



# Travel Plan Coordinator Services

## University Travel Plans



### TRAVEL PLAN MANAGEMENT

As Travel Plan Coordinators we can assist universities and other large establishments with the monitoring and management of Travel Plans, which can be either undertaken voluntarily or as part of a planning obligation. We focus on active engagement with staff and students to promote the benefits of active travel habits. By providing information and support to people, we can assist in meeting targets set out in the Travel Plans. These reductions are monitored through surveys and direct communication with the target audience.



### WEBSITE DEVELOPMENT

With an ever-increasing reliance on technology, communication channels are becoming more digital based. An excellent tool to provide continuous and regularly updated information is through an engaging website. We can work with clients to produce single website pages to whole new websites which can not only benefit the university, but provide a useful information channel on transport related matters.



### SOCIAL MEDIA MARKETING

Social media provides a further tool to market the message of sustainable travel and be actively engaging with staff and students. We have a great knowledge base on the use of various social media channels to improve the ease of two-way communications and information sharing. We are able to create and manage these accounts on your behalf.



### PERSONAL TRAVEL PLANNING

If required, we can provide individual personal advice, route mapping and highlight the benefits of all sustainable travel modes to students and staff when compared to travelling alone in a car. This information can provide the support necessary to meet Travel Plan targets and provides an excellent way to monitor the progress of the service.



### SUSTAINABLE TRAVEL MARKETING EVENTS

We can provide on-site promotional events on behalf of the client to promote and encourage sustainable travel. We do this through personal travel planning and engaging activities, as well as promotional material, prize draws and general support in order to make events exciting and well attended.



### WELCOME PACKS

Perhaps one of the most important aspects of travel planning. The greatest opportunity to alter travel habits is within the first few weeks. We, therefore, produce and provide welcome packs or leaflets to give information on local provisions in the area and support services that a Travel Plan Coordinator can provide.

## SUSTAINABLE TRANSPORT & TRAVEL PLAN COORDINATORS