

Have Faith in Travel Planning

A simple guide for those involved in
developing, appraising and implementing
destination Travel Plans at faith sites





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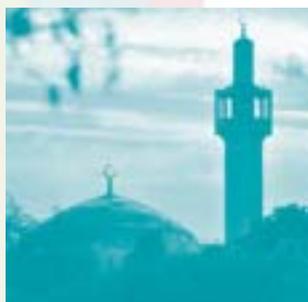


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Smarter Travel to Faith Sites



Foreword

Faith organisations provide fellowship, welfare support and guidance both within their organisations and to the wider community. They are often at the heart of communities, providing an opportunity for people of all ages to gather together. This means large numbers of visitors are attracted at specific times of the week. Their journeys can have an impact on the local area, affecting the environment, health and the quality of life. A Travel Plan is an excellent way of making it easier for people to travel to the site and to minimise the impact of their journeys by encouraging them to use smarter modes of transport such as public transport, walking, cycling and car sharing.



A Travel Plan can cement an organisation's standing within the community and help community cohesion by involving all those associated with travel and transport in the area such as the local authority, police, residents and businesses. A Travel Plan is also an excellent opportunity to link to the work of local Primary Care Trusts and help to relay the message of healthy living.



This guide has been produced by WestTrans which is a partnership of the six west London boroughs of Ealing, Brent, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. It works collaboratively across west London to promote an improvement in transport conditions for those living and working in the sub-region. It aims to deliver sustainable transport schemes and initiatives addressing the key issues of congestion, public transport provision and convenient orbital movement.

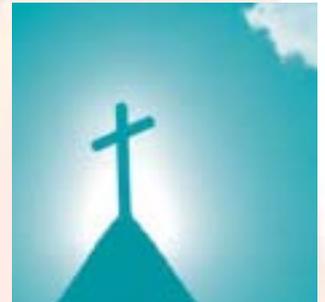


Who is this guide for?

This practical guide recognises the uniqueness of faith sites and sets out good practice for destination Travel Plans at these sites.

The guide is aimed at those involved in developing, appraising and implementing destination Travel Plans at faith sites including:

- **Developers** working with faith sites to improve or expand facilities on existing or new sites
- **Local authority Travel Plan officers** who want to develop Travel Plans for faith sites or assess the quality and effectiveness of faith Travel Plans in their area
- **Faith destinations** looking to develop a voluntary Travel Plan or being requested through the planning process to develop a Travel Plan
- **Existing Travel Plan coordinators** at faith sites.



What does this guide cover?

This guide brings together learning from the development of Travel Plans at five sites covering the four main faiths in London (as of the 2001 Census), i.e. Christianity, Hinduism, Islam and Judaism. It covers the basics of Travel Planning and showcases what existing faith Travel Plans have achieved. The main topics include:

- **Travel Plan principles**
- **Travel Plan management**
- **Survey structure and process**
- **Types of measures**
- **Appraisal**
- **Useful sources of further information**

The UK has centres of worship for a multitude of faiths and denominations. By focusing on aspects common to the majority of faith sites, this guide seeks to transfer the knowledge gained from the five case studies to sites from other faiths and denominations. Whilst the case study sites are from the London area, the guide is applicable to faith sites throughout the UK.

This guide provides practical advice on faith Travel Planning. It is not an in-depth study, nor does it consider other associated topics such as ethnicity or race and their impact upon transport choices.



Why is this guide needed?

Travel Planning for faith sites is becoming more and more important. This is primarily due to development at new or expanding sites, e.g. many sites wish to attract other activities to their sites such as education, weddings and community groups. There were around 2,200 faith buildings in London in 2008, with 602 planning applications having been submitted by faith destinations across London since 2000 (<http://legacy.london.gov.uk/mayor/planning/docs/places-of-worship.pdf>). It is important to ensure that travel to these faith sites is managed through the development of good Travel Plans.



In London, models of religious worship are changing and large congregations are developing for some faiths. These groups require large spaces to accommodate all worshippers and in many cases experience difficulties in finding appropriate sites.

<http://legacy.london.gov.uk/mayor/strategies/sds/docs/spg-planning-for-equality.pdf>



Current Travel Planning guidance is predominantly concerned with work and business related travel. The contents (e.g. policies on flexible working) are not always relevant to faith sites. This guide recognises the differences between faith and other sites, outlining initiatives and methodologies appropriate to faith sites.

Recent years have seen a growth in faith-related policy covering all topics at a national level from both government and non-governmental organisations. Recent policy and the current planning system encourage social diversity, cohesion and inclusion - messages often echoed by faith organisations. This guide seeks to show how implementing a Travel Plan can support these themes at faith sites.



There has also been a trend towards greater involvement in sustainability among faith sites - examples include 'The Big Green Jewish' project and the Church of England's 'Shrinking the Footprint' campaign. Travel Plans can support and promote the messages outlined in these national campaigns through local engagement.



Acknowledgements

Special thanks must go to the five case study sites which are featured in this guide:

- Christ Church, Turnham Green, Chiswick, west London
- BAPS Shri Swaminarayan Mandir (Neasden Temple), north-west London
- Hounslow Jamia Masjid and Islamic Centre (Hounslow Mosque), west London
- Radlett United Synagogue, Hertsmere, Hertfordshire
- St Mary's Parish Church, Hampton, Middlesex.



Introduction

What is a Travel Plan?

A Travel Plan is a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed. A Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys.

(www.tfl.gov.uk/assets/downloads/corporate/Guidance-workplace-travel-planning-2008.pdf).

Developing a Travel Plan for a faith site provides an excellent opportunity to:

- Improve access to the site for staff, members of the congregation and occasional visitors
- Increase travel choice to a site, allowing more people access by different modes of transport
- Improve health by encouraging walking and cycling
- Reduce congestion and demand for parking spaces
- Deliver local environmental improvements from reduced pollution and noise
- Ensure the best possible provision for people with disabilities.



National and local policy support for Travel Plans

Travel Plans are an important transport management tool for all busy locations. They are supported by a number of national and local government policies.

The UK government introduced the Travel Plan concept to focus attention on the need for better travel arrangements to major traffic generators such as large workplaces, hospitals, universities and schools. This is supported by policies such as Planning Policy Guidance Note (PPG) 13 published in 2001 which states that "the Government wants to help raise awareness of the impacts of travel decisions and promote the widespread use of Travel Plans amongst businesses, schools, hospitals and other organisations".

Department for Transport (DfT) guidance, *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*, published in 2009 aims to ensure "that, where Travel Plans are put in place for new developments, they are effective and deliver the expected changes in travel behaviour".

The London Mayor's Transport Strategy issued in May 2010 aims to improve transport opportunities for all Londoners. It recognises Travel Plans as a vital initiative that can be employed to promote sustainable travel, tackle congestion, reduce carbon emissions and improve health. To support these aims, Transport for London (TfL) has produced a range of Travel Planning guidelines and promotional material to help different types of organisation to develop workplace Travel Plans (<http://www.tfl.gov.uk/corporate/projectsandschemes/workplacetravelplanning/7680.aspx>).



Travel Plans and Faith

Faith Travel Plans need to be tailored to the specific requirements of the site, religious beliefs and culture. Some key considerations and benefits of faith Travel Plans are outlined below.

"Islam teaches us how to lead every aspect of our lives on a daily basis including how to look after our environment. As Muslims, walking to the mosque is an important part of our faith."

Chairman, Hounslow Jamia Masjid and Islamic Centre

Why develop a faith Travel Plan?

In addition to the generic benefits of Travel Plans indicated earlier, introducing a high quality Travel Plan at a faith site has a number of specific potential benefits:

- Reduction in the impact of car travel on the area surrounding the faith site
- Promotion of greater community cohesion by presenting an opportunity to engage with wider community partners including local businesses and residents, the local authority and police
- Transport improvements of benefit to the wider community including improved footpaths or crossings, increased security measures such as CCTV, or improved facilities such as bus stops
- Alignment with the overarching beliefs of the faith
- As schemes are introduced to encourage people who live near each other to travel together (walking, cycling and car sharing) there are community benefits as there is more social interaction between people travelling to the faith site
- The promotion of walking and cycling to the faith site can also encourage more members of the community to walk and cycle as a leisure activity
- Increased accessibility for the community for example through car sharing, which can enable elderly or disabled people to access services

The concept of Travel Planning can be compatible with some aspects of religious beliefs as many faiths consider caring for the environment and the surrounding community integral to their belief system. Many faith organisations participate in national events such as World Environment Day to raise awareness of environmental issues. For example:

- The Church of England is running a national environmental campaign, 'Shrinking the Footprint' (<http://www.shrinkingthefootprint.cofe.anglican.org>)
- 'The Big Green Jewish Website' (www.biggreenjewish.org) is being actively promoted by the Jewish Social Action Forum as a resource for people around the world.



Important considerations for faith Travel Plans

A number of key characteristics of faith sites need to be taken into account when developing a faith Travel Plan:

- Faith sites can attract large numbers of visitors for weekly worship, special occasions such as festivals and weddings, or other purposes such as education and leisure uses.
- Activities tend to occur at scheduled times, with many visitors arriving simultaneously.
- Faith sites often have more than one building, which may have different uses. Where possible these should all be addressed in the one Travel Plan.
- The site is likely to be a centre for the community and used by other community groups with different travel patterns (e.g. scouting groups and slimming clubs).
- The premises used as faith sites are not always owned by the faith organisation and may be hired on a weekly basis. If possible these sites should also be covered by a Travel Plan.
- The site could include a school or community centre, and may not always be recognised by the planning process as a faith site.
- When preparing a Travel Plan for a faith organisation, it is necessary to bear in mind that English may not be the first language for many and that support with translation may be required.
- Customs and culture of the site
- For smaller sites a detailed Action Plan could suffice rather than preparing a full Travel Plan document (see Appendix 4 for an example Action Plan).

Key differences between faith Travel Plans and residential and workplace Travel Plans

Faith Travel Plans are different to Travel Plans for residential sites and workplaces. For example:

- Faith sites have site-specific travel peaks based around specific worship patterns rather than the weekday rush hour
- Special events and festivals may take place outside the normal patterns of worship and attract large numbers of visitors.
- The Travel Plan coordinator is likely to be a volunteer rather than a paid employee, who may have less time available to carry out Travel Plan tasks and less experience of Travel Planning in general
- There is likely to be less funding available for Travel Plan initiatives - some sites may operate as charities and depend on funding from member contributions.
- Sites are likely to be located in residential areas away from the main transport hubs.
- There are fewer staff and the main focus in a faith Travel Plan is on worshippers and visitors.
- A faith Travel Plan is likely to cover a broader age range than a workplace Travel Plan.



Uniting Worshippers

Radlett United Synagogue, Hertfordshire



A 'growing' problem

Radlett United Synagogue is a modern Orthodox Jewish community in Hertsmere, Hertfordshire, with over 600 member families. Established in 1995 in Radlett Village Hall, it is now one of the fastest growing United Synagogues in the UK.

The Radlett community is too large for its current building and there are plans to move to a new site nearby. As part of the development application, the Synagogue was required to produce a Travel Plan. It also wanted to minimise the impact of its current site on local residents.

Thanks to enthusiastic volunteers and a trained Travel Plan Coordinator who is also a member of the Synagogue; a tailored Travel Plan in line with the community's religious requirements was developed.

A tailored approach

As the Jewish religious law prohibits writing on the Sabbath or for data to be collected within the United Synagogue, the Travel Plan team designed a data collection technique for the travel survey acceptable to and approved by the religious authorities. Surveying was carried out on the Sabbath as this is the busiest day for travel to the Synagogue.

- A nearby building was used as a data collection point.
- Participants read the questionnaire and pointed to their chosen answers. A volunteer placed a treasury tag in the relevant pre-drilled holes to indicate their responses.

Capturing the whole site

Like many faith sites Radlett Synagogue has a number of activities outside the weekly Sabbath meetings. To capture the range of car travel to the site, volunteers carried out car counts and travel surveys at weekday events including an adult education meeting and confirmation classes.



Resourceful thinking

To manage car parking better and reduce the impact on local residents, existing volunteer security patrols were appointed as voluntary parking wardens. The 'wardens' monitor car parking and direct visitors as necessary to a nearby off-street car park. This scheme has been a huge success, resulting in fewer complaints from local residents.

"Since the development of our Travel Plan and the appointment of voluntary parking stewards, travelling to the synagogue has had less impact on local residents."
Debbie Pearlman, Travel Plan Coordinator, Radlett United Synagogue.

Team working

Radlett United Synagogue has a truly 'united' approach. By enlisting the support of knowledgeable, enthusiastic members of the faith community and linking in with existing practices, the Synagogue developed a practical and resourceful Travel Plan that met its needs.

Patterns of worship

The peaks in travel demand at faith destinations differ between faiths and denominations. Table 1 shows peaks in travel demand for the four main faiths in London.

Table 1: Patterns of worship and peaks in travel demand

Faith	Main day of travel	Main time of travel
Christianity	Sundays	Mornings
Hinduism	Weekends	Evenings
Islam	Fridays	Afternoons
Judaism	Saturday	Mornings

Customs and Culture

Many faith sites have their own customs and culture, which can impact each stage of the Travel Plan. Customs can vary from site to site but, if drawn upon, can maximise the influence and effectiveness of the Travel Plan. To ensure these aspects are addressed appropriately, it is recommended that the Travel Plan be developed in close conjunction with a member of the community or the local authority, who is familiar with the needs of the site (further examples are provided on p.25).







Developing Faith Travel Plans

The development of a faith Travel Plan involves a series of sequential steps as shown below. This section of the guide gives more information about each step.

- Step 1. Scoping the Travel Plan
- Step 2. Travel Plan Management
- Step 3. Understanding the Site
- Step 4. Objectives, Targets and Monitoring
- Step 5. Travel Plan Measures
- Step 6. Marketing Faith Travel Plans

Scoping the Travel Plan

This step involves deciding what should and should not be included in the Travel Plan. The following need to be taken into account at faith sites:

- **Support from the local authority.** Before starting to prepare the Travel Plan, contact the local authority transport department to see if any resources or additional help are available. Also ask about what the local authority wants to see in a Travel Plan.
- **Internal support.** Make the most of time offered by willing staff, volunteers and other worshippers in preparing and implementing the Travel Plan.
- **Language.** Consider whether interpreters or translation services will be required.



- **Peak travel times.** Identify the peak travel times to the site as these may not just be the main periods of worship.
- **Affiliated buildings.** Decide how affiliated buildings such as schools and community centres can be included in the Travel Plan.
- **Car parking.** Include all off-site and on-site car parking.
- **Affiliated activities.** Consider all the activities that take place at the site and associated buildings including educational or leisure activities, fairs, exhibitions and playgroups.
- **Occasional visitors.** Include occasional visitors such as people attending weddings and funerals.
- **Religious festivals.** These can attract large numbers of visitors at a particular period in the year. Decide whether the scale of activities at the site and the number of visitors merit an Event Management Plan which is a document outlining key activities, responsibilities and safety procedures surrounding the event including consideration of car parking and public transport provision. Important religious festivals are listed in Appendix 1.



BAPS Shri Swaminarayan Mandir in London (popularly known as the Neasden Temple) has two Travel Plans - one for the Mandir which covers regular worshippers, visitors and school children on trips to the site, and one for the Diwali Festival which attracts 40,000 visitors each year. The Diwali Festival Travel Plan includes provision of volunteer minibuses, a park and ride scheme, increased capacity for local bus routes, a shuttle bus from the local Underground station and provision of extra car parking spaces.



Travel Plan Management

It is essential to identify at an early stage the people who will be involved in managing the development and implementation of the faith Travel Plan. The success of a Travel Plan depends on the enthusiasm of those implementing it. Designating a Travel Plan Coordinator and setting up a Travel Plan Working Group are recommended.



Ownership

The support of the leadership team or head of the organisation is crucial to the success of any Travel Plan and it is vital to secure this support early on. This makes it easier to obtain funding for implementing Travel Plan initiatives and also helps to ensure that volunteers and/or staff are given sufficient time to implement the plan. Support from the head of the organisation also means that the Travel Plan will have more credibility with the staff and congregation, and thus more likelihood of being successful.

Different faiths and sites tend to have a different organisational structure and system for decision-making. The person responsible for preparing the Travel Plan should be aware of the particular approvals process and allow time for any internal consultation.

Travel Plan Coordinator

A Travel Plan Coordinator (TPC) is vital to the success of any faith Travel Plan and is usually the main driving force behind its implementation, marketing and monitoring. The Coordinator may be a willing member of the congregation who undertakes tasks in their own time or a member of staff who incorporates the additional duties into their existing role. Depending on the size of the site, the Travel Plan Coordinator will often need additional support from a small team of volunteers.

The Travel Plan Coordinator has a pivotal role to play in achieving a successful Travel Plan. It therefore helps if this position is held by someone who is enthusiastic about the cause and able to enthuse others.

At Christ Church, in Turnham Green, an enthusiastic member of the congregation and regular cyclist is the Travel Plan Coordinator. He has achieved high levels of engagement as he leads by example.

The responsibilities of the faith Travel Plan Coordinator can include:

- Being the **main point of contact** for members of the congregation and visitors wishing to find out more about the Travel Plan
- Obtaining and **maintaining support** from the leadership team for the Travel Plan
- Securing any **necessary funding**



- Undertaking initial **travel surveys** and gathering other baseline information
- Liaising with **external organisations** such as the local authority or police
- Undertaking **monitoring and setting targets**
- Implementing the **Travel Plan measures**
- Implementing **effective marketing campaigns** to promote the Travel Plan.

Travel Plan Working Group

At large sites, a Travel Plan Working Group should be established to bring together parties interested in travel to the site. This group could include members of the congregation, local residents, local authority, members of the faith site committees and should meet regularly (about twice a year is recommended) to discuss travel issues at the site.

If there already is an appropriate working group such as an environmental group, responsibility for the Travel Plan could be included in its remit.

An Environmental and Ecological Steering Group was already in place at St Mary's Parish Church, Hampton, so this group took on the additional responsibility of overseeing the Travel Plan.

It is important for the congregation to feel part of the Travel Plan. Attending meetings of the Travel Plan Working Group allows people to review and have an input to the Travel Plan and to make recommendations.

The Travel Plan Steering Group and sub-groups meet regularly at BAPS Shri Swaminarayan Mandir (Neasden Temple). The security and bus sub-groups were set up because of the size of the site and the need for support from other partners to deliver actions.



Resources

A successful faith Travel Plan requires the commitment of both time and money to its development and implementation. However, it is possible to produce a good Travel Plan at minimal cost. Faith sites can make use of the skills and resources available within their organisation and the congregation to minimise costs. Sites should also investigate opportunities for further support, funding and grants from the local authority. For example, some local authorities and other organisations offer free Travel Plan promotional materials. They may also provide support with undertaking travel surveys and holding events. Travel surveys can be conducted free of charge through iTRACE (a Travel Plan management application supported by Transport for London) and promotional materials are available from Transport for London (see Useful Organisations and Links for contact details and more information).

As well as staff or volunteer time, some funding may need to be allocated for Travel Plan activities such as:

- Printing [travel surveys](#) and publicity material
- Introducing [Travel Plan measures](#) such as installing cycle stands or setting up a formal car share database
- Providing [promotional merchandise](#).

The cost of these activities varies considerably and will depend on:

- [Site size](#)
- [Types of measures](#) implemented
- Availability of [funding and resources](#) from the local authority.

Wherever possible, faith sites are urged to make use of the skills and resources available within their organisation to minimise costs. Members of the congregation may have useful skills and experience which could be utilised.

Radlett United Synagogue has a volunteer Travel Plan Coordinator who also happens to be an experienced Travel Planner. The Coordinator is able to use her experience and knowledge of the faith to carry out the site audit and surveys to meet the specific requirements of the site.



Understanding the Site

It is crucial to gather comprehensive travel information at an early stage in the Travel Plan process. This information will form the basis of the plan. As a minimum, a site audit (see below) and a travel survey (see p.23) should be undertaken. It may also be useful to:

- Plot postcodes to understand where people travel from to the site (see p.28).
- Set up focus groups to find out in depth what would encourage people to use sustainable modes of travel to the site (see p.29).

Site audits

A methodical review of the site is necessary to fully understand the facilities available. The findings can provide useful information to:

- Inform the design of the travel survey
- Help identify measures that should be implemented as part of the Travel Plan.

Table 2 lists the types of information that should be collected.

Table 2: Types of information to collect during a site audit

Aspect	Topics
Public transport	What services are available and at what times? (This could include evenings and weekends.) Where are the bus stops in relation to the site? Are shelters provided at these bus stops?
Pedestrian access	How well maintained are pedestrian routes? Are there any crossing points for pedestrians? Are there good pedestrian links from public transport stops to the site? Is the area well-lit?
Cycling	Are there good cycle routes, crossing points, cycle parking?
Powered two-wheelers (motorcycles, scooters)	Is there parking for powered two wheelers?
Vehicular access	Are there any congestion problems around the site?
Car parking	What on-site and off-site car parking is available? How much is it used?
Information provision	What real-time travel information, timetables and maps are available?
Signage	Are there adequate signs to the site for all users of all modes of transport?





An example site audit for a faith Travel Plan is given in Appendix 2.

Their close proximity to residential areas means there is often a high level of walking to faith sites (e.g. 80% at Radlett United Synagogue and 34% at Hampton Parish Church). For large complex sites, it may be appropriate to also carry out a specific audit of the pedestrian environment. More information and support for such audits can be obtained from the local authority's Travel Plan officer.

Travel surveys

Undertaking a travel survey is important to establish a baseline against which to assess the progress of the Travel Plan. This baseline can also be used to set and justify targets. An example survey questionnaire is given in Appendix 3.

A travel survey is necessary to identify:

- How the congregation travel to the site
- Why members of the congregation choose a particular travel mode
- What measures could be introduced to improve travel options to the site
- Any issues which may inhibit travel to the site

Such surveys are also useful to obtain views on travel to and from the site.

At Hampton Parish Church, the vicar talked the congregation through the travel survey as part of the Sunday service. Paper surveys were then distributed. There was a 100% response rate. The survey findings showed a high level of interest in cycling and as a result cycle stands are now being installed.



Table 3 lists the type of information travel surveys at faith sites should capture.

Table 3: Information to capture in a travel survey

Aspect	Topics
Demographic information	Gender Age group Home location Proportion with impaired mobility (this may affect their travel to the site)
Origin of trip	Could be their home, place of work, child's school, etc.
Trip information	Days, time and frequency of travel
Purpose of trip	Are they travelling to worship, to work or to an event? (This question needs to be considered carefully. It may not be appropriate to survey all users of the site, e.g. those attending a funeral.)
Mode of travel to the site	Usual mode of travel Available alternative modes of travel Car parking information
Opportunities	What would encourage worshippers/others to travel to the site by other modes?
Any issues which may inhibit travel by sustainable modes of transport	

Surveys can be undertaken using any of methods listed in Table 4 or a combination of methods as appropriate.

At BAPS Shri Swaminarayan Mandir (Neasden Temple), printed copies of the online survey were made available for those with no Internet access. Mandir staff entered the information from these completed questionnaires into the online version. There was a good response rate to the survey with over 1300 online surveys completed.



Table 4: Possible survey methods

Type	Comments
Self-completion questionnaires	<p>The questionnaires need to be circulated to members of the congregation and other visitors to the site. They can be handed out as a printed copy or distributed by email or, if appropriate, via a web link:</p> <ul style="list-style-type: none"> • Email surveys. If email addresses are known, surveys can be sent for completion at a convenient time. • Web-based survey. Posting the survey questionnaire on a website allows people to fill it in when convenient - though it may not be possible for everyone to access the Internet.
Intercept surveys	<p>These are undertaken with people individually on a face-to-face basis. The interviews may need to be carried out on different days or at different times in the day to capture the busiest times. If festivals are to be included in the Travel Plan, consider conducting intercept surveys on festival days.</p>
Hands up survey	<p>To gain a snapshot of travel to the site on a particular day, people can be asked to raise their hands in answer to specific questions, with a tally kept of their responses. This method of survey can be used when groups of worshippers are assembled together.</p>

Issues to take into account

The following issues may need to be taken into account when conducting travel surveys at faith sites:

- Dates and times of peak travel differ between sites and between faiths.
- Surveys should cover as many users of the site as possible including worshippers, staff and occasional visitors etc. However, when collecting data from occasional visitors such as those attending religious festivals, surveys can be carried out for a cross-section of events.
- There may be language barriers as English may not be the first language for many. It may therefore be helpful to have translators present when undertaking face-to-face travel surveys and focus groups. Paper-based surveys should also be provided in the relevant translated formats.
- If those carrying out the survey are not from the faith site, they need to be made aware of, and respect, various cultural aspects. Advice can be sought from the local authority or a local representative on this issue. Some examples are given below:
 - It may be preferable for women to interview women and men to interview men. In some cultures, some women may not feel comfortable being alone in a room with a man who is not a relative.



- Dress codes should always be adhered to. In some faith sites, shoes should be removed and the head covered before entering the building.
- Visitors to places of worship should avoid entering a room unless invited to do so, as it may be a prayer room where important customs should be respected.
- With some cultures, it is not appropriate to use the term 'Christian name'. It would be more appropriate to ask for the 'first' and 'last name'. This should be taken into account when designing travel survey questionnaires.
- There are specific cultural considerations for different faiths and different denominations. For example, Jewish law prohibits writing on the Sabbath, though not all denominations follow this teaching.
- Levels of literacy and computer skills may be a barrier to communication.



Maximising the survey response rate



It is important to capture the views of as many users of the site as possible so that the information gathered is as representative of the whole congregation as possible. There are a number of ways to maximise the response rate to a travel survey.

One option is to offer an incentive, though this may not be appropriate to all faiths. Incentives

used to encourage participation could include a prize draw with a cash or voucher prize, or a transport-themed incentive such as a pedometer or free public transport journeys. Travel survey questionnaires are sometimes not always considered a high priority by individuals, so offering an incentive can help to generate interest and encourage participation.

The survey technique and method of distribution can have a significant effect on the response rate. More people are likely to complete a questionnaire if it is well promoted, short and takes only a few minutes. However, this needs to be balanced against the amount of data collected to make the survey useful.

At the BAPS Shri Swaminarayan Mandir, a prize draw of £50 worth of Department Store vouchers was offered for completed online surveys. This led to over 1300 online responses being collected.



Summary of survey results

The travel survey results are used to decide the measures and targets in the Travel Plan and provide an important baseline for future monitoring and assessing what impact Travel Plan initiatives are having on sustainable travel.

The summary of the survey results should include:

- Response rate
- Respondent profile
- Split of transport modes for the journey to the site
- A summary of measures that would encourage travel by other modes.

Winning Hearts and Minds

Christ Church, Turnham Green



Parish Church aims high

Christ Church, Turnham Green, is a parish church in the heart of west London and boasts an international congregation of 300. Motivated by an enthusiastic cyclist and encouraged by a senior member of the Christian clergy, Christ Church embarked on an ambitious Travel Plan to increase cycling to the church by 10% by the end of 2010.

Winning hearts and minds

Despite the exceptional support and enthusiasm of the church leaders, one of the main challenges was to 'win the hearts and minds' of the congregation.

"For the Travel Plan to be successful, perceptions needed to be changed and leading by example was important. The health benefits of walking and cycling were also found to be important to our congregation." John Denniss, Christ Church Turnham Green Travel Plan Coordinator and congregation member

To gain maximum support from the congregation, the Travel Plan Coordinator, John Denniss, introduced the Travel Plan at a Sunday service attended by the majority of church members. He explained the principles and benefits of the Travel Plan, and distributed travel survey questionnaires. Completed surveys were collected a fortnight later – also at a Sunday service.

On target for cycling

The Travel Plan Coordinator's enthusiastic approach – cycling regularly to church and to work - increased the profile of cycling among the congregation. This was reflected in the completed questionnaires, which indicated significant interest in cycling – about a third of those responding requested secure cycle parking.

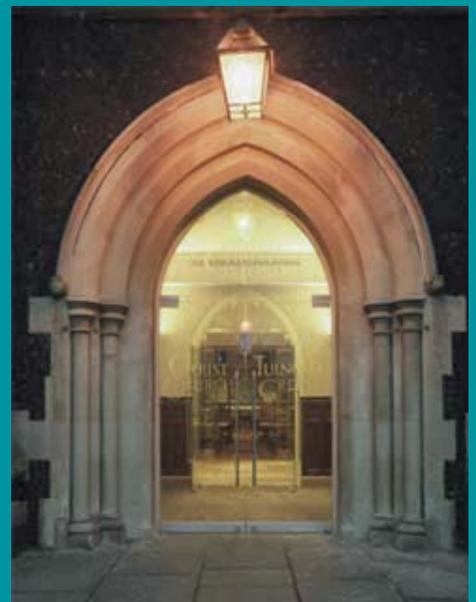
Fund-raising to pay for the installation of cycle stands began immediately and an application was submitted to the church authorities for faculty approval (required for all works to parish churches).

Moving forward

A combination of personal enthusiasm and community engagement helped to shape and deliver the Travel Plan at Christ Church, Turnham Green.

Christ Church will continue to harness this high level of engagement by:

- Hosting a church event to launch the Travel Plan
- Keeping members informed via a travel information noticeboard in the church and improved travel information on the church website.



Postcode plots

To understand more about a site, information from the travel survey and the site audit can be supplemented with a postcode plot. Postcode plots are a useful way of displaying the home locations of visitors in relation to the place of worship.

The home postcodes of visitors needed for the plot could be:

- Obtained as part of the travel survey
- Provided from an existing database (subject to the restrictions of the Data Protection Act).

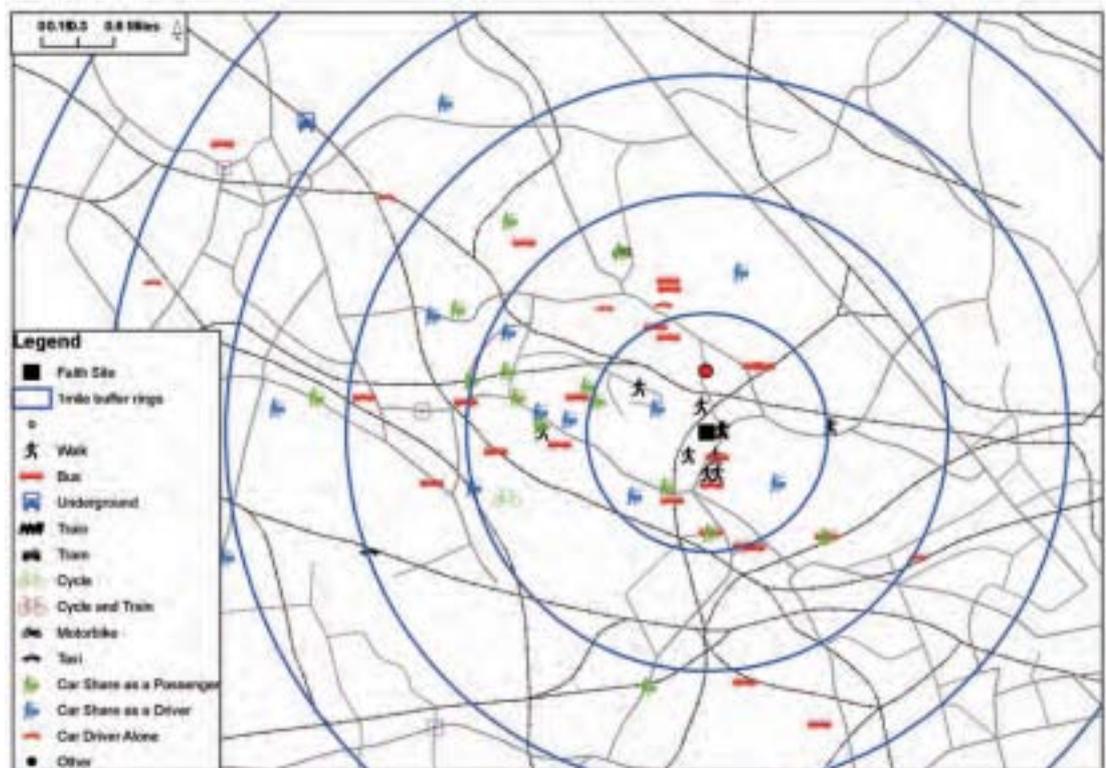
Displaying postcode information can help identify Travel Plan measures, e.g. potential car share groups and walking or cycling groups.

A postcode plot can also identify those who may be able to switch to a more sustainable method of travel, e.g. by identifying those who live close to suitable public transport routes.

Some local authorities are able to produce postcode plots on behalf of a site.

Figure 2 shows an example postcode plot.

Figure 2: Example of a postcode plot for a faith site



Focus groups

A focus group representing a cross-section of the congregation can enable travel and transport issues to be explored in depth with a small group of people in a relaxed environment.

Focus groups help to promote the Travel Plan and involve members of the congregation in the process from an early stage.

Participation in focus groups allows worshippers to:

- Influence decisions taken through the Travel Plan process - which may affect them directly
- Feel they have 'ownership' of the Travel Plan
- Outline their support for possible Travel Plan initiatives, for example the installation of cycle parking
- Provide a forum for discussion of travel issues and suggestion of appropriate solutions.

Ideally focus groups should have a small number of participants (around ten) and be facilitated by either the nominated Travel Plan Coordinator or by someone from outside the organisation. One focus group session should be adequate for smaller sites however with larger, more complex sites it would be useful to conduct a number of focus groups. The facilitator should:

- Have a clear understanding of the role and purpose of the Travel Plan
- Be a good listener
- Have the authority to guide the group to ensure it covers all the required topics.

Topics that could be covered during a focus group include:

- Where do participants live?
- How do participants travel to the site?
- How long does the journey take?
- Why do participants choose to travel the way they do?
- Where do participants choose to park and why?
- Are there any problems with their journey, e.g. parking or an infrequent public transport service?
- Would participants choose a different mode of transport if alternatives were available?
- What do participants think of existing facilities, e.g. cycle stands, car parking?
- What are their attitudes to different Travel Plan measures, e.g. car sharing schemes, cycling stands, public transport information?

At the Hounslow Jamia Masjid and Islamic Centre (Hounslow Mosque), follow-up focus groups took place at the Mosque to better understand opinions relating to cycling. From these focus groups it was found that elderly respondents were least likely to cycle and that female worshippers feel that their dress (often long flowing material) would be a barrier to cycling.



Objectives, Targets and Monitoring

Setting objectives and targets makes it easier to measure what the Travel Plan has achieved and to identify what is and is not working. Some example objectives and targets for Travel Plans are given below.



Regular monitoring of how people travel to the site is fundamental to the continued development of the Travel Plan to ensure progress is made in achieving its targets. Regular monitoring can include:

- Counting the number of bikes in cycle stands
- Counting the number of available car parking spaces
- Conducting occasional 'hands up' surveys.

Objectives

It is vital to set the objectives of the faith Travel Plan at the start. Objectives are the high level aims of the Travel Plan and give it focus (e.g. is the reason for the Travel Plan to reduce levels of off-site parking or to encourage walking to the site). The objectives help to:

- Determine the questions asked in surveys and focus groups
- Gain support from all levels of the organisation as the Travel Plan is given a clear direction and a purpose.

Possible objectives for faith site Travel Plans include:

- To facilitate easier, sustainable travel to the site for staff, worshippers and occasional visitors, through improvements to the choice of transport available to them
- To reduce the adverse environmental impact of trips to the site
- To ensure that the needs of special/vulnerable groups such as the elderly and those with mobility problems are met.

Targets

The findings of the site audit, travel survey and focus groups will help to decide the Travel Plan's targets. Travel Plan targets usually involve a commitment to reduce single occupancy car travel and increase use of sustainable modes of travel over a period of five years.

The targets should relate to the measures being proposed as part of the Travel Plan and should be realistic, specific and measurable. They should be set for different modes of transport (e.g. cycling, walking and car sharing). It may also be appropriate to set specific targets for different users of the site such as occasional visitors or those attending for education or festivals.



Possible targets for faith site Travel Plans include:

- To reduce the number of people driving alone by 5% in five years
- To increase the proportion of the congregation car sharing by 10% in five years
- To halve levels of off-site parking in five years
- For no more than 50% of people attending weekly activities driving alone
- To arrange an annual Travel Plan event involving members of the organisation and the local community.



Monitoring

It is important to conduct monitoring travel surveys to:

- Monitor the progress in achieving the Travel Plan's targets
- Check which initiatives are working and which are not
- Provide feedback on progress to give to members of the congregation.

Monitoring travel surveys are similar to the travel surveys carried out at the beginning of a Travel Plan (see p.23).

Transport for London guidelines (www.tfl.gov.uk/assets/downloads/corporate/Guidance-workplace-travel-planning-2008.pdf) recommend monitoring of Travel Plans for workplaces over a five-year cycle; in most cases this should also be appropriate for faith sites. The guidelines recommend undertaking a full-scale travel survey in years one, three and five, with a short 'snapshot' survey in the interim years. The snapshot survey could be conducted online or face-to-face, with a few simple questions to identify any changes in travel patterns.

Travel survey questions should cover topics such as:

- Reason for visit
- Mode of travel used
- Frequency of journey
- If car sharing, number of persons in the car
- Place where journey started
- Gender.

A monitoring schedule within the Travel Plan should identify:

- How frequently monitoring will be undertaken
- The type of surveys to be used
- Who will carry out the surveys?



It may also be helpful to undertake separate surveys to monitor:

- **Levels of off-site parking.** This will help to identify the organisation's impact on the surrounding area.
- **Use of existing or new cycle parking facilities.** The results will indicate whether/when new facilities are required. If the facilities are not being used, this may need to be investigated further through surveys or focus groups.
- **Use of dedicated parking spaces** for visitors, disabled people or car sharers. The findings will indicate if the allocation is correct or needs modifying.
- **Use and views on promotional material.** This will help to measure the success of any marketing activity (see p.40).

The findings from the Travel Plan monitoring should be shared with the local authority to provide progress updates. They could also be shared with the congregation to:

- Maintain the momentum of the Travel Plan
- Keep up levels of engagement
- Re-emphasise the benefits of the Travel Plan.

It is important to identify at the outset how the monitoring travel surveys will be conducted and funded. The local authority Travel Plan officer may be able to provide support.

The costs of monitoring can be kept to a minimum by:

- Using the same survey design as the original Travel Plan survey
- Using volunteers to carry out the surveys and help analyse results.

To encourage participation, monitoring could be linked with a promotional event to promote the Travel Plan (e.g. a family cycling event) and mentioned in newsletters where appropriate.



A Sustainable Centre for the Community

Hounslow Jamia Masjid and Islamic Centre



Centre of the community

Hounslow Jamia Masjid and Islamic Centre (also known as Hounslow Mosque) in west London is a prominent institution for Sunni Muslims. Around 1,000 worshippers attend the Masjid on a weekday and over 3,000 on a Friday – the main day of prayer. There are five prayer times each day between dawn and sunset.

At the heart of the matter

The Travel Plan was developed and led by the Chairman of the Masjid, Dr Mobin Salahuddin, not only to reduce car trips to the site but also because it complements Islamic beliefs regarding preserving the planet.

“Walking to the Masjid is an important part of our faith. Walking here also helps to reduce the impact of our Friday prayers on our neighbours.” Dr Mobin Salahuddin, Chairman of Hounslow Masjid

As well as walking, the Travel Plan survey also showed car sharing to be a popular mode of travel for worshippers (35% of those surveyed), symbolising the community aspect of the Masjid.

Overcoming hurdles

The key challenges in developing the Masjid Travel Plan were to:

- Gain an accurate picture of current travel patterns
- Choose a surveying method that would reach the greatest number of worshippers
- Consider how to align the Plan with cultural beliefs and principles.

The pattern of worship at the Masjid is such that there is no opportunity to communicate to all worshippers at once. To overcome these hurdles:

- Surveying was carried out on two days – the busiest day of worship (Friday) and a quieter, average day (Tuesday) – between 05:00 and 23:30 to cover all prayer times.
- A combination of surveying methods was used (trip counts, short intercept surveys, self-completion questionnaires, and focus groups). These methods resulted in 3,736 intercept surveys and 304 self-completion questionnaires being completed.
- Surveyors were briefed on Masjid etiquette, e.g. female surveyors interviewed women and male surveyors interviewed men, and female surveyors wore head coverings.

Roll out

Communication continues to be crucial to the Masjid Travel Plan. The Masjid website, an e-newsletter and the Mosque fortnightly newsheet of prayer times have all proved invaluable in communicating transport options. Other measures include:

- Sustainable transport maps and leaflets
- Improved cycle storage facilities
- A formalised car share scheme
- A Personalised Travel Planning (PTP) programme – rolled out in conjunction with the London Borough of Hounslow as part of a wider community PTP project.



Travel Plan Measures

The next stage is to use information from the site audit, travel survey, focus groups and postcode plot to identify an appropriate package of measures that meets the needs of visitors and worshippers to the site. Examples of Travel Plan measures and issues to consider when introducing these measures at faith sites are outlined below.



Walking

Many faith sites are located at the heart of the community in residential areas, so worshippers are often able to walk to the site. Encouraging walking may also be compatible with some religious beliefs, for example within the Jewish faith, driving is forbidden on the Sabbath.

Walking is good exercise and can help to lower blood pressure, increase fitness and enhance mental well-being. Walking is also a sociable activity as people can walk in groups to the faith site.

Travel Plan measures that encourage walking include:

- Providing better information, route maps and better signage
- Promoting journey planners such as the online one provided by Transport for London (www.tfl.gov.uk/gettingaround/walking/default.aspx), which allows users to find the 'optimum' walking route between two points
- Providing promotional material and arranging events
- Providing branded umbrellas/rainproof clothing, storage for wet weather gear
- Setting up a walking 'buddy' scheme, where people living in similar areas are encouraged to walk together – this is particularly helpful for elderly people accessing the site alone.

The following considerations apply when encouraging walking to faith sites:

- Members of congregations may have safety concerns, especially if the busiest time at the site is early in the morning or in the evenings. Setting up walking groups and providing personal alarms can help to tackle these concerns.
- The strong sense of community at faith sites may facilitate setting up a walking group.

A large proportion of the congregation at Radlett United Synagogue in Hertfordshire walks to the synagogue as driving is forbidden on the Sabbath.



Cycling

Cycling is growing in popularity as a method of getting to work and for leisure activities. It also has many environmental and health benefits (e.g. zero carbon emissions and helping with weight loss). In many urban areas, it can provide a cheaper and faster way of getting to a place of worship.



Travel Plan measures that encourage cycling include:

- Providing safe, secure and covered cycle parking on-site
- Holding regular cycle maintenance sessions to enable cyclists to get their bikes checked over to make sure they are roadworthy and in good condition – this could be arranged with the local authority or a local cycle shop or with someone from the community with appropriate training
- Providing cycle training (often available through the local authority) is an excellent way of promoting safe cycling and increasing the confidence of cyclists
- Group cycle rides encourage people to trial cycling and encourage the social aspects of the organisation. Involving other members of the community could boost community cohesion and extend the Travel Plan's messages
- Establishing a cycle user group to enable cyclists to share experiences
- Involving children and families in fun or leisure-based cycle events
- Negotiating possible discounts from local cycle shops
- Providing information on cycling and cycle route maps (e.g. from local authorities or Transport for London)
- Promoting the use of journey planners like Transport for London's cycle journey planner (www.tfl.gov.uk/roadusers/cycling/11598.aspx) to plan routes.

Specific issues to be taken into account when encouraging cycling to faith sites include:

- It is important to acknowledge that cycling may not be appropriate for some members of the congregation, for example those who wear long flowing clothes.
- Additional planning permission is required from the church authorities at Church of England sites to install cycle stands within the church's grounds. (Under the Care of Churches and Ecclesiastical Jurisdiction Measure 1991, it is the duty of the minister and churchwardens to obtain permission to undertake works to a church building or its contents before carrying out any alterations to parish churches or their churchyards.)

Support with funding for installing cycle stands may be available from the local authority transport/Travel Plan officer.

As part of the Hounslow Mosque Travel Plan, funding was made available by WestTrans for five cycle stands to be installed. The stands were installed in a well lit area very close to the main entrance. The cycle stands were already being used by worshippers before the Travel Plan was completed.



Public transport

Improving public transport services, facilities and information as part of a Travel Plan has the added benefit of ensuring that those without a car can access the site more easily.



The site audit and travel survey may suggest that public transport is the most appropriate mode of transport to promote at the faith site. The site audit may also show if public transport is inadequate or if there are any gaps in service provision. These issues can be highlighted to the local authority/Transport for London. If they are common to other sites, it may be possible to instigate improvements.

Some Travel Plan measures may be able to be implemented by the site, whereas others will need to be addressed by the local authority/Transport for London.

Travel Plan measures that could be introduced or referred to the local authority/Transport for London to encourage the use of public transport include:

- Working with the local authority/Transport for London to ensure signage to the site from local rail/Underground stations is clear
- Working with the local authority/Transport for London to ensure bus drop-off points are convenient and accessible from the place of worship
- Ensuring bus stop waiting facilities are in good condition or working with the local authority/Transport for London to improve the facilities
- Working with the local authority/Transport for London to introduce real-time information at local bus stops or at the faith site.
- Providing public transport information including routes and timetables at larger sites on big screens in communal areas
- Promoting the discounts available on public transport, for example the Oyster card scheme in London
- Providing maps and timetables of public transport services
- Promoting online journey planner and maps such as Transport for London's (www.tfl.gov.uk/gettingaround/1099.aspx) which enable users to find the best public transport route to the site
- Providing Personalised Travel Planning (PTP) - this involves providing travel information and initiatives tailored to an individual. Local authority Travel Plan officers should be able to provide details of locally available PTP schemes where appropriate.

The following issues need to be taken into account when encouraging the use of public transport to faith sites:

- The main periods of activity at the site may be at weekends or evenings when public transport services are less frequent. A Travel Plan can help to show the demand for public transport at these times which will help to lobby the local authority or Transport for London for improvements to be made.



- Local community transport vehicles could be used to provide a shuttle bus service (if appropriate). There will be a cost associated with this. Contact the local authority for more information.
- If more significant improvements are needed, it is often necessary to work with partners such as the police, local authority and/or other local organisations (e.g. neighbouring schools or employers). Improvements such as street lighting and highway modifications are outside the remit of individual sites and cooperation will be necessary to achieve changes.

Because the busiest time is in the evening, the Travel Plan measures at BAPS Shri Swaminarayan Mandir (Neasden Temple) include working with other partners such as Transport for London, the local authority and police to improve the lighting at local bus stops.

Car sharing

Car sharing involves two or more people sharing a car to travel together. For some people, car sharing may be the only way they can travel to a site more sustainably due to mobility issues or because they live too far from public transport routes. Encouraging car sharing also offers an ideal way of making car trips as efficient as possible; it can reduce the stress of driving, reduce fuel costs and be a sociable way of travelling.



The strong community aspect of faith destinations means car sharing is already very popular. Groups of people may already know each other and the tight-knit communities at faith destinations often makes it feasible to use volunteers from the congregation to help to find suitable car share groups.

For larger sites, a formal or organised car share scheme may be more appropriate, that puts drivers in touch with other drivers travelling from the same area. Such schemes help to ensure that everyone who wishes to participate is invited and matched to a partner where possible. They can also ensure that car sharing partnerships are as efficient as possible, potentially matching more than one passenger. This will allow people to save even more petrol (and money).

Travel Plan measures that encourage car sharing include:

- Reserved parking spaces near the entrance for car sharers only
- Organising a car share matching event (e.g. a coffee morning) to introduce possible car sharers to each other
- Linking into existing formal car sharing schemes – local authority Travel Plan officers should be able to provide details of local schemes
- Setting up a new, site-specific formal car share scheme for the site.

Car sharing can be used to encourage young and elderly people who may not be able to travel independently to attend the site. Some faith organisations are trying to encourage young people to attend, and where spare car seats are available, they are actively encouraging those with cars to give a lift to young people.



At Hounslow Jamia Masjid and Islamic Centre, many worshippers travel to and from work on a Friday and there is already a high level of car sharing. To further promote car sharing the Masjid and Islamic Centre intends to ask existing volunteers from the congregation to help to match other car drivers together and encourage further car sharing arrangements.

Car parking

As parking is often limited at faith sites, it is essential to include parking measures in the Travel Plan. These measures will ensure that parking is well managed and available spaces are used as effectively and efficiently as possible.

The site audit, travel survey and focus groups carried out during the development of the Travel Plan should provide an indication of the demand for parking. A parking survey can identify current usage of the parking bays and any capacity issues.

Due to limited parking on-site, some worshippers may choose to park nearby in a private car park or on street. If this is found to be the case, it is important to introduce measures to supervise off-site parking. When undertaken effectively, this can reduce the site's impact on the local area and could free up space.

Travel Plan measures that help to manage car parking include:

- Providing wardens to patrol nearby areas to ensure that visitors park with consideration
- Allocating spaces for use by staff only (if only a few spaces are available)
- Allocating priority spaces to car sharers or those with limited mobility
- Advising visitors not to drive and informing them of alternative travel options

The following issues should be taken into account when introducing car parking policies at faith sites:

- Because faith sites are often located near or within residential areas, scarcity of on-site parking spaces can lead to 'overspill' into surrounding areas, resulting in tensions with the local community. Sharing information and working closely with local community groups can help to avoid problems
- Some members of the congregation may be disabled and should be given priority when allocating car parking spaces
- It may be possible to use volunteers from the congregation to help manage car parking.

Radlett United Synagogue in Hertfordshire already had volunteer security guards. Assisting with parking on the Sabbath was added to their list of duties. This scheme has been a huge success, resulting in fewer complaints about parking from local residents.



Cutting Car Travel at a World Class Mandir

BAPS Shri Swaminarayan Mandir, Neasden



Largest Mandir outside India

BAPS Shri Swaminarayan Mandir (also known as Neasden Temple) in north-west London is the largest Mandir outside India. It has attracted over five million visitors and regular devotees since its opening in 1995.

Safer, greener environment - The Mandir embarked on a Travel Plan to make it easier and safer for devotees to travel to the Mandir and to make a positive difference to the environment.

"As the Mandir is a focal point of worship for the community, the majority of our regular devotees already travel in a sustainable way. The Travel Plan not only acknowledges this good behaviour, but also identifies how we can proactively support our worshippers to ensure they continue to travel sustainably. It also aims to work with local partners to improve access to the site by public transport."

Nitin Palan, Mandir Travel Plan Coordinator

Working in partnership

Due to the size of the site and the nature of the issues raised by the Travel Plan (e.g. security when travelling at night and public transport access), the Mandir established a Working Group of local stakeholders to identify and deliver appropriate measures. The Working Group consists of representatives from Transport for London (TfL), Brent Council and WestTrans. The Metropolitan Police is involved for specific issues. Measures to be delivered by all stakeholders include:



- Improved access to the Mandir by public transport including better routes, more reliable services and safer waiting areas
- Improved lighting and security
- Real-time public transport screens linked to TfL services
- High quality travel information and maps
- Bicycle storage
- A formalised car sharing scheme.

Sharing the message

Keen to forge links with its neighbours in the community, the Mandir marked the launch of the Travel Plan with a high profile event attended by devotees, local residents and businesses. The event not only brought together the community but also raised the profile of Travel Planning in the area.



Key to success

The BAPS Shri Swaminarayan Mandir Travel Plan is an example of how working in partnership can help deliver a first class Travel Plan. The Mandir will continue to work with its partners to achieve its Travel Plan objectives.

Marketing Faith Travel Plans

The success of a faith Travel Plan relies on the cooperation and goodwill of the congregation and visitors. Successful marketing and communication of all initiatives can help to achieve this.

Marketing the Travel Plan does not have to involve lots of expense. Internal resources and communications channels should be used where possible to save money and encourage participation from others in the community. Ongoing marketing and promotion of the Travel Plan is essential to ensure continued progress towards the original objectives and targets.

There may be opportunities to plan community or family activities which encourage walking and cycling. Existing networks could be used to set up events such as:

- Linking up with local walking groups for leisure walks
- Running historical walks of the area
- Encouraging families to walk or cycle together.

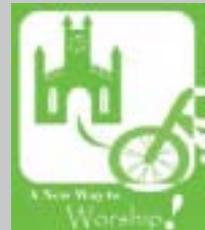
In this way people can get used to other modes of travel in a sociable environment and it could encourage walking and cycling for other trips.

Measures that can help to market and promote Travel Plans include:

- **Develop a brand for the Travel Plan.** Creating special branding for the Travel Plan and related literature makes it easy to identify all travel and transport related activities and communications.

At Hampton Parish Church, the congregation was asked to vote on their preferred Travel Plan logo. This is the logo the congregation chose.

This logo is used on Travel Plan information boards and accompanies details of the Travel Plan, including items in newsletters. This has helped to raise awareness of the Travel Plan.



- **Use existing facilities.** Newsletters, notice-boards and email lists all offer opportunities to promote the Travel Plan.
- **Promote national travel campaigns.** Participation in national events that aim to encourage the use of sustainable travel modes can encourage greater uptake of measures in local Travel Plans. Dates of national awareness raising campaigns change each year and plenty of time should be allowed to prepare for them. More information is available from local authority transport/Travel Plan officers. Suggestions include:

- Bike Week (www.bikeweek.org.uk)
- In Town Without My Car Day (www.eta.co.uk/our_work/in_town_without_my_car)
- European Mobility Week (www.mobilityweek.eu).



- **Arrange awareness raising activities.** A high profile launch event for the Travel Plan helps to raise local awareness of the plan. For example, this could include inviting local organisations and local authority representatives to an exhibition or a presentation about the Travel Plan.

The BAPS Shri Swaminarayan Mandir (Neasden Temple) held a high profile Travel Plan launch event, inviting members and others from the wider community. This event was used to raise awareness of the measures being implemented at the Mandir and Travel Planning in general.

- **Incorporate the Travel Plan theme in a service.** In some faiths where services are delivered, it may be possible to incorporate the Travel Plan theme into a service or to promote it to the congregation before or after they gather for worship. It could be promoted by discussing its alignment to the faith. It may also be appropriate to include it in teaching for children or children's activities.
- **Make use of materials from other organisations.** This includes:
 - Joining in with local authority/Transport for London promotions
 - Adding links to local authority/Transport for London journey planners (providing information to visitors and for special events)
 - Subscribing to local authority/Transport for London mailing lists to enable the Travel Plan Coordinator to be notified of any service changes.
- **Produce a map of the site.** It may be possible to arrange to have a site map drawn giving details of all modes of transport for regular and occasional visitors. This can, for example, be facilitated by Transport for London.



Shrinking the Carbon Footprint

St Mary's Parish Church, Hampton



Historical church leads the way

Constructed in 1831 on a site dating back to 1342, St Mary's Parish Church, Hampton, is steeped in history. But thanks to its forward-thinking vicar, Reverend Derek Winterburn, St Mary's is leading the way in sustainable travel.

'Shrinking the Footprint'

Led by Bishop Chartres, the Church of England has an ambitious campaign called 'Shrinking the Footprint' which aims to reduce its carbon emissions to 20% of current levels by 2050.

"Responding to climate change requires immediate action and those in positions of spiritual and moral leadership have a vital part to play." Bishop Chartres, Chair of Shrinking the Footprint

To play its part, St Mary's Environmental Team was ready to get a Travel Plan underway.

Revd Winterburn explains: *"Our existing Environmental Team was keen to get as many people involved in the Travel Plan process as possible. A stand was set up at 'Care for Creation' Sunday to engage the wider community, and even the Brownies pitched in."*

Getting in step

One of the keys to the success of St Mary's Travel Plan has been the involvement of the 250-strong congregation.

Revd Winterburn kicked off the process by explaining the benefits of the Travel Plan to the congregation one Sunday and followed this up by distributing travel survey questionnaires to be completed during services. This resulted in close to a 100% response rate.

Moving forward together

Findings from the survey were used to develop measures requested by the congregation such as holding 'Dr Bike' cycle maintenance sessions and improving the travel information available in the church.



The congregation was also consulted on the choice of the Travel Plan logo, which is used on all communications.

Next steps

The Environmental Team, led by a member of the congregation, has been asked by the Church Council to review and progress the Travel Plan. The Group is steaming forward, planning new cycle parking and the first monitoring survey.

Developing Faith Travel Plans - Key Points

Travel Plan Scoping and Management

- Clarify the approvals process early on and allow adequate time for approvals.
- Appoint a Travel Plan Coordinator who is enthusiastic and approachable, and ensure enough support is available to them.
- Consider a Travel Plan Working Group to support the Travel Plan Coordinator and to help maintain the momentum of the Travel Plan.
- Early on, consider how the Travel Plan will be funded. Contact the local authority for assistance and to ask about free resources. Also find out whether any congregation members have relevant experience to help with the Travel Plan.

Understanding the Site

- Undertake a comprehensive site audit of the facilities at the site.
- Conduct a travel survey to include all users of the site including worshippers, staff and other visitors.
- Consider which survey technique is the most appropriate for the site taking into consideration the culture and beliefs of those travelling to the site. Decide which method of distributing the survey will achieve the highest response rate.
- Consider specific language and cultural issues when delivering the survey.
- Consider offering appropriate incentives to maximise the survey response rate.
- Gather the home postcodes of survey respondents to enable postcode plots to be produced.
- Consider exploring views on travel in more detail by holding a focus group.



Objectives, Targets and Monitoring

- Set overall objectives for the Travel Plan.
- Set realistic but ambitious targets for the site using the results of the site audit, travel survey and focus groups as a baseline.
- Conduct regular monitoring surveys for a period of five years after the introduction of the Travel Plan. Also consider monitoring car park use and use of cycle facilities.



Travel Plan Measures

- Use the information obtained from the site audit, travel survey and focus groups to identify Travel Plan measures.
- Take issues relating to the particular site into account when selecting measures.
- Consider introducing measures to encourage all appropriate modes of travel to encourage choice.
- Consider introducing measures to control car parking.
- Consider community activities outside weekly meetings that could encourage walking and cycling.

Marketing Faith Travel Plans

- Consider promoting or joining in with national and local Travel Plan events - investigate resources available from the local authority.
- Develop a brand for the Travel Plan - if possible allow the congregation to choose the brand.
- Make use of existing communication routes such as church notice-boards, mosque prayer times sheets, newsletters, TV screens, etc.
- Incorporate the Travel Plan concept into services (where appropriate) or promote to worshippers as they meet together
- Hold a high profile launch event.







Faith Travel Plans and Planning

In some cases, a faith Travel Plan may be required as part of a planning application (e.g. if the site is planning a new building). Planning permission will not be granted until the Travel Plan complies with all guidance on measures, monitoring and targets. The local authority's Transport or Travel Plan officer should be contacted for advice.

Further information about Travel Plans submitted in support of planning applications, is given in the Department for Transport publication, *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*.

(www.dft.gov.uk/pgr/sustainable/travelplans/tpp/)

Appraisal of Faith Travel Plans

The evaluation of a Travel Plan by the local authority is a critical part of the assessment of planning applications. While some local authorities have developed simple checklists to aid them in this process, others make use of scoring systems (often alongside their own evaluation process). The ATTrBuTE system developed by Transport for London (see below) is recommended for the assessment of Travel Plans.

Faith sites often have limited budgets and rely heavily on volunteers. They may therefore require more assistance from local authorities when developing Travel Plans than workplaces or other sites. Faith sites are unlikely to have access to consultants and their knowledge of the planning system may be limited. They may therefore also need additional assistance in locating sources of further information.



ATTrBuTE

The evaluation tool ATTrBuTE developed by Transport for London allows any Travel Plan to be assessed against specific criteria. ATTrBuTE can be used by local authorities to evaluate faith Travel Plans or by the sites themselves to ensure their Travel Plan is of the required standard before submitting it as part of a planning application. The tool can be viewed at <http://attribution.org.uk> and can be used for all types of Travel Plan including faith Travel Plans.

Points to consider when evaluating faith Travel Plans include:

- Does the Travel Plan appoint a Travel Plan Coordinator and state their position within the organisation?
- Is the Travel Plan based on the findings of a thorough site audit?
- Does the Travel Plan cover all buildings associated with the organisation?
- Does the Travel Plan cover all users of the site?
- Does the Travel Plan cover all uses of the site, including festivals?
- Does the Travel Plan outline how surveys will be carried out at the site?
- Does the Travel Plan cover all parking associated with the site, including off-site parking?
- Does the Travel Plan outline appropriate measures and state how they will be implemented and funded (with timescales)?
- Does the Travel Plan detail any limitations affecting its implementation or suggested measures to deal with them?
- Does the Travel Plan set out appropriate targets and a monitoring strategy?







Further Information

Useful Organisations And Links

Travel Plan Guides and Organisations

- **WestTrans** (<http://travelplans.westtrans.org/>) is a partnership of the London boroughs of Ealing, Brent, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. Led by Ealing Council, WestTrans works with Transport for London and the Boroughs to identify, develop and implement transport projects to the benefit of the region.
- **Transport for London (TfL)** is responsible for most transport within London and is accountable to the Mayor for delivering the Mayor's Transport Strategy. TfL's website (www.tfl.gov.uk/anevwaytowork) has a number of useful Travel Plan guidance documents and promotional materials.
- **ACT Travelwise** (www.acttravelwise.org) is a network for organisations working to promote sustainable travel. The website includes useful Travel Plan resources, news and events.
- **The Essential Guide to Travel Planning**
Department for Transport, March 2008
www.dft.gov.uk/pgr/sustainable/travelplans/work/essentialguide.pdf
- **Good Practice Guidelines: Delivering Travel Plans through the Planning Process**
Department for Transport, April 2009
www.dft.gov.uk/pgr/sustainable/travelplans/tpp/goodpracticeguidelines-main.pdf



Travel Plan Tools

- **iTRACE** (<http://itrace.org.uk/>) is a Travel Plan management application supported by Transport for London and can be used for travel surveys.
- **TRAVL** (Trip Rate Assessment Valid for London) (www.travl.org.uk) is a unique, multi-modal trip generation database designed specifically for use in the capital.
- **ATTrBuTE** (<http://attribution.org.uk>) is a Travel Plan evaluation tool developed by Transport for London.

Faith Links

- **Eco-Congregation** (www.ecocongregation.org) is an ecumenical programme that seeks to help churches to relate environmental issues and the Christian faith, and respond in practical action in the church, in the lives of individuals, and in the local and global community.
- **The Big Green Jewish Website** (www.biggreenjewish.org) is a resource for people around the world and forms the climate change campaign of the UK Jewish community. It is an initiative of the Jewish Social Action Forum, a body of organisations in the UK Jewish community that, collectively, are committed to raising awareness of issues of universal concern.
- **Methodist Environmental Network** (www.methodist.org.uk/static/econetwork/) produces an email newsletter to connect with church people who are active on environmental matters, through work or general interest, and to encourage people to join and use the Network to make the care of God's creation a central part of local church life and witness.

Transport Information

- **Transport for London Journey Planner** (www.tfl.gov.uk/journeyplanner) is a door-to-door public transport journey planning specific to London and is available in different languages.
- **Transport for London cycle route maps and cycle journey planner** are available from the TfL website (www.tfl.gov.uk/roadusers/cycling/11682.aspx) or by calling 020 7222 1234.
- **Transport Direct** (www.transportdirect.com) provides door-to-door public transport journey planning, train times and live travel news.



Appendix 1

Important Religious Festivals

Each faith may have festivals throughout the year which attract a large number of people. To assist with pre-planning travel to the site, below is a selection of the most significant festivals for the four largest faiths included in this guide (Transport for London, 2009). This is not an exhaustive list.

Faith	Information	Main Festival	Date (where same time each year)
Christianity	Although there are a large number of Holy Days in the Christian year, the extent to which they are celebrated varies. The most important Christian holidays are public holidays (Christmas, Good Friday and Easter Day).	Epiphany	6 January
		Theophony (Greek Orthodox)	
		Shrove Tuesday	
		Ash Wednesday	
		Lent	
		Good Friday	
		Easter Sunday	
		Assumption (Catholic)	
		All Saints	
		All Souls	
Immaculate Conception (Catholic)			
		Christmas	25 December
Hinduism	Hindus celebrate a great number and variety of festivals – more than 300 in a year. Though the list in the next column is not exhaustive, the most popular festivals for British Hindus are included.	Makar Sankrant	
		Vasant Panchami / Saraswati Puja	February/March
		Birth of Ramakrishna	
		Maha Shivaratri	
		Holi	February/March
		Varsha Pratipada	Spring
		Ramayana	
		Rama Navami	
		Hanuman Jayanti	
		Vaisakhi (Baisakhi)	
		Ratha Yatra	
		Naag Panchami	July/August
		Raksha Bandhan	
		Janamashtami / Krishna Jayanti	
		Ganesh Chaturthi	
		Navaratri	
		Dussehra	September/October
Diwali	October/November		
Navaratri			
Durga Puja	September/October		

Faith	Information	Main Festival	Date (where same time each year)
Islam	<p>All Muslims celebrate Eid-Al-Fitr and Eid-Al-Adha. Many Muslims will fast throughout Ramadan. In addition, there are a number of other festivals and Holy Days, but there are significant differences in their observation. The Muslim calendar follows the progress of the moon exactly. This means that the dates of Muslim festivals vary continually from year to year.</p>	<p>Waqf Al-Arafa (Hajj Day) Eid Al-Addha Al-Hijra Ashura Mawlid Al-Nabi Lailat Al-Miraj Ramadan Laylat Al-Qadr Eid Al-Fitr Lailat Al-Barah</p>	
Judaism	<p>The Jewish Sabbath and festivals always begin at sunset on the previous evening.</p>	<p>Pesach (Passover) Shavuot (Pentecost) Tisha B'Av Rosh Hashanah (New Year) Yom Kippur Sukkot (Festival of Booths) Shemini Atzeret Simchat Torah Hanukkah</p>	<p>April/May June July September/October September/October October October/November October/November November/December</p>

Appendix 2

Example Site Audit

1. LOCATION OF THE FAITH SITE			
1.1 Faith site name			
1.2 Site address (including postcode), contact details, website			
1.3 Within which local authority is this site located?			
1.4 What are the name(s) of roads accessing the site? (Please indicate main entrance(s) and others access points including footpaths.)			
Describe the nature of the site location, e.g. near to a residential area and the surrounding businesses/features			
Write anything else which helps to describe the location of the site			
When did the organisation first occupy the site? (dd/mm/yyyy)			
2. NATURE OF FAITH GROUP			
Are there other buildings or structures located at the site (e.g. school, gym)?			
Other than worship, what other activities occur at the site (e.g. conferences/Sunday schools/community groups)?			
What is the pattern of worship/prayer at the site (please include days and times)?			
What are the key festivals of the faith group?			
3. CONGREGATION, STAFF and VISITORS			
What is the approximate size of the congregation (please indicate approximate size of congregation and any information available such as gender and approximate ages)?			
Approximately how many people attend each of the key festivals at this site?			
What is the total number of individuals employed at the site (please identify full and part time)?	Total		
	Full time		
	Part time		
Excluding the congregation, approximately how many visitors does the site attract?	Weekly		
	Monthly		
	Yearly		
4. TRAVEL INFORMATION PROVISION			
Is travel and access information provided to site visitors?	Yes	No	Details
Is appropriate travel information available for the site and is there a site specific travel guide available?	Yes	No	
Does the site have a website and is travel information available from it?	Yes	No	Details
5. ROLES & RESPONSIBILITIES			
Is there a Travel Plan Coordinator or a post with specific responsibilities for the ongoing development and implementation of the Travel Plan? If so please provide contact details for the Travel Plan Coordinator or Acting Person.	Yes	No	Details
Is there a dedicated budget for Travel Plan measures and implementation? If so please indicate annual budget available.	Yes	No	Budget
Is there a steering group for the Travel Plan? If so please provide steering group contact details (name, title, email, tel, fax).	Yes	No	Details
Are stakeholders involved/engaged? (e.g. local authority, transport operators, suppliers, visitors). If so, please comment on who is involved.	Yes	No	Details

6. CAR USE		
Does the site have a car park for its own use?	Yes	No
Where is the car park located?	Onsite	Offsite
How many spaces in total are available for the site?		
Are car parking areas well signed?	Yes	No
Are the parking spaces managed? (If yes, please describe the system.)		
Are car parks well lit and secure (e.g. is CCTV provided)?		
Does demand for car parking exceed capacity? (If so, how often does this happen?)		
Does the site experience traffic congestion/access problems on external roads? Please explain the nature of issues and name roads affected.		
Is overspill parking observed in surrounding roads? Please explain the extent and name roads affected.		
Has the organisation got a car sharing scheme? (Please give details.)	Yes	No
7. CYCLING		
Is the site accessible by external cycle routes/lanes?	Yes	No
Are there cycle routes/lanes on the site?	Yes	No
Is there cycle parking provided on site? (If so, please describe the stands and their location.)	Yes	No
8. WALKING		
Describe the footpaths in the local area surrounding the site.		
Describe the on-site footpaths. (Are they lit, in a good state of repair, overhung by vegetation, etc?)		
Do those footpaths have safe road crossing points with dropped kerbs and tactile pavements?		
Are there any access difficulties for pedestrians?		
Do pedestrians have a safe, convenient and attractive welcoming environment? If not please outline shortcomings.		
9. MOTORCYCLING		
Is motorcycle parking available?	Yes	No
Describe the location of the motorcycle parking.		
How many parking spaces are available for motorcycles?		
10. STORAGE, CHANGING AND ASSOCIATED FACILITIES		
Are lockers and/or storage facilities available to visitors and/or members of the congregation to use who walk, cycle or motorcycle?		
Are showers available to visitors and/or members of the congregation to use who walk, cycle or motorcycle?		
11. PUBLIC TRANSPORT		
List the bus stops within 400m of site/site entrance(s). Which services currently serve these bus stops?		
Describe the bus stop. (Is there a shelter? Is it clean? Is timetable information available? Are seats available?)		
List the Underground stations within 400m of the site/site entrance(s). Which lines serve these stations?		
List the surface rail stations within 800m of the site/site entrance(s). Which lines serve these stations?		
Are there any Park & Ride facilities which could be used to access the site?		
Are private buses/minibuses run for staff/ visitors?		

Appendix 3

Example Travel Survey

Hounslow Mosque - 367 Wellington Road South, Hounslow, TW4 5HU

Travel Plan Survey

Hounslow Mosque is developing a Travel Plan for worshippers and staff. The objectives are to improve your journey to and from Hounslow Mosque and ensure facilities are available for sustainable travel such as secure cycle stands.

Please complete this travel survey and return by 12th May. The survey should take approximately 5 minutes to complete.

Thank you very much for your time in completing this survey.

1. Do you travel to Hounslow Mosque from: Home Work Home and Work

2. If you travel from home, what is your home postcode?

3. If you travel from Work, what is the postcode?

4. Please indicate your age group

Under 16	<input type="checkbox"/>	17 - 25	<input type="checkbox"/>	26 - 35	<input type="checkbox"/>
36 - 45	<input type="checkbox"/>	46 - 55	<input type="checkbox"/>	Over 55	<input type="checkbox"/>

5. How do you usually travel to/from Hounslow Mosque? (please state one method used for the longest distance)

Walk	<input type="checkbox"/>	Cycle	<input type="checkbox"/>	Car Share (driver)	<input type="checkbox"/>
Bus	<input type="checkbox"/>	Cycle/train	<input type="checkbox"/>	Drive alone in own Car	<input type="checkbox"/>
Underground	<input type="checkbox"/>	Motorcycle/moped	<input type="checkbox"/>	Other (please state)	<input type="checkbox"/>
Train	<input type="checkbox"/>	Taxi	<input type="checkbox"/>	_____	
Tram	<input type="checkbox"/>	Car Share (passenger)	<input type="checkbox"/>		

6. How long does it usually take to travel to/from Hounslow Mosque? (please choose one answer only)

Under 15 minutes	<input type="checkbox"/>	30 - 45 minutes	<input type="checkbox"/>	Over one hour	<input type="checkbox"/>
15 - 30 minutes	<input type="checkbox"/>	45 minutes - one hour	<input type="checkbox"/>		

7. What alternative forms of transport would you consider if your usual mode wasn't available?

Walk	<input type="checkbox"/>	Cycle	<input type="checkbox"/>	Car Share (driver)	<input type="checkbox"/>
Bus	<input type="checkbox"/>	Cycle/train	<input type="checkbox"/>	Drive alone in own Car	<input type="checkbox"/>
Underground	<input type="checkbox"/>	Motorcycle/moped	<input type="checkbox"/>	Other (please state)	<input type="checkbox"/>
Train	<input type="checkbox"/>	Taxi	<input type="checkbox"/>	_____	
Tram	<input type="checkbox"/>	Car Share (passenger)	<input type="checkbox"/>		

8. If you travel by car which initiative would help encourage you the most to use an alternative form of transport to get to/from the Hounslow Mosque?

A more frequent bus service	<input type="checkbox"/>	Better pedestrian/cycle routes	<input type="checkbox"/>
A bus service closer to home	<input type="checkbox"/>	Discounted public transport tickets	<input type="checkbox"/>
Cycle training	<input type="checkbox"/>	A friend to walk/cycle with you	<input type="checkbox"/>
A cleaner walking environment	<input type="checkbox"/>	Secure, appropriate and well located cycle parking	<input type="checkbox"/>
A safer walking environment	<input type="checkbox"/>	Car sharing scheme	<input type="checkbox"/>
A shuttle bus to/from local station	<input type="checkbox"/>	None	<input type="checkbox"/>
Better information on alternative transport	<input type="checkbox"/>	Other (please state) _____	

Appendix 4

Example Travel Plan Action Plan

Below is an example Travel Plan action plan for a faith site. An action plan summarises the actions to be taken as part of the Travel Plan. It indicates how the various elements of the plan will be drawn together and how actions will be prioritised.

Not all activities outlined below will be relevant to each individual site, and the list is not exhaustive.

When	Activity	By Whom
By month 3	Hold first meeting of the site Travel Plan Working Group. Agree detailed timescales for implementing package of Travel Plan measures.	Travel Plan Working Group
By month 3	Develop a brand for the Travel Plan for use in marketing material (perhaps with assistance from the local authority).	Travel Plan Coordinator (and possibly local authority)
By month 6	Organise an initial meeting with external stakeholders, such as local public transport operators and the local authority to discuss potential improvements to local public transport services.	Travel Plan Coordinator
By month 6	Review the information available on the website, ensuring that sustainable travel information is provided.	Travel Plan Coordinator and local authority
By month 6	Consider developing specific Travel Plan information, for example public transport, walking and cycling maps and leaflets using site specific branding.	Travel Plan Coordinator and local authority
By month 9	Introduce car share matching scheme or link into an existing car sharing scheme.	Travel Plan Working Group
By month 9	Second meeting of the Travel Plan Working Group (to plan a Travel Plan launch event)	Travel Plan Working Group
By month 12	Launch event to promote the Travel Plan	Travel Plan Coordinator
Month 12 onwards	Ongoing meetings of the Travel Plan Working Group to plan promotional events.	Travel Plan Working Group
Month 12 onwards	Travel Plan Monitoring Surveys	Travel Plan Working Group

Coverage area



Contact us to begin developing your Travel Plan and create a happy, healthy work environment.

For further information regarding Travel Plans in west London contact:

T: 020 8825 7223
E: WestLondonTravelPlans@ealing.gov.uk
W: <http://travelplans.westtrans.org/>

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Smarter Travel to Faith Sites - A simple guide for those involved in developing, appraising and implementing destination Travel Plans at faith sites

Produced by WestTrans Travel Plans and Transport & Travel Research Ltd - June 2010.