

THE Essential Guide to Successful Travel Planning for Universities & Colleges

This workshop will give you an essential insight on how to deliver a successful travel plan within your institution. The day includes broad cross-sector case studies and input from key external sources.

Sessions will focus on the key areas of travel planning and highlight University of East Anglia's Green Gown Award winning experience of continuous improvements in their travel plan as well as wider sector input.

Travel issues affect everyone: individuals, the institution, the local community, the region and the country as a whole. In recent months, renewed emphasis has been put on the impact of transport-related emissions on global warming.

This workshop will help you drive your travel plan deeper into changing behaviour and delivering better performance and builds on over 11 years of EAUC Member experience & knowledge.

This workshop will:

- Highlight University of East Anglia's Green Gown Award winning experience of continuous improvements in their travel plan
- Focus on the cornerstones of travel planning
- Share best practice with sector case studies
- Provide practical advice on how to communicate and market your plan

In Association
With:



Who Should Attend:

- Travel Managers
- Facilities Managers
- Organisations providing assistance to the sector
- Fleet Managers
- Senior Policy Makers
- Estates Managers



11 September
2007

University of East
Anglia



£140

EAUC Members

£240

Non-Members



Book now at
www.eauc.org.uk
or email
info@eauc.org.uk

- 09:45 Registration
- 10:15 **Welcome**
Peter Hayward, EAUC Transport Convenor & Dawn Dewar, Transport Coordinator, University of East Anglia (UEA)
- 10:20 **Session 1: Introduction**
Peter Hayward, EAUC Transport Convenor
- Why a Travel Plan?
 - What are the Benefits?
 - Objectives & Obstacles
 - Sector Case Studies & Discussion
- 10:45 Coffee
- 11:00 **Session 2: The Cornerstones**
- HEEPI Travel Survey - *Steffi Hasse, Travel Plan Coordinator, University of Leeds*
 - Promoting Walking & Cycling - *Dawn Dewar, Transport Coordinator, UEA*
 - Working with Public Transport Operators - *Peter Iddons, MD, First Bus Eastern*
 - Car Sharing - *Marcus Seaman, Liftshare*
 - Reducing Need to Travel/Tax Benefits - *Peter Hayward & Dawn Dewar*
 - Sector Case Studies & Discussion
- 12:30 Lunch & Networking
- 13:15 **Session 3: Managing the Car**
Peter Hayward, EAUC Transport Convenor
- Car Park Provision
 - Managing Demand
 - “Essential” Users and Other Special Cases
 - To Charge or Not To Charge?
 - Sector Case Studies & Discussion
- 14:00 **Session 4: Continuous Improvements & Achieving Results**
Scott Copsey, Travel Plan Coordinator, University of Hertfordshire
- Monitoring Progress & Maintaining Momentum
 - Establishing a Business Case
 - Data Sources & Comparative Information
 - Sector Case Studies & Discussion
- 14:30 Coffee
- 14:45 **Session 5: Marketing your Travel Plan**
Stephanie Allen, SIA Training
- 15:30 Plenary, Questions & Discussion
- 16:00 Close