



Successful 'campus-style' Travel Plans

Wednesday 19 March 2014, 12pm - 1pm

In this webinar, developing a baseline understanding of commuting patterns and how to structure a Travel Plan will be discussed. Two case studies will be used to illustrate what works well and why. The case studies will be the British Airways's commuting study as well as the potential adoption of Heathrow's Commuter 'campus-style' approach. Followed by the Travel Plan strategy and measures being put in place by University College London. These are two very different scenarios in terms of context, but with shared goals and considerable commonality in terms of user and wider stakeholder engagement.

EAUC Competency Level: Starting Out/ On the Road

Why should I attend?

In this webinar you will find out how to:

- Approach developing a baseline understanding of commuting patterns
- Scope out needs and potential solutions
- Successfully engage with potential users and stakeholders to put your travel plan into action.

This webinar will also give you the information about how to phase.

Who is this webinar for?

Estates teams, HR and Sustainability Directors and Managers responsible for developing and implementing Travel Plans with the aims of:

- Achieving cost-effective, easy modal interchange for staff and students
- Working towards Scope 3 carbon emissions reduction as part of a university-wide carbon mitigation strategy
- Enabling campus expansion in ways that avoid or reduce traffic congestion and related impacts on local communities and businesses arising from staff and student travel in the area; always an issue in the planning process.

Agenda:

- Intro to session: why have a Travel Plan?
- The benefits
- Setting your baseline (with reference to British Airways)
- Scoping user and stakeholder needs (introducing case studies)
- Heathrow Commuter - a successful 'campus-style' approach
- UCL's Travel Plan approach
- Monitoring and managing plan implementation and performance improvement
- Q&As

Our expert speakers:

Carol Somper, Temple Group Ltd

Following a career spanning nearly 20 years in policy development and delivery with the Countryside Commission/ Agency, Carol moved to Forum for the Future.

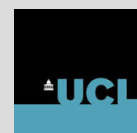
After Forum she moved into sustainability consultancy and has spent the last 8 years developing a wide range of experience in corporate/organisational sustainability and development-related projects.

She is Technical Director at Temple Group with special responsibility for sustainability and carbon management. Temple is currently heavily involved in shaping and delivering the TSB's Transport Systems Catapult promoting 'intelligent mobility'.

Joanna Marshall-Cook, University College London

Joanna joined UCL's Environmental Sustainability team in 2013 as a Sustainability Advisor. She is leading on implementing UCL's Travel Plan.

Prior to UCL she was a Senior Project Manager for leading sustainability charity BioRegional, she worked with local authorities and organisations to embed sustainability into their core processes, and provided sustainability advice for a number of the Government's Eco Town initiatives. From 2007-2010 Joanna was an environmental consultant working with developers, architects and planners to integrate sustainability into planning policy and masterplans.



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