



PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING

Workplaces PTP Methodology



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Introduction

This guide aims to give an overview of the processes involved in planning a Personalised Travel Planning (PTP) project in a Workplaces setting. It looks at the marketing of the project to employers as well the delivery of the project to employees and should be used with the Residential PTP Methodology which goes into greater depth about behaviour change techniques used in PTP delivery. This can be found on the PTP-Cycle [website](#)

Overview of a Workplaces PTP Project

There are 2 distinct stages to a Workplaces PTP project

Stage 1

Employer Engagement

To secure workplace sign up to the PTP service. This stage is vital to the success of the project. Without employer buy-in you will find it very hard to gain good access to the staff. The employers can give you insight into what transport issues the staff face and how they would like the project to be delivered.

Stage 2

Employee engagement

To support and motivate individuals to make sustainable transport choices. As well as providing PTP advice to employees the Workplace PTP project offers practical engagement and identification and training of PTP-Cycle Champions.

Stage 1 – Employer engagement

Securing workplace support for PTP-Cycle

Once you have identified suitable workplaces for your project initial contact should be made with all employers to inform of the PTP-Cycle service and sell the benefits of participation.

To identify suitable workplaces you can use existing contacts as well as targeting:

Business park websites

Local Chamber of Commerce

Local Enterprise Partnerships

Local Business Networking Events

Some employers will choose to take part in the project at different stages of delivery. Therefore promotion should continue throughout the delivery period through marketing campaigns, road shows and events held by the PTP delivery team.

We recommend holding a high profile launch event for local employers and other relevant partners to attract attention and start the project off in a high profile way.

The launch event will:

- introduce the PTP-Cycle Workplace process
- provide inspiring speakers who have benefited from PTP work in other areas
- gather information about key transport issues in the area
- highlight the principle drivers for participation among the businesses.

After the launch event project staff should undertake desktop research to enable a confident, informed and successful first approach to employers. This should give a basic understanding of what the business does, who the key contacts are and what they might gain from participation.

Ensure that the project staff are prepared and informed of key opportunities, risks and drivers to each organisation and can target their approach most effectively.

Initial contact should be via an introductory email to the key contact, followed within two days by a phone call to introduce PTP-Cycle further, and suggest a first meeting. Always aim for a first meeting to be with key decision makers such as an HR director, along with someone with internal communications responsibilities.

During this initial meeting emphasise the business benefits of involvement, explaining alignment with current business targets, Corporate Responsibility reports, and business plans. Draw upon any resources successfully used to secure commitment from major workplaces in the past, including presentations and case studies.

The ideal Workplace

There may not be a definition of an ideal workplace and if there were the geographical constraints of your project may prevent you from being selective. In reality it is partly up to you to find and co-create the ideal workplace.

The ideal workplace is one where the senior management understand and buy-in to the project, helping to promote the project internally as a key target for the organisation and allowing you to have access to the employees. To generate this buy-in you'll need to convince the senior management that your project will benefit the organisation.

Easier workplaces to engage are those situated on one site with a high employee concentration, all linked through an intranet in a non-shift, office based environment. Car-parking pressure & the presence of local public transport, cycling and walking infrastructure will all help to make businesses easier to engage.

Key PTP Benefits for employers

There are different teams within an organisation, below is a selection of benefits that will appeal to different teams within the management of a workplace.

Team	Benefits to sell
Corporate Social Responsibility	Carbon reduction which can be achieved and wider benefits of reduced congestion.
Health and wellbeing workforce (HR)	Health benefits of walking and cycling leading to reduced sick days for staff and a happier work force.
Facilities Management	Financial benefits of reduce car parking and space issues.
Finance	How much money they could save through reduce staff sick leave, a more productive workforce and reduced car park management fees.
Management	All of the above.

Supporting Evidence

Every 100 employees engaged in a PTP project creates:

- A reduction in 24 sick days each year
- Improved wellbeing in 61 employees
- Increased productivity
- 6% reduction in commuting by car
- Up to 38 tonnes of CO2 reduced

These benefits deliver estimated savings to organisations of a minimum of £7,500 a year

Stage 2 – Employee engagement

After an organisation has signed up to participate in the project you will need to build up to delivering travel advice to employees by raising awareness of the project and what the staff can gain from taking part.

It is important to link in with existing structures, and work closely with each organisation's internal communications team to plan campaigns.

These will be delivered through a range of communication channels including:

- info stands in common areas of the building
- Internal communications e.g. staff newsletter, emails, staff forum
- poster communications, especially in canteen and other high staff concentration areas
- live screen communications e.g. in the lobby or reception area
- social media, such as the company twitter account or employee linked in profiles

The more effort you put into promoting the project before delivery starts the more sign-up you will see, the better the results will be. Carefully develop a communications plan so your project is the talk of the office.

PTP delivery

Invitation and surveys

Following initial promotion of the PTP project, all employees in organisations that have signed up to PTP will be contacted individually and invited to participate. This can be achieved through a 5 minute e-survey, which will:

- gather baseline information on travel behaviour
- identify individuals who would like to take part in PTP activities
- identify key issues and barriers to inform our marketing campaigns.

This email can be sent out through the employers or even better through a member of staff who has been identified as a sustainability Champion. (For more information on PTP-Cycle Champions see the resources on the [website](#))

Survey participation can be rewarded to encourage completion.

Potential PTP participants may not respond to the initial survey, but instead will take up a session after seeing another promotional tool such as a screen in the foyer of their workplace or talking to an advisor at an event. In this case they should be asked to complete the survey at this point before the advice session, either on the spot using tablets or via email.

Travel advice delivery options

Once this base line data is gathered travel advice can be delivered. This can be delivered in a range of ways depending on what suits the organisation. Below is a selection of the main methods of engagement.

PTP options menu	Target participants	Place of engagement	Time of engagement
<p>PTP roadshow</p> <p>Information stands and one to one sessions in foyers, reception areas or other high footfall locations</p>	<p>Those with time constraints</p> <p>Those who do not require a one to one session.</p>	<p>Foyer/ communal area</p> <p>Canteen</p> <p>Wider business park</p>	<p>Lunch break</p> <p>During work</p> <p>Before or after work</p> <p>Before or after a shift</p>
<p>PTP surgery/desk</p> <p>Information and one to one sessions provided at your desk</p>	<p>Those who would like a detailed one to one session</p>	<p>Desk</p>	<p>During work</p> <p>Lunch break</p> <p>Before or after work</p>
<p>PTP group</p> <p>Information and travel advice sessions for groups of participants facing the same barriers</p>	<p>Those who prefer group discussion</p> <p>Workplace teams/departments</p> <p>Those with limited availability</p>	<p>Team meeting</p> <p>Canteen</p> <p>Staff room</p> <p>Foyer</p> <p>Communal area</p>	<p>Lunch break</p> <p>During work</p> <p>Before or after work</p> <p>During work</p>
<p>PTP in action</p> <p>Practical demonstration of journeys identified for those who lack confidence or skills e.g. bike buddy, guided walks, skills training</p>	<p>Those who need extra skills and confidence to put the PTP into practise</p>	<p>From workplace</p> <p>From home</p> <p>Central locations</p>	<p>Lunch break</p> <p>Before or after work</p> <p>Before or after a shift</p>

The PTP advice session

Participants receive tailored information about their preferred sustainable travel options through information stalls, road shows or at the desk. They are then given the option to sign up to a one to one session with a travel advisor.

During a one to one session the Travel Advisor (TA) discusses the participants current travel behaviour, and motivates them to think about how they could change car journeys to more sustainable means. The participant is in control of the conversation, identifying their own barriers and discussing how they could overcome them and what support they would need to do this. From here the TA offers the participant information from the marketing package and signposts them to other support available, cycle training for example.

For more information about the travel advice conversation see the PTP-Cycle training manual and the PTP-Cycle Residential methodology which can be found on the [website](#).

Follow up – providing the Personal Travel Plan pack

After the session, the employee receives a follow up personal travel plan in the form of a printed information pack or an email for those who would prefer. This follow up will serve several purposes:

- Provide a rapid prompt to take action
- Ensure the employee has all the information they need to change
- Offer contact details for further advice from one of the PTP team or a PTP champion in their own workplace
- Offer rewards and incentives available

PTP in Action, Overcoming practical barriers

Practical activities will also be provided for those who need extra skills and confidence to put the PTP advice into practice. Participants will be signposted through their one to one PTP sessions, as well as being invited to sign up from general workplace marketing campaigns, and referrals.

PTP in practice will demonstrate the journeys identified during PTP, and seek to overcome barriers to travelling more sustainably through a range of methods. These will include bike buddying, guided walks, car share clubs, Dr Bike, and skills building activities such as cycle training and bike maintenance skills.

Sustaining engagement: training and development of PTP Champions

The project can be enhanced to ensure the benefits of the PTP service are sustained by training volunteer travel advisors in participating workplaces.

Enthusiastic individuals identified through the online survey as already travelling sustainably can be offered volunteering opportunities as specialised PTP-Cycle Champions. PTP-Cycle Champions can be an essential element of the PTP marketing package and leave a legacy after the project has ended.

Individuals identified through the contact phase can be trained and mentored to provide travel advice to their peers, supporting them to use more sustainable forms of transport. This will be through a range of activities including:

- promoting PTP advice sessions
- referring colleagues to a PTP session
- running a PTP information stand
- providing travel advice sessions to colleagues

More resources can be found on the PTP-Cycle website:

www.ptpcycle-europe.eu