South Essex Active Travel Programme (SEAT)

Key performance indicators and outputs
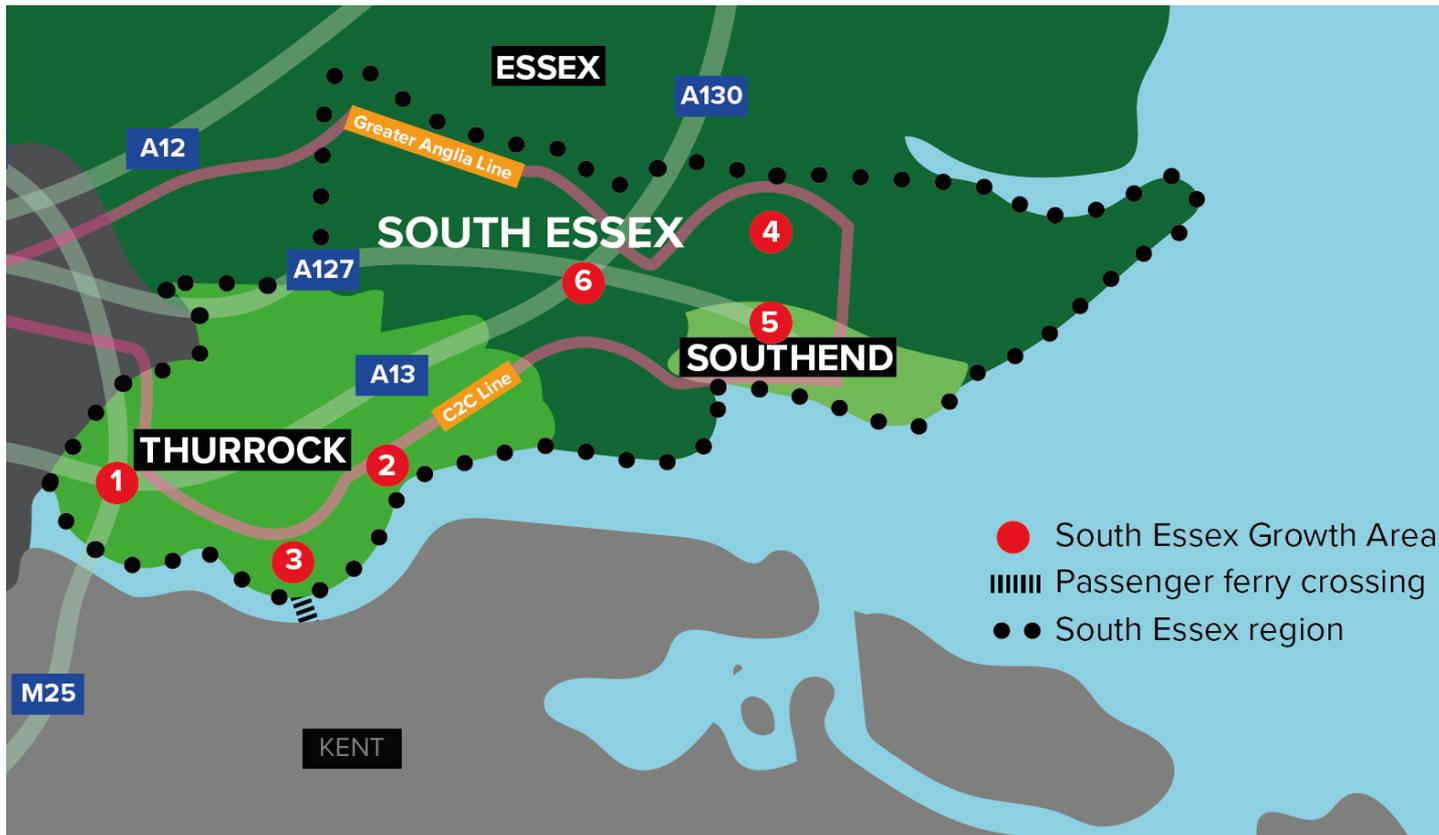
SEAT focus area

Legend:
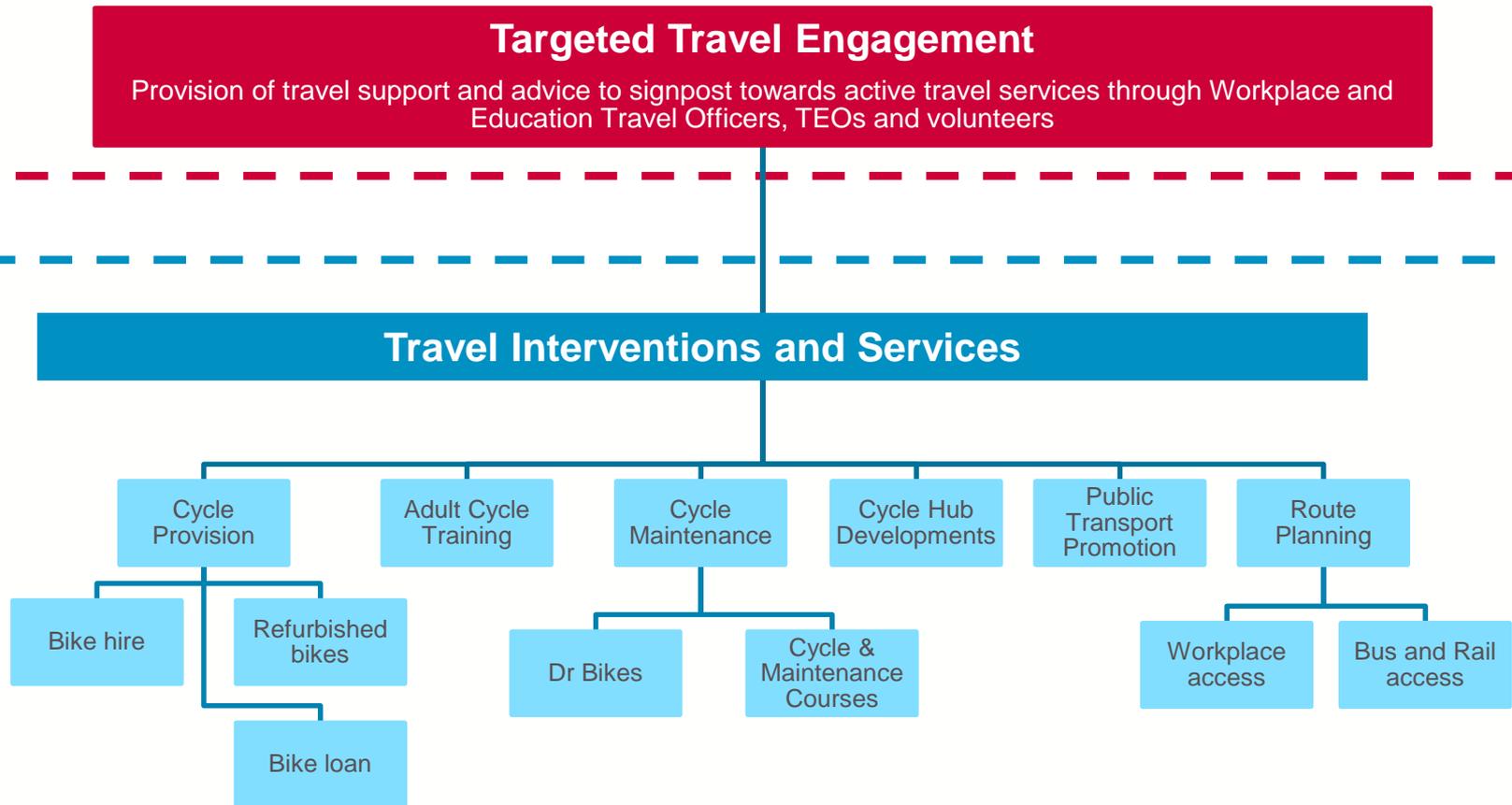- ● South Essex Growth Area
- ‖‖‖ Passenger ferry crossing
- ●● South Essex region

Map labels: ESSEX, A130, A12, A127, SOUTH ESSEX, Greater Anglia Line, A13, C2C Line, SOUTHEND, THURROCK, M25, KENT

southend onsea BOROUGH COUNCIL

Essex County Council

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Ideas In Motion Travel Awareness Campaigns
Including branding, marketing, communications, challenges and campaigns

Targeted Travel Engagement

Provision of travel support and advice to signpost towards active travel services through Workplace and Education Travel Officers, TEOs and volunteers

Travel Interventions and Services

- Cycle Provision
  - Bike hire
  - Refurbished bikes
  - Bike loan
- Adult Cycle Training
- Cycle Maintenance
  - Dr Bikes
  - Cycle & Maintenance Courses
- Cycle Hub Developments
- Public Transport Promotion
- Route Planning
  - Workplace access
  - Bus and Rail access

- **5000 ESA benefit claimants** targeted each year
  - 986 to receive advice and supporting interventions
  - 158 transferring to sustainable modes

- **20 existing employers** targeted each year
  - Equating to 11,340 employees
  - 567 shift to cycling (5%)
  - 226 to walking (2%)
  - 340 to public transport (3%)

- **Five new employers** targeted each year
  - 104 employees to cycling
  - 41 employees to walking
  - 62 employees to PT

- **50 employees targeted** with travel advice at public outreach events
  - 5 employees to cycling
  - 2 employees to walking
  - 3 employees to PT

- **200 employees** provided with cycling training and maintenance
  - 32 employees shifting to cycling

- **25 schools targeted** each year
  - 17,125 students
  - 513 students transferring to cycling
  - 1,370 to walking

- **350 students at SEC and EU targeted**
  - 11 students shift to cycling
  - 28 students to walking

- **20 individuals** (students and jobseekers) trained as volunteers to deliver travel advice per year
- **135 students enrolled** in cycle maintenance courses
- **Three apprentices trained**

- **Three Community Cycle Hubs**
  - 35 new bikes sold per year
  - 200 bikes maintained
  - 1,050 bikes refurbished

- **Three active travel challenges per year**
  - 100 organisations engaging
  - 600 new cyclists per year

- **190,000 reached through Ideas in Motion** with collateral and materials
- **200,000 twitter accounts** reached
  - 300,000 twitter impressions

- **50 additional tourists cycle trips** in Southend

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