



Essex County Council Travel Plan Accreditation Scheme

Essex County Councils' Sustainable Travel Planning team is working with businesses to develop Travel Plans that deliver measurable progression in achieving modal shift.

Through the LOCASE (Low Carbon in South East) project the Sustainable Travel Planning team will help establishments that employ 50 staff or more to develop Voluntary Travel Plans.

As part of this programme, Travel Plan support and advice will be provided to businesses throughout the SELEP (South East Local Enterprise Partnership) area¹ - Travel Plans will be reviewed, monitored and where applicable, accredited with either a Bronze, Silver, Gold or Platinum standard award. These awards will reflect the business, or organisations efforts in the promotion and development of their Travel Plan, ensuring that it remains an "active" document.

Accreditation will be based upon the following criteria, however it should be noted that: All new engagements entering the programme will be awarded with a Bronze level accreditation for the first year. This is because they will not have been set any targets prior to entry into the scheme and the results from their first travel survey will form their baseline data for the next year's targets.

Bronze Standard

Staff travel survey response rate of 14-50% (refer to Survey Response Rate Threshold Graph).

10 -15 Travel Plan measures adopted from the Travel Plan Matrix, as identified by your Sustainable Travel Planning Advisor.²

1 Travel Plan target achieved and evidenced by staff survey or registration data (i.e. car share database or snap shot survey).

Silver Standard

Staff travel survey response rate of 18-60% (refer to Survey Response Rate Threshold Graph).

16-29 Travel Plan measures adopted from the Travel Plan Matrix, as identified by your Sustainable Travel Planning Advisor.²

2 Travel Plan targets achieved and evidenced by staff survey or registration data (i.e. car share database or snap shot survey).

Gold Standard

Staff travel survey response rate of 30 -75% (refer to Survey Response Rate Threshold Graph).

30-45 Travel Plan measures adopted from the Travel Plan Matrix, as identified by your Sustainable Travel Planning Advisor.²

3 Travel Plan targets achieved and evidenced by staff survey or registration data (i.e. car share database or snap shot survey).

Platinum Standard

Staff travel survey response rate of 35-95% (refer to Survey Response Rate Threshold Graph).

45 or more Travel Plan measures adopted from the Travel Plan Matrix, as identified by your Sustainable Travel Planning Advisor.²

4 or more Travel Plan targets achieved and evidenced by staff survey or registration data (i.e. car share database or snap shot survey).

Each organisation will be assigned a dedicated Sustainable Travel Planning Advisor to support them through this 3 year programme running from 1st July 2016. Advisors will undertake quarterly monitoring with their businesses; these will be a mixture of face to face visits and teleconferences.

Please note: It is a requirement of the scheme for each establishment to attend their quarterly monitoring visits in order to ensure commitment to the programme as well as being in the position to deliver on the criteria as set out above.

During the first year of participation in the project each business will be required to submit evidence to support the implemented Travel Plan measures. During year 1 this will be required in October and January. In years 2 and 3 submission of evidence to support the implemented Travel Plan Measures will be required three times a year – at the end of July, October and January.

Participants of the scheme will be presented with a Bronze, Silver, Gold or Platinum award for displaying within their organisation. This is given to the business or organisation during the final monitoring visit and is a great photo opportunity for inviting the local press to showcase the achievement.

For further information on Sustainable Travel Plans contact travelplanteam@essex.gov.uk or call 0845 603 7631.

¹ The South East Local Economic Partnership covers East Sussex, Essex, Kent, Medway, Southend and Thurrock.

² Bonus points can be achieved by the implementation of certain measures.



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