

# Extraordinary Meeting of Full Council

## AGENDA

**Monday, 20<sup>th</sup> September 2021 at 7.15 pm**

**New Rickstones Academy Theatre, Conrad Road, Witham, CM8 2SD**

***(A location plan has been included on Page 3)***

**THIS MEETING IS OPEN TO THE PUBLIC**

**Please note this meeting will be audio recorded. The audio recording will be made available after the meeting on the Council's website and on its YouTube channel.**

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

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

**Membership:-**

Councillor J Abbott	Councillor H Johnson	Councillor Mrs W Schmitt
Councillor J Baugh	Councillor A Kilmartin	Councillor P Schwier
Councillor Mrs J Beavis	Councillor W Korsinah	Councillor Mrs G Spray
Councillor K Bowers	Councillor D Mann	Councillor P Tattersley
Councillor G Butland	Councillor T McArdle	Councillor P Thorogood
Councillor J Coleridge	Councillor J McKee	Councillor N Unsworth
Councillor G Courtauld	Councillor A Munday	Councillor R van Dulken
Councillor Mrs M Cunningham	Councillor Mrs I Parker	Councillor D Wallace
Councillor T Cunningham	Councillor Mrs J Pell	Councillor T Walsh
Councillor C Dervish	Councillor I Pritchard	Councillor L Walters
Councillor P Euesden	Councillor M Radley	Councillor Miss M Weeks
Councillor T Everard	Councillor S Rehman	Councillor D White
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
Councillor P Horner	Councillor V Santomauro	
Councillor D Hume	Councillor Mrs W Scattergood	

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](mailto: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:**

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

Members of the public wishing to speak are requested to register by contacting the Governance and Members Team on 01376 552525 or email [governance@braintree.gov.uk](mailto:governance@braintree.gov.uk) by **midday on the second 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 Friday, (Where there is a bank holiday you will need to register by midday the previous Thursday).

All registered speakers will have 3 minutes each to make a statement.

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

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.

### **Public Attendance at Meeting:**

Public attendance is welcomed but is subject to restrictions due to the Council's arrangements for keeping meeting venues COVID secure and safe for visitors.

Public attendance is limited and will be on a first come first served basis with priority given to Public Registered Speakers. In order to maintain safe distances, the Council may have to refuse entry to members of the public.

Public Speakers and public attendees are required to attend on their own, and where possible, only one representative of any community group, family household or company should attend.

Members of the public intending to come to the meeting venue to observe the meeting are recommended to contact the Governance and Members Team to reserve a seat within the public gallery.

### **Health and Safety:**

Any person attending meetings are requested to take a few moments to familiarise themselves with the nearest available exit, indicated by the fire evacuation signs. In the event of an alarm you must evacuate the building immediately and follow all instructions provided by Officers. You will be assisted to the nearest designated assembly point until it is safe to return to the building.

**Mobile Phones:** Please ensure that your mobile phone is switched to silent during the meeting in order to prevent disturbances.

**Webcast and Audio Recording:** Please note that this meeting will be audio recorded and will be available on the Council's website and YouTube channel. You can view webcasts for up to 6 months using this link: <http://braintree.public-i.tv/core/portal/home>

**Documents:** Agendas, Reports, Minutes and Public Question Time questions and statements can be accessed via [www.braintree.gov.uk](http://www.braintree.gov.uk)

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For further information on how the Council processes data, please see the Council's Privacy Policy. [https://braintree.gov.uk/info/200136/access\\_to\\_information/376/privacy\\_policy](https://braintree.gov.uk/info/200136/access_to_information/376/privacy_policy)

**Your Comments:** 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](mailto:governance@braintree.gov.uk)



## **PUBLIC SESSION**

## **Page**

### **1 Apologies for Absence**

### **2 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.

### **3 Minutes of the Previous Meeting**

To approve as a correct record the minutes of the meeting of the Full Council held on 26th July 2021 (copy previously circulated).

### **4 Public Question Time**

(See paragraph above)

### **5 Climate Change Strategy 2021-2030 and Initial Action Plan** **5 - 79**

### **6 Braintree Cycling Strategy and Draft Cycling Strategy Implementation Plan 2021** **80 - 161**

### **7 Urgent Business - Public Session**

To consider any matter which, in the opinion of the Chairman, should be considered in public by reason of special circumstances (to be specified) as a matter of urgency.



**Agenda Item: 5**

<b>Report to:</b>	Full Council
<b>Report Title:</b>	Climate Change Strategy 2021-2030 and Initial Action Plan
<b>Date:</b>	20 <sup>th</sup> September 2021
<b>For:</b>	Decision
<b>Key Decision:</b>	No
<b>Decision Planner Reference Number:</b>	DP/2021/16
<b>Report Presented by:</b>	Councillor Wendy Schmitt, Cabinet Member for Environment
<b>Report Author:</b>	Mark Wilson, Sustainability Manager
<b>Enquiries to:</b>	Cherie Root, Corporate Director <a href="mailto:Cherie.root@braintree.gov.uk">Cherie.root@braintree.gov.uk</a>

**1. Purpose of the Report**

- 1.1 The purpose of this report is to agree the Climate Change Strategy for 2021-2030 and the Initial Action Plan.

**2. Recommendations**

- 2.1 To approve the Climate Change Strategy 2021-2030, as set out in Appendix 1, and the Initial Climate Change Action Plan, as set out in Appendix 2.
- 2.2 To approve the decision making process, set out in paragraph 4.3, for individual projects to deliver the Action Plan.
- 2.3 To agree that the Cabinet Member for Environment, with the support of the Climate Change Working Group, will develop a monitoring and reporting plan, including key targets and bring this back to Council for approval.

**3. Summary of Issues**

- 3.1 In July 2019 the Council declared a Climate Emergency with an aim to make Braintree District Council (the 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.
- 3.2 The Working Group was formed and first met in October 2019. The development of the Strategy 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 Strategy.

3.3 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	BDC 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

3.4 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 Strategy, including the work of the Essex Climate Commission and the progression of the Environment Bill 2020. The Council are awaiting the response to the Essex Climate Commission report by Essex County Council and the Environment Bill has been delayed, and is currently being considered by the House of Lords.

3.5 To ensure the effectiveness of the District's Climate Change Strategy, it needs to link closely with the Essex Climate Action Commission and subsequent Essex County Council response and also reflect the outcomes of the Environment Bill. It will also be delivered alongside the Cycling Strategy, which is intrinsically linked by its objectives and priorities.

3.6 The Strategy covers 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.

3.7 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 will need to support and encourage communities, 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. There will also be a need to link in through various routes at a national level to influence government policy regarding climate change and understanding how changes to national policy affect us locally.

- 3.8 Engagement on the Draft Strategy began in May 2021 for a period of eight weeks. There was extensive stakeholder engagement with partners, residents and businesses. Methods of engagement included the use of:
- Online Surveys
  - Online Simulator tools
  - Face to face engagement across the district
  - People's panel
  - Council page in local newspapers
  - Social media and e-newsletters
  - School surveys and workshops
  - Parish and Town Council discussions
  - Ward members
  - Climate Change Working Group
  - Partner engagement
- 3.9 The engagement showed that the majority of the respondents agreed that climate change needs to be a priority and that the Council had broadly the strategy which covered the right aims and objectives. There was a broad range of views on how you tackle climate change and comments about how actions should be prioritised. The summary of engagement responses is attached as Appendix 3, and gives more detail on the feedback received from each type of engagement undertaken, and details of the key findings.
- 3.10 The Strategy has been updated to reflect the outcomes of the engagement, and ideas from the engagement have been incorporated into the Initial Action Plan, and will be further considered as the Initial Action plan is taken forward and projects are identified.
- 3.11 To successfully deliver the objectives of the Strategy, there will need to be ongoing effective community engagement, making sure that communities feel that this is their strategy and that they understand the role that they will play. 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, Natural Environment and Economic Growth. Subject to agreement of the Strategy and Initial Action Plan, a Communications and Engagement Plan will be developed to support the delivery of the Climate Change Strategy.
- 3.12 The initial action plan includes 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.
- 3.13 Many actions in the plan go hand in hand with making the Braintree District a more environmentally friendly and pleasant place to live, by reducing waste, increasing recycling, improving air quality and providing public spaces which are more people-focused, greener, biodiverse and more sustainable. The actions will also address the impacts of climate change and building resilience within communities across the district.

- 3.14 The Initial Action Plan sets out by theme, actions which are designed to deliver against the Climate Change Strategy objectives. These are divided into short, medium and long term projects, and include actions that will continue throughout the life of the strategy.
- 3.15 Actions are categorised by those which the Council can deliver directly, those which will need to be delivered in partnership and those which the Council will have a supporting or enabling role.
- 3.16 At this stage there needs to be further work undertaken to identify the funding requirements, resource requirements and carbon impact of each action, and this would be subject to review or development of a business case.
- 3.17 Whilst the Strategy identifies the overall objectives and the Initial Action Plan sets out overarching outcomes from each action, a monitoring and reporting plan will need to be developed to support the team to track progress against the delivery of overall objectives and set specific targets. It is recommended that the Cabinet Member for Environment, with the support of the Climate Change Working Group, be tasked with developing the monitoring and reporting plan to support Council to track progress against aims and objectives of the Climate Change Strategy and Initial Action Plan. This will take into account the outcomes of the Environment Bill, which is likely to create specific requirements for the Council.
- 3.18 It is likely that as new ideas and technology develop, there will be opportunities for new actions or projects. Our Action Plan needs to be kept live and under review to be able to incorporate new ideas as they come through. The business case process outlined in section 4.3 will be used as the method for introducing new projects.
- 3.19 The recommendations set out in this report will help the Council to deliver the following Corporate Objectives:
- Connecting people and places
  - Enhancing our Environment
  - Supporting our Communities
  - Promoting Prosperity
  - Delivering and Innovating

#### **4. Financial Implications**

- 4.1 In 2021/22 budget, the Council agreed to create an initial reserve of £500,000 to support the delivery of the emerging Climate Change Strategy. There were already a number of projects which had been identified through the budget process and these have been progressed throughout the development of the Strategy and Action Plan.
- 4.2 To date £156,700 of this budget has been committed to projects, including:
- Installation of Electric Charging Points (Funding offset in part by OLEV funding)

- Electric Charging infrastructure at Operations Depot
- Community Tree and Bulb Planting
- Cycle Parking

- 4.3 It is recommended that a process is developed to enable draw down of the reserve for future identified projects which could be funded from the Climate Change Reserve. At this stage not all projects identified in the initial action plan have a fully developed business case, and these are likely to be developed at different times. Some may not progress to business case, depending on the outcome of feasibility studies. This process will support effective governance of the reserve and monitoring of spend against it. The decision process should be proportionate to the value of projects and decision levels in the constitution have been used as a basis for developing the suggested way forward. Each project in the scheme will be identified with a value estimate, which at this stage is denoted by a key in the initial action plan.

<b>Value of Project</b>	<b>Process and sign off</b>
<b>£</b> - Low - between £0 and £25,000	Business Case approved by Corporate Director
<b>££</b> - Medium - between £25,000 and £100,000	Business Case approved by Cabinet Member (Environment) in conjunction with Corporate Director (S151)
<b>£££</b> - High - between £100,000 and £250,000	Business Case approved by Cabinet
<b>££££</b> - Very High - Over £250,000	Business Case approved by Council

- 4.4 There is currently £343,300 unallocated in the Climate Change reserve. The Initial Action Plan contains projects which are likely to require funding in excess of what is available in this reserve. A priority will be to seek external funding to maximise opportunities and to look at projects which could generate an income stream to fund climate change work.
- 4.5 Once external funding opportunities have been exhausted, it is recommended that the Climate Change Reserve be prioritised for the funding of feasibility studies, reviews and Low value projects. Medium, High and Very High value projects would be subject to a business case that would be considered by Cabinet Member, Cabinet or Council as set out above and funding allocated from Capital Resources or the Unallocated Reserves, subject to availability. The annual budget setting process could also be used to agree business cases.

## **5. Legal Implications**

- 5.1 There are no identified legal implications arising from the adoption of the strategy or initial action plan. Legal implications will be identified through the business case process of individual actions and projects.

## **6. Other Implications**

- 6.1 There will be a number of implications to the Council, residents and businesses of actions identified in the Initial Action Plan. These will be detailed in each business case as it is developed.

## **7. Equality and Diversity Implications**

- 7.1 Section 149 of the Equality Act 2010 creates the public sector equality duty which requires that when the Council makes decisions it must have regard to the need to:
- (a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act
  - (b) Advance equality of opportunity between people who share a protected characteristic and those who do not
  - (c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.
- 7.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).
- 7.3 Equality Impact Assessments will be conducted for projects to identify and disproportionately adverse impact on any people with a particular characteristic.

## **8. List of Appendices**

Appendix 1 - Climate Change Strategy 2021 – 2030  
Appendix 2 - Climate Change – Initial Action Plan 2021 – 2023  
Appendix 3 - Climate Change Public Consultation Summary

## **9. Background Papers**

[Essex Climate Action Commission – Report July 2021](#)  
[Environment Bill 2020](#)  
[Climate Change Motion – Full Council - 22<sup>nd</sup> July 2019](#)  
[Draft Climate Change Strategy – Full Council – 15<sup>th</sup> March 2021](#)



# 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 - its 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.



**Councillor Wendy Schmitt,**  
Cabinet Member for  
Environment

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

Since the motion at full Council we have been working with representatives from the community to develop a new strategy and action plan building on our previous strategy.

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.

As a Local Authority we need to change the way we deliver our services, as well as working in partnership with local organisations, partners and the wider community to minimise our District's environmental impact by reducing waste, carbon and pollution.

# Feedback from public engagement

A public engagement exercise was carried out between May and July 2021, to hear the views of residents, businesses and stakeholders on our draft Climate Change Strategy.

Different engagement techniques were used to broaden the responses and feedback and to encourage people to participate in the engagement in a way that suited them.

An online survey asked direct questions about the themes and priorities, and a simulator asked people to apply scorings to approaches, which were weighted according to how much they would contribute to an overall reduction in carbon emissions.

Face to face engagement allowed more in depth conversations to better understand views, behaviours and barriers to tackling climate change and engagement with schools helped us to understand the thoughts and views of our younger generation.

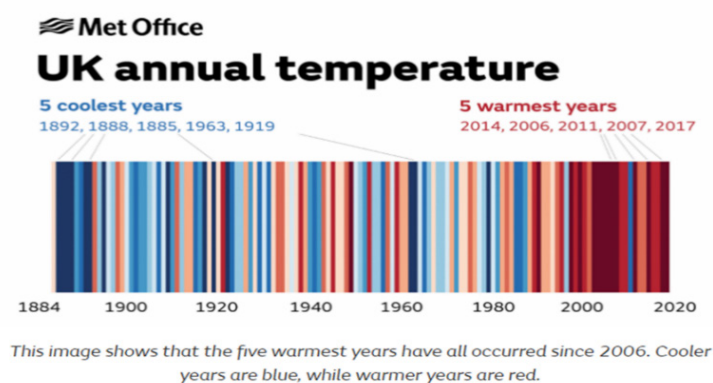
It was clear from all of the feedback received that people's awareness of climate change is high. It is also clear that the majority of our respondents did feel that we can all do more to tackle climate change and there were a number of differing views as to the best way to do this.

In developing the updated strategy, we have taken all of these views into account and tried to reflect the breadth of views that have been expressed through the engagement process. We have made changes to the themes and priorities and strengthened the commentary throughout the strategy. Our Action Plan has also been developed taking into account the feedback received.

# Introduction

Our climate is changing, we have seen a rapid rise in greenhouse gas emissions 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 changes are reflected in the UK recorded temperatures, which are 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, 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.

Throughout Earth's history the climate has always changed, with ecosystems and species coming and going. However, rapid climate change affects the ability of ecosystems and species to adapt and so biodiversity loss increases. Plant and animal species must either adapt or migrate to areas with more favourable habitats, and in some cases are lost altogether. Even small changes in average temperatures can have a significant effect upon ecosystems.

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 emerging 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-19 pandemic. There has been a delay in the progress of this Bill through parliament, and it is currently programmed for progression in Parliament in late 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 public 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 2019 and announced a target to be carbon neutral as a Council 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 with people from our communities, businesses and the voluntary sector was established to influence and contribute to shaping the key elements of 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 Action Commission 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 had to consult on the strategy based on our assumptions of the outcomes of the Bill, where possible, and we will 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.





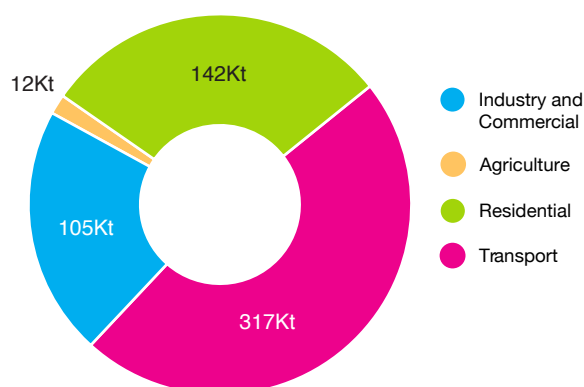
# Progress on reducing carbon emissions and adapting to climate change

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

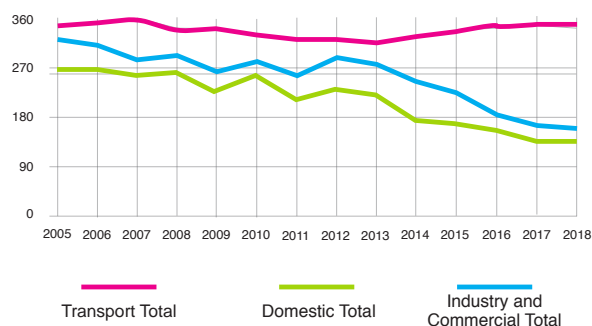
The make-up of our Carbon emissions gives us an understanding of where attention needs to be focussed to make the biggest impact.

## District wide sources of Carbon Dioxide emissions (KT CO<sub>2</sub>)

The Government produces area based CO<sub>2</sub> emissions measured in Kilo Tonnes (Kt). This pie chart and graph show that in the Braintree District, in order to reach net zero carbon emissions by 2030, there would need to be a reduction of 576Kt of CO<sub>2</sub>. Please see breakdown below.



## Levels of carbon dioxide emissions in our District (KT CO<sub>2</sub>) since 2005



As part of the previous Climate Change Strategy and emission reduction targets, the Council has also recorded its own direct emissions those created from the energy it consumes and indirect emissions. Since 2005, the Council has reduced its own emissions from 6455 tonnes down to 3281 tonnes CO<sub>2</sub> per annum, and we aim for our Council activities to be carbon neutral by 2030.

To date we have delivered, and worked with others to deliver a range of initiatives and projects to mitigate the impacts of climate change across the District and reduce carbon emissions. Some of these achievements of this are set out below.



### Energy Conservation

- Installed 8,700 energy saving measures including boilers, domestic solar installations, cavity wall and loft installation resulting in 1,000 tonnes of carbon saved.
- 14,689 residents registered for energy switching to green tariffs resulting in 710 tonnes of carbon saved



### 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 CO<sub>2</sub> emissions since 2014.
- Total Household Waste collected 2010-2020 571,455 tonnes.
- Total Household Waste recycled 2010-2020 301,939 tonnes.
- Total Percentage recycled 2010-2020 52.84%.



### 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 CO<sub>2</sub> in business travel.





## Resources

- Since 2005 1,252 tonnes of CO<sub>2</sub> have been saved through the reduction of our gas consumption.
- Since 2005 600 tonnes of CO<sub>2</sub> have been saved through the reduction of our electricity use.



## Natural Environment

- Flood alleviation schemes – Foxearth, Steeple Bumpstead, Williams Drive - Braintree, Forest Road - Witham.
- Habitat creation and 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
- Continuous tree, bulb and hedge planting across the District, including the Millennium and Jubilee Oaks projects, Bee Friendly Plant Giveaway, community tree planting projects, urban tree planting projects and support for the Essex Forest project and Essex Forest schools



## Education, engagement and encouraging behavioural change

- Within our offices, stopped use of 22,000 single use plastic cups per year and reduced paper consumption.
- Provided educational talks to schools on waste and recycling
- Delivered
  - ‘Shop local’ and ‘click it local’ campaigns to encourage people to shop more locally, support local businesses and reduce carbon footprint
  - ‘Say no to plastic’ campaign to encourage people to reuse plastic and opt for items without plastic packaging when shopping
  - Love Essex Plastic Pledge – 2,067 households signed up to take the pledge to reduce their reliance on single use plastic
  - Various littering campaigns to reduce the amount of car litter, fly tips, dog fouling, littering in parks and open spaces by highlighting fines given out for litter offences
  - Love food, hate waste campaigns providing food tips to keep food fresher, lasting longer and saving it from going in the bin
  - Winter Warmth campaigns to ensure vulnerable people stay safe, well and warm during the colder months
- Provided an electrical items recycling service, historically through library collections and more recently through kerbside bulky waste collections
- Promoted Freegle to encourage reuse of items instead of throwing them away



### Business and the Green Economy

- The LoCase programme has supported 39 businesses in the District receiving a total of £238,021 to implement energy efficiency measures.
- The Council collected 457 tonnes of recycling from 363 local businesses last year
- Supporting businesses to develop Green Travel Plans
- Investment in I-Construct to provide a regional centre for excellence in innovation and construction



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

Some members of the Climate Change Working Group have participated in the Essex Climate Action Commission and are monitoring progress of the Environment Bill 2020, as our strategy will need to align to these to ensure maximum impact. We have been mindful of this when considering our action plans for delivery.

An initial investment of £500k has been made by the District Council 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 engagement with our communities. Each of these themes has key priorities that will support the delivery of our overall objectives which follows through to our initial action plan.

**The key themes of the strategy are:**





# Resources

## Priorities



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

Our current consumption patterns should be reduced and adapted, particularly our consumption of carbon-intensive products and activities and to re-use and repair items we already have rather than replace them.

Where carbon emissions cannot be completely eliminated, viable offsetting alternatives need to be available for organisations and businesses to support them to reduce their emissions to zero. The Council can play an active role in facilitating both access to carbon offsetting and supporting the development of local offsetting businesses.

In the transition to the low carbon economy the Council must play an active role in supporting local food producers and local material/product manufacturers. Residents and businesses should have more opportunities and be encouraged to source local products and to reduce their need to purchase products with single use packaging where possible.

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.

Whilst the Council has control of the collection of waste, responsibility for disposal is Essex County Council's (Waste Disposal Authority). As members of the Essex Waste Management Partnership Board we will continue to work with them and other Councils across Essex to encourage the most environmentally sustainable options for the future processing and treatment of residual waste.

There will be changes to the way that 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.



# Energy Conservation

## Priorities

REDUCE ENERGY  
USE & IMPROVE  
ENERGY EFFICIENT  
INFRASTRUCTURE

INCREASE  
PROPORTION OF  
ENERGY FROM  
RENEWABLE  
SOURCES

IMPROVE  
ENERGY  
PERFORMANCE  
OF EXISTING  
HOUSING

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 25% of District wide carbon emissions. At least 65% of this heat is supplied by gas, 25% from oil and about 10% from electricity (including storage heating).

Since 2005 Braintree District Council has halved its own carbon emissions from 6455 tonnes down to 3281 tonnes CO<sub>2</sub> by upgrading the energy efficiency of its estate, policy change and investment in the delivery of services and introducing significant renewable solar technology on buildings and installing EV charging infrastructure across its sites. The Council continues to work to reduce emissions to zero and share best practice when trialling new green technology.

To support our District to conserve energy, the Council must build on existing engagement programmes to actively support households, landlords and businesses in identifying and implementing practical ways to reduce energy used and find carbon neutral or reduced carbon alternatives for energy that is consumed. As alternative energy and energy efficient products move into the mainstream they are becoming more accessible and affordable making it easier to transition.

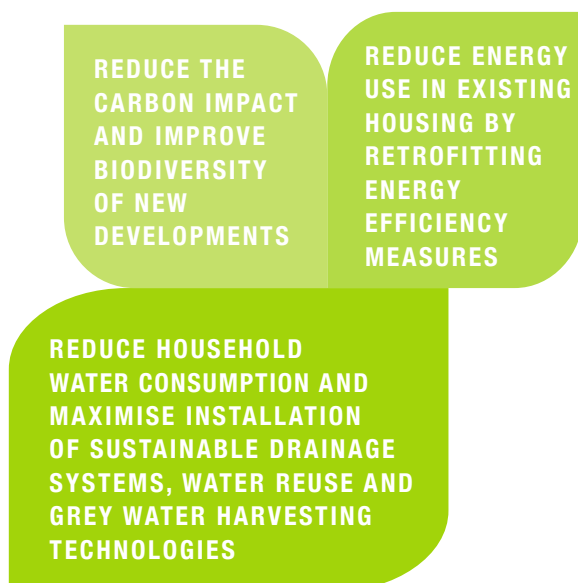
Some initiatives will require engagement at a national level to ensure that regulations, powers and subsidy regimes are provided which support the phase out of fossil fuel energy. There will be a need to increase awareness and to encourage uptake of emerging technologies, supporting residents to access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

An increased reliance on the electricity network in the future will require local and national electricity structure to be upgraded and operated more smartly to serve higher demand. Local micro-generation and storage systems need to be better integrated to the grid, or permitted to operate independently to the grid to reduce cost and deployment friction and encourage uptake.



# Built Environment

## Priorities



Reducing the carbon impact of our homes and ensuring that future 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 District 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.

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 new planning reforms. A particular focus will be required on those experiencing fuel poverty, with tailored support services and funding opportunities identified for home upgrades.

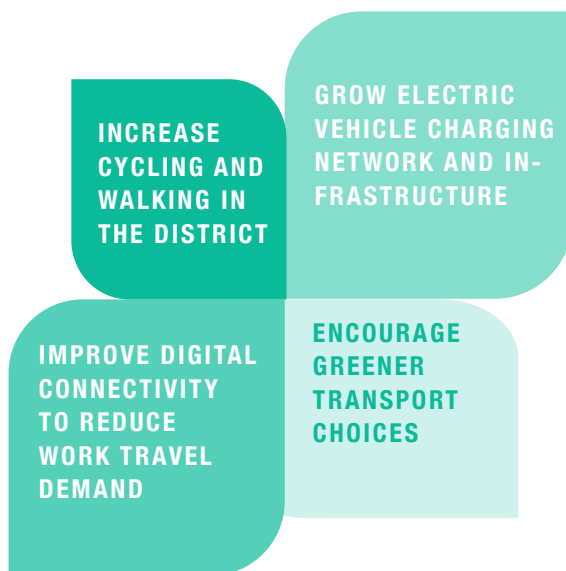
Planning functions are a key lever in reducing emissions and adapting localities to a changing climate. We will make use of our planning and building powers to require higher energy efficient standards and design standards in new builds and extensions, where we are allowed to do so through national policy.

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 buildings, supporting improvements in the domestic and non-domestic private rented sectors.

As a Council, we need to continue to respond to changes which could impact our environment, but which are outside of our control. The Council shares some of the concerns of residents about the new incinerator being built in the District and its potential carbon contribution. Whilst it has no direct control over the plans to build the incinerator, Braintree District Council will continue to engage on behalf of residents with the site owner, with Essex County Council as the Waste Disposal Authority and the Environment Agency to ensure that the site is built and operated within its permitted limits.

# Transport

## Priorities



Currently 47% of the District's carbon emissions are transport related. 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 and provides an opportunity to minimise emissions, reduce congestion and improve local air quality.

Public transport needs to be accessible, reliable, safe and affordable to encourage greater use. Modal change hubs where the public switch from one form of transport to another need to be accessible. Although Braintree District Council is not responsible for highways or transport, we will work with Essex County Council to transform our infrastructure in favour of active transport. 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 and being the District with the first all-electric forecourt in the country, we have a good example of what can be achieved. We will also need an extensive cycle/walking network that is easy to use and our cycling strategy will set out how we plan to create cycling networks in both rural and urban areas, secure funding and promote cycling.

Locating sustainable transport facilities near to work and homes will increase the 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.

This climate change strategy is aligned with our cycling strategy, which seeks to make Braintree a leader in cycling provision, to make it safer and more attractive for a greater number of people to cycle more frequently.

We know that our transport system is vulnerable to future climate change flood events, as well as impacts of high temperatures, through melting tarmac or contorted railway tracks. By its nature, transport is a cross-boundary issue and we will need to work with other statutory undertakers and providers to reduce carbon emissions from transport, as well as mitigate the impacts of climate change on our transport infrastructure.



# Business & the Green Economy

## Priorities



The UK's commitment to net zero emissions by 2050 will increase demand for low carbon environmental goods and services, both within the District and beyond and will also require businesses to reduce their carbon footprint. This area of growth in the green sector has the potential to enhance the local economy. The Council has an essential role in creating the conditions for growth and attracting sustainable, environmentally responsible low carbon businesses and skilled workers to the District.

The continued growth of a cross cutting green technology sector is one which the Council will seek to facilitate. We will support green projects for inward investment, attract grant funding and capitalize on green growth opportunities across all industry sectors, from house-building and infrastructure to low carbon technology, as well as setting an example through the commercial buildings we own and operate, sharing our expertise and knowledge with local businesses.

I-Construct is a regional centre for excellence in innovation in construction and is the first part of that programme. It will support the District's important construction and infrastructure sector to share innovations and showcase new construction processes and products, provide training opportunities to upgrade knowledge and skills and share best practice across the sector. We will work with partners to ensure the impact of this project and other similar schemes is maximised for our businesses.

With almost a third of carbon emissions coming from heating there will 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.

We will work with key local partners and businesses to support innovation and entrepreneurship and the sharing of technical knowledge, foster partnerships, offer incentives and support for local businesses to operate on a sustainable model and commit to becoming carbon neutral.

The Council has worked with businesses in the past to access grant schemes that help them become more efficient and carbon neutral and will continue to work with businesses to access these national or regional schemes.



Training will be needed to support new technology implementation. 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.

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 could also 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. Offsets trading should be considered as an interim measure, as by 2050 it is anticipated that the necessity for carbon trading falls to a low level due to technological advances allowing significant reductions in 'unavoidable' emissions.

\*Carbon sequestration - is the long-term removal, capture or sequestration of carbon dioxide from the atmosphere to slow or reverse atmospheric CO<sub>2</sub> pollution and to mitigate global warming.





# Natural Environment

## Priorities



Protecting the natural environment is a priority that will 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. By planting more trees and increasing canopy cover, not only will we create an improvement in our green spaces, we will also create an opportunity to capture and store carbon.

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 blue and green infrastructure and 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 important natural features to support this priority, as well as how we can adapt our blue and green infrastructure to support the natural environment.

Gardens form a significant part of our natural environment and residents can make changes in their gardens, which collectively can make a large impact on biodiversity.

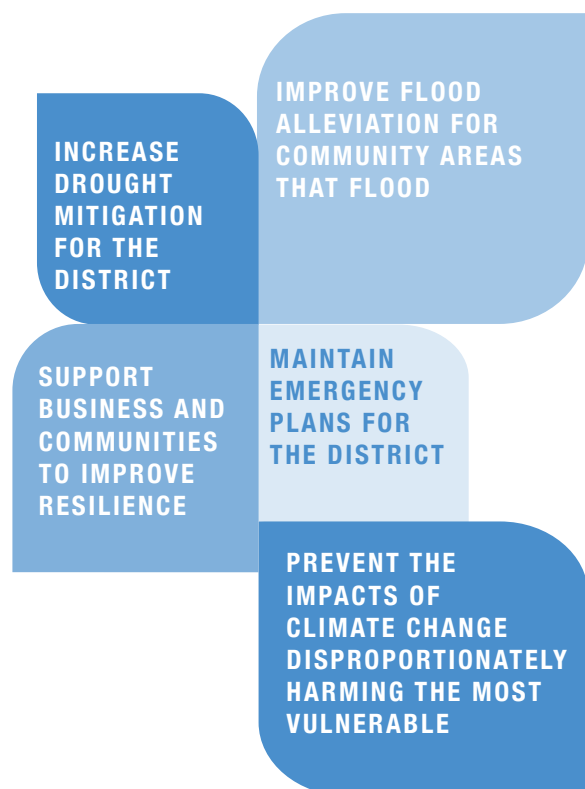
We will build on the already strong network of volunteers including our Green Heart Champions, Friends of groups, volunteer tree wardens and community groups, identifying Climate Change Ambassadors and working with these individuals and groups to support them to make a difference to the place they live, 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 Biodiversity Net Gain.



# Adapting to Climate Change

## Priorities



Whilst the majority of our Climate Change Strategy focusses on mitigating our impact on the climate, 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. We will build community resilience through supporting behaviour change and partnership working. Communities should feel

empowered to take action, understanding the part they play and inspiring people to develop the skills they need to lead on initiatives. 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 to provide emergency planning advice and support to Town/Parish Councils with their own emergency plans.

Flooding has become an increased risk that our communities face and it is important to continue working with the lead flooding agencies, to ensure that communities are protected from flooding as much as possible. As a Council, we will work with partners to ensure that the District becomes resilient to flooding through a variety of measures from large catchment flow schemes to sustainable drainage systems.

We recognise the role that the changing climate plays on health issues, from the impact of heatwaves to increases in diseases and the stress caused by flood damage to homes and businesses. There is also a risk that climate change will impact disproportionately on the most vulnerable in our society, increasing inequalities. This can include long term health impacts and fuel poverty. We will continue to develop our understanding of the health impacts of climate change and work with partners through our Health and Wellbeing panel to respond to these.

Essex Resilience Forum and other community based partnerships will enable more efficient use of resources and will increase resilience enabling us to protect services for the most vulnerable.



# Delivering the strategy

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

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

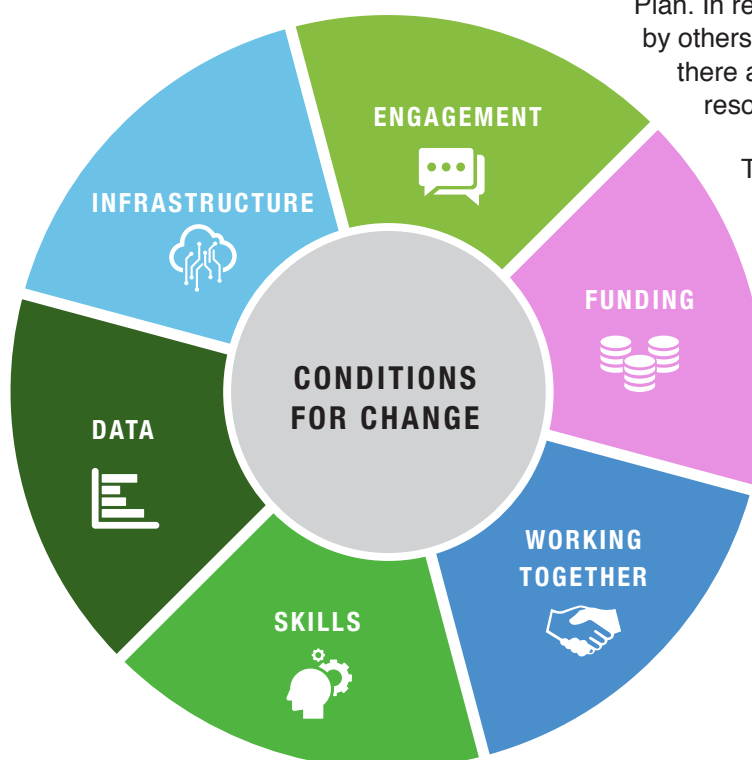
Many people and businesses are already taking action individually, in communities or through various networks. This will need to continue and scale up. People's individual actions are extremely important, both in direct emissions reduction and in bringing about the changes we need to achieve our goals.



In order to maintain governance, accountability, support and coordination within wider networks, Braintree District Council, and the 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 ongoing 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, supporting 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 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. We will need to deliver our own actions, 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.

The climate change response is happening alongside other key priorities in the District 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, ensuring 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 has been informed by the engagement process for the strategy. It 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.

The action plan sets out work stream actions by Braintree District Council 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 initial plan will have projects and initiatives 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.

The action plan will be a living document. We will revise our plans as the climate and environmental emergency develops, targets are met, funding becomes available and new technologies emerge.

At this stage, the carbon impact of delivering the actions has not been fully quantified. Further, detailed work is required in order to produce a more definite assessment of the carbon reduction of each action in the plan. In an attempt to provide a high-level estimation, a carbon impact scale has been incorporated into the plan. This method will help identifying those actions that are likely to have the highest carbon reduction contribution and also those actions that will be more complex to quantify for various reasons. The carbon impact will be updated with specific figures as and when further work is undertaken and they can be calculated more accurately. Actions have been separated out into short, medium and longer term as well as ongoing actions throughout the life of the strategy.

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 the Council 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.











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Date of publication, August 2021

# Climate Change Initial Action Plan:

S E P 2 0 2 1 – M A R 2 0 2 3





# Climate Change Action Plan: September 2021 – March 2023

The Climate Change Action Plan builds upon many years of work already undertaken and reductions in emissions already achieved. It sets out our areas of focus in each of the work streams from the Climate Change Strategy to identify how we will deliver our objectives.

The Action Plan will be a living document and we will revise our plans as the climate and environmental emergency develops, targets are met, funding becomes available and new technologies emerge.

At this stage there are a number of TBC's in this action plan. This is because the carbon impact and full costs of delivering the actions has not been fully quantified. Further, detailed work is required in order to produce a more definite assessment of the carbon reduction of each action within the plan. In an attempt to provide a high-level estimation, a carbon impact and cost scale has been incorporated into the plan. This method will help identify those actions that are likely to have the highest carbon reduction contribution and also those actions that will be more complex to quantify for various reasons. The carbon impact will be updated with specific figures as and when further work is undertaken and they can be calculated more accurately.

This plan includes actions which the Council will lead, as well as those in partnership with others. It includes campaigns which will support change across the District and projects where the Council may be the catalyst or broker to enable and facilitate activity.

Timescale	Council Role	Indicative Costs	Potential Carbon impact of Council Projects
<b>Short Term</b> – 2021 to 2023	<b>D</b> - Deliver	<b>£</b> - Low - between £0 and £25,000	<b>Low</b> – less than 0.5% reduction in Councils own emissions
<b>Medium Term</b> – 2021 to 2026	<b>E</b> – Enable and Facilitate	<b>££</b> - Medium - between £25,000 and £100,000	<b>Medium</b> - up to 5% reduction in Councils own emissions
<b>Long Term</b> – 2021 to 2030	<b>S</b> – Support and Encourage	<b>£££</b> - High - between £100,000 and £250,000	<b>High</b> – over 5% reduction in Councils own emissions
<b>Ongoing</b> – Actions that will continue through the life of the strategy	<b>P</b> - Partnership	<b>££££</b> - Very High - Over £250,000	<b>NB</b> – District Wide reduction measures and methods still to be calculated

# Resources

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Conserve our Natural Resources</b>					
Continue with campaigns to raise the profile of local food producers by promoting shop local and seasonal foods including plant based substitutes	<ul style="list-style-type: none"> <li>Increased awareness of produce that can be sourced locally and the benefits of buying seasonal produce and swapping to plant based produce</li> <li>Increased support for local businesses</li> </ul>	Ongoing	£	TBC	S
Work with partners to offer a subsidised water butt scheme to encourage residents to use rainfall rather than tap water to sustain their plants.	<ul style="list-style-type: none"> <li>Reduction in the use of water</li> </ul>	Short Term	£	Low	P
Create a learning and development programme for staff and members to increase their awareness on climate change and how they can reduce their own carbon emissions and contribute to those that can be achieved corporately	<ul style="list-style-type: none"> <li>Increase awareness of climate change issues</li> <li>Improved consideration of climate change issues across all services, projects and policies</li> </ul>	Short Term	£	TBC	D
Install water butts in our cemeteries to capture rainfall run off from cemetery chapels and other buildings for use by visitors bringing floral tributes	<ul style="list-style-type: none"> <li>Reduction in the use of water from the standpipes</li> </ul>	Short Term	£	Low	D
Review the Councils sustainable Procurement Policy to strengthen the procurement process ensuring environmental considerations are made when procuring goods and services	<ul style="list-style-type: none"> <li>Procurement specifications developed that supports carbon reduction and sustainability.</li> <li>Council is more aware of the environmental credentials of the contractors it works with</li> <li>Encourage more businesses to consider climate change credentials</li> </ul>	Medium Term	£	Medium	D
Explore the feasibility of re-using waste water from the depot to fill the water tanks on the street sweepers	<ul style="list-style-type: none"> <li>Reduction in the use of water</li> </ul>	Medium Term	£	Low	D

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Reduce Waste, Increase Recycling</b>					
Work with the Essex Recycling Forum and the Essex Waste Partnership on Countywide campaigns and initiatives to encourage people to reduce their waste and to maximise recycling	<ul style="list-style-type: none"> <li>Reduction of total waste collected</li> <li>Reduction in tonnage of residual waste and increase in percentage of waste recycled</li> </ul>	Ongoing	££	TBC	P
Review the waste management service to identify future working models and respond to the outcomes of the Environment Bill, including impacts on kerbside collections.	<ul style="list-style-type: none"> <li>New 10 year waste strategy developed.</li> <li>Improved service delivery model implemented providing more sustainable ways of working.</li> <li>Reduce residual waste and increase recycling</li> <li>Ensure outcomes of the Environment Bill are understood and fed into the service review of the waste management service</li> </ul>	Short Term	££ Implementation likely to be ££££	TBC	D/P
<b>Reduce use of non-renewable resources</b>					
Develop a District wide campaign to encourage residents to reduce the use of plastics and non-sustainable packaging	<ul style="list-style-type: none"> <li>Reduction in waste collected</li> </ul>	Short Term	£	TBC	S
Consider options to increase public access to drinking water to reduce single use plastics	<ul style="list-style-type: none"> <li>Reduction in the use of single use plastics</li> </ul>	Short Term	TBC	TBC	P
Research opportunities around using waste collected from dog waste bins and other sources as either a fertiliser or fuel source	<ul style="list-style-type: none"> <li>Reduce energy from non-renewable sources</li> </ul>	Short Term	TBC	TBC	D



# Energy Conservation

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Reduce energy use and improve energy efficient infrastructure</b>					
Switch the Councils energy use to non-fossil fuel green energy tariffs	<ul style="list-style-type: none"> <li>Reduction in CO<sub>2</sub> emissions</li> </ul>	Short Term	£	High	D
Explore opportunities to purchase batteries to store electricity/ energy to supply back to our buildings or sell back to the National Grid	<ul style="list-style-type: none"> <li>Reduction in CO<sub>2</sub> emissions</li> <li>Reduced cost of energy consumption</li> </ul>	Short Term	££	High	P
Switch all BDC public lighting to well-designed and well directed LED lights on a like for like replacement basis and work with parish councils to replace any parish council owned street lights when they need replacing	<ul style="list-style-type: none"> <li>Reduction in CO<sub>2</sub> emissions</li> <li>Reduced cost of energy consumption</li> </ul>	Short Term	££	Medium	D/P
Increase energy efficiency and renewable technologies across Council equipment, assets and estates	<ul style="list-style-type: none"> <li>Reduction in CO<sub>2</sub> emissions</li> <li>Reduction in energy used</li> <li>Reduction in energy costs</li> </ul>	Long Term	££	Medium/ High	D
<b>Increase the proportion of energy derived from renewable sources</b>					
Continue to research and evaluate ultra-low emission alternatives for the Council's fleet of vehicles	<ul style="list-style-type: none"> <li>Identify opportunities to reduce the impact of the Council's impact on emissions</li> </ul>	Short Term (Med Term implementation)	£ implementation ££££	High	D
Consider use of robust certified carbon credit schemes to offset any residual organisation emissions	<ul style="list-style-type: none"> <li>Reduce Carbon Impact of organisation</li> </ul>	Long Term	£	TBC	P

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Improve energy performance of existing housing stock</b>					
Continue to work with partners to address the complex challenge of fuel poverty through targeted campaigns and signposting to grant funding and areas of support	<ul style="list-style-type: none"> <li>• People in fuel poverty have access to affordable, low carbon warmth.</li> <li>• Improved energy efficiency in homes and reduced costs for residents</li> <li>• Reduction in CO<sub>2</sub> emissions</li> </ul>	Ongoing	TBC	TBC	P
Continue with campaigns providing information to residents on saving energy measures to help reduce emissions, including promotion of retrofit schemes for homeowners	<ul style="list-style-type: none"> <li>• District emissions reduced.</li> <li>• Campaigns successfully delivered.</li> <li>• Increase in residents sign posted to grants</li> </ul>	Ongoing	£	TBC	D

# Built Environment

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Reduce the carbon impact and improve biodiversity of new developments</b>					
Continue to emphasise climate change and the requirements around carbon reduction and renewables in Neighbourhood Plans.	<ul style="list-style-type: none"> <li>Increase awareness and consideration of Climate Change issues for those developing Neighbourhood Plans</li> </ul>	Ongoing	£	TBC	S
Promote sustainable materials for new constructions based on the BREEAM* tool	<ul style="list-style-type: none"> <li>Reduced environmental impact of new builds</li> <li>Reduced CO<sub>2</sub> emissions from new developments</li> </ul>	Short Term	£	TBC	P
Review changes in national planning policies that may help shape and enforce energy efficiency improvements in buildings	<ul style="list-style-type: none"> <li>Policies implemented and considered for new planning applications</li> <li>Reduced CO<sub>2</sub> emissions from new developments</li> </ul>	Short Term	£	TBC	D
Create and adopt new Supplementary Planning Documents (SPD) on sustainability and carbon reduction, including waste management, biodiversity gain, encouraging developers to exceed targets and build sustainable, resilient and efficient new homes	<ul style="list-style-type: none"> <li>Supplementary Planning Document adopted and used as a material planning consideration</li> <li>Positive impact on biodiversity from new developments</li> <li>Reduced CO<sub>2</sub> emissions from new developments</li> </ul>	Short Term	£	TBC	D
Develop a Planning Sustainability check list for use by officers, members and town/parish councils when reviewing planning applications to ensure climate change is taken into consideration by decision makers of all new planning applications	<ul style="list-style-type: none"> <li>Improve framework, ensuring that climate change issues are effectively considered at planning stage</li> </ul>	Short Term	£	TBC	P
Develop an environmental assets map to understand the potential locations of positive environmental assets moving forward	<ul style="list-style-type: none"> <li>Increase knowledge of environmental assets to better understand opportunities</li> <li>Market the District to build the green economy</li> </ul>	Short Term	££	TBC	D

\*Building Research Establishment Environmental Assessment Method.

*A sustainability assessment method that is used to master plan projects infrastructure and buildings*

Action	Outcome	Timescale	Funding	Carbon Impact	Role
Support the transition to sustainable heating sources in new developments	<ul style="list-style-type: none"> <li>Reduced CO<sub>2</sub> emissions from new developments</li> </ul>	Medium Term	£	TBC	S
Review and evaluate the potential of an offset fund (106 agreements) or allowable solutions mechanism for developers to pay into when a certain high level of energy efficiency of buildings is not able to be met in the development and use this money for carbon saving projects	<ul style="list-style-type: none"> <li>Reduce CO<sub>2</sub> impact of new developments</li> </ul>	Long Term	TBC	TBC	D
<b>Reduce household water consumption and maximise installation of sustainable drainage systems, water reuse and grey water harvesting technologies</b>					
Work with ECC to ensure that all new development sites have sufficient “green/blue” infrastructure to mitigate flooding through the Sustainable Urban Drainage System Strategies submitted at Planning	<ul style="list-style-type: none"> <li>Reduced risk of flooding in new developments</li> </ul>	Medium Term	£	TBC	P
<b>Reduce energy use in existing households by retrofitting energy efficiency measures</b>					
Continue to signpost owners of traditional or listed buildings to advice and assistance on energy saving measures and improved sustainability that will avoid causing harm to the building and surroundings	<ul style="list-style-type: none"> <li>Reduced CO<sub>2</sub> emissions from homes</li> <li>Reduced cost of energy for residents</li> </ul>	Ongoing	£	TBC	S
Work with registered housing providers and registered landlords to progressively increase the energy efficiency of social housing stock	<ul style="list-style-type: none"> <li>Reduced CO<sub>2</sub> emissions from homes</li> <li>Reduced cost of energy for residents</li> </ul>	Ongoing	£	TBC	S

# Transport

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Grow electric vehicle charging network and infrastructure areas</b>					
Continue with the installation of electric charging points in the Council's car parks.	<ul style="list-style-type: none"> <li>All Council owned car parks fitted with EV charging points.</li> <li>Improved infrastructure and accessibility for customers with EV's using our car parks.</li> </ul>	Short Term	££ (Some gov funding and external investment)	Low	D
Support ECC to continue to build up the on-street charging infrastructure across our District for electric vehicles	<ul style="list-style-type: none"> <li>Improved infrastructure and accessibility for electric vehicle charging</li> </ul>	Medium Term	TBC	TBC	P
<b>Improve digital connectivity to reduce work travel demand</b>					
Work with partners to improve the digital connectivity across the District enabling people to work from home more and travel less	<ul style="list-style-type: none"> <li>Increase coverage across the District and work with digital suppliers to achieve digital connectivity in any gaps.</li> </ul>	Short Term	TBC	TBC	P
<b>Increase cycling and walking in the District</b>					
Continue to work with LiveWell partners to encourage people to get active and walk more	<ul style="list-style-type: none"> <li>Increase active travel</li> <li>Reduce car journeys</li> <li>Reduce CO<sub>2</sub> emissions from travel</li> </ul>	Ongoing	TBC	TBC	S
In partnership with Essex County Council, consider pilot school street schemes to reduce the number of vehicles travelling into school streets during school drop off and pick up times	<ul style="list-style-type: none"> <li>Reduce congestion around schools</li> <li>Reduce car journeys to and from school</li> <li>Reduce CO<sub>2</sub> emissions from travel</li> <li>Increase cycling and walking opportunities</li> </ul>	Short Term	£	Low	S
Working in partnership, deliver the actions of our cycling strategy and promote walking and cycling throughout the District	<ul style="list-style-type: none"> <li>Increase cycling across the District</li> </ul>	Short Term	£	TBC	S

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Encourage greener transport choices</b>					
Continue with campaigns to reduce engine idling targeting specific high traffic areas.	<ul style="list-style-type: none"> <li>Reduction in CO<sub>2</sub> emissions</li> <li>Improvement in air quality</li> </ul>	Ongoing	TBC	TBC	S
Review the Councils Travel Plan to ensure it continues to promote sustainable travel to staff	<ul style="list-style-type: none"> <li>Reduction in CO<sub>2</sub> emissions</li> <li>Reduction in fuel costs</li> <li>Reduction in journeys</li> </ul>	Short Term	£	Low	S
Consider introducing differential parking charges in council owned car parks for low emission vehicles	<ul style="list-style-type: none"> <li>Encourage use of low emission vehicles</li> </ul>	Short Term	£	TBC	S
Work with Essex County Council to improve the quality and availability of low carbon public transport	<ul style="list-style-type: none"> <li>Increase in use of more sustainable travel options</li> <li>Reduced CO<sub>2</sub> emissions from public transport</li> </ul>	Medium Term	£	TBC	S
Review the Council's Driver and Vehicle Standards and Policies to create a greener fleet of taxis in the District	<ul style="list-style-type: none"> <li>Reduction in CO<sub>2</sub> emissions from taxi fleet and pollution</li> <li>Reduction in fuel costs from taxi fleet.</li> </ul>	Medium Term	£	TBC	D



# Businesses and the Green Economy

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Developing the Green Economy</b>					
Work with Essex County Council and other service providers to identify opportunities to develop low carbon skills, education, training and employment opportunities and support ECC Centre of Excellence.	<ul style="list-style-type: none"> <li>• Increase employability of our residents in the green economy and advanced manufacturing to help improve the productivity in the production of goods and services that support the sustainable agenda</li> <li>• Attract new business in the green economy and encourage green sector companies to cluster in the North Essex local economy</li> <li>• Increase overall awareness of climate change issues and how to tackle them</li> </ul>	Short Term	TBC	TBC	P
Work with partners to maximise the impact that that I-Construct brings to the construction sector and its supply chain, championing modern design and construction methods	<ul style="list-style-type: none"> <li>• Reduced carbon from construction process and new developments</li> <li>• Increased sustainability in design of new buildings</li> <li>• Develop our green economy</li> </ul>	Long Term	TBC	TBC	P
Work with landowners, DEFRA and ECC to encourage sustainable land stewardship practices on land across the District, including rewilding and tree planting.	<ul style="list-style-type: none"> <li>• Improve Biodiversity of farmland</li> <li>• Improve carbon capture and carbon storage of farmland</li> <li>• Improve water quality</li> <li>• Reduce carbon use through fewer artificial inputs</li> </ul>	Long Term	TBC	TBC	S
<b>Encourage businesses to reduce waste</b>					
Improve engagement and communication with businesses within the District to improve their participation in recycling and waste minimisation, including working with manufacturers to support the reduction of packaging and make products more re-usable and recycleable	<ul style="list-style-type: none"> <li>• Increase engagement and participation of businesses in recycling and minimising their waste</li> <li>• Overall reduction in waste produced</li> <li>• Increased percentage of waste recycled</li> </ul>	Short Term	TBC	TBC	S

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Encourage businesses to reduce energy use</b>					
Continue to encourage businesses to switch to ECO heating and reduce energy use	<ul style="list-style-type: none"> <li>• Increase in the number of referrals to support and take up of funding.</li> <li>• Reduction in energy use</li> </ul>	Ongoing	£	TBC	S
Continue to promote carbon footprint tools to businesses	<ul style="list-style-type: none"> <li>• Improvements identified and implemented by businesses to reduce carbon impact</li> </ul>	Ongoing	TBC	TBC	S
Provide support to businesses across the District on the development and implementation of green travel plans	<ul style="list-style-type: none"> <li>• Increase in number of businesses implementing a green travel plan</li> <li>• Reduction in CO<sub>2</sub> emissions from travel</li> </ul>	Ongoing	£	TBC	S
Introduce a Climate Change/Green Environmental Accreditation Scheme or Business Award scheme to recognise and showcase initiatives that can be adopted as best practice and to encourage businesses to become carbon neutral.	<ul style="list-style-type: none"> <li>• Increase awareness of opportunities to become carbon neutral</li> <li>• Increased sharing and recognition of best practice across businesses</li> </ul>	Medium Term	££	TBC	D/P
<b>Encourage businesses to build resilience</b>					
Collaborate with the voluntary sector and business sector across Essex to share learning, data, best practice and, to look at joint initiatives to tackle climate change	<ul style="list-style-type: none"> <li>• Successfully sharing knowledge and resources to increase our opportunities to collaborate for grant funding</li> <li>• Reduction in carbon impact of businesses and voluntary sector organisations</li> </ul>	Ongoing	TBC	TBC	S

# Natural Environment

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Improve biodiversity and green spaces</b>					
Continue to deliver campaigns to support a reduction in littering and fly-tipping	<ul style="list-style-type: none"> <li>Reduction in fly-tips</li> <li>Reduction in littering</li> <li>Cleaner District</li> </ul>	Ongoing	£	Low	S
Complete our trial of alternative weed control methods other than the use of chemicals in Council operations that are more sustainable and environmentally friendly	<ul style="list-style-type: none"> <li>Trial completed evaluating relevant alternative methods of weed control introduced.</li> <li>Reduce environmental impact of weed control</li> </ul>	Short Term	££	Low	D
Develop a Local Nature Recovery Plan to identify actions needed to restore declining species and habitats	<ul style="list-style-type: none"> <li>Plan established to address the practical actions needed to restore declining species and habitats and a healthy natural environment where our plants and animals can thrive</li> </ul>	Short Term	££	TBC	D/P
Plant wildflower areas across the District, including mixture of ornamental and native wildflowers and areas which are left with minimal maintenance to increase bio-diversity.	<ul style="list-style-type: none"> <li>Increase biodiversity</li> <li>Improve attractiveness of District</li> </ul>	Short Term	£	Low	D
Reduce the number of cuts to rural verges across the District (Subject to outcome of recent trials)	<ul style="list-style-type: none"> <li>Increase biodiversity</li> <li>Improve attractiveness of District</li> </ul>	Short Term	Saving	Low	P
Work with ECC and Housing Associations to increase biodiversity by reviewing maintenance regimes, refine grass cutting, consider more sustainable planting schemes consistent with the highest biodiversity standards and promote rewilding/naturalisation of areas.	<ul style="list-style-type: none"> <li>Increase biodiversity</li> <li>Improve attractiveness of District</li> </ul>	Short Term	TBC	TBC	P

Action	Outcome	Timescale	Funding	Carbon Impact	Role
Explore opportunities to use council owned land to develop community orchards and community gardens (to grow veg or fruit),	<ul style="list-style-type: none"> <li>• Increase biodiversity</li> <li>• Improve attractiveness of district</li> <li>• Increase opportunities for communities to grow fruit and veg</li> <li>• Increase community engagement in enhancement of local areas</li> </ul>	Medium Term	TBC	TBC	P
<b>Improve air quality</b>					
Review our current air quality monitoring to ensure that it continues to monitor high risk pollutants and locations and take appropriate action	<ul style="list-style-type: none"> <li>• Ensure continued effectiveness of air quality monitoring</li> </ul>	Short Term	££	TBC	D
<b>Increase tree and shrub planting</b>					
Develop a community tree and bulb planting scheme to support community groups, town and parish councils to increase tree and bulb planting across the District	<ul style="list-style-type: none"> <li>• Increase in the number of trees and shrubs planted across the District.</li> <li>• Increase engagement from communities in their local area</li> <li>• Increase publically accessible woodland</li> </ul>	Short Term	££	TBC	P
Identify opportunities to plant trees on Council owned land	<ul style="list-style-type: none"> <li>• Increase in the number of trees and shrubs planted across the District on Council land.</li> <li>• Increase publically accessible woodland</li> </ul>	Short Term	££	TBC	D
<b>Improve water quality, flood resilience and habitat</b>					
Work with the Environment Agency/Anglia/Essex Suffolk on the management of watercourses to enhance their flow and storage capacity and deliver wider biodiversity benefits	<ul style="list-style-type: none"> <li>• Improve water quality</li> <li>• Improve biodiversity</li> <li>• Reduce flooding</li> </ul>	Medium Term	TBC	TBC	P

# Adapting to Climate Change

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Support communities to improve resilience</b>					
Continue to provide advice for residents on how to reduce health risks during severe weather events such as heatwaves/extreme cold	<ul style="list-style-type: none"> <li>Increased accessible information available to residents on health risks from climate change</li> <li>Increased resilience of communities to climate change</li> </ul>	Ongoing	£	Low	S
Work with Town and Parish Councils to develop their emergency plans, ensuring the plans reflect the changing risks of their communities	<ul style="list-style-type: none"> <li>Increase in number of Parish and Town Council with Emergency plans developed.</li> <li>Successful collaboration on climate emergency related areas of work</li> <li>Increased resilience to climate change impacts in our communities</li> </ul>	Ongoing	£	Low	S
<b>Improve flood alleviation for community areas that flood</b>					
Work with Essex County Council and other partners to manage climate change-related flood risks and mitigate the number of homes and businesses across the District that are exposed to the risk of flooding	<ul style="list-style-type: none"> <li>Reduction in flood risk</li> <li>Increased resilience in communities to impacts of climate change</li> </ul>	Ongoing	TBC	TBC	P
Lobby Government to increase the funding available for flood risk management to meet the growing need for action especially around surface water flooding	<ul style="list-style-type: none"> <li>Reduction in flood risk</li> <li>Increased resilience in communities to impacts of climate change</li> </ul>	Short Term	TBC	TBC	P
Work with partners to open up main rivers and create wetlands, natural flood defences and urban drainage, as supported by the Local Plan and Biodiversity Supplementary Planning Document	<ul style="list-style-type: none"> <li>Improve water quality</li> <li>Improve biodiversity</li> <li>Reduce flooding</li> </ul>	Short Term	TBC	TBC	P

Action	Outcome	Timescale	Funding	Carbon Impact	Role
<b>Increase drought mitigation for the District</b>					
Ensure that planting in open space owned or managed by the council is drought resistant and requires less watering	<ul style="list-style-type: none"> <li>• Increase sustainability of planting schemes and resilience to climate change impacts</li> <li>• Reduce use of water</li> </ul>	Short Term	£	Low	D
<b>Maintain emergency plans for the District</b>					
Update the Councils Climate impact risk assessment and integrate risk mitigation into service business plans	<ul style="list-style-type: none"> <li>• Effective emergency plan to respond to risks</li> </ul>	Short Term	£	Low	D
Regularly review and test the Council's emergency plans	<ul style="list-style-type: none"> <li>• Effective emergency plan to respond to risks</li> </ul>	Short Term	£	Low	D
Work with Essex Resilience Forum (ERF) and other partners to review and test plans and respond to emergencies	<ul style="list-style-type: none"> <li>• Effective emergency plan to respond to risks</li> </ul>	Short Term	£	Low	P
<b>Prevent the impacts of climate change disproportionately harming the most vulnerable</b>					
Monitor and seek to mitigate emerging risks and their impact on vulnerable people in the community with ERF partners	<ul style="list-style-type: none"> <li>• Increased resilience of communities to climate change impacts</li> </ul>	Ongoing	TBC	Low	P



# Delivery and Monitoring

Action	Outcome	Timescale	Funding	Carbon Impact	Role
Validate our action plan in respect of current actions and look to strengthen the medium term and longer term actions	<ul style="list-style-type: none"> <li>Action plan receives external validation on the actions it is taking to achieve net zero and the support it is providing across the District to residents, communities and businesses.</li> </ul>	Short Term	££	N/A	D
Create a communication plan to promote and raise awareness of the Climate Change strategy and action plan	<ul style="list-style-type: none"> <li>Communication plan developed.</li> <li>Monitoring and reporting plan developed and timetable for reporting on progress established.</li> </ul>	Short Term	£	N/A	D
Develop a monitoring and reporting plan to track the progress of the action plan	<ul style="list-style-type: none"> <li>Providing regular updates on progress against our actions</li> </ul>	Short Term	£	N/A	D
Collaborate with other Authorities across Essex to share learning, data, best practice and, increase access to grant funding bids for environmental projects	<ul style="list-style-type: none"> <li>Successfully sharing knowledge and resources to increase our opportunities to collaborate</li> <li>Increase access and opportunities for grant funding</li> </ul>	Short Term	£	N/A	D
Develop a sustainability and carbon reduction tool to assess the environmental impact on projects undertaken by the Council	<ul style="list-style-type: none"> <li>Due consideration given of the environmental impacts and/or carbon emissions from projects and how they can be reduced.</li> <li>Overall Council emissions reduced</li> </ul>	Short Term	£	N/A	D
Support national campaigns and use these to promote our campaigns and take action where we can to increase engagement	<ul style="list-style-type: none"> <li>Align to national days of action to reinforce the message of collective action</li> </ul>	Short Term	£	N/A	S
Ensure relevant internal strategies and policy documents are reviewed and amended to embed the work of the Council in its commitment to tackling climate change	<ul style="list-style-type: none"> <li>All strategies and policies are reviewed and updated to take climate change impacts into account</li> </ul>	Medium Term	£	N/A	D





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# Climate Change Consultation

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TO CLIMATE  
CHANGE

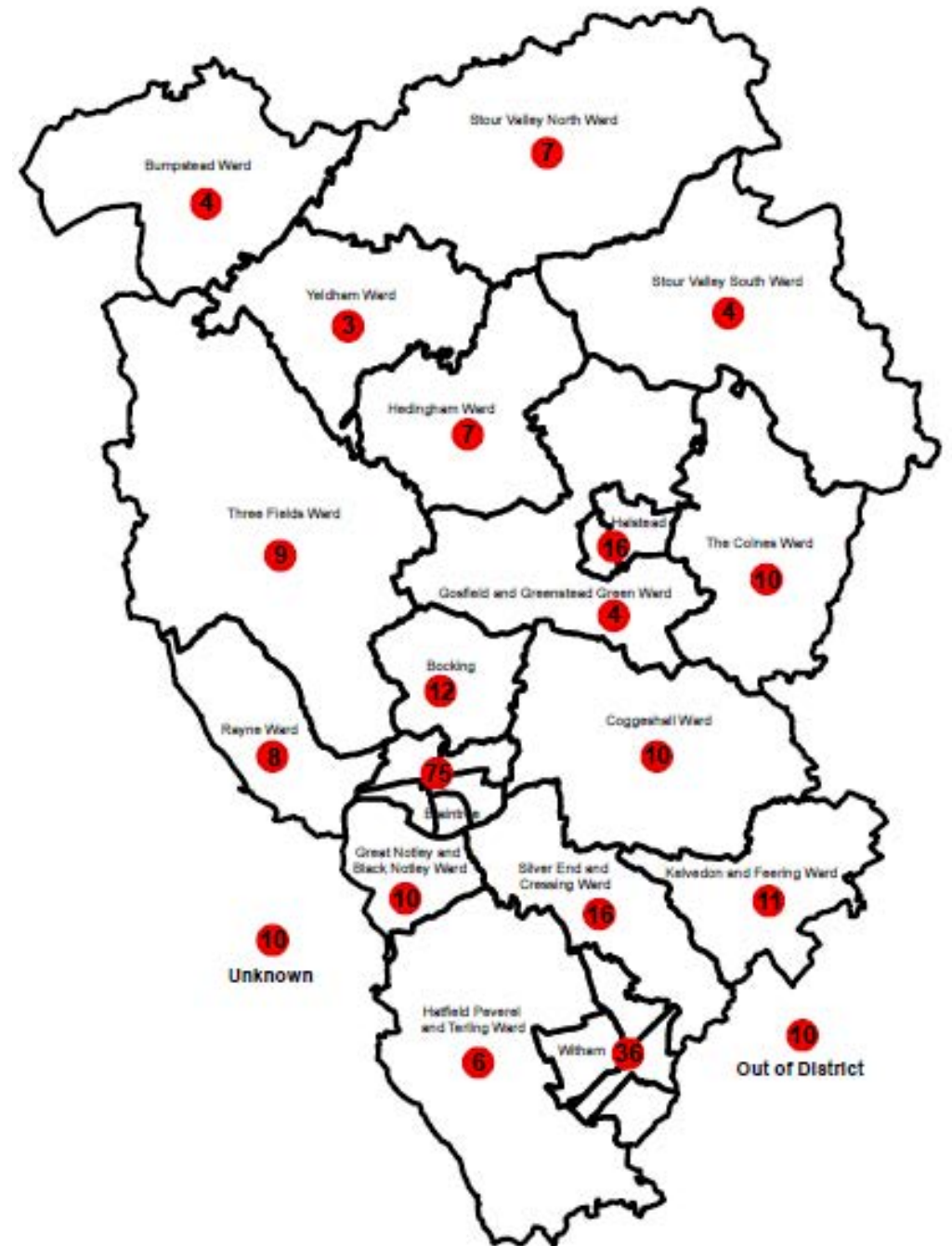


# Engagement Activity

- 8 week consultation – closed on 4<sup>th</sup> July
- 5 different forms of engagement
  - Online Survey
  - Simulator
  - Face to face engagement
  - Schools engagement
  - Stakeholder engagement

# Engagement Reach

- Social media including a video
- Printed media – 5 ads, 2 press releases
- Various newsletters
- Member social media toolkit
- Youth engagement
- Face to face events
- Internal communications



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# Online Survey results



# Strategy and Objectives

86% of respondents agree or totally agree that responding to climate change needs to be a priority

53% of respondents agree or totally agree that the strategy broadly covers the right aims and objectives

64% of respondents do something already but would like to do more

31% of respondents do everything they need to do

There were a broad range of views as to what the right priorities are. These have been highlighted in the comments summary.

This will need consideration to get the maximum number of people engaged in the delivery of the strategy.

# Comments – Online Survey

## Resources

- Reducing waste, encouraging recycling and tackling fly tipping
- Reducing use of plastic
- Promoting low carbon products, shopping locally
- See the Council as a leader in this area

## Energy Conservation

- Reducing use of energy
- Increase use of renewables as energy sources
- Costs for homeowners

## Planning and development

- Stronger powers for managing development sustainably
- Concern over incinerator
- Protecting green spaces
- Carbon impact of new developments

## Transport

- Continue with EV infrastructure
- Cycling development and more active travel
- Public Transport options
- Congestion and vehicle idling

# Comments – Online Survey

## Council Assets and Operations

- Increase electric vehicles
- Consider across services and priorities
- Become carbon neutral
- Concern about cost to taxpayer

## Natural Environment

- Reduce biodiversity loss
- Air pollution and congestion
- Preserve green spaces
- Tree planting
- Work with farmers – looking after the land

## Adapting to Climate Change

- Differing comments on how to manage rivers and flooding
- More work with businesses
- Encourage more parish councils to develop emergency plans

## Other comments

- Differing views on Council's role
- Important to involve local people
- Differing views on ambition and pragmatism
- Things need to change nationally and internationally

# What are the key things that you have done or could do to help tackle climate change?

## Energy

- Reduce energy consumption by using electric cars, solar panels and buying organic.
- Installed solar panels and insulated home
- 100% energy renewable tariff.
- Energy efficient appliances
- Changed from Oil fired to Air Source Heat Pump for heating and hot water.
- Energy saving lightbulbs
- Put a sweater on rather than turn up the heat,
- Use water butts

## Resources

- Avoid buying produce in plastic containers, buy unpackaged instead
- Composting as much as possible
- Reuse packaging instead of binning
- Overall use less plastic
- Recycling all recyclables
- Repair goods rather than replace
- Shop local
- Initiated a plastic free community campaign in Feering

## Natural Environment

- Garden for wildlife
- Planting more trees.
- Plant insect friendly plants
- Organic gardening and leaving wild areas
- Grow own vegetables and fruit on allotment
- Install wildlife habitats
- Harvest water especially in summer
- Promote environmental issues and local projects through facebook (also work on environmental projects)

## Transport

- Exclusively using public transport
- Switching to cycling or walking where possible.
- Drive electric cars only
- Reduced our driving and walk more
- Drive less and plan routes

## Other

- vegetarian diet.
- Buy second hand clothes, furniture and other items
- Donate to environmental charities
- clear up litter in my locality
- Take things no longer wanted to charity shops rather than throwing them away
- Buy ECO products.
- Donate to environmental charities

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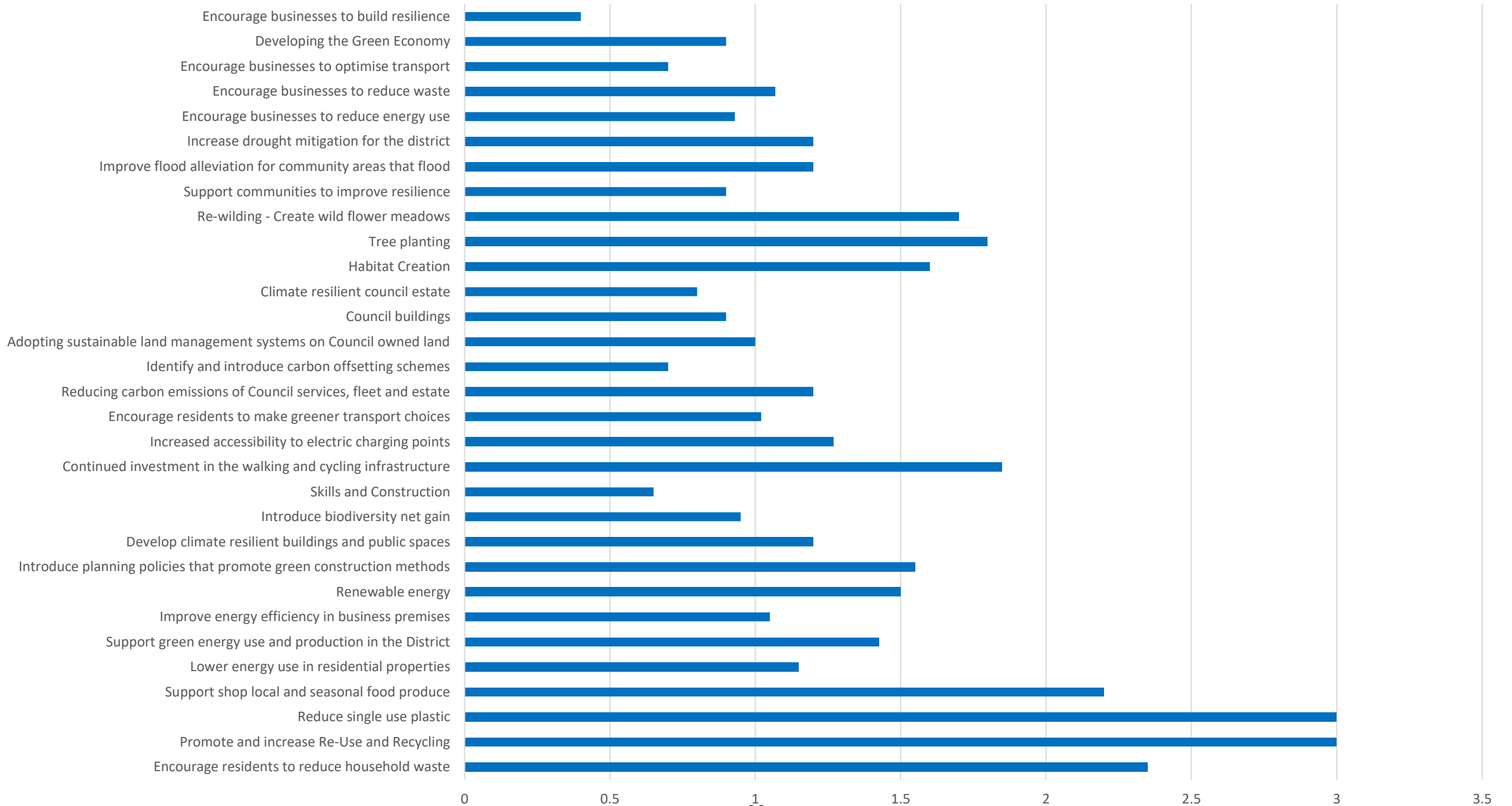


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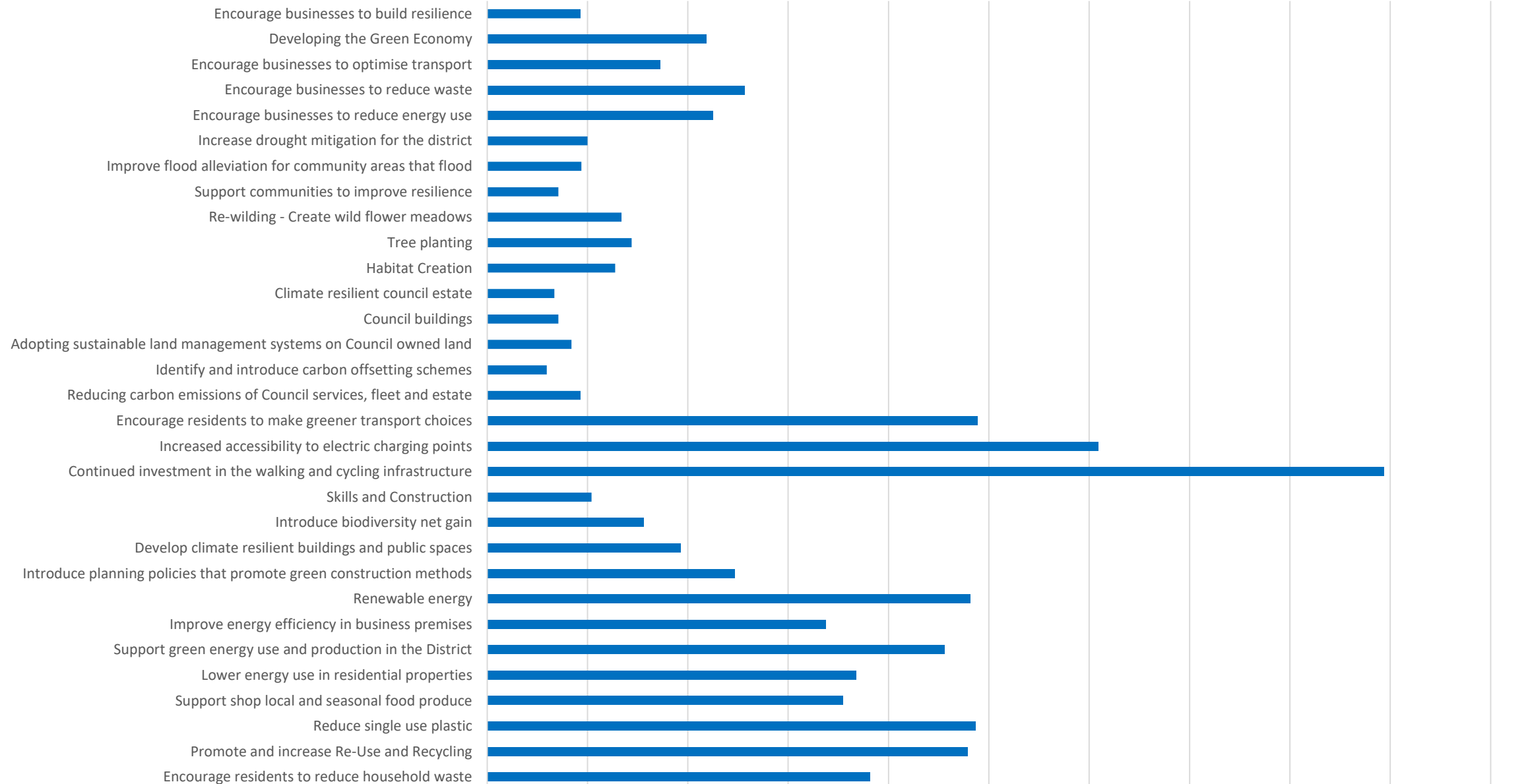
# Simulator Results

## average allocation removing the weighting





## Total allocation of points



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# Face to Face Engagement Results

# Face to Face engagement

*“What are your key priorities in relation to the Climate Change agenda?”*

- Make all new housing low carbon and cheap to run
- Plant more trees
- Need for more people to move to a plant based diet
- The proposed solar farm in Uttlesford/Braintree
- Food waste recycling for flats
- Heat pumps need to be improved to make them worth using
- Wildlife protection should be a priority
- Finding a way of recycling Lithium
- Retention of health facilities
- Improve public transport – train and bus
- Lobby government, they are key to make change happen – don't leave it to individuals 'we are already doing our bit'
- Install more electric charging points
- Make electric cars more affordable
- Make sustainable/eco housing more affordable
- More solar panel farms
- Introduce incentives/rewards for reuse and recycling, e.g. bottle return scheme
- Council should introduce kerbside glass recycling
- Make all new housing low carbon and cheap to run

# Key findings from face to face engagement

- Under 35's want to do the right thing but affordability is a barrier.
- Many are already doing everything they can.
- Knowledge on the subject was high.
- 30-50 age group are less engaged in the climate change topic – they have other priorities and more pressing concerns.

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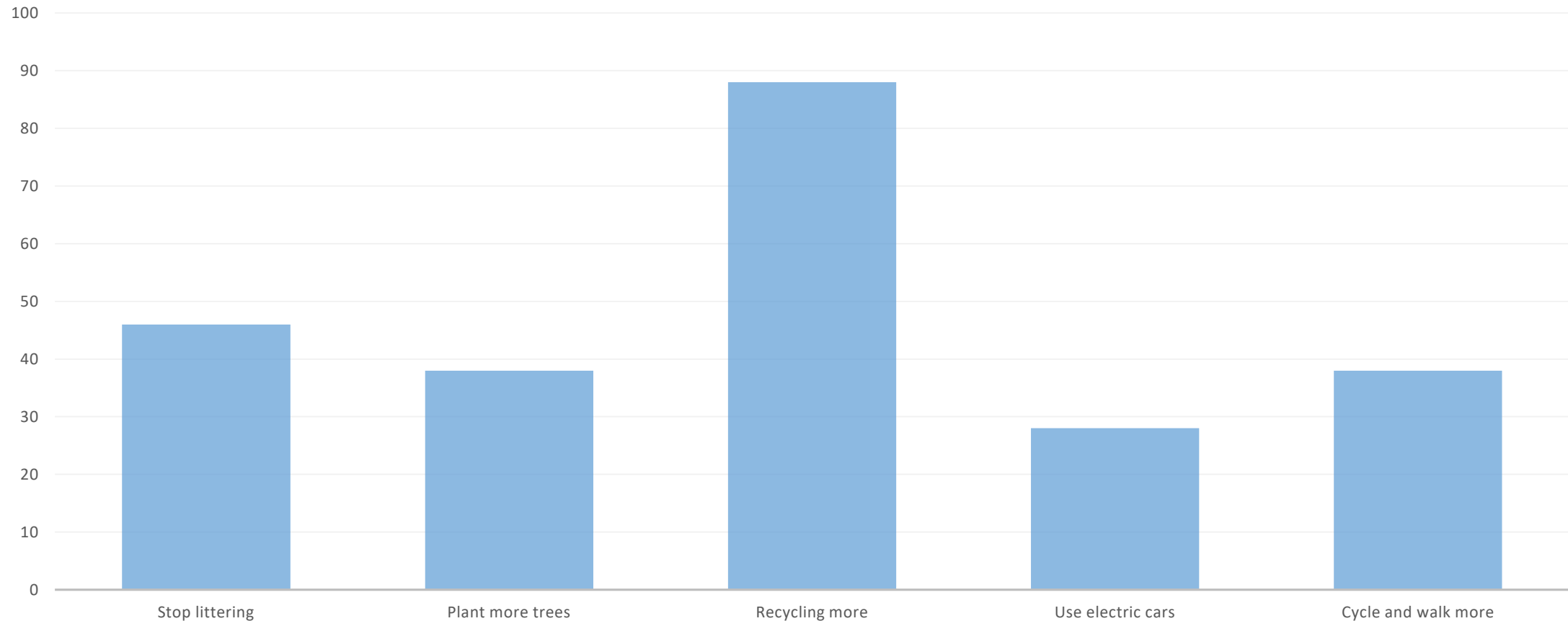


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TO CLIMATE  
CHANGE



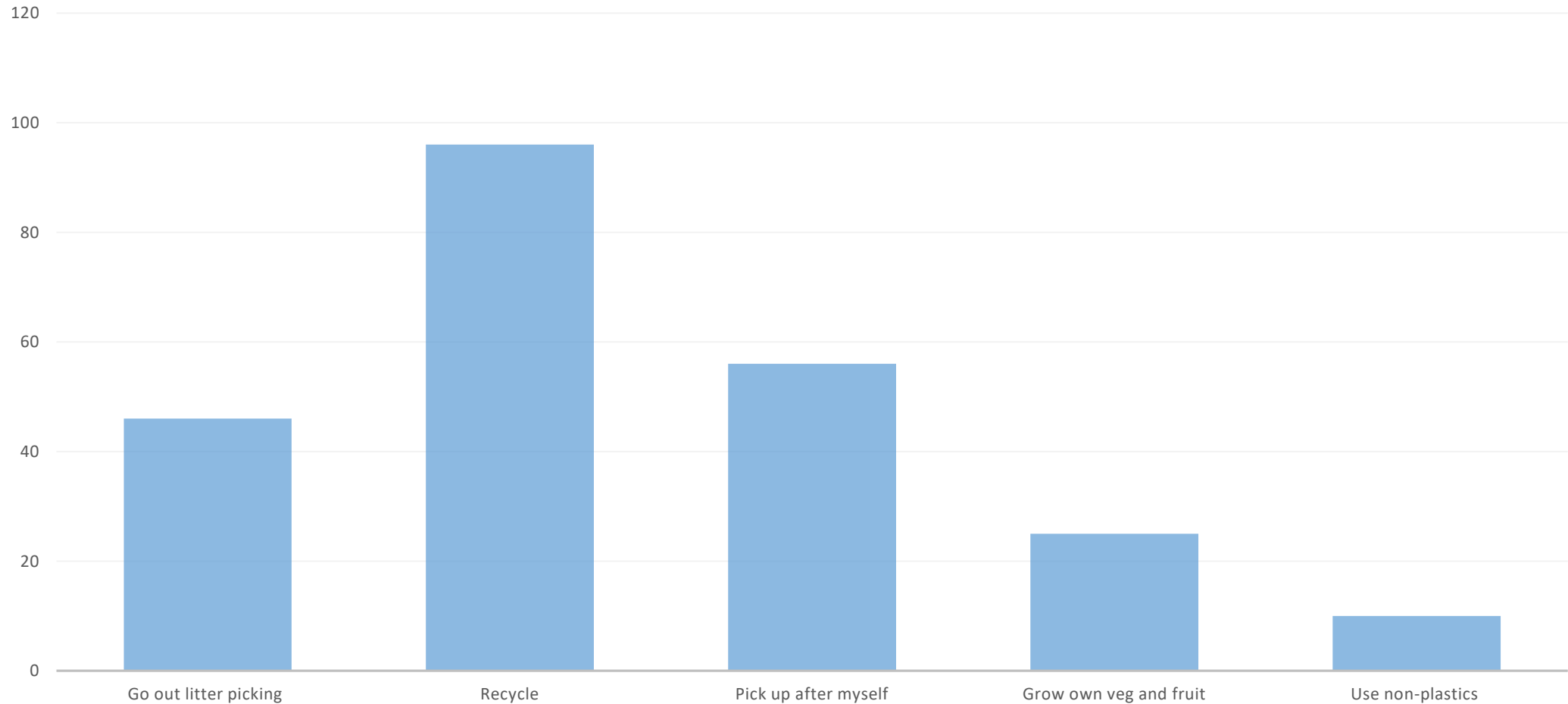
# Schools Engagement Results

# What should people be doing to help the environment?

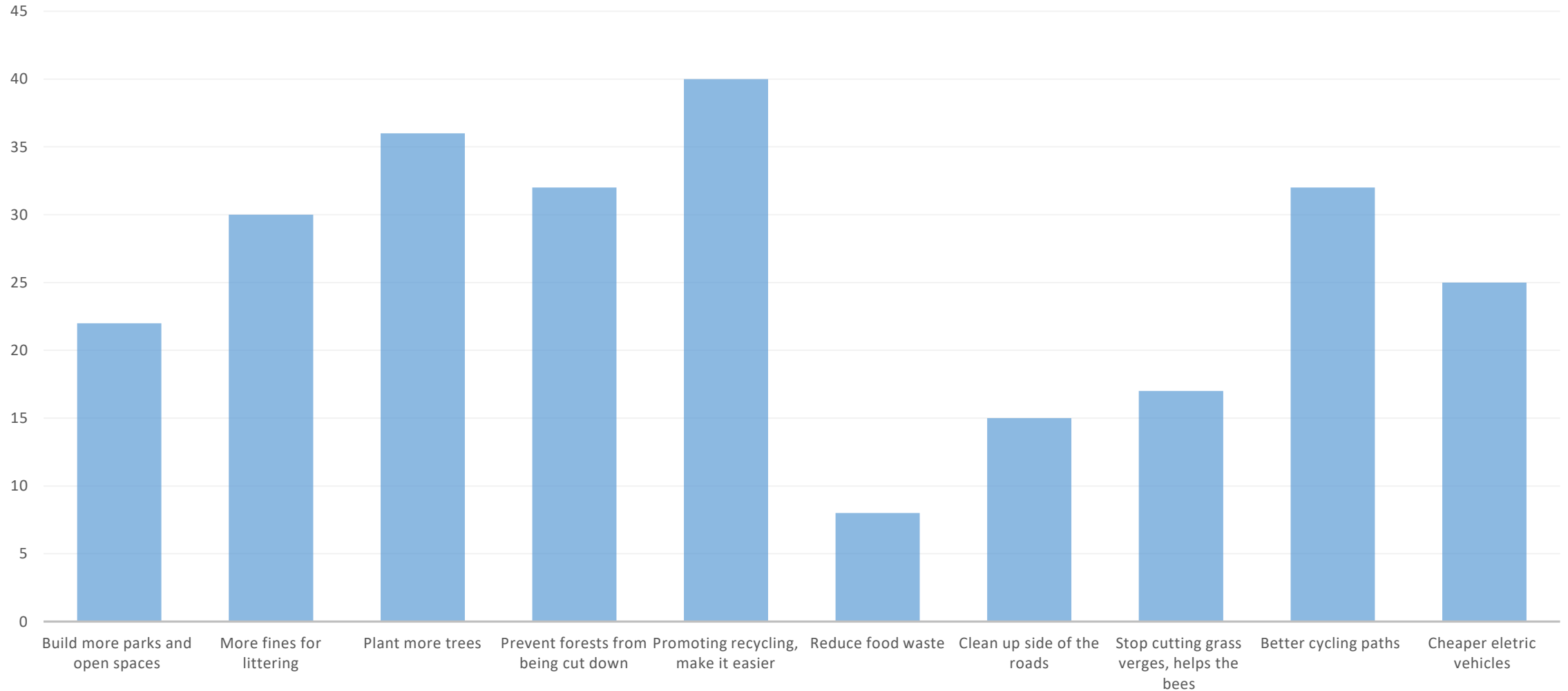




# What do you currently do to actively help prevent climate change and improve the environment?



# What would you like to see more of being done to help tackle climate change?



# Additional Comments

- **What should people be doing to help the environment?**
  - Making things easier to recycle in schools, at the moment it costs money to recycle things other than paper and plastic
  - Upcycle things more that they don't need into other things that may be more useful
  - Reducing the amount of electricity and power they use in their homes
- **What do you currently do to actively help prevent climate change and improve the environment?**
  - "I make sure that I turn off the lights in my house if they are not being used"
  - "I use my own water bottle at school, as we all do!"
  - "Cows are a big cause of climate change so we try to eat less cow meat"
  - "My sister and I make things out of old plastic bottles like seed containers to grow things"
- **What would you like to see more of being done to help tackle climate change?**
  - Provide free growing equipment (seeds, gardening tools etc.) for people to grow their own produce
  - Encourage more people to use human-powered modes of transport like bikes, scooters and just walking
  - More campaigns and initiatives to promote the protection of the environment and what people can do to prevent climate change
  - Water conserving schemes
  - Make it easier for people to be informed about renewable energy sources like solar panels and home wind turbines

RESOURCES



ENERGY  
CONSERVATION



PLANNING AND  
DEVELOPMENT



TRANSPORT



COUNCIL  
ASSETS AND  
OPERATIONS



NATURAL  
ENVIRONMENT



ADAPTING  
TO CLIMATE  
CHANGE



# Stakeholder Engagement Results

# Comments from Stakeholders

- **Natural England**

- Welcome the Councils recognition of the importance of addressing the impacts of climate change
- Support the objectives
- Encourages the inclusion of nature-based solutions as a method to help mitigate and adapt to climate change
- New habitats need to be in appropriate locations
- Council should be using its powers as a planning authority to protect net gain for bio-diversity in all developments
- Encourage the inclusion of up to date climate change projections in the strategy and to include environmental impact assessments of these projections to identify and mitigate impacts

- **Historic England**

- Keen to ensure that protection of the historic environment is taken into account at all stages and levels of the local planning process
- Highlights that although climate change can have a range of direct impacts on the historic environment so too can the mitigation and adaptations to climate change and the aims do not adversely affect the historic, physical and social value of the historic environment
- Provided links to Historic England guidance around retro fitting energy saving measures, retro fitting traditional buildings and commercial renewable energy

<b>Report to:</b>	Full Council
<b>Report Title:</b>	Braintree Cycling Strategy and Draft Cycling Strategy Implementation Plan 2021
<b>Date:</b>	20 <sup>th</sup> September 2021
<b>For:</b>	Decision
<b>Key Decision:</b>	No
<b>Decision Planner Reference Number:</b>	DP/2020/17
<b>Report Presented by:</b>	Dominic Collins, Corporate Director of Growth
<b>Enquiries to:</b>	Dominic Collins, Corporate Director of Growth

## **1. Purpose of the Report**

- 1.1 The Braintree Cycling Strategy (Appendix 1 to this report) and Draft Cycling Strategy Implementation Plan (Appendix 2 to this report) are being presented to Full Council for approval. Following public engagement, subsequent to discussion of the draft Strategy at Full Council on 15<sup>th</sup> March 2021, the Cycling Strategy document sets out the key elements of a long term plan which it is hoped will lead to a significant and sustained increase in cycling in the Braintree District. This is targeted towards the specific needs of Braintree residents and visitors, which will assist in tackling wider problems associated with poor health, pollution, traffic congestion and inequalities of opportunities for Braintree's youth population and people on low incomes.
- 1.2 The aims of the Cycling Strategy are to:
  - Identify how cycling levels can be increased in the District
  - Prioritise funding for new cycling schemes
  - Create a usable, high-quality cycle network that connects residential areas with key employment locations, rail stations and town centres
  - Create opportunities to increase recreational cycling in the District
- 1.3 The Cycling Strategy is required to remove existing barriers to cycling and provide additional cycle opportunities, with the aim of creating a connected cycle network with short, medium and long term projects which will evolve with funding and resource availability.
- 1.4 The Cycle Strategy Implementation Plan sets out key activities to be undertaken between 1 and 5 years and beyond. Each action will be subject to a business case process to ensure longevity and practicality of any investment.



- 1.5 The Cycling Strategy Implementation Plan also responds to feedback gained through the engagement process (as identified in Appendix 3), identifying how key elements of the Strategy will be delivered as well as aligning and joining up with other key strategies such as Health & Wellbeing, Climate Change, Decarbonisation and the Road Safety agenda.
- 1.6 Transport creates 41% of carbon emissions in the East of England, the largest contributor. Reducing transport emissions will have the single greatest impact on both climate change goals and air quality. By integrating the Cycling Strategy into the infrastructure of the District, we are setting a path to decarbonise our networks as quickly as possible.
- 1.7 The Cycling Strategy will give rural communities a greater capacity and capability to energise active travel measures. Connecting the District's growing urban and rural areas relies on a web of connections – physical, digital and social. Our cycle and footpath network (as well as road and rail) will be essential to economic and long-term sustainable growth.

## **2. Recommendations**

- 2.1 The Cycling Strategy 2021, as set out in Appendix 1, is approved.
- 2.2 Authority is delegated to the Corporate Director (Growth) in consultation with the Cabinet Member for Communities to approve the Cycling Strategy Implementation Plan.

## **3 Summary of Issues**

- 3.1 With 847 new homes built for the year 2020/21 and significant new housing development planned with a target of a further 5352 new houses over the next 5 years, this provides both a requirement and a number of opportunities to enhance and expand the cycle network.
- 3.2 Most of the towns in the District have fairly limited cycle provision, with Braintree town having the largest amount of off-road routes. However, many of these are disconnected and infrequent with very limited connection between villages and rural areas.
- 3.3 Braintree District Council (the Council) therefore developed a draft Cycling Strategy to explore how cycling could be promoted to residents and visitors to the District and to understand how the promotion of cycling as a viable transport and leisure option to residents and visitors could be enhanced. A draft Strategy was developed with the support of a Cycling Steering Group, chaired by Councillor Frankie Ricci and with cross party political representation from the Council's Members as well as members of the local cycling community. Having been discussed at Full Council on 15<sup>th</sup> March, the Strategy was subject to a period of public engagement in June and July 2021 through a programme of on-line and paper questions and the public were asked questions on the key areas of priority for cycling in the district.
- 3.4 A total of 685 responses were received through this public engagement exercise. A summary and analysis of the results of that engagement can be

found at Appendix 3 to this report. As per that summary, the engagement process confirmed a very positive response from respondents about the need for a cycling strategy to be a priority for the Council (74% support) with high levels of support for each of the strategic priorities outlined within the draft Strategy. Importantly, the engagement sought respondents to prioritise the seven Strategic Priorities in order of importance, the results of which has been used to prioritise the actions within the draft Implementation Plan.

- 3.5 Aside from the comment and prioritisation of the Strategic Priorities themselves, a wide range of comments were also received about cycling within the district generally. As per Appendix 3, these comments have been themed to the following key areas; Safety, Road Maintenance, Planning, Education, Network, Weather, Wellbeing and Environment, Strategy and Funding, Regulations and Inclusivity. These comments have been directly reflected in the draft Implementation Plan, and these will be further considered as the Implementation Plan is taken forward. Of particular significance were the safety and maintenance of roads and this is incorporated within the draft Implementation Plan as an action to review with Essex County Council as a top priority going forward. Cycle parking is also an element that was raised and actions have been included within the Implementation Plan to review current provision, work with businesses and public transport providers to expand the provision and review security of such parking. Analysis of the demographic mix of respondents and their relevant prioritisation of issues and thematic comments will be used to inform specific elements of the Implementation Plan, particularly in relation to branding and marketing of cycling.
- 3.6 In response to the engagement, the following objectives have therefore been established and prioritised, which are supported by the engagement themes:
- To encourage more people who live and work in the borough to walk and cycle for local everyday journeys;
  - To promote cycling for the health and wellbeing benefits that can result;
  - To encourage visitors to the district to travel more sustainably;
  - To link smarter choices delivery with planned infrastructure developments; and
  - To ensure effective stakeholder and community engagement in the actions contained in the strategy plan.
- 3.7 In response to the Strategy, it is hoped that the draft Cycling Strategy Implementation Plan will ensure these objectives can be achieved through a series of actions, which have themselves been grouped into a number of themes as set out below (and prioritised according to the responses received through the engagement process):
- Create Coherent Cycle Networks (including safer cycling and maintenance)
  - Transformation Funding
  - Marketing and Branding
  - Governance and Partnership
  - Behaviour Change
  - Promotion of electric and cargo bikes

- Monitoring and Evaluation

- 3.8 The Cycling Strategy Implementation Plan includes within it the drafting of a District Cycling Action Plan and the Local Cycling and Walking Infrastructure Plan. These key documents will be developed in partnership with Essex County Council and will identify a series of routes both within town centres linking to key destinations but also routes within rural areas. The Implementation Plan highlights the need to do further work to address issues linked to maintenance and safety which has been identified as a major issue in the District. The Implementation Plan also focussed attention on the need to foster a culture of cycling, through behaviour change and marketing and branding that will need to work in tandem with infrastructure improvements in order to promote cycling as a real alternative to residents and visitors to the District.

#### **4. Options**

Option 1 – Adopt the Cycling Strategy and Draft Cycling Strategy Implementation Plan.

Option 2 – Do not adopt the Cycling Strategy and Draft Cycling Strategy Implementation Plan.

- 4.1 The Cycling Strategy and Cycling Strategy Implementation Plan should be adopted by the Council. If the document is not adopted, the progress of cycling matters within the District remains unchanged and may not reflect currently needed provision. Accordingly, Option 1 is recommended at this time.

#### **5. Next Steps**

- 5.1 With the Cycling Strategy confirmed the Council will work with the Cycling Strategy Steering Group and partners to further refine the Draft Cycling Strategy Implementation Plan to increase cycling in the District.
- 5.2 It is proposed that progress against the actions identified in the Implementation Plan be reported to Full Council on an annual basis.

#### **6. Financial Implications**

- 6.1 There is currently no funding allocated for projects within the Draft Cycling Strategy Implementation Plan, however funding options will be explored through the 2022/23 budget setting process.
- 6.2 It should be noted that a number of items within the Draft Implementation Plan will be funded by officer time within the Economic Development Team and Planning Team and some marketing projects will be met through existing budgets within the Communications Team. These initial items will be used as the first phase of cycling behaviour change and the budget setting process will fund the next phase including infrastructure projects.

## **7. Legal Implications**

- 7.1 There are no legal implications arising from the recommendations set out in this report.

## **8. Other Implications**

- 8.1 Cycling Infrastructure will contribute and have a profound impact on public health, climate change and safety.

## **9. Equality and Diversity Implications**

- 9.1 Section 149 of the Equality Act 2010 creates the public sector equality duty which requires that when the Council makes decisions it must have regard to the need to:
- (a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act
  - (b) Advance equality of opportunity between people who share a protected characteristic and those who do not
  - (c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.
- 9.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).
- 9.3 The Equality Impact Assessment indicates that the proposals in this report will not have a disproportionately adverse impact on any people with a particular characteristic. Infrastructure provision will be delivered alongside development in the areas of the district identified for growth.

## **10. List of Appendices**

Appendix 1: Cycling Strategy 2021

Appendix 2: Draft Cycling Strategy Implementation Plan 2021

Appendix 3: Powerpoint presentation of public engagement results.

## **11. Background Papers**

[Minutes of Full Council, 15<sup>th</sup> March 2021](#)





## CYCLING STRATEGY 2021







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# 1 EXECUTIVE SUMMARY

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

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

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

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

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

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

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

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

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

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



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

# 2 INTRODUCTION

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

## BACKGROUND

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

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

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

- improving safety for cyclists,
- improving people's health and fitness,
- reducing congestion,
- improving air quality,
- tackling climate change by reducing CO<sup>2</sup> emissions,
- improved quality of life for communities (reduced noise, increased natural observance and community cohesion), so creating attractive environments where people wish to live,
- boosting the local economy,
- wealth generation through tourism and leisure pursuits, and
- supporting an affordable and widely accessible transport option for many groups of people.

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



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

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

PURPOSE OF THE STRATEGY

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

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

**Other benefits that an increase in cycling will bring:**

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



Fig 2.1: Braintree District Map

Fig 2.2: Senior couple on cycle ride in the countryside





# 3 WHY IS CYCLING IMPORTANT TO BRAINTREE DISTRICT

## CYCLING CONTEXT

Both Braintree and Witham have some existing cycling infrastructure, but it is not integrated as a coherent network with few clearly defined routes. The existing situation does not encourage or support short local journeys by bicycle. Cycle access to rail stations within the District is limited with only Braintree having a clearly defined route from the west along Flitch 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.

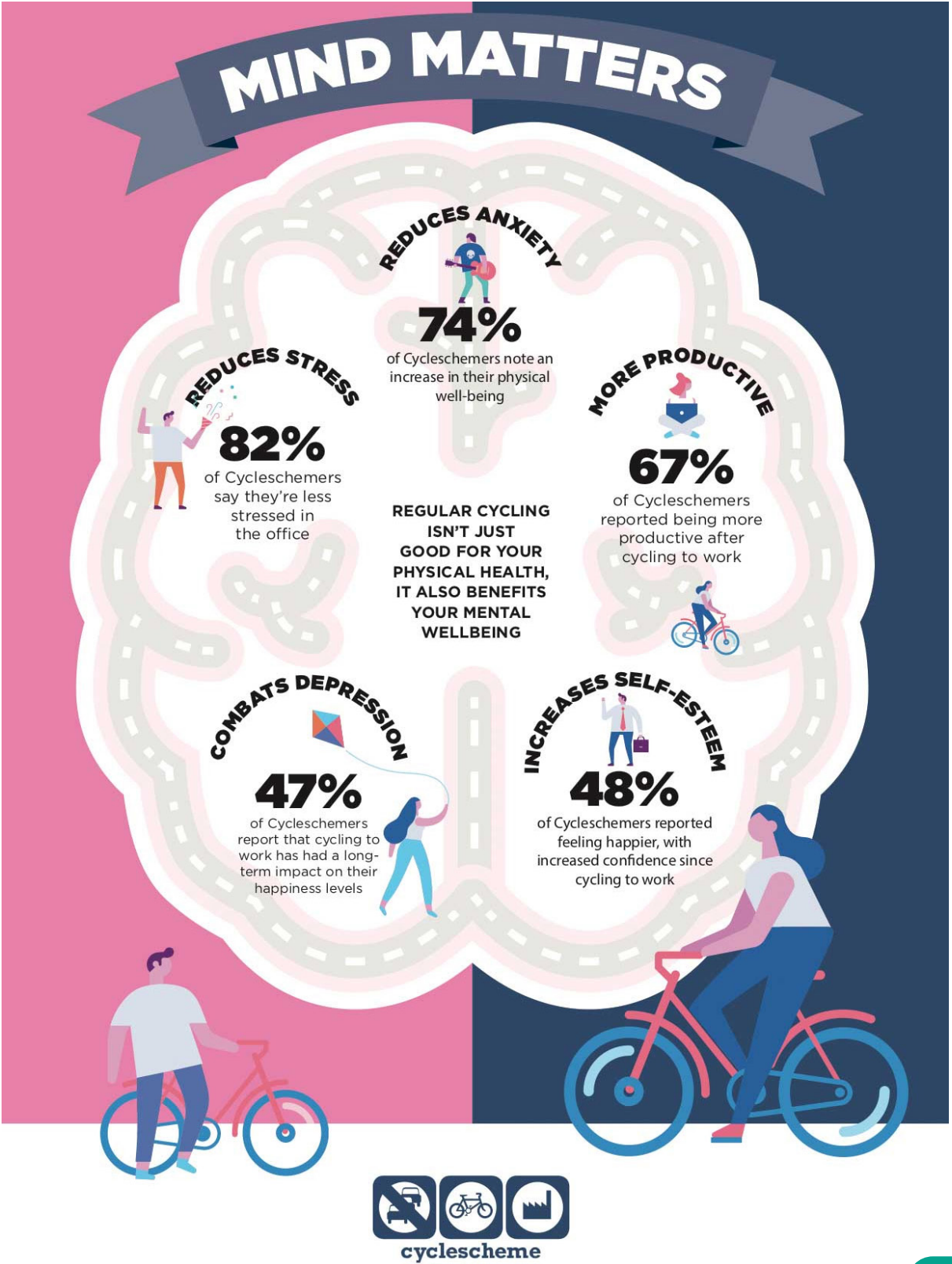
BDC is working with a number of partners including the Active Braintree Network, Fusion Lifestyle, local sports clubs and physical activity organisations to help support and empower residents to get active and live well. The Council’s commitment to health and wellbeing as demonstrated by its BeWell Strategy 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.”<sup>1</sup>

Fig 3.1: Summary of Mental Health Benefits of Cycling, source: Cyclescheme, 10.09.2019 <sup>2</sup>



<sup>1</sup> DfT & DH Active Travel Strategy, 2010

<sup>2</sup> <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.”<sup>3</sup> “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.”<sup>4</sup> It also provides many of the short links such as aiding access to rail stations and the wider network. Many public sector

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

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

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



<sup>3</sup> “The Value of Cycling”, p.22. Phil Jones Associates 2016.

<sup>4</sup> “The Value of Cycling”, p.21. Phil Jones Associates 2016.

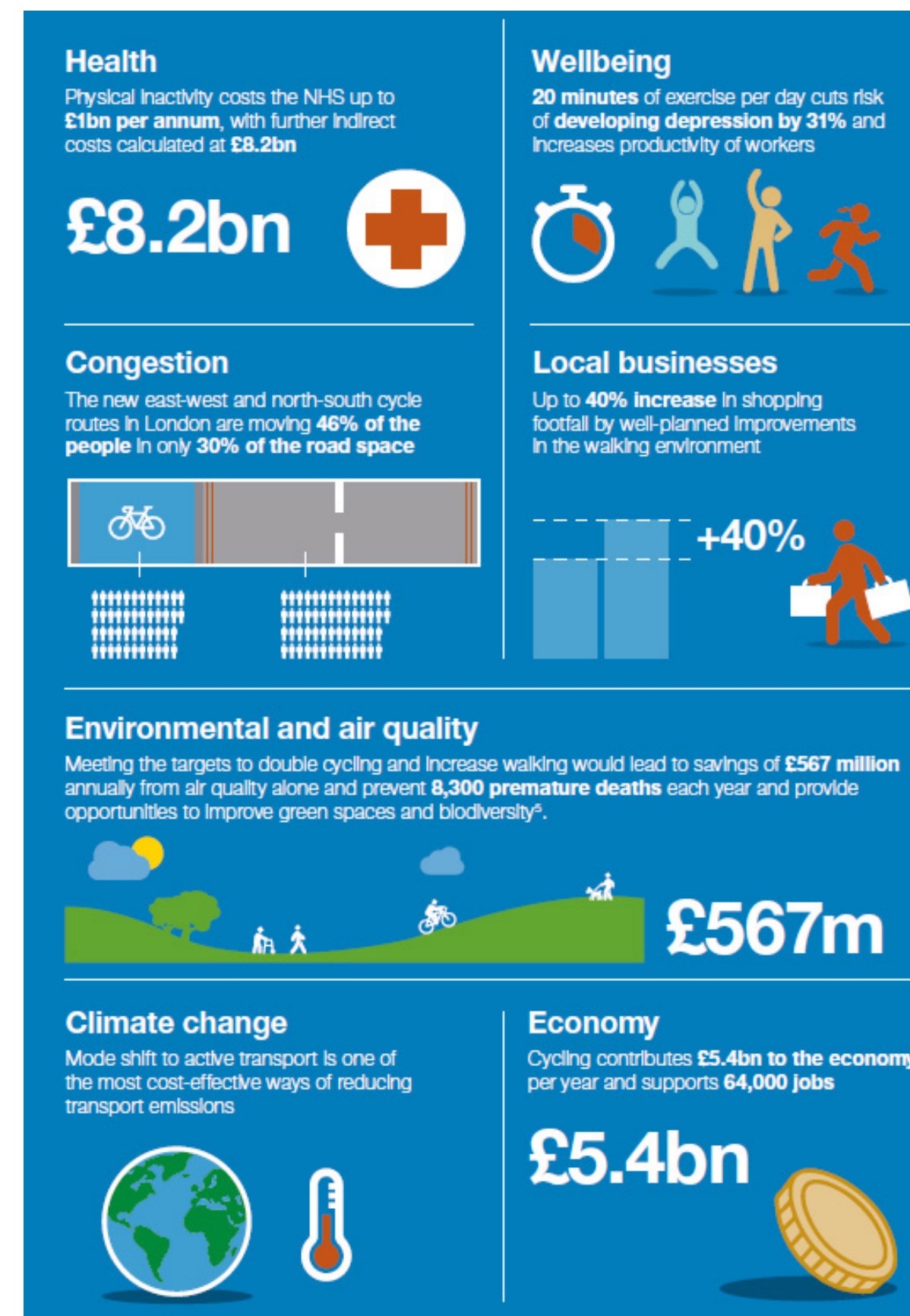
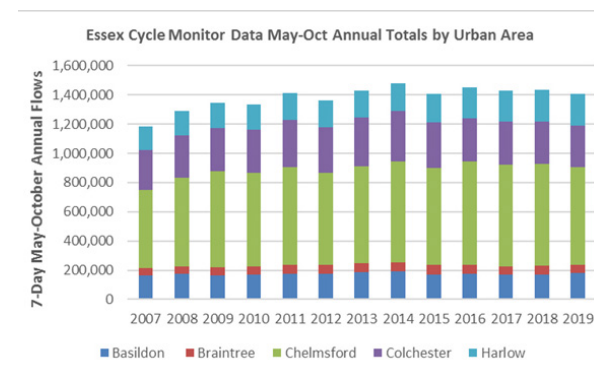


Fig 3.3: The Health Benefits of Physical Activity, 2

## 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.”<sup>5</sup> Emissions from transport account for a large proportion of air pollution in urban areas and this can have a significant impact on people’s health, particularly those who are vulnerable. When cycle trips are substituted for car journeys, emissions are reduced.

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



## CARBON OFFSETTING

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

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

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

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

## NATIONAL CONTEXT

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

### GEAR CHANGE: A BOLD VISION FOR CYCLING AND WALKING

“Gear Change: A Bold Vision for Cycling and Walking” is the Government’s plan to boldly encourage and fund better cycling and walking infrastructure to encourage people to be more active. It originally announced “£2 billion of new funding for cycling and walking – representing a sixfold increase in dedicated funding, the biggest increase this country has ever seen.”<sup>6</sup> 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.<sup>7</sup>

## LOCAL CYCLING AND WALKING INFRASTRUCTURE PLANS (LCWIP)

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

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

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

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

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

## ESSEX CONTEXT

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

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

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

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



ESSEX TRANSPORT STRATEGY

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

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

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

Promoting the benefits of cycling:

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

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

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

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

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

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

ESSEX CYCLE STRATEGY (2016)

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

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

BRAINTREE DISTRICT CONTEXT

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

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

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



Fig 3.5: Cyclist commuting to work



BRAINTREE CYCLING ACTION PLAN (CAP) JANUARY 2018

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

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

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

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



<sup>9</sup> 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.

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’<sup>9</sup>. Braintree, Halstead and Witham town centres are located on the areas of the highest elevation which may act to suppress cycling for some. However, the inclines involved vary from town to town, with Witham and Braintree being relatively shallow and the increase in height is small which will help support cycling.

NATIONAL CYCLE NETWORK (NCN)

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

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

BMX CYCLING

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

CYCLE TOURISM

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

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



Fig 3.6: Organised Race at Braintree BMX Club





Fig 3.7: Three Young Cyclists Enjoying Flich Way

## 4 THE VISION

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

More active travel can bring business benefits –

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

### OUR VISION

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

### OUR OBJECTIVES

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

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





Fig 4.1: On-road cyclists

## 5 THE STRATEGY

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

### STRATEGIC ACTION 1: COHERENT CYCLE NETWORKS

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



Fig 5.1: Off-road cyclist

### IMPACT OF IMPROVED CYCLE FACILITIES

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





## IMPACT OF SITE LOCATION

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

National studies<sup>10</sup> found that cycling levels increased by between 3% and 55% with an average increase of around 23% in each location over a 4-5 year period, whilst the percentage decrease in vehicle trips was around -2.5% over the same period. Relative to the number of existing car trips to the number of existing cycle trips, -2.5% over the 4-5 years equates to a fairly significant number of vehicles.

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

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

## DEVELOP A SAFER AND MORE LEGIBLE CYCLE NETWORK FOR CYCLISTS

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

## CYCLING MAPS

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



Fig 5.2: Cyclist plotting a route

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

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

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

## INTER-URBAN ROUTES AND CYCLING

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

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

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

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

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

## RURAL SCHEMES

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

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



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



QUIET LANES

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



Fig 5.3: Cyclist using quiet Essex lane

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

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

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

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



Fig 5.4: Quiet lane

BETTER JUNCTIONS AND LINKS

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

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

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



CYCLE PARKING

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



Fig 5.5: Cycle Hangar on a North London Street

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

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



INTEGRATING CYCLING INTO  
NEW SCHEMES

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

NEW DEVELOPMENT AND THE  
LOCAL PLAN

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

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

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

WELL MAINTAINED ROADS  
AND ROUTES

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

SIGNAGE

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

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

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



Fig 5.6: an Essex Quiet Ways

IMPROVED ACCESS FOR THOSE  
WITH DISABILITIES

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

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

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

STRATEGIC ACTION 2:  
TRANSFORMATIONAL FUNDING

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

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

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

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

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

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

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

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

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

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

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

### DEVELOPER CONTRIBUTION - S106

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



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

## 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.

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

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



Figure 5.7: Cyclists taking a break from an organised ride

## STRATEGIC ACTION 4: MARKETING AND BRANDING

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

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



Fig 5.8: Woman's Tour, Braintree 2015

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



Fig 5.9: Promotion of the 2014 Tour De France

## STRATEGIC ACTION 5: BEHAVIOURAL CHANGE

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

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

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

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

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



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

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

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

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

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



Figure 5.10: Beckers Green, Junior School, Braintree

## STRATEGIC ACTION 6: PROMOTION OF ELECTRIC BIKES AND CARGO BIKES

### ELECTRIC BIKES



Figure 5.11

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

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

### CARGO BIKES

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

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



Fig: 5.12: Cargo Bikes Delivering in London Bridge Area, London<sup>12</sup>



<sup>12</sup> Source: Team London Bridge (London Bridge Business Improvement District Company)



STRATEGIC ACTION 7:  
MONITORING AND EVALUATION

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

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

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

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

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

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

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

6 DELIVERY

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

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



Figure 6.1





Figure 6.2

## 7 NEXT STEPS

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

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

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

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





# APPENDIX A

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

## EMERGENCY ACTIVE TRAVEL FUND

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

## EMERGENCY ACTIVE TRAVEL FUND 1 (EATF1)

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

<sup>13</sup> National Planning Policy Framework. Achieving sustainable development. Para 7 to 14.

## 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 <sup>13</sup>

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.



<sup>14</sup> Compares average spend per head over SR15 period against SR10 period.

**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.<sup>14</sup>

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

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

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

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

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

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

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

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

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

In 2020, the objectives of the CWIS are to:

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

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

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

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

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

COMMUTER CYCLING

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

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

CYCLING TO SCHOOL 15

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

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



LINKS TO OTHER BRAINTREE DISTRICT POLICIES

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

CORE STRATEGY

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

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

LOCAL PLAN

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

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

Policy LPP 44 Sustainable Transport

Extracts of the draft policy noted below-

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

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



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

#### **Draft Policy LPP 45 Parking Provision**

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

## **CORPORATE STRATEGY**

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

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

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

## **CLIMATE CHANGE STRATEGY**

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

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

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

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



## **GREEN SPACE STRATEGY 2008**

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

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

## **BEWELL STRATEGY 2018-2021**

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

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

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

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

## **LIVWELL STRATEGY 2019-2023**

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

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

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

**BRAINTREE PLAN FOR GROWTH  
2017-2022**

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

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

**BRAINTREE DISTRICT HOUSING  
STRATEGY 2016-2021**

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

**BEHAVIOURAL CHANGE**

**SCHOOL TRAVEL PLANS**

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

Travel plan measures may include:

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

**WORKPLACE TRAVEL PLANS**

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

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

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

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

**RESIDENTIAL TRAVEL PLANS**

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

Appropriate measures include:

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



### **Cycling Strategy Implementation Plan 2021**

Braintree District Councils Cycling Strategy 2021 sets out the key elements of a long term plan that will lead to a significant and sustained increase in cycling in the Braintree District. This is targeted towards the specific needs of Braintree residents, which will assist in tackling wider problems associated with poor health, pollution, traffic congestion and inequalities of opportunities for Braintree's youth population and people on low incomes.

The Cycling Strategy Implementation Plan will ensure these objectives can be achieved through a series of actions, which have been grouped into a number of themes as set out below and detailed in the following pages

- Create Coherent Cycle Networks (including safer cycling and maintenance)
- Transformation Funding
- Marketing and Branding
- Governance and Partnership
- Behaviour Change
- Promotion of electric and cargo bikes
- Monitoring and Evaluation

<b>Councils Role</b>	<b>Indicative costs (to be calculated)</b>
D - Deliver	£ - Low - between £0 and £25,000
E - Enable and Facilitate	££ - Medium - between £25,001 and £100,000
S - Support and Encourage	£££ - High - between £100,001 and £250,000
P - In Partnership (detail partnerships)	££££ - Very High - Over £250,001

### Priority 1: Create Coherent Cycle Networks

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

1A. Improve Cycle Networks by providing a new BDC Cycling Action Plan that spans across the Braintree District including Town Centres and Rural locations									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning Network Wellbeing Inclusivity	D E S P	ECC ECC/BDC BDC ECC/BDC	Review and Rewrite the ECC/BDC cycling action plan	Use ECC/BDC CAP to drive delivery of new and improved cycle routes	Review ECC/BDC CAP and update version	££	Number of cycling trips across the network throughout the district	2019: 4 sites measured (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites
						BDC /ECC	Length (m) of new or improved cycle infrastructure	2021: 0	Increase the length of cycle infrastructure by 2% each year.
1B. Improve Cycle Networks by providing a new BDC LCWIP that spans across the Braintree District including Town Centres and Rural locations									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

Planning Network Inclusivity Wellbeing	D E S P	ECC ECC/BDC BDC ECC/BDC	Rewrite the ECC BDC LCWIP	Use ECC BDC LCWIP to provide strategy for Infrastructure plans	Review ECC BDC LCWIP and update version	££	Number of cycling trips across the network throughout the district	2019: 4 sites measured (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites
						BDC /ECC	Method of travel to work	2011 data: 4% (vs other forms of transport)	2% increase of trips less than 5km to work.

### 1C. Evaluate the impact of new development site locations at application stage to improve connectivity across the Braintree District

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning Networks	D E S P	ECC ECC/BDC BDC ECC/BDC	Review and Rewrite the ECC/BDC cycling action plan	Use CAP and LCWIP to drive delivery of new and improved cycle routes	Review CAP and LCWIP and update version	££	Number of cycling trips across the network throughout the district	4 sites measured 2019 (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites
						BDC /ECC			

### 1D. Develop a safer and legible cycle network for cyclist

Link To Engagement Themes	Lead Organisation		Short term:	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target



			<i>within 12 months</i>						
Networks Safety	D E S P	ECC ECC/BDC BDC ECC/BDC	Rewrite the cycling action plan and LCWIP	Use LTN 1/20 guidance to review existing and specify new routes within the updated CAP and LCWIP to drive delivery of new and improved cycle routes	Action any requirements for new/improved safety measures across the district	££££	Number of cyclists involved in reported accidents in the District.	2020: 20 reported Cycle casualties	Reduction in accidents by 5% by 2026
			Review current maintenance schedule for accident hotspots.			BDC /ECC/S106			
			Review speed limit options on last mile.						
1E. Inter-urban routes and cycling									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Wellbeing	D E S	ECC ECC/BDC BDC	Review and Rewrite	Use CAP to identify a minimum of two	Complete feasibility and review	££	Number of feasible new routes across	0	A minimum of two routes with a

	P	ECC/BDC	the ECC/BDC cycling action plan and ECC LCWIP	inter-urban routes to take forward to feasibility	delivery options	BDC /ECC	the district awaiting implementation		completed feasibility study
1F. Rural Schemes									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Wellbeing	DES P	ECC ECC/BDC BDC ECC/BDC/ Sustrans	Review and Rewrite the ECC/BDC cycling action plan and ECC LCWIP	Use CAP to drive delivery of new and improved cycle rural routes.	Identify rural routes for prioritisation of funding through LCWIP/LHP and other funding streams.	££	Number of rural routes taken forward to funding application via LCWIP or other funding streams	0	A minimum of two rural routes taken to funding application stage in the medium term (1-5 years_ . A minimum of 2 further rural routes to be taken to funding application stage in the long term (5 years+).
				Work with partners to be a trial for cycling rural initiatives.		BDC /ECC			
				Identify rural routes for prioritisation of funding through LCWIP/LHP and other funding streams.					
1G. Quiet Lanes									

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	DES P	ECC ECC/BDC BDC ECC/BDC/ LHP	Review the Quiet Lanes that are currently awaiting funding / approval by ECC to assess those particularly advantageous for cycling.	Use CAP and LCWIP to drive delivery of new and improved cycle rural routes including increasing number of 'Quiet Lanes'	Work with partners to identify and deliver 'Quiet lanes'	£	LCWIP trial of 5 'Quiet lanes' currently running	0	Increase number of quiet lanes across the district by 50%
						BDC /ECC/ LHP			
1H. Better Links to transport									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

Networks Inclusivity	D E S P	BDC/ECC BDC ECC/BDC /National Rail	Produce on-line map of current cycle routes with links to transport	Use CAP and LCWIP to develop new map for print and on-line  Work with partners to grow transport links	Review and action any requirements with partners for new additional routes	££  BDC/ECC/ Rail/Bus Links	Number of cycling trips across the network throughout the district	2019: 4 sites measured (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites and other key routes
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### 1J. Cycle Parking

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Regulations	D E S P	BDC/ECC BDC ECC/BDC/ Developers/Essex Police/National Rail Operator	Review of cycle parking locations, level of provision and security	Deliver on site within new developments and via S106 where possible.	Review cycle parking requirements	££	Number of cycle parking facilities provided by businesses across the district	tbc	Help to facilitate a minimum of 10 business cycle parking facilities
			Assess security of principal bicycle parks				Number of bikes parked at prime town centre locations.	9 (as at 2-Sept-21)	Double the amount of bikes parked.



			within the District	Work with partners to increase security.		S106 Funding	Number of reported bike thefts in the district	2020:31	Reduce reported bike thefts by 5%
			Review of Cycle Parking standards in new Development			ECC	Number of reported bike thefts from stations.	2020; Witham – 5 Braintree - 0	Reduce reported bike thefts by 10%

#### 1K. New development and the local plan

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning	D E S P	BDC BDC BDC BDC	Reiterate cycling policy, CAP and LCWIP with planning team	Planning team to refer to new CAP.	Planning team to refer to new CAP	£	Number of linear metres of cycleway provided as part of new developments	0	10% increase of Linear metres from 2021 to 2030.

						BDC	of large new housing schemes (+100 dwellings).		
							On smaller developments Number of roads designed to a max speed limit of 20mph, to allow for safe cycling		
<b>1L. Well Maintained Road and Routes</b>									
<i>Link To Engagement Themes</i>	<i>Lead Organisation</i>		<i>Short term: within 12 months</i>	<i>Medium term: 1-5 years</i>	<i>Long Term: 5 years +</i>	<i>Funding Source</i>	<i>What does success look like?</i>		
							<i>Measure</i>	<i>Baseline</i>	<i>2030 Target</i>
Safety Maintenance	D E S	ECC BDC BDC/ECC	Rewrite the CAP and LCWIP	Use CAP to drive delivery improved cycle	Review and action any requirements	££	Number of cyclists involved in	2020: 20 reported	Reduction in reported

	P	BDC/ECC/ LHP	to include removing street clutter and improvements to ironworks	routes by Partnering with ECC and Essex Highways	with partners for new additional resources	ECC/LHP	reported cycling accidents in the district	Cycle casualties	accidents by 5% by 2030
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#### 1N. Signage

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Safety Maintenance	D E S P	ECC BDC BDC/ECC BDC/ECC/ LHP	Rewrite the CAP and LCWIP	Use CAP to drive delivery improved cycle routes by Partnering with ECC and Essex Highways	Review and action any requirements with partners for new additional resources	££	All new traffic signs in accordance with Traffic Signs Regulations and General Directions (TSRGD)	0	All new cycling schemes across the district to be clearly signed as specified in TSRGD
						ECC/LHP			

#### 1P. Improved access for those with disabilities

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

Inclusivity	D E S P	ECC/BDC BDC/ECC BDC/ECC	Review of best practice to be undertaken and summarised to be issued to planning team and operations	Use best practice guidance when designing new or retrofit facilities	Use best practice guidance when designing new or retrofit facilities	£	All new schemes to be safety audited by suitably qualified engineers and to meet LTN 1/20 standards for accessibility where possible	0	100% of new cycle schemes to meet required standards, where possible.
						BDC/ECC			
Inclusivity Safety	D E S P	ECC BDC BDC/ECC BDC/ECC/ LHP		Review all cycle routes on BDC land and identify those areas requiring improvement to meet LTN 1/20 guidance	Deliver improvements on site where possible	£	LTN 1/20 standards met, where possible.	N/A	All BDC owned cycle ways meet LTN 1/20 standards, where possible.
						BDC/ECC/LHP			



## Priority 2: Secure funding opportunities/Transformation 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.

2A. Developer Contributions									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning	D E S P	BDC BDC BDC/ECC BDC/ECC	Reiterate existing cycling policy with planning team – Provide CPD where needed	Planning team to refer to new CAP	Planning team to refer to new CAP	£	Prioritisation of Cycling schemes over motorised vehicles in agreements (Overall number of schemes with cycling schemes delivered as part of the S106)	0	Increase of S106 agreements naming CAP projects
						BDC			
2B. Transformational Funding									
	Lead Organisation						What does success look like?		

<b>Link To Engagement Themes</b>			<b>Short term: within 12 months</b>	<b>Medium term: 1-5 years</b>	<b>Long Term: 5 years +</b>	<b>Funding Source</b>	<b>Measure</b>	<b>Baseline</b>	<b>2030 Target</b>
Planning	D E S P	BDC BDC BDC/ECC BDC/ECC	Await CAP review to ensure bids applications are prioritised for feasible, connected schemes, including working with voluntary groups to maximise funding opportunities	Apply to appropriate funding streams as and where available	Apply to appropriate funding streams as and where available	£	Number of funding bids submitted	0	Minimum of 4 funding applications submitted by EoFY 2026
						BDC			

### Priority 3: Promote cycling and cycling facilities/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.

3A. Mapping of Network									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC/ECC BDC BDC/ECC BDC/ECC	Work with Partners, including public transport, to review digital mapping services of existing routes	Provide digital mapping services for existing routes. Paper copies to be provided to all new developments with more than 10 houses.	Continue to review and/or update	££	Paper and electronic cycle mapping available via either BDC Website or upon request	n/a	Provision of Cycle route mapping
			Promote leisure cycling / tourism within the rural areas. Identify circular routes for cyclists on			BDC/ECC & Capital Bid			

			quiet lanes linking tourism.						
<b>3B. Behaviour Change Communications</b>									
<i>Link To Engagement Themes</i>	<i>Lead Organisation</i>		<i>Short term: within 12 months</i>	<i>Medium term: 1-5 years</i>	<i>Long Term: 5 years +</i>	<i>Funding Source</i>	<i>What does success look like?</i>		
							<i>Measure</i>	<i>Baseline</i>	<i>2030 Target</i>
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC	Write a Communications Strategy to promote short trips by bike in the large towns and villages.	Marketing of existing walking and cycling routes	Continue to review and/or update	££	Provision/update of Comm's Cycling Strategy	n/a	Provision of Comm's Cycling Strategy
			Write a communications strategy to promote cycling for leisure, linking tourism in the district in all weathers.			BDC/ECC			



#### Priority 4: Work with partners to promote cycling / Governance and Partnership

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.

4A. Partner with Public Health									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Wellbeing	D E S P	BDC BDC BDC/ECC BDC/ECC/PH/ Active Essex	Consult with public health partners on Cycle Strategy and Action Plan. Consider social prescribing.	Consult with Active Essex on the CAP	Review success of group and partner working	£  BDC	Programme of engagement throughout 5 year period	n/a	25 number of contacts made with partners by EoFY 2026
4B. Partner with Public Transport (see 1H)									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/Rail /Bus	Consult with public transport partners on Cycle Strategy and Action Plan	Consult with Public Transport partners on CAP	Review success of group and partner working	£	Programme of engagement throughout 5 year period	n/a	8 number of contacts made with partners by EoFY 2026
						BDC		2021; Hat P – 36	Increase by 10% overall –

							Cycle storage capacity at train stations	Witham – 80 WNotley – 4 Cress – 6 Freeport – 8 Braintree – 52 Kelv - 50	target stations where less than 10.
4C. Partner with Parish and Town Councils									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ Parishes	Consult with Parish and Town Council partners on Cycle Strategy and Action Plan	Consult with Parish and Town Council partners on CAP	Review success of group and partner working	£  BDC	Programme of engagement throughout 5 year period	n/a	25 number of contacts made with partners by EoFY 2026
4D. Partner with Voluntary Groups									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ EATF/	Continue working with existing EATF steering group as a partner for new CAP. Review of voluntary groups in the district.	Continue with existing group and review of additional partners	Review success of group and partner working	£  BDC	Programme of engagement throughout 5 year period	n/a	15 number of contacts made with partners by EoFY 2026

4E. Partner with District Businesses									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ Businesses/ Sustrans	Consult with local businesses on Cycle To Work Schemes and produce communications plan to support.	Continue with existing group and review of additional partners and resources.	Review success of group and partner working	£	Programme of engagement throughout 5 year period	2011 data: 4% of people travel to work by bike(vs other forms of transport)	2% increase of trips less than 5km to work.
			Review how other Councils’ work with local businesses and review possible pilot business promotion plan.			BDC			
4F. Partner with External Cycle Specialists									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans/ Retailers	Consult with Sustrans and local retailers on cycle trends and analysis.	Continue with existing group and review of additional partners and resources.	Review success of group and partner working	£	Programme of engagement throughout 5 year period	2011 data: 4% of people travel to work by bike(vs other forms of transport)	2% increase of trips less than 5km to work.
						BDC			

## Priority 5: Encourage 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.

5A. Behavioural Change									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Education Wellbeing	D E S P	ECC/BDC BDC BDC/ECC BDC/ECC/ Active Essex	Review of existing services as part of the Fix-Learn-Ride model including Dr. Bike sessions/School sessions/Cycle for health schemes -	Identify priority schemes to be taken forward for funding applications	Review progress against base line and outline further actions to improve outcomes	£	Number of secondary school pupils cycling to school	tbc	10% of all secondary school pupils cycling to school by 2026
							Number of cycling trips	4 sites measured 2019 (7	Double the number of cycling trips in Braintree



			signpost residents via comms plan			BDC/ECC /Active Essex	across the network throughout the district	day average): 3062	District from 2019 levels by 2030 at our monitored counter sites
5B. Bike Libraries									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Education	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	Review of scheme and funding bid needed if to be taken forward			£			
						Bid Required			
5C. Adult Cycle Coaching									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Education Wellbeing	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	Review of scheme and funding bid needed if to be taken forward			£	Proportion of adults whom cycle once per month in the District	2018/19: 13	10% increase
						Bid Required			

5D. Bikeability									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Education Wellbeing	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	Review of scheme delivered in schools and funded by ECC			£	Number of Children achieving Level 2 before leaving primary school	tbc	Double the proportion of primary school pupils achieving level 2 Bikeability before they leave school by 2026
						ECC			
5E. Residential and work place travel plans to be part of required planning permission for all appropriate sites									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Education Planning Wellbeing	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	CPD for planning team if required			£	All new applications, that meet current thresholds set by ECC that require travel plans to have one submitted	0	100%
						BDC			

## Priority 6: Promotion of electric & cargo 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.

Cargo bikes and eCargo bikes are vehicles designed and constructed specifically for transporting loads. Cargo bikes are now popular with delivery companies in dense urban environments and food vending in high foot traffic areas.

6A. Partner with E-cycle providers									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Education Planning	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans/e-bike retailers	Review of schemes available and funding bids needed if to be taken forward			££	No of e-bike users in District. Results of new proposed resident cycle survey	0	Double the number of e-cycling trips in Braintree District from 2022 levels by 2030, if survey continues.
						Bid Required			
6B. Marketing and Communications									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

Education Planning	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans/e-bike retailers	Review of existing e-cycle services - signpost residents via comms plan	Identify priority schemes to be taken forward for funding applications	Review progress against base line and outline further actions to improve outcomes	££	No of e-bike users in District. Results of new proposed resident cycle survey	0	Double the number of e-cycling trips in Braintree District from 2022 levels by 2030, if survey continues.
						Bid Required			



## Priority 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.

7A. Evidence Usage Tracker									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	Short term: within 12 months	Source existing base line levels	Review progress against base line levels annually	Review progress against base line and outline further actions to improve outcomes	£	Number of different evidence based levels.	0	Increase levels by 5%.
						ECC/Sustrans			
7B. Annual Survey									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans	Annual resident cycle survey	Promote yearly	Promote yearly and review success.	£	Delivery of cycle survey	n/a	4 years of cycle survey data
						BDC			
7C. Bikeability Monitoring for Adults and Children									

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	ECC BDC BDC/ECC BDC/ECC/	Source existing Bikeability monitoring	Request yearly	Request yearly	£	Number of Children achieving Level 2 before leaving primary school	tbc	Double the proportion of primary school pupils achieving level 2 Bikeability before they leave school by 2026
						ECC			
7D. Air Quality Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	BDC BDC BDC/ECC BDC/ECC/	Source existing Air Quality Monitoring	Request yearly	Request yearly	£	AQMA traffic emissions	tbc	Reduction of emmissions
						BDC			
7E. Active Travel Plan Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E	ECC BDC	Source existing			£	Number of children	Tbc	

	S P	BDC/ECC BDC/ECC/	School Active Travel Plans	Request yearly	Request yearly	BDC	cycling/ walking/ scootering to school		Increase by 5% by 2030
7F. Active People Survey Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	BDC BDC BDC/ECC BDC/ECC/	Promote Active People Survey via Comm's plan	Request yearly	Request yearly	£	No of people whom complete the survey.	0	Increase by 10% year on year to 2030.
						BDC			
7G. Cycle Counter Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	ECC BDC BDC/ECC BDC/ECC/	Funding bid required	Review yearly	Review yearly	££	New cycle counters to measure other outcomes	0	Increase the number of cycle counters by 100%
						ECC			

# Cycling Strategy

## 8 Week Engagement



Sept-21

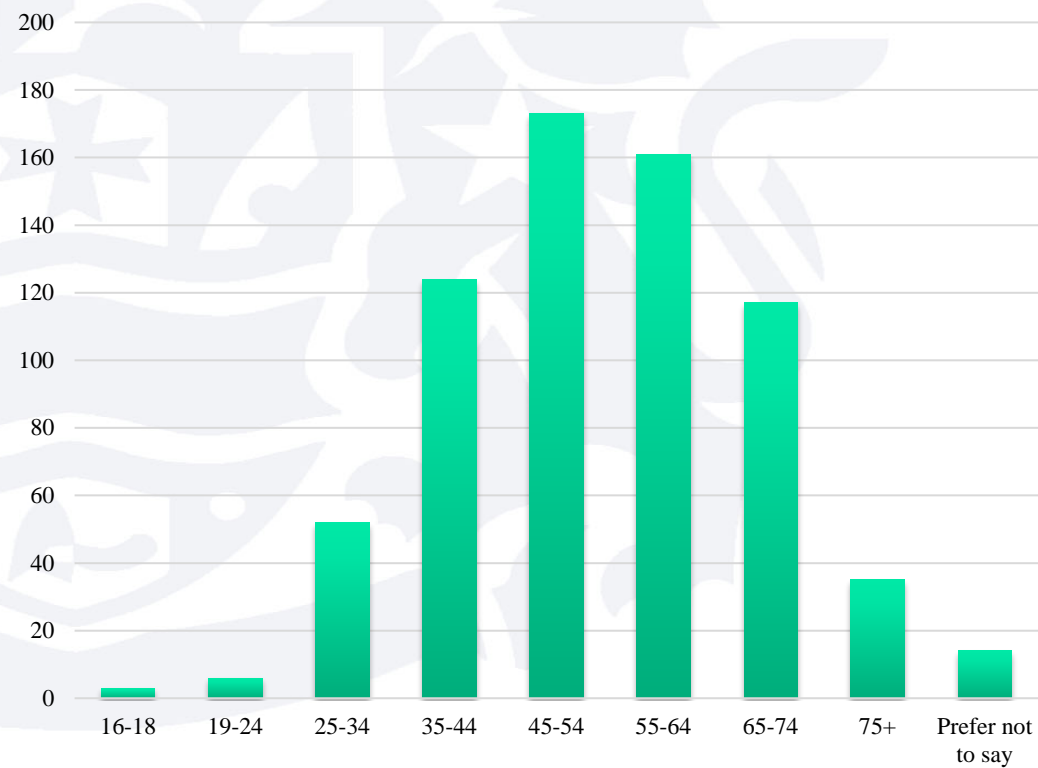


49% Male  
48% Female  
3% Non Disclose

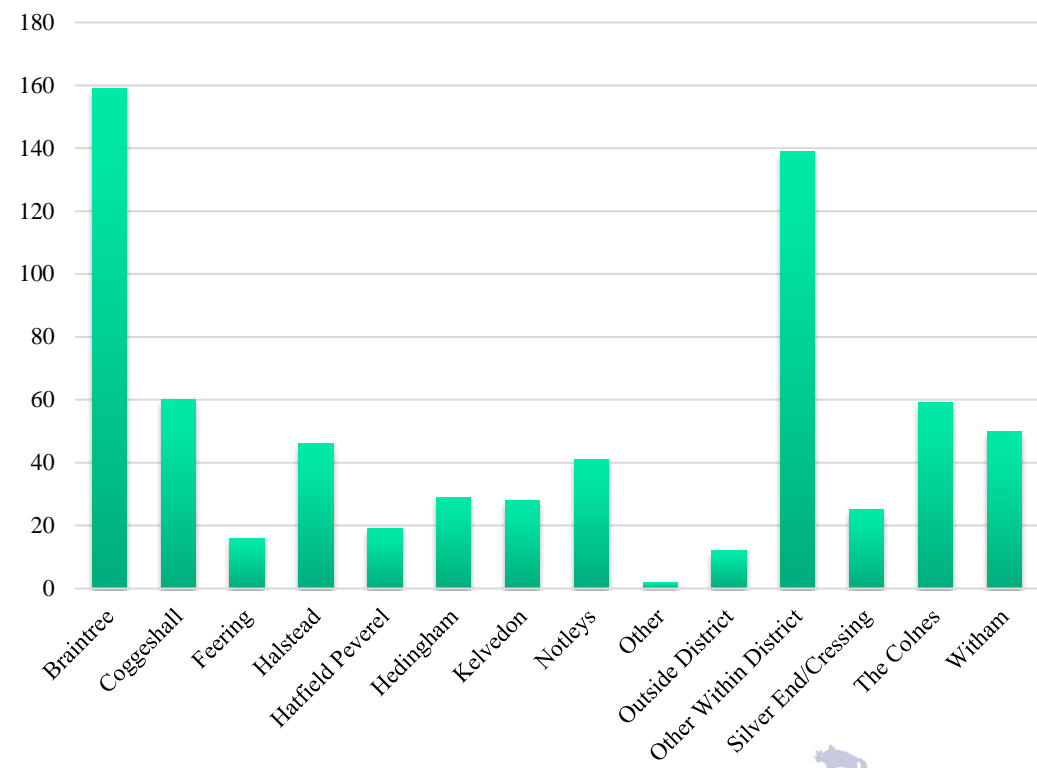
# Response Demographics

685 Responses

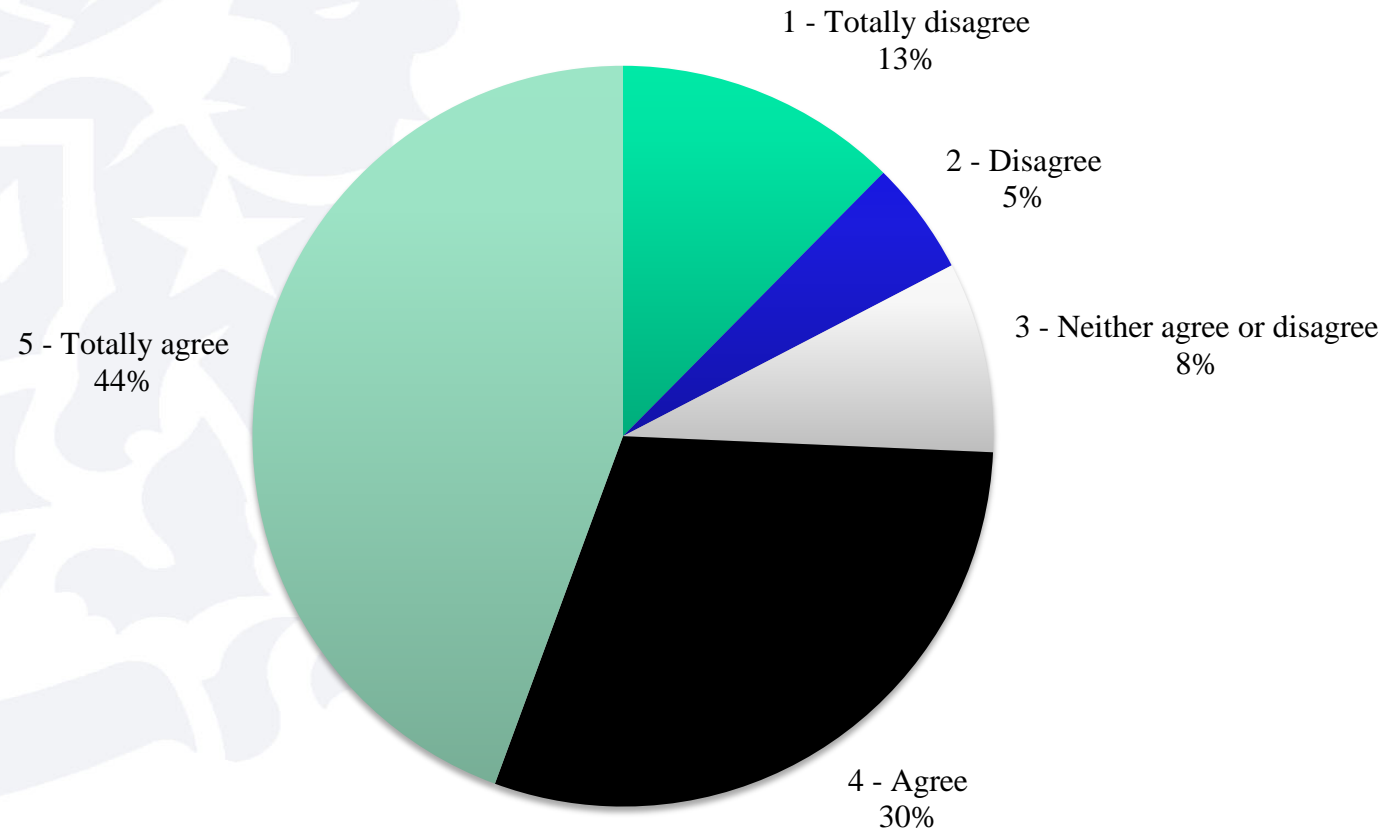
Age Range



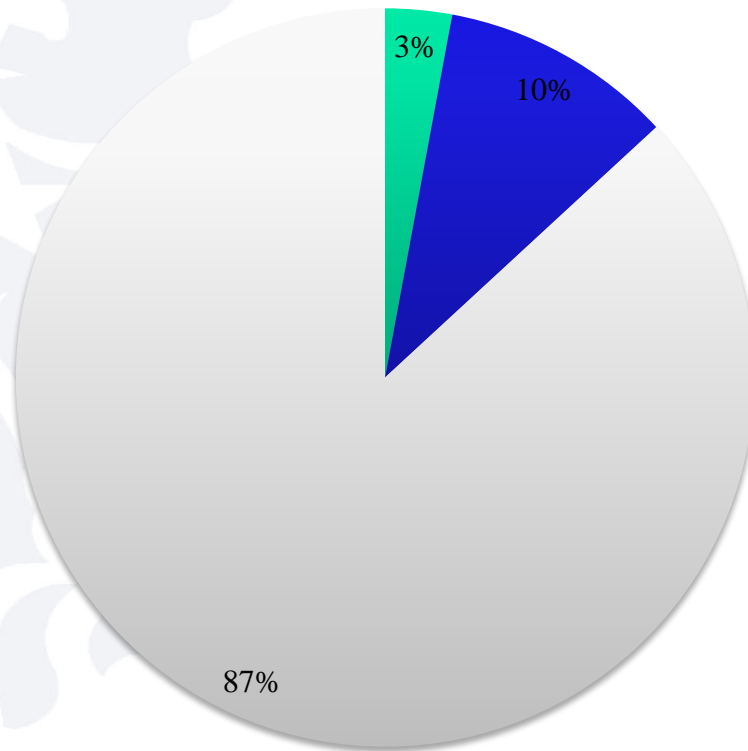
Where do you live?



# Do you agree that the cycling strategy needs to be a priority for Braintree District Council?

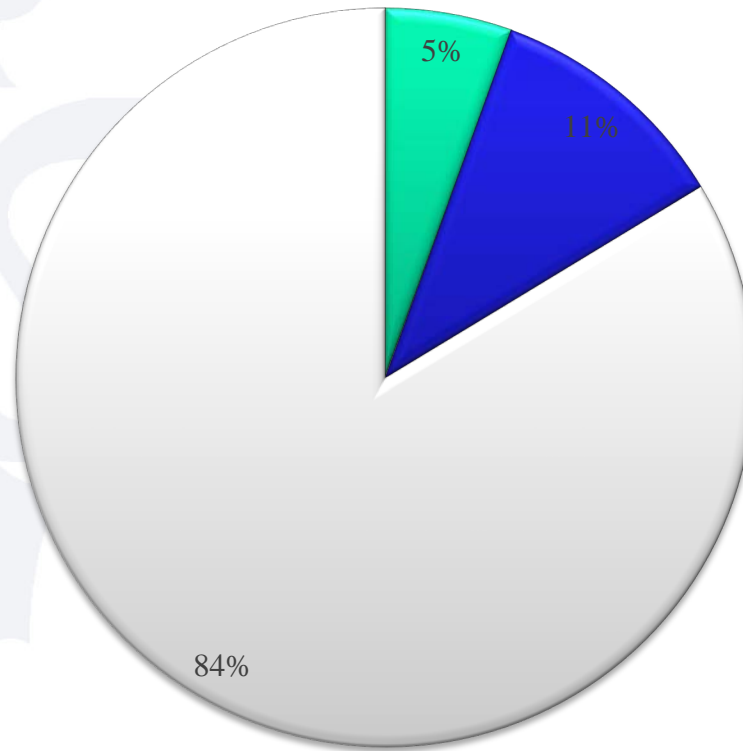


# Do you agree that creating coherent cycle networks should be part of the strategy?



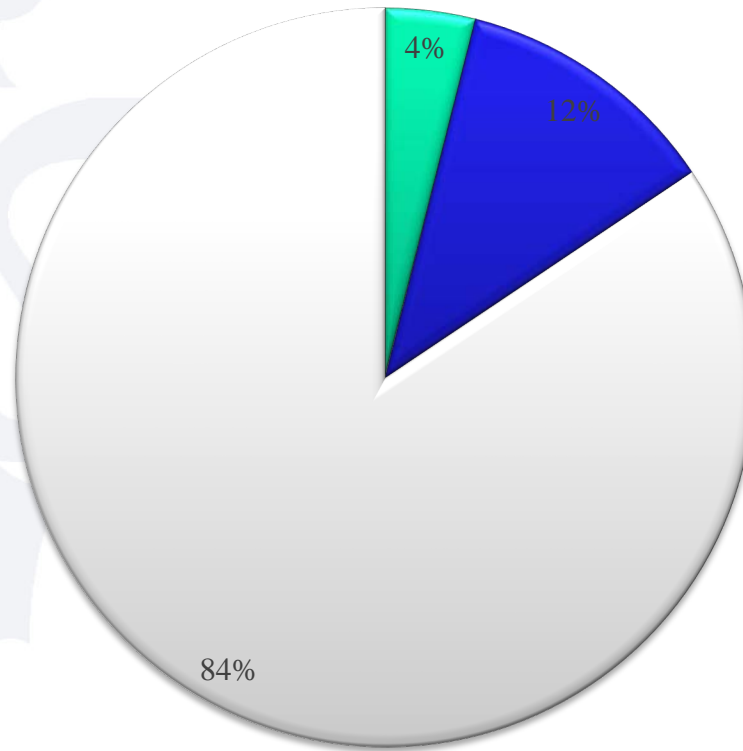
Don't Know No Yes

# Do you agree that securing funding opportunities should be part of the strategy?



■ Don't Know ■ No ■ Yes

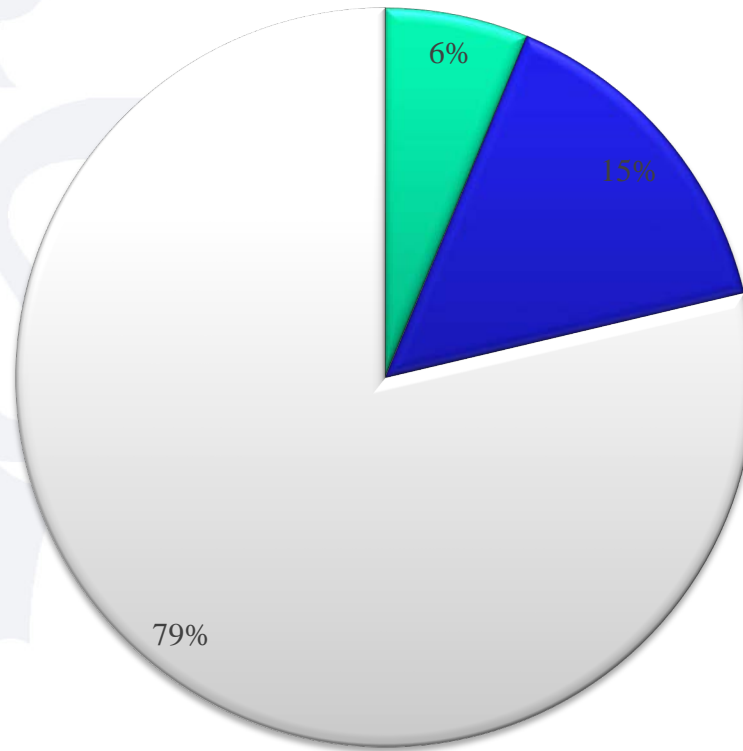
# Do you agree that working with partners should be part of the strategy?



■ Don't Know ■ No ■ Yes

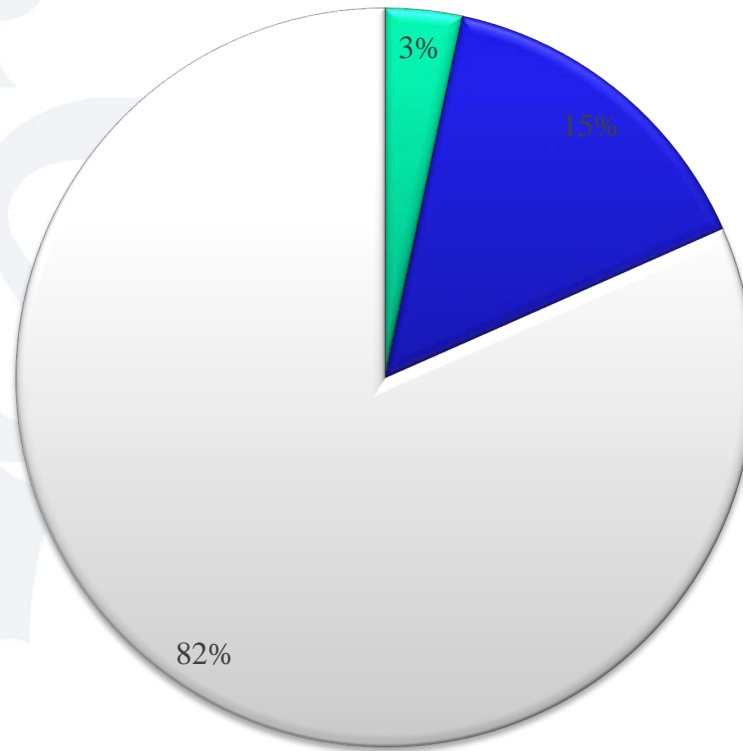


# Do you agree that promoting cycling and cycling facilities should be part of the strategy?



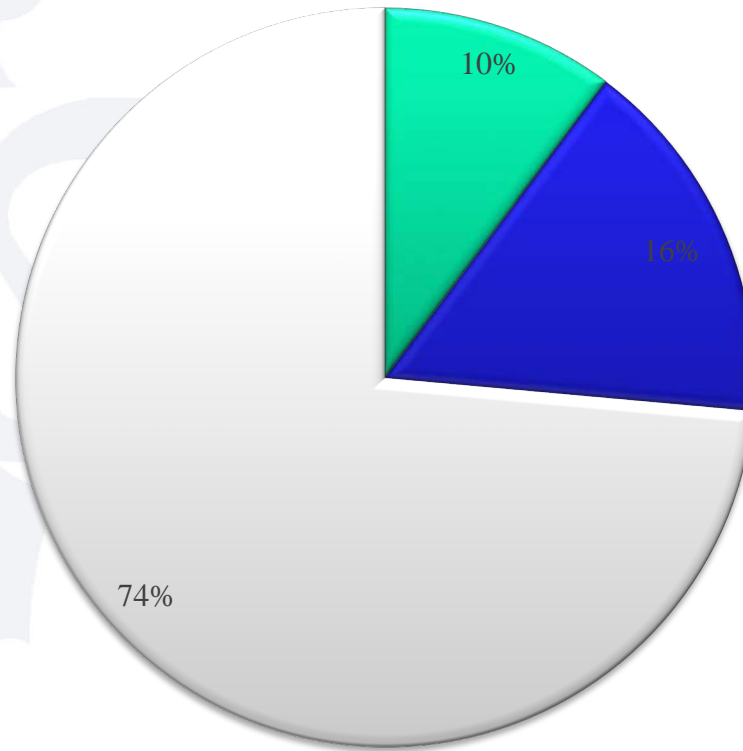
■ Don't Know ■ No ■ Yes

# Do you agree that encouraging changes in behaviour should be part of the strategy?



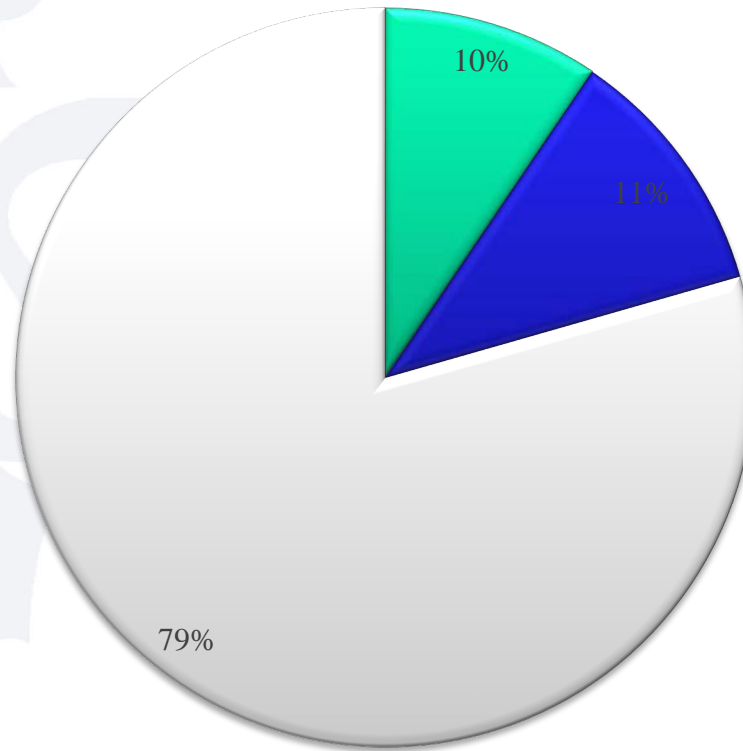
■ Don't Know ■ No ■ Yes

# Do you agree that promoting electric and cargo bikes should be part of the strategy?



■ Don't Know ■ No ■ Yes

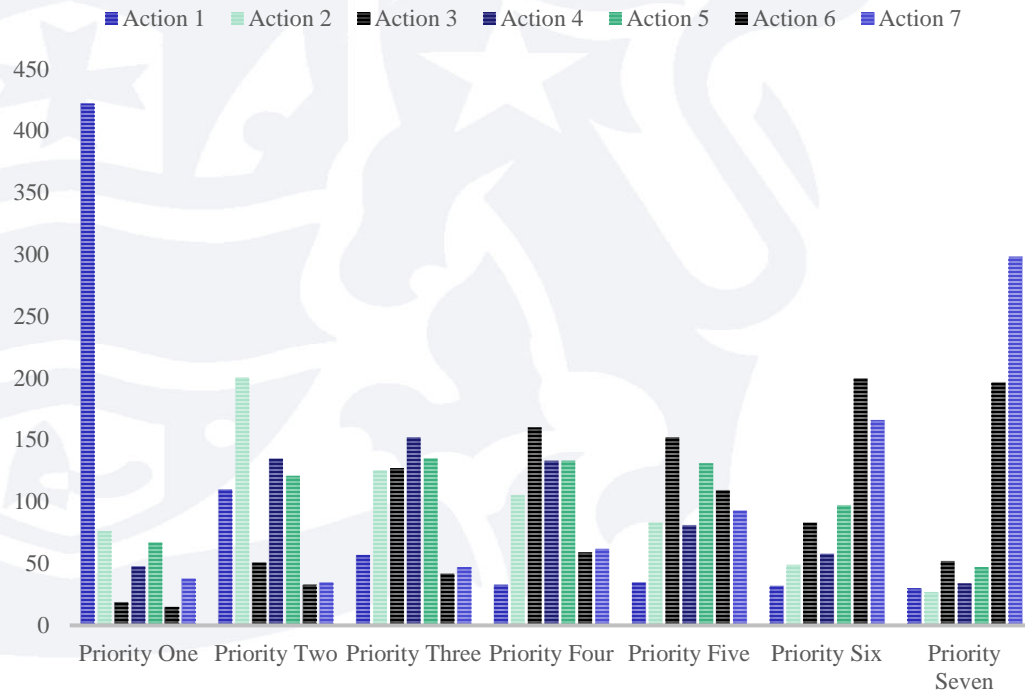
# Do you agree that monitoring and evaluation should be part of the strategy?



■ Don't Know ■ No ■ Yes

# In what order should we prioritise our actions?

## IN WHAT ORDER SHOULD WE PRIORITISE OUR ACTIONS?



Priority	Action
1	Action 1: Create coherent cycle networks
2	Action 2: Secure funding opportunities
3	Action 4: Promote cycling and cycling facilities
4	Action 3: Work with partners to promote cycling
5	Action 5: Encourage changes in behaviour
6	Action 6: Promote electric & cargo bikes
7	Action 7: Monitoring & evaluating





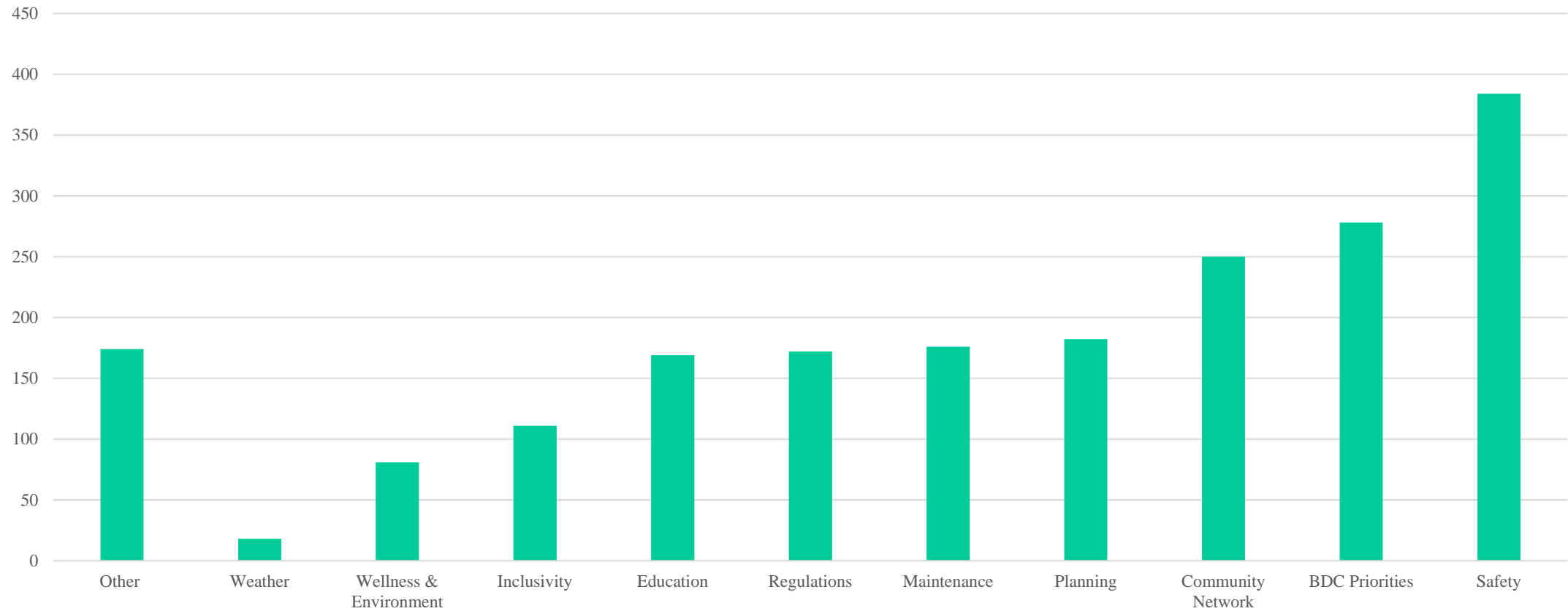
# Comments

## Key Themes

- Planning
- Road maintenance
- Education
- Safety
- Network Links
- Weather
- Wellbeing & Environment
- Regulation/laws
- Inclusivity
- BDC Priorities
- Other

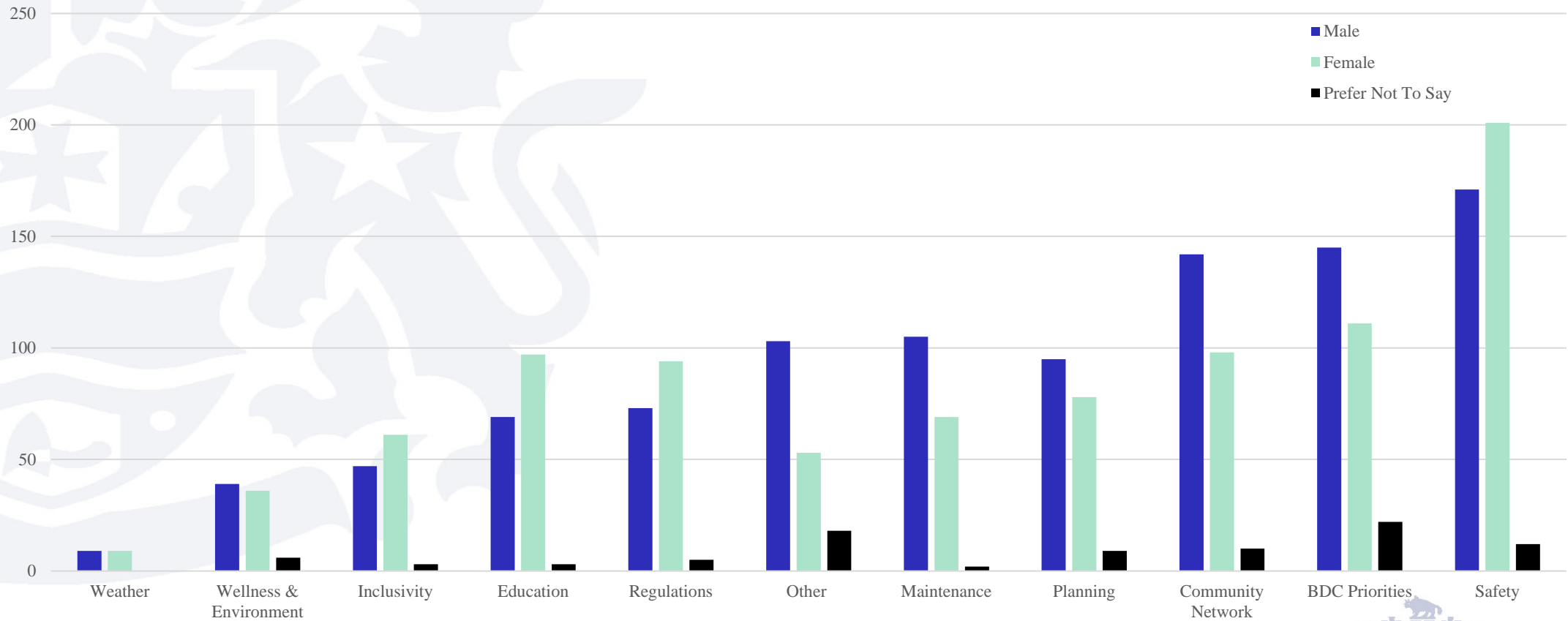
# Themes

## Total Comments Received by Theme



# Themes

## Total Received by Gender



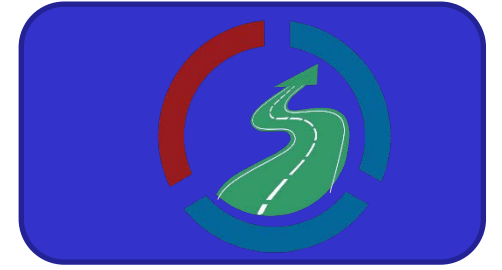
# Themes

## Most Important Theme By Age

Age Group	Safety	Network	BDC Priorities	Planning	Other
16-18					√
19-24		√			
25-34		√			
35-44	√				
45-54	√				
55-64	√				
75+			√		
Prefer Not To Say				√	

# Themes

## Planning Comments



- Incorporate in Planning Decisions
- Improve Infrastructure
- Integrate with business support, job creation, roads and housing

housing  
building  
development  
new roads  
town  
strategy  
infrastructure  
Braintree



# Themes

## Road Maintenance Comments



- Pothole and road repair
- Improve pavements
- Barrier removal
- Overgrown routes
- Unclear signage



# Themes

## Education Comments



- Educate all road users
- Responsible cycling taught in schools
- Cyclists and drivers to be aware of Highway Code
- Refresher cycle training for adults
- Skills cycle training for children
- Behaviour Changes for Car Drivers

drivers schools  
safety  
children users  
encourage  
awareness  
cyclists people  
training

# Themes

## Safety Comments



- Speed restrictions
- Cycle lanes
- Widen roads
- Traffic free cycle routes
- Dangerous rural lanes
- Congestion issues
- Pavements for pedestrians only



# Themes

## Network Comments



- Joined up cycle networks
- Connect villages
- Connect villages to towns
- Family cycle routes
- Link with public transport
- Clear signage

facilities  
cycling safe villages  
routes rural joined  
transport local  
network

# Themes

## Weather Comments



- All weather cycle routes
- In winter people will revert to car
- Summer activity only
- Arrive at work either hot or wet
- Can't cycle safely in wind and rain

*summer*  
*facilities* *cold* *work* *wet*  
*cycle*  
*difficult*  
*winter*



# Themes



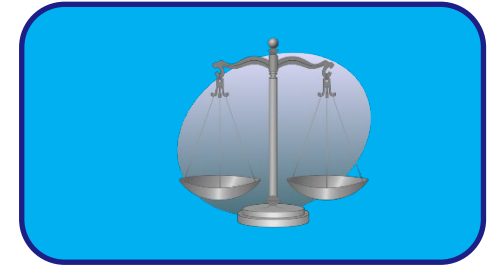
## Wellbeing & Environment Comments

- Healthy lifestyle
- Savings for NHS
- Greener for environment
- Combat obesity
- Cycling as a hobby not as a commute

environment  
climate & health  
reduce obesity & pollution  
goals  
benefits  
exercise

# Themes

## Regulations Comments



- Safer bike storage
- Cyclists to be insured
- Cycles to be taxed
- Cycle to Work Schemes
- Link with retailers
- Law to wear protective head gear

racks  
facilities  
lights  
work  
cctv  
insured  
secure  
security  
safe

# Themes

## BDC Priority Comments



- More important things to consider
- Needs to be supported with funding
- E-bikes too expensive
- Keep up the good work
- Great to see cycling is supported
- Monitoring is key to the success



# Themes

## Inclusivity Comments



- Provision for walkers
- Elderly cannot cycle
- Include horse riders
- Access for mobility scooters
- Disabled users to be considered

disabled  
mobility  
access  
horse older  
network  
elderly  
pedestrians  
walking

# Conclusions

- Large response (685) from a good cross section of the public
- Useful range of input and suggestions enabling the establishment of themes
- Engagement process validated priority actions
- No significant areas of disagreement
- Large amount of data available to support drafting the Implementation Plan