

Abstract

Title: Travel Plan Effectiveness

Sub-Title: The Feasibility and Implementation of Travel Plans in Ireland

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Purpose: According to the National Transport Authority (2011) the next 20 years have been forecast to experience significant population and job growth, whereby if only the minimum transport commitments are undertaken, congestion will seriously affect all. It is suggested that if Ireland's travel patterns continue to follow their current trends, there will be an increase in congestion which will result in a loss of economic competitiveness (Department of Transport, 2008). As a result of these predicted trends and problems Irish Government Policy is working towards the requirement that all schools/colleges and places of work over a certain number of employees should have workable travel plans in place in order to influence travel behaviour. In addition, travel plans are now more frequently being requested by local/planning authorities as a requirement to secure planning permission for new developments. Specific targets are being outlined within travel plans; however it is not clear if these targets are being met, if they are achievable or if any enforcement is being undertaken by local/planning authorities. Therefore the overall aim of this research will be to determine the effectiveness of travel plans in achieving their stated aims and examine the factors which are contributing to their success and failure.

Methodology: Secondary research was analysed to enable the author to gain and understanding of travel plans as a whole. For the purpose of primary research, the author conducted seven semi structured interviews with officials from local authorities, a national government organisation and selected organisations/developers.