



## Maldon District Future Transport Strategy

Public Consultation Report

## Executive summary

The Maldon District is an area characterised by its rural and coastal nature. In 2021 it had a population of 66,000 which is expected to reach 73,135 by 2035. Generally, it is accepted that transport links across the district need improvement, especially if they are to operate successfully amid the predicted growth in the district. Maldon also has a high reliance on car use which has contributed to congestion issues in the area. To address these issues Essex County Council proposed the 2023 Maldon District Future Transport Strategy. A nine-week consultation took place between June and August 2023 to inform Maldon residents of the strategy and gather feedback on it. In total, 490 responses were received.

Throughout the consultation, the public offered a positive response to the strategy. However, a significant section of the public offered a neutral view. Specifically, 43% of respondents offered a neutral agreement with the strategy, whilst 32% agreed with it and 25% disagreed. Views on whether the objectives of the strategy would achieve the vision set out were slightly more negative, but again most were neutral in response. From the comments received, the main contributor for this apprehension over the vision being achieved were fears over the population growth in the Maldon District.

Elsewhere quantitative data was gathered on current travel habits across the district. As anticipated, a large majority (73%) said they use a car or van for their most common journey. Only 9% used the bus, 7% walked and 3% cycled. This shows an opportunity to increase the use of sustainable transport modes in the district. Respondents also revealed journey reliability, convenience, accessibility, and lack of viable alternatives to be the most influential factors when making travel choices. It was also noted that respondents' travel behaviour had not notably changed since the Covid-19 pandemic.

Data was also gathered on what factors would increase the use of buses, cycling and walking. For buses, an increased number of services was shown to be the most important factor by a considerable margin. This was a theme throughout the strategy's feedback. More reliable services, better information, and cheaper ticket prices were other popular factors. The most important factor for increasing cycling was the introduction of more segregated routes from traffic, followed by improved safety, security and lighting of routes and improved maintenance of routes. For walking, improved maintenance of footpaths was the most influential factor, followed by improved safety, security and lighting of footpaths and more segregated walking/cycling paths. Data gathered on respondents' current use of buses, cycling or walking showed significant opportunity for all three to be increased. The use of buses was shown to have the highest likelihood of increase followed by walking. Cycling had less, with 45% responding that nothing would encourage them to cycle more.

To support the zonal approach taken to the Maldon District Future Transport Strategy, data was gathered on which elements should be prioritised in each zone. For Zone 1 (main settlements), this was shown to be passenger transport improvements, car parking facilities and better management of HGVs. For Zones 2

and 3 (strategic sustainable corridors, and, rural and coastal) improved public transport network and frequency of services were prioritised by a significant margin. Regarding the strategic corridors, respondents wanted to see the A414 Maldon to Chelmsford prioritised the most, followed by the B1018 Heybridge to Waltham and the B1010/B1012 Burnham-On-Crouch to South Woodham Ferrers.

Six questions gathered qualitative feedback. These focussed on strategic corridors, the strategy, its objectives, travel choices, accessibility and additional comments. Across the qualitative feedback, there were three main consistent themes. The most common was concerns with growth in the region, especially in relation to new-build housing and increases in population. Respondents consistently raised fears over this subject, and were apprehensive as to whether the transport strategy, as good as it may seem, would be able to 'catch up' to the population growth. Comments on traffic and congestion were also very common with respondents highlighting it as an area of frustration that needs addressing. The final consistent theme was a request to increase public transport provision across the district. Requests to increase the number of bus services and lengthen timetables were hugely popular, as were calls for new routes to connect residents to transport corridors and key facilities.

Regarding the strategy, some respondents believed it would not benefit the whole region, especially Maldon's rural areas and villages. Others suggested the strategy needed to go further with more radical proposals, such as the complete pedestrianisation of town centres. Some respondents also commented on the need to reduce Maldon's reliance on cars for health and traffic benefits but noted the difficulty of reversing these habits. Within the open-ended responses on the objectives, some concerns over lack of funding for the delivery of the project were raised, whilst others called for action on the strategy instead of words.

Comments on accessibility were varied. Some called for accessibility improvements across the region, whilst others highlighted rural areas and villages as most in need of enhancement. Maldon Town and Maldon Town high street were the specific areas most noted as requiring accessibility improvements, followed by Burnham-On-Crouch and Heybridge. Across these areas, respondents predominantly requested pavement improvements and maintenance, especially to address narrow pavements in towns, and uneven surfaces. Some respondents felt unable to comment on this area and requested a more targeted questionnaire be sent to those who have accessibility issues for answers on this subject.

Within the additional comments provided at the end of the survey, many respondents called for repairs to fix potholes across the Maldon District. Requests to reinstate or introduce new train stations and train services across the district were seen throughout the open-ended responses but were particularly prominent here. Respondents believed that increasing train services could play a vital role in addressing congestion issues and offered strong support to this idea.

The consultation has provided a valuable insight into the public's views about the proposed Maldon District Future Transport strategy. The feedback received will play a vital role in informing the decisions made by Essex County Council as the strategy develops in the future.

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# 1. Introduction

The Maldon District had a population of 66,200 in 2021, which is expected to reach 73,135 by 2035. There are also over 3,175 businesses located in the district, providing 26,00 jobs. The district is characterised by its rural and coastal nature, which has significant implications on how residents travel across the area. Generally, it is accepted that transport links across Maldon need improvement, especially if they are to operate successfully amid the predicted growth in the district. As such, Essex County Council has set out its Maldon District Future Transport Strategy to address this.

The district has a high reliance on car use. However, a large proportion of such journeys are made within Maldon Town Centre, with many being under 5km. Further to this, currently only 20% of all journeys to work by residents are made using sustainable travel options (trains, buses, cycling, and walking). High car reliance also plays a factor in the delays and congestion often experienced across the Maldon District road network. Routes particularly effected by delays have been noted by this strategy. These include the A414 towards Maldon Town, the B1010 Fambridge Road and the B1022 amongst others. Therefore, there is a need to support people to move away from unnecessary car use towards sustainable travel options. This will help create a more sustainable and accessible transport network, as well as improving air quality.

The use of public transport throughout Maldon has scope to be improved. However, it is acknowledged that improvements are needed for this to come to fruition. The bus network is currently fragmented with no single operator serving the district and limited evening and Sunday services. Poor network connectivity also means that some areas remain disconnected from key sites such as rail stations. Looking ahead, the Essex Bus Service Improvement Plan should help improve these services, alongside the measures brought in by this strategy. Maldon District also has potential for water-based public transport services, whether this be expanding the current ferry services, or introducing services to the Chelmer and Blackwater Navigation.

Maldon District currently has four train stations, Southminster, Burnham-on-Crouch, Althorne and North Fambridge along the Crouch Valley line. However, these services operate to a 40-minute frequency due to the line being a single track, meaning many residents use Wickford station instead. Improving the frequency and efficiency of rail services on the Crouch Valley line would therefore help relieve pressure at Wickford station. Improvements to the rail line could also encourage more tourists to visit the area by train. There are no rail stations in Maldon town, or in the north of the district. Therefore, providing reliable public transport links to train stations from these areas is important.

Cycling levels for travel fall below the Essex average in Maldon, despite the district being relatively flat. Currently the only cycling infrastructure is in Maldon town meaning there are gaps in the network. Further barriers such as a lack of signage,

cycle parking facilities and adequate lighting also impact cycling numbers. It is important to invest in new infrastructure to harness the district's cycling potential.

Currently the proportion of the district's residents that travel by foot at least five times per week also falls below the Essex average of 15%. Encouraging more people to walk short distance journeys where possible, and making improvements to the quality, connectivity and safety of existing routes will play an important role in reducing town centre traffic volumes.

Air Quality Management Areas (AQMAs) are declared if local authorities find areas where national objectives for airborne substances are not met. Currently there is one in the district along Market Hill in Maldon Town. Whilst the Maldon Air Quality Action Plan has been produced to tackle this, it is important that as commercial and residential development grows across the district, sustainable measures are implemented to ensure Maldon is on track to achieve its goal of being carbon neutral as far as practical by 2030.

The 2023 Maldon District Future Transport Strategy public consultation presented Essex County Council's future transport strategy for the Maldon District. It set out the objectives underpinning the vision and detailed the proposed strategy in relation to all the points mentioned above. The views collected from this consultation are detailed in this document and will help refine the strategy as it progresses.

## 2. Methodology

The consultation period ran for a total of nine weeks from 12 June to 13 August 2023. This was extended from an initial six-week period to maximise the number of responses received. The aim of the consultation, which was non-statutory, was to allow the public to provide their views on the vision, objectives and proposed strategy set out in the Maldon District Future Transport Strategy.

### 2.1 Consultation Materials

The consultation took a primarily digital focus with a single point of entry (<https://www.essexhighways.org/maldon-future-transport-strategy>) for respondents to find details on the Maldon District Future Transport Strategy.

A consultation brochure was made available digitally and hard copies were available from local community facilities and on request. The main body of the consultation brochure established how residents currently travel in the Maldon District before then setting out the strategy itself.

### 2.2 Survey

The consultation survey (see Appendix A) contained 17 questions. These questions covered topics including, current transport habits, traffic, public transport, driving, cycling, walking and air quality. Questions on the identified zonal areas and transport corridors were also included.

Six open-ended questions were included to allow unrestricted comments from respondents on chosen topics. These focussed on transport corridors, level of agreement with the strategy, the objectives, public transport use since the pandemic, accessibility, and additional comments.

At the start of the survey, a small demographic questionnaire was included. This collected voluntary data to improve our understanding of who had responded, helping to ensure the continued development of our equality and diversity monitoring. Where personal information was requested, it was made clear that the information provided was confidential, would be protected in line with our responsibilities under the GDPR (General Data Protection Regulation) and would solely be used for the purposes of the Maldon District Future Transport Strategy project.

### 2.3 Methods of responding

The consultation had three channels for submitting consultation responses.

**Online survey:** Available on the Essex County Council consultation portal and via the scheme webpage.



**Freepost address:** With respondents able to send in either completed hard copies of the survey or letters to FREEPOST, ESSEX HIGHWAYS ENGAGEMENT TEAM

**Email address:** With respondents able to send in views on the strategy to [activetravel@essexhighways.org](mailto:activetravel@essexhighways.org)

## 2.4 Promotion of the consultation

A variety of different communications channels were used to publicise the consultation as widely as possible and encourage people to participate in the consultation survey. A summary of these channels can be found below.

**Project webpage** – The project webpage (see Appendix B) was used as the main landing page for all communications and signposted people to the consultation brochure and consultation survey. The page included a background to the strategy, alongside information on current travel in the Maldon District, the vision for Maldon, and the envisioned zonal approach. It also provided a direct link to the consultation brochure which could be viewed, downloaded, and printed via the page. Through the consultation period there were 13,678 views of the webpage.

**Press releases** – A press release was issued ahead of the consultation getting underway. A further release announced that the team would be running a drop-in event in Maldon town and a final release announced an extension to the consultation. These releases all received local coverage helping to drive engagement with the strategy.

**Emails to stakeholders** – To further support the consultation a stakeholder mapping exercise was undertaken to identify organisations, individuals and groups who may have a specific interest in the consultation. These ranged from community groups to active travel organisations, councillors and accessibility groups. Ahead of the consultation an email was sent to each of these to inform them of the strategy and the opportunity to provide their views.

**Social media** – Content was posted across the Essex Highways social media accounts (see Appendix C). This was supported by further posts via the Essex County Council accounts. These posts focussed on encouraging participation in the consultation. A Facebook post was boosted for 14 days to promote the consultation. This post reached 42,369 users and was engaged with 2,747 times.

**Partner channels** – Working with Maldon District Council social content was shared for them to post/repost via their channels to further promote the consultation.

## 2.6 Analysing the data

To analyse the qualitative feedback received from the survey an emergent coding approach was used. To enable this, a code framework was created, with every consultation response read and reoccurring themes and trends identified.

This report covers the key themes and outcomes from the qualitative responses, as well as the quantitative data from the survey. Most response presented as examples were received as provided and have been anonymised for the purpose of this report. Please note that in some instances spelling and grammar have been corrected to ensure readability.

### 3. Data Analysis and Interpretation

This section presents the results from the consultation responses. This includes a summary of who responded, and analysis of the main themes and issues raised.

#### 3.1 Sample

In total 490 online responses were received. Of the 460 respondents who submitted online survey responses 55% identified as female and 41% identified as male. 1% identified as non-binary and less than 1% identified as transgender or other. 2% preferred not to say, and 1% did not answer the question.

It should be noted that respondents to a consultation are a self-selecting sample made up of those who have chosen to respond and is, therefore, a non-scientific sample.

Responses, therefore, reflect the views of only those who respond. Responses to the consultation provide an invaluable insight into the concerns, themes and issues surrounding the strategy, although these views may be skewed towards a particular viewpoint and thus should not be considered a fully representative sample of the population. Regardless of this, all responses and comments have been noted and considered.

#### 3.2 Response location analysis

To establish an understanding of respondent's relationship to Maldon, the postcodes of respondents were analysed. From the data displayed in the heat maps below (Figures 1, 2 and 3) we can deduce that the vast majority of respondents reside in the Maldon area, meaning they are well positioned to accurately comment on the proposed strategy. Responses were received from all areas of the Maldon district, as well as neighbouring Chelmsford and Colchester. Maldon Town provided the most responses, followed by Burnham-On-Crouch.

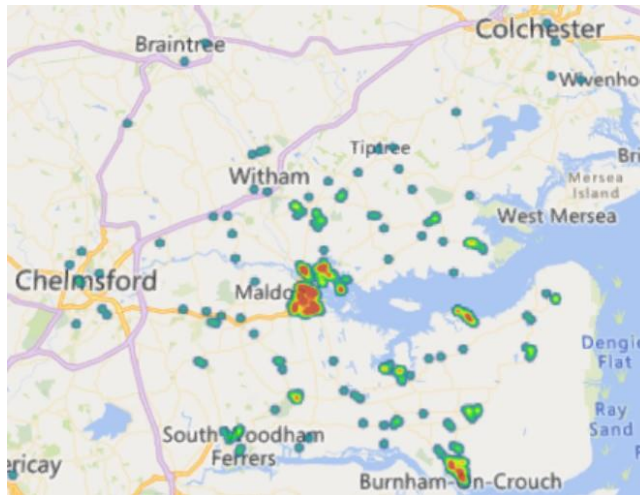


Figure 1: Maldon District postcode heat map

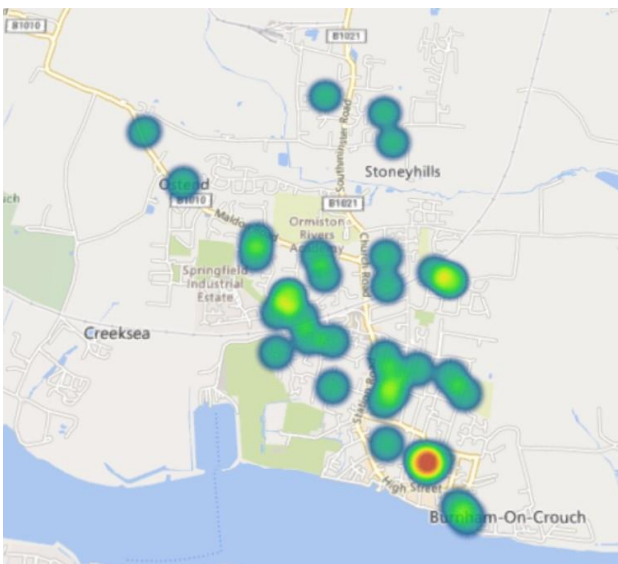


Figure 2: Burnham-On-Crouch postcode heat map

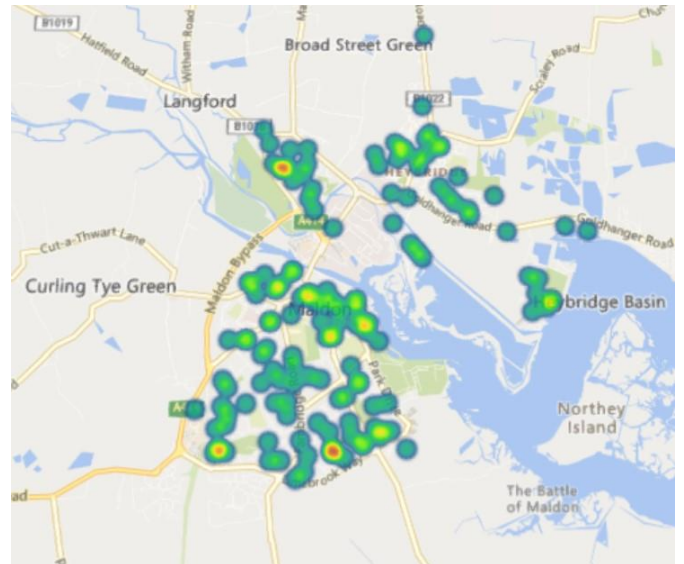


Figure 3: Maldon Town postcode heat map

### 3.3 Current travel choices

This section specifically relates to survey questions 1 to 3. These questions centred on respondents' primary mode of travel, the factors that influence this decision and the impact of congestion.

Firstly, we asked what respondents' primary mode of travel for their daily commute or most common journey was. As expected, a large majority, 73%, answered car or van. The next most popular answer was bus with 9%, followed by walk with 7%, car passenger with 4% and cycle with 3%. This data reaffirms the low usage of sustainable transport options (walking, cycling, buses) in Maldon district. The full answer data for this question can be seen in Table 1 below.

Table 2: What is your primary mode of travel for your daily commute or most common journey?

What is your primary mode of travel for your daily commute or most common journey?	Percentage
Car/Van	73%
Bus	9%
Walk	7%
Car Passenger	4%
Cycle	3%
Train	3%
Motorcycle	1%
Taxi	0%
Other	1%

Next, we asked respondents what factors were most important in influencing these travel mode choices, providing a list of factors, and asking respondents to rank them from very important to not important. The factors shown to be most influential were journey reliability, convenience, accessibility, and lack of viable alternatives. Weather and health benefits were shown to be the least influential factors in influencing travel choices. The full data for this question can be seen below in Table 2 below.

Table 3: How important are the following factors in influencing your mode of travel for your daily commute or most common journey?

Factor	Very important	Important	Moderately important	Little importance	Not important
Accessibility	62%	19%	9%	5%	5%
Convenience	71%	23%	4%	<1%	1%
Cost	46%	28%	19%	5%	3%
Distance of journey	45%	31%	16%	5%	3%
Environmental benefits	27%	23%	29%	14%	8%
Health benefits	25%	25%	28%	13%	10%
Journey reliability	78%	17%	4%	<1%	1%
Journey time	59%	29%	10%	2%	1%
Lack of viable alternatives	65%	19%	9%	2%	4%
Safety	53%	27%	13%	3%	5%
Weather	19%	24%	29%	14%	13%

To conclude this section, we asked respondents what impacts of congestion concerned them the most. To do this, we provided a list of impacts, and asked respondents to rank their top 3. Table 3 below shows the data for this question. The answers with the largest value were shown to be the most concerning impacts. As such, the most concerning impact was shown to be the impact on public service vehicles, followed by longer journey times and unreliable journey times.

Table 4: What impacts of traffic congestion concern you the most?

What impacts of traffic congestion concern you the most?	Value
Impact on public service vehicles (buses, ambulances etc.)	1.23
Longer journey times	1.12
Unreliable journey times	0.77
Road safety	0.64
Impact on health and wellbeing	0.63
Noise and air pollution	0.62
Impact on the local economy	0.5
Rat-running on residential streets	0.3
Traffic congestion does not concern me	0.1
Other	0.08

### 3.4 Buses

We then asked a series of questions related to the use of bus services. We firstly asked respondents if they agreed that buses should have priority over other motorised vehicles on the Maldon urban road network. Answers to this question were balanced, with the most popular response being neutral. However, more respondents agreed to some extent that buses should have priority over other motorised vehicles.

Table 5: Buses should have priority over other motorised vehicles.

Buses should have priority over other motorised vehicles.	Percentage
Strongly agree	20%
Agree	23%
Neutral	25%
Disagree	17%
Strongly disagree	15%

Next, we asked respondents about the £2 adult single fare cap for bus journeys, specifically asking if this had encouraged respondents to use the bus more. A majority of respondents, 54% answered that the bus fare cap had failed to encourage increased bus use. This suggests that wider improvements to bus services are needed to increase use aside from just price of journeys.

Table 6: Has the £2 bus fare cap encouraged you to use the bus more?

Has the £2 bus fare cap encouraged you to use the bus more?	Percentage
Yes	34%
No	54%
Unsure	12%

To conclude this section on bus travel, we asked respondents what would encourage them to take the bus more frequently for short trips (less than 5km). The most popular answer for this was increased number of services. This request for increased numbers of services was also heavily seen within the open-ended

questions of this survey. More reliable services, better information and more direct routes were other popular responses. It is clear for bus service uptake to increase in the Maldon District, broad improvements are needed focussing on increasing number of services followed by timetabling, route improvements, ticket price and passenger information.

Table 7: What would encourage you to take the bus more frequently for short trips?

What would encourage you to take the bus more frequently for short trips?	Value
Increased number of services	1.21
More reliable services	0.67
Better information, for example real time passenger information	0.61
Cheaper ticket prices	0.59
More direct routes	0.55
Bus stop closer to where I live/end destination	0.30
Bookable demand responsive bus services (like Di-Go)	0.26
Better quality and cleaner buses	0.22
Improved bus priority measures (bus lanes, bus gates, priority at traffic lights)	0.08
New facilities on the bus, e.g., wi-fi, charging points	0.03
Improved access through key junctions	0.03
Other	0.11

Within this question we also gave respondents the option to answer that either nothing would encourage them to take the bus more, or that they already use the bus as much as possible. The majority of respondents failed to answer this question, seemingly as they did not fit within either category. This would suggest that there is a significant proportion of respondents who both could be persuaded and have the capacity to use bus services more often. Aside from this, 28% answered that nothing would encourage them to take the bus, whilst 16% already used the bus as much as possible. See Table 7 below for the full answer data.

Table 8: Current bus use

Answer	Percentage
Nothing will encourage me to take the bus	28%
I already use the bus as much as I am able	16%
Not Answered	56%

### 3.5 Cycling, walking and air quality

To begin this section, we asked respondents what would encourage them to cycle short journey (less than 5km) instead of driving. The most popular answer here by a significant margin was more segregated routes (separated from traffic). This is supported by the open-ended questions analysed later in this document, where requests for more segregated cycle paths across the Maldon District were common. The next most popular answer was improved safety, security and lighting of routes followed by improved maintenance of routes.



Table 9: What would encourage you to cycle more for short trips?

What would encourage you to cycle more for short trips?	Value
More segregated routes (separated from traffic)	0.96
Improved safety, security, and lighting of routes	0.47
Improved maintenance of routes	0.43
Adequate cycle parking at end destination	0.33
Better connectivity/integration between existing routes	0.33
Better connectivity to the town centre	0.22
Suitable charging/washing facilities at end destination	0.08
Better wayfinding/signage	0.03
Free training to improve confidence	0.02
Other	0.22

We then, as done previously, allowed respondents to answer that either nothing would encourage them to cycle more, or that they already cycled as much as possible. The most popular answer here was ‘nothing would encourage me to cycle more’ with 40%. This reveals a significant proportion of respondents are currently apprehensive to cycle. 11% answered that they already cycle as much as possible. 44% of respondents failed to answer the question, implying that they both have the capacity to cycle more, and could be persuaded to do so.

Table 10: Current cycle habits

Answer	Percentage
Nothing would encourage me to cycle more	40%
I already cycle as much as I am able	11%
Not answered	49%

Next we asked respondents what would encourage them to walk for short journeys (again less than 5km) instead of driving. The most popular response was improved maintenance of footpaths, followed by improved safety, security, and lighting of footpaths and more segregated walking/cycling paths. From this, it is clear that pavement improvements and upkeep could significantly increase walking in the Maldon District. This is further reinforced by the responses related to this in the survey’s open-ended questions.

Table 11: What would encourage you to walk more for short trips?

What would encourage you to walk more frequently for short trips?	Value
Improved maintenance of footpaths	1.11
Improved safety, security, and lighting of footpaths	0.81
More segregated walking/cycling paths	0.79
More benches and resting facilities	0.28
Better wayfinding/signage	0.25
Other	0.22



As seen in the previous sections, we then gave respondents the opportunity to answer that nothing will encourage them to walk more, or that they already walked as much as they were able to. Again, as seen in the previous sections' equivalent questions, the most popular answer here was not 'not answered', suggesting that a significant proportion of respondents have the capacity to walk more and could be persuaded.

Table 12: Current walking habits

Answer	Percentage
Nothing will encourage me to walk more	18%
I already walk as much as I am able	39%
Not answered	43%

Opinions on air quality issue were gathered by asking respondents if they were concerned about the impact of air quality on their health. A significant majority, 56%, answered that they were concerned about the health impacts of air quality. This could be used to help promote the use of more sustainable transport methods (walking, cycling, public transport) as a method to help tackle air quality issues across the Maldon District.

Table 13: Are you concerned about the impact of air quality?

Are you concerned about the impact of air quality on your health?	Percentage
Yes	56%
No	26%
Undecided	18%

### 3.6 Zones

We then asked respondents about the zonal approach that the Maldon District Future Transport Strategy proposes to implement. Specifically, we gave respondents a list of elements for each zone (main settlements, strategic sustainable corridors and rural & coastal) and asked them to choose which one they believed to be most important.

For Zone 1 (main settlements) the most popular answer was passenger transport improvements with 27% followed by improved car parking facilities with 22%. These sentiments were reflected in the popularity of comments in the open-ended questions of this survey requesting more public transport services and raised issues with on-street parking causing congestion or blocking pavements. Better management of HGV movements was the third most popular answer for Zone 1, followed by improved cycle routes. See Table 13 below for this question's full answer data.

Table 14: Zone 1 (main settlements) important elements

Zone 1 – Main Settlements	
Element	Percent
Passenger transport improvements	27%
Improved car parking facilities (on and off street)	22%
Better management of HGV movements	14%
Improved cycling routes	11%
Reduce the ability for cars and vans to access this area	5%
Improved pedestrian routes	4%
Public realm improvements	2%
Improved cycle parking facilities	2%
Improved signage, especially to car parks	1%
Other	6%
Not answered	6%

For Zone 2 (Strategic sustainable corridors) the most popular answer was improved public transport network and frequency of service (47%). A sentiment seen throughout this consultation report. The next most popular responses were less congestion and more reliable travel times, extended strategic cycle network and cheaper public transport. The lack of popularity for cheaper public transport here (11%), compared to wider public transport improvements demonstrates that cost is not the most pressing public transport concern, and wider public transport improvements in the Maldon District are needed.

Table 15: Zone 2 (strategic sustainable corridors) important elements

Zone 2 – Strategic sustainable corridors	
Element	Percent
Improved public transport network and frequency of service	47%
Less congestion and more reliable travel times on the roads	19%
Extended strategic cycle network with promotion of its use	11%
Cheaper public transport	10%
Other	6%
Not answered	7%

Improved public transport network and frequency of service was also the most popular answer in Zone 3 (rural and coastal) with 54%, again emphasising the need for public transport improvements. The next most popular answer was extended and upgraded cycle network with promotion of its use with 14%, followed by additional public services with 12%.

Table 16: Zone 3 (rural and coastal) important elements

Zone 3 – Rural and coastal	
Element	Percent
Improved public transport network and frequency of service	54%
Extended and upgraded cycle network with promotion of its use	14%
Additional public services	12%
Implementation of electric vehicle charging points	5%
Other	9%
Not answered	5%

### 3.7 Strategic corridors

We then asked respondents to choose the three strategic corridors they would most like to see prioritised from a list provided. The most popular answer here was the A414 Maldon to Chelmsford with a value of 1.69, over double that of the next most popular answer. This stretch of road was singled out at the start of the consultation brochure as a route with some of the largest delays in the area, explaining the popularity of requests to prioritise it. The second most popular corridor was the B1018 Heybridge to Waltham, followed by the B1010/B1012 Burnham-on-Crouch to South Woodham Ferrers, another area noted as suffering from delays. Table 16 below shows the full answer data for this question.

Table 17: Strategic corridors to be prioritised.

Which of the following strategic corridors would you like to see prioritised?	Value
A414 Maldon to Chelmsford	1.69
B1018 Heybridge to Waltham	0.73
B1010/B1012 Burnham-on-Crouch to South Woodham Ferrers	0.70
B1019 Heybridge to Hatfield Peverel	0.67
B1022 Heybridge to Tiptree via Great Totham	0.45
B1018 Maldon to Southminster	0.41
Maldon Road/Steeple Road/Bradwell Road – Bradwell-on-Sea to Latchingdon	0.39
B1021 Burnham-on-Crouch to Southminster	0.17
B1021 Southminster to Bradwell-on-Sea	0.08

### **Opportunity to comment on improvements to strategic corridors**

We then provided respondents with the opportunity to offer open-ended, written responses. We specifically asked for details on what improvements respondents would like to see to their prioritised strategic corridor (e.g. public transport, cycling etc.)

### **Cars and Roads**

Many of the responses here focussed on improvements to the road network. In fact, the most popular code was 'Need road infrastructure improvements (carriageways, lighting, signs and wider roads)'. Respondents called for upgrades to existing roads,

many with a view to increasing road capacity, particularly through widening the roads. Requests to install more bus laybys to allow traffic to pass as buses stop to collect passengers were also common.

Traffic and congestion concerns were prominent here, as they are throughout the open-ended responses to this survey. Within these comments respondents offered general concerns for delays currently experienced on the Maldon road network, hence the popularity of requests for road infrastructure improvements to address this. Not only were requests to improve the existing road infrastructure common, but many respondents also made requests for new roads to be built to provide better connections across the district and between the corridors to ease congestion issues. A final road-related theme was concern over road conditions/maintenance. The comments here tended to focus on potholes, raising concerns for the safety issues they present and asking them to be fixed. Below is a selection of respondent comments received under these codes.

**Need road infrastructure improvements (carriageways, lighting, signs, wider roads).**

*“Burnham Road needs to be dual carriageway to deal with the flow of traffic especially with new builds that have been built around various areas...”*

*“Road based improvements, such as straightening of roads/reducing corners ...”*

*“Road widening and straightening on Lower Burnham Road ...”*

*“... wider bus lay-bys to maintain the flow of all traffic including cyclists.”*

**Issues with/need to improve traffic and congestion**

*“... B1018 Maldon to Southminster experiences frequent delays in Latchingdon, mainly due to parked cars allowing only one direction of traffic to pass.”*

*“Road congestion needs to be reduced ...”*

*“... Engineering solutions to improve traffic flow.”*

*“Increase traffic speed (flow rather than top speed) and reduce congestion ...”*

**Requests for new roads/new road infrastructure**

*“Bypasses required due to the effect of heavy traffic through rural locations ...”*

*“Better route from Burnham through South Woodham Ferrers to the A130.”*

*“... Hatfield Peverel to Heybridge there needs to be a better connection between the A12 and Maldon that avoids The Street and Maldon Road. Why can't Hatfield Peverel be bypassed here?”*

### **Road conditions or maintenance (e.g., potholes, steepness)**

*“Road based improvements ... The potholes this year were dangerous.”*

*“Good road surfaces and cat's eyes.”*

*“Fill the potholes ...”*

### **Local area and development**

Many respondents commented on new housing in the Maldon District, particularly the stress this has added to the road network and the resulting increases in congestion. Such respondents felt that improvements in infrastructure and the transport routes have not been in-line with population growth in the area. Some going as far to request no more new houses are built, whilst others have requested infrastructure improvements be delivered before new developments are added.

Whilst this strategy is purposed at supporting the predicted transport demand from future growth, resident concerns about growth in the population are clear.

### **Growth comments (increased housing, population and cars)**

*“No further residential development in South Woodham Ferrers, Althorne and Burnham-On-Crouch.”*

*“Too many houses and builders get away with not improving the roads.”*

*“Stop building so many houses without the road infrastructure being sound enough to cope with the over increased road usage.”*

### **Public transport and buses**

Whilst improvements to the road network were the most common requests in this question, concerns with public transport and bus services were also popular. The most common theme here was 'public transport is poor/still poor, need to improve public transport'. These comments were broad and offered wider concerns about public transport across the region, stating that improvements needed to be made. The other public transport related comments within this question focussed on bus services, with 'Bus route improvements/suggestions', 'issues with timetables and frequency of buses' all common themes. These comments were more specific, and expressed respondent concerns that the number of bus services across strategic corridors is currently unsatisfactory. More buses, as well as longer running times

(e.g., bus services to continue later in the day) were widely requested. In terms of specific routes, many respondents called for more connections to key facilities across the district, especially to train stations for better transport links, and to hospital facilities. See below for examples of these comments under the three mentioned codes:

### **Public transport is poor/still poor, need to improve public transport**

*“Better reliable public transport.”*

*“Better, more frequent public transport ...”*

*“Public transport that has routes from different points in Heybridge to other destinations and regular routes to include Broomfield hospital.”*

### **Bus route improvements/suggestions**

*“Buses to Chelmsford would be good.”*

*“All corridors need better connections between corridors, e.g., connecting Maldon to Southminster bus (331/31) with the D4 Burnham-On-Crouch to Bradwell on Sea.”*

*“Express shuttle bus from Maldon High Street to Witham railway station. Non-Stop.”*

### **Issues with timetables and frequency of buses**

*“A more reliable and frequent service between Maldon and Chelmsford – the amount of services late or cut on this route is outrageous.”*

*“More reliable transport to Colchester. Lots of young people have to go to sixth form there and the buses are very unreliable.”*

*“More regular, reliable bus routes or using of DigiGo type bookable services.”*

### **Cycling/cycle routes**

Whilst responses to the question on strategic corridors were mainly dominated by road network and public transport concerns, requests for increased cycling infrastructure were still common. A common theme was ‘lack of cycle routes/need more cycle paths’. These comments requested new cycle paths to offer alternatives to driving along these strategic corridors. Many felt that cycling these routes is currently dangerous, and requested designated, separate cycle paths to run along these routes. Some respondents raised the idea of reutilising old railway lines as cycle paths, taking advantage of existing infrastructure to provide off-road, direct cycle routes between settlements.

## Lack of cycle routes/need more cycle routes or paths

*“Cycle routes that are not on roads.”*

*“Maldon to Southminster and Burnham need off road cycle links and bus services. In this day and age you can only get around by car.”*

*“Heybridge to Witham, a dedicated cycle route along the old railway line.”*

## 3.8 Strategy

We then asked respondents about the proposed future strategy for Maldon and the level of support for it. Most respondents to this question were neutral (41%). This suggests that a large section of respondents are not entirely supportive of the strategy as it stands. The feedback gathered from this consultation report will be used to help address this. However, more respondents agreed with the strategy than disagreed.

Table 18: To what extent do you agree with the proposed future transport strategy for Maldon?

To what extent do you agree with the proposed future transport strategy for Maldon?	Percentage
Strongly agree	8%
Agree	23%
Neutral	41%
Disagree	16%
Strongly disagree	12%

## Opportunity to comment on the proposed strategy

We then gave respondents the opportunity to comment on the reasoning for their level of support for the proposed future transport strategy.

## Local area and development

The most popular theme in answering this question was ‘Growth (increased housing, population and cars)’. This received twice as many comments as any other. As seen in previous questions, comments within this category raised concerns over the increasing population of the Maldon district, and the extra road traffic this has brought to the area. A distinct theme in these comments, again seen previously, was a concern that travel infrastructure in the Maldon district has not grown at the same extent as the population, particularly roads and public transport services. Some respondents addressed concerns outside transport such as the need for more/improved medical facilities and schools to meet the growth in the area. This concern over growth in the region seems to explain the popularity of respondents’ neutral support for the proposed strategy. It implies that whilst many respondents can see the benefits of the proposed strategy, they may be apprehensive over

whether it can 'catch up' to the recent growth of the region, or for that matter satisfy the predicted growth over the coming years.

### **Growth comments (increased housing, population and cars)**

*"... It is seemingly disconnected from planning for housing, with additional communities popping up and making further demands on an already creaking road network ..."*

*"Too much housing has caused the problems to be mostly beyond improvements. Roads should have been done first."*

*".. The proposed housing plan will be exceeded, and the infrastructure is always an afterthought. It should be considered before ..."*

*"Builders too slow to put in local, planned doctor surgeries and schools in new developments."*

Another common answer related to the local area and development, albeit to a comparatively low extent, were concerns that the proposed strategy did not benefit all areas of the Maldon District. Whilst some of these comments raised specific areas, respondents expressed concerns that rural areas and villages would not benefit from the strategy as much as towns.

### **Strategy does not benefit all areas/missing areas/more focus on particular area needed**

*"As always, it is town-centric ..."*

*"Doesn't seem to fix our problems to the north of Maldon."*

*"Nothing tangible has been proposed for rural areas of the district – the focus seems to be on urban areas ..."*

### **Cars and Roads**

The second most popular theme for this question was 'Issues with/need to improve traffic and congestion,' Such comments raised concerns with the current levels of congestion on the Maldon road network and called for action to address this. Many of these comments again referred to growth in population in the region as a significant contributor to this. Examples of these comments can be seen below.



### **Issues with/need to improve traffic and congestion**

*“... more buses will just clog up the already congested roads and this is without the thousands more people and cars coming into the area.”*

*“The district is becoming chocked with cars due to massive new house building.”*

*“Walking and cycling is dangerous on congested roads and it does not solve the congestion problems ...”*

### **Proposal focussed**

Some comments gave the view that the proposed strategy would not address the current issues as it does not go far enough. Many respondents here called for more radical change, such as reinstating railway services across the region or calling for major road network changes. Others implied that they felt the strategy ‘missed the point’ or that it focussed on the wrong areas.

### **Proposals won’t solve anything/don’t address issues/do not go far enough**

*“The proposals are insufficient. They need to be incorporated with new road infrastructure. They need to be incorporated with expanding the rail network.”*

*“Unambitious and needs to much better priorities walking, cycling and public EV charging facilities ...”*

*“There are no plans as far as I can see. Drastic action is required ...”*

### **Public transport and encouraging public transport use**

A significant number of comments were received regarding public transport..’ These comments reiterated concerns seen in previous questions about the quality of public transport in the region. Again, respondents called for an increase in the number of services, as well as better connectivity between transport corridors and to key facilities, e.g., hospitals and train stations.

### **Public transport is poor/still poor, need to improve public transport**

*“Not enough public transport. Infrequent and inconvenient services ...”*

*“Feel that the timetable is outdated for modern life, if going out for the evening you cannot return by public transport after 9 ...”*

*“I strongly agree we need better public transport and connectivity and a coordinated timetable between rail stations and buses.”*

Added to this a number of comments referenced the ‘Need to encourage switching (public transport or active travel/reducing car use)’. These views implied that there is a need to encourage Maldon residents to reduce car use and provide incentives to do so. Some mentioned that car use is now ingrained in the district, and work to try and reverse this will be difficult. This again helps to explain the popularity of neutral views taken to the strategy, as seemingly some residents support the move to try and reduce car use but see it as a difficult target to achieve.

**Need to encourage switching (public transport or active travel/reducing car use)**

*“We need to use bikes and walk more for our health.”*

*“It is too car-focused and too focused on road improvement for vehicles and will concrete over more of rural Essex ...”*

*“Promoting the increased use of public transport is sadly a fantasy with the rural nature of the Maldon District ...”*

### 3.9 Objectives

Respondents were asked to consider the objectives set out in the Maldon District Future Transport Strategy.

We first asked to what extent they believed the objectives of the strategy would adequately achieve the vision set out. As seen in the previous question on the strategy, the most common answer here was a neutral response with 42%. However, this time, more respondents disagreed that the objectives would achieve the vision than agreed. This suggests that most respondents are not convinced that the proposed transport vision for the Maldon District will deliver benefits at the required level. The answers to the open-ended question explain why this view has been taken.

*Table 19: To what extent do you believe the objectives will achieve the vision set out*

To what extent do you believe the objectives of the strategy will adequately achieve the vision set out?	Percentage
Strongly agree	5%
Agree	15%
Neutral	42%
Disagree	21%
Strongly disagree	18%

**Opportunity to comment on the achievability of the objectives**

We then asked respondents to explain the reasoning behind their level of belief that the objectives of the strategy would adequately achieve the vision set out.

## **Local area and development**

As seen in the strategy section, the most frequent theme was 'Growth (increased housing, population and cars)'. Views here were consistent with the established respondent concerns over growth in the Maldon District. Again, many claimed that the road network and public transport services are currently unable to provide for the larger population. Respondents also expressed concerns this would continue to be the case with further homes and population growth forecasted in the region.

It is clear throughout this consultation report that growth in the region is seen as the largest inhibitor of the Maldon District Future Transport Strategy performing successfully for the area. It also appears to be the major contributor for neutral views on the proposed strategy and objectives.

### **Growth comments (increased housing, population and cars)**

*"The increasing population in the area make it a tough task."*

*"... by building masses of housing with scant regard to the necessary infrastructure, the authorities have already demonstrated a lack of any vision, I'm afraid."*

*"It has to tie in with planning for homes, thousands of homes are being built seemingly with no regard for the infrastructure."*

## **Proposal focussed**

Other comments focussed on 'Concerns over achievability and implementation or action' and whether funding would be available to deliver on the objectives set out

### **Concerns over achievability and implementation or action**

*"You won't do anything. It's all talk."*

*"There are a lot of great ideas in the strategy. However, strategy needs to be put into action. We need to see an annual action plan for the Maldon District."*

*"You can talk about objectives & vision forever, but actions need to be taken ... not just talked about! The can is being constantly kicked down the road ..."*

### **Concerns over funding/investment**

*"Lack of money."*

*"It's just talk, where is the money coming from?"*

*"Don't think you have the budget."*

A smaller number of comments felt that the objectives won't solve anything, don't address issues or do not go far enough. These comments reiterated the views provided in previous questions. Specifically, some respondents claimed that the objectives and overall proposals did not go far enough and needed to be more visionary. Suggestions to do this included reinstating rail services and pedestrianising town centres amongst others. Again, some respondents felt the objectives had missed the point or omitted important areas, whilst some others labelled it as too short-term. The following is a selection of comments coded under this category.

**Proposals won't solve anything/don't address issues/do not go far enough**

*“Go strong, go bold. Pedestrianise the Maldon High Street, with set access for deliveries, liaise with the parking partnerships to enforce strong parking restrictions on main strategic roads ...”*

*“Current strategy is too short term and does not consider how people will be able to travel out of the area.”*

*“Could be more ambitious? Achieving more sooner.”*

### 3.10 Travel choices and public transport since lockdown

Next, we asked respondents about their travel choices and views on public transport. We especially focussed on whether these had changed since the Covid-19 pandemic and its subsequent lockdowns.

Respondents were asked to what extent they agreed with a series of statements about their travel behaviour, specifically whether they had changed habits since the Covid-19 pandemic (see table 19). In terms of the number of journeys made, although there was a slight majority agreement that residents now made fewer journeys, answers across this statement were very balanced indicating that no significant shift has occurred. Regarding working from home, whilst again answers were relatively balanced, more respondents disagreed that they now worked from home more. In terms of car sharing, cycling and public transport, the majority of respondents answered that their use of these three modes of transport had not increased since the Covid-19 pandemic. In fact, strongly disagree was the most popular response across these three categories by a significant amount. For car use, the most popular response was a neutral view regarding respondents' use of cars increasing since the Covid-19 pandemic. However, again, more respondents disagreed than agreed with this category, revealing a meaningful change in car use has not occurred. Regarding walking more, again a neutral response was the most popular here, however more did agree that they now walk more than they did previously.

Table 20: How has your travel behaviour changed since the Covid-19 pandemic?

How does your travel behaviour differ now, compared to before the Covid-19 pandemic?						
Statement	Strongly agree	Agree	Neutral or undecided	Disagree	Strongly disagree	Not answered
I make fewer journeys overall	19%	22%	21%	19%	18%	2%
I work from home more often	16%	14%	26%	12%	25%	7%
I car share more	2%	5%	23%	19%	46%	6%
I cycle more	5%	6%	20%	16%	48%	5%
I use public transport more	7%	10%	20%	19%	40%	5%
I use the car more	8%	8%	37%	25%	18%	4%
I walk more	14%	23%	30%	12%	17%	4%

Respondents were asked whether their views on public transport had changed since the pandemic. 61% answered no, whilst only 29% said their views had changed. See Table 20 below for the complete answer data.

Table 21: Have you views of public transport changed since the pandemic?

Have your views of public transport changed since the pandemic?	Percent
Yes	29%
No	61%
Unsure	9%
Not Answered	2%

### **Opportunity to comment on changing views of public transport**

Those who answered yes to this question were to provide their reasoning behind this. However, from the number of answers we received, it is clear that some respondents who did not answer yes also responded. As such, the responses to this question tend to not read as explanations as to why respondents views of public transport had changed since the pandemic, but rather justifications for their current views on public transport or explanations why their views had remained the same.

### **Issues with public transport timetable and services**

The most common comment was 'Issues with timetables and frequency of buses/needs improving', further highlighting frustrations at current bus services across the Maldon District. The majority of these responses raised concerns that bus

services are currently too infrequent or unreliable. Many went on to explain that they had seen no improvements in this area since the pandemic and raised it as an area that must be addressed.

### **Issues with timetables and frequency of buses/needs improving**

*“Bus routes are unreliable and not frequent enough to use instead of a car ...”*

*“If bus services to Chelmsford from Latchingdon were more direct, frequent and cost effective then it would be a possibility for me to use rather than the car but its not the case ...”*

*“Cannot get to work by bus as I work nights 11pm to 8am and there is no public transport available after 7:30 pm.”*

*“Buses are too few and unreliable.”*

In a similar manner, a number highlighted ‘Issues with/need to improve services (timetables, frequency, reliability, delays, long journey times, convenience)’. These comments offered similar critiques of public transport services in the Maldon District, but were not necessarily related to buses. Answers here tended to request more public transport services, with a significant number of respondents suggesting they would use public transport more if there were more services, and if they were more reliable. Many said that they would like to use public transport, but there were poor opportunities to do so within their immediate vicinity.

### **Issues with/need to improve services (timetables, frequency, reliability, delays, long journey times, convenience).**

*“Inconvenient timing of public transport.”*

*“An unreliable mode of transport ...”*

*“Public transport has never provided enough of a timetable that benefits anyone that does not work a 9-5 job.”*

*“I find public transport to be unreliable in the Maldon/Heybridge area, with poor connections and extremely long waiting times.”*

### **Cost**

To a lesser extent, cost was also a theme raised. Answers here implied that the cost of public transport was too high and needed to be lowered for more people to use public transport. However, it is important to place this within the context of the £2 bus fares, which 54% of respondents stated had not encouraged them to use the bus

more (see table 5), indicating that changes to services and routes are more pertinent than cost.

### **Concerns for cost of public transport/need cheaper public transport**

*“I would now use public transport, but the reliability is so uncertain and the cost so high that present public transport is not an option that I would use.”*

*“Only change in public transport is that it is more expensive.”*

*“Still too expensive ...”*

## **3.11 Accessibility**

We then focussed on accessibility, specifically asking which areas of the district respondents felt could be made more accessible to those who have limited mobility or impairment.

Answers to this question varied, with some offering specific comments, and others more broader observations. As such, they have been separated under two headings ‘broad areas’ and ‘specific areas’ to help readability.

### **Broad areas**

Many respondents offered broad areas that required accessibility improvements, whether this be denoting a specific location, or type of infrastructure.

Many mentioned the aging population and stressed the importance of catering to their needs across the district, not just in specific areas. A number also highlighted the rural nature of the district and the challenge of connecting the elderly and disabled to key facilities and larger towns. Examples of comments coded under these two categories can be seen below.

#### **All areas**

*“All of the area.”*

*“Everywhere. Why is limited mobility or impairment a reason for these people to have limited accessibility.”*

*“Surely all areas should be made more accessible.”*

#### **Rural areas/villages**

*“The coastal areas and small villages.”*

*“The villages, especially those not on a major trunk road.”*

*“Rural communities/villages.”*

Widespread accessibility improvements were also called for in regards to pavements and walking infrastructure. Comments here reiterated concerns seen previously over paving conditions across the district, flagging it as a particularly important issue for those with accessibility considerations. Uneven pavements were a particular concern. Examples of such comments can be seen below.

**Need walking maintenance/improvements (e.g. lighting, conditions of paths, signs, crossings, drop kerbs)**

*“Pavements everywhere by: stopping drivers parking on them ... stopping A-frame adverts on pavements, adding more dropped kerbs, getting broken pavements and kerbs fixed, timely street light repairs ...”*

*“Maintenance of existing roads and footpaths.”*

*“Pathways need to maintained in multiple areas.”*

**Specific areas**

Other comments concentrated on specific areas that require accessibility improvements. The most area here by a significant margin was ‘Maldon and Maldon High Street/Town Centre’. A considerable proportion of these comments concentrated on the high street and town centre, with many raising the issue of narrow pavements and vehicles blocking pavements as specific accessibility concerns.

**Maldon and Maldon High Street/Town Centre**

*“Maldon High Street. I would support fully pedestrianising the High Street.”*

*“Maldon High Street pathways could be made wider and more even to reduce trips/falls.”*

*“There are quite a few shops in town that have narrow doorways or big steps. People parking cars up on the pavement also causes me accessibility issues when out with my baby in his pushchair.”*

*“The town centre. Please can the top section of Maldon High Street be made into a pedestrian area as all shops etc. can access from the backs.”*

Burnham-On-Crouch and the Heybridge area were the other specific localities raised most frequently as requiring accessibility improvements, albeit at a much lower extent. Similar concerns were raised within these categories as seen in Maldon



town, especially narrow and uneven paving. Some comments were also made on bus services, stating they needed to be more frequent and be better suited to users with accessibility considerations for example provision of storage for shop mobility scooters/rollators).

### **Burnham-On-Crouch**

*“Maldon to Burnham-On-Crouch route. I only get on a bus with a rollator so I need somewhere to put it without it being under my feet or falling over on a bus journey down country lanes. Would love to be able to take my mobility scooter on a bus but there is no room.”*

*“Burnham-On-Crouch needs footpaths and cycle ways which are the right width (2m) to accommodate disabled buggies. Currently mobility buggies have to drive along the road, which I do not consider safe for them or other road users.”*

*“Burnham has very little parking for those who cannot walk far.”*

### **Heybridge (East, West and Basin)**

*“Heybridge to Maldon. There is a big problem of cars blocking pavements preventing those in wheelchairs, pushchairs, and pedestrians from being able to use the pavements.”*

*“Maldon high street, Heybridge, Heybridge basin.”*

*“We have a situation where elderly people in Heybridge – one of the three main settlements of the district – are now suffering social isolation as a bus service into Maldon has been cut ...”*

## **3.12 Additional comments**

To conclude the survey, we allowed respondents to offer any additional comments on the strategy. Most of the comments here reinforced the established point, however, requests to reinstate train services were more common here than previously seen, as were requests to fix potholes.

### **Local area and development**

As seen throughout this survey’s responses, concerns over growth in the area were strongly flagged in its additional comments section. Again, such comments raised concerns about the number of new houses in the region and the subsequent population growth. Many believed the current road network and public transport were struggling to match the growth in population, or raised concerns with it being able to meet future demand levels with further growth predicted in the region.

### **Growth comments (increased housing, population and cars)**

*“With all the new housing developments being built the increase in traffic is going to be very challenging. I’ve already noticed the traffic congestion getting worse.”*

*“More houses, more people using the same old decaying road infrastructure ...”*

*“The current level of housing development around Maldon is going to cause major road congestion unless there is significant investment in roads in and around Maldon together with a railway connection.”*

*“Given how the population of Maldon is increasing, better links with surrounding towns with stations is now critical.”*

### **Traffic and Roads**

The additional comments received also reiterated the established respondent concerns over traffic and congestion. Again, these comments set out concerns over the current levels of road congestion across Maldon district, some attributing this to an increase in car numbers due to the building of new houses. A significant number of respondents also called for road repairs across the district, especially to fix potholes.

### **Issues with/need to improve traffic and congestion**

*“... it only takes one bad accident and our whole area is gridlocked. Traffic is a very real and big issue, your proposals only scratch the surface.”*

*“... Essex is swamped with development and the road infrastructure can’t cope. The hard-working people, HGV drivers, farmers and businessmen truly suffer by the extra congestion and delays on the roads.”*

*“Road congestion needs addressing immediately. Mini roundabouts will not fix it. Major new routes out of Maldon needed now.”*

### **Road conditions or maintenance**

*“Improve the roads and fill in the potholes ...”*

*“Repair the roads we currently have.”*

*“Rural roads ... hedges encroaching roads ... potholes, ditches not cleared, flooding.”*

## **Train services**

A significant number of respondents called for the introduction or reinstatement of train services across the Maldon District. These requests have been seen previously in this survey's open-ended responses, but not to the same proportional extent as seen in these additional comments. Many of these respondents felt that reopening or introducing new railway services and stations to the Maldon district would help address road congestion issues. Others specifically asked for a railway station to be opened in Maldon town itself. See below for a selection of comments calling for train services in the region.

### **Lack of/need new train services/reopen**

*"I believe some form of light railway should be put in place to connect Maldon with South Woodham train station."*

*"A town that is growing in the way Maldon is with all the extra houses needs better access to the rail network."*

*"Maldon needs a train station. This will give greater links to other towns into London and cut some of the traffic on the roads as commuters can get to London more easily."*

## **Bus services**

Concerns over bus services across the Maldon District were reiterated within these responses to this additional comments section. Again, a proportion of respondents flagged the unreliability of some existing bus services, whilst others called for more services across the region to improve connectivity and the usability of bus services.

### **Issues with timetable and frequency of buses/needs improving**

*"More buses."*

*"The only transport I think we should significantly improve is the bus service. The last bus leaves Maldon to outlying villages before 5pm, and the last bus leaves Witham Station before someone who leaves work in London at 6pm can get there, so you just can't commute by bus. No live updates at bus stops; no paper timetables that people can keep – all that is surely solvable."*

*"We used to have another infrequent bus 288 that ran between Heybridge West and Maldon which has been discontinued ... We desperately need a more frequent bus service from Holloway Road into Maldon and Holloway Road to Chelmsford."*

## 4. Conclusion

Consultation has provided valuable insight into the public's views about the proposed Maldon District Future Transport Strategy. The feedback received will play a vital role in informing this strategy as it progresses into the future.

From the quantitative feedback, it is clear that whilst the strategy has been received in a slightly positive manner, a large section of the public holds a neutral opinion on it. Specifically, 43% of respondents offered a neutral agreement with the strategy, whilst 31% agreed with it to some extent and 28% disagreed. Views on whether the objectives would achieve the vision set out were slightly more negative.

Data on current travel habits showed 73% of respondents use a car for their most common journey. Only 9% use the bus, 7% walk and 3% cycle, showing an opportunity to increase the use of these sustainable travel modes with the right interventions. It was also shown that journey reliability, convenience, accessibility and lack of viable alternatives were the most influential factors regarding travel choice. Data also showed that travel habits have not significantly changed since the Covid-19 pandemic.

To increase the use of buses, an increase in services would be the most influential factor, followed by more reliability, better information, and cheaper ticket prices. To increase cycling, the most important factor was shown to be more segregated routes from traffic, followed by improved safety, security and lighting of routes and improved maintenance of routes. To increase walking, improved maintenance of footpaths was shown to be the most influential factor, followed by improved safety, security and lighting of footpaths and more segregated walking/cycling paths.

Within Zone 1 (main settlements) the elements most in need of prioritising were shown to be passenger transport improvements and car parking facilities. For Zones 2 (strategic sustainable corridors) and 3 (rural and coastal areas) improved public transport network and frequency of services were the elements highlighted as most in need of prioritising. Regarding the strategic corridors, respondents wanted to see the A414 Maldon to Chelmsford prioritised, followed by the B1018 Heybridge to Waltham and the B1010/B1012 Burnham-On-Crouch to South Woodham Ferrers.

Data on traffic congestion revealed the two most concerning effects of congestion to be the impact on public service vehicles and longer journey times. Over half the respondents also said they were concerned about the impact of air quality on their health. A slight majority of respondents also agreed that buses should have priority over other motorised vehicles.

From the qualitative data gathered, concerns over growth in the region, traffic and congestion, and requests for increased public transport services, particularly buses, were the key themes. Aside from these, some respondents felt the strategy did not highlight rural areas and villages strongly enough, while others called for the strategy to go further, stressing the need to reduce car-reliance in Maldon. In regard to

delivering the strategy's vision, some respondents offered concerns over funding whilst others called for more actions in the strategy.

Overall, responses to the strategy were slightly positive, but a large number of neutral views were received. This neutral position appears to be grounded in concerns over excessive growth in the region. Therefore, providing further detail on this issue within the strategy going forward is important. Elsewhere, traffic and congestion concerns and requests for more bus services were quite common. Other suggestions for improvement to the strategy and areas to give more focus to, such as train services, new roads and road repairs were also put forward.

Issues and suggestions raised through this consultation will be addressed within the accompanying promoters' response and forthcoming updates to the Maldon District Transport Strategy.

# Appendix A. Consultation survey

## 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:

- Under 18
- 18 – 24
- 25 – 34
- 35 – 44
- 45 - 54
- 55 - 64
- 65+
- Prefer not to say

#### Gender:

- Male
- Female
- Non-Binary
- Transgender
- Other
- Prefer not to say

#### Postcode:

#### Email address:

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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.



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### 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance of journey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Journey reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Journey time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of viable alternatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact on health and wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact on the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Longer journey times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise and air pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rat-running on residential streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unreliable journey times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify):	<input type="text"/>		
None of the above		<input type="radio"/>	

**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

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**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better quality and cleaner buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bookable demand responsive bus services (like Di-Go)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus stop closer to where I live / end destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheaper ticket prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved access through key junctions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved bus priority measures (bus lanes, bus gates, priority at traffic lights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased number of services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More direct routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More reliable services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New facilities on the bus e.g. wi-fi and charging point	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify):	<input type="text"/>		

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

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**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better connectivity / integration between existing routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better connectivity to the town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better wayfinding / signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free training to improve confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved maintenance of routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved safety, security and lighting of routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More segregated routes (separated from traffic)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitable changing / washing facilities at end destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify):	<input type="text"/>		

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

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**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved maintenance of footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved safety, security and lighting of footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More benches and resting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More segregated walking / cycling paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify):	<input type="text"/>		

**Question 9**

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

- Yes
- No
- Undecided

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Or, tick one of the following

- Nothing will encourage me to walk more
- I already walk as much as I am able

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

- Age
- Other
- Limited mobility or impairment
- Prefer not to say

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**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)

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**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)



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**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1019 Heybridge to Hatfield Peverel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1018 Heybridge to Witham	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1022 Heybridge to Tiptree via Great Totham	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1018 Maldon to Southminster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1010/B1012 Burnham-on-Crouch to South Woodham Ferrers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1021 Burnham-on-Crouch to Southminster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1021 Southminster to Bradwell-on-Sea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maldon Road/Steeple Road/Bradwell Road – Bradwell-on-Sea to Latchingdon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**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?

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**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I work from home more often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I car share more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I cycle more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use public transport more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use the car more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I walk more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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

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**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.*

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## Essex Highways

**SAFER GREENER HEALTHIER**

Welcome to the Highways Service Information Centre

### Maldon District Transport Strategy consultation

26/07/2023 Latest News

Thank you to everyone who has provided feedback on the Maldon District Future Transport Strategy. Following the closure of our consultation, we are now reviewing and analysing responses.

[Read more](#)

Essex Highways Latest News

[Home](#) > [Making Changes](#) > [Highway Schemes](#) > [Maldon Schemes](#) > Maldon District Future Transport Strategy



## Creating a transport strategy for the Maldon District

Future Transport Strategies have been established in other areas of Essex and are a good way of planning, setting out a blueprint against which future projects will be identified and prioritised for funding.

Created in partnership with Maldon District Council, the proposed Maldon Future Transport Strategy looks at how people travel in the district, the transport challenges and opportunities faced and sets out a vision and objectives to help guide our future approach.

To deliver the vision, we propose to prioritise different forms of transport, recognising the need to meet the district's varying needs. Within the strategy we have set these out as three zones, each with different transport priorities.

Read more on the [interactive strategy document](#)

### How we travel in Maldon

Due to its large rural location and fragmented public transport offer, Maldon has a high reliance on car use. Data shows that 71% of work journey's within the district are being made by car, with one in four of these journeys being under 5km. Meanwhile the number of people walking or cycling falls below the Essex average.

With traffic returning to pre-pandemic levels, this is contributing to increased levels of delay and congestion on the road network. Reducing the volume of car commuting and increasing active and sustainable travel (walking, cycling, public transport) would relieve congestion, provide environmental benefits and improve air quality.

**Walking, cycling, or using public transport for a short journey just twice a week could see a reduction of 52,000 car trips from within the district every week.**

However, to do this we need to ensure that we create the conditions to make a viable option for people to choose not to drive.





## Vision for Maldon

A long-term transport vision for Maldon has been created to help guide future transport developments.

*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.*

This vision has been underpinned by a set of 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.

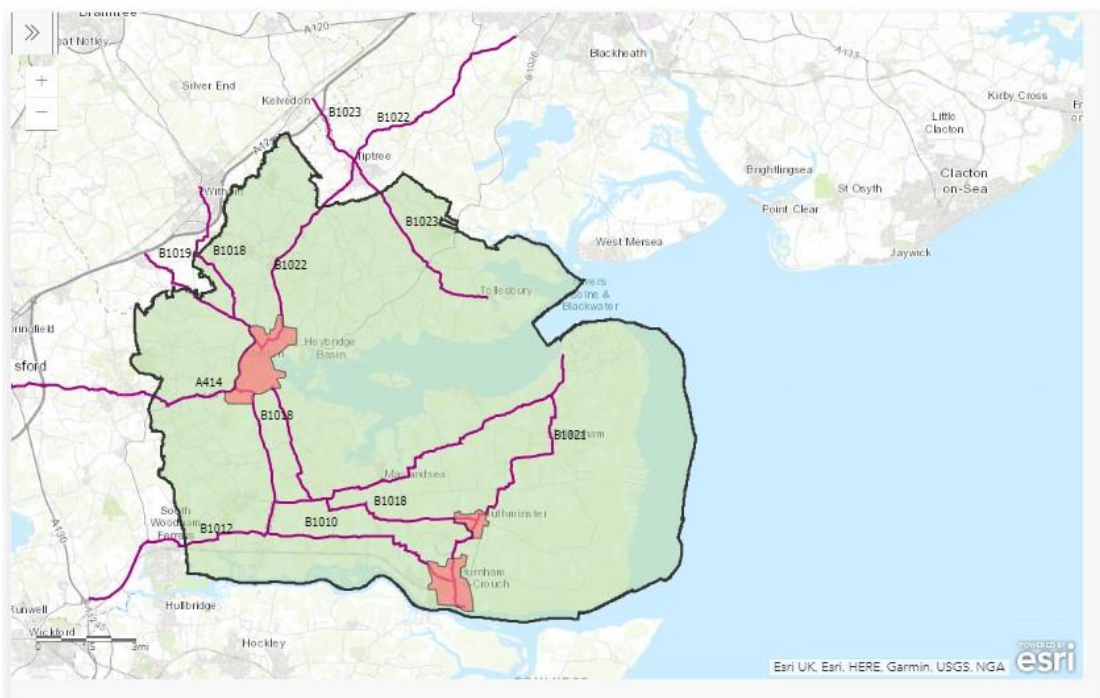
**Safe and secure streets** Deliver a safe and secure travel environment for all users that is well maintained to reduce accidents and encourage safe behaviour.

**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.

## A zonal approach representing different needs

To deliver the strategy, we are proposing to implement a zonal strategy for the district. Click on each zone to read more



## Zones

[Zone 1](#)

[Zone 2](#)

[Zone 3](#)

### Zone 1 - Main settlements

In the main populated areas 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 sustainable the towns will also be considered.

### The strategy

We have recently undertaken a consultation on the strategy and are currently analysing the results. To read the strategy consulted on please click on the image.

If you have any queries on the document please email us at [activetravel@essexhighways.org](mailto:activetravel@essexhighways.org)



### Documents

[Maldon District Future Transport Strategy - PDF\(7.2MB\)](#)

## Appendix C Social Media Posts

 Essex Highways  
4 August · 🌐


We have extended the consultation for our new draft transport strategy for the Maldon district until Sunday 13 August.

The Maldon District Future Transport Strategy, developed alongside Maldon District Council, is an important new plan which looks at how and why we travel in the district, and sets out objectives for the future.

Once finalised, the strategy will provide a blueprint against which future highways and transport schemes will be identified, assessed and prioritised and will support future bids.

You can read more and have your say by visiting: [www.essexhighways.org/maldon-future-transport-strategy](http://www.essexhighways.org/maldon-future-transport-strategy)




 Essex Highways  
27 July · 🌐

Live, work or travel in the Maldon District? We would like your views on a new Future Transport Strategy for the district.

Once finalised, the strategy will provide a blueprint against which future highways and transport schemes will be identified, assessed and prioritised and will support future bids.

You can read more and have your say by visiting:



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**Maldon District Future Transport Strategy - Essex County Council - Citizen Space**

[Learn more](#)