

# Active Travel Fund Tranche 2

Consultation report  
September 2021



# Contents page

1. Introduction .....	6
1.1 Scheme presentation .....	7
2. Consultation and analysis .....	8
2.1 Active travel opinions survey .....	8
2.2 Social media poll .....	9
2.3 Accessibility.....	9
2.4 Privacy .....	9
3. Marketing .....	10
4. Results – Active travel survey.....	10
4.1 Response map .....	10
4.2 Consultation awareness .....	11
4.3 Attitudes – Concerns and council action .....	11
4.4 Attitudes – Travel priorities .....	13
4.5 Results – Travel survey results .....	14
4.6 Results – Poll findings .....	17
5. Town/City schemes – Braintree .....	18
5.1 Braintree – Response rate .....	18
5.2 Braintree – Response map.....	18
5.3 Braintree – Survey introduction .....	19
5.4 Braintree – Support for scheme.....	19
5.5 Braintree – Increasing safety.....	20
5.6 Braintree – Station approach.....	22
5.7 Braintree – Modal filter .....	22
5.8 Braintree – School streets .....	23
5.9 Braintree – Qualitative overview.....	24
6. Town/City schemes – Brentwood .....	25
6.1 Brentwood – Response rate.....	25
6.2 Brentwood – Response map .....	26
6.3 Brentwood – Survey introduction.....	26
6.4 Brentwood – Support for scheme .....	27

6.5 Brentwood – Increasing safety .....	28
6.6 Brentwood – Shenfield Road cycleway .....	30
6.7 Brentwood – School streets .....	31
6.8 Brentwood – Qualitative overview .....	33
7. Town/City schemes – Chelmsford .....	34
7.1 Chelmsford – Response rate.....	34
7.2 Chelmsford – Response map.....	34
7.3 Chelmsford – Survey introduction .....	36
7.4 Chelmsford – Support for scheme.....	36
7.5 Chelmsford – Increasing safety .....	37
7.6 Chelmsford – Liveable neighbourhood / Moulsham quarters .....	39
7.7 Chelmsford – Springfield Park Road .....	43
7.8 Chelmsford – School streets .....	44
7.9 Chelmsford – Qualitative overview .....	46
8. Town/City schemes – Colchester .....	47
8.1 Colchester – Response rate.....	47
8.2 Colchester – Response map.....	48
8.3 Colchester – Survey introduction.....	48
8.4 Colchester – Support for scheme .....	48
8.5 Colchester – Increasing safety .....	51
8.6 Colchester – High Street .....	53
8.7 Colchester – North Station Road.....	55
8.8 Colchester – Crouch Street West / Balkerne Hill.....	56
8.9 Colchester – School streets .....	59
8.10 Colchester – Qualitative overview .....	61
9. Town/City schemes – Wickford.....	62
9.1 Wickford – Response rate .....	62
9.2 Wickford – Response map .....	63
9.3 Wickford – Survey introduction.....	63
9.4 Wickford – Support for scheme .....	63
9.5 Wickford – Increasing safety .....	64
9.6 Wickford – Liveable neighbourhood .....	66

9.7 Wickford – School streets.....	66
9.8 Wickford – Qualitative overview .....	68
10. Conclusion .....	68
11. Appendix.....	70

## 1. Introduction

In 2020 the Government launched its first Active Travel Fund, designed to support people walking and cycling more. The fund recognised the health and wellbeing need to increase walking and cycling and reduce reliance on car use, particularly for short journeys.

The first tranche of funding focussed on the installation of temporary projects to create safer access and more opportunity for people to socially distance while travelling to town centre areas during the Covid-19 pandemic.

The second tranche of funding supports the creation of longer-term projects and it was announced in May 2021 that Essex County Council (ECC) had successfully bid for £7,358,700 of funding to support schemes across five towns.

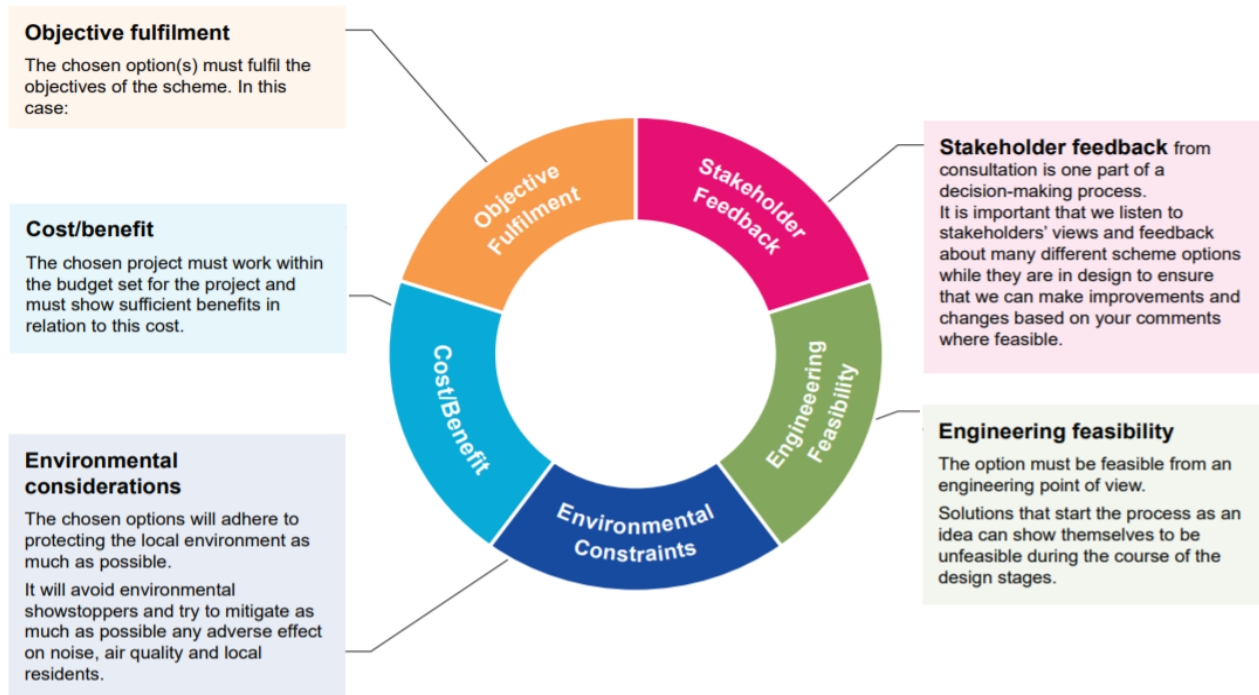
The towns selected, Braintree, Brentwood, Chelmsford, Colchester and Wickford, were identified through engagement with borough/district council partners, and where it was deemed that schemes could support an increase in walking and cycling, supporting Essex County Council's 'Safer, Greener, Healthier' agenda.

Steering groups made up of representatives from the local authorities, community groups, businesses, access and active travel groups were established with each helping to refine its specific town proposals to meet local needs and address local issues.

As part of the funding requirement, ECC was required to undertake consultation on the schemes. This is good practice when a scheme has reached a stage in which local people can meaningfully review and comment on the proposals and will, alongside other factors (as below), support the decision-making process both for ECC and the Department for Transport (DfT).

This report sets out the approach to consultation and the results gained through the consultation process.

# DECISION MAKING PROCESS



## 1.1 Scheme presentation

Each of the five schemes focussed on a specific route(s) or area(s) in the town. For the public to assess and provide feedback it was important to show both the routes in their entirety and the specific infrastructure or component parts.

To do this five digital 'storymaps' were created. Storymaps use a mixture of mapping, text and images to show and demonstrate a project. Because of the scale and varied elements of the schemes using this tool was the most effective way to showcase the proposals in their entirety and break down and explain the specific elements. The five scheme storymaps can be seen here:

Braintree: <https://storymaps.arcgis.com/stories/1f084bfe1bac452da418b142e86d75f3>  
Brentwood: <https://storymaps.arcgis.com/stories/5039a6649e844665818010fd2e32ac8f>  
Chelmsford: <https://storymaps.arcgis.com/stories/dc6602f4cec74d43aa476ea471c8a0e4>  
Colchester: <https://storymaps.arcgis.com/stories/983b6bbadce049fa99c0d02165752c1c>  
Wickford: <https://storymaps.arcgis.com/stories/aef8490a3548421c911168684728d945>

## 2. Consultation and analysis

With the proposal for each town still at a formative stage, consultation at this point in the process can help demonstrate levels of support, help shape the detailed design and highlight points for consideration. While this consultation was non-statutory, further statutory consultation in the form of a 'traffic regulation order' will be required at a later stage.

Because of the time-frame for submitting proposals for the schemes to the Department for Transport, it was decided that the consultation on each of the five schemes would run concurrently for six weeks between 27/5/21 and 11/7/21.

With each of the schemes varying in what is proposed and the level of interventions identified, five separate surveys were created. Within each survey, the first section was the same, covering questions on whether the scheme proposals would increase walking and cycling and safety. The second section was location-specific asking questions on specific elements of each scheme. The third section of each survey was the same, asking three questions on support for 'school streets'.

The consultation surveys for each included a mixture of quantitative and open-ended questions to assess levels of support and gauge a deeper understanding of respondent's opinions of the proposed schemes.

To analyse the comments an emergent coding approach was used with each consultation response read and reoccurring themes identified. Where comments given have been used in this report to demonstrate points raised, please note they have been corrected for grammar and spelling if required.

### 2.1 Active travel opinions survey

Alongside the five town specific surveys, ECC was also required by the DfT to undertake an attitudinal survey looking specifically at travel behaviours.

This was undertaken as a quantitative survey and marketed as 'part 2' to encourage participation. Once respondents had completed one of the respective town surveys, they were also sent a link to the travel survey.

This approach helped ensure the majority of people filling in the town surveys also filled in the travel survey.



## 2.2 Social media poll

To further supplement the results of the travel survey a Facebook leader poll was conducted. This contained a pre-populated form with three survey questions taken from the Essex travel survey and was sent as a targeted advert to people in Essex over the age of 16. Anyone completing the poll was then sent a link to the wider travel survey and town surveys.

## 2.3 Accessibility

To help ensure engagement activity met accessibility guidelines the website content was developed in partnership with the Essex Highways web team in line with public sector accessibility standards.

While digitally-led, it was made clear on the website, and in subsequent marketing and communication activity, that the engagement document could be provided in a hard copy format and that the public could return to a FREEPOST address if they wished.

Arrangements were also made to provide the documents in alternative formats on request.

## 2.4 Privacy

Personal information was gathered as part of the survey to better analyse the results. At the beginning of the survey a statement informed respondents:

*The information you provide is confidential and will be used solely for monitoring purposes and anonymously in the reporting of the results of this consultation.*

### 3. Marketing

Details of the Marketing approach can be seen in appendix A

### 4. Results – Active travel survey

The attitudinal survey on travel behaviours should be viewed independently to the town surveys because it looked at opinions on travel and active travel rather than the specific scheme elements.

There were 2482 responses in total submitted via CitizenSpace (ECC’s consultation system) with 51% of the respondents identifying as male, 48% as female and 1% in another way.

The majority of responses, 50%, were full-time employed, with 25% retired, 17% part-time employed 4% not currently working, 1% were students and 1% were disabled or not able to work, 2% didn’t categorise themselves.

There was a spread of ages, with the 45-54 age group forming the largest response rate

Option	Percent
16 to 24	2%
25 to 34	9%
35 to 44	18%
45 to 54	26%
55 to 64	23%
65 to 74	17%
75 to 84	4%
85 and over	1%

#### 4.1 Response map

From the response map it is clear that, while most of the responses came from the five towns – Braintree, Brentwood, Chelmsford, Colchester and Wickford, there was also a number of responses from across the county and surrounding areas.



## 4.2 Consultation awareness

When asked how they heard about the consultation, social media was the clear success, particularly the targeted advertising approach. However, it is worth noting that one of the aims of the marketing approach was to use multiple channels to help ensure that local people heard about the consultation in different ways. Within the ‘other’ category local newsletters, school publications and parish council news were the primary sources.

Option	Percent
Social media	43%
Online	15%
Local radio	1%
Newspaper	4%
Word of mouth	18%
Other	19%

## 4.3 Attitudes – Concerns and council action

The first questions looked at how concerned respondents were about a series of societal issues. They were then asked the level to which they felt the council should act on those issues.

Across all of the issues raised, respondents indicated a high-level of concern and desire for the council to take action. In particular, traffic congestion and road safety were seen as being of high concern to respondents and issues they would like the council to address.

<b>Traffic congestion concern</b>	<b>Percent</b>	<b>Should the Council reduce traffic congestion</b>	<b>Percent</b>
Very concerned	53%	Strongly agree	58%
Fairly concerned	33%	Tend to agree	31%
Not very concerned	8%	Tend to disagree	5%
Not at all concerned	3%	Strongly disagree	3%
Don't know	1%	Don't know	1%
Not Answered	2%	Not Answered	2%

<b>Air pollution concern</b>	<b>Percent</b>	<b>Should the Council improve air quality</b>	<b>Percent</b>
Very concerned	48%	Strongly agree	52%
Fairly concerned	32%	Tend to agree	34%
Not very concerned	12%	Tend to disagree	7%
Not at all concerned	4%	Strongly disagree	2%
Don't know	1%	Don't know	2%
Not Answered	3%	Not Answered	3%

<b>Noise pollution concern</b>	<b>Percent</b>	<b>Should the Council reduce noise pollution</b>	<b>Percent</b>
Very concerned	32%	Strongly agree	38%
Fairly concerned	36%	Tend to agree	42%
Not very concerned	23%	Tend to disagree	11%
Not at all concerned	6%	Strongly disagree	3%
Don't know	1%	Don't know	4%
Not Answered	2%	Not Answered	2%

<b>Road safety concern</b>	<b>Percent</b>	<b>Should the Council improve road safety</b>	<b>Percent</b>
Very concerned	53%	Strongly agree	59%
Fairly concerned	33%	Tend to agree	31%
Not very concerned	9%	Tend to disagree	5%
Not at all concerned	3%	Strongly disagree	2%
Don't know	0%	Don't know	1%
Not Answered	2%	Not Answered	2%

<b>Childhood and adult obesity concern</b>	<b>Percent</b>	<b>Should the Council tackle childhood and adult obesity</b>	<b>Percent</b>
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Very concerned	35%	Strongly agree	32%
Fairly concerned	37%	Tend to agree	35%
Not very concerned	17%	Tend to disagree	17%
Not at all concerned	6%	Strongly disagree	9%
Don't know	2%	Don't know	4%
Not Answered	3%	Not Answered	3%

Climate change concern	Percent	Should the Council tackle climate change	Percent
Very concerned	48%	Strongly agree	49%
Fairly concerned	33%	Tend to agree	31%
Not very concerned	10%	Tend to disagree	9%
Not at all concerned	5%	Strongly disagree	6%
Don't know	1%	Don't know	3%
Not Answered	3%	Not Answered	2%

#### 4.4 Attitudes – Travel priorities

Within the next section, respondents were asked to consider how road space should be prioritised with the statement asking: *'In our towns it can be difficult to build high-quality, continuous cycling and walking infrastructure due to competing demands on road space. For this reason, we want to better understand your priorities when making decisions.'*

More action to tackle speeding was deemed the highest priority.

Option	Very high importance	High importance	Medium importance	Low importance	Not at all important	Not Answered
Less traffic overall	29%	27%	26%	10%	5%	3%
More space and priority for walking	28%	22%	24%	15%	8%	3%
Children will be able to play, walk and cycle outside in their neighbourhood	33%	22%	23%	13%	6%	3%
More action to tackle speeding	41%	25%	20%	7%	3%	4%
Less traffic in residential streets	26%	24%	27%	15%	6%	2%
Parking and access prioritisation for disabled people	23%	29%	29%	12%	4%	3%
More space and priority for cycling	32%	15%	18%	17%	15%	3%

A parking scheme to control how many cars park on streets in my neighbourhood	17%	20%	25%	21%	15%	2%
Less parking space in town centres	7%	9%	20%	30%	31%	3%
Road space removed to widen pavements and/or provide outside seating for restaurants, pubs	14%	18%	21%	22%	21%	4%
More parking space in town centres	19%	19%	23%	20%	15%	4%
Road space removed to widen pavements and/or provide outside seating for restaurants, pubs	31%	20%	19%	15%	12%	3%
More parking space in town centres	31%	23%	23%	12%	9%	2%

## 4.5 Results – Travel survey results

The next section of the survey looked at household travel behaviours, asking a series of questions about how people travel.

The first question looked at how many individuals aged 16 or over live in the household, with the majority having 2 people over the age of 16 in the household.

Option	Percent
1	16%
2	56%
3	14%
4	8%
5+	2%
Not Answered	4%

The next question asked about vehicle ownership with respondents asked how many vehicles the household uses, with the majority using two cars/vans.

Option	Percent – car / van	Percent – motorcycle / moped	Percent – Bike
None	5%	64%	23%
One	42%	5%	20%
Two	38%	1%	26%
Three or more	12%	1%	27%

<b>Not Answered</b>	3%	29%	4%
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Of those owning cars, the majority were petrol or diesel, with a minority owning electric or hybrid.

<b>Option</b>	<b>Percent</b>
Petrol	67%
Diesel	41%
Hybrid	6%
Electric	3%
Other	1%
Don't know	1%
Don't have a car	5%
Not Answered	4%

The next question looked at walking and cycling asking 'In a typical week in 2019 (before Covid-19), how often did you walk / cycle to complete a journey? This excludes leisure journeys'.

<b>Option</b>	<b>Percent - walk</b>	<b>Percent - cycle</b>
Every day	32%	7%
2- 5 times per week	30%	10%
Once or twice a week	18%	11%
Once or twice a month	8%	
Less than that or never	8%	67%
Not Answered	4%	5%

When asked whether they saw their level of walking/cycling increasing post-covid restrictions being lifted, the majority stated walk/cycle the same amount, although 30% felt they would like to walk/cycle more for leisure.

<b>Option</b>	<b>Percent - Walk</b>	<b>Percent - Cycle</b>
The same amount	55%	47%
Less often	3%	6%
I'd like to walk / cycle more for leisure	31%	30%
I'd like to walk more by replacing past journeys taken by car, van, or motorcycle	16%	22%
I'd like to walk more by replacing past journeys taken by public transport (e.g. bus)	4%	7%

Not Answered	4%	6%
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The next set of questions asked respondents to identify their more common means of transport for each journey. From this, it is clear that the car remains the most common form of transport for most journeys.

Option	Commute to/from work	Commute to/from college, university or other form of adult education	School Run	Grocery Shop	Healthcare (including pharmacy)	Other essential shopping	Non-essential shopping	Visiting family or friends	Accompanying children (excluding to/from school)	Other frequent trips
Car, van, taxi or minicab	38%	4%	13%	68%	39%	54%	40%	74%	24%	49%
Motorcycle or moped	1%	0	0	0	0	0	0	1%	0%	1%
Bus / Park and Ride	2%	1%	1%	1%	2%	2%	4%	1%	1%	2%
Walking	9%	3%	16%	16%	41%	29%	35%	9%	13%	13%
Cycling (or other form of active travel)	7%	1%	1%	3%	6%	5%	6%	4%	1%	7%
Walk and Train	11%	1%	0	1%	1%	1%	2%	2%	0	2%
Cycle and Train	3%	0	0	0	0	0	0	1%	0	1%
Car and Train	4%	1%	0	1%	0%	1%	1%	2%	1%	1%
Not applicable	20%	72%	56%	6%	5%	3%	5%	1%	52%	13%
Not Answered	5%	17%	13%	5%	6%	5%	7%	7%	8%	11%

In comparing the journeys made to the distances travelled, it is clear that there are a number of people walking and cycling for shorter journeys, there are also a large number of journeys being made by car which are under 3 miles.

Option	Commute to/from work	Commute to/from college, university or other form of adult education	School Run	Grocery Shop	Healthcare (including pharmacy)	Other essential shopping	Non-essential shopping	Visiting family or friends	Accompanying children (excluding to/from school)	Other frequent trips
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<b>Under 3 miles</b>	17%	5%	23%	60%	71%	51%	53%	15%	18%	20%
<b>Between 3 and 5 miles</b>	12%	2%	5%	20%	12%	18%	22%	16%	8%	15%
<b>Over 5 miles</b>	43%	3%	3%	9%	5%	20%	15%	62%	8%	33%
<b>Not Applicable</b>	22%	75%	58%	6%	7%	5%	4%	2%	54%	20%
<b>Not Answered</b>	6%	15%	11%	5%	5%	6%	6%	5%	12%	12%

## 4.6 Results – Poll findings

The Facebook poll work further supported the findings of the consultation. Over a six-week period, 695 responses were submitted

<b>How concerned are you about air pollution and traffic congestion in your town?</b>	<b>Percent</b>
Very concerned	63%
Fairly concerned	25%
Not very concerned	8%
Not at all concerned	4%

<b>How important to you is having less traffic in residential streets?</b>	<b>Percent</b>
Strongly agree	58%
Tend to agree	26%
Tend to disagree	11%
Strongly disagree	5%

<b>How important to you is having more space and priority for walking and cycling in your town?</b>	<b>Percent</b>
Strongly agree	69%
Tend to agree	13%
Tend to disagree	8%
Strongly disagree	5%

## 5. Town/City schemes – Braintree

The Braintree scheme proposals set out a route between Braintree railway station, the town centre and Panfield Road, with highway changes proposed in the station area, at the Coggeshall Road/ Courtauld Road roundabout and on Rayne Road with proposals to restrict traffic through the implementation of a modal filter.

### 5.1 Braintree – Response rate

There were 120 responses for Braintree via the online consultation portal and a further 11 additional comments were provided via email. Respondents to the consultation included Braintree District Council, Friends of Bradford Street, George Yard Shopping Centre and Stephensons of Essex.

### 5.2 Braintree – Response map



### 5.3 Braintree – Survey introduction

The survey for Braintree asked respondents for their views on proposed safety improvements for cyclists and pedestrians, specific elements of the scheme and views on the proposed school street zone

The survey provided a range of closed and open questions to gauge support for the scheme.

### 5.4 Braintree – Support for scheme

The first questions looked at the level of agreement that the *‘proposals will encourage and help additional cycling and walking in Braintree?’* The majority of respondents, 54% did not agree that the proposals would encourage more people to walk or cycle, 23% were in agreement.

Option	Percent
Strongly Agree	8%
Agree	15%
Neutral	21%
Disagree	27%
Strongly Disagree	27%
Not Answered	2%

A majority of respondents, 62%, also disagreed that the creation of new cycling/walking infrastructure would encourage and help people to make fewer short journeys by car, with agreement from 18%.

Option	Percent
Strongly Agree	5%
Agree	13%
Neutral	19%
Disagree	28%
Strongly Disagree	34%
Not Answered	1%

Respondents were asked to identify reasons why the proposals would or would not mean that they would cycle more. From this it was clear that for many, the identified route was not seen as being of relevance to the journeys that they make.

This was picked up in the open questions, with respondents questioning whether cyclists would use the route and highlighting the current limited level of cycling to the station

*'Not a journey that people would need to cycle or has issues'*

*'Route makes an easily walkable journey longer'*

Option	Percent
YES - There is more space devoted to cyclists	12%
YES - The measures make it safer	13%
YES - There is more space devoted to cyclists	12%
YES - It would be quicker than driving	6%
YES - It would improve my health	13%
YES – Other	1%
NO - Still feels unsafe	14%
NO - Lack of confidence / Cannot cycle	10%
NO - Do not have access to a bike	16%
NO - Route not relevant to my journeys	31%
NO - I would want complete segregation from traffic	17%
NO – Other	35%

Respondents responded negatively regarding removing or dedicating space, which is currently available for cars or for parking, with 69% disagreeing compared with 25% agreement.

Option	Percent
Strongly Agree	12%
Agree	13%
Neutral	5%
Disagree	19%
Strongly Disagree	50%
Not Answered	1%

## 5.5 Braintree – Increasing safety

Respondents were asked their views on whether they felt the proposals would improve safety for cyclists/pedestrians travelling to and from the town centre.

A majority of respondents, 67%, felt that the proposals would not improve safety, compared with 31% who felt they would.

Option	Percent
Yes	31%
No	67%
Not Answered	2%

This was also highlighted within the comments provided, with 53 negative comments compared with 20 that felt the proposals would increase safety.

Those who did agree the measures proposed would improve safety often commented that this would be a marginal improvement and that the measures could go further.

Respondents who answered 'no' to whether the measures will improve safety regularly commented that cyclists in Braintree are currently ignoring the rules of the road so these measures would make little difference. Another key concern was the lack of safety measures being proposed to protect pedestrians.

*'These proposed measures don't even scratch the surface; they are a token effort and completely worthless. The effect being no modal shift from car to bike. I am a confident cyclist, I wouldn't recommend anyone to ride on the road in Braintree, cycle on the path - if you want to live.'*

*'I think there will be a marginal gain in terms of improved safety, but that this will not be enough to improve cycling rates throughout the year.'*

However, there was more support for proposals to introduce 20mph limits, 46%, on a number of roads across the town.

Option	Percent
Strongly Agree	18%
Agree	28%
Neutral	23%
Disagree	12%
Strongly Disagree	18%
Not Answered	1%

*'The inclusion of 20mph area can in itself alter travel choice behaviour and encourage the take up of active modes on roads which may not have dedicated cycle infrastructure'*

*'The introduction of 20 mph zones should however be applicable to every road within 1 mile of the town centre.'*

There was however concern that the 20mph proposals did not go far enough and that they would prove ineffective if they were not enforced.

*'The introduction of 20 mph zones should however be applicable to every road within 1 mile of the town centre.'*

*'Need to be enforced – currently just ignored'*

## 5.6 Braintree – Station approach

Braintree respondents felt that the measures being proposed to help improve mobility and access to the train station were largely unnecessary – they felt that the bike storage at the station currently is enough and that a one-way system will increase congestion.

There were also safety concerns raised about the introduction of a contraflow cycleway.

*'None of these options are great. There is already a bus layby, that the buses don't often use, I have not seen the existing cycle storage full to know you need more. A one-way system won't work, we have had those before, and they were changed back.'*

*'Not sure what problem the station proposals are trying to fix. It is fine for cycling'*

*'No need to increase cycle storage here, the bike racks at the station are never full'*

Those who did agree with the proposals for the station area were asked to rank proposals, with reducing speeds scoring the highest, followed by improvements to the bus layby and cycle storage

Option	Percent
Reducing traffic speeds to 20mph along Station Approach	2.56
Creating a new bus layby outside the station to allow for new wider footpaths and the provision of additional cycle storage	2.42
Introducing a one-way system along Station Approach	2.12
Introducing a 'contraflow' (travelling in the opposite direction to traffic) cycle lane along Station Approach, enabling cyclists to travel in either direction	1.98

## 5.7 Braintree – Modal filter

The survey also asked for views on the proposed modal filter which would see restrictions for through-traffic travelling from Rayne Road onto Coggeshall Road.

Respondents, 78%, disagreed with restricting traffic in this area with 14% in favour.

Option	Percent
Strongly Agree	9%
Agree	5%
Neutral	8%
Disagree	11%
Strongly Disagree	67%
Not Answered	9%

As well as the impact and inconvenience to drivers, respondents were particularly concerned that this would lead to traffic being moved to other parts of the town, impacting air quality on more residential streets.

The economic impact on businesses also highlighted the impact on journeys to Sainsbury's, which was seen as a key destination for those travelling from the Rayne side.

*This will send any traffic down Bocking End, past Causeway House, and out to either Bradford Street (one of the most narrow roads in town) or up through Courtauld Road to your new roundabout at Coggeshall Road. You're just moving traffic about.'*

*'how are cars from the Rayne side of Braintree including Coldnailhurst and Glebe Estates are supposed to get to Sainsbury's?'*

*'This will further damage the town. Need to sort the town centre first'*

Those respondents who responded to the question on the location of the modal filter had a preference for retaining access to Bocking End, however it should be noted that the majority did not answer this part of the survey.

Option	Percent
Ahead of Bocking End (Stopping access to Bocking End from Rayne Road)	13%
Ahead of Bank Street (Allowing traffic to continue to access Bocking End)	21%
Not Answered	66%

## 5.8 Braintree – School streets

Within the consultation material information was provided on proposals for the creation of a school street zone. These designated areas look to improve the highway environment around schools, especially for children, aiming to make them more accessible and attractive to those arriving on foot or cycle.

There are a number of different initiatives which could be introduced and it is proposed that ECC will be working with the schools to further explore these proposals at a later date.

At this stage the consultation material set out that a school street zone is proposed for Lancaster Way and then asked three questions on the level of support for the principle of creating a school street zone, the types of proposals respondents would support and whether there are any specific issues in relation to that area.

Respondents were supportive of the principles, 69%, and in, particular, supported speed restrictions, park and stride arrangements and new planting and public realm.

Option	Percent
Strongly Agree	33%
Agree	36%
Neutral	25%
Disagree	5%
Strongly Disagree	1%

Comments provided backed this support, with 75 respondents in agreement that there is a need to increase safety around the schools in Braintree compared with 11 who disagree.

This shows support for the school street programme, although a number of comments were made that these measures could be extended further to cover all the schools in the area. It is clear from the comments that parking around school drop-off areas is an issue, indicating this could be an area on which to focus.

*“Try introducing School safety zones across the whole area including the rural which is so underfunded and left out of any scheme.”*

*Those who disagree with the school streets programme have argued children do not walk to school anymore or that parents will continue to drive their children to school regardless.*

*“The scheme will just move congestion. Responsible parents will continue to drive their Children to School to ensure their Children arrive safely.”*

## 5.9 Braintree – Qualitative overview

The sentiment from Braintree respondents is largely negative, with respondents feeling that these proposals will increase congestion and being concerned that the scheme proposals are largely anti-motorist.

Inclusivity was a theme that ran throughout the comments, with a number of respondents concerned that any disruption to the road network would unfairly impact on those who are



disabled or who are elderly and are reliant on using a car. The proposed modal filter was a particular concern, with a fear that it would make access to the supermarket difficult.

*“These proposals give very little thought to drivers who are disabled and can’t walk far or cycle.’ Already we have lost the bus stop in the high street which discourages the use of buses.”*

The proposals were also seen in the light of a reduced public transport offer, with a view that bus provision has already been reduced. Many suggested that improvements to public transport around the town centre would encourage people to use their car less.

*‘Already we have lost the bus stop in the high street which discourages the use of buses.’*

Road repairs and general maintenance was also a recurring theme in the comments with respondents requesting that upgrades be made to the current road network before further work be carried out. This was also linked to the ongoing Braintree Town Centre works with some respondents feeling this work needed to be completed first and concern that the proposals would add additional upheaval to the town centre and damage the local economy.

*‘This will further damage the town. Need to sort the town centre first’*

A final view that came through is a perception that there are not enough cyclists in Braintree for the proposals to be justified, particularly in relation to the perception of the impact on traffic.

*‘existing cycle racks in the station car parks are barely used’*

*‘not a cycling town’*

*‘Not enough people have bikes to make it worth it’*

## 6. Town/City schemes – Brentwood

The Brentwood scheme proposals set out a route between Brentwood High Street and Shenfield station, with the key element of infrastructure the creation of a new two-way segregated cycleway on a section of Shenfield Road.

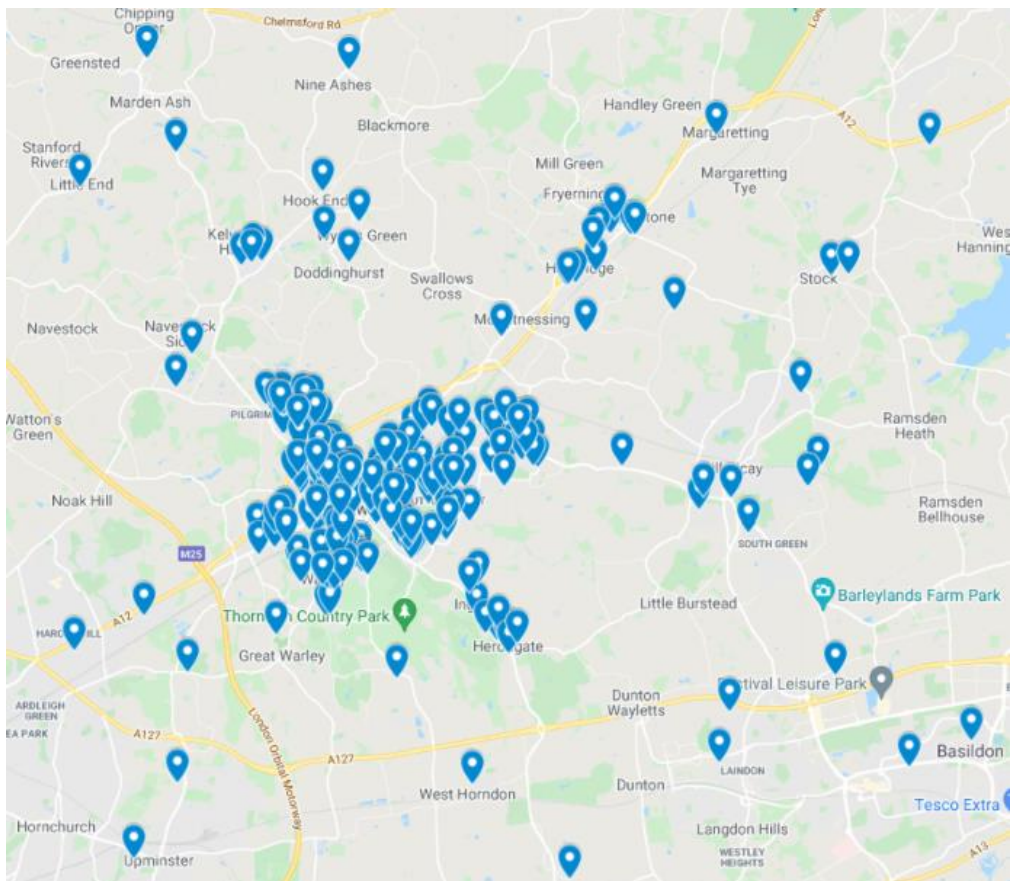
The proposals set out also identified areas that would become 20mph zones and where school streets would be introduced.

### 6.1 Brentwood – Response rate

There were 310 responses for Brentwood via the online consultation portal and a further 14 additional comments were provided via email. Respondents to the consultation included Brentwood School, Ingatestone pedallers, Trailnet CIC, Stephenson's of Essex, Grove House School, and ABC Swim School.

## 6.2 Brentwood – Response map

Responses to the consultation were predominately from within the town, but it should be noted that there was also interest from the surrounding areas.



## 6.3 Brentwood – Survey introduction

The survey for Brentwood asked respondents for their views on proposed improvements for cyclists and pedestrians, the impact on safety, specific elements of the scheme and views on the proposed school street zones.

The survey provided a range of closed and open questions to gauge support for the scheme.

## 6.4 Brentwood – Support for scheme

The first questions looked at the level of agreement that the ‘proposals will encourage and help additional cycling and walking in Brentwood?’ - 50% of respondents agreed that they would encourage more people to walk or cycle compared with 31% who disagreed.

Option	Percent
Strongly Agree	19%
Agree	31%
Neutral	18%
Disagree	15%
Strongly Disagree	16%
Not Answered	1%

Respondents were also more positive than negative that the creation of new cycling/walking infrastructure will help and encourage people to make fewer short journeys by car. This saw 42% agreement compared with 38% disagreement.

Option	Percent
Strongly Agree	16%
Agree	26%
Neutral	19%
Disagree	20%
Strongly Disagree	18%
Not Answered	1%

Respondents were asked to identify reasons why the proposals would or would not mean that they would cycle more. From the list of options provided ‘the measures make it safer’ was selected the most with ‘more space devoted to cyclists’ also scoring highly.

Option	Percent
YES - The measures make it safer	27%
YES - There is more space devoted to cyclists	21%
YES - It would be quicker than driving	9%
YES - It would improve my health	16%
YES – Other	2%
NO - Still feels unsafe	16%

NO - Lack of confidence / Cannot cycle	8%
NO - Do not have access to a bike	9%
NO - Route not relevant to my journeys	22%
NO - I would want complete segregation from traffic	10%
NO – Other	25%
Not Answered	2%

In terms of negative comments, the ‘route not being relevant to my journey’ was one of the highest selected options. This was backed in the comments, with a number of respondents feeling other areas such as Ingrave and Ongar Road should be looked at rather than the route selected.

With regard to removing or dedicating space which is currently available for cars or for parking, respondents were slightly more negative than positive 43% vs 41%, although as with the earlier support questions, there was a level of neutrality shown with 15% indicating they had no strong view.

Option	Percent
Strongly Agree	21%
Agree	20%
Neutral	15%
Disagree	12%
Strongly Disagree	31%
Not Answered	1%

## 6.5 Brentwood – Increasing safety

Respondents were asked their views on whether they felt the proposals would improve safety for cyclists/pedestrians travelling to and from the town centre.

A majority of respondents, 61%, felt that the proposals would improve safety.

Option	Percent
Yes	61%
No	37%
Not Answered	2%

This was also highlighted within the comments provided, with 189 positive comments compared with 117 negative in relation to safety.

*‘Anything that segregates cars from bikes/pedestrians can only be a good thing.’*

*'The above would be great. It is so dangerous down that road, with bad driving and lack of care and consideration for others. It would be most welcome'*

*'As a cyclist, I really welcome these proposals. Brentwood has poor cycling facilities and also walking paths and yet we are surrounded by some of the most wonderful parks and countryside and anything that encourages people to have healthier lifestyles is welcome.'*

Respondents who answered 'no' regarding whether the measures will improve safety were concerned that the cycleway section on Shenfield Road finished ahead of the perceived most dangerous element at Wilson's Corner, while others felt that the section of cycleway was too short, meaning cyclists would not use it

*'The route drops you at Wilson's corner which is the most dangerous bit of the town centre.'*

*'Section of cycleway is too short to make it worth using.'*

There was also broad support for proposals to introduce 20mph limits, with 72% of respondents agreeing with the limit being introduced in the residential area around Shenfield Road.

Option	Percent
Strongly Agree	39%
Agree	32%
Neutral	11%
Disagree	8%
Strongly Disagree	9%
Not Answered	1%

*'Excess speed in residential roads is oppressive for pedestrians and could be addressed by blanket enforced 20mph limits.'*

*'20mph zone would be very beneficial.'*

Those who disagreed with the introduction of 20mph roads predominantly felt that that roads highlighted are currently quiet with little traffic and so would not benefit.

*'Roads outlined as a route from Shenfield are already quiet to cycle so 20mph limit probably won't make much difference.'*

*'I can't agree to a 20mph limit on Shenfield road, and all of the estate roads you've marked are really not very busy with cars anyway. I don't understand why you'd want to slow down traffic where there is hardly any traffic anyway?'*

## 6.6 Brentwood – Shenfield Road cycleway

One of the main elements of the Brentwood scheme is the introduction of a new segregated two-way cycleway between Wilson’s Corner and Crescent Drive. To introduce this new piece of infrastructure the consultation material set out the requirement to remove the right-turn filter lanes currently in operation on Shenfield Road.

Respondents were more negative than positive towards removing the filter lane, 52% vs 26%, while a further 21% had no strong opinion.

Option	Percent
Strongly Agree	11%
Agree	15%
Neutral	22%
Disagree	14%
Strongly Disagree	38%

The open responses supported these findings with 37 positive comments, focussing on the benefits to cyclists and the increase in safety along what is a busy road. There were, however, 148 comments disagreeing with the proposals, with the majority of these concerned that the loss of the right-hand filter lanes would create congestion and mean traffic building up in other areas.

It should also be noted that representatives from the schools in the area who responded to the survey highlighted their concerns on the impact of removing the right-hand filter lanes.

*‘There will be traffic jams whenever someone is turning right. It will slow traffic and push it onto smaller roads. What happens when the A12 is closed and traffic is funnelled through Shenfield Road to Brentwood instead? This will make the gridlock worse.’*

*‘I like the idea of a segregated cycleway but the loss of the right-hand turn lane may result in more congestion.’*

*‘During school arrival and departure times the traffic jams will increase without the right-hand turn lanes. Brentwood will grind to a halt and Essex will be responsible for increased pollution’*

*‘We live on one of these right turns (into the Nuffield/Brentwood Prep) and this scheme makes our life very difficult as residents.’*

*‘This will cause increased congestion as turning school buses and cars block the highway as no turning lanes. It will also make it dangerous for cyclists turning right as they will have to wait in the middle of the road with cars passing closely either side of them.’*

Of those respondents who agreed with the proposals, the majority felt that a new crossing facility should be located opposite Sawyers Hall Lane.

Item	Ranking
Opposite Sawyers Hall Lane	2.58
Opposite Middleton Hall Lane	2.08
Near Wilson's Corner	2.00
Opposite Crescent Drive	1.90

## 6.7 Brentwood – School streets

Within the consultation material information was provided on proposals for the creation of school street zones. These designated areas look to improve the highway environment around schools, especially for children, aiming to make them more accessible and attractive to those arriving on foot or cycle.

There are a number of different initiatives which could be introduced and it is proposed that ECC will be working with schools to further explore these proposals at a later date.

At this stage the consultation material set out that a school street zone is proposed for Middleton Hall Lane and Sawyers Hall Lane and then asked three questions on the level of support for the principle of creating a school street zone, the types of proposals respondents would support and whether there are any specific issues in relation to that area.

Respondents were supportive of the principles, 77%, and, in particular, supported park and stride arrangements, improved walking and cycling infrastructure and controlled parking zones.

Option	Percent
Strongly Agree	52%
Agree	25%
Neutral	11%
Disagree	5%
Strongly Disagree	6%
Not Answered	1%

Comments provided backed this support, with 142 comments in agreement with the principle of school streets. Much of this support focussed on safety, with 23 comments stating that the areas are dangerous and measures should be put in place to reduce risk.

*'During school run & rush hour it gets extremely busy & people are RUSHING HOME on short pickup journeys with children.'*

*'Something needs to be done, too many cars and dangerous driving and lack of thought for anyone else'*

Furthermore, 12 comments related to extending the plans with 95 comments focusing on a specific location, showing support for the measures and a desire to see these extended to other areas. However, most of these comments also related to traffic and congestion with concerns around the traffic being pushed elsewhere.

*"Try introducing School safety zones across the whole area including the rural which is so underfunded and left out of any scheme."*

*"The scheme will just move congestion. Responsible parents will continue to drive their Children to School to ensure their Children arrive safely."*

For the negative comments, there was a focus on access and inclusion concerns with mention of the elderly, vulnerable, disabled, working parents and those who don't have the time. Others concerns which were raised were the potential increase in traffic and congestion, and parking issues.

*Walking to school is not always practical when people have a number of children at different schools, starting at different times. Often parents are rushing straight from the school runs to work so walking is impractical!*

*Disabled people are already impacted due to the bollards out on Sawyers Hall Lane meaning you can no longer park on double yellow lines and there is just one disabled bay in the entire area which is always in use. Not everyone is able to cycle or walk.*

In particular, those who opposed the school streets principle were concerned that a number of pupils travel some distance to attend independent schools and so had no option to travel by car.

*Due to the distances that pupils and parents live from Brentwood private schools, not driving is out of the question. They are too young at the prep school to travel unaccompanied on a coach.*

Conversely, one of the reoccurring themes highlighted was the need for the independent schools to use their car parking facilities more effectively.

*'Parking by parents at Brentwood School is all very odd... they go into the carpark, but not into a space while they wait for their kids... so they literally create a snake of cars in all directions around 4pm.'*

*Middleton Hall Lane is full of oversized vehicles, Brentwood School has ample parking.*



## 6.8 Brentwood – Qualitative overview

The overall sentiment from Brentwood respondents is more positive than negative with respondents recognising the issues of traffic and the improved safety which come from the scheme.

There is support for the 20mph zones and the principle of school streets, with safety the key theme for both.

However, through the results, it was clear that there was concern about the removal of the right-hand filter lanes and the impact this may have on congestion and air quality.

Inclusivity was a theme that ran throughout the comments, with a number of respondents concerned that any disruption to the road network would unfairly impact on those who are disabled or who are elderly and are reliant on using a car.

*'My child is disabled we need to drive'*

*'Single mum to disabled son work in Sawyers Hall Lane and I will need to have access from school to home at all times. I am 56 and too old to cycle. Not able to.'*

*'You must see the need for maintaining flow of traffic flow, you have elderly and care homes that need access in a taxi or minibus on Sawyers hall lane plus Grove House School'*

Beyond the scheme elements, a number of respondents highlighted a desire for the proposals to go further and better connect surrounding areas.

*'There is nothing linking Ingrave & Herongate to Town.'*

*'A cycle path from Ingrave to Running Waters and from Herongate to the A127 roundabout are sorely needed. Need safe link (segregated; direct) Ingrave & Herongate to Brentwood.'*

*'They are all centred on central Brentwood and fail to consider safe walking & cycling in the parishes especially Ingatestone.'*

It was also felt that, as the main meeting point of the major routes into the town centre, that Wilson's Corner itself should be improved for cycling.

*'Really don't see the point of a cycle way from Wilson's Corner to Crescent Drive when a cyclist has to approach Wilson's corner via the Ingrave Road, the Ongar Road or the High Street, none of which have provision for cyclists and are all very busy roads'*

## 7. Town/City schemes – Chelmsford

The active proposals for Chelmsford aim to support the creation of three routes through the city, to better connect the existing cycle network and link the town centre with key residential areas.

The proposals put forward would also see the creation of a new 'liveable neighbourhood' in the Moulsham and Springfield Allied Estate areas. These are schemes which aim to reverse the trend of car dominance and create areas where it is easier and safer to walk and cycle, while enjoying a more pleasant street and public realm as a result of fewer cars, with various measures used to prevent residential streets being used as shortcuts or car parks.

In addition, a school street scheme was proposed for the Trinity Road area.

### 7.1 Chelmsford – Response rate

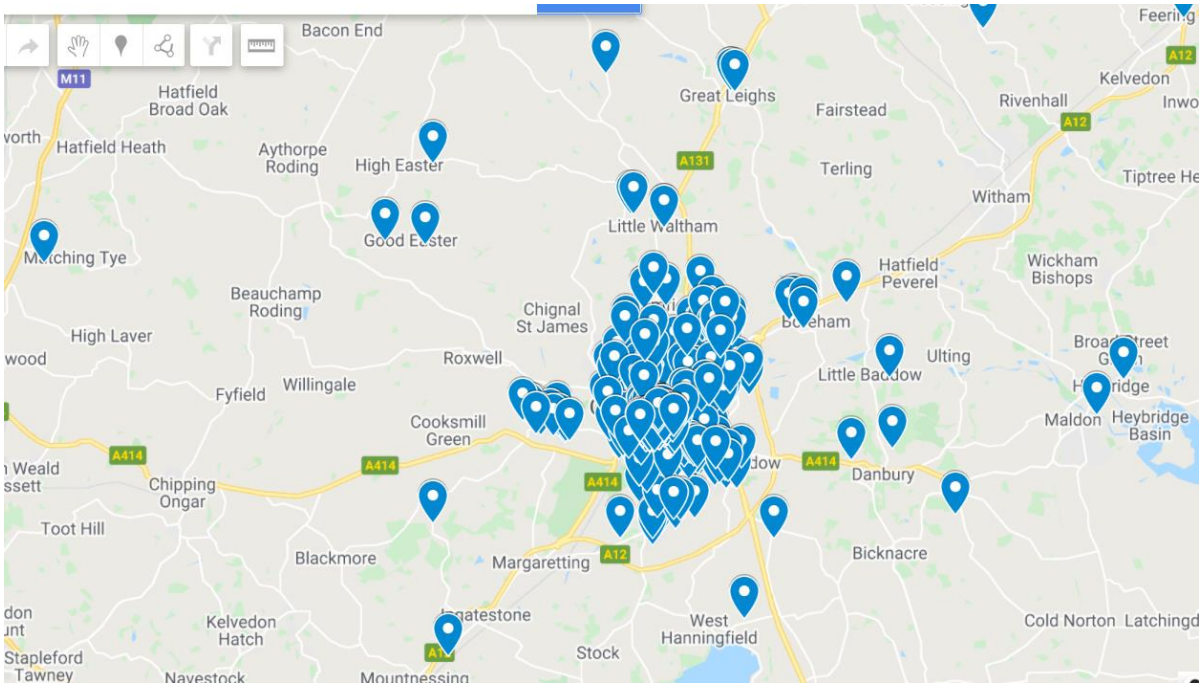
There were 1104 valid responses for Chelmsford (48 removed because of duplication) which included 12 hard copy responses returned following the closure of the consultation. A further 58 comments relating to the consultation were received either via email or letter.

Respondents to the consultation included Chelmsford City Council, St Anne's Preparatory School, Camelot Day Nursery, School Crossing Patrol Service, Cycling UK- Essex, Chelmer and Blackwater Ramblers, Chelmsford Cycling Action Group, Old Peoples Research Group Essex, City ward councillors and Vicky Ford MP.

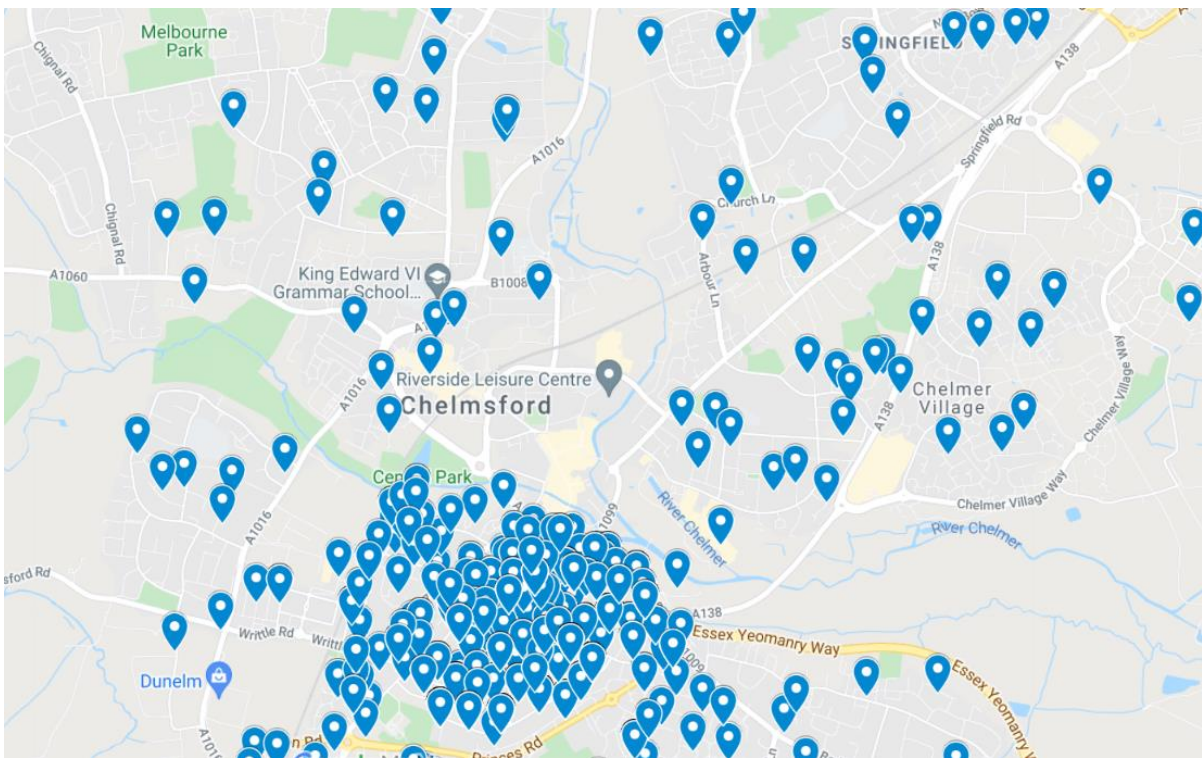
The majority of the responses received related directly to the Moulsham element of the scheme.

### 7.2 Chelmsford – Response map

Responses received were predominantly from within the city area with a small number from surrounding areas.



Of the responses within the city area, the majority were from within the Moulsham area.



### 7.3 Chelmsford – Survey introduction

The survey for Chelmsford asked respondents for their views on proposed improvements for people who walk and cycle, the impact on safety, views on the liveable neighbourhood concept and the level of support for liveable neighbourhood proposals for Moulsham. The survey also looked at levels of support for the creation of a school street zone in the Trinity Road area.

The survey provided a range of closed and open questions to gauge support for the scheme.

### 7.4 Chelmsford – Support for scheme

The first questions looked at the level of agreement that the ‘proposals will encourage and help additional cycling and walking in Chelmsford.’ The majority of respondents, 63%, responded negatively, disagreeing that the proposals would support more cycling and walking, while 22% were in agreement.

As stated above, the majority of responses to the consultation focused on the Moulsham proposals with 959 of the 1152 responses focussed on that particular area. The 193 non-Moulsham-based respondents focussed on the other routes and when these responses were looked at separately there was more agreement that the proposals would increase walking and cycling with 43% in agreement vs 40% who disagreed.

Option	Percent
Strongly Agree	9%
Agree	13%
Neutral	14%
Disagree	19%
Strongly Disagree	44%
Not Answered	1%

Respondents were asked to identify reasons why the proposals would or would not mean they would cycle more. From the list of options provided the majority of respondents selected negatively, with 43% selecting ‘No -Other’ and 26% selected ‘No – Route not relevant to my journey.’

When filtered to look at those responses from outside Moulsham there was more support, with 27% saying ‘there would be more space devoted to cyclists’, however the majority, 35%, still selected ‘No – Other’.

Option	Percent
YES - The measures make it safer	13%
YES - There is more space devoted to cyclists	13%
YES - It would be quicker than driving	8%
YES - It would improve my health	9%
YES – Other	3%
NO - Still feels unsafe	10%
NO - Lack of confidence / Cannot cycle	7%
NO - Do not have access to a bike	14%
NO - Route not relevant to my journeys	26%
NO - I would want complete segregation from traffic	7%
NO – Other	43%
Not Answered	1%

Those who selected 'No – Other' gave a range of reasons for this selection. There were a number who focussed this response solely on their view that the Moulsham proposals would not support them cycling. However, the majority responded either that they currently cycle as much as the can, they dislike or do not wish to be forced to cycle, or felt that age and/or disability were a barrier

*'My age and location make the use of a car ESSENTIAL.'*

*'I have no interest in cycling and question the sacrifice that is being proposed to accommodate cyclists.'*

*'I feel too old to cycle now. Tend to walk wherever I need to go around Chelmsford'*

## 7.5 Chelmsford – Increasing safety

Respondents were asked their views on whether they felt the proposals would improve safety for cyclists/pedestrians travelling to and from the city centre. A majority of respondents, 69%, felt that the proposals would not improve safety compared with 29% who felt that it would.

Again, these results differed when considering those responses from outside Moulsham. When these were looked at separately there was an increase in support with 42% agreeing compared to 52% disagreeing.

Option	Percent
Yes	29%
No	69%
Not Answered	2%

These results were supported by the open-question comments, with 445 comments negative towards the safety benefit compared with 129 positive comments.

Responses that the proposals would not improve safety could be split into a number of themes:

**General opposition** – *‘It is perfectly safe right now to walk to the city centre. Cycle paths will not make a difference to the numbers who cycle rather than using a car. In particular if you plan to shop or are meeting friends.’*

*Unnecessary - ‘The route is already very safe for walking to the city centre. I would NEVER drive to the city centre. It would take longer to drive than walk and the parking is too expensive. That is why I moved to Old Moulsham.’*

**Pedestrian safety** – *‘With increased use of electric scooters and dedicated cycle routes that cross footpaths without control will harm pedestrian safety.’*

**Increase congestion** – *‘I don’t understand why you think this will force people onto bikes. It will just lead to dangerous congestion.’*

Those respondents positive towards the safety benefits either offered general support:

*‘By segregating the pedestrians and cyclists from motor traffic it will make people a lot safer when using the routes. This will encourage people to cycle more. By having cycle favouring junctions it means that people will be more comfortable joining carriageways where more traffic may be as they have an area to get away.’*

Or they felt that the measures did not go far enough.

*‘Does not go far enough out from the centre to improve safety for me coming in.’*

There were also a small number of respondents who agreed that the proposals would improve safety but also did not feel that there are currently any safety issues.

*‘To an extent they will provide a location you can cycle / cross safely but I do not feel this is an issue currently even though I do not cycle. I have no safety issues as a pedestrian, and many safety issues as a cyclist seem to be caused by the way the cyclist chooses to behave on the road, rather than the measures put in place to the road layout.’*

Respondents did, however, feel that that the proposals to create 20mph roads in the local area would be beneficial with 61% agreeing with the limit being introduced.

Option	Percent
Strongly Agree	31%
Agree	30%

Neutral	16%
Disagree	8%
Strongly Disagree	14%
Not answered	1%

This was further backed in comments provided, with a number supporting the concept of 20mph but feeling that restrictions could go further with more areas introduced and the use of traffic calming measures to support the speed reductions.

*'The recent introduction of 20mph speed limit within Old Moulsham has been widely supported and the patently obvious benefits to all users of cars driving more slowly is welcome.'*

*'20mph on Moulsham Street please.'*

*'I think the addition of speed bumps within the 20mph limit would be a positive and prevent speeding down Anchor Street and many other residential roads.'*

*'The 20mph is mostly adhered to but raised platforms would help even more to anyone unfamiliar with the area.'*

*'As someone who already cycles daily in the area, I don't think it's addressing the more fundamental issues with cycles in the area, such as adding more traffic calming measures in the 20mph roads.'*

As in other towns, the negative comments focused on lack of enforcement or perceived lack of success of other 20mph areas.

*'The main issue in the Moulsham area affecting cyclist safety is cars exceeding the 20MPH speed limit with no enforcement.'*

*'Why are current rules not enforced. e.g. 20mph limit, e-scooters on pavements, cyclists ignoring highway code etc.?'*

## 7.6 Chelmsford – Liveable neighbourhood / Moulsham quarters

Within the consultation material information was provided on proposals for the creation of new 'liveable neighbourhood' areas for Moulsham and the Springfield allied estate.

Within Moulsham, proposals for a 'quarters' system were set out, which would see a number of restrictions and modal filters used to limit access between areas, with the aim of reducing traffic in Moulsham itself and forcing drivers to join roads designed for heavier traffic.

The majority of respondents completing the overall consultation were responding directly to this aspect of the proposals and it was clear that there was opposition, particularly to the quarters element.

About a quarter of respondents, 24%, agreed with the principle of creating a liveable neighbourhood, compared with 67% who disagreed. Looking solely at responses from outside of Moulsham, agreement with the principle was 43% vs 45% disagreement.

Option	Percent
Strongly Agree	13%
Agree	11%
Neutral	8%
Disagree	15%
Strongly Disagree	52%
Not answered	1%

The consultation then asked respondents to indicate their level of support for the introduction of modal filters within Moulsham to support local travel and cycling and walking but restrict through-traffic.

Respondents were clear in their opposition to these proposals, with 81% of respondents disagreeing compared with 15% agreeing.

Option	Percent
Strongly Agree	10%
Agree	5%
Neutral	4%
Disagree	7%
Strongly Disagree	74%

The additional comments made through the open questions backed this view, with 844 negative comments and 90 positive.

From the comments provided, the opposition to the proposals is multifaceted and differs depending on individual experiences. For example, speeding and through-traffic were all highlighted as concerns by some respondents while others highlighted them as non-issues and reasons not to progress the schemes:

**Inconvenience / will increase journey times / distance for local residents**

*'It will increase congestion and decrease air quality. It will mean that far more local traffic will be directed to the Army and Navy roundabout which is already a severe bottleneck. I live in the yellow coloured quarter and to return from weekly shop in Tesco at Miami*



*roundabout, I will now have to drive down Princes road to the Army and Navy roundabout then along Parkway- which will take considerable time and add even more congestion to that bottleneck.'*

*'The installation of physical barriers to prevent travel through the area is costly and will force many residents to take a longer more congested route out of the area than the one they currently use.'*

**Ineffective / won't work**

*'This will make the traffic situation worse. By having to use the Lady Lane/Princes Road junction as the only way out of Old Moulsham, queues will build up on Lady Lane that will cause pollution and distress, as well as have a negative impact on the already overcrowded and gridlocked Army and Navy roundabout. It is very dangerous to turn right out of Lady Lane, so this is a potential for accidents. This proposal will not reduce traffic, as not everyone can walk or cycle to their workplace etc. and relies on their car.'*

*'Agree with aspiration of preventing through traffic but for local residents, the proposals are unworkable and impractical. The proposed locations of the gates in old Moulsham will mean congestion around the A&N and princes Rd area will be even worse'*

**Plans unnecessary**

*'In my view there are no currently no barriers to cycling and walking in Old Moulsham.'*

*'Not necessary- as residents of old Moulsham it's already perfectly safe to walk and cycle- where is your evidence that it isn't.'*

**Dislike of concept**

*'I have chosen to live in a city centre for the convenience of being able to get around the city and outskirts easily. If I wanted a liveable neighbourhood I would have chosen to buy a house in the countryside. Local residents have made an active choice to buy a house in the city centre and do not expect to be able to 'play out in the streets'*

*'This will have a detrimental effect on house prices in the area and encourage people to leave the area to live somewhere else without these hassles.'*

**Impact on community**

*'Old Moulsham is already a "Liveable Neighbourhood ". I have lived here since 2000. We are a family of 4 who love it here and do not want the area to be separated in to quarters.'*

*'The old Moulsham area is one of the oldest established places to live in Chelmsford and is already a wonderful 'Liveable Neighbourhood'. The demographics of its residents are NOT being taken into account with the proposed plans.'*

**Inclusion**

*'This discriminates against several protected groups. ECC actually invited Caroline Carado Perez to talk about the gender data gap. Travel that women do is statistically different to men's travel. This proposal will discriminate against women. Women trip chain- i.e. on the way to a long journey they may do several smaller journeys in a quick space of time, e.g.*

*drop children at childminder, pop in to care for a relative, grab some groceries before actually making it on the long journey to work.'*

*'You are penalising the old, disabled and incapable people who cannot walk or cycle anywhere. Why not try to have the cycling/walking and cars have equal access to everywhere?'*

**Will negatively impact businesses**

*'We are a day nursery and this will impact those coming to us via car! Plus, our staff drive from outside of Chelmsford!'*

*'This will affect local businesses (e.g. dog walkers, cleaners, gardeners, childminders, nurseries) as they will have reduced customers or be unwilling to accept customers from difficult areas.'*

**Concern over access for key vehicles**

*'Emergency services may be able to go through the modal filters but it will be at a cost as it will take time to reach via busy roads.'*

*'What about workmen's vans, larger cars, the refuse recycling lorries, delivery vans, ambulances and other emergency services?'*

**Should be focussing on other priorities**

*'People would be more encouraged to walk if the pavements were safer'*

*'What ACTUALLY needs to happen to encourage walking/cycling in old Moulsham is that the pavements need to be fixed as they are treacherously uneven and often sloped towards the road, making them difficult to walk on and almost impossible to cycle/push a buggy/wheelchair on.'*

In addition, there was also concern from some respondents that the plans presented were unclear, particularly in terms of how to travel between different zones

*'Information supplied isn't clear and unclear how buses can operate where cars can't and journeys out of Old Moulsham are a nightmare for residents at the moment this will only make it worse Plans unclear'*

*'The information does not explain clearly enough how residents navigate the normal need to exit and return to their homes without tortuous fewer safe routes.'*

In relation to those supportive of the proposals there were also a number of themes raised.

**Safety / Through-traffic**

*'The through traffic in parts of Old Moulsham - Lady Lane, Moulsham Drive, Finchley Road, Mildmay Road, St Johns - is awful at certain times. It is dangerous to cycle down these roads and very dangerous and full of air pollution for children walking to school.'*

*'Rat running through residential side streets is a real problem - we need to make driving less, not more, convenient in order to get the overwhelming majority of short trip drivers who don't need to be in a car out of their car. This will help.'*

#### **Environmental Benefits**

*'Safety and environment need to be prioritised over the demand to get places quicker in the post pandemic world.'*

*'I think this will encourage cycling and walking as it will be safer and a more convenient option. It will also reduce air pollution and noise and will make Moulsham a more pleasant place to live in general.'*

*'The more we move to greener modes of transport will be better for our health and the environment.'*

#### **Physical Health Benefits / more walking and cycling**

*'We need to cut down on car use. It's destroying the environment and making people fat. I'm only 16 and want a planet to live on!'*

*'It is dangerous to cycle down these roads and very dangerous and full of air pollution for children walking to school. With the current levels of childhood obesity we need to encourage more walking.'*

A final question on the Moulsham element of the proposals looked at ranking different elements of a 'Moulsham liveable neighbourhood'. The majority of respondents, 67% did not complete this question. For those who did, walking improvements ranked highest.

<b>Item</b>	<b>Ranking</b>
Improvements for walking to and within the area	0.68
Removal of through-traffic within the area	0.67
Improvements for cycling to and within the area	0.65

## **7.7 Chelmsford – Springfield Park Road**

The proposals set out the creation of a new liveable neighbourhood in the Springfield allied estate area. This would see changes to the Springfield Park Road / Springfield Park Lane junction giving priority to those moving east/west along Springfield Park Road.

Within the consultation respondents were asked to consider various elements and prioritise.

30% of respondents answered this question with 'removal of pinch points on the footpaths to help accessibility and support pedestrians' identified as the highest priority.

Item	Ranking
Removal of pinch points on the footpaths to help accessibility and support pedestrians	1.01
Secure cycle parking (cycle hangers)	0.71
Change in priority at Springfield Park Road / Springfield Park Lane to give priority to those travelling east/west along Springfield Park Road	0.71
Improved appearance with the introduction of planters	0.59

Several responses made reference to concerns over the provision of cycle storage and the fact that this is not a destination, but rather an area through which people travel.

*'The cycle storage on Springfield Park Rd would be completely redundant and would not be used as houses on this street have gardens and sheds and I'm sure residents would not use cycle storage which would be a complete waste of money.'*

*'Cycle storage is needed where there are flats or at destinations such as Chelmer retail Park or Moulsham St shops. This type of storage could be provided on the Retail parks either on Chelmer Village Way or Victoria Road and not waste money on providing them where they will not be used.'*

## 7.8 Chelmsford – School streets

Within the consultation material, information was provided on proposals for the creation of school street zones. These designated areas look to improve the highway environment around schools, especially for children, aiming to make them more accessible and attractive to those arriving on foot or cycle.

There are a number of different initiatives which could be introduced and it is proposed that ECC will work with the schools to further explore these proposals at a later date.

At this stage the consultation material set out that school street zones are proposed for the Trinity Road area and then asked three questions on the level of support for the principle of creating a school street zone, the types of proposals respondents would support and whether there are any specific issues in relation to that area.

The proposals for school street areas to be implemented along Trinity Road saw 53% of respondents agreeing with the principles set out with 19% disagreeing. Removing Moulsham results saw agreement rise to 63% with 14% disagreeing. Respondents felt speed restrictions, the introduction of park and stride and improved walking and cycling infrastructure and physical changes, such as raised tables, anti-mount kerbs etc., were the key initiatives they would support.

Option	Percent
Strongly Agree	28%
Agree	25%
Neutral	24%
Disagree	8%
Strongly Disagree	11%
Not Answered	4%

Comments provided backed this support, with 106 comments in agreement with the principle of school streets and 61 opposed. Much of this support focussed on safety, the impact on parking and the issue of parking.

*'Pavement past graveyard is very narrow.'*

*'Trinity Road should be narrowed and become one way in front of the school with no parking space and increase in pavement width on school side.'*

*'Dropping children by car directly outside the school needs to be stopped.'*

There was also a number of comments that the specific roads selected did not go far enough and should include other areas:

*'Would be nice to see the school zones added to a majority of schools within Essex. Can be highly dangerous around school areas at school times.'*

*'This is not just a Trinity Road problem. The school run causes most of the congestion problems across Chelmsford and it should be banned. No cars should be allowed to stop within 1 mile of any school that is on a major route.'*

There were however those who were concerned that any changes would simply move the problem elsewhere or would impact on those who has no choice but to drive.

*'There must be vehicle access for children who are disabled, or who have disabled parents, and for Looked After children who have school transport so that the driver does not have to drop them off some way away from the school.'*

*'This idea will just move the problem of parents parking to drop off their children to a different road where they can park.'*

*'There are parents who attend the specialist provision there who have to come from further away so will not help that traffic. Not sure how vehicles will turn around etc. Likely to make more pupils late for school. Does need to be safer.'*

## 7.9 Chelmsford – Qualitative overview

The overall sentiment from Chelmsford respondents is negative, although there was more support for the wider proposals when the responses from outside Moulsham were considered.

It is clear the vast majority of respondents were responding relating to their concern about the Moulsham Liveable Neighbourhood proposals. Most of the opposition to the proposals relates to the quarters proposal and, in particular, the implementation of modal filters to restrict traffic.

For those in support, they felt there were benefits in terms of safety, the environment and their general health and wellbeing, and there was an acknowledgement that this was worth any additional inconvenience caused by longer car journeys.

However, the majority of respondents did not view these as benefits and were concerned about the impact on their day-to-day car journeys and the additional impact on traffic congestion and air quality the proposals would cause.

There was also a feeling that there are no safety issues in terms of walking or cycling in Moulsham, although this was not a consistent theme.

Inclusivity was also a theme that ran throughout the comments, with a number of respondents concerned that any disruption to the road network would unfairly impact on those who are disabled or who are elderly and are reliant on using a car. Some comments also raised that the plans discriminate against women and are not reflective of differing travel behaviours.

*'Your proposal to ban most of the cars from Moulsham are discriminating. I am a lady in my 70s with M.S. My balance is poor and I am unable to ride a bike. I cannot walk long distances either, and I would become trapped in my house if your plans were put into effect.'*

*'Discriminatory against women (who stereotypically require a car due to caring for young children).'*

*'Discriminatory against elderly, disabled or those with poor mobility. You are penalising the old, disabled and incapable people who cannot walk or cycle anywhere. Why not try to have the cycling / walking and cars have equal access to everywhere.'*

However, there was support for the introduction of 20mph areas, and many who opposed the quarters approach, did have some support for the overall ambition, looking to offer alternative suggestions:

*'Agree with what the proposals aim to achieve, in reducing speeding and people cutting through the area and promoting walking and cycling, but not necessarily how they've been proposed. I also think the 'problem' that the council are trying to solve is more multifaceted than the council understands, and that they've gone straight to solution C, without considering our less intrusive solutions.'*

*'As someone who lives at the cross section of St Johns Road and Vicarage road I will say that there is definitely a large number of cars that do cut through the area, and do speed well above the 20mph limit (although clearly some people seem to think that isn't the case). But there is almost no enforcement of the 20mph or additional signage or traffic calming measures to prevent it. Adding a few signs is nowhere near enough to be effective.'*

*'Implement more traffic calming measures to force cars to reduce their speed along Vicarage Road, St Johns Road, Mildmay and Lady Lane via additional signposting, road markings and the use of centrally located speed cushions (as are used in Springfield area) or the more standard round-top or flat-top speed bumps.'*

*'Narrowing the entrances to St Johns Road, Vicarage Road and Lady Lane would further force people to reduce their speed on entering and exiting the roads. This also comes with the added benefit that if modal filters are agreed or needed at a later date then that work is already completed to a certain extent.'*

*'Remove the modal filter at the Lynmouth Avenue / Lynmouth Gardens location so that residents in the pink quarter do have an alternative of leaving the area and onto Parkway which isn't reliant on the Army and Navy.'*

## 8. Town/City schemes – Colchester

The active proposals for Colchester aim to support the creation of two routes through the town, to better connect key destinations into and from the town centre.

Travelling from north to south and east to west, the two routes cross in the town centre, aiming to create safer and easier access from Lexden Road, Butt Road, East Hill and the Mile End area into the town centre or on to key destinations, such as the train station and Colchester hospital.

### 8.1 Colchester – Response rate

There were 787 valid responses for Colchester (15 removed because of duplication). A further 33 comments relating to the consultation were received either via email or letter.

Respondents to the consultation included Colchester Borough Council, Colchester healthcare workers group, Colchester Cycle Campaign, Colchester Civic Society,

Colchester Bus Users group, Myland Community Council, Stanway Parish Council, Lexden Residents Group, various borough ward councillors.

## 8.2 Colchester – Response map

Responses received were predominantly from within the town area, but there was also interest from across the borough and surrounding villages.



## 8.3 Colchester – Survey introduction

The survey for Colchester asked respondents for their views on the two routes in terms of supporting more people to walk and cycle, the impact on safety, and views on specific elements of the scheme. The survey also looked at levels of support for the creation of a school street zone in the Lexden Road and North Station Road areas.

The survey provided a range of closed and open questions to gauge support for the scheme.

## 8.4 Colchester – Support for scheme



The first questions looked at the level of agreement that the 'proposals will encourage and help additional cycling and walking in Colchester'. The question was split into two, asking for views on the North-South route and the East-West route.

For the North-South the majority of respondents, 56%, responded positively, agreeing that the proposals would support more cycling and walking, while 26% disagreed.

Option	Percent
Strongly Agree	31%
Agree	25%
Neutral	16%
Disagree	12%
Strongly Disagree	14%
Not Answered	2%

For the East-West route there was also majority support with 57% agreeing that the proposals would encourage additional cycling compared with 28% in disagreement.

Option	Percent
Strongly Agree	31%
Agree	26%
Neutral	15%
Disagree	13%
Strongly Disagree	15%

Respondents were asked to identify reasons why the proposals would or would not mean they would cycle more. From the list of options provided the majority of respondents selected positively, with YES – The measures make it safer and YES – There is more space devoted to cyclists being selected the most times.

Option	Percent
YES - The measures make it safer	41%
YES - There is more space devoted to cyclists	40%
YES - It would be quicker than driving	25%
YES - It would improve my health	29%
YES – Other	7%
NO - Still feels unsafe	8%
NO - Lack of confidence / Cannot cycle	5%
NO - Do not have access to a bike	8%
NO - Route not relevant to my journeys	14%
NO - I would want complete segregation from traffic	10%

NO – Other	25%
Not Answered	2%

Those who selected 'No – Other' gave a range of reasons for this selection. For some, they felt that they cycled as much as possible anyway, while others felt that they do not wish to cycle or would not consider it as a travel option. Some respondents felt that the plans needed to go further:

*'Doesn't go far enough east (Parsons Heath / Greenstead) or west (Stanway / Tollgate / Marks Tey).'*

*'Needs to connect to existing cycleway at the Hythe and Connect Glen Avenue to existing cycleway on Cymbeline Way.'*

There was also a proportion of respondents who felt age/disability meant that cycling was not an option for them:

*'Already cycle as much as possible.'*

*'Too many hills, for any significant distance it is impractical or unfeasible with children or with limited mobility. The town topography is not conducive to easy cross-town cycling.'*

*'As a Blue Badge holder, with restricted mobility, I do not cycle.'*

*'I walk into town. I drive with all my tools and equipment to work.'*

*'Disabled and elderly people can't be expected to 'give up the car' - this scheme discriminates against such groups.'*

Respondents were then asked to what extent they agreed the creation of new infrastructure would enable people to make fewer short journeys by car. Again, this saw broad agreement with 54% agreeing vs 32% disagreeing.

Option	Percent
Strongly Agree	30%
Agree	24%
Neutral	13%
Disagree	15%
Strongly Disagree	17%
Not Answered	1%

The importance of segregation between highway users was also highlighted when respondents were asked their level of support for separating cyclists and pedestrians at crossing points, with 72% agreeing vs 13% disagreeing.

Option	Percent
Strongly Agree	42%
Agree	30%
Neutral	14%
Disagree	5%
Strongly Disagree	8%
Not Answered	1%

With regard to removing or dedicating space, which is currently available for cars or for parking, respondents were slightly more positive than negative, 55% vs 34%.

Option	Percent
Strongly Agree	38%
Agree	17%
Neutral	10%
Disagree	10%
Strongly Disagree	24%
Not Answered	1%

## 8.5 Colchester – Increasing safety

Respondents were asked their views on whether they felt the proposals would improve safety for cyclists/pedestrians travelling to and from the town centre. A majority, 64%, felt that the proposals would improve safety compared with 33% who felt that it would not.

Option	Percent
Yes	64%
No	33%
Not Answered	3%

These results were supported by the open-question comments, with 249 positive comments towards safety compared with 201 which had a negative view.

Support for the proposal to segregate cyclists and vehicles was one of the greatest motivators of support for the safety aspect of the proposals:

*'The proposals prioritise cyclists and walkers and that alone improves their safety.'*  
*'Segregation of cyclists from other traffic would be a significant step towards safety.'*

*'Segregated spaces are safer and will encourage cycling more trees etc a big bonus and makes the town more attractive.'*

This was followed by the sentiment that plans could also be more stringent or even extended beyond the proposed boundaries:

*'Anything that minimises the danger to pedestrians and cyclists from cars deserves support. I would go further and say that the entire town centre should be declared car-free.'*

*'Dedicated areas for walking and cycling enable people to avoid travelling on busy roads, where they may feel unsafe.'*

The third most popular theme taken from the open-ended comments was a desire for enhanced safety for cyclists and pedestrians in the local area:

*'We are keen and experienced cyclists ourselves and the main reason I hear people won't commit to cycling is the lack of feeling safe on the roads. This stops parents and therefore their children from using the bike as a mode of transport rather than a leisure item. These proposals will create this safety and is essential in getting people on their bikes.'*

*'Safer environment which will assist in encouraging nervous cyclists to cycle to and from the town centre'*

Those in disagreement, felt that the area was safe enough already or expressed scepticism regarding the ability of the plans to affect the desired change:

*'These roads are safe as they are and do not need improvement.'*

*'There's still too many cars on our roads because you are building too many houses. The buses are awful and terribly expensive. From Old Heath to town it's £2.70 for a single bus journey. It's shocking. So, I cannot see enough reduction in town to make it safer. Head Street coming up from Southway junction merges and is dangerous.'*

*'They only help the cyclists, the pedestrians are more at risk of being knocked over now on the pavements, then ever before, from cyclists who seem to think the pavements are for them only. Now with E-scooters, also on the pavements, us pedestrians are feeling very unsafe when walking anywhere!'*

There were also a number who felt that the proposals would disadvantage drivers by increasing traffic and congestion in surrounding areas:

*'We rarely had any problems with safe cycling in Lexden road and the plan will only put more pressure on surrounding roads.'*

*'You are clogging up the roads by wrongly assuming that making it harder for people to get from A to B using their choice of mode of transport people will walk or cycle despite it not being practical or realistic for them to do this.'*

Following the trend of support for safety measures, respondents stated they would support the introduction of 20mph areas as set out in the consultation material with 69% in agreement vs 20% opposed.

Option	Percent
Strongly Agree	47%
Agree	22%
Neutral	11%
Disagree	8%
Strongly Disagree	12%

This was further backed in comments provided in relation to 20mph areas with some respondents feeling the proposals could go further:

*'20mph areas will make it safer for cyclists.'*

*'Go further - the whole town centre should be 20mph.'*

*'Reducing speeds helps active travel as people change their behaviour.'*

*'This scheme could be widened to include low traffic neighbourhoods and more 20mph areas.'*

*'I think you should be much more ambitious in use of 20mph or even lower town centre speed limits and prevail on police to enforce them.'*

Those who disagreed with the introduction of 20mph areas felt they were either not required or would not work if not enforced.

*'Currently the temporary 20mph restriction is observed by very few and is not enforced, pointless if not enforced.'*

*'North Hill I do not believe a 20mph speed limit is justified here. 30mph is not an issue.'*

*'Implementing a 20mph speed limit, simply aggravates car drivers using the already poor road infrastructure.'*

## 8.6 Colchester – High Street

Within the consultation material, information was provided on the proposal to make the temporary restrictions on through-traffic on the High Street permanent during the day. This would see through-traffic able to travel on the High Street only between set hours (evening and night).

Respondents were broadly supportive of the measure with 58% in agreement vs 27% opposed.

Option	Percent
Strongly Agree	30%
Agree	28%
Neutral	14%
Disagree	9%
Strongly Disagree	18%
Not answered	1%

The open-ended responses backed this with 256 positive comments and 199 negatives. Those in support mostly highlighted a reduction in pollution and the opportunity for improving the ambience of the High Street:

*'Motor traffic reduction through the town centre reduces noise and pollution and creates safer spaces for cyclists and pedestrians.'*

*'Less pollution in the town centre and much safer for families walking around the town.'*

*'Less pollution, much easier to cross High Street.'*

*'Pedestrian areas leave a greater opportunity to create relaxed and social zones where shopping can be mixed with eating and drinking with reduced pollution.'*

*'Would make the town centre more attractive as a social space. I am more likely to visit the town centre if there are fewer cars.'*

*'It would improve the environment and air quality which are currently poor.'*

Another common response was the desire to see the proposals go further, with some respondents feeling that the exemptions and time-limited restrictions allowed for too many vehicles and made it difficult to enforce:

*'I would prefer the restriction to be in place 24/7'*

*'The ban should be stricter and isn't even currently enforced. Take away food drivers clog up the road.'*

*'I think the High street should be completely pedestrianised as a starter then work through consequences for trade delivery access and Town Hall events.'*

*'I would like to see the High Street completely pedestrianised at certain times so that market stalls, venues like the George could further seating in the street, e.g. on Saturdays and Sundays.'*

Those that opposed the proposals, did so predominantly because of concerns about the impact on traffic. However, a number felt that the restrictions being too lenient added to the problem, and that the High Street should be completely vehicle free:

*'The current restriction in the High Street is ignored, I regularly see private cars using the High Street. The more roads that close create longer journeys, more congestion and more pollution.'*

*'The high street blocked off to cars has had serious travel disruptions all around Colchester with traffic backlogs all the way up and on the A12 exits on all busy times of the day, it just doesn't work.'*

*'The reasons for having these restrictions are spurious. There is plenty of space for cars and pedestrians in the High Street. The obvious alternative route increases the traffic in the highly polluted Brook Street.'*

*'I disagree as it further restricts Castle Ward residents reliant on the local road infrastructure to carry out their business.'*

## 8.7 Colchester – North Station Road

One of the proposals put forward as part of the North-South route is a one-way bus gate on North Station Road at the bridge on to Middleborough. This would see a restriction to all traffic heading north except buses and cycles. The aim of this would be to reduce general through-traffic travelling north from the Middleborough end.

Alongside restricting traffic, the consultation material also set out plans for investment into the look and feel of the road.

While no specific questions were asked on this element of the scheme, a number of comments were made in relation to the proposals. In particular, the impact on businesses in the area through restricting through-traffic, and the impact on residents in the areas who would be forced to use Westway for their journeys. A petition against the introduction of a bus gate was also submitted by a local business owner:

*'I live in Victoria Chase. I believe it is intended to only allow access to North Station Road via the Albert roundabout. This would mean all access from the south, west and north would entail the use, and increase the traffic, of the already congested Westway-Cymbeline roundabout.'*

*'This would create huge traffic around the other roundabouts and impact my daily journeys substantially.'*

*'I do not agree with stopping cars from reaching North Station Road from Middleborough as it would take me an extra half mile to get home via the Colne Bank roundabout/Albert roundabout which are also very congested at some times of day. Instead, make the Albert roundabout to Middleborough section "For access only" in both directions. Enforce this with average speed cameras at both ends that will detect and fine vehicles driving straight through. Those using the road for access, stopping to pick up takeways etc. will not be fined.'*

*'Strongly object to the proposed bus gate preventing vehicles from entering North Station Road from Middlesbrough. The alternative via Westway/Colne Bank Avenue and into North Station Road would add significantly to time and pollution.'*

*'This is very likely to be opposed by residents and businesses in this area as it will mean those returning to the area via Balkerne Hill will be obliged to do so by detouring through Westway and join the queues at the Colne Bank roundabout. This surely benefits no one and simply adds to the pollution and congestion on Westway and Colne Bank Avenue. Given that number plate recognition cameras will need to be installed at the bus gate we ask that consideration be given to making it possible for residents and businesses to register their vehicles in order to be permitted continued access by this route.'*

## 8.8 Colchester – Crouch Street West / Balkerne Hill

One of the key elements of the East-West route is the section in which the proposed new cycle route will travel from Lexden Road into the town via Crouch Street West.

The proposals within the consultation set out plans to create a new segregated cycleway along the street, increase the width of pavements, reduce the road width, improve the public realm and move parking provision to the northern side of the street.

Respondents were asked, if they agreed with the proposals which measure they felt the most important. This saw widened footpaths to help accessibility and support pedestrians ranked highest, followed by retaining parking spaces.

Item	Ranking
Widened footpaths to help accessibility and support pedestrians	3.27
Retaining parking spaces	2.81
Improved planting with trees and shrubs	2.75
Cycle parking	2.45

Open comments provided in relation to the Crouch Street works were predominantly negative.



Some respondents felt that the proposals would improve cycling access into the town and others supporting investment into the look and feel of the area:

*'Will be fantastic to have a proper cycle route from Crouch Street into town. I regularly use this route and find it really inconvenient having to keep getting off my bike.'*

*'Like the plans, however I am concerned that at present where there is a 1-way cycle route this is frequently blocked by delivery drivers and parked cars. A physical barrier to prevent vehicle access would improve this design.'*

*'The Crouch St improvements, at first impression, look great. It is a more inviting and pedestrian friendly environment and may cause more people to stay longer in the area.'*

*'The public realm around Crouch Bakes has been really successful particularly during COVID. I have often met my friends there, as it is an open space with lots of space to socially distance, so improving the public realm generally in this area with more places to sit and meet up will make the whole area much more pleasant and good for the shops there.'*

One of the main concerns of those commenting on the scheme was the reduction in parking and the impact this would have on businesses on the street. Many had the view that the small independent nature of the shops in the street meant that parking provision was more important than it may otherwise be.

*'Crouch St was once a wonderful and attractive shopping street before being dissected by Westway. It still retains more old family-run businesses than other streets in the town and they rely heavily on the current short-term parking. Your proposals to reduce the parking will inevitably result in the closure of precious shops.'*

*'Reducing parking in Crouch Street west may make it look better but would make it less attractive to visit resulting in a deterioration of the retail environment. Colchester town centre is already becoming a ghost town, this would add to it.'*

*'Small shops in Crouch Street need as many parking spaces as possible.'*

*'Parking needs to be retained for our patients use in order to be able to access the services from the pharmacy. It is not acceptable to remove access as this will negatively impact the accessibility for disabled patients who heavily rely on being able to park right outside the pharmacy.'*

*'The cost of the proposed changes to crouch street west far outweigh the benefits and will damage local businesses. Crouch street west needs a limited cycle lane comparable to crouch street east. The number of 30-minute parking spaces on and around crouch street west should be increased not diminished.'*

Concerns about the reduction in parking were also raised by a number of the businesses, with a petition submitted opposing the proposals.

*'A small well-maintained street with independent businesses. Reduce the 30-minute parking and business will suffer. I have a business on Crouch Street and realistically the cycle traffic is almost non-existent apart children when school is finished for the day.'*

*'Parking needs to be retained for our patients use in order to be able to access the services from the pharmacy. It is not acceptable to remove access as this will negatively impact the accessibility for disabled patients who heavily rely on being able to park right outside the pharmacy.'*

*'Currently there are 2 or 3 shops in Crouch St that would maybe utilise on-street seating but there are many that rely on customers being able to park to collect goods.'*

*'Whilst these parking spaces are currently used by many people nipping into Tesco, they are also used by many of our older and less able customers to collect their shopping. Currently many utilise Crouch St because they can easily park and visit the shops and don't have to carry their purchases back to the more remote car parks.'*

A number of respondents also highlighted fears of the impact of any changes to the parking on Rawstorn Road as a result of changes to Crouch Street West:

*'The consideration of the review of existing parking, both on crouch street and of the permits on Rawstorn road is a real worry to me.'*

*'Any reduction of parking in Crouch Street West and/or "relaxation" of parking restrictions in Rawstorn Road and beyond, will only increase disruption, noise and congestion in what is currently a quiet urban residential area.'*

*'I am very concerned with proposed changes to the existing parking arrangements in Rawstorn Road.'*

At the eastern end of Crouch Street West, the proposals set out plans to replace the existing underpass with a crossing point. While no specific questions were asked on this element of the scheme, comments provided show a number of respondents were unsure of the benefit of replacing the underpass and felt it may reduce safety at this point:

*'Filling the underpasses massively increase the risk of pedestrian v car incidents on Balkerne Hill. If you use an underpass you can't be hit by a car. If you use a crossing you can. Too many drivers shoot red lights.'*

*'Removing the underpass so people need to cross the road does not improve safety.'*

*‘The Balcerne Hill underpass already provides full traffic separation whereas the proposed grade crossing will inevitably lead to accidents as some cyclists fail to wait for their traffic light phase.’*

## 8.9 Colchester – School streets

Within the consultation material, information was provided on proposals for the creation of school street zones. These designated areas look to improve the highway environment around schools, especially for children, aiming to make them more accessible and attractive to those arriving on foot or cycle.

There are a number of different initiatives which could be introduced and it is proposed that ECC will work with the schools to further explore these proposals at a later date.

At this stage, the consultation material set out that school street zones are proposed for the Lexden Road and North Station Road area and then asked three questions on the level of support for the principle of creating a school street zone, the types of proposals respondents would support and whether there are any specific issues in relation to that area.

The proposals for school street saw 74% of respondents agreeing with the principles set out with 11% disagreeing. Respondents felt the introduction of park and stride arrangements, improved walking and cycling infrastructure and increased planting and public realm were the key initiatives they would support.

Option	Percent
Strongly Agree	52%
Agree	22%
Neutral	14%
Disagree	4%
Strongly Disagree	7%
Not Answered	1%

Comments provided backed this support, with 227 comments in agreement with the principle of school streets and 69 opposed. Much of this support focussed on safety, the impact on parking and the issue of parking.

*‘Strongly support any measures to encourage kids to walk- traffic danger is a major concern for most parents’*

*‘The busy roads around these areas can be very dangerous... especially during rush hour when many students are walking or cycling to school.’*

*'This is badly needed as cars often pass right through the red lights outside the school, the pavement and crossing on both sides of the road is congested and dangerous at peak times, especially if you have children and adults with bikes trying to cross over. The air quality here is also poor. More families would cycle to school if it was safer - there are currently way too many cars.'*

There were also a number of comments that the specific roads selected did not go far enough and should include other areas:

*'Should be put in place for ALL schools. I do not want to drive my son to school when he starts in September as it seems utterly ridiculous and I do not want to add to the terrible congestion, but would not be willing to cycle with him as the roads are simply too unsafe and too busy, particularly around schools.'*

*'Why only those areas? Surely all school areas should have 20 limits'*

There were however those who were concerned that any changes would simply move the problem elsewhere or would impact on those who have no choice but to drive.

*'Whilst I agree with the intention to create safe school streets, there is a risk that by simply stopping vehicles accessing the school streets, such steps push the problem elsewhere. Encouragement for walking (including walking buses) and cycling must be given. If parking controls are introduced, enforcement must also be used.'*

*'We are VERY concerned that making several roads either side of West Lodge Road and The Avenue 'School Streets' will lead to a huge increase in dangerous traffic in those roads.'*

*'This idea will just move the problem of parents parking to drop off their children to a different road where they can park.'*

*'Children with disabilities attend one school in the area and are brought in, in most cases, by taxi. Closing roads to cars here would cause significant hardship. I am concerned about those with disabilities generally being unable to access School Street zones.'*

There was also a strong feeling that there should be no closures put in place in Lexden Road.

*'It is beyond a nonsense to consider restricting access to literally hundreds of residents; we don't cause the traffic problems.'*

*'The residents are very concerned that other restrictions might be in place which would impact on their ability to freely access their own properties.'*

## 8.10 Colchester – Qualitative overview

The overall sentiment from Colchester respondents is positive, with the majority feeling that the proposed routes will both improve safety for walking and cycling and encourage more active travel in the town.

In particular respondents recognised that the two routes supported journeys people make, and welcomed the North-South, East-West approach, and the opportunity to support more people to be active:

*'There is a desperate need for the population to be more physically active improving fitness and reducing weight thereby reducing the burden of ill-health caused by a sedentary lifestyle. At the hospital we often recommend walking and cycling. We often hear patients say, "I would like to do it but it's too dangerous" or "I would like to do it but it's too unpleasant". Now there is a chance with these schemes to produce dedicated infrastructure which can allow people to exercise safely and more pleasantly.'*

Some respondents felt that the scheme did not go far enough and a number of suggestions for linking to other parts of the borough were put forward. In particular to the west, linking to Stanway'

*'I feel the lack of inclusion to extend any real infrastructure between Lexden and Stanway is a lost opportunity.'*

And while concerns were raised about specific elements of the scheme, such as parking on Crouch Street West and the introduction of a modal filter on North Station Road, there was also a feeling from respondents that the routes should not be disjointed:

*'I strongly support the proposals for new NS & EW cycle routes but they must continue INTO Colchester town centre.'*

*'Critical to keep the route as a whole route and not drop elements so making it disjointed and losing the impact.'*

The theme of ambience and creating a nicer environment ran through the responses, particularly in terms of the High Street and town centre area, where the view was the proposals should go further, looking to reduce the number of vehicles in the town centre as much as possible.

*'I think the high Street should be pedestrianised, it works well in lots of other places. No one likes the idea at first but long term its safer. And more eco-friendly.'*

*'In many towns these measures have been highly effective. Car free roads are much nicer environments for shopping.'*

However, there was also a fear from some respondents about the impact on car travel and the potential for traffic to simply be moved to other roads.

*'As a main artery into town I think it is beneficial to keep the traffic moving at the fastest legal and safe speed for the prevailing conditions.'*

*'This does not allow access to some people that may need access.'*

Inclusivity was also a theme that ran throughout the comments, with a number of respondents concerned that any disruption to the road network would unfairly impact on those who are disabled or who are elderly and are reliant on using a car:

*'This is very problematic for disabled pedestrians with mobility, visual or balance problems.'*

*'Disabled visitors, families, those who find long walks difficult would still wish to drive.'*

*'If you are planning to shop whilst in town you cannot take your shopping home easily on a bike or on foot, provision still needs to be made for those wishing to travel by car or needing to travel by car.'*

*'But not everyone can cycle or walk because of disabilities.'*

## 9. Town/City schemes – Wickford

The Wickford scheme proposals aim to support more walking and cycling in a key residential area of the town.

Nevendon Road is a busy route through the town but is also the main access serving several local schools in what is a largely residential area. This means it sees a large number of car journeys as well as people who walk and cycle.

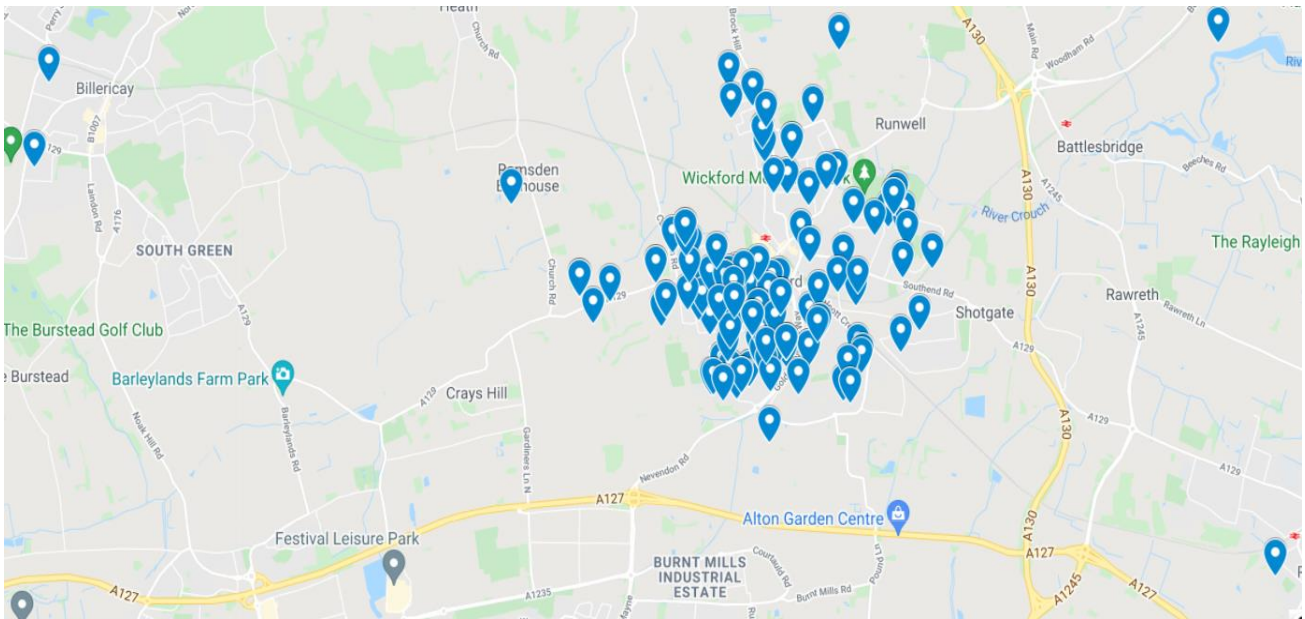
The proposals put forward would see the creation a new 'liveable neighbourhood' in this area. These are schemes which aim to reverse the trend of car dominance and create areas where it is easier and safer to walk and cycle, while enjoying a more pleasant street and public realm as a result of fewer cars, with various measures used to prevent residential streets being used as shortcuts or car parks.

### 9.1 Wickford – Response rate

There were 152 responses for Wickford via the online consultation portal and a further 3 additional comments were provided via email. Respondents to the consultation included Grange Primary School, Runwell Parish Council, Stephenson's of Essex and Cycling UK – Essex.

## 9.2 Wickford – Response map

Responses to the consultation were predominately from within the local area:



## 9.3 Wickford – Survey introduction

The survey for Wickford asked respondents for their views on proposed improvements for people who walk and cycle, the impact on safety and views on the proposed liveable neighbourhood and school street zones.

The survey provided a range of closed and open questions to gauge support for the scheme.

## 9.4 Wickford – Support for scheme

The first questions looked at the level of agreement that the ‘proposals will encourage and help additional cycling and walking in Wickford.’ 61% of respondents agreed that they would encourage more people to walk or cycle compared with 25% who disagreed.

Option	Percent
Strongly Agree	19%
Agree	31%
Neutral	18%
Disagree	15%

Strongly Disagree	16%
Not Answered	1%

Respondents were asked to identify reasons why the proposals would or would not mean that they would cycle more. From the list of options provided ‘the measures make it safer’ was selected by the most respondents.

Option	Percent
YES - The measures make it safer	23%
YES - There is more space devoted to cyclists	18%
YES - It would be quicker than driving	11%
YES - It would improve my health	19%
YES – Other	5%
NO - Still feels unsafe	7%
NO - Lack of confidence / Cannot cycle	9%
NO - Do not have access to a bike	12%
NO - Route not relevant to my journeys	17%
NO - I would want complete segregation from traffic	11%
NO – Other	23%
Not Answered	1%

Those who answered negatively predominantly selected ‘No other’ with the main reasons being age, mobility or disability issues meaning they are unable to cycle.

## 9.5 Wickford – Increasing safety

Respondents were asked their views on whether they felt the proposals would improve safety for cyclists/pedestrians travelling to and from the town centre.

A majority of respondents, 65%, felt that the proposals would improve safety.

Option	Percent
Yes	65%
No	35%

Wickford respondents were generally in favour of the safety measures, with 46 comments agreeing and 29 disagreeing that the proposals would improve safety for cyclists/pedestrians.



Of those who agreed with the safety proposals, traffic calming was a key reason for their response, although residents felt the plans could be more ambitious and suggested measures such as street closures, speed reductions and enforcement as possible ways to increase safety.

*'It is far too limited an area which will push fast traffic onto other residential roads.'*

*'I feel it's a very good idea especially for children & elderly people to feel safe when walking.'*

*'With lower speed restrictions of 20 MPH, I feel that there will be a sense of improved safety for cyclists and pedestrians.'*

*'Nevendon Road has become a by-pass to the Wickford bye-pass. Traffic needs slowing down and reduced.'*

Those in disagreement with the statement expressed concern about the negative impact the proposals would have on local resident's access to the area as well as parking provision in the proposed area.

*'These roads are so busy with resident parking, where would they park? There is no alternative parking locally and not everyone lives in walking or cycling distance, nor can everyone transport their whole family on bikes or walking.'*

There was also broad support for proposals to introduce 20mph limits, with 73% of respondents agreeing with the limit being introduced in the area.

Option	Percent
Strongly Agree	47%
Agree	26%
Neutral	8%
Disagree	9%
Strongly Disagree	10%

This was further backed in comments provided:

*'20mph speed restrictions will help cyclists feel valued and safe and encourage non cyclists to give it a try.'*

*'We need to change from a fast-paced society to a slower more sustainable one. Where health and safety is valued above getting from A to B in the quickest way. We need an infrastructure that gives space and value to living our lives in a happy healthy way and reduces the stress and pollution.'*

*'Implement 20 mph across the whole of Wickford.'*

Those who opposed the 20mph limits were predominately concerned that the proposals would work only if enforced and that other local 20mph areas are ignored:

*'The proposals will only work if enforced - there is currently no enforcement built in which will deter drivers going over 20mph.'*

*'Policing the 20mph zone could be difficult and expensive'*

## 9.6 Wickford – Liveable neighbourhood

Respondents were broadly supportive of the proposals to create a liveable neighbourhood area, restricting through-traffic and enabling more emphasis on walking and cycling. This saw 62% of respondents agree with 19% disagreeing.

Option	Percent
Strongly Agree	32%
Agree	30%
Neutral	19%
Disagree	6%
Strongly Disagree	13%

While the consultation material presented the principle of a liveable neighbourhood in a high-level way there was general support for the infrastructure referenced, with the raised zebra crossing seen as being useful in helping to slow traffic:

*'A raised zebra crossing would be a good idea to slow traffic.'*

There was, however, a concern raised about the potential impact on the nearby fire station:

*'With the fire station also on this road how will the raised zebra crossings impact the fire station response times? Especially to calls to locations south of the station where there appears to be multiple new raised areas proposed.'*

## 9.7 Wickford – School streets

Within the consultation material, information was provided on proposals for the creation of school street zones. These designated areas look to improve the highway environment around schools, especially for children, aiming to make them more accessible and attractive to those arriving on foot or cycle.

There are a number of different initiatives which could be introduced and it is proposed that ECC will work with the schools to further explore these proposals at a later date.

At this stage the consultation material set out that school street zones are proposed for the Nevendon Road area, and then asked three questions on the level of support for the principle of creating a school street zone, the types of proposals respondents would support and whether there are any specific issues in relation to that area.

The proposals for school street areas to be implemented along Nevendon Road saw 86% of respondents agreeing with the principles set out with 8% disagreeing. Respondents felt speed restrictions, improved walking and cycling infrastructure and new planting and public realm were the key initiatives they would support.

Option	Percent
Strongly Agree	55%
Agree	31%
Neutral	6%
Disagree	4%
Strongly Disagree	4%

Comments provided backed this support, with 60 in agreement with the principle of school streets and 9 opposed. Much of this support focussed on safety, the impact on parking and the issue of parking:

*'Parking is the biggest issue we have.'*

*'The parking along Friern Gardens is always very busy and dangerous. I am concerned by making Elder a school street zone this will push more traffic on to Friern Gardens. Maybe double yellow lines could be introduced down Friern Gardens to avoid this? Or even make Friern Gardens a school street zone also?'*

*'The danger of the current dead end at the end of elder avenue (outside grange primary), where vehicles drive down, turn around, drop off and try to park and return, only to be faced with other people trying to drive up there and parked cars and hundreds of kids and parents crossing!'*

There were also a number of comments that the specific roads selected did not go far enough and should include other roads:

*'I think you need to extend the area you are looking at to include Friern Gardens and Deirdre Avenue'*

There were, however, those who were concerned that any changes would simply move the problem elsewhere:

*'The parents will just park in other streets blocking their roads.'*

## 9.8 Wickford – Qualitative overview

The overall sentiment from Wickford respondents is positive and with support for the liveable neighbourhood and school streets concept.

Safety and the impact of a number of schools being located in the Nevendon Road area is a concern for respondents, who saw the benefit of reducing traffic speeds and restricting traffic. This was also backed through support for 20mph zones.

It should, however, be noted that the majority of respondents who responded to the consultation were residents in the area rather than people driving into the area to access the schools:

*'Reservations about creating a problem for busy parents trying to get their kids to school.'*

Inclusivity was also a theme that ran throughout the comments, with a number of respondents concerned that any disruption to the road network would unfairly impact on those who are disabled or who are elderly and are reliant on using a car:

*'Both disabled and unable to cycle, car is only means off getting out.'*

*'There is no consideration for people who are disabled cutting off access to cars  
Leave a lot of people stranded and Wickford has a lot of old people.'*

## 10. Conclusion

The consultation exercise consisted of five separate town/city surveys and an overarching travel survey and prompted a good rate of response.

From the responses gained, it is clear that traffic congestion and managing traffic are important issues and areas that people feel the Council should prioritise.

From the Facebook poll undertaken around 70% of the respondents supported more space being provided for walking and cycling in their local area, and within the attitude survey around 30% of respondents stated they wished to cycle/walk more for leisure in the future.

Within the towns/city surveys responses were mixed, with support for those elements of the schemes which respondents saw as increasing safety in the local area, or where they could see the creation of a route which supported journeys they were likely to make.

This can be seen in the widespread support for the introduction of 20mph zones and the support for safety around school areas, set out within the school street proposals. There was also a desire from some for the schemes to go further in restricting traffic from town centre areas.

Inconvenience and the potential movement of traffic / impact on parking if vehicles use other roads were the main concerns raised by those opposing elements of the proposed schemes.

Inclusivity was also a key theme across all of the town/city surveys, particularly with reference to the possible impact of restricting traffic on the elderly/disabled, especially for those who either have no option but to drive or are reliant on carers.

# Active travel fund consultation

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Appendix - Campaign report



# Contents

<b>Background</b>	<b>3</b>
<b>The campaign</b>	<b>4</b>
<b>Results</b>	<b>5</b>
<b>Costs</b>	
<b>Key challenges</b>	<b>6</b>
<b>Activities</b>	<b>7</b>
Media releases	7
Sponsored content	8
Print advertising	9
Social media (organic)	10
Promoted Facebook posts	10
Online advertising	15
Radio	16
Events	18
Video	19
Partner communications	21
Resident leaflets	23
<b>Conclusion</b>	<b>27</b>

# Background

Essex County Council was awarded £7,358,700 from the government in November 2020 for tranche 2 of the Active Travel Fund (ATF), one of the highest allocations of any county in England. The money will fund a series of projects to reallocate and create more space for cycling and walking in Basildon (Wickford), Braintree, Brentwood, Chelmsford and Colchester.

The ATF consultation took place over six weeks from May to July 2021 and consulted with residents, political representatives and third parties, such as businesses, disability groups, cycling organisations, public transport operators and schools.

## Number of responses received:

Travel survey: **2482**

Braintree: **120**

Brentwood: **310**

Chelmsford: **1104**

Colchester: **787**

Wickford: **152**

The following pages set out how the consultation was proactively marketed to encourage feedback.



# The campaign

The campaign ran from 27th May to 11th July. All paid-for media was booked to run for the first five weeks of the campaign. The final week of the consultation was promoted through PR and social activity.

## The objectives for the marketing campaign:

- Raise awareness of the ATF consultation
- Drive response to the survey web pages
- Raise awareness of the safer, greener, healthier ambition for Essex

## When asked how they had heard about the consultation, respondents answered as followed:

Social media: **1064** — 43.8%

Online: **378** — 15.2%

Radio: **10** — 0.40%

Newspaper: **101** — 4%

Word of mouth: **456** — 18.3%

Other: **473** — 19%

# Results

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Online reach: **366,908**

Offline reach (print): **163,675**

Number of online impressions served: **514,221**

Number of Twitter impressions served: **28,841**

Facebook Leader Ads: **695** responses / click-through rate of **3.65%**

Facebook boosted posts on partner websites: click-through rates of **1.8%** and **2.3%**

Radio reach (weekly): **422,000**

Media releases issued: **15**

Events held: **5**

Leaflets: **4** variants produced and posted to **4,491** households / hand-delivered to **29** businesses

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## Costs

Overall budget: **£37,100**

Online advertising: **£8,521** (23% of overall budget)

Print advertising: **£2,680** (8% of overall budget)

Radio advertising: **£7,632** (21% of overall budget)

Events collateral (excludes resourcing): **£1,599** (4% of overall budget)

Resourcing (social media/Facebook boosted posts): **£16,668** (44% of overall budget)

## Key challenges

The campaign ran at a time when Essex County Council were undertaking a review of their agency framework. Moving forwards, a more-joined up approach will be possible with one agency in charge of media planning.

No clear guidance regarding whether to leaflet drop or not. Some residents felt that they should have received direct communications. The results indicate however that the biggest driver of response was via digital channels.

Limited resource available for communications as well as channel choice.

# Activities

## Media releases:

A total of 15 media releases were issued during the consultation period. The first six (one generic, five location-specific) announced the consultation (“Have your say on safer, greener, healthier travel”) and were followed by four location-specific releases announcing details of the roadshow events in Colchester, Braintree, Brentwood and Chelmsford. Finally, deadline reminders were sent out at the beginning of July.



News

21st June

Chelmsford residents invited to events on cycling and walking plans

News

19th June

Residents label Chelmsford Old Moulsham Quarters plan 'un-liveable'



NEWS | SOUTH ESSEX

30th May

The plans to transform Chelmsford to boost walking and cycling



News | North Essex news

30th May

All we know about new cycle lanes planned for Colchester town centre



News

25th June

Bus gate planned between Middleborough and North Station Road in Colchester

News

6th July

North Station Road: Campaigners' bid to halt bus gate plans

News

7th July

Letter: 'Have your say on travel plans in Colchester'

News

7th July

Concerns on proposed new bus gate in Colchester which would ban cars

What do you think of these 'ambitious' plans to promote cycling and walking in Brentwood and Wickford?

Essex County Council is asking for feedback on its plans to encourage walking and cycling in the county's towns

3 June 2021

County council accused of providing “misleading” information over Moulsham Quarters plan

29/06/2021 Piers Meyler Chelmsford City Council, Cllr Marie Goldman, Essex County Council, Moulsham, news, Quarters

## Sponsored content:

A bespoke article was commissioned setting out the Essex County Council ambition to make Essex the walking and cycling county and included details of the consultation and how to take part.

The article appeared in the online Colchester Gazette ([www.gazette-news.co.uk/news/19329286.help-us-make-essex-safer-greener-healthier](http://www.gazette-news.co.uk/news/19329286.help-us-make-essex-safer-greener-healthier)), the Echo ([www.echo-news.co.uk/news/19327779.help-us-make-essex-safer-greener-healthier](http://www.echo-news.co.uk/news/19327779.help-us-make-essex-safer-greener-healthier)) Essex Live and Essex Live Partners websites ([www.essexlive.news/special-features/can-you-help-make-essex-5449173](http://www.essexlive.news/special-features/can-you-help-make-essex-5449173)).

Total page views: **3,147**



The article was reverse-published (ie appeared in printed editions) in the Chronicle and Brentwood Gazette.

Total reach (print): **43,646**

Essex Chronicle | 10th June 2021

## Print advertising:

Full page and half page advertisements appeared twice during the campaign period in the Essex Chronicle, Brentwood Gazette, Colchester Gazette, Braintree & Witham Times and Basildon Echo.

Total reach (based on readership): **119,029**

**Plans for Costa in town as car dealer moves after 100 years**  
**RETAIL SITE COULD SWAP MOTORS FOR MACCHIATOS**

**Have your say on safer, greener, healthier travel in Essex**

Our active travel consultation is now open for feedback. We want to hear what you think about our plans to reallocate road space to make more room for everybody to walk and cycle safely. The proposals cover schemes in Brentwood, Braintree, Chelmsford, Colchester and Wickford. As more people take up walking and cycling and avoid using their cars for short trips, it will mean fewer vehicles on the road and ease congestion for those who have no alternative but to drive.

Please visit [www.essexhighways.org/active-travel-essex](http://www.essexhighways.org/active-travel-essex) and have your say.

The consultation will run until midnight on the 2nd July.

Hard copies of the consultation materials are available on request – please ring 0345 743 0430.

ECC will also be gathering data from additional sources such as polling, focus groups and traffic counts and will use all the findings to agree next steps.

Essex Chronicle | 3rd June 2021

**Have your say on safer, greener, healthier travel in Essex**

Our active travel consultation is now open for feedback. We want to hear what you think about our plans to reallocate road space to make more room for everybody to walk and cycle safely. The proposals cover schemes in Brentwood, Braintree, Chelmsford, Colchester and Wickford. As more people take up walking and cycling and avoid using their cars for short trips, it will mean fewer vehicles on the road and ease congestion for those who have no alternative but to drive.

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ECC will also be gathering data from additional sources such as polling, focus groups and traffic counts and will use all the findings to agree next steps.

Echo | 3rd June 2021

A half-page advertisement appeared in Business Times in Essex which is sent to every member of the Essex Chamber of Commerce (approx 1,000) as well as 7,000 other businesses belonging to the Federation of Small Businesses.

**Business Times in Essex**

PROSPECTUS

When only the BEST will do for Essex businesses – pages 18 & 19

BEST GROWTH HUB

Expect more care and expertise for all your commercial needs

**HAVE YOUR SAY ON ACTIVE TRAVEL PLANS FOR ESSEX**

our ambition is to make Essex a safer, greener, healthier place where walking and cycling is so safe and straightforward that it becomes our automatic choice for getting around, especially for shorter journeys. To this end, we've been working with partners including representatives from businesses on exciting new proposals in Braintree, Brentwood, Chelmsford, Colchester and Wickford.

We're now ready to share these plans and would welcome feedback from all businesses across the county.

To find out more, visit [www.essexhighways.org/active-travel-essex](http://www.essexhighways.org/active-travel-essex)

The consultation will run until 2nd July.

Help us to make Essex Safer, Greener and Healthier.

Business Times in Essex | Issue 20: Summer 2021

## Social media (organic):

A total of 35 tweets were posted on the SGH\_Essex Twitter page prompting **38,189** impressions.



## Promoted Facebook posts:

A number of paid-for Facebook campaigns ran during the consultation period:

### 1. Facebook Lead ads:

Contained a pre-populated form with three survey questions (taken from the Essex travel survey). This technique allowed the user to quickly be able to complete the survey and then carry on with their Facebook session without being disturbed. A direct link to [consultations.essex.gov.uk/essex-highways/active-travel-consultation-how-you-travel](https://consultations.essex.gov.uk/essex-highways/active-travel-consultation-how-you-travel) was included in the ad and the whole of Essex age 16+ was targeted.



A total of **695** responses were received over the six-week campaign period.

**Q1: How concerned are you about air pollution and traffic congestion in your town?**

**442** people stated that they were very concerned (63%).

**171** people stated that they were fairly concerned (25%).

**56** people stated that they weren't very concerned (8%).

**26** people stated that they were not at all concerned (4%).

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**Q2: How important to you is having less traffic in residential streets?**

**405** people stated that it was very important (58%).

**178** people stated that it was quite important (26%).

**79** people stated that it was not very important (11%).

**33** people stated that it was not at all important (5%).

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**Q3: How important to you is having more space and priority for walking and cycling in your town?**

**486** people stated that it was very important (69%).

**88** people stated that it was quite important (13%).

**53** people stated that it was not very important (8%).

**68** people stated that it was not at all important (10%).

**12** respondents came from the CM7 postcode area (Braintree) — 2%

**21** respondents came from the CM13, CM14, CM15 postcode areas (Brentwood) — 3%

**90** respondents came from the CM1/CM2 postcode area (Chelmsford) — 12%

**64** respondents came from the CO1, CO2, CO3, CO4 postcode areas (Colchester) — 9%

**13** respondents came from the SS11, SS12 postcode areas (Wickford) — 2%

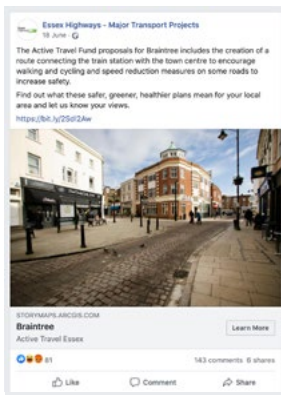
All **695** respondents were re-contacted in the final week of the consultation via email asking/reminding them to complete the full survey if they hadn't already done so.



**Results:**

<b>Impressions</b>	157,945
<b>Reach</b>	139,000
<b>Click-throughs to URL</b>	5,768
<b>Click-through rate</b>	3.65%
<b>Average daily reach</b>	4,238
<b>Post reaction (ie like, love, wow, sad emojis)</b>	165
<b>Shares</b>	42
<b>Comments</b>	231
<b>Gender split</b>	63% male/35% female/2% unknown

2. Four advertisements were boosted on the **Essex Highways – Major Transport Projects Facebook page** using geographical targeting of age 16+ users.



Results:

	Braintree	Brentwood	Colchester	Wickford
Reach	28,768	78,158	60,400	42,442
Clicks (on ad)	944	722	753	737
Post engagement (ie likes, clicks, comments, shares)	1108	813	899	809
Post reaction (ie like, love, wow, sad emojis)	71	66	80	27
Landing page views (ie click-throughs to storymapper web pages)	13	23	27	23
Comments	82	21	54	35
Shares	8	4	6	7
Engagement rate*	0.03	0.01	0.01	0.01

\* The average engagement rate per Facebook post is 0.27%.

### 3. Essex Live Partners Facebook booster:

Readers of the sponsored Essex Live article were retargeted over a 5-week period.

#### Results:

Impressions: **51,576**

Actions: **447**

Engagements: **965**

Engagement rate: **1.8%**



### 4. Essex Live Partners Facebook booster:

Users who show an interest in the type of subject covered in the article were targeted over a five-week period and directed to the article.

#### Results:

Impressions: **49,138**

Actions: **615**

Engagements: **1152**

Engagement rate: **2.3%**

## 5. Colchester Gazette/Basildon Echo Facebook booster:

Impressions: **18,230**

Reach: **14,993**

Click-throughs to URL: **85**

Click-through rate: **0.47%**

Post engagement: **143**

## Online advertising:

### 1. Native advertising:

An online ad ran on Essex Live for five weeks promoting the sponsored article targeting the five geographical locations.


#### Results:

Impressions: **160,633**

Click-throughs to URL link: **222**

### 2. In Your Area Essex Live website (in hold):

A second advertisement ran on the In Your Area Essex Live website promoting the sponsored article and targeting residents within 20 miles of the CM1 postcode area.



Help Us Make Essex Safer, Greener And Healthier

Local Advert by Essex County Council

#activetravel Essex

We're ready to share our active travel plans with you and want to hear what you think about travelling around in Essex and about the proposed changes in five locations.

Find Out More

#### Results:

Impressions: **66,699**

Click-throughs to URL: **232**

Click-throughs to article: **241**

## Radio:

### Heart Essex:

Weekly reach: **313k** listeners (58% female/42% male).

Total weekly hours listened: **2,068,000**

Average number of hours listened per individual: **6.6** hour per week

Geographical coverage: Chelmsford, Colchester, Braintree, Brentwood, Basildon (Wickford)

### Campaign ran 27th May – 10th June

The 30-second ad played **78** times over a ten-day period split across the day/evening.

Campaign reach: **300,000** listeners

Campaign opportunities to hear: **4.1**

Impacts: **1,241,000**



With more and more of us out enjoying cycling and walking recently, at Active Travel Essex we've been working with local councils to help transform travel and make Essex a safer, greener and healthier place. Now with our proposals ready to share, we want your feedback on our plans to improve cycling and walking routes in Braintree, Brentwood, Chelmsford, Colchester and Wickford.

To fill out the survey today, visit [essexhighways.org/active-travel-essex](https://essexhighways.org/active-travel-essex)

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**Radio Essex:**

Weekly reach: **122k** listeners (66% female/34% male).

Total weekly hours listened: **670k**

Average number of hours listened per individual: **7.5** hour per week.

Geographical coverage: Chelmsford, Braintree, Brentwood, Basildon (Wickford)

**Campaign ran 11th – 21st June**

The 30-second ad played **87** times over a ten-day period split across the day/evening.



At Essex County Council, we're ready to transform our transport networks into safer, greener, healthier routes and we'd love your input. Our Active Travel Essex plan will make more room for you to safely walk and cycle in Braintree, Brentwood, Chelmsford, Colchester and Wickford transforming these town centres into thriving, healthier areas with less cars and cleaner air.

Help us make Essex a safer, greener, healthier place to live. **Google Active Travel Essex** and fill in the online survey today.

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## Events:

A series of pop-up events took place at high footfall areas giving an opportunity to engage with people who may not traditionally participate in consultations.

### The locations were:

**Colchester** — Culver Square Shopping Centre

**Braintree** — George Yard Shopping Centre



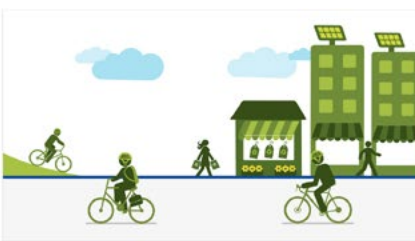
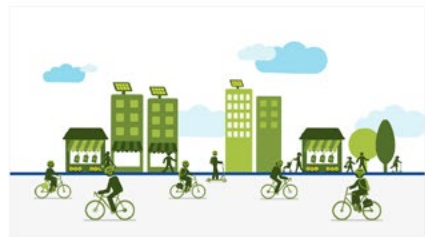
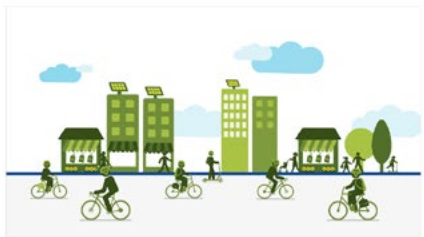
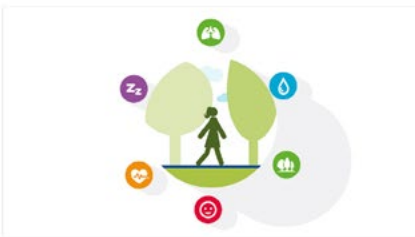





**Brentwood** — High Street

**Chelmsford** — High Street and Oaklands Park



## Video:

A video was produced to explain the Essex safer, greener, healthier ambition as well as give background information about the ATF consultation and how to take part. It has been viewed 492 on the Essex Highways YouTube channel of which 324 were accessed from the Essex Highways safer, greener, healthier web page ([www.essexhighways.org/active-travel-fund](http://www.essexhighways.org/active-travel-fund)).

		
<p>1</p> <p>Opening intro - Safer, Greener, Healthier logo</p>	<p>2</p> <p>We want Essex to be the walking and cycling county – a safer, greener, healthier place where we don't just automatically jump in the car.</p>	<p>3</p> <p>Instead, we climb on our bike or pull on our walking shoes...</p>
		
<p>4</p> <p>... - especially for short trips.</p>	<p>5</p> <p>That's because our ambitious and exciting aim is to make walking and cycling so easy, straightforward and fun that it becomes our automatic choice for getting around.</p>	<p>6</p> <p>We know that already more and more of us are walking or cycling – often because of all the positive health benefits that exercise gives us.</p> <p>Positive health icons appear.</p>
		
<p>7</p> <p>Or, perhaps, we want to do our bit for the environment, improve air quality and reduce our carbon footprint?</p> <p>Environmental icons appear.</p>	<p>8</p> <p>And did you know, walking and cycling is a much cheaper option than driving,</p>	<p>9</p> <p>...particularly if you are stuck in a traffic jam, when it can also be quicker too.</p> <p>Split screen. Stationary cars on right whilst the bicycles keep moving.</p>
		
<p>10</p> <p>The numbers speak for themselves. Since April 2020 we have seen a 20% rise in the number of people walking regularly.</p>	<p>11</p> <p>Meanwhile, a whopping 58% of us are cycling at weekends...</p>	<p>12</p> <p>...and 9% on weekdays.</p>





13 That's why we've been working on plans to make walking and cycling something that we can all enjoy and feel safe doing.



14 We plan to transform our transport network into safer, greener and healthier routes, specifically designed for people who cycle and walk.



15 We have been working with district and borough councils plus local community and accessibility groups and are now ready to share our proposals with you.



16 Known as Active Travel Essex, we plan to re-allocate road space to make more room for you to safely and efficiently walk and cycle in five Essex towns - Braintree, Brentwood, Chelmsford, Colchester and Wickford.



17 With your input, we can help transform these town centers into thriving, healthier areas, with fewer cars but more people cycling and walking, allowing us all to breathe cleaner air and enjoy a better way of life.



18 To find out more and give us your feedback, visit [www.essexhighways.org/active-travel-essex](http://www.essexhighways.org/active-travel-essex). The consultation will run until 25th June.



19 Please help us revolutionise our streets and make Essex safer, greener and healthier.

## Partner communications

Throughout the consultation period, communication partners from across the county were updated and given access to a number of assets for them to use to promote the consultation. This resulted in the following activity:

### Chelmsford

Article in City Life — [citylife.chelmsford.gov.uk/2021/06/04/have-your-say-on-new-walking-and-cycling-routes-in-chelmsford](https://citylife.chelmsford.gov.uk/2021/06/04/have-your-say-on-new-walking-and-cycling-routes-in-chelmsford)

Posted on Chelmsford City Council website/Facebook and Twitter pages

Sent to x6 parish councils within or close to Chelmsford Urban Area

### Posted on the following Facebook groups:

- Cycle Chelmsford
- Essex Cycling
- Chelmsford Breeze Riders
- Broomfield and The Walthams Community Hub
- Chelmsford Community and Chat
- Chelmsford Community Group
- Galleywood Community Hub
- All About Chelmsford and Maldon
- Eco Essex
- Springfield, Chelmer village and Beaulieu Community Hub Notice Board
- Springfield, Chelmer Village, Beaulieu & Chancellor Park's NOTICE BOARD
- Galleywood, The Moulshams, Great Baddow Community Hub
- What's Going On Chelmsford?
- Love Chelmsford
- Chelmsford Discussion Group
- South Woodham Ferrers Information Page
- Writtle Community Hub
- North Chelmsford Community
- Great Baddow, Sandon & Galleywood/Tile Kiln NOTICE BOARD (Official)

### Facebook Community Groups:

- Chelmer & Blackwater Ramblers
- Cycle Explorers
- All Nations Chelmsford
- Chelmsford Rambling Club

**In addition, attendees of the following working groups or forums were briefed:**

- Councillors in the iMAC working group
- Chelmsford Cycle Forum
- Chelmsford and Braintree Public Transport Group
- CCC – staff in public health, leisure and economic development
- All staff bulletin
- The Ideas Hub
- Over 200 individuals who has signed the Cycle Charter mailing list, many of whom represent local cycling clubs and other community groups.

**Braintree**

Parish e-newsletter (sent twice) – **61** recipients

Business e- newsletter

Residents' e-newsletter – **7,688** recipients

Corporate/all-staff email – **500** recipients

BDC Facebook post – **1376** reach / **41** engagements

Planning e-newsletter – **5,000** recipients

Essex Cycling Chat Facebook page – **1,300** reach

**Potential reach: 15,925**

**Wickford**

Residents' e-newsletter: **30,000** recipients

## Resident leaflets

Two leaflets were posted directly to residents containing details about the scheme and how it affected their location/s.

1364 were posted to Lexden Road residents.

### Active travel in Colchester – please give us your feedback



**Our ambition is to make Essex a destination for walking and cycling – a safer, greener, healthier place. Colchester has one of the highest levels of walking and cycling in the county but if we're to ease congestion, improve air quality, health and wellbeing and tackle climate change, we all need to do more.**

The active travel proposals for Colchester will see the creation of two routes, enabling safe walking and cycling between key points in the town. These will, alongside other measures in the town (such as the proposed Rapid Transit System), help to tackle congestion caused by short car journeys.

This leaflet focusses on the proposals for Lexden Road. For further details on the full Colchester proposals, please see [www.essexhighways.org/safer-greener-healthier-colchester](http://www.essexhighways.org/safer-greener-healthier-colchester)

**At this stage the plans are at a formative stage and are open to consultation and discussion. We hope you agree this is a good opportunity to enhance Lexden Road and would welcome your views.**

#### Lexden Road

The proposed east-west route will help active travel along Lexden Road, providing safer walking and cycling access from Lexden Road into the town centre and onto key destinations in the town.

The proposals include:

- The creation of a designated segregated cycleway route within the carriageway along Lexden Road starting from Spring Lane eastbound, and then from Glen Avenue, both east and westbound.
- The installation of raised tables on side road junctions (where a raised section of road is created to bring it to the level of the footway).
- A review of crossing points/islands with the view of replacing with more formalised zebra (pedestrian crossing with black and white lines) or toucan crossings (signalised crossing which can be used by pedestrians or cyclists).
- Investigating the potential to install 'floating bus stops' where space and infrastructure support this. Floating bus stops have been a common sight in many European cities for some time and in recent years have become more common in the UK. They provide a way to enable buses, bus users and cyclists to travel safely and maintain separation. It means that buses will not need to cross into the cycleway at stops.

#### Working with schools and communities to create "school streets"

The scheme looks at how to improve the physical environment around schools as well as encouraging a change in habits, especially for children. The aim is to encourage more walking, cycling and scooting to schools by making these areas more accessible and attractive to those arriving on foot or by bike.

There is no one size fits all approach, and over the coming months we will be working (through Sustrans – a national cycle charity) with local schools and communities within our identified areas (off Lexden Road and North Station Road) to develop these proposals further.



Possible solutions might be to introduce new initiatives such as Park and Ride (where an area is designated for parking, with parents and pupils walking the final part of the journey to school) or through traffic management, such as physical changes (eg. anti-mount kerbs or chicanes) through to complementary changes to the existing residential parking and waiting restrictions to control access of non-residential related traffic at certain times of the day to help achieve quieter roads around schools.

The development of Essex "school streets" has been influenced by national policy and recent EC experience of a scheme in Winstree Road, Colchester.

The plans are at a formative stage and are open to consultation and discussion. We hope you agree this is a good opportunity to enhance Lexden Road and would welcome your views.

The initial online consultation survey, feedback on our active travel measures is available until 11th July on the Essex Highways site. We have included plenty of free text boxes so residents can input comments and suggestions they feel are not covered by the survey. This initial consultation seeks high-level views on the School Streets element. More detailed engagement on School Streets will be undertaken in partnership with Sustrans in the coming months.

Consultation web address: [www.essexhighways.org/safer-greener-healthier-colchester](http://www.essexhighways.org/safer-greener-healthier-colchester)

Printed copies of the consultation materials are available on request. Please ring 0345 743 0430 to request a copy.

We look forward to hearing your views and shaping a Safer Greener Healthier Colchester with residents and businesses.

Leaflet | Lexden Road

3127 were posted to Moulsham residents.

## Active travel in Moulsham – how we are listening to your views



**Our ambition is to make Essex a destination for walking and cycling – a safer, greener, healthier place. Chelmsford has one of the highest levels of walking and cycling in the county but if we're to ease congestion, improve air quality, health and wellbeing and tackle climate change, we all need to do more.**

The Chelmsford Active Travel proposals aim to make Moulsham a 'Liveable Neighbourhood' – an area where it is easier and safer for everybody to walk and cycle, while enjoying a more pleasant street and improved, more attractive, environment as a result of fewer cars. It aims to reverse the trend of neighbourhoods dominated by speeding cars using residential streets as rat-runs and shortcuts by people outside the area.



The Moulsham proposals have been developed in partnership with representatives from Chelmsford City Council, County and City councillors, businesses, cycling, access and other local interest groups via a dedicated Steering Group. This group has shaped the initial proposals but crucially we want to hear from you, the local residents.

In addition to the online consultation (*see weblink overleaf*) we have organised three events next week to give you an opportunity to ask questions and share your views:

- A virtual "town hall" meeting will be held on **Monday 21st June at 1900 - 2030 hours**. You can sign up for this here: <https://uso2web.zoom.us/j/81995368705?pwd=UWRzMTBMUVdtOjR3UytNdm5DVklpQT09>  
If you wish to join via the Zoom website, you can do so by entering the details below:  
Webinar ID: 819 9536 8705  
Passcode: d7osxp
- An in-person event will be held in the city centre outside Barclays Bank on the High Street on **Tuesday 22nd June between 1030 - 1430 hours**.
- An additional event will be held at Oaklands Park on **Thursday 24th June between 1030 - 1430 hours**.

Correct at time of printing. Please check consultation website for confirmation.



As well as the feedback from the consultation and the events, ECC will also be gathering input from focus groups and where applicable, resident workshops and traffic counts. But it doesn't end there – once we have analysed all this feedback we will hold further engagement events in late summer / early autumn and use all the findings to agree next steps and to inform the next stage of design which will give you an opportunity to ask questions and seek clarification on any points.

### Moulsham proposals

To achieve high-level agreement on the Liveable Neighbourhood concept, the Chelmsford Steering Group propose 'four quarters' be created. Residents and businesses will continue to be able to access their homes and premises via the appropriate quarter gateway, but modal filters (a piece of infrastructure which stops general vehicle traffic) could be explored to stop any non-local traffic travelling through the neighbourhood. These measures will encourage a shift to sustainable transport within the area which will also benefit the surrounding road network. The detail of exactly what these options could look like would take place at the next stage of design in the summer and will be shared with residents. Firstly, however, we want to understand what residents think of the general approach.



The Moulsham proposals are part of a bold ambition in Chelmsford, as set out in the Chelmsford Future Transport Network Strategy, which focuses on active and sustainable journeys in the city centre. The Active Travel proposals will complement other projects in Chelmsford such as the Chelmsford City Growth Package and the Army & Navy Sustainable Transport Package.

The online consultation is available until 19th July on the Essex Highways site. We have included plenty of free text boxes so residents can input comments and suggestions they feel are not covered by the survey. Consultation web address: [www.essexhighways.org/safer-greener-healthier-chelmsford](http://www.essexhighways.org/safer-greener-healthier-chelmsford)

Printed copies of the consultation materials are available on request. Please ring 0345 763 0430 to request a copy.

We look forward to hearing your views and shaping a Safer Greener Healthier Moulsham with residents.

Leaflet | Moulsham

A third leaflet was hand-delivered to businesses on Crouch Street West, Colchester.

## Active travel on Crouch Street West – please give us your feedback



**Our ambition is to make Essex a destination for walking and cycling – a safer, greener, healthier place. Colchester has one of the highest levels of walking and cycling in the county but if we're to ease congestion, improve air quality, health and wellbeing and tackle climate change, we all need to do more.**

The active travel proposals for Colchester will see the creation of two routes, enabling safe walking and cycling between key points in the town. These will, alongside other measures in the town (such as the proposed Rapid Transit System), help to tackle congestion caused by short car journeys.

**This leaflet focusses on the proposals for Crouch Street West.** For further details on the full Colchester proposals, please see [www.essexhighways.org/safer-greener-healthier-colchester](http://www.essexhighways.org/safer-greener-healthier-colchester)

### Crouch Street West

The proposals feature measures to improve cycling and walking, but also make Crouch Street West more inclusive and connected with the rest of Colchester town centre. Starting with changes to Crouch Street East, we are widening the existing footway and improving the cycle connectivity. These improvements have the benefit of realigning the existing pedestrian crossing with the streetscape across Balkerne Hill, along with a separate two-way cycle provision, providing a new prominent clear line-of-sight connecting Crouch St East to Crouch Street West for shoppers and cyclists.

Within Crouch Street West there are a number of ideas which we are proposing. As this is the route in which the new cycle route will travel, we want to take this opportunity to enhance the area, creating a gateway feel which becomes more of a destination within the town. This would see enhanced public realm with planting and seating, widened pavements and new cycle parking.

As you will see in the artist impression below, the new cycle route will travel along the northern side of the street (while westbound cyclists will travel with traffic). While cars will still be permitted to enter the road, speed will be restricted to 20mph. This will see the pedestrian space on the northern side of the street increased by about four metres, with additional planting, seating and cycle parking provided.



Cars will continue to be permitted to enter but will be reduced to 20mph and the existing herringbone parking bays (set out at a 45-degree angle) replaced with parallel parking on the southern side of the street. This will see 15 parking spaces (with some timed loading) provided, including an accessible bay for disabled parking and a new additional loading bay created on Balkerne Road (adjacent to the Biscuits).

A new discounted parking scheme operated through MPermit by Colchester Borough Council offers an opportunity to augment parking further, linking wider car park discounts with retail purchases. Details of this scheme can be obtained through Colchester Borough Council and the Colchester Business Improvement District (BID).

The Colchester active travel proposals have been developed in partnership with representatives from Colchester Borough Council, Essex County Council, Colchester BID, Walk Colchester as well as local cycling and a disability group via a dedicated Steering Group. They have shaped the initial proposals but crucially we want to hear from you, the local businesses.

**Please note that works would not commence until early 2022 should the proposals go ahead and therefore Christmas trade would not be affected.**



At this stage the plans are at a formative stage and are open to consultation and discussion. We hope you agree this is a good opportunity to enhance Crouch Street West and would welcome your views.

To this end, we would like to offer you the opportunity to talk directly with an ECC representative who has been closely involved in the proposals on **Wednesday 30th June**. If you could email [acttravel@essexhighways.org](mailto:acttravel@essexhighways.org) and specify a preferred time, we will get back to you to confirm.

The online consultation is available until 18th July on the Essex Highways site. We have included plenty of free hot boxes so businesses can input comments and suggestions they feel are not covered by the survey.

Consultation web address: [www.essexhighways.org/safer-greener-healthier-colchester](http://www.essexhighways.org/safer-greener-healthier-colchester)

Printed copies of the consultation materials are available on request. Please ring 0345 743 0430 to request a copy.

We look forward to hearing your views and shaping a Safer Greener Healthier Colchester with residents and businesses.

Leaflet | Crouch Street West

A fourth leaflet was sent to Colchester Borough Council development officer and emailed to residents (via the local school) in the Station Road North area of the town.

## Active travel in Colchester – please give us your feedback



**Our ambition is to make Essex a destination for walking and cycling – a safer, greener, healthier place. Colchester has one of the highest levels of walking and cycling in the county but if we're to ease congestion, improve air quality, health and wellbeing and tackle climate change, we all need to do more.**

The active travel proposals for Colchester will see the creation of two routes, enabling safe walking and cycling between key points in the town. These will, alongside other measures in the town (such as the proposed Rapid Transit System), help to tackle congestion caused by short car journeys.

This leaflet focusses on the proposals for North Station Road. For further details on the full Colchester proposals, please see [www.essexhighways.org/safer-greener-healthier-colchester](http://www.essexhighways.org/safer-greener-healthier-colchester)

At this stage the plans are at a formative stage and are open to consultation and discussion. We hope you agree this is a good opportunity to enhance North Station Road as a destination within the town and would welcome your views.

### North Station Road

We are proposing the creation of a new designated cycle route, which travels between the station, the town centre and out to the east and west of the town.

Along the section of North Station Road between Middleborough and Cowdray Avenue, we are looking to also invest in the look and feel of this part of the town. Improving the public realm by increasing and widening footways as well as establishing planting and seating areas will create a more attractive neighbourhood environment and benefit those who walk in this area. Reduced speeds and cycle parking will support cyclists.

It is the intention to retain all parking and to improve it through the creation of formal bays and designated accessible/disabled parking spaces.

It is proposed that the temporary 20mph speed limit, introduced last year as part of the emergency active travel measures, will be retained on North Station Road and the adjacent side roads.



#### Middleborough bus gate

Around 70% of all the traffic driving along North Station Road is simply using it as a cut-through to the A133 Cowdray Avenue rather than utilising Westway.

To reduce traffic on this road and aid cyclists using this as a through route, it is proposed to create a one-way 'bus gate' from the bridge over the river. This bus gate would restrict all traffic except buses and bicycles. This will reduce general through traffic travelling north from the Middleborough end.

Access to enter/leave North Station Road at the northern Albert Roundabout end will be fully retained and all vehicles will still be able to exit southbound on Middleborough as they currently do.

#### Working with schools and communities to create "school streets"

The scheme looks at how to improve the physical environment around schools as well as encouraging a change in habits, especially for children. The aim is to encourage more walking, cycling and scooting to schools by making these areas more accessible and attractive to those walking on foot or by bike.

There is no one size fits all approach, and over the coming months we will be working (through Sustrans – a national cycle charity) with North Primary School to develop these proposals further.

Possible solutions might be to introduce new initiatives such as Park and Stride (where an area is designated for parking, with parents and pupils walking the final part of the journey to school) or through traffic management, such as physical changes (eg. anti-mount kerbs or chicanes) through complimentary changes to the existing residential parking and waiting restrictions to control access of non-residential related traffic at certain times of the day to help achieve quieter roads around schools.

The development of Essex "school streets" has been influenced by national policy and recent ECC experience of a scheme in Withcote Road, Colchester.

The plans are at a formative stage and are open to consultation and discussion. We hope you agree this is a good opportunity to enhance North Station Road and would welcome your views.

The initial online consultation seeking feedback on our active travel measures is available until 15th July on the Essex Highways site. We have included plenty of free text boxes so residents can input comments and suggestions they feel are not covered by the survey. This initial consultation seeks high-level views on the School Streets element. More detailed engagement on School Streets will be undertaken in partnership with Sustrans in the coming months.

Consultation web address: [www.essexhighways.org/safer-greener-healthier-colchester](http://www.essexhighways.org/safer-greener-healthier-colchester)

Printed copies of the consultation materials are available on request.

Please ring 0345 743 0430 to request a copy.

We look forward to hearing your views and shaping a Safer Greener Healthier Colchester with residents and businesses.

### Leaflet | North Station Road

# Conclusion

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Facebook Leader Ads performed well generating **695** responses and a click-through rate of **3.65%** (average Facebook engagement rate = **0.27%**)

Boosted Facebook posts performed well on partner Facebook pages — **1.8%** and **2.3%** — but less well on Essex Highways Major Transport Projects Facebook page.

Local radio advertising, whilst not a significant driver of response, acts as a key awareness channel which will have longer term impact.

In-person events attracted a low footfall, mainly due to Covid restrictions still being in place. The branded gazebo and banners would have contributed to the awareness-raising of the safer, greener, healthier agenda.

Whilst nearly 5,000 leaflets were delivered to targeted addresses in Colchester and Chelmsford, guidance is needed on whether direct mail should be included in future campaign planning.

Key partners supported the consultation through their own marketing activities. Chelmsford and Braintree were particularly proactive using assets supplied by the Safer Greener Healthier team.

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**SAFER**  
**GREENER**  
**HEALTHIER**  
Transforming travel in Essex