



Greater Manchester Authorities Innovate On Smarter Travel Planning

Press Information

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Local authorities throughout Greater Manchester are being helped to promote smarter travel planning among businesses, communities and individuals in their regions with the launch of [Travel Plans](#), a new resource developed by all ten local authorities in Greater Manchester to help people and organisations choose alternative ways to travel.

The resource, travelplans.org.uk, launches this week which is national 'Walk To Work Week' (26-30 April 2010) and has been developed in partnership with the Greater Manchester Transportation Unit, Rochdale and Wigan councils on behalf of then Greater Manchester authorities. Designed by [d2 Digital](#), Manchester's public sector specialists, [Travel Plans](#) contains a series of measures and tools for authorities to assist in all aspects of travel planning, from planning guidance in major building developments to the promotion of alternatives to single occupancy car travel for commuters in their region.

As a free resource, the web-service offers reports, regional specific data and a step by step guide on developing a travel plan while communicating the benefits of travel planning for organisations. These range from a healthier, more productive workforce to cost saving on parking and the benefits to the environment.

Steve Glazebrook, Smarter Choices Officer for Greater Manchester has been leading the programme and comments,

"The benefits of effective travel planning stretch across every aspect in the remit of local authorities, from employees, community, environment and business, right down to the individual resident. We have used the public sector expertise of [d2 Digital](#) to design a website which provides the practical tools needed by each local authority to help in that process. It is a great example of how authorities can come together to develop one rich resource from which all can benefit."

Sally Easterbrook Human Resources Co-ordinator at Cargill represents just one Greater Manchester organisation that firmly supports the Travel Plans resource

She comments

"We recognise the travel impact that businesses can potentially have on the environment and the community. Any service that can assist Cargill and our 300 employees in Trafford Park in making those arrangements easier on the environment and potentially support the health and motivation of our employees is welcomed".

The website contains national news and regional content populated by sustainable travel officers in each authority. [Travel plans](#) launches on 27 April 2010 and is open to the public for general use

For more information contact **Rachel Griffiths** at the R consultancy on tel **07793 200888** or **Steve Glazebrook** on **0161 455 2008**

Notes to Editors

- GMTU is a specialist local authority unit that provides strategic work and commissioned work for local authorities across Greater Manchester.
- The ten authorities in the Greater Manchester region include Bolton, Wigan, Bury, Rochdale, Salford, Trafford, Stockport, Tameside, Manchester and Oldham