



## Essex **Cycling** Strategy

“ Our vision is to  
Create an environment within Essex  
where people of all ages and all abilities  
feel able to cycle safely, conveniently and pleasantly. ”



Essex County Council  
Transportation &  
Operational Services



Essex **Cycling** Strategy

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## Introduction

- 1.1 **T**his document has been produced in response to the Government's requirement for local transport authorities to produce a cycling strategy as part of their Local Transport Plan (LTP). The LTP was submitted to the Government in July 2000 and contains brief details of all the policies relevant to the proposed programme of works set out in the LTP. The preparation of an Essex-wide cycling strategy allows Essex authorities to demonstrate their commitment to cycling in greater detail. It also allows more in depth consultation and involvement between local authorities and other organisations on the implementation plan, which will be funded from a variety of sources.
- 1.2 A National Cycling Strategy for guiding all organisations involved with planning for cycling was produced in 1996. It included a headline target to substantially increase the number of journeys undertaken by bicycle. The national strategy also contained a detailed framework of suggested activities which organisations could engage in to help achieve the national target. More recently the Government has laid out additional guidelines for local authorities to follow in its guidance for producing LTPs.
- 1.3 The Essex Cycling Strategy follows these guidelines in a logical step by step manner illustrating how they can be implemented within a county as large and diverse as Essex.

## Background

- 1.4 Whereas the strategy document is new and complements the LTP, the activities and initiatives proposed have been in place for some time. Essex authorities have together been promoting cycling for many years and this strategy is in many ways a distillation and exemplification of the policies and practices already in place. The County Council adopted its Policy Framework for cycling in 1994 and this has been instrumental in guiding the development of a network of cycle routes, chiefly within the Essex towns. It has also helped to encourage provision for recreational cycling.
- 1.5 In 1997 the Council agreed to expand the policy framework into a local cycling strategy for Essex. There were considerable relevant national developments at this time, not least the publication of the National Cycling Strategy. In more recent years the Government has produced its White Paper on Transport and asked local authorities to prepare LTPs. The Council wanted the local cycling strategy to reflect these changes, and so delayed its preparation until the new Replacement County Structure Plan and the LTP were in place to set the appropriate local policy context for cycling. Details of the County Council's formal policies for cycling can be found in the appendices, which list relevant extracts from the Structure Plan as well as the 1994 policy framework outlined above.

## The National Context

- 1.6 Nationally, the Transport White Paper - A New Deal for Transport: Better for Everyone - reaffirms the Government's commitment to the National Cycle Strategy. The Government is looking to local authorities to:-
- establish a local strategy for cycling as part of the LTP
  - institute cycle reviews of the road system and cycle audits of proposed traffic schemes
  - adapt existing road space to provide more cycle facilities
  - change signal junctions and roundabouts in favour of cyclists
  - apply speed restraint more widely
  - increase the provision for secure cycle parking
  - maintain cycle lanes adequately
  - use planning powers to promote cycling
- 1.7 The 10 Year Plan – Transport 2010 – is the Governments Strategy for delivering the White Paper, and outlines investment and targets to be met. It sets out the target of trebling the number of cycling trips from their 2000 level by 2010. Growth is expected to be triggered both by improved local provision for cycling, and from the impetus created by the National Cycle Network.
- 1.8 The National Cycling Strategy contains 24 specific outputs. Those that rely on local authorities as part of the delivery mechanism are:
- increase the accessibility of facilities by short trips
  - link developments and cycle route network to public transport
  - link urban cycle route networks into the countryside and to the National Cycle Network
  - work with operating companies to provide parking at stations and cycle carriage
  - local safety schemes to address casualties to vulnerable road users
  - implement cycle audit techniques
  - develop a local cycling strategy and assess progress towards local targets
  - develop standards for cycle parking
  - become and promote cycle-friendly employer schemes
  - run TravelWise campaigns
  - allocate staff responsibility for overseeing development of cycle policy and dissemination



## The Essex Context

- 1.9 More locally, the Essex and Southend Replacement County Structure Plan embodies the headline target of increasing the amount of cycling. It includes a number of sustainable principles and policies to help achieve this target. Many of the policies are directed at promoting cycling as an alternative to using the car, especially for shorter distance trips within urban areas, and at land use changes that make short trips more practical. A summary of the Essex and Southend Replacement Structure Plan policies that are relevant to cycling can be found in the Appendix.
- 1.10 Cycling is an element within four of the six main objectives of the Local Transport Plan (LTP), dealing with safety, accessibility, environment and integration. The LTP emphasises the contribution which cycling can make to different policy areas, including safer routes to school, social inclusion and modal integration.
- 1.11 The specific aim of encouraging people to cycle by implementing cycle friendly facilities is incorporated within the LTP through its proposed implementation programme covering each of the five geographic areas – main urban areas, large towns, rural, inter urban and countywide.
- 1.12 Both the LTP and Structure plan policies for cycling are consistent with Regional Planning Guidance Note 9, which covers London and the South East.

## Scope of the Essex Cycling Strategy

- 1.13 The Essex Cycling Strategy is a collection of elements and related actions that work together in an integrated way to create cycling facilities and to promote cycling. They are intended to cater for the present and future needs for cycling within the broad context of transport and other related objectives, which the County Council wants to achieve.
- 1.14 The purpose of the Cycling Strategy can be summarised as:-
  - setting a clear vision for cycling throughout Essex
  - providing the links between cycle and other related policy initiatives
  - influencing the policy content of Local Plans, District Transportation Strategies, and other key policy documents
  - providing a reference point for the cycle element of District Transportation Strategies
  - stimulating inter-agency work between local authorities and other organisations involved in the promotion of cycling and cycling facilities
  - clarifying what is expected from the development plan process
  - giving a framework for the cycling content of the LTP and the annual progress reports

1.15 The layout and scope of the Cycle Strategy is summarised below:

Section	Content
1 Introduction	Background to the development of the Strategy, and the broad policy context.
2 Cycling in Essex	Amount of cycling in Essex, cycle safety, cycle training, thefts. Benefits and problems with cycling.
3 Vision and Objectives	A concise statement of what we are seeking to achieve, and how we shall measure our overall success.
4 The Strategy	The activities, grouped under 16 Strategy Elements, which the County Council and its partners will undertake to achieve the Vision. The activities are evaluated against the objectives of the Cycling Strategy, their affordability, deliverability and geographic application, in order to guide their implementation.
5 Action Plan and Implementation	An indication of the level of resources which might be available from a variety of sources to introduce specific measures to improve conditions for cycling and to promote cycling. A detailed list of actions which will be implemented, and which will be kept current during the life of the LTP.
6 Monitoring and Review	A list of the Performance Indicators and specific Targets which will be used to monitor the impact of the Cycling Strategy, together with a description of how the information will be managed.

1.16 The detailed information that supports the Cycling Strategy is shown within the following Appendices:

- 1 The national and local policy context;
- 2 Information about cycling use in Essex;
- 3 The relationship between the cycling objectives and the action statements;

- 4 The evaluation of the action statements;
  - 5 A comparison between the Essex Cycling Strategy and the national guidance given when preparing LTPs; and
  - 6 Our partners in delivering the Strategy.
- 1.17 The core elements of the Cycling Strategy are shown diagrammatically in Figure 1.
- 1.18 The Cycling Strategy is not a document that will stand in isolation from other related policy initiatives. The Replacement County Structure Plan, the LTP, District Cycle Plans and other policy statements have influenced its derivation. In turn, it is expected that the Cycling Strategy will exert its own influence on some of these policy statements as they are monitored and reviewed. The position of the Cycling Strategy within the integrated approach to service planning and delivering adopted by the County Council is given in Figure 2.
- 1.19 The Cycling Strategy will be delivered by working in partnership with other people. District Councils are central to this partnership because of their leadership in the preparation of Local Plans and District Transport Strategies. At a practical level, District Councils will be involved in the implementation of the Action Plan through joint planning and an annual works programme.
- 1.20 Other organisations will also be invited to contribute to the implementation of the Cycling Strategy – health authorities, train operating companies, bus operators, large employers, Sustrans, adjacent local authorities, educationalists, cyclist interest groups and disabled and Access groups are among those with whom the Council would like to work.
- 1.21 We have been influenced by the DETR's Guidance on Full Local Transport Plans when deriving this Cycling Strategy. A comparison between the national criteria used to assess a strategy to encourage cycling and the content of this Cycling Strategy is given in Appendix 5.



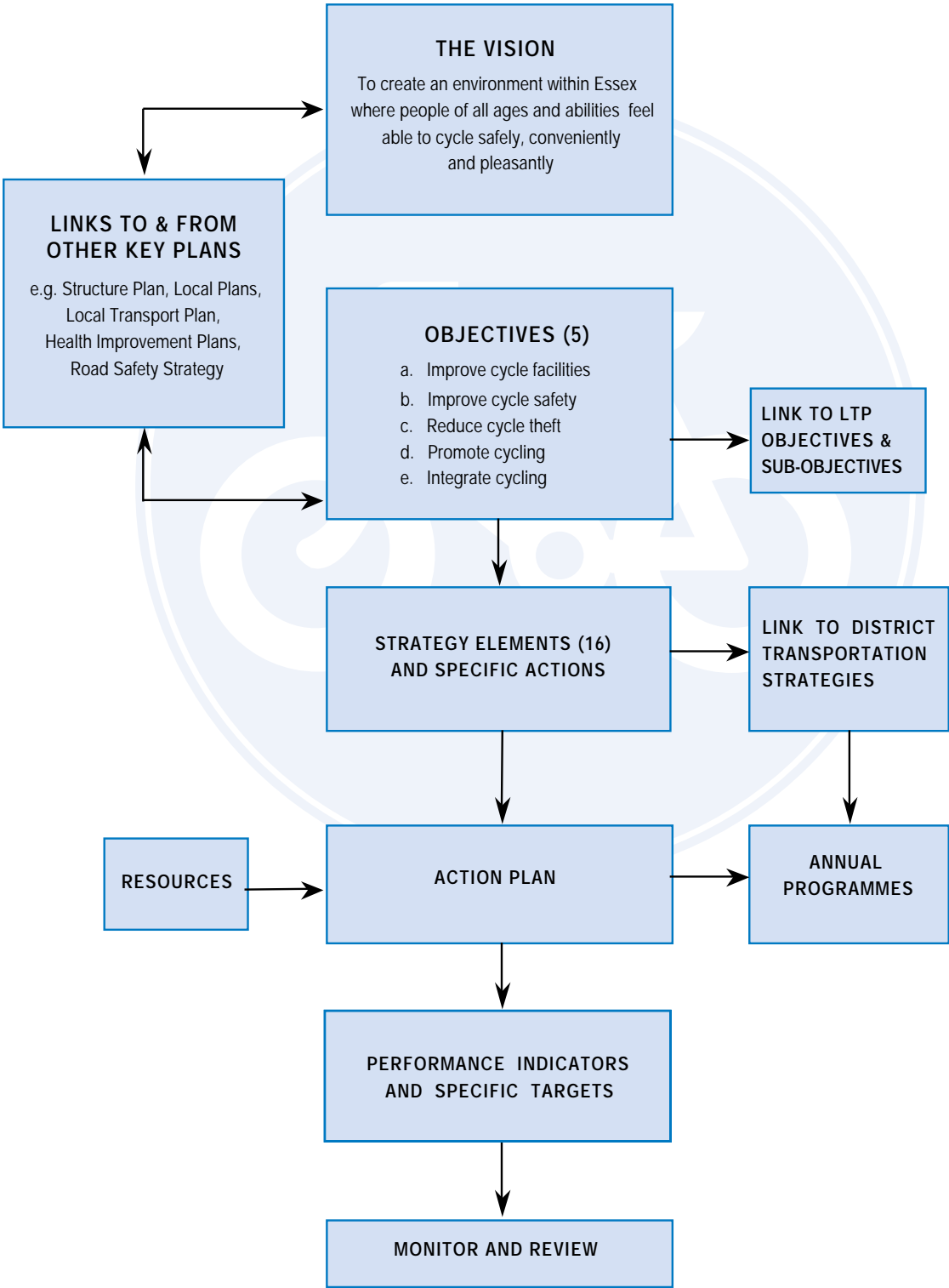
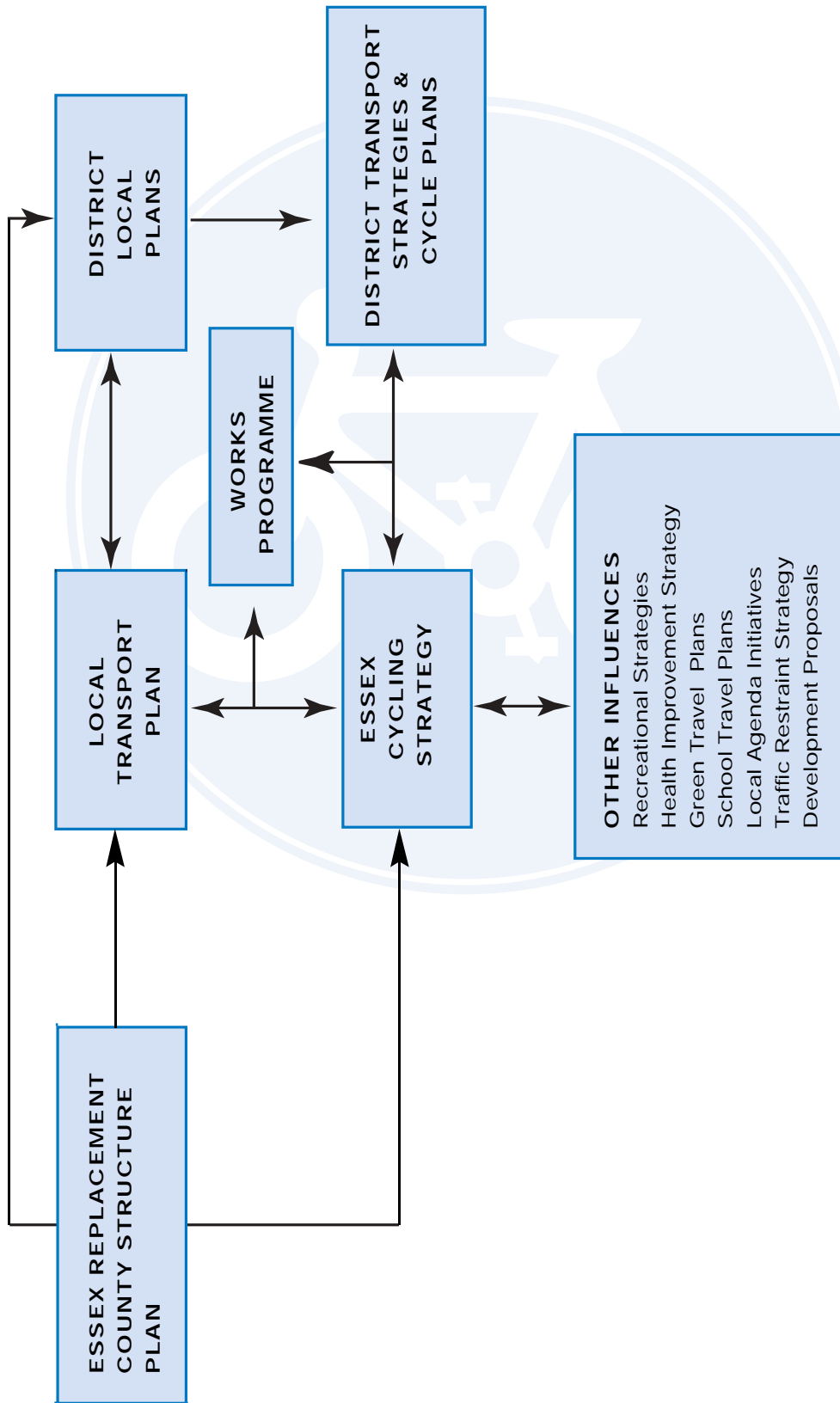


Figure 1: The Core of the Cycling Strategy



## 2 - Cycling in Essex

### A Tradition of Cycling

- 2.1 **I**n terms of potential, Essex is well placed to succeed with a strategy aimed at persuading more people to cycle. Large numbers of people have cycled in previous decades and there is no reason to suspect that this tradition, which has perhaps waned of late, cannot be encouraged by emphasising some of the natural benefits of cycling which the county as a whole possesses. These are outlined below.
- 2.2 Historically Essex has a strong tradition in cycling as a consequence of its attractive gently rolling countryside, low rainfall and proximity to London. These features were instrumental in attracting large numbers of recreational and sporting cyclists in previous decades. Despite the rapid changes in settlement patterns and growth in traffic, the attractions of the county remain strong with Essex retaining its appeal for cycling whether this be for organised club events or informal cycling in smaller groups. Essex has an abundance of country lanes, byways and bridleways within easy reach of towns. This provides a natural resource for recreational cycling, walking and riding and is a major strength of the county. The Cycling Strategy aims to recapture this as a means of promoting cycling for health and leisure purposes.
- 2.3 Cycling as a form of transport also has in-built advantages in Essex. In addition to the benefits of low rainfall and gentle gradients Essex towns have been traditionally compact leading to large numbers of people cycling to work and indeed using bikes for a whole range of other journeys such as for shopping or educational purposes. Essex is also popular with commuters to London and there are over 60 rail stations serving a network of rail lines, which is one of the most extensive in the Eastern Region, and a number of underground stations.

### Current Problems and Opportunities

- 2.4 Despite the in-built advantages outlined above, cycling activity has declined in Essex reflecting national trends. In part this is due to highway provision significantly favouring motor vehicles, demographic changes and resultant changes in patterns of living and working coupled with rising car ownership and use. These factors have led to increasing journey lengths with a consequential reduction in the type of trip for which cycling is most appropriate. This aside, the majority of trips are still less than 5 miles in length with over 50% of journeys estimated at 3 miles or less.
- 2.5 The potential for cycling therefore remains high despite these demographic and structural changes. The main problem for the Cycling Strategy to address is to reverse the decline in the tradition of cycling prevalent throughout the county. Allied to this central problem is an analysis of the underlying reasons why cycling could be perceived as unattractive in today's environment. Some of these factors have already been identified in preparing the LTP and include:

- concerns about cycling in busy traffic environments
- concerns about cycle security
- unease about a lack of facilities which enable cycling to be a convenient method of travel
- lack of awareness about the opportunities to cycle
- lack of awareness about the benefits of cycling
- perceived lack of status of cycling

2.6 The Cycling Strategy presents an opportunity to overcome some of these problems and one of the positive ways of doing this is by building on the benefits of cycling. The key benefits are that cycling:

- is healthy, and provides an excellent means of partaking in regular exercise that is important for a wide range of health reasons
- is pollution free, and so helps to improve air quality
- is energy efficient, and is a sustainable method of transport
- is socially inclusive – most people can cycle and the “entry” costs are modest
- is particularly suitable for half of all trips which are less than 3 miles in length
- can be used in conjunction with public transport to gain access to destinations that are not immediately accessible



### Summary of Barriers to Cycling

2.7 The main barriers to cycling in Essex, and the opportunities to encourage more cycling, can be summarised as:

Barriers	Opportunities
Insufficient cycle network and infrastructure provision.	Develop and implement cycle network blueprints for Essex Districts, particularly in the larger towns. Encourage the provision of cycling facilities through dialogue associated with new development and through partnership funding.
Lack of longer distance cycle routes between Essex Districts and neighbouring Counties.	Build on the impetus of the National Cycle Network.
Fear of accidents and perception of vulnerability.	Training of cyclists and motorists. Accident reduction measures.
Lack of secure cycle parking in residential areas, and town and local centres.	District cycle networks to identify potential cycle parking sites. Provision of covered, secure cycle storage in new houses.
Fears about theft and personal security	Review of vulnerable areas and improvements to existing facilities
Insufficient secure cycle parking at transport interchanges.	Enter into partnership schemes with Districts and transport operators.
Insufficient secure cycle parking at the workplace, hospitals and leisure centres.	Encourage preparation of company travel plans.
Lack of knowledge and awareness about maintenance of cycles.	Encouragement of maintenance awareness through local cycle shops, groups and publicity.
Cycling is not sufficiently integrated with other policy measures.	Company travel plans, trip end facilities, cycle carriage on trains, cycle facilities in new developments.

**Table 1:** The Barriers and Opportunities for Cycling

## Cycling use

2.8 There is not a great deal of systematic information available about cycling in Essex, unlike the comparative wealth of information about trends in the volume of motor vehicles. The main sources of information that exist include:

- 10 yearly population census
- national travel survey
- local cycle monitors
- local travel diary database

### These reveal the following trends:

2.9 The 1991 census (updated to 1997) showed that 4.7% of people working in Essex usually commute to work by bicycle. This figure represents only the main mode of travel. More detailed information about the proportion cycling to work in each of the Essex Districts where they live, and in some of the main towns is given in Appendix 2. This information illustrates the variation in cycling across the County; in Brightlingsea, Chelmsford, Harwich and Walton/Frinton over 10% of residents cycle to work.

2.10 A programme of manual cycle counts has been undertaken in the main towns since 1994. Some results are given in Appendix 2. The highest flows are encountered on cycle tracks in the towns of Chelmsford, Colchester and Harlow. It would appear from these surveys that cycle flows of around 600 to 800 cyclists a day represent maximum observed levels on good radial corridors leading to town centres. By way of comparison comparable traffic flows are in the region of 8,000 to 12,000 vehicles per day. This may suggest that in suitable circumstances cycle levels in urban areas could approximate a 5 to 10% share of modal split on important local corridors leading to town centres.

2.11 The Council has started to survey the travel patterns of residents using a detailed travel diary. Half of all households have at least one adult cycle, and cycling has a varying importance in satisfying journeys needs according to trip purpose as follows:

- |                     |      |
|---------------------|------|
| ● work trips        | 2.7% |
| ● educational trips | 1.1% |
| ● shopping trips    | 1.2% |
| ● all trips         | 1.3% |



## Town based Cycle Networks and Cycle Facilities

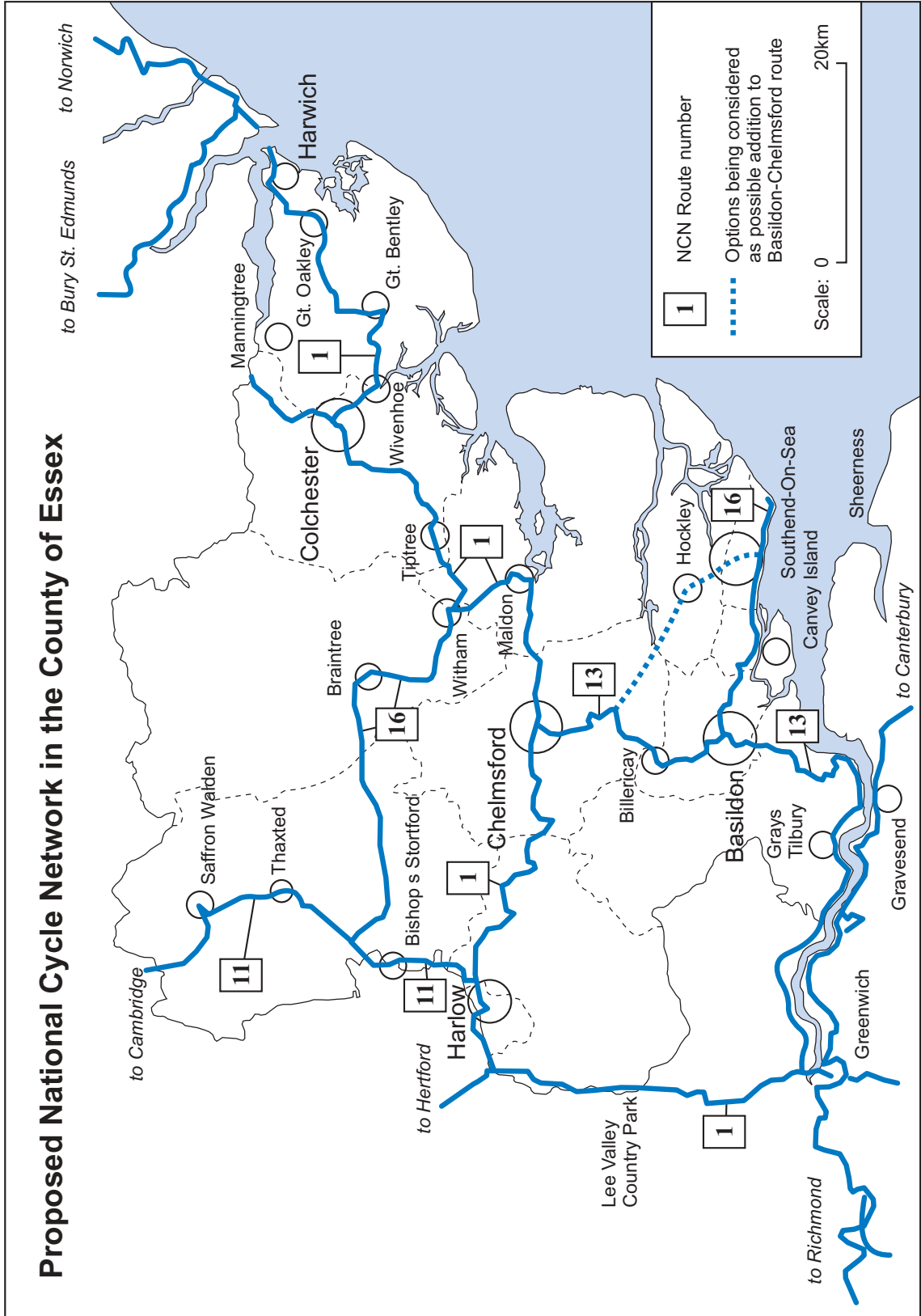
- 2.12 The vast majority of dedicated cycle tracks and signed cycle networks occur in Essex towns. Traditionally these have been created in Basildon, Chelmsford and Harlow each having over 25 kms of cycle network in place currently. In more recent times there has been a focus of activity for providing facilities for cyclists throughout the county area and other town areas have benefited such as Braintree, Colchester, Maldon and Witham. Appendix 2 details the approximate size of the networks relative to the population size of the town.
- 2.13 There are many more urban areas that could benefit from the provision of safe networks of cycle facilities and it will be a key feature of the Cycling Strategy to ensure that such measures are introduced in the next 10 years. A cycle facility or route network is not confined in its meaning to apply only to cycle tracks. Standard roads carrying light volumes of traffic travelling at low speeds are perhaps more of a natural resource for cyclists than purpose-built cycle tracks which take many years to plan, fund and implement.

## Inter-urban cycle facilities

- 2.14 Whereas much attention has been focused on cycle tracks in towns, there are opportunities to develop cycle networks in inter-urban areas. Essex has a number of examples of these that are detailed in Appendix 2, and which can be summarised as follows:
- inter urban cycle tracks alongside A12 and A127 primary roads
  - National Cycle Network as implemented between Harwich and Colchester and planned for the whole county
- 2.15 It is unclear what constructive role can be played by the A12 and A127 cycle tracks since they come from an era when it was comfortable to travel alongside trunk routes and where conflict at intermittent junctions did not present so much of a danger. A very different environment awaits the cyclist today in these corridors. It is likely that their future role will be determined by defining links between the cycle tracks and intermediate local centres rather than developing their potential as true long distance facilities. This aspect is detailed further in the action plan.
- 2.16 The opportunities for inter-urban cycling on the National Cycle Network are far greater and act as a focus for promoting cycling generally. 8,000 kms of network are available nationally and 240 kms are planned for Essex. (A map showing the proposed National Cycle Network Routes in Essex can be found on the next page).

## Cycling in rural areas

- 2.17 Cycling on public rights of way (bridleways and byways), in country parks and on country lanes has huge appeal countywide, although few statistics are available to show the numbers of people who make use of these facilities. When cycling along bridleways and byways, cyclists are likely to meet other people who are also entitled to use public rights of way eg. walkers and riders. However, with common sense and courtesy, everyone can share their enjoyment of public rights of way.



- 2.18 Cycling within villages and between villages and towns is also important but is again undocumented in terms of usage statistics. Most of these opportunities arise on existing roads or rights of way as opposed to purpose built cycle facilities.
- 2.19 Recreational facilities are usually formally identified on maps and guides, which are listed in the Appendix 2. Occasionally recreational cycle routes are signed.
- 2.20 Greenways and Quiet Roads are two Countryside Agency initiatives that aim to give better mobility and access for people on foot, bike and horseback, or for people with disabilities. Greenways are designed for shared use and largely excluded to motor vehicles. They are in and around towns and the countryside. Quiet Roads are minor roads, already lightly trafficked where extra traffic measures will improve their attractiveness for non-motorised users. In Essex this approach is being investigated and implemented through the Councils rural route network initiative.

### Planning cycle networks

- 2.21 Planning of cycle networks is undertaken principally by local authorities and aspirations for cycle networks have been developed by Basildon, Braintree, Brentwood, Castle Point, Chelmsford, Colchester, Epping Forest, Harlow, Maldon, Rochford, Tendring and Uttlesford Borough/District Councils for towns in their areas.
- 2.22 Thames Chase, the Community Forest covering parts of Brentwood, Thurrock, Havering and Barking and Dagenham, has started to create a 'Forest Circle' – a 50km Greenway (cycle/bridle/footpath) linking Country Parks and centres of population.

### Road safety

- 2.23 In the three year period 1997-99 of the new Essex boundaries there were 1580 injury accidents in which a pedal cyclist was involved. 86% of these occurred in urban areas. 5 of the accidents involved a fatality and 278 were classified as serious accidents. 84% of the accidents involved a car/taxi.
- 2.24 The trend in the number of cyclists killed or seriously injured has fallen significantly from the average in 1981-85. A contributing reason is likely to be a reduction in the amount of cycling; certainly that has been the national trend, until 1999 when the distance cycled increased by 5% over 1998. The greatest reduction in cycling casualties has been among children and young adults.
- 2.25 70% of cycle accidents occurred at junctions, compared to a figure of 56% for all road users. 40% of cycle accidents were at T, Y or staggered junctions, 13% at roundabouts and 9% at private drives.

2.26 A detailed analysis of the accidents involving injured cyclists in Essex shows that:

- the severity is close to the County norm for all accidents
- there is a strong urban bias in the accidents
- a car/taxi is involved in a high proportion of the accidents
- there is a higher than expected proportion of accidents at peak times, during the hours of daylight and in benign weather conditions – reflecting the use of cycles for the work journey, especially in good weather
- a high proportion of accidents occur at junctions

2.27 It is difficult to be categorical about the contributory causes of an accident. It seems that the cyclist was judged by the police to be not at fault in just less than two-thirds of accidents. The main contributory factors (more than one cause can be attributed to a particular accident) assigned by the police are:

- |  |                     |
|--|---------------------|
| ● poor judgement of other vehicles' distance and speed | about 43% accidents |
| ● inattention or attention diverted                    | about 32%           |
| ● turning without due care                             | about 16%           |
| ● moving off without due care                          | about 11%           |
| ● poor lane discipline                                 | about 9%            |
| ● skidding/loosing control                             | about 8%            |

2.28 The implications of the analysis of cycle accidents suggests that the Cycling Strategy should encourage the following actions:

- education of car drivers about cyclists, particularly at junctions
- training and education of cyclists, particularly in negotiating junctions and anticipating the actions of other road users
- enforcement of speed limits
- encouragement of cyclists to wear bright clothing and use of lights at night
- sensitive design of new and modified junctions
- cycle route design which avoids problem junctions and the proximity to private drives
- design of cycle routes to minimise junctions and interruptions for cycling

### Cycle training

2.29 Cycle training is targeted at year 6 children (aged 10years), although the scope is being broadened for those schools involved in the Safer Journeys to School initiative. The minimum age for children to participate in training is 10 years. Approximately 5,000 children receive cycle training each year, thanks to largely volunteer instructors who are supported by the County Council. This represents about 30% of the children within the relevant age group. Adult cycle training courses are currently being offered by Epping Forest District Council.

## Theft of pedal cycles

- 2.30 In 1998/99 some 2,955 cycles were reported as being stolen in Essex. Less than 9% of incidents were detected, which is one of the lowest detection rates for any category of recorded crime. The detection rates from other police forces are similarly low. The main locations of cycle thefts are from the garden (1100), highway (940), and outside dwellings (600).

## Public attitudes

- 2.31 The Council undertook an 'attitude to transport' survey in 1999. This indicated that 32% of residents thought that the County Council should spend "a lot" of money on walking and cycling. From a choice of 10 measures, expenditure on walking and cycling is the top transport priority for 9% of people. In the same survey, over 60% of respondents considered that the cycle network was deficient in their locality and that typically cycling and walking could take the place of up to 50% of journeys under 2 miles currently undertaken by car. Further work on public attitudes to cycling is expected to take place in 2001.
- 2.32 Road and footway maintenance was the most popular measure for investment, with 16% of respondents making it their highest priority. Because cyclists are often forced to use the edge of the carriageway where pavement defects and sunken ironwork may be prevalent, a good standard of road maintenance is beneficial to the encouragement of cycling.
- 2.33 When asked why they would cycle more, the main reason given was to improve fitness. When considering whether certain short trips that had been undertaken by driving could be undertaken by cycling, 50% of residents thought that it could provided that the following circumstances applied: less or slower traffic levels and cycle lanes on the road.



### 3 - Vision and Objectives

- 3.1 **W**e are looking to bring about change. There are many advantages in providing and encouraging alternative methods of transport such as cycling for short trips, to improve the accessibility of public transport and as a source of recreational enjoyment. We seek to give new impetus to the work that started several years ago to provide measures to encourage cycling and promote cycling.
- 3.2 **Our Vision is:**  
To create an environment within Essex where people of all ages and all abilities feel able to cycle safely, conveniently, and pleasantly.
- 3.3 In order to achieve our Vision we need to improve conditions for cyclists, improve the safety of cycling, improve cycle security, promote a cycling culture, and integrate cycling within other relevant initiatives. These are our objectives for cycling.

#### **Objective 1: To improve facilities for cyclists;**

These include traffic management measures that reduce the speed and/or the volume of traffic, improvements at key junctions, the provision of cycle lanes within the carriageway and cycle tracks outside the carriageway, and signing quiet roads. Cycle parking facilities at key destinations such as town centres, rail stations, schools and employment centres are important parts of the cycling infrastructure. Facilities need to be maintained to a good standard also.

#### **Objective 2: To improve cycle safety;**

This includes both the introduction of physical measures at sites which are problematic for cyclists, and the “softer” initiatives of educating road users (including motorists and cyclists), training and publicity.

It also includes the provision of measures such as street lighting and the use of CCTV cameras, in order to generate confidence in cycling, particularly amongst vulnerable road users.

#### **Objective 3: To improve cycle security;**

This includes the provision of secure and suitable cycle parking in residential areas and at places of work, schools, town centres and transport interchanges.

#### **Objective 4: To promote a cycle-friendly culture;**

Publicity material and public events that increases awareness of the benefits of cycling, modifies attitudes and, in the longer term, changes behaviour is important. Schools and employers have a valuable part to play. Training facilities and infrastructure also help to create an environment where cycling is seen to be a mainstream activity which is valued.

**Objective 5: To integrate cycling into other relevant policy initiatives and programmes.**

Cycling is not only important as means of sustainable transport, it also makes a useful contribution to better health, and to providing a means of transport that is accessible to nearly everyone. It can be combined with public transport to satisfy the need for long journeys, it is an enjoyable recreational activity, it helps give greater independence to young people, and contributes to a more pleasant environment.

Cycling contributes to many policy initiatives and programmes in which the County Council is involved and elements of the Cycling Strategy will be incorporated into other Council initiatives such as the Essex Approach and Local Agenda 21 documents.

- 3.4 The five cycling objectives support the wider transport objectives set out in the LTP. The relationship is described in Table 2 below:

LTP Objective	Contribution from the Cycling Objectives
<p><b>Environment:</b> To protect and enhance the built and natural environment</p> <p>Important sub objectives</p> <ul style="list-style-type: none"> <li>● Reduce number length and duration of motorised journeys</li> <li>● Protect sensitive urban and rural environments</li> <li>● Reduce vehicle emissions</li> <li>● Encourage use of sustainable modes</li> </ul>	<p>All of the objectives will contribute to encouraging more cycling. Some of this increase will come about by attracting trips from cars travelling in congested conditions, thus contributing to the reduction of carbon dioxide emissions from exhaust gases. This will be particularly beneficial for short journeys when the catalytic converter is at its least efficient.</p> <p>Recreational cycling in the countryside will add to the awareness and appreciation of the natural environment.</p> <p>Increased facilities will encourage people to cycle more</p>
<p><b>Safety:</b> To improve safety for all travellers</p> <p>Important sub objectives</p> <ul style="list-style-type: none"> <li>● Achieve national targets for road accident and casualty reductions especially through speed reduction measures and by reducing risks to vulnerable road users</li> <li>● Reduce crime and fear of crime</li> </ul>	<p>Reducing perceived fears concerning cycling safety is a key factor in encouraging cycle use.</p> <p>One of the cycling objectives is specifically directed at improving cycle safety, and many of the related action points are intended to deliver this.</p>

LTP Objective	Contribution from the Cycling Objectives
<p><b>Economy:</b> To contribute to an efficient economy, and to support sustainable economic growth in appropriate locations</p> <p>Important sub objectives</p> <ul style="list-style-type: none"> <li>● To support priority areas for regeneration</li> <li>● To support the economic vitality and viability of town centres and village communities</li> <li>● To develop a safe and efficient transport network to support economic activity and minimise the costs of congestion</li> <li>● To reduce unemployment and achieve a better balance of local workers and local job availability</li> </ul>	<p>Measures to encourage cycling will increase the accessibility of workplaces, both directly and in conjunction with public transport.</p> <p>If cycling conditions are improved to the extent that cycling becomes an alternative to car trips at congested times then this will assist economic performance.</p> <p>Cycling is a sustainable method of transport, which contributes in a modest way to a sustainable economy.</p>
<p><b>Accessibility:</b> to promote accessibility to everyday facilities for all, especially those without a car.</p> <p>Important sub objectives</p> <ul style="list-style-type: none"> <li>● To work with others to improve accessibility particularly to public transport networks</li> <li>● To enhance the levels of transport services to meet needs of rural communities</li> <li>● To provide for those sectors of the community without access to a car</li> <li>● Encourage employers to take up green travel plans</li> </ul>	<p>The objectives work in combination to bring about more cycling throughout the County. This will increase the accessibility of local facilities – jobs, shops, schools, libraries.</p> <p>Cycling can add to the mobility of people, living in both rural and urban areas, for whom a car is not a viable method of transport. Cycling is an affordable means of transport.</p>



LTP Objective	Contribution from the Cycling Objectives
<p><b>Integration:</b> to promote the integration of all forms of transport and land use planning, leading to a better more efficient transport system</p> <p>Important sub objectives</p> <ul style="list-style-type: none"> <li>● Accommodate development plan in a way which encourages sustainable travel</li> <li>● Work with others to improve travel information and provide travel inter changes</li> <li>● To encourage expansion of Stansted airport in a sustainable way</li> </ul>	<p>The objectives either singly or in combination aim specifically to integrate cycling with land uses and opportunities will be taken to integrate cycling within the Structure Plan and thereby Local Plans.</p> <p>Similarly transportation proposals arising from the Local Transport Plan will, through the implementation of the cycle strategy, seek to integrate opportunities for cycling into existing road hierarchies, at public transport interchanges and transport intensive land uses such as town centres.</p>
<p><b>Efficient use of resources:</b> to seek and encourage investment in transport and make efficient use of the resources available</p> <p>Important sub objectives</p> <ul style="list-style-type: none"> <li>● Maintain existing transport system and manage it to optimise safety and minimise congestion</li> <li>● Seek private sector funding for transport improvements</li> </ul>	<p>The cycling objectives can provide an efficient, alternative means of transport, which can add to the efficient use of the road network.</p> <p>The implementation of the objectives will come about, in part, by seeking reasonable contributions from new developments.</p>

**Table 2:** The Contribution of the Cycling Objectives to the wider LTP

3.5 Section 4 describes how we shall put these objectives into practice, by implementing a wide range of action areas that are grouped within 16 coherent strategy elements. Section 5 details an action plan to implement the Strategy and Section 6 shows how we shall measure our performance in terms of delivering the five objectives.

## 4 - Strategy

4.1 **O**ur Strategy to deliver the five cycling objectives is to focus on a number of activities which we have termed strategy elements. These are set out below. Within each strategy element are a number of action statements. Projects which aim to achieve the strategy are defined in section 5 (the Action Plan) whilst the relationship between the action statements and the five objectives is given in Appendix 3.

4.2 The 16 strategy elements are:

- SE1 Plan new cycle routes
- SE2 Build new cycle routes
- SE3 Contribute to the development of the National Cycle Network
- SE4 Contribute to the development and promotion of recreational cycle routes
- SE5 Encourage good practice in planning and design
- SE6 Apply traffic, safety and environmental management techniques
- SE7 Provide cycle parking
- SE8 Maintain cycling facilities
- SE9 Integration with public transport
- SE10 Encourage training and education
- SE11 Provide information and publicity
- SE12 Promote cycling
- SE13 Seek to involve the community
- SE14 Make appropriate use of the development plan process
- SE15 Encourage company travel plans
- SE16 Integrate with safer journeys to school

### SE1: Plan new cycle routes.

Encouraging people to cycle for more of their journeys starts with understanding what cyclists want and the purpose of their journeys, as well as an examination of the environments where this is likely to take place. Planning individual routes or networks is a vital part of the process of deriving future implementation programmes. Participation of cycle groups and involving the public generally greatly assists this process and can engender enthusiasm as well as practical feedback on proposals.

Cycle routes are not confined in their meaning to refer to any particular cycle facility e.g. cycle tracks. In practice use of suitable standard roads assisted by the introduction of traffic management, speed reduction and junction improvements can help cyclists as much as more obvious cycle infrastructure such as cycle tracks, lanes and crossing facilities.

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Essex has a number of mature cycle networks and aspires to develop these and introduce similar facilities in other towns. **The County Council will seek to:**

- 1.1: Investigate the benefits of adopting a formal road user hierarchy in conjunction with other Road User Strategies.
- 1.2: Produce pragmatic cycle networks, which can be implemented through the LTP, development plans and partnership initiatives. These network blueprints should be reviewed and refreshed regularly in order to identify progress and prioritise and identify key routes.
- 1.3: **In urban areas**  
Review key cycling routes from residential areas to town centres, railway stations, bus stations, schools, major employment areas, local shopping centres (including out of town retail areas), leisure/recreation centres and hospitals, and investigate improvements to links to these key routes.
- 1.4: **In rural areas**  
Appraise the potential for increased cycling within and between settlements and to key public transport routes, examine local road hierarchies and traffic management measures to assist cycling.
- 1.5: **Within inter-urban corridors**  
Where opportunities arise, examine how cycling environments may be improved.

## **SE2 Build new cycle routes**

The existence of signed cycle routes incorporating specific facilities to assist cyclists at key points is perhaps the most obvious indication that this mode is being encouraged and given priority in certain situations.

There is no single correct solution to providing suitable infrastructure for cycling. The application of the hierarchy of measures contained in the IHT Cycle Friendly Infrastructure Guidelines should be considered carefully before the design solution is chosen, ie. traffic reduction; traffic calming; junction treatment; redistribution of carriageway; and cycle lanes/tracks.

As with other transport measures cycle routes may require land, traffic regulation orders and sometimes planning permission as well as funding for their design and construction. It is vital therefore that programmes of activities such as design, planning, evaluation and consultation are in place so that opportunities for implementation can be taken when they arise.

## **The County Council therefore will seek to:**

- 2.1: Give priority to the improvement of key cycling routes, by exploring opportunities to reduce traffic flows, reduce traffic speed, improve junctions, reallocate road space, make off-carriageway provision including using CPO powers where appropriate, and signing.
- 2.2: Introduce measures on other cycle routes using a blend of speed management, carriageway allocation, route signing and junction improvements.
- 2.3: Sign cycle routes to key destinations from within large residential areas and joint pedestrian/cycle routes where appropriate, including short cuts and links to the agreed cycle network.
- 2.4: Reduce natural and transport barriers to good, safe accessibility by cycle, such as those created by rivers, railway lines, dual carriageways, one-way systems and pedestrianised areas.
- 2.5: Provide and improve street lighting where this might encourage cycling and reduce concerns of personal safety.

## **SE3: Contribute to the development of the National Cycle Network.**

The development of proposals to build a national network of cycle routes available to the greatest number of people is arguably the most effective way to raise the profile of cycling across the country. In Essex 240kms are planned and an Essex blueprint has been developed in co-operation with Sustrans the originators and principal promoters of the national network. A map showing the proposed National Cycle Network routes in Essex can be seen on page 16. Progress has been made in building the network and a provisional route is signed and in place between Harwich and Colchester and from Colchester to the Essex/Suffolk border where the route is signed continuously through to Hull via Norfolk and the Fens.

## **Planning longer distance facilities takes time and to maintain the momentum the Council will:**

- 3.1: Work with Sustrans, Essex District Councils, Southend and Thurrock Borough Councils and others to complete the National Cycle Network by 2004.
- 3.2: Give priority to implementing sections of Route 1 between Harwich and the Lea Valley, Route 16 around Stansted Airport and between Southend and Basildon.

## **SE4: Contribute to the development and promotion of recreational cycle routes.**

There is an increasing demand from the public for recreational cycle facilities of all types whether this be for country lane cycling, touring, or for off road cycling. Promoting recreational cycling is an excellent means of encouraging those who may be thinking of cycling for the first time or for those who have ceased cycling sometime in the past. In this way it is hoped that people will cycle for more of their day to day transport needs.

Recreational cycling also offers particular opportunities to benefit the economies of rural areas. Day cyclists are likely to spend money in rural pubs, village shops and small scale rural attractions, while holiday cyclists may provide an additional source of revenue for B&B's, camp sites etc. Cycle tourism also offers opportunities for the development of cycle hire.

Essex is well placed to offer recreational cycle facilities owing to its low rainfall, gentle rolling countryside, abundance of suitable country lanes, tourist and other attractions such as the coastline and country parks. Most Essex populations lie in close proximity to extensive rural hinterlands and the generally well-developed rail networks in Essex afford other opportunities for cycling both in Essex and elsewhere in Eastern England.

**To promote recreational cycling a number of initiatives are needed and the County Council will:**

- 4.1 Develop and promote suitable recreational routes, making use of the National Cycle Network and lightly trafficked rural roads (including the use of suitable verges) and integrate these with urban networks, public transport interchanges, Country Parks, waterways, relevant bridleways and byways, forest areas and other open spaces.
- 4.2 Prepare leisure guides and sign those routes that are of strategic significance, working in conjunction with District Councils, Sustrans and others.
- 4.3 Support the East of England Tourist Board's strategy (incorporated within "England's Cycling Country") and others including those promoted by the Lea Valley Park, the Thames Chase Plan, the Countryside Agency and the H25 (the British Horse Society's scheme for a long distance riding route around Greater London), in promoting recreational cycling within the County.

**SE5: Encourage good practice in planning and design.**

There are many ways in which cycle facilities and cycle friendly infrastructure can be introduced into highway networks and much independent research has been undertaken and published by the Department of Environment Transport and the Regions (DETR) and others to assist engineers and planners involved in design and implementation.

**In order that all involved in planning and designing for cyclists can be informed about the results of the latest research the Council will:**

- 5.1 Use and make available to others a Design Guide of Good Practice for Cycling.
- 5.2 Undertake cycle audits of all significant proposals.
- 5.3 Only introduce joint cycleway/footway facilities after all other options have been evaluated and rejected.

**SE6: Apply safety, traffic and environmental management.**

Most cycling takes place on the road network and this will continue to be the case. It is essential therefore that the road network is made suitable for cycling. Segregated cycle routes and networks will play an important role in some areas, but they will be of limited use if cyclists cannot access these from standard roads or use the latter to make journeys where segregated cycle routes are not provided. Safety is often cited as the main concern of potential cyclists and traffic management offers enormous potential to improve cycling conditions. Positive examples of this in Essex include initiatives such as the Speed Reduction Strategy and the Road Safety Strategy and Plan. Other traffic management techniques can also be important and advanced stop lines at traffic signals; contra flow cycle lanes in one way streets and road closures with gaps for cyclists are other key measures that will benefit cycling.

**To ensure that opportunities are taken to improve conditions for cyclists on the road network the County Council will aim to:**

- 6.1: Take opportunities to improve conditions for cyclists through sensitive design when promoting changes to the highway.
- 6.2: Give special consideration to cyclists within traffic regulation orders in order to improve their accessibility.
- 6.3: Investigate and improve the performance of sites where safety and other problems are encountered by cyclists.
- 6.4: Examine the potential for changes to local road hierarchies that may assist cycling such as Home Zones, 20mph zones and quiet streets.

**SE7: Provide cycle parking.**

Uncertainty over where to park or concern over security of cycles, particularly when parked for longer periods of time, can be a deterrent to cycling. These concerns appear justified given the high numbers of cycles stolen every year.

Cycle parking is currently available in many town and local centres but more needs to be provided. Well designed storage for cycles within new houses also needs to be investigated. To minimise the risk of theft and to make greater provision for parking generally the County Council intends to:

- 7.1 Provide adequate numbers of appropriate secure cycle parking facilities in town centres, schools, colleges and universities, public transport interchanges (to include important bus stops) and at other key destinations.

- 7.2: Encourage the provision of covered, secure cycle storage in a position at least as convenient as the garage, possibly by widening the garage to accommodate cycles in new housing.
- 7.3: Work with the police and others to make cycle parking locations more secure and for advice on new locations.
- 7.4: Work with others to secure the provision of CCTV cameras to address specific cycle security and personal safety concerns.

### **SE8: Maintain cycling facilities.**

Cyclists like other road users appreciate well-maintained facilities whether these are signed cycle routes on standard roads or dedicated cycle tracks. **To this end the Council will:**

- 8.1: Introduce a cycle maintenance programme that addresses the needs of cyclists on the agreed cycle network.
- 8.2: Ensure cycle facilities, signing and Public Rights of Way (including leisure routes) are well maintained.
- 8.3: Ensure that all hazards to cyclists requiring maintenance are dealt with rapidly.
- 8.4: Ensure that vegetation is controlled at all times of the year with additional cutting in the case of particularly difficult sections.
- 8.5: Ensure the needs of cyclists are taken into account at roadworks, including those instigated by statutory undertakers and ensure that cycle route markings, signing and a good quality riding surface are properly reinstated after works.

### **SE9: Integration with public transport.**

Most door to door cycle journeys undertaken to satisfy everyday needs are short in length and typically average 3 miles or less. To extend the range over which cycling can play its part in reducing car trips it is important to integrate cycling facilities and cycle routes with important public transport interchange points. Many Essex rail stations already have cycle parking facilities built in to their car parking facilities, some with CCTV.

**To build on these initiatives the County Council will:**

- 9.1: Encourage train-operating companies to provide adequate numbers of suitable, secure cycle parking facilities at stations.
- 9.2: Encourage the provision of appropriate secure cycle parking facilities at all public transport interchanges and important bus stops.



- 9.3: Encourage public transport operators to make appropriate provision for cycle carriage.
- 9.3: Work with local businesses to encourage visitors and staff to travel to Stansted airport by cycle

## **SE10: Encourage training and education.**

Cycling is a socially inclusive and economical mode of transport open to most people. It is however vital that children and adults are offered and are aware of opportunities to learn basic roadcraft and other skills associated with cycling safely and confidently in today's traffic environments. Training has been made available to primary school children for many years and new training programmes are being considered for adults.

### **The County Council will:**

- 10.1: Encourage the provision of on-road cycle training for children aged 10 and above.
- 10.2: Support cycle safety with education programmes and resources.
- 10.3: Develop, in conjunction with volunteers and cycling groups, practical confidence-building tutorials and training courses for adults who are starting, or returning, to use cycles.
- 10.4: Provide internal training and support external training opportunities for relevant staff about the implications of the new transport agenda.

## **SE11: Provide information and publicity.**

In order to help encourage more people to take up cycling, information on many practical aspects of cycling is required. New routes and cycle networks need to be explained in maps and guides and other information on safety and security issues also needs widespread publicity using a range of outlets such as County Council information systems and through cycle shops.

### **To maintain a good source of information on cycling the County Council will:**

- 11.1: Prepare and update maps of cycle routes, parking areas, cycle centres, traffic calmed areas and key destinations for each town and ensure that these are widely available.
- 11.2: Prepare and update recreational route maps in partnership with other organisations such as the East of England Tourist Board.
- 11.3: Encourage the use of a national cycle registration scheme.
- 11.4: Publicise information about the quality of cycle security devices.
- 11.5: Encourage cycle maintenance awareness through local cycle shops, groups and publicity.

- 11.6: Promote cycle safety issues including using helmets, high visibility clothing and cycle lights.

## **SE12: Promote cycling.**

In many instances the existence of cycle routes or the availability of cycling guides is not sufficient to generate large numbers of new users. Promotional events which explain and demonstrate in a positive way the benefits of cycling are needed and these offer new cyclists the opportunity to cycle in the company of others making the activity more pleasant and more enjoyable. There are many examples of cycle promotion carried out throughout the year including National Bike Week and numerous charity cycle events.

**The County Council wishes to work with other organisations to achieve the following:**

- 12.1: Join with health authorities to increase the awareness of the health benefits of cycling, particularly using health improvement programmes.
- 12.2: Support national campaigns that promote cycling.
- 12.3: Work with regional colleagues to include positive cycling and safety messages within appropriate local campaigns and measure the outputs.
- 12.4: Co-operate with the police to respond to reasonable requests by cycling organisations to hold responsible events on the highway at times when it is safe to do so.

## **SE13: Seek to involve the community.**

For cycling to play its part in providing sustainable transport solutions to the problems caused by traffic congestion and car dependency, it is necessary to involve cycle groups and the public generally in determining how local authorities plan for the future.

**To this end the County Council will:**

- 13.1: Undertake surveys that measure local opinion about the quality of cycling facilities.
- 13.2: Support local cycling groups and work with them and other interested parties about issues that affect cyclists.
- 13.3: Continue to support the Essex Cycling Forum as a means of bringing representatives of different authorities and interest groups together, to plan and implement measures to encourage cycling.
- 13.4: Encourage community initiatives which promote sustainable transport usage through health improvement plans, the LA21 programme, crime and disorder strategies and other opportunities.

**SE14: Make appropriate use of the development plan process.**

Many aspects of cycling can be tackled through the development plan process. Cycle polices can be incorporated in regional, structure and local plans and the latter can identify key cycle routes where these have been defined through consultation. The development plan process currently seeks to minimise travel by car in particular as part of the sustainable planning agenda and development proposals are examined to ensure that they are accessible by a range of transport modes.

Most development plan processes already incorporate policies and proposals to increase the proportion of trips made by alternative transport modes and to further these aspirations **the County Council will:**

- 14.1: Encourage District Councils to incorporate the messages of the Essex Cycling Strategy within their local plans, in order to encourage cycle-friendly development and to give developers a lead about the need for high quality cycle access and facilities.
- 14.2: Agree a countywide protocol to include appropriate cycle parking standards within the development planning system, and to require developers to submit travel plans which give prominence where appropriate to cycling and cycle audits within the transport assessments which accompanies relevant planning applications.
- 14.3: Work with developers to secure the layout of new developments that encourage cycle accessibility and ensure that facilities are in at an early stage of the development.
- 14.4: Encourage the use of suitable and justifiable planning obligations to help secure the provision of cycling facilities within the site and to the site from appropriate destinations.



**SE15: Encourage company travel plans.**

Allied in many respects to the development plan process and to the promotion of cycling in general is the opportunity to foster an awareness of the potential and benefits of cycling to and in the course of work. Larger employers can offer many incentives to cycle which, in combination with the general provision of cycle routes can lead to employment areas becoming far more accessible by bike. Incentives to cycle are relatively low cost and include the provision of secure cycle parking, shower and changing facilities and cycle allowances for using bikes for journeys in the course of work. Benefits to organisations include a healthier workforce and less need for the provision or leasing of car parking spaces. Such provision is normally made in combination with incentives to walk or use public transport.

**The County Council has appointed an officer with specific responsibilities to promote travel plans and will embark upon the following initiatives:**

- 15.1: Set an example by preparing travel plans for each County Council establishment that employs more than 50 people.
- 15.2: Encourage existing employers to prepare, implement and monitor company travel plans which give prominence where appropriate to cycling to work.
- 15.3: Develop requirements to assist developers and those preparing travel plans and ensure that these are implemented from day one.
- 15.4: Work with local businesses to encourage staff to travel to work by cycle.

**SE16: Integrate with Safer Journeys to school.**

It is a well-researched fact that nationally less and less children are cycling or walking to school than was the case 10 years ago. There are many reasons for this and to reverse this trend a major County Council project has been set up to promote safer journeys to school whether by bike, walking or public transport, in order to reduce the increasing dependence on car borne travel to school.

**An officer has been appointed to oversee this project and the County Council aims to:**

- 16.1: Introduce Safer Journeys to School initiatives at 50 schools each year for the duration of the Local Transport Plan.
- 16.2: Promote cycling, wherever appropriate, at schools participating in the Safer Journeys to School initiative.

- 16.3: Support the Essex Cyclist Training at Safer Journeys schools.
  - 16.4: Introduce a pre-cycle training course at 'Safer Journeys' schools that wish to promote accompanied and off road cycling at a younger age.
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- 4.4 Not all of these action statements are applicable with the same priority in every circumstance throughout the County. Therefore, there needs to be an evaluation of the different action statements before a programme of implementation can be established.
  - 4.5 Each action statement has been evaluated in terms of three characteristics:
    - a) the extent to which it contributes to the delivery of the objectives;
    - b) its affordability; and
    - c) its practicability or the ease with which it can be introduced.
  - 4.6 Each action statement has been given a high, medium or low grading against these three criteria. The results of the evaluation are shown in Appendix 4.
  - 4.7 Essex is a large and varied County. The LTP reflects this diversity by dividing the County into five geographic categories – main urban areas, large towns, rural, inter urban and countywide. The action statements are also evaluated in terms of their applicability within these five geographic categories. The outcome of this part of the evaluation process is also shown in Appendix 4.





## 5 - Action Plan and Implementation

- 5.1 **T**he activities which the Council will undertake, often in conjunction with others, to implement the Cycling Strategy stem from the evaluation of the specific action statements which is outlined in Appendix 3 and 4. This evaluation considers the impact of each action statement on the cycling objectives, its affordability, deliverability and application within different parts of the county.
- 5.2 A list of projects - grouped under each strategy element - has been established for the next three years, and target dates attached for the completion of each project. The key players involved in the implementation of each project have been identified. Usually staff of the County Council and District Councils will be involved. The projects are summarised in Table 3 below.

Project	Who will be involved	Target Completion Date
<b>SE1: Plan new cycle routes</b> 1a: Establish framework for network review	ECC using IHT Guidelines	Spring 2002
1b: Examine possibilities for adopting a road user hierarchy	ECC	By end 2001
1c: Review established urban cycle networks, prioritise need for additional or improved facilities.	ECC and Districts	By end 2002: Basildon, Chelmsford, Colchester, Harlow, Witham and SE Essex By end 2002: Other towns >25000 population
1d: Establish a maintenance and development programme for cycle tracks along the A12 and A127.	ECC, Districts, Highways Agency	By end 2002
1e: Examine opportunities to cross trunk roads in association with the Highways Agency	ECC, Districts, Highways Agency	Ongoing
1f: Investigate measures to encourage cycling on A120, A130 and A131 in conjunction with major road proposals.	ECC, Districts	By end 2001
1g: Investigate and develop proposals for routes to Stansted Airport.	BAA, ECC, HCC, Uttlesford DC Sustrans, CTC	By end 2001



Project	Who will be involved	Target Completion Date
<b>SE2: Build new cycle routes</b> 2a: Derive detailed rolling two year work programme for each major town	ECC and Districts - using existing programme and review outputs	Ongoing
2b: Establish an implementation monitoring system to review progress and identify blockages in implementation	ECC and Districts - using existing programme and review outputs	Ongoing
<b>SE3: Development of NCN</b> 3a: Support the introduction of phased elements of the NCN	ECC, Districts, Sustrans - in accordance with Essex blueprint	Colchester southwards - 2002, Maldon 2003, Chelmsford 2002, Harlow 2002, whole network 2004
3b: Introduce working groups to investigate, develop, plan and design individual sections of the NCN	ECC, Districts, Sustrans	By end 2001
<b>SE4: Recreational cycling routes</b> 4a: Prepare and publish a new guide to the Essex Cycle Route	ECC	Complete by end 2001
4b: Investigate defining parts of the Essex Cycling Route as Regional Cycle Routes and integrate these with the NCN	ECC	By end 2002
4c: Review routes to and within Country Parks and Thames Chase Community Forest	ECC, Districts, and Thames Chase Community Forest	Parks with existing cycle access by end 2002; others by end 2003
4d: Review and develop District Cycle Guides	ECC and Districts	Maldon, Chelmsford in 2002, Brentwood, Epping Forest, Rochford, Castle Point, Braintree before end 2005
<b>SE5: Encourage good practice</b> 5a: Produce Guide to Good Practice	ECC	Draft by Autumn 2001; final version end 2001



Project	Who will be involved	Target Completion Date
<b>5b:</b> Produce policy guidelines on shared use in light of new Gov. advice	Cycle Forum	End 2002
<b>5c:</b> Pilot the application of Cycle Audit Procedures	ECC starting with new developments	End 2002
<b>5d:</b> Examine good practice in planning and design by participating in national benchmarking project	ECC, CTC other local authorities	Spring 2001
<b>SE6: Safety, Traffic and Environmental Management</b>		
<b>6a:</b> Investigate the performance of sites where safety problems are encountered by cyclists	ECC	Accident and casualty report by Spring 2002. Programme of remedial works to follow.
<b>6b:</b> Examine opportunities for increased cycling safety through speed reduction measures	ECC	Ongoing
<b>6c:</b> Examine potential for quiet roads initiatives in rural areas and in Thames Chase	ECC, Districts, Parishes, Thames Chase	Ongoing
<b>6d:</b> Review timing of signalled cycle crossings to minimise delay to cyclists wishing to cross	ECC	Ongoing
<b>SE7: Cycle parking</b>		
<b>7a:</b> Assess need for and potential sites for additional cycle parking at key locations	ECC, Districts, Cycling Groups	Chelmsford, Colchester, Basildon, Harlow 2002
<b>7b:</b> Carry out research into cycle theft	ECC, Districts, Police	Ongoing
<b>7c:</b> Improve security of problem cycle parking areas	ECC, Districts, Police	Pilot effectiveness of measures at 5 problem sites in 2002
<b>SE8: Maintenance</b>		
<b>8a:</b> Review maintenance, sweeping, vegetation growth and salting regimes for cycle facilities within best value initiative	ECC	Incorporate within best value timescale



Project	Who will be involved	Target Completion Date
<b>8b:</b> Put in place mechanisms that ensure cycle hazards are dealt with promptly	ECC	Summer 2002
<b>SE9: Integration with public transport</b>		
<b>9a:</b> Assess needs for improved parking facilities at stations	ECC, Districts, Train Operating Companies	Chelmsford, Colchester, Harlow, Braintree, Shenfield by end 2001
<b>9b:</b> Develop programme to improve cycle parking at stations	ECC, Districts, Train Operating Companies	Begin works in 2001 and develop rolling programme
<b>9c:</b> Lobby the rail industry to give higher priority to cycle carriage	ECC, Regional Group	As part of re-franchising timetable
<b>9d:</b> Introduce cycle carriage facilities on some rural bus and train services.	ECC, Bus and train operators	In 2002 on Village link services
<b>SE10: Training &amp; education</b>		
<b>10a:</b> Review cycle training strategies for <10s, teens and adults	ECC	2001
<b>10b:</b> Through the Road Safety Plan and its campaigns, increase awareness of the needs of all road users including cyclists	ECC	Ongoing
<b>SE11: Information and publicity</b>		
<b>11a:</b> Consider application of national scheme for cycle registration and security devices	Cycle Forum, Police	Summer 2002
<b>11b:</b> Publish plans of cycling facilities for each major town	ECC, Districts	Two per year
<b>11c:</b> Produce biennial newsletter and develop cycling page on the Internet	ECC, other organisations as contributors	Spring and Autumn publications
<b>11d:</b> Publicise information about cycle security devices, cycle maintenance and cycle safety issues	ECC	Spring 2002



Project	Who will be involved	Target Completion Date
<b>SE12: Promotion</b>		
<b>12a:</b> Influence sustainable transport theme within HImP	ECC working with Social Services and Health Auths.	Be compatible with Health Auth. Programme
<b>12b:</b> Identify how cycling messages can be incorporated within regional and national TravelWise initiatives	ECC with regional TravelWise co-ordinators	Be compatible with regional programme
<b>12c:</b> Continue to run Festival of Cycling events and sponsor other events as part of local and national campaigns	ECC	Ongoing
<b>SE13: Community involvement</b>		
<b>13a:</b> Launch Essex Cycling Strategy for consultation	Cycle Forum	Winter 2000
<b>13b:</b> Carry out attitude and other surveys to determine public perception of cycling environments and opportunities in Essex	ECC, Districts and cycle groups	2003
<b>13c:</b> Establish working groups to help deliver the elements	Cycle Forum	End 2001
<b>13d:</b> Examine potential to encourage cycling within crime & disorder plans and LA21 activities	ECC, Districts	End 2002
<b>SE14: Development plan process</b>		
<b>14a:</b> Seek opportunities to incorporate the Strategy within revision to Local Plans	Districts, ECC	In accordance with Local Plan timetables
<b>14b:</b> Derive countywide cycle parking standards	ECC and Districts	Autumn 2001
<b>14c:</b> Pilot the application of the cycle facility checklist	ECC, one District	End 2001
<b>14d:</b> Establish a monitoring system to record investment in cycling facilities made by developers	ECC, one District	End 2002



Project	Who will be involved	Target Completion Date
<b>SE15: Encourage company travel plans</b>		
<b>15a:</b> Establish a programme of parking and access improvements at County Council premises	ECC, Districts	End 2002
<b>15b:</b> Investigate improved cycle routes leading to County Council premises	ECC, Districts	End 2002
<b>15c:</b> Encourage take-up and monitor cycling benefits	ECC	Link to targets for plan implementation
<b>15d:</b> Develop a programme of access and parking improvements with Stansted Airport	ECC, CTC, Sustrans, BAA	End 2001
<b>SE16: Safer journeys to school</b>		
<b>16a:</b> Encourage take-up and monitor cycling benefits	ECC	Link to targets for plan implementation
<b>Miscellaneous</b>		
<b>1:</b> Develop targets for Performance Indicators	ECC and Cycle Forum	End 2001
<b>2:</b> Document existing cycle routes and facilities	ECC, Districts, Highways Agency	End 2002

**Table 3:** The components, timescale and those involved in delivering the Action Plan

### Implementation Arrangements

5.3 A list of specific schemes for implementation will emerge from many of the projects in the Action Plan. The main vehicle for the introduction of these schemes will be the LTP in conjunction with District Transportation Strategies and the annual works programme. Implementation arrangements within the LTP are proposed in relation to the following geographic division of the county:

- main urban areas (over 25,000 people)
- large towns (over 10,000 people)
- rural areas
- inter urban corridors
- countywide

- 5.4 Initiatives and schemes will be developed as follows:
- through District Transportation Strategies
  - through the planning of large capital schemes
  - as an integral part of other related projects such as comprehensive traffic and environmental management schemes
  - through the development plan and development control process
  - through partnership working with others such as transport operators and Sustrans
  - through countywide programmes or activities such as the development of public rights of way, country parks or Community Forest Greenways;
- 5.5 A list of potential partners with whom the Council will work in the planning and implementation stages of specific projects is given in Appendix 6.
- 5.6 **Sources of Finance**  
Financial resources for implementing the Strategy will come from a variety of sources - the LTP to include capital investment and revenue support, District Councils, developers and other quarters. The Council will be proactive in seeking opportunities to secure funding for measures that encourage cycling.
- 5.7 It will not be easy to pin point precisely how much investment is allocated to the vision of encouraging more cycling, because components will be funded from a number of programme areas. For example, part of the accident reduction programme may be spent on measures that contribute to encouraging cycling because an accident problem site is improved. The intention is to work with District Councils and others to keep records of the investment on physical and promotional measures where the key objective is to encourage cycling in line with the Cycling Strategy.
- 5.8 The investment from several of the contributory sources will vary considerably from year to year. An important purpose of the Cycling Strategy is to have plans in place that can respond constructively to implementation opportunities as they arise. The variability in the expenditure pattern will become clear as information on the annual amounts is established. Usually the total expenditure will not be known until after the close of the financial year.
- 5.9 At the time of compiling this strategy document the amount available for 2001/2002 is £1,117,175. The table below shows the amount bid for in years 2002 to 2006.

Year	Amount Bid For (£ Thousands)	Amount Awarded
2001/2002	2,064	1,117
2002/2003	1,932	1,449 (approx. 75% of bid)
2003/2004	2,612	
2004/2005	2,202	
2005/2006	1,847	
Total for five years in the LTP	10,657	

**Table 4:** Investment sought for cycling measures within the LTP





1/2 HYTHE  
3/4 WIVENHOE  
23 HARTWICH

1 TOWN CENTRE  
10 LONDON BS  
5 MULL

NATIONAL  
CYCLE  
NETWORK



## 6 - Monitoring and Review

### Monitoring

- 6.1 In order that the County Council and others, can understand the impact which the Cycling Strategy is having, and the extent to which our Vision and the Objectives are being achieved, a series of Performance Indicators and Targets have been derived. These will be the focus of the annual monitoring process.
- 6.2 The Performance Indicators explain how the Vision and Objectives will be measured. We have selected Indicators which measure Outputs (what is actually done) and Outcomes (the results of actions), rather than measures of Inputs.
- 6.3 Targets specify a desired value for a Performance Indicator at some time in the future. We have not specified targets for each performance indicator at this stage. Further work is needed to derive measurable, relevant targets for some performance indicators.
- 6.4 The Performance Indicators and the Targets for the Vision and the five Objectives of the Cycling Strategy are shown in Table 5.
- 6.5 The relationship between the Vision, Objectives, Strategy Elements, desired Outcomes and Targets is shown as a causal chain diagram in Figure 3. The links to and from the 16 strategy elements are depicted as references rather than physical connections for reasons of clarity. Figure 3 shows the links between the strategy elements, their anticipated effects and the contribution that they will make to achieve the cycling objectives.
- 6.6 The focus of the monitoring activity will be directed to the performance indicators and targets against which we shall assess the extent to which the implementation of the Cycling Strategy is delivering our Vision. However, monitoring certain cycling information is useful to add to our background knowledge of cycling throughout Essex. So we shall also use automatic cycle counters and manual counts at:
- a sample of regular sites to check the trends in cycling activity
  - sites where measures to encourage cycling are being implemented, so that we understand better the impact of these local measures
  - sites that can be integrated with other transport monitoring
- 6.7 The County Council will seek the assistance of others to help provide regular cycling information on:
- parked cycles at railway stations and in town centres
  - cycling to work at companies with travel plans
  - cycling to school, particularly at schools participating in the Safer Journeys initiative
- 6.8 It is intended to repeat the Essex Travel Diary annually, which will measure cycle ownership, cycle usage to work and to school, and attitudes to cycling.



## Review

- 6.9 The County Council will include specific sums of money for cycling facilities in our annual works programme, and will roll-forward the three year Action Plan so that well-planned and prioritised proposals feed into future work programmes.
- 6.10 The County Council will include a statement describing the implementation of the Cycling Strategy and its effect each year in our annual progress report that is part of the LTP process. We shall review the Cycling Strategy formally at the end of the LTP period, or at an earlier date, if we are not making sufficient progress in achieving our Vision.



Objective	Performance Indicator	Data Source	Target
<p><b>Vision</b> To create an environment within Essex where people of all ages and all abilities feel able to cycle safely, conveniently and pleasantly</p>	Proportion of journeys by bike	Automatic and manual counts Travel diary Census information	Triple the number of cycle trips by 2010 from 2000 levels.
<p><b>Objectives</b> O1: To improve facilities for cyclists</p>	<p>1.1: Modal share for work journey</p> <p>1.2: Modal share for school journey</p> <p>1.3: Number of publicly available cycle parking places</p> <p>1.4: Length of new facilities and signed routes introduced</p> <p>1.5: % of urban population within 500 metres of the agreed network</p>	<p>Census data + Travel Diary</p> <p>School travel plans</p> <p>Annual survey</p> <p>Annual survey</p> <p>Annual survey</p>	<p>1.1: Increase %age cycling to work from 2.7% in 1999. Target for 2006 to be established.</p> <p>1.2: Increase %age cycling to school from 1.1% in 1999. Target for 2006 to be established</p> <p>1.3: Increase by av. of 500 per year up to 2006.</p> <p>1.4: Increase by 50km per year up to 2006.</p> <p>1.5: Target to be established</p>
<p>O2: Improve safety</p>	<p>2.1: Number of cyclists killed or seriously injured.</p> <p>2.2: Number of children receiving training</p>	<p>Accident database</p> <p>Dept. records</p>	<p>2.1: Reduce number of cycling fatalities and serious casualties from 94-99 average. Target for 2006 to be established.</p> <p>2.2: No target.</p>
<p>O3: Reduce cycle theft</p>	<p>3.1: Number of bikes stolen</p>	<p>Police &amp; Transport Police records</p>	<p>3.1: Reduce cycle thefts by 10% between 1999 and 2006.</p>
<p>O4: Promote cycling</p>	<p>4.1: Attitudes towards cycling facilities</p>	<p>Biennial attitude survey</p>	<p>4.1: Increase proportion of people who think cycle facilities are satisfactory. Target for 2006 to be established</p>
<p>O5: Integration with other policies</p>	<p>5.1: No. schools implementing school travel plans</p> <p>5.2: No. employers implementing company travel plans</p> <p>5.3: Total investment on specific cycling facilities</p>	<p>Departmental records</p> <p>Department records</p> <p>Local authority records</p>	<p>5.1: 50 schools per year.</p> <p>5.2: Target for 2006 to be established</p> <p>5.3: No target.</p>

**Table 5:** Performance Indicators and Targets



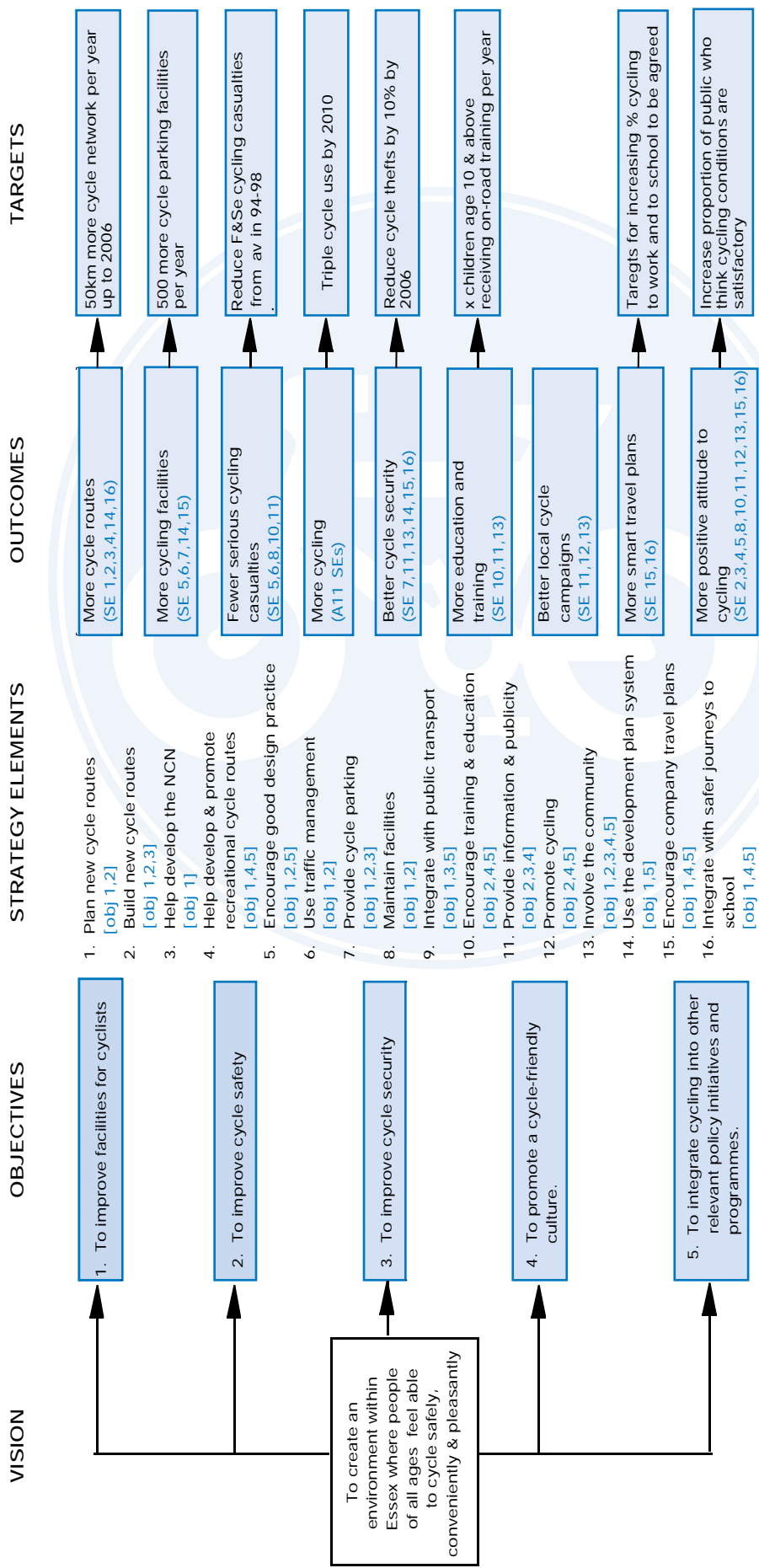


Figure 3: Delivering the Cycling Strategy – Causal Chain

## APPENDIX 1: THE NATIONAL AND LOCAL POLICY CONTEXT

A1.1 The Cycling Strategy has not been produced in a vacuum. Figure 2 illustrates the national and local influences that have shaped the Strategy. The intention is that the Strategy itself will influence other relevant policy initiatives and programmes. This is part of the integrated approach to planning, transport, regeneration and the environment that the County Council adopts.

A1.2 The purpose of this Appendix is to demonstrate that the Strategy is consistent with a wide range of national and local policy initiatives that will be helpful to its delivery. An audit of relevant existing policies has been undertaken and is available as a separate document.

### National Policies

A1.3 The **Transport White Paper - A New Deal for Transport: Better for Everyone** - reaffirms the Government's commitment to the targets of the National Cycle Strategy to double the amount of cycling within six years (from a base in 1996), and doubling it again by the year 2012. The challenge up to the year 2012 has been adopted within the headline targets for the Essex Cycling Strategy. The Government is also looking to local authorities to:

- establish a local strategy for cycling as part of the LTP
- institute cycle reviews of the road system and cycle audits of proposed traffic schemes
- adapt existing road space to provide more cycle facilities
- change signal junctions and roundabouts in favour of cyclists
- apply speed restraint more widely
- increase the provision for secure cycle parking
- maintain cycle lanes adequately
- use planning powers to promote cycling

A1.4 The **10 Year Plan – Transport 2010** – is the Governments Strategy for delivering the White Paper, and outlines investment and targets to be met. It sets out the target of trebling the number of cycling trips from their 2000 level by 2010. Growth is expected to be triggered both by improved local provision for cycling, and from the impetus created by the National Cycle Network.

A1.4 These measures are incorporated within the Revision of Planning Policy Guidance Note (**PPG 13 Transport**), which reiterates the established hierarchy of measures to improve conditions for cyclists. The revision to PPG 13 also asks local authorities, when preparing development plans and in determining planning applications, to: -

- review the existing provision for cyclists in order to identify networks and routes, and the specific measures needed to give priority to the safe needs of cyclists;
- influence the design, location and access arrangements of development to ensure it promotes cycling;
- seek the provision of convenient and secure cycle parking and changing facilities;
- seek the provision of cycle routes and cycle priority measures in major new development; and
- where, appropriate, assist in the completion of the National Cycle Network, and additional key links to and from the network, as well as promoting local networks.

- A1.5 The Government's road safety strategy, **Tomorrow's Roads – Safer for Everyone**, acknowledges that making it easier for people to walk and to cycle is a key part of the integrated transport strategy and of wider Government objectives. Two of the new national targets are to achieve by 2010, and compared with the average for 1994-98:
- a 40 per cent reduction in the number of people killed or seriously injured in road accidents;
  - a 50 per cent reduction in the number of children killed or seriously injured.
- A1.6 The Government agrees that it will be a challenge to increase cycling at the same time as reducing casualties, but believes that it is possible. It says that there is no question of increasing the amount of cycling without a decrease in the accident rates (measured in terms of cycle kilometres.) It is looking in the LTP for measures such as cycle lanes, improved junctions, speed reduction in key areas, speed limit enforcement, traffic reduction and local publicity campaigns.
- A1.7 Because speed is by far the biggest single contributor to road casualties, the DETR has published a review of speed policy – **New Directions in Speed Management**. A simple, three-level hierarchy of roads based on primary function is suggested as an aid to setting appropriate speed limits. One level of road would be for people to move safely on foot and on bicycle. While it is not considered appropriate to lower the existing 30-mph speed limit on all urban roads, local authorities are encouraged to take measures to reduce vehicle speeds to 20 mph in some places such as residential roads. In rural areas, the review suggests that it might be productive to identify "country lanes" for speed management purposes.
- A1.8 The theme of influencing the layout of new development is contained within the DETR's companion guide to **Design Bulletin 32 - Places, Streets and Movement** - which suggests a movement hierarchy of pedestrians, cyclists, public transport and then cars. The guide stresses that the layout of new development should be designed to encourage cycling, and indicated how this might be achieved.
- A1.9 The report of the Urban Task Force - **Towards an Urban Renaissance** - seeks to maximise the use of cycling and walking as one of ten core principles of successful urban design. All new developments should be designed to encourage the use of sustainable travel modes.
- A1.10 Measures to encourage cycling will not be generated from just a transport or a development rationale. **The Health White Paper** - Saving Lives: our healthier nation - sites good local transport planning as a means of enabling healthier transport choices, mainly in relation to physical activity. Six out of ten men, and seven out of ten women, are not physically active enough to benefit their health. A physically active lifestyle, which includes cycling, reduces the risk of coronary heart disease and strokes, and promotes mental health.
- A1.11 The **Health Act 1990** gave health authorities a statutory responsibility to provide health improvement programmes (HIMPs) and gave local authorities a duty to participate in their production. HIMPs can make proposals for the encouragement of cycling as a local contribution to key health priority area such as reducing heart disease.

A1.12 The **Charter on transport, environment and health**, produced by the World Health Organisation, asks countries to integrate environment and health requirements and targets into transport policies. Additionally it asks that public transport, cycling, and walking should be promoted because of their beneficial public health impacts.

### A1.13 **Local Policies**

The **Essex cycling policy framework** was adopted in January 1994 and has been instrumental in developing cycle networks in many towns. It has also encouraged District Councils to consider cycling provision as part of the planning process. In 1997 it was agreed to expand this framework into a local cycling strategy for Essex. This Cycling Strategy seeks to build on a number of the themes within the framework:-

- to review and develop cycle network plans for each urban area;
- to promote cycling through education, training and publicity;
- to incorporate the needs of cyclists in all new development and in new highway schemes;
- to audit highway proposals;
- to provide secure cycle parking at key destinations;
- to provide cycle training to all children leaving primary school;
- to introduce remedial measures at high accident risk sites;
- to develop recreational and long distance cycle routes;
- to produce a code of good practice;
- to publicise maps of cycle routes;
- to encourage train operators to accommodate cycles on trains; and
- to maintain cycle routes in good condition.

A1.14 The **Essex and Southend Replacement County Structure Plan**, contains a number of policies that seek to influence changes to land use, transport and the environment in ways which increase the importance of cycling as a means of sustainable transport. Cycling is to be promoted as an alternative to using the car, especially for shorter distance trips within urban areas. The Structure Plan embodies the headline target of increasing the amount of cycling.

A1.15 A summary of the Structure Plan policies that are relevant to the encouragement of cycling is given in table A1.1.



SP Policy Number	Relevant extracts from Policy
CS5	The focus for transportation proposals and investment will be on developing schemes which (inter alia) promote and provide for sustainable modes of transport particularly water, rail, bus, cycling and walking.
H2	Residential development should be located on sites which can provide good access to employment, shopping, education and other community facilities by a choice of different means of transport, particularly by cycling, walking and passenger transport.
H4	Proposals for major new residential development should make appropriate and early provision for ... segregated routes for pedestrians and cyclists..... both within the proposed development and in its links to other centres.
BIW5	Offices, light industrial development, and campus-style development should generally be directed to urban locations which provide for a high level of access by alternative means of travel including by passenger transport, cycling and walking.
TCR2	If development cannot be accommodated on sites in town centres, edge of centre locations, district or local centres, and there is a demonstrable need for it, out of centre sites elsewhere within the urban area may be considered provided they are accessible by a choice of means of transport.
TCR3	The role of town centres will be maintained and strengthened by... improving facilities for passenger transport users, pedestrians and cyclists and those with special needs.
TCR4	Retail development proposals should...be accessible by a choice of means of transport.
LRT5	...where appropriate, new footpaths, bridleways and cycle routes will be created as opportunities and resources permit.
T1	A sustainable transport strategy will continue to be developed and implemented ...to encourage alternative means of travel which have less environmental impact and reduce reliance on the private car and road haulage. Transport proposals and investment will be prioritised to accord with the provisions of Policy T2.
T3	Transport investment will be prioritised to support the regeneration of the designated Priority Areas for Economic Regeneration and other objectives as follows: The highest priority will be afforded to the extended Thames Gateway to improve local accessibility and develop sustainable integrated transport strategies; outside the Thames Gateway the emphasis will be on improving local accessibility and developing sustainable integrated transport strategies.

SP Policy Number	Relevant extracts from Policy
T2	Planning applications for all major developments will be required to produce a comprehensive TIA demonstrating how far the development will encourage a greater proportion of journeys by modes other than the car....In addition, all major commercial developments seeking planning permission will be required to provide a travel to work plan where appropriate.
T6	Cycling and walking will be promoted as an alternative to using the car especially for shorter distance trips within urban areas by...provision of a safe and convenient network of cycle and pedestrian routes linking homes, workplaces, community facilities and transport interchanges... using traffic management measures to improve conditions for cyclists...encouraging rail companies to accommodate cycles on trains, encouraging the provision of good access and secure cycle parking facilities at public transport interchanges.
T9	Major new highway construction/improvement schemes in urban areas will not be permitted except where they are essential to....implement a package of measures to support passenger transport, cycling, pedestrians and road safety. Minor measures will be implemented primarily to improve road safety, improve conditions for cyclists, pedestrians and the mobility impaired....
T10	The needs of cyclists, pedestrians, the mobility impaired and horse riders will be considered in the design of new road schemes.
T11	Traffic management measures will be used to improve conditions for public transport, cyclists, pedestrians, the mobility impaired and horse riders.
T12	Vehicle and cycle parking provision will be made in accordance with parking standards.

**Table A1.1:** Summary of relevant policies within the Replacement Structure Plan





- A1.16 The twelve **Local Plans** in Essex have been prepared by District Councils at different times. In general, the more recent plans contain a fuller suite of policies to encourage cycling. As existing local plans are revised by District Councils, the County Council would like to use the Cycling Strategy to encourage District Councils to incorporate policies that encourage cycling by:
- identifying a network of key routes
  - requiring certain developments to introduce cycling infrastructure
  - encouraging the links with public transport
  - taking opportunities within traffic and environmental management schemes
  - referring to a comprehensive set of cycle parking standards
  - promoting cycling as a healthy means of sustainable mobility
  - promoting recreational cycling
  - willing to contribute directly to the provision of good quality cycling infrastructure
  - emphasising cycling within company travel plans
  - working in partnership
  - promoting the county standards of good design practice
- A1.17 Cycling is seen a specific element within four of the six main objectives of the **Local Transport Plan** - those dealing with environment, safety, accessibility and integration. A fuller description of the relationship between the cycling objectives and the objectives within the LTP is given in section 4 of this Strategy. An investment of £10m is sought over the five year period of the Plan. The LTP emphasises the contribution which cycling can make to several different policy areas including safer routes to school, social inclusion and modal integration.
- A1.18 In response to the Governments Strategy, 'Tomorrow's Roads – Safer for Everyone', Essex County Council has produced a local road safety plan, 'Essex Roads – Safer for Everyone'. The new Strategy builds upon current good practice, but with a new emphasis on encouraging other modes of travel rather than the car. The importance of the safety of vulnerable road users is now being emphasised, particularly with the introduction of Safer Journeys to Schools projects.
- A1.19 About a third of all injury accidents on the County's roads are speed related, and the Council is committed to reducing speed on local roads. The **Speed Reduction Policy** seeks to create a situation where traffic will travel up to a maximum of 20 mph in areas with a concentration of pedestrians and cyclists. Aspects of the Policy that are particularly encouraging from a cycling viewpoint are:
- the reallocation of spare capacity, particularly in bypassed towns and villages, for the use of pedestrians and cyclists is encouraged
  - all new residential estate roads will be designed to a maximum speed of 20mph
  - traffic calming measures - humps, build outs, chicanes - should be designed in a cycle friendly way
  - cyclists will be provided with gaps in road closures

- A1.20 The public rights of way (PROW) network provides access to the countryside for recreation. It also forms part of the highway network and, as such, may have an increasing role in the provision of a sustainable transport network, especially in urban areas where public rights of way may link useful destinations and provide traffic free alternative routes. Essex County Council's development strategy for Public Rights of Way is set out in the **Milestones Statement**. This statement is based on the Countryside Commissions recommendation that 'all public rights of way are legally defined, properly maintained and well publicised'. Opportunities for cyclists on the PROW network are promoted through maps and guided in order to fulfil an objective to improve and publicise circular and important linear routes. The County Council also has a **Policy for the Maintenance of Public Rights of Way** and this sets out the priorities for maintenance on the network.
- A1.21 The Essex County Council **Signing Policy** aims to achieve consistency when decisions on signing issues are made. In terms of signing for cyclists on urban routes, cycle routes having a transport purpose within built up areas will be signed showing specific local destinations and mileage where appropriate. Recognised longer distance and national routes will also be signed following a satisfactory audit and introduction of any necessary traffic management measures. Leisure routes will not normally be signed as routes often overlap and a proliferation of signs would result. They will normally be promoted through leaflets and guides.
- A1.22 The County Council's **Walking Strategy** and the **Pedestrian and Mobility Policy** outlines the need for appropriate segregation methods to be incorporated within the design of shared use facilities.
- A1.23 The **Essex Design Guide** provides guidance on provision for cyclists in new residential and mixed use developments.
- A1.24 Recreational strategies such as **England's Cycling Country**, the **Lee Valley Park Strategy for Cycling**, the **Thames Chase Plan** and the **Thames Chase Greenways** document are helpful in setting the policies for promoting recreational cycling within a wider context. The Thames Chase Plan (reviewed in 2000) covers 40 square miles of Brentwood, Thurrock, Havering and Barking and Dagenham. In addition to creating 14 square miles of woodland, the Plan sets out the proposed 'Forest Circle' connecting the major open spaces with local train stations.
- A1.25 The **Towards a Better Quality of Life** document refers to the objectives of the Local Agenda 21 action plan, many of which support the vision of the Cycling Strategy. Measures to encourage the use of travel modes other than the car, the promotion of healthy lifestyles, the introduction of safer routes to school and the provision of cycling infrastructure reinforce the themes of this Strategy.
- A1.26 Although cycling represents a very small proportion of journeys to Stansted Airport, the owner - BAA Stansted - is designing a programme of measures to encourage cycling as part of the. The demand for cycling is being assessed, an area-wide cycle network is being designed, cycle parking facilities will be provided and, as a trial, bikes are being made available to staff for travel around the airport. An airport transport forum has been established and a green transport strategy is being prepared, with the aim of having ten green transport plans in place by the end of 2001.

## APPENDIX 2: CYCLING IN ESSEX

Table A2.1: Cycling to work in Essex.

(Residents living and working in the same area: Source 1991 census)

District and Town	Population Size	% Residents cycling to work
<b>Basildon</b>	<b>164,400</b>	<b>3.4</b>
Basildon	103,000	5.4
Wickford	26,000	6.2
<b>Braintree</b>	<b>127,700</b>	<b>4.6</b>
Braintree	33,000	6.2
Witham	22,500	7.4
<b>Brentwood</b>	<b>71,700</b>	<b>2.2</b>
Brentwood	49,500	1.7
<b>Castle Point</b>	<b>84,600</b>	<b>4.1</b>
Benfleet	49,500	2.7
Canvey Island	36,500	8.8
<b>Chelmsford</b>	<b>155,400</b>	<b>9.0</b>
Chelmsford	97,500	14.3
<b>Colchester</b>	<b>156,600</b>	<b>6.5</b>
Colchester	96,000	7.4
<b>Epping Forest</b>	<b>119,600</b>	<b>1.1</b>
Loughton/Buckhurst Hill	39,500	2.3
<b>Harlow</b>	<b>74,500</b>	<b>5.0</b>
<b>Maldon</b>	<b>55,300</b>	<b>6.8</b>
Maldon	16,000	12.0
<b>Rochford</b>	<b>76,900</b>	<b>3.2</b>
Hockley	14,500	0.7
Rayleigh	29,000	1.3
Rochford	15,000	4.4
<b>Tendring</b>	<b>132,400</b>	<b>8.1</b>
Brightlingsea	7,500	13.4
Harwich	18,500	16.2
Walton/Frinton	15,000	11.5
<b>Uttlesford</b>	<b>68,900</b>	<b>2.7</b>
Saffron Walden	13,000	6.0

The figures in heavy type represent the whole District. Those in light type represent a town.

Table A2.2: Counts of Cyclists in Essex Towns

Town	Year	No. of sites	Total at all sites	Total at highest site	Average no of cyclists per site
Basildon	1995	15	2973	389	198
Braintree	1997	11	2106	461	191
Brentwood	1998	6	870	239	145
Chelmsford	1994	19	7440	824	391
Clacton & Frinton	1998	6	1490	406	248
Colchester	1996	18	4382	511	243
Epping & Ongar	1998	4	331	154	83
Harlow	1995	15	3105	521	207
Maldon	1997	10	1375	455	137
SE Essex	1996	12	1949	310	162
Waltham Abbey, Loughton & Chigwell	1998	8	822	301	103
Wickford	1998	6	623	176	104
Witham	1997	10	1284	276	128

The two-way counts were undertaken between 0700 and 1900 on weekdays between July and September.

### Other Counts

In some parts of Essex many people cycle to the railway station before catching a train; such people would not be included as cyclists in the census information. For example, a survey in February 1999 found that between 330 and 350 cyclists parked at **Chelmsford station** on weekdays; over 80% of these arrived between 0715 and 0815.

A survey of **cycle parking** in **Chelmsford** in summer 1998 found that 892 cycles were parked on a weekday, and 169 on a Saturday. A total of 1770 cycle parking spaces were available.

**Table A2.3: Pedal cycle casualty trends 1981-1999**

The pedal cycle casualties shown below include passengers. A small number of accidents involve passengers riding on pedal cycles whether or not there is a seat for them. As the number is so small it will not seriously affect trends in pedal cycle rider casualties and has been included in the figures below.

CASUALTIES				
Year	Fatal	Serious	Slight	Total
1981-85 average	7	151	458	616
1996	6	104	411	521
1997	2	96	430	528
1998	1	92	450	543
1999	1	75	398	474
<b>Change (%)</b>				
1981-85 average to 1999	-85.7	-50.3	-13.1	-23.1
1998 - 1999	0.0	-18.5	-11.6	-12.7

Figures taken from the 'Essex Road Accidents Report'

The number of pedal cyclist casualties shown in Table A2.3 are low and comparisons of totals by severity by years should be viewed with caution. The number of serious and fatal pedal cycle casualties seems to be continuing to decline. Research by Bryan – Brown & Taylor in 1997 showed that there are indications that although cycle helmet wearing rates are low, they are increasing. The DETR suggested in 1998 that pedal cycle traffic is decreasing; together with the increase in cycle helmets. This may explain the reductions in severity and numbers of pedal cycle casualties from the 1981-85 average to 1999.



**Table A2.4: Pedal cyclist casualties by age 1981-85 average and 1999**

1981-85 Average	0-4	5-7	8-11	12-15	16	17-25	26-29	30-39	40-49	50-59	60-69	70-79	80+	NK	Total
Rider/passengers	2	18	84	158	38	108	20	48	41	44	30	18	3	1	613
1999 Average	0-4	5-7	8-11	12-15	16	17-25	26-29	30-39	40-49	50-59	60-69	70-79	80+	NK	Total
Rider/passengers	2	12	51	96	11	59	21	62	34	35	23	10	9	49	474

NK represents an unknown age

**Length of cycling facilities**

The tables below show a range of the estimated lengths of signed routes on both standard roads and cycle tracks both in urban areas and between urban areas. It does not include isolated fragments of cycle track. It is intended to document routes more fully as part of the monitoring and evaluation of the strategy.

District Area	Length of Cycle Route (km)
Basildon	30-40
Braintree	5-10
Brentwood	5-10
Castle Point	5-10
Chelmsford	30-40
Colchester	20-30
Epping Forrest	0-5
Harlow	30-40
Maldon	5-10
Rochford	5-10
Tendring	0-5
Uttlesford	0-5
Total	130-210

**Table A2.5: Estimated length of urban cycling facilities by District**



Route	Length (km)
A12 Corridor	25
A127 Corridor	40
NCN Route 1	
● Harwich to Colchester	35
● Colchester to Essex/Suffolk Boundary	10
	5
● Colchester southwards	115
TOTAL	

**Table A2.6:** Length of inter-urban cycle facilities

The following is a listing of local authority promoted leisure cycle facilities. They are split into two categories, country lane cycling and off road trails, the latter normally shared with equestrians and walkers. Many independent maps and guides are also produced and the cycling strategy will aim to promote leisure cycling through publicising these opportunities to cycle and developing these as appropriate.

District	Name of facility	Name of facility
Basildon	● Langdon Hills Country Park	● Off road cycle/pedestrian/horse trail
Braintree	● Flitch Way ● Colne Valley Cycle Trails	● Off road cycle/pedestrian horse trail ● On road cycle routes on country lanes
Brentwood	● Bridleways of Brentwood ● Thorndon Country Park and Hartswood ● Weald Country Park	● Off road cycle/pedestrian/horse trail ● Off road cycle/pedestrian/horse trail ● Off road cycle/pedestrian/horse trail
Castle Point	● Hadleigh Castle Country Park	● Off road cycle/pedestrian/horse trail
Colchester	● Colchester Leisure Rides ● Dedham Vale Cycle Ride ● Colne Valley Cycle Trails ● Cudmore Grove Country Park	● On road cycle routes on country lanes ● On road cycle routes on country lanes ● On road cycle routes on country lanes ● Off road cycle/pedestrian/horse trail
Epping Forrest	● Leisure Cycle Ride: Ongar Matching and the Lavers ● Lea Valley Park	● On road cycle routes on country lanes ● Off road cycle/pedestrian paths
Harlow	● Greenways	● Recreational cycle routes within town
Maldon	● Two Rivers Way	● On road cycle routes on country lanes
Tendring	● The Witchfinders Way	● On road cycle routes on country lanes
Uttlesford	● Flitch Way Country Park ● Wild Tracks	● Off road cycle/pedestrian/horse trail ● On road cycle routes on country lanes
Countywide	● Essex Cycle Way ● Summer Country Rides	● On road cycle routes on country lanes ● Collection of on and off road routes for cyclists, walkers and equestrians

**Table A2.7:** Recreational cycling facilities within District areas

### APPENDIX 3: THE RELATIONSHIP BETWEEN THE CYCLING OBJECTIVES AND THE ACTION STATEMENTS

A3.1 A series of 54 action statements grouped within 16 strategy elements are at the core of the Cycling Strategy. These statements have been derived from the five cycling objectives:

- O1: To improve facilities for cyclists;
- O2: To improve cycle safety;
- O3: To improve cycle security;
- O4: To promote a cycle-friendly culture; and
- O5: To integrate cycling into other relevant policy initiatives and programmes.

A3.2 Some of the action statements will support more than one objective. The relationship between the action statements and the objectives is indicated by the ✓ symbol and shown in the remainder of this Appendix.



Action Statement Objective 1 Objective 2 Objective 3 Objective 4 Objective 5

To improve facilities for cyclists To improve cycle safety To improve cycle security To promote a cycle friendly culture To integrate cycling into relevant policy initiatives and programmes

	To improve facilities for cyclists	To improve cycle safety	To improve cycle security	To promote a cycle friendly culture	To integrate cycling into relevant policy initiatives and programmes
1.1	Produce pragmatic cycle networks for implementation through the LTP, development plans and partnership initiatives	✓			
1.2	Review key cycling routes from residential areas to town centres, railway and bus stations, schools, major employment areas, local shopping centres (including out of town retail areas), leisure/recreation centres and hospitals.	✓			
1.3	Appraise potential for increased cycling within and between settlements and to key public transport routes, examine local road hierarchies and traffic management measures to assist cycling.	✓			
1.4	Examine cycling environments within inter-urban corridors where opportunities arise	✓			✓
2.1	Give priority to the improvement of key cycling routes - reduce traffic flows, reduce traffic speed, improve junctions, reallocate road space, make off-carriageway provision, and signing.	✓			
2.2	Introduce measures on other cycle routes using a blend of speed management, carriageway allocation, route signing and junction improvements.	✓			

Action Statement	Objective 1 To improve facilities for cyclists	Objective 2 To improve cycle safety	Objective 3 To improve cycle security	Objective 4 To promote a cycle friendly culture	Objective 5 To integrate cycling into relevant policy initiatives and programmes
2.3 Sign cycle routes to key destinations from within large residential areas and joint pedestrian/cycle routes where appropriate	✓				
2.4 Reduce natural and transport barriers to good, safe accessibility by cycle, such as those created by rivers, railway lines, dual carriageways, one-way systems and pedestrianised areas	✓				
2.5 Provide and improve street lighting where this might encourage cycling and reduce concerns of personal safety.	✓	✓			
3.1 Work with Sustrans, Essex District Councils, Southend and Thurrock Councils and others to complete the National Cycle Network by 2004.	✓				
3.2 Give priority to sections of Routes 1 between Harwich and the Lea Valley, Route 16 around Stansted Airport and Southend and Basildon.	✓				✓
4.1 Develop and promote suitable recreational routes, making use of the NCN and lightly trafficked rural roads, and integrate these with urban networks, public transport interchanges, Country Parks, waterways, relevant bridleways and byways, forest areas and other open spaces.	✓				✓

	To improve facilities for cyclists	To improve cycle safety	To improve cycle security	To promote a cycle friendly culture	To integrate cycling into relevant policy initiatives and programmes
4.2	Prepare leisure guides and sign those that are of strategic significance, working in conjunction with District Councils, Sustrans and others.			✓	✓
4.3	Support the East of England Tourist Board's strategy, the Lea Valley Park, the Thames Chase Plan, the Countryside Agency and the H25, in promoting recreational cycling within the County.			✓	✓
5.1	Use and make available to others a Design Guide of Good Practice for Cycling.	✓			
5.2	Undertake cycle audits of all significant proposals to change the road network.	✓			
5.3	Only introduce joint cycleway/footway facilities after all other options have been evaluated and rejected.	✓			✓
6.1	Take opportunities to improve conditions for cyclists through sensitive design when promoting changes to the highway.	✓			
6.2	Give special consideration to cyclists within traffic regulation orders in order to improve their accessibility.	✓			
6.3	Investigate and improve the performance of sites where problems are encountered by cyclists.	✓			



Action Statement		Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
		To improve facilities for cyclists	To improve cycle safety	To improve cycle security	To promote a cycle friendly culture	To integrate cycling into relevant policy initiatives and programmes
6.4	Examine the potential for changes to local road hierarchies that may assist cycling such as Home Zones, 20 mph zones and quiet streets.	✓	✓			
7.1	Provide adequate numbers of secure cycle parking facilities in town centres, schools, public transport interchanges (to include important bus stops) and at other key destinations.	✓		✓		
7.2	Encourage the provision of covered, secure cycle storage in a position at least as convenient as the garages in new housing.	✓		✓		
7.3	Work with the police and others to make cycle parking locations more secure and for advice on new locations.			✓		
7.4	Work with others to secure the provision of CCTV cameras to address specific cycle security and personal safety concerns.		✓	✓		
8.1	Introduce a cycle maintenance programme that addresses the needs of cyclists on the agreed cycle network.	✓	✓			
8.2	Ensure cycle facilities, signing and Public Rights of Way (including leisure routes) are well maintained.	✓				



Action Statement Objective 1 Objective 2 Objective 3 Objective 4 Objective 5

	To improve facilities for cyclists	To improve cycle safety	To improve cycle security	To promote a cycle friendly culture	To integrate cycling into relevant policy initiatives and programmes
8.2	Ensure cycle facilities, signing and Public Rights of Way (including leisure routes) are well maintained.	✓			
8.3	Ensure that all hazards to cyclists requiring maintenance are dealt with rapidly.	✓			
8.4	Ensure that vegetation is controlled at all times of the year with additional cutting in the case of particularly difficult sections.	✓			
8.5	Ensure the needs of cyclists are taken into account at roadworks, including those instigated by statutory undertakers.	✓			
9.1	Encourage train operating companies to provide adequate numbers of secure cycle parking facilities at stations.	✓	✓		✓
9.2	Encourage the provision of appropriate secure cycle parking facilities at all public transport interchanges and important bus stops.	✓	✓		
9.3	Encourage public transport operators to make appropriate provision for cycle carriage.	✓			✓
9.4	Work with local businesses to encourage visitors and staff to travel to Stansted airport by cycle	✓			

Action Statement	Objective 1 To improve facilities for cyclists	Objective 2 To improve cycle safety	Objective 3 To improve cycle security	Objective 4 To promote a cycle friendly culture	Objective 5 To integrate cycling into relevant policy initiatives and programmes
10.1 Encourage the provision of on-road cycle training for children aged 10 and above.		✓		✓	
10.2 Support cycle safety with education programmes and resources.		✓		✓	✓
10.3 Develop, in conjunction with volunteers, cycling groups, practical confidence-building tutorials and training courses for adults who are starting, or returning, to use cycles.		✓		✓	
10.4 Provide internal training and support external training opportunities for relevant staff about the implications of the new transport agenda.				✓	✓
11.1 Prepare and update maps of cycling routes, parking areas, cycle centres, traffic calmed areas and key destinations for each town and ensure that these are made widely available.				✓	
11.2 Prepare and update recreational route maps in partnership with other organisations such as the East of England Tourist Board.				✓	
11.3 Encourage the use of a national cycle registration scheme.			✓		

Action Statement		Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
		To improve facilities for cyclists	To improve cycle safety	To improve cycle security	To promote a cycle friendly culture	To integrate cycling into relevant policy initiatives and programmes
11.4	Publicise information about the quality of cycle security devices.			✓		
11.5	Encourage cycle maintenance awareness through local cycle shops, groups and publicity.		✓			
11.6	Promote cycle safety issues including using helmets, high visibility clothing and cycle lights.		✓			
12.1	Join with health authorities to increase the awareness of the health benefits of cycling, particularly using health improvement programmes.				✓	✓
12.2	Support national campaigns that promote cycling.				✓	
12.3	Work with regional colleagues to include positive cycling and safety messages within appropriate local campaigns and measure the outputs.				✓	
12.4	Co-operate with the police to respond to reasonable requests by cycling organisations to hold responsible events on the highway at times when it is safe to do so.		✓		✓	
13.1	Undertake surveys that measure local opinion about the quality of cycling facilities.	✓	✓	✓		
13.2	Support local cycling groups and work with them and other interested parties about issues that affect cyclists.	✓			✓	

Action Statement	Objective 1 To improve facilities for cyclists	Objective 2 To improve cycle safety	Objective 3 To improve cycle security	Objective 4 To promote a cycle friendly culture	Objective 5 To integrate cycling into relevant policy initiatives and programmes
13.3 Continue to support the Essex Cycling Forum as a means of bringing representatives of different authorities and interest groups together, to plan and implement measures to encourage cycling.					✓
13.4 Encourage community initiatives which promote sustainable transport usage through health improvement plans, the LA21 programme, crime and disorder strategies and other opportunities.					✓
14.1 Encourage District Councils to incorporate the messages of the Essex Cycling Strategy within their local plans, in order to encourage cycle-friendly development and to give developers a lead about the need for high quality cycle access.	✓				✓
14.2 Agree a countywide protocol to include appropriate cycle parking standards within the development planning system, and to require developers to submit travel plans which give prominence to cycling and cycle audits within the transport assessments which accompanies relevant planning applications.	✓				✓



Action Statement		Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
		To improve facilities for cyclists	To improve cycle safety	To improve cycle security	To promote a cycle friendly culture	To integrate cycling into relevant policy initiatives and programmes
14.3	Work with developers to secure the layout of new developments that encourage cycle accessibility and ensure that facilities are in at an early stage of the development.	✓				✓
14.4	Encourage the use of suitable and justifiable planning obligations to help secure the provision of appropriate cycling facilities within the site and to the site from appropriate destinations	✓				✓
15.1	Set an example by preparing travel plans for each Council establishment that employs more than 50 people.	✓			✓	
15.2	Encourage existing employers to prepare, implement and monitor company travel plans which give prominence to cycling to work.	✓			✓	✓
15.3	Develop requirements to assist developers and those preparing travel plans and ensure that these are implemented from day one.				✓	✓
15.4	Work with local businesses to encourage staff to cycle to work.	✓			✓	✓
16.1	Introduce Safer Journeys to School initiatives at 50 schools each year for the duration of the Local Transport Plan.	✓			✓	✓

Action Statement		Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
		To improve facilities for cyclists	To improve cycle safety	To improve cycle security	To promote a cycle friendly culture	To integrate cycling into relevant policy initiatives and programmes
16.2	Promote cycling, wherever appropriate, at schools participating in the Safer Journeys to School initiative.	✓			✓	✓
16.3	Support the Essex Cyclist Training at Safer Journeys schools.	✓			✓	✓
16.4	Introduce a pre-cycle training course at 'Safer Journeys' schools that wish to promote accompanied and off road cycling at a younger age.	✓			✓	✓

## APPENDIX 4: THE EVALUATION OF THE ACTION STATEMENTS

- A4.1 The different action statements are not of equal priority. Nor are they equally applicable over the different geographic areas that are used in the LTP.
- A4.2 The actions taken to help create the Vision of the Strategy need to represent good value. The action statements are evaluated in two ways in order to guide the development of the Action Plan, which is the delivery mechanism of the Strategy. The two dimensions of the evaluation are:
- the priority that should be given to each action statement assessed against its:- impact towards achieving the objectives; affordability; and practical deliverability.
  - application in the different geographic areas of the County:- main urban areas; large towns; rural areas; inter-urban areas; and countywide.
- A4.3 The assessment uses a three point scale of relevance:  
H – high;  
M – medium; and  
L – low.
- A4.4 The evaluation of the action statements is shown in the remainder of this appendix. The evaluation is used to derive the Action Plan that is described in section 5 of the Strategy.





Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
1.1 Produce pragmatic cycle networks for implementation through the LTP, development plans and partnership initiatives	M	H	H	H	M	L	L	L
1.2 Review key cycling routes from residential areas to town centres, railway and bus stations, schools, major employment areas, local shopping centres (including out of town retail areas), leisure/ recreation centres and hospitals.	M	H	H	H	H	-	-	-
1.3 Appraise potential for increased cycling within and between settlements and to key public transport routes, examine local road hierarchies and traffic management measures to assist cycling.	L	M	H	-	-	H	-	-
1.4 Examine cycling environments within inter-urban corridors where opportunities arise	L	M	M	-	-	-	H	-
2.1 Give priority to the improvement of key cycling routes - reduce traffic flows, reduce traffic speed, improve junctions, reallocate road space, make off-carriageway provision, and signing.	H	M	M	H	H	L	L	L
2.2 Introduce measures on other cycle routes using a blend of speed management, carriageway allocation, route signing and junction improvements.	H	M	M	H	H	M	L	L

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
2.3 Sign cycle routes to key destinations from within large residential areas and joint pedestrian/cycle routes where appropriate	M	H	H	H	H	M	L	L
2.4 Reduce natural and transport barriers to good, safe accessibility by cycle, such as those created by rivers, railway lines, dual carriageways, one-way systems and pedestrianised areas	M	L	M	M	M	L	L	L
2.5 Provide and improve street lighting where this might encourage cycling and reduce concerns of personal safety.	M	L	M	M	M	M	L	L
3.1 Work with Sustrans, Essex District Councils, Southend and Thurrock Councils and others to complete the National Cycle Network by 2004.	M	M	H	M	M	H	M	M
3.2 Give priority to sections of Routes 1 between Harwich and the Lea Valley, Route 16 around Stansted Airport and Southend and Basildon.	M	M	M	-	L	H	M	-
4.1 Develop and promote suitable recreational routes, making use of the NCN and lightly trafficked rural roads, and integrate these with urban networks, public transport interchanges, Country Parks, waterways, relevant bridleways and byways, forest areas and other open spaces.	L	L	M	L	L	H	M	H

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
4.2 Prepare leisure guides and sign those that are of strategic significance, working in conjunction with District Councils, Sustrans and others.	L	M	H	L	L	H	M	H
4.3 Support the East of England Tourist Board's strategy, the Lea Valley Park, the Thames Chase Plan, the Countryside Agency and the H25, in promoting recreational cycling within the County.	L	H	H	L	L	H	M	M
5.1 Use and make available to others a Design Guide of Good Practice for Cycling.	H	H	M	H	H	M	L	L
5.2 Undertake cycle audits of all significant proposals to change the road network.	H	M	M	H	M	L	L	L
5.3 Only introduce joint cycleway/footway facilities after all other options have been evaluated and rejected.	M	M	L	M	M	M	H	L
6.1 Take opportunities to improve conditions for cyclists through sensitive design when promoting changes to the highway.	H	H	M	H	H	M	L	L
6.2 Give special consideration to cyclists within traffic regulation orders in order to improve their accessibility.	M	H	M	H	H	L	L	L
6.3 Investigate and improve the performance of sites where problems are encountered by cyclists.	H	M	M	H	H	L	M	L

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
6.4 Examine the potential for changes to local road hierarchies that may assist cycling such as Home Zones, 20 mph zones and quiet streets.	M	M	M	H	H	L	L	L
7.1 Provide adequate numbers of secure cycle parking facilities in town centres, schools, public transport interchanges (to include important bus stops) and at other key destinations.	H	H	H	H	H	M	L	L
7.2 Encourage the provision of covered, secure cycle storage in a position at least as convenient as the garages in new housing.	M	H	M	H	H	M	L	L
7.3 Work with the police and others to make cycle parking locations more secure and for advice on new locations.	M	L	M	M	M	L	L	L
7.4 Work with others to secure the provision of CCTV cameras to address specific cycle security and personal safety concerns.	L	L	M	M	M	L	L	L
8.1 Introduce a cycle maintenance programme that addresses the needs of cyclists on the agreed cycle network.	H	L	M	H	H	M	L	L

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
8.2 Ensure cycle facilities, signing and Public Rights of Way (including leisure routes) are well maintained.	H	L	M	M	M	M	L	M
8.3 Ensure that all hazards to cyclists requiring maintenance are dealt with rapidly.	M	M	M	M	M	L	M	L
8.4 Ensure that vegetation is controlled at all times of the year with additional cutting in the case of particularly difficult sections.	M	M	M	M	M	M	M	L
8.5 Ensure the needs of cyclists are taken into account at roadworks, including those instigated by statutory undertakers.	L	H	M	M	M	L	L	L
9.1 Encourage train operating companies to provide adequate numbers of secure cycle parking facilities at stations.	H	H	L	H	H	L	L	M
9.2 Encourage the provision of appropriate secure cycle parking facilities at all public transport interchanges and important bus stops.	H	H	M	H	H	L	L	L
9.3 Encourage public transport operators to make appropriate provision for cycle carriage.	M	H	L	H	H	M	M	L
9.4 Work with local businesses to encourage visitors and staff to travel to Stansted airport by cycle	M	M	M	H	H	M	L	H

	Action Statement	Priority			Geographic Application				
		Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
10.1	Encourage the provision of on-road cycle training for children aged 10 and above.	M	M	M	M	M	M	L	M
10.2	Support cycle safety with education programmes and resources.	M	M	L	H	H	M	L	M
10.3	Develop, in conjunction with volunteers, cycling groups, practical confidence-building tutorials and training courses for adults who are starting, or returning, to use cycles.	M	M	L	H	H	M	L	M
10.4	Provide internal training and support external training opportunities for relevant staff about the implications of the new transport agenda.	M	M	L	-	-	-	-	-
11.1	Prepare and update maps of cycling routes, parking areas, cycle centres, traffic calmed areas and key destinations for each town and ensure that these are made widely available.	H	H	H	H	H	M	M	M
11.2	Prepare and update recreational route maps in partnership with other organisations such as the East of England Tourist Board.	M	H	H	M	M	H	M	M
11.3	Encourage the use of a national cycle registration scheme.	L	H	L	L	L	L	L	M

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
11.4 Publicise information about the quality of cycle security devices.	L	H	M	L	L	L	L	M
11.5 Encourage cycle maintenance awareness through local cycle shops, groups and publicity.	M	M	H	H	H	M	L	M
11.6 Promote cycle safety issues including using helmets, high visibility clothing and cycle lights.	H	M	H	H	H	M	L	M
12.1 Join with health authorities to increase the awareness of the health benefits of cycling, particularly using health improvement programmes.	M	H	M	H	H	M	L	M
12.2 Support national campaigns that promote cycling.	M	M	M	M	M	L	L	M
12.3 Work with regional colleagues to include positive cycling and safety messages within appropriate local campaigns and measure the outputs.	M	L	M	M	M	L	L	M
12.4 Co-operate with the police to respond to reasonable requests by cycling organisations to hold responsible events on the highway at times when it is safe to do so.	L	H	M	L	L	L	H	M
13.1 Undertake surveys that measure local opinion about the quality of cycling facilities.	M	L	M	M	M	L	L	M
13.2 Consult with local cycling groups and other interested parties about issues that affect cyclists.	M	H	M	H	M	L	L	M

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
13.3 Continue to support the Essex Cycling Forum as a means of bringing representatives of different authorities and interest groups together, to plan and implement measures to encourage cycling.	M	H	M	M	M	L	L	M
13.4 Encourage community initiatives which promote sustainable transport usage through health improvement plans, the LA21 programme, crime and disorder strategies and other opportunities.	L	M	M	M	M	M	L	M
14.1 Encourage District Councils to incorporate the messages of the Essex Cycling Strategy within their local plans, in order to encourage cycle-friendly development and to give developers a lead about the need for high quality cycle access.	H	H	M	H	H	M	L	L
14.2 Agree a countywide protocol to include appropriate cycle parking standards within the development planning system, and to require developers to submit travel plans which give prominence to cycling and cycle audits within the transport assessments which accompanies relevant planning applications.	M	H	M	H	H	L	L	L

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
14.3 Work with developers to secure the layout of new developments that encourage cycle accessibility and ensure that facilities are in at an early stage of the development.	M	H	L	H	H	L	L	L
14.4 Encourage the use of suitable and justifiable planning obligations to help secure the provision of appropriate cycling facilities within the site and to the site from appropriate destinations	M	H	M	H	M	L	L	L
15.1 Set an example by preparing travel plans for each Council establishment that employs more than 50 people.	M	H	M	H	M	L	L	L
15.2 Encourage existing employers to prepare, implement and monitor company travel plans which give prominence to cycling to work.	M	M	L	H	M	L	L	L
15.3 Develop requirements to assist developers and those preparing travel plans and ensure that these are implemented from day one.	M	M	L	M	M	L	L	L
15.4 Work with local businesses to encourage staff to cycle to work.	L	M	M	-	L	M	M	-
16.1 Introduce Safer Journeys to School initiatives at 50 schools each year for the duration of the Local Transport Plan.	M	M	M	H	H	M	L	L

Action Statement	Priority			Geographic Application				
	Achieve the Objective	Affordability	Deliverability	Main Urban	Large Town	Rural	Inter Urban	Countywide
16.2 Promote cycling, wherever appropriate, at schools participating in the Safer Journeys to School initiative.	M	M	M	H	H	M	L	L
16.3 Support the Essex Cyclist Training at Safer Journeys schools.	M	M	M	H	H	M	L	L
16.4 Introduce a pre-cycle training course at 'Safer Journeys' schools that wish to promote accompanied and off road cycling at a younger age.	M	M	M	H	H	M	L	L



## APPENDIX 5: COMPARISON OF STRATEGY WITH NATIONAL ADVICE

- A5.1 The DETR Guidance on Full Local Transport Plans (March 2000) contains 27 “descriptors” that are used to assess the quality of a particular LTP. One of these descriptors is directed at the strategy to encourage cycling. The descriptor is divided into two sections – the minimum requirements, and the characteristics of a good LTP.
- A5.2 The extent to which the Essex Cycling Strategy meets the minimum requirements and the good characteristics are shown in the following table. Figure 2 of the Cycling Strategy illustrates how it is influenced by other related policy documents and how, in turn, the Strategy impacts on other initiatives. This integrated interaction is relevant when comparing the Essex position to the national recommendations.

### Parameters in the national guidance

### The Essex Cycling Strategy and other related policy documents

#### Minimum requirements

A discrete strategy for encouraging cycling with clear targets which contribute to the national targets for increasing cycle use.

The Cycle Strategy is a discrete document that underpins the delivery of the LTP, parts of the Replacement County Structure Plan and other related initiatives. There are 12 discrete targets for measuring performance. One of which is the same as the national target to triple cycle use by 2010.

Evidence that cyclists have been given high priority.

The breadth of the Strategy with its 16 Strategic Elements acting in combination to encourage cycling indicates the high priority that is given to cycling. The proportion of the resources sought for cycling measures through the LTP exceeds the contribution made currently by cyclists to travel. And additional resources for cycling will be sought proactively (para 5.5)

Evidence that encouraging cycling is part of all transport policies, including road safety strategies.

Table 2 demonstrates the contribution which cycling makes to the six objectives of the LTP.

Evidence of interaction with local planning authority to ensure that land use and development planning allows and encourages people to cycle.

16 policies within the Replacement County Structure Plan encourage more cycling. A supporting document to the Cycling Strategy - an Audit of Existing Policies – describes how the existing 12 Local Plans support cycling. Para A1.15 of the Cycling Strategy lists the specific policy measures which ECC would like District Councils to incorporate within Local Plan reviews.

Parameters in the national guidance

The Essex Cycling Strategy and other related policy documents

**Minimum requirements**

Evidence that there has been a review of the road network to establish where improvements to assist cyclists are needed.

Nine District Cycle Plans have been prepared by reviewing opportunities to improve local conditions for cyclists. These have generated specific schemes that have been implemented. Actions 1.1 and 1.2 of the Strategy are directed at network review. Project 1a of the three year Action Plan in the Cycling Strategy seeks to establish a framework to review the road network by Spring 2002.

Assessment of the quality of the existing cycle networks to identify where improvements are necessary.

The existing cycle network is included in the review described by Actions 1.1 and 1.2. Project 1b seeks to complete the reviews for 5 parts of Essex by the end of 2001, and for all other towns with a population in excess of 25,000 by the end of 2002.

Programme of measures to improve the safety of cyclists and reduce conflicts with other traffic, including pedestrians.

Actions 2.1, 2.2, 2.5, 5.1, 6.3, 10.1, 10.2, 10.3 will influence the design and implementation of measures to improve cycle safety. The measures will be implemented through the District Transport Strategies and annual detailed work programmes.

Adopts a formal order in which planners consider the needs of different user types, placing cyclists near the top.

No formal road user hierarchy adopted. Priority given to cycling measures and investment, in comparison to usage, in order triple cycle use.

Partnerships for action with health, education, commercial and voluntary bodies.

Essex Cycling Forum established whereby all local authorities work together with police, voluntary groups, health authorities. Strategy Elements 12 and 13 are concerned with joint involvement in delivering the Strategy. Partnership working is a key theme underpinning the Strategy.

Plans for improvement of physical provision to be based on methodical application of Cycle Review Guidelines published by IHT.

Project 1a in the Action Plan uses the IHT Guidelines to establish a framework for a systematic network review. Authors of the Guidelines presently work with ECC staff on a range of cycling initiatives.

Cycle Audit all road and traffic schemes.

Action 5.2 and Project 5c deal with the application of cycle audit procedures. Staff training is planned, and the procedures will be piloted before the end of next year.

Parameters in the national guidance

The Essex Cycling Strategy and other related policy documents

**Minimum requirements**

Aims to improve interchanges and increase opportunities for combined cycle and public transport journeys.

Strategy Element 9 focuses on the integration of cycling measures and public transport, so that cycling can be encouraged as part of longer journeys.

Projects 9a, 9b, 9c give priority to specific measures which will be taken to improve integration.

Encourages cycling through TravelWise, Company Travel Plans, LA21 and School Travel Plans.

Strategy Elements 12, 13, 15 and 16 are pertinent, and Projects 12b, 13c, 15a, and 16a will introduce specific measures.

Minimises conflict between pedestrians and cyclists.

Action 5.3 specifies that joint pedestrian and cycling facilities will be used only when other options have been evaluated and rejected. Project 5b will produce policy guidance on shared use facilities, when the revised national advice is available.

## APPENDIX 6: OUR PARTNERS IN DELIVERING THE STRATEGY

- A6.1 A key theme underpinning the whole of the Cycling Strategy is that many agencies have a part to play in the detailed planning and implementation of the measures to encourage cycling. The County Council seeks to work in partnership with a wide range of people and organisations in order to deliver the Vision of creating an environment within Essex where people of all ages feel able to cycle conveniently, pleasantly and safely for more of their journeys.
- A6.2 Particular partners will emerge as individual projects are planned and introduced. The table in this appendix indicates the broad categories of partners with whom the Council would like to work in delivering specific parts of the Cycling Strategy. The specific actions referred to in the table are described in Section 4 of the Strategy.
- A6.3 The twelve Borough/District Councils in Essex are not included within the table, because they are an integral part of delivering all aspects of the Strategy. The responsibilities of the Borough/District Councils as planning authorities, and the local value of District Transportation Strategies as a mechanism for determining detailed proposals for implementation, mean that County and District Councils will need to work closely together to put the Cycling Strategy into practice. The Essex Cycling Forum is seen as a valuable group for planning and co-ordinating this activity.

Partner	Involved with Specific Actions
BAA Stansted	3.2, 15.3, 15.4
Bus operators	7.1, 9.2, 9.3
Community groups	13.2, 13.4
Countryside Agency	4.3
Cycle groups	1.2, 1.3, 10.3, 13.2, 13.3
Developers	14.1, 14.2, 14.3, 14.4, 15.3
Employers	10.3, 15.2
Health Authorities	10.2, 10.3, 12.1
Highways Agency	1.4, 12.4
Lee Valley Regional Park Authority	3.1, 3.2, 4.3, 7.1
Police	7.3, 7.4, 11.3, 11.4, 11.6, 12.4
Railtrack	7.1, 7.3, 7.4
Schools	7.1, 10.1, 10.2, 11.3, 11.4, 11.6, 16.1, 16.2, 16.3, 16.4
Southend Borough Council	3.1, 3.2, 4.1
Sustrans	2.1, 3.1, 3.2, 4.1
Thames Chase	3.1, 3.2, 4.3, 7.1
Thurrock Council	3.1, 4.1
Tourist groups (including East of England Tourist Board)	4.1, 4.2, 4.3, 11.2
Train operators	7.1, 7.3, 7.4, 9.1, 9.3
Transport Police	7.3
Volunteers	10.1, 10.3



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If you have any comments please send them to:

**Rachel Ward**, Transportation and Operational Services, Essex County Council, County Hall, Chelmsford, Essex County Council, CM1 1QH

E-mail: [cycling@essexcc.gov.uk](mailto:cycling@essexcc.gov.uk)

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Essex County Council  
Transportation &  
Operational Services