



Promoting active and sustainable
travel to work and on business

Emily Harrup and Pam Nelson



Who are we?

- Formed in 2004 to manage demand for parking and reduce the impact of congestion
- Work with employers to promote active and sustainable travel to work, and on business
- Encourage healthier lifestyles and better air quality



What do we offer?

- Expertise in creating positive travel behaviour change
- Staff benefits including public transport discounts, free cycle skills training and car sharing schemes
- Monthly themes and resources to promote to staff
- Networking meetings to exchange experience and best practice



Business benefits of promoting sustainable travel

- Healthier, more active workforce
- Improved management of demand and supply of car parking
- Broader benefit offer to attract and retain staff
- More productive use of employees' business travel time, and reduced costs
- Improved environmental, CSR and liP credentials



CTPC membership

We currently work with 25 businesses, large and small

- Education (University, Sixth Form College, Institute)
- Health (CCG, CHUFT, Oaks Hospital, ACE, Provide)
- Leisure (Arts Centre, Mercury Theatre, CUFC)
- Town centre retailers (Fenwick, Culver Square, Lion Walk)
- North Colchester Business Park



Loveurcar Colchester

- Defra funded project, in partnership with CBC's Air Quality team
- Encourages greener driving for journeys that have to be made by car
- Free membership provides access to preferential spaces in town centre car parks and at station



Cycle Colchester

- Aims to get more people cycling, more often
- Partnership with voluntary cycling groups and retailers, supported by CBC and ECC
- Presence at 10 community events during summer
- Family Bikeability training in school holidays
- Monthly e-newsletter



Contacts

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