

## SUPPORTIVE WORKPLACE TRAVEL POLICY INFORMATION

“People who have switched away from driving may well switch back again if it all seems too difficult.”

*(Making Travel Plans Work, p36)*

Clear information needs to be given on processes, such as how to book travel tickets.



### ORGANISATIONAL PROCESSES PUBLICITY:

- Clear and well-publicised processes for booking and obtaining travel services, reclaiming expenses and obtaining travel information within the organisation for: pooled equipment (bikes, cars, IT etc.), bus and rail tickets, parking charges, WiFi costs and other travel expenses incurred
- HR policies with regards travel (e.g. flexible working hours, relocation policies, company loans and discounts, subsistence rates)
- Delegate lists and contact details for meetings, to facilitate car sharing
- Accessible venues policy

## MARKETING YOUR TRAVEL PLAN

The travel coordinator should produce the following:

### FOR MANAGERS:

- Executive summary of the travel plan to help sell the travel plan to management, staff and external organisations (including information about rewards from having a travel plan)
- Ongoing briefing notes directed at senior management team
- Personal briefings to staff and other stakeholders

### FOR STAFF:

- Publicity for the travel plan survey, launch of travel plan, and major achievements, and dissemination of campaign information to key decision makers
- Feedback to staff about surveys they have taken part in, to sustain interest and ensure future participation
- Newsletters and staff bulletins
- Guidance on business travel in the course of work and user-friendly interpretation of company policy
- Up-to-date and complete travel information and policies for staff, including handbooks and induction manuals

### FOR THE PUBLIC:

- Travel plan publicly available on organisation's website, and available to disseminate publicly
- Make suppliers and customers aware of the existence of the travel plan
- Selection of a high profile campaign figure, e.g. senior manager. Asking senior managers to speak at launch events, and to be involved in giving press and radio interviews about the travel plan and other PR, can emphasise high level commitment to smarter travel options (Source: Making Travel Plans Work, p32)

“In order to ‘convince’ senior management of the value of travel plan implementation, you could consider producing a short working note to senior management outlining the main aims of the travel plan and [rewards] to your organisation.”

*(Travel Plan Resources Pack for Employers, Section 2.2.3)*

Travel plans should be a tangible part of everyday working life for managers and their employees. This can be helped by cascading information down through the organisation in staff briefings.