

# **Sustainability**

## **2016-2020 Travel Plan**

### **Southend Campus**

**THE FORUM**

**CLIFFTOWN THEATRE AND STUDIOS**

**THE GATEWAY BUILDING**

**UNIVERSITY SQUARE**

Elmer Approach  
Southend-on-Sea  
Essex SS1 1LW  
United Kingdom

**Transport Policy Manager  
Estate Management  
Room 6.013  
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## What's a Travel Plan?

The overriding aim of any travel plan, explicit or implicit, is to reduce the number of single occupant vehicle trips. In particular, the University has recognised as a priority the need to reduce the number of cars used to access the University to reduce the negative impact on the local environment such as local congestion and air quality.

## Aims and Objectives

Its aim is to support University of Essex member's travel to campus and the University's Sustainability Policy, ensuring that the travel plan is environmentally and financially sustainable.

This travel plan is to outline measures and actions which encourage the use of sustainable travel and meet the targets of the Sustainability Policy. The University of Essex has a high footfall from its students, staff and visitors accessing our Southend premises and as such is committed to sustainable travel which not only sensibly governs its core functions, but which also takes into consideration their environmental responsibilities.

The University community is fortunate to be situated in the centre of Southend adjacent to the High Street with favourable transport links, however our location brings with it restrictions and responsibilities in how our business affects the campus and the area which surrounds us.

The objective of the University Travel Plan is to maintain the Southend Campus Travel Plan consistent with best practice and user/business needs; to deliver these plans in such a manner as to be cost-neutral to the University. In order to monitor the effectiveness of the Travel Plan and to achieve its objective, the Action Plan sets out a series of transport targets, this supports the Sustainability Policy.

A travel plan contains a packet of measures used to encourage the uptake of active and sustainable transport.

A travel survey is conducted bi-annually which allows for a travel action plan to be designed to meet the targets required. The success of the travel plan is measured against the increase in walking, cycling and use of public transport and the decrease in single occupancy car use.

The Transport Policy Manager is responsible for the travel plan and is guided and informed by the Sustainability Engagement Group as well as focus groups and trades unions. Where required, and further information is needed outside of this travel plan, information will be requested and projects proposed in discussion with the Sustainability Engagement Group and subsequently this travel plan will be reviewed and updated as necessary.

## Our campus

The Southend Campus contains several buildings all located within a short walking distance from each other and consists of The Gateway Building, The Forum, University Square and Clifftown Theatre and Studios.



### **The Gateway Building - Elmer Approach, Southend-on-Sea, SS1 1LW**

The Southend Campus, opened in 2007, is based in the heart of Southend-on-Sea in south Essex. The Gateway Building, the first of the Southend Campus developments, offers modern, state-of-the-art teaching and business environments in a busy town centre location. The Gateway Building is also home to the Business Hub, a specialist resource for companies of all sizes, which aims to foster and promote economic sustainability. The Business Hub provides a wide range of support

services and contemporary, professional facilities including a Business Incubation Centre for start-up businesses and the renowned i-Lab.

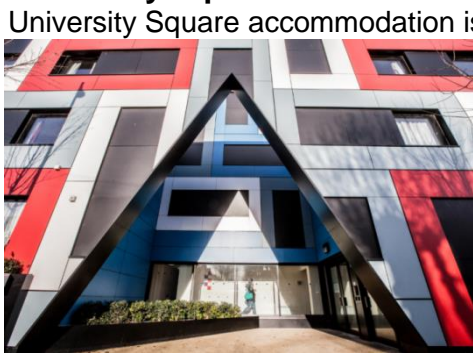
### **The Forum - Elmer Square, Southend-on-Sea, Essex, SS1 1NS**

The Forum is a public and academic library which includes teaching and learning facilities for the University on ground and second floor. You will find the Students Union Lounge located on Elmer Approach and the Students Union Officer located on the second floor of The Forum.

### **Clifftown Theatre and Studios - Nelson St, Southend-on-Sea, Essex, SS1 1EF**

Clifftown Theatre and Studios is a renovated church which provides the University with further space for the East 15 Acting School students, complementing the existing facilities in The Gateway Building. Original features of the church have been maintained to offer a beautiful environment to study and perform. The school is one of the largest schools in the UK, with the most dynamic, forward-looking actor and director and filmmaking profile in the UK.

### **University Square - 36 Queens Road, Southend on Sea, SS1 1BF**



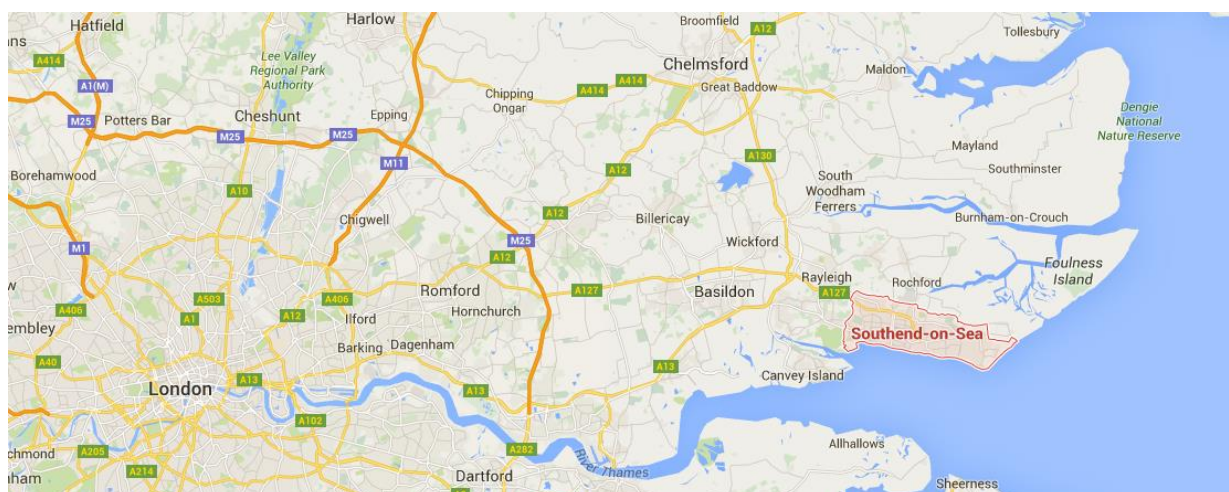
University Square accommodation is perfectly placed to enjoy the many attractions and facilities Southend has to offer. Adjacent to the A13 and a major supermarket, there are seven houses around a central enclosed courtyard and each contains flats for eight to ten students with shared kitchens.

In the heart of the Square there is an extensive courtyard with cycle parking within the raised gardens.

The University Square has a 24 hour reception.

## **Location**

Southend-on-Sea, commonly referred to as simply Southend, is a seaside resort town and wider unitary authority area with borough status, in Essex, England. It is located on the north side of the Thames Estuary 40 miles (64 km) east of central London. It is bordered to the north by Rochford and to the west by Castle Point. It is home to the longest leisure pier in the world, Southend Pier. London Southend Airport is located 1.7 mile (2.8 km) north of the town centre.



Southend has two main shopping centres that anchor each end of the busy High Street. The University is in the centre of town and is no more than 500m away from the central bus station and both Southend Central and Victoria Railways stations

## Access and mobility

The University is committed to being environmentally responsible and we encourage all staff, students and visitors to consider the environment when travelling to our campuses.

### Mobility restricted?

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](http://www.southend.gov.uk/info/200363/blue_badge/144/using_your_blue_badge)

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.

### Taking a taxi

There are lots of taxi ranks in Southend you can find a list of them here:

[http://www.southend.gov.uk/directory/10/taxi\\_ranks](http://www.southend.gov.uk/directory/10/taxi_ranks). [Here](#) are just a few taxi company suggestions to help you get around the town.

### Travelling by local bus

The University is less than half a mile from the Southend Travel Centre which is a major bus terminal for Southend and connects Southend with buses to all over the borough. The Gateway Building is less than 90m away from the nearest bus stop which is serviced by most bus routes leaving the bus terminal and therefore has a frequent service with a very comprehensive timetable with services 1, 2, 3, 4, 4A, 5, 6, 7, 8, 9, 11A, 13, 15, 15B, 16, 20, 21, 21A, 21B, 26C, 27, 29, 60, 61, 250, 407, 800. Buses run every 5 minutes on major services and 10 minutes on others, Monday to Friday, with services every 10 – 20 minutes off peak and weekends and public holidays.

Clifftown Theatre and Studios has a bus stop outside serviced by the First Essex Bus route 24 which runs every 20 minutes in peak time and one per hour off peak. It should be noted that the main Southend Travel Centre is in close proximity to all campus buildings, which has bus connections to all over Southend.

University Square is situated on the A13, London Road. This is 200m distance from the local bus routes: 1, 2, 3, 3A, 3B, 5, 26, 26A, 26B, 26C, 27 and 800 services.

All buses are operated by Arriva, First, NIBS, Regal Busways and Stephenson's. Bus Users can take advantage of a local multi operator ticket called an Octopus Ticket which enables a holder to use any bus in the Borough. If you wish to purchase an Octopus bus ticket please visit the Student Services desk on level 2 of The Forum, for prices please visit <http://www.essex.ac.uk/estates/transport/bus.aspx>

Each year on arrivals day only, the University operates an airport 'meet and greet' service. Seats are bookable from July/August via the University website.

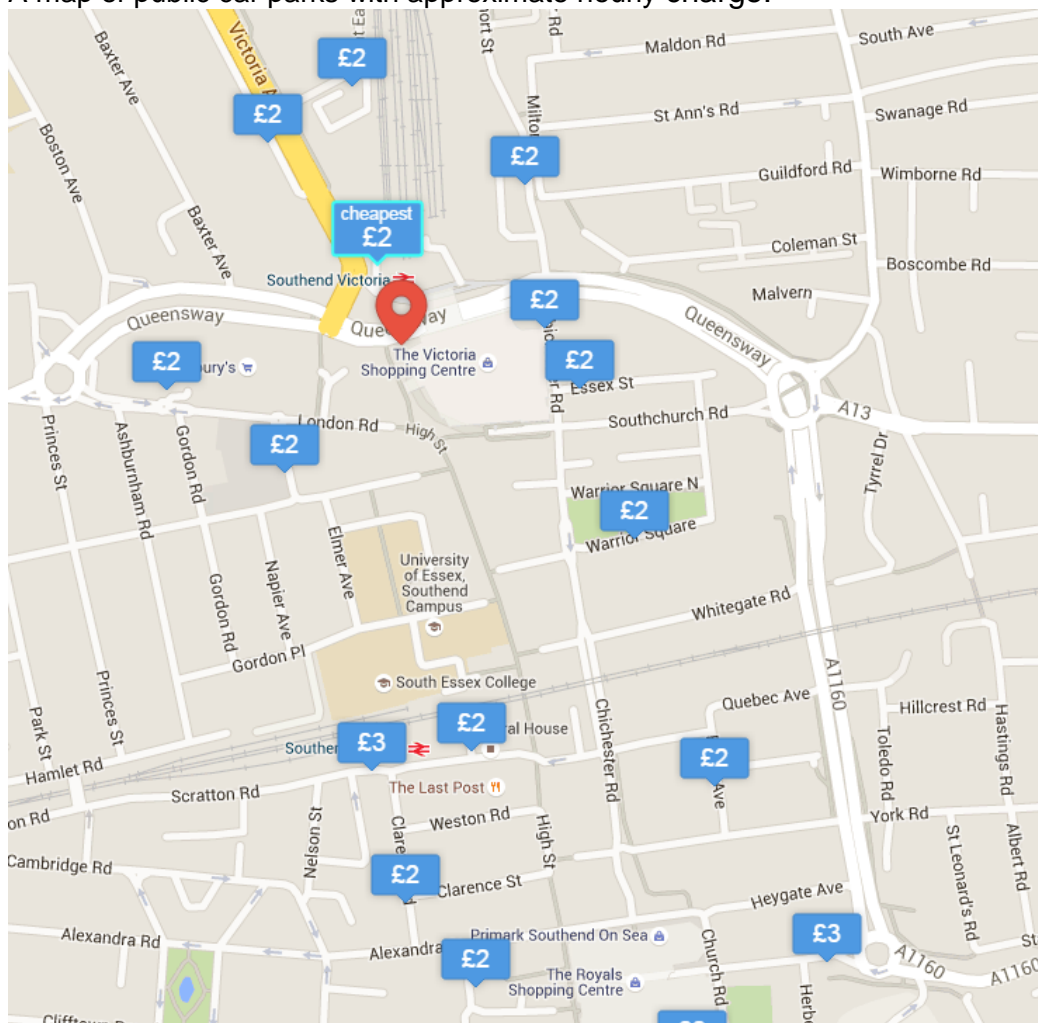
## Arriving by car

There are two major roads which link Southend to the M25, the A127 and A13. From the north, Southend is accessible via the A1, M11, M25 (Junction 29 - 20 miles) & A127. From the south, Southend can be reached via the M25 (Junction 30) or from the Dartford Tunnel & A13.

There are over 10,000 car park spaces in Southend. Follow this [link](#) to see how many spaces are currently available in each car park. To find out more and to see their locations see the map at the bottom of this page. None of the University's buildings in Southend have allocated parking facilities due to the excellent transport links and the landlocked nature of Southend. Those wishing to visit the campus by car may park in a local council or private car park, the following are suggested:

- 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.

A map of public car parks with approximate hourly charge.



Source: [www.parkopedia.com](http://www.parkopedia.com)

For University Square there is an underground car park also run by Southend Council. There is limited on road meter parking. Some car parks offer discounted season tickets, you can apply for this and find out more details on this [link](#).

## Electric Vehicles (EV)

There is an EV charging point outside University Square on London Road. Otherwise there is a charging point in the Seaways Car Park, Chancellor Road, SS1 2AS or in the Warrior Square Car Park, off Chichester Road, SS1 2JH. All three charging points are free to use with a Source East RFID membership card ([www.sourceeast.net](http://www.sourceeast.net)).

## Access by bicycle?

The Gateway Building, The Forum and University Square are on the official Southend Cycle Route and connect with Priory Park at the far north of the town and the seafront. Clifftown Theatre and Studios is a very short distance from the same cycle route. There are cycle parks at each campus building.

## Travel by train?

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. Greater Anglia and c2c rail offers discounted tickets, please visit the University [web page](#) for information how to access this discount. For more information and train times visit:

- **C2C (London Fenchurch Street to Southend Central)**  
08457 678765 [www.c2c-online.co.uk](http://www.c2c-online.co.uk)
- **Greater Anglia (London Liverpool Street to Southend Victoria)**  
03456 007245 [www.abelliogreateranglia.co.uk](http://www.abelliogreateranglia.co.uk)

## Travelling by coach

[National Express](#) coach services are a pre-bookable public coach and have daily departures from Southend and the Airport. These coaches link up to most destinations in the UK and main destinations in Europe.

## Arriving by sea

[Harwich International Port](#) is approximately 2 hours away by train from Southend Campus and is a main passenger ferry port. The port offers [Stena Line](#) ferry service to the Hook of Holland, crossing takes 6 hours and 15 minutes with a daily day time and night crossings.

## Travelling by air

Not only does Southend have its own airport close to the town centre, it is within an hour's drive of 3 major London airports.

[London Southend Airport](#) is approximately 1.7 miles by road or 5 minutes by train. From London Southend Airport you can travel to most European destinations



[London Stansted Airport](#) - approx. 40 miles by road, there is a public bus service run by [First Essex Bus](#) to Southend.

[London City Airport](#) is approximately 35 miles by road, London Gatwick Airport, approximately 59 miles by road and London Heathrow Airport - approx. 78 miles by road.

## University Travel Website

The University promotes sustainable travel and access to the Southend campus via its website at [www.essex.ac.uk/estates/transport](http://www.essex.ac.uk/estates/transport) here you can find out about facilities, discounted travel tickets, campaigns and initiatives. For information about travelling to Southend Campus the web page is: <https://www.essex.ac.uk/about/southend/travel.aspx>

## Stakeholders

The Transport Policy Manager is responsible for all sustainable transport at the University of Essex. The University members are consulted through the Sustainability Engagement Group which has representation from University members (all campuses) and trade unions (including the Students' Union). Valuable input is provided by the transport user groups set up within the University, you can join a group via the University's [mailing lists](#) to find out more information.



The University is also a key member of [Ideas in Motion](#). In April 2011, Southend-on-Sea was awarded a grant of nearly £5million from the Department for Transport as part of its Local Sustainable Transport Fund (LSTF). That money had been used to reduce congestion on the roads in order to increase economic growth in the borough; Ideas in Motion is one of the positive steps to come out of that.

Ideas in Motion will remain a key partner alongside the Local Authorities. The University is also a founding member of the MoveEasy Network and employers' travel group.

## Communications

Most transport information is available on the University website and provides information for staff and students. The Transport Policy Manager sends information directly to the information subscription lists and via Southend Reception for inclusion into a weekly blog. The University's Internal Communications Manager publishes general information in the Essex Weekly and Bulletin.

## Travel Survey

A travel survey was held from 3 - 16 May 2016 to ascertain current travel mode and mode shift against previous years. Measures were then identified to encourage more sustainable travel to campus. There were 107 respondents to the survey 51 staff (48%) and 56 students (52%).

### Travel Plan Survey Mode share 2006-2016

Travel Mode	2006	2008	2011	2016
Bus	12	22	12	5
Car share	0	11	3	5
Cycle	3	0	4	5
Drive Alone	57	45	27	23
Get dropped off	7	0	0	1
Motorcycle	1	0	0	0
Train	8	25	9	31
Walk	12	53	55	29
Work from home	0	0	0	2

## Action planning for the future

### 10 year Summary key facts by mode

Fact	RAG indicator
Bus travel has declined by 7%	Red
Car Share has increased by 5%	Green
Cycle mode has increased by 2%	Green
Drive alone 34%	Green
6% less people get dropped off at campus	Amber
Motorcycle use has declined completely	Amber
Train use has increased by 23%	Green
Walking has increased 17%	Green
Working from home has increased by 2%	Green

The above RAG (red, amber, green) indicator highlights modes which require a specific promotion plan to achieve future targets.

## Key findings from the 2016 Travel Survey

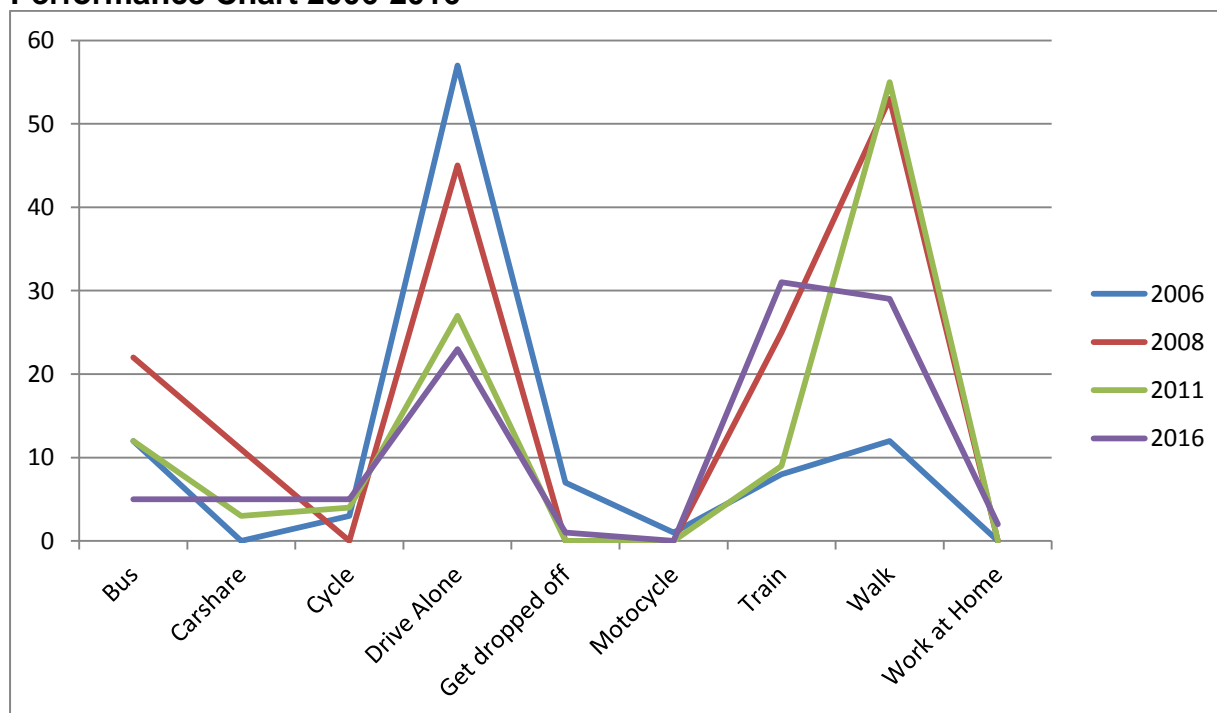
- 77% of respondents park in public car parks and with 47% stating it is sometimes difficult to find a parking space.
- 63% of respondents have not changed the way they travel to campus.
- Last year 46% of respondents drove alone to campus as opposed to 23% this year and 18% of respondents use the train as opposed to 31% this year.
- From respondents who changed their travel mode to campus 36% said it was due to a home move, however, 27% found it cheaper to change the way they travel.
- 44% of respondents said they changed their method of travel because of car parking charges and 42% due to the lack of parking facilities.
- 21% of respondents said they'd benefit in receiving free cycle confidence training to help when cycling on busy roads.

## Useful facts

### Where our students travel from (2016):

Location	No.
Borough of Southend	235
Neighbouring districts (i.e. Rochford, Benfleet)	10
Elsewhere in Essex	76
Outside Essex (areas identified include London, Herts, Surrey, Kent, West Sussex)	23

### Performance Chart 2006-2016



From this chart it is evidenced that Southend is becoming more sustainable with drive alone rates reducing by 34% in 10 years.



## Travel Mode shift targets 2016- 2018

Travel Mode	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%)
Bus	6	7	8	10	12
Car share	3	1	1	1	1
Cycle	6	7	8	9	10
Drive Alone	21	20	18	15	10
Get dropped off	0	0	0	0	0
Motorcycle	1	1	0	0	0
Train	32	33	34	35	35
Walk	29	29	29	30	30
Work from home	2	2	2	0	2

The above targets are aimed at reducing the University's impact on the local environment by reducing carbon emissions.

### Key aims

- To reduce/remove vehicle use and increase the use of train and bus;
  - By encouraging the use of alternative methods of transport;
    - Allowing staff and students extra time during the day to attend to appointments and meetings by public transport.
    - To make alternative means of transport attractive to the user by educating, informing, training and discounted tickets.
- To increase walking and cycling to campus;
  - By highlighting the cost and health benefits.

### Listening to your feedback

The table below provides actions and information in response to comments received from the travel survey.

Feedback/comment	Response/Action taken
Travel between Southend and Colchester	Discounted rail tickets offered Students Union run a mini bus between campuses on a Wednesday contact the SU for details.
Cannot find an alternative to driving	Contact the Transport Policy Manager for a personalised travel plan which may provide alternatives to using a car to campus.
Want to cycle but worried about busy roads	Cycle training will be provided at Southend for details check the university transport web page.
Not aware of shower facilities at Southend as I'd like to walk/jog/cycle in.	There are showers in the Gateway Building, ask at the reception for directions.
I don't know how to ride a bike	One to one training can be provided contact the Transport Policy Manager.
I do not know of any incentives for alternative travel	For all transport initiatives such as facilities, discounted travel tickets please visit the University web pages. Information is provided in the Student Handbook and in staff employment offers.
I need to drive but car parking charges are high	Our Southend campus does not provide parking facilities. Most local car parks are run by the local council who offer <a href="#">season tickets</a> at a discounted rate from daily fees.
I need to know more about off road cycle paths	Please visit the <a href="#">Cycle Southend website</a> who provide maps for all local areas.
I'd like to use the bus but it puts	The University's HR department offers salary sacrifice childcare

more time on my childcare costs.	vouchers; this might offset the increase cost dependent on your circumstances.
I don't have a bike!	Affordable re-cycled bicycles can be purchased from the <a href="#">Recycle Centre</a> . Staff can take advantage of the <a href="#">Cyclescheme</a> (employer code fdb84) where tax breaks can save you up to 25% off the cost of a new bicycle.
I enjoy using the train!	That's great! The University work in partnership with the railways and they enjoy receiving positive feedback.

## Soft Measures

A range of soft measures which complement the Sustainability Policy are planned for each travel mode.

Mode	Month	Activities	Target Market
Walking	May	<ul style="list-style-type: none"> <li>- workplace challenge</li> <li>- workplace competition</li> <li>- guided lunchtime walks,</li> <li>- free pedometers</li> <li>- health &amp; road safety advice</li> <li>- walkers breakfast</li> <li>- timetable and maps</li> </ul>	Staff All Staff and students Staff and students
Cycling	June and October	<ul style="list-style-type: none"> <li>- Termly cycle promotions</li> <li>- Cycle and road safety training</li> <li>- Recycle bike sales</li> <li>- Cyclescheme promotion</li> <li>- Cycle Maintenance Offers and Workshop</li> <li>- free bike check</li> <li>- maps of cycle paths and routes</li> <li>- cycle tagging</li> </ul>	For staff and students Staff Staff and Students All
Car Share	November	<ul style="list-style-type: none"> <li>- meet a mate event</li> <li>- love your car day event</li> <li>- car check</li> <li>- chip and crack repair</li> <li>- Essex Police documents advice</li> <li>- car share promotion</li> <li>- road safety</li> <li>- Eco-driving promotion</li> </ul>	All All
Bus Use	September & October	<ul style="list-style-type: none"> <li>- promotion of bus use</li> <li>- discounted bus tickets</li> <li>- season ticket loan scheme (staff only)</li> <li>- personalised travel planning</li> <li>- timetable and map</li> </ul>	All
Rail Use	November & December	<ul style="list-style-type: none"> <li>- discounted rail tickets</li> <li>- seasonal ticket loan scheme (staff only)</li> <li>- rail cards</li> </ul>	Staff and Students

These measures are monitored annually and evaluated bi-annually for mode shift.

The University also has a range of measures to promote and encourage sustainable travel and is working towards the Essex County Council Business Travel Plan Accreditation and is currently on target for a Platinum award. Southend Borough Council is currently considering adopting this scheme. Recognition for this travel plan will also be sought from local and national awards where possible.

## Measures used at the University of Essex:

<b>Travel Plan Intervention</b>	
Sustainability Engagement Sub Group	University Group with Transport as an agenda Policy Owner: Carbon Reduction Advisor
<a href="#">Southend Borough Council (SBC)</a>	Regular contact with SBC on sustainable transport measures.
<a href="#">Ideas in Motion</a>	In April 2011, SBC was awarded a grant of nearly £5 million from the Department for Transport as part of its Local Sustainable Transport Fund (LSTF) bid. We are using that money to reduce congestion on the roads in order to increase economic growth in the borough.
Southend Campus Travel Plan	Published Travel Plan with Targets forms our Transport Policy
<a href="#">MoveEasy Network</a>	Founder member of the MoveEasy Network
<a href="#">University of Essex Environmental and Sustainability Policy</a>	Transport is embedded into the University's policy.
Transport Survey's	Bi-annual Transport Survey
<a href="#">Work Life Balance Policy</a>	Includes compressed hours, term-time working, annualised hours, job sharing and home working.
<a href="#">Travel Plan Information</a>	The Transport Policy Manager can offer help and advice regarding travelling to campus. Travel Information is emailed to subscribers to the University's info list. Information is also circulated via the weekly blog and Essex Weekly Bulletin.

<b>Promotional Strategy</b>	
<a href="#">Tele-conferencing</a>	Contact the <a href="#">IT Helpdesk</a> for video conferencing,
<a href="#">Journey Sharing Scheme</a>	The University is a member of a multi module journey sharing scheme for University staff and students only.
Emergency Taxi Scheme for Car Sharers	If you have a buddy scheme set up and have to leave work for an emergency a lift can be organised. Contact the Transport Policy Manager to arrange.
<a href="#">Travel Plan Website</a>	The University website offers information about travelling to campus.
Personal Travel Plan service	<a href="http://www.traveline.info/">http://www.traveline.info/</a>

<b>Pedestrian Strategy</b>	
<a href="#">Developing a Walking Buddy Scheme</a>	If you're worried about walking to campus find a buddy to travel with.
Provision of Personal Alarms	Available from the Transport Policy Manager
Promoting Walking as a Healthy Way to Travel	Working with health providers to promote walking.
<a href="#">Pedestrian Corridor Lighting Improvements and routes</a>	Working with SBC to improve the environment for walkers
<a href="#">Providing Route Maps</a>	

<b>Public Transport Strategy</b>	
<a href="#">Providing Public Transport Discounts</a>	Octopus discounted tickets for students and staff are valid for travel on most buses.
Bus Service Extensions and Improvements	Working with transport providers to lobby for better routes
<a href="#">Bus Timetables</a>	Visit the <a href="#">travelline</a> website to find out bus options
<a href="#">Promotion of Public Transport Benefits</a>	Negotiating discounted tickets with bus companies
<a href="#">Providing / Improving Bus Waiting Infrastructure</a>	Working with the local council to make improvements
<a href="#">Bus Buddy Scheme</a>	If you're worried about using a bus find a buddy to travel with.

<b>Cycle Strategy</b>	
<a href="#">Providing Bicycles for Hire</a>	Cycle Hire is available from Southend Victoria Rail Station operated by Bike and Go.
<a href="#">Cycle Scheme for staff (Cycle Purchase)</a>	Tax is complicated; Cyclescheme is not. You choose a bike, hire it for an agreed length of time, then snap it up for a fraction of its original value. It's like a year-round sale, with interest free credit available locally.
<a href="#">Staff Discount at Local Bike Shops</a>	A Cycle Hub at Southend Central station..
<a href="#">Developing a Bike Buddy Scheme</a>	If you're worried about cycling to campus find a cycling buddy to travel with.
<a href="#">Cycle Route Maps/Cycle Information</a>	Find maps of cycle routes in Southend
<a href="#">Cycle Training for Adults</a>	A number of cycling opportunities are available, contact the Transport Policy Manager for information.
Active Bicycle User Group (BUG)	Join the Bicycle User Group run by the University staff and students, it's an email based. To join, subscribe to the cyclists list for information.
<a href="#">Promoting of Cycling as a Healthy Way to Travel</a>	Working with Cycle Southend and health information providers to offer information and advice
Providing Showers and Changing Facilities at Work / School	There are showers and changing facilities at the Gateway Building contact the reception for information.
<a href="#">Promotion through Bicycle Events</a>	Cycle events promoted each semester.
Providing Cycle Parking	There are cycle racks outside each campus building.

<b>Electric Vehicles</b>	
<a href="#">Charging Points</a>	There are 3 public EV charging points local to our campus.

### **Survey and Monitoring**

The University conducts a Travel Mode Survey for Southend Campus bi-annually and the survey is then used to develop a case for any infrastructure improvements and sustainable travel initiatives.

All sustainable transport issues are governed by the University's Sustainability Engagement Group, this meets termly to discuss issues and options and ensure that sustainable travel is promoted throughout the University community.

For comment or questions please contact:

Charlotte Humphries  
 Transport Policy Manager  
 University of Essex  
 Wivenhoe Park  
 Colchester  
 CO4 3QS

E – [travel@essex.ac.uk](mailto:travel@essex.ac.uk)  
 W – [www.essex.ac.uk/estates/transport](http://www.essex.ac.uk/estates/transport)  
 T – 01206 874597