



Smarter Travel for Essex Network

Smarter Travel for Essex Network – an exciting opportunity for your business

The Smarter Travel for Essex Network (STEN), is a programme that brings together organisations with over 50 employees, to promote and encourage active and sustainable travel.

The network takes a lead on promoting more environmentally friendly modes of transport, which helps in reducing traffic congestion and improving air quality.

STEN assists organisations to prepare and implement effective travel plans, that promote walking, cycling, public transport, car sharing and the use of electric vehicles. The overall aim is to encourage and enable change to the way people travel around the county, by promoting a range of sustainable travel opportunities.

Benefits:

- Increase travel choices to your site
- Reduce the cost of and demand for parking
- Attract and retain employees
- Reduce on-site congestion, air, and noise pollution
- Improve visitor/delivery access
- A healthier, happier, and more productive workforce
- Corporate Social Responsibility

Membership:

STEN members will have access to bespoke, creative, and innovative benefits.

- **Dedicated support line** – Unlimited support and advice via phone and email.
- **Bi-monthly e-newsletter (Way to Go!)** - Provides information on new travel initiatives/campaigns, suggestions for active travel related activities, and showcases best practice.
- **Annual Travel to Work Survey** - Participation in an online travel questionnaire, providing employers with an insight into how their employees travel to work. Moreover, the data gained can be used to help members see which travel incentives they should consider, based on the popularity of travel methods, used by employees.
 - Data collected from all establishments across the network will be used to monitor the effectiveness of staff travel plans implemented county-wide.
- **Marketing Materials** - Bespoke publicity materials for up to two targeted campaigns each year, to promote different travel modes and help with achieving travel plan goals.

- **Staff Postcode Maps** – Members receive up to two maps showing employees that live within varying distances from an employer’s location, detailing key transport links such as train stations, bus stops, and walking/cycling paths.
- **Employee engagement** – Support with promotional event days and travel surveys.
- **Advice & Guidance** on sustainable travel measures and opportunities

Accreditation:

STEN members are eligible to apply for National Travel Plan Accreditation, supported by [Modeshift STARS Business](#).

Modeshift STARS Business is an online travel planning tool kit, that creates, develops, and supports travel plans. It recognises organisations that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel and rewards them with accreditation status.

There are five levels of accreditation* organisations can achieve:



Our team of Sustainable Travel Planning Officers will provide support to organisations, who wish to apply for accreditation, via Modeshift. Offering expertise and assistance, completely free of charge, we will help to build your Modeshift profile and input all the necessary data required, to get your organisation accredited.

*Both Green and Bronze accreditation awards are free, but for those organisations progressing through to Silver and above, a small fee is charged by Modeshift.

Next Steps:

We believe now is the time to be bold and create a new blueprint for the way we travel - we encourage you to join us in our quest to make Essex a safer, greener, and healthier county.

Membership to STEN is completely free, so if becoming a member is of interest to you, please get in touch to find out more: travelplanteam@essex.gov.uk.

This information is issued by:

Essex County Council

Contact us:

travelplanteam@essex.gov.uk

www.essexhighways.org/safer-greener-healthier-businesses

The information contained in this document can be translated, and/or made available in alternative formats, on request.

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