

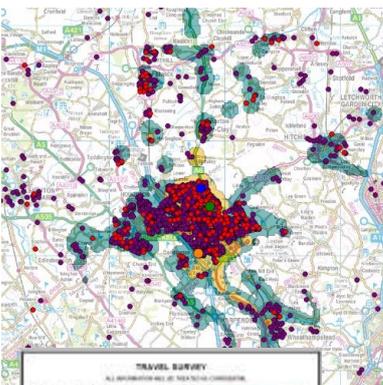
Consultation and Travel Surveys

Consultation with site users, along with surveys, provides important feedback and guidance on the direction of the travel plan, to ensure it meets the needs of site users on an ongoing basis. Consultation includes running specific focus groups to find out what your staff are really thinking about certain issues, and arranging regular travel surveys to find out whether travel changes have taken place as a result of implemented measures. To support those actions, other monitoring tasks to consider include carrying out spot checks of facilities to identify how well they're being used and whether additional or modified provision is required.

Focus groups: set in an informal environment, focus groups can delve into the heart of issues and find out what participants really think about a product, service, concept, idea or measure. Focus groups are semi-structured, covering a series of pre-agreed questions which participants are free to discuss with other attendees. Focus groups can be an efficient way of drilling down into a staff or resident mindset on particular issues, in order to identify a strategy for change. They can be an effective way of obtaining greater understanding with regard to views on parking and travel change to specific modes.



Travel surveys: travel surveys aim to find out how a set of respondents such as residents, staff or students travel, how they'd like to travel, and what would encourage them to make the change. Travel surveys are often conditioned as part of a planning-related travel plan and are undertaken on an annual basis for the first 5 years of a site's operation. The results inform the travel plan and help to identify new measures to encourage and support modal shift to sustainable transport.



We offer an online and paper-based travel survey and analysis capability and use Geographical Information Systems (GIS) to map travel patterns and help identify those who could switch to walking, cycling or public transport as well as identify clusters for potential car sharing.

Surveys are created on a site-specific basis to ensure that all individual site requirements are accommodated. We are experienced in delivering survey content and design, as well as helping to achieve a representative return rate by undertaking door knocking, or staff and staff events.

We additionally offer carbon-linked travel surveys and analysis, should you wish to monitor your transport-linked carbon footprint.