



Lowestoft Local Links

Delivering our award winning Engage+ behaviour change programme

Lowestoft, a coastal town in Suffolk, was from 2012 to 2016 at the heart of Suffolk County Council's LSTF behaviour change project 'Lowestoft Local Links'. Consisting of three complementary strands, the project encouraged the use of sustainable transport in businesses, schools and communities. ITP was appointed to lead the delivery of the business component.

Our involvement in the delivery of the project was extensive, covering not only the initial set up and promotion of the business travel plan network, but its ongoing management and the provision of tailored travel planning support.

We deployed our award winning 'Engage+' delivery approach and achieved unprecedented success:

- 150 businesses actively participating in the programme
- A 10% reduction in car driver trips
- Over £2 million of health savings accrued
- 1,180 tonnes of carbon saved
- Project benefit to cost ratio of 6.1:1
- Winner of the 2013 CIHT sustainability award,
- Shortlisted for the 2015 National Transport Awards

"It has been a pleasure to work with the team, they have all offered a huge amount of time, effort and support with all aspects of the sustainability project, from assistance to revamping the policies to new ideas and initiatives, networking and funding streams. I cannot prize the team highly enough for their expert and friendly advice"

Health and Safety Coordinator, Lowestoft College



"Lowestoft Local Links & the (ITP) team have been invaluable on our path to becoming a greener business, helping us forge relationships with other local environmentally-conscious companies and providing support and workshops to employees"

Head of HR, Hoseasons



Building the network – a personal approach

Before Lowestoft Local Links began there were no businesses in the town that had an 'active' travel plan in place. In just two years we developed a thriving network of 150 organisations, all of whom were promoting sustainable transport to their employees and implementing travel plan initiatives.

Our approach to business engagement was targeted and personalised; we worked with businesses to gain insight into their operations and provide strategic travel planning advice. With unprecedented growth in the network during the engagement phase we wanted to make sure business commitment continued. Our focus was to not only provide travel plan support, but to act as a facilitator, enabling businesses to collaborate on initiatives and share best practice.

Tailored travel plan support

Working with each business we drew on our extensive knowledge of travel plan techniques to provide tailored advice, we carried out staff travel surveys to develop site-specific workplace travel plans and produced bespoke travel materials including travel information boards, promotional flyers and site-specific cycle maps to aid sustainable travel promotion. The delivery of PTP sessions, sustainable travel weeks and our 'Bounce' travel challenge enabled us to engage directly with employees.

Additional support was provided through regular communications, 1-2-1 advice sessions, further training seminars and access to 'Travel Plans 365' (an online training tool to up-skill business coordinators about travel planning techniques). Each year the Lowestoft Local Links 'Sustainable Business Awards' rewarded businesses for their commitment and achievements in sustainable travel.



Contact

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