

## **The role of the Travel Plan Coordinator (Taken from the Travel Plan Resource Pack for Employers)**

The Travel Plan Coordinator is key to the success of your Travel Plan and whilst the precise nature of the position will vary, the Coordinator should become a main driving force behind your plan. It is therefore important that the Coordinator has sufficient time to manage your Travel Plan effectively.

### **Responsibilities of the Travel Plan Coordinator**

Responsibilities can vary. But might include: (based on a list produced by Cheshire County Council)

- Overseeing the development and implementation of the Travel Plan.
- Obtaining and maintaining commitment and support from senior managers, staff, union representatives etc.
- Designing and implementing effective marketing and awareness raising campaigns to promote your Travel Plan.
- Setting up, coordinating and attending Steering Groups, Working Groups etc.
- Coordinating the necessary data collection exercise required to develop your Travel Plan.
- Acting as a point of contact for all staff requiring information.
- Liaising with different departments e.g. personnel, estates, facilities etc. and external organisations e.g. Local Authorities, transport operators etc.
- Coordinating the monitoring programme for your Travel Plan, including target setting.
- Presenting a business case to secure a budget for Travel Plan development and ensuring its efficient and effective use.

### **The qualities of the travel plan co-ordinator**

You will need to be a ‘champion for the cause’ (or one of a network of champions), demonstrating enthusiasm, negotiating skills and an ability to communicate effectively with people at all levels. Other qualities that might be appropriate (although again it will depend upon the responsibilities you are assigned as co-ordinator) include:

- Popularity amongst the staff and commanding respect - you will be trying to persuade them to change the habits of a lifetime - marketing skills are useful.
- Capability of dealing with all types of people within your organisation and with external organisations.
- Computer literacy - experience in use of spreadsheets, survey analysis, the intranet etc. may be useful if you are to undertake the data collection yourself.
- Ability to lead by example - the scheme would lose credibility if you as co-ordinator do not make an effort yourself.
- Practical and realistic, with a balanced perspective.
- Organised in your thinking, and capable of multi-tasking.

- A believer in the cause of helping the environment, with a knowledge of environmental and business issues.

Your organisation might even treat your position as travel plan co-ordinator as ‘hands-on’ training in management or other skills, e.g. marketing. If your organisation is considering advertising externally for a travel plan co-ordinator, an example of a job advertisement is provided below:

### **Time required by the travel plan co-ordinator**

The time required for you to effectively carry out your role as travel plan co-ordinator will depend upon the responsibilities assigned and the amount of help you receive from other individuals. Some large organisations have appointed a full-time co-ordinator, whilst smaller organisations have selected a co-ordinator from their existing workforce, who works on the travel plan in addition to their ‘normal’ work. However, whether your post is full or part time, you must ensure that ‘quality time’ is assigned for you to take your travel plan forward - if you are already overloaded with work, it is unlikely that you will be able to devote sufficient time for it to be taken forward successfully.

### **Who should the travel plan co-ordinator report to?**

Whilst the travel plan co-ordinator’s position within your organisation’s hierarchy (for their day-to-day job) is not important, the level into which they report for their travel plan role is significant as this will send out messages about the importance of your travel plan to the rest of the staff.

Being outside the normal business of your organisation, it is possible to treat this as a ‘special role’ which reports directly to a Managing Director or a Chief Executive. The person to whom the travel plan co-ordinator reports should also be fully personally committed to the travel plan as they may need to champion it in Board Meetings and to others.

## *travel plan co-ordinator*

*Green is for go*

Transport Co-ordinator

Nottingham

Salary Circa £20K + Benefits + Relocation

At The Boots Company PLC, we are committed to developing and promoting more choices and environmentally friendly ways for our staff to commute. From enhancing cycle facilities, improving company bus services to promoting car-share schemes, we ensure that our transport policy is beneficial to both the local community and our employees.

To further develop our existing plans, we are looking for a creative, innovative graduate with a transport or business-related degree, at least 2 years' relevant experience - and most importantly - excellent marketing skills.

Your ability to communicate practical transport ideas to directors, managers and employees is an essential aspect of this post. With up to 8,000 staff commuting to our site in Beeston, Nottingham, finding deliverable solutions that appeal to a variety of people offers a considerable challenge. Moreover, this influential role offers the opportunity to develop specialist skills and gain experience within a major blue chip organisation.

As you will liaise with a wide range of outside agencies - including businesses, bus companies and local government - it's essential that you have strong interpersonal and communication skills. Your ability to take fresh ideas from design through to implementation is, ideally, complemented with previous experience of commuter planning. In addition, you must be highly organised and computer literate.

To apply, please write with full CV, and salary details, to Denise Briggs, The Boots Company, D19 Building, Beeston, Nottingham NG2 3AA.

Closing date: 19 February 1999.



THE BOOTS COMPANY

*Example of a job description for a Commuter Planning Manager: Queen's Medical Centre, Nottingham*

**Main objectives of the job**

To lead the development and implementation of an integrated transport strategy incorporating a travel plan for Queen's Medical Centre (QMC). The post holder will be responsible for raising awareness of sustainable travel issues and promoting schemes to restrict the use of the private car for hospital business and for travel to the hospital by staff, students, visitors and contractors.

To ensure that the Trust's approved parking and security policies are effectively implemented by contract and that site control is maintained.

**Principal duties**

The post holder will undertake the following:

***Travel planning***

1. To work proactively with senior managers, staff, unions and students to raise awareness of sustainable transport issues.
2. To lead development of the QMC travel plan, to include:
  - Liaison with senior management to secure support and funding for the plan, and to keep abreast of development proposals for the hospital.
  - Setting up and co-ordinating relevant working groups.
  - Designing and implementing an effective marketing and awareness campaign.
  - Acting as a point of contact for staff requiring information.
  - Developing and implementing relevant travel plan initiatives (i.e. car sharing, car park management, review of business travel arrangements, public transport provision, cycling, walking etc.).
3. To co-ordinate the monitoring and reporting of the plan implementation and the hospital's progress towards achieving its targets.
4. To work with the car park management/ security contractor to formulate and implement a comprehensive car parking management strategy.
5. To work in partnership with other organisations to improve the provision of on-site facilities (e.g. cycle parking).
6. To work in partnership with other organisations (e.g. local authority) on the development of safer cycling and walking routes.
7. To work in partnership with other organisations, in particular, with the development of the NET and the future 'transport hub' at QMC, with organisations in close proximity (Nottingham City Hospital, Nottingham University) and those who work with the Nottingham Commuter Planners Club.
8. To work in partnership with transport operators to promote travel plans and develop alternative means of access for all those who work in or visit the hospital.
9. To draw into the travel plan other initiatives on-going at QMC, i.e. FACE and the Internet/ Intranet development.
10. To identify and secure internal and external sources of funding to support the various travel plan measures.

11. To promote the concept and development of the travel plan throughout the hospital with publicity, seminars, awareness raising and educational events.
12. To develop mutual support and information exchange networks and partnerships amongst other employers within the area.
13. To keep abreast of developing travel plan techniques.
14. To manage the travel plan budget relevant to the development at QMC.
15. To develop and implement an overall integrated transport strategy for the Trust.

### ***Car parking and security***

1. Through discussion with management and staff representatives, to establish agreed criteria for the issue of staff parking permits.
2. Initiate and manage a review of staff parking to be administered by the car park management/ security contractor, ensuring the above agreed criteria are applied equitably.
3. Establish a process for the management of any appeals against the refusal of a permit, and for the on-going issue, review of eligibility and cancellation of permits.
4. Manage issues that arise from time to time in the operation and development of car parking, car parks and parking systems.
5. Liaise with the Estates Department over necessary improvements and developments to site car parking facilities, making the case for investment where necessary.
6. Manage and performance-monitor the current contract for the provision of car parking and security issues.
7. Keep abreast of security issues, ensuring that issues and problems are appropriately and adequately dealt with, keeping the Divisional Operations Director apprised of development in a timely manner.
8. Liaise with Internal Audit over security matters, agreeing and implementing any appropriate action to strengthen the security of persons and property.
9. To undertake other appropriate duties and to undergo such training as may be required by these duties.

### **Person specification**

1. Key knowledge:
  - Awareness of the advantages and disadvantages of the various sustainable transport modes.
  - Understanding of transport planning and policy issues, including travel plan development.
  - Awareness of the structure and internal dynamics of a wide range of public, private and voluntary sector organisations.
  - Awareness of UK transport policy.
2. Relevant experience:
  - Proven experience of developing, implementing or managing travel plans.

- Demonstration of ability to influence people on all levels.
- Proven project management, communication and negotiation skills.
- Possible operational experience in the management of relevant site services.
- Campaign/ promotional background.

### 3. Key competencies:

- **Negotiating effectively** - Can prepare and apply sound and persuasive arguments to secure positive outcomes from negotiations.
- **Collaborating and teamworking** - Can demonstrate commitment to colleagues, team objectives and partnership working opportunities.
- **Developing productive relationships** - Can build effective working relationships with a diversity of individuals and groups (e.g. senior managers, students).
- **Communication skills (written and oral)** - Can produce clear, succinct and well-structured written work, which has a positive impact on the recipient and can convey messages effectively, creating a positive impact on the listener.
- **Planning and co-ordination** - Ability to establish clear targets, define plans and co-ordinate resources in order to meet them.
- **Exercising political awareness** - Ability to recognise the impact of politics and changing development pressures on the hospital and to work accordingly.
- **Delivering positive change** - Ability to generate innovative ideas and seize opportunities presented by wider change processes, with aptitude and creativity to inspire and persuade.
- **Delivering results** - Works hard, takes ownership and consistently meets or exceeds targets.
- **Promoting diversity** - Promotes respect for all people, recognises differing needs, expectations and challenges.
- **Other skills** - IT skills including database management, enthusiastic, well-motivated, creative and can lead by example.