

**Civic Offices, New Road
Grays, Essex
RM17 6SL**

**Workplace Travel Plan
(Civic Offices site only)**



Definitions

Travel Plan	This document contains a mixture of measures to encourage sustainable travel to the Site alongside disincentives to driving alone and will be amended and supplemented from time to time under the provisions of the Annual Travel Plan Reviews.
Travel Plan Co-ordinator	A permanent member of staff appointed by the Owner with the appropriate skills, budgetary provision and resources to produce and update a Travel Plan, manage the continued implementation of the Travel Plan including the provision of information to the Council
Staff Travel Survey	A questionnaire approved by Thurrock Council, undertaken to identify the main modes of travel used by employees for journeys to and from work and business trips
Annual Travel Plan Review	A yearly report including the results and analysis of the Staff Travel Survey indicating how the Travel Plan is performing

“What is a Travel Plan?”

A travel plan is a package of measures produced by schools or employers to encourage parents or staff to use alternatives to single-occupancy car-use. Such a plan, for example, could include: car sharing schemes; a commitment to improve cycling facilities; a dedicated bus service or restricted car parking allocations. It might also promote flexible-working practices such as remote access and video conferencing.

Travel plans can offer real benefits not only to organisations, pupils and/or employees, but also the community that surrounds it. They may help relieve local parking or congestion problems or improve public transport connections across the area. They may also relieve stress by reducing delays, or providing the opportunity for staff to cut their travel commitments by working from home on occasion.

What are Smarter Choices?

Smarter Choices are techniques for influencing people’s travel behaviour towards more sustainable options such as encouraging school, workplace and individualised travel planning. They also seek to improve public transport and marketing services such as travel awareness campaigns, setting up websites for car share schemes, supporting car clubs and encouraging teleworking.

(Quotes from the Department for Transport’s website).

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1. Executive Policy Statement

Thurrock Council has agreed to these Travel Plan arrangements, which demonstrates the importance of the environmental, health and commercial benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. Thurrock Council is committed to developing this programme with the support of the Chief Executive and Senior Management.

The Travel Plan and its aims and objectives have the full backing and commitment of the Council's Directors Board.

This Travel Plan includes results of the Staff Travel Survey undertaken in June 2011 to determine employees prevailing mode of transport to work, origin of journey and tendency to use alternative methods.

Thurrock Council will be responsible for the ownership of the Travel Plan. This Travel Plan only covers the Civic Offices site in Grays, employing approximately 900 members of staff. In addition to the staff, numerous visitors also frequent this site. Once adopted for the Civic Offices site the Travel Plan can be expanded to cover other council office locations e.g. Curzon Drive Depot, etc. It should be noted all schools across the Borough already have Travel Plans in place and staff who are regular visitors to schools should familiarise themselves with these documents.

2. Travel Plan Mission Statement

Thurrock Council's commitment to sustainable travel is underpinned by the principles and objectives set out in the long term Thurrock Transport Strategy. The strategy identifies how the Council will prioritise transport improvements that will tackle Congestion, Deliver Accessibility, Improve Road Safety and facilitate better Air Quality in Thurrock.

The development of Smarter Choices, of which Travel Planning is a vital component, is key to encouraging and enabling more people to walk, cycle, car share and use public transport for journeys to and from work. This Travel Plan for Thurrock Council Civic Offices site sets out a package of sustainable travel measures that will enable Council employees to consider and utilise these sustainable alternatives.

This Travel Plan will enable the Council to contribute to targets for reducing pollution, congestion and climate change actions while providing Thurrock with a safer, cleaner and greener environment.

3. Introduction

3.1 Background Information

As one of the larger employers in the Borough (with approximately 5000 employees based in various locations), Thurrock Council recognises that they have a responsibility to minimise the impact of staff travel on the local environment. The Council wants to lead by example, reducing unnecessary car journeys, encouraging more sustainable modes with the aim of reducing congestion. The provision of a robust Travel Plan will also demonstrate economic savings whilst providing a good example to other employers in the Borough, both in the public and private sectors.

A Travel Plan is a long term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed. A Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys. It can also assist in meeting a range of other objectives, as discussed elsewhere in this document.

Travel Plans form an important component of Thurrock's Local Sustainable Transport Fund (LSTF) bid and delivery programme. It is recognised that travel plans will provide an important role in delivering sustainable transport options helping to enable economic growth within the Borough. The Council's commitment to sustainable travel is supported by the Council's overarching vision and priorities as well as the principles and strategic aims of the Thurrock Transport Strategy (TTS) (www.thurrock.gov.uk/travel/content.php?page=publications).

The strategy sets out Thurrock's transport priorities for Safer Roads, Tackling Congestion, Delivering Accessibility, Improving Air Quality and Addressing Climate Change.

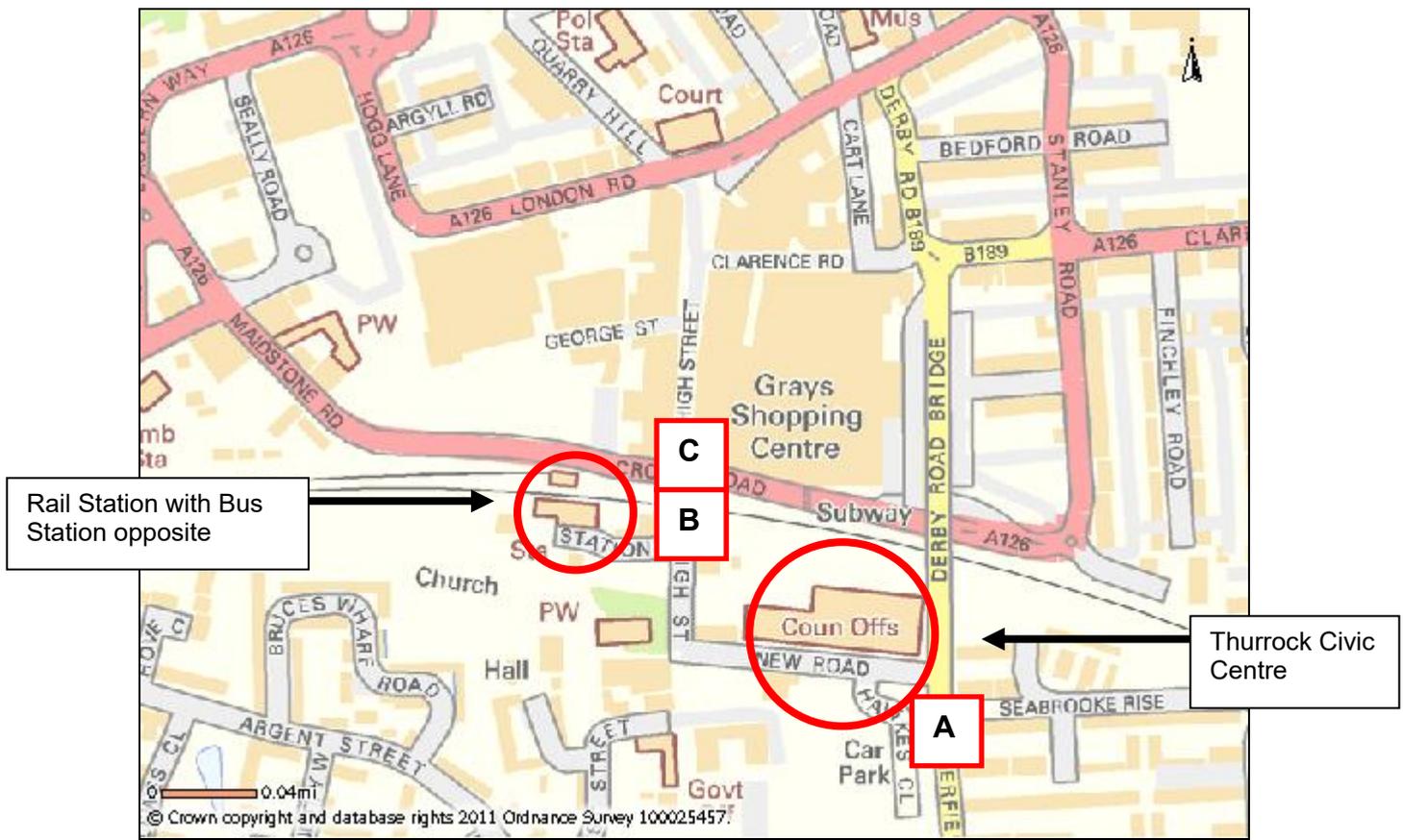
In April 2009 the Department for Transport (DfT) published 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'. This document followed 'Using the Planning Process to secure Travel Plans' and states 'the need to integrate sustainable travel and transport when planning new development has only increased'.

Although this is a voluntary Travel Plan and is not secured through the planning process this guidance has been used for the development of this Travel Plan.

A well developed Travel Plan can mitigate adverse traffic impacts of a development and the Government recognises their importance in achieving improvements in transport conditions at the local level. Further evidence suggests that people who are physically active in their daily lives are more productive and have good attendance records, and healthier lifestyles.

There are already Travel Plans in place at all schools across the Borough and staff who are parents or regular visitors to school sites are encouraged to refer to these plans.

Figure 1.1: Location of Thurrock Council's Civic Offices



Key	
A	Sherfield Road Zebra Crossing
B	High Street Level Crossing
C	Crown Road Pelican Crossing

Figure 1.1 above shows the location of the Civic Offices. Both the rail and bus station that form a transport hub at the heart of Grays town centre are only 350 metres from the site which is approximately a 5 minute walk; therefore offering a choice of transport modes which enhances Thurrock Council as an attractive place to work and thereby increasing the opportunities of recruitment and retention.

In order to be successful, this Travel Plan requires the input and support of Council employees and other relevant partners such as: local bus operators, local residents, visitors to the Council, etc.

It is imperative that the Council's priorities are reflected within this Staff Travel Plan, ensuring a consistent approach towards planning a sustainable transport network. It should be noted that the Travel Plan is classed as a "living document". This basically means it will be subject to yearly review and regular updates by the Travel Plan Co-ordinator. Actions and targets will change on a yearly basis so the document is kept relevant.

3.2 Reasons for Developing a Travel Plan at Thurrock Council

The purpose of Thurrock Council's Travel Plan is to reduce reliance on the use of private cars by employees travelling to work, and carrying out their work duties, through the encouragement of greater use of public and more sustainable forms of transport.

This Travel Plan for Thurrock Council Civic Offices has been developed voluntarily as part of our ongoing environmental strategy.

This Travel Plan will support the Council's priorities within the community which are:

- To **improve** the education and skills of local people – The Travel Plan will educate staff about sustainable choices and will provide relevant information enabling staff to make informed choices about their journey to work.
- To **encourage** and **promote** job creation and economic prosperity – A Council that shows the social responsibility aspect by having a Travel Plan in place and actively promoted is likely to attract new businesses into the area.
- To **ensure** a safe, clean and green environment – One of the main aims of the Travel Plan is to encourage use of public transport, walking and cycling which in turn leads to less congestion on the highway which leads to better Air Quality. Having less cars on the highways will in turn lead to safer roads and fewer accidents.
- To **provide** and **commission** high quality and accessible services that meet, wherever possible, individual needs – The Travel Plan Coordinator will be working with local operators to improve the quality and accessibility of the services within the Borough
- To **build** pride, respect and responsibility in Thurrock's communities and its residents – Thurrock Council will show business and residential communities that it takes its social responsibilities seriously; the Council Travel Plan will be used as a benchmark Travel Plan for other local businesses to follow

4. Travel Plan Policies

This Travel Plan is designed to be consistent with the Council's policies, corporate vision and priorities (as mentioned in section 3) and other key Council plans, including the Thurrock Transport Strategy (TTS) (2008 – 2021) & Implementation Plan, Air Quality Management Plan, Local Development Framework (PMD10) and the Climate Change Mitigation and Adaptation Action Plan. Together these documents provide a strategic view of how key priorities and objectives will be achieved.

The following policy statements have been taken from the Council's Transport Strategy. They identify the emphasis on developing transport improvements through the Travel Plan that are consistent with the wider aims of the TTS.

Policy TTS11: Smarter Choices states:

'In urban areas, measures to encourage a modal shift to public transport, walking and cycling will be prioritised.'

Policy TTS12: Travel Plans states:

'Travel plans will be required for all developments in accordance with Government guidance. Large existing employers, employment areas and visitor attractions will also be encouraged and supported to develop travel plans. Where travel plans have been adopted, the Council will require an annual review to analyse effectiveness of delivery and overall contribution towards travel conditions.'

Other relevant Council policies to be considered alongside this Travel Plan are:

- Flexible Working policy
- Home Working Policy
- Civic Offices Parking Policy (currently under review / production)
- Green Travel Loans Scheme (new)

5. Responsibilities

The Travel Plan Co-ordinator will take responsibility to lead on this initiative and will ensure ongoing development and implementation of the Plan, taking responsibility for liaison with external agencies as appropriate, whilst ensuring that the workforce and visitors are kept fully informed of any new developments in the Plan's implementation. The Travel Plan Co-ordinator should have the authority to make decisions or have the direct support of a senior manager who can facilitate decision-making.

The duties of the Travel Plan Co-ordinator will include:

- Present a business case to secure a budget for Travel Plan development and ensure its efficient and effective use
- Undertake annual Staff Travel Surveys
- Take responsibility for data collection and review of the Travel Plan
- Oversee the development and implementation of the Travel Plan on a day-to-day basis
- Obtain and maintain commitment and support from senior managers, staff, etc
- Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan
- Set up, co-ordinate and attend Steering Groups, Working Groups, etc
- Act as a point of contact for all staff requiring information
- Ensure the travel information available is always up to date
- Negotiate with transport operators, e.g. to secure discounts for employees, etc
- Co-ordinate the monitoring programme for the Travel Plan, including target setting and make necessary changes if the targets are not being met

The duties of managers will include:

- Encourage their employees to complete the annual travel surveys commissioned to identify trends and barriers
- Wherever practicable and without decreasing service efficiency, encourage flexible working for employees

- Encourage their employees to explore public transport, walking, cycling and car share options before using their private car

The duties of employees will include:

- Completion of the annual staff travel surveys
- Attend events where public transport is a viable option and seek to car share where possible
- Make optimum use of diary planning to minimise the number of journeys e.g. making visits at the start or end of their working day or by linking trips
- Organise external events and use venues that are easily accessed by public transport

The duties of Human Resources Department will include:

- Information about the Staff Travel Plan will be included on all online recruitment material and hard copies will be available if requested
- Staff Travel Plan information will be included in the E-learning induction process
- All Staff Travel Plan information will be provided by the Travel Plan Co-ordinator who will provide an electronic copy to the Human Resources Department for inclusion in recruitment packs

6. Travel to Work

The Civic Offices site is currently served by one entrance / exit. The main entrance at Thurrock Council has access for employees and visitors. Deliveries are taken in at the loading bay at the front of the building. Thurrock Council is open between 08:45 and 17:15 Monday to Thursday and between 08:45 and 16:45 on Fridays.

Details of routes to Thurrock Council's Civic Offices can be found via:

www.thurrock.gov.uk/content.php?page=openingtimes

Bus and rail information can be found at www.thurrock.gov.uk/travel

6.1 Walking

Figure 1.1 shows the location of crossing points close to the Civic Offices. In addition to the crossing points marked in Figure 1.1, Sherfield Road (labelled A) currently has a zebra crossing, the High Street (labelled B) has a level crossing with pedestrian foot bridge and Crown Road has a pelican crossing (labelled C), which ensures the site is easily accessible for pedestrians.

The Council endeavours to ensure that main walkways to the Civic Offices are properly lit and there is good signage from key locations to the Civic Offices to assist pedestrians.

Two showers and changing facilities together with approximately 30 secure clothes lockers are already available for employees who walk to the Civic Offices. These are located on the ground floor of the Civic Offices.

For visitors, Thurrock Council has provided a dog park at the front of the building. This is an area where dogs may be leashed for short periods of time.

6.2 Cycling

The Council have developed cycle route maps. To identify your appropriate routes visit: www.thurrock.gov.uk/travel/cycling/

For cyclists, Thurrock Council has provided storage facilities in the underground car park at Civic Offices for a total of 35 bicycles. This is a secure area and entry is gained by the use of an access code.

Two showers and changing facilities together with approximately 30 secure clothes lockers are available for employees based in the Civic Offices. These are located on the ground floor of the Civic Offices.

The underground car park where the staff cycle storage is available is covered by CCTV.

Employees who use their own bike for business trips are able to claim 20p per mile.

Several local cycle outlets offer discounts to Thurrock employees. Information related to these staff benefits can be found on the Staff Benefits section of the corporate intranet, Thurrock In-Form.

Thurrock Council is committed to being a 'green' employer where possible and encourages employees to consider environmentally friendly methods of travelling to work. Employees may apply for a travel loan to pay for all or part of a bicycle and, if required, cycling equipment. For more information on the Green Travel Loans Scheme see the HR Policies & Procedures section of the corporate intranet, Thurrock In-Form.

Thurrock Council will implement and promote the Government's cycle2work scheme for all employees, this scheme will enable staff to purchase a new bike with safety equipment at a reduced cost due to tax and national insurance savings gained through salary sacrifice repayments.

There are two pool bikes available for employees to use for local business trips as well as leisure rides at lunch times. Pool bikes must be booked out in advance from the Strategic Transport department. These bikes are provided with locks, Hi-Viz vests and helmets, there is an expectation that helmets are worn whilst cycling.

For visitors, Thurrock Council has provided storage facilities at the front of the building for a total of 12 bicycles (6 Sheffield stands).

6.3 Motorcycling

For motorcyclists, Thurrock Council has provided two storage areas for approximately six motorcycles in the underground car park at the Civic Offices. These are located in basement floor 1 and basement floor 3. The entrance to the basement car park is covered by CCTV. Two showers and changing facilities together with secure clothes lockers are already available for employees based in Civic Offices.

6.4 Bus travel

The proximity of the Council offices to the Grays Bus Station interchange is 400 metres which takes approximately 6 minutes to walk, and therefore makes bus travel a viable option for many employees and visitors.

The principal bus services that run close to the site and their frequencies are set out in the table below. These services all arrive and depart from Grays Bus Station Mondays to Fridays. These services are supplied by Ensign, First, Go-Ride and Regal. Some of the Borough is also covered by real time information.

Stand	Service numbers	Operators	Approximate Frequency
1	73, 73a, 83	Ensign	Every 20 mins
2	100, 200 (Sunday only)	First, Arriva	100 every 15 mins, 200 every 2 hours
3	66	Ensign	Every 30 mins
4	22, 44	Ensign	22 every 20 mins, 44 every 30 mins (2 hours on a Sunday)
5	22, 200, 374	Ensign, First, Go-Ride	22 every 20 mins, 200 every 30 mins, 374 every hour
6	22a (Sunday only), 66, 100	Ensign, First	22a every hour, 66 every 30 mins, 100 every 15 mins
7	73, 73a (Sunday only), 83	Ensign	Every 20 mins 73a Sunday only hourly)
8	33, 269, 565	Ensign, Regal buses	33 every 20 mins (Saturday hourly), 269 every 2 hours, 565 every hour (Sunday 3 services per day)

Most local bus services in Thurrock are commercial services, which are the responsibility of private-sector bus operators (not the Council) control timetables, routes, fares, etc. To make sure you are viewing the most up to date timetables, or to view route maps visit:

www.thurrock.gov.uk/travel/transport/content.php?page=timetables

Thurrock Council is committed to being a 'green' employer where possible and encourages employees to consider environmentally friendly methods of travelling to work. Employees may apply for an annual public transport season ticket. For more information on the Green Travel Loans Scheme see the HR Policies & Procedures section of the corporate intranet, Thurrock In-Form.

6.5 Rail travel

Thurrock is well served by mainline rail services within the C2C Southend to London Fenchurch Street line and the railway station (which is opposite the bus station) is approximately 350 metres from the site which is approximately a 5 minute walk. The

proximity therefore of the Civic Offices to Grays Rail Station interchange makes rail travel a viable option for many employees. The service from Grays Station runs approximately 4 times an hour during peak times and 3 times an hour at all other times. Oyster cards can be used between Gray's and London Fenchurch Street stations. Oyster tickets can be purchased at the following link:

<https://oyster.tfl.gov.uk/oyster/entry.do>

Thurrock Council is committed to being a 'green' employer where possible and encourages employees to consider environmentally friendly methods of travelling to work. Employees may apply for an annual public transport season ticket. For more information on the Green Travel Loans Scheme see the HR Policies & Procedures section of the corporate intranet, Thurrock In-Form.

6.6 Car Sharing

Thurrock Council actively encourages car sharing and has already put in place administrative procedures and facilities to match employees in terms of geographical location and hours of employment. A liftsharing website has been set up for Thurrock as part of their commitment to car sharing.

Travel Thurrock car share is Thurrock's FREE car share website that can help you by:

- finding you a lift if you are unable to use public transport;
- linking you with drivers and passengers that can share car journeys;
- saving you money - drivers and passengers split the travel costs;
- easing demand where parking spaces are limited;
- reducing pollution and congestion on local roads.

You can 'Join for FREE' just visit www.thurrock.gov.uk/travel/ and click on Thurrock Car Share link to register and 'Sign in'.

6.7 Car Parking

The Civic Offices currently has one car park following the closure of the Hawkes Close and the visitor's car park on 1st July 2012. The current bay allocation of the basement car park is: 157 spaces general use, 1 x CEO reserved, 9 x Councillors reserved, 1 x Mayoral reserved, and 7 x disabled spaces for blue badge holders. The closure of the Hawkes Close car park has reduced the maximum parking facility for Thurrock Council employees by around 55%.

Alternative parking solutions have been progressed for the Civic Offices site involving the provision of reserved spaces in the Grays shopping centre multi storey car park.

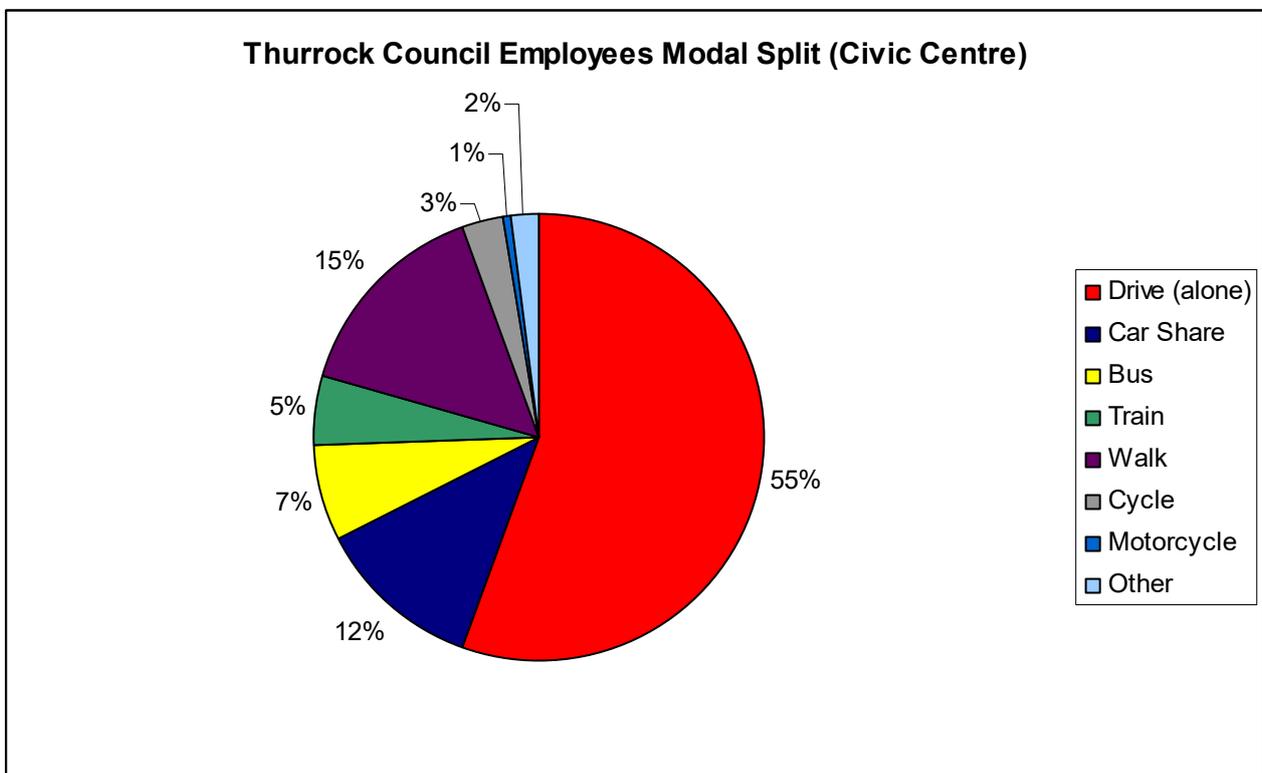
The Council also currently provides parking for Vertex, Europa and Bentley Jenison employees (in line with BUA and Senior Management allocations).

Employees who use their own vehicle for business trips are currently eligible to claim mileage as laid down in the travel expense guidelines.

7. Staff Travel Survey

Thurrock Council had undertaken a Staff Travel Survey in June 2011 of which the results are detailed below. This survey was distributed to 900 employees by way of a desk-drop. A total of 376 completed surveys equated to a response rate of 42%. The information generated from these results gives Thurrock Council the baseline data which will be used to establish future targets for modal shift. Targets have been set (in section 9) which are relevant, measurable and achievable and which will be monitored on an on-going basis.

Figure 1.2 Thurrock Council Employees Mode Split at Civic Offices for 2011



The results in figure 1.2 above show that the highest proportion of employees drive to work alone (55.5%), whilst 12% of staff car share. Bus travel is the highest public transport mode (7%), with rail being used by 5% of staff. Nearly a fifth (18%) of all staff either walk or cycle to work.

In addition to the staff survey, the HR department was contacted so we could find out how many employees live within a one-mile radius of the Civic Offices. 253 employees live within a one-mile radius of the Civic Offices (this data was provided by the HR department who arranged for employee postcodes to be plotted on the Borough map). By ascertaining this information, it allows realistic achievable targets to be set in the Travel Plan.

Figure 1.3 Thurrock Council Employees Mode Split at Civic Offices for 2012

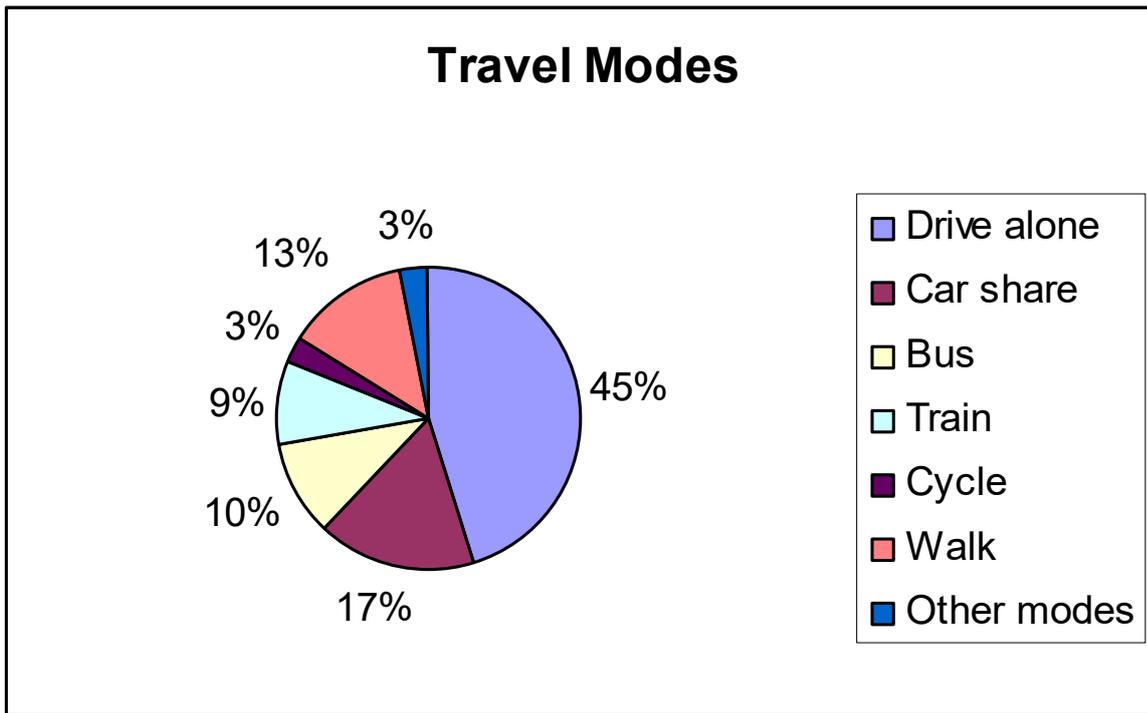


Table 1.3 shows the survey results for 2012, two modes have not changed these are “other modes” and “cycle”. There has been a significant drop in the number of staff driving alone to work (10%), unfortunately there has been a slight drop in the number of staff walking to work (2%) but this is taken up by an increase in the number of staff that car share (5%) and use public transport (7%).

This modal shift has been achieved in the year since the last survey; using this as a benchmark, we will set the following targets for the five-year period.

- There are 45% of staff that drive alone to work. We will set a target to reduce this figure by 10% over five years this equates to 2% per year. Targets should be both achievable and stretching. The information that has been collected through this and future surveys will enable us to make a judgement about the opportunities for change to the targets if it does not seem that the targets will be attained.
- Increase the number of staff that car share to 25% this will equate to 2% per year, If this is achieved it will mean that 225 members of staff will be car sharing. At present, we have 160 members of staff signed up to car share.
- Increase members of staff using the bus to 15% this will equate to 1% more per year, this will mean that 135 members of staff will be using the bus.
- Increase members of staff using the train to 14% this will equate to 1% more per year, this will mean that a total of 126 members of staff will be using the train

- Increase Cyclists to 15% during summer months, this will be evaluated by daily counts, during the winter months increase cycling to 6%, this will be an increase of 50% over the winter months. If the summer target is attained this will mean that there will be 135 cycle parking places needed in which case the amount of cycle parking will need to be increased, this will be closely monitored to ascertain if extra parking is needed.
- Increase percentage of staff walking to work by 10% this equates to a 2% rise each year. If this target is met then a quarter (90 members of staff) will be walking.

8. Objectives

The overarching objective of Thurrock Council's Travel Plan is to:

Reduce the number of single occupancy car trips to the site.

And the primary objectives are to:

- Raise employee and visitor awareness of sustainable travel issues and access to the Civic Offices
- Enable more sustainable options
- Encourage cycling, walking, car sharing and the use of public transport
- Establish clear baseline targets following the collection of employee travel data

9. Targets

Targets for modal shift have been set following the Staff Travel Survey undertaken in November 2012 and will be reviewed on an annual basis.

The targets for Thurrock Council have been identified below:

Objective	Targets	Timescale
Raise employee and visitor awareness of sustainable travel issues and access to the Civic Offices	More employees and visitors visiting the Civic Offices by sustainable modes of travel	Ongoing for a five year period
Encourage more sustainable travel options	Reduce the number of employees driving alone to the site by 15% over five years	Ongoing for a five year period
Encourage cycling, walking, car sharing and the use of public transport	Increase cycling by 15% in summer months and by 6% over the winter months	Ongoing for a five year period

	Increase walking by 10% over five years	Ongoing for a five year period
	Increase rail & bus travel by 29% over five years	Ongoing for a five year period
	Increase car sharing by 2.6% per year for five years	Ongoing for a five year period
Establish clear baseline targets following the collection of employee travel data	Increase survey response to achieve 50%	Ongoing for a five year period

Note: 900 staff therefore 900 = 100%

These four objectives will be reviewed each year after the results of each annual staff survey are known and if necessary; they will be changed or added to. When the staff survey results have been announced to staff the steering group will meet to assess the travel plan objectives and targets to ensure they are still relevant.

10. Actions

The Actions designed to meet these targets are set out in the table below detailing the Implementation Date, Resources required and whose responsibility each one is.

This action plan will be revised every year following each Annual Travel Plan Review

Target	Action	Implementation Date	Resources Required	Responsibility	Supported By
More employees and visitors visiting Council Offices/Depots by sustainable modes of travel	Adopt Travel Plan and roll it out at other Council locations (Offices/Depots)	March 2013	Staff time to liaise with facilities and champions at other sites	Travel Plan co-ordinator	Business Services/Facilities and champions at other sites
More employees and visitors visiting the Civic Offices by sustainable modes of travel	Develop a travel website to encourage commitment to alternative travel methods	March 2013	Thurrock staff time to develop the website	Travel Plan co-ordinator	Marketing and communications team
	Provision of Green Travel Loans to staff	April 2012	N/A as this is within HR's budget	HR	Travel Plan co-ordinator
Reduce the number of employees driving alone to the site by 10% over five year period	Review and revise car parking policy	July 2012	Staff time to liaise with facilities to develop policy	Business Services	Travel Plan co-ordinator

Target	Action	Implementation Date	Resources Required	Responsibility	Supported By
	Provide access to the staff car park for car sharers	April 2013	Approx £2,000 based on 10 spaces	Business Services	Travel Plan co-ordinator and Facilities Management
Increase Cyclists to 15% during summer months, this will be evaluated by daily counts. During the winter months increase cycling to 6% over five year period	Provide protective clothing, security chains/locks and lights for use with pool bikes	March 2013	£500.00	Travel Plan co-ordinator	N/A
	Develop 'Bike 2 Work' scheme (tax free cycles) for Thurrock Council staff	June 2013	Further investigation required	Travel Plan co-ordinator	Human resources
	Advertise the health benefits of cycling through promotional material	April 2013	Approx £200	Travel Plan co-ordinator	Marketing and communications team
	Provide current information on local cycle routes	August 2012	N/A	Travel Plan co-ordinator	Marketing and communications team and Cycling Officer
Increase walking to the site by 10% over five year period	Set up Umbrella Pool and encourage employees to use it	April 2012	Approx £300 for branded umbrellas	Travel Plan co-ordinator	Reception
	Advertise the health benefits of walking through promotional material	April 2013	Approx £200	Travel Plan co-ordinator	Marketing and communications team
	Provide current information on local pedestrian routes	April 2013	N/A	Travel Plan co-ordinator	Marketing and communications team and Rights Of Way Officer

Target	Action	Implementation Date	Resources Required	Responsibility	Supported By
Increase rail travel to the site by 2%	Secure discounts for employees with local rail operator	June 2013	N/A	Travel Plan co-ordinator	N/A
	Provision of links to Traveline website - www.traveline.org.uk on the Thurrock council website	April 2013	N/A	Travel Plan co-ordinator	N/A
Increase survey response to achieve 50%	Review survey template and ensure online system is ready for annual staff survey	August 2012	Staff time and cost of purchasing an online survey and monitoring tool	Travel Plan co-ordinator	Website provider
	Secure an incentive for the prize draw	July 2012	£50 or this could be secured through sponsorship	Travel Plan co-ordinator	N/A
	Ensure employees are made aware of the survey by using the appropriate communication channels	September 2012	Staff time	Travel Plan co-ordinator	Marketing and communications team
Set up steering group for the purpose of guiding the travel plan to achieve or reset targets	Contact each department and arrange for a representative to attend each steering group meeting.	June 2013	Staff Time	Travel Plan co-ordinator	All Departments

Target	Action	Implementation Date	Resources Required	Responsibility	Supported By
To ensure that all national sustainable transport events are promoted to staff.	To promote and encourage staff to participate in each national event.	Throughout every year	Staff Time	Travel Plan co-ordinator	N/A
Set up Cycle2work scheme as staff benefit to encourage greater number of staff to cycle to work	Investigate cycle2work schemes run locally and secure finance to run the scheme for the first year which will then become self financing	By Summer 2013	£30,000 & Staff Time	Travel plan Co-ordinator Payroll HR	N/A

These targets, objectives and actions will ensure that Thurrock Council has a robust and relevant Travel Plan that will deliver the most important objective, which is the reduction of single occupier vehicle travel; this in turn will reduce the congestion levels and help improve air quality over the Borough.

11. Promotion and Marketing

There are notice boards for employees in strategic locations around the building and posters advertising specific campaigns can also be found in the lifts. Information leaflets for visitors can be found in the main Reception area.

Each of the schemes offered in the Travel Plan will be promoted amongst new employees that join the Council and sent out prior to any interview.

Thurrock Council will endeavour to run 3-4 major campaigns throughout the year focusing on the individual modes to ensure momentum of the Travel Plan is retained. For example,

- May – Walk to Work Week
- June – National Bike Week
- October (or Jan/Feb) – Car Share Week
- Sept-Dec – Public Transport

The Travel Plan co-ordinator will also be working very closely with the Marketing and Communications team and promoting and advertising the Travel Thurrock brand.

12. Monitoring & Review

Staff Travel Surveys will be carried out annually to understand the impact of travel behaviour to the site, ensuring ongoing development and progression of the Travel Plan. The results of these surveys will form the Annual Travel Plan Review and if the set targets have not been achieved the Travel Plan will be reviewed by the steering group and discussions held for new measures to be put in place. The results will be communicated to Directors and Members with whatever recommendations set in place by the steering group. A summary report will be communicated to staff via Insight.