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Colchester City Council Travel Plan

Jade Brown

Colchester City Council

Overview

- Around 930 employees across multiple sites and very varied roles
- Travel plan established 2008
  - Regular travel surveys
- Around 60% drive to work alone currently
- Modeshift ‘Very Good’ Accreditation achieved
  - Working towards ‘Excellent’
- Car parking management
  - Funds other initiatives

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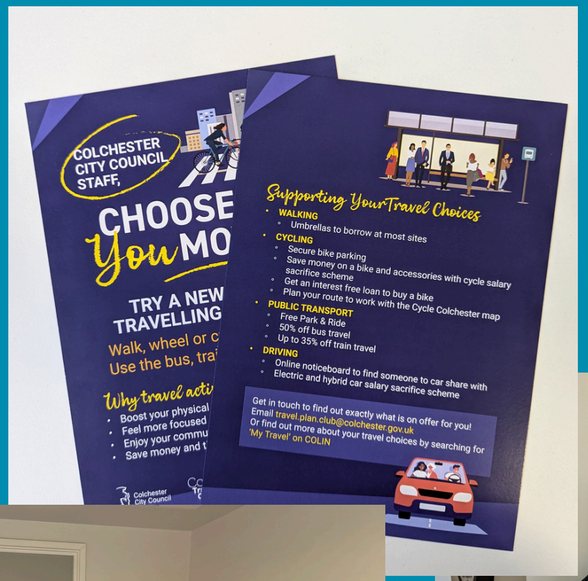
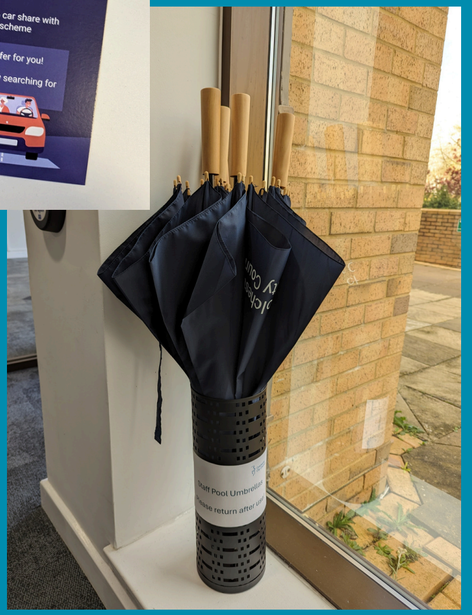
Highlights

- Public transport discounts
- Free Park & Ride
- Cycle to work scheme
- Cycle facilities
- Umbrella pool
- Celebrating active travel days
- Emergency taxi home





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Recent Projects

- New secure cycle hanger at the Town Hall
- Secured funding for secure cycle shelter at Leisure World
- Lunchtime Walking Group
- Promotion at Wellbeing Week
- Improving business travel options

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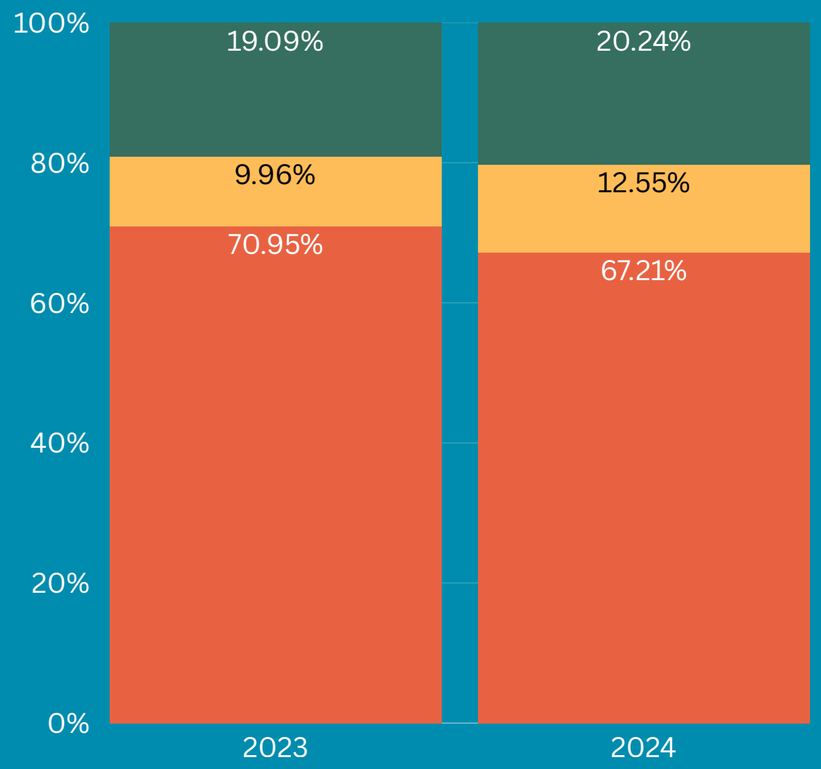
Is it working?

Comparing 2024 to 2023:

- A reduction in red modes
- An increase in amber and green modes
  - 1% increase in bus travel
  - 2% increase in train travel
  - Slight increase in walking and cycling



Red = drive alone, car share, dropped off, motorbike and taxi

Amber = bus, train and park & ride

Green = walk, cycle and work from home

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Benefits of Modeshift

- Splits it into sections to fill in
- Helps to generate ideas for initiatives
- Gives goals to work towards to achieve each level
- Invites to events and webinars

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Questions?