

# Modeshift National Sustainable Travel Awards 2021



**Best Project Under £1000 Winner**

**Suffolk County Council**

**Suffolk Countywide Travel Plan Monitoring**

**Sponsored by Project Centre**

## **What did the project involve?**

As part of the planning process, Suffolk County Council (SCC) are required to oversee the monitoring process of Travel Plans secured across the county throughout the year, sometimes at short notice, which sometimes caused resource problems. To improve this process, SCC decided in 2019 to set up an annual monitoring process on our Travel Plan web page that all developments had to adhere to, in consultation with the Suffolk Local Planning Authorities (LPA's). This provided an opportunity to obtain a consistent set of Travel Plan monitoring data and produce an annual report and maximise the use of the survey feature on STARS Business and STARS Education. This process was implemented in early 2020. Once the data was collected, it was uploaded onto Power BI (Excel data reporting software) along with some of the travel data collected through the STARS surveys shown in its outputs and infographics, that were shared externally with stakeholders.

## **Who was involved and what was their role?**

Chris Ward, Active Travel Officer from the Suffolk County Council Transport Strategy Team, came up with the idea of the annual monitoring process. The Transport Hub Manager helped with the data analysis and reports, the Highways Development Management Team contributed to the monitoring template design and Senior Officers at all five Suffolk Local Planning Authorities offered their support.

## **What was the cost and how was the project funded?**

The infographics cost £300 to design, produce and publish on 'The Way To Go' Suffolk Website (<https://thewaytogosuffolk.org.uk/monitoring/>). This was funded through Transport Strategy's internal budget. Staff time was also required, but this is difficult to quantify, as the process was refined over time from initial idea through to the final process.

## **How does this initiative or project meet at least two of the Awards criteria?**

**Innovative** - at the time of developing this monitoring tool, we were aware that no other Local Authority had done anything like this.

**Joined-up** - we had to work with the SCC Transport Strategy team, Suffolk LPA's and a design company for the infographics.

**Outputs and outcomes** - positive feedback on the infographics has been provided by external partners, such as Public Health and the District Councils Planning and Air Quality teams who credited its simplicity.

**Identifies barriers and solutions** - this offers a way to share the outputs of the monitoring other than just lots of data in a spreadsheet. This provides evidence to support bids and transport planning projects to encourage sustainable travel.

**Longevity** - the monitoring process is sustainable due to its simplicity and can be replicated annually.

**Transferable** - other Modeshift Members have already benefited from us running 1-1 sessions on the process, where some have considered replicating this process for their own Authority.

### **What were the results, and what future plans do you have for the project?**

There was positive feedback from Modeshift members when Chris gave a presentation during the South-East, East of England and London Regional Meeting in June, where four Authorities in the East of England subsequently had 1-1 Teams demonstrations with us. At least one of these Authorities are actively hoping to replicate it for themselves. There was also further positive feedback from the Suffolk LPA's at a meeting with their heads of planning and policy, as the monitoring data has strong links with monitoring Local Plan policies. Andrew Summers from Transport East (sub-national Transport Body for Norfolk, Suffolk, Essex, Southend-on-Sea and Thurrock) also provided positive feedback and used it to assist their transport strategy work. The outputs from the hands-up surveys from STARS Education also provides an overview on the proportion of pupils travelling to school by active modes of transport, which has benefits for the Suffolk Public Health team.

### **Endorsements:**

**Andrew Summers, Transport East** - *"Monitoring is fundamental to understanding the impacts of travel planning and making the case for future investment. Chris was able to present Suffolk's Travel Plan monitoring in a very informative and engaging way, catching the eye yet providing key details"*

**Charlotte Secker, Central Beds** - *"We watched Suffolk's presentation on their Travel Plan monitoring with interest and are keen to investigate this methodology further to perhaps replicate something similar within our authority"*

**Carol Thomas, Luton BC** - *"After seeing the presentation on the magnificent masterplan Suffolk created for their travel plan monitoring, we were so infused and are now planning on looking at ways to also implement this methodology"*

### **Feedback from the Expert Panel of Judges:**

"The implications of this modest intervention are enormous. It feels like a breakthrough that is highly replicable. This is evidenced by the spin off meeting with four local authorities looking to implement it themselves. The three endorsements are impressive."

"Very attractive and effective data gathering and display on such a small budget."

“The Suffolk Countywide Travel Plan Monitoring will be particularly valuable because of its transferability. It was encouraging to see that this monitoring mechanism is already being picked up by other local authorities.”

**Evidence:**



**2020 Travel Plan Monitoring - Monday to Friday Average Vehicular Trip Rate**

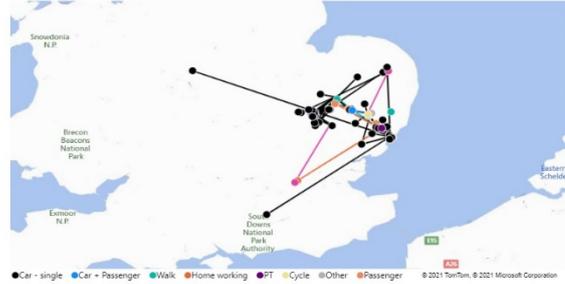
City	Local Planning Authority	Planning Authorities Number	Local Planning Authority	Number of dwellings occupied at time of monitoring	Avg Peak Arrivals	Avg Peak Departures	Avg Peak Two-Way	PM Peak Arrivals	PM Peak Departures	PM Peak Two-Way
	West Suffolk Council	402	West Suffolk Council	402	0.003	0.003	0.006	0.003	0.003	0.006
	Mid Suffolk Council	303	Mid Suffolk Council	303	0.002	0.002	0.004	0.002	0.002	0.004
	East Suffolk Council	331	East Suffolk Council	331	0.002	0.002	0.004	0.002	0.002	0.004
	South Suffolk Council	337	South Suffolk Council	337	0.002	0.002	0.004	0.002	0.002	0.004
	West Suffolk Council	204	West Suffolk Council	204	0.001	0.001	0.002	0.001	0.001	0.002
	Mid Suffolk Council	274	Mid Suffolk Council	274	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	313	West Suffolk Council	313	0.001	0.001	0.002	0.001	0.001	0.002
	East Suffolk Council	257	East Suffolk Council	257	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	295	West Suffolk Council	295	0.001	0.001	0.002	0.001	0.001	0.002
	Mid Suffolk Council	225	Mid Suffolk Council	225	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	338	West Suffolk Council	338	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	248	West Suffolk Council	248	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	266	West Suffolk Council	266	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	259	West Suffolk Council	259	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	317	West Suffolk Council	317	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	246	West Suffolk Council	246	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	317	West Suffolk Council	317	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	262	West Suffolk Council	262	0.001	0.001	0.002	0.001	0.001	0.002
	West Suffolk Council	344	West Suffolk Council	344	0.001	0.001	0.002	0.001	0.001	0.002

Sites

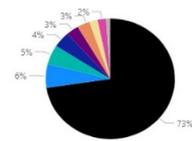


- Site
- Arboretum
  - Blakenham Fields
  - Boyton Place
  - Chancery Park
  - Chilton Leys Phase 1
  - Kings Warren
  - Longwood Fields
  - Persimmon Grange
  - Sycamore Park
  - Trinity Meadows
  - Walton Gate
  - Mill...

Travel to work mode



Mode of travel



- Mode of travel
- Bus
  - Car driver - single occupant (whole journey)
  - Car driver with a passenger/car share (any part of the journey)
  - Car passenger
  - Cycle
  - N/a - work from home
  - Other (please specify)
  - Train
  - Walk