there is a real danger that a Travel Plan simply becomes a "tick box" exercise, resulting in production of a document that sits on a shelf with no effective follow-through or delivery of desired outcomes. The work which Tactran had already done in supporting a range of public and private sector organisations had established that the key questions/issues facing organisations and individuals included :-

- where do we start ?
- what comes first ?
- how do we engage employees with the Travel Plan ?
- what resources are available and do we need to help us ?

This led to the idea of developing a resource which provided all relevant organisations with a toolkit offering advice, support and resources that would make the process of developing and implementing a Travel Plan as easy and painless as possible, backed by specialist advice and expertise available through the RTP.

The result was a unique web based toolkit, initially developed by a partnership involving Tactran, Shona Drummond Marketing and TPi Ltd. Shona Drummond Marketing developed the initial concept and continues to provide ongoing software and marketing support for the site. TPi Ltd helped develop the concept and generate Travel Planning website content.

Following a 6-month development period the new resource, called Tactran Travelknowhow, was launched in early 2011. Over the next few years, Tactran Travelknowhow was developed working with over 60 public and private sector organisations based in Tayside and Central Scotland who had registered with the site. These included Tactran's 4 partner Councils, NHS hospitals, Universities and FE Colleges based in in the region, with 34% of all registered organisations being from the private sector.

In early 2016, arising from the National Transport Strategy (NTS) Refresh and discussions on identifying examples of "best practice" in areas supporting delivery of the NTS and related Scottish Government national outcomes, Transport Scotland expressed interest in partnering with Tactran and the other RTPs to explore the potential to develop Tactran Travelknowhow as a nationally available resource, as a means of supporting the development of workplace Travel Plans by public and private sector organisations across the whole of Scotland.

Transport Scotland had recognised and was attracted by the comprehensive and adaptable nature of the Tactran Travelknowhow resource and saw its potential in contributing towards achievement of Scottish Government aims by extending the take-up and reach of workplace Travel Planning and contributing to achievement of Scottish Government's wider Low Carbon Scotland ambitions and emissions reduction targets.

In 2015/16 Transport Scotland provided Tactran with additional grant funding to support development of the website. Working with Scotland's six other Regional Transport Partnerships and with support from Shona Drummond Marketing, the site was redeveloped and the new and improved [Travelknowhow Scotland](#) was launched and made available to support organisations across Scotland in September 2016.



What does Travelknowhow Scotland offer?

Now fully redeveloped, the Travelknowhow Scotland website supports Scotland's 7 Regional Transport Partnerships and Transport Scotland by providing a one stop Travel Planning resource that organisations within their regions have access to at all times. With an easy to use interface, the site offers guidance, case studies and practical support to help organisations develop and implement their Travel Plans. Shona Drummond Marketing provides ongoing support and works with the 7 RTPs and Transport Scotland to coordinate all promotion of the website to public and private sector organisations across Scotland.

Travelknowhow Scotland is a unique web based toolkit structure, designed to offer comprehensive guidance, resources and expert support on all aspects of Travel Plan implementation in a format that is highly accessible for any organisation or individual tasked with looking to implement a Travel Plan. Travelknowhow Scotland is a management tool which assists organisations in engaging with their employees on sustainable travel and in starting to effect and maintain behavioural change. It provides significant resource efficiencies, in terms of time and financial commitment and input required, offering organisations advice and support specific to their particular needs whilst enabling the RTPs to interact with and support a larger volume of organisations.

Travelknowhow Scotland supports and contributes directly to the Scottish Government's Low Carbon Scotland ambition for decarbonising transport, and the specific RPP2 (2013) aim of having effective Travel Plans in all workplaces with more than 30 employees by 2020.

Overview of the website

Once registered, organisations gain access to a resource which guides them through the entire travel planning process in a clear and easy to follow way, providing all the support and tools needed to engage with employees and start changing travel behaviour within their own organisation.

The website is divided into easy to use sections:

Getting Started

This section is full of support tools to help organisations get started. It includes the popular Calendar of Sustainable Travel Related Events which is a great starting point for organisations as well as various templates available to download. Includes:

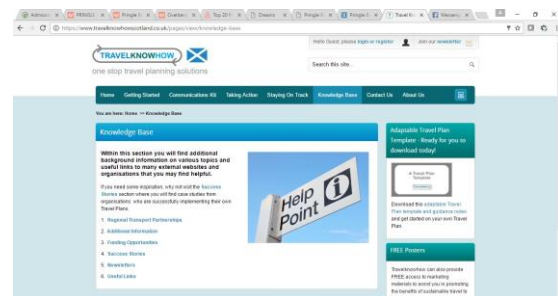
- tips for encouraging behaviour change
- downloadable Travel Plan template and step by step guidance notes
- Calendar of sustainable events so organisations can tie in with regional and national events taking place.



Knowledge Base

This section has an abundance of useful information on a range of Travel Plan related topics from company car tax to BREEAM compliance and the overall impact of transport on the environment. There are also great examples of how other organisations across Scotland have successfully encouraged their employees to think about more sustainable travel behaviour. Includes:

- RTP pages – detailed information about each of the 7 RTPs and links directly to their own websites
- success stories – these are case studies from public and private sector organisations who are putting Travel Plans into practice
- funding opportunities – giving organisations information on the various funding opportunities available across Scotland that are aimed at encouraging and supporting organisations with Travel Planning initiatives
- useful links – to various websites that can be of use to organisations developing and implementing travel planning measures.



Communications Kit

This is a marketing led section aimed at giving organisations the tools and practical resources needed to communicate the benefits of sustainable travel to employees. This section is all about giving the user the advice and resources they need to get their messages across in a cost effective yet bespoke manner, with the confidence that they have the correct tone, style and messaging to make an impact. Includes:

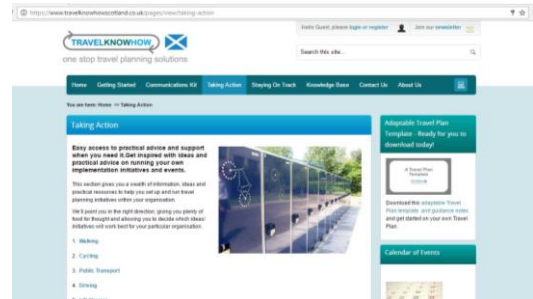


- adaptable poster templates - organisations can download a range of free, adaptable poster templates to help them get their messages spot on
- senior management presentation template – giving organisations help with internal as well as external communication of their travel planning measures and benefits
- press release/media template – giving advice and guidance on writing a press release.

Taking Action

This section is all about inspiring organisations. It is full of information, ideas and practical suggestions to help organisations implement their own travel planning initiatives and events. Includes:

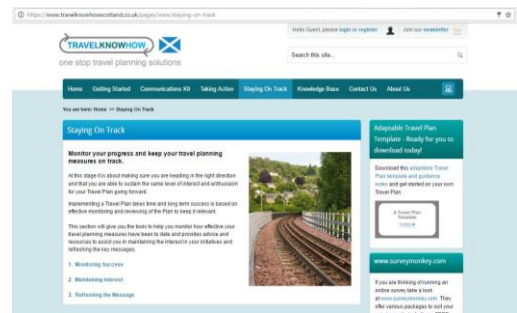
- ideas to encourage cycling
- advice on how to make public transport information more accessible
- ideas on how to support car sharing
- advice on running a Travel Plan event



Staying on Track

This section contains tools to help organisations monitor how effective their travel planning measures have been as well as providing advice and resources to assist in maintaining corporate and employee support and interest in initiatives and refreshing the key messages. Includes:

- employee Travel Survey template
- a Case Study Questionnaire template



Outcomes

There has been ongoing promotion of Travelknowhow since its launch to drive awareness of the resource and encourage registration.

Prior to becoming a national resource Tactran Travelknowhow was promoted throughout the Tayside and Central Scotland region. Contact was made with all major public sector employers and with key/major private sector businesses, including via the 3 Chambers of Commerce covering the region.

At the time of transitioning from a regional to a national resource there were 68 organisations (84 individuals) registered including :-

- all NHS hospitals in the region;
- all 4 Tactran partner Councils;
- major Utilities companies based in the region;
- all major Universities/FE Colleges in the region;
- many local community groups;
- 34% of all registered organisations from private sector.
- 60% of all registered organisations with Travel Plans now in place.

Usage figures for the national Travelknowhow Scotland website show that, at March 2017, there are now :-

- 104 organisations registered on the website
- 145 individuals registered on the site,
- 26 % of all registered organisations are from the private sector
- 75% of all registered organisations now have Travel Plans in place.

There is good take up and registration amongst local Councils, NHS hospitals and Universities and FE Colleges and the Travelknowhow Scotland partnership group is working hard to ensure that all Councils and NHS hospitals across Scotland are registered with the site. A major focus is also on encouraging as many large private sector employers across Scotland to register.

Testimonials

Brenda Roddy, Project Officer, Environmental Strategy, Angus Council

“When I took up a new post I found that I had inherited a role for leading on active travel and didn’t know where to start. Travelknowhow Scotland has proven an invaluable resource, written in plain English but taking the user from complete beginner tasks through to complicated, strategic ones. It gave me confidence by clearly laying out principles and tools, demystifying the field and helping me to appreciate areas of expertise where external support was required.”

Sylvia Mudie, Senior Health Promotion Officer, NHS Tayside

“I have found the case studies and calendar of events to be really useful. The success stories give me ideas of things that might work in our workplace, which I can then use to give things our own slant to make it work with the opportunities and resources available to me. The calendar of events is useful so I can see where our proposed activities might fit into national events and with national promotions to give a better impact.”

Monitoring and Evaluation

There is ongoing national and regional monitoring of the Travelknowhow Scotland website and its usage via Google Analytics reports run and analysed monthly and shared with each of the RTPs and Transport Scotland.

The various key usage figures such as number of website visitors, number of pages visited and length of time on website are tracked, along with referral sources and most popular pages and downloadable items.

As well as monthly Google Analytics reporting, there is also a PR Tracker to monitor all relevant coverage and promotion of the website during the initial awareness raising phase and going forward.

Prior to launch of the website nationally in autumn 2016 existing user research was conducted to inform the national roll-out. The feedback from this was very positive with all respondents finding the website easy to navigate/use.

The Getting Started and Knowledge Base sections were seen to be the most useful, with mention also made of the Calendar of Sustainable Events, in terms of supporting targeted activity by participating organisations.

The research showed strong overall satisfaction ratings with the majority (76%) being very satisfied or satisfied and likely to recommend Travelknowhow to others.

The 7 Regional Transport Partnerships and Transport Scotland, supported by Shona Drummond Marketing, have established a Steering Group which meets roughly 4-monthly to monitor progress on and expansion of membership and usage of the website and associated activity across Scotland, and to enable sharing of experience and collaborative working with the aim of maximising engagement with and participation by all key public and private sector employers across Scotland. This includes the development of supporting promotional activity and materials.

Moving forward it is envisaged that the partners will explore opportunities to develop the website by including additional tools and utility which offer further support and incentives to enable effective implementation and monitoring of Travel Plans and related targets.