

**SURREY COUNTY COUNCIL**

**LOCAL COMMITTEE (SPELTHORNE)**

**DATE: 18 JULY 2016**



**LEAD OFFICER: Harris Vallianatos, Travel SMART Engagement Manager**

**SUBJECT: Travel SMART in Staines-upon-Thames 2015/16 Report**

**DIVISION: Staines-upon-Thames**

**SUMMARY OF ISSUE:**

This report summarises the results of the 2015/16 Travel SMART pilot programme in the Staines-upon-Thames area. The primary element of the programme was an employee engagement project designed to get more people travelling by public transport, on foot or by bike. The programme received good feedback and Surrey County Council will be bidding for funds to continue the work in 2017/18.

**RECOMMENDATIONS:**

**The Local Committee (Spelthorne) is asked to note the contents of this report.**

**REASONS FOR RECOMMENDATIONS:**

N/A.

**1. INTRODUCTION AND BACKGROUND:**

- 1.1 The results of the Travel SMART 2015/16 programme in Staines-upon-Thames are presented to the Spelthorne Local Committee for information.
- 1.2 Travel SMART is a revenue programme funded by the Department for Transport's (DfT) Local Sustainable Transport Fund which uses information, promotion and marketing techniques to increase the number of Surrey residents travelling by bike, on foot, using public transport or car sharing. Its primary aim is to stimulate economic growth by reducing congestion on Surrey's roads and lowering travel costs for commuters.
- 1.3 In September 2014, Surrey County Council and Hampshire County Council were jointly awarded £1.68 million by the DfT to continue their respective smarter travel programmes. Of this total, £770,000 was allocated to Surrey.
- 1.4 Travel SMART has been running successfully in Guildford, Woking and Redhill since 2012. As a result of this success, for 2015/16, activities were extended to Spelthorne and Surrey Heath.
- 1.5 The Staines-upon-Thames area was chosen for the pilot in Spelthorne due to its good public transport links, extensive cycling infrastructure and high density of large businesses.

## ITEM 13

- 1.6 The committee is asked to note that for the purposes of Travel SMART, the Staines-upon-Thames area includes the A308 south of Staines-upon-Thames Bridge, (The Causeway), which lies in Runnymede.
- 1.7 Engagement targets consisted of working with 2 businesses on an intensive basis (>4 hours of support) and 5 on a light touch basis (<4 hours of support).
- 1.8 All Travel SMART services were provided free of charge to clients.

### **2. ANALYSIS:**

- 2.1 Congestion is estimated to cost the Surrey economy £550m per annum<sup>1</sup>.
- 2.2 The Staines-upon-Thames area suffers from a number of congestion hot spots at peak hours including the Staines-upon-Thames bridge approaches, the A308 London Rd and the western end the Causeway leading to the M25 junction.
- 2.3 As well as the direct economic impact from missed working hours, employees who are caught in congestion suffer from higher levels of stress and anxiety at work, further reducing productivity. Additionally, even small levels of physical activity as a result of walking or cycling to work can have significant health benefits<sup>2</sup>.
- 2.4 In order to take advantage of the large number of employees working in the area, the Travel SMART team ran a business engagement programme during 2015/16 with the aim of increasing the number of employees using sustainable modes of transport with an emphasis on active travel.
- 2.5 The team worked with officers from both Spelthorne BC and Runnymede BC to identify and recruit suitable volunteer organisations from a diverse range of sectors.
- 2.6 Typical measures implemented at organisations included:
  - a. A series of staff engagement road shows.
  - b. Staff walking and cycling challenges/competitions.
  - c. Employee personalised travel planning
  - d. Subsidised bespoke cycle training
  - e. Free maps, public transport timetables, cycle safety equipment and car club membership
  - f. Staff travel policy and car parking management consultancy services
  - g. Free Eco-Driver training

---

<sup>1</sup> Surrey Transport Plan (LTP3): Problems and Challenges

<sup>2</sup> Ekelund, Ulf et al. 2015. Physical activity and all-cause mortality across levels of overall and abdominal adiposity in European men and women.

## 2.7 Table of results

The table below does not include maps, timetables and cycle guides which were made available to all staff. In total, over 1000 copies of these materials were distributed across the organisations.

	<b>Intensive/ Light Touch</b>	<b>Road shows</b>	<b>Employees Engaged (% of total)</b>	<b>Personalised travel plans &amp; challenges</b>	<b>Eco- driver training</b>
British Gas/Centrica	Intensive	3	295 (11%)	107	30
BUPA	Intensive	3	145 (15%)	50	
Spelthorne BC	Intensive	2	47 (14%)	27	
Two Rivers Shopping Centre	Light Touch	1	45 (10%)	8	
Wood Group Kenney	Light Touch	0	n/a – maps and information only		
One London Rd (NDS Group etc.)	Light Touch	0	n/a maps and information only		

2.8 In addition to the business engagement programme, a number of complementary activities were carried out either to support the employee engagement or add to its effectiveness. These included a summer community cycle festival held on Lammas Recreation Ground (in partnership with Spelthorne BC Leisure services), the production of a set of 8 self-guided cycle ride maps and a series of free 'Dr Bike' maintenance sessions held in the town centre between July and October. British Gas was also successful in bidding for a Travel SMART grant to upgrade cycle parking facilities.

2.9 As part of Travel SMART's wider marketing efforts, Travel SMART marketing campaigns ran throughout the year. The summer campaign highlighted the benefits of active travel whilst the winter campaign focused on public transport. Key advertising locations in Staines-upon-Thames included the bus station and library.

## 2.10 Photos



First road show at Spelthorne BC



Road show at BUPA



Road show at British Gas Lakeside



Travel SMART summer campaign – Staines-upon-Thames bus station

### **3. OPTIONS:**

- 3.1 Several of the businesses engaged in 2015 are keen to continue working with Travel SMART however focusing on new targets can have a greater impact as the majority of benefits are generally achieved in the first year of engagement. We believe it will be possible to support existing engagements and take on new clients in the future.
- 3.2 During 2015, businesses in or to the east of the town centre appeared less willing to engage with Travel SMART. We have the option of pursuing these organisations again by working closely with Borough officers and local members to persuade these businesses of the benefits of taking part.

### **4. CONSULTATIONS:**

- 4.1 The Travel SMART programme engaged with residents and local employees regularly throughout the year to provide feedback and help shape the programme. Improvements were also made as a result of consultation with officers at Spelthorne BC.

**5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:**

- 5.1 The Travel SMART programme is 100% grant funded by the Department for Transport.
- 5.2 The total programme spend in the Staines-upon-Thames area for 2015/16 was £81,000 including staff costs but not including Surrey wide marketing campaign costs.
- 5.3 The need to ensure value for money affected the decision to engage only with larger organisations with over 200 employees. The nature of the road show activities meant that the cost to Travel SMART of running them was similar for 50 employees as it was for 500 hence a greater return on investment was achieved with large employers.
- 5.4 If the programme continues into 2017/18, more opportunities will be sought to run events similar to the road show at the Two Rivers Centre which enabled Travel SMART to be extended to smaller retail businesses.

**6. EQUALITIES AND DIVERSITY IMPLICATIONS:**

- 6.1 An equality impact assessment (EIA) for the business engagement element of Travel SMART was carried out in 2013 and is available at: [http://www.surreycc.gov.uk/data/assets/pdf\\_file/0009/31968/Transportation-Travel-Smart-Business-Travel-Planning-EIA-2013.pdf](http://www.surreycc.gov.uk/data/assets/pdf_file/0009/31968/Transportation-Travel-Smart-Business-Travel-Planning-EIA-2013.pdf)
- 6.2 The EIA concluded that the Travel SMART is likely to have positive impacts on all groups, such as pollution and congestion reduction but there are specific positive impacts for the disability and pregnancy groups who will benefit directly from the travel advice.
- 6.3 There are potential negative impacts on participation in the scheme for those who are not able to benefit from printed material such as those who do not have English as a first language.

**7. LOCALISM:**

- 7.1 We expect communities within the zone of influence of the engaged businesses to benefit from the programme as a result of reduced congestion levels and in some cases, reduced levels of commuter parking.
- 7.2 The maps and information produced are made available to all residents at local outlets such as libraries and train stations. These continue to encourage sustainable travel after the programme has finished.

**8. OTHER IMPLICATIONS:**

Area assessed:	Direct Implications:
Crime and Disorder	No significant implications arising from this report
Sustainability (including Climate Change and Carbon Emissions)	Set out below.

Corporate Parenting/Looked After Children	No significant implications arising from this report
Safeguarding responsibilities for vulnerable children and adults	No significant implications arising from this report
Public Health	Set out below.

### 8.1 Sustainability implications

One of the most important goals of the Travel SMART programme is to reduce carbon emissions by increasing the number of people travelling on foot, by bike, public transport or car sharing. Reducing the number of journeys made by sole occupancy drivers has a direct effective on reducing carbon emissions. The corresponding reduction in congestion also reduces emissions due to the increased fuel efficiency of freely moving traffic.

Reducing the number of car journeys made will also have an impact on local pollution levels, in particular those associated with road transport such as particulate matter and oxides of nitrogen (NO<sub>x</sub>'s).

### 8.2 Public Health implications

The shift to using active travel modes has significant implications for public health. The benefits of a more active lifestyle include a reduced risk of Type 2 diabetes, lower rates of obesity and cardio vascular disease.

Those employees shifting from a sedentary lifestyle to one which includes regular walking or cycling as part of their daily routine can expect the greatest health benefits.

## **9. CONCLUSION AND RECOMMENDATIONS:**

- 9.1 The Travel SMART pilot met its engagement targets in the Staines-upon-Thames area and received very good feedback from the businesses and employees engaged.
- 9.2 The activities at BUPA and British Gas were particularly well attended and compare extremely well to activities held in other parts of Surrey.
- 9.3 Consequently, Travel SMART believes that there is further scope for congestion reduction in the area by continuing to offer services to existing clients whilst approaching new businesses.

## **10. WHAT HAPPENS NEXT:**

- 10.1 The Place and Sustainability Group at Surrey County Council made a bid to the DfT for transition funding for 2016/17 to continue the programme until March 2017. Unfortunately this bid was not successful.
- 10.2 Travel SMART will continue to support sustainable travel initiatives in the Staines-Up-on-Thames area where costs are not prohibitive. Follow-up road shows are already scheduled with British Gas and all businesses will be given the option of funding further activities themselves.

- 10.3 Travel SMART will be bidding for the 2017/18 DfT Access Fund for revenue funding later in the year and will be including an extension to its activities in Staines-Upon-Thames. This will extend the Travel SMART programme until March 2018. The results of this bid will be communicated via the chair of the Spelthorne Local Committee.

---

**Contact Officer:**

Harris Vallianatos  
Travel SMART Engagement Manager, Surrey County Council  
Marc Woodall  
Sustainable Transport Manager, Surrey County Council

**Consulted:**

Mark Rachwal (Spelthorne BC)  
Mary West (Spelthorne BC)  
Rachel Reynaud (Runnymede BC)

**Annexes:**

No annexes.

**Sources/background papers:**

1. Surrey Transport Plan (LTP3): Problems and Challenges  
<http://www.surreycc.gov.uk/roads-and-transport/surrey-transport-plan-ltp3/surrey-transport-plan-problems-and-challenges>
  2. Ekelund, Ulf, et al. "Physical activity and all-cause mortality across levels of overall and abdominal adiposity in European men and women: the European Prospective Investigation into Cancer and Nutrition Study (EPIC)." *The American journal of clinical nutrition* 101.3 (2015): 613-621.
-