

Essex County Council Travel Plan Accreditation Scheme

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

The Sustainable Travel Planning team will provide Travel Plan support and advice to businesses throughout the County and help to develop Voluntary Travel Plans with local establishments that employ 50 staff or more.

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 organisation's 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:

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

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



Each organisation will be assigned a dedicated Sustainable Travel Planning Advisor to support them through this programme running from 1 April 2016 to 31 March 2017. Advisors will undertake quarterly monitoring with their businesses between May 2016 and February 2017, three of which will be face to face visits and one undertaken by phone/ teleconference or via email.

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.

Submission of evidence to support the implemented Travel Plan Measures will also 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.

Each successful establishment will be invited to apply for grant funding (up to the value of £2,000) from Essex County Council to put towards additional measures to further develop and progress their Travel Plans.

Applications must be submitted to the Sustainable Travel Planning Team between 3 October and 2 December 2016 for consideration, with announcements made during February 2017.

A limited budget is available, therefore applications will be reviewed and assessed against the Accreditation Grant Allocation Criteria, which will act as a guide and also ensure consistency across all organisations.

All funded measures should be implemented within four months of the accreditation with a 40% contribution, from the partner company, allocated towards this.

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