



CYCLING STRATEGY 2021





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1 EXECUTIVE SUMMARY

Braintree District Council has long recognised the importance of promoting cycling and walking as a way of tackling some of the most challenging issues we face such as climate change, over reliance on petrol and diesel vehicles, health and wellbeing, air quality, the need for sustainable transport and road congestion.

With a requirement to plan for more than 14,000 new homes within the district by 2033, cycling is an integral part of the infrastructure supporting residents across the District to enjoy a great place to work and live.

We declared a climate emergency in 2019 and we aim to make our activities, as far as possible, carbon neutral by 2030. Cycling is one of the greenest modes of transport: bicycles emit no exhaust fumes, cause no air pollution and no noise pollution.

The events of 2020 have led to an even wider acceptance of the importance of cycling. The Coronavirus (COVID-19) pandemic has brought with it great challenges and huge sadness but one positive thing it has given us is the opportunity to strip back and take pleasure in the simpler things in life: the pleasure of cycling and walking in our local area.

Cycling has always been an important part of our District. We have both professional and 'leisure' cyclists who enjoy our District for all that it can offer and of course cycling is a brilliant commuter tool, but for too long it has been easier to jump in the car rather than jump on a bike.

This Strategy aims to take the real potential and enthusiasm which already exists in our District to the next level. If we get this right, we could make something really special.

The benefits speak for themselves: a better environment, improved physical and mental health. But cycling can also mean economic benefits for businesses and tourism. If we can help people move around our three towns and numerous rural villages in a safe, convenient and enjoyable way then we will see more jobs and opportunities open up.

And when we experience those benefits, we see another important benefit too – community spirit. The cycling community is a family, and this is seen on any trip to one of our District's cafes and businesses who support The Cake Escape initiative. From young to old, just removing stabilisers to serious steady fast cyclists, cycling is for everyone.

We are keen to build on the current momentum and continue to increase cycling across the District. I am delighted to present this Cycling Strategy and I hope you can take the time to read through this piece of work which sets the context for future investment in measures to enable, develop and inspire cycling for all.

The benefits of investing in cycling and the infrastructure needed will provide a safer and better-connected District. I am looking forward to continuing this journey with you.



Cllr Ricci
Cabinet Member
for Communities,
Culture and Tourism,
Braintree District Council

2 INTRODUCTION

This Strategy lies at the heart of Braintree District Council's ambition to increase cycling across the District, delivered in partnership and properly funded. The Strategy includes a set of targets and indicators that will help to measure delivery of the below actions and align with Braintree District Council's vision, throughout the period 2021 to 2030.

BACKGROUND

Braintree District is one of the fastest growing districts in Essex with a requirement to plan for a minimum of 14,320 new homes within the District by 2033. With this growth comes the need for more sustainable travel options in the District to help prevent the negative impacts of traffic congestion and air quality. As a consequence of increased population and as part of the community's response to climate change, we all need to find cleaner and more sustainable modes of transport. Figure 2.1 shows the extent of Braintree District, showing its major towns of Braintree, Witham and Halstead.

Braintree District Council (BDC) aims to make cycling a central part of transport, planning, the local economy, health and to help support clean air strategies. Cycling, along with walking, has the potential to produce large improvements in health, cut costs for the NHS and boost the district's local economy. We are doing this in partnership with local and national bodies and organisations to ensure cycling considerations are central to the design of new housing

developments and at the heart of town centre improvements. To ensure this happens, BDC will use its Cycling Strategy to inform decisions that will significantly contribute to:

- improving safety for cyclists,
- improving people's health and fitness,
- reducing congestion,
- improving air quality,
- tackling climate change by reducing CO² emissions,
- improved quality of life for communities (reduced noise, increased natural observance and community cohesion), so creating attractive environments where people wish to live,
- boosting the local economy,
- wealth generation through tourism and leisure pursuits, and
- supporting an affordable and widely accessible transport option for many groups of people.

Working together with planning, transport and public health officers in both BDC and Essex County Council (ECC), as well as partners involved in cycling and other interested parties, such as the Parish Councils, we will convey our vision of a better cycling network and active travel infrastructure to support decision makers and set out more clearly what is expected of developers.

The 2018 Braintree District Cycling Action Plan highlights the following key interventions:

- Join up existing cycle routes within towns to create continuous cycle routes;
- Provide new cycle routes to connect with new development;
- Provide segregated on or off-road cycle routes where possible, to provide safer routes for cyclists; and
- Provide cycle routes to connect with key employment, residential and leisure zones with towns.



Fig 2.1: Braintree District Map

PURPOSE OF THE STRATEGY

The new Cycling Strategy builds on a number of existing documents including the Essex County Council Cycle Strategy (2016), Essex Highways Braintree Cycle Action Plan (CAP) (2018) and the Braintree Local Cycling and Walking Infrastructure Plan (LCWIP) (2018). The Strategy recognises that new development in the area will bring a significant number of additional trips onto the transport network. It aims to create high quality networks for cyclists that provide routes linking key destinations in the District and the main employment areas, transport interchanges and schools.

It seeks to improve the quality of the existing networks by embracing the latest cycle network design principles, contemporary standards, bridging gaps and discontinuities in the existing network and by improving surfaces. In doing so, consideration will be given to how barriers to cycling can be overcome to encourage more people to undertake trips by cycle. Also, it will be looking to identify and deliver completely new cycle infrastructure. The approach will be supported through a programme of education and marketing.

Other benefits that an increase in cycling will bring:

- Reduce pressure on the transport network, in particular the road network ensuring the additional journeys generated by new development can be accommodated.
- Improvements in air quality as well as contribute to a reduction in climate change impacts.
- Improved accessibility to services in the area, which in turn will provide benefits to the local economy.
- Increase residents' health and wellbeing.

Fig 2.2: Senior couple on cycle ride in the countryside



3 WHY IS CYCLING IMPORTANT TO BRAINTREE DISTRICT

CYCLING CONTEXT

Both Braintree and Witham have some existing cycling infrastructure, but it is not integrated as a coherent network with few clearly defined routes. The existing situation does not encourage or support short local journeys by bicycle. Cycle access to rail stations within the District is limited with only Braintree having a clearly defined route from the west along Fritch Way. Work carried out by ECC has shown that access to some of the rail stations by sustainable means ought to be improved, consideration should be given to providing cycle links to these stations.

Cycling levels in the District are around the mid-point for Essex, and the propensity to cycle within the District is reasonable, suggesting that it is possible that improved cycling facilities and encouragement of cycling will lead to a greater uptake in the number of people cycling. The Braintree CAP reports ‘there is a significant opportunity to increase cycle use due to the high number of short (less than 5km) local commuter journeys currently being made by car’.

LOCAL HEALTH AND WELLBEING

Greater physical activity is linked to the prevention of a range of chronic diseases including heart disease, stroke and colon cancer. Up to two-thirds of men and three-quarters of women report levels of activity that are so low that their risk of contracting these diseases is significantly higher. Physical activity also improves physical and mental health and reduces absence from work. As this is now widely accepted, it has led BDC to develop its BeWell Strategy 2018-2021, to make regular activity part of the daily routine of the District’s residents.

BDC has also developed its Livewell Campaign and its supporting Livewell Strategy, underlining the Council’s commitment to health and wellbeing. The Strategy seeks to create a framework that will ensure that the various partners work effectively towards a common vision and goals. Supporting cycling and active transport helps BDC meet many of its goals to deliver this vision.

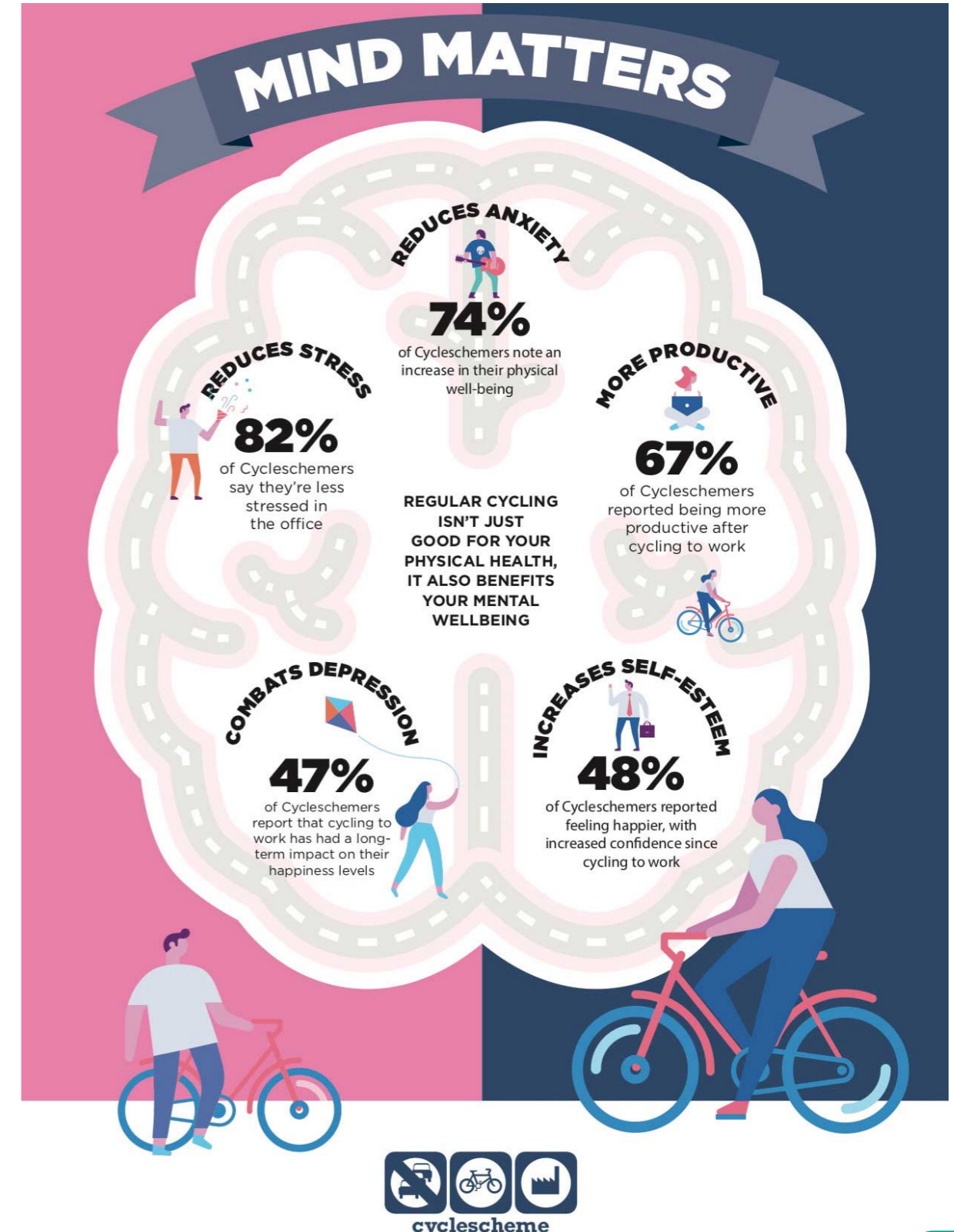
BDC is working with a number of partners including the Active Braintree Network, Fusion Lifestyle, local sports clubs and physical activity organisations to help support and empower residents to get active and live well. The Council’s commitment to health and wellbeing as demonstrated by its BeWell Strategy and by its Livewell campaign, has now been adopted by all 12 local authorities across Essex and Essex County Council.

Regular cycling isn’t just good for your physical health: it also benefits your mental wellbeing, providing a range of benefits for a cyclist’s wellbeing. Aerobic exercise can reduce levels of cortisol, the ‘stress hormone’ and in turn tackle other mental health related conditions. Cycling can also stimulate endorphins which helps reduces anxiety and in turn combats depression, boosting a rider’s mood. Exercise can make you feel more positive about yourself. As well as observing yourself becoming fitter, you prove to yourself that you’re up to the challenge of, for example, riding to work and back. It can give you a sense of satisfaction and self-control that helps you withstand stress better.

“The recommended level of activity for adults can be achieved by 30 minutes walking or cycling five times a week, and by embedding activity into our daily lives – e.g. through cycling to work or walking to the shops – it is more likely to be sustained. Active travel in the working age population is a particularly appealing route

to those who find money and time barriers to taking more physical activity. Even walking and cycling to meetings when at work can bring real health benefits as well as often being quicker and more reliable than driving.”¹

Fig 3.1: Summary of Mental Health Benefits of Cycling, source: Cyclescheme, 10.09.2019 ²



¹ DfT & DH Active Travel Strategy, 2010

² <https://www.cyclescheme.co.uk/community/featured/cycling-and-the-mental-health-benefits>



Fig 3.2: The Health Benefits of Physical Activity, 1

BENEFITS TO THE LOCAL ECONOMY AND BUSINESSES

Cycling plays an important role in supporting the local economy and businesses in that it enables and improves access for their employees to reach these places of work. The ease of a prospective employee to be able to gain physical access to work opportunities can be crucial in gaining employment and cycling can often provide the key to this access, overcoming exclusion from job opportunities for some social groups.

It has been found that “cycling to work results in reduced absenteeism, with regular cycle commuters having on average one day less sickness absence per annum than other people.”³ “At the same time, there are business benefits of cycling both as a utility and leisure mode, as well as derived benefits of running a business in an area which is conducive to cycling.”⁴ It also provides many of the short links such as aiding access to rail stations and the wider network. Many public sector

organisations and large businesses have travel plans, with much investment in cycle facilities, in order to reduce their impacts on local communities and reduce the costs of providing car parking.

Cycle Tourism will lead to benefits for the local economy as cyclists will stay in the area and eat out in local pubs and restaurants. Retailers will see the importance to their businesses in attracting cyclists to local cycle parking facilities close to shopping centres and other areas where shops are located.

Sufficient and good quality highway design including cycle parking facilities has its role in strengthening our local economy, while attractive retail environments which prioritise slow modes of travel tend to maximise footfall and increase retail vitality.



³ “The Value of Cycling”, p.22. Phil Jones Associates 2016.

⁴ “The Value of Cycling”, p.21. Phil Jones Associates 2016.

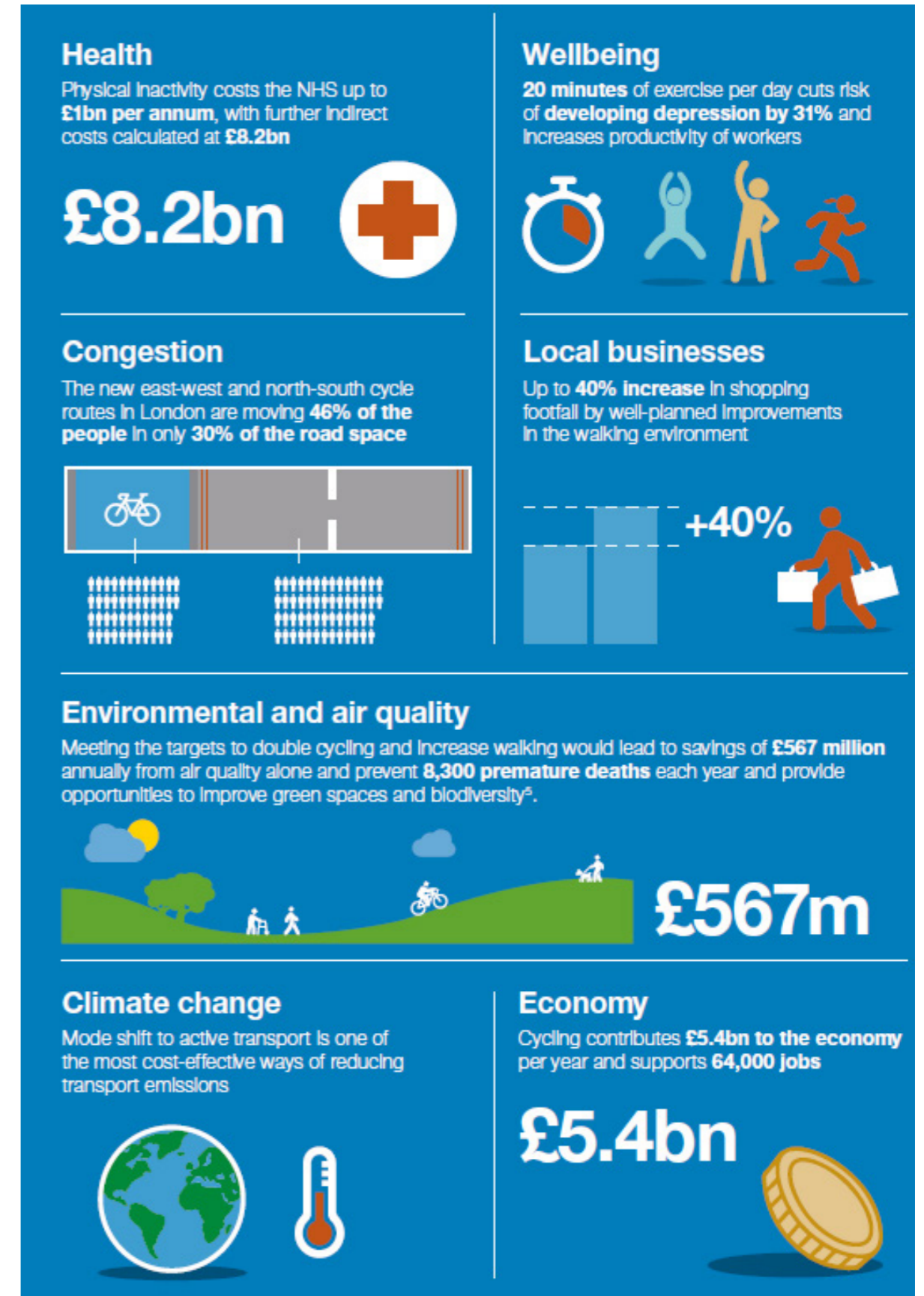
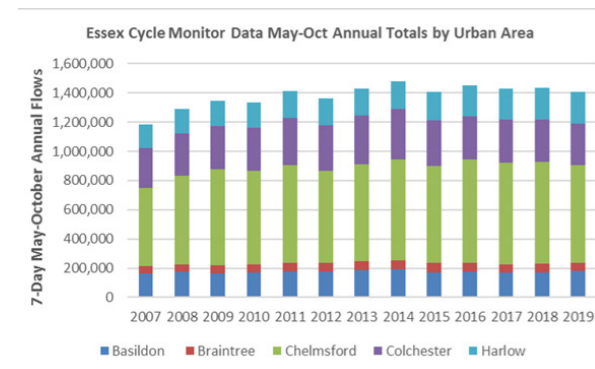


Fig 3.3: The Health Benefits of Physical Activity, 2

REDUCING ENVIRONMENTAL IMPACT AND IMPROVING LOCAL AIR QUALITY

“Bold action will help to create places we want to live and work – with better connected, healthier and more sustainable communities. It will help deliver clean growth, by supporting local businesses, as well as helping ensure prosperity.”⁵ Emissions from transport account for a large proportion of air pollution in urban areas and this can have a significant impact on people’s health, particularly those who are vulnerable. When cycle trips are substituted for car journeys, emissions are reduced.

Fig. 3.4: 2007-2019 Essex Cycle Monitor Annual Flows (May-October)



CARBON OFFSETTING

BDC, like every organisation, has a carbon footprint and as such has the full responsibility for managing and reducing its residual carbon emissions. The District Council has set an ambitious target to make the Council’s activities carbon-neutral where practical by 2030. We have also committed to reducing district-wide energy consumption and emissions and to support our communities to adapt to climate change. To achieve this, we have created a community-wide Climate Change Working Group who have developed a community wide Climate Change Strategy and will support its delivery.

⁵ “Gear Change A bold vision for cycling and walking” p.8, DfT 2020

⁶ “Gear Change A bold vision for cycling and walking” 2020, p.4 Forward

⁷ <http://www.legislation.gov.uk/ukpga/2015/7/contents/enacted>

NATIONAL CONTEXT

The Government places great importance on increasing and improving cycling in the UK and is no longer seen as a minority mode, but an important policy focus. In 2018, people cycled an estimated total of 1,006 million trips, an increase of 22% since 2013 (Cycling and Walking Investment Strategy baseline).

GEAR CHANGE: A BOLD VISION FOR CYCLING AND WALKING

“Gear Change: A Bold Vision for Cycling and Walking” is the Government’s plan to boldly encourage and fund better cycling and walking infrastructure to encourage people to be more active. It originally announced “£2 billion of new funding for cycling and walking – representing a sixfold increase in dedicated funding, the biggest increase this country has ever seen.”⁶ In it, the Government is definite that new routes must be direct, they must be continuous, and they should not give up at the difficult places. The new routes must serve the places people actually want to go, such as major public transport interchanges and corridors and those journeys they actually want to make. If it is necessary to reallocate road space from parking or motoring to achieve this the Government is clear that this should be done.

CYCLING & WALKING INVESTMENT STRATEGY (CWIS)

The Infrastructure Act (February 2015) places a commitment on the Government to produce a Cycling and Walking Investment Strategy (CWIS). This Act shows a change in the Government’s thinking and a clear commitment to providing for cycling as well as accepting responsibility for targets and funding. In July 2015 Part 2 of the Infrastructure Act (CWIS) was enacted through the Infrastructure Act 2015 (Commencement No. 3) Regulations 2015.⁷

LOCAL CYCLING AND WALKING INFRASTRUCTURE PLANS (LCWIP)

Local Cycling and Walking Infrastructure Plans (LCWIPs), as set out in the Government’s Cycling and Walking Investment Strategy, are a strategic approach to identifying cycling and walking improvements at the local level. They enable a long-term approach to developing local cycling and walking networks, often delivered as part of comprehensive street redesigns, that bring benefits to a wide range of users. Ideally this should be delivered over a 10-year period, part of the Government’s National Strategy to increase the number of trips made on foot or by cycle.

To be successful LCWIPs should be part of an integrated response to creating better places, safer streets and more reliable journeys, as an integral component of a transport system that considers the needs of all users, and connects people with places, services and opportunities. LCWIPs should be linked to other strategic transport planning documents, such as District Local Plans and Highway Authority’s Local Transport Plans, compatible with other local transport priorities such as tackling congestion and unlocking growth.

Whilst only focusing on cycling, it is hoped that ECC’s suite of Cycling Action Plans will contribute to the future development of an Essex CWIP by providing:

- A network plan for cycling which identifies preferred routes and core zones for further development;
- A prioritised programme of infrastructure improvements for future investment; and
- A report which sets out the underlying analysis carried out and provides a narrative which supports the identified improvements and network.

⁸ “Essex Local Delivery Pilot, Tackling the issues of physical inactivity in Essex head on – Chapter Two” 2019, p.4.

ESSEX CONTEXT

Essex County Council enthusiastically supports the key Government objectives such as those set out in the Gear Change report to create an environment that is safer for cycling, as well as walking so that in the longer term, to deliver significant health, environmental and congestion benefits.

The unique circumstances that the COVID-19 crisis presented at the time of writing this Strategy has enabled ECC to accelerate its ambitions to deliver a number of transformational schemes that will fundamentally change the prioritising of road space to support active modes of travel. This will support safe and sustainable future travel choice in Essex, including the Braintree District. Essex is passionate about walking and cycling, and, as a result of a culmination of truly transformative work in the key urban areas, together with the County’s districts, ECC will deliver ‘Safer, Greener and Healthier’ outcomes in one of the largest Shire counties in the country.

“Currently over one in four (27%) of Essex residents are inactive and doing less than 30 minutes of physical exercise each week.”⁸ Physical activity, including cycling, has a transformative effect on communities across the district and the whole of Essex, enabling people to connect with their neighbourhoods and socialise in shared activities which are positive and motivational. It is important that being active on a daily basis is easy, accessible and part of our normal routine.

It is important to recognise that ECC’s targets and aspirations to reallocate road space are very ambitious. Its approach is layered and creating space for more cycling is a key building block for change. ECC aims to change the way that people use streets to make them vibrant and liveable. Streets are places as well as movement corridors and ECC understands the huge opportunity to change the character of streets to create places where people can rest, relax and enjoy, as well as being active.

ESSEX TRANSPORT STRATEGY

The Essex Transport Strategy (2011) will seek to achieve the following five broad outcomes:

- Provide connectivity for Essex communities and international gateways to support sustainable economic growth and regeneration;
- Reduce carbon dioxide emissions and improve air quality through lifestyle changes, innovation and technology;
- Improve safety on the transport network and enhance and promote a safe travelling environment;
- Secure and maintain all transport assets to an appropriate standard and ensure that the network is available for use; and
- Provide sustainable access and travel choice for Essex residents to help create sustainable communities.

'Policy 14 – Cycling' states that Essex County Council will encourage cycling by:

Promoting the benefits of cycling:

- Developing existing cycling networks in towns where cycling offers an appropriate local solution;
- Working with schools and employers to improve facilities for cyclists;
- Improving access to local services by integrating the Public Rights of Way, walking and cycling networks to form continuous routes; and
- Providing training opportunities to school children and adults.

Cycling will be promoted as a way to reduce congestion within urban areas, to encourage healthier lifestyles, and as a valuable leisure and tourism opportunity that is important to the local economy.

Improving the safety of the cycling network is also a key concern within the Essex Transport Strategy. Policy 14 of the plan sets out Essex County Council's approach to encouraging cycling, which includes developing cycle networks within towns across Essex and improving access to local services and schools for cyclists.

The Essex Transport Strategy seeks to promote sustainable travel, by providing the infrastructure for sustainable travel and promoting the use of travel plans. With regard to cycling, the Essex Transport Strategy considers actions to improve access for cyclists and pedestrians in particular, and identifies the following improvements as essential:

- Addressing gaps in existing networks;
- Better linkages for walking and cycling routes within the Public Rights of Way network;
- Improving signing;
- Improving crossing facilities; and
- Ensuring that pedestrian routes are accessible for everyone.

The Infrastructure Act 2015 includes a new legal requirement for the Government to produce a cycling and walking investment strategy. The DfT's Cycling Delivery Plan (2014) refers to a new national cycling target, to double the number of cycling stages (trips) nationally over a 10-year period. This new target has been adopted by Essex County Council as part of the Essex Cycle Strategy (2016).

ESSEX CYCLE STRATEGY (2016)

As set out in the Essex Transport Strategy, the Essex Cycle Strategy sets out the key elements of a long term plan that will lead to a significant and sustained increase in cycling in Essex, establishing it in the public's mind as a 'normal' mode of travel, especially for short a-to-b trips, and as a major participation activity and sport for all ages. The strategy has been produced in conjunction with Essex County Council, the 12 Essex Districts, the two Unitary Authorities (Southend-on-Sea and Thurrock) and other key stakeholders. At the time of writing, it is based on current UK policy, data on cycling levels within Essex and best practice from around the world. Specifically, it commits to nine areas of strategic action:

1. An Essex Cycling Advocate
2. Transformational Funding
3. Best practice design
4. A 'Cycle Essex' brand
5. High Profile Events
6. Increased support for local initiatives
7. Coherent Networks
8. Continental Standards
9. Training and Access

BRAINTREE DISTRICT CONTEXT

Braintree District is specifically recognised in the Essex Transport Strategy as being set to accommodate significant housing and employment growth. For local centres such as Braintree, Witham and Halstead, priorities of relevance to cycling include:

- providing for and promoting access by sustainable modes of transport to development areas;
- improving local cycle networks;
- improving access to stations; and
- promoting sustainable travel choices.

The BDC Local Plan notes that fragmented cycle networks are available in mainly Witham and Braintree and new cycle routes and infrastructure are highlighted for new developments.



Fig 3.5: Cyclist commuting to work

BRAINTREE CYCLING ACTION PLAN (CAP) JANUARY 2018

Essex County Council is committed to establishing a coherent and comprehensive cycle network in every major urban area, utilising a combination of on-carriageway and off-carriageway cycle facilities. To achieve this, every Borough/District in Essex now has a Cycling Action Plan (CAP).

The CAP sits under the Essex Cycle Strategy that aims to provide coherent cycle networks to and from, as well as within places such as Braintree. In turn this will lead to significant and sustained increase in cycling in Essex.

Braintree's CAP is targeted towards the specific needs of the District and enables Essex County Council and Braintree District Council to tackle wider problems associated with poor health, pollution, traffic congestion and inequalities of opportunities for Braintree's youth population and people on low incomes. The aims of the CAP are to:

- Identify how cycling levels can be increased;
- Prioritise funding for new cycling schemes;
- Create a usable, high-quality cycle network that connects residential areas with key employment locations, railway stations and town centres; and
- Create opportunities to increase recreational cycling.



CYCLING IN BRAINTREE

Cycling infrastructure is currently provided within the District; but most of this is concentrated in the south of the District, specifically in and around the settlements of Braintree and Witham. National Route 16 (Stansted – Braintree – Witham & Southend-on-Sea - Shoeburyness), which is part of the National Cycle Network (NCN) (see below), links Braintree to Witham via rural roads and off-road cycle lanes. The route utilises The Flitch Way, a disused railway line between Braintree and Bishop's Stortford; The Flitch Way accommodates cycling and pedestrian traffic moving east / west and provides easy access to Braintree railway station.

The topography of the District has very much influenced the north/south split in cycling infrastructure, the lower lying south being more attractive to more inexperienced cyclists. Research carried out by Dr John Parkin who concluded; 'hilliness was found to be, by far, the most significant determiner of the proportion that cycled to work in a District'⁹. Braintree, Halstead and Witham town centres are located on the areas of the highest elevation which may act to suppress cycling for some. However, the inclines involved vary from town to town, with Witham and Braintree being relatively shallow and the increase in height is small which will help support cycling.

NATIONAL CYCLE NETWORK (NCN)

The National Cycle Network (NCN) is a UK-wide network of signed paths and routes for walking, cycling, wheeling and exploring outdoors. The network is key to helping achieve the ambition to make it easier for people to incorporate cycling and walking as part of their everyday journeys, and to make active travel more accessible for all.

Part of the purpose of the NCN is provide those routes for cyclists to travel further than their immediate areas and these routes provide cyclists a growing network to cycle beyond Braintree District. As well as the NCN, other Essex long distance routes provide cyclists with the facilities to cycle longer distances. Cycle Essex Route 2 forms a circuit from the south west of Braintree to Stansted airport in the west. The route within Braintree District is predominantly on-road, apart from the section utilising Flitch Way.

BMX CYCLING

Interest has grown in BMX cycling over recent years with the success of BMX riding both locally and on the Olympic stage with the district producing a number of riders competing at both national level and internationally, including the Olympics. Along with that achievement the Braintree BMX Club provides coaching and events for all ages. Its activities are promoted by ECC's Livewell campaign.

CYCLE TOURISM

We will exploit leisure, marketing and event opportunities to promote our strong cycling offer in order to promote the District as a great place to visit to cycle, it is already well known to benefit from many natural assets in its landscape. The north is hillier with the south having a gentler landscape. Cycle tourism will lead to benefits to local economy as cyclists will stay in the area and eat out in local pubs and restaurants. The 'Cake Escape Trail' promotes local businesses and cycling within the District and is advertised on the local BDC website. The local BDC "Visit Braintree District website" www.visitbraintreedistrict.co.uk, together with ECC's "Explore Essex" www.explore-essex.com are working hard to promote various cycle routes in the District such as Flitch Way and the Blackwater Rail Trail to help boost the local economy. As part of this the development of maps and other marketing material will be looked at.

There is also merit in developing longer distance cycle routes to encourage cycle tourism and so the identification of opportunities for improving cycle linkages into neighbouring authorities will be explored to benefit the District and neighbouring areas.



Fig 3.6: Organised Race at Braintree BMX Club

⁹ Parkin, J. Wardman, M and Matthew, P. (2008) Estimation of the determinants of bicycle mode share for the journey to work using census data. *Transportation*, 35 (1). pp. 93-109.



Fig 3.7: Three Young Cyclists Enjoying Flich Way

4 THE VISION

Cycling is great for health and accessibility, and when replacing journeys by car it can also reduce congestion and emissions. The vision is of a Braintree District that sees more people cycling and walking, more often and more safely, it should be an everyday way of getting around. However more needs to be done so that we can realise and benefit from what can be achieved through active travel for individuals, the climate, businesses and the wider economy.

More active travel can bring business benefits –

- A healthier, more active workforce means reduced absenteeism and increased productivity, and reduced congestion means better journey time reliability.
- It can benefit less active groups in particular – cycling and walking are simple, low-cost and effective ways for some of the most inactive people in society to incorporate physical activity into their daily lives.
- It is also good for the environment – journeys made on foot or by bike rather than car will reduce emissions and can make for a more pleasant local environment.
- In order to realise the potential of cycling, there is a need to create a physical and cultural environment in which more people feel confident to cycle. Achieving higher levels of cycling will require a concerted and long-term effort to deliver infrastructure improvements, training and promotional measures.

OUR VISION

To make Braintree a leader in cycling provision, to make it safer and more attractive for a greater number of people from as many backgrounds as possible to cycle more frequently.

OUR OBJECTIVES

The following objectives are designed to achieve the District's Vision and overcome the issues and challenges set out in this Strategy,

- 1 To double the number of cycling trips in Braintree District from 2021 levels by 2030 at our monitored counter sites and other key routes.
- 2 To cultivate a mind-set that sees cycling as a normal, enjoyable and everyday activity for the majority of short journeys.
- 3 To develop a safer and more legible cycle network for cyclists to give greater assurance, particularly for less experienced cyclists.
- 4 To encourage the uptake of cycling amongst a broader cross section of the community, making it more inclusive.
- 5 To support cycling to ensure access to jobs and services, both in urban and rural areas, in so doing, supporting the local economy.
- 6 To work with relevant partners, looking for opportunities to support and enable improved cycle access in rural areas.
- 7 Using this strategy to work with partners to help reduce emissions, congestion and the environmental impact of transport as well as supporting the work of partners to ensure that new cycle routes help in reducing emissions.



Fig 4.1: On-road cyclists

5 THE STRATEGY

Central to achieving these objectives we have set out the following strategic actions to deliver the growth in cycling. All of these areas are underpinned by our intention to make cycling safer for all through, audit, design, promotion and training.

STRATEGIC ACTION 1: COHERENT CYCLE NETWORKS

Promoting cycling to people, by helping them to feel safe is a key priority of this Strategy. Safeguarding vulnerable road users, maintaining road surfaces whilst promoting increased physical activity is perceived as one of the cornerstones of this Strategy. It is important to regard cycling as a relatively safe activity. However, any injury or death to any road user is preventable and this Strategy together with work carried out by ECC, the Highways Authority, and Road Safety Partnership will always be looking to challenge and improve the road behaviour of all road users to make the roads as safe as possible. Safety measures for cyclists will include education, improving attitudes of different groups of road users to others, improved infrastructure and enforcement.



Fig 5.1: Off-road cyclist

IMPACT OF IMPROVED CYCLE FACILITIES

A number of studies have been undertaken in order to assess the impact of improving cycling levels through the provision of infrastructure, promotion / marketing of cycling and cycle training. The majority of these studies have taken place between 2004 and 2009, with the two most prominent being; “The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report” by the DfT and; “Cycling Demonstration Towns Monitoring Project Report 2006 to 2009” by Cycling England. These studies took place in 8 different towns / cities in a variety of locations within the UK.



IMPACT OF SITE LOCATION

A number of the development sites in the District lend themselves to connecting with existing cycle infrastructure and new proposed cycle infrastructure in order to develop a coherent and consistent cycle network within the towns and the District.

National studies¹⁰ found that cycling levels increased by between 3% and 55% with an average increase of around 23% in each location over a 4-5 year period, whilst the percentage decrease in vehicle trips was around -2.5% over the same period. Relative to the number of existing car trips to the number of existing cycle trips, -2.5% over the 4-5 years equates to a fairly significant number of vehicles.

The clear suggestion from these studies is that a targeted and integrated approach to improving levels of cycling leads to a positive result and modal shift. The Essex Cycle Strategy and the subsequent District Cycling Action Plans aim to provide this kind of approach which will help to boost cycling levels in the District.

Modelling suggests that many car trips are between locations with existing rail links and therefore improving access to and from the stations for sustainable transport modes could help to reduce the number of car trips. As a result, cycle access to all stations within the District should be improved.

DEVELOP A SAFER AND MORE LEGIBLE CYCLE NETWORK FOR CYCLISTS

Work with partners and stakeholders to develop strategic network development plans. Ensure Braintree District has an up to date Cycling Action Plan and Local Cycling and Walking Plan.

CYCLING MAPS

Cycling maps (digital and on paper) aid in navigation and are an effective marketing tool for raising the profile of cycling. If the maps are legible, well designed and effectively disseminated, they can be the nudge that is needed to motivate the 'near market' to start making some trips by bike.



Fig 5.2: Cyclist plotting a route

In addition, in order to maximise the benefits of cycling maps, future cycling maps for Braintree should be designed with the following principles in mind:

- The maps should be prepared under the same design guidelines as the promotion of 'Cycle Essex'. This will help to raise their profile and visibility;
- Information included in the maps should correspond with the signage by the roadside;
- Include more information about local points of interest. This might encourage leisure cycling, local tourism and increase patronage to local attractions; and
- Widely distribute the maps (if more than one) in a bundle and on as many online and physical outlets as possible.

Furthermore, official and unofficial routes are also available through mobile phone apps, social media and specialised websites such as mapmyride.com and strava.com, which allows people to track their routes whilst cycling and share them on various platforms.

INTER-URBAN ROUTES AND CYCLING

While focus will be centred on the District's main towns, intra-urban links will be an important part of the vision for the District. Experience has shown that investing in and creating such routes provide societal benefits with regard to mobility, economy, health and the climate change. By introducing high-quality off-road cycle routes, a number of commuters may be prepared to switch to cycling to avoid getting caught up in congestion. These will sit side by side to a town cycle network, linking an urban network with other similar networks in neighbouring towns. Not only will they become landmark facilities for commuter cycling, they would also act as a crucial gateway for cycling into the District.

The existing Public Rights of Way network and other rural routes may also be extended and/or widened through developer contributions, to allow promotion of cycling and walking. This will particularly affect routes that are intended to provide alternative links to schools, access services or employment without reliance on the private car. Where street clutter exists, we will remove this in order that they don't delay cyclists.

For the most part the implementation of inter-urban routes should be as an off-road cycle track, and with as few junctions with roads as possible. Where junctions do exist, we will re-design them to a standard treatment so that cyclists get priority at these points. They will also be consistent along an entire route. This will allow cyclists to have as few delays as possible. They will create fast and continuous routes for all types of cyclists (including cargo bikes), as well as for commuters during the working week but also at weekends when many additional leisure trips are made to and in the District to enjoy its countryside.

In order to fund these new routes, ECC area Local Highway Panels can be applied to for funding, together with other external funding sources. However as discussed elsewhere in this Strategy, cyclists do not have rights to use public rights of way. The Council, with relevant partners, will look for opportunities to support and enable improved cycle access in rural areas.

The existence of land that farmers currently set aside, often a 3m strip of land next to some of their fields, could be utilised and shared with cyclists and horse riders when the route of a new off road route is being investigated. Working through the local Parish Council who may have an existing relationship with landowners may well lead to positive engagement.

RURAL SCHEMES

A cycle network in rural areas is a main priority of this Strategy and by improving these routes they can be promoted as destinations for leisure and through that, help boost the rural economy. The Council aims to improve routes to enhance access to the countryside and to improve accessibility to local facilities for residents. Old railway lines provide an opportunity to develop longer distance, traffic free routes. There are opportunities to enhance the existing rural routes to make them better for cycling. Existing facilities include the extensive network of rural public rights of way, bridle ways, restricted byways and byways and other links with both having a statutory or permissive right across them. There are also footpaths, which are the most common type of public right of way, but cyclists do not have rights to use them.

Some rights of way are within or between settlements and are well surfaced so are used for utility cycling (e.g. accessing schools, shops etc). Improved interchange with buses and trains, and 'park & cycle' schemes can make cycling more viable in rural areas.



¹⁰ "Braintree Local Plan – Preferred Option Assessment (Draft)", 7.3.3, March 2017

QUIET LANES

Local authorities (Essex County Council) are able to designate country lanes as 'Quiet lanes' in rural areas, under the Transport Act 2000. Country lanes are an integral part of our rural environment but the volume and speed of traffic, particularly where there are heavy lorries, can make country roads uninviting and intimidating. Quiet lanes are only able to be designated on minor rural roads, C or unclassified routes.



Fig 5.3: Cyclist using quiet Essex lane

Quiet Lanes are a positive way that ECC in partnership with BDC can make a positive contribution of:

- Providing a chance for people to walk, cycle and horse ride in a safer environment.
- Widening transport choice; and protecting the character and tranquillity of country lanes.
- They should be designed to protect and enhance the local character and distinctiveness of the countryside that they run through.

All proposals for Quiet Lane designation should be via the Local Highways Panel. It is suggested that as any scheme needs to be developed with the full support of the community, including the relevant Parish Councils, that the LHP solicit suggestions from the local community to identify possible roads to be included in this scheme.

At the time of writing there were a number of Quiet Lanes being developed for implementation and these will be important in improving the number of cycle journeys undertaken in rural parts of Braintree.

BETTER JUNCTIONS AND LINKS

Accidents involving cyclists often occur at junctions and on roundabouts where there is more likely to be conflict in movements. Working with ECC and other partners to tackle this issue the Council will:

- Work with cycle groups to identify junctions that can be a barrier to cycling and need improving;
- Review pedestrian guard-rails to consider where this can be removed;
- Review Advanced Stop Lines, seeking to increase coverage and depth where necessary; and
- BDC will lobby ECC to consider trialling innovations such as advanced cycle signals, 'All Green' phases and two stage right turns where appropriate.

Working with partners to see the introduction of more Flagship Routes across the district. A Flagship Route is a key corridor - providing safer, faster and more direct access to one or more key attractors (town centres, employment sites, education establishments, transport hubs, visitor attractions and existing/proposed developments). The routes will potentially create demand, be able to meet demand (both existing and potential), encourage a focus on innovation/design best practice and will include continental standard facilities, where appropriate. It is hoped that a county-wide suite of Flagship Routes will be a focus for future funding, high quality infrastructure, design best practice and innovation.



CYCLE PARKING

A lack of secure parking facilities can discourage cycle journeys, lead to parking in unsuitable locations and encourage theft. The Council has adopted the Essex Parking Standards (2009) which includes cycle parking which establishes the minimum standards of cycle parking provision required. BDC will support and promote the provision of high-quality cycle parking at key destinations and transport interchanges. Adequate levels of high-quality parking will be required in all new developments and where possible the Council will seek opportunities to improve the existing level and standard of cycle parking at key destinations and transport interchanges. Where the Council can, it will provide assistance and advice for organisations to install cycle parking.



Fig 5.5: Cycle Hangar on a North London Street

Working with stakeholders including Essex County Council, planners and developers we will aim to provide well-placed and high-quality cycle parking at key public destinations such as town centres, leisure facilities and railway stations.

Ensure that best practice cycle parking standards are applied and that all new housing includes secure and easily accessible cycle storage.



Fig 5.4: Quiet lane

INTEGRATING CYCLING INTO NEW SCHEMES

The needs of cyclists will be addressed in the development of any new transport or development scheme with consideration given to safety, comfort, legibility and best practice. All schemes will be safety audited by suitably qualified engineers.

NEW DEVELOPMENT AND THE LOCAL PLAN

The Government's aim is to deliver around 300,000 new homes nationally a year. The Local Plan sets out how we will provide new housing, its necessary infrastructure, jobs and services in sustainable communities. Cycling, along with walking and public transport, is key to delivering this ambition of sustainable communities. The policies contained within this Strategy will help BDC work with its partners in helping deliver the cycling elements of future communities.

All development sites would be expected to include cycle infrastructure, in order that internal short trips can be made by bicycle. In addition, all development sites should consider strategic cycle plans and create strategic links to key attractors and/or existing networks/quietways.

Cycling will be prioritised over motorised transport in all new developments - making it easier to carry out short trips by bicycle rather than by car. Cycle routes within commercial and residential developments will be more direct and convenient than car routes and will connect into existing cycling infrastructure on leaving the site.

WELL MAINTAINED ROADS AND ROUTES

ECC is responsible for the maintenance of the public highways, including segregated cycleways where they have been formally adopted by ECC. Properly maintained cycle facilities are key to maintaining and growing the number of people who cycle, together with long-term commitments to ensure maintenance continues into the future. The Council requires statutory undertakings to comply with the relevant parts of the 'Safety at Streetworks Code' published by the DfT in order that any maintenance works are left in a safe state and do not cause any dangers to cyclists. Opportunities will be taken to improve any 'ironworks' in the carriageway which may pose a risk to a cyclist such as gullies and manhole covers. We will work with Essex Highways to help prioritise more frequent and good maintenance of our cycle network.

SIGNAGE

Cycle traffic signs provide direction information, identification of infrastructure as being available for cycle users, and instructions or warnings. Cycle traffic signs must be in accordance with Traffic Signs Regulations and General Directions (TSRGD). Main cycleways should be clearly signed showing clear information about journey distance. The use of signage on cycle routes should be minimised and only signs actually required (specified in TSRDG) or that have a clear benefit should be provided (refer to Traffic Advisory Leaflet 01/13 Reducing Sign Clutter).

Following best practice design standards and working with ECC, signage will be co-ordinated with pedestrian signage and high standards of design applied to ensure that the character of the streetscape is maintained or improved.

We will work with Essex Highways to provide a clear and consistent standard of good quality, well-placed cycle signage - to an appropriate density, with provision of journey times where possible.



Fig 5.6: an Essex Quiet Ways

IMPROVED ACCESS FOR THOSE WITH DISABILITIES

Cycling should be accessible to people of all ages and abilities. The Equality Act 2010 places a duty on public sector authorities to comply with the Public Sector Equality Duty to carry out their functions. This includes making reasonable adjustments to the existing built environment to ensure the design of new infrastructure is accessible to all.

For many people, a cycle is a mobility aid that helps them get around or carry items or passengers. This does not have to be a specially-adapted cycle - it may simply be a conventional cycle that enables them to travel when they cannot drive or walk very far due to a health condition or disability. For other people, an adapted cycle such as a handcycle or a tricycle may be a mode of independent transport that frees them from reliance on assistance from others. A visually impaired person may be travelling on a tandem; parents may be carrying young children in a trailer or specially designed cargo bike.

To support this we will work with ECC to modal interchange at public transport interchanges.

STRATEGIC ACTION 2: TRANSFORMATIONAL FUNDING

For this Strategy to be successful, it is imperative that funding is provided and sustained over a number of years. With this Cycling Strategy, BDC working with Essex Highways will take a proactive, positive approach to taking advantage of funding opportunities when they arise and during the course of negotiations with developers when they are submitting planning applications. For this Cycling Strategy to be successful, it is imperative that funding is provided and sustained over a number of years.

A step change in the provision of cycling infrastructure and promotion will require an increase in funding over and above the current level of funding for cycling in Braintree. We will work with partners including ECC to ensure a consistent level of revenue and capital funding to support the delivery of this Strategy.

Increasing the utilisation and prioritisation of other funding sources such as developer contributions and central Government grants/allocations will also be required. We will explore regional funding options such as:

- Local Highways Panels (LHPs)
- South East Local Enterprise Partnership (SELEP) funding
- DfT CWIS2 Funding
- Local Growth Funds (LGFs)

Perhaps one of the most important documents to come from Central Government in recent years is The Cycling and Walking Investment Strategy and the funding it brings to invest in cycling and walking. Part of the multibillion-pound, transformational package announced to support it in February 2020 is the funding of cycle routes across the country with over 250 miles of new, high-quality separated cycle routes and safe junctions in towns and cities to be constructed across England.

Also, as set out in “Gear Change”¹¹ 12 ‘Mini-Holland’ schemes will be taken forward to transform town centres across the country to make them safer to get around. These pilots of low-traffic neighbourhoods, will see Government working closely with local councils to reduce lorry traffic, making side streets safer to walk, cycle and play in while maintaining the vehicle access people need to get around. Whilst these schemes are likely to mainly be in larger urban areas, representation has been made to the DfT that there should be funding made available for such schemes in more rural areas such as Braintree District.

The ECC Local Highways Panel (LHP) plays an important role in supporting local highway schemes in Braintree. Cycle improvements should be considered alongside other significant LHP schemes and where possible synergies should be prioritised in order to achieve value for money.

Also, there are and continue to be new national funding opportunities that we will explore. Currently there are national funding options such as:

- As part of health and safety schemes;
- Sustrans;
- Local growth funds;
- Network Rail and/or rail operating companies;
- Active Essex / Essex CC Public Health;
- SELEP Local Growth Funds for local sustainable transport programme; and
- Acquire and investigate corporate sponsorship opportunities for any high-profile public schemes/events.

We will ensure that strong local partnerships continue with relevant organisations through a process of consultation, regular communication, and where practicable, joint decision making and project delivery.

We will develop a suite of schemes that can meet short term timescales of funding. Other sources of funding also become available from time to time such as from the DfT. Therefore, it is important that there are schemes readily available to be put forward for funding, should such opportunities arise.

DEVELOPER CONTRIBUTION - S106

This will be secured where appropriate through the planning system including planning obligations and conditions on consents. Planning contributions from new developments can either provide funding towards new or improved cycle infrastructure or actually construct schemes as part of the development, or through highways work agreements off-site.



STRATEGIC ACTION 3:

GOVERNANCE AND PARTNERSHIP WORKING

We want to ensure that the promotion and development of cycling is embedded in everything we do as a Council. Part of the development of the Cycling Strategy will be the development of the most appropriate form of governance and this will be set up at the earliest opportunity. This will ensure that the most is made of BDC’s current and future partnership arrangements

PARTNERSHIP WORKING:

WORKING WITH PUBLIC HEALTH PARTNERS

Greater physical activity is linked to the prevention of a range of chronic diseases including heart disease, stroke and a number of different cancers. Cycling is increasingly recognised as an important activity to combat obesity, inactivity and promote good health. Encouraging more people to incorporate cycling into their daily routines has a key role to play in improving public health. We will therefore work closely with health partners such as “Active Essex” and practitioners to develop initiatives to raise awareness of the benefits of cycling and the support that is available from the Council to enable people to start cycling. Areas of joint working would include input from public health officials to help identify groups of residents who may most benefit from greater levels of physical activity.

Working with the NHS, personalised advice can be drawn up which includes advice to go on a programme of cycle rides for health. The value of cycling to health increases with age. Working with our Public Health Partners, there is particular emphasis on active travel modes, including in school travel plans to encourage children to adopt healthy lifestyles.

WORKING WITH PUBLIC TRANSPORT PARTNERS

We will work with partners and public transport operators to investigate opportunities for bike carriage as new vehicle fleets are purchased. We will work with the rail industry to improve access to trains and platforms and to encourage the provision of high quality and sufficient levels of secure cycle parking at all of the train stations in the District, in order to help reduce the levels of cycle theft. A great deal of this will be in support of ECC who have a much larger strategic transport role.

WORKING WITH PARISH & TOWN COUNCILS

The District is well served by its Parish and Town Councils and these present a valuable resource that places a more local emphasis on what cycling improvements are required in their local area. A range of initiatives will be delivered through partnerships with the appropriate Councils, as well as other voluntary groups. Parish and Town Councils can call on volunteers in their local communities to help identify potential routes and in a route’s maintenance going forward, acting as “eyes on the ground” to alert the Highway Authority of any issues. This partnership will be strengthened where possible through regular consultation and engagement.

¹¹ “Gear Change - A bold vision for cycling and walking” 2020, p.19

WORKING WITH VOLUNTARY GROUPS

In rural areas, local voluntary groups with local knowledge may be able to design a more tailored approach that might be appropriate to their particular areas. Also, voluntary groups may wish to help with signposting of leisure and rural routes.

We will work with partners in the voluntary groups to investigate opportunities for additional funding. We will work with groups to help promote behavioural change and to be advocates for the cycling strategy in the District.

A number of voluntary groups and clubs organise regular leisure trips in their local areas and this helps give less confident riders better road skills and increase their confidence, including the Braintree Easy Riders and Witham Boys' Brigade. Witham Boys' Brigade also organise cycle maintenance workshops, Bikeability for those with learning difficulties and le Tour de Witham, as well as led rides.



Figure 5.7: Cyclists taking a break from an organised ride

STRATEGIC ACTION 4: MARKETING AND BRANDING

The Essex Cycling Strategy sets out a number of overarching themes and methods for marketing and promoting cycling in Essex and our Strategy will use many of these methods to promote cycling. As such, in order to maximise the benefit of good quality cycle facilities, there needs to be a significant increase in the promotion of these facilities and an encouragement of cycling in general. At heart there is a need to change the image of cycling across the district to a safe, normal and enjoyable everyday activity. In order to do this the following work will be undertaken:

- Work with other influential brands and marketing campaigns to create behavioural change e.g. Active Essex, Visit Essex, Sustainable Travel Planning and Essex Police. These will be branded in order to ensure that people can understand and see the coordinated nature of the work.
- Cycling maps (digital and on paper) aid in navigation and are an effective marketing tool for raising the profile of cycling. Cycle maps and information should be included within Residential Travel Packs that developers are required to provide the first occupants of new dwellings on new large housing developments.
- Promote the District as a destination for cyclists looking to access attractive rural routes, thereby promoting tourism and economic development cycling, and as a healthy leisure activity.
- Break down perceptual barriers to cycling (safety, convenience, weather).
- Communicate a safety message to both drivers and cyclists - without overstating risks.



Fig 5.8: Woman's Tour, Braintree 2015

- Encourage high profile local residents to endorse cycling in Braintree.
- Encourage residents to participate in local campaigns and initiatives such as LovetoRide Essex.
- Support national campaigns such as Bike Week, Cycle to Work day, Big Bike Revival etc.



Fig 5.9: Promotion of the 2014 Tour De France

STRATEGIC ACTION 5: BEHAVIOURAL CHANGE

Evidence suggests that hard policy measures, such as changes to infrastructure, services, pricing or engineering, are not sufficient enough alone to influence mode choice. Instead, a combination of hard and soft measures is believed to be the key to bringing about a long-term shift to sustainable modes, where soft measures try to influence individual choice by means of information and persuasion (Bamberg 2008). Soft transport measures can take numerous forms: marketing campaigns, travel diaries, facilitating testing new behaviours, work travel plans etc.

For shorter trips which are suitable for cycling of up to 5kms or around three miles, of which there are many in the District's three main towns, there is an opportunity to encourage a change in habits by providing a level of information and incentives to promote the benefits of switching to a cycle journey.

Improving information and marketing are a core part of smarter choices measures. Since Smarter Choices and Smarter Travel were originally identified there has been a growing interest and use of Smarter Travel measures to achieve behavioural change amongst the travelling public.

Local promotion of cycling should be increased to convince residents that cycling is a normal and accessible activity for all and these will include the development and roll-out of measures of increased support for local initiatives including increasing the number of adults attending Bikeability training. Cycle training equips people with the skills they need to cycle safely and with confidence and helps participants to:

- Develop observation and manoeuvrability skills;
- Learn to use the Highway Code and other laws relating to riding on the highway;
- Learn the importance of hazard awareness; and
- Cycle maintenance.

The 'Bikeability' scheme is a national standard in cycle training, and is used to offer consistency in training to set skill levels (1-3) across the country. The training is tailored to best meet the ability of the participant, which can range from a total novice to an experienced cyclist who just wants a few pointers on tackling busier junctions. There is a need to increase promotion of cycle training, particularly to younger children and to those groups who tend to be involved in a higher proportions of accidents (i.e. men), other harder to reach groups, families and those returning to cycling after long breaks.

Working with partners/community groups to encourage cycling within the community (led rides, Go Ride clubs, bicycle shops etc.).

Support community providers/charities who are already developing/promoting cycling well.

Continue to work with ECC and enforce its policy to require large developments to have Residential or Workplace Travel Plans as part of the planning permission. Whilst BDC require the plans to be created it is ECC who approve the Travel Plans and monitor them. Also, we will:

- Support large employers and schools to develop and maintain travel plans and cycle parking that incentivise cycling. See Appendix A.
- Ensure that all Council offices have travel plans that promote cycling as an attractive mode of transport to both staff and visitors.
- Establish high profile events such as car free days/circuits in town centres, bike festivals, either as part of dedicated cycle events or as stand-alone events in public places.
- Interventions to promote cycling amongst children, such as Bike It, Go Ride and most recently Bike Club.
- Encourage workplace cycle challenges such as LovetoRide Essex.



Figure 5.10: Beckers Green, Junior School, Braintree

STRATEGIC ACTION 6: PROMOTION OF ELECTRIC BIKES AND CARGO BIKES

ELECTRIC BIKES



Figure 5.11

Electric bikes or eBikes are an electric-assisted pedal bicycle. It is a regular bicycle with the addition of an electric motor and battery. The battery supplies power to the electric motor. The electric motor provides power assistance when the cyclist is pedalling to ease the amount of effort required and contributing to improvements in air quality.

eBikes not only make cycling accessible to people who might otherwise find it difficult, such as older people and those with health problems including asthma and muscle soreness, they also make the journey a lot quicker and easier when going uphill.

CARGO BIKES

Cargo bikes and Ecargo bikes are vehicles designed and constructed specifically for transporting loads. Since the domination of the internal combustion engine in the industrialised world after World War II, cargo bike use has reduced. They have remained popular in the rest of the world and continued to be in heavy use. Since the 1980's and 1990's in Europe and in the US, ecologically minded designers and small-scale manufacturers initiated a revival in their manufacture and use. Cargo bikes are now popular with delivery companies in dense urban environments and food vending in high foot traffic areas.

Many models are now available with an electric assist which can make them more useful for longer distances or for varied terrain, i.e. not flat cities, amongst other reasons, such as feeling more confident riding in car traffic due to faster acceleration from stopping.



Fig: 5.12: Cargo Bikes Delivering in London Bridge Area, London¹²



¹² Source: Team London Bridge (London Bridge Business Improvement District Company)

STRATEGIC ACTION 7: MONITORING AND EVALUATION

Monitoring is intended to keep track of the delivery of measures and schemes that are being implemented and their contribution towards achieving the vision and its objectives. To understand the impact of the strategy and the extent to which the actions are being achieved a series of performance indicators and targets need to be developed.

The monitoring makes use of data collected by the Council, ECC and the police. Monitoring should take several forms including continuous automatic counters on walking and cycling routes and detailed user surveys. This will enable us, if so desired, to develop a detailed database to be established which in turn can inform economic appraisals and health impact assessments in the District. As new facilities are built there will be a need to install new automatic cycle counters, some installed in fixed positions with others being portable and moved around when the need dictates.

We will monitor the effectiveness of the strategy using a range of measures including:

- Work with Essex Highways data teams to collate cycle count data (through Automatic Cycle Counters and DfT classified traffic count data).
- A regular manual check of sites to assess cycling activity.
- Before/after assessment of sites where cycling measures have or will be implemented to understand if they are having an impact on cycling levels.
- Adopt as a working target the doubling of cycle stages (trips) in Essex from 2014 levels by 2025 at ECC monitored counter sites and on other key routes.
- Cycle parking usage and provision.

- Annual resident cycle surveys;
- Bikeability monitoring;
- Air quality monitoring; and
- Monitoring the percentage of cycling mode share to schools (including 'Hands Up surveys') and companies that have an active Travel Plan in place. Surveys of onsite cycle facilities at schools and workplaces.

To understand the impact of the Strategy and the extent to which the actions are being achieved a series of performance indicators and targets will be developed as part of the new refreshed Braintree CAP. Some will be based on the existing Essex Cycling Strategy and could include the following:

- Number of cyclists using specific routes
- Number of accidents involving cyclists
- Awareness of health benefits of cycling
- Brand awareness
- Number of new cycling parking spaces
- Budget levels for cycle investment
- Level of cycle theft
- Number of new cycle counters installed
- Change to bike from car for at least three days a week
- Share of participants who continue to cycle after a campaign's end
- Number of students travelling by bike instead of car at least 3 days a week
- Increase in number of qualified cycling coaches
- Monitor participation rates as measured through the Active People Survey, which can allow comparison with other sports.

6 DELIVERY

An indicative Delivery Plan will be developed once the Strategy has been adopted. The Delivery Plan will be refreshed each year. Also depending upon developments, the Strategy will be refreshed to reflect any relevant changes but ultimately this Strategy will run until 2030. Delivery of these actions will require funding from a range of sources, and partnership working both with different teams within the Council and also external stakeholders.

It should be noted that all implementation timescales are subject to feasibility/design work, consultation results and availability of funding.



Figure 6.1



Figure 6.2

7 NEXT STEPS

With the new Cycling Strategy BDC in partnership with ECC set the policy direction that BDC wishes to take in the provision of new cycling infrastructure. This will position BDC for marketing and promoting cycling as a healthy and enjoyable mode of transport both for pleasure and a utility. To develop the Strategy and move forward we will be setting out in a newly refreshed CAP the practical steps that will be included, with a greater emphasis on the two very distinct aspects of the District, rural and urban. This review will cover the existing CAP structure and consider what changes are required to enable the new CAP to deliver the agreed objectives of the new Cycling Strategy. Work undertaken on the LCWIP will also play a key role.

Work will be also undertaken to identify the resources to successfully implement the Strategy and its accompanying CAP. This will include how best to measure the changes in cycle behaviour and people's attitude to cycling. The aim will also be to refresh the CAP at regular intervals in order to reflect the developments that occur over time. When it comes to funding the ambitious Vision of this Strategy, great importance will be on developing business cases that reflect the benefits of cycling for those living in the rural parts of the District and not just in the main towns of the District. At the time of writing the Strategy, discussions were ongoing between officers of ECC and the DfT on how best to make the business case for new rural cycle infrastructure.

As part of the review, thought will be given to the addition of new sections and separation of sections including:

- Town focused schemes
- Rural schemes
- Key connectivity/flagship routes across the District
- New policy and retrofitting
- Sustainability of materials and re-laying surfaces/difficulties of meeting high end specifications
- Behaviour change programmes



APPENDIX A

The following Policy background has the most relevant national, regional and local policies relating to cycling in the Braintree District and its development into the future:

EMERGENCY ACTIVE TRAVEL FUND

The DfT set up the Emergency Active Travel Fund in response to the COVID-19 crisis. The objectives of the Emergency Active Travel Fund are to help local authorities implement measures to create an environment that is safer for both cycling and walking (both, not one or the other). This is to allow cycling in particular to replace journeys previously made by public transport and will have an essential role to play in the short term in helping avoid overcrowding on public transport systems. Longer term, it will also help deliver significant health, environmental and congestion benefits.

EMERGENCY ACTIVE TRAVEL FUND 1 (EATF1)

Also named 'Active Travel Fund Phase One', under the Government's EATF2 or Phase One, ECC has been working with BDC and the other Essex District, City and Borough Councils to implement on-street measures designed to make city/town centres safer for people during the COVID-19 crisis. ECC has branded this initiative as 'Safer, Greener, Healthier', and the schemes under it provide for bigger, safer spaces in key locations for city centre shoppers, residents, workers and visitors to social distance.

EMERGENCY ACTIVE TRAVEL FUND 2 (EATF2)

Essex was successful in securing funding from the EATF2 that was announced in November 2020 to be invested in schemes to support cycling and walking. At the time of writing, ECC was awarded £7.3m to further develop five schemes that it had bid for including one in Braintree, through their detailed design stage, in partnership with Braintree District Council, local Councillors, businesses, cycling, access and other local groups.

NATIONAL CYCLE NETWORK (NCN)

The National Cycle Network (NCN) stretches over 16,000 miles and includes on-road and off-road cycling and walking paths. The network is key to helping achieve the ambition to make it easier for people to incorporate cycling and walking as part of their everyday journeys, and to make active travel more accessible for all. £22 million of funding has been provided by the Department for 32 projects across England. These tackle a wide variety of issues, which range from fixing dangerous junctions, reducing traffic levels, building better surfaces, creating wider paths, and repairing damaged signage.

NATIONAL PLANNING POLICY FRAMEWORK ¹³

The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied. It underlines that the purpose of the planning system is to contribute to the achievement of sustainable development in which the increase in cycling has a key role to play. Achieving sustainable development is delivered through three overarching objectives that the Objectives of this Strategy support:

- **An Economic Objective** - to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- **A Social Objective** - to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- **An Environmental Objective** - to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

All local authorities should play an active role in guiding development towards sustainable solutions, but in doing so should take account of local circumstances, to reflect the character, needs and opportunities of each area.

Braintree District's planning policies although supporting the Government's objective of a significant boost to the supply of housing, also through strong sustainable transport policies will support and encourage a greater take up of safe cycling. The supply of large numbers of new homes can often be best achieved through planning for larger scale development, such as new settlements or significant extensions to existing villages and towns, provided they are well located and designed, and supported by the necessary infrastructure and facilities, that will have an important sustainable element to it to support extra cycle demand and to also support walking and the provision of public transport.

To promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. Planning policies should identify opportunities for villages to grow and thrive, especially where this will support local services. Where there are groups of smaller settlements, development in one village may support services in a nearby village and the standard of cycle provision will be important in many instances. It will be important to ensure that development in rural areas is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable such as improving the scope for access by cycling, as well as on foot or by public transport.

CYCLE INFRASTRUCTURE DESIGN (LOCAL TRANSPORT NOTE 1/20 JULY 2020)

Moving forward the Government wishes to see cycling having a far bigger role in our transport system, including a significant increase in cycling in towns and cities and overall, generally. In order to facilitate this shift, the quality of cycling infrastructure must sharply improve. Properly protected bike lanes, cycle-safe junctions and interventions for low-traffic streets encouraging people to cycle all have a role to play in this. Poor cycling infrastructure discourages cycling and wastes public money.

The COVID-19 crisis has had the effect of seeing a large increase in people taking up cycling, as new cyclists or simply increasing the amount of cycling they undertake. In order to lock these increases in, the Government has updated its national guidance for Highways Authorities and designers and aims to help cycling become a form of mass transit in many more places.

Cycling must no longer be treated as marginal, or an afterthought. It must not be seen as mainly part of the leisure industry, but as a means of everyday transport. The guidance will enable local authorities and developers to place cycling at the heart of the transport network, with the capital spending, road space and traffic planners' attention befitting that role.

¹³ National Planning Policy Framework. Achieving sustainable development. Para 7 to 14.

It is the intention of Government that all proposed schemes that are developed will be approved by a new inspectorate, against a set of principles before funding is released. Local Transport Note (LTN) 1/20 replaces previous guidance on cycle infrastructure design provided by LTN 2/08, and accordingly LTN 2/08 is withdrawn.

This guidance has been developed closely with stakeholders so that it reflects the latest developments in cycle infrastructure design, including proven design elements pioneered by Transport for London and by the Cycle Ambition Cities and in Wales under the Welsh Active Travel Design Guidance. It reflects current best practice, standards and legal requirements. Inclusive cycling is an underlying theme throughout so that people cycling of all ages and abilities are considered.

The guidance will be reviewed regularly to ensure it continues to reflect the latest developments in cycle infrastructure design practice.

CYCLING & WALKING INVESTMENT STRATEGY (CWIS)

In April 2017, the first ever statutory CWIS set out ambitious plans to make cycling and walking the natural choices for short journeys, or as part of a longer journey, by 2040. Interest from metro mayors and local councils has been so great that £1.2 billion has already been invested and a further £1.2 billion is projected over the next two years for infrastructure and other active travel projects. This is double the projected level of spend envisaged in 2017 and increases spending in England, outside London, from £3.50 per head to over £10 per head, a further increase from our last published figures in February 2019.¹⁴

The Government's long-term ambition is to make cycling and walking the natural choices for shorter journeys, or as part of a longer journey, by 2040. For this to be realised our towns and cities need to have an environment that properly enables and incentivises higher levels of active travel. By 2040, the ambition is to deliver:

Better Safety (a safe and reliable way to travel for short journeys), through:

- streets where cyclists and walkers feel they belong, and are safe;
- better connected communities;
- safer traffic speeds, with lower speed limits where appropriate to the local area; and
- cycle training opportunities for all children.

Better mobility (more people cycling and walking – easy, normal and enjoyable) through:

- more high-quality cycling facilities;
- more urban areas are considered walkable;
- rural roads which provide improved safety for walking and cycling;

- more networks of routes around public transport hubs and town centres, with safe paths along busy roads;
- better and safer links to schools and workplaces;
- technological innovations that can promote more and safer walking and cycling;
- behaviour change opportunities to support increased walking and cycling; and
- better integrated routes for those with disabilities or health conditions.

Better streets (places that have cycling and walking at their heart), by:

- places designed for people of all abilities and ages so they can choose to walk or cycle with ease;
- improved public realm;
- better planning for walking and cycling;
- more community-based activities, such as led rides and play streets where local places want them; and
- a wider green network of paths, routes and open spaces.

It is very much the case that great progress has been made on cycling in the past six years, in Braintree, Essex and nationally and that cycling rates have increased in areas where dedicated funding has been made available. Spend on cycling has risen from around £2 per person in 2010 to £6 per person in England in 2016-17. The Government wants to build on these successes and to help achieve this has made considerable funding available to local bodies to invest in cycling. However, with the economic fallout of the COVID-19 outbreak and its accompanying cost to the economy, a question mark sits above future funding levels.

In 2020, the objectives of the CWIS are to:

- increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made;
- increase walking activity, where walking activity is measured as the total number of walking stages per person;
- reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled; and
- increase the percentage of children aged 5 to 10 that usually walk to school.

CREATING GROWTH, CUTTING CARBON CHANGE - MAKING SUSTAINABLE LOCAL TRANSPORT HAPPEN (DFT, 2011)

In this White Paper, the Government sets out a vision for transport as an engine for economic growth, but one that is also greener and safer and improves quality of life in communities. Its key goals are:

- Enabling economic growth by improving access to jobs, shops and services, supporting the tourism industry, improving the public realm and improving resiliency;
- Promoting social mobility through improved accessibility;
- Reducing carbon emissions;
- Promoting road safety and improving health through increasing activity levels; improving air quality and tackling noise pollution; and
- Realising the wider environmental benefits.



¹⁴ Compares average spend per head over SR15 period against SR10 period.

The Strategy puts an emphasis on enabling choice and encouraging people to make sustainable transport choices for shorter journeys. It states that active travel needs to become the norm in local communities. It highlights the effectiveness of packages of targeted measures delivered by local authorities in consultation with cycling expert groups and local communities. It also sets out the growing importance of electric bicycles and bike-rail integration.

COMMUTER CYCLING

It is important to consider when encouraging people to cycle to work both the journey and the destination. The journey will mean investment in hard measures, including cycle paths, and reallocation of road space. The destination of cycle trips will need to accommodate cyclists, such as secured bicycle parking, and showers. In a case study, Babcock International workplace in central Colchester developed a strong cycling community which is coordinated by a Cycle Champion. This has caused a rise in the proportion of employees cycling to work to 18% and also encouraged employees to car share resulting in 8% of employees travelling together.

Another influence on commuter cycling is ease of modal change at a station and it is important to be able to offer secure parking for commuters, most importantly located next to the train station. Secure, easy to access and covered cycle parking is a determining factor in whether people choose to cycle to the rail stations or not.

CYCLING TO SCHOOL ¹⁵

From the work undertaken to derive a trip distribution for educational trips, it was clear, that while some schools have a very low modal share for car trips, others have a significant number of car trips. By reducing the levels of congestion around schools at both ends of the school day, improved cycle infrastructure will contribute to reducing congestion around schools. A way to change this, alongside improving public transport links, would be to improve the safety of cycle links, particularly to secondary schools but also primary schools as well. At the time of writing, many more parents are working from home and so potentially children are not being dropped off at school as the parents are driving to their places of work. Or else parents may take their children to school but the children are left to make their own way home and so the opportunity to encourage them to cycle home should be grasped and promoted.

The Pupil Level Annual School Census (PLASC) collects data from over 550 schools, primary and secondary, in Essex. This data showed that Braintree had a below average percentage share for public transport, car/taxi, car share and cycling. Braintree was above average for walking, and other methods of travel.



Figure A.1:

LINKS TO OTHER BRAINTREE DISTRICT POLICIES

Braintree District Council has in place many strategies to help it deliver a whole range of functions and together these will help BDC realise its Vision. Cycling can help the Council deliver a whole range of policies and the most relevant to the Cycle Strategy, are those contained in the following policies:

CORE STRATEGY

The current BDC Core Strategy sets out the vision, objectives and strategy for the development of the District up to 2026 and was adopted in September 2011 and will be replaced by the Draft Local Plan discussed below, once adopted. It contains a number of core policies that replace some Local Plan Review policies.

The transport chapter sets out the proposed Core Planning Policy in relation to the aim of 'promoting accessibility for all'. The Council will work with partners to improve accessibility to reduce congestion and reduce the impact of development upon climate change. Future development will be located in accessible locations to reduce the need to travel. However, there will still be the requirement for key transport projects to help deliver growth which are also listed in this policy. The Council will ensure that new development contributes to the creation of more sustainable communities, including making provision for cycle infrastructure.

LOCAL PLAN

We need to build at least 14,000 new homes by 2033. Through our Local Plan, we will guide development and plan for infrastructure as well as control where development is located rather than it being delivered in an ad hoc way. We will drive investment in rail, roads and the cycling infrastructure as well as looking at new modes of public transport.

There will be a number of policies contained within the new Local Plan that will work to support the introduction of new cycling facilities to meet the growth in cycling which will be generated by the new residents, and be in line with this Cycling Strategy. These include:

Policy LPP 44 Sustainable Transport

Extracts of the draft policy noted below-

- 'Sustainable modes of transport should be facilitated through new developments to promote accessibility and integration into the wider community and existing networks'.
- 'Priority should be given to cycle and pedestrian movements and access to public transport'.
- 'Development proposals should provide appropriate provision for all the following transport modes'.
- 'Pedestrians (including disabled persons and those with impaired mobility), through safe, accessible, direct and convenient design and layout of routes within the new development and wider pedestrian network'.
- 'Safeguarding existing Public Rights of Way and promoting enhancements to the network, where appropriate, to offer multi user routes for walking, cycling and other recreational opportunities'.
- 'Cyclists, through safe design and layout of routes integrated into the new development and contributing towards the development and enhancement of the cycle network and provision of secure cycle parking and where appropriate, changing and shower facilities'.
- 'Community transport, through measures that will promote carpools, car sharing and voluntary community buses, community services and cycle schemes'.
- 'Facilities for charging plug-in and other ultra-low emission vehicles'.

¹⁵ "Braintree Local Plan – Preferred Option Assessment (Draft)", para. 7.3.3.2, March 2017

- 'Financial contributions from development proposals will be sought, where appropriate and viable, towards achieving the above objectives including the construction of new or improvement of existing off-site cycleway and footpaths, and additional off-site public car parking, if required'.

**Draft Policy LPP 45
Parking Provision**

“Development will be required to provide vehicular and cycle parking in accordance with the Essex County Council’s Vehicle Parking Standards.”

CORPORATE STRATEGY

The Corporate Strategy sets out the Council’s Objectives and Priorities for every four-year period. Key to delivering these Priorities to meet the Council’s Objectives, a key factor has been and continues to be the support and collaboration of our partners, residents and businesses. Our Corporate Strategy looks to a future where we will help connect people and places, enhance and protect our environment, support our communities to reach their potential, promote prosperity and, importantly, continue to deliver and innovate.

The links between health and cycling are one of the central building blocks of this Strategy. We want to support people in taking control of their own health and wellbeing, helping them to be as independent as possible through early intervention and prevention. We especially want to work with the most vulnerable people in our communities and a comprehensive cycle network can provide important support.

Key to the success of both this Strategy and the Corporate Strategy is how they are delivered. We recognise the importance of listening and engaging with our residents and we aim to improve engagement through regular communication and consultation, providing opportunities for people to have their say, making sure we balance their needs and protect the things they value most.

CLIMATE CHANGE STRATEGY

As part of the Corporate Strategy we are in the process of developing our latest Climate Change Strategy which includes:

- Working towards our target of making the Council’s services carbon neutral as far as practical by 2030;
- Supporting the District to reduce energy consumption, carbon emissions and pollution;
- Supporting Council services, residents and businesses to adapt to climate change impacts;

In 2019, BDC declared a ‘Climate Emergency’ and set an ambitious target to make the Council’s activities carbon-neutral where practical by 2030. BDC has also committed itself to reducing district-wide energy consumption and emissions and to support local communities to adapt to climate change. To achieve this, we have created a community-wide Climate Change Working Group who are busy developing BDC’s Climate Change Strategy and introducing projects to achieve our targets. Encouraging greater modal share by cycle will support much of this Strategy.

Ultimately, we want a greener and environmentally sustainable community that is prepared for the future and that we can all be proud of, where people can enjoy cleaner air, cleaner streets and access to parks and green spaces. Our built and natural environment significantly contributes towards people’s quality of life and is key in making the District a more attractive place to live. We have worked hard to keep the District clean and green and encourage residents, businesses and other organisations to continue to work with us to further protect and enhance our District.



GREEN SPACE STRATEGY 2008

To protect and improve where necessary, the access to sporting, leisure facilities and open spaces across the District, the Council has developed a Green Spaces Strategy that sets out proposals and open space standards to ensure a high-quality environment. The Strategy will provide the basis for continuing improvements and features an Action Plan that amongst other things contains proposals to improve links, including cycleways between green spaces and increasing accessibility and ensuring that green spaces meet DDA requirements. It recognises that there are opportunities to promote new cycleways and footpaths links by improving some of the existing green corridors, and re-opening new lengths of corridor in features such as dismantled railways.

The County Council, in conjunction with Braintree District Council, has opened up two rail corridors in the District for cyclists and walkers, the Flitch Way and the Blackwater Rail Trail, linking Braintree and Dunmow and Braintree and Maldon respectively.

BEWELL STRATEGY 2018-2021

Everyone benefits from being active for their physical and mental wellbeing which has led BDC to develop its Bewell Strategy 2018-2021, to make regular activity part of the daily routine of the District’s residents. Active Essex has set a target to get 1 million Essex residents active by 2021, in the Braintree District. If we want to contribute towards this target, we need to encourage a further 4,624 people into an active lifestyle.

The third of the Strategy’s four priorities is ‘Provide & Enable’ under which BDC will work to ensure that the District has the right facilities in the right places now and in the future as the population grows. To meet the fourth priority, the Cycling Strategy will support ‘Engage & Activate’ whereby people will be inspired to make the change from inactive to active lifestyles and maintain and support that change

by building physical activity and improving diet into their everyday lifestyle. The provision of new cycleways, parking facilities and the promotional activities associated with increasing cycling numbers will all support this Strategy. Included in its Action Plan, the Council will look to provide more way markers for walking and cycling trails in our District and look to install off-road cycle trails / pump track.

The Bewell Strategy is a four-year plan which will be delivered together with our partners: Active Braintree, Active Essex, MECCG, Essex County Council Public Health & Education and Fusion Lifestyle, through the production and implementation of an annual action plan.

LIVWELL STRATEGY 2019-2023

This is the Braintree District’s Health & Wellbeing Panel’s Public Health Strategy 2019-2023, known as the Livewell Strategy 2019-22. A more detailed action plan will be developed to deliver the Strategy and in so doing identify new and existing projects, together with which partner organisations to lead on the projects.

The Braintree Health & Wellbeing Panel provides a District-wide approach to improving local health and social care, public health and community services so that our residents experience a more ‘joined up’ health care. The Panel brings together and aligns key health and wellbeing partners’ priorities, targets and activities within one joined up approach for improving the health and wellbeing of residents within the Braintree District.

The Braintree Health & Wellbeing Panel realises that the delivery of improved health and wellbeing needs to be carried out by a range of organisations working in partnership. Therefore, the Strategy seeks to create a framework that will ensure that the various partners work effectively towards a common vision and goals.

BRAINTREE PLAN FOR GROWTH 2017-2022

This prospectus sets out how BDC intend to create the conditions for economic growth and deliver a prosperous District from 2017 to 2022. It is based upon a review of economic data, summarised in a supporting District Economic Profile, which has informed our priorities and Key Performance Indicators. The Prospectus will deliver our Corporate Strategy priority of Prosperity – ensuring that Braintree's economy grows sustainably. It will be a key component in delivering our Core Strategy – creating the conditions to hit the target of 14,000 new jobs by 2026.

The Council will secure improvements to the District's strategic employment infrastructure: improve road and rail connectivity and public transport; provide superfast broadband across all parts of the District; bring forward strategic employment sites and ensure a range of premises are available for businesses. Cycling plays an important role in supporting this and provides many of the short links such as aiding access to rail stations and the wider network.

BRAINTREE DISTRICT HOUSING STRATEGY 2016-2021

The District Council has a range of housing responsibilities and BDC works with other agencies and organisations that help to secure better neighbourhoods, communities and environment for the District. For example, BDC has the responsibilities that relate to community safety, safeguarding, health and wellbeing that are very important to local people. In addition, housing plays a very important part in the economic development of the District and is a vital part of our Local Plan and related agenda. Better cycling links delivered through this Strategy supports these responsibilities, particularly where families suffer many of the consequences of low incomes such as in areas of 'affordable housing'.

BEHAVIOURAL CHANGE

SCHOOL TRAVEL PLANS

School travel plans are developed by schools to encourage children to walk, cycle, scoot, use public transport or car share rather than arrive by car. There is particular emphasis on active travel modes to encourage children to adopt healthy lifestyles.

Travel plan measures may include:

- Improvements to the highways network, such as new crossings or cyclepaths;
- Cycle parking;
- Better and safer cycle infrastructure around schools, so helping reduce car congestion at drop off and pick up times;
- Events and activities to promote cycling; and
- Maps and promotional information.

WORKPLACE TRAVEL PLANS

Workplace Travel Plans are a set of measures produced by employers that seek to reduce reliance on single-occupancy car usage, encouraging sustainable travel patterns. They may be required as part of the planning process or they may be voluntary. Many public sector organisations and large businesses have travel plans in order to reduce their impacts on local communities and reduce the costs of providing car parking. There are many measures to promote cycling that can be included in travel plans including:

- Provision of showers or lockers;
- High quality, covered cycle parking;
- Bicycle User Groups – these help identify

any particular barriers to cycling and encourage cyclists to share information about suitable routes or maintenance tips;

- Maintenance courses;
- Events or campaigns to promote cycling including leisure rides, sponsored rides, competitions, providing free bike bells or lights, etc;
- Incentives for cycling - these can be for one day or several months. Incentives might include a free breakfast, hot drink, vouchers for services provided by the employer or priority car parking on days that they don't cycle;
- Discounts on bicycle purchase (often through the Cycle to Work scheme);
- Pool bikes or bike hire schemes (including electric bikes);
- Cycle training including Bikeability training; and
- Tailored maps and promotional information

RESIDENTIAL TRAVEL PLANS

Residential travel planning measures may also be required in larger developments.

Appropriate measures include:

- High levels of high quality, covered cycling parking;
- Vouchers for cycle training; and
- Providing tailored maps and promotional information.

