



*WestTrans Travel Plans
Submission for the
National Transport Awards 2009*

“Travel Information & Marketing”

Background to the WestTrans Partnership

Coverage area



WestTrans is a sub-regional partnership of the six West London boroughs, working together to improve transport accessibility across West London.

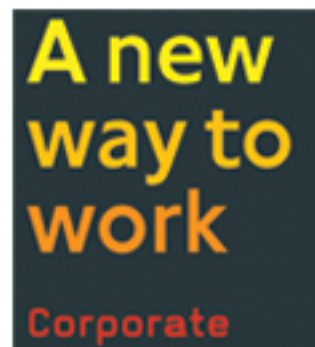
WestTrans Travel Plans works with organisations in the London Boroughs of Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow to provide on-going support at all stages of developing a personalised travel plan for the organisation.

Since its inception in 1997, the WestTrans Travel Plans team have excelled in establishing relationships with borough officers in the sub-region enabling them to secure quality travel plans through the planning process. With successful processes in place to cover Development Control (DC) travel plans, the WestTrans team began to focus on how to assist organisations developing travel plans on a voluntary basis. From 2007, in response to the development of the Transport for London Corporate and Enterprise schemes, WestTrans Travel Plans completely revised their branding and marketing tools in order to appeal to the business sector and make the process of developing a voluntary travel plan simple.

New Brand

enterprise

Better travel choices



a new way to work.org

Corporate and Enterprise are schemes set up by Transport for London to make access to travel planning for organisations in London simple. Enterprise is for businesses with between 20 and 250 employees, whilst Corporate takes care of the larger organisations. Each scheme offers funding, ongoing support and free quick-win measures to support the organisation in developing and promoting its travel plan. WestTrans are charged with promoting and rolling out these schemes to businesses in West London on behalf of Transport for London.

Therefore our new branding needed to reflect our partnership with Transport for London without conflicting with their own branding for the Corporate and Enterprise schemes. We also felt we needed to reflect our dedication to our partners across the West London region and so, the six pantone colours from the West London logo were merged with the eye-catching graphics from the Corporate and Enterprise schemes to allow us to promote these schemes whilst maintaining the West London brand.

WESTTRANS
TRAVEL PLANS



WESTTRANS
TRAVEL PLANS



Literature



The first step towards motivating a business to develop a travel plan on a voluntary basis comes through informing them about the benefits and support available to them as an organisation. To the average employee of a company, the concept and steps involved in developing a travel plan can be confusing, as such WestTrans determined a need for a promotional piece of literature which would simplify the process.

The WestTrans Workplace Travel Planning Brochure was designed and produced as a 12 page booklet to provide all the information an organisation potentially interested in developing a travel plan will need to make a decision. The booklet covers:

- Who WestTrans are
- What a Travel Plan is
- Why develop a Travel Plan (Benefits to an organisation)
- The six stages of developing a Travel Plan
- Funding and support available
- Two case studies of organisations which have developed plans successfully.

The booklet was printed on 80% recycled paper and is used at events by borough officers, WestTrans travel plan coordinators and supplied to organisations requesting further information.

Website



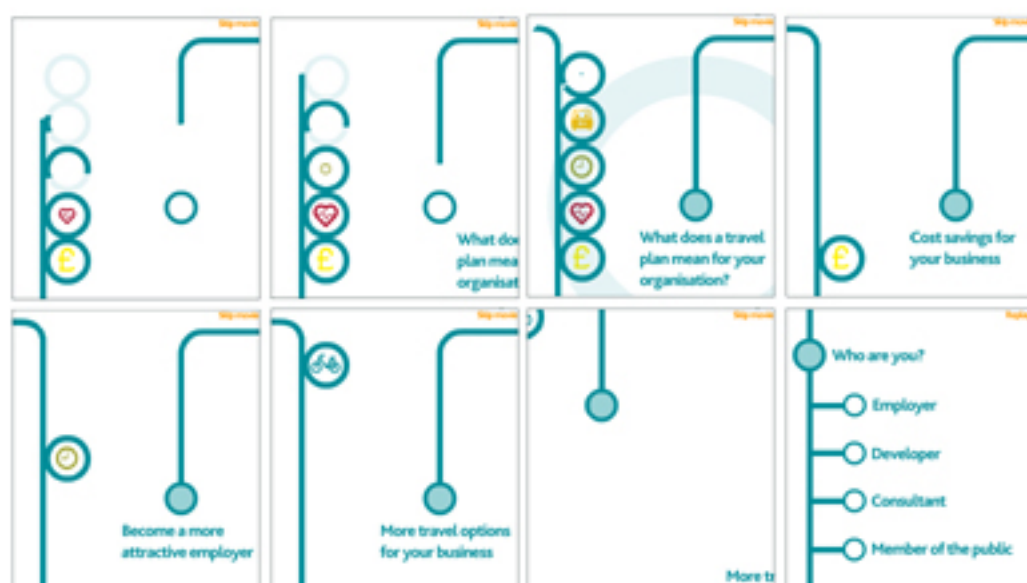
WestTrans has long had a presence on the web, but in view of the recent re-branding, it was seen as a good opportunity to completely re-haul the website so that it not only reflect the new brand but also fit with the new approach to make travel planning as simple as possible.

The new website front page features a map of all six West London Boroughs plus links to each council website, a "latest news" feed, automated mailing list system and mailing list sign up and interactive Flash movie which outlines the benefits of travel planning.

To reflect that travel plans are not just generated on a voluntary basis, the WestTrans website has a unique user interface to the other sub-regions in London in that it has been designed so that from the very first visit, the user can pick from which angle of travel planning they are visiting and find the information relevant to them at a single click. The options from the main left-hand side menu and also at the end of the Flash movie allow the visitor to select either Employer, Developer, Consultant or Member of the Public. After clicking the relevant option, the user is then taken to a unique page with all the information they will need to explain and develop a travel plan from their point of view.

For example, a visiting Developer will be introduced to the current requirements and policy for travel plans as part of a development in West London and can download tools such as ATTrBuTE with which they can understand what planning officers are looking for in a travel plan and therefore increase the quality of first-submission plans.

Website

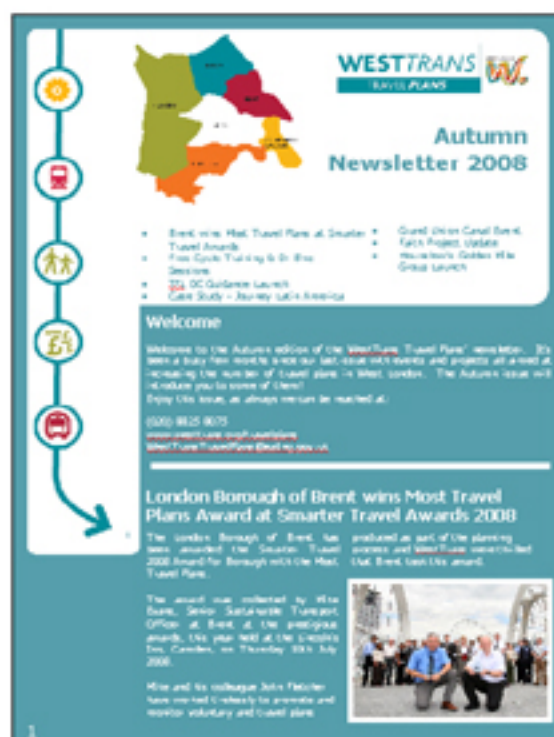


Interactive flash animated movie exploring the benefits of implementing a travel plan then asking the user to define who they are in order to access relevant information.

The website also offers News, Events and Contact Us pages which display our upcoming events, latest news and upcoming developments. There are also six best practice case studies from a wide range of organisations from voluntary to those with development control obligations, from small businesses to large corporate organisations in order for new businesses and developers to further understand what a travel plan involves and see what a successful travel plan can achieve.



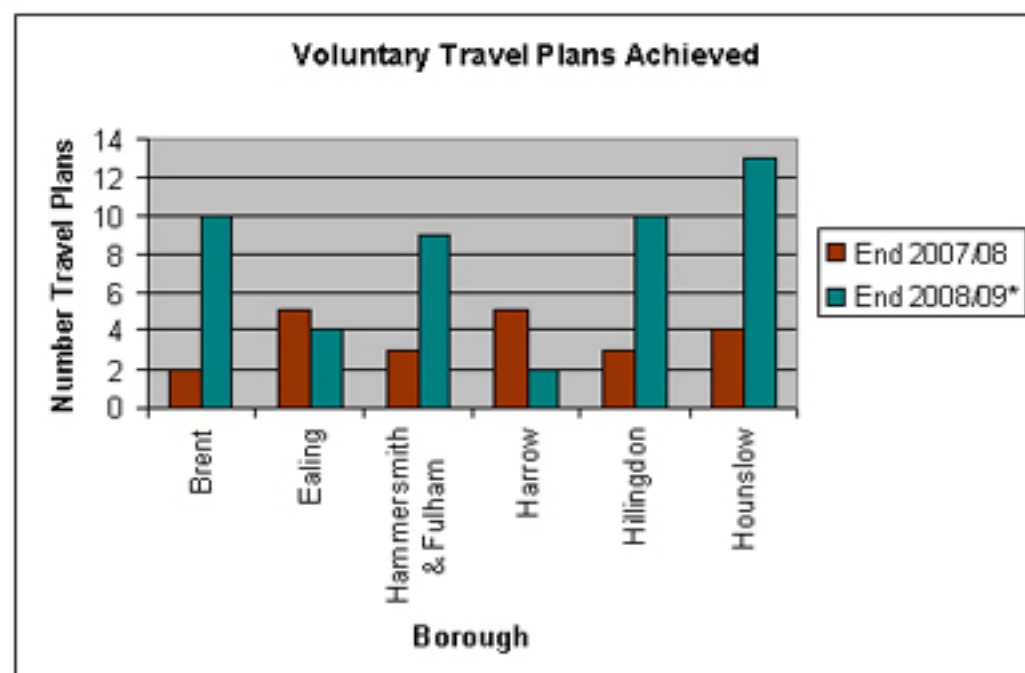
Keeping our stakeholders informed



We work with a huge array of people, from officers at each of the six West London boroughs, to employees at small and large businesses, the public and colleagues in other sub-regions and at Transport for London. In order to keep all updated and informed of up coming London and National events they may like to take part in such as Walk to Work day or Bike Week, we publish a quarterly newsletter which our stakeholders are encouraged to contribute to.

This newsletter is released for download on our website and also emailed via PDF to those on our mailing list.

Results



* As of February 1st 2009. A total of 48 new voluntary travel plans this year, in comparison to 22 in 2007/08.

So far this financial year, we have over doubled the amount of active voluntary travel plans produced by organisations in West London, filling just under half of our ambitious target of 100 travel plans this year (including voluntary and DC).

The website, since it's redesign has received over 1000 hits each month. Hits are particularly high on the months when our newsletter is released.

