

Sustainable Travel & Transport Framework

1. PURPOSE

Lil Creative Studio recognises that travel is sometimes necessary to build relationships, collaborate effectively and deliver meaningful work.

As a rural studio, we recognise the challenges of limited public transport access and the role that private vehicles often play in enabling people and businesses to operate.

This framework sets out how we approach travel decisions, with the aim of reducing unnecessary journeys, considering environmental impact and choosing lower-impact options where practical.

2. OUR APPROACH

Our approach is based on three principles:

Avoid unnecessary travel

We consider whether a journey is genuinely needed or whether digital collaboration can achieve the same outcome.

Choose lower-impact options where practical

Where travel is required, we consider alternatives and prioritise options that reduce environmental impact.

Balance impact with practical delivery

We recognise that accessibility, rural locations, time, cost and project requirements all influence travel decisions.

Sustainable travel does not mean avoiding all travel. It means making informed choices.

3. REDUCING UNNECESSARY TRAVEL

We actively reduce travel through:

- Online meetings and digital collaboration.
- Shared project management systems.
- Remote presentations and workshops where appropriate.
- Digital proofing and feedback processes.
- Distributed working with freelancers and collaborators.

Before arranging travel, we consider:

- Is this meeting necessary in person?
- Could the same outcome be achieved remotely?
- Does being together create meaningful additional value?

4. LOCAL TRAVEL

Lil Creative Studio operates in a rural location where public transport options are limited.

We recognise that car travel is often the most practical option for:

- Reaching clients.
- Attending networking events.
- Visiting suppliers.
- Transporting materials or equipment.
- Accessing locations not served by reliable public transport.

Where car travel is required, we aim to:

- Combine journeys where possible.
- Avoid unnecessary repeat trips.
- Plan routes efficiently.
- Choose appropriate vehicles and driving practices.
- Consider remote alternatives first.

5. LONGER-DISTANCE TRAVEL

For travel further afield, we prioritise lower-impact options where practical.

This includes:

- Considering rail travel before car travel.
- Using public transport where available.
- Combining meetings or activities into fewer journeys
- Considering whether remote participation is suitable.

Where public transport is not practical due to location, accessibility, timing or project requirements, alternative options will be considered.

6. INTERNATIONAL TRAVEL

International travel is considered carefully.

We recognise that flights have a significant environmental impact and therefore:

- International travel is only undertaken where there is a clear business purpose.
- Remote participation is considered wherever possible.
- Multiple activities are combined where travel is required.
- Lower-impact transport options are considered where practical.

International travel may be appropriate where it supports important relationships, collaboration, learning or delivery that cannot reasonably be achieved remotely.

7. CLIENT AND PROJECT TRAVEL

When considering project-related travel, we consider:

- The value created through meeting in person.
- The environmental impact of travel.
- Whether remote alternatives are suitable.
- Whether travel costs are proportionate and agreed with the client.

Travel requirements should be discussed openly with clients and collaborators.

8. TRAVEL EXPENSES & FAIRNESS

Where travel is required as part of a project or agreed activity:

- Expectations around travel costs will be agreed in advance.
- Appropriate expenses will be discussed transparently.
- Decisions will consider fairness for both Lil Creative Studio and collaborators.

9. CONTINUOUS IMPROVEMENT

We recognise that travel decisions are influenced by location, infrastructure, availability and individual circumstances.

We aim to continue improving by:

- Reducing unnecessary journeys.
- Improving digital collaboration.
- Increasing use of lower-impact travel options where practical.
- Considering vehicle efficiency and lower-emission options as circumstances allow.
- Reviewing new technologies and transport options as they become more accessible.

10. COMMITMENT

We believe responsible travel is about making better choices, not perfect choices.

By reducing unnecessary journeys, using digital collaboration effectively and considering lower-impact options where practical, we aim to balance meaningful connection with our commitment to people and planet.

REVIEW

This framework will be reviewed periodically and may be updated to reflect changes in legislation, best practice, organisational priorities or the way Lil Creative Studio operates.

Last reviewed: September 2026