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|--|---------------------------------|---------------|
| <b>4 June 2013</b>   |                                 | <b>ITEM 5</b> |
| <b>Planning, Transport and Regeneration Overview and Scrutiny Committee</b>  |                                 |               |
| <b>Local Sustainable Transport Fund Outcomes</b>   |                                 |               |
| <b>Report of:</b> Paul Collins, LSTF Project Leader  |                                 |               |
| <b>Wards and communities affected:</b><br>All Wards  | <b>Key Decision:</b><br>Non-key |               |
| <b>Accountable Head of Service:</b> Andy Millard, Head of Planning & Transportation  |                                 |               |
| <b>Accountable Director:</b> David Bull, Director of Planning & Transportation   |                                 |               |
| <b>This report is</b> Public   |                                 |               |
| <b>Purpose of Report:</b> To update Members on the Local Sustainable Transport Fund programme (LSTF) delivered to date, including outputs, outcomes and benefits and planned delivery for 2013/14. |                                 |               |

## **EXECUTIVE SUMMARY**

The Local Sustainable Transport Fund (LSTF) programme entered its third year of a four year programme in April 2013. The programme is on course to fully expend the £5million budget allocated by the Department for Transport (DfT). The focus of the programme is on enabling a modal shift away from single occupancy car use towards sustainable transport such as walking, cycling and public transport.

Work has progressed in various workstreams which include workplace travel planning, school travel planning, station travel planning, personalised journey planning, liftsharing, marketing/promotional activities and improvements to cycling, walking and public transport infrastructure.

An analysis of recorded outputs and outcomes indicates that significant successes continue to be achieved from the programme resulting in a modal shift towards sustainable transport. There is evidence of a greater awareness amongst Thurrock's residents to consider the mode of travel that they use and a reduction in single occupancy car use.

### **1. RECOMMENDATIONS:**

**1.1 That the Committee notes the information contained within this report.**

## 2.0 INTRODUCTION AND BACKGROUND

- 2.1 In 2011, Thurrock Council was successful in its bid to the Department for Transport (DfT) for funding from the Local Sustainable Transport Fund (LSTF), providing a total of £5m towards the development and delivery of a package of sustainable transport measures over a period of 4 years to March 2015.
- 2.2 Thurrock's LSTF programme is focused on enabling a modal shift away from single occupancy car use towards sustainable transport such as walking, cycling and public transport. The dominant element of the package is the delivery of 'Smarter Choices' measures, including workplace travel planning, school travel planning, station travel planning, personalised journey planning, liftsharing, as well as marketing and promotional activities.
- 2.3 These measures are complemented by targeted improvements in sustainable transport infrastructure for walking, cycling and public transport. Furthermore, the Council has set up a Freight Quality Partnership and associated measures to improve the economic and environmental performance of local industry in this authority area.
- 2.4 The table below that formed part of Thurrock's bid agreed by the DfT, shows predicted outcomes calculated using a spreadsheet model. Census and other data provided the model's base and the results from the DfT Sustainable Travel Demonstration Towns Evaluation were used to project/predict what levels of change were achievable from the package of measures proposed by Thurrock.

| Outcome                                     | Baseline       | End of LSTF (anticipated) | Change from baseline |
|---|----------------|---------------------------|----------------------|
| <b>Traffic (Million Vehicle Kilometres)</b> | <b>2009</b>    | <b>2014/15</b>            |                      |
| • Whole Network                             | 1,647,252,323  | 1,596,266,523             | -3.1%                |
| • Local Network only                        | 724,791,022    | 673,805,223               | -7.0%                |
| <b>Carbon Dioxide Emissions (Tonnes)</b>    | <b>2008</b>    | <b>2015</b>               |                      |
| • Total                                     | 1,791,870      | 1,781,316                 | -0.6%                |
| • Road Transport                            | 443,920        | 433,366                   | -2.4%                |
| <b>Mode Share to School – Primary (%)</b>   | <b>2008/09</b> | <b>2014/15</b>            |                      |
| • Car                                       | 34.4%          | 29%                       | -17%                 |
| • Car Share                                 | 3.8%           | 5%                        | 32%                  |
| • Public Transport                          | 2.4%           | 2%                        | 0%                   |
| • Walk                                      | 57.8%          | 60%                       | 4%                   |
| • Cycle                                     | 1.5%           | 4%                        | 167%                 |
| • Other                                     | 0.1%           | 0%                        | 0%                   |
| <b>Mode Share to School – Secondary (%)</b> | <b>2008/09</b> | <b>2014/15</b>            |                      |
| • Car                                       | 20.8%          | 17%                       | -18%                 |
| • Car Share                                 | 2.0%           | 2%                        | 0%                   |
| • Public Transport                          | 17.5%          | 18%                       | 3%                   |
| • Walk                                      | 52.3%          | 54%                       | 3%                   |
| • Cycle                                     | 4.9%           | 7%                        | 43%                  |

| Outcome                                | Baseline             | End of LSTF (anticipated) | Change from baseline |
|--|----------------------|---------------------------|----------------------|
| • Other                                | 2.5%                 | 3%                        | 20%                  |
| <b>Mode Share to Work (%)</b>          | <b>2001 (census)</b> | <b>2015</b>               |                      |
| • Work mainly at or from home          | 6.9%                 | 6.9%                      | 0%                   |
| • Underground, metro, light rail, tram | 1.0%                 | 1.0%                      | 0%                   |
| • Train                                | 13.4%                | 14.8%                     | 10%                  |
| • Bus, minibus, coach                  | 4.4%                 | 6.0%                      | 37%                  |
| • Motor cycle, scooter or moped        | 1.5%                 | 1.5%                      | 0%                   |
| • Driving a car or van                 | 57.6%                | 52.4%                     | -9%                  |
| • Passenger in a car or van            | 6.4%                 | 6.6%                      | 4%                   |
| • Taxi or minicab                      | 0.7%                 | 0.7%                      | 0%                   |
| • Bicycle                              | 1.7%                 | 2.3%                      | 38%                  |
| • On foot                              | 6.2%                 | 7.5%                      | 20%                  |
| • Other                                | 0.3%                 | 0.3%                      | 0%                   |

2.5 In addition, other non-directly quantifiable outcomes and benefits are anticipated to include:

- Employment growth from the freeing up of road capacity to enable economic development to come forward
- Improved access to key services by public transport, walking and cycling
- Reduced road traffic collisions and injuries
- Reduced child obesity, particularly at schools where sustainable transport infrastructure is improved and modal shift away from the car is achieved
- Reduced adult obesity and increased physical activity
- Contribution to increases in life expectancy from reductions in obesity, cardiovascular disease and diabetes as a result of increased physical activity
- The possibility of revoking freight related air quality management areas following on from the successful delivery of the LSTF freight package measures.

2.6 The table below outlines the LSTF programmed expenditure over the 4 year period to March 2015. During 2011/12 and 2012/13, Thurrock Council has succeeded in spending its full allocation of funding. This expenditure profile was contained in the approved funding bid to DfT.

| Workstream                   | £K      | 2011-12 | 2012-13 | 2013-14 | 2014-15 | Total |
|------------------------------|---------|---------|---------|---------|---------|-------|
| Workplace Travel Planning    | Revenue | £ 60    | £ 100   | £ 100   | £ 125   | £ 385 |
|                              | Capital | £ -     | £ -     | £ -     | £ -     | £ -   |
| Sustainable Travel to School | Revenue | £ 65    | £ 65    | £ 65    | £ 65    | £ 260 |
|                              | Capital | £ 60    | £ 85    | £ 110   | £ 125   | £ 380 |
| Liftsharing                  | Revenue | £ 10    | £ 10    | £ 5     | £ 5     | £ 30  |

|   |                |       |       |       |       |                |
|---|----------------|-------|-------|-------|-------|----------------|
|   | <b>Capital</b> | £ 5   | £ 5   | £ 5   | £ 5   | £ 20           |
| <b>Marketing and Promotion</b>            | <b>Revenue</b> | £ 75  | £ 100 | £ 100 | £ 100 | £ 375          |
|   | <b>Capital</b> | £ -   | £ -   | £ -   | £ -   | £ -            |
| <b>Personalised Journey Planning</b>      | <b>Revenue</b> | £ 100 | £ 300 | £ 300 | £ 300 | £ 1,000        |
|   | <b>Capital</b> | £ -   | £ -   | £ -   | £ -   | £ -            |
| <b>Walking and Cycling Infrastructure</b> | <b>Revenue</b> | £ -   | £ 75  | £ 75  | £ 100 | £ 250          |
|   | <b>Capital</b> | £ 125 | £ 175 | £ 300 | £ 325 | £ 925          |
| <b>Public Transport Improvements</b>      | <b>Revenue</b> | £ 75  | £ 150 | £ 200 | £ 200 | £ 625          |
|   | <b>Capital</b> | £ 75  | £ 100 | £ 125 | £ 175 | £ 475          |
| <b>Freight</b>                            | <b>Revenue</b> | £ 50  | £ 75  | £ 75  | £ 75  | £ 275          |
|   | <b>Capital</b> | £ -   | £ -   | £ -   | £ -   | £ -            |
| <b>GRAND TOTAL</b>                        |                |       |       |       |       | <b>£5,000</b>  |
| <b>Revenue Total</b>                      |                | £ 435 | £ 875 | £ 920 | £ 970 | <b>£ 3,200</b> |
| <b>Capital Total</b>                      |                | £ 265 | £ 365 | £ 540 | £ 630 | <b>£ 1,800</b> |

The 2013/14 programme for capital expenditure was agreed by Council in February and this is described in section 3.30.

### 3.0 ISSUES AND/OR OPTIONS

The activity and intended outcomes and outputs of each of the workstreams is summarised below:

#### Workplace Travel Planning

- 3.1 Thurrock Council is offering support to employers in Thurrock to help them develop and implement a Workplace Travel Plan. These are long term strategies that set out how an organisation will manage and promote sustainable travel to its sites. Following successful implementation, a fully operational Workplace Travel Plan can have a wide range of financial, environmental and health benefits for employers and employees.

#### **Aim**

- 3.2 It is aimed to support as many businesses as possible (at least 20 medium and large employers) in Thurrock over the next two years. Specialist support is on offer to workplaces to develop a travel plan tailored specifically to their sites, focused on achievable actions. The overarching aim of this workstream is to encourage a modal shift towards sustainable transport from employees in Thurrock. Workplace Travel Plans will be updated annually and statistics on modal shift figures for each workplace will be collated on an annual basis.

#### **Outcomes and Outputs**

- 3.3 Last financial year (2012/13) Workplace Travel Plans were developed for Ensignbus, Carpetright, DHL, Sainsburys (Chafford Hundred), South Essex College Woodview Campus and South Essex College High Street Campus.
- 3.4 One year from the update of its travel plan, single-occupancy car mode share among Thurrock Council staff declined by 10%. Similarly, single-occupancy car use declined by 8 percentage points among Orsett Hospital staff.

### **2013/14**

- 3.5 This financial year, support for organisations which have a travel plan developed will continue. This support will include offers of cycle training, bike maintenance and other promotional activities related to sustainable transport.
- 3.6 In addition, travel plans will be developed for a further six organisations.

### **Personalised Journey Planning (PJP)**

- 3.7 PJP is defined by the Department for Transport as ‘a technique that delivers information, incentives and motivation to individuals to help them voluntarily make sustainable travel choices’. PJP takes the form of a conversation between a Travel Advisor and a resident, usually on the doorstep. During the conversation, the Travel Advisors help residents identify and suggest alternatives that they could use to taking the car. The Advisors offer suitable resources such as maps or information leaflets which would assist the resident in the adoption of a new travel solution. PJP will be carried out for a period of 16 weeks each year, for each of the remaining 2 years of the LSTF.

### **Aim**

- 3.8 During phase 2 of the project (2012/13) 4,611 households participated in the PJP intervention. Throughout the remaining 2 years of the LSTF the aim is for all residents in the Borough to be contacted through various methods, on their doorstep, through community engagement activities, etc.

### **Outcomes and outputs**

- 3.9 88% of respondents surveyed in a customer satisfaction survey about the intervention, agreed or strongly agreed that the conversation they had with the Travel Advisor was relevant. 67% of respondents agreed or strongly agreed that the conversation had made them think about their travel and 51% of respondents agreed or strongly agreed that they were more likely to travel more sustainably in the future.
- 3.10 The team also carried out a monitoring exercise to establish the outcomes of the 2011/12 intervention in which 1,067 households (32% of those targeted) participated. This showed a decrease in the number of car trips generated by

the target group of 9% as well as a 23% decrease in overall car miles and a 30% increase in bus trips.

**2013/14**

3.11 This financial year there is a focus on engagement with the residents of Chafford Hundred, Stifford, Ockendon, Aveley and Purfleet.

**Marketing and Promotion**

3.12 A marketing and communications plan has been developed which sets out the chosen brand identity – ‘Travel Thurrock – Smarter Choices’ and the accompanying logo. In order to ensure a consistent approach to marketing and promotion across all workstreams, a set of brand guidelines have been produced. The travel information on the Council’s website has been restructured and branded with the logo in order to highlight sustainable transport options. The key initiatives for the financial year 2012/13 included:

- Attendance and promotion of Travel Thurrock at a number of events e.g. Big Lunch in the Park, Orsett Show, Car share lunch
- Billboard and bus stop advertising campaign to launch Travel Thurrock
- Bus back and radio advertising campaign to promote car sharing
- Production of Travel Thurrock e-newsletter
- Social media presence and press-releases
- Launch of the Travel Thurrock smart phone app

**Aim**

3.13 The aim of the marketing workstream is to raise awareness of the project and individual workstreams, whilst ensuring a consistent approach to marketing across all workstreams and Thurrock Council. The anticipated outcome of this workstream is that there will be a greater awareness amongst residents to consider the mode of travel that they use, resulting in a modal shift towards sustainable modes of transport.

**Outcomes and outputs**

3.14 The main outcomes and outputs related to this workstream are listed in the table below. In addition a brand awareness survey is currently being undertaken to establish the level of awareness of the programme shown by Thurrock’s residents and whether as a result they have changed or would consider changing their travel behaviour.

| Initiative          | Outputs and outcomes   |
|---------------------|--|
| Promotion at events | <ul style="list-style-type: none"> <li>• Events attended by a total of around 18,500 people</li> </ul> |

| <b>Initiative</b>               | <b>Outputs and outcomes</b>   |
|---------------------------------|---|
| Billboard advertising           | <ul style="list-style-type: none"> <li>• 2,593,000 impacts</li> </ul>   |
| Bus stop advertising            | <ul style="list-style-type: none"> <li>• 4,124,000 impacts</li> </ul>   |
| Bus back advertising            | <ul style="list-style-type: none"> <li>• 1,077,815 impacts</li> </ul>   |
| Radio advertising               | <ul style="list-style-type: none"> <li>• 2,044,000</li> </ul>   |
| Car share lunch                 | <ul style="list-style-type: none"> <li>• Over 40 people signed up during the two-hour session</li> </ul>          |
| Travel Thurrock website         | <ul style="list-style-type: none"> <li>• 191,475 hits on the Travel Thurrock website (Oct 12 - Feb 13)</li> </ul> |
| Travel Thurrock newsletter      | <ul style="list-style-type: none"> <li>• Over 1,000 subscribers</li> </ul>  |
| Travel Thurrock smart phone app | <ul style="list-style-type: none"> <li>• 1,007 downloads</li> </ul>   |

### **Sustainable Travel to Schools**

3.15 This workstream involves working directly with school children to promote walking, cycling and road safety. Thurrock officers are carrying out cycle training and numerous promotional activities with schools, including Walk Once a Week, Cyclicious and Walk to School Month. All school travel plans will be updated and walking and cycling infrastructure measures (cycle parking and access improvements aimed at facilitating walking and cycling) will be implemented at schools. An online travel plan monitoring and accreditation scheme (modeshift stars) has been adopted, which eases the reporting and monitoring of travel to school data.

#### **Aim**

3.16 The aim of this workstream is to promote safe ways of walking and cycling to school. Modal shift patterns are being monitored via the school travel plans and through the School Travel Health Check.

#### **Outcomes and Outputs**

3.17 A wealth of schemes was delivered at both primary and secondary schools in the borough. A number of the key outcomes are shown in the following table.

| <b>Initiative</b>           | <b>Outputs and outcomes</b>  |
|-----------------------------|--|
| Level 1 cycle training      | <ul style="list-style-type: none"> <li>65 courses completed, 538 pupils trained</li> </ul>   |
| Walk on Wednesday promotion | <ul style="list-style-type: none"> <li>11 schools with a total of 2,906 pupils took part</li> </ul>                                    |
| Park and stride             | <ul style="list-style-type: none"> <li>Average use of 18 cars</li> </ul>   |
| School keep Clear banners   | <ul style="list-style-type: none"> <li>Delivered to 18 schools</li> </ul>  |
| Walk to school month        | <ul style="list-style-type: none"> <li>Resources delivered to 18 schools</li> </ul>  |
| Police enforcement          | <ul style="list-style-type: none"> <li>Delivered at 7 schools</li> </ul>   |
| Cyclicious pilot            | <ul style="list-style-type: none"> <li>35 female pupils received Bikeability training</li> </ul>                                       |
| Travel plan monitoring      | <ul style="list-style-type: none"> <li>24 travel plans updated</li> <li>8 schools selected for LSTF infrastructure upgrades</li> </ul> |

### **2013/14**

- 3.18 Throughout 2013/14 we will continue to deliver similar initiatives as in 2012/13 including cycle training, walking, cycling and road safety campaigns and travel plan updates and accreditation.

### **Freight Quality Partnership (FQP)**

- 3.19 A Thurrock FQP has been established and meetings are held quarterly. Initial key freight issues for Thurrock have been identified through stakeholder consultation. These include air quality, congestion, lorry parking and skills shortages. As part of the FQP members are being offered Safe and Fuel Efficient Driving (SAFED) training to improve fleet operational efficiency, reduce pollution and improve air quality. Additionally, a Thurrock ECO Stars Fleet Recognition Scheme was rolled out this year. The ECO Stars scheme rates individual vehicles and a fleet's overall road transport operation using star rating criteria, to recognise levels of operational and environmental performance.

### **Aim**

- 3.20 A series of KPI's have been set to monitor the outcomes of the FQP. These are identified in the table produced below, under Outcomes and outputs.



## Outcomes and outputs

3.21 The following table outlines our achievements in this workstream.

| Activity                | KPI   | Data Source   | Achievement (31/03/13)      |
|-------------------------|---|---|-----------------------------|
| <b>FQP Management</b>   | Number of organisations represented within the FQP wider membership, by sector  | Membership database                                 | 51 members                  |
|                         | Small annual survey of members to enable feedback and ensure members feel engaged   | Annual survey                                       | Initial survey in June 2013 |
|                         | No. of hits on FQP website  | Google Analytics                                    | 86 (172 full year effect)   |
| <b>ECO Stars Scheme</b> | Number of operators signed up to the ECO Stars programme  | Membership database                                 | 17 members                  |
|                         | Number of vehicles signed up to the ECO Stars programme   | Membership database                                 | 525 vehicles                |
|                         | The potential quantified level of emissions reduction and lowered fuel consumption as a result of the ECO Stars programme | Data from 1 x case study                            | To be produced in June 2013 |
| <b>SAFED Training</b>   | Number of organisations participating in the driver training programme  | SAFED Monitor                                       | 5 businesses                |
|                         | Number of drivers participating in the driver training programme  | SAFED Monitor                                       | 37                          |
|                         | The quantified saving in mpg that results from each driver training session   | On-day reductions (%) provided by Training provider | 3.1%                        |

### 2013/14

3.22 In 2013/14 we will continue to deliver similar initiatives as in 2012/13. Our targets are outlined in the following table and build upon the achievements during 2012/13.

| Activity                | KPI   | Data Source         | Target  |
|-------------------------|---|---------------------|---|
| <b>FQP Management</b>   | Number of organisations represented within the FQP wider membership, by sector    | Membership database | 150 by end March 2015                                       |
|                         | Small annual survey of members to enable feedback and ensure members feel engaged | Annual survey       | Comparative improvement year on year                        |
|                         | No. of hits on FQP website  | Google Analytics    | 200 per annum   |
| <b>ECO Stars Scheme</b> | Number of operators signed up to the ECO Stars programme                          | Membership database | 15 per annum  |
|                         | Number of vehicles signed up to the ECO Stars programme                           | Membership database | 375 per annum (assumed average of 25 vehicles per operator) |

| Activity                   | KPI   | Data Source                                     | Target                                      |
|----------------------------|---|---|---|
|                            | The potential quantified level of emissions reduction and lowered fuel consumption as a result of the ECO Stars programme | Data from 1 x case study                        | 50% Reductions in NOx and PM10              |
| <b>SAFED Training</b>      | Number of organisations participating in the driver training programme  | Training record                                 | 10 per annum                                |
|                            | Number of drivers participating in the driver training programme  | Training record                                 | 63 per annum                                |
|                            | The quantified saving in mpg that results from each driver training session   | On-day reductions provided by Training provider | Average of 5% improvement in mpg per driver |
| <b>Technical Programme</b> | To be developed when components of the technical programme are agreed   |   |   |

### Liftsharing

- 3.23 A lift sharing website has been developed for Thurrock residents and employees. This is a matching service enabling residents and employees who are travelling in the same direction and at the same time to travel together. This lets participants share the cost of travel whilst at the same time reduces emissions and helps to tackle congestion.

#### **Aim**

- 3.24 The overall aim is to reduce single-occupancy car mode share in favour of liftsharing. It is our aim to increase the number of those signed up to the Thurrock liftshare scheme and sharing their journeys.

#### **Outcomes and outputs**

- 3.25 The lift sharing website shows a range of statistics for the Thurrock liftshare scheme. As a whole, by car sharing rather than driving alone, members of Thurrock Liftshare have saved 225,198 miles, £61,228 and 74.2 tonnes of CO<sub>2</sub> in 2012/13. A liftshare lunch event was held, where over 40 people signed up to the scheme over the 2-hour session.

#### **2013/14**

- 3.26 The promotion of liftshare throughout 2013/14 will be continued, focused particularly during the winter months, which are less attractive for walking and cycling. In addition to general promotion, liftshare will remain a key feature of workplace travel plans and it is proposed to continue working with employers to set up their own liftshare schemes under the umbrella of Thurrock liftshare.

### Walking and Cycling

- 3.27 Key capital walking and cycling schemes are being funded through the LSTF. These schemes are being prioritised based on their access to employment, schools and services. Last year the LSTF delivered several schemes including the provision of shared use paths, footway widening and the creation of completely new shared use paths.

### **Aim**

- 3.28 The overarching programme aims to provide Thurrock with an extensive network of cyclepaths and footpaths which facilitate cycling and walking within the Borough. It is widely understood that the development of new infrastructure alone is unlikely to generate a substantial modal shift. The infrastructure is hence complemented by the wide range of travel planning and promotional measures to generate the desired modal shift.

### **Outcomes and outputs**

- 3.29 Cycling statistics in Thurrock are measured through cycle loop monitoring to see whether there has been an increase in cycling throughout the LSTF period. Across three sites in the borough, the numbers of cyclists have increased by 7.7% compared to 2011/12. Walking monitoring data from workplaces shows that walking levels have remained constant.

### **2013/14**

- 3.30 The following schemes are planned for this financial year:
- Improved network signage for cyclists (and pedestrians)
  - King Edward Drive - A1013 - Woodview Road – improvement of on-road cycle route
  - Devonshire Road link to Elizabeth Road
  - Scratton Road / Hardy Road – link to Stanford le Hope
  - Burley Road / Fenner corner improvements
  - A1306 / A126 bridge bollard (HGV parking)
  - A1306 from A126 bridge roundabout re surfacing and vegetation clearance
  - Southend Road / Pigs Corner junction feasibility and improvements
  - South Road, Ockendon. Ford Place - Cruick Avenue
  - Daneshole - Woodview Link
  - Stifford Clay Road - William Edwards
  - Baker Street, Orsett to Tilbury town centre
  - Aveley to Purfleet cycle / pedestrian route

In addition, eight schools will receive infrastructure improvements including cycle parking, lining, signage and knee-rails. These schools are:

- Bonnygate Primary
- Chadwell St Mary School
- East Tilbury School
- Orsett Primary
- Harris Academy
- Deneholm School
- St Thomas School
- Stifford Clays School

### **Public Transport Improvements**

- 3.31 Under this workstream bus leaflets, mapping and timetabling information are updated and presented in an easy to read format. A programme of upgrading the bus shelters, lines and signs is undertaken. Funding has also been used to subsidise the Number 11 bus route. Another element of this workstream is rail station travel planning.

#### **Aim**

- 3.32 The overarching aim of this workstream is the increase of public transport patronage. A key contributor to this is good information provision. During the LSTF funding period it is proposed to produce travel plans for all seven rail stations in the Borough. Additionally the introduction of a new real time passenger information system for bus passengers will be introduced which will operate at a significant number of bus shelters within Thurrock and link to the newly developed Travel App.

#### **Outcomes and outputs**

- 3.33 Travel plans for Grays and Chafford Hundred stations have been completed. A passenger survey will be carried out at these stations to establish whether there has been a modal shift away from single-occupancy car use.
- 3.34 Key findings from a bus satisfaction survey carried out in autumn 2012 showed that 87% of bus users in Thurrock were satisfied with their overall bus journey, 69% were satisfied with the condition of the bus stop and 71% were satisfied with the information provided at the bus stop.

**2013/14**

- 3.35 Travel plans are currently being produced for Stanford-le-Hope, Ockendon and Purfleet.
- 3.36 The passenger transport team will continue to produce updated timetable information in various formats as approved.
- 3.37 It is proposed to continue the subsidy for Bus Route 11.

#### **4. SUMMARY**

- 4.1 When examining the baseline figures for traffic movement and mode share, submitted to DfT and the changes from the baseline to mid term, results are very encouraging.
- 4.2 The reduction in single occupancy car use achieved via workplace travel planning and liftsharing schemes, has contributed towards the key objective of a reduction in traffic movement on the highway network, leading to lower carbon dioxide emissions. Whilst figures for the whole of Thurrock are not available, reductions in single occupancy car usage of 10% for Thurrock Council and 8% for Orsett Hospital have been achieved. The introduction of another six workplace travel plans during 2013/14, also incorporating proposals for liftsharing schemes, should achieve further progress towards the objective of a 7% reduction in vehicle kilometres on the local network by the end of the LSTF programme.
- 4.3 With regard to targets for modal shift, indications from follow up surveys undertaken as part of the personalised journey planning programme, show that PJP, together with other relevant work streams (infrastructure improvements, travel planning, liftsharing, marketing and promotion) have contributed to a significant increase in the use of buses and a corresponding reduction in car use within the areas engaged. Specifically, the results of customer surveys to assess the success of the 2011/12 programme, show that levels of bus and car usage within those areas (+ 30% and - 9% respectively) are achieving increases/reductions in the order of those predicted for LSTF completion (end March 2015).
- 4.4 It is proposed to continue to gather project evaluation data throughout the project period using diaries, various forms of survey, cycle counts, etc. Last years project delivery was reported back to the DfT via an online reporting tool although the process for this year is still to be confirmed by DfT.

#### **5. IMPACT ON CORPORATE POLICIES, PRIORITIES, PERFORMANCE AND COMMUNITY IMPACT**

- 5.1 The Local Sustainable Transport Fund project addresses the Council's priorities within the community, with emphasis on the priorities to encourage and promote job creation and economic prosperity and to ensure a safe, clean and green environment.

## **6. IMPLICATIONS**

### **6.1 Financial**

Implications verified by: **Michael Jones**  
Telephone and email: **01375 652772**  
**mxjones@thurrock.gov.uk**

This report is a briefing paper and there are no financial implications arising.

### **6.2 Legal**

Implications verified by: **Alison Stuart**  
Telephone and email: **Principal Housing and Regeneration Solicitor**  
**alison.stuart@bdtlegal.org.uk**

This report is a briefing paper and there are no legal implications arising.

### **6.3 Diversity and Equality**

Implications verified by: **Samson DeAlyn**  
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**sdealyn@thurrock.gov.uk**

This report is a briefing paper and there are no diversity or equality implications arising.

## **7. CONCLUSION**

- 7.1 The LSTF programme continues to enable Thurrock Council to deliver a broad package of sustainable transport measures which will benefit the community.

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