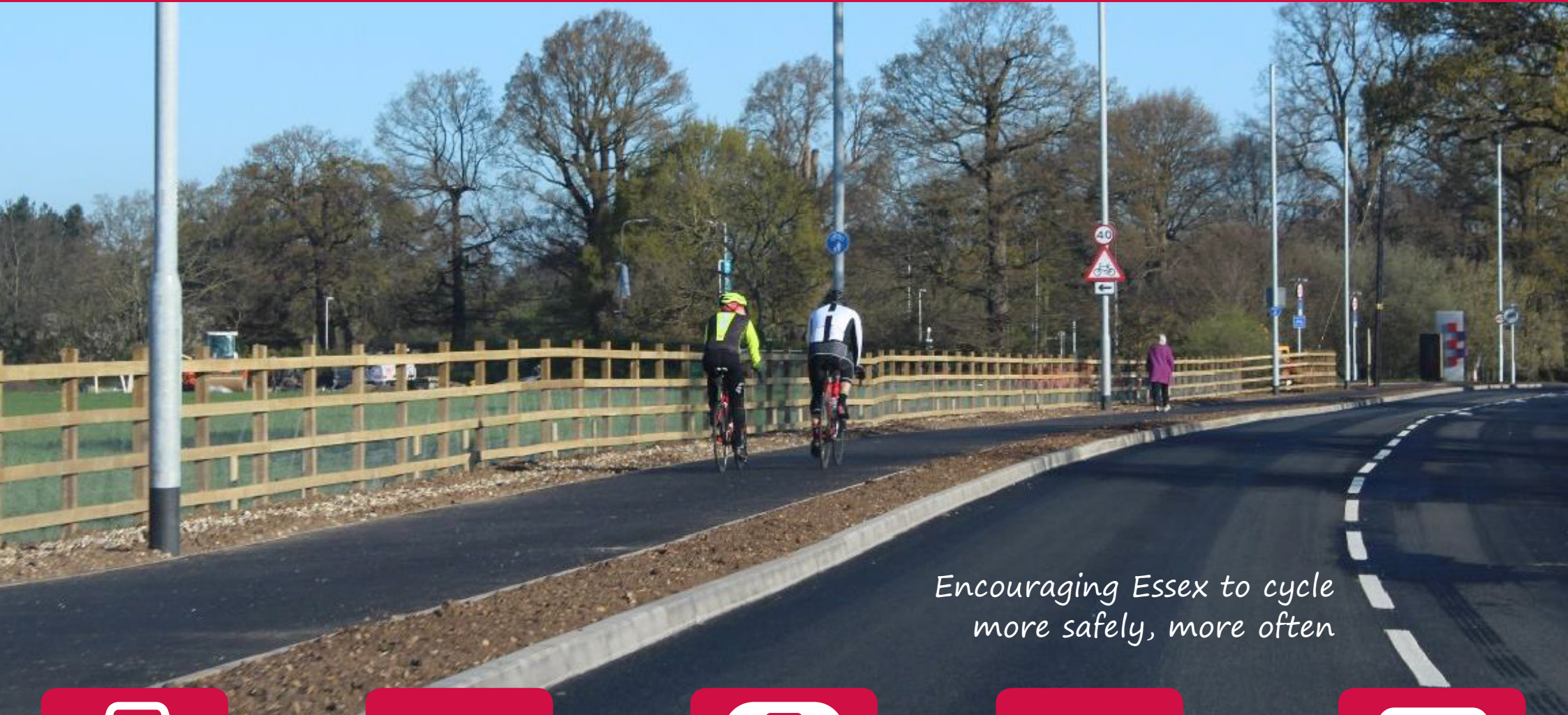


National Transport Awards 2017 Excellence in Cycling & Walking



*Encouraging Essex to cycle
more safely, more often*





Within Essex, we recognise the huge benefits in cycling. It is more than just a pastime for a dedicated few, or a cheap mode of transport; it is a solution to the problem of congestion in our towns and poor health in our society. Given we are blessed with relatively flat terrain, with easy access to the countryside and an extensive rail network, we want to encourage more people to experience cycling within Essex, more safely, more often.



During the past 6 months, we have made significant improvements in cycling initiatives and awareness and have moved from a learner to climber, with aspirations to be a champion. Our renewed approach to increasing cycling levels in Essex is detailed within our **Cycling Strategy**, which we adopted in June 2016. This confirms our long-term plan that will lead to a significant and sustained increase in cycling within our County. We built our strategy on the following three elements:



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



We have identified nine areas of strategic action that will help to support the delivery of our strategy:

1	An Essex Cycling Advocate	4	A 'Cycle Essex' Brand	7	Coherent Cycle Networks
2	Transformational Funding	5	High Profile Events	8	Continental Standard Cycling Facilities and Quietways
3	'Best Practice' Design	6	Increased Support for Local Initiatives	9	Training and Access





ENABLING CYCLING

We want to ensure that the promotion and development of cycling is embedded into everything we do in Essex and to drive this forward have made a number of key appointments over the past 6 months, including our **Essex Cycling Advocate** and **Essex Cycling Strategy Leader**.

ESSEX CYCLING ADVOCATE:

- Member level, educating and inspiring other elected Members
- A high profile advocate of cycling within Essex
- Championing the outworking of the Essex Cycling Strategy
- Chairs a quarterly Essex Cycling Steering Group (ECSSG)

ESSEX CYCLING STRATEGY LEADER:

- Solely dedicated to supporting and developing cycling in Essex
- Builds strong relationships with Members, Officers and Stakeholders
- Acts as a 'hub' for information on cycling in Essex, directing Essex Highways and Council designers, planners and stakeholders to best practice and current sources of information and support

In light of the critical importance of cycling within our County, the Strategy Leader and Advocate are Senior Managers empowered to drive cultural change.

As part of the Essex Cycling Strategy, we are also developing a network of Everyday Cycling Ambassadors across the County to help promote cycling. Our Ambassadors are inspirational everyday cyclists from a range of backgrounds that have an interest in helping double the number of people cycling in Essex. We want Essex residents to be inspired by everyday people and to see that cycling is a normal, enjoyable and everyday activity.



High quality cycle routes across Essex



Helping Essex cycle





'Best Practice' Design is key. We are committed to ensuring that the cycling infrastructure we design looks attractive, serves its purpose and encourages more people to cycle. In order to facilitate this, we are creating a specific **Essex Cycling Design Guide** that incorporates national best practice and provides a 'tool kit' for cycle route assessment and design.



In the short term, a **'Standardisation of Design Guidance'** has been used as a way of 'kick-starting' a fuller Essex Cycling Design Guide. Initially, in the absence of an 'up-to-date' Design Guide, the principal aim of the process was to set clear and (appropriately) comprehensive cycle design standards in advance of and/or during the early stages of the design work, to help ensure a consistent approach from various Design teams. Using ECC endorsed standards/guidance in advance will minimise delays and/or abortive work.



Designers and promoters have been set free to develop measures that will lead to a consistent growth in cycling numbers, frequency and safety. This **cultural shift** within the design teams, engineers and clients is fostering the adoption of 'next generation' cycling infrastructure such as hybrid cycle tracks, pre-green lights and light segregation.



So many places to explore!



Strong political support for cycling across Essex



PROMOTING CYCLING

Local initiatives are particularly effective at engaging with people on a personal level. ECC's support for local initiatives continues to ensure that people are encouraged to cycle by other local cyclists, and are provided with the practical advice and support that they need to be confident to use their bicycles on a regular basis.



PROVIDING CYCLING

We have committed to delivering high quality and well planned infrastructure, which is vital in encouraging cycling and improving safety. This is the key to increasing cycling levels within our County. As yet, we don't have the high profile 'next generation' cycling infrastructure, nor do we have high profile engagement programmes, but we have aspirations to bring these, and a major cycling modal shift, to Essex.



As part of the county-wide Essex Cycling Strategy, Cycling Action Plans have been developed for individual Boroughs and Districts of Essex. These documents provide an opportunity to develop and promote cycling through improved infrastructure, together with the wider promotion of cycling to establish it in the public's mind as a 'normal' mode of travel, especially for short A-to-B trips, and as a major participation activity and sport for all ages.



Our cycle counters, located at 53 sites across the county, have recorded a **22% INCREASE** in cycling between 2007 and 2014.



Essex currently has **177 miles of National Cycle Route**, over 200 miles of off-road cycle routes and 43 miles of on-road cycle routes.



14,000 bike to work journeys are made every day within Essex, equating to 3.5M bike to work journeys every year.



14% of adults in Essex cycled at least once a month in 2014/15. This is equivalent to about 163,000 people.



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

SOURCE: 2011 Census based on 253 working days