

Essex Cycling Strategy

Highways/Major Projects | November 2016





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Introduction

The Purpose of the Strategy

Cycling is important to Essex. It is more than just a pastime for a dedicated few, or a cheap mode of transport; it is a solution to the problem of congestion in our towns and poor health in our society. It contributes to an improved quality of life, a stronger economy and an enhanced environment. It brings people together and gives them freedom. It facilitates urban renewal and encourages sustainability. On top of that, it's great fun! Essex County Council recognises the importance of cycling, both to individuals and to the county as a whole, and is committed to facilitating its growth.

The purpose of this strategy is to set 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/ Boroughs, the two Unitary Authorities (Southend-on-Sea and Thurrock) and other key stakeholders. It has taken account of current UK policy, data on cycling levels within Essex and best practice from around the world.

Report Content

This strategy document contains three sections:

- **Section 1**

Explains why cycling is important to Essex, summarises its main benefits and highlights its importance to Essex County Council's seven key Outcomes.

- **Section 2**

Sets out the nine areas of strategic action that we believe are necessary to deliver the growth in cycling we want to see as a local authority.

- **Section 3**

Summarises the monitoring regime we will adopt to assess the effectiveness of the Strategy and the Performance Indicators we will use to track progress. This section also outlines potential funding options.



Section One:

Why cycling is important to Essex

National Context

The Government places great importance on increasing and improving cycling in the UK.

The foreword to the Report from the 'Get Britain Cycling' All Party Parliamentary Cycling Group Inquiry, considers cycling in the UK to be 'on the cusp of greatness' - it is no longer seen as a minority mode, but an important policy focus.

The recent Infrastructure Act (12 February 2015) places a commitment on the Government to produce a Cycling and Walking Investment Strategy. The strategy would specify the objectives to be achieved and the financial resources available. This new 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.

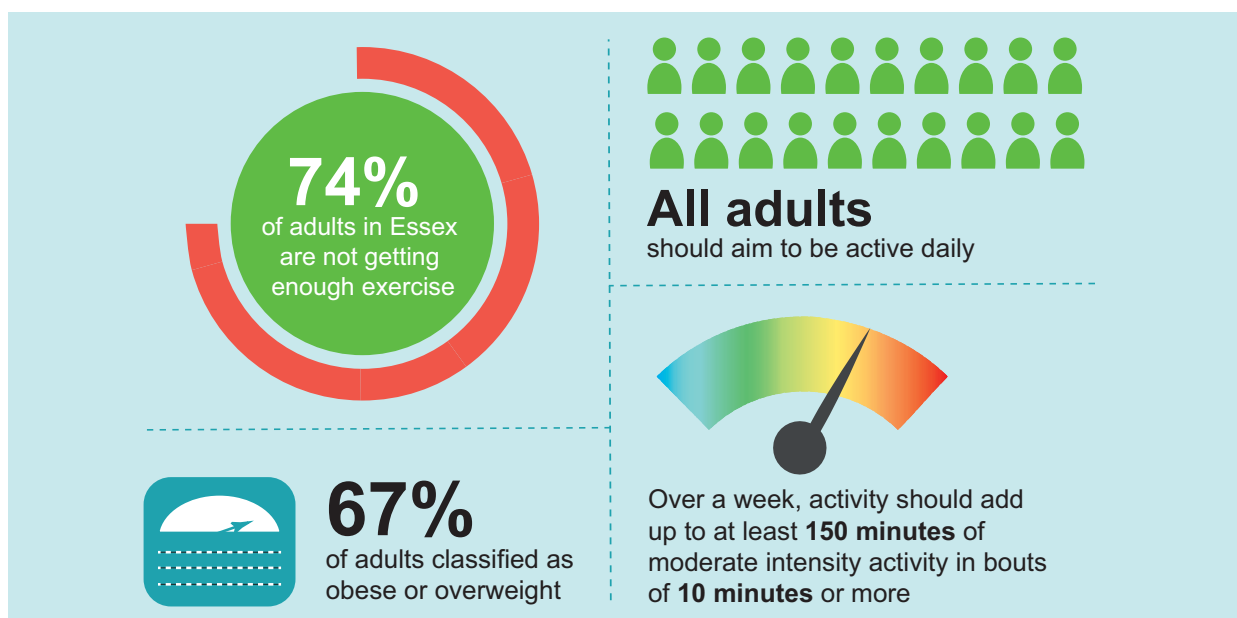
The Department for Transport's Cycling and Walking Investment Strategy (2016) refers to a new national cycling target, to double the number of cycling stages (trips). This new target will be adopted by Essex as part of this strategy.

"Cycling in the UK is on the cusp of greatness"

All Party Parliamentary Cycling Group Inquiry

The Government has announced an intention of achieving an annual cycling spend of £10 per head of the population. Funding to deliver this strategy will come from a variety of sources including the Government Sustainable Travel and Highways Programmes, the Local Growth Fund and Developer contributions.

Building walking or cycling into daily routines is a key way of promoting physical activity



Strategic Context in Essex

Essex County Council has set out seven key outcomes which guide the work it undertakes as a Local Authority. These outcomes are designed to improve the lives of every resident in Essex, especially the most vulnerable. Cycling helps to achieve every one of the seven outcomes.

Essex County Council Outcome	How Cycling helps achieve the Outcome
<ul style="list-style-type: none"> Children in Essex get the best start in life 	Travelling to school by walking or cycling can help encourage healthy growth and development, maintain a healthy weight, reduce anxiety and stress, and improve muscular strength, endurance and flexibility in children.
<ul style="list-style-type: none"> People have aspirations and achieve their ambitions through education, training and lifelong learning 	Cycling gives young people the opportunity to travel to schools and colleges of their choice, as well as to the library, and to other social opportunities.
<ul style="list-style-type: none"> Sustainable economic growth for Essex communities and businesses 	<p>Reducing road congestion and journey times for residents and businesses, through improved local connectivity and accessibility to key points of attraction for work, business and other trips.</p> <p>A healthier population makes for a more prosperous economy through reduced absenteeism and reduced demand for NHS services.</p>
<ul style="list-style-type: none"> People in Essex can live independently and exercise choice and Control over their Lives 	Having a bike offers people who cannot drive a motorised vehicle the opportunity to travel and access opportunities when they want.
<ul style="list-style-type: none"> People in Essex enjoy good health & wellbeing 	More physically active residents - greater activity levels reduce the risk of cardiovascular disease, obesity, stroke and depression. ¹
<ul style="list-style-type: none"> People in Essex experience a high quality & sustainable environment 	Modal shift from car to bike means reduced congestion, and reduced air pollution and cleaner and quieter streets.
<ul style="list-style-type: none"> People in Essex live in safe communities and are protected from harm 	Reduced congestion, cleaner air. Cycling is arguably safer than driving when the health benefits and reduced risk to third parties is factored in.

Cycling also helps to deliver the Essex Joint Health and Wellbeing Strategy Priorities and many of the Active Essex Priority Aims/Strategic Actions:

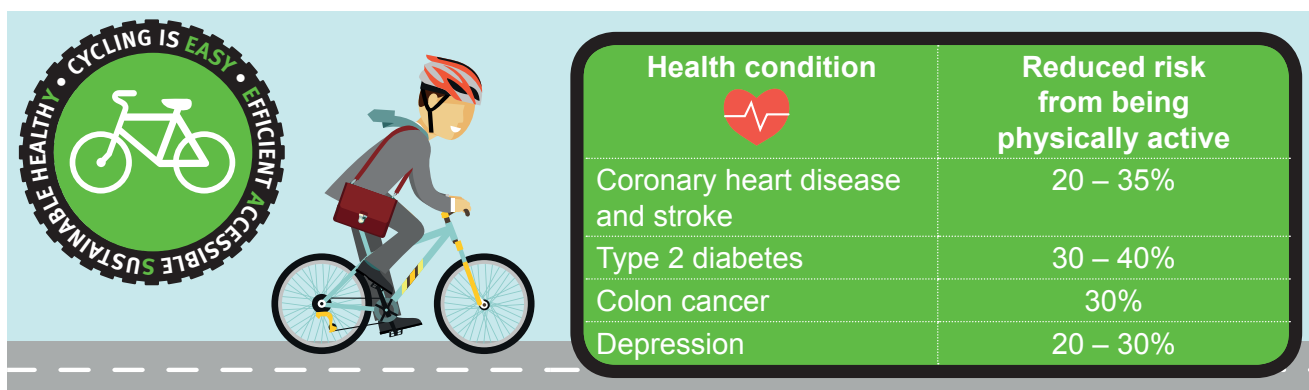
¹ Dr Adrian Davis, 'Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling', DfT, November 2014,

Essex Joint Health and Wellbeing Strategy Priorities	How Cycling can help to deliver the Strategy
<ul style="list-style-type: none"> Starting and developing well: ensuring every child in Essex has the best start in life 	<p>Learning to cycle helps to develop physical abilities and skills.</p> <p>Cycling is an enjoyable physical activity that will contribute to the health and wellbeing of children and young people.</p>
<ul style="list-style-type: none"> Living and working well: ensuring that residents make better lifestyle choices and residents have the opportunities needed to enjoy a healthy life 	<p>Cycling can help to maintain a healthy lifestyle through providing a means of active transport and regular exercise that will lead to improved health and fitness.</p>
<ul style="list-style-type: none"> Ageing well: ensuring that older people remain as independent as possible 	<p>Cycling can help older people to remain independent and active into their older years.</p>

Active Essex Priority Aims	How Cycling helps achieve these Aims
<ul style="list-style-type: none"> Deliver a Legacy from the London 2012 Olympic Games 	<p>Hadleigh Farm hosted the Mountain Bike event and a legacy course (Hadleigh Park) has been created that is open to the public and offers an exciting venue for mountain bikers of all ages to learn and enjoy the sport. By continuing to host major cycling events such as the Tour de France and the Tour of Britain, the excitement of big events continues to enthuse and motivate people in Essex.</p>
<ul style="list-style-type: none"> Increase participation in sport and physical activity 	<p>Cycling is one of the most popular sports in Essex and can be enjoyed by people of all ages.</p>
<ul style="list-style-type: none"> Encourage healthy and active lifestyles 	<p>Cycling provides a means of active transport that can help to reduce the number of short car journeys.</p>
<ul style="list-style-type: none"> Develop sporting pathways 	<p>Alex Dowsett, cycling world record breaker, is from Essex and benefited from Active Essex Sporting Ambassador funding and support when he was a talented young cyclist.</p>
<ul style="list-style-type: none"> Encourage lifelong learning and skills development 	<p>Bikeability courses help children and adults to acquire physical skills and road safety awareness.</p>
<ul style="list-style-type: none"> Building Networks and Partnerships for Sport, Physical Activity and Healthy Lifestyles 	<p>Colchester Cycling Town programme, Cycling Clubs, the Cyclists Touring Club and other local cycling groups are networks that will grow and develop with support for their coaches, rider leaders and volunteers.</p>

The Benefits of Cycling

Cycling has a number of significant benefits:



Cycling is Efficient

- Cycling can be the quickest mode over short distances especially in congested urban areas.
- After walking, cycling is the next cheapest mode of transport.
- Cycling transports significantly more passengers per metre width of road than cars.
- One car parking space can provide parking for up to 10 bicycles.

Cycling is Accessible

- Unlike driving, cycling is accessible to all age groups.
- Cycling widens accessibility to a wider area of locations including the Essex countryside.
- Cycling is affordable to most income groups.
- Cycling can be used in conjunction with bus and rail to gain access to further destinations that would be onerous by car.
- Adapted and motorised bicycles ensure that cycling is accessible for people with disabilities.

Cycling is Sustainable

- Cycling is pollution free, and by potentially reducing car use it also improves air quality.
- Cycling reduces traffic congestion.
- Cycling contributes to social inclusion and supports and enables economic growth through opening up of local communities and services.
- Leisure routes can attract visitors to the countryside and encourage leisure/tourism spend.
- No noise pollution.
- Cycling reduces pressure on public transport.

Cycling is HealthY

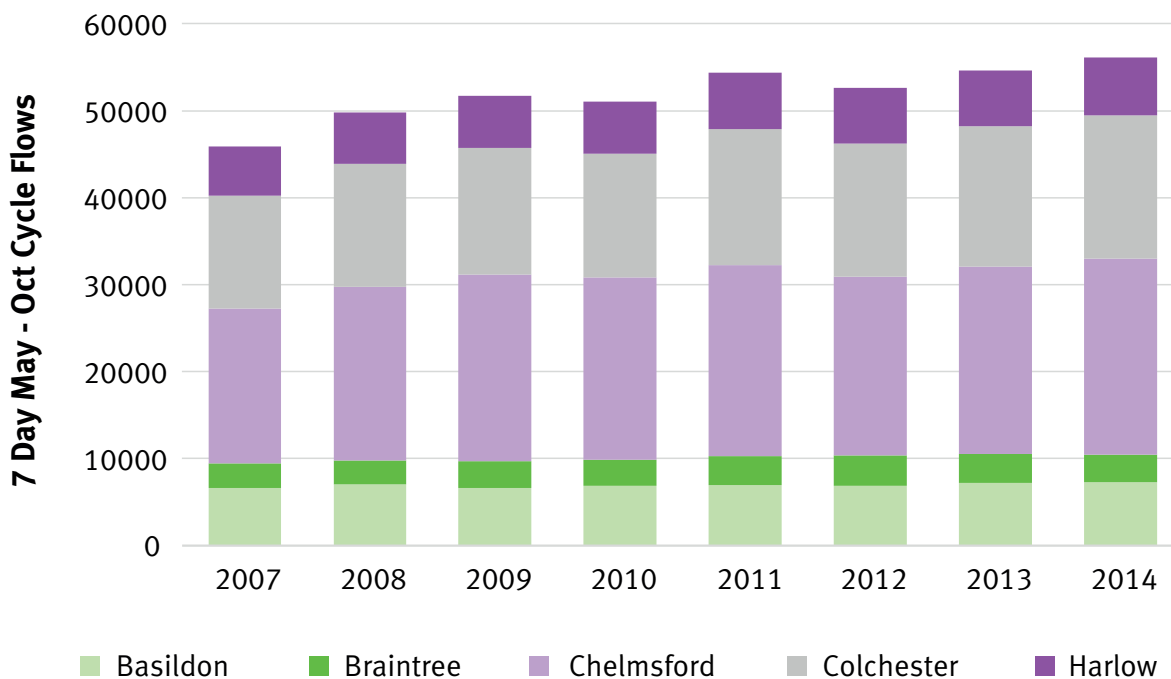
- Cycling promotes and enables people to take exercise which results in health benefits.
- The Get Britain Cycling Inquiry (April 2013) states that there is a £4 health benefit for every £1 spent on cycling.
- Exercise (through cycling) increases productivity in school/work.
- A fifteen minute cycle ride, twice a day, would meet the Governments recommended minimum level of activity for adults (150 minutes, each week, of moderate to vigorous intensity physical activity). This can be incorporated into people's lifestyles by commuting to work or riding to local shops/leisure facilities.
- Leisure cycling can be a healthy family activity to be enjoyed together.

Cycling in Essex

Essex has great potential for cycling, with its relatively flat terrain, easily accessible countryside and extensive rail network (which can be accessed by bicycle by many users). The following facts and figures help to understand the current situation, in terms of cycling provision and usage:

- Essex currently has 177 miles of National Cycle Route, over 200 miles of off-road cycle routes and 43 miles of on-road cycle routes
- Essex County Council currently spends £2.50 per head of population on cycling
- According to Sport England's Active People Survey 9, 57.4% of 16-25 year olds across Essex participate in sport and active recreation at least once a week, with lower percentages for all other age groups (42.8% - 26-34; 38.7% - 35-44; 34.6% - 45-54; 26.1% - 55-64; 17.2% - 65 and over)
- Active People Survey 9 revealed that cycling is the third most popular sport in Essex, in terms of participation after swimming and attending the gym, with 8.4% of the population participating. (By comparison, the figure for participation in cycling in the East of England as a whole is 9.1%, and the overall figure for England is 8.7%).
- There were 32 registered cycling clubs in Essex in 2016, 25 of these were open to all age groups and proficiencies

Essex County Council cycle counters (at 53 sites) showed a 22% increase in cycling between 2007 and 2014, with most of the growth occurring in Chelmsford and Colchester. The graph below shows the total figures by urban area in Essex:

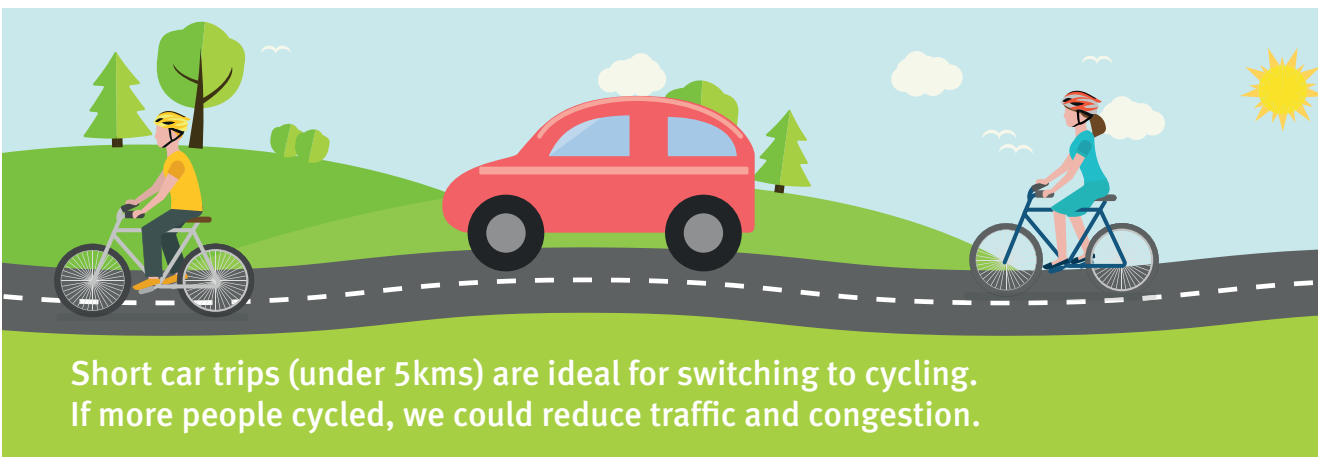


Essex Cycle Monitor Data 7 Day May-Oct totals by Urban Area

- The 2011 Census shows that Essex has the 9th highest level of adults who work full time that usually cycle to work (after Inner London, Outer London, Cambridgeshire, Greater Manchester, Oxfordshire, Hampshire, West Midlands and Norfolk).
- Of journeys to work using car 138,000 (33.4%) are within 5 km, i.e. cycling distance and 13.6% (56,100) are within 2 km i.e. cycling or walking distance. All from NOMIS/Census data



According to the 2011 Census, between 18% and 43% of all car trips to work in Essex Districts are less than 5km in length. A significant proportion of these could be made by bicycle. The percentage varies from district to district with Southend-on-Sea and Harlow having the highest proportion of short car trips, and Epping Forest and Braintree having the lowest.



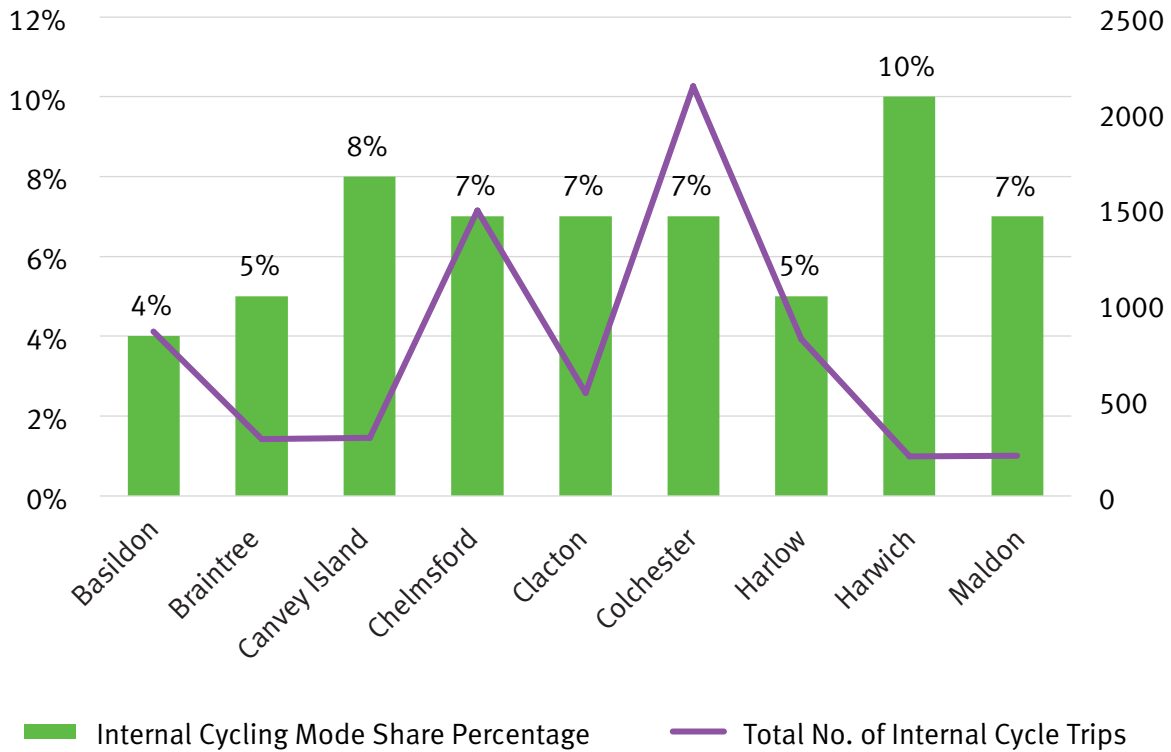
14,000 bike to work journeys are made in Essex every day which equates to **3.5million** bike to work journeys every year. (2011 census based on 253 working days)

151,284 Essex residents participate in cycling as a sport. (Active Essex Survey 9 2016 Population 1,801,000)

2011 Census data showed that bicycle trips made up a significant proportion of the journey to work trips within urban areas. As you can see below, 10% of all journey to work trips within Harwich were made by bicycle and 8% in Canvey Island. 7% of journey to work trips were made in both Colchester and Chelmsford (accounting for 2138 and 1491 trips respectively).

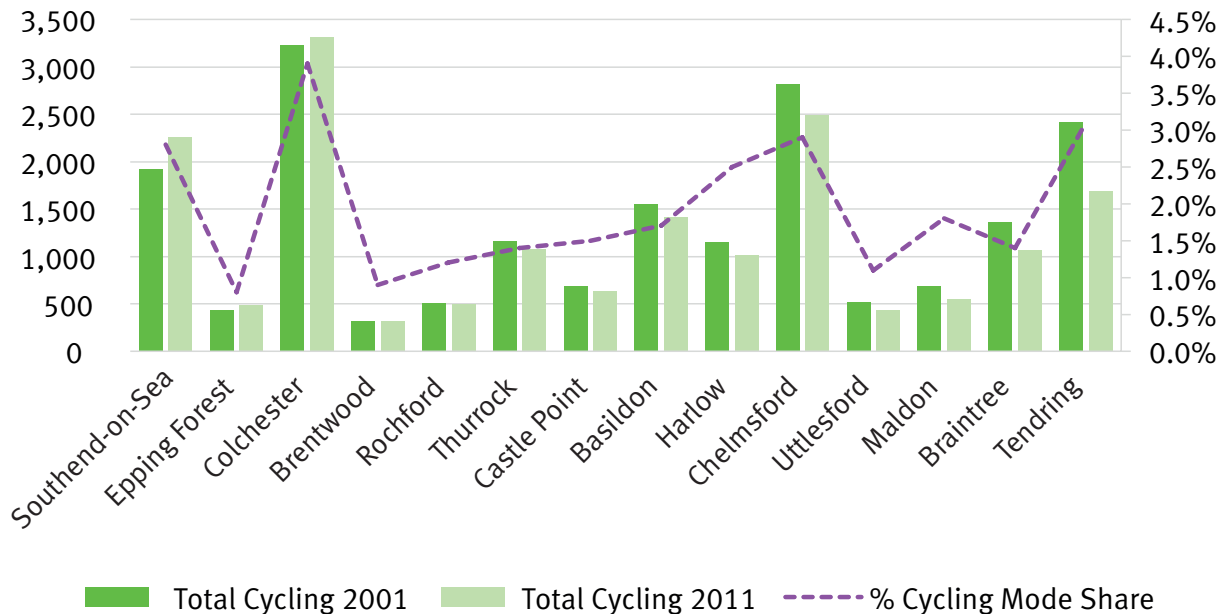
Despite the census journey to work cycling levels falling between 2001-2011, Essex County Council cycle counters (at 53 sites) showed a 22% increase in cycling between 2007 and 2014, with most of the growth occurring in Chelmsford and Colchester. The graph below shows the total figures by urban area in Essex.

The following two graphs show the total figures by urban area in Essex.



Census 2011 – Internal trips in urban areas in Essex made by bicycle

Cycling Levels 2001-2011



census cycling to work by district (2001-2011)

District/Borough	Method of Travel to Work		
	% of Total Car Driver Trips		
	< 2km	2km to 5km	Total <5km
Southend-on-Sea	17%	26%	43%
Harlow	13%	26%	39%
Colchester	13%	23%	36%
Basildon	12%	19%	31%
Chelmsford	12%	19%	31%
Tendring	15%	15%	30%
Thurrock	10%	19%	29%
Rochford	10%	17%	27%
Castle Point	11%	15%	26%
Brentwood	10%	13%	23%
Braintree	11%	11%	22%
Epping Forest	9%	13%	21%
Maldon	11%	8%	19%
Uttlesford	8%	10%	18%

Census 2011 – Method of Travel to Work by Distance Travelled to Work

Analysis of accident data highlights that cyclist casualties on the roads of Essex have increased by 27.2%. CTC research includes data showing that where long term large scale increases in cycling have taken place (in London², York, The Netherlands and Copenhagen), there has been a corresponding decrease in cycling casualties. It also shows that within the UK, places with a higher percentage of cycle commuters have a lower number of cyclist KSIs per commuter.

Cycling can facilitate future growth in Essex

With over 115,000 new homes and 171,000 new jobs expected in Essex by 2031 and beyond³, there will be significant pressure on the future transport network in Essex. It is essential that the existing percentage of trips made by car for journeys less than 5km is reduced, and an increase in cycling is one of the best ways to achieve this.

² Between 2000 and 2008 there was a 91% increase in cycling in London, with 33% fewer casualties per year compared to 1994-98. Source: http://www.ctc.org.uk/sites/default/files/0905_sin_full_rpt_0.pdf

³ South East Local Enterprise Partnership (SELEP) 'Growth Deal and Strategic Economic Plan 2014'

Section Two:

The Strategy

Cycling is good for Essex.

We want to see more people cycling in Essex, more safely, more often.



Our Vision

We want to see more people cycling in Essex, more safely, more often.

Our Objectives

We aim to:

- Double the number of cycling stages (trips) in Essex from 2014 levels by 2025 at our monitored counter sites and other key routes.
- Cultivate a mind-set that sees cycling as a normal, enjoyable and everyday activity for the majority of short journeys.
- Establish cycling as an enjoyable participation activity for health gain and a popular competitive sport.

Our Strategy

Our long term strategy for increasing cycling in Essex has three key elements:

- **ENABLE** – a focus on leadership that will drive the strategy forward.
- **PROMOTE** – a targeted increase in the promotion of cycling.
- **PROVIDE** – a step-change in the extent and quality of cycling infrastructure.

Just as a bicycle needs both wheels and a rider to make progress, the strategy needs all three elements to drive it forward.

We have identified nine areas of strategic action within the three key elements, to deliver the growth in cycling we want to see as a Local Authority. All of these areas are underpinned by our intention to make cycling safer for all through, amongst other things, audit, design, promotion and training.

The nine areas of strategic action are listed below, under the three key element headings:

ENABLE

1. An Essex Cycling Advocate

We want to ensure that the promotion and development of cycling is embedded in everything we do as a Council. In order to achieve this, we will appoint an Essex Cycling Advocate at Member level who will:

- Be a high profile advocate of cycling in Essex.
- Educate and inspire other elected Members.
- Champion the outworking of the Essex Cycling Strategy.
- Chair a quarterly Essex Cycling Steering Group.

The Essex Cycling Steering Group (ECSG) will be made up of representatives from key cycling infrastructure providers, promoters and partners in Essex (including ECC Economic Growth & Development, Public Health, Active Essex, Essex Police, Sustrans, CTC, rail operators and voluntary organisations). It will ensure co-ordination of cycling related schemes and activities, monitor their progress, report on outcomes and share examples of best practice.

Our Cycling Advocate will be supported by a senior officer, who will:

- Liaise with all Steering Groups members to co-ordinate the provision of information for ECSG meetings.
- Act as a 'hub' for information on cycling in Essex – directing designers, planners and stakeholders to the correct sources of data and support.
- Build strong relationships with members, officers and stakeholders to co-ordinate the implementation of the Essex Cycle Strategy.
- Be employed in a full time role and solely dedicated to the support and development of cycling in Essex.

In this way, the Essex Cycling Strategy will be co-ordinated and driven forward across the County, ensuring its successful implementation.



2. Transformational funding

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 Essex. We commit to:

- Ensuring a consistent level of revenue and capital funding to support the delivery of this strategy.
- Increasing the level of funding in Essex from its current level of £2 - £3 per head of population to £10 per head of population by 2025.
- Increasing the utilisation and prioritisation of other funding sources such as developer contributions and central Government grants/allocations.
- Developing a clear and cohesive methodology for the allocation of cycle funding across Essex Districts.

This will ensure that new proposals are not frustrated by a lack of funding and designers and promoters are set free to develop measures that will lead to a consistent growth in cycling numbers, frequency and safety.

An Essex Cycling Strategy Leader' who is an expert, has been appointed for at least 3 years and will be solely dedicated to the support and development of cycling in Essex.

3. 'Best Practice' Design

We are committed to ensuring that the cycling infrastructure we design looks attractive, serves its purpose and encourages more people to cycle. In order to facilitate this we will:

- Create/refresh a specific Essex Cycling Design Guide that incorporates national best practice and provides a 'tool kit' for cycle route assessment and design.
- Train our Highway Engineers, Planners and Safety Auditors in cycle friendly design.
- Create a support network of experienced cycle infrastructure experts to help/challenge designers of new schemes.
- Fund study trips for designers, planners and members to see examples of good cycling design practice first hand in other UK towns and cities, such as Cambridge, London or Brighton.
- Require all cycling infrastructure designers to cycle the route of their proposed measures to ensure that they understand the issues on the ground.
- Develop a simple and proportionate Non-Motorised User Audit methodology for all Essex infrastructure schemes.
- Appoint a cycling design reviewer to ensure all cycle infrastructure designs are of appropriate/consistent standard.
- Hold an annual Essex Cycling Design Forum to assess the effectiveness of existing and new cycling infrastructure, engage with local stakeholders and share best practice across the county.

Our focus on 'Best Practice' design will raise the quality of the cycle measures we implement and ensure that they are understandable and appropriate. This will encourage more people to cycle, as physical barriers to cycling are reduced.

PROMOTE

4. A 'Cycle Essex' Brand

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. We are committed to creating a Cycle Essex brand which will run high profile campaigns and act as an umbrella for all cycling activities in Essex. The Cycle Essex brand will:

- Change the image of cycling in Essex to a safe, normal and enjoyable everyday activity.
- Tie in with existing Active Essex, Visit Essex, Sustainable Travel Planning and Essex Police work.
- Promote cycling 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.
- Have a branded Cycle Essex website.
- Encourage high profile local cyclists to endorse cycling in Essex.
- Support national campaigns such as Bike Week (mid-June - although events still take place through until September and beyond, and Cycle to Work Day in early September).

In this way, a far wider proportion of Essex residents will be encouraged to try cycling than would be possible without the Cycle Essex Brand.

5. High Profile Events

Essex has been very successful in attracting high profile cycling events to the County that have been well attended by the public. We want to use those events to encourage people to make the step from spectator to cyclist. We will continue to support and be visibly prominent at regular events to encourage people to give cycling a try, including:

- Mass events – sport and leisure based, such as the Tour de France and charity bicycle rides.
- Car free days/circuits in town centres.
- Bike festivals, either as part of dedicated cycle events or as stand-alone events in public places.
- Events at the Hadleigh Park Olympic Mountain Bike venue and Braintree BMX Club track.

We will establish a Cycle Essex 'caravan' that attends the high profile events to deliver the cycling message. The caravan will include bicycles for people to try and practical advice and information to help people start cycling

High profile cycling events draw large crowds and garner wider publicity. Our attendance at the events will make the most of the opportunities provided to encourage actual behaviour change.

14% of adults in Essex cycled at least once a month in 2014/15.

This is equivalent to about 163,000 people.

Source: Department for Transport, Local Area Walking and Cycling Statistics: England, 2014/15, July 2016.

6. Increased Support for Local Initiatives

Local initiatives are particularly effective at engaging with people on a personal level. We commit to:

- Empowering the Boroughs/Districts in Essex to promote cycling locally.
- Supporting community providers/charities who are already developing/promoting cycling well.
- Supporting cycling clubs, groups and the volunteers that run them, by ensuring that:
 - Cycling coaches are able to join Active Essex coaching support programmes and are eligible for coach education bursaries.
 - Cycling clubs are supported to become accredited club mark accredited clubs.
- Ensuring that all urban areas have widely available and up-to-date cycle maps to promote the existing infrastructure.
- Assisting large employers and secondary schools to develop and maintain travel plans that incentivise cycling.
- Ensuring that all our major hospitals and council offices have travel plans that promote cycling as an attractive mode of transport to both staff and visitors.

Our support for local initiatives will ensure that people are encouraged to cycle by other local cyclists, and provided with the practical advice and support that they need to be confident to use their bicycles on a regular basis. This will help to 'embed' cycling as a normal, everyday activity, rather than just a one-off experience.



PROVIDE

7. Coherent cycle networks

High quality and well planned infrastructure is vital in encouraging cycling and improving safety. We will ensure that every urban area has a well-planned, safe and well-maintained cycle network that:

- Connects key destinations;
- Supports a network of recreational routes and;
- Caters for all users and abilities.

We are committed to:

- Establishing a coherent, comprehensive and advantageous cycle network in every major urban area, utilising a combination of on-carriageway and off-carriageway cycle facilities.
- Ensuring each District has an up to date Cycling Action Plan (renewed every 5 years).
- Providing well placed and high quality cycle parking at key public destinations such as town centres, leisure facilities and railway stations.
- Ensuring that all new housing includes secure and easily accessible cycle storage and that new secure cycle storage is facilitated in existing housing developments.
- Ensuring that cycling is prioritised over motorised transport in all new developments - making it easier to carry out short trips by bicycle than by car. Cycle routes within commercial and residential developments will be more direct and convenient than car routes and will connect in to existing cycling infrastructure on leaving the site.
- Prioritising more frequent and good maintenance of our cycle network.
- Providing a clear and consistent standard of good quality, well placed cycle signage - to an appropriate density, with provision of journey times as well as distances (to cater for all audiences) where possible.
- Continuing to improve cycle safety at sites with actual and perceived safety problems.
- Developing an improved mechanism for the reporting of safety issues.

Our coherent cycle networks will ensure that the physical barriers to cycling in many of our urban areas are progressively broken down and cycling becomes a prioritised mode of transport in the mind of Essex residents.





8. Continental standard cycling facilities and ‘Quietways’

Cycling infrastructure options have expanded rapidly since 2012, with a new generation of continental-standard facilities being rolled out in towns and cities across the country. These facilities represent a huge improvement on previous provision and have been seen to lead to significant increases in cycling following their implementation. For our major routes on high-demand corridors which serve important trip attractors, we will include continental standard segregated facilities, where appropriate, including:

- Segregation from motor vehicles and pedestrians using one-way cycle tracks (rather than two-way shared footways) and Dutch, Danish or ‘light’ type segregation, depending on the context.
- New signalling options such as low-level cycle signals to give cyclists their own stage, pre-greens to give them a head-start over motorised traffic, and ‘two stage right’ turns to provide a much safer option than an advanced stop line.
- Cycle-friendly roundabout options which can provide a better solution to signals in some situations.

We will also introduce a series of ‘Quietways’ in our urban areas. These are networks of interconnected cycle routes on quiet residential streets, where priority is given to cyclists and pedestrians over motorised traffic. Quietways will overcome barriers to cycling; targeting less confident cyclists who want to use low-traffic routes, while also providing for existing cyclists. There are advances in this field which we will adopt, as appropriate, including:

- Wider use of coloured surfacing on on-carriageway ‘patch’ symbols to help with navigability and route awareness (a coloured surface route is much easier to follow through a complex urban area than reliance on conventional cycle-route signage).
- High quality, ‘Quietway’ branded, signage.
- 20mph speed limits.
- Cycle/pedestrian only access.
- Traffic free routes through green spaces (e.g. Hadleigh Park Mountain Bike Course and Braintree BMX Club Track) providing a location for cyclists to participate, train or compete, and routes along waterways and seafronts.
- Working in partnership to identify and extend the sport’s dedicated facility provision across the county.

9. Training and Access

The provision of cycling infrastructure alone will not necessarily lead to an increase in the number of cyclists in Essex. Many people are unable or afraid to use a bicycle because they don't have access to one, or lack the necessary skills and confidence to ride on the road.

We commit to:

- Increasing the number of adults attending Bikeability training.
- Providing more cycling skills training.
- Setting up 'Bicycle Loan' schemes for people on low incomes, providing loan bicycles, equipment and cycle maintenance advice, in association with Bikeability training.
- Encouraging employers to offer a salary sacrifice cycle to work scheme to their workforce.
- Working with partners/community groups to encourage cycling within the community (Led rides, Go Ride clubs, bicycle shops etc.).

In this way, people who currently have no access to a practical, good quality bicycle and/or those who are nervous of using their bike on the road will develop the confidence to cycle on a regular and consistent basis. Employers will also be encouraged to offer salary-sacrifice 'cycle to work' schemes for their workforce, to target this demographic as well.



Section Three:

Monitoring, Performance and Funding

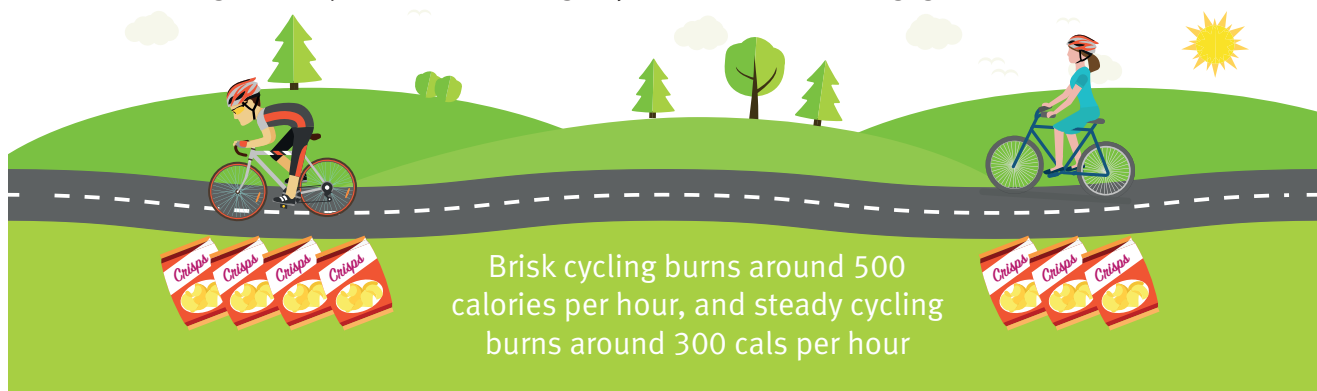
Monitoring

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

- Creating a Cycle Essex biennial online survey – in line with Residential Travel Plans, to receive feedback on schemes/promotions undertaken and also opinions/ideas on what is needed next.
- County-wide cycle count data (through Automatic Cycle Counters and DfT classified traffic count data) from a representative sample of locations (at least one in each borough/district) utilising the existing 200+ DfT annual count programme (AADF) locations and 53 fixed cycle monitor counters across the county, adding further counters in suitable new areas.
- 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 our monitored counter sites and on other key routes.
- Cycle parking usage and provision.
- Self-completion questionnaire surveys attached to bikes parked at railway stations to back up the online survey.
- Annual resident cycle surveys.
- Bikeability monitoring.
- Air quality monitoring.
- Monitoring the percentage cycling mode share in schools and companies that have an active Travel Plan in place.
- monitoring the safety information as part of collisions and casualties recorded on the network.

In addition to the above monitoring actions we will also include the monitoring of cycling levels as part of the transport monitoring programme and we will explore opportunities to develop proposals to meet identified needs in this strategy.

Monitoring will also be carried out on an informal basis through continued dialogue with cyclists and other road users through local cycle forums, focus groups and stakeholder engagement.



Performance Indicators

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 derived.

A preliminary set of Performance Indicators are set out below and will be refined once baseline monitoring has been undertaken by the Cycle Champion and the Essex Cycling Steering Group (ECSG).

- Double the number of cycling stages (trips) in Essex from 2014 levels by 2025 at our monitored counter sites and other key routes.
- Increase cycling mode share from 2011 levels by 2021 Census and reverse or halt the long term decline in cycling that was recorded between 2001 and 2011.
- Monitor participation rates as measured through the Active People Survey, which can allow comparison with other sports.
- Improve satisfaction of NHT survey results in relation to cycling.
- Reduce the number of cycling KSIs in Essex by 2020.
- Reduce the number of <3mile journeys carried out by car and transfer these to bicycle (Census 2021 results).
- Increase the number of school children cycling (travel plan results).
- Reduce cycle theft by 20%, particularly at rail stations (police data statistics).
- Review of usage and volume of cycle parking at railway stations/housing locations/workplaces using a trigger point of 75% usage to install further parking.
- Increase the number of cycling clubs and membership of these.
- Increase the number of qualified cycling coaches.
- Increase the number of cycle ride leaders.



Funding

Capital funding for infrastructure improvements will be sought from developer contributions, local highway budgets and external sources such as the government and the European Union.

Through the Cycling Delivery Plan, the Government has a long term funding commitment to provide advice and expertise to Local Authorities on access to finance to be delivered through an Active Travel Consortium.

Current UK Government spending is £2.50 per person per year; the aim is to increase this to at least £10 per person per year by 2020/2021. Essex will also aim to spend £10 per person per year, with an initial increase to £5 by 2017.

The Government has a £6 billion Local Growth Fund for cycling and walking and wishes to reduce the administrative budget Local Authorities have to use in bidding for funding.

Possible Funding Options for Cycle Improvements:

- Developer contributions – planning contributions from new developments is an important source of finance.
- Local Growth Funds.
- On the back of safety and health schemes.
- Sustrans.
- Network rail and rail operating companies.
- Active Essex/Essex Health.
- Department for Transport.
- Local Highways Panel funding for districts (through an obligation on LHPs to allocate a percentage of budget to cycling).
- SELEP Local Growth Funds for Local Sustainable Transport Programme.
- EU funding (e.g. European Regional Development Fund and Rural Development Programme).
- Acquire and investigate corporate sponsorship opportunities for any high profile public schemes/events.

Review

ECC and the Essex Cycling Steering Group (ECSG) will seek to review the Cycling Strategy in five years' time and will work closely with the Districts/Boroughs and key stakeholders during this review process.

The cycling rate (at least once a month) varies across the County, ranging from **8.4% in Basildon (or 12,094 people)** to **20.5% in Colchester (or 28,240 people)**.

Source: Department for Transport, Local Area Walking and Cycling Statistics: England, 2014/15, July 2016.

This information is issued by:
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