

CONSULTATION DRAFT

TPS Strategic Plan 2010 – 2020

(Launched for consultation at February AGM 2010: consultation period: 24 Feb – 31 May 2010)

Chairs Foreword

Welcome to the first Transport Planning Society (TPS) Strategic Plan. When I had the honour of taking on the position of Chair of the TPS in February 2009 I set out some clear priorities for the development of the Society. These, of course, feature in this document along with other thoughts and insights that I have collected during my first year as Chair. For example, in 2009 I Chaired the inaugural annual TPS Past-Chair's round table discussion, and the inaugural Stakeholder and Corporate Member Forum, both of which I'd like to continue on an annual basis, but there are also other influences from TPS Board Members, regional TPS Committees and individual members who I have met during my visits to various regions and nations to date, who provide their time freely to enrich the activities of the TPS. Such activities include the TPP Qualification, policy initiatives such as the bursaries and events, the evening lectures with well-known practitioners and academics. Last but not least this document will be informed by you, the Member, and if you are reading this and are not yet a Member then I truly hope you will consider joining after reading this.

In late 2009 I commissioned the first ever nationwide TPS Member survey and the findings, which we soon hope to have on the TPS website, have provided the Board with a valuable insight into the TPS Members, events, the regions, and what Members consider to be the top issues facing the transport planning profession, amongst other useful nuggets of information. I believe this survey, which was completed by a third of our on-line membership, provides perhaps the most comprehensive snapshot of the transport planning sector at the current time. The TPS is a growing Society, with an increase of members of 40% already achieved in three years (2007-2010), and as the Society celebrates its 13th birthday this year, I felt it timely and useful for all our Members, and future Members, to take stock to define what the TPS is, what it wants to be and how it's going to get there. Undertaking the Membership survey was a clear step in identifying what we do well, don't do and what our Members think we should do more of. Building on this the TPS Board held its first Away Day in autumn 2009 to establish a vision, mission statement and goals. This document is a culmination of all this work and more. It sets out a succinct Plan for the TPS over the next 10 years and will be updated at appropriate junctures. Please do take the time to read it and comment.

Victoria Hills

TPS Chair 2009-2011

Vision

Our vision is for the TPS to provide professional development and a meeting place for all those working in the transport sector and leading the response to emerging policy challenges.

TPS Mission

Our mission is to develop:

- Our Members
- The transport planning profession
- Leadership on local, regional, national and global transport challenges.

What we do best

The TPS was officially launched in February 1997, with its inaugural Board meeting held on 2 July 1997, but its roots date from a seminar meeting of over 70 transport planners in London, in June 1994, who agreed that the sector urgently needed a professional framework. This led to the creation of the Transport Planning Forum which sought to identify the needs of the profession and investigate the extent these were being met for existing institutions and organisations. The TPS is supported by four supporting institutions, the CILT, ICE, CIHT and RTPI. Our relationship with the RTPI has since been further cemented via the RTPI's Transport Planning Network, which was formed in association with the TPS.

Fast forward to 2008 and one of the overarching aims of the Society was achieved when it jointly launched, with the CIHT, the new Transport Planning Professional (TPP) Qualification. Having achieved this you could ask why then is such a Society still required, for example given that there are other professional institutions that recognise transport? Whilst it is true that our four partner organisations can, and do, offer a professional home for some transport professionals, the TPS is not seeking to compete with these organisations, but rather complement and provide additional opportunities that can assist with professional development. The strength of TPS is that it has a single focus, transport planning, whereas for all the supporting institutes, transport planning is a minority interest.

Because the TPS is small, efficient and lean, our greatest asset is our ability to be responsive and reactive to current affairs. For example, because we don't tend to plan our events schedule more than six months in advance, (with the exception of our annual dinner and AGM) we can respond quickly to new developments in the transport planning area by holding discussion events at relatively short notice. Further, as we continually aspire to cut down our correspondence/admin costs, we communicate with the vast majority of our members via email and the website which gives us the ability to advertise events quickly.

We have sought to develop a professional home for transport planners and our joint qualification with the CIHT, the TPP, has cemented our commitment to this. We seek to provide our Members with an opportunity to question, debate and examine transport policy and practice away from the confines of their employer through an attractive events programme. We seek to support the development of the younger professional through our Bursary scheme and through our sponsorship of the TPM Best paper of a Young Professional Award. We recognise and celebrate success through our sponsorship and nomination of the Transport Planner of the year Award.

We recognise that we are not just a society for London and the South East and with 11 thriving Regions and Nations we ensure our engagement with Membership is far reaching across the UK. We value our individual members, Corporate and Stakeholder Members, our relationship with our supporting institutions, the CILT, ICE, CIHT and RTPI, and all the experts who give their time voluntarily to speak at our events. Above all we want to be known for being engaging, relevant and open, to raise the profession of transport planning and ensure transport planners are heard by decision makers. We are ambitious, but realistic.

Our members

[TO BE ADDED: Summary overview from Membership survey e.g. charts with member profile, diagram of the regions, chart showing membership growth levels since launch]

Critical success factors

We recognise that the following factors are key to our success:

- Achieving / maintaining credibility
- Protecting financial stability of the TPS
- Obtaining member buy-in to what we do
- Maintaining support of partners
- Relationships / ability to influence
- Knowledge of relevant government reports/consultations in advance of publication

Priorities for Action

The following sets out our main priorities for action, however there are also other areas that we will continue to focus on, not least the events programme. The reason that events is not featured here as a priority for action is because it continues to perform well for our Members. Therefore, with the limited resources that the TPS has at its disposal, we have chosen to focus our priorities for action to areas where there is greater need for change. For further information on all our activities please visit: www.tps.org.uk

1) Qualifications

We need to exploit this major asset that we have jointly developed with the CIHT more comprehensively. We will:

- Target organisations who have not yet signed up to our Professional Development Scheme, showcasing those who have;
- Plan growth targets for the TPP through the TPP Professional Standards Committee and Partnership Management Group, as well as the TPS Skills Committee;
- Encourage the TPP Professional Standards Committee and Partnership Management Group to prepare a future plan for developing the TPP by mid 2010.

Performance Indicator: Number of TPP applications and TPP awarded.

2) Support Regional Growth

We will:

- Commit greater resources to supporting the regions and nations in their activities

- Maintain the TPS events programme and deliver a stronger focus on regional events.
- Benchmark activities across the TPS Regions and Nations.
- Hold an annual Regions and Nations Forum to share good practice
- Prepare a Regions and nations Charter
- Explore the option of introducing a regional levy on subscriptions so that support is promoted to the Regions and Nations.

Performance Indicators: Membership growth in each region. Regions and Nations Charter produced. Annual Regions and Nations Forum held. Proportion of regional events compared to those held in London and South East.

3) Membership

We will

- Develop a three-year plan to retain members and grow.
- Target local authorities as Corporate and Stakeholder Members, and seek to address the balance between public and private sector to be more representative of the profession.
- Demonstrate the benefits of membership and investigate innovative membership deals.
- Promote Direct Debit and survey lapsed members to establish reasons for leaving.
- Explore opportunity to add on TPS fees to annual subscriptions for our Partners¹.

Performance Indicator: growth target set for 2020, with progress reviewed annually.

4) Raise our Profile

We will:

- Seek to raise our profile with transport planning employers and within the political arena, institutions, and all relevant professional organisations, to have a role in improving transport planning debate and practice, and ensuring our members have a voice in this.
- Seek to work closer with professional journals, including publicising our success by press releasing relevant stories.
- Explore opportunities of new media including social networking sites, and consult more member panels/polls when relevant.
- Investigate opportunities for setting up an on-line TPS Member Policy Forum.

Performance Indicators: evidence of coverage in professional journals. Proportion of total transport planners that are a member of the TPS (current estimates are that around 10% are TPS Members). Evidence of engagement with key transport planning related organisations, individuals and/ decision makers.

5) Work closer with our Stakeholder and Corporate Members

We will:

- Recognise the important role they play in supporting the TPS by providing them with regular opportunities to feedback, for example holding an annual Forum, and research any areas of dissatisfaction.
- Communicate regularly to ensure awareness of events, activities and skills updates.
- Continue to provide workshops and training on the Professional Development Scheme.
- Target the NCE top 20 companies that are not already Stakeholder Members.

¹ NB this arrangement already exists for ICE Members.

Performance Indicator: retain and grow membership.

6) Diversify income

- To ensure the continued financial stability of the Society we will:
- Work with the ICE, our service provider, to ensure we get the best possible deal for our Service Level Agreement.
- Examine and optimise income from subscriptions, sponsorship, qualifications, training and events.

Performance Indicator: greater financial security and ability to invest in new initiatives.

7) Maintain Responsive and Relevance

To ensure we continue to provide our Members with relevant and stimulating events and bursaries on transport planning, we will:

- Investigate the feasibility of setting up a Member's Policy Forum to enable our Members to play an active role in transport policy debate and practice.
- Attract and appoint a suitable champion to take forward the Policy Forum.
- Share key outputs from the Forum on-line with Members and beyond.
- Respond to consultations where appropriate.
- Ensure our events and bursaries consider carbon issues, which was a particular topic identified as a priority in the 2009 Membership Survey.

Performance Indicator: Produce a scoping document for a potential Policy Forum and appoint a Champion.

Annex:

- Budget Summary [to add]
- Table of deliverables, milestones and timescales [to add]
- The Board and Supporting Team [to add]

Your response

Thank you for taking the time to read this first ever TPS Strategic Plan. Please do provide us with your thoughts on the following consultation questions:

- 1) Is a 10-year time period for the Strategic Plan realistic?
- 2) Do you agree with the vision and mission statement? If not, what is missing, what could be changed / added?
- 3) Are the critical success factors correct?
- 4) The TPS has selected seven priorities for action. Is this focus correct? Can you identify anything missing?
- 5) Is there anything else you would like to see in this document?
- 6) Is there anything else you would like to feedback about this consultation?

Please email your comments marked "Strategic Plan" by the end of 31 May 2010 to:

info@tps.org.uk