



Essex County Council's Sustainable Modes of Travel Strategy

(Covering Workplaces, Residential Developments and Schools including Further Education Establishments)



Essex County Council

Foreword

There is now a consistent policy shift to encourage more efficient use of the car, and to reduce its impact on congestion, the environment and the economy. Provision of travel choice is key to securing easy access to jobs, health and education.

The reason for the Strategy is to implement the provisions of the Education and Inspections Act (2006) and conform with the Home to School Travel and Transport Policy, implemented in September 2015. This Strategy not only focusses on school travel but is a much broader documentation of sustainable travel planning activities, showcasing other initiatives and actions which are taking place across Essex.

The measures detailed in Essex County Council's (ECC) Sustainable Modes of Travel Strategy (SMoTS) outline the steps the authority is taking to enable accessibility for all to places of employment and education, including other neighbourhood services such as retail, leisure and health services; with the associated health, social and economic benefits to them and their communities.

A key way to give residents a real choice is by way of a 'travel plan tool' which is being continually developed to enable travel choice to be made easier for the people of Essex.

The adoption of this Strategy provides the framework for the Council and its partners to coordinate the provision of services and infrastructure to achieve its objectives

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2.0 Introduction and Overview

The issue of sustainable travel is growing in significance at a national, regional and local level. There has been a constant increase in the importance and weight given to projects and schemes designed to reduce dependence on the private car, and to promote alternative modes of travel.

Essex is a place of opportunity. It is a big place and growing... with a population of 1.4 million, more than 650,000 people employed in jobs across the County, 72,000 businesses, over 550 state schools (totalling 208,641 pupils) and 9.3 billion vehicle kilometres travelled (2016). To add to this, Essex is set to see up to 180,000 new homes built by 2033.

Therefore, good easy access to a high quality and efficient transport network is essential to support new development and ensure that it is sustainable. The County Council can no longer adopt a predict and provide approach to private transport and there needs to be a definitive shift to more sustainable modes. Consequently, a re-focus on sustainable travel to make better use of what is already available and the use of more longer-term strategies to encourage a real change in behaviour is needed.

The National Planning Policy Framework (NPPF) 2018 states that ‘achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways:

- a) **an economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the

right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

- b) **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and
- c) **an environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.’

Local Planning Authorities are required to prepare a Local Plan in accordance with the NPPF. ‘The development plan must include strategic policies to address each local planning authority’s priorities for the development and use of land in its area. These strategic policies can be produced in different ways, depending on the issues and opportunities facing each area. They can be contained in:

- a) Joint or individual local plans, produced by authorities working together or independently (and which may also contain non-strategic policies); and/or
- b) a spatial development strategy produced by an elected Mayor or combined authority, where plan-making powers have been conferred.

Policies to address non-strategic matters should be included in local plans that contain both strategic and non-strategic policies, and/or in local or neighbourhood plans that contain just non-strategic policies. The development plan for an area comprises the combination of strategic and non-strategic policies which are in force at a particular time.’

‘So that sustainable development is pursued in a positive way, at the heart of the Framework is a **presumption in favour of sustainable development**’ (paragraph 11).

ECC understands the importance of working with partners to help promote sustainable travel and deliver initiatives; whilst ensuring that the County remains economically competitive and successful. ECC is committed to working with residents, employers, developers, schools, transportation operators and public health professionals, with much being done across the Council and partners to tackle these issues, through a range of initiatives and schemes which are outlined in this strategy.

3.0 Aim, Vision and Objectives

3.1 Overarching Aim and Vision

The SMoTS sets out how ECC aims to effectively target and adopt different methods of successfully encouraging modal shift, by giving the people of Essex a better choice when it comes to travelling in and around the county; as well as trying to alleviate some of the strain on the highway network. The strategy also aims to facilitate the associated environmental, social and health benefits of better managed congestion.

Mission Statement: The aim of the Sustainable Modes of Travel Strategy is to reduce the number of private motor vehicles using the highway network during peak travel times. The key objective is to demonstrate the different methods used by ECC and partners to facilitate the increased use of more active and sustainable travel modes available to businesses, residents and schools within Essex; to meet the overarching aim of better managed congestion.

The private car will continue to be a major mode of transport. However, growth in car travel and traffic needs to be managed to reduce congestion, improve air quality and promote a high quality of life and economic growth. Car travel demand can be more carefully managed in urban areas using alternatives and new technologies. Combining demand management of car traffic with improvements to sustainable alternatives and improved street design can greatly benefit the local community, businesses and the environment. For example, with the introduction and expansion of Park and Ride facilities on the outskirts of major conurbations such as Colchester and Chelmsford.

Active modes such as walking, and cycling are a high priority, being an essential and highly sustainable means of transport, which also support a healthy lifestyle. Public Rights of Way (PRoW) have an important role as key links into the transport network. They provide access to essential services, offering opportunities to integrate and improve pedestrian networks and facilities within highway projects to promote walking, including to bus and rail stations. PRoW must be well maintained and easy to use by walkers, cyclists and equestrians. To encourage walking and cycling, Councils can make improvements to the network to remove barriers to pedestrians and cyclists and enhance the environment to provide people-friendly streets which give priority to sustainable modes of transport. Priority, safety and convenience should be ensured at the design stage of any road schemes and all users should be considered. Paragraph 91 of the National Planning Policy Framework (NPPF) 2018 gives healthy lifestyles higher prominence in plan making, with the overall aim to achieve healthy, inclusive and safe places.

ECC recognises the importance of working with partners to promote and deliver initiatives, particularly when monitoring specific activities to identify their effectiveness. Any targets set, must be appropriate for what each initiative is trying to achieve and would need to be measured geographically rather than county-wide.

3.2 Objectives

This Strategy covers a wide range of activities, with their key objectives outlined below:

- Allow and enable residents to make an informed choice about how they travel for work, school and leisure;
- To help shape future planned growth and development in Local Plans with a range of sustainable travel choices for the movement of goods or people;
- Help to improve the health, welfare and safety of all Essex residents by encouraging an active lifestyle through increased walking and cycling;
- Better management of congestion during peak travel times;
- Improve the environment by introducing high quality choices thereby reducing the need to travel by car and potentially reducing CO2 and other emissions;
- Promote and support the development and enablement of a range of travel alternatives being used to access employment, health and education;
- To consolidate and build on existing Travel Plans developed within the County;
- Contribute to meeting the County Council's performance indicator targets that relate to the delivery of transport services.

4.0 Local Policy Context

4.1 [Cycling and Walking Investment Strategy \(DfT\)](#)

This Strategy aims to create a walking and cycling nation; with a long-term goal (up to 2040) that walking, and cycling become a normal part of everyday life, and the natural choice for shorter journeys such as the commute to school, college, and work or leisure trips.

4.2 [Education and Inspections Act 2006 \(DfE\)](#)

The Act requires local authorities to promote sustainable travel and to support choice and flexibility of educational provision. It also extends the right to free transport for children living in lower income households.

4.3 [National Planning Policy Framework \(NPPF\)](#)

The National Planning Policy Framework (NPPF) sets out the Government's approach to the location and design of developments to ensure that plans protect and explore opportunities for the use of sustainable transport modes for the movement of goods or people. A core planning principle of the NPPF is to actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.

The framework promotes the hierarchy of preferred modes of transport, from walking and cycling, public transport, car sharing, the use of electric vehicles and finally to single occupancy car use, as the last option.

4.4 [Public Health and NICE Guidelines](#)

[Promoting physical activity for children and young people, NICE Guidelines \[PH17\] January 2009](#)

Provides guidance on promoting physical activity among children and young people, including parents and carers, with a series of recommendations.

[Public Health Guideline PH41 Physical Activity: Walking and Cycling](#)

Sets out how people are encouraged to increase the amount they walk or cycle for travel and/or recreation purposes.

[NICE Guidelines NG13 Workplace Health: Management Practices](#)

Examples of how to improve the health and wellbeing of employees, placing it at the core of the organisation.

[Working Together to Promote Active Travel - \(Public Health England\) - May 2016](#)

Looks at the impact of current transport systems and sets out the many benefits of increasing physical activity through active travel.

5.0 Local Policy Context

5.1 Air Quality Management Areas (AQMA)

The 12 Essex district councils and the 2 unitary authorities (Southend-on-Sea Borough Council and Thurrock Council) monitor air quality and together with ECC form the Essex Air Consortium (EAC). The EAC acts as an opportunity for authorities to work together, share information and discuss wider pollution issues; meeting 4 times per annum. When measured air quality levels exceed government (DEFRA) guidelines an air quality action plan is prepared by the District in liaison with ECC, with the poor air quality generally, but not exclusively, being caused by traffic emissions. These action plans are sent to DEFRA and once approved detail those actions and measures authorities should take, be that through traffic management to planning.

Currently there are 10 sites across the county with declared AQMAs due to traffic emissions at the following locations. The most recent readings as set out below are annual mean NO₂ from 2017. These results have been bias adjusted and were part of the Defra approved Annual Status Reports.

Brentwood

- Parts of Brook Street, and the A12 – 35.75 µg/m³
- Parts of Warescot Road, Hurstwood Avenue and Ongar Road, and the A12 – 39.52 µg/m³
- Wilsons Corner (the junction of the A128 and A1203) – 38.77 µg/m³

Chelmsford

- Army and Navy Roundabout – 40.58 µg/m³
- A414 Maldon Road, Danbury – 47.31 µg/m³

Colchester

- Central Corridors – 48.55 µg/m³
- East Street and Ipswich Road – 38.43 µg/m³
- Lucy Lane North, Stanway – 46.08 µg/m³

Epping Forest

- Bell Common – 64.45 µg/m³

Rochford

- Rayleigh Town Centre – 36.21 µg/m³

Uttlesford

- Saffron Walden Town Centre – 35.27 µg/m³

There are also 2 air pollution hotspots on the A127 which relate to non-compliance with EU legislative limits. To address this, Rochford Council has worked with the Highway

Authority (ECC) and neighbouring Basildon Council to develop a Strategic Outline Case for an Air Quality Management Plan for the A127 and to submit this to Defra by 31 March 2019.

It should be noted that the monitoring locations are only representative of one spot and this may not be the worst concentration representative of exposure

5.2. [ECC Development Management Policies](#)

These policies reflect the balance between the need for new housing and employment opportunities, the regeneration and growth agenda, and protecting the transport network for the safe movement of people and goods and have the following aims:

- Protect and maintain a reliable and safe highway infrastructure
- Improve access to services in both rural and urban locations
- Offer where possible alternative travel options to the private car
- Support and enhance public transport provision
- Address the impact of commercial vehicles on the highway network and communities
- Support the aims and objectives of the County Council as the Highway Authority.

5.3 [ECC Organisational Strategy 2017-2021](#)

ECC's strategic aims and priorities for the period 2017-2021 are to:

- Enable inclusive economic growth
- Help people get the best start and age well
- Help create great places to grow up, live and work
- Transform the council to achieve more with less.

5.4 [Education Transport Policy](#)

This document sets out ECC's Home to School Transport Policy and describes how the Council fulfils its duties and exercises its discretionary powers as required under the Education Act 1996 and subsequent legislation.

ECC is required to provide transport to students with the statutory entitlement or who qualify for discretionary assistance as set out in this policy and who are resident within the administrative area of ECC.

5.5 [Essex Children and Young People's Strategic Plan 2016 onwards](#)

This Strategy aims to work in parallel with these three groups, setting the direction of travel for Children's Services across Essex.

5.6 [Essex Cycling Strategy 2016](#)

Recognising the importance of cycling, both to individuals and to the county, this strategy sets out the key elements of a long-term plan that will lead to a significant and sustained increase in cycling in Essex.

Infrastructure and coherent networks are key components of the Essex Cycling Strategy and draft Cycling Action Plans have been published for all District areas of Essex. ECC has identified £3m to be spent over the years 2018/19 to 2020/21.

5.6 Essex Design Guide (EDG)

The EDG is about creating distinctive places that people want to live; building Garden Communities and making sure that the infrastructure and facilities are in place at the right time.

It includes socio-economic themes such as Active Design, Ageing Population, Health and Wellbeing, Digital and Smart Technology and Garden Communities; alongside best practice design standards.

5.7 [Essex Developers' Guide to Infrastructure Contributions 2016](#)

The Guide fits with the overall aims of the NPPF by supporting sustainable development. By promoting a consistent and transparent approach, developers can be assured that they are making a fair contribution to the infrastructure needed to support growth, and residents can understand how development in their area makes a positive contribution to their community; thereby ensuring new development does not have a negative impact upon the quality of life in Essex.

The Developers' Guide provides guidance regarding how the environment around schools, on new developments, should be designed to disperse school run traffic and provide a safe pedestrian realm for pupils and parents to congregate at the beginning and end of the school day. It also strongly supports the inclusion of safe direct walking and cycling routes between new housing and local schools.

5.8 [Essex Healthy Schools Programme \(ongoing\)](#)

The Enhanced Healthy Schools Award is achieved by schools that have completed a significant amount of needs-led, outcome focussed work which builds on that achieved at foundation stage. The awards reflect a snapshot of the hard work and impressive outcomes that these schools have achieved to improve the health and wellbeing of their students through a whole-school approach.

5.9 [Essex Joint Health and Wellbeing Strategy 2018-2022](#)

This strategy articulates a shared vision for health and well-being in Essex. It sets out the key countywide strategic priorities, which address four areas of focus:

- Improve mental health and wellbeing

- Address obesity, improve diet and increase physical activity
- Influence conditions and behaviours linked to health inequalities
- Enable and support people with long-term conditions and disabilities

5.10 [Essex Local Transport Plan \(LTP\) \(ongoing\)](#)

Sets out the vision for a transport system that supports sustainable economic growth and helps deliver the best quality of life for Essex residents. The LTP consists of a Transport Strategy setting out long-term goals with detail on how the outcomes will be achieved and is supported by mode specific plans and strategies, such as the Sustainable Modes of Travel Strategy and more locally specific implementation plans.

5.11 [Essex Walking Strategy \(Draft\)](#)

Walking is recognised as an important transport mode, hence the need for a refreshed Walking Strategy. Walking is now recognised as an important component of enabling enhanced mobility, as an inexpensive, convenient and natural choice for shorter journeys, and as a way of maintaining and improving general health.

The strategy will promote a vision of normalising walking as an everyday activity, getting from A to B, and enjoying the benefits of the Essex countryside and coastal areas. In addition to providing a framework to deliver the vision, the strategy will also provide a programme for planning walking networks with delivery partners and prioritising future investment.

5.12 [Essex Rights of Way Improvement Plan \(RoWIP\)](#)

The Essex Rights of Way Improvement Plan (RoWIP) is a statutory document that sets out the plan for improving the provision of access to the countryside through Rights of Way. The RoWIP is an assessment of the extent to which the existing network of local Rights of Way meet the present and likely future needs of the public. It also looks at the opportunities provided by local Rights of Way for all forms of open air recreation and employment, and the accessibility of local rights of way to blind or partially-sighted persons and others with mobility problems.

The RoWIP is the prime means by which ECC identify changes to be made, in respect of the management and improvements to the local rights of way network to meet the Government's aim of better provision for walkers, cyclists, equestrians and people with mobility problems.

5.13 [Essex and South Suffolk Community Rail Partnership Business Plan](#)

The Essex and South Suffolk Community Rail Partnership (ESSCRP) comprises of two County and one Borough Council, two District Councils and one City Council and the train operating company Greater Anglia, with the partnership formed in May 1998.

The aim of the ESSCRP is to achieve an increase in passenger use of the 6 branch lines: Southend Victoria, Crouch Valley, Mayflower, Sunshine Coast, Gainsborough and

Flitch; and to improve the economic, social and environmental welfare of these lines by delivering a programme of community led transport initiatives and regeneration projects.

5.14 [Getting around in Essex – A bus and passenger transport strategy](#)

Aims to deliver long term improvements to the passenger transport (bus, minibus, taxi and community transport) network in Essex, in line with the following eight proposals:

- Working in partnership
- Customer quality commitment
- Better, well used services
- Support for valuable, but not commercial, services
- Good customer information
- Tailored solutions
- Ticketing
- Focused local planning

And its sister paper, the Local Bus Priority Policy 2016 to 2020, sets out how ECC supports the local bus network across the county.

5.15 [Local Cycling and Walking Infrastructure Plans \(LCWIPs\)](#)

As set out in the Government's Cycling and Walking Investment Strategy, these are a new, strategic approach to identifying cycling and walking improvements required at the local level. ECC have been awarded technical support to assist in the production of LCWIP's from the DfT.

5.16 [Local Plans](#)

The Local Plan, prepared by Local Planning Authorities in consultation with the community and a range of statutory consultees including ECC, are non-strategic policies which should look ahead over a minimum 15-year period from adoption, (NPPF, paragraph 22), at the strategy and location for future sustainable growth and development.

Within Essex the 12 District/Borough/City councils are required to prepare these statutory development plans, in accordance with national policy, including the NPPF, and must be reviewed at least once every five years from the date of adoption; with reviews completed no later than five years from the adoption of the plan, and should take into account changing circumstances affecting the area, or any relevant changes in national policy.

The preparation of a Local Plan provides an opportunity for ECC to inform and promote wider travel choices within and between communities, alongside the national and local policy context.

5.17 Safer Essex Roads Partnership Strategy 2018/19

The aim of the Safer Essex Roads Partnership strategy is to reduce the number of people killed or seriously injured on the roads in Essex. Recorded road traffic casualties are used to indicate the progress of the strategy, while considering the external factors which also influence the number of casualties. This strategy is updated each year to reflect the priorities identified by analysis of the collision data. The 2018/19 plan is currently being delivered while work on the 2019/20 plan is underway.

6.0 The Strategy

This section describes the key Strategy Elements required for successful delivery of the objectives contained in 3.2 above. A key mechanism for these elements are Travel Plans. Travel Plans are long term management strategies providing a framework for managing transport issues and promoting travel choice. Developing and implementing a Travel Plan, which consist of a range of interventions to encourage and promote travel by alternative and more sustainable means, can help to reduce the use of the private car, which in turn helps to tackle localised congestion, and presents other health benefits too. ‘Travel Plans should, where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation’ (Planning Practice Guidance, paragraph 003).

The Local Plan strategies and policies can ensure that development is located to reduce the need to travel or development is of a scale that promotes sustainable transport that is accessible for all. The NPPF requires the transport system to be balanced in favour of sustainable transport modes while recognising that different policies and solutions will be necessary in different areas. Good accessibility and access to a high quality and efficient transport network is essential to support new development and ensure that it is sustainable, enabling the community to access their needs (eg employment, shopping, schools) easily and without always needing a car.

The Council manages the efficient movement of freight within the county by working with local businesses to promote and support the sustainable distribution of goods and encouraging a shift of freight, from road transport to rail transport.

This Strategy brings together existing initiatives and policies as outlined above to promote more sustainable travel patterns to places of employment, new housing developments, schools and colleges. These include specific projects being pursued by the ECC Sustainable Travel Planning Team (STPT), Community Rail Partnership (CRP), Safer Essex Roads Partnership (SERP), Eastern Region Travel Plan Forum (ERTPF), Colchester Travel Plan Club (CTPC), Public Health, Active Essex, local public transport operators and other organisations supporting sustainable travel initiatives, providing the framework to achieve more through a coordinated approach.

6.3 Strategy Elements (SE)

SE1 Workplace Travel Planning

A Workplace Travel Plan (WTP) is a long-term travel management strategy, using a package of practical measures designed to reduce single occupancy car use for journeys to and from work and for business travel.

Workplace Travel Planning Initiatives

1. **Consultations on Local Plans** – ECC STPT provide recommendations for Local Plans regarding the formulation of policies and their supporting text, which will feed into the design and location of development at the early stages; to ensure integrated sustainable transport options are secured from the outset.

2. **Recommendations for Planning Applications** – ECC STPT provide advice, support and guidance to developers and/or local employers on sustainable travel related matters.
3. **National Travel Plan Accreditation (ModeshiftSTARSfor)** – working alongside local businesses and employers with 50 or more staff members within Essex to develop Travel Plans that deliver measurable progression in achieving modal shift.



Travel Plans are reviewed, monitored and where applicable, accredited with a Bronze, Silver or Gold standard award. These awards reflect the business, or organisations efforts in the promotion and development of their Travel Plan, ensuring that it remains an “active” document.

Accreditation is based upon three levels of criteria:

- Employee engagement (measured by staff travel survey response rate)
- Number of Travel Plan Measures implemented (as identified by the Sustainable Travel Planning Officer and evidenced by the Travel Plan Co-ordinator)
- Level of mode share achieved, as demonstrated by staff survey.

The ECC STPT also offer consultancy services at competitive prices to organisations who would like support with car park management, combined with making alternative travel modes an attractive option for their employees.

4. **ECC Employee Travel Plan** – management and co-ordination of sustainable travel planning measures to employees within ECC including Cycle to Work Scheme, Interest Free Bike Loan Scheme, Rail Discount Scheme, Bus Discounts, Car Share Scheme(s) across hub offices and a Pool Bike Scheme.

Case Study – Battelle UK

Battelle is a global science and technology company. Their head office is based in the USA, with one of the UK offices in Chelmsford. In 2013 the company relocated from Ongar to brand new offices on the Chelmsford Business Park, 2.5 miles from the city centre.

A Travel Plan was prepared for the new building as part of their planning requirements, as part of this a range of infrastructure measures were put in place to support employees travelling sustainably, including secure cycle storage, shower facilities, lockers and car share spaces. The Travel Plan also included soft measures such as appointing a Travel Plan Coordinator, publicising public transport services, publicising walking and cycling routes, and promoting awareness days, including Cycle to Work day. Since occupying their building they have also organised Dr Bike events for staff and invested in their IT equipment enabling staff to work from home when necessary.

Battelle employees are asked to record how they travel to work each day on their timesheets. This ensures that there is 100% accuracy in capturing employees mode of travel daily and provides an excellent evidence base to calculate modal split. Since 2014 their drive alone rate has decreased from 78% to 69%, as displayed in the table below.

	Drive Alone	Car Share	Walk	Bike	Public Transport	Taxi
2014	77.75%	16.44%	3.51%	1.52%	0.58%	0.20%
2015	72.54%	15.03%	4.56%	6.20%	1.28%	0.40%
2016	76.5%	12.39%	4.30%	2.32%	3.59%	0.83%
2017	69.49%	16.15%	5.13%	0.64%	5.46%	1.19%



BATTELLE

Case Study – Broomfield Hospital (Mid Essex Hospital Services Trust)

Bus Travel

At Mid Essex Hospital Services NHS Trust they offer their staff a 50% discount on quarterly and annual season tickets for travel with First Bus. The Trust provides 25% of the funding with First matching the other 25%. A flexible 12 journey bus ticket has also been introduced to encourage shift workers to use the bus to travel to work. The Trust offers a 20% subsidy for this ticket. Since its introduction, the 12-journey ticket has been very successful. First Bus also visits the Trust on a weekly basis to sell tickets and offer advice on bus services. Recently the Trust also rolled out the introduction of the M-ticketing App that allows staff to purchase bus tickets via an App and still qualify for discounts.

The Trust also offers an interest free salary advance for their staff to purchase quarterly and annual bus tickets. These salary advances are now further promoted as one of the services offered through the Trust's Travel Centre – a centre for Trust staff to offer advice and assistance with individual travel planning choices.

Car Share

Broomfield Hospital has implemented a dedicated online Broomfield Hospital Liftshare Scheme which enables staff to easily register their journey and find other staff who are keen to share their commute to work. Employees registered on the scheme enjoy reserved parking in a dedicated car park and members of the scheme also qualify for a guaranteed ride home.

Cycle to Work Scheme

The Trust has launched a formal salary sacrifice Cycle to Work Scheme, working with one of the UK's leading providers of the scheme. A wide choice of bikes is available (with over 550 cycling brands) to staff through the scheme, meaning staff can build the perfect Cycle to Work package enabling them to have a healthy and more active lifestyle.

Staff can typically save either 32% (lower rate tax payers) or 42% (higher rate tax payers) through the Cycle to Work scheme. With the package costs recovered from gross pay via salary sacrifice, staff make savings through Tax and NI contributions.

Subsidised Park and Ride

In partnership with Essex County Council, the Trust offers a regular Park and Ride shuttle bus service from Chelmer Valley Park and Ride to Broomfield Hospital. A subsidy is offered to encourage staff to use the service rather than parking at the hospital. Subsidised rates are offered in line with car park charges.

Motorcycle Parking Units

The Trust introduced 10 secure motorcycle parking units at the front of the main hospital building. These units are for use by the public and staff on a first come first served basis. The units allow users to securely store their belongings inside the locker and secure the motorcycle on an alarmed lock. These units are available to use free of charge.

Case Study – Essex County Council

ECC is leading by example and has developed a Travel Plan for its own employees (in operation for approximately 15 years). The aim of the Travel Plan is to minimise the impact ECC employee travel has on the local transport network, and actively contribute to reducing CO₂ emissions in Essex.

ECC has over 7,000 employees with the aim of the Travel Plan to offer these employees a range of options to consider when commuting and for business travel. The ECC Employee Travel Plan includes measures for walking, cycling, bus and rail use (including Park and Ride), as well as car sharing.

Cycling – is promoted amongst employees by offering an interest free bike loan up to the value of £650, as well as a salary sacrifice scheme to assist with the purchase of a new bike and accessories tax free. The main County Hall building also offers safe and secure cycle storage on site, including shower and changing facilities.

Public Transport – to encourage bus and rail use, employees can benefit from a range of discounted tickets offered by the main operators; as well as flexible ticketing arrangements for part-time workers.

Car Sharing – plays a fundamental role in the Travel Plan. ECC have a branded car share scheme and website which offers a free online matching facility, alongside free parking to members of the scheme.

To ensure the County Council remains at the forefront of sustainable travel a package of activities have been developed which encompasses businesses, schools and residents in Essex.

These measures are supported by a suite of banners for each of the different travel modes as well as other publicity materials. The purpose of the branding is for residents, employees and schools to have a single recognisable brand for travel planning in Essex.

An Employee Travel Survey was undertaken in May 2018, with results showing that across all the major hub offices occupied by ECC employees throughout the county, 57.5% drive alone to their place of work. Other modal splits are:

9% walk, 7% use the bus, 7% car share, 6% use the Park and Ride, 6% travel by train and 3% walk. A breakdown of the full results can be found in **Appendix 1**.

SE2 Residential Travel Planning

As working from home becomes even more popular, alongside the roll out of Superfast Broadband; and in the interests of reducing the need to travel by car and promoting sustainable development and transport, Residential Travel Plans are required as part of new residential developments with 250 or more dwellings. This is in accordance with Development Management Policies DM9 - Accessibility and Transport Sustainability and DM10 - Travel Plans.

A Residential Travel Plan (RTP) is a working plan which includes a number of travel plan measures to ensure sustainable means of travel are available to residents.

Residential Travel Planning Initiatives

1. **Consultations on Local Plans** – ECC STPT provide recommendations on Local Plans regarding the formulation of policies and their supporting text, which will feed into the design and location of development at the early stages; to ensure integrated sustainable transport options are secured from the outset.
2. **Recommendations for Planning Applications** – ECC STPT provide advice, support and guidance to housing developers on sustainable travel related matters.
3. **Residential Travel Information Pack (prepared by ECC)** – production and distribution of a sustainable travel booklet to all dwellings on new residential developments, including the provision of bus/rail tickets for free travel (if required). An example of this pack can be found in **Appendix 2**.

Although this service is available from ECC, developers can also produce their own Travel Information Packs, following approval from ECC on the content and format of these, prior to distribution.

4. **ECC Residential Travel Plan Co-ordinator** – The role of the ECC Residential Travel Plan Co-ordinator has responsibility for developing and monitoring Residential Travel Plans for development sites of 250 or more dwellings, secured through the planning process and ensuring that the smarter choice agenda is followed. Responsible for promoting and monitoring alternatives to the private car through a menu of Travel Plan measures, working with housing developers and residents throughout Essex.

This person will assist the Residential Travel Plan Co-ordinator employed by the developer and/or transport consultant, to implement the Residential Travel Plan for their specific development site.

It should be noted that new residential developments, particularly the larger sites, can take between 5 and 10 years to build, before completion. It therefore takes a long time to establish travel patterns at the early stages of occupation of the development.

There are seven Garden Villages being proposed in emerging Local Plans in Essex. The ambition is for these communities to be based on the principles of the Garden Cities promoted by the Town and Country Planning Association (TCPA). These communities will be planned to favour active modes and rapid transit to create a distinctive and attractive public realm, with a reduced amount of land set aside for car-based infrastructure. A series of attractive, safe and accessible public and green spaces, with walking and cycling links between them creates the conditions by which a healthy new development can prosper. In turn this helps the achievement of the ambitious mode targets for all journeys within and to/from each Garden Community, namely active modes (40%), rapid transit (30%) and private car (30%).

Case Study – Dimensions, Parkway

In 2009 Swan New Homes submitted a planning application to build 76 residential dwellings at 112 Parkway, Chelmsford, also known as the ‘Dimensions’ development.

With the development located on the edge of Chelmsford City Centre, the developer was committed to encouraging the use of sustainable travel modes made by residents and visitors to and from the site from the outset.

Completed during the summer of 2012 and reaching full occupancy shortly afterwards, the development provides 63 off-street car parking spaces, 44 cycle parking spaces via an internal storage facility, a further 22 cycle spaces under shelter, and another 10 housed underneath a balcony area.

As part of the original planning consent a Travel Plan was prepared and secured through a Section 106 Agreement between Swan Housing Association Ltd, Chelmsford City Council and Essex County Council.

The Travel Plan included measures to encourage the use of sustainable modes such as walking, cycling, bus and rail, Park and Ride, and car sharing. The developer also appointed a Residential Travel Plan Co-ordinator for the site.

A baseline travel survey was undertaken in September 2013. Further travel surveys were conducted in years 1, 3 and 5 to record the travel behaviours of those living on site, with a biennial survey report being submitted to ECC for review. Over a five-year period from 2013 to 2017 the number of single occupancy vehicle trips dropped from 21% to 8%.

In addition to the fall in single occupancy vehicle trips, the development also saw an increase in sustainable alternatives, most noticeably walking which increased from 33% to 72% over the same period.

The outcomes achieved from this case study demonstrate the positive contributions that Travel Plans can have on residential developments if implemented and monitored correctly.



SE3 School Travel Planning

School Travel Patterns

Baseline data taken from the Annual School Census (PLASC) data in January 2011 represent figures from over 550 schools, including primary and secondary, in Essex.

This was the last time a summary of data for Essex was collated.

The tabulated figures found in **Appendix 3** show a breakdown of the results across the County by District and travel mode.

A School Travel Plan (STP) is an active document produced by the whole school community to identify and implement measures to enable all relevant parties to travel by their most suitable and sustainable modes, with associated benefits for the wider community. All schools are encouraged to develop their own Travel Plan and conduct a travel survey at least once per academic year.

A small selection of schools (mainly primary) have recently conducted their ‘hands up’ surveys (during 2017/18) providing the following results from around 6,400 pupils:

Walk	Cycle	Public Bus	Dedicated Bus	Park & Stride	Train / Tube	Car Share	Car	Scooting	Total
2,253	210	266	629	738	313	89	1,668	264	6,430
35%	3.3%	4.1%	9.8%	11.5%	4.9%	1.4%	25.9%	4.1%	

This data shows that walking is the highest mode, followed by trips made in the car. However, it is possible there would be more bus users if more secondary school data was available, with the proportion of scooting likely to decrease too.

There is no ECC policy for schools converting to academies, however central government does provide some [guidance](#) on this. Essentially this process takes place through the Department for Education.

Case Study – The Tyrrells Primary School

The Tyrrells Primary School is a large school, with a net capacity of 450 places in the Springfield area of Chelmsford. The school have been very engaged with sustainable travel over the years, recently updating their original 2008 Travel Plan to be relevant for 2017 and beyond. Their initiatives include installing ample parking for pupils who cycle and scoot to school, Dr Bike mechanics visiting the school, long term participation and success in Sustrans' Eco Race rewarding schools for active travel and lobbying local politicians to try and make the areas around the school safer for pupils, families, staff, visitors and neighbours.

These and other actions have resulted in the proportion of pupils walking to school increasing to 49%, with the proportion scooting increasing from 4% to 6% and the launch of a 'park-and-stride' initiative, with 12% of pupils now walking the last leg of their journey. These have helped contribute to an impressive reduction in the number of pupils being driven all the way to school, from 35% to 21%.



School Travel Planning Initiatives

1. **Consultations on Local Plans** – ECC STPT provide recommendations on Local Plans regarding the formulation of policies and their supporting text, which will feed into the design and location of development at the early stages; to ensure integrated sustainable transport options are secured from the outset.
2. **Recommendations for Planning Applications** – ECC STPT provide advice, support and guidance to developers and/or schools on sustainable travel related matters. A safety

audit should be completed if a scheme has an effect on the safety of any user of the highway and would be completed by a team of qualified road safety Engineers.

3. **Assessment of the travel and transport requirements of young people**

Travel data including mode, postcode, barriers and pupil preference for individual schools is derived through the pupil surveys conducted by the teaching staff when each school completes the first stage of their School Travel Plan.

The survey data is then used to establish the existing modal split and demand for transport amongst pupils; alongside consultation with key stakeholders within the school community, for example, pupils, parents, staff and governors.

4. The Council also has a [Travel Training team](#) which focuses upon assisting young people with special educational needs (SEN) to be able to travel independently and develop skills for life.

5. **Audit of Sustainable Travel Infrastructure and Accessibility**

The audit of a schools sustainable travel infrastructure is a large-scale undertaking – Essex has over 550 schools and it is not practical to deal with all of them simultaneously.

Therefore, an audit of the sustainable travel and transport infrastructure of one primary and one secondary school from each of the 12 districts in Essex has been conducted, comprising 24 schools in total. This identified the travel modes that may be used when travelling to and from pupils' home location, or between schools/institutions within Essex.

Two Maps have been produced used the Geographical Information System (GIS) for each of these schools, within Essex, to encourage sustainable travel. The maps show relevant infrastructure, information and services to schools, including the wider catchment areas such as student postcode distribution.

Audits were conducted as a desktop exercise and consisted of a:

- Review of onsite infrastructure and layout
- Review of the surrounding transport network between the school and pupils' home locations

The data provided can be integrated into the School Travel Plan to complement the overview of their on-site transport facilities. Schools can then analyse and assess how accessible their site is for pupils from their home locations. A full breakdown of the various elements of the audit and what is contained within each map can be found in **Appendix 4.**

SE4 Externally Funded Projects



Essex County Council are participating in several externally funded projects alongside various councils and other partners. One example of this is the [Low Carbon Across the South East \(LoCASE\)](#) project alongside Kent County Council and Thurrock Council, which runs until June 2019.



This is a European Union (EU) funded project set up to help businesses tackle and adapt to climate change. The Sustainable Travel Planning Team have been supporting Small to Medium Enterprise's (SME) throughout Essex to implement Travel Plans for staff and visitors, helping them reduce their reliance on single occupancy cars and encouraging people to use different modes of transport.

Case Study – South Essex Active Travel (SEAT)

SEAT is a three-year Department for Transport funded project, working with Southend-on-Sea Borough Council and Thurrock Council; which aims to boost active travel and improve access to jobs, learning and skills in south Essex. Working closely with partners, the SEAT team will be engaging thousands of people across south Essex between now and March 2020, connecting them with employment, education and training opportunities available in the area.

The project uses targeted travel engagement activities with jobseekers, young people, newly recruited employees, students, lower socio-economic communities and volunteers so they can use active travel to get to work, training and educational opportunities and fully contribute to the local economy.



The Project Delivery Team is made up of three workstreams:

1. Travel Interventions (Walking & Cycling)
2. Targeted Travel Engagement
3. Communications, Branding and Behaviour Change (ForwardMotion)

Some highlights from the project so far include:

- 721 employees engaged through events in workplaces
- 265 students engaged through events at fresher's fairs
- 39 adults have received cycle training.

Testimonial: "When I booked my 2-hour lesson I was a total novice and couldn't ride a bicycle. I read an advert in my daughter's school newsletter offering adult cycling classes. I simply phoned the number and was told to register online which with my limited IT skills was incredibly simple. I received a phone call within 24 hours and booked my 2-hour session with Michelle. Michelle began the lesson with basic checks of the bike and of course safety checks. The lesson was so logical and fun. We began by using the bike as a balance bike, then scooter and then finally pedalling with both feet which I really didn't expect. Now at the age of nearly 48 I can hire a bike when on holiday and will purchase a bike to cycle for pleasure and exercise.

I'd recommend the cycle classes to everyone, regardless of age and ability".

Targeting six local Growth Areas, the programme will increase active travel by tailoring packages of advice, support and promotion to each of these groups – enhancing their access to the 12,100 new jobs and 10,500 education and training opportunities available in south Essex over three years.



- Intu Lakeside
- London Gateway
- The Port of Tilbury
- London Southend Airport and Business Park
- Southend Central Area
- Basildon Town Centre and Enterprise Park.

The Year 1 Evaluation and Monitoring Report has shown that since engaging with SEAT and receiving a sustainable travel intervention more people were cycling, using the train and car sharing. In numerical terms this equates to a 7% increase in travel by sustainable modes.

Figure 1: Percentage mode share before SEAT interventions

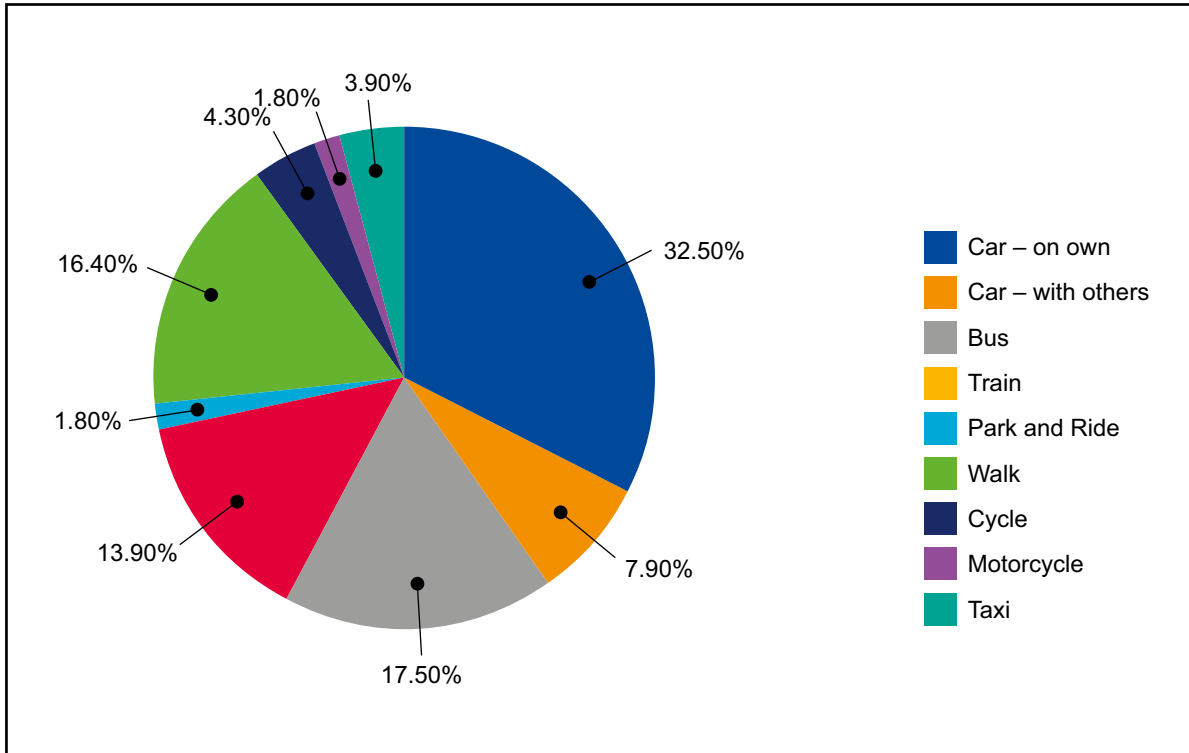
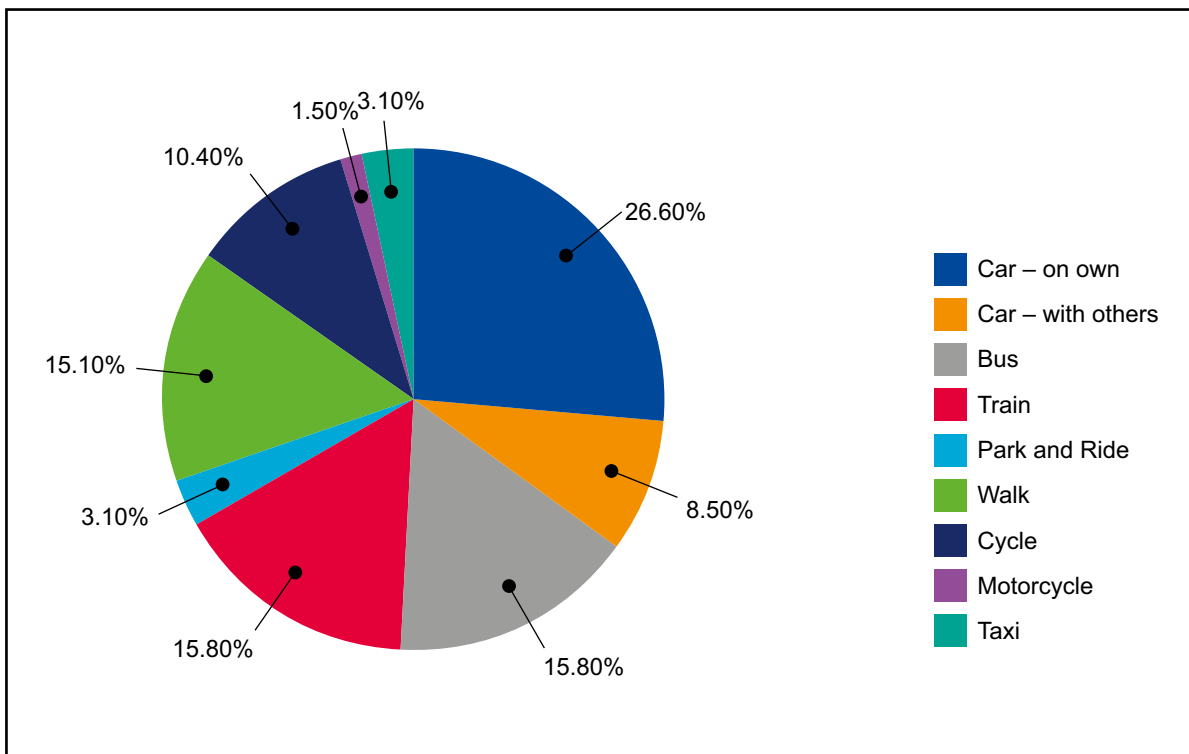


Figure 2: Percentage mode share after SEAT interventions



Electric Vehicle Charging Points

To contribute towards the reduction of transport related emissions, electric vehicle charging points are available at several workplaces and community spaces across Essex. There are over 60 publicly accessible ChargePoint locations in Essex (excluding Southend and Thurrock) with around one hundred devices. Some of the locations include: the two Park and Ride sites in Chelmsford, Visteon Engineering Services Ltd (Chelmsford), Anglia Ruskin University (Chelmsford), Colchester Football Stadium, University of Essex (Colchester), Braintree District Council, Maldon District Council offices, Bassett Service Station (Epping Forest), Harlow Town Station car park, Belfairs Woodland Centre (Leigh-on-Sea) and Lord Butler Leisure Centre (Saffron Walden).

Paragraph 110e of the NPPF states that, ‘applications for development should be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations’.

Case Study – cross-council approach to providing chargepoints

In July 2013, the Council received £250,000 of funding from the Department for Transport (DfT) and Office for Low Emission Vehicles (OLEV) to install rapid chargepoints across Essex as part of the Charge Ahead Project within the European Union (EU) funded Sustainable Urban Mobility (SUM) Project. Working in partnership with Braintree and Colchester District Councils the project was completed by July 2014, resulting in three new rapid (50kW) chargepoints becoming available at Colchester Football Club in Colchester, George Yard car park in Braintree and Lord Butler Leisure Centre in Saffron Walden. Following completion of the project, ECC passed ownership of the assets on to the local councils.

[Government grants](#) are available to car dealerships and manufacturers to reduce the price of brand new electric and hybrid vehicles. Including up to a maximum of either £2,500 or £4,500 off the price of a car (depending on the model), and up to a maximum of £8,000 off the price of a van. The value of the grant will automatically be deducted from the price paid at the point of purchase.

The government also offers [grants](#) to support the wider use of electric and hybrid vehicles via the Office of Low Emission Vehicles (OLEV). Grant funding schemes are available for the installation of both home and workplace chargepoints.

Further details of additional charging points can be found at www.zap-map.com.

SE5 Marketing and Promotion

Regular marketing and advertising is extremely important to ensure there is an awareness of the Travel Plan. A strong campaign, delivered by the business, school or residents, promoting sustainable modes of travel, is essential to assisting employees, pupils and parents to choose which is the best way to travel to work and/or school; enabling them to do so in the most effective and sustainable way.

Channels through which to distribute this information can include the provision of leaflets, posters, a travel information board / company intranet and inviting local press to launches / travel awareness days etc. Other opportunities could be to promote through school literature, including websites, and newsletters, prospectuses and open evenings.

Resources available from ECC to assist businesses, schools and residential developments include:

- Advice and consultancy from Sustainable Travel Planning Officers, providing examples of best practice most suited to the business, school or developments location and demographics
- Smarter Travel for Essex Membership
- Access to various guidance documents and templates to assist in the preparation of a Travel Plan
- Support with promoting national campaigns such as Walking Month (May), Bike Week (June), Catch the Bus Week (July), and Car Free Day (September).
- Free registration and support to utilise the [Modeshift STARS system](#), a nationally-recognised School Travel Plan Accreditation platform. This enables schools to earn and progress through Bronze, Silver and Gold level awards. The full process is outlined in a factsheet available to all schools, found in **Appendix 5**.
- Modal-specific safety training, most commonly Bikeability, but also pedestrian safety education. Full details can be found in **Appendix 6**.
- Alignment with the national Healthy Schools programme, promoting active travel.

The initiatives, resources and advice outlined in the section above are available to all organisations in the County, who wish to participate in the projects. The STPT will work with individual businesses and/or schools that identify themselves as having accessibility issues, with resources concentrated on and prioritised for those establishments who wish to work in partnership with ECC.

Some of the resources will incur a charge for those organisations who wish to participate, the travelplanteam@essex.gov.uk can provide further details.

6.0 Strategy Monitoring and Review

The SMoTS on-going development and implementation is the responsibility of the ECC STPT. The team will maintain and update the Strategy on a biennial basis, report on progress and ensure that emerging issues and changing circumstances are reflected within the document. As part of this process, any views and comments from interested parties will be welcomed on a continuous basis throughout the life of the Strategy. This will help maintain its relevance in influencing other policies and decision-making and ensure it continues to evolve to meet emerging needs and requirements.

There are clearly other mechanisms used to monitor the effectiveness of the elements of this strategy, for example: Travel Plans for Workplace, Residential and Schools all have a dedicated monitoring programme contained within them, individual counts of people using cycle facilities and/or walking are also conducted by schools and workplaces, as well as monitoring the take-up of bus tickets for residential developments.

Review Publish date

Annual review to ensure the SMoTS is fit for purpose – Annually by the 31 August
A complete review to ensure data, interventions and case studies are up to date – Every 2 years.

7.0 Appendices

Appendix 1: Results from ECC Employee Travel Survey May 2018

Appendix 2: Extract from ECC Residential Travel Information Pack

Appendix 3: PLASC Data from 2011

Appendix 4: Breakdown of Audit elements contained within each map

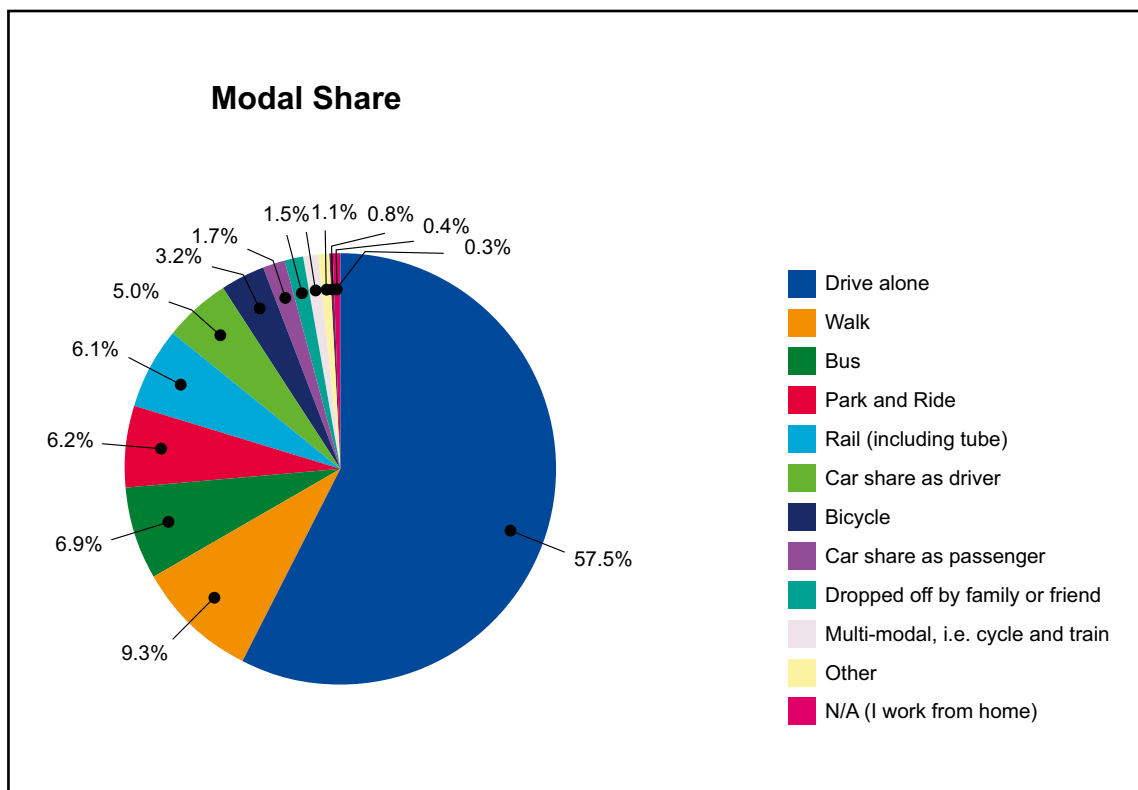
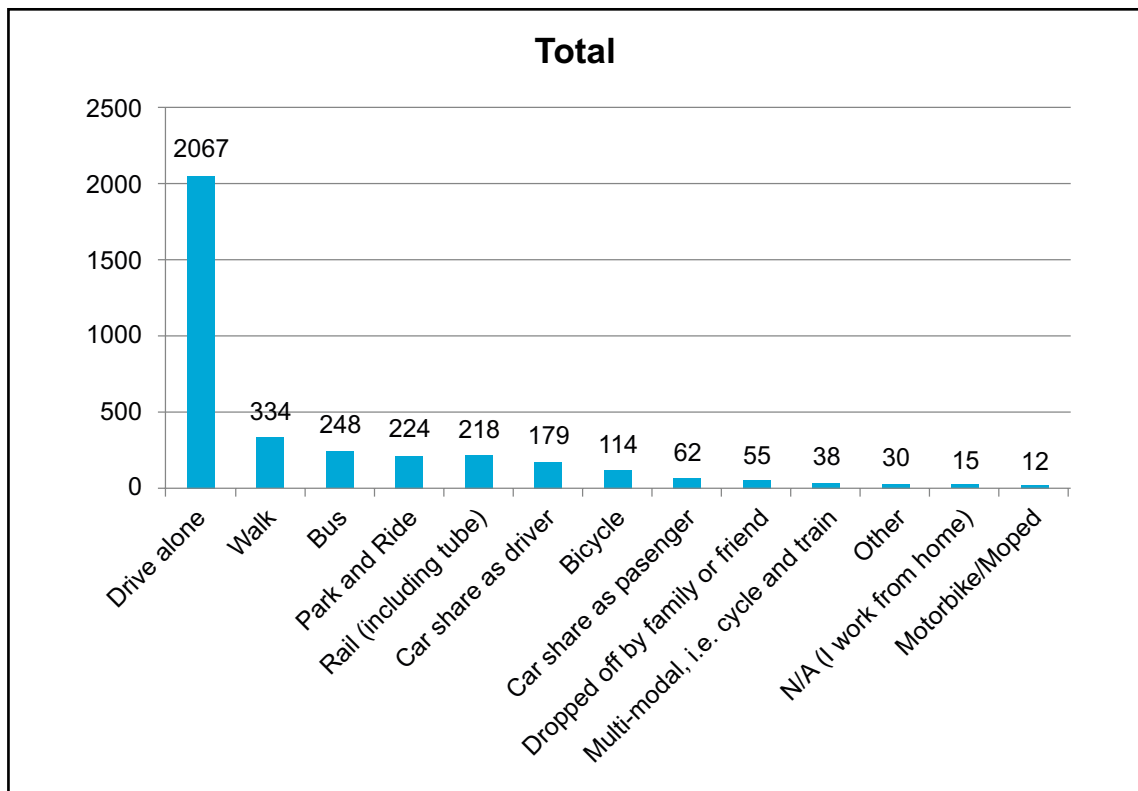
Appendix 5: School Travel Plan Accreditation Factsheet

Appendix 6: Bikeability Training Programmes in Essex

Appendix 1: Results from ECC Employee Travel Survey May 2018

ECC Staff Travel Survey 2018

All Sites Modal Method of Transport to and from Work



Appendix 2: Extract from ECC Residential Travel Information Pack

Use Your Feet and Take to the Street



Why walk?

For fun and fitness...

Walking gives you more energy, it can help you feel and sleep better, reduce your levels of stress, blood pressure and cholesterol, keep your heart strong and help manage your weight. Not only is it a great way to keep in shape, but it's the greenest form of transport and free.



Step up...

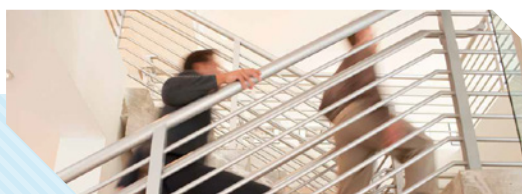
Walking more, whether it's for work or leisure, is an easy way of becoming more active without trying too hard. Setting yourself a target of **walking 10,000 steps a day** can be a fun way of increasing the amount of physical activity you do.

Tips for getting more steps into your life:

- Get off the bus early and walk the rest of the way
- Walk to the station instead of taking the car or bus
- Take the stairs instead of the lift
- Walk children to school
- Get fit with Fido – walk the dog



Check out the 10,000 steps challenge
<http://www.nhs.uk/Livewell/loseweight/Pages/10000stepschallenge.aspx>



4

Make a start | Travel smart

TravelColchester

Following a different path

Public rights of way...

Enjoy the footpaths, bridleways and byways that criss-cross Essex and travel, without using the roads, through stunning countryside.

For inspiration and to find public rights of way, check out the Essex County Council Interactive Map: www.essexhighways.org/Transport-and-Roads/Getting-Around/Public-Rights-of-Way/Interactive-map.aspx or purchase an Ordnance Survey map from bookshops and stationers.



Walk Colchester

"Walk Colchester" is a community-led project aimed at improving health and community engagement by encouraging walking.

Visit www.walkcolchester.org.uk for more information and advice.



Join in and step out

Fancy walking with others? Improving your fitness and mobility in a sociable atmosphere? Then Colchester Borough Council's health walks led by fully trained volunteer leaders could be for you. The walks are held on a regular fortnightly pattern on alternate Fridays and Sundays throughout the year.

Visit www.colchester.gov.uk/walkingforhealth for more information.



TravelColchester

Make a start | Travel smart

5

Appendix 3: PLASC Data from 2011

District	Public Transport	Public Transport %	Car/ taxi	Car/ taxi %	Walk	Walk %	Car share	Car share %	Other	Other %	Cycle	Cycle %	Total
Basildon	1739	7.39%	5322	22.62%	15404	65.47%	729	3.10%	77	0.33%	258	1.10%	23529
Braintree	2459	13.77%	4375	24.50%	10276	57.54%	430	2.41%	69	0.39%	249	1.39%	17858
Brentwood	3833	30.22%	3828	30.18%	4481	35.33%	368	2.90%	79	0.62%	93	0.73%	12682
Castle Point	1109	8.61%	3216	24.98%	7363	57.19%	498	3.87%	20	0.16%	669	5.20%	12875
Chelmsford	4374	17.49%	6509	26.02%	12630	50.50%	686	2.74%	41	0.16%	772	3.09%	25012
Colchester	3245	14.49%	5568	24.87%	12139	54.22%	472	2.11%	87	0.39%	877	3.92%	22388
Epping Forest	2352	17.28%	4626	33.98%	6025	44.26%	490	3.60%	82	0.60%	38	0.28%	13613
Harlow	577	4.74%	3535	29.05%	7396	60.78%	297	2.44%	3	0.02%	361	2.97%	12169
Maldon	1357	19.91%	1432	21.02%	3741	54.90%	201	2.95%	3	0.04%	80	1.17%	6814
Rochford	1472	13.99%	2565	24.37%	5982	56.84%	266	2.53%	19	0.18%	221	2.10%	10525
Tendring	2735	16.58%	5190	31.46%	7520	45.58%	657	3.98%	40	0.24%	355	2.15%	16497
Uttlesford	2897	27.96%	2687	25.93%	4591	44.31%	155	1.50%	1	0.01%	30	0.29%	10361
Total	28149	15.27%	48853	26.50%	97548	52.92%	5249	2.85%	521	0.28%	4003	2.17%	184323

Appendix 4: Breakdown of Audit elements contained within each map

Audit and Mapping Exercise for School Trips

An audit of the sustainable travel and transport infrastructure within the authority that may be used when travelling to and from pupils' home location, or between schools/institutions within Essex.

GIS Maps will be produced for schools, within Essex, to encourage sustainable travel. The maps show relevant infrastructure, information and services to schools.

The following may be contained within each school map produced:

- Pupil postcodes
- School location
- A 15 minute walking zone for primary schools
- A 25 minute walking zone for secondary schools
- No dropping off areas that are in place around the surrounding area of the school
- Cycle routes and Safer Routes to School routes
- Location of manned and vacant School Crossing Patrols used by pupils from that school
- Location of traffic calmed areas and crossings
- Location of accessible routes from the surrounding area within 2 miles

For secondary schools, the following additional information may be included:

- Relevant bus stop location, bus services, routes and details of local bus, stating whether it's a public bus service or a dedicated school bus

Other information included on all maps:

- Map copyright
- Make a Start, Travel Smart logo across the bottom of map about the benefits of sustainable travel.

Appendix 5: School Travel Plan Accreditation Factsheet

School Travel Plan Accreditation Scheme

Essex County Council's Sustainable Travel Planning Team is working with Head teachers from schools of all ages to assist with the development of a School Travel Plan. These have multiple aims, including decreasing traffic levels around schools, improving pupils' road safety, interlinking with Healthy Schools status and Bikeability, and helping everyone get to and from school actively, more alert and ready to learn.

To help develop a School Travel Plan, a new and free national accreditation scheme has recently been launched. Modeshift STARS has been established to recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. Schools can register on the scheme for free and will be granted access to an online system, guiding them through each element of a Travel Plan with user-friendly instructions.

Once registered on the system, there are three levels of accreditation that a school can achieve, with plaques awarded for each on a yearly basis to display within the school:



For schools that demonstrate a commitment to promoting sustainable transport by conducting an annual survey, identifying travel issues and solutions and delivering a range of travel initiatives.



For schools that achieve a reduction in car use on the journey to school, identifying the sustainable modes which most suit their needs and working towards improving or implementing facilities to support these.



For schools that have excelled with promoting sustainable travel and achieved a noticeable reduction in car use on the journey to school by fully embracing sustainable travel as the norm throughout the entire school community.

Essex County Council can provide support to schools throughout their Travel Plan process. One of our Sustainable Travel Planning Advisors will offer their expertise and assistance, completely free of charge.

From September 2015, schools can apply for a Bronze accreditation, with the sign-off process for approval conducted by ECC. Applications for Silver or Gold accreditations will need to be endorsed by ECC prior to a quality assurance exercise carried out by Modeshift.

Accreditations will be given on a termly basis. Each school, when successful, will receive a plaque for display to show their level of achievement.

Gold level schools will be put forward for the National STARS School Travel Awards. A national awards panel made up of experts in the field will decide upon the Regional and National Schools of the Year with the best schools in each region going forward to a national event with money-can't-buy prizes up for grabs.

A School Travel Plan is a relatively simple project which consists of three core sections;

1. A profile of the school, encompassing its size, location, pupil and staff population, and its existing facilities. This will include simple surveys (which ECC can assist with) on the travel habits and preferences of the pupils.
2. An analysis of the travel and transport issues affecting the school. A lot of this will become apparent from the surveys, but further investigation through consulting staff, parents, governors, other visitors to the school and the school council will add to the body of evidence.
3. Finally, based on the first two stages, an action plan should be devised, aimed at solving any problems that have been outlined and meeting the demands and needs of all those travelling to the school.

Once established, a School Travel Plan is a living document which can be adjusted and tweaked as and when circumstances at your school change. Repeating the surveys at the same time each year and collecting any new evidence enables you to measure progress and reassess how even more opportunities can be provided.

Some of the opportunities provided by a working School Travel Plan includes;

- Healthier and more active, alert pupils
- Decrease in congestion around the school
- Greater awareness of safety issues
- Opportunities for Bikeability cycle training
- Complementing Healthy Schools applications and reviews
- Participation in competitions such as Sustrans' Eco Race
- Cleaner air in and around the school
- Pupils' greater connection with their local environment.

Our Sustainable Travel Planning Officers can help you every step of the way, and are happy to share ideas that have worked well in other similar schools. We know that, like children, every school is different and so will encourage the school to own the Travel Plan, personalised to their needs.

We can also offer a number of free physical resources to encourage everyone to take part (depending on availability of products).

To get started, you can either register your school on the Modeshift STARS website (<https://modeshiftstars.org>) or contact us at travelplanteam@essex.gov.uk or 0333 013 9390.

Appendix 6: Bikeability Training Programmes in Essex

Bikeability Training Programmes in Essex

Bikeability is based on the government approved National Standards for Cycle Training, which teaches trainees the necessary skills to ride confidently on today's roads, and delivered for Essex County Council by the Safer Essex Roads Partnership (SERP).

It is a life-long skill that can be instilled at a young age or developed for the first time in adulthood, encouraging a healthy lifestyle, boosting confidence and developing independence.

There are three award levels for Bikeability, with a level to suit all abilities, from beginner to experienced commuter or rider:

- Level 1 teaches basic bike-handling skills in a controlled traffic-free environment
- Level 2 teaches trainees to cycle planned routes on minor roads, offering a real cycling experience
- Level 3 ensures trainees are able to manage a variety of traffic conditions and is delivered on busier roads with advanced features and layouts.

The government have pledged extra money to provide ten modules, the rest of which are made up of:

- Bikeability Plus of which SERP are delivering 4 (subject to grant confirmation)
- Bikeability Fix: providing basic training in bike mechanics
- Bikeability Transition: for children making the transition from primary to secondary school to support cycling to school
- Bikeability Ride: is a choice of led rides which are relatively short and focus on leisurely, pleasant and practical routes
- Bikeability Learn to Ride: sessions are for children or adults who are unable to cycle

Some of these courses are for specific ages.

For full information contact saferessexroads@essexhighways.org

8.0 References

- Developing a Workplace Travel Plan Strategy for Essex 2009
- Helping you create a Business Travel Plan 2016
- ECC Developers' Guide to Infrastructure Contributions 2016
- ECC Employee Travel Plan
- Development Management Policies 2015/16
- Vehicle Parking Standards 2016
- Transport Assessment Guidelines 2016
- DfE Home to School Travel and Transport Strategy Guidance 2014
- Essex Cycling Strategy 2016
- Matrix of Measures
- Workplace Travel Plan Framework and accompanying Guidance Notes
- Residential Travel Plan Framework and accompanying Guidance Notes
- School Travel Plan Framework and accompanying Guidance Notes
- Essex Public Rights of Way Improvement Plan
- Essex and South Suffolk Community Rail Partnership Business Plan
- Essex Design Guide 2018
- ModeshiftSTARSfor online portal

Sustainable Modes of Travel Strategy Glossary

AQMA	–	Air Quality Management Areas
CHUFT	–	Colchester General Hospital
DEFRA	–	Department for Environment, Food and Rural Affairs
DfE	–	Department for Education
EAC	–	Essex Air Consortium
ECC	–	Essex County Council
GIS	–	Geographical Information System
KSI	–	killed or seriously injured rate
LTP	–	Local Transport Plan
NICE	–	National Institute for Health and Care Excellence
NPPF	–	National Planning Policy Framework
PLASC	–	Pupil Level Annual School Census
RTP	–	Residential Travel Plan
RTPC	–	Residential Travel Plan Co-ordinator
SE	–	Strategy Elements
SERP	–	Safer Essex Roads Partnership
SMoTS	–	Sustainable Modes of Travel Strategy
STP	–	School Travel Plan
WTP	–	Workplace Travel Plan

This information is issued by:
Essex County Council
Sustainable Travel Planning Team

Contact us:
travelplanteam@essex.gov.uk
www.essex.gov.uk/departmentsustainabletravelplanning
0345 743 0430

Sustainable Travel Planning Team
Essex County Council
PO Box 11, County Hall,
Chelmsford, Essex, CM1 1QH

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formats, on request.

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