



MANUAL FOR TRAVEL PLANS
MENU OF MEASURES

REFORM THE WAY YOU TRAVEL, WORK AND LIVE

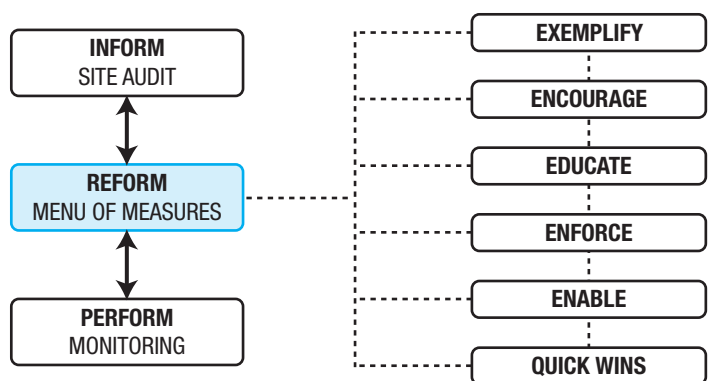
MENU OF MEASURES

The Menu of Measures suggests ways to make a mix of travel options more realistic choices for people living and working in Somerset.

CONTENTS

- EXEMPLIFY:** Management understanding and support
- ENCOURAGE:** Incentives, site design and smarter working
- EDUCATE:** Providing practical information about travel choices
- ENFORCE:** Parking for all modes of travel and local policy links
- ENABLE:** Transport services including deliveries

WHY REFORM THE WAY WE TRAVEL, WORK AND LIVE?



The **Manual for Travel Plans** is divided into three documents. The **Menu of Measures** contains some of the smarter options employers can use to free up the road network and allow more sustainable travel choices for everyone.



The UK's Sustainable Development Strategy sets out the case for making changes to the way we travel for the benefit of business and individuals.

Travel plans support sustainable development principles, but the range of choices to bring about these rewards can be perplexing. The Menu of Measures sets a structure for achieving more efficient commuting and business travel. This part of the Manual for Travel Plans – the Menu of Measures – contains some of the smarter options that employers can use to free up the road network and allow everyone to make more sustainable travel choices.

Different organisations and sites will have different needs and opportunities. The Menu of Measures recognises this. It provides you with advice according to the stimulus behind reforming your travel plans, and the resources you have available. Some measures are quick and easy, whilst others are more in-depth.

If you have evidence for what needs doing and what people think about travel and the choices they currently make, you can use this document to develop the solutions to the travel challenges you face. Travel plans can be designed to offer you an holistic range of advantages over your business competitors. To do this successfully, the travel plan will need to address the following:

EXEMPLIFY:

- Organisational framework for delivering a travel plan

ENCOURAGE:

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

EDUCATE:

- Web and paper based information on travel
- Signage
- Training a competent traveller

ENFORCE:

- Parking for cyclists
- Providing seating and resting places for walkers, cyclists and public transport users
- Motorcycle parking
- Providing parking for motor cars
- Making links to local policies

ENABLE:

- Transport services including deliveries
- Making improvements in response to a site audit
- Providing shared equipment for individual travel
- Management of freight and deliveries