

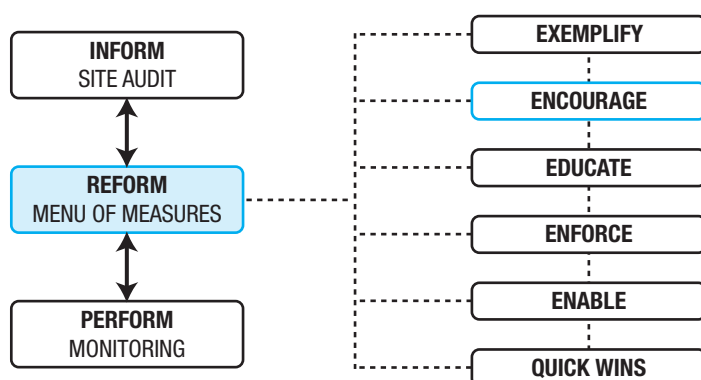
ENCOURAGE INCENTIVES, SITE DESIGN, AND SMARTER WORKING

This section deals with encouraging smarter travel choices by creating supportive travel policies.

ADVICE

- Financial measures
- Awareness raising campaigns, promotions and events
- Site design
- Smarter working

WHY ENCOURAGE MORE SUSTAINABLE TRAVEL?



Travel plans consist of a number of measures (things) that can be used to induce or lever in smarter travel choices. Different actions will be applicable to different degrees across various settings, such as businesses, residential areas, and leisure and tourism sites.

“Production facilities ... or hospitals ... clearly have different constraints from an office-based firm with an entrenched 9-5 style of work, even if they are in comparable geographic situations.”

(Essential Guide to Travel Planning, p21)

The **Menu of Measures** is divided into six documents, containing some of the smarter options employers can use to free up the road network and allow more sustainable travel choices for everyone.

However – ultimately – not upsetting anyone will not deliver many changes in travel choices. All types of initiatives are actively encouraged, including those not listed here - space is provided for your own inspiration and fresh ideas appropriate to the setting of your site.

+ MORE ABOUT Further advice about **carrying out a site audit** and **monitoring the travel plan** is given in the Site Audit and Design Guidelines and in the Monitoring Guidance, respectively, available as part of the Manual for Travel Plans via www.moving Somerset forward.co.uk.