

## Which Way Forward for Workplace Travel Plans?

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Workplace travel plans have been around since the late 1990s, but are they delivering on their targets, or perhaps a more interesting question is what should those targets be? This seminar will show how the motivations for a travel plan, as it develops, move away from the externally driven planning condition, to internally driven motivations such as the environment and business growth or re-location. But with the current financial crisis are these motivations going to be strong enough to sustain a travel plan? The change in motivations suggests it is time to restructure travel plans to be more closely aligned with the targets of an organisation rather than those of a local authority. With this change in emphasis for travel plans to be more closely aligned to business goals, the way transport academics research this area will be challenged. Travel plans are no longer 'simple' TDM initiatives, but are developing to become business processes that can support organisational growth, recruitment, retention, improved efficiency, changes in a business travel policy and many more. This requires a different approach to research in this area, where possibly organisational change and structures are considered, or to look at travel plans as process innovations. This seminar will raise a number of questions, some of which will attempt to be answered, but leave open to debate exactly which way forward for travel plans.



Helen Roby is a PhD student with the Open University in the Department of Design, Development, Environment and Materials. She joined the department in October 2006 and is in the final year of her PhD project. Prior to joining the Open University she worked in business, which has helped to develop the basis for her interest in the business applications for a workplace travel plan. Her research interests focus on the development of workplace travel plans and how they moved on from a reactive state in response to issues such as planning applications to the proactive in response to internal organisational motivations and goals.