

Extraordinary Meeting of Full Council AGENDA

Monday, 15th March 2021 at 7.15 pm

In accordance with the Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020, this meeting will be held via Zoom and by the Council's YouTube channel – Braintree District Council Committees.

Members of the public will be able to view and listen to this meeting via YouTube. To access the meeting please use the link below:

<http://www.braintree.gov.uk/youtube>

Members of the Council are requested to attend this meeting to transact the business set out in the Agenda.

Membership:-

Councillor J Abbott	Councillor P Horner	Councillor V Santomauro
Councillor J Baugh	Councillor D Hume	Councillor Mrs W Scattergood
Councillor Mrs J Beavis	Councillor H Johnson	Councillor Mrs W Schmitt
Councillor D Bebb	Councillor A Kilmartin	Councillor P Schwier
Councillor K Bowers	Councillor D Mann	Councillor Mrs G Spray
Councillor G Butland	Councillor T McArdle	Councillor P Tattersley
Councillor J Coleridge	Councillor J McKee	Councillor P Thorogood
Councillor G Courtauld	Councillor A Munday	Councillor N Unsworth
Councillor Mrs M Cunningham	Councillor Mrs I Parker	Councillor R van Dulken
Councillor T Cunningham	Councillor Mrs J Pell	Councillor D Wallace
Councillor C Dervish	Councillor I Pritchard	Councillor T Walsh
Councillor P Euesden	Councillor M Radley	Councillor L Walters
Councillor T Everard	Councillor S Rehman	Councillor Miss M Weeks
Councillor Mrs D Garrod	Councillor F Ricci	Councillor Mrs S Wilson
Councillor A Hensman	Councillor B Rose	Councillor J Wrench
Councillor S Hicks	Councillor J Sandum	Councillor B Wright
		Vacancy

Members unable to attend the meeting are requested to forward their apologies for absence to the Governance and Members Team on 01376 552525 or email governance@braintree.gov.uk by 3pm on the day of the meeting.

A WRIGHT
Chief Executive

INFORMATION FOR MEMBER – DECLARATIONS OF MEMBERS’ INTERESTS

Declaration of Disclosable Pecuniary Interests (DPI), Other Pecuniary Interests (OPI) or Non-Pecuniary Interests (NPI).

Any Member with a DPI, OPI or NPI must declare the nature of their interest in accordance with the Code of Conduct. Members must not participate in any discussion of the matter in which they have declared a DPI or OPI or participate in any vote, or further vote, taken on the matter at the meeting. In addition, the Member must withdraw from the Chamber where the meeting considering the business is being held unless the Member has received a dispensation from the Monitoring Officer.

Public Question Time – Registration and Speaking:

In response to the Coronavirus the Council has implemented procedures for Public Question Time for its virtual meetings which are hosted via Zoom.

The Agenda allows for a period of up to 30 minutes for Public Question Time.

Participation will be via the submission of a written question or statement which will be read out by an Officer or the Registered Speaker during the meeting. All written questions or statements should be concise and should be able to be read **within 3 minutes** allotted for each question/statement.

Members of the public wishing to participate are requested to register by contacting the Governance and Members Team on 01376 552525 or email governance@braintree.gov.uk by midday on the working day before the day of the Committee meeting. For example, if the Committee meeting is due to be held on a Tuesday, the registration deadline is midday on Monday, (where there is a bank holiday Monday you will need to register by midday on the previous Friday).

The Council reserves the right to decline any requests to register for Public Question Time if they are received after the registration deadline.

Upon registration members of the public may indicate whether they wish to read their question/statement or to request an Officer to read their question/statement on their behalf during the virtual meeting. Members of the public who wish to read their question/statement will be provided with a link to attend the meeting to participate at the appropriate part of the Agenda.

All registered speakers are required to submit their written questions/statements to the Council by no later than 9am on the day of the meeting by emailing them to governance@braintree.gov.uk. In the event that a registered speaker is unable to connect to the virtual meeting their question/statement will be read by an Officer.

Questions/statements received by the Council will be published on the Council’s website. The Council reserves the right to remove any defamatory comment in the submitted questions/statements.

The Chairman of the Committee has discretion to extend the time allocated for public question time and to amend the order in which questions/statements are presented to the Committee.

Documents: Agendas, Reports, Minutes and Public Question Time questions and statements can be accessed via www.braintree.gov.uk

Data Processing: During the meeting the Council will be collecting performance data of participants' connectivity to the meeting. This will be used for reviewing the functionality of Ms Teams/Zoom and YouTube as the Council's platform for virtual meetings and for monitoring compliance with the legal framework for Council meetings. Anonymised performance data may be shared with third parties.

For further information on how the Council processes data, please see the Council's Privacy Policy. https://www.braintree.gov.uk/info/200136/access_to_information/376/privacy_policy

We welcome comments to make our services as efficient and effective as possible. If you have any suggestions regarding the meeting you have attended, you can send these to governance@braintree.gov.uk

PUBLIC SESSION

Page

- 1 Apologies for Absence**

- 2 Minutes of the Previous Meeting**
To approve as a correct record the minutes of the meeting of Full Council held on 22nd February 2021 (copy previously circulated).

- 3 Declarations of Interest**
To declare the existence and nature of any Disclosable Pecuniary Interest, other Pecuniary Interest or Non-Pecuniary Interest relating to items on the agenda having regard to the Code of Conduct for Members and having taken appropriate advice where necessary before the meeting.

- 4 Public Question Time**
(See paragraph above)

- 5 To receive any announcements/statements from the Chairman and/or the Leader of the Council.**

- 6 Draft Climate Change Strategy** **5 - 30**

- 7 Draft Cycling Strategy** **31 - 58**

Draft Climate Change Strategy		Agenda No: 6
Portfolio Environment and Place		
Corporate Outcome: A sustainable environment and a great place to live, work and play		
Report presented by: Councillor Wendy Schmitt, Cabinet Member for Environment and Place		
Report prepared by: Climate Change Working Group		
Background Papers:		Public Report
Draft Climate Change Strategy		Key Decision: No
Executive Summary:		
<p>In July 2019 Braintree District Council (the Council) declared a Climate Emergency with an aim to make the Council activities, as far as practical, carbon neutral by 2030. It also called for a Climate Change Working Group to be established to develop an action plan to ensure all Council functions and decision making is in line with the shift to carbon neutral by 2030.</p> <p>This report sets out the work undertaken by the Climate Change Working Group, the draft Climate Change Strategy (the Draft Strategy) and the proposal for stakeholder engagement, ahead of the final Climate Change Strategy (the Final Strategy) being presented to Council in July 2021.</p>		
Recommended Decision:		
<ol style="list-style-type: none"> 1. To agree that the Council will carry out a 6 week stakeholder engagement on the draft Climate Change Strategy; and 2. To approve the Council's engagement approach and timescales as set out in section 3 of this report. 		
Purpose of Decision:		
<p>To enable the delivery of a Climate Change Strategy that sets out how the Council will become carbon neutral where practical by 2030, to support the District to achieve carbon neutrality by 2030 and to build resilient communities that can adapt to the impacts of climate change.</p>		

Any Corporate implications in relation to the following should be explained in detail.	
Financial:	<p>An initial budget allocation of £500,000 has been made for 2021/22.</p> <p>A number of actions will require significant investment at a national and local level and this is set out in the body of the strategy.</p> <p>Projects that the Council undertakes will be subject to individual business case approval.</p>
Legal:	<p>The Council has a number of statutory responsibilities referred to in the strategy, including but not restricted to:</p> <ul style="list-style-type: none"> • Implementation of relevant elements of the Environment Bill 2020 • Civil Contingencies Act 2004 • Implementation of National Planning Policy • Climate Change Act 2008 • Environmental Protection Act 1990
Safeguarding:	No matters arising out of this report
Equalities/Diversity:	<p>The strategy reflects the need to ensure that no particular group is disproportionately affected by the actions that are taken to respond to climate change.</p> <p>An equalities impact assessment will be undertaken as discussions take place with relevant stakeholders through the consultation process.</p>
Customer Impact:	When considering any changes to Council services through the delivery of the strategy, there will need to be consideration given as to the customer impact of these changes. This will be detailed in individual business cases.
Environment and Climate Change:	The purpose of the strategy is to reduce the impact of climate change and to support our District to adapt to climate change. As a result, it is intended that that Strategy will have a significant positive impact on the Environment and Climate Change.
Consultation/Community Engagement:	The initial consultation approach is set out in section 3 of the report. The initial action plan and any further iterations will contain details of the engagement plan and activities to support the delivery of the strategy.

Risks:	<p>Climate Change is identified as a specific risk in the Council's Strategic Risk register. Braintree District Council has also published a Community Risk register which details the risks associated with Climate Change. This will be reviewed following agreement of the Climate Change Strategy.</p> <p>https://www.braintree.gov.uk/advice-environment/emergency-planning-information/2?documentId=91&categoryId=20001</p>
Officer Contact:	Cherie Root
Designation:	Corporate Director
Ext. No:	2050
E-mail:	Cherie.root@braintree.gov.uk

1. Introduction

1.1 In July 2019 the Council declared a Climate Emergency with an aim to make Council activities, as far as practical, carbon neutral by 2030. It also called for a Climate Change Working Group (the Working Group) to be established to develop an action plan to ensure all Council functions and decision making is in line with the shift to carbon neutral by 2030.

1.2 The Working Group was formed and first met in October 2019. The development of the Draft Strategy so far has been a collective effort with a significant amount of support from the Working Group, who have attended a number of meetings since its inception in October 2019, as well as reading and reviewing a large volume of documentation. The Council wishes to place on record its thanks to the Working Group, for their support in delivering the Draft Strategy.

1.3 The Working Group Members include:

Councillor W. Schmitt	Cabinet Member for Environment & Place (Chair)
Councillor N. Unsworth	Member of Braintree District Council
Councillor D Garrod	Member of Braintree District Council
Dr Lauren Crabb	Coventry University
Mr John Parish	Braintree District Council's Green Heart Champion
Mr Nick Shuttleworth	Executive Director, Rural Community Council of Essex
Charlotte Todd	Property Director, Eastlight Community Homes
Lily March	Notley Sixth Form
Cherry McKean	Eco Colnes and Halstead
Archie Ruggles-Brise	Sustainable Rural Business Owner

1.3 Whilst the motion was focussed on Council actions, the scope of the Working Group and the Draft strategy was widened to consider a Climate Change Strategy for the whole District which encompassed what the Council needed to do for its own functions, but also considered how the District needs to respond to Climate Change.

1.4 The Working Group's primary functions have been to research climate change issues and initiatives across a range of climate related activity and use it to draft a Strategy for wider consultation with stakeholders, including businesses and residents. They have also been identifying actions and projects that can be implemented ahead of the Strategy being agreed, in order to keep the momentum needed to tackle Climate Change.

1.5 The original intention of the Group was to report back to Council with a draft Strategy by September 2020. Following the start of the pandemic in early 2020 the work of the Group was paused, as the Council and others needed to respond to the pandemic and adapt to the restrictions that were put into place. Work continued around a number of the actions and projects associated with climate change, whilst others have been impacted by the pandemic. The Working Group restarted their research and development in July 2020 and agreed a revised timetable with Council to provide a Draft Strategy in early 2021.

2. The Draft Climate Change Strategy

- 2.1 There are a number of other key developments that this Climate Change Strategy is reliant on which have also been progressing alongside the development of this Draft Strategy, including the work of the Essex Climate Commission and the progression of the Environment Bill 2020. The Council are awaiting the full report from the Essex Climate Commission and the Environment Bill has been delayed, and is now expected to gain Royal Assent in November 2021.
- 2.2 To ensure the effectiveness of the District's Climate Change Strategy, it needs to link closely with the Essex Commission and also reflect the outcomes of the Environment Bill. This has made the development of the Strategy particularly challenging and a number of assumptions and references are made throughout the document in order to allow for consultation of the document whilst being mindful that it may need to be adapted at a later date to take account of both of these pieces of work.
- 2.3 The Final Strategy would cover the period 2021-2030, with a review of the action plan on an annual basis. It is also suggested that the Final Strategy is reviewed following the introduction of the Environment Bill 2020, to ensure that the objectives are in line with national requirements and that is then reviewed in 2025, midway through delivery to take any emerging issues into account.
- 2.4 The Council cannot achieve the District's climate change aims and objectives in isolation. There will need to be a collective effort by all stakeholders to maximise the Council's impact on climate change. The Council's role will be to act as a community leader in supporting organisations and individuals to reduce their emissions and adapt to climate change, whilst also changing the way the Council deliver its services and working in partnership with local organisations to deliver wider scale projects.
- 2.5 As a result the Final Strategy will be supported by an action plan. The action plan will include key activities which need to be considered by the Council as well as those which will need to be delivered in partnership with others, and some which will be led by other stakeholders including businesses and residents.

3. Stakeholder Engagement

- 3.1 To do this successfully will require effective community engagement throughout the life of the Final Strategy, making sure that the Council's communities feel that this is their strategy and that they understand the role that they will play in its successful delivery. This is particularly important as many actions will have benefits which go beyond emissions reduction. Where this is the case the Council are seeking to maximise the co-benefits, particularly around Health and Wellbeing and Economic Growth.
- 3.2 Many actions in the plan go hand in hand with making the Braintree District a more pleasant place to live, by reducing waste, improving air quality and providing public spaces which are more people-focused, greener and more

biodiverse. The actions will also address the impacts of climate change and building resilience within communities across the District.

3.3 Engagement on the Draft Strategy will begin in May 2021 for a period of six weeks, subject to agreement by Council. There will be extensive stakeholder engagement with partners, residents and businesses. The current climate means that the majority of this is likely to be via electronic and virtual means, and the Council will seek to find ways to identify and engage with as many people as possible. Methods of engagement will include the use of:

- The Council's website,
- People's panel,
- Virtual Focus Groups,
- Council page in local newspapers,
- Social media and e-newsletters,
- Parish and Town Council discussions,
- Ward Members,
- Climate Change Working Group,
- Partner engagement

3.4 The Draft Strategy will be updated following the engagement period, considering comments from Council, the Working Group and feedback from the engagement process. The strategy and the responses received as part of the engagement will then be considered by Council in July 2021. This will be accompanied by the initial action plan.

3.5 Set out below is the recommended timetable for engagement:

15 th March 2021	Agreement of engagement approach at Council
19 th March 2021	Pre-election period begins
10 th May 2021	Commence initial engagement
20 th June 2021	Completion of initial engagement
26 th July 2021	Strategy considered at Council

4. Recommended Decision:

- 4.1 To agree that the Council will carry out a 6 week stakeholder engagement on the draft Climate Change Strategy; and
- 4.2 To approve the Council's engagement approach and timescales as set out in section 3 of the report.

Braintree District Council

Climate Change Strategy

2021 – 2030



Foreword

The climate crisis is one of the most significant issues to face our society, our environment and the planet. A global response is required to tackle it, at an international, national and local level, down to every individual – what happens next is up to us and we all need to play our part to manage our impact on Earth.

We declared a climate emergency in autumn 2019 to build on and step up the work the Council has already undertaken to reduce climate emissions and adapt to a changing climate.

Since the motion at full council we have been working with representatives from the community to develop a replacement strategy and action plan.

We must all now take every action possible to prevent local and global changes to the climate before it is too late, we are at the tipping point and it is everyone's responsibility to do whatever they can to help protect our precious planet for generations to come.

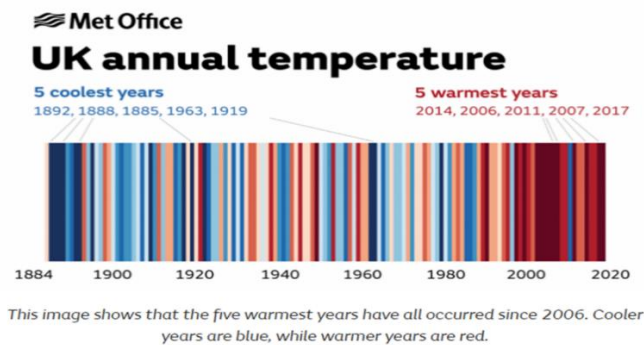
Our role as a Local Authority is to act as a community leader in work to tackle climate change at the local level, whilst also changing the way we deliver our services and working in partnership with local organisations, partners and the wider community to minimise our environmental impact by reducing waste, carbon and pollution.

Cllr Wendy Schmitt, Cabinet Member for Environment and Place

Introduction

Our climate is changing, we have seen a rapid global rise in greenhouse gas emissions over the last 100 years and a trend towards increasing global average temperatures over the last century. As a result of the temperature increases, climatic events are increasing in severity, strength and regularity. The intensity and frequency of storms and rainfall, flooding and heatwaves is increasing.

Global temperatures are projected to continue rising, which is very likely to cause continued changes in weather patterns, rising sea levels and increased frequency and intensity of extreme weather events. These temperature changes are reflected in the UK and illustrated in the graph below.



As a result of this weather, seasons will become more variable with summers becoming hotter and drier, creating drought conditions with implications for growing crops and food and pressure on water supplies, and milder and wetter autumn and winters, increasing flooding.

Changes to our climate will affect parts of our community and economy in different ways. For example, flooding may force residents and businesses out of their homes and premises or affect highways causing travel disruption.

The rural economy, including local agriculture may experience an impact on food yields and require different crop choices in our district.

There may also be less obvious indirect impacts on utilities. Power outages from increased storms could affect businesses, households and public services alike, causing disruption.

In 2015 the UK government joined 195 others from around the world and signed the Paris Agreement. The Agreement legally ratified a commitment to prevent average global temperature increasing by no more than 1.5 °C. In addition to the global agreement, the UK Government amended the Climate Change Act 2008 with a binding target of 'net zero' emissions by 2050.

The Environment Bill 2020 sets out some of the policy changes that the government is seeking to make to support the UK's climate change objectives. This has been extensively consulted on but has been introduced to government during a period of significant change and uncertainty through the COVID pandemic. There has been a delay in the progress of this bill through parliament, and it is currently programmed for agreement in November 2021.

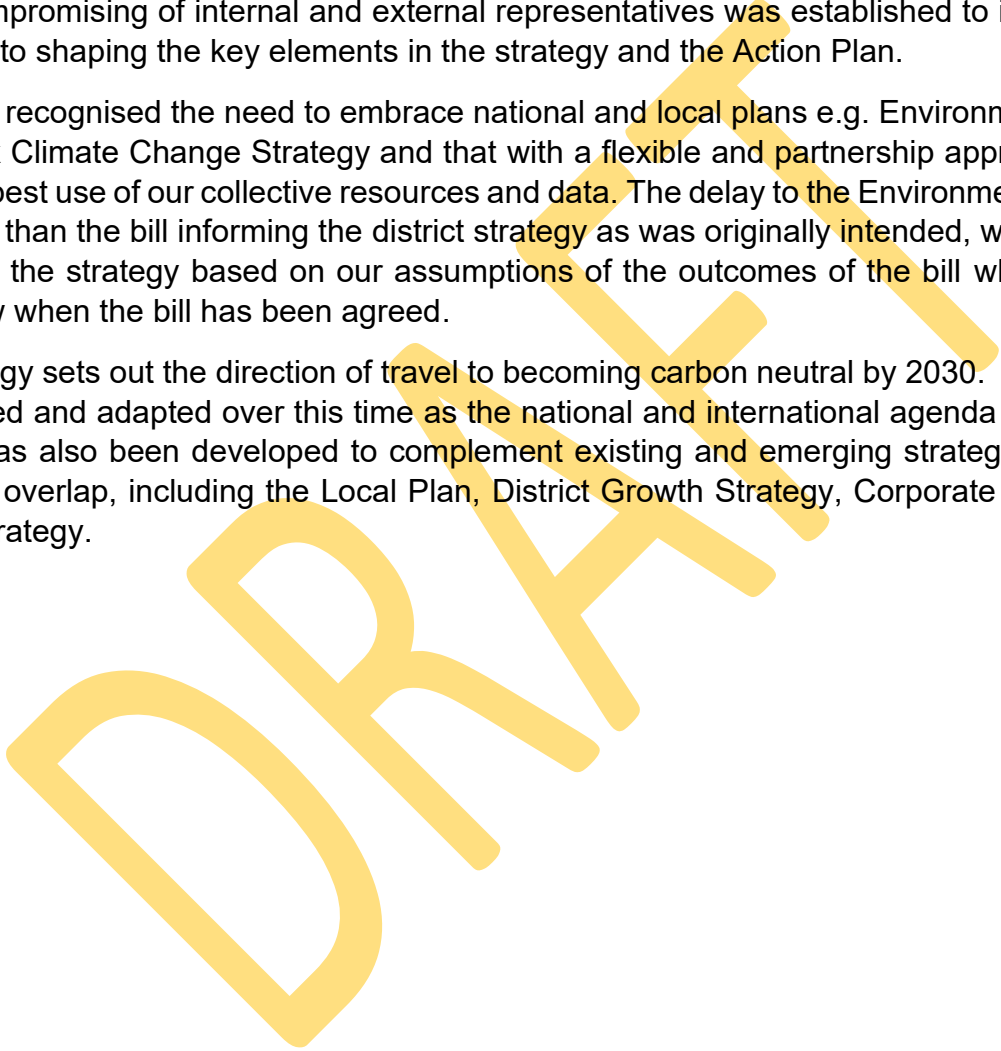
The pandemic has also had a significant impact on society and it is not yet clear what the long term implications of this will be on travel, working styles, consumer behaviour and choices, housing and wider societal priorities. This is a developing picture at a national level and it is likely to affect where the most positive environmental impacts can be made.

Braintree District Council declared a Climate Change Emergency in July 2020 and announced a target to be carbon neutral as a Council as far as practical by 2030, as well as supporting our communities to reduce the impacts of climate change across the Braintree District.

Building on our first strategy dated 2015, the Council has taken a different approach to developing this strategy, with more of an external district wide focus to enable all of us across the district to contribute towards its aims, objectives and actions. A Climate Change Working Group comprising of internal and external representatives was established to influence and contribute to shaping the key elements in the strategy and the Action Plan.

The group recognised the need to embrace national and local plans e.g. Environment Bill 2020 and Essex Climate Change Strategy and that with a flexible and partnership approach we can make the best use of our collective resources and data. The delay to the Environment Bill means that rather than the bill informing the district strategy as was originally intended, we will need to consult on the strategy based on our assumptions of the outcomes of the bill where possible and review when the bill has been agreed.

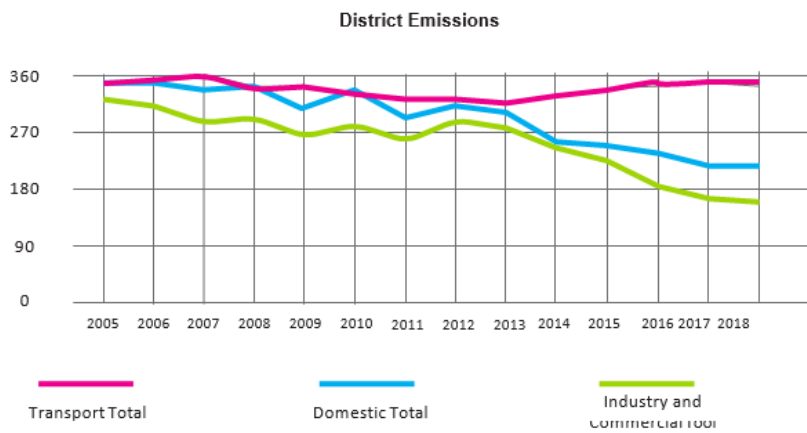
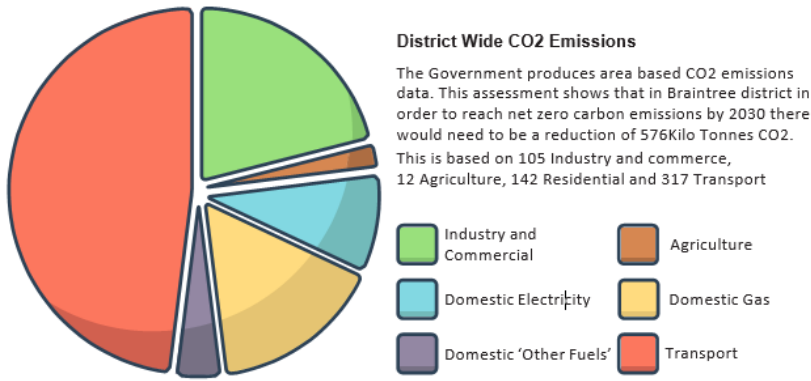
This strategy sets out the direction of travel to becoming carbon neutral by 2030. It will need to be reviewed and adapted over this time as the national and international agenda evolves. The strategy has also been developed to complement existing and emerging strategies that have significant overlap, including the Local Plan, District Growth Strategy, Corporate Strategy and Cycling Strategy.



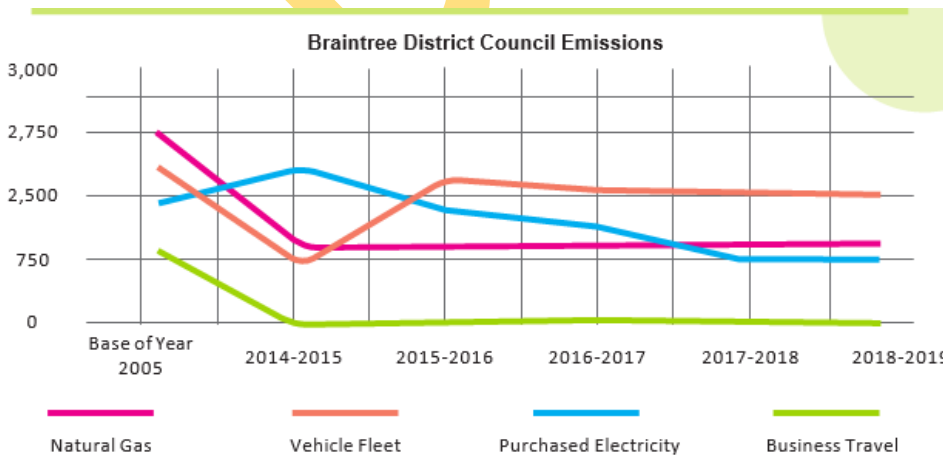
Progress on Reducing Carbon Emissions and adapting to climate change

Since 2005, domestic and commercial carbon emissions have reduced in the district due to changes to vehicle fuel efficiency, domestic insulation, heating and lighting, energy efficiency improvements to industrial processes and the introduction of renewable energy.

The make-up of our Carbon emissions gives us an understanding of where attention needs to be focussed to make the biggest impact.



As part of the previous Climate Change Strategy and emission reduction targets, the Council has also recorded its own direct emissions (scope 1), those created from the energy it consumes (scope 2) and indirect emissions (scope 3)



As a District Council we have been pro-active in delivering a range of initiatives and projects to mitigate the impacts of climate change across the district and reduce carbon emissions. Some of the achievements of this are set out below.

Energy Use

- Installed 8,700 energy saving measures including boilers, domestic solar installations, cavity wall and loft installation resulting in 1,000 tonnes of carbon saved.
- Through the Essex Energy Switch encouraged 150,000 residents to switch energy provider saving £705,000.

Transport

- Installed electric car chargers in car parks across the district
- Cycle scheme - 70 participants purchased bikes through the scheme
- Provision of secure bike storage at Causeway House and Lakes Road.
- Provision of electric bike for staff use.
- Since 2015 we have saved 858 tonnes of CO₂ in business travel.

Council Assets and Operations

- 0.5MW solar panels installed on local authority owned buildings generating £100k/pa combined income and saving.
- Installed 30 secondary double glazed units, replaced 150 light bulbs and replaced gas boiler with an A rated replacement at Grade 2* listed Town Hall saving 15 tonnes of CO₂ emissions since 2014.
- Total Household Waste Collected 2010-2020 571,455tonnes
- Total Household Waste Recycled 2010-2020 301,939 tonnes
- Total Percentage Recycled 2010-2020 52.84%

Resources

- Since 2005 1,252 tonnes of CO₂ have been saved through the reduction of our gas consumption
- Since 2005 600 tonnes of CO₂ have been saved through the reduction of our electricity use.

Education, Engagement and Encouraging Behavioural Change

- Stopped use of 22,000 single use plastic cups per year.

Natural Environment

- Flood alleviation schemes – Foxearth/Steeple Bumpstead/Williams Drive, Braintree/Forest Road, Braintree.
- Habitat Improvements to increase biodiversity in BDC woodlands and local nature reserves and open spaces– Hoppit Mead, Bocking Blackwater, Cuckoo Wood, Coggeshall Pieces and Halstead River Walk
- Tree, bulb and hedge planting, Jubilee Oaks project, Bee Friendly Plant Giveaway urban tree planting projects and support for Essex Forest schools

Adapting to Climate Change

- Community risk – more than 50% of parish councils have developed parish emergency plans.
- Emergency Planning – Multi-agency flood plan. Emergency plans for severe weather in place.

Purpose of Strategy

The purpose of our Strategy is to:

To make Council activities carbon neutral as far as practical by 2030

To support partners, residents, and local businesses to achieve carbon neutrality by 2030

To build resilient communities that adapt to the impacts of climate change

The Climate Change Working Group recognises the role of the Council, the wider community and multiple partner organisations in delivering the above objectives. Everyone has responsibilities and individual and collective contributions to help mitigate the impacts of climate change.

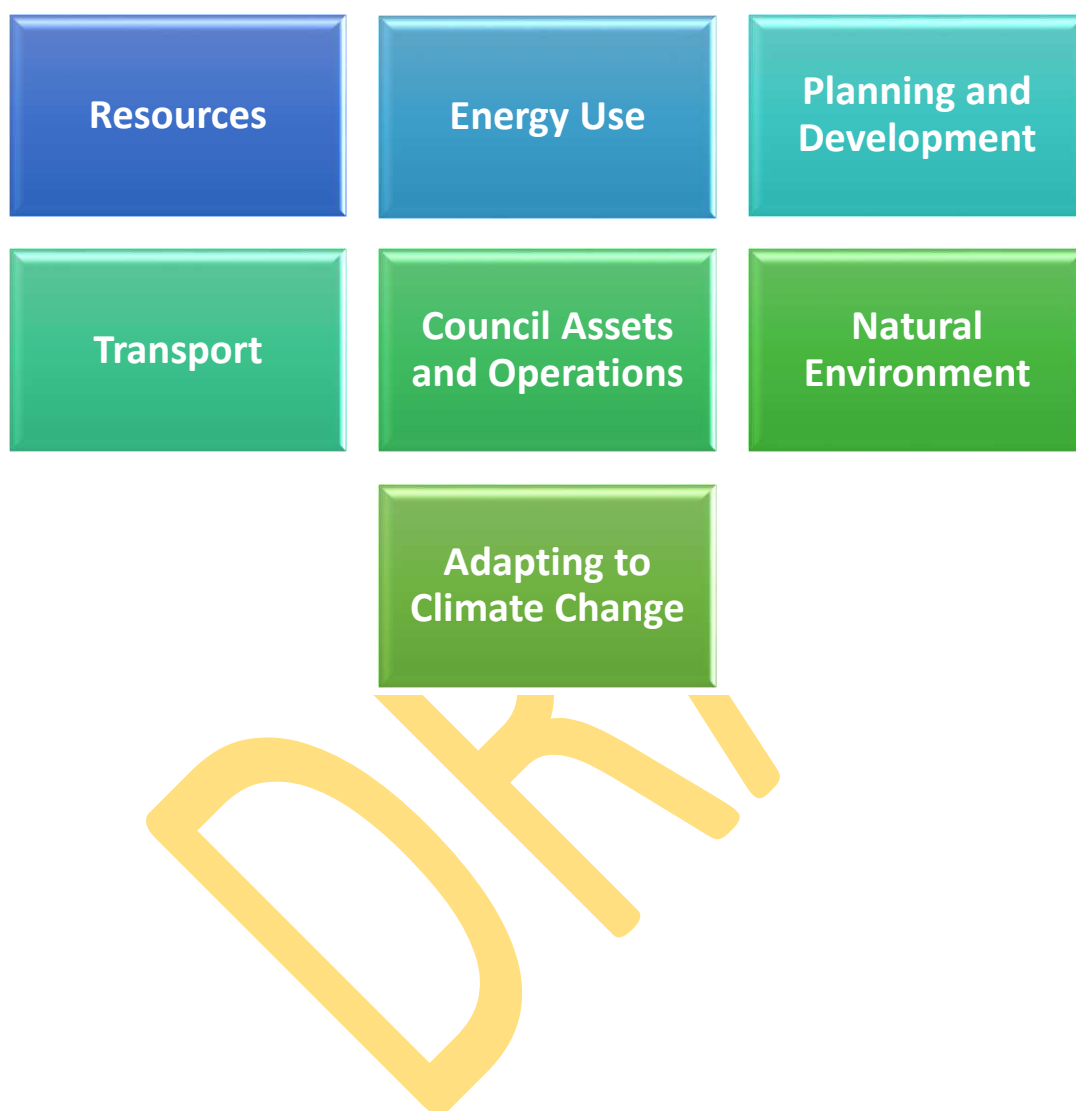
Some members of the group have participated in the Essex Climate Commission and are monitoring progress of the Environment Bill 2020, as our strategy will need to align to these to ensure maximum impact. At the time of drafting this strategy, both pieces of work are still in progress, and we need to be mindful of this when considering our action plans for delivery.

An initial investment of £500k has been made by the District Council (subject to Council decision Feb 2021) to support the delivery of this strategy. Individual business cases will be required to approve funding for the various projects, with some being delivered in conjunction with partners which will attract external/new funding opportunities. This district wide strategy recognises the important contribution that everyone can make including our partners, communities and businesses.

Themes and Priorities

A number of themes have emerged through the development of this strategy and each of these themes has key priorities that will support the delivery of our overall objectives.

The key themes of the strategy are:



Conserve our natural resources

Reduce Waste, increase recycling

Reduce use of single use plastics

Deliver the relevant outcomes of Environment Bill

We must reduce our impact on the world's natural resources, with a focus on fair and sustainable consumption and production and reuse or repurposing where possible. We need to reduce greenhouse gas emissions caused by the production of goods and services and manage carefully the waste we produce.

We need to adapt and reduce our current consumption patterns, particularly our consumption of carbon-intensive products and activities and to re-use and repair items we already have rather than replace them.

Whilst it may not currently be possible for all organisations to eliminate 100% of carbon emissions, this can be supplemented by high quality and verifiable carbon offsetting. This is an area that the Council could provide a role in facilitating between those organisations who want to invest in offsetting measures and those who have schemes and projects that provide an offsetting opportunity.

This will help develop new low-carbon income streams for carbon positive rural businesses that can offer surplus carbon credits generated from carbon sequestration* (e.g. following tree planting or land use activities) whilst also assisting local firms with unavoidable emissions to achieve net zero. We see offsets trading as an interim measure, and by 2050 we would anticipate that the necessity for carbon trading falls to an extremely low level due to technological advances allowing significant reductions in what is classed as an 'unavoidable' emission.

As a waste collection authority, our role in the reduce, reuse and recycling of materials gives us the opportunity to support consumers and businesses to make better choices about their purchasing and disposal options and this needs to form a core part of our engagement plan. There will be changes to the way that resources and waste are managed through the Environment Bill and this needs to be monitored over the months ahead to ensure speedy and effective implementation of the relevant parts of the bill when it is passed.

**Carbon sequestration - is the long-term removal, capture or sequestration of carbon dioxide from the atmosphere to slow or reverse atmospheric CO2 pollution and to mitigate global warming.*

Energy Conservation

Priorities

Decarbonise the energy network

Increase proportion of Energy derived from renewable sources

Improve Energy efficient infrastructure

Improve digital connectivity in rural areas

Improve energy performance of new and existing housing stock

The energy we use has a significant impact on our environment. Fossil fuels are non-renewable and the burning of fossil fuels releases carbon dioxide and other gases into the air. This causes visible issues such as pollution as well as contributing towards global warming. Energy conservation is something that everyone can contribute to by limiting the amount of energy that they use as well as ensuring that as much of that energy as possible is derived from renewable sources.

Heating buildings and hot water currently accounts for nearly 40% of carbon emissions. This makes it the largest source of direct emissions. At least 65% of this heat is supplied by gas, 25% from oil and about 10% from electricity (including storage heating).

To support our district to conserve energy, a sustained engagement programme will be needed with households, landlords and businesses promoting practical ways to reduce energy used and find carbon neutral or reduced carbon alternatives for energy that is consumed.

There will also need to be engagement with low carbon generation and heating businesses to promote the district as an attractive operating environment with favourable opportunities for product development and trade.

Some measures will require funding and incentives for home and business owners which will require engagement at a national level to ensure that regulations, powers and subsidy regimes are provided to support the phase out of fossil fuel energy. There will be a need to increase awareness and encourage uptake of emerging technologies, supporting residents and businesses to access opportunities for funding.

Training will be needed to support new technology implementation, including installation, management and maintenance and associated activities. There is an opportunity to work with training providers, businesses and further education establishments to increase skills and attract businesses associated with this sector into the district.

The electricity network will need to be upgraded and operated more smartly to serve higher demand, local micro-generation and storage systems needs to be better integrated to the grid, or permitted to operate independently to the grid to reduce cost and deployment friction and encourage uptake.

Planning and Development

Priorities

Reduce the carbon impact and improve biodiversity of new developments

Reduce energy use in existing housing by retrofitting energy efficiency measures

Reduce household water consumption and maximise installation of sustainable drainage systems, water reuse and grey water harvesting technologies

Improve infrastructure in new developments designed to minimise waste and increase recycling.

Reducing the carbon impact of our homes and ensuring that our communities are sustainable will be a major contributor to the reduction of our impact on the climate. Communities need to be designed to fit in with and enhance the environment, whilst creating a good place to live and improving the health and wellbeing of residents.

Between 2013 and 2033 the Council must build over 14,000 new homes, and the locations for these can be found in the new Local Plan. When the Environment Bill is enacted, it is likely that there will be a requirement for all new developments to deliver a Biodiversity Net Gain of 110%.

One of the biggest priorities in the emerging Local Plan is the position of development. Locating this within walking and cycling distance of new infrastructure networks will enable residents to meet their everyday needs without long journeys.

I-Construct will support the transformation of buildings and skills upgrade and training for building contractors and technical advice for building owners on carbon neutral retrofit, water efficiency and climate resilience.

Retrofitting our existing homes will ensure our current buildings will have better energy and water performance, cutting water and heating demand and therefore carbon, and will support the target to eliminate fuel poverty and end the risk of anyone having to live in a cold home.

Engagement will be required with housing developers, households and businesses across the district to develop an awareness and understanding of modern construction, planning considerations and the implications of the Environment Bill. A particular focus will be required on those experiencing fuel poverty, with tailored support services and funding opportunities identified for home upgrades.

It will be important to engage and influence Government on the introduction of powers and regulations to drive high energy efficiency, water efficiency and climate resilience standards for existing building retrofit and tighten up the enforcement and pace of improvement in the domestic and non-domestic private rented sectors.

Transport

Priorities

Prioritise walking and cycling

Improve air quality

Increase cycle network with segregated cycle lanes

Grow electric vehicle charging network and infrastructure

Promote accessible public rights of way

Improve digital connectivity to reduce work travel demand

Sustainable transport not only delivers carbon neutrality but has other positive outcomes, including health, well-being and socio-economic benefits for people and for businesses. By ensuring our transport system is climate resilient, it will make the district more accessible and efficient for residents and businesses and visitors.

We know that our transport system is vulnerable to future climate change flood events, impacts of high temperatures, through melting tarmac, or contorted railway tracks. By its nature, transport is a cross-boundary, how we work with other statutory undertakers and providers to consider this priority is critical in reducing our carbon emissions.

The number of vehicles on the roads needs to reduce, with more people using public transport, walking and cycling instead of using private cars. This would positively impact peoples' health due to reduced air pollution and an increase in exercise, as well as improved transport systems benefiting lower income households.

We also need to support government plans to phase out petrol and diesel powered vehicles, converting to electric for most vehicles and biogas or hydrogen for some larger vehicles like buses, lorries, tractors and other plant. A significant Electric Vehicle charging infrastructure will be required across the district, as well as an extensive cycle/walking network that is easy to use. As the district with the first all-electric forecourt in the country, we have a good example of what can be achieved.

Locating sustainable transport facilities near to work and homes will increase opportunity for people to choose alternative means of travel to a private car. Increasing the ability for people to work from home on a long term basis will reduce the need for journeys.

Council Assets and Operations

Priorities

Reducing carbon emissions of Council services, fleet and estate

Identifying and introducing carbon offsetting schemes

Adopting sustainable land management systems on Council owned land

One of our core priorities is to mitigate our own impact as an organisation on the climate. We need to reduce our carbon emissions and the energy that we use, make what we do use renewable where we can and manage our services in a sustainable way.

As a Council we have implemented a large number of measures already, a number of which can be seen earlier in this strategy. We have reduced our carbon emissions and use of single use plastics as well as continued a sustained programme with staff and services to identify where they can make positive impacts, but to meet the target we have set we need to do more.

There will be a reliance on effective use of technology to enable this, particularly in relation to our transport and estate carbon impact. The size and nature of our district means that emerging technologies e.g. electric or hydrogen waste collection vehicles will need to be improved before they can be fully implemented.

There are a number of Councils and private sector operators in similar positions, so it will be important to understand where we can learn from each other and work together to deliver improvements.

We will continue to engage with our staff, members and partners, on their ideas on how they can help contribute to reducing the impact of climate change.

We will need to develop new skills and create capacity within the organisation including technological knowledge in reducing carbon emissions, climate emergency training programmes for public services and their supply chains, covering both mitigation and adaptation. Reviewing and adapting our buildings and assets to ensure that carbon use across our estate can be minimised will continue to be a priority under this theme.

Natural Environment

Priorities

Improve biodiversity

Improve air quality

Protect and improve water quality

Reduce water consumption

Improve flood resilience and habitat

Sequester carbon through planting of trees and soil carbon enhancements

Protecting the natural environment is a priority that not only deliver benefits for climate change but will also impact positively on the physical and emotional health and wellbeing of residents. Access to green open spaces has been continually identified by our residents as one of their key priorities in making the district a good place to live.

Developing, protecting and enhancing green infrastructure and the natural environment will also help protect urban and rural environments against the impacts of climate change. Amongst other things, it will help improve surface drainage, reducing flood risk, storing and cleaning water and reducing the urban heat island effect. Climate change can spread pests, diseases and non-native invasive species so biological and environmental diversity provides a degree of resilience for natural systems.

We all need to limit the damage caused to natural habitats and wildlife by climate change, whilst also supporting opportunities for recovery and protection of species. Developing our green infrastructure, increasing the network of natural and semi-natural areas across the district, will increase the range of ecosystems in both rural and urban settings. The Local Plan sets out the allocation and protection of a range of open spaces and corridors to support this priority.

We will build on the already strong network of volunteers including our Green Heart Champions, Friends of groups, volunteer tree wardens and community groups, identifying Climate Change ambassadors and working with these individuals and groups to support them to make a difference to the place they live, enabling and empowering everyone to play their part.

Existing and new partnerships can support the implementation of changes to enhance our natural environment and help to implement the outcomes of the Environment Bill 2020, including any around Net Biodiversity Gain.

Adapting to Climate Change

Priorities

Support communities to improve resilience

Improve flood alleviation for community areas that flood

Increase drought mitigation for the district

Maintain Emergency Plans for the District

Prevent the impacts of climate change disproportionately harming the most vulnerable

Support those businesses and communities that are reliant on natural systems for their livelihoods to adapt to change and increase resilience

Whilst the majority of our Climate Change Strategy focusses on mitigating the impact of climate change, we know that the climate is already changing and residents and businesses need support to adapt to this change.

In our Emergency and Resilience Planning role, we have a direct responsibility to consider how we can support and work with all of our communities.

A number of Parish and Town Councils have their own emergency plans to plan for and respond to events, and homeowners have put their own mitigation measures in place. We will need to continue the work we are already undertaking to provide emergency planning advice and support to town/parish councils with their own town/parish emergency plans.

Flooding has become an increased risk and it is important to continue working with the lead flooding agencies, to ensure that communities are protected from flooding as much as possible.

There is also a risk that climate change will impact disproportionately on the most vulnerable in our society including long term health impacts and fuel poverty, increasing inequalities. We need to work across partners and communities to identify and mitigate these impacts where we can.

The Essex Resilience Forum and the development of community based partnerships, can enable more efficient resource use and share the costs and risks and reduce system vulnerabilities in a way that is focused on protecting provision of services to the most vulnerable.

Delivering the Strategy

This strategy sets out the Council's community wide shared priorities for almost a decade of transformative climate action.

The Braintree District Council Climate Change Working Group and the Essex Climate Action Commission are bringing partners together to provide collective leadership on climate change.

Many people and businesses are already taking action individually, in communities or through various networks. This will need to continue and scale up. People's individual actions, are extremely important, both in direct emissions reduction and in bringing about the changes we need to achieve our goals.

In order to maintain governance, accountability, support and coordination within wider networks, the Braintree Climate Change Working Group will continue to provide direction and maintain an overview of the delivery of the strategy. They will also contribute to and support the development of the Action Plan. In respect of those actions to be delivered by others including our partners it is essential there are sufficient staff and financial resources available to deliver actions.

The pace and scale of change for us to deliver the aims and objectives of this strategy by 2030 requires a step change to the previous work undertaken by the Council and its partners as well as our communities.

The following conditions for change have been highlighted throughout our strategy and will need to be developed to ensure successful delivery of our objectives.



Engagement

Many people are already taking action as individuals and communities, and they support changes which would help them to reduce carbon emissions. We need to continue to support our communities to engage, feel empowered and to have the tools, capacity and the opportunity to contribute to the overall climate change objectives.

To ensure that the changes are fair and socially encompassing, unintended negative consequences must be minimised so that change is accessible and possible for all.

In order to support and enable further individual and community action, development of a communication and engagement plan with buy-in from all delivery partners will be essential. This must include plans to ensure that we reflect the views of a wide range of groups. We will also develop approaches to engage with harder to reach groups and our urban and rural communities.

Much work has already taken place at individual and community level. We will work with all partners who have declared, or want to declare, a climate emergency or made public climate change commitments to support them to develop plans.

Funding

To achieve the objectives of this strategy, substantial investment will be needed at an international, national and local level, particularly in relation to infrastructure projects and long term programmes, such as the move away from fossil fuel heating systems and investment in sustainable transport solutions.

Expenditure in carbon reduction can often deliver savings which will help to demonstrate effective business cases for change. As a District Council, we can seek out and identify innovative and collaborative ways to finance climate change programmes and investment and support partners who require investment to realise projects that will contribute towards objectives. More widely, people and businesses across the district can influence funding through personal spending choices and collectively there will be a need to engage nationally with government and business to support wide scale investment into the green economy.

Working Together

To ensure that we can make the maximum impact, we all need to work together. The District Council will need to deliver the actions and set an example, whilst engaging at a local level with residents, businesses, community groups and others to ensure that they feel empowered and able to play their part. At the same time, we will all need to influence others at a local and national level to create the right laws, policies and programmes that support this.

Climate Change response is happening alongside other key priorities that need to be delivered, including sustainable economic growth, community resilience and connectivity. This strategy needs to address the interconnectivity of these priorities and seek to find ways to achieve the combined objectives.

To achieve a fair transition and make change affordable for all we will need systemic market changes. This will require barriers to change to be addressed and initiate a shift in favour of climate mitigation and adaptation interventions.

Skills

The Green economy creates a great opportunity to increase employment. We need to support everyone to be able to make choices which reduce carbon emissions or increase climate resilience. We also need to transform the way in which our decisions are made, empowering everyone with the skills, knowledge and capacity to support the implementation of climate friendly initiatives.

In particular, we recognise that the skills and capacity in the construction industry to deliver the scale and pace required. We need to make sure we support the uptake of solutions that support our local economy and businesses.

We need the right skills and resources. We also need to enable effective ways of connecting our skilled workforce with those with a demand for skills. To do this we will seek out and support innovation and share best practice with wider networks, emphasising the importance of investment in schemes like I-Construct. It will also be important to link with Further Education providers, including Colchester Institute who are likely to deliver much of the training required in the construction and technology sector.

We need to integrate training and the requirements for carbon neutral and climate resilient related knowledge into Further Education, apprenticeships and job roles across all of our priority areas. There will also be a need for ongoing carbon literacy training for local authority officers and staff in other organisations to ensure that those delivering services and taking decisions have the most up to date knowledge and information to support them to understand the climate impact of their services.

Data

Evidence and validation will be required to develop our action plans to ensure that we invest in the most effective actions to achieve carbon neutrality and climate resilience. Without good data we cannot be sure we are focusing on the key issues and it is difficult to measure our progress. Therefore we need to establish baselines and set targets to allow monitoring and evaluation to take place.

Some of the national data has a significant time lag until we receive it, which will require us to identify other data sources to support our monitoring and decision making.

We want to be able to share knowledge and data with other local authorities and partner organisations to share our understanding and learning from both successes and opportunities for improvement. Given the urgency of the challenge, we need to work with our current data and evidence, then adapt our approach as we learn more. For some priorities we have good data and knowledge about the challenge and the actions which are needed, others we need to explore more.

We need to make sure we have the right data and information to support the decisions that will support action. We also need to know more about regional climate scenarios so that we can plan using the most up to date climate projections. A key priority to support the delivery of this strategy will be development of an impact assessment tool to identify, capture, monitor and report the impacts of climate change in our District.

Infrastructure

Successful delivery of the strategy will be reliant on infrastructure. The way that infrastructure is managed and maintained will be important in mitigating and adapting to climate change.

Aligned to this, will be investment in new or updated infrastructure, in terms of heat, electricity and transport, to meet our strategic goals. Walking, cycling and public transport infrastructure, as well as charging infrastructure for electric vehicles, or other zero carbon fuels will support a number of priorities set out in the strategy.

Infrastructure can protect homes and businesses from flooding. This includes grey infrastructure, such as flood walls and rain water storage, but also where natural solutions such as leaky dams and reinstated flood plains could be implemented to support flood protection while providing urban cooling, environmental and health and wellbeing benefits. We will need to develop our ICT and communications infrastructure to enable the use of technologies.

We will need to support UKPN to understand future local demand for electricity and to develop a clear plan for investing in upgrades required to the electricity distribution grid. Continued engagement with ECC and Environment Agency on flood defence projects, development with ECC of countywide plan for electric vehicle charging and hydrogen refuelling infrastructure will be important. We will also need to continue to work with developers to implement flood mitigation technology and green infrastructure in developments.

Action Plan

The action plan will follow and be informed by the consultation on the strategy and will build on the reductions in district emissions that have already been achieved in partnership with Government, regional agencies, local businesses, organisations and communities and residents and our determination to tackle the climate emergency by 2030.

The action plan will set out work stream actions by Braintree DC and partners, including work by community groups and will be regularly reviewed to stay abreast of changes in emissions, external influences such as national policy and legislation, and the measures available.

The plan will have measures to deliver wider sustainable development, provide sustainable transport infrastructure, improve air quality, protect biodiversity and habitats and promote and improve environmental stewardship, reduce fuel poverty and improve the standard of housing.

Actions will link into other strategies including the District Growth Strategy and further develop the green economy in the district through the development of new green sector skills and jobs, and will link to our livewell programme to improve health and adapt to the impacts of climate change with stronger, more resilient, communities.

Projects will be reviewed through a business case process to ensure value for money, significant carbon saving and ability to deliver sustainable change.

Measuring and Monitoring

For Braintree and the wider district to become zero carbon and climate resilient, progress must be measured.

Carbon emissions across the district are currently calculated each year by the Department for Business, Energy & Industrial Strategy who release local authority wide carbon emissions data (there is always a two-year lag in the publication of each year's data e.g. 2020 data will not be published until 2022).

Therefore this strategy will require other outcome and output measures to monitor the success of interventions to determine which actions offer best value for money and provide the widest co-benefits in a timely manner.

We already have an organisation baseline provided by the annual carbon reduction monitoring reports. The council also maintains its Emergency and Business Continuity Plans. We will continue to monitor progress against this evidence base.

We will develop performance measures for mitigation and resilience action covering both outputs (what is delivered through actions) and outcomes (the difference made by the outputs).

Some actions such as biodiversity improvement, adaptation measures or education engagement campaigns are essential to change behaviours and mind sets, but it is difficult to measure the direct contribution these make to reducing greenhouse gas emissions or improving the natural environment. For these interventions, qualitative outputs and outcomes will be a primary means of measurement.

As actions are reviewed through business cases, measurement of benefits will be considered and following completion of the consultation process, the initial action plan will contain corresponding measures of success.

Draft Cycling Strategy		Agenda No: 7
Portfolio	Connecting People and Places	
Corporate Outcome:	Develop our infrastructure leading to improved journeys in and across the district	
Report presented by:	Councillor Frankie Ricci, Cabinet Member for Communities, Culture and Tourism	
Report prepared by:	Cycling Strategy Working Group	
Background Papers:	Public Report	
Draft Cycling Strategy	Key Decision: No	
Executive Summary:		
<p>Braintree District Council (the Council) has long recognised the importance of promoting cycling as a way of tackling some of the most challenging issues faced such as climate change, the over reliance on petrol and diesel vehicles, the need for sustainable transport, health and wellbeing and road congestion.</p> <p>The District has been leading on or supporting a number of existing strategies at local and national levels in respect of cycling. The Council declared a climate emergency in 2019 and aims to make its activities, as far as possible, carbon neutral by 2030. In June 2020 a motion was passed to deliver a Cycling Strategy that provided a District centred approach. This report sets out the Draft Cycling Strategy (the Draft Strategy) and the engagement process that will be undertaken before the final Cycling Strategy is present to Council for approval.</p>		
Recommended Decision:		
<ol style="list-style-type: none"> 1. To agree that the Council will carry out a 6 week stakeholder engagement on the draft Cycling Strategy; and 2. To approve the Council's engagement approach and timescales as set out in this report. 		
Purpose of Decision:		
<p>To enable the delivery of a Cycling Strategy that sets out how the District will support increased participation in cycling across the District and aid delivery of an improved cycle network in both urban and rural areas by 2030.</p>		

Any Corporate implications in relation to the following should be explained in detail.	
Financial:	<p>A number of actions will require significant investment at a national and local level and this is set out in the body of the strategy.</p> <p>Projects that the Council undertakes will be subject to individual business case approval.</p>
Legal:	<p>The Council has a number of statutory responsibilities referred to in the strategy, including but not restricted to:</p> <ul style="list-style-type: none"> • Implementation of relevant elements of the emerging Environment Bill 2020 • Implementation of National Planning Policy
Safeguarding:	No matters arising out of this report
Equalities/Diversity:	<p>The Draft Strategy reflects the need to ensure that no particular group is disproportionately affected by the actions that are taken to respond to cycling. It is also the aim that cycling is made accessible to all groups wherever possible. An equalities impact assessment will be undertaken as discussions take place with relevant stakeholders through the consultation process.</p>
Customer Impact:	<p>When considering any changes to Council services through the delivery of the strategy, there will need to be consideration given as to the customer impact of these changes. This will be detailed in individual business cases.</p>
Environment and Climate Change:	<p>The purpose of the Cycling Strategy is to reduce the impact of climate change and to support the Braintree District to adapt to climate change. As a result, it is intended that that Cycling Strategy will have a significant positive impact on the Environment and Climate Change.</p>
Consultation/Community Engagement:	<p>The initial consultation approach is set out in this report. The initial action plan and any further iterations will contain details of the engagement plan and activities to support the delivery of the Cycling Strategy.</p>
Risks:	<p>A number of actions will require significant resource at a District level and from stakeholders this is set out in the body of the strategy</p>
Officer Contact:	Cherie Root
Designation:	Corporate Director
Ext. No:	2050
E-mail:	Cherie.root@braintree.gov.uk

1. Introduction

- 1.1 The Council has long recognised the importance of promoting cycling as a way of tackling some of the most challenging issues faced such as climate change, the over reliance on petrol and diesel vehicles, the need for sustainable transport, health and wellbeing and road congestion.
- 1.2 The Council has been leading on or supporting a number of existing strategies at local and national levels in respect of cycling, including the Essex Cycling Strategy, the Braintree District Cycling Plan, Open Spaces Action Plan, the Active Green Travel Plan and the Active Essex Strategy.
- 1.3 The Council declared a climate emergency in 2019 and aims to make its activities, as far as possible, carbon neutral by 2030. Cycling is one of the greenest modes of transport and the potential reduction in vehicle movements by increasing cycle use, would provide improvements to air quality as well as contribute to a reduction in climate change impacts.

2. The Draft Cycling Strategy

- 2.1 In June 2020 a motion was passed to deliver a Cycling Strategy that provided a District centred approach, taking into account the existing strategies and new policies from central government including the Gear Change Cycling and Walking plan published in July 2020.
- 2.2 The spotlight was further placed on cycling as part of the Government and Local Authorities response to the Covid-19 crisis and this has provided additional opportunities to develop cycling that have been considered as part of the Strategy, including the successful Emergency Active Travel Fund bid from Essex County Council.
- 2.3 The Council's Cycling Steering Group (the CS Group) was formed and first met in October 2020 and has representation from local government, voluntary sector, business and community cycling interest groups. The CS Group has been integral to the development of the Draft Strategy.
- 2.4 The Draft Strategy covers the period 2021-2030, and will be supported by a delivery plan which will be reviewed on an annual basis. It will need to be delivered collectively by all stakeholders with a focus on partnership working with the Local Highway Authority to maximise the Council's impact on the cycle network and increasing cycling rates. The Council will also need to act as a community leader, supporting landowners, organisations and individuals to increase cycle use throughout the District.
- 2.5 The delivery plan will include key activities which need to be considered by the Council, as well as those which will need to be delivered in partnership with others, and some which will be led by other stakeholders including community organisations, businesses and residents.
- 2.6 To do this successfully will require effective community engagement throughout the life of the Cycling Strategy. This is particularly important as many actions will have benefits which go beyond improved cycle connectivity.

Where this is the case, the Council are seeking to maximise the co-benefits, particularly around Health and Wellbeing and Environmental improvements.

3. Stakeholder Engagement

3.1 The Council is proposing to undertake stakeholder engagement in the form of Consultation on the Draft Strategy, which will begin in May 2021, subject to agreement the Council.

3.2 There will be extensive stakeholder engagement with partners, residents and businesses. The current climate means that the majority of this consultation is likely to be via electronic and virtual means, and the Council will seek to find ways to identify and engage with as many people as possible. Consultation methods will include the use of:

- The Council's website,
- People's Panel,
- Virtual Focus Groups,
- Council page in local newspapers,
- Social media and e-newsletters,
- Parish and Town Council engagement,
- Ward Members,
- Cycling Steering Group,
- Partner engagement

3.3 The Draft Strategy will be updated following consideration of the responses received as part of the consultation. The Cycling Strategy and the responses will be brought back to Council for agreement in July 2021. This will also be accompanied with an initial action plan.

3.4 Set out below is the recommended timetable for the consultation:

15 th March 2021	Agreement of engagement approach at Council
19 th March 2021	Pre-election period begins
10 th May 2021	Commence initial engagement
20 th June 2021	Completion of initial engagement
26 th July 2021	Strategy considered at Council

4. Recommended Decision:

4.1 To agree that the Council will carry out a 6 week stakeholder engagement on the draft Cycling Strategy; and

4.2 To approve the Council's engagement approach and timescales as set out in this report.



DRAFT CYCLING STRATEGY

CONTENTS

EXECUTIVE SUMMARY	4
INTRODUCTION	
Background	5
Purpose of the Strategy	7
WHY IS CYCLING IMPORTANT TO BRAINTREE	
Existing Situation.....	8
Local Health and Wellbeing	8
National Context	12
Essex Context	14
Braintree Context	16
Cycling in Braintree	17
THE VISION	
Our Vision	19
Our Objectives	19
THE STRATEGY	
Strategic Action 1: Coherent Cycle Networks	21
Strategic Action 2: Transformational Funding	26
Strategic Action 3: Governance and Partnership Working	28
Strategic Action 4: Marketing and Branding	29
Strategic Action 5: Behavioural Change	30
Strategic Action 6: Promotion of Electric Bikes and Cargo Bikes	31
Strategic Action 7: Monitoring and Evaluation	32
DELIVERY	34
NEXT STEPS	35
APPENDIX A	36

1 EXECUTIVE SUMMARY

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

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

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

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

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

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

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

And when we experience those benefits, we see another important benefit too – community spirit. The cycling community is a family, and this is seen on any trip to one of our District's cafes and businesses who support The Cake Escape initiative. From young to old, just starting out to serious hard-core cyclists, from 'middle-aged man in Lycra' to "mum, take my stabilisers off", cycling is for us all.

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

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

Cllr Ricci

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

2 INTRODUCTION

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

BACKGROUND

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

Braintree District Council (BDC) aims to make cycling a central part of transport, planning, the local economy, health and to help support clean air strategies. Cycling, along with walking, has the potential to produce large improvements in health, cut costs for the NHS and boost the district's local economy. We are doing this in partnership with local and national bodies and organisations to ensure cycling considerations are central to the design of new housing developments and at the heart of town centre improvements. To ensure this happens, BDC will use its Cycling Strategy to inform decisions that will significantly contribute to:

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

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



Fig 2.1: Braintree District Map

The 2015 Braintree Transport Strategy highlights cycling as one of the key interventions which needs to be addressed over the coming years, with the following key cycle interventions:

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

Other benefits that an increase in cycling will bring:

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

PURPOSE OF THE STRATEGY

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

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

3 WHY IS CYCLING IMPORTANT TO BRAINTREE DISTRICT

CYCLING CONTEXT

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

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

LOCAL HEALTH AND WELLBEING

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

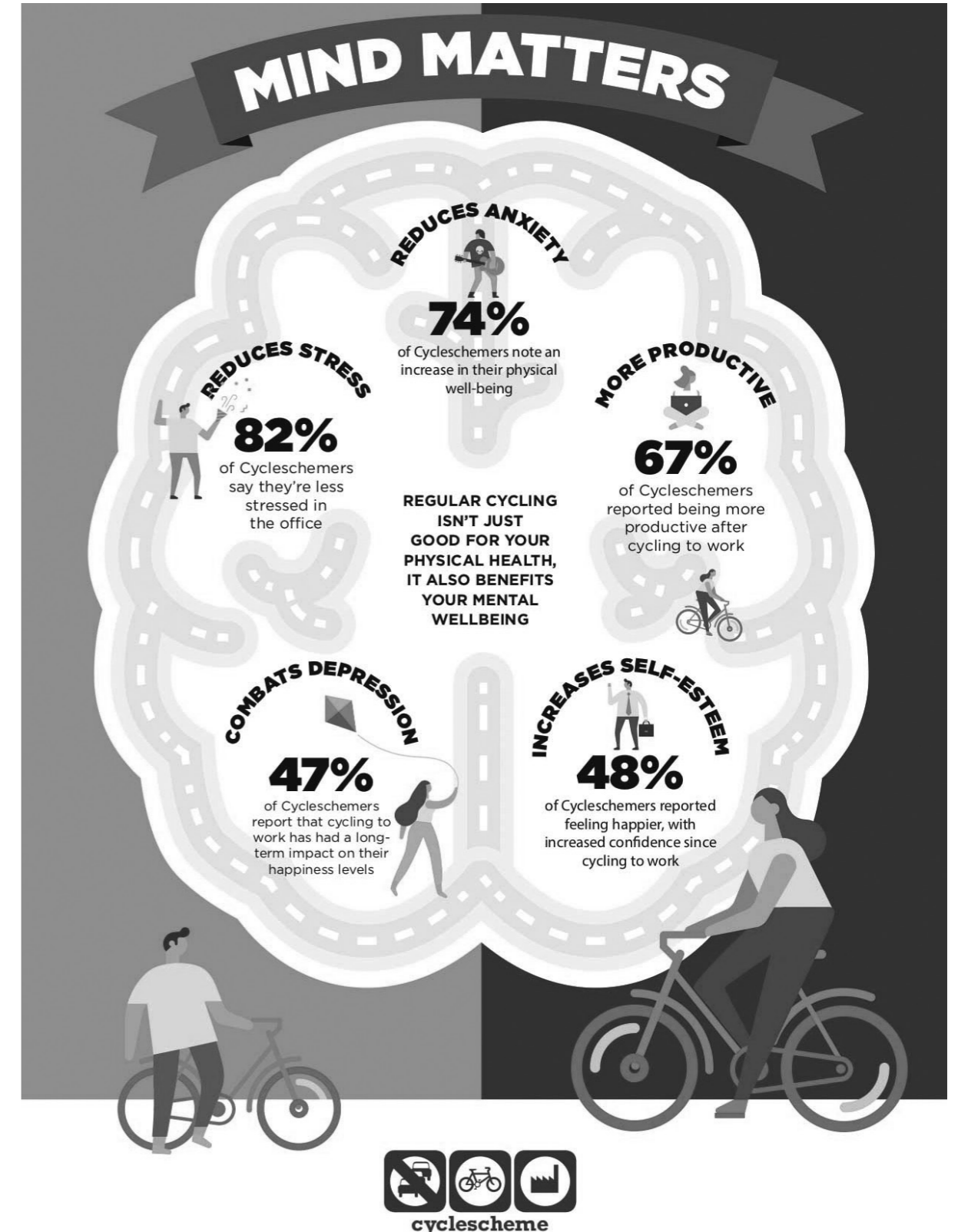
BDC has also developed its Livewell Campaign and its supporting Livewell Strategy, underlining the Council's commitment to health and wellbeing. The Strategy seeks to create a framework that will ensure that the various partners work effectively towards a common vision and goals. Supporting cycling and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

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

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

"The recommended level of activity for adults can be achieved by 30 minutes walking or cycling five times a week, and by embedding activity into our daily lives – e.g. through cycling to work or walking to the shops – it is more likely to be sustained. Active travel in the working age population is a particularly appealing route to those who find money and time barriers to taking more physical activity. Even walking and cycling to meetings when at work can bring real health benefits as well as often being quicker and more reliable than driving."¹

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



¹ DfT & DH Active Travel Strategy, 2010

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



Fig 3.2: The Health Benefits of Physical Activity, 1

BENEFITS TO THE LOCAL ECONOMY AND BUSINESSES

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

It has been found that “cycling to work results in reduced absenteeism, with regular cycle commuters having on average one day less sickness absence per annum than other people.”³ “At the same time, there are business benefits of cycling both as a utility and leisure mode, as well as derived benefits of running a business in an area which is conducive to cycling.”⁴ It also provides many of the short links such as aiding access to rail stations and the wider network. Many public sector organisations and large businesses have travel plans, with much investment in cycle facilities, in order to reduce their impacts on local communities and reduce the costs of providing car parking.

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

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

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

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

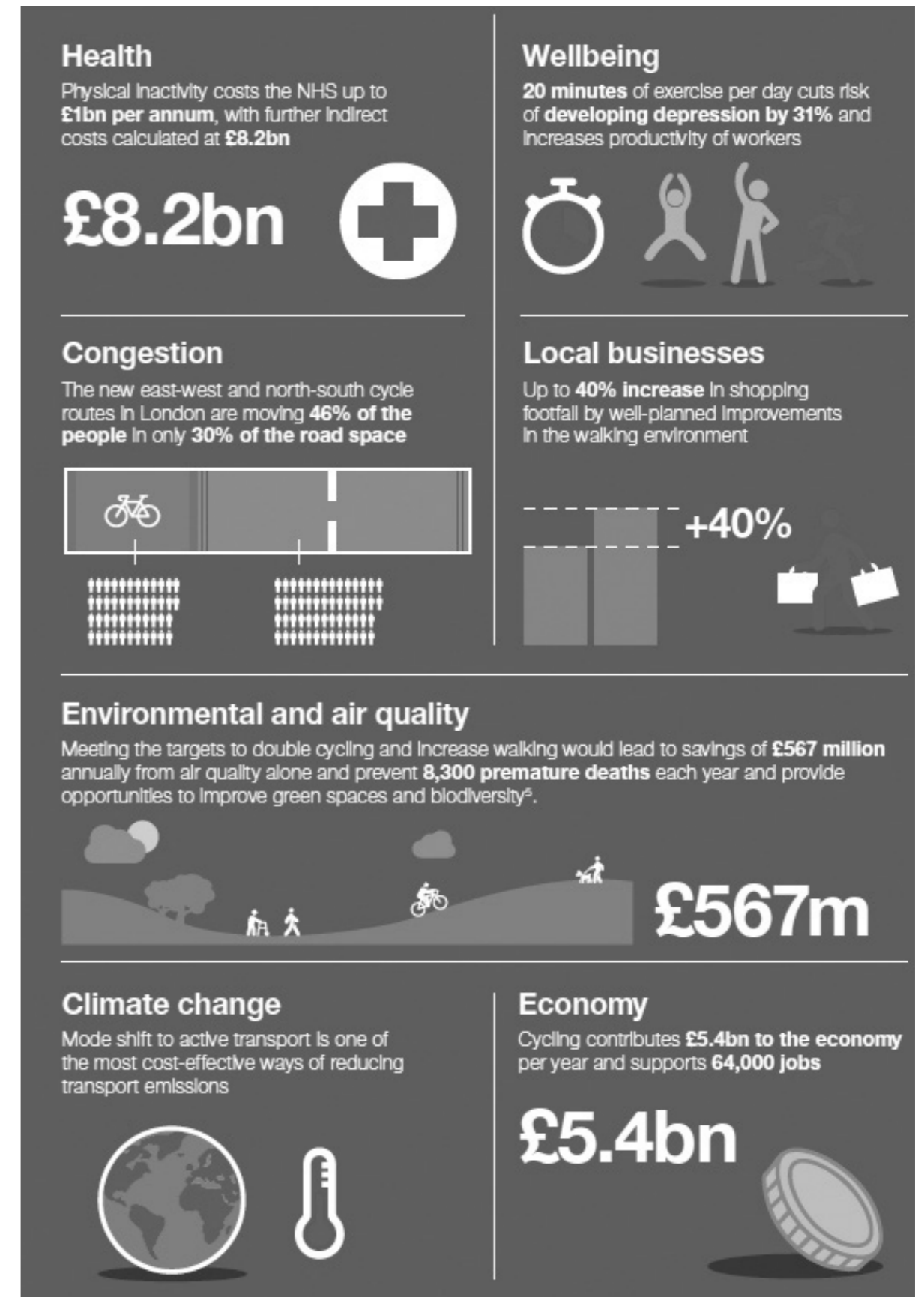
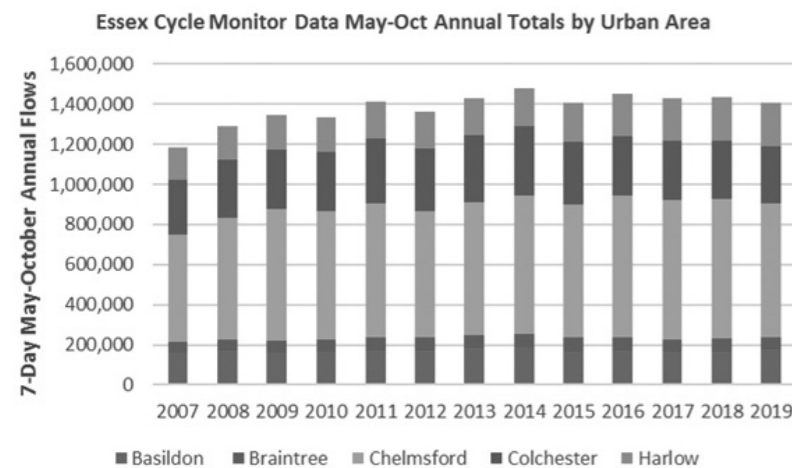


Fig 3.3: The Health Benefits of Physical Activity, 2

REDUCING ENVIRONMENTAL IMPACT AND IMPROVING LOCAL AIR QUALITY

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

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



CARBON OFFSETTING

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

Local Planning Authorities such as BDC are required to set up carbon offset funds to collect carbon offset payments from developers to meet any carbon shortfall from new development. These funds will in turn be available to develop new cycle infrastructure.

NATIONAL CONTEXT

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

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

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

GEAR CHANGE: A BOLD VISION FOR CYCLING AND WALKING

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

CYCLING & WALKING INVESTMENT STRATEGY (CWIS)

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

LOCAL CYCLING AND WALKING INFRASTRUCTURE PLANS (LCWIP)

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

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

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

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

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

ESSEX CONTEXT

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

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

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

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

ESSEX TRANSPORT STRATEGY

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

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

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

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

Promoting the benefits of cycling:

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

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

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

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

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

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

ESSEX CYCLE STRATEGY (2016)

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

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

BRAINTREE DISTRICT CONTEXT

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

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

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

BRAINTREE CYCLING ACTION PLAN (CAP) JANUARY 2018

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

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

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

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

CYCLING IN BRAINTREE

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

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

NATIONAL CYCLE NETWORK (NCN)

The National Cycle Network (NCN) stretches over 16,000 miles and includes on-road and off-road cycling and walking paths. The network is key to helping achieve the ambition to make it easier for people to incorporate cycling and walking as part of their everyday journeys, and to make active travel more accessible for all.

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

BMX CYCLING

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

CYCLE TOURISM

We will exploit leisure, marketing and event opportunities to promote our strong cycling offer in order to promote the District as a great place to visit to cycle, it is well known to benefit from many natural assets in its landscape. The north is hillier with the south having a gentler landscape. This in turn will lead to benefits to local economy as cyclists will stay in the area and eat out in local pubs and

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

restaurants. The local BDC “Visit Braintree District website” www.visitbraintreedistrict.co.uk, together with ECC’s “Explore Essex” www.explore-essex.com are working hard to promote various cycle routes in the District such as Flich Way and the Blackwater Rail Trail to help boost the local economy. As part of this the development of maps and other marketing material will be looked at.

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

4 THE VISION

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

More active travel can bring business benefits –

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

OUR VISION

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

OUR OBJECTIVES

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

- 1 To double the number of cycling trips in Braintree District from 2021 levels by 2030 at our monitored counter sites and other key routes.
- 2 To cultivate a mind-set that sees cycling as a normal, enjoyable and everyday activity for the majority of short journeys.
- 3 To develop a safer and more legible cycle network for cyclists to give greater assurance, particularly for less experienced cyclists.
- 4 To encourage the uptake of cycling amongst a broader cross section of the community, making it more inclusive.

- 5 To support cycling to ensure access to jobs and services, both in urban and rural areas, in so doing, supporting the local economy.
- 6 To work with relevant partners, looking for opportunities to support and enable improved cycle access in rural areas.
- 7 Using this strategy to work with partners to help reduce emissions, congestion and the environmental impact of transport as well as supporting the work of partners to ensure that new cycle routes help in reducing emissions.

5 THE STRATEGY

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

STRATEGIC ACTION 1: COHERENT CYCLE NETWORKS

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

IMPACT OF IMPROVED CYCLE FACILITIES

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

IMPACT OF SITE LOCATION

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

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

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

¹⁰ “Braintree Local Plan – Preferred Option Assessment (Draft)”, para. 7.3.3, March 2017

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

DEVELOP A SAFER AND MORE LEGIBLE CYCLE NETWORK FOR CYCLISTS

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

CYCLING MAPS

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

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

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

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

INTER-URBAN ROUTES AND CYCLING

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

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

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

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

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

RURAL SCHEMES

A cycle network in rural areas is a main priority of this Strategy and by improving these routes they can be promoted as destinations for leisure and through that, help boost the rural economy. The Council aims to improve routes to enhance access to the countryside and to improve accessibility to local facilities for residents.

Old railway lines provide an opportunity to develop longer distance, traffic free routes. There are opportunities to enhance the existing rural routes to make them better for cycling. Existing facilities include the extensive network of rural public rights of way, bridle ways, restricted byways and byways and other links with both having a statutory or permissive right across them. There are also footpaths, which are the most common type of public right of way, but cyclists do not have rights to use them.

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

QUIET LANES

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

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

- Providing a chance for people to walk, cycle and horse ride in a safer environment.

- Widening transport choice; and protecting the character and tranquillity of country lanes.
- They should be designed to protect and enhance the local character and distinctiveness of the countryside that they run through.

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

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

BETTER JUNCTIONS AND LINKS

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

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

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

CYCLE PARKING

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

Working with Essex Highways, developers, town planners etc to provide well-placed and high-quality cycle parking at key public destinations such as town centres, leisure facilities and railway stations.

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

INTEGRATING CYCLING INTO NEW SCHEMES

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

NEW DEVELOPMENT AND THE LOCAL PLAN

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

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

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

WELL MAINTAINED ROADS AND ROUTES

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

SIGNAGE

Cycle traffic signs provide direction information, identification of infrastructure as being available for cycle users, and instructions or warnings. Cycle traffic signs must be in accordance with Traffic Signs Regulations and General Directions (TSRGD). Main cycleways should be clearly signed showing clear information about journey distance. The use of signage on cycle routes should be minimised and only

signs actually required (specified in TSRDG) or that have a clear benefit should be provided (refer to Traffic Advisory Leaflet 01/13 Reducing Sign Clutter).

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

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

IMPROVED ACCESS FOR THOSE WITH DISABILITIES

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

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

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

STRATEGIC ACTION 2: TRANSFORMATIONAL FUNDING

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

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

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

- Local Highways Panels (LHPs)

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

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

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

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

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

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

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

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

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

DEVELOPER CONTRIBUTION - S106

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

STRATEGIC ACTION 3: GOVERNANCE AND PARTNERSHIP WORKING

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

PARTNERSHIP WORKING:

WORKING WITH PUBLIC HEALTH PARTNERS

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

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

WORKING WITH PUBLIC TRANSPORT PARTNERS

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

WORKING WITH PARISH & TOWN COUNCILS

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

WORKING WITH VOLUNTARY GROUPS

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

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

STRATEGIC ACTION 4: MARKETING AND BRANDING

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

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

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

STRATEGIC ACTION 5: BEHAVIOURAL CHANGE

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

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

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

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

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

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

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

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

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

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

STRATEGIC ACTION 6: PROMOTION OF ELECTRIC BIKES AND CARGO BIKES

ELECTRIC BIKES

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

In the UK, an eBike is road-legal for anyone if they are aged 14 and over, and if the assisted speed is restricted to a 15.5 mph. eBikes not only make cycling accessible to people who might otherwise find it difficult, such as the elderly and those with health problems including asthma and muscle soreness, they also make the journey a lot quicker.

CARGO BIKES

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

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

STRATEGIC ACTION 7: MONITORING AND EVALUATION

Monitoring is intended to keep track of the delivery of measures and schemes that are being implemented and their contribution towards achieving the vision and its objectives. To understand the

impact of the strategy and the extent to which the actions are being achieved a series of performance indicators and targets need to be developed.

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

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

- Work with Essex Highways data teams to collate cycle count data (through Automatic Cycle Counters and DfT classified traffic count data).
- A regular manual check of sites to assess cycling activity.
- Before/after assessment of sites where cycling measures have or will be implemented to understand if they are having an impact on cycling levels.
- Adopt as a working target the doubling of cycle stages (trips) in Essex from 2014 levels by 2025 at ECC monitored counter sites and on other key routes.
- Cycle parking usage and provision.
- Annual resident cycle surveys;
- Bikeability monitoring;
- Air quality monitoring; and
- Monitoring the percentage of cycling mode share to schools (including 'Hands Up surveys') and companies that have an active Travel Plan in place. Surveys of onsite cycle facilities at schools and workplaces.

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

- Number of cyclists using specific routes
- Number of accidents involving cyclists
- Awareness of health benefits of cycling
- Brand awareness
- Number of new cycling parking spaces
- Budget levels for cycle investment
- Level of cycle theft

- Number of new cycle counters installed
- Change to bike from car for at least three days a week
- Share of participants who continue to cycle after a campaign's end
- Number of students travelling by bike instead of car at least 3 days a week
- Increase in number of qualified cycling coaches
- Monitor participation rates as measured through the Active People Survey, which can allow comparison with other sports.

6 DELIVERY

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

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

7 NEXT STEPS

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

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

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

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

APPENDIX A

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

EMERGENCY ACTIVE TRAVEL FUND

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

EMERGENCY ACTIVE TRAVEL FUND 1 (EATF1)

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

EMERGENCY ACTIVE TRAVEL FUND 2 (EATF2)

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

NATIONAL CYCLE NETWORK (NCN)

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

NATIONAL PLANNING POLICY FRAMEWORK

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

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

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

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

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

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

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

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

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

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

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

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

CYCLING & WALKING INVESTMENT STRATEGY (CWIS)

In April 2017, the first ever statutory CWIS set out ambitious plans to make cycling and walking the natural choices for short journeys, or as part of a longer journey, by 2040. Interest from metro mayors and local councils has been so great that £1.2 billion has already been invested and a further £1.2 billion is projected over the next two years for infrastructure and other active travel projects. This is double the projected level of spend envisaged in 2017 and increases spending in England, outside London, from £3.50 per head to over £10 per head, a further increase from our last published figures in February 2019.¹³

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

¹³ Compares average spend per head over SR15 period against SR10 period.

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

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

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

- more high-quality cycling facilities;
- more urban areas are considered walkable;
- rural roads which provide improved safety for walking and cycling;
- more networks of routes around public transport hubs and town centres, with safe paths along busy roads;
- better and safer links to schools and workplaces;
- technological innovations that can promote more and safer walking and cycling;
- behaviour change opportunities to support increased walking and cycling; and
- better integrated routes for those with disabilities or health conditions.

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

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

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

In 2020, the objectives of the CWIS are to:

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

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

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

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

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

COMMUTER CYCLING

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

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

CYCLING TO SCHOOL ¹⁴

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

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

A local case study was undertaken by the Tyrrells Primary School in Chelmsford, which included providing parking for bicycles and scooters, Dr Bike mechanics visiting the school and lobbying politicians to make areas around the school safer. The percentage of pupils cycling to school increased from 1% to 7% and the number walking to school increased from 9% to 59%. The percentage of those driving to school decreased from 38% to 29%.

More generally, Southend-on-Sea Borough Council piloted seven Bikeability Plus modules. The effect of this was the number of children cycling to school at least once a week doubled

LINKS TO OTHER BRAINTREE DISTRICT POLICIES

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

CORE STRATEGY

The revised planning system introduced under the Planning and Compulsory Purchase Act 2004, introduced Local Development Frameworks, a portfolio of documents, which set out how development will be managed. The Core Strategy is the principal document and sets out the overall spatial vision and objectives, spatial strategy, core policies and how the strategy will be implemented and monitored.

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

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

LOCAL PLAN

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

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

Policy LPP 44 Sustainable Transport

Extracts of the policy noted below –

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

Policy LPP 45 Parking Provision

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

CORPORATE STRATEGY

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

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

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

CLIMATE CHANGE STRATEGY

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

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

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

Ultimately, we want a greener and environmentally sustainable community that is prepared for the future and that we can all be proud of, where people can enjoy cleaner air, cleaner streets and access to parks and green spaces. Our built and natural environment significantly contributes towards

people's quality of life and is key in making the District a more attractive place to live. We have worked hard to keep the District clean and green and encourage residents, businesses and other organisations to continue to work with us to further protect and enhance our District.

GREEN SPACE STRATEGY 2008

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

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

BEWELL STRATEGY 2018-2021

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

The third of the Strategy's four priorities is 'Provide & Enable' under which BDC will work to ensure that the District has the right facilities in the right places now and in the future as the population grows. To meet the fourth priority, the Cycling Strategy will support 'Engage & Activate' whereby people will be inspired to make the change from inactive to active lifestyles and maintain and support that change by building physical activity and improving diet into their everyday lifestyle. The provision of new cycleways, parking facilities and the promotional activities associated with increasing cycling numbers will all support this Strategy. Included in its Action Plan, the Council will look to provide more way markers for walking and cycling trails in our District and look to install off-road cycle trails / pump track.

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

LIVWELL STRATEGY 2019-2023

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

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

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

ECONOMIC DEVELOPMENT PROSPECTUS 2013/2026

This prospectus sets out how BDC intend to create the conditions for economic growth and deliver a prosperous District from 2013 to 2026. It is based upon a review of economic data, summarised in a supporting District Economic Profile, which has informed our priorities and Key Performance Indicators. The Prospectus will deliver our Corporate Strategy priority of Prosperity – ensuring that Braintree's economy grows sustainably. It will be a key component in delivering our Core Strategy – creating the conditions to hit the target of 14,000 new jobs by 2026.

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

BRAINTREE DISTRICT HOUSING STRATEGY 2016-2021

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

BEHAVIOURAL CHANGE

SCHOOL TRAVEL PLANS

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

Travel plan measures may include:

- Improvements to the highways network, such as new crossings or cyclepaths;
- Cycle parking;

- Better and safer cycle infrastructure around schools, so helping reduce car congestion at drop off and pick up times;
- Events and activities to promote cycling; and
- Maps and promotional information.

WORKPLACE TRAVEL PLANS

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

- Provision of showers or lockers;
- High quality, covered parking;
- Bicycle User Groups – these help identify any particular barriers to cycling and encourage cyclists to share information about suitable routes or maintenance tips;
- Maintenance courses;
- Events or campaigns to promote cycling including leisure rides, sponsored rides, competitions, providing free bike bells or lights, etc;
- Incentives for cycling - these can be for one day or several months. Incentives might include a free breakfast, hot drink, vouchers for services provided by the employer or priority car parking on days that they don't cycle;
- Discounts on bicycle purchase (often through the Cycle to Work scheme);
- Pool bikes or bike hire schemes (including electric bikes);
- Cycle training including Bikeability training;
and
- Tailored maps and promotional information.

RESIDENTIAL TRAVEL PLANS

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

Appropriate measures include:

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