

Company

**TRAVELWISE**<sup>®</sup>  
in Wolverhampton

WHAT'S YOUR  
**MOT?**  
MODE OF TRANSPORT

1

## Part One Introducing the Scheme



## Part One Introducing the Scheme

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## Part One Introducing the Scheme

**Welcome** to Part 1 of Company TravelWise in Wolverhampton and thank you for your interest in working towards effective management of your business transport needs. This document contains the framework which will enable you to establish a Travel Plan suited to the needs of your organisation.

Part 2 of Company TravelWise contains detailed ideas, benefits and incentives which enable your organisation to establish a plan of action that is suited to your needs and those of your employees. We will also help you undertake a staff travel survey that will contribute to further determining what initiatives are applicable to your organisation. Details of how to become involved appear later in this document. Both Parts 1 and 2 can be placed into your Company TravelWise Pack, which you will receive on affiliation.

Barbara Roche MP, the then Minister for Small Firms and Regional Policy, originally launched Company TravelWise in Birmingham on 16 June 1998. The initiative was seen as a success and has been adopted by other local authorities in the West Midlands. Birmingham City Council and other local authorities are continually updating the initiative and looking for new ideas and improvements alongside their partners in Centro and Travel West Midlands.

Company TravelWise is designed for the employers of the City, developed by Wolverhampton City Council's Transportation Service. It develops the established concept of Company Travel Plans, which can come in many forms such as Green Commuter Plans, Mobility Management Plans or Work Place Travel Plans.

All of these are applicable to the ideas and issues contained within Company TravelWise. It contains a prominent environmental message but is also geared towards reducing congestion, managing travel demand and thereby reducing your organisation's cost.

In the West Midlands County all the local authorities have their own Company TravelWise schemes. These all take advantage of the offers and services provided by Centro and Travel West Midlands as well as by their own authority. If your organisation has premises, offices or outlets in another West Midlands metropolitan authority please do not hesitate to contact us and we will provide you with the relevant contacts.

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## Part One Introducing the Scheme

### Why a Company Travel Plan?

Wolverhampton continues to be affected by increasing car use, adding to congestion that has inevitably spread beyond the rush hour and begun to affect other periods of the day. The demands of service industries have resulted in business representatives having to travel throughout the day. This is threatening the environment and hampering the local economy.

In the West Midlands the most significant source of atmospheric pollution is road traffic. It accounts for 85% of emissions of oxides of nitrogen and 75% of black smoke <sup>1</sup>.

Congestion is currently costing transport users and operators at least £15 billion a year and could double over the next ten years <sup>2</sup>. We believe a fair proportion of this lost revenue belongs to the businesses and people of Wolverhampton.

The Department for Transport in 2003 stated car traffic has grown by 71% since 1980, from 215 to 384 billion vehicle kilometres. Of these vehicles, 60% had only one occupant.

### Why Wolverhampton City Council?

The City Council is in a position to lead the way forward and set an example to others. The City Council is responsible for transport policy and planning in the City. It is generally accepted that we cannot build our way out of congestion and the City Council is looking to develop alternatives.

Wolverhampton City Council is the biggest employer in the City, with over 12,000 employees. These employees in turn provide services for 239,400 residents and 1000s of businesses with a combined workforce of over 103,000 <sup>3</sup>. We have staff commuting from all over the West Midlands Region and travelling in and around a City that covers 6,945 hectares.

Company TravelWise is established within the City Council. The Council's Travel Plan is co-ordinated by a Working Group, the work of which is overseen by a Steering Group of Senior Management who provide a high level commitment to its development and implementation.

#### Sources:

1 Transport Strategy for Birmingham

2 RAC Foundation 2005

3 Annual Business Enquiry Employee Analyst 2003



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## Part One Introducing the Scheme

### Company TravelWise - The Aim

To supply the knowledge, information, support and expertise to advise and guide major employers in Wolverhampton, on how they can help themselves to reduce costs to their business and help to tackle traffic congestion and improve the environment.

From the onset, Company TravelWise was developed in partnership with Centro and Travel West Midlands. Prior to the launch in 2006 we received the support and backing of other major transport providers and the Chamber of Commerce. We have also formed vital partnerships with Wolverhampton City Primary Care Trust and Royal Hospital NHS Trust, plus the colleges and further education establishments in the City.

### Company TravelWise - The Method

By creating the right conditions for your organisation, the planning and transportation officers of the City Council will work with your business hand-in-hand with Centro and Travel West Midlands.

Affiliation to Company TravelWise is free and your company is expected to make a pledge to reduce single car occupancy and encourage alternative forms of travel for employees. In return you can expect advice on introducing individual measures or on developing a Travel Plan, not only from the Council and Centro, but also from other Company TravelWise members.



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## Part One Introducing the Scheme

### Introduction

TravelWise is a national awareness campaign designed to promote alternatives to car use. Since it started in 1993, over 150 local authorities throughout Britain have signed up to the campaign and initiatives under this banner.

The TravelWise campaign, which is supported by Central Government, now has its own National TravelWise Association, formed in 1999. The NTWA, made up of elected officers and regional representatives, meets regularly to share ideas and good practice throughout the country and to provide a lobby to Central Government.

Company TravelWise in Wolverhampton was launched in 2006 as part of the overall campaign which also covers working with schools, public transport issues, cycling and walking and general everyday journeys for work, shopping and leisure. The ideas and philosophies of TravelWise are consistent with the City Council's own transport strategy launched in 2000.

In 2004 Wolverhampton City Council published its own 'Sustainability Charter and Action Plan'. This strategy sets out the Council's commitment to sustainability through 26 'Principles' for departments to implement in order to reduce the Council's resource use and environmental impacts.

Company TravelWise could be included as part of your organisation's own environmental policy statement or action plan or contribute to the requirements for certification under ISO 14001 for your company.

In many cases suitable travelling alternatives are available and Company TravelWise is geared towards making employees aware of these services and, where they do not exist working with the businesses concerned and public transport operators.

TravelWise accepts a threefold approach of:

- Raising awareness of the problems caused by traffic congestion;
- Generating the acceptance that there is a need for change;
- Producing schemes designed to bring about change.



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## Part One Introducing the Scheme

### Company TravelWise - What is it about?

The problems caused by increasing car use are real and they need to be addressed at a local as well as a national level. Company TravelWise is not about car ownership. The City Council believes that Company TravelWise has been, and will continue to be, an effective tool for companies in reducing car use and cutting costs.

Affiliation to Company TravelWise provides a starting point from which we can all benefit.

By affiliating to Company TravelWise your organisation will be offered advice, support, access to new ideas, discounted travel passes for employees (with extra discounts for those transferring from cars), up-to-date transport information and potential business links with other companies.

Your organisation will be supported and assisted continuously, from the initial affiliation, through the Employee Travel Survey, to the implementation of ideas contained within Part 2 of the Plan based, if necessary, on the findings of the Survey.

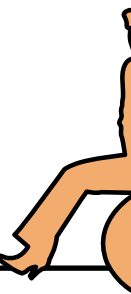
### Offers

Centro, Travel West Midlands and other local bus and rail operators have offered discounts on many of their travel passes to employees of affiliated companies.

In certain cases this can be a 50% reduction off the travel pass of choice for a full year. Further details can be found in part 2.

NB. Centro, Travel West Midlands and bus and rail operators reserve the right to withdraw/amend all ticket products offered through the Company TravelWise scheme.

Your organisation and its employees will also benefit from the discounts offered by the array of 'support' companies involved with Company TravelWise. As the local authorities establish their own Company TravelWise schemes they will also involve 'support' companies from within their areas. Any offers or benefits made by these companies will be made available to your organisation and its employees thus widening and strengthening the network. Your organisation will only receive the benefits and discounts when you have affiliated.



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### Aims and Targets

Company TravelWise has established a number of targets that the City Council feels are achievable. The plan has a five-year timescale and includes short, medium and long-term targets. We will review our own targets and those listed below on an annual basis through monitoring, regular discussions with affiliated organisations and reference to developments in transport policy on a local and national level.

### Objectives

The City Council has set a target in line with the Local Transport Plan of 5% modal shift from car to non-car journeys by 2011.

### Short Term Targets

- To make all companies in Wolverhampton with 100 or more employees aware of Company TravelWise.
- To gain support from all key transport providers and support companies across Wolverhampton in the first 12 months of the launch.

### Medium Term

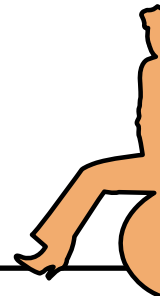
- To increase the number of affiliated companies to 50 within 3 years of the launch.

### Long Term

- To reduce current City Council employee car commuting levels by 5% by 2011.
- To reduce car commuting levels of each affiliated company by 5% in the plan period, including current and future affiliates.

### Affiliation

Businesses and organisations throughout Wolverhampton will be encouraged to affiliate to Company TravelWise. We are keen that your organisation and staff have access to the benefits it offers. So much so that Company TravelWise is **FREE** to join. As you read on through both parts of the Company TravelWise, you will realise the benefits your organisation will receive at no additional cost.



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Affiliation to Company TravelWise is confirmed by the signing of the 'pledge' certificate by a senior representative from your organisation. To affiliate your company, please complete the Certificate Request Slip attached to the back of Part 1. Return it to the address provided and we will send the Affiliation Certificate for signature. We will ask for the name, position and details of your staff co-ordinator who will become the 'link' between your organisation, the City Council, Centro and Travel West Midlands.

Each party will retain one copy. Following the signing of the 'pledge' your organisation will receive the Company TravelWise and Centro Pack and access to the benefits it has to offer. The Company TravelWise Pack also contains Part 2.

### **'The Pledge'**

*'To work towards reducing the environmental and congestion impacts of our organisation's transport activities with particular references to employee travel'.*

Company TravelWise divides organisations into two types of company - affiliated and support.

### **Affiliated Companies**

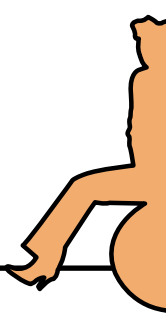
'Affiliated' company is self-explanatory. They sign up to Company TravelWise and then implement the relevant measures contained within Part 2, with the support of the City Council, Centro and Travel West Midlands and take advantage of the benefits it has to offer.

### **Support Companies**

Your company may be eligible to become a 'support' company by providing a service or product to Company TravelWise members and their employees, offering you a good business opportunity. Can your business provide bicycles, cycle parking or equipment, taxi services, alternative fuel vehicles etc? Anything you may consider relevant to the concept of Company TravelWise.

'Support' companies must be willing to offer such services to ALL other affiliated members at a discounted rate.

The City Council will forward details of your product or service and discount to all other affiliated companies, and endeavour to inform them of any changes or new products offered.



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## Part One Introducing the Scheme

To distribute these offers, 'support' companies will be asked to supply either an agreed number of single sided A4 adverts or details via e-mail or both. All affiliated companies will then be sent a number of the adverts for display on the Company TravelWise noticeboards that are free to all companies. Details received by e-mail will also be sent to all affiliated companies who will be expected to forward the offers to all employees and/or place them on internal internet sites.

'Support' companies will receive exactly the same benefits as the 'affiliated' companies.

### **Company TravelWise Pack**

Once your organisation affiliates you will receive the Company TravelWise Pack from the City Council, which is divided into a number of relevant sections. You will also receive a pack from the Centro TravelWise Team and Travel West Midlands.

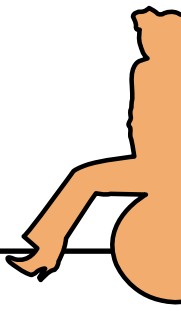
The idea of the Company TravelWise Pack is not only to start the ball rolling, but also to allow you to add to it as Company TravelWise progresses within your organisation.

On affiliation your Staff Co-ordinators details will be placed on our mailing list. We will forward any new transport information and travel details relevant to your organisation. This information should be distributed to all employees and kept in the relevant section of the Pack for future reference.

The initial TravelWise Pack will contain the following:

- The Employee Travel Survey.
- Information on public transport routes and services.
- Information on park and ride facilities in and outside the Centro area.
- Information on cycling, cycle routes and parking.
- Details on how to establish a bicycle user group.
- Employee Discount Cards.
- Copies of offers from Support Companies.
- Monitoring forms.

The information should be distributed to all employees in the most effective way. The examples within the Pack are examples of what is available to your organisation. If any are relevant to your employees, further copies can be ordered from the Company TravelWise Co-ordinator at the City Council.



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Your organisation may have already received a copy of Company TravelWise Part 2. However it is also automatically included within the Pack and contains the following:

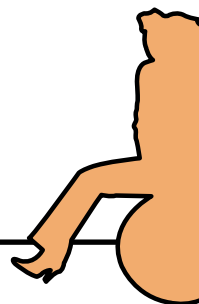
- Details on travel pass reductions including a 50% reduction available in specific cases.
- Ideas on how to increase public transport use.
- Public transport partner schemes.
- Ways to improve cycle facilities and encourage cycling.
- Introducing new ideas such as pool vehicles and parking passes, teleworking and flexi-time.
- Information on the ideas and initiatives to get your company started.

Plus methods to:

- Reduce car use and therefore car parking demand.
- Reduce company car use.
- Encourage bus, rail and metro use.
- Improve public transport services to suit the needs of your organisation and its employees.
- Increase cycle use and establish bicycle user groups.
- Disseminate information to employees.

The Centro Pack contains public transport maps, guides and special offers and timetables for bus, rail and Metro services near to your premises - plus details of Centro's discounted travel passes. The TravelWise Team at Centro will also send you regular public transport updates and information relevant to your location. Those companies requiring large quantities of timetables and other Centro literature can be added to the Centro mailing list free of charge and will therefore receive regular updates of timetables and leaflets as soon as they change.

The Travel West Midlands Pack also contains relevant bus and Metro information, as well as details on discounted travel passes from Travel West Midlands. Your Staff Co-ordinator also has the opportunity to join their mailing list that forwards ALL new timetables and leaflets as they are produced.



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The professional advice and support to develop and implement Company TravelWise to meet your own company's requirements starts immediately on affiliation, as do any discussions with Centro and Travel West Midlands on improving public transport to your site if required.

However, the successful implementation of schemes from the plan maybe more effective after the results of the travel survey have been analysed.

Any changes to pages in the pack, additional information and correspondence or minutes of meetings can be conveniently inserted at the appropriate place keeping a complete record of your organisation's Company TravelWise involvement.

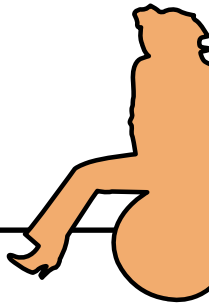
### Centro's TravelWise Team

**FREE** help with your Travel Plan is available from Centro. If you affiliate to Company TravelWise in Wolverhampton, your organisation can benefit from Centro TravelWise Team's free help and support. Centro works to develop and promote public transport in the West Midlands.

In partnership with Wolverhampton City Council, the TravelWise team can help you implement and promote the public transport aspects of your Company TravelWise Travel Plan. Centro can offer your company:

Bespoke TravelWise Centro Pack with tailor-made public transport information for your site including:

- Timetables.
- Maps and guides.
- Special offers.
- Staff and visitor guides for travelling to your site by public transport.
- Advice and support on improving public transport to your site.
- Staff travel awareness sessions - to promote the benefits of public transport.
- Discounted annual season tickets - a valuable benefit to offer to staff\*.
- Discounted one-day travel passes - save money and time on business mileage expense claims\*.
- Individualised journey planning service via Centro's website.
- Visitor guides for travelling to your site by public transport.
- Internal communications support - to encourage greater staff use of public transport, including assistance with:
  - Articles for staff newsletters.
  - Intranet and internet travel pages.
  - Promotion of annual travel pass discounts.



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- Regular public transport updates and information for your Company TravelWise noticeboard.
- Assistance with office relocations.

See Part 2 for details of Centro's Company TravelWise Discount Scheme.

**Fact:** Rail travel increased overall in the 1990s and is continuing to rise - investment in national rail infrastructure has also increased significantly since privatisation.

**Fact:** The new Midland Metro, which opened in the summer of 1999 accounts for around 3% of local public transport journeys, and levels are still growing.

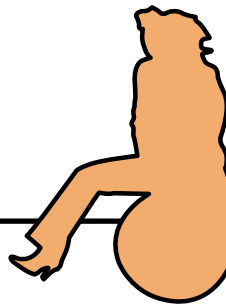
### Implementing Company TravelWise

It is hoped by now that your organisation is very interested in affiliating to Company TravelWise and that it has something to offer you, or equally as important, your company has something to offer.

Being successful in the implementation of Company TravelWise is really up to your organisation. You decide what you wish to achieve and the extent to which you implement the range of measures outlined in Part 2 with the support available from the partners.

We see the KEY stages for the successful implementation of Company TravelWise as follows:

- Affiliation.
- Appointing a staff co-ordinator.
- Undertaking an audit of existing facilities via a short company questionnaire.
- Staff travel survey.
- Developing ideas based on the results of the survey and its action points.
- Implementing the ideas and initiatives in Part 2.
- Distributing information in the Company TravelWise and Centro Packs.
- Holding Information Days.
- Consultation with employees.
- Presenting the plan to your employees.
- Implementation - monitor - review - update.



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### Staff Co-ordinator

Following affiliation to Company TravelWise you will need to appoint a staff co-ordinator. It is not suggested that this is a full-time post but someone who is prepared to dedicate a small amount of time to the implementation of Company TravelWise. For this to be successful, the co-ordinator should be a relatively senior and or enthusiastic member of staff to show your commitment and to encourage fellow employees.

The success of your Company TravelWise scheme is very dependent on the Staff Co-ordinator. If they are keen and willing to implement measures with management support, in our experience such co-ordinators have made a significant difference. When the Staff Co-ordinator has not had management support or is not prepared to make much of an effort there will be little or no change.

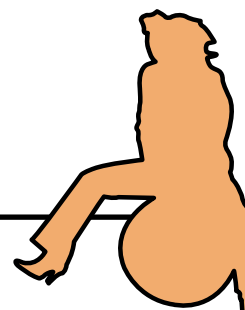
The staff co-ordinator is responsible for the following:

- Overseeing the implementation of ideas contained in the plan.
- Undertaking the Employee Travel Survey.
- Liaison with the City Council, Centro and Travel West Midlands and the other affiliated and support companies.
- Distribution of the information provided.
- Ascertaining and resolving staff travel issues.
- Monitoring success of your Company TravelWise measures.

If for any reason your staff co-ordinator changes, please inform the Company TravelWise Co-ordinators who will change the details accordingly and inform Centro and Travel West Midlands. We will also meet the new co-ordinator as and when required to discuss the next steps.

### Employee Travel Survey

As part of joining Company TravelWise, your organisation is encouraged to undertake the Employer Travel Survey. This is vital for us to fully understand your organisation's problems and objectives as well as providing an invaluable insight into the travel to work habits of your staff and their opinions on transport.



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### The Travel Survey Main Aims

- To establish which services your employees use to travel to and from work.
- Understand why they choose a particular method of travel rather than another.
- To take the above information and seek to improve the range of travel choices available.
- To help us create a better travel environment.
- Structure support where your organisation requires it most.

The Employee Travel Survey comes as a standard form, but additional questions can be included or amended to suit your company's requirements. Changes to questions have proved extremely useful for companies relocating in Wolverhampton who need specific information.

### Distribution and Collection

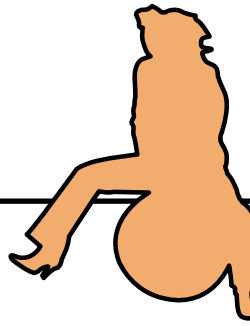
A paper copy version of the Travel Survey is included in the Company TravelWise Pack you receive on affiliation. Your Staff Co-ordinator is responsible for the copying and distribution of this survey. There is also a simple leaflet to go with the questionnaire, which explains what Company TravelWise is and why the Travel Survey is important.

We are currently working to make the Travel Survey available for completion on-line. Further information will be provided when you are ready to carry out your survey.

We appreciate that staff time is precious so the survey is kept deliberately short and to the point. The survey also has an open-ended nature to it, to allow the City Council to draw conclusions and present information to your organisation and the public transport providers.

**Important Note:** Any organisation undergoing the Employee Travel Survey through email are advised to inform their IT support groups beforehand. This is especially important for larger organisations. Many companies carrying out the employee travel survey have posted it on their intranet and only emailed out a link to the travel survey document. This helps save storage space on company servers and reduces network traffic congestion.

Your Staff Co-ordinator will be required to photocopy, e-mail or post the standardised questionnaire (depending on what version of the survey you choose). They must circulate the survey around your organisation, for all employees to complete. Your organisation is also responsible for collecting the



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completed forms. Once collected, they must be sent back to the Company TravelWise Co-ordinator.

Organisations may wish to offer a small incentive to encourage a good response. This could range from free entry into a prize draw to a free chocolate bar for every completed form handed back.

### Analysis

Once the survey has been completed and sent to Wolverhampton City Council, we will input the data and analyse your employees' responses producing a full colour report with appendices.

The report will provide the following information:

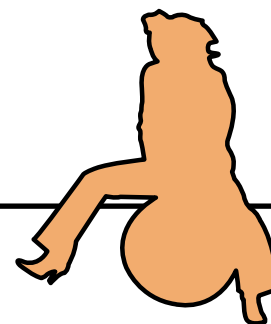
- Travel survey response rate.
- User summaries of all forms of transport.
- Number of employees by mode of transport.
- Postcode analysis.
- Modal information for journeys to work.
- Modal information on journey times.
- Employee arrival and departure times by mode.
- Numbers of employees interested in pool vehicle or cycle use.

The appendices are separate from the report and will be already broken down into the same sections as your Company TravelWise Pack, allowing easy reference.

The appendices will list the names of employees and their workplace location covering the following areas:

- List of employees interested in car sharing.
- List of employees interested in receiving public transport information and reduced price travel passes.
- List of employees not aware of public transport services.
- Employees using all modes of transport.
- Pool car, pool bicycle and pool scooter interest.
- Company car use.
- Park and Ride usage.
- List of employee car parking locations.

The appendices therefore provide the Co-ordinator with the ideal opportunity to



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implement measures from Company TravelWise using those employees expressing an interest in a particular area, such as car sharing or discount travel pass sales.

Further details of the Travel Survey, can be obtained from the City Council's Company TravelWise Co-ordinator on: 01902 555747.

### **Company Survey**

Your Staff Co-ordinator will be expected to complete a short questionnaire about your organisation that may require some very basic auditing. This will provide the City Council with valuable information that can be linked to your Employee Travel Survey and help us provide a way forward for you. The Company Survey form is attached in the Employee Section of your Pack.

### **Staff**

Your organisation will need to make staff aware of the contents of Company TravelWise, the information supplied and your ideas for implementing the relevant initiatives. The more familiar they are with the proposals and targets the more understanding they will become. Your employees also need to be aware of the benefits the Plan and the products and services that support companies have to offer. The City Council has some ideas to help with this, which will be discussed shortly.

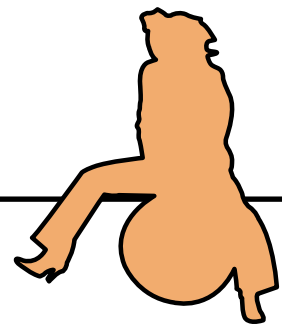
### **Your Organisation**

Organisations affiliating to Company TravelWise should have 40 or more employees allowing the City Council, Centro and Travel West Midlands to use our resources more effectively.

If you are a smaller organisation, with fewer than 40 employees and are interested in implementing Company TravelWise you could consider affiliating with other companies. Perhaps with a neighbour or as a business park, industrial estate or as a group of shops.

With group affiliation you will need to contact adjacent properties and co-ordinate initiatives through a working group that meets regularly. It will also be necessary to appoint a Staff Co-ordinator from one of your companies to liaise with the other businesses and the City Council.

Your organisation may already be represented on a group that covers a business park for example. You could raise the issue of Company TravelWise at



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one of the meetings. Please do not hesitate to contact the Company TravelWise Co-ordinator if you would like a presentation to outline the scheme.

The City Council, Centro and Travel West Midlands will also send an officer to your working group or will meet with yourself and the neighbouring organisations to discuss implementation of the Plan.

### Information Dissemination

The City Council believes one of the key aims of Company TravelWise is the distribution of transport ideas and information to the organisations of Wolverhampton. On affiliation, you will be presented with ways and means of reducing unnecessary car journeys, providing the relevant information for implementation of these methods and keeping you informed of any changes relevant to your company.

Company TravelWise will also bring to your organisation meeting room, Transport Planners, Centro representatives and experts in the fields that YOU and the City Council feel are required to implement a successful Plan.

If, for example, a bus service is changed to suit your shift patterns we will ensure that you and your employees are aware of the new timetables. If a cycle route is developed near to your business we will provide plans of the route and opportunities to comment on its development and so on.

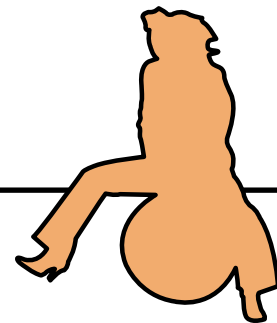
The City Council, Centro and Travel West Midlands will forward information to your staff co-ordinator wherever possible via e-mail. We will encourage your co-ordinator to forward this to all employees.

Your organisation will also be encouraged to establish your own in-house TravelWise intranet site if possible. In this case the information you receive by e-mail can be placed on this site. It could also include travel pass prices, support company offers and employees interested in car sharing.

Company TravelWise Co-ordinators will also supply hard copies of the information and details of how extra copies can be obtained. Desk-top leaflet holders, and for large company sites, leaflet carousels are available free of charge from Centro TravelWise Team.

### Planning Condition

The City Council has developed a planning condition that can be attached to planning applications where it is considered the development or change of use



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would have an effect on transport or car parking in its locality.

The Council's Planning Service will consider attaching the condition in the following cases:

- Where the development increases car journeys to the premises.
- If the development results in a reduction in car parking provision at the premises.
- If there is a potential for a significant number of patrons or visitors.

Where there is potential for the condition, each case will be judged on its merits. Where necessary the Planning Service will discuss the attaching of the condition with the Company TravelWise Co-ordinator.

Ensuring that the condition is adhered to will be the responsibility of the Company TravelWise Co-ordinator. Companies will also be expected to remain active within Company TravelWise. The level of involvement will be based on the number of employees and be at the discretion of the Company TravelWise Co-ordinator.

If an organisation fails to follow the planning condition, they will be expected to produce their own Travel Plan to the satisfaction of the Local Planning Authority within three months.

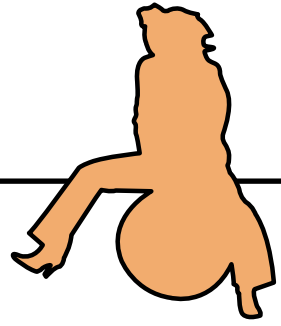
Companies who do not comply with either aspect of the planning condition will be referred to Planning Authority for the necessary enforcement action.

### **Employee Discount Card**

Every affiliated or support company will receive a number of Employee Discount Cards. These can be allocated to employees for identification purposes when purchasing a reduced priced item from a support company. You will also receive a sheet included in this section of the pack to record the basic details of which employee has the card or if necessary the purchase made.

NB: Employee Discounts Cards **MUST** be presented with either company identification or a wage slip. Support companies and their agents or distributors should not apply the agreed discount without the production of the Employee Discount Card and company identification or wage slip.

Support companies will be expected to inform any agents, shops or suppliers of the discount card and agreed reduction. The City Council will circulate all the



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## Part One Introducing the Scheme

details of the support company's products, points of purchase and discounts to all affiliated companies.

Regular updates will be issued to all affiliated companies who join or if there are new offers or services being provided. Newly affiliated companies will also receive information on all the offers available.

### **Newsletters**

The Company TravelWise Co-ordinator will produce newsletters for all companies. This will inform you of the current situation and include articles about affiliated companies and work they have undertaken. We will approach companies to encourage them to take part and to write the articles themselves.

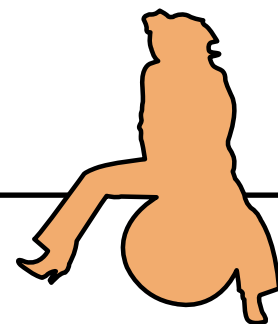
### **Company TravelWise Noticeboards**

On affiliation, your organisation will be offered the chance to receive noticeboards that can be located around your workplace. This will provide you with the opportunity to display the information you receive to your staff.

The number of noticeboards your organisation receives is entirely up to you. These should be placed where the maximum number of staff have access to them but if possible not in view of the public, unless you are displaying general information. Support company offers are not available to the general public.

When the City Council sends your organisation information relevant for display you will receive one copy per noticeboard, plus an additional copy to be inserted into the relevant section of your Company TravelWise Pack.

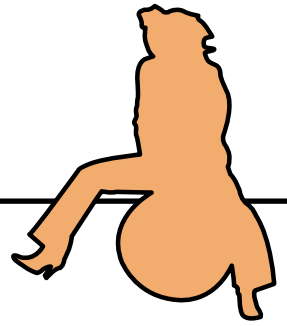
If the information arrives via e-mail please ensure you print off copies for display on each of your noticeboards.



## Part One Introducing the Scheme

### Company TravelWise Checklist

Company TravelWise Initiative	Implemented (Tick here)	Date	Employee
Signing of the Company TravelWise 'pledge'		/ /	
Appointment of Staff Co-ordinator		/ /	
Received Company TravelWise Pack		/ /	
Distributed Staff Travel Survey		/ /	
Returned completed forms to City Council		/ /	
Received Travel Survey Report with appendices		/ /	
Received and installed Company TravelWise Notice boards		/ /	
Received and displayed bus and rail timetables and information		/ /	
Arranged information and Sales Days		/ /	
Progressed implementation of Company TravelWise initiatives		/ /	



## Part One Introducing the Scheme

### Affiliation Certificate Request Slip

Please complete and return to the address below:

We have read and understood Company TravelWise part 1 and are interested in affiliating. Please forward the Company TravelWise Affiliation Certificate for our signature to the following:

Company .....

Contact .....

Address .....

.....

.....

..... Postcode .....

Telephone Number

Mobile Number

Fax Number

Email .....

Please return to:

**Wolverhampton Company TravelWise  
Transport Strategy  
Wolverhampton City Council  
Heantun House  
Salop Street  
Wolverhampton  
WV3 0SQ**

If you have any queries please call: **01902 555747**  
or email: **travelwise@wolverhampton.gov.uk**

