

TfL Leads The UK In Travel Plan Monitoring Solutions

WESTTRANS | WESTLONDON
PLANNING TRANSPORT TOGETHER

 **Transport for London**

“For the 1st time in 7 years I know exactly where travel planning is delivering modal shift.”

Graham Simpkins
Sustainable Transport
Manager
Milton Keynes Council

At a time when global warming is an increasing concern, local authorities are under growing pressure to reduce pollution from vehicles, especially in major conurbation areas. Both the public and private sector have responded to increased public awareness of global warming with programmes and initiatives designed to offset and reduce carbon footprints - including a recent action plan published jointly by the Secretary of State for Education and Skills, and the Secretary of State for Transport.

Travelling to School: an action plan

Entitled ‘Travelling to School: an action plan’, this joint programme highlights the facts that over the past 20 years there have been big changes in the way in which children travel to school. Car use has doubled, bus and train patronage have remained steady, and the proportion of pupils walking or cycling has decreased sharply. As a part of this programme, the DfES has already announced that by 2010 schools, local authorities and others should set out what each will do to support pupils’ home/school journeys, evaluate ways in which travel planning can be integrated with other schools, Local Education Authorities and bus operators to match services to pupils’ needs.

Implemented across all 33 London Boroughs

Local Authorities in Greater London have been providing a Travel Planning service for organisations and schools for many years. However, in order to achieve the targets and changes required to make significant improvements in sustainable travel practice, it was seen that an integrated system was required to bring standard procedures to Local Authority Travel Planning. This requirement was satisfied by iTRACE - an integrated software system developed in 2005 by iBase in partnership with WESTTRANS and Transport for London (TfL) and implemented across all 33 London



boroughs. iTRACE is widely acknowledged as the ‘de facto’ solution for local authorities seeking to monitor, manage and enforce travel plans and encourage more sustainable travel methods.

iTRACE has already gone live across London and now gives TfL a detailed and accurate picture of the capital’s travel plans and the effects that behavioural and physical initiatives have on reducing the use of cars, encouraging the use of sustainable travel methods. iTRACE is now being jointly marketed to councils throughout the UK and has already been adopted by Buckinghamshire Council, Milton Keynes Council, Tyne & Wear Council, Wigan Council and West Yorkshire.



“All of a borough’s travel plan documentation can be stored in iTRACE. We can look for cross boarded clusters of travel plan areas that boroughs hadn’t realised were there.”

Conrad Haig,
Workplace Travel
Planning Manager at TfL



Proper strategic planning

iTRACE enables all London boroughs to electronically store Travel Plan audits, surveys, statistics and documents for schools and workplaces in a centralised location. Running independently of each borough’s IT system, iTRACE allows logon from any PC with access to the internet and with inbuilt security enables users to view and update information, monitor performance and achievements, and generate reports from home, remote locations, hot desks, etc.

Conrad Haigh, Workplace Travel Planning Manager at TfL has described iTRACE as the ‘piece de resistance’. “The boroughs see this [iTRACE] as there to help them...” He also notes that the establishment of a capital-wide database of travel plans will enable TfL to undertake some proper strategic planning for the first time.

A complete, integrated package

Louise French, a member of the school travel plan team at Bromley Council, is responsible for managing programmes to encouraging schools to adopt school travel plans.

“We were increasingly dealing with large amounts of data across a large number of schools” explained Louise. “The iTRACE travel plan management system is a

complete ‘integrated package’ and has improved the way we work.”

Louise is able not just to make comparisons between Bromley, but also to benchmark Bromley against other London boroughs, and target areas for improvement.

“I see iTRACE as the ultimate travel plan co-ordinator, as it offers a consistent approach by analysing and comparing data within travel plans” she added. “It helps us implement and manage our campaigns and enables us to provide targeted advice and support to ensure these are successful in reducing congestion and car journeys, and increasing the number of people walking, cycling or using public transport, all of which have health and environmental benefits.”

Commenting on the success of iTRACE within the 33 London boroughs, and the roll-out of the latest version, Dan Blanchet, the Commercial Manager of iBase Systems Ltd, explained: “Our partnership with TfL and WESTTRANS has shown that properly funded public/private partnerships can achieve dramatic changes in working practice. With TfL leading the way, iTRACE is now available nationwide, making travel planning, assessment and forecasting a quicker and easier task for all communities involved in sustainable Travel Planning.”



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