



ttp consulting
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University of Essex

Sustainable Travel Plan

Travel Plan Sub Report Southend Campus

2021-2026

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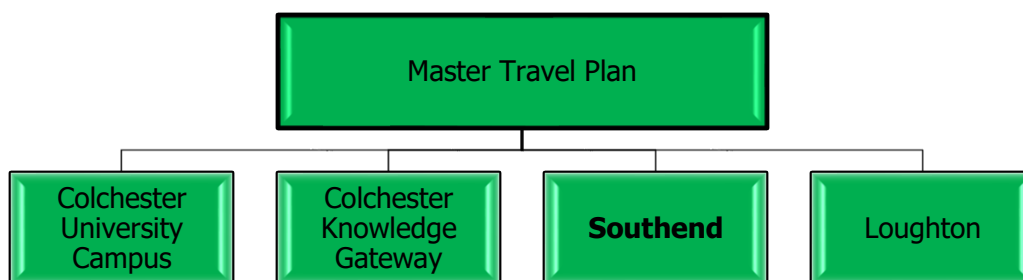
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1 INTRODUCTION

Overview

- 1.1 The **University of Essex Sustainable Travel Plan** is an essential component in supporting the University's commitment to improving the environment, reducing carbon emissions, living sustainably and ensuring that its estate infrastructure is fit for purpose and able to adapt to meet future needs.
- 1.2 This **Travel Plan Sub Report** for the **Southend Campus** is part of the University of Essex Sustainable Travel Plan and sits under the **Master Travel Plan** and alongside travel plan sub reports for the other campus locations within the University's estate.

Travel Plan Sub Report Structure



- 1.3 This Travel Plan Sub Report for the period 2021-2026 inclusive replaces the existing 2016-2021 Travel Plan, which was last updated in 2016.
- 1.4 It presents the prevailing conditions in terms of sustainable travel at the Southend Campus and should be used as a guide by the University's Travel and Transport team members for the promotion of sustainable travel. It will be updated through the life of the Travel Plan to reflect changes to local conditions, on and off site, as and when they occur.

What is a Travel Plan?

A **long-term strategy** which sets out the principles and a **range of measures** to ensure that travel made by staff, students and visitors is carried out in the most **sustainable means** possible and to minimise the impact of the Campus on the transportation network including **reducing reliance on the private car and single occupancy vehicles**.

Aims and Objectives

- 1.5 In order to ensure this Travel Plan is effective, objectives and targets have been set out. These objectives will be continuously monitored and reviewed through travel surveys to assess effectiveness.

Objectives

- Increase the number of staff / students who travel to work by active modes
- Increase the number of staff / students who travel to work by public transport
- Make alternative means of transport attractive to the user by educating, informing, training and discounted tickets
- To encourage and enable car sharing
- Highlight the cost and health benefits of walking and cycling to campus

Aims

- To reduce / remove single occupancy vehicle use
- Increase the use of car sharing, train and bus
- To increase walking and cycling to campus
- raise awareness and increase the attractiveness of alternative modes of transport to the private car and in particular the benefits associated with walking and cycling for short journeys

Monitoring

- 1.6 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. In order to understand the impact new travel measures and incentives have on travel patterns, a bi-annual travel survey will be sent out to all students and staff.
- 1.7 The travel survey results will be analysed and the identified trends will be shared and next steps discussed, with a clear intent to meeting sustainable travel targets.

Mobility Restricted?

- 1.8 The University of Essex welcomes disabled students, staff and visitors to its campuses, and is committed to removing barriers to education, training and employment for all. Please visit our web pages for advice and information about the services available to all members of the University

of Essex. If you have a blue badge you may find this link useful:
http://www.southend.gov.uk/info/200363/blue_badge/144/using_your_blue_badge

- 1.9 If you have either a mobility, visual, hearing, learning or mental disability or you are supporting someone with a disability who is travelling in and around Southend, then DIAL may be able to assist you can contact them on 01702 875815. They can also advise carers, families and loved ones.

International Student?

- 1.10 If you are an international student and require travel advice within the UK from the Airport, then please refer to the "*How to Get Here*" section of the website for you required Campus.

Contact Details

- 1.11 For any questions or queries, or if you would like more information regarding this document please contact the Travel and Transport team.

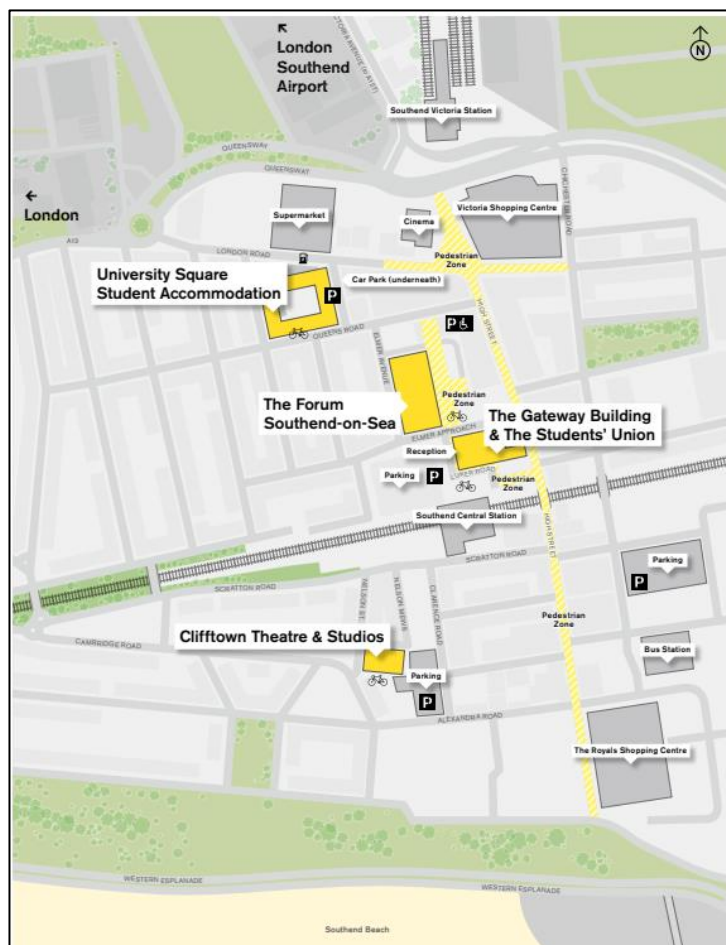
Email : travel@essex.ac.uk

2 SOUTHEND CAMPUS

Campus Location

- 2.1 Southend-on-Sea is a coastal town located approximately 30 miles (50km) from central London with rail access afforded by a 60-minute train journey into Fenchurch Street from Southend Central and to Liverpool Street from Southend Victoria, with road access via the A127 and A12.
- 2.2 The Campus is located in Southend town centre immediately north of Southend Central railway Station, 400m south of Southend Victoria railway station and 350m north of the main bus station. The Southend Campus is formed of several main buildings all located within a short walking distance from each other, consisting of The Gateway Building, The Forum, University Square and Clifftown Theatre and Studios. Student accommodation is provided at University Square and a Student Union is provided within the main campus area. The location of the Southend Campus is shown below in **Figure 2.1** and indicates the Town Centre location, which is afforded excellent public transport links and offers shops and other supporting amenities for persons living locally.

Figure 2.1 Southend Campus Map



Walking

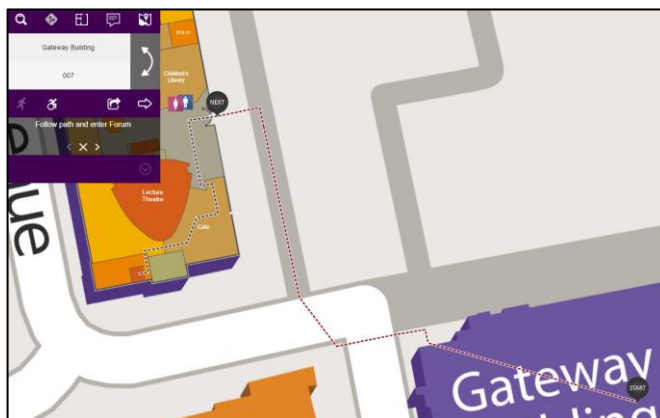
- 2.3 The campus buildings are set within an excellent walking environment with the main High Street area linking Victoria station toward the seafront and the area in front of the Forum building being pedestrianised.

Figure 2.2 Pedestrianised High Street



- 2.4 The Campus is well integrated into the local walking infrastructure and is ideally located to take full advantage of trips by foot, with walking routes provided between key destinations that form part of the Southend Campus.
- 2.5 UoE has also partnered with Access Able to provide detailed online guides for travel in and around all of the Campus locations and this is also provided for the Southend Campus. Information showing step-free and accessible routes on the Campus is provided on the University website: https://findyourway.essex.ac.uk/?project_id=2. An example of the wheelchair access route between The Gateway Building and The Forum is shown below in **Figure 2.3**.

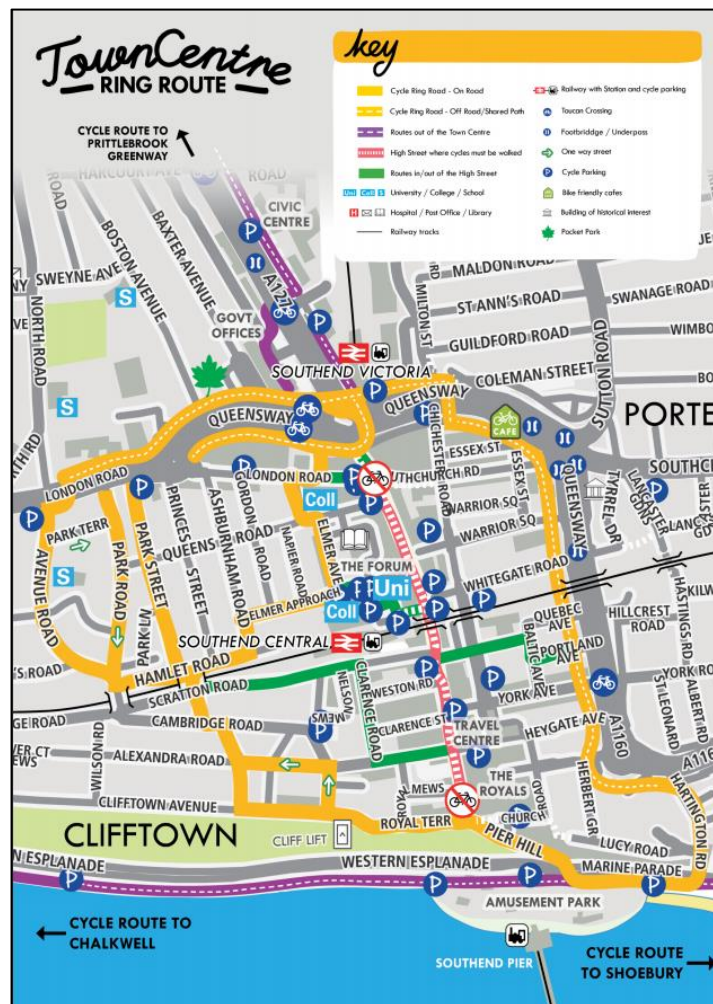
Figure 2.3. Access Able Example



Cycling

- 2.6 Cycle routes are provided in the surrounding area, as shown in **Figure 2.4** (<https://www.cyclesouthend.co.uk/uploads/RehsqXV7f08Qm0vQ.pdf>) that identifies on-road and off-road / shared paths, routes out of the town centre as well as key infrastructure such as cycle parking, toucan crossings and relevant underpasses. A section of the website dedicated to cycling is provided: <https://www.essex.ac.uk/information/travel-and-transport/cycling-facilities-at-southend-campus>.
- 2.7 National Cycle Route 16 is located towards the south on the Western Esplanade that connects the Campus to Shoeburyness in the east and Chalkwell in the west.

Figure 2.4 Local Cycle Map / Infrastructure



- 2.8 Cycle parking is located near the buildings on Campus and these mostly comprise of facilities that are open to the use of the public (i.e. Sheffield stands). Secure parking is also provided at Southend Victoria Railway Station. Showers and changing rooms are available for staff and students.

- 2.9 It is evident that the Southend Campus is ideally situated to take advantage of trips by cycling, although it is noted that cycling is not allowed along the pedestrianised High Street. By providing cycle parking at all key buildings the University is offering every opportunity for this mode of travel to be used.
- 2.10 Cycle hire is available from Southend Victoria Rail Station operated by Bike and Go and Motion Hub also provides a local cycle hire network. The cycle to work scheme is available to staff and this will be promoted throughout the life of this Travel Plan, along with any relevant discounts at local shops.
- 2.11 With regards to advisable cycle routes, personalised travel planning with regards to cycling can be offered by the University and, route planning software such as <https://www.cyclinguk.org/journey-planner#> provides advice on cycle friendly routes across the UK using origins and destinations to generate relevant cycle routes. These routes can be set to avoid main roads where possible, where users can select options including quiet (i.e. traffic), fastest (i.e. most direct) or, balanced (i.e. least amount of elevation gain).

Figure 2.5 Motion Cycle Hub

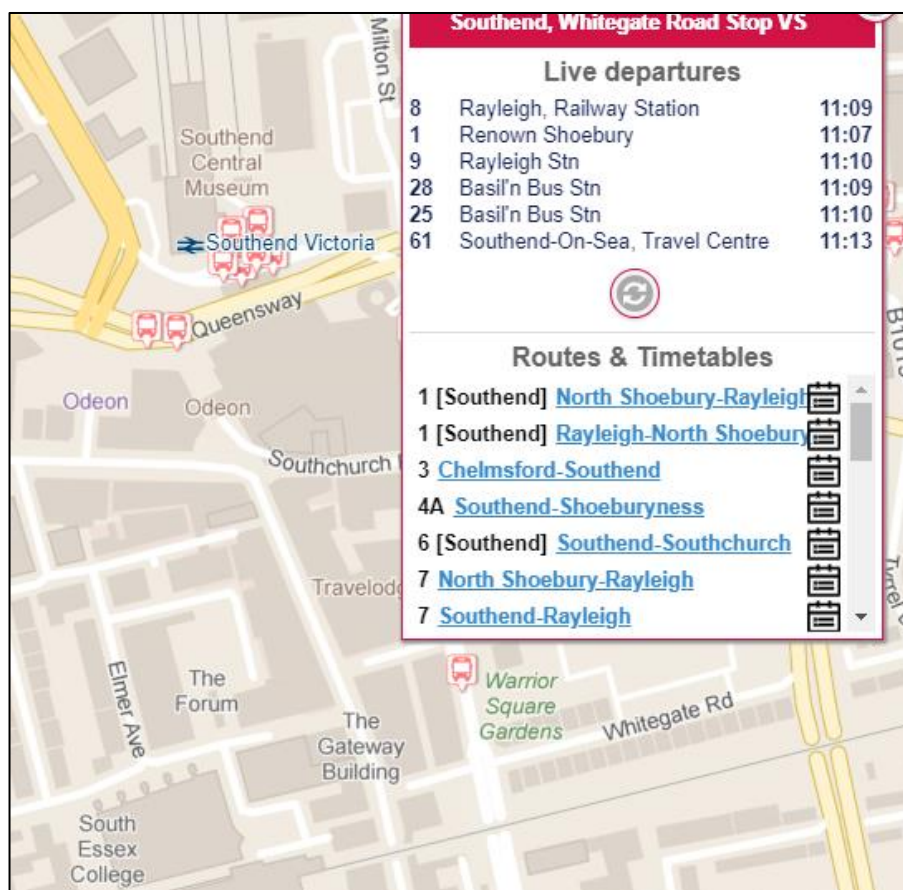


Public Transport Services

- 2.12 The University website provides up to date information regarding public transport options to and from the Campus, which can be found here: <https://www.essex.ac.uk/life/southend-campus/how-to-get-here>.
- 2.13 Bus stops and train station locations with detailed live mapping and times for bus and rail provided at <http://www.essexbus.info/map.html> with an example extract shown at **Figure 2.6**.

2.14 The University promotes discounted public transport ticket options, as well as providing season ticket loan schemes to staff. Octopus discounted tickets for students and staff are valid for travel on most buses and more information on discounted tickets for public transport will be promoted throughout the life of the travel plans and more information can be obtained from the Travel and Transport team.

Figure 2.6. Essex Bus Live Map



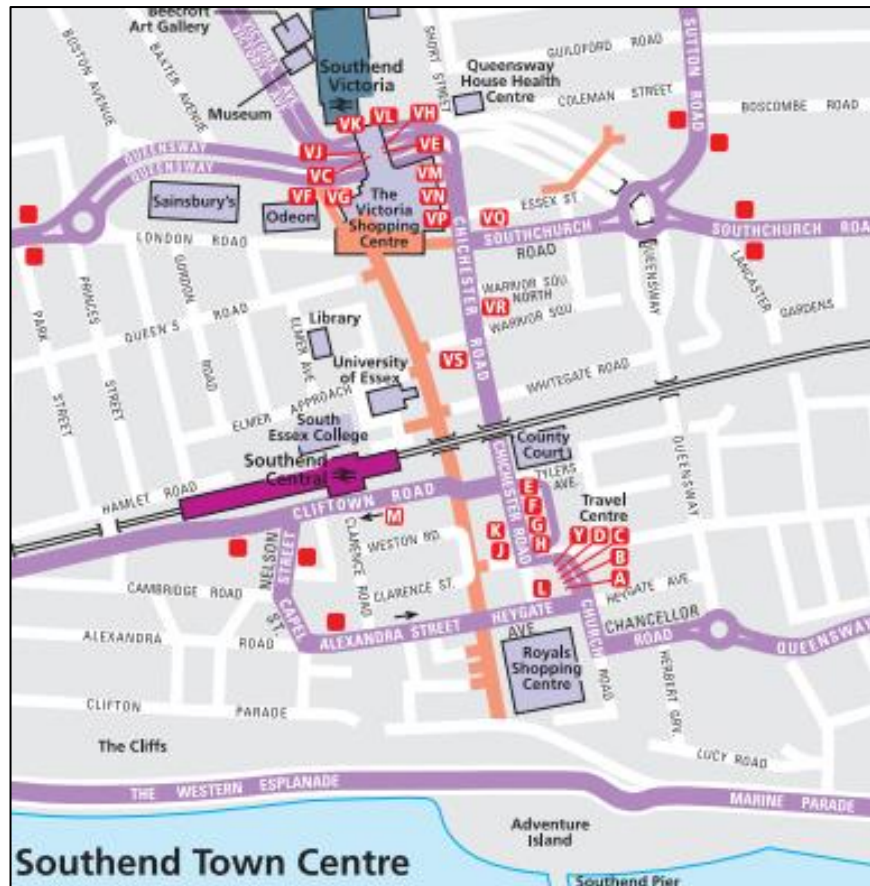
Bus Services

2.15 There are a number of bus stops provided in the surrounding area within a reasonable walking distances on Chichester Road, Queensway and the main bus station on Heygate Avenue / York Road.

2.16 The Campus is less than half a mile from the Southend Travel Centre which is a major bus terminal for Southend and connects Southend with bus routes to all over the borough. The Gateway Building is less than 90m away from the nearest bus stop which is served by most bus routes leaving the bus terminal and therefore has a frequent service with a very comprehensive timetable. Clifftown Theatre and Studios has a number of bus stops located a short walk from the building.

- 2.17 The Octopus multi-operator bus ticket enables a holder to use any bus in the Borough and can be purchased at The Forum building. A detailed bus route plan is also provided in **Appendix A** with associated times, with an extract of the main stops shown below in **Figure 2.7**.
- 2.18 Live timetable information is also provided at <http://www.essexbus.info/map.html>, which also provides route maps and detailed timetable information throughout the day.

Figure 2.7 Detailed Town Centre Bus Stop Map



Rail Services

- 2.19 Southend Central and Southend Victoria stations are located within reasonable walking distances of the Campus, with Southend Central located immediately south of The Forum / Gateway buildings. There are two direct train lines which operate between London and Southend. The c2c line from Fenchurch Street to Southend Central and the Greater Anglia services from Liverpool Street to Southend Victoria. The journey time on both lines is approximately 45 minutes to 1 hour and student discounts are available.

Coach Services

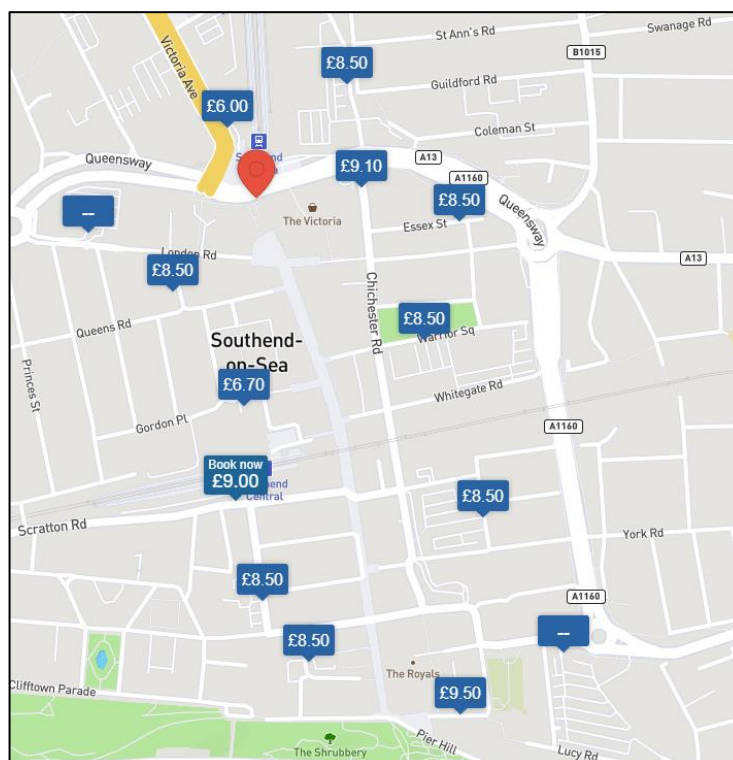
- 2.20 National Express services are provided within the main bus station in Southend, with more details provided on booking at <https://www.nationalexpress.com/en>.

Driving

- 2.21 None of the University's buildings in Southend have allocated parking facilities due to the excellent transport links available. Those wishing to visit the campus by car may park in a local council or privately operated car park, such as:

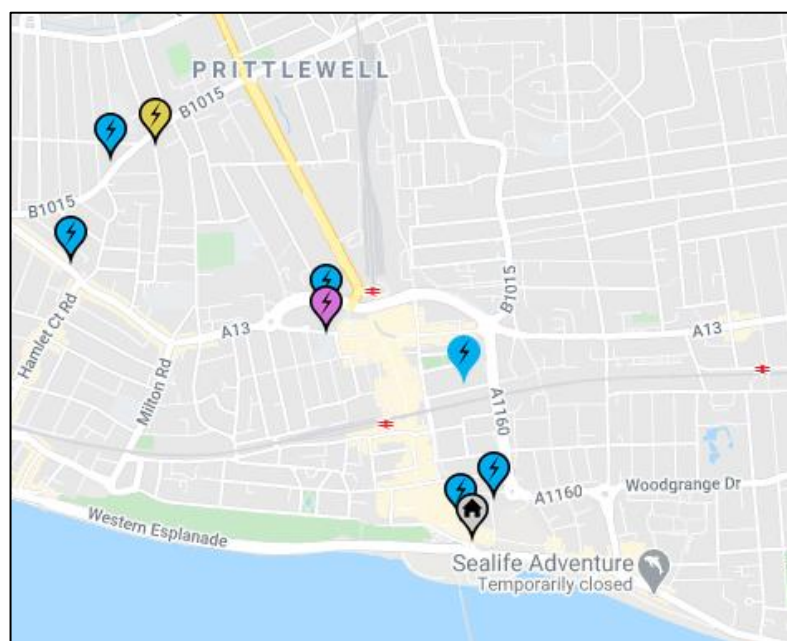
- For the Gateway Building and The Forum parking is suggested in the underground car park below the South Essex College or under University Square on College Way.
- For Clifftown Theatre and Studios parking is suggested in Clarence Road Car Park run by Southend Bough Council. There is limited on road parking.
- For University Square there is an underground car park also run by Southend Council. There is limited on road meter parking.

Figure 2.8 Map of Parking and Associated Charges (All Day)



- 2.22 Blue badge holders with Southend on Sea issued blue badges can park for free. Badge holders with badges issued by other authorities will need to pay the appropriate car park charges, however on street parking bays remain available and free of charge to all badge holders.
- 2.23 Electric vehicle charging points are available at a number of locations in Southend and details can be obtained from <https://www.zap-map.com/live/>, with an extract provided below in **Figure 2.9**.

Figure 2.9 Zap Map Southend Extract



Listening to Feedback

- 2.24 The 2019 travel surveys yielded a low response with 56 staff and student responses. The following themes were reported from the few comments made, these are presented in more detail in Section 3:
- Awareness of the Travel Plan and support services was low, identifying that promotional / marketing improvements would be beneficial;
 - Usage of Find Your Way app also seems low;
 - Lighting improvements on key routes would be welcomed;
 - Secure cycle storage and separate shower / changing facilities for staff would be welcomed at the Campus to encourage trips by bike, particularly by staff; and
 - Public transport reliability and coverage, time taken to travel via public transport, lack of safe cycle infrastructure, caring responsibilities and cost associated with public transport are examples of reasons why some respondents chose to travel by car.

3 TRAVEL SURVEY RESULTS

Progress To Date

- 3.1 The University is committed to undertaking travel surveys on at least a biennial basis. The most recent data collection took place in 2019 and a comparison between the 2016 (last survey data in the 2016 – 2021 Travel Plan) and 2019 travel survey results is shown in **Table 3.1**.

Table 3.1 – Survey Results Student & Staff Travel to Southend Campus				
Mode	2016 (Staff and Students)	2019 (Staff - 30)	2019 (Students – 27)	2019 (Staff and Students - 57)
Walk	29%	20%	67%	42%
Bus	5%	10%	0%	5%
Drive (alone)	23%	27%	4%	16%
Train	31%	30%	7%	19%
Cycle	5%	7%	4%	5%
Car Share	5%	0%	19%	9%
Taxi	0%	0%	0%	0%
Motorcycle	0%	0%	0%	0%
Get Dropped off	1%	0%	0%	4%
Work at Home	2%	0%	0%	0%
Total	100%	100%	100%	100%

- 3.2 The sample size of 57 for the 2019 surveys was reduced from the 107 in 2016 and it is important to ensure the sample size for 2021 to 2026 is as high as can be. The low response rate may be a function of the very low reliance on car travel and a complacency that the travel plan doesn't have a role to play for the Southend campus.
- 3.3 It is evident from the limited dataset that walking and car share activity has increased with cycling remaining reasonably constant and car driver (alone) reducing, with only 4% of responding students driving alone (only 1 student drove a car alone) and a total of 16% for staff car drivers, down from 23% in 2016. The 2016 travel plan may have contributed to these modal shifts.
- 3.4 When respondents were asked why they use the car instead of other means of transport in the 2019 survey, the respondents stated caring responsibilities, lack of safe cycle infrastructure, the frequency / timing / reliability of buses and lack of public transport coverage from home. It is

important to note that some staff only use the car in colder conditions and so in order to fully understand how the Travel Plan is working, a survey during the Spring / Summer should be undertaken in future years.

- 3.5 The survey asked respondents what would encourage them to use alternative modes of travel, with frequent responses including cheaper public transport, reliable services, cycle incentives, as well as secure / protected cycle facilities. On the whole, it seems that staff would welcome improved shower / changing facilities as well as secure bike storage, options for flexible working and more incentives to not travel by car.
- 3.6 Of the 57 respondents, only 7 stated that they use the Find Your Way app and a total of 26 stated that they were not aware of the support / services in place to encourage sustainable travel.

4 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

4.1 The key to the success of the Travel Plan will be the effectiveness of the measures that are implemented at each Campus. The University of Essex is committed to reducing its impact on the environment by implementing and supporting measures which encourage more sustainable travel by staff and students. Ultimately, the University seeks to reduce car use and enable staff to travel to work by active and sustainable modes where possible. The wider positive effects of sustainable travel will be marketed and realised which will aid positive health and wellbeing of staff, improving productivity and creating a happy workforce / place to study.

4.2 The University have already established a number of measures for the Campus which will be maintained in line with the objectives of the Travel Plan. The following topic areas, which are summarised below, highlight measures for monitor and review as well as those which will be investigated for implementation.

Encouraging Walking

- Wayfinding and Key Route Reviews
- Step Free Access
- Walking Challenges
- Route Planning Apps / Websites



Encouraging Cycling

- Cycle Facilities
- Cycle Maintenance
- Cycle Loans to staff
- Cycle Training
- Bicycle Pool Scheme
- Electric Bike / Scooter parking
- Route Planning Apps / Websites



Public Transport

- Promoting Public Transport
- Travel Loans and Discounts
- Maps and Route Planning
- Personalised Travel Planning



Parking and Car Use

- Car Sharing
- Electric Vehicle Charging information



Increasing Awareness

- Online (Website / Social Media)
- Communication Strategy
- New Students / Start of Term Events
- Campus Wide Events
- Personalised Travel Planning Promotion



5 ENCOURAGING WALKING

Wayfinding

- 5.1 Continue to promote Pocket Essex App (available on iOS and Android) and Find Your Way @ Essex webpage and App. They are interactive apps and provide real-time information, improvements could be made to expand the map to show walking routes to local amenities and surrounding public transport stops.

Step Free Access

- 5.2 Continue to provide guidance for step-free routes between Campus buildings and ensure they are maintained. Ensure mapping and signage is up to date. Work with the highway authority and transport operators to ensure step-free access is provided onto buses where possible.

Walking Challenges

- 5.3 Organise walking challenges – such as between accommodation blocks or groups / departments. Step Count challenges can be organised through the Better Points app and takes into account walking both on Campus and at home. Other organised challenges include Virgin Pulse and Active 10, an Application provided by Public Health England.



The **NHS** suggests that to stay healthy, adults should try to be active every day and aim to achieve at least **150 minutes of physical activity** over a week through a variety of activities. The easiest way to get moving is to make activity part of everyday life, such as walking or cycling rather than using a car. (<https://www.nhs.uk/live-well/exercise/exercise-health-benefits>)

- 5.4 For those who live within a 30-minute walk of the Campus, promote the fact that they are in close proximity to the Campus, likewise walking to the town centre and nearby amenities such as the Victoria Centre.
- 5.5 Making use of the open space and seafront as these are attractive settings for lunchtime walking or walking meetings. The step count from such activities can be used as part of the Step Count Challenges.

Personal Alarms and Pedometers

- 5.6 The University provides these through the Travel and Transport team and the personal alarms increase safety when travelling on Campus and these can be requested by staff and students.

6 ENCOURAGE CYCLING

Cycle Facilities

- 6.1 The University will maintain cycle parking by fixing any damaged racks that are on Campus and promote cyclists to report theft or damage when it occurs. It is understood from the survey feedback that there is currently a lack of secure and safe stores / stands for staff and students and this will be something that is investigated and addressed where possible. Bike marking could be provided as part of a separate event throughout the year to increase security further.
- 6.2 Cycle stations to fix bikes are available on the High Street at certain times / days (<https://forwardmotionsouthessex.co.uk/travel-info/cycle/cycle-hubs/>) and the Campus could consider accommodating separate Dr Bike events throughout the year.

Cycle to Work Scheme

- 6.3 This is currently provided for staff and staff also qualify for discounts at local bike shops where the Travel and Transport team can be contacted for more details.

Shower / Changing Provision

- 6.4 There are showers and changing facilities at the Gateway Building (contact the reception for information) for both staff and students. The Travel and Transport team will investigate the potential to provide separate staff and student changing facilities, as well as facilities within the Forum, as identified within the surveys.

Cycle Training

- 6.5 Cycle proficiency training is available and the 2019 travel survey indicates that some staff and students would use this service. Cycle training for adults can be arranged through Cycle Southend <https://www.cyclesouthend.co.uk/get-riding/cycle-training/>. The University will investigate the provision of this and details will be circulated in promotional material throughout the year or, if you wish to contact the Travel and Transport team then they will be able to provide the relevant information.

Bicycle Pool Scheme / Cycle Hire

- 6.6 Cycle Hire is available from Southend Victoria Rail Station operated by Bike and Go and Motion Hub provides a local cycle hire network. The University will work with SBC to investigate the potential of providing a dedicated Motion Hub cycle rack at the main buildings and the potential for discounts.

Electric Bikes

- 6.7 The University will work with SBC to investigate the potential of providing facilities for electric bikes, with more secure parking and charging facilities being considered.

Active Bicycle User Group (BUG)

- 6.8 Staff and students can join the BUG which is run by the University. It is an email based service and staff and students may sign up to the cyclist list at the Campus.

7 ENCOURAGING PUBLIC TRANSPORT USE

Promoting Public Transport

- 7.1 The University will review the quality of the walking environment and routes between campus and key public transport areas for things such as lighting, step-free access, dropped kerbs, continuity, etc.
- 7.2 The University will team up with Better Points, an Application which rewards those who use public transport, cycle or walk (<https://www.betterpoints.ltd/>).

Visitor Travel

- 7.3 The University will continue to inform visitors to travel to the site as sustainably as possible. Staff will be encouraged to send a link to the rail / bus section of the UoE website when meeting bookings, etc are made and information on visitor travel will also be provided on the Campus website travel section.

Travel Loans and Discounts

- 7.4 Octopus discounted tickets for students and staff are valid for travel on most buses.
- 7.5 The University works with transport providers to advertise and provides discounts for tickets. C2c offer student discount and Greater Anglia offer 10% season ticket discount to all staff and students, whilst the 16-25 Railcard provides further rail travel discount.
- 7.6 The University will continue to promote the travel loans and discounts to new staff and students.

8 MANAGING PARKING AND CAR USE

- 8.1 It is understandable that some staff / students have no other option than to use a car to drive to the Campus however the Southend campus does not provide any dedicated parking, with drivers relying on public or private off-street parking with their associated daily charges.

Car Sharing

- 8.2 Car sharing is when there is more than one occupant in a private car. An online car-sharing dataset will be created to connect students and staff who travel in the same direction so they may travel together and share the costs, reducing congestion and pollution. Drop-in sessions can also be arranged to provide physical links to those people. Further information can also be found on <https://liftshare.com/uk/search/from/southend-on-sea-uk> . Currently, students that travel by car typically do so as part of a car share.

Car-Free Day

- 8.3 The Travel and Transport team will investigate the possibility of establishing a 'Car-free Day' at the Campus, whereby staff make an effort to leave their car at home and travel to work by sustainable travel or use car sharing.

Electric Vehicles

- 8.4 As well as providing information on vehicle charge points, the Travel and Transport team will distribute information related to the benefits of using electric vehicles to staff, although the absence of any car parking within the control of the University prevents offering any incentives which favour EV use.

9 INCREASING AWARENESS

- 9.1 It is recognised that marketing and communication is key to the long-term success of the Travel Plan. The marketing strategy will aim to raise awareness to all staff and students across the campus and provide up to date information disseminated via the internet, social media, travel packs and posters.
- 9.2 Greater use of prize draws (such as for cycle shops) could be used as an incentive to increase participation in the next travel surveys.

Communication Strategy

- 9.3 A range of online methods such as the website, emails and social media will provide up to date links and information regarding travel to and from the Campus.
- 9.4 Ensure that website and apps are continuously updated to provide the most up to date and accurate information.



New Students / Start of Term Events

- 9.5 Ensure that students who move into halls are aware of the Travel Plan before moving in and provide up to date information for commuters offering alternatives to driving. Raise awareness with a stand at the Fresher's Fair.
- 9.6 When new staff are appointed, provide them an online copy of the Travel Plan when sending the Contract.

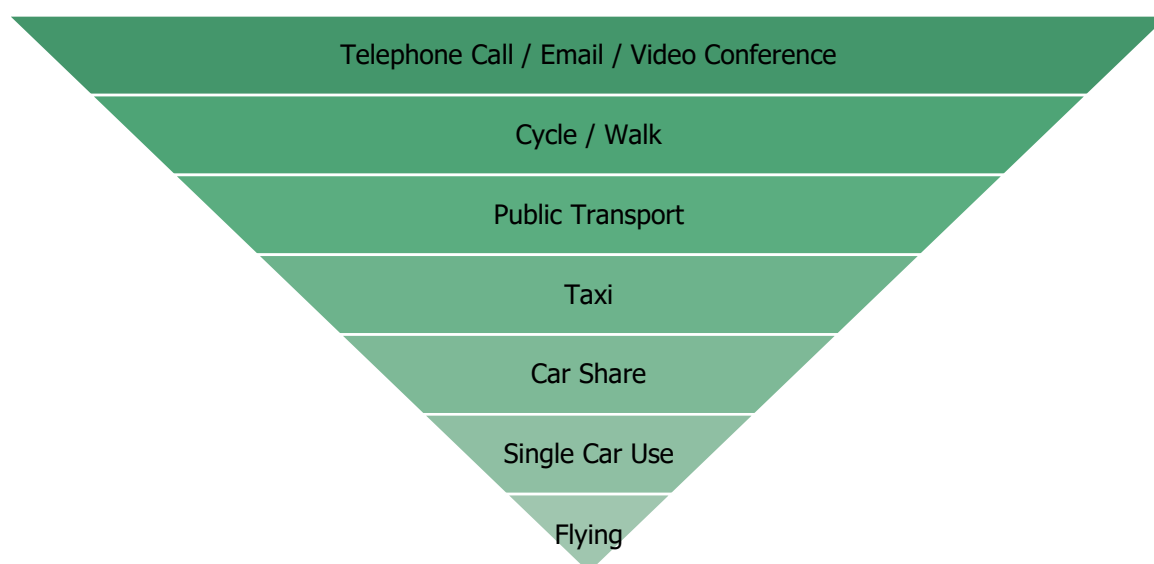
Campus Wide Events

- 9.7 The Travel and Transport team will actively organise and promote events that promote sustainable travel such as a Sustainability Week and Walk-to-University Day.

10 FUTURE PROOFING

- 10.1 As the university aims to expand in the future this will increase staff and student numbers. In order to ensure that UoE continues to meet Travel Targets and carbon reduction goal, the University will need to reduce the need to travel and promote increased use of sustainable modes of travel.
- 10.2 The University should consider adopting a Business Travel Hierarchy, an example of which is provided in **Figure 10.1** showing single vehicle occupancy and flying as the last options.

Figure 10.1 – Potential Business Travel Hierarchy



- 10.3 Additional cycle parking and related amenities including showers and changing facilities should be provided to support the increased staff requirements of new building developments at the campus.
- 10.4 Introduce electric charging opportunities for bicycles, and potentially E-scooters to meet future demand.

11 TARGETS AND MONITORING SUCCESS

11.1 As part of this Travel Plan, modal shift targets are set out for the 2021 to 2026 period and may change during each annual update / review of the Plan. The 2021 to 2026 targets set out in **Table 11.1** and **Table 11.2** with surveys undertaken biennially

Table 11.1 – Staff Modal Targets		
Mode	2019	2026
Walk	20%	21% (+1%)
Bus	10%	11% (+1%)
Drive (alone)	27%	18% (-9%)
Train	30%	32% (+2%)
Cycle	7%	9% (+2%)
Car Share	0%	5% (+3%)
Get Dropped off	7%	7%
Total	100%	100%

Table 11.2 – Student Modal Targets		
Mode	2019	2026
Walk	67%	67%
Bus	0%	0%
Drive (alone)	4%	1% (-3%)
Train	7%	7%
Cycle	4%	6% (+2%)
Car Share	19%	20% (+1%)
Get Dropped off	0%	0%
Total	100%	100%

Staff

- Increase walking by **1%**
- Reduce single occupancy vehicle use by **9%**
- Increase cycling by **2%**
- Increase car share by **3%**

Students

Increase car share by **1%**
Reduce single occupancy vehicle use by **3%**
Increase cycling by **2%**

- 11.2 The University will conduct a travel survey for the Southend Campus bi-annually that will be used to develop a case for any infrastructure improvements and sustainable travel initiatives.
- 11.3 The next survey will therefore be undertaken in 2021, two years after the 2019 surveys (subject to Covid). Following this survey, relevant updates to the Travel Plan will be undertaken and the progress against the targets will be measured. If necessary, new measures and initiatives will be introduced to respond to relevant feedback as well as the ever-changing environment.