



Travel Planning Research Project

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What is a travel plan?

- “A travel plan is a package of measures produced by employers to encourage staff to use alternatives to single-occupancy car-use (DfT 2008).”
- “Travel planning is an effective business management tool which can be used to generate cost savings, lending companies a competitive advantage, and which has additional benefits for the environment and the health of employees (TfL 2005).”

Work to date

- Survey of travel planners to determine how the motivations for a travel plan have changed.
- In depth case studies to understand the links and perception of a travel plan within the wider organisation





Original, Current and Future motivations - theme

	Original Motivations	Current Motivations	Future Motivations
Regulation	47%	8%	7%
Car parking/congestion	21%	36%	23%
CSR/environmental	21%	33%	37%
Consolidation/business growth		5%	18%
Human Resources	8%	13%	16%
Others	3%	5%	

Analysis framework

- Developing the business cases for a travel plan
- Roger's Diffusion of Innovations
 - i. Compatibility
 - ii. Relative advantage
 - iii. Trialability
 - iv. Observability
 - v. Complexity



Future Work

- Finish analysis
- Write up thesis
- Placement

- Questions?

