

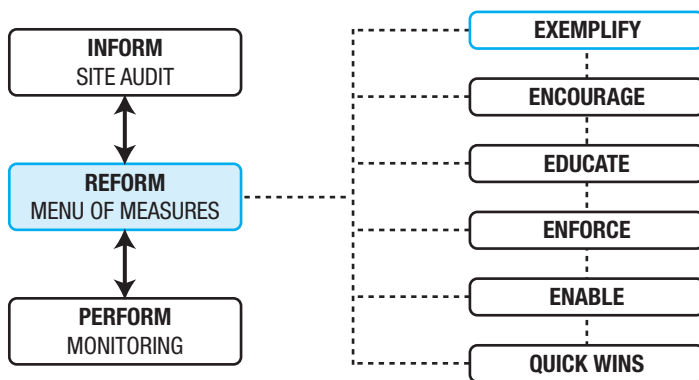
# EXEMPLIFY MANAGEMENT UNDERSTANDING AND SUPPORT

This section deals with setting a good corporate example when it comes to smarter travel choices.

## ADVICE

- Organisational framework for delivering a travel plan

## WHY EXEMPLIFY MORE SUSTAINABLE TRAVEL?



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.

Strong organisational support is an essential foundation stone in the delivery of your travel plan. A travel plan cannot be delivered without the support of the people in the organisation or those managing a new development.

A travel plan will require initial and ongoing financial support, in terms of staffing, the physical implementation of measures and continuing promotion of sustainable travel.

There should be management awareness of the rewards of a travel plan – such as financial savings and reductions in environmental liabilities such as CO<sub>2</sub> emissions.

Travel plans form a management framework to run alongside existing health and safety and environmental management systems, and employee welfare, site management, equal opportunities and Corporate Social Responsibility (CSR) policies. The travel plan should change the culture of your organisation – and be given the same everyday importance as other standards of employment such as job responsibilities, dress code, and behaviour at work.

**+ MORE ABOUT** Further advice on the **rewards** of a travel plan is given in the Monitoring Guidance, available as part of the Manual for Travel Plans via [www.movingsomersetforward.co.uk](http://www.movingsomersetforward.co.uk).