

# TOWARDS SUSTAINABLE TRANSPORT

**SAFER / GREENER / HEALTHIER**

Transforming travel in Essex

[www.essexhighways.org/active-travel-essex](http://www.essexhighways.org/active-travel-essex)



**SAFER  
GREENER  
HEALTHIER**

# AGENDA

## **Introduction to Active Travel:**

- “Avoid, Shift, Improve”
- Team and programme
- What Government and ECC are doing
- Recent successes
- Challenges and funding

## **Update by mode:**

- Cycling & LCWIPs
- Healthy School Streets
- Escooters
- Travel Planning

# WHY IS SUSTAINABLE TRANSPORT SO IMPORTANT?



- More walking and cycling
- Improved physical and mental health



- Safer, quieter streets
- Improved public realm – ‘nicer’ places



- Thriving local communities
- Neighbourhood economies
- Revitalised High Streets



- Reduced congestion
- Improved air quality
- Meet net zero goals



- Increased local jobs
- Benefits to local businesses



- Blueprint for the future of sustainable transport

**SAFER**  
**GREENER**  
**HEALTHIER**

## ECC TRANSPORT VISION

Delivering and enabling  
Safer, Greener and  
Healthier travel for  
current and future users  
of the transport network  
in Essex





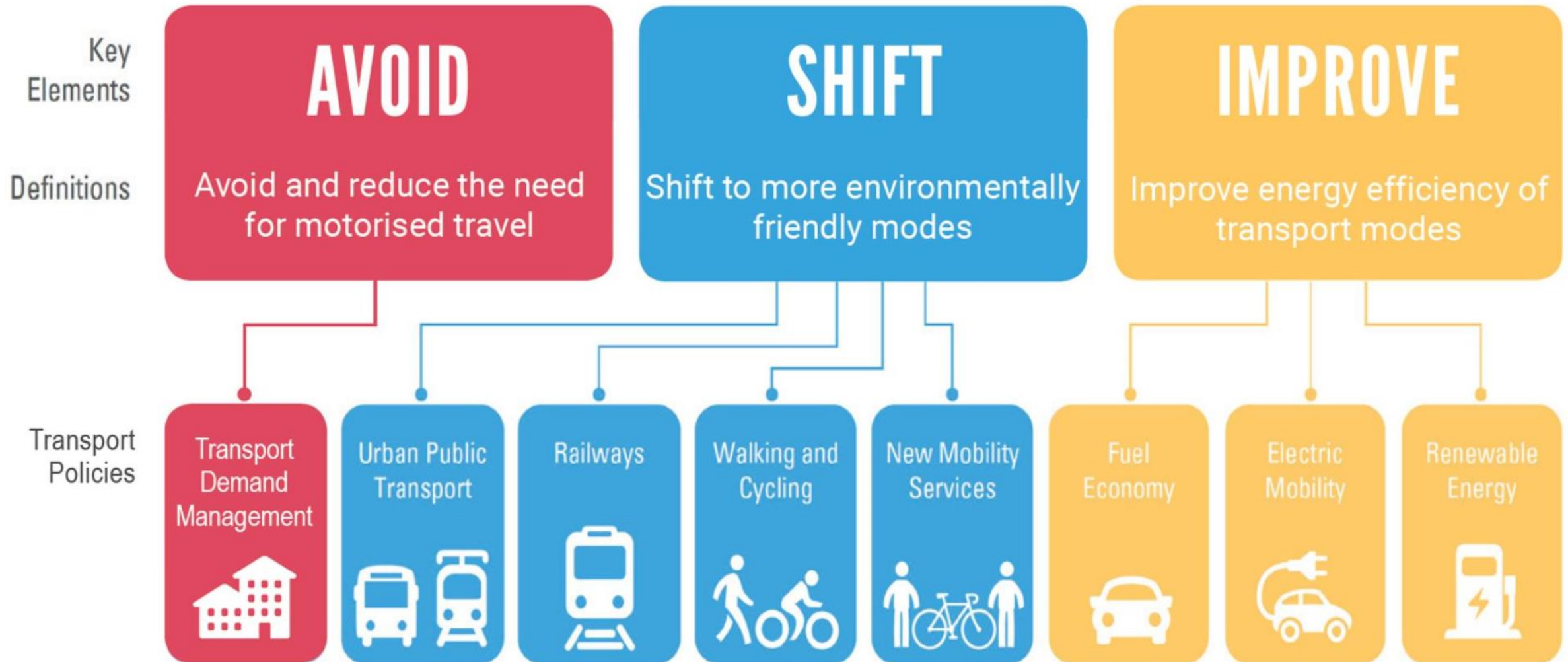
# HOW DO WE ACHIEVE THE NEW NORMAL?

Need to rethinking sustainable transport...

- Access issue, not infrastructure issue
- Embedding Active Travel
- Providing choice
- “Avoid, Shift, Improve”

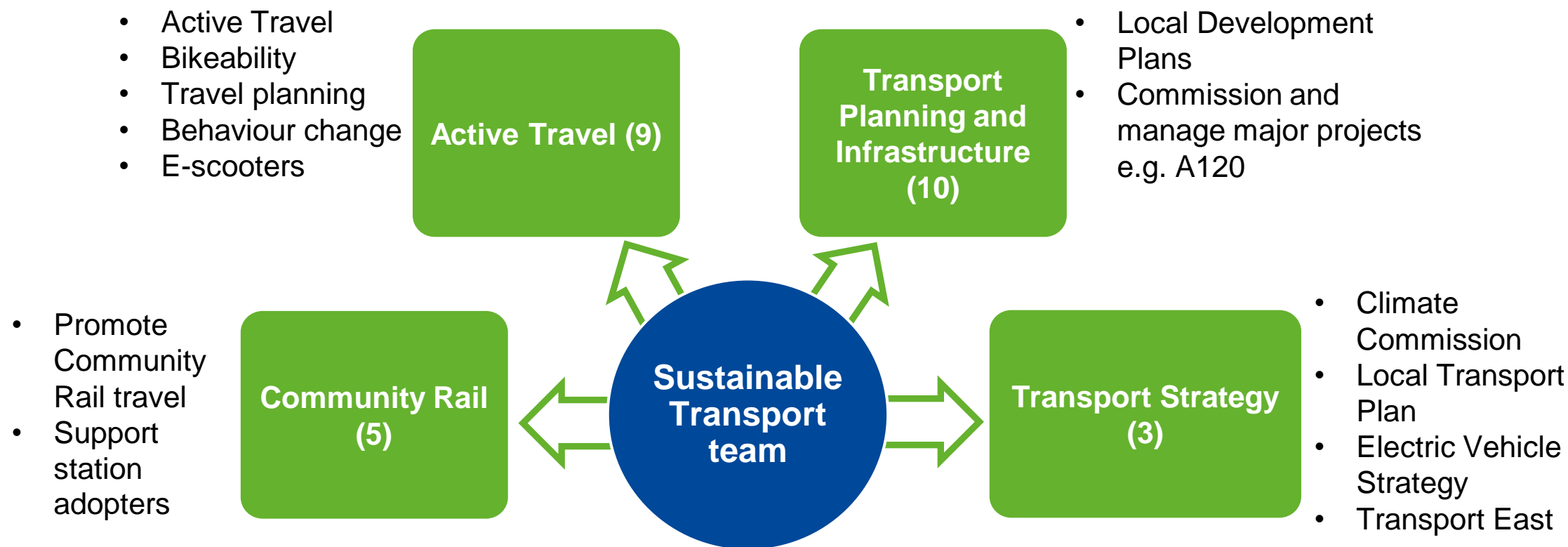


# “AVOID, SHIFT, IMPROVE” APPROACH<sup>^</sup>



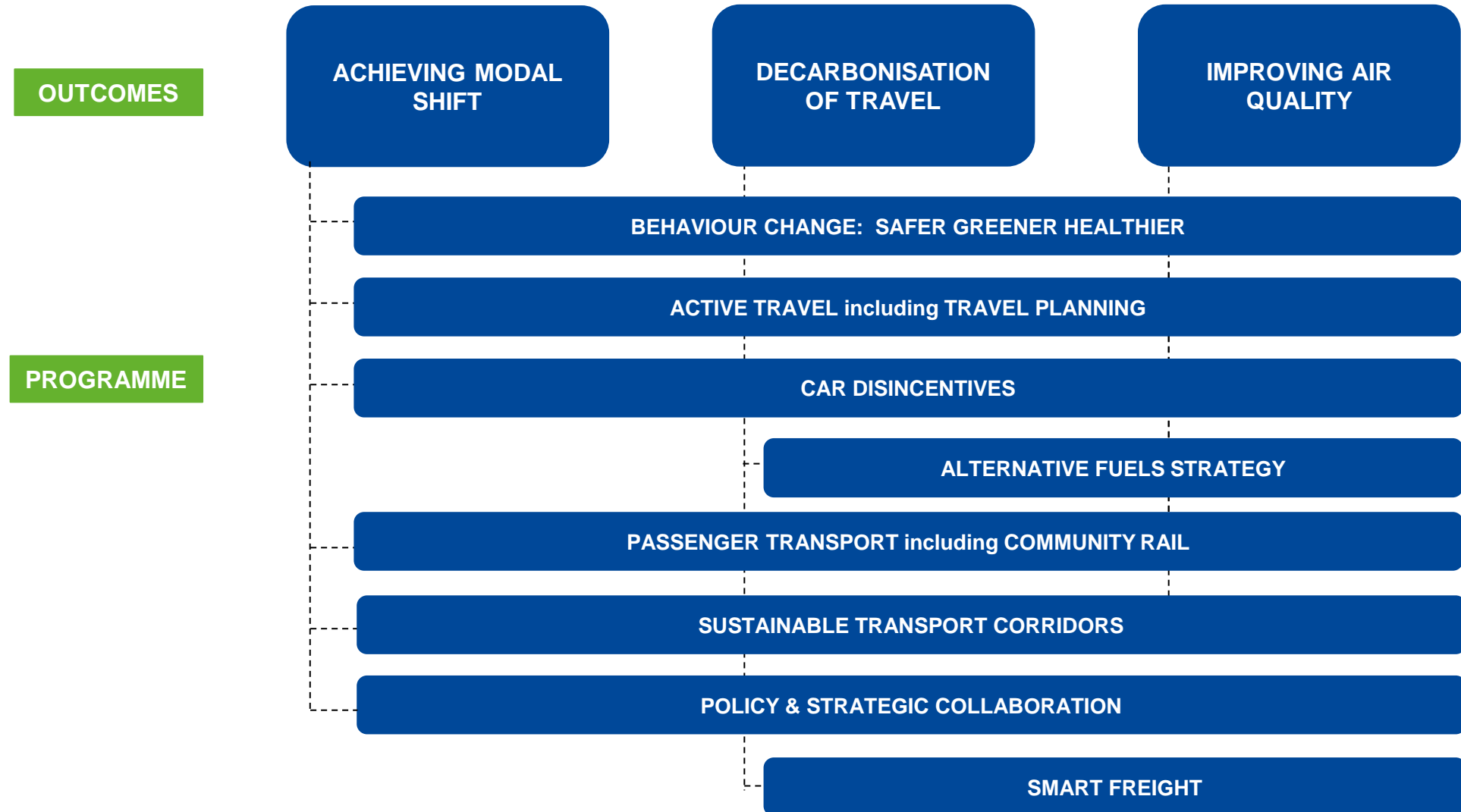
<sup>^</sup>Recognised nationally: used by Active Travel England, DfT, Transport East and many other LAs

# DELIVERED BY SUSTAINABLE TRANSPORT TEAM



NB: whilst we work closely with IPTU, they are separate team.

# SUSTAINABLE TRAVEL: PROGRAMME OVERVIEW





# Sustainable Travel: Summary of programme

## BEHAVIOURAL CHANGE including SAFER, GREENER, HEALTHIER

- Recruit behaviour change specialist to work with external agency to develop bold campaign to educate residents about alternatives to the car, and ultimately deliver modal shift
- Establish an Essex specific evidence base to underpin a portfolio of behaviour change approaches
- Extend and expand SGH campaign (see below) including brand, comms, website, social media, PR to amplify all ST messaging.
- Establish and trial a 'Good News Grid' to deliver a stream of positive sustainable transport stories, building member confidence in making tough ST decisions.

## ACTIVE TRAVEL including TRAVEL PLANNING

- Develop / deliver next phase of walking routes and cycle network, focusing on districts with LCWIPs
- Progress cycle asset register programme
- Develop School Streets strategy and toolkit to support active travel to schools including School Zones and Home Run initiatives
- Expand and deliver Essex Pedal Power / social prescribing pilots to giving those with the greatest need, access to walking and cycling
- Working with schools, businesses and developers to promote travel planning, supporting and incentivising sustainable travel choices

## CAR DISINCENTIVES

- Trial car-free day in 1 location ahead of county wide roll out
- Develop Work Place Levy proposal
- Explore emission restrictions e.g. parking, charging

## ALTERNATIVE FUELS

- Develop alternative fuel strategy for both vehicles and infrastructure focussing on establishing a network of electric chargepoints in rural and urban locations including on-street residential charger pilot, destination charging, rapids, car parks
- Exploration of 'try before you buy' e-bike scheme
- Electrification of ECC lease car fleet pilot
- Longer term, this programme will also look at electrification of passenger transport and freight.

## PASSENGER TRANSPORT including COMMUNITY RAIL

- Implementation of Enhanced Partnership
- Develop BSIP initiatives e.g. transformation projects, bus priority measures, zero / low emission vehicles, RTS & P&R sites
- E-DRT pilots
- Increase Community Rail patronage
- Deliver full range of Community Rail Event trains

## SUSTAINABLE TRANSPORT CORRIDORS

- All 'road' schemes to be Sustainable Corridors embedding LTN 1/20 compliant walking and cycling standards as a minimum.
- Rapid Transit Schemes (N&S) and all major projects are included here too (Army & Navy, Fairglen etc)

## POLICY & STRATEGIC COLLABORATION

- Develop Local Transport Plan 4
- Roll out Place & Movement strategy
- Refresh key ECC guidance including Parking strategy, Essex Design Guide and Highway Policy Notes.
- Working with other transport partners to promote sustainable transport, and build the profile and quality of sustainable transport in Essex

## SMART FREIGHT

- Smart Freight Phase 1 is working with districts to introduce local delivery hubs and explore alternative delivery methods e.g. ecargo bikes
- Smart Freight phase 2 is working with Transport East to achieve HGV modal shift from road to rail.

# WHAT IS THE NATIONAL GOVERNMENT DOING TO INCREASE SUSTAINABLE TRANSPORT

## Policy & guidance



- Transport Decarbonisation Plan
- Bus Back Better and Bus Service Improvement Plans
- Gear Change and LTN 1/20
- Introducing carbon baselining
- Updating Manual for Streets
- Local Transport Plan Guidance
- Net Zero strategy
- Updated The Highway Code

## Regulation / legislation



- Creation of Active Travel England
- EV car targets
- Quantified Carbon Reduction

## Funding



- Increasing cycling and walking budget to £750 million – positive trajectory, but need £6-8bn over 5 years to Govt's own targets.
- £3 billion in bus services by 2025
- BSOG review

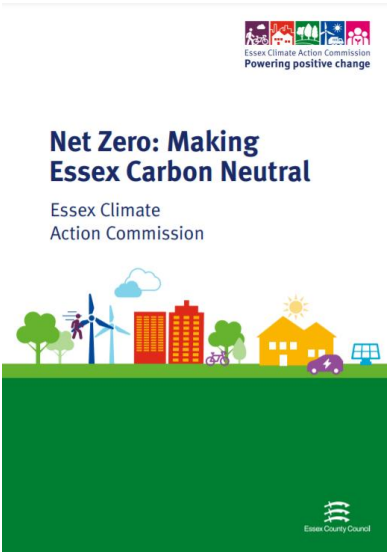
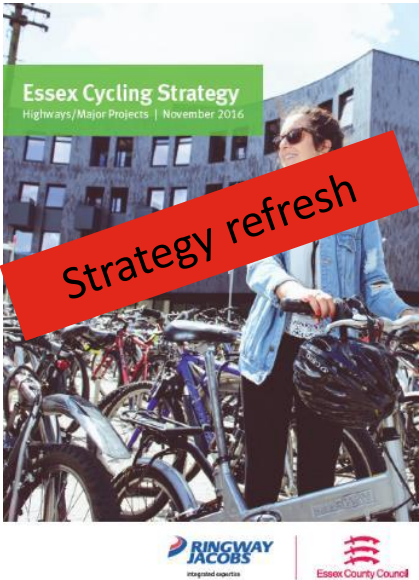


Department  
for Transport

## Gear Change: One Year On



# EXAMPLES OF WHAT ARE ECC DOING?





# RECENT SUCCESSES

- £10M Active Travel programmes underway including cycling infrastructure, school streets and improved public realm
- Launch of Travel Essex app and brand
- Launch of e-scooters – 1.3M rides with 82% modal shift from car
- Bus Enhanced Partnership – pan-Essex
- Increased bus reliability, and simplified bus network
- Launch of DigiGo – electric, on demand responsive transport
- Garden communities projects, including Harlow Gilston
- HIF- Beaulieu Park Station, Chelmsford North East Bypass, A120/A133 Link Road and Rapid Transit
- New sustainable transport junction for the Army and Navy, Chelmsford – FBC





# CHALLENGES TO INCREASING SUSTAINABLE TRANSPORT

Changing  
behaviour – the  
'car is king'

Political will

National resource  
shortages:  
designer, bus  
drivers etc.,

Rural geography

Policy vacuum

Availability and  
affordability of a  
feasible alternative

Bus industry in  
crisis – 20% pax  
haven't returned

Budget cuts (local,  
national, private)

Inflation (fuel,  
materials)



# MAIN FUNDING FROM ACTIVE TRAVEL ENGLAND



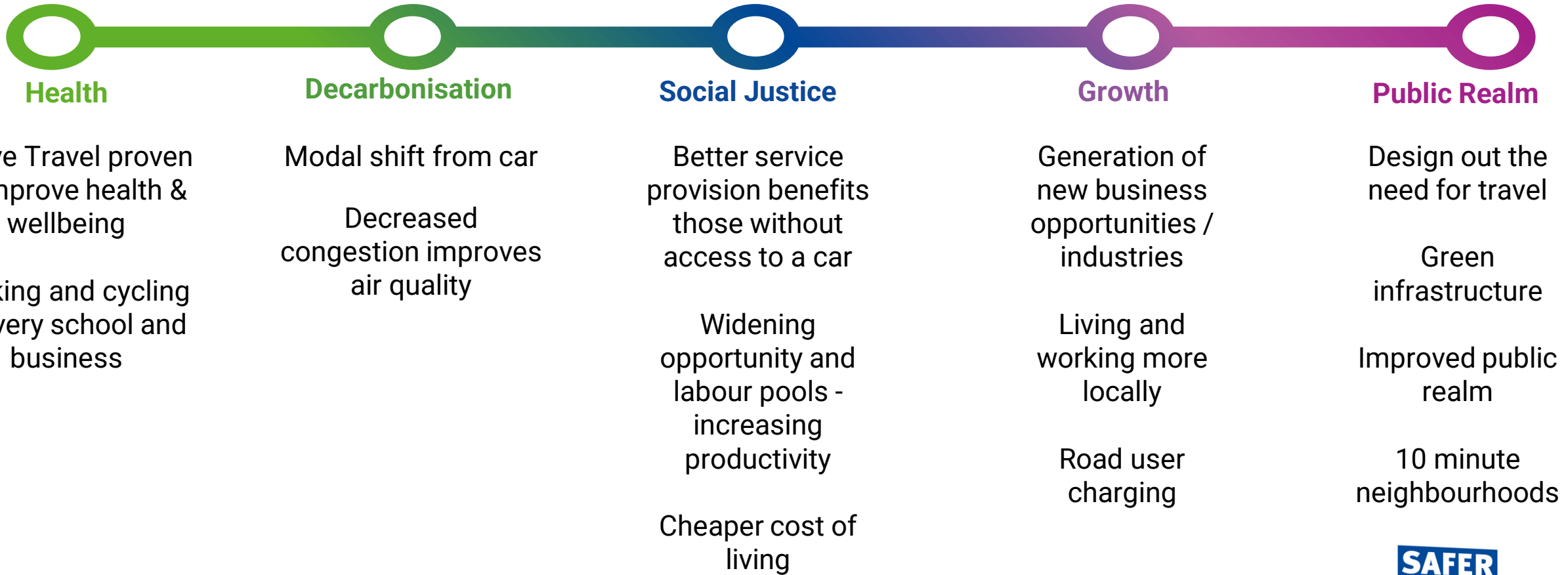
Active Travel  
England

- Active Travel England (ATE) is the Government's **new executive agency** responsible for walking, wheeling and cycling -Chris Boardman MBE National Active Travel Commissioner
- Objective to **increase active travel to 50% of all journeys in urban areas- ECC are working with ATE to develop rural guidance**
- Nationwide budget is just **£750M**, or the equivalent of 1 motorway junction
- Funding allocation based on **LCWIP maturity, political will and history of delivery** – and quality of schemes.
- Published Gear Change report – design and construction guidance for active travel infrastructure. **1km of 'Gear Change' compliant cycle track costs £800K+ (ECC budget for cycling ~£4M including maintenance, repairs etc. )**



**SAFER**  
**GREENER**  
**HEALTHIER**

# SUSTAINABLE TRAVEL OPPORTUNITIES





# PRIORITISED WALKING AND CYCLING

---

- Reallocating walking and cycling from other modes
- Building clear and segregated routes
- Coherent cycle network across the county
- Support all districts to develop Local Cycling & Walking Infrastructure Plans (LCWIPs)
- Joint venture with Love to Ride
- Cycling strategy refresh needed to ensure that our cycling ambitions, plans and initiatives align with current national, regional and local policy
- Walking Strategy published

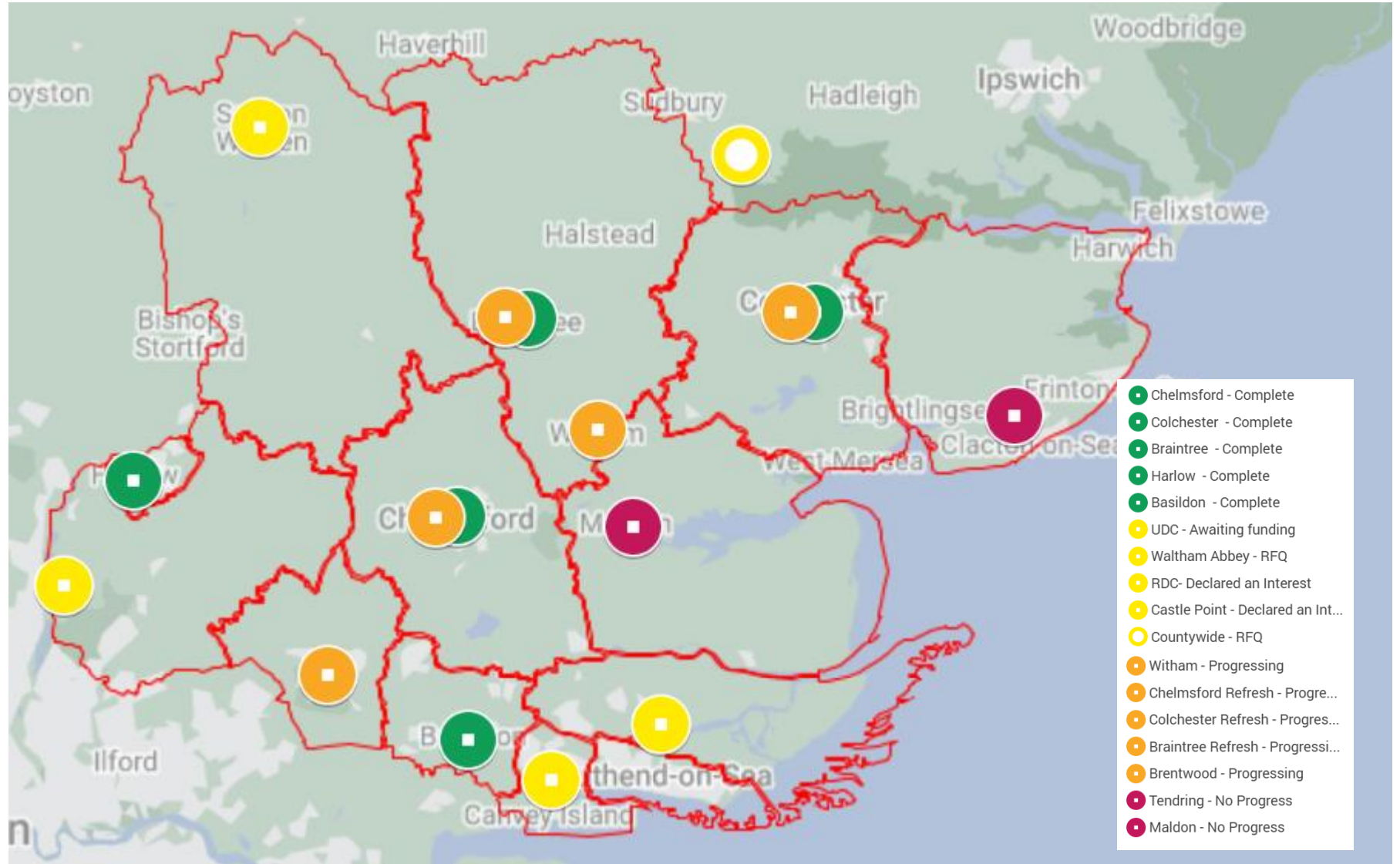




# LCWIP STATUS REPORT NOVEMBER 2022

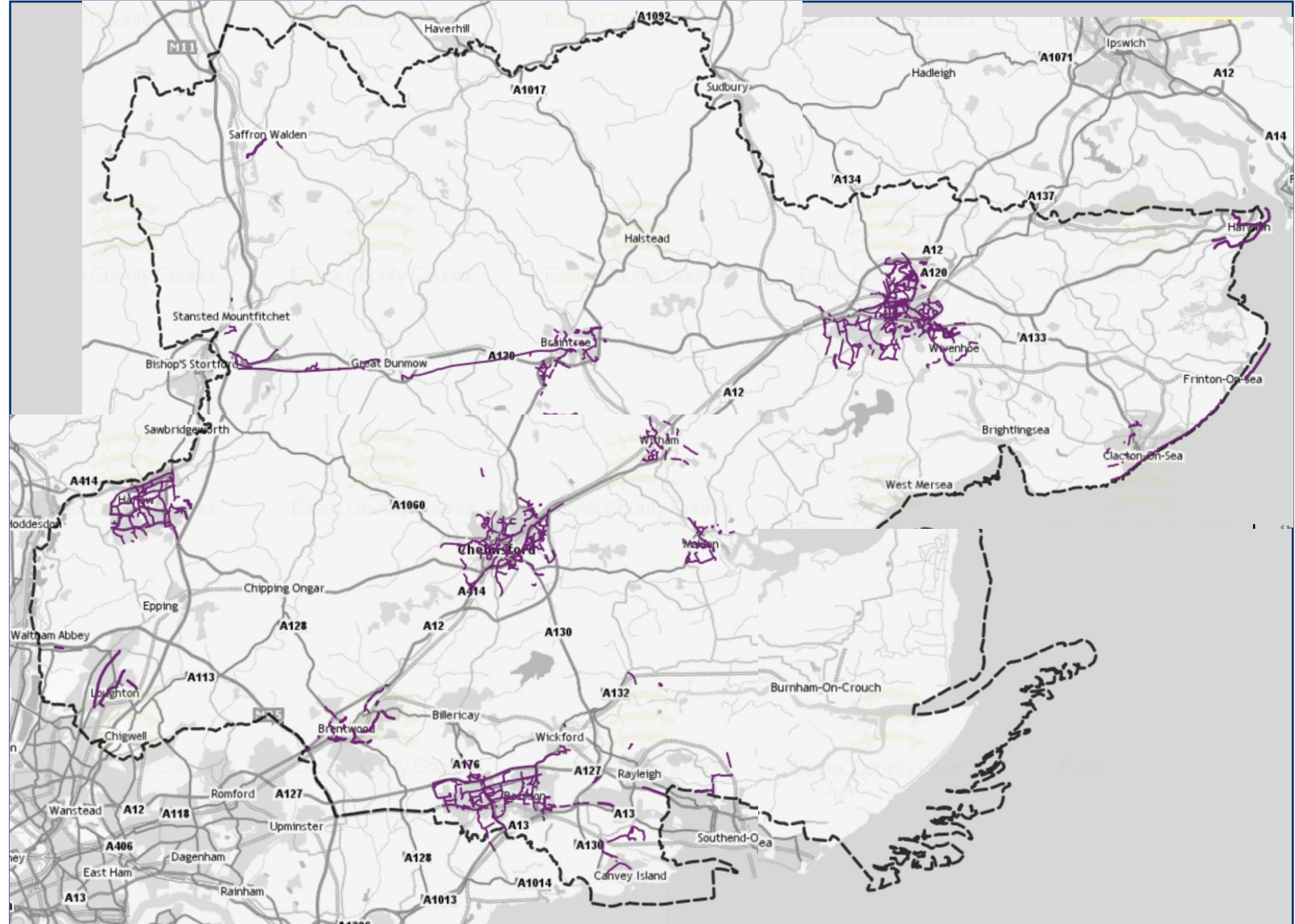
This map shows how far each district has progressed with producing their Local Walking and Cycling Infrastructure Plan.,

LCWIPs are crucial for funding.



# LCWIP PIPELINE – EXISTING CYCLE NETWORK

This map shows our existing cycling network in purple

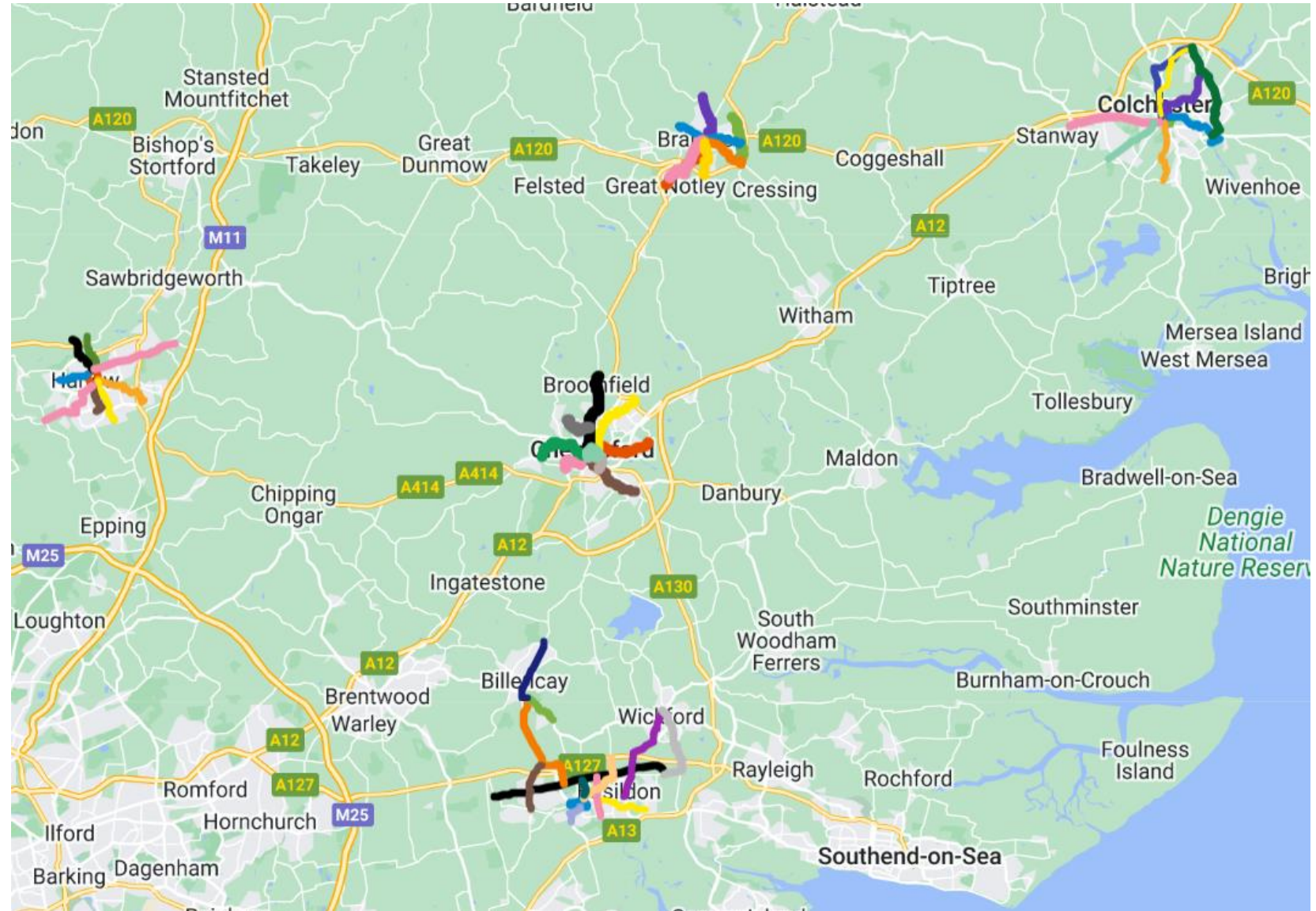




# LCWIP PIPELINE – PROPOSED LCWIP CYCLE NETWORK

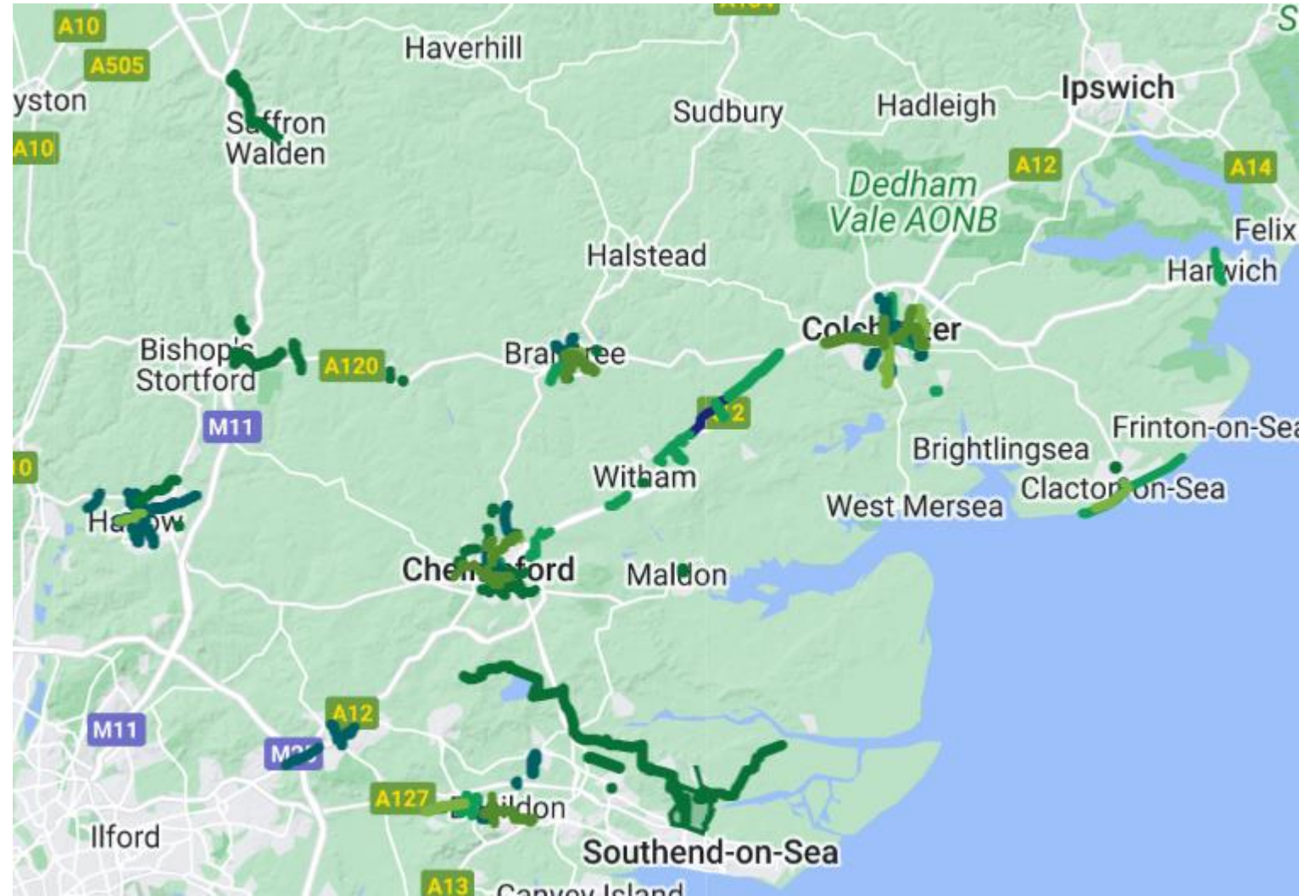
This map shows the additional routes currently being developed through district LCWIPs.

Each route will be at a different stage e.g. preliminary design, final design, safety audit etc.



# LCWIP PIPELINE – DESIGN PIPELINE

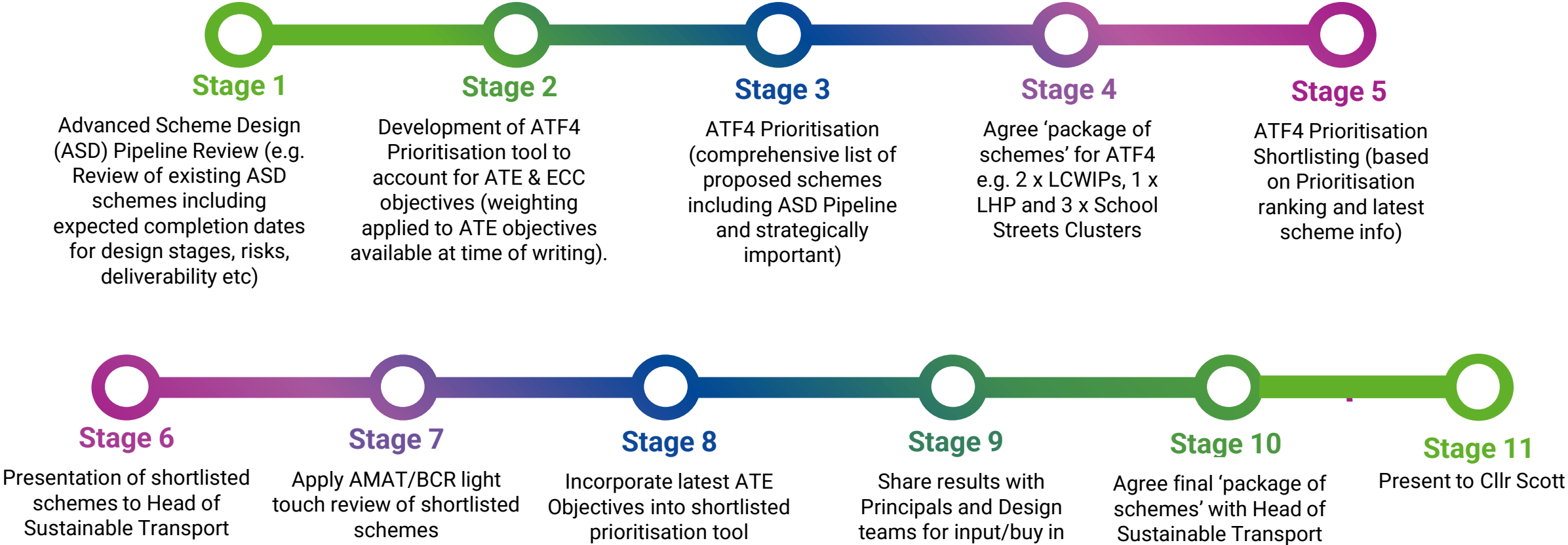
This map shows additional routes which are being designed as part of our internal design pipeline






# PRIORITISATION PROCESS MAP

We get a lot of requests for cycling routes but have only a very limited budget. To ensure we are shortlisting the most impactful routes, we have developed the following prioritization tool. This example shows how we will prioritise routes for the next Government funding round.



# PRIORITISATION CRITERIA

Strategic Links	Stage 2 Design Completion	Match funding	Value for money – increasing the number of Cyclists and Peds	Meeting 2030 Gear Change objectives
Political Will (support of local leaders and MPs)	Demonstrating ambition	Protected Cycle Lanes	School Street	Low Traffic Neighbourhoods
	LCWIPs, Cycling Action Plans	Is it transformational?	Scheme Status	

# WHAT IS AN ESSEX “HEALTHY SCHOOL STREET?”

“A healthy school street is any street outside a school where changes have been made to make walking and cycling safer, greener and healthier”:

- Incentivising walking and cycling
- Introducing a 20mph speed limit
- Setting up Park & Strides
- Setting up a Controlled Parking Zone
- Closing the road to motor traffic

*Essex approach differs from ‘Hackney model’  
which goes straight to closure and enforcement*





# WHAT ARE WE DOING IN ESSEX?

---

- ~10 healthy school streets being developed through the Active Travel Fund
  - Delivered phase 1 of Sawyers Hall Lane, Brentwood and Lancaster Way and Gilchrist Way in Braintree and Trinity Road in Chelmsford
- Delivered phase 1 of our flagship school street, Winstree Road in Stanway
- Developing a school street strategy and toolkit
- Creating a School Streets Design Manual for developers - design out the need to drive
- Launching a trial of 'Home Run' car share scheme
- Partnership with Sustrans and Living Streets to utilize national best practice
- 3PR parking campaign with Parking Partnerships
- 1 school transport planning officer working with as many schools as possible
- **Healthy school streets cost ~£250K - £1M per street**, depending on complexity. Total allocation in 23/24 design budget is £160K (1 zebra crossing and a small amount of road surfacing on 1 street).

