



# How do we put our Travel Plan into a suitable document?

A Travel Plan is not just a folder of printed pages or a computer file, and simply producing a document will not achieve anything on its own. Whilst the document that encapsulates your Travel Plan is what many people refer to as the 'Travel Plan', the document itself is not the plan. The most important part of any Travel Plan is actually 'doing' what's written down, not just creating a long report or file!

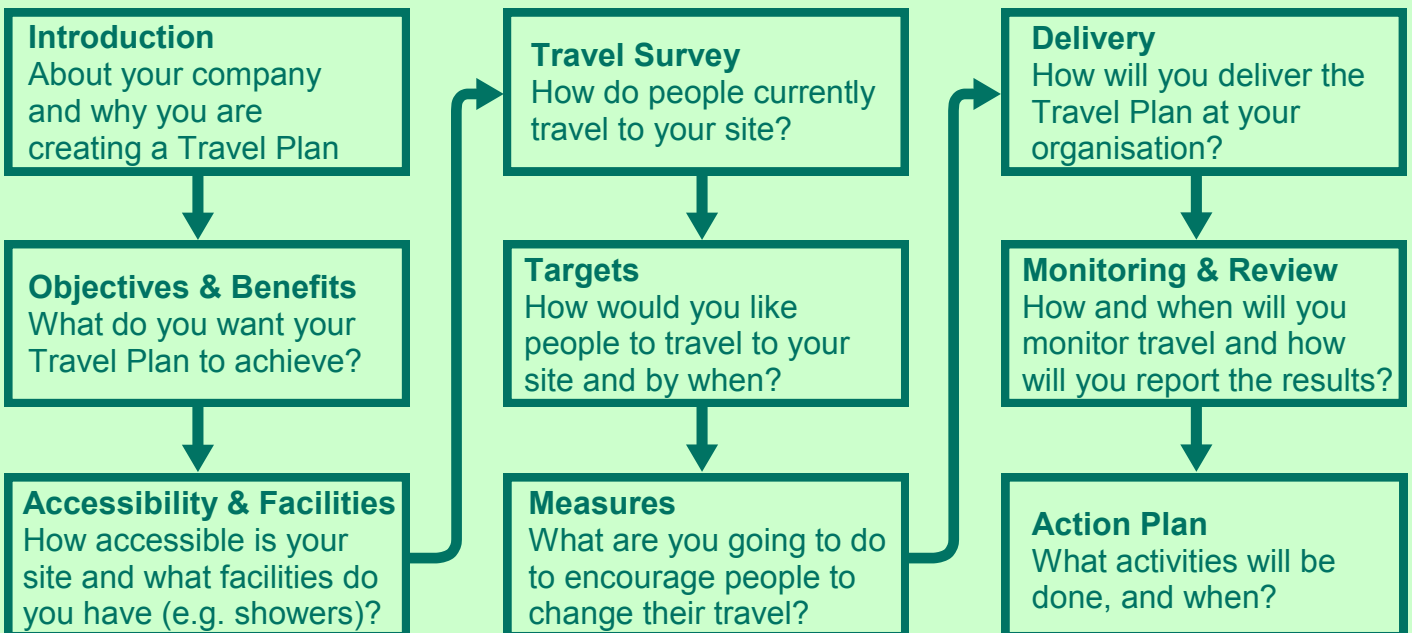
The Travel Plan document needs to contain information relevant to your plan but shouldn't be a long report-style document. It should be eye catching, positive and phrased in a tone that your company would use in other promotional material.

Producing a Travel Plan in a style that reflects your company's image will make it more individual than simply writing a long report.



## Sections needed in your Travel Plan.....

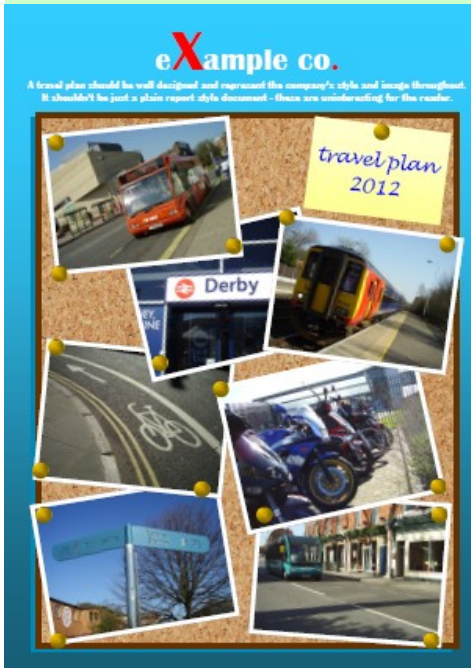
Your plan should be split into well thought out sections to make finding information easy. It should be laid out in a logical order that tells a story to the reader:





## Laying out your Travel Plan.....

Travel Plans that are written in a long, report style manner aren't very interesting to look at and often contain lots of irrelevant information. A plan that is written in a more informal, to-the-point style and includes photos and graphics such as maps will be more individual, and more interesting for the reader. Try using a style and language that reflect your company's own image as this way the reader will get a better idea about how your company works and therefore how a Travel Plan will fit in with this. It can be laid out in a similar way to how you would normally release information to customers, or you can come up with a whole new style for it.



The contents of the document are far more important than the layout and there is a Framework Travel Plan (Appendix 2) in this toolkit that runs through what should be included in more detail.

A Travel Plan should become a document that your company wants to publish both to employees *and* to the public. A good Travel Plan is something to be proud of and shouldn't be hidden away so nobody can find it.

If your Travel Plan has lots of colour, images and exciting measures included in it, then it becomes a document that you will want people to read.

Your Travel Plan needs to shout...

***“Have a look at all the great things we are doing to make your journey easier!”***

## It's your Travel Plan.....

...so make sure that it reflects your company and that you put the information that *you* will need into it.

It is a 'living document' which means that you can add, remove or change things at any time. Just remember to record version numbers so old information does not get deleted and lost. For big changes, it's always a good idea to forward the new version to the Council.

The most important things are that your measures are carried out effectively, and that the file is kept up-to-date and isn't just put on a shelf somewhere!

