University of Essex

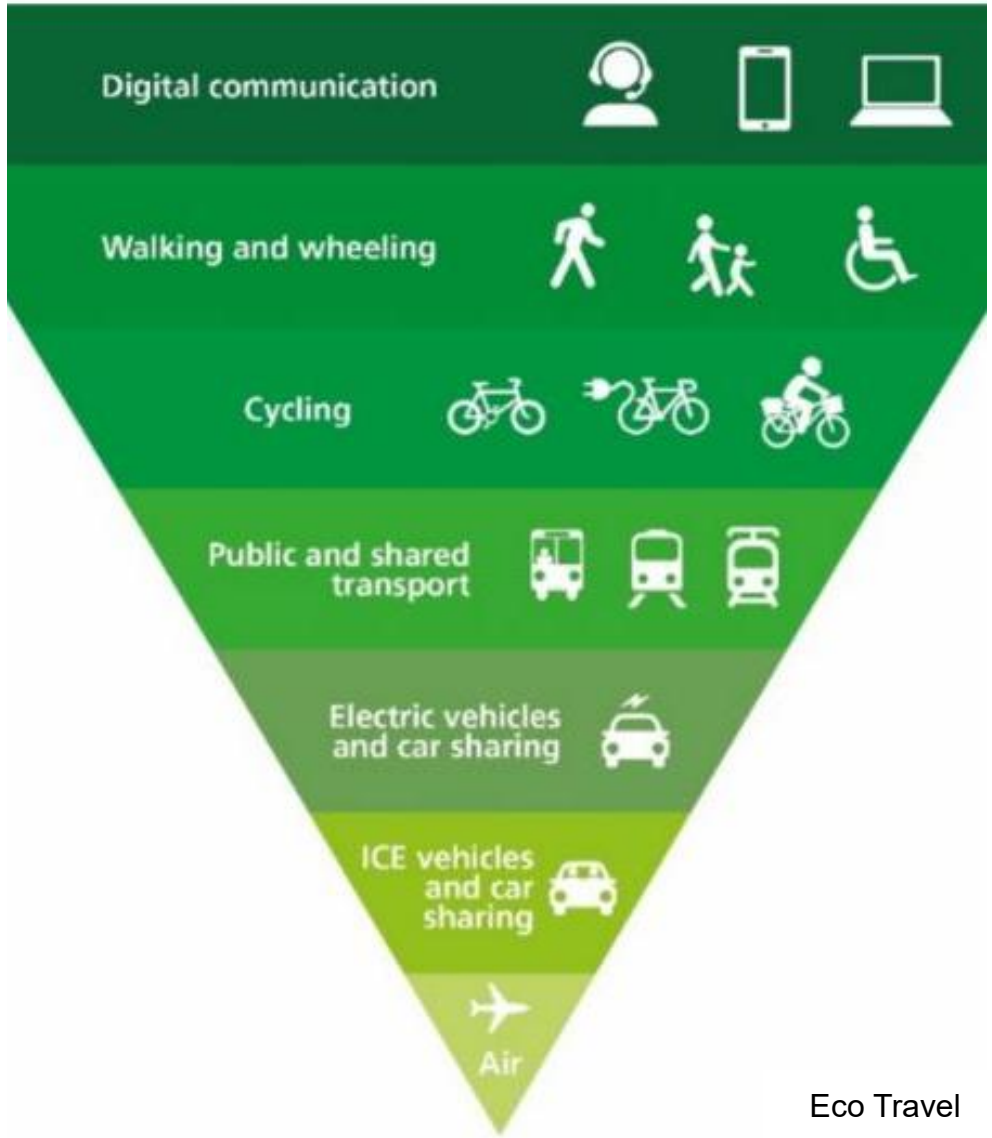
Travel & Transport

Presentation

Caralyn Elmer

University of Essex

Why is sustainable travel so important ?

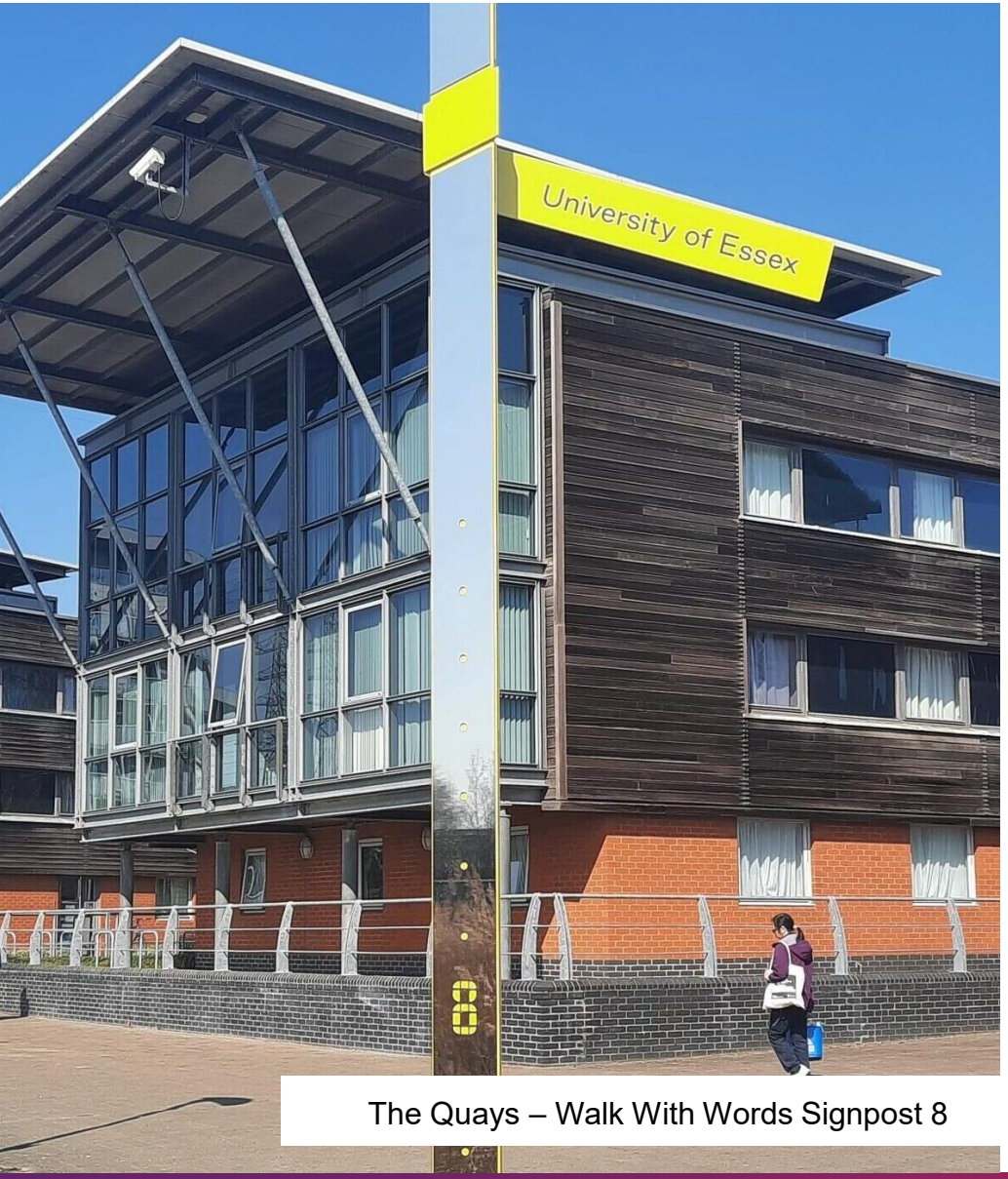


Eco Travel

Sustainable & Active Travel

Sustainable & active travel aims to promote:

- Reduced Carbon Emissions
- Protecting Natural Resources
- Improving Community Well-being



The Quays – Walk With Words Signpost 8

Sustainable & Active Travel

The **University of Essex** (UoE) has been making determined strides toward improving sustainable travel on all three of its campuses for the thousands of staff and students who regularly commute.

The UoE recognised the need to promote active and sustainable travel options for everyday journeys and does so through social media and promotional material on campus.

The Challenge

The education industry has faced ongoing challenges but has remained committed to promoting sustainable initiatives in the organisation and increasing visibility.

Accommodation Cycle Rack

Initiatives such as:

- car sharing,
- walking,
- cycling, and
- improving public transport links for the UoE community.

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Why Modeshift?

Why Modeshift?

Encouraged by **Colchester Travel Plan Club** Coordinator Mike Polom, the university joined the **Modeshift STARS for Business programme** approximately a year ago.

Modeshift STARS empowers organisations by providing a centre of excellence for developing, delivering, and monitoring effective Travel Plans.

EBS – Boundary Road bus stop

Modeshift – Travel Week Stall

Why Modeshift?

Modeshift STARS is a national award scheme which offers both credibility and clarity, enabling the UoE to track progress and celebrate achievements when meeting their sustainability goals.

The personalised portal gave the team a simple yet structured online platform to review their current Travel Plan, identify gaps, and set practical targets for improvement to promote safer, greener, healthier travel.

Why Modeshift?

Modeshift STARS provides simple instruction and information as required to help instruct, inspire and solve travel related issues.

Setting up our profile was simple and Melanie at **Essex County Council** was a great support in the early stages when first navigating the portal.

With her assistance and by actively using the portal the UoE has now reached ‘Good Accreditation’ level and are currently working towards the ‘Very Good Accreditation’ level. Our experiences were also featured as a Case Study recently on the Modeshift site and socials.

Essex County Council

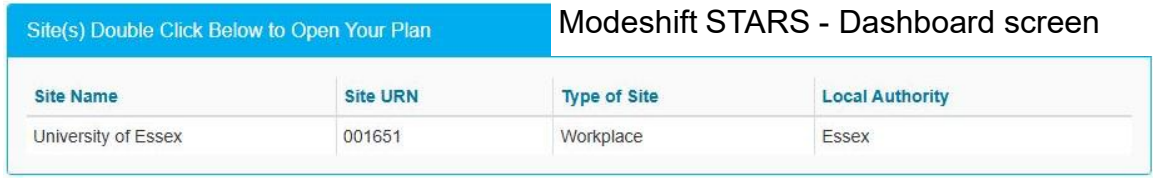
Essex County Council logo

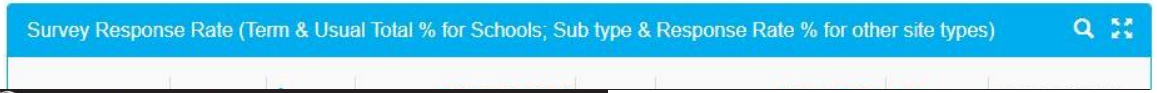
Very Good Accreditation

- Good TP Level Complete √
- Establish a Travel Plan working group (min of 3 persons) and document actions √
- Staff Travel Survey in current year – ECC/STEN currently active x
- Achieve a reduction in red travel modes and increase in x
- Completed Travel Initiatives (15 Completed) amber and/or green modes √
- Supporting Initiatives (5 Completed) √

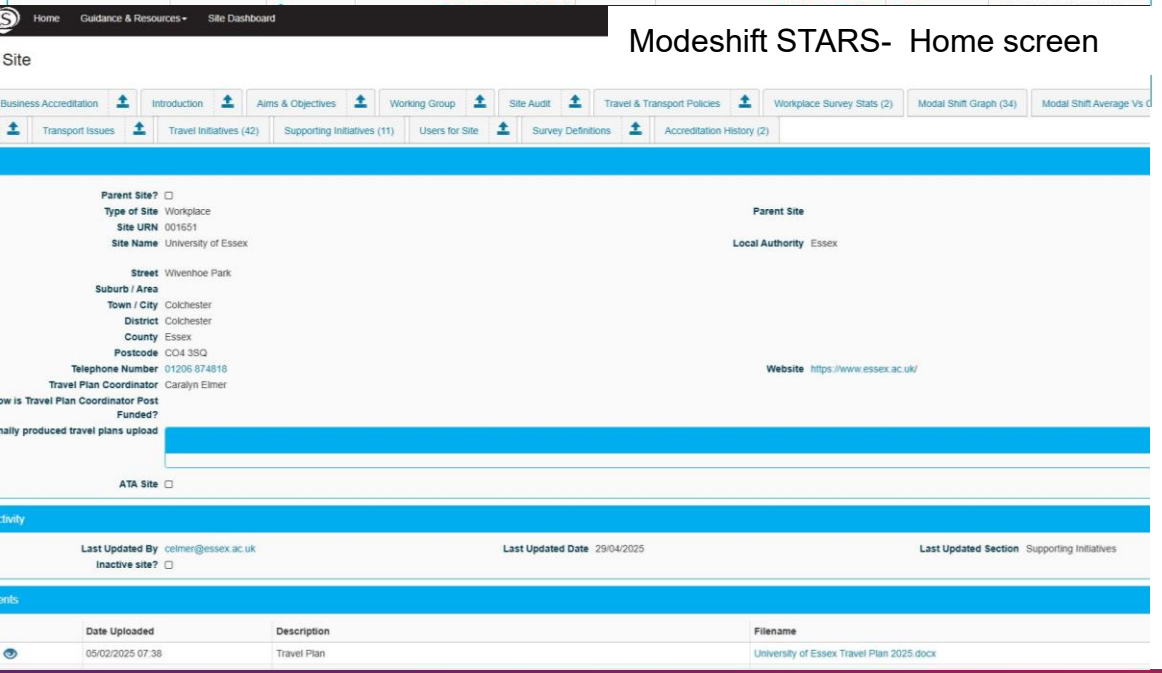
Modeshift Stars logo

Modeshift STARS - Dashboard screen





Modeshift STARS- Home screen



Modeshift STARS

Brief Overview

- Login/password access
- **Dashboard** gives you brief general information on accomplishments
- **Home** page gives you all the tabs you require to edit and update your tasks
- **Guidance** page gives you support and advice on how to achieve your goals – click on magnifying glass to open docs.

BW1	**Improved pedestrian signage on site [ONGOING]** Wivenhoe Trail signage		Pedestrian/ cycling signage up
BW2	Improved pedestrian access to site		Needs improving access
BW3	**Encourage public transport users to get off a stop earlier** [sustainability socials proof pending]	√	SPRING /SUMMER 2025
BW4	**Promote walking route websites and apps** [Submitted]	√	STAFF / STUDENT
BW5	Offer lot lunchtime / after work walks		
BW6	**Provide pool umbrellas for staff use** [Submitted]	√	In Rm 6.003
BW7	**Provide walking maps** [Submitted]	√	Electronically on Walking pages for Staff/Students
BW8	Run or participate in a pedometer challenge		Walk this Way May 2025
BW9	Walk to work week promoted **[proof required]**		Walk This Way May 2025 Month – May doc
BW10	Walking promoted between work sites		Walking Together subscription to Pedestrian Only Zone – Southend walking app
BW11	**Other walking initiative- Nordic Walking** [Submitted]	√	Nordic Walking – Wellbeing Wednesdays [WHSW]
BW12	**Workplace Walking Challenge** Step Count challenges can be organised through the Better Points app Virgin Pulse and Active 10, an [redacted] provided by Public Health England. [Submitted]	√	[redacted]2024
BW13	Set up a WAG [Walking Action Group]		

Cycling Actions

BC1	Bike Security Marking takes place	√	**Bike Register** kits provided
BC2	**CCTV installed for cycle security** [Submitted]	√	Under podia & STEM
BC3	Corporate membership of cycle loan scheme, e.g. Brompton Dock		
BC6	Cycle maintenance sessions		Organising with Dr Bike / EssexSport
BC8	**Cycle parking / storage installed ± 150** [Submitted]	√	Racks & Storage
BC8	**Cycle to** [redacted]	√	Promoted annually in **August**
BC9	**Cycle to work scheme in place** [Submitted]	√	[redacted] employer code fdb84 to apply via HR
BC10	**Cycle to work week/month** June/May 2025 /		**Bike Month - Planned for May 2025**
BC11	**Cycle training available for staff** [Submitted]	√	Essexsport on board? Link to [redacted] Training Class
BC13	Cycling maps available to staff/users	√	Maps handed out at events
BC14	Cycling promoted between sites		
BC15	Discounted cycle accessories event		
BC16	**Dr Bike sessions delivered** [Submitted]	√	Weekly Term Time Sessions
BC17	Help To Buy scheme		Promotion of Essex Pedal Power & [redacted] loan with option to buy LOAN
BC18	**Implementation of cargo bike scheme** [Submitted]	√	1) [redacted] bike available for staff 2) [redacted] Essex Walk

Actions Example

Modeshift STARS

- add evidence via the cogs icon
- remember to save your progress
- monitor your progress in real time
- statistics – double click on graphs and tables to open data
- accreditation lasts for three years
- decide your own workload
- improve your level at any time

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Engagement & Initiatives

Case Study – UoE Good Accreditation

Category 1 – Reduce Car Use

- EV/Car sharing
- LUC- Love Ur Car
- CAReless Pollution Campaign
- CPC Drive Scheme
- Colchester Car Club

Category 2 – Public Transport

- Bus – First Bus/Konectbus
- SU Shuttle Bus
- Arrivals Coach Service
- Colchester Park & Ride
- RTS –Rapid Transit System
- Train – GA & C2C
- DOTT & ECargo

Category 3 – Active Travel

- Cycling Facilities
- Cycle Colchester Maps
- Walking Routes /Trails

North Towers Car Park

Car Sharing Flexibility:

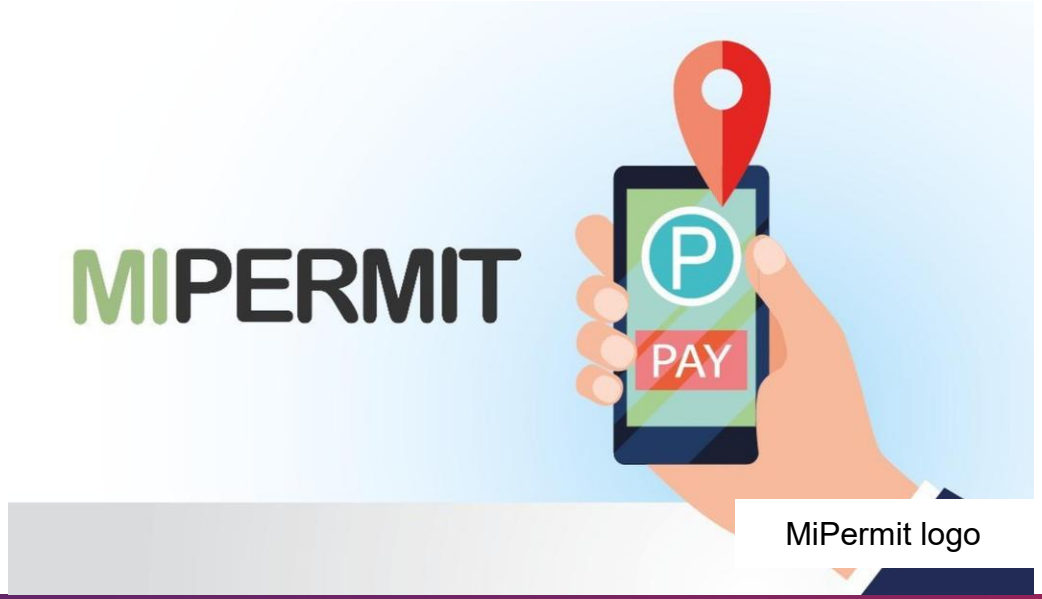
Staff frequently car share with colleagues and friends, but the consensus is that they would like to see more options available to do so more freely within the UoE community.

Concerns raised about the service were around cyber security and safety for both travellers. The latter of which the UoE is currently looking into improving.

LUC Car Share Scheme

Love Ur Car Colchester logo

To encourage local car sharing, Colchester City Council's - Love Ur Car Colchester has dedicated car share parking spaces provided at several city centre car parks. To register simply create a **MiPermit** account.



MiPermit logo

- Colchester North station
- St John's Street car park: Two bays
- Vineyard Street car park: Four bays
- Britannia car park: Four bays
- St Mary's car park: Four bays

CAReless Pollution Campaign

Clean Air Colchester are a local group whose main aim is to urge motorists to adopt better driving habits, help to reduce emissions, and improve air quality by switching off their engines when stationary.

The UoE promote the campaign on the travel website and social media as well as have signs erected at their taxi ranks, loading bays and nursery parent drop off bays.

CPC Drive Scheme

CPC Drive logo

UoE employees can offset some of their salary in exchange for a new car through the salary sacrifice scheme with **CPC Drive**.

The university are committed to minimising carbon emissions and the environmental impact of their travel and transport activities.

The scheme offers **electric, hybrid** and **low emission petrol** cars to help save money and reduce carbon emissions and is open to all staff who have

- passed their probation,
- have one year of continuous service and
- a contract that covers the period of the hire agreement

Enterprise Car Club app logo

Car Club Only bay

Colchester Car Club

Colchester's pay-as-you-go electric car club scheme has recently expanded to three sites to access electric vehicles 24/7 via the **Enterprise app**:

- St Peter's Street,
- Sheepen Road and
- Priory Street

For just £10 a year, Colchester residents can hire an EV from £7.50 per hour, with insurance, tax and maintenance included.

Bus interior

Public Transport Collaboration

Strong relationships with local bus operators have led to recent route changes and discounted fares for new student-friendly ticket options.

- **First Bus [S1/87 & 54 Shuttle] –** UoE Bus Pass
- **Konectbus [74/76] –** 30 Day Subscription & Student Hopper
- **Arriva** offer the Student Saver Ticket for Southend students
- **Octopus** multi-operator tickets are valid on all services run by Essex County Council - currently First Essex, Arriva, NIBS and Stephensons services issue and accept the tickets.

The current capped government fares of £3 per single journey have helped boost uptake also.

Airport Arrivals

Local services

- X20 Essex Airlink Stansted - £3
- National Express 250 Stansted/ Heathrow - £7

Airport Transfer Service - Arrivals

For several years the UoE have offered new arrivals an airport coach transfer service to Colchester and Southend campuses ahead of Welcome Week from Gatwick and Stansted.

SU Shuttle Bus landing page

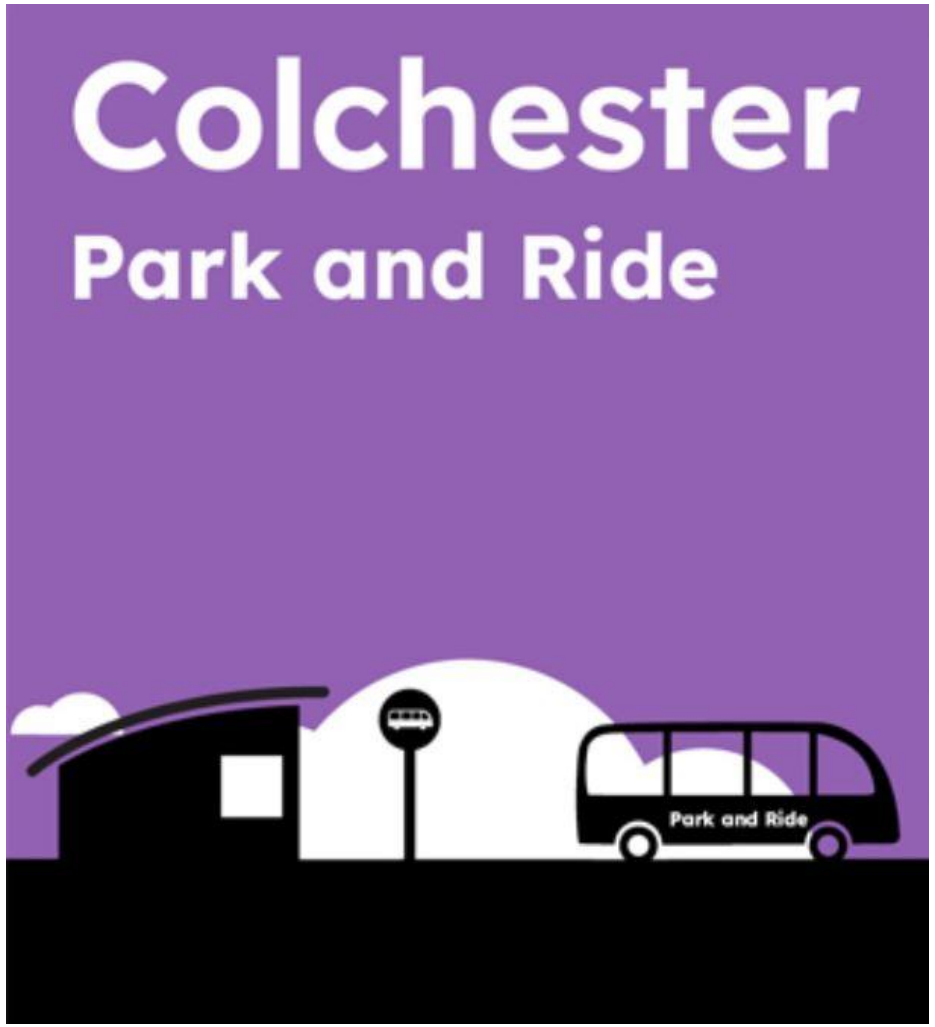
UNIVERSITY OF ESSEX
STUDENTS*
UNION

UoE Students Union

SU Shuttle Bus

The SU Shuttle Bus service:

- £1.50 per trip
- Purchase from SU Reception, or the Sub Zero Box Office & Cloakroom
- Tickets can only be bought on the day you want to travel
- There are three routes – Wivenhoe, University Halls – [The Meadows, The Copse, The Pastures & The Quays] & Greenstead.



Colchester Park & Ride

Colchester Park & Ride is located on the A12 at Junction 28 and travels from Mile End to the city centre.

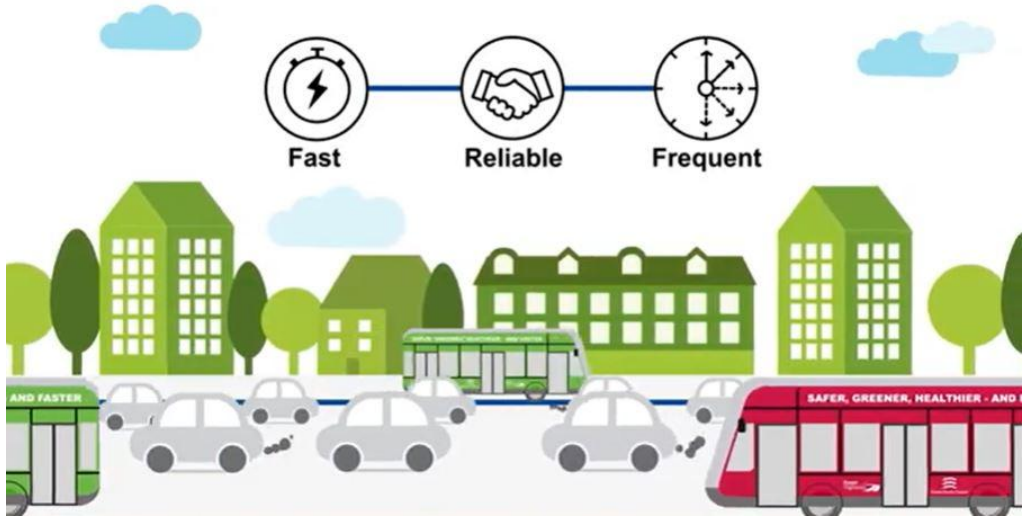
The **what3words** location is ///delight.building.downcast

RTS-Rapid Transit System

The RTS [scheduled for completion Summer 2025] planned priority route aims to ensure connections between key destinations across the city are quicker and easier to travel.

The route travels from the A12 **Park and Ride** to the **University of Essex** and the new **Garden Community.**

Regular meet the contractor events were held at the **Innovation Centre-Knowledge Gateway during works** to help inform the community of each phase.



Public Transport Collaboration

Discounted Train Travel

- **Abellio Greater Anglia** offers Colchester based students under the age of 19 an Academic Pass, discount of up to 50% between two nominated stations.

- **C2C** offers Southend based students the Smart Student Scheme discount of 34% on season tickets.

Dott ecycles

E-mobility options

DOTT e-cycles are available to hire locally. Discounted student rides of 35% are available via qr code.

Colchester Ecargo are a local eco-friendly courier service aiming to reduce vehicle emissions and congestion across Colchester.

Dr Bike Promotional Poster

On Campus Activities

To help raise visibility we organise:

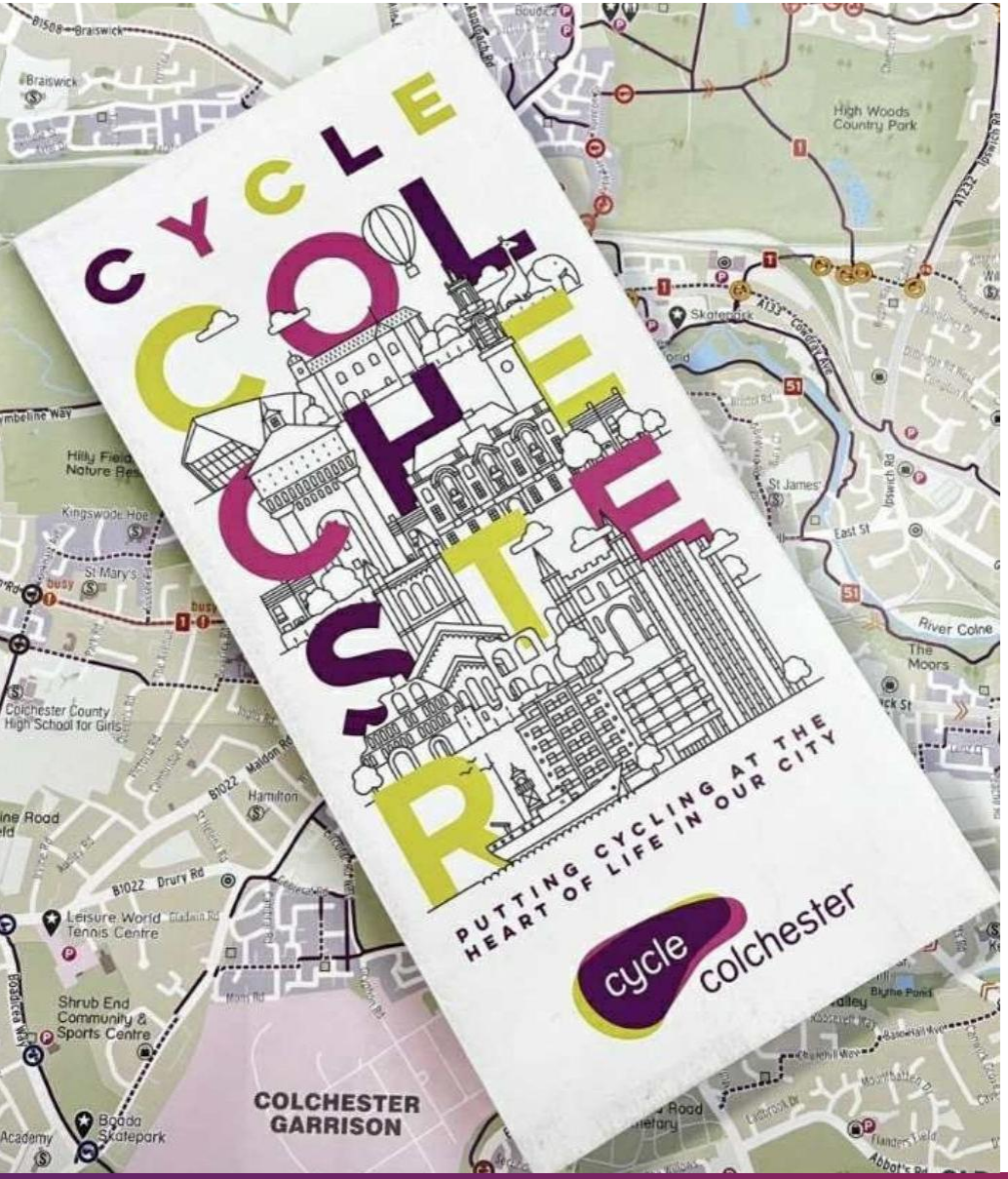
- Weekly **Travel Stall** on the squares
- Weekly **Dr Bike** cycle maintenance sessions [term time],
- walking groups, and
- active travel challenges such as **Steptember**, **Ride and Stride**, **Pedal for Your Medal** and **Get On Your Feet Britain**

Cycle Repair Station – North Towers

Active Travel Facilities

To encourage current and future cyclists we offer:

- showers,
- cycle lockers,
- sheltered cycle racks
- repair stations, and
- Dr Bike free term time cycle servicing



Cycle Colchester Maps

Cycle Colchester maps are now available! 🚲

Cyclists can pick up a free copy from the Estates & Facilities Helpdesk on the 6th floor, Room 6.003.

The map can also be viewed online:

https://ow.ly/ISAY50WLWTT

EBS Walk With Words Signpost

Awareness & Community Engagement

Efforts are made to engage the local community with below initiatives connecting the university with nearby developments.

- Walk With Words Trail
- Tendring Heritage Witch Trail
- Walking Together Whatsapp Group
- Wivenhoe Art Trail / Janes Walk annual events

The Results - Staff

In 2024, the university conducted its latest travel survey, which highlighted key modal shifts:

54% drive alone, a 13% increase from the previous year

Car sharing up 1%

Cycling down 10%, indicating areas for re-engagement

Most popular alternative to driving: car sharing (41%)

Strong interest in better buses, cycling facilities, and promotional efforts

The Results - Students

16% drive alone, an 8% increase

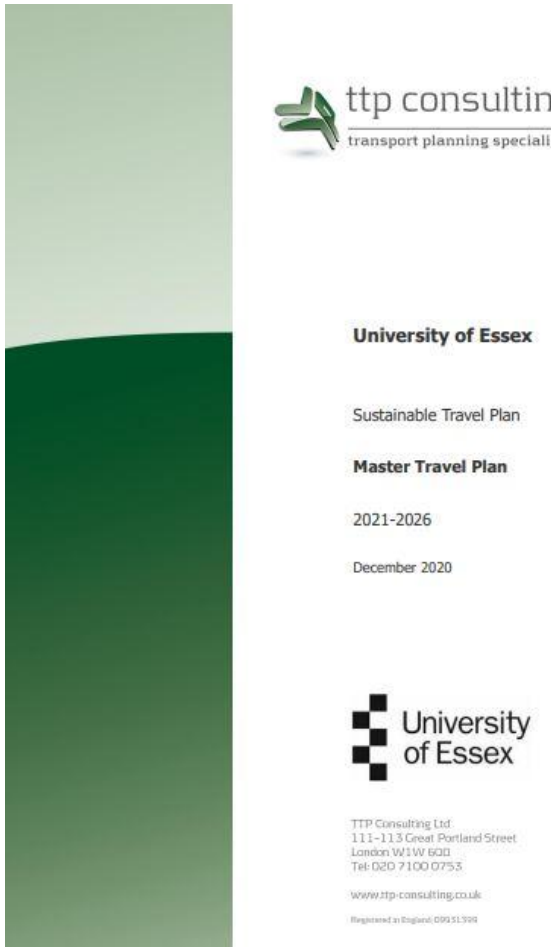
Cycling and train use up slightly

Walking dropped 8%

Students want more promotion of discounts, cycle hire, and more affordable transport options

Both groups expressed a desire for better bus services, safer cycling infrastructure, and an app or platform to help match with car share partners.

Looking Ahead .



An **Active Travel Action Group**, including members from across departments, continues to meet regularly.

More visibility is a key goal for 2025, with plans for a major promotional event that brings together all aspects of sustainable travel on campus.

We are looking at the current Travel Plan shown here and updating it for beyond 2026.

University of Essex

Weekly Travel Stall

- Visual presence on squares
- Information / advice on local sustainable & active travel
- Connect with community – glean regular feedback

Bookable Tree Walk Tours

- Collaboration with Grounds Team – HR bookable
- Promoting our green spaces
- Health & Wellbeing walks
- Educating on flora and fauna
- Volunteering opportunities – planting

Social media increase & interactive events

- Dott ecycle event
- Scavenger Hunt - SU
- Interdepartmental Challenges
- Screen promotions
- Media presence [Instagram/ Tiktok]

Lakeside view

By achieving a **'Good'** **STARS for Business Accreditation**, the University of Essex has affirmed its commitment to active and sustainable travel.

While challenges remain, the passion of the team and the strength of community support are clear drivers for continued progress.

University of Essex

Thank you