



Maldon District Future Transport Strategy

Public engagement document seeking your views – June 2023



Photo Credit - Aerial Essex

Contents

Foreword



Councillor Lesley Wagland OBE
Essex County Council

Cabinet Member
for Economic Renewal,
Infrastructure and Planning

I am pleased to introduce the proposed Maldon District Future Transport Strategy.

Within this document we assess the current opportunities, issues and considerations when looking at how we travel in Maldon. We then set out our proposed strategy for the future and we would welcome your views on this.

Ultimately, we want the district to be well-connected with a sustainable and accessible transport network. Transport is fundamental and impacts all aspects of our lives from where we choose to live, work and study to our health and the air we breathe.

Our aim is for everyone to have the genuine choice of how to move around the district and further afield and to give people the option to leave the car at home and the proposed strategy looks to address this.

It makes a clear commitment to improving air quality and seeks to create a sustainable and inclusive transport network that can be accessed by everyone, while conserving the district's unique heritage and landscape and ensuring our businesses can thrive.

However, we also need to think about how travel has changed in recent years.

To capitalise on, and adapt to this shifting landscape, we need a blueprint for how we plan for transport in the future: a blueprint that puts health and well-being at the heart of our thinking and is aligned to wider objectives such as reducing our carbon footprint, supporting public transport, active travel and levelling up.

Once agreed the strategy will assist in guiding and shaping decision-making for future transport infrastructure, enabling them to be delivered in the right place, at the right time, and in the most sustainable manner.



John Givens
PHOTOGRAPHY

**A transport vision for the Maldon District:
For Maldon District to be well-connected for people of all ages to live, work and visit with an accessible and sustainable transport network that facilitates economic growth, tackles air quality and provides access to neighbouring communities and key facilities, while also conserving the district's unique heritage and landscape.**



Photo Credit - Aerial Essex



Photo Credit - Paula Freeman

Creating a long-term transport plan for Maldon District

Maldon District had a population of 66,200 in 2021, expected to grow to 73,135 by 2035. There are over 3,175 businesses located in the district, providing 26,000 jobs.

We have a high reliance on car use in the district due to its rural and coastal nature and fragmented bus and cycle networks. A high proportion of these car trips are made within the town centre, with many under 5km (just over 3miles) in length. This means there is potential to encourage a shift towards using more sustainable types of transport such as walking, cycling or public transport for shorter journeys.

At the start of the Covid-19 pandemic traffic levels reduced, whilst more residents took up walking and cycling. However post-pandemic traffic levels are rising, leading to increases in delay and congestion on the road network.

The district receives 4 million visitors a year, with 500,000 visiting Promenade Park and Hythe Quay alone. As the district continues to grow and its economy builds, we want to support people to move away from unnecessary car use. This will help create a more sustainable, accessible network, as well as improving air quality.

The district has a unique landscape and a special heritage that must be conserved while pursuing economic growth and increasing our health and wellbeing.

The following pages set out the objectives underpinning the vision and looks at some of the key considerations we need to think about moving forward.

We also set out a proposed strategy in order to help meet the visions and objectives.

Your views are important in helping to refine the strategy. Once agreed, the next stage will be to identify and prioritise potential schemes to take forward which align to the strategy. These will range from short term interventions to longer-term major works.



Photo Credit - Paula Freeman

Car ownership is higher in Maldon District (89%) than the regional or national average. The impact of this heavy reliance upon cars is significant. Reducing the volume of car commuting and increasing other forms of travel will help relieve congestion and provide environmental benefits.

How we travel

- Car commutes have a significant impact on the road network. However, school travel and leisure trips also contribute to increased traffic during peak periods. Congestion is putting local roads under pressure and is increasing journey times and delays.
- Census 'journey to work' data shows that 71% of the district's residents travel to work by car or van. Some of these are short car journeys with 1 in 4 of these under 5km (3 miles).
- Sustainable travel options including trains, buses, cycling and walking currently only make up 20% of all journey to work trips made by residents.
- 9% of journeys to work by people living in the district are made on foot – which is lower than the Essex average - only 2% of journey to work trips are made by bike.
- In 2019 HGVs made up 3% of traffic within Maldon District, HGVs are travelling to and from Causeway Employment Area, Beckingham Business Park and Commodity Centre and are impacting the routes accessing the strategic road network.

There is potential for journeys to work, especially those under 5km, to be made by a sustainable mode such as walking, cycling or public transport. Our travel choices impact the number of cars on the road. We can alleviate congestion and improve air quality by using alternatives to the car.

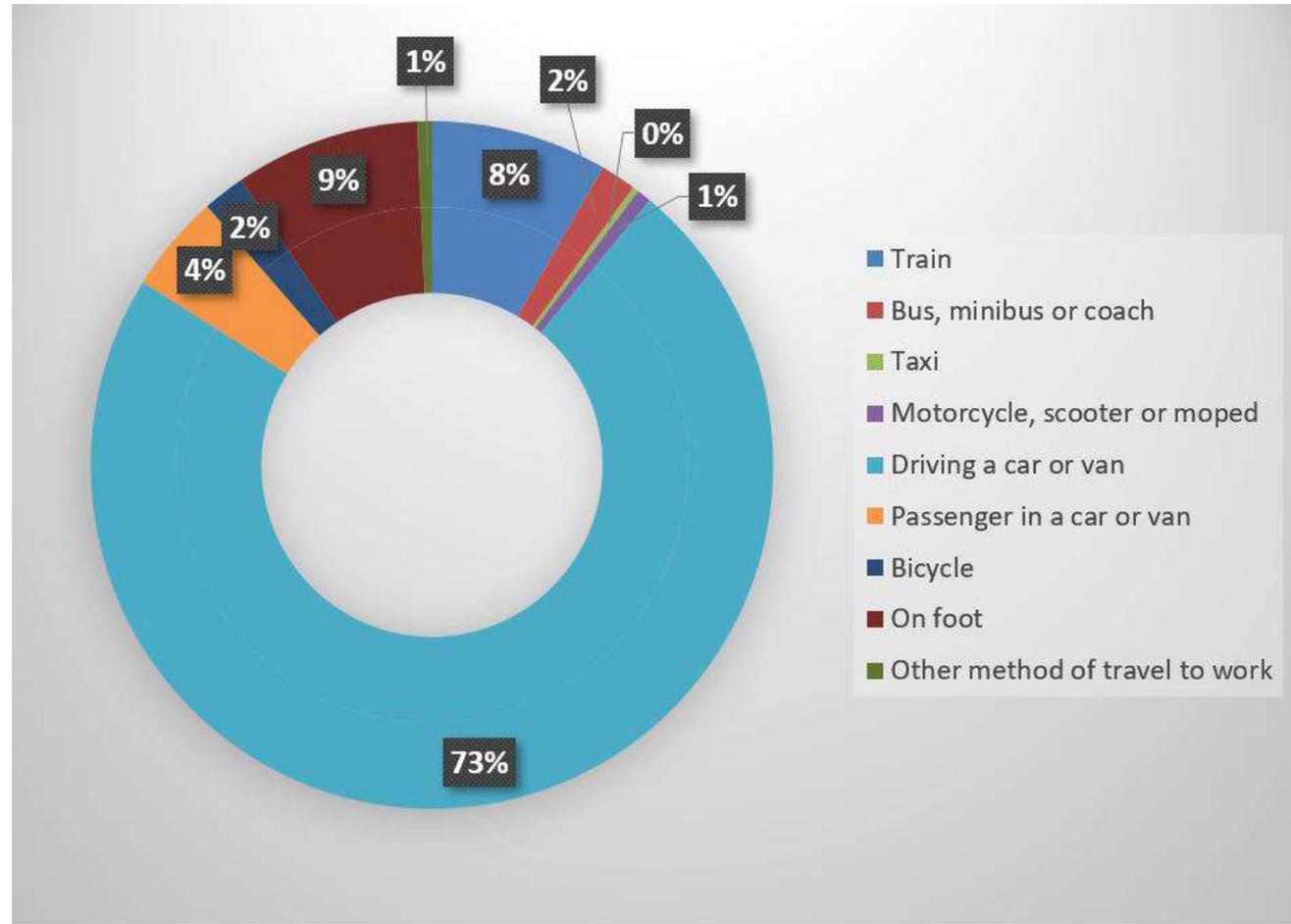
However, improvements need to be made to ensure these alternatives offer a reliable, efficient, safe and good quality travel experience.



How people who live in the Maldon District travel for work on a typical day (before Covid-19)

Journey to Work statistics for Maldon District (2011) – Main mode of transport to work

TRAIN	2,339
BUS, MINIBUS, OR COACH	474
TAXI	79
MOTORCYCLE, SCOOTER OR MOPED	194
DRIVING A CAR OR VAN	20,406
CAR OR VAN PASSENGER	1,299
BICYCLE	558
ON FOOT	2,453
OTHER	194



27,996 working commuters in Maldon District

Reliance on car use means Maldon's roads can be congested.

This impacts us economically, as well as our health and wellbeing



Maldon District's road network

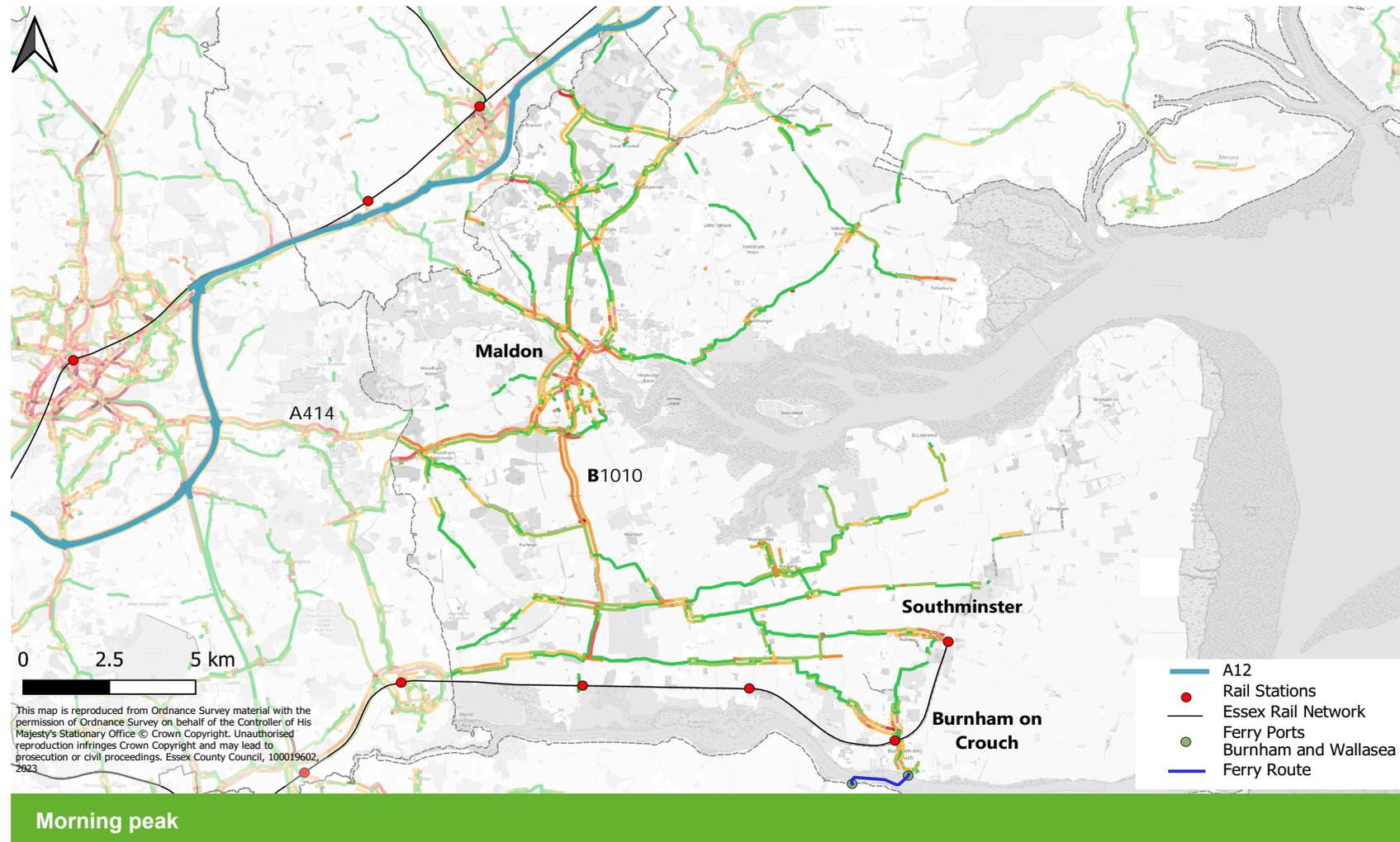
The district has one A-road in the area; the A414 which runs from Hertfordshire in the west and terminates in Heybridge. There are eight B-roads providing car connectivity throughout the district.

Overall delay appears to be reasonably consistent in both morning and afternoon periods, appearing slightly worse in the afternoon peak period. More generally the district has low levels of delay on strategic routes, although there is some delay on the A414 in the afternoon peak.

The B1010 to the south of Maldon town experiences traffic delays in both directions and peak periods. The delay extends from Maldon town to the B1010/B1018 roundabout in the afternoon peak.

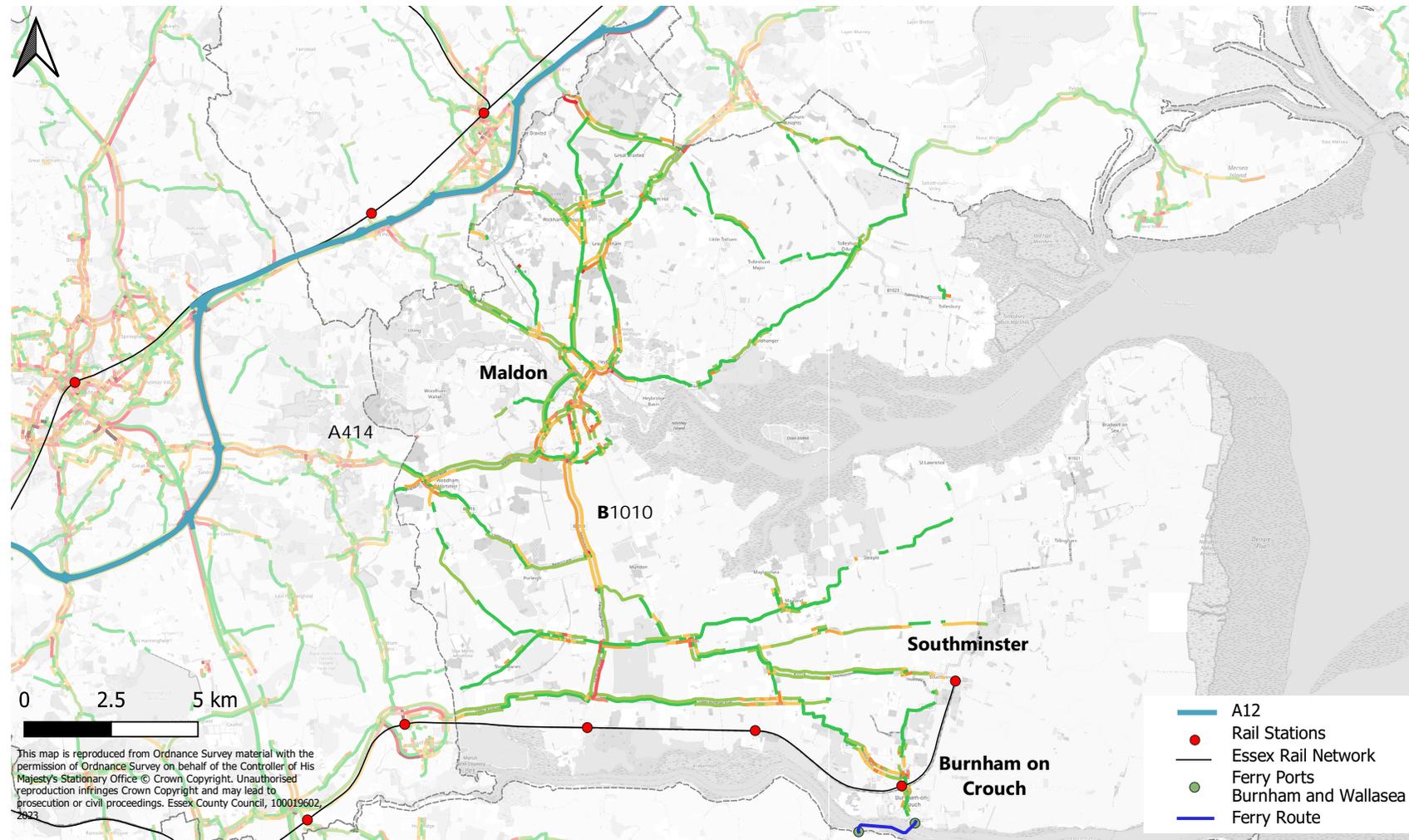
Delay is often experienced within the towns and on approach to junctions, with Maldon and Burnham on Crouch experiencing delays within their town centres. The A414 has two 'Air Quality Management Areas' (see air quality page) at Danbury (which falls in the Chelmsford city area) and Market Hill, where delay is experienced on the B1019.

Outside the district, delay is experienced when accessing the strategic road network at the A12 and national rail services at Chelmsford, Witham and Hatfield Peverel.



The routes in the district with the largest delays are:

- A414 towards Maldon town
- B1010 Fambridge Road
- B1022, Heybridge
- B1026 Goldhanger Road, Heybridge
- B1021/B1010, Burnham on Crouch
- B1019 Heybridge to A12
- Station Road, Southminster



Afternoon peak

Public transport in the district

The district's bus network helps to support the local economy and provides access to key sites such as the town centres, health centres, residential areas, retail, education and work locations. Many rely on buses as a means of travel, as quite often these services are outside the district, especially for medical appointments and further education.

However, the bus network is fragmented with no single operator serving the district with limited evening services and on Sundays. Poor network connectivity also means that some areas remain disconnected from key sites, such as rail stations on the Crouch Valley Line. This makes buses a less viable travel option for commuters, with only 2% of main trips to work made by bus.

During Covid-19 social distancing requirements made the car a more safe and convenient mode of travel. The perception of higher costs and longer journey times also makes bus travel a less attractive option.

However, buses are a sustainable form of travel that would help to reduce the high levels of car usage within the district. On average, buses have capacity to carry up to 60 passengers (78 for double deckers) which could remove a number of cars from the road network.

Buses can also make shopping areas more accessible to vulnerable and elderly users with limited mobility, particularly in Maldon on Market Hill.

Looking ahead the [Essex Bus Service Improvement Plan](#) includes two transformation projects that could help to improve the quality of bus services in the district. These include 'Thrive' which aims to rejuvenate market town services and 'Reach' which will see the expansion of on demand transport services such as [DigiGo](#) in locations with limited access to key services.

Additionally, Maldon District has a lot of potential when it comes to water-based transport. Burnham Ferry is the sole authorised ferry between Essex Marina, Wallasea Island and Burnham Yacht Harbour. The 10 minutes ferry allows for foot passengers and cyclists to cross the River Crouch, instead of the 60 minute road alternative. Expansion of ferry services for both passenger and freight trips could provide new eco-friendly linkages.

There is also an opportunity to take advantage of the Chelmer and Blackwater Navigation as a waterway link between Maldon and Chelmsford, with the added potential to improve and promote walking and cycling along the towpath, providing an off-road link to Chelmsford.



It is important the future improvements cater for different users and provide improved journey times and direct easy access to key destinations.

Improving bus connectivity, accessibility and reliability would make buses a more attractive and efficient mode of travel that would contribute to the district's sustainable growth.

If people who would normally drive by car used an alternative form of transport **two times** a week, it would potentially remove up to **53,000** car trips from the district's road network every week.

If there were easy, accessible alternatives to the car could you...

Walk, ride a bike or use public transport **twice** a week?



Maldon District's railway services

Maldon District has four stations, Southminster, Burnham-on-Crouch, Althorne, and North Fambridge which connect the district to Wickford and Shenfield for travel to London Liverpool Street and Southend. The line is known as the Crouch Valley line.

Rail services operate to a 40-minute frequency due to the Crouch Valley line, operating with a single track. Rail users often choose to travel from Wickford station instead where services to London are more direct, frequent, and reliable. This has caused an increase in short car journeys to Wickford station, with the number of entries and exits at stations within the district reducing.

Improving the frequency and efficiency of rail services on the Crouch Valley line would encourage more people to use sustainable transport and help relieve pressure at Wickford station and on the wider strategic road network.

It would be beneficial to look at ways to improve the rail line. This could encourage more tourists to travel to the district by train, relieving the road network in busy summer periods.

There are no rail stations in Maldon town or to the north of the district, this is likely encouraging higher car use in the district, as many residents may travel to Witham, Hatfield Peverel or Chelmsford by train. Therefore, it is important to provide reliable public transport to rail stations to encourage more people to travel by train.



How people get to and from rail stations has the potential to impact the road network in a very significant way.

Maldon District's cycle network

Cycling is a healthy and sustainable travel option that provides a great alternative to car use, especially for shorter journeys.

National Cycle Route 1 runs through the district, from Chelmsford through Maldon town and Heybridge towards Great Totham where it meets National Cycle Route 16 towards Witham or can continue on National Cycle Route 1 towards Colchester.

The rural nature of the district encourages people to ride for leisure, with the number of cycling trips made in the district in line with the Essex average with 11% of residents cycling once a week. However, cycling levels for travel (i.e for a specific purpose) have historically been low, falling below the Essex average.

Currently the only existing cycling infrastructure is in Maldon town. Gaps in the cycle network reduces access between business centres, new developments and residential areas. Furthermore, there are a number of barriers to cycling such as a lack of signage, safe and secure cycle parking facilities and inadequate lighting.

It is important that we harness the opportunities for cycling that have arisen during the pandemic and further invest in new infrastructure and improvements to existing routes and facilities. This will make cycling safer and connect key parts of the towns in the district and surrounding areas where gaps currently exist. This should help make cycling a more attractive option for getting around and encourage new cyclists, as well as encourage and build on leisure and tourist cycling within the district.

A [Cycling Action Plan](#) was developed for the district in 2018, it identifies the district as having potential for an increase in cycling due to its flat nature, with Maldon town also identified as a key place to focus on, due to the number of short local journeys made by car. Recommendations from the Cycling Action Plan include:

- Where possible provide new infrastructure on key roads with no existing facilities
- Expand the cycle network
- Provide safe and attractive off-road routes
- Cycle signage review
- Improve maintenance of existing routes
- Develop north-south links within Maldon town



Actively encouraging the use of cycling and walking to make short trips and trips to work in the district's towns is essential.

- Development of flagship routes
- Improve connectivity between Heybridge and Maldon town
- Provide new and improved cycle parking
- Fill gaps in the existing network

Maldon town's cycle network

Investing in existing and new cycling infrastructure with a focus on improving safety and security and connectivity is essential.

Climate action is also driving the need to get out of cars, with groups such as [Tollesbury Climate Partnership](#) and [Heybridge Climate Action Group](#) promoting sustainable transport options.

A focus on health benefits along with a focus on cycling initiatives and engagement with cycling groups, will help to promote active travel across the district.



Walking in Maldon District



Photo Credit - James Crisp

Walking is a cheap alternative to the car, with proven health benefits for both physical and mental health. Currently, only 8% of journeys to work are made by foot and the proportion of the district's residents that travel by foot at least five times per week is below the Essex average of 15%. Encouraging more people in the district to walk short distance journeys, wherever possible, will play an important role in reducing town centre traffic volumes and promoting a healthier and more sustainable environment.

The district has a network of footpaths and bridleways, as well as nature trails that enable access to public parks, nature reserves and rural parts of the district. Tourism is important, so continued access and improvement to leisure and tourist walking coast is important, ensuring that they are accessible and well signposted. The [England Coast path](#), a dedicated walking route along the district's 75 miles of coastline, connecting towns and villages as an off-road walking route is important to tourism in the district.

Making improvements to the quality, connectivity and safety of existing routes as well as ensuring new developments have adequate pedestrian facilities will help increase walking levels in the area. Providing good quality footpaths, especially in the rural parts of the district will also help to prevent people from diverting from recommended routes and negatively impacting wildlife, ensuring that the district's unique landscape is preserved.

Air quality

Local authorities in the UK have a responsibility to review and assess the air quality in their area.

Air Quality Management Areas (AQMAs) are declared if a Local Authority finds areas where national objectives for airborne substances are not likely to be met.

Currently, there is one AQMA declared within the district in Maldon town. This is along Market Hill - declared due to high levels of Nitrogen Dioxide (NO₂).

The [Maldon Air Quality Action Plan](#) (AQAP) was produced as part of statutory duties required by the Local Air Quality Management Framework. It outlines the actions Maldon District Council will take to improve air quality on Market Hill in Maldon town between 2020-2025.

This will include:

- Reduction of emissions through measures including increased enforcement of the existing weight restrictions and potential HGV re-routing
- Updating local policy and infrastructure to reduce emissions and encourage low emission transport.
- Measures for the wider area to aim to benefit public health and encourage sustainable travel.

Maldon District Council have recently submitted a funding bid to government to fund the measures outlined in the Action Plan.

Exposure to air pollutants over time can cause or worsen strokes, heart disease, cancer as well as chronic and acute respiratory diseases such as asthma.

Children, the elderly, and those who have underlying health conditions are particularly vulnerable to the adverse impacts of poor air quality.

The provision, promotion and use of sustainable transport infrastructure, low-emission vehicles and alternative fuels will help to improve air quality by reducing emissions, decreasing reliance on the private car and alleviating traffic congestion.

As commercial and residential development in the area is expected to grow, it is important that sustainable measures are implemented to ensure air quality doesn't worsen over time and that Maldon District is on track to achieve its goal of being carbon neutral, as far as practical by 2030.



Photo Credit - Paula Freeman

Choosing to walk or cycle, especially for shorter journeys can help to alleviate congestion on the road network and improve air quality.

Future growth

Maldon and other surrounding districts in Essex are experiencing growth which is creating demand for additional transport infrastructure.

Maldon District is currently reviewing its Local Plan which will outline a plan for homes to be built in the district.

The council's latest housing requirements are set out in the most recent [Local Plan approved in 2017](#). This has identified 4,650 new homes over the plan period (2014-2029).

The historic nature of the towns and villages within the district means that the road network has limited capacity and future growth will contribute to the existing high levels of congestion and worsen journey time reliability.

Areas where congestion is particularly pertinent, such as A414, are also hotspots for collisions. Additional cars on the road network would only exacerbate these issues. Additionally, there may be traffic and parking issues in neighbouring areas when accessing the A12 and national rail network at Witham, Hatfield Peverel and Chelmsford.

Therefore, sustainable and active travel options should be embedded in infrastructure and development planning in the district from the start.

New developments should, from the start, be sustainably located, benefit from good public transport links, and have good travel planning measures. They should not compromise the rural and historic nature of the district.

These sites should also be accompanied by community facilities, employment, open space etc and make contributions to both the road and public transport networks in the district.



Photo Credit - James Crisp

A new sustainable approach to transport in Maldon is required to facilitate the district's future potential growth.

Objectives

To achieve our vision and develop the transport network we have set seven objectives to measure all potential future transport schemes against.

- **Clean and attractive places**
Conserve Maldon's rich heritage and distinctive local character, protect and enhance the quality of natural and built environments. Improve air and noise pollution and contribute to the government's goal to be net zero carbon by 2050.
- **Sustainable transport network**
Prioritise, promote, and improve sustainable and active types of travel to reduce dependence on car use, reduce traffic emissions and encourage healthier lifestyles.
- **Green infrastructure and innovative solutions**
Promote the use of electric vehicles, low-emission transport options and alternative fuels where appropriate. Deliver green and sustainable infrastructure that conserves Maldon's natural environment, resources and ecological value.
- **Economic prosperity and connectivity**
Provide high quality sustainable transport networks that give good links to new and existing developments, key sites, tourist destinations and neighbouring communities to facilitate the growth of a prosperous and diverse economy.
- **Safe and secure streets**
Deliver a safe and secure travel environment for all users that is well maintained to reduce accidents and encourage safe behaviour.
- **Managing demand**
Facilitate existing and future travel demand and improve journey time reliability by optimising road capacity, providing efficient and regular public transport services and reducing pressure on the road network.
- **Inclusive accessibility**
Improve the accessibility of the transport network for all users and prevent social exclusion.



Photo Credit - Paula Freeman

The objectives all recognise the importance of health and wellbeing to maintain a good quality of life.

Delivering the vision

To meet our vision and objectives we need to plan for the future. The aim of this strategy is to provide a framework to guide future decision-making around transport investment in the district, prioritising schemes and initiatives that encourage sustainable growth.

While technology and travel behaviour will change over the next 10 to 20 years, the strategy will ensure that schemes adhere to the identified vision for the district.

Delivering the vision will require a package of small-scale initiatives to be implemented over the next few years, with larger scale improvements identified and delivered over the longer-term. Some examples of what could be implemented are shown on this page, subject to further feasibility studies.



Short term (0-2 years)

- Cycling and walking infrastructure improvements
- Improvements to air quality on Market Hill
- Maldon to Heybridge active travel link
- Development of plans for walking and cycling route along Blackwater rail trail
- Bus accessibility improvements
- Upper High Street improvements
- Butt Lane car park improvements
- Hythe Quay improvements
- Causeway corridor
- England coast path and Northey Island connectivity



Medium term (2-5 years)

- Ongoing cycling and walking infrastructure improvements
- [Thrive and Reach](#) Bus Back Better schemes
- Increase in electric vehicles and new technologies
- North Heybridge relief road
- South Maldon relief road
- Maldon riverside path
- Blackwater Estuary moorings



Long term (5-10 years)

- Ongoing cycling and walking infrastructure improvements
- National ban on new petrol and diesel cars
- A12 widening helping to improve wider strategic connectivity for Maldon District
- Heybridge Creek connection/ improvements

To encourage us to move away from unnecessary car use for short journeys, improve sustainable transport connections and enhance accessibility across the district, schemes will focus on:



Improving active travel (cycling/walking):
Improving the connectivity, quality and safety of the cycle network to ensure there is good provision of direct and segregated (separate) cycle routes and maintenance of walking networks to plug gaps in the network.

Public transport enhancements:
E.g. Bus network improvement plans, improvements to rail services, smart ticketing, demand responsive transport, such as, for example [DigiGo](#), a service recently launched in Braintree.

Technology driven solutions:
E.g. Trialling e-scooter provision, e-cargo bikes, electric vehicle provision and charging hubs, autonomous vehicles, synthetic fuels, Travel Essex app.

Accessibility improvements:
E.g. Improved access to the town centres and key sites via sustainable transport as well as improved access at bus stops, stations and transport interchanges.

Creating partnerships:
E.g. Building partnerships with bus, taxi and freight providers.

Travel change initiatives:
E.g. travel planning with local businesses and sustainable travel teams, car share clubs, business travel plans.

Car parking facilities:
Review of parking spaces in the town centre, installation of electric vehicle charging points, targeted provision of disabled spaces.

Public realm improvements:
Improve and enhance the public realm (the look and feel of the local area). Ongoing efforts will ensure the town centres remain attractive and accessible, pedestrian friendly locations and benefit from reduced levels of pollution and congestion.



Photo Credit - Aerial Essex

Our Solution: Maldon District Future Transport Strategy

Through this document we have set out how we travel in and around the district and some of the opportunities and issues faced.

To create change and achieve the vision and objectives a new approach is needed.

The following pages outline the proposed transport strategy for the district. It aims to address the different challenges on the transport network and reasons why people travel.

The proposed strategy takes a zonal approach, each with different transport priorities to support sustainable travel choices, from short journeys through the main settlements to longer distance journeys across the district and supporting those in the more rural and coastal areas of the district.

The proposed strategy will provide a framework that will enable potential schemes to be identified and proposals to be assessed against. This framework will be used for funding bids to prioritise which schemes should be taken forward if funding arises.

Creating zones

The future transport strategy will focus on the type of areas within the district. This will be achieved through creating zones.

The strategy sees the creation of three zones to cater for the district's varying needs.

In the main settlements (Zone 1), where the look and feel of the local area is important to attract business and visitors, there will be increased focus on walking, cycling and public transport, enabling more pedestrian and cycle-friendly centres, improving air quality and health outcomes. Aiding the conversion to electric vehicles and managing the movement of freight within the towns will also be considered.

The strategic sustainable corridors (Zone 2) will facilitate reliable and sustainable connections between the settlements, the wider areas of the district and key locations and services outside the district. It will also facilitate and manage freight and HGV movements. Investment should be made for sustainable transport packages and schemes which can be implemented alongside road capacity improvement schemes to improve journey times on the roads and alleviate congestion.

In the wider rural and coastal district (Zone 3) the priority will be to increase sustainable transport provision. Enabling journeys from residential areas to town centres and key locations to be made by sustainable means wherever possible is important, so investment should focus on providing residents with an alternative to car use. This will involve a holistic review of the public transport network in the district. Additionally, a focus on technological solutions such as aiding the conversion to electric vehicles and increased awareness of sustainable types of transport available will be key.

ZONE 1 (MAIN SETTLEMENTS)

Primary focus on walking, accessibility to shops/key services, public realm improvements, on street parking, air quality, electric vehicles and public transport to help improve the built environment within main settlements and stimulate economic growth.

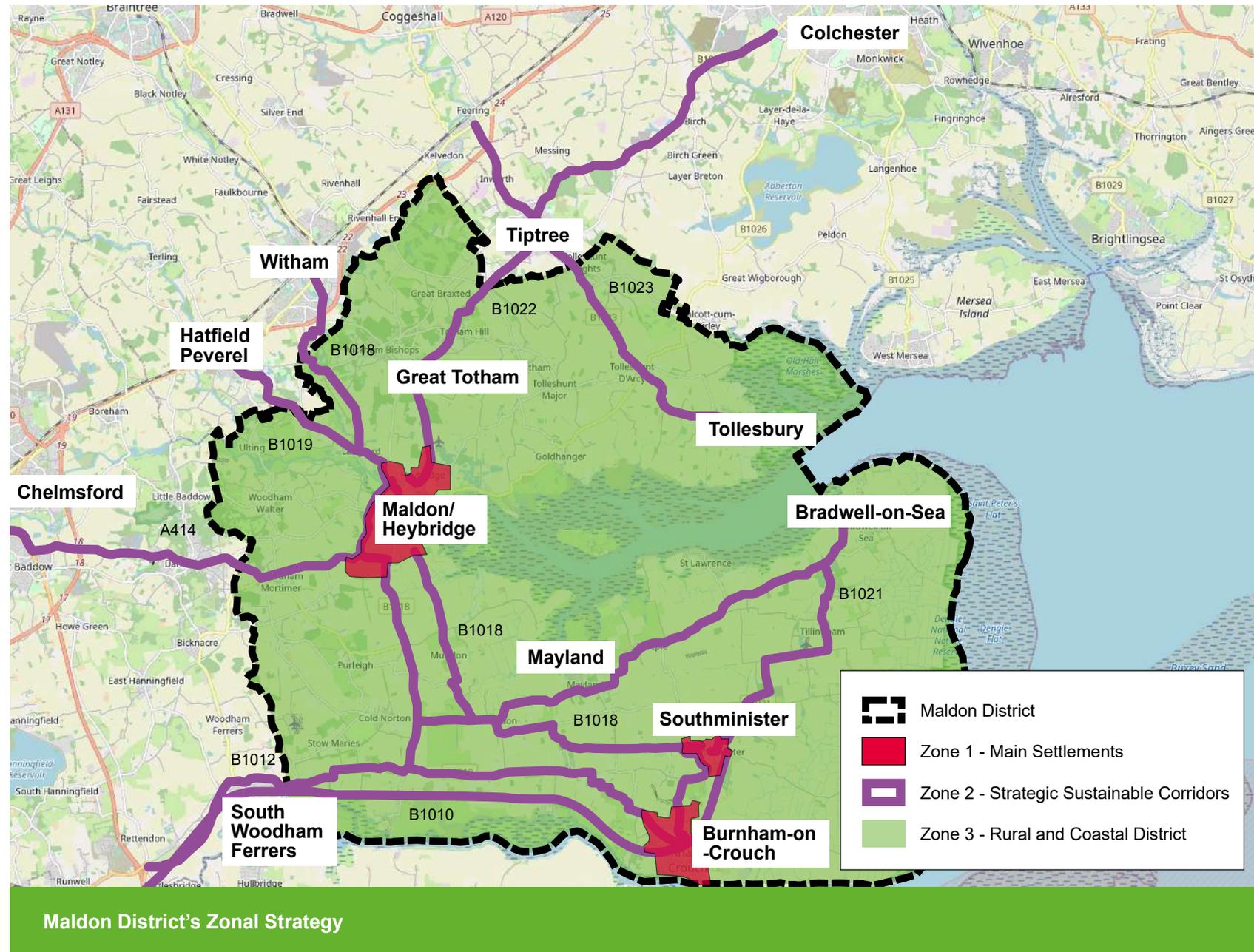
ZONE 2

(STRATEGIC SUSTAINABLE CORRIDORS)

Focus on capacity improvements to support strategic growth and freight within the district. Promote sustainable travel alternatives for medium/long-distance trips, especially to key locations and services both within and outside the district.

ZONE 3 (RURAL AND COASTAL DISTRICT)

Promote and support passenger transport serving outlying rural areas and small settlements. Focus on technological solutions such as conversion to electric vehicles.



Maldon District's Zonal Strategy

While sustainable travel will be key to facilitate future growth, appropriate highways schemes will be necessary to support wider travel in the district. These will take the form of urban and strategic projects. Projects within the district will support the wider strategy, some examples of schemes could include:

- Market Hill air quality action plan
- Local bus accessibility schemes in key residential areas
- Hythe Quay improvements
- Butt Lane car park improvements
- Causeway corridor (public realm strategy)
- Upper and Lower High Street improvements
- Heybridge riverside path
- Heybridge Creek Connection/ Heybridge Creek improvements
- Maldon Area Review of public transport schemes
- Reviewing former railway lines to assess the feasibility of reinstating as bus rapid transit, walking and cycling and horse riding routes
- North Heybridge relief road
- South Maldon relief road
- Maldon area review of public transport schemes
- A414 route based strategy
- Quiet lanes
- Circular walks
- England coast path
- Greenways (River Crouch, Southminster to Burnham on Crouch, Blackwater)
- Maldon area review of public transport schemes
- Reviewing former railway lines to assess the feasibility of reinstating as bus rapid transit, walking, cycling, and horse riding routes

Several travel change strategies have been implemented or are ongoing within the district and across Essex, including:

Maldon Air Quality Action Plan (2020-2025): Maldon's Air Quality Action Plan outlines the actions needed to improve air quality on Market Hill in Maldon District Council between 2020 –2025. The key priorities of the action plan are: A reduction of emissions (particularly nitrogen dioxide emissions) by introducing a clean air zone, updating strategies and policies to reduce emissions and encourage low emission transport and measures for the wider local area which aim to benefit public health and encourage sustainable and active travel.

Safer, Greener, Healthier: Following the Covid-19 pandemic, a series of 'Safer, Greener, Healthier' interim traffic measures have been introduced. As part of this approach Essex County Council are aiming to improve walking and cycling infrastructure and trial new modes such as e-scooters to encourage active travel, reduce traffic and improve air quality.

Everyone's Essex: The planning, investment and development of transport infrastructure and policies over the coming years is a key element of Essex County Councils plan for levelling up the county.

Maldon District Cycling Action Plan (2018): Each district has a Cycling Action Plan which aims to create coherent, comprehensive and advantageous cycle networks. It is a key element of a long-term plan that will lead to a significant and sustained increase in cycling. Recommendations include reviewing cycle signage, improving maintenance, providing more cycling infrastructure and parking and improving connectivity between Maldon town and Heybridge.

'Our Home, Our Future' – Maldon District Council's Climate Action Strategy (2021-2030): Maldon District Council declared a climate emergency in February 2021. Later that year they published their Climate Action Strategy outlining Maldon's approach to becoming carbon neutral by 2030 including by reducing dependency on car use and promote sustainable, alternative modes of travel.

Essex Cycling Strategy: The Essex Cycling Strategy aims to encourage Essex residents, workers and visitors to enjoy the health benefits of cycling, offering an affordable travel choice for journeys around our towns, as well as encouraging more leisure and family bike rides to enjoy the Essex countryside.

Essex Walking Strategy: The Essex Walking Strategy aims to provide a fully accessible and inclusive pedestrian environment in Essex to encourage residents, workers and visitors to adopt a more active lifestyle and improve the county's air quality and environment.

Essex County Council's Bus Service Improvement Plan (2021-2026): This strategy is Essex's response to the new national strategy 'Bus Back Better'. Essex's Improvement Plan aims to encourage more bus travel and reduce trips taken by car and create a bus environment that caters for the diverse and complex geographies and communities in Essex.

Essex electric vehicle charging strategy: A countywide electric vehicle charging strategy is currently in development.



Planning policy will put sustainable transport at the forefront of new builds. However it is also recognised that Maldon District relies on the strategic road network to access employment and key services outside the district.

To aid this and keep traffic, wherever possible to the strategic routes and away from local roads, capacity improvements are required.

A414 and B1018/B1019 feasibility studies:

Capacity improvements to reduce congestion and improve connections to strategic rail and road networks.

A131/A130 Chelmsford to Braintree route Improvements – The Chelmsford North-East Bypass and Beaulieu Rail Station

A £250m investment package has been secured to improve the A131/A130 strategic corridor through the creation of a Chelmsford North East Bypass linking the central southern areas of Braintree district with Chelmsford, providing direct and reliable access to a proposed new rail station at Beaulieu Park, called Beaulieu Park Station. The road will improve Maldon residents' journeys to Braintree and onwards to Stansted and the station will provide access to London and further afield.

A12 Widening junctions 19–25

The A12 Boreham Interchange (junction 19) to Marks Tey (junction 25) is the part of the strategic road network and supports the national and regional economy by connecting Felixstowe and Harwich ports to London.

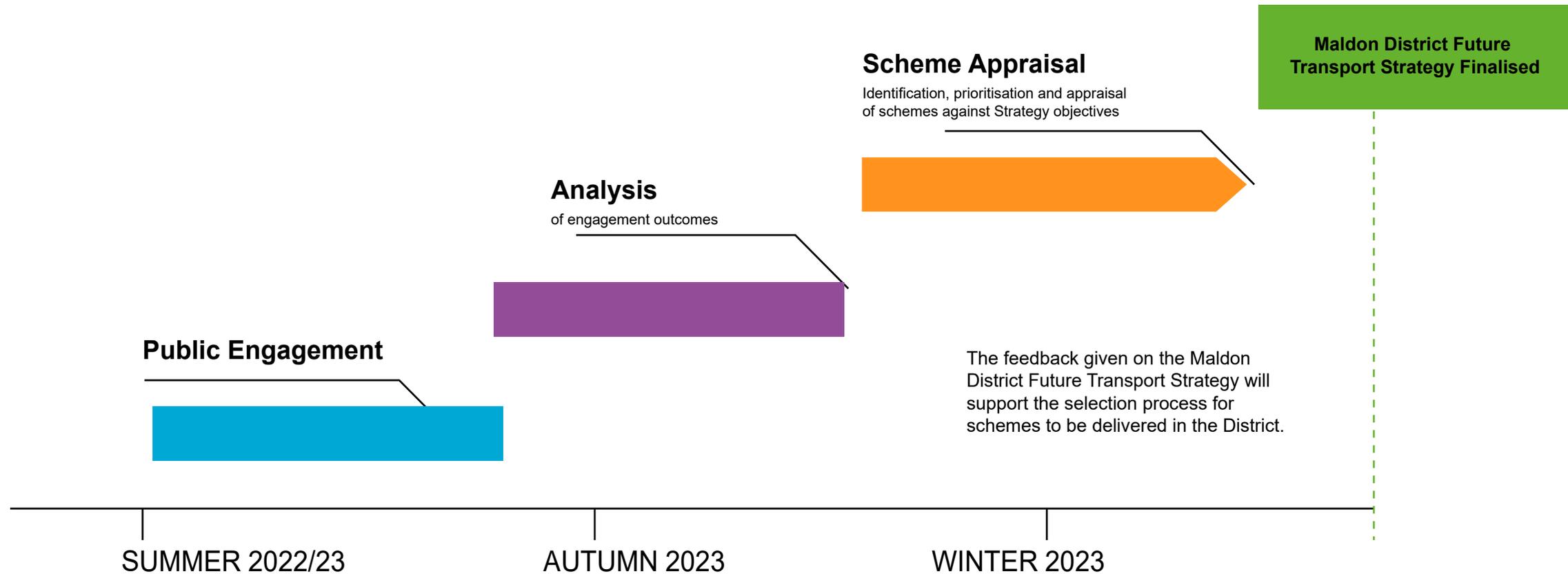
This road struggles to cope with existing peak traffic demands, resulting in delays and reduced speeds. With few available diversions, incidents and accidents result in disruption over a wide area.



Next Steps

We want to hear your views on Maldon District's Future Transport Strategy, which elements should be prioritised and your thoughts on how we can increase sustainable and active travel within the district.

Below is an indicative timeline of the next stages:



Engagement Questionnaire

Are you completing this questionnaire on behalf of:
(Select box if applicable)

- A Voluntary or Community Sector Organisation (VCS)
- A Business
- Member of the public
- Other

If you are responding on behalf of an organisation, please tell us:

The name of the organisation:

Who the organisation represents:

Where applicable, how the view of members were assembled:

About You

If you are completing this questionnaire yourself or for a friend/relative, please provide the following details:

Age:	Gender:	Postcode:	Email address:
Under 18	Male		
18 – 24	Female		
25 – 34	Non-Binary		
35 – 44	Transgender		
45 - 54	Other		
55 - 64	Prefer not to say		
65+			
Prefer not to say			

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.

Question 1

What is your primary mode of travel for your daily commute or most common journey?
(Please tick one box.)

- Bus
- Car / Van
- Car Passenger
- Cycle
- Motorcycle
- Taxi
- Train
- Walk
- Other

Question 2

How important are the following factors in influencing your mode of travel for your daily commute or most common journey?
(Please tick one box in each row.)

	Very important	Important	Moderately Important	Little importance	Not important
Accessibility					
Convenience					
Cost					
Distance of journey					
Environmental benefits					
Health benefits					
Journey reliability					
Journey time					
Lack of viable alternatives					
Safety					
Weather					

Question 3

What impacts of traffic congestion concern you the most?
Please choose your top three and rank them (1 = the impact that concerns you most.)

	1	2	3
Impact on public service vehicles e.g. buses, ambulances etc.			
Impact on health and wellbeing			
Impact on the local economy			
Longer journey times			
Noise and air pollution			
Rat-running on residential streets			
Road safety			
Unreliable journey times			
Other (please specify):			
None of the above			

Question 4

“Buses should have priority on the Maldon urban road network over other motorised vehicles” To what extent do you agree or disagree with this statement?
(Please tick one box.)

- Strongly agree
- Agree
- Neutral or undecided
- Disagree
- Strongly disagree

Question 5

A £2 cap for adult single fares per journey has recently been implemented. Has this encouraged you to use the bus more?

- More likely
- Less likely
- About the same

Question 6

If you regularly drive for short and medium distances (less than 5km or 3 miles), what would encourage you to take the bus instead?
Please choose your top three and rank them (1 = what would encourage you the most).

	1	2	3
Better information, for example real time passenger information			
Better quality and cleaner buses			
Bookable demand responsive bus services (like Di-Go)			
Bus stop closer to where I live / end destination			
Cheaper ticket prices			
Improved access through key junctions			
Improved bus priority measures (bus lanes, bus gates, priority at traffic lights)			
Increased number of services			
More direct routes			
More reliable services			
New facilities on the bus e.g. wi-fi and charging point			
Other (please specify):			

Or tick one of the following

Nothing will encourage me to take the bus

I already use the bus as much as I am able

If you selected the first option above please select a reason why

Age

Cost issue

Limited mobility or impairment

No access

Safety

Other

Prefer Not to Say

Question 7

If you regularly drive for short and medium distances (less than 5km or 3 miles), what would encourage you to cycle instead?
Please choose your top three and rank them (1 = what would encourage you the most).

	1	2	3
Adequate cycle parking at end destination			
Better connectivity / integration between existing routes			
Better connectivity to the town centre			
Better wayfinding / signage			
Free training to improve confidence			
Improved maintenance of routes			
Improved safety, security and lighting of routes			
More segregated routes (separated from traffic)			
Suitable changing / washing facilities at end destinations			
Other (please specify):			

Or, tick one of the following

Nothing will encourage me to cycle more

I already cycle as much as I am able

If you selected the first option above please select a reason why

Age

Cost issue

Limited mobility or impairment

No access

Safety

Other

Prefer Not to Say

Question 8

If you regularly drive for short distances (less than 5km or 3 miles), what would encourage you to walk instead?
Please choose your top three and rank them (1 = what would encourage you the most)

	1	2	3
Better wayfinding / signage			
Improved maintenance of footpaths			
Improved safety, security and lighting of footpaths			
More benches and resting facilities			
More segregated walking / cycling paths			
Other (please specify):			

Question 9

Are you concerned about the impact of air quality on your health?
(Please tick one)

- Yes
- No
- Undecided

Or, tick one of the following

If you said 'Nothing will encourage me to walk more' please select a reason why

- | | | |
|---|--------------------------------|---|
| <input type="checkbox"/> Nothing will encourage me to walk more | <input type="checkbox"/> Age | <input type="checkbox"/> Limited mobility or impairment |
| <input type="checkbox"/> I already walk as much as I am able | <input type="checkbox"/> Other | <input type="checkbox"/> Prefer not to say |

Question 10

What do you consider to be the most important element of the proposed strategy for each zone?
Please tick one box per section

ZONE 1 (MAIN SETTLEMENTS)

- Better management of HGV movements
- Improved car parking facilities (on and off street)
- Improved cycle routes
- Improved pedestrian routes
- Increased cycle parking facilities
- Improved signage, especially to car parks
- Passenger transport improvements
- Public realm improvements
- Reduce the ability for cars and vans to access this area

- Other (please specify)

ZONE 2 (STRATEGIC SUSTAINABLE CORRIDORS)

- Cheaper public transport
- Extended strategic cycle network with promotion of its use
- Improved public transport network and frequency of services
- Less congestion more reliable travel times on the roads

- Other (please specify)

ZONE 3 (RURAL AND COASTAL)

- Additional public transport
- Extended and upgraded cycle network with promotion of its use

- Implementation of electric vehicle charge points
- Improved public transport network and frequency of services

- Other (please specify)

Question 11

In taking forward this transport strategy and assessing possible future improvements and projects, which of the following strategic corridors would you like to see prioritised?

Please choose your top three and rank them (with 1 the impact that concerns you most)

Thinking about the corridors you have prioritised, please provide some details below on what sort of improvements you believe are required (public transport, cycling walking, road-based)?

	1	2	3
A414 Maldon to Chelmsford			
B1019 Heybridge to Hatfield Peverel			
B1018 Heybridge to Witham			
B1022 Heybridge to Tiptree via Great Totham			
B1018 Maldon to Southminster			
B1010/B1012 Burnham-on-Crouch to South Woodham Ferrers			
B1021 Burnham-on-Crouch to Southminster			
B1021 Southminster to Bradwell-on-Sea			
Maldon Road/Steeple Road/Bradwell Road – Bradwell-on-Sea to Latchingdon			

Question 12

To what extent do you agree with the proposed future transport strategy for Maldon
Please tick one box

Strongly agree

Disagree

Agree

Strongly disagree

Neutral

Please can you tell us why?

Question 13

To what extent do you believe the objectives of the strategy will adequately
achieve the vision set out?
Please tick one box

Strongly agree

Disagree

Agree

Strongly disagree

Neutral

Please can you tell us why?

Question 14

How does your travel behaviour differ now, compared to how you travelled before the Covid-19 pandemic?

	Strongly Agree	Agree	Neutral or undecided	Disagree	Strongly Disagree
I make fewer journeys overall					
I work from home more often					
I car share more					
I cycle more					
I use public transport more					
I use the car more					
I walk more					

Question 15

Has your perception of public transport changed since the pandemic?

Yes

No

Unsure

If you selected yes, please can you provide a reason why

Question 16

Which areas of Maldon do you think could be made more accessible to those who have limited mobility or impairment?

Question 17

*Do you have any additional comments or concerns that have not been addressed?
If so, please provide a brief description below.*

Thank you for taking the time to take part in this survey.

Confidentiality and data protection.

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03457 430 430 and asking to speak to the Data Protection Officer.