



one stop travel planning solutions
www.travelknowhowscotland.co.uk

An overview of the newly developed Travelknowhow Scotland website.

The Thinking Behind Travelknowhow

- We recognise that unless an organisation is supported to implement a Travel Plan, there is a danger that it simply becomes a tick box exercise, a document that sits on a shelf.
- We also understand that there are a lot of questions that organisations have;
 - Where do we start?
 - What comes first?
 - How do I engage employees with the Travel Plan?
 - What resources are available to help us?

The Thinking Behind Travelknowhow

- The idea was to provide organisations with a toolkit and support that would make the process of developing and implementing a Travel Plan as easy and painless as possible.
- To provide a tool to aid communication, planning and implementation of travel planning measures within an organisation to help them achieve desired objectives and targets.
- Transport Scotland funding has resulted in the development of Tactran Travelknowhow into **Travelknowhow Scotland** - an online resource that is now be available to organisations across Scotland.
- Transport Scotland recognise that this is a really good resource and can see its potential to help the Scottish Government with its aims in terms of workplace travel planning and their Low Carbon Scotland ambition. It has replaced the Choose another way website.



What can Travelknowhow Scotland deliver?

- It delivers:
 - Fast, easy access to a wealth of travel planning info and local resources.
 - Specialist travel planning advice.
 - Specialist marketing advice to aid employee engagement.
 - Practical hints and tips
 - FREE, adaptable downloadable templates – making communications very cost effective.

All in one place!



Structure of Travelknowhow Scotland

- Getting Started** - everything needed to get your organisation started on the implementation process.
- Communication Kit** - a range of cost effective, adaptable resources to ensure your messages are spot on.
- Taking Action** - ideas and practical advice on running your own implementation initiatives and events.
- Staying on Track** - advice on monitoring your progress and keeping your travel planning measures on track.
- Knowledge Base** - a wealth of marketing and travel planning knowledge and resources at your fingertips.

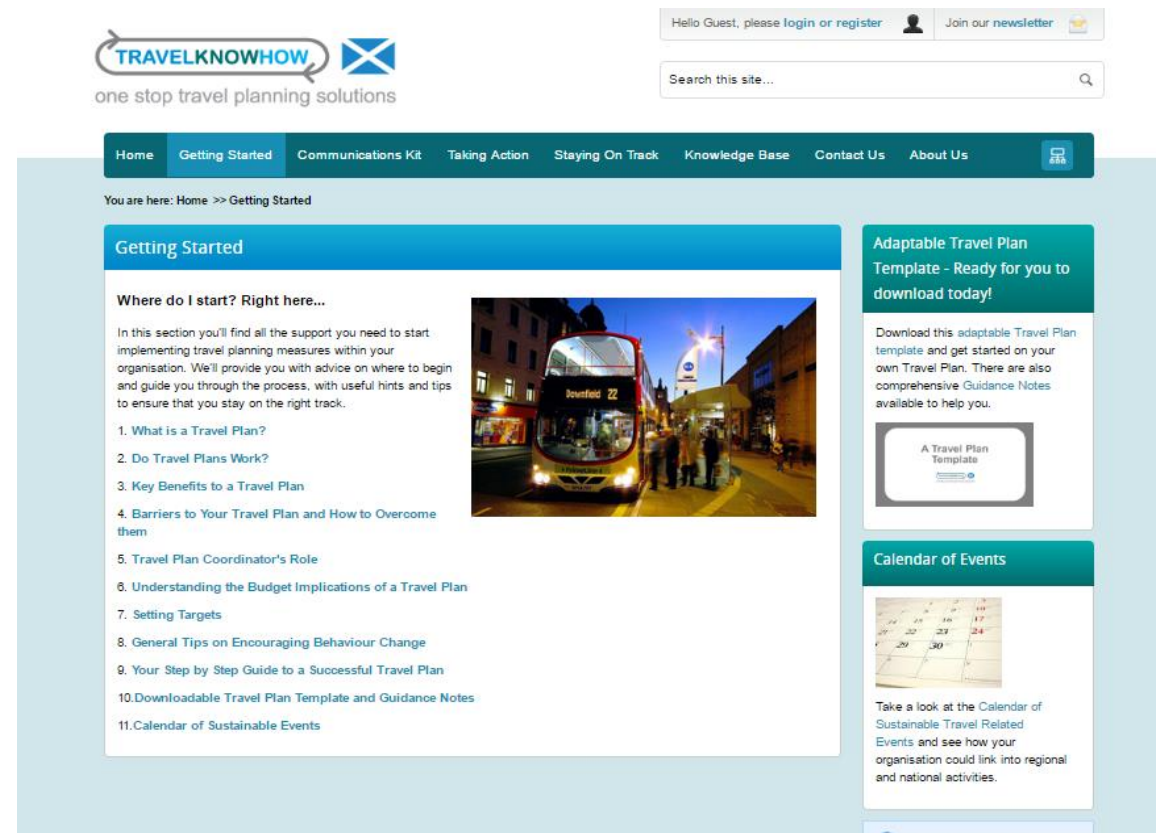


Getting Started

In this section we provide users with advice on where to begin and guide them through the process, with useful hints and tips to ensure that they stay on the right track.

Includes:

- Tips for Encouraging Behaviour Change
- Downloadable Travel Plan Template
- Calendar of Sustainable Events



Communications Kit

This section is all about giving the user the advice and resources they need to get their messages across in a cost effective, yet bespoke manner, with the confidence that they have the correct tone, style and messaging to make an impact.

Includes:

- Adaptable Poster Templates
- Senior Management Presentation Template
- Press Release Template

The screenshot shows the Travel Knowhow website's 'Communications Kit' page. At the top, the logo 'TRAVELKNOWHOW' is accompanied by a blue square with a white 'X' and the tagline 'one stop travel planning solutions'. A navigation bar includes links for Home, Getting Started, Communications Kit (highlighted), Taking Action, Staying On Track, Knowledge Base, Contact Us, and About Us. A search bar is located in the top right corner. The main content area is titled 'Communications Kit' and features a blue header. Below the header, there is a paragraph of introductory text, a list of seven topics, and a small image of a person on a bicycle. To the right of the main content, there are two sidebars. The first sidebar, titled 'Adaptable Travel Plan Template - Ready for you to download today!', includes a download button and a small image of a travel plan template. The second sidebar, titled 'Adaptable Posters', includes a download button and a small image of a poster. At the bottom of the page, there is a footer with the Travel Knowhow logo and tagline.

TRAVELKNOWHOW one stop travel planning solutions

Hello Guest, please login or register Join our newsletter

Search this site...

Home Getting Started **Communications Kit** Taking Action Staying On Track Knowledge Base Contact Us About Us

You are here: Home >> Communications Kit

Communications Kit

Easy access to practical advice and support when you need it. Cost effective, adaptable resources that will ensure you get your messages spot on.

This section is all about giving you the advice and resources you need to get your messages across.

We'll provide you with a wide variety of templates and other resources that you can download and use to help you promote your travel planning messages in a cost effective, yet bespoke manner, with the confidence that you have the correct tone, style and messaging to make an impact.

1. Importance of Promoting Your Travel Plan
2. Branding Your Travel Plan
3. Who are Your Audiences?
4. How to Approach Internal Communications
5. How to Approach External Communications
6. Getting the Messages Right
7. Adaptable Communications Templates

Simple changes can make a world of difference.

Download this adaptable Travel Plan template and guidance notes and get started on your own Travel Plan.

A Travel Plan Template

Adaptable Posters

Take your time back!

Travelknowhow can also provide FREE access to marketing materials to assist you in promoting the

Taking Action

This section gives users a wealth of information, ideas and practical resources to help them set up and run travel planning initiatives within their organisation.

Includes:

- Ideas to encourage cycling
- Advice on how to make public transport information more accessible
- Ideas on how to support car sharing
- Advice on running a Travel Plan Event

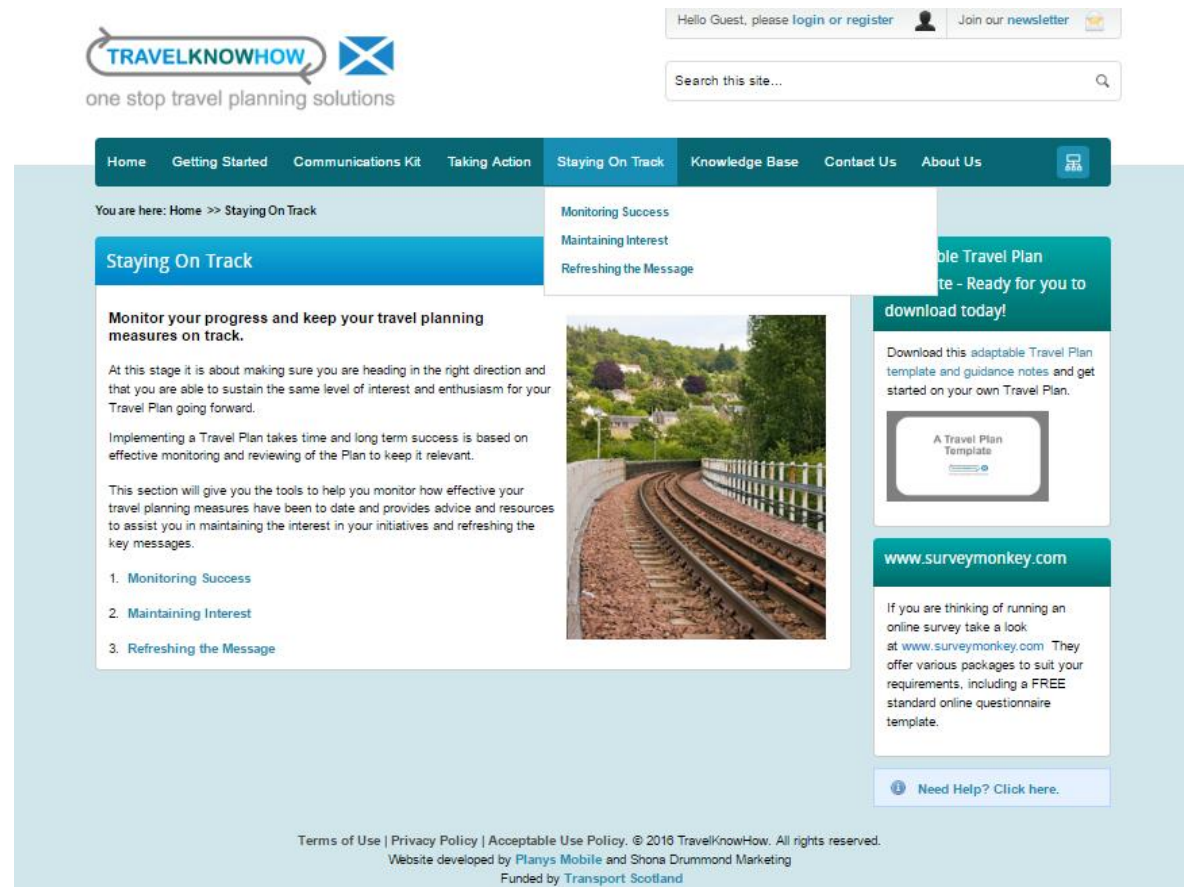
The screenshot shows the TRAVELKNOWHOW website interface. At the top, there is a navigation bar with links: Home, Getting Started, Communications Kit, Taking Action (highlighted), Staying On Track, Knowledge Base, Contact Us, and About Us. Below the navigation bar, a breadcrumb trail reads "You are here: Home >> Taking Action". The main content area is titled "Taking Action" and features a large image of a modern glass-walled bicycle shelter. To the left of the image, text states: "Easy access to practical advice and support when you need it. Get inspired with ideas and practical advice on running your own implementation initiatives and events." Below this, a paragraph explains: "This section gives you a wealth of information, ideas and practical resources to help you set up and run travel planning initiatives within your organisation." Further down, another paragraph says: "We'll point you in the right direction, giving you plenty of food for thought and allowing you to decide which ideas/ initiatives will work best for your particular organisation." A numbered list follows: 1. Walking, 2. Cycling, 3. Public Transport, 4. Driving, 5. Lift Sharing, 6. Business Travel, 7. Alternate Working Patterns, 8. Organise a Travel Plan Event. To the right of the main content, there are two sidebars. The first sidebar is titled "Adaptable Travel Plan Template - Ready for you to download today!" and includes a thumbnail of a template and text: "Download this adaptable Travel Plan template and guidance notes and get started on your own Travel Plan." The second sidebar is titled "Calendar of Events" and includes a thumbnail of a calendar and text: "Take a look at the Calendar of Sustainable Travel Related Events and see how your organisation could link into regional and national activities." The website footer at the bottom features the TRAVELKNOWHOW logo and the tagline "one stop travel planning solutions".

Staying on Track

This section will give the user the tools to help them monitor how effective their travel planning measures have been to date and provides advice and resources to assist them in maintaining the interest in their initiatives and refreshing the key messages.

Includes :

- An Employee Travel Survey Template
- A Case Study Questionnaire Template

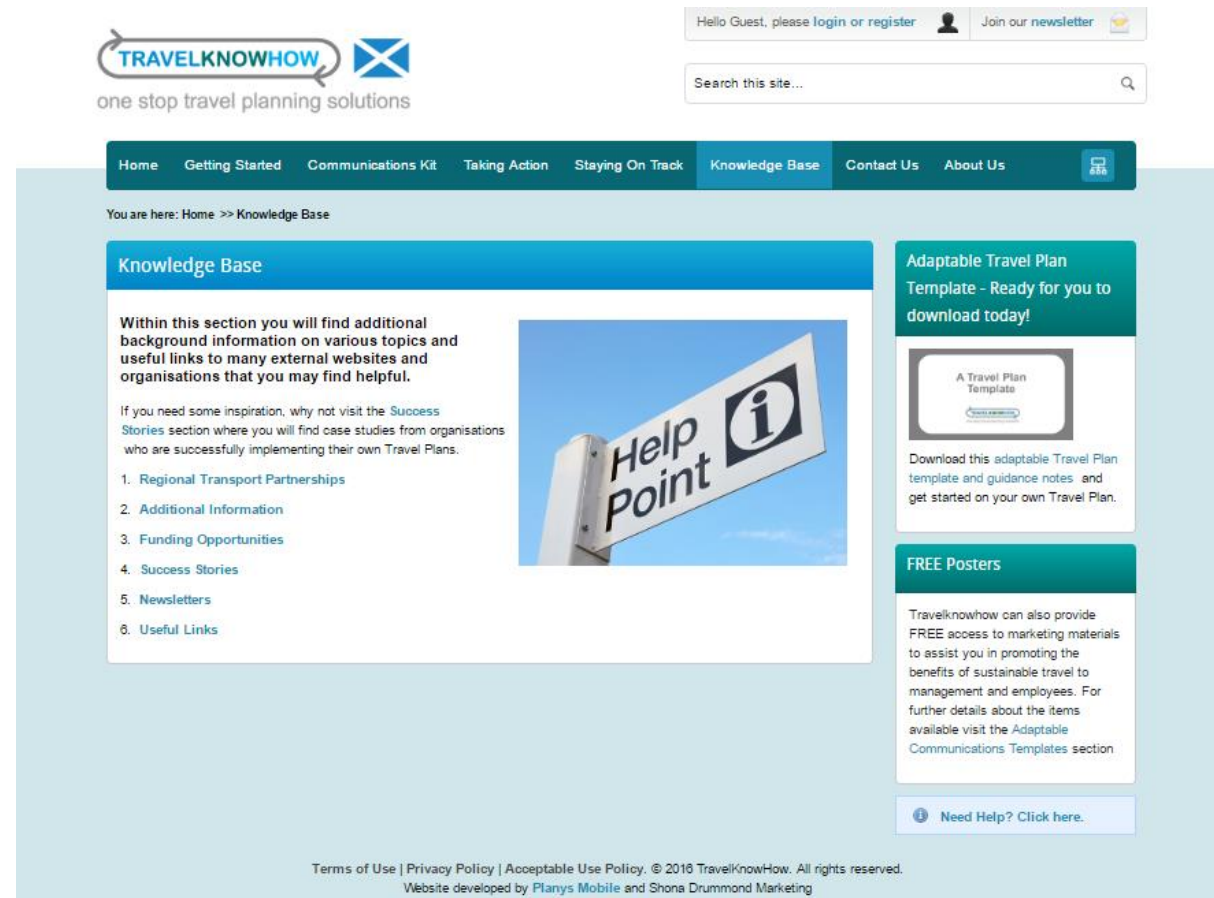


Knowledge Base

This section holds additional background information on various topics and useful links to many external websites and organisations that users may find helpful.

Includes:

- RTP Pages
- Success Stories
- Additional information on topics such as BREEAM compliance and the Tax implications of Travel Plans
- Useful Links



Key Features – Advice and Guidance

- Travelknowhow Scotland offers organisations ideas and practical advice on how to run their own implementation initiatives and events.
- Based on specialist travel planning knowledge, Travelknowhow Scotland aims to guide organisations through the planning, processing and monitoring of travel planning measures.
- The advice and guidance covers all aspects of travel planning and offers a wealth of information in one, easy to access place.

Key Features – Access to cost effective communications

- Offering specialist marketing advice to aid with employee engagement , Travelknowhow Scotland will provide registered organisations with access to a wide variety of marketing materials and templates.
- Travelknowhow Scotland will offer a range of cost effective, adaptable resources - allowing organisations to ensure that their travel planning messages are spot on, without costing a fortune.
- There will be adaptable templates that organisations can print off themselves.

Adaptable Posters

- We have developed a suite of benefit based message posters to which registered organisations can add their own organisation's logo and contact details.
- Environmental benefit
- Health and wellbeing benefit
- Cost saving benefit



Adaptable Posters

It makes sense to travel in packs



Why not consider lift sharing? Not only would you be helping the environment by cutting down the amount of cars on the road, but it will save you money and is a more social way to travel.

To find out more about lift sharing in your area visit [add in appropriate regional Lift Sharing Scheme] or contact [XXXXXXXXXXXXXXXXXXXXXXXXXXXX]

YOUR LOGO
IN THIS SPACE

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2 wheels can be quicker than 4



Cycling short distances in urban areas is often quicker and cheaper than using a car and can help keep you fit and healthy.

To find out more about cycling to work contact [XXXXXXXXXXXXXXXXXXXXXXXXXXXX]

YOUR LOGO
IN THIS SPACE

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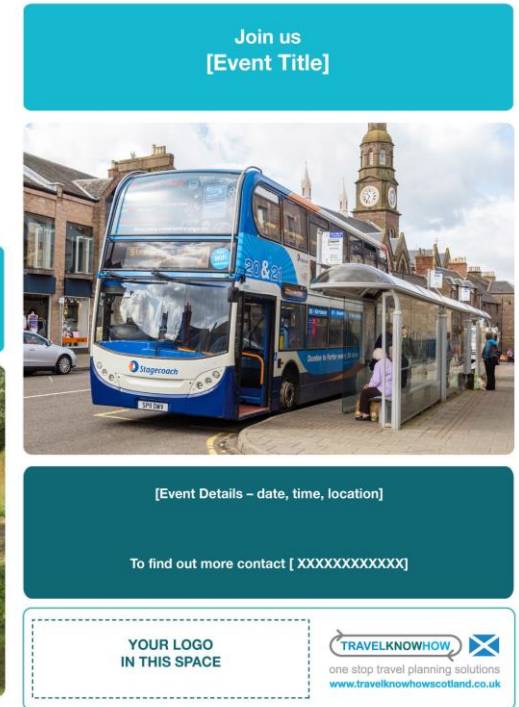
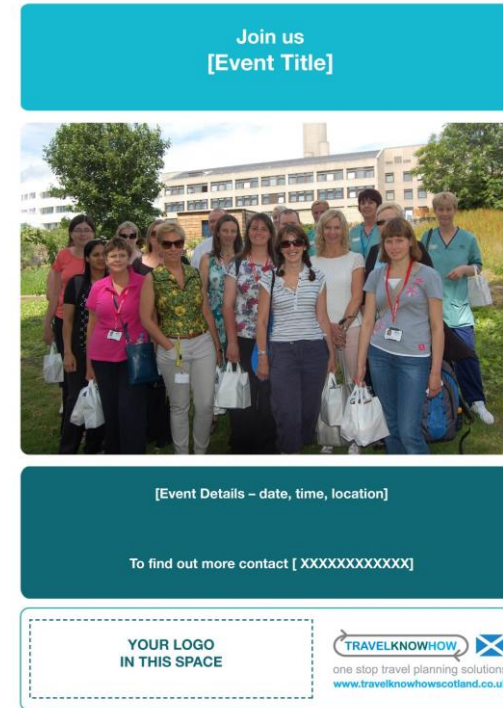
- Suite of modal posters that can be adapted to add in a specific call to action/contact details and an organisation's own logo.

- Walking
- Cycling
- Public Transport (Bus)
- Lift Sharing

Adaptable Posters

- Suite of event posters aimed at allowing organisations to promote their own in house sustainable travel events. The templates can be adapted to add in event details, a specific call to action and an organisation's own logo.

- Walking
- Cycling
- Public Transport (Bus)
- Lift Sharing



Range of Adaptable Templates

Throughout the website there are a range of adaptable templates that organisations can download, adapt and use to aid with their own travel planning measures.

Templates available include:

- A downloadable Travel Plan Template and guidance notes
- An Employee Travel Survey Template
- A Press Release Template
- A Senior Management Presentation

A Travel Plan Template



Key Features – Monitoring

- Travelknowhow Scotland offers individuals, registered organisations and the client itself, the ability to monitor progress towards the achievement of Travel Plan objectives and targets.
- There is advice and guidance on how to monitor an organisation's progress and ensure they stay on track.

RTP Pages on Travelknowhow Scotland

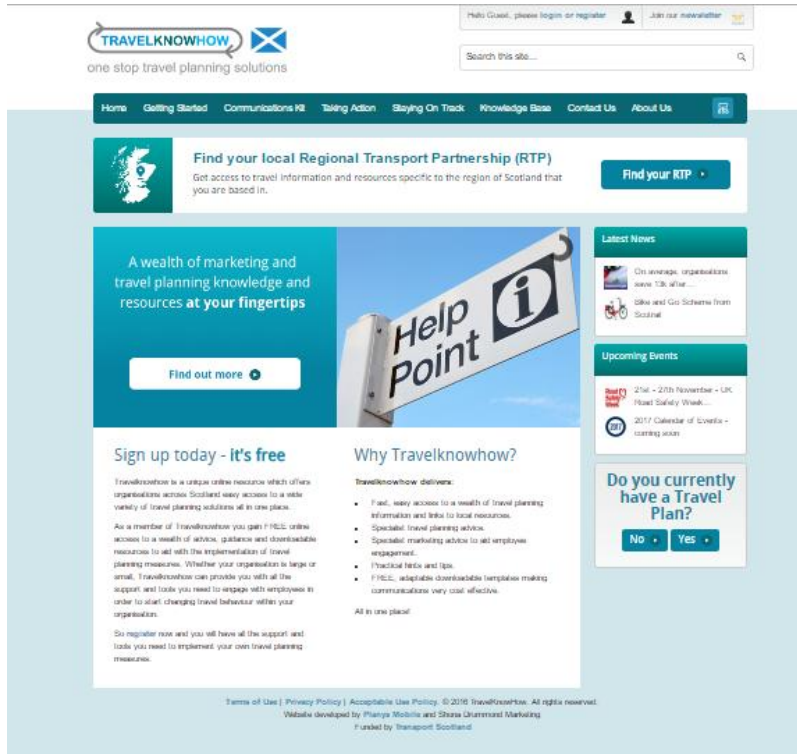
- A section dedicated to the Regional Transport Partnerships and an individual page for each RTP which holds links through to all the relevant resources that they wish to promote.
- Easy link from home page to RTP pages so users can access local information and resources.



Sharing best practice across Scotland

- The success stories sub-section is full of great examples of how other organisations have successfully encouraged their employees to think about using a more sustainable mode of travel.
- It would be great to add to this bank of examples and gather success stories from across Scotland.
- Should you have any success stories and accompanying photos, please send to shona@travelknowhowscotland.co.uk

www.travelknowhowscotland.co.uk



- You can register and gain full access to the whole website:

<https://www.travelknowhowscotland.co.uk/members/register/>

- For further information regarding the website, please contact:

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