

# Essex Cycling Strategy Programme Highlights 2017-19

Kris Radley | Essex Cycling Strategy Leader



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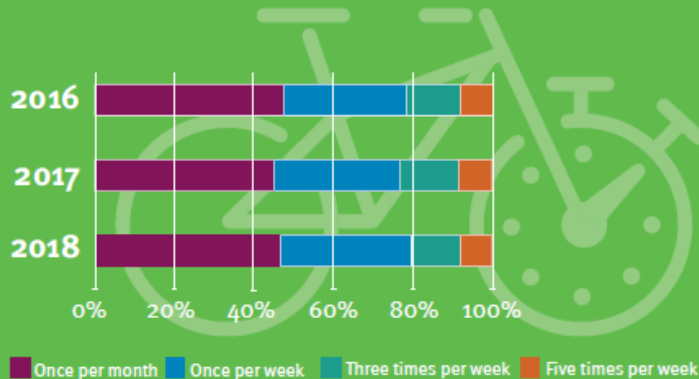
During the past two years the Essex Cycling Strategy Leader (ECSL) has made significant progress in delivering the aims and objectives set out in the Essex Cycling Strategy.

Highlights of our renewed approach to increasing cycling levels in Essex are detailed within this report which provides evidence of a **long-term vision** that will lead to a significant and sustained increase in cycling within our County.

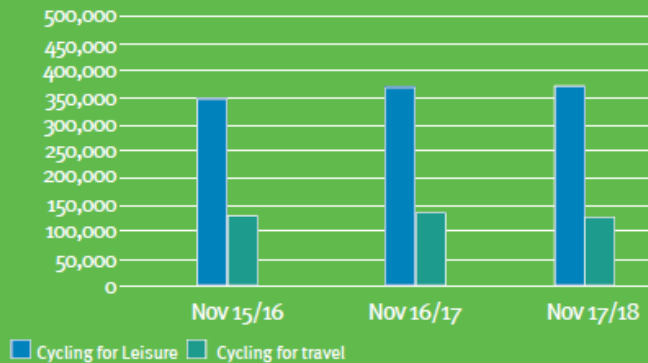


# Essex Active Travel #CycleEssex

## Frequency of Cycling in Essex

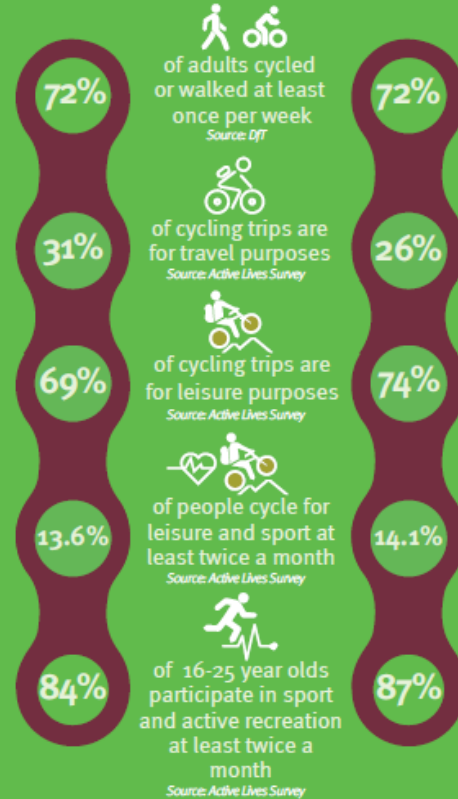


## Users Cycling within the Last Year in Essex



## England Statistics 2018

## Essex Statistics 2018



**138,000 of journeys to work within 5km are by car**



i.e. cycling distance and 56,100 are within 2km distance i.e. cycling or walking distance

Source: 2011 Census

## 2018 National Highways and Transport Survey

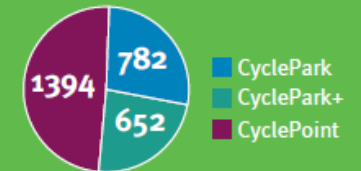


Public satisfaction for Cleanliness of Pavements and Direction Signposts for Pedestrians came out above national average



Direction Signposts for Pedestrians, Provision of Pavements Where Needed and Provision of Safe Crossing Points were the top three

## Cycle Parking Spaces at Greater Anglia Stations in Essex



**21%** increase since 2007 in cycling

Source: Essex Cycle Monitor Data 7 Day May-Oct



**600,114 miles** covered as part of Love to Ride Essex

Source: Love to Ride 15th August 2019



**92,610 lbs CO<sub>2</sub>** saved as part of Love to Ride Essex

Source: Love to Ride 15th August 2019



**18%** increase since 2015 in people taking the bikeability courses

Source: ECC Bikeability Team



Between April 2018 and March 2019 **6,377 People** took part in a course

Source: ECC Bikeability Team

**33 Cycling Clubs**

**£615,000 in ECC cycle grants**



have been allocated from 2015 to 2020 to Sustrans, Cycling UK, Trailnet, The Safer Essex Roads Partnership



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

## Strategic Objectives

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



# Progress Against Objectives

Essex Cycling Strategy







1

An Essex Cycling Advocate



The Essex Active Travel Steering Group (formerly the Essex Cycling Steering Group) direct key strategic priorities for each financial year. The focus of the first two years has been on best practice design, transformational funding and coherent cycle networks. Examples of our achievements are evidenced later in this report.

## Focus of the first two years..

Programme Theme - Enable	Programme Theme - Provide	Programme Theme - Enable
Status - Green	Status - Green	Status - Green
2017/18 Priority 1 Transformational Funding	2017/18 Priority 2 Coherent Networks	2017/18 Priority 3 Best Practice Design
Achievements: £3m Invest to Grow capital investment Bids to SELEP and DEFRA	Achievements: 12 x Cycling Action Plans Flagship Routes Braintree and Harlow	Achievements: Essex Cycle Design Forum Recruitment of Cycle Design Champions Hybrid Cycle Tracks - CCGP
Status - Green	Status - Green	Status - Amber
2018/19 Priority 1 Transformational Funding	2018/19 Priority 2 Coherent Networks	2018/19 Priority Behavioural Change
Ongoing discussions with Highways England Basildon Flagship Cycle Route LHP parallel crossing - Harlow	12 x CAPs now being used to influence strategic planning and funding 3 x LCWIPs completed 2 x LCWIP 'Lights' completed Influencing infrastructure: CCGP Hybrid cycle track/Parallel crossings/Filtered permeability	On-going discussions regarding branding Outline plans for future revenue funding bids e.g. Access II

1

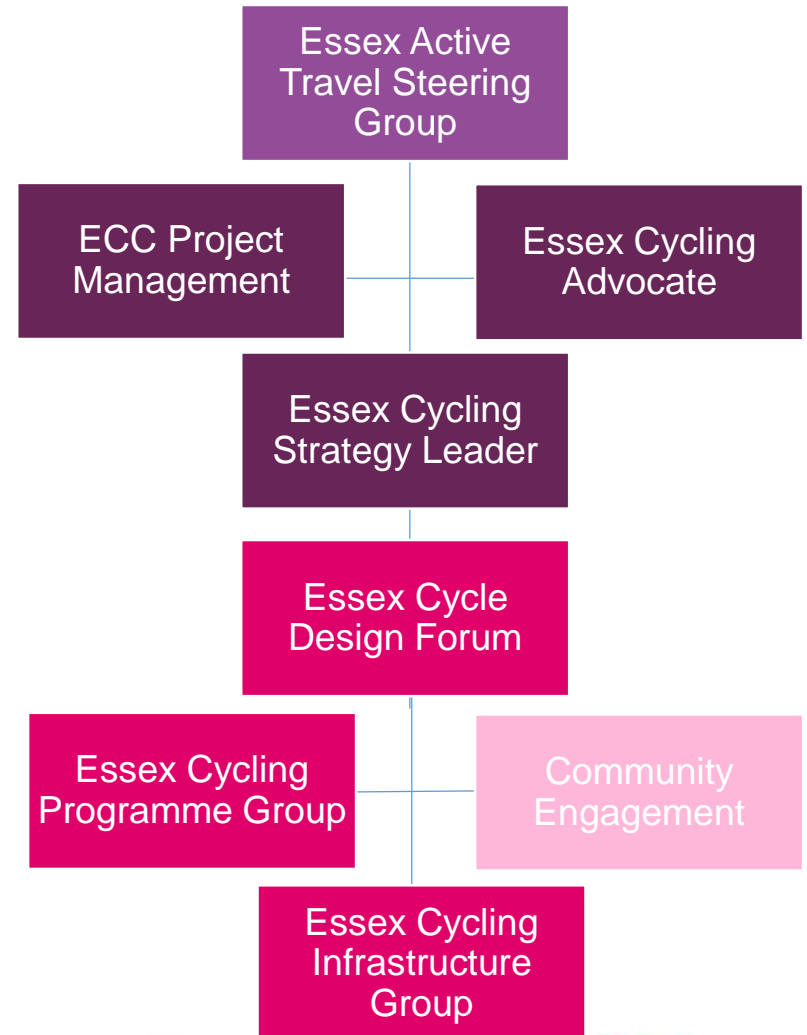
An Essex Cycling Advocate





Strong governance has been established since the project inception and now boasts:

- An Essex Cycling Advocate at Member level
- The Essex Active Travel Steering Group made up of partners and representatives who drive the delivery of the strategy
- An Essex Cycling Strategy Leader
- ECC Cycling Strategy Project Management
- The Essex Cycling Programme Group who oversee the key strategy components (Enable, Provide, Promote)
- The Essex Cycling Infrastructure Group which has been established within Essex Highways to update on cycle infrastructure scheme progress across the county.
- Essex Cycle Design Forum. Bringing together campaigners, members, engineers and designers to assessing the effectiveness of existing and new cycling infrastructure
- Community Engagement. Building on existing engagement with campaign groups, community groups, LA's and individuals



The Active Travel Steering Group (previously known as Essex Cycling Steering Group) is made up of representatives from key cycling infrastructure providers, promoters and partners in Essex (see membership below). The group coordinates cycling related schemes and activities, monitors their progress, reports on outcomes and shares examples of best practice..

## *Members of the Active Travel Steering Group*

**include:** Uttlesford District Council, Chelmsford City Council, Basildon Borough Council, Highways England, Tendring District Council, Epping Forest District Council, Colchester Borough Council, Active Essex, Brentwood Borough Council, Tendring District Council, Maldon District Council, Cycling UK, Public Health, Braintree District Council, British Cycling, Sustrans, SERP, Colchester Travel Plan Club, Chelmsford City Council, Harlow Council, Love to Ride & Castle Point Borough Council



1

An Essex Cycling  
Advocate

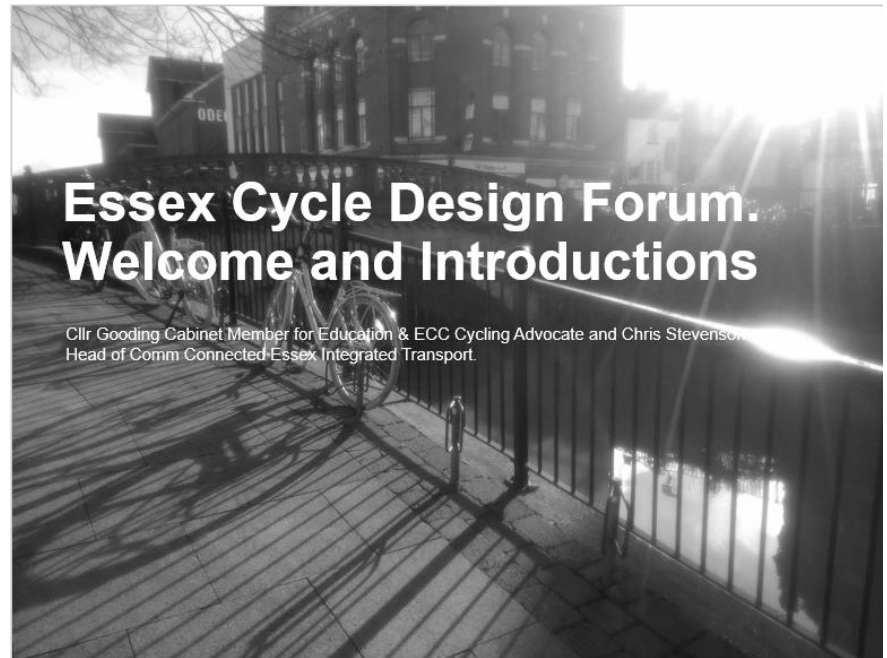
In order to improve consistency with regards to the cycling offer across the Essex the ECSL acts as a 'hub' for information on cycling in Essex – directing designers, planners and stakeholders to the correct sources of data and support. A wide variety of schemes, initiatives and programmes require a 'cycling lead'..

*In the last 2 years the ECSL has been involved in over 200 scheme consultations.*



## Cycle Design Forum

The ECSL has established the biennial Essex Cycle Design Forum assessing the effectiveness of existing and new cycling infrastructure, engaging with local stakeholders and sharing best practice across the county. The inaugural Forum in 2018 attracted a wide variety of delegates from campaign groups, voluntary sector organisations, members, Essex County Council officers as well as Essex Highways designers and engineers. The next Forum is programmed to take place in 2020



1

An Essex Cycling  
Advocate



An ongoing challenge facing the Cycling Strategy Leader is balancing the many strategic objectives alongside community engagement across the county. Examples of engagement activities across Essex include but are not limited to:

- Cycle Colchester Forum
  - Cycle Campaign group meetings with Mark Carroll
  - Co-design pilots (inc. Hythe Hill & Albert Road Roundabout)
  - Ad-hoc informal meetings
  - LCWIP Stakeholder engagement
  - Biennial Essex Cycling Design Forum..
- ....as well as continuous direct email communication with campaign groups





# Influencing and Lobbying

From Ministers and Elected Members, Government Departments and Local Economic Partnerships to Campaign groups the message from the Cycling Strategy has been consistent and clear. As a result cycling is now widely recognised as a solution to the problems we face in our urban areas it helps reduce congestion, improve air quality and will impact on the future health of our residents.

*In the last two years the ECSSL has presented at over 50 conferences, board meetings, trackers, workshops, plenary sessions, panel meetings, steering groups etc.*



**1** An Essex Cycling Advocate







2

## Transformational Funding

A step change in the provision of cycling infrastructure and promotion requires an increase in funding over and above the current level of funding for cycling in Essex. Over the last 2 years Essex County Council, partners and stakeholders have assessed, bid for and secured funding opportunities to broaden the funding mix in Essex.

*ECC has introduced a new Invest to Grow scheme in to the capital programme for cycling infrastructure at a total estimated capital cost of **£1.25m**. This investment will enable ECC to leverage a combination of wider funding from various funding streams including DEFRA, SELEP, Central Government grants etc.*



Pipeline to delivery. A key to the successful implementation of cycle infrastructure that encourages more people to cycle is to have a clearly defined **'Pipeline to Delivery'** from strategic ambitions and governance, through network planning to best practice design and transformational funding for implementation. Essex Highways is now able to showcase this new and innovative approach which has resulted in the first Flagship cycle route in Essex.

*In 2018, Basildon was identified as the first 'Flagship' route to be delivered via the new pipeline to delivery linking into the Basildon Town Centre Regeneration Highway scheme, which is investing in cycling routes and sustainable transport facilities within the town centre and the Basildon Enterprise Corridor.*

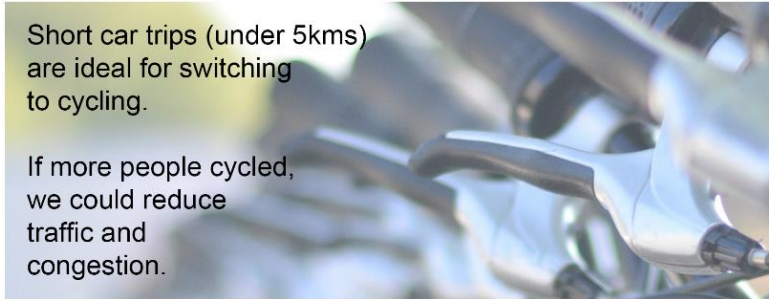


*Parallel crossing, Basildon – innovative cycling infrastructure forming part of the Flagship route*



Essex has created a new 'Invest to Grow' capital programme for cycling infrastructure. This programme will help deliver part of the strategic cycle network (initially focussing on key strategic corridors e.g. Flagship Routes and LCWIP Strategic Corridors) and to leverage a combination of wider contributions from various funding streams. A four year programme has been developed to allow strategic planning of cycle network infrastructure. This programme is designed to ensure that the Advanced Scheme Design programme aligns with forecasts of future capital investment.

*The ECSL is a key member of a small, influential team focused on attracting new cycling money to Essex and increasing spend. The team celebrated early success by securing a new £1.25m Invest to Grow capital programme for cycling infrastructure.*



Short car trips (under 5kms) are ideal for switching to cycling.

If more people cycled, we could reduce traffic and congestion.



3

'Best Practice' Design

## Advanced Scheme Design

Advanced Scheme Design budget allocation to Cycling Infrastructure 2017/18 2018/19 and 2019/20 - working with the Transport Planning team and Essex Highways the ECSL continues to develop year on year a programme of works that meets the aims and objectives of the Cycling Strategy and the needs of Essex County Council.

*Since 2016 18 cycle projects have progressed to Stage 2 (options) and 6 schemes have progressed to Stage 3 (preliminary design)*





As part of a long term plan a number new processes have been introduced to ensure the cycle infrastructure we design looks attractive, serves its purpose and encourages more people to cycle these include:

- The recruitment of Cycle Design Champions,
- Adoption of Best Practice Cycle Design principles
- Cycle Design Forums.
- The development of a Cycle Design Portal
- Study trips
- Training
- Cycle Design Surgeries

## Best Practice Design



A support network of experienced cycle infrastructure experts has been created across Essex Highways to help/challenge designers of new schemes. The programme ensures cycle infrastructure designs are of appropriate/consistent standard and incorporate innovation and best practice

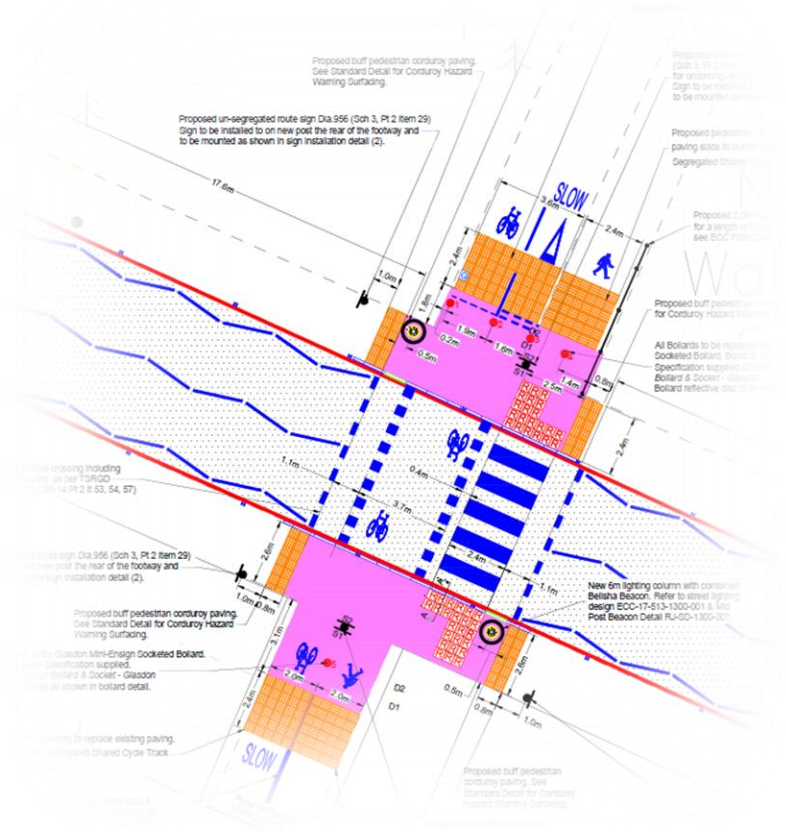
*Through the recruitment of 'Cycle Design Champions' and Cycle Design Surgeries held across the Essex Highways Framework the ECSL has created a support network of experienced cycle infrastructure experts to help/challenge designers of new schemes*

## Cycle Design Champions



## Parallel Crossings

*The ECSL was instrumental in working with Transport Planners, designers and engineers to help develop the first parallel crossings in Essex. The first parallel crossing is already open in Basildon as part of the Flagship cycle route, the 2<sup>nd</sup> is due for completion in Summer 2019 and forms part of the Chelmsford City Centre connectivity. Others are in the pipeline and due for completion 2019/20.*



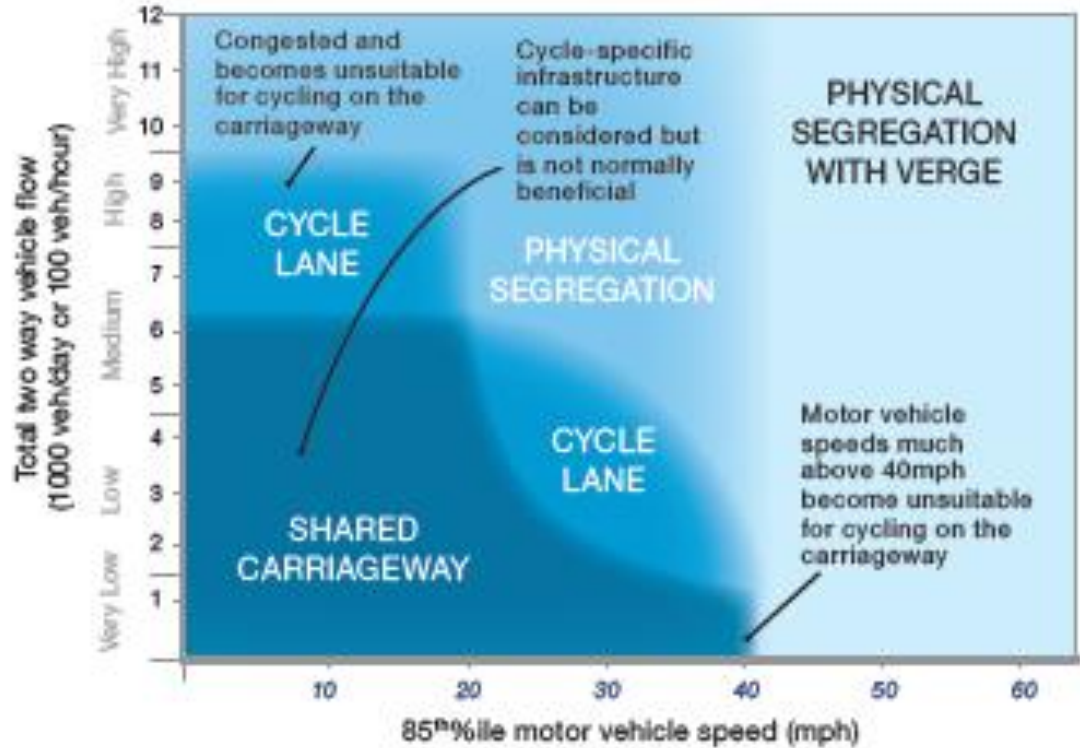
3

'Best Practice' Design



## Improved Cycle Design Standards.

The ECSL has disseminated Best Practice Cycle Design Guidance, Basic Cycle Design Principles and Levels of Service (See CROW table adopted by Essex Highways) across Essex Highways and Jacobs Reach Back offices to establish better and more consistent design for cycle provision in Essex.





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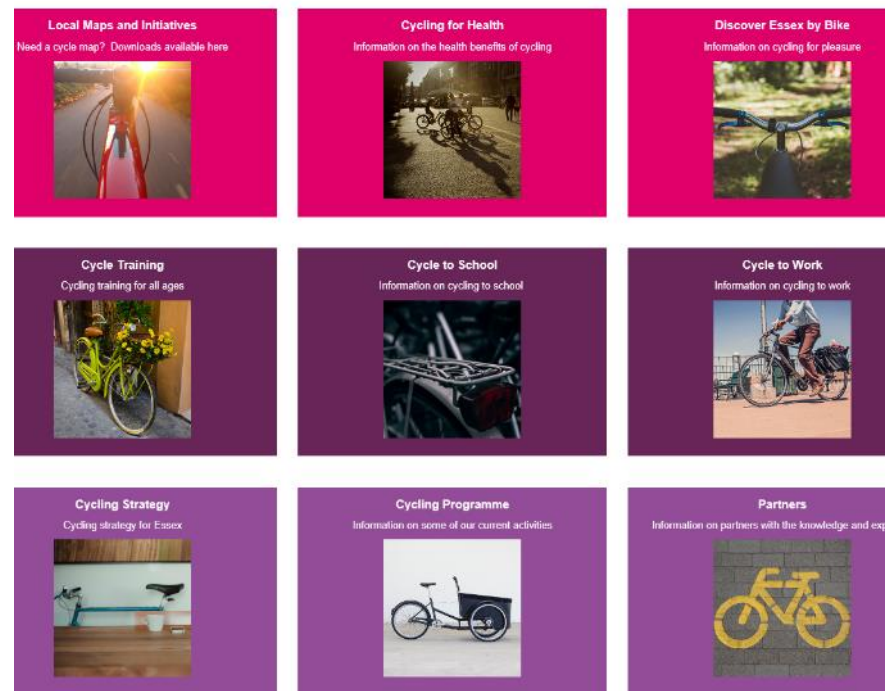
A 'Cycle Essex' Brand

## Changing the image of cycling

In order to change the image of cycling in Essex to a safe, **normal** and enjoyable everyday activity a number of subtle actions have been taken including:

- Re-branding of Essex Highways Cycling Pages.
- New Twitter feed.
- Changing language. Referring to 'People who cycle' rather than 'Cyclists'.
- Lobbying and Influencing
- 'This is what a cyclist looks like' campaign

*The ECSL has been instrumental in getting Essex County Council, Essex Highways, Politicians and the wider public to start to see cycling as a normal, enjoyable and everyday activity for the majority of short journeys.*







5

High Profile Events

## High Profile Events

Supporting high profile events such as Bike Week (2017,18 & 19), Cycle to Work Day (2017,18 & 19), Tour of Britain, Car Free Days, Twitter/Website promotion, World Cycling Day, Cycle Sundays, Essex Trophy, European Mobility Week, Sustrans BIG pedal, Cycling UK's Big Bike Revival and Cycle County Active County (2019) continue to help us change attitudes to active travel in Essex.

*The ECSL was instrumental in working with the Department for Transport to bring Cycle County Active County to Essex. Attracting 500+ national and international delegates, this major two-day industry conference, exhibition and networking event is being held outside of a major city for the first time.*



Well done. An amazing event! Great job!  
**Erwin Deppe, Head of Major Projects - Essex Highways**

The event was fantastic and Cllr Kevin Bentley thought it was superb.  
**Hilde Dahmer, Senior Strategy Adviser to Cllr Kevin Bentley, Deputy Leader of the Council – ECC**

It was a great pleasure working with you and the team. Not all event hosts are as engaged as Essex Highways, ECC and co, but it has a direct impact on the success of an event. We couldn't have done it without all your hard work!

**Daniel Simpson, Commercial Director - Landor Links**

Easily one of the best organised and structured events I have been to. A perfect platform.....

**Grahame Wickenden - Essex Highways**

I just wanted to take a moment to thank everyone involved in the organisation, planning, presentation, manning the stands and leading various rides/walks etc for their contribution to what has been widely hailed as an excellent event that has really put Essex on the map in terms of active and sustainable travel.

**Andrew Cook, Director of Highways and Transportation - ECC**

Essex Highways was pleased to host this unique event. Our objective is to make it easier for people to travel across Essex, bringing communities together and connecting people to services, employment and learning opportunities. If we are to limit congestion, keep people and local goods deliveries moving while at the same time reducing pollution, then we must embrace cycling and walking as alternative transport."

**Cllr Kevin Bentley, Deputy Leader of Essex County Council and Cabinet Member for Infrastructure,**

The overall feedback we've had from the event has been extremely positive, We've had some exhibitors who have called it the best CCAC series we've run.

**Mark Luker, Events Logistics Coordinator - Landor Links**

It was a fascinating morning. Thanks [@TransportXtra](#), [@Essex CC](#), [@essexhighways](#). Great to see the progress made, plans in train and ambition for the future. [#CycleActiveCounty](#)

**Stephen Fidler, Director Local Transport - DfT**

Another great [#CycleActiveCounty](#) conference

**Kevin Golding-Williams, Head of Cycling and Walking Policy - DfT**

Well done to Kris and the team for organising – I've heard really positive comments

**Stuart Freeman, Local Government Portfolio Director - Jacobs**

Team Leicester for [#cycleactivecounty](#) - Thanks to the Landor Team for opportunity to hear from & share with leaders across the UK & beyond **Ride Leicester**

The wider feedback from partners, delegates and exhibitors has been great and many were very surprised with the great work being carried out in the county. It really has put Essex on the map as a Cycle County.

**Daniel Simpson, Commercial Director - Landor Links**

Hope you've fully recovered from the conference- congrats again for the huge success!

**Willow Mitchell**

, Engagement Officer - **Sustrans**

I have attended quite a few of the Landor events, and last week's event was a stand-out in terms of organisation and content. It was also encouraging to hear about the projects you are running in Essex.

**Christopher Bristow, Chief Operating Officer - BetterPoints**

Fantastic to visit Chelmsford last week and see first hand the exciting work going on - and to meet the inspirational team behind it! Well done again on hosting such a great event. .

**Irene McAleese, Co-founder & CSO - See.Sense**

Once again, well done to you and the team for organising such a fantastic event, it gave me a real buzz to think about how our job is crucial to provide people with alternative travel options so that we can all make a real change, and that there was appetite for this in Essex

**Hannah Neve, Principal Transportation & Infrastructure Planner - ECC**

Great Job  
**Cliff Malone, Executive Director of Operations Global Sales – Jacobs**

I enjoyed the conference so much. Thanks [@TransportXtra](#), and [@essexhighways @Essex CC](#) for bringing this conference to Essex.

**Dave Walker, The Cycling Cartoonist**

A great success and Landor stated that it had been their most ambitious event yet in this series, with (at one time) nine activities simultaneously going on, so plenty of choice for delegates.

**Chris Stevenson, Head of Network Development - ECC**

Hearing Stephen Fidler (Director, Local Transport – DfT), Cllr Kevin Bentley (Essex CC), Tim Hollingsworth (CEO, Sport England) and Lilian Greenwood MP (Chair of the Transport Committee) speak so positively about the future focusing on Active Travel was very encouraging for Essex and other local governments.

**Lauren Bailey-Filbey, Market Support Manager - Jacobs**

Hearing Stephen Fidler, Cllr Kevin Bentley, Tim Hollingsworth and Lilian Greenwood MP speak so positively about Active Travel was very encouraging for Essex and other Authorities. Feedback from the active travel industry has been outstanding. It was a great event with everyone full of praise and in many cases truly inspired by what they have seen and heard.

**Cllr Kevin Bentley, Deputy Leader of Essex County Council and Cabinet Member for Infrastructure,**

You did a magnificent job and I was so proud just being at the event.

**Vip Gandhi, Vice President - Jacobs**

Brilliant important event, excellently executed.

**Mark Carroll, Executive Director, Place and Public Health - ECC**

I was really impressed with the extent of the traffic-free network and the number of people riding bikes - lots of women and children and not many helmets!

**Catriona Swanson, Transport Planner - Arup**

Everyone I have spoken to during the course of the two days has been full of praise and in many cases truly inspired by what they have seen and heard.

**Andrew Cook, Director of Highways and Transportation - ECC**



In order to raise the profile of cycling in Essex submissions to industry awards have been submitted and resulted in:

**Submission:** Union Cycliste Internationale (UCI) Bike Region Label.

**Shortlisted:** National Transport Awards Excellence in Cycling and Walking (2019)

**Commended:** Sustainable Transport Awards – Chartered Institute of Highways and Transportation (CIHT) National Awards (2018 & 2019)

**Highly Commended** Sustainable Transport Awards – CIHT East of England Annual Awards (2018 & 2019)

*“We were very impressed by the plans presented by Essex, and will eagerly follow the outcomes of the Essex Cycling Strategy”.*  
*Isabella Burczak, UCI Campaigns Manager.*





6

Increased Support for  
Local Initiatives

## Local Initiatives

Working with the Sustainable Travel Planning Team the ECSL has helped administer ECC Cycling grants across the county. The grants have helped support local initiatives that demonstrate aims and objectives that align to the Essex Cycling Strategy. The array of activities are captured on and promoted via Essex Highways website cycling pages.

*The ECSL continues to develop other local initiatives working with private, public and voluntary sector partners e.g. Bikeshare, Cycling UK, Sustrans, Bike Kitchens, Active Essex, Public Health, Forward Motion etc.*





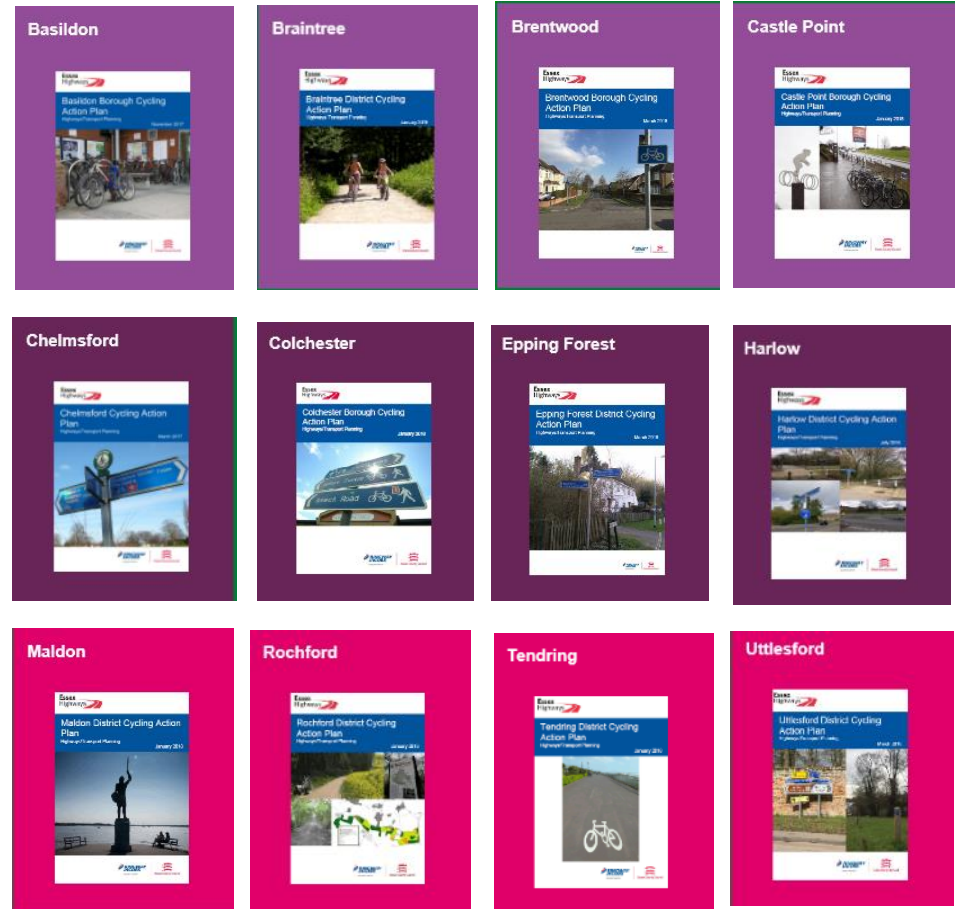


# 7

## Coherent Cycle Networks

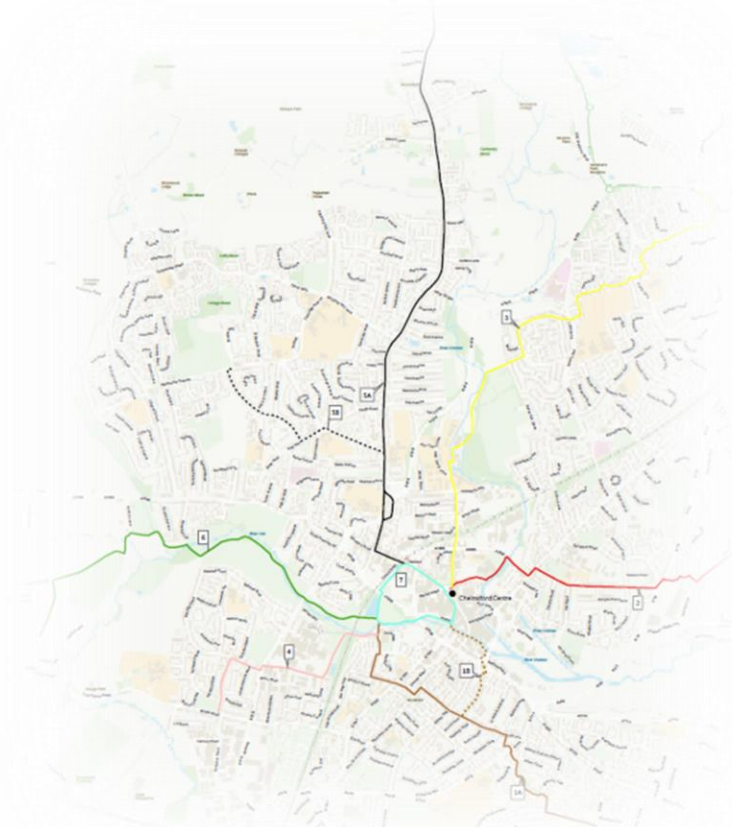
As part of the county-wide Essex Cycling Strategy, Cycling Action Plans have been developed for individual Boroughs and Districts of Essex. The 12 documents provide an opportunity to develop and promote cycling through improved infrastructure together with the wider promotion of cycling. Strategically the CAPs are invaluable in helping utilise and prioritise funding sources such as developer contributions and central Government grants/allocations.

*As a result of ECSL engagement and promotion the CAPs are now widely used by Local Authority partners, Developers, Strategic Development, Local Highway Panels, Transport Planners, Designers and Engineers.*



Working with the Department for Transport the programme aims to help us build upon the Cycling Actions Plans and develop network plans for both walking and cycling across Essex. This will enable the county council to prioritise investment decisions based upon a robust methodology which considers future demand and the propensity to both walk and cycle. The longer term vision is for LCWIPs to be developed in all major urban areas across Essex as and when resources become available.

*In addition to LCWIPs in Colchester, Braintree and Chelmsford the ECSL has helped extend the programme to include 'Light touch' LCWIPs in Basildon and Harlow*



*LCWIP Strategic cycling corridors – Chelmsford*

A key to a coherent cycle network in Essex has been to ensure that cycling is prioritised over motorised transport in all new developments and that developer networks link to existing infrastructure - making it easier to carry out short trips by bicycle than by car.

*Working with Strategic Development and contributing to the creation of the Essex Design Guide the ECSL has helped to ensure that cycle routes within commercial and residential developments are becoming more direct and convenient than car routes and are connecting in to existing cycling infrastructure on leaving the site. CAPs and LCWIPs are fast becoming a vital tool in contribution allocation.*

## The Essex Design Guide



Architectural Details

Getting the architectural details right is critical to ensuring new developments are appropriate to the setting and context.



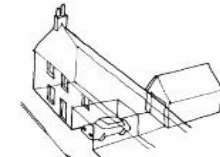
Layout Details

Developments should be well connected, offering a variety of routes for all users while identify the relationship between the built environment and landscape.



Garden Communities

This section identifies the key design and planning principles to create new communities on a larger scale.



Parking Design Details

Well-designed car parking spaces should be well managed, safe, attractive environments.



Built Context

Understanding the context and sense of place for any existing community a key principle to inform new development.



Achieving Quality

Sets out the relationship between the development industry, local authorities and communities.



The ECSL remains committed to developing the cycle network as a separate asset group.

Working in partnership with Asset Management and Network Assurance a draft Cycling Hierarchy, as well as a draft chart for a Highway Inspector's Condition Observation Assessment have been produced.

Cycle Route Functional Ride Quality Title		Excellent	Good	Fair	Requires Improvement
Cycle Route Functional Ride Quality Description		Sound, Confident Ride Quality for Cyclists (minor surface imperfections can be present but none at investigatory level)	Good, fairly relaxed Ride Quality for Cyclists (some impairment due to historic repairs, and some early stages of deterioration which will lead to a more regular occurrence of defects but currently very few issues at	Fair, but Cautious Ride Quality for Cyclists, as travelling requires caution to protect safety (more frequent issues at investigatory level due to more advanced stages	Poor, Anxious Ride Quality for Cyclists, travelling requires close attention to avoid safety related concerns (frequent localised defects and likely areas of significant cracking and surface
Cycle Route Functional Ride Quality Maintenance Cost Liability		Very low	Low to Moderate. These types of cycleway can be included in programmes for low cost, preventative treatment to arrest deterioration, such as slurry sealing and capital patching where material type is appropriate.	Moderate to high maintenance cost liability. These types of cycleway will require a range of remedial measures including higher cost treatments such as resurfacing and	High maintenance cost liability; likely treatments resurfacing and reconstruction or possibly instu recycling
<b>Cycle Route Functional Ride Quality Condition Characteristics at Highway Inspectors' investigatory Levels; i.e. point at which a risk assessment is required and potential defect recorded</b>	<b>Surface</b>	pothole, depression/deformation, rutting, longitudinal & transverse cracking, changes in level/gradient, displaced/rocking slab, oil/fuel or debris on surface	None at investigatory level	isolated presence of issues at investigatory level	regular presence of recorded defects as well as more extensive areas of deterioration symptomatic of structural failure
	<b>Edges</b>	Missing/displaced/misaligned kerb, verge overruns/sunken area	None at investigatory level	isolated presence of issues at investigatory level	regular presence of defects and more frequent presence of issues at investigatory level
	<b>Ironwork</b>	gaps in frame, level difference between frame and cover, rocking/broken/worm missing/polished covers, reinstatement/material failure	None at investigatory level	None at investigatory level	possible presence of these types of defect
	<b>Drainage</b>	substantial standing water/running water	None at investigatory level	None at investigatory level	sporadic presence of these types of defect
	<b>Signing, Lining</b>	faded/worn road markings, faded/worn/damaged/missing regulatory or other signs	None at investigatory level	isolated presence of issues at investigatory level	some defects already recorded and more frequent presence of issues at investigatory level
	<b>Lighting, Traffic Signals</b>	lighting or signalling inoperative or malfunctioning, signalling faded/obscured	None at investigatory level	None at investigatory level	possible presence of these types of defect
	<b>Trees and Vegetation</b>	unstable or fallen tree, overhanging vegetation resulting in loss of height clearance, vegetation encroachment or obscuring signs or	None at investigatory level	None at investigatory level	sporadic presence of these types of defect



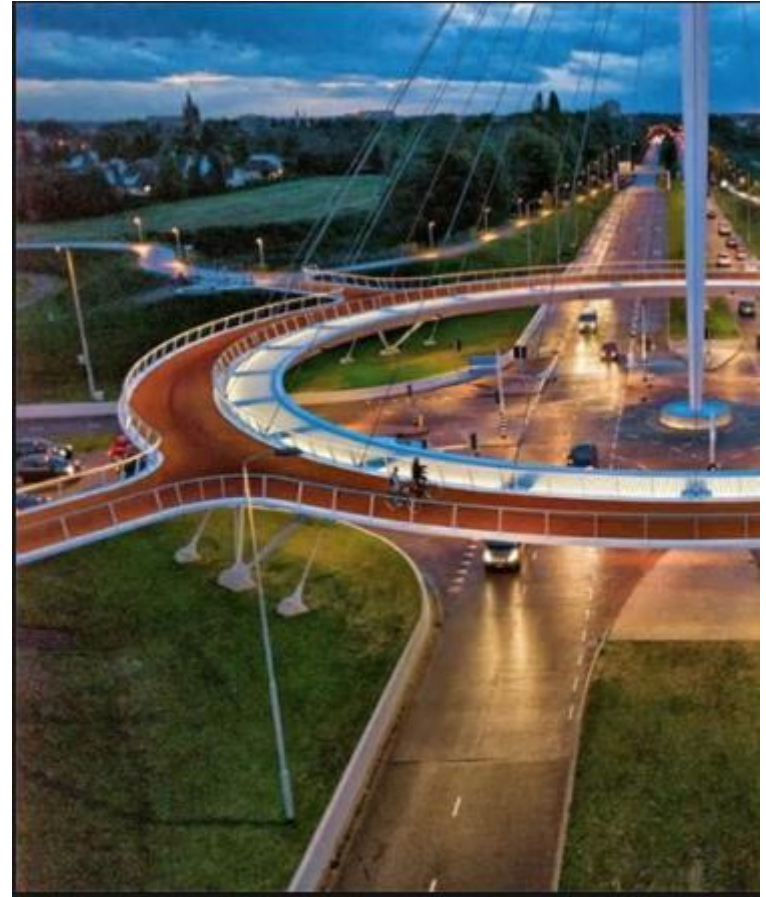
# 8

## Continental Standard Cycling Facilities and Quietways

## Continental Standards.

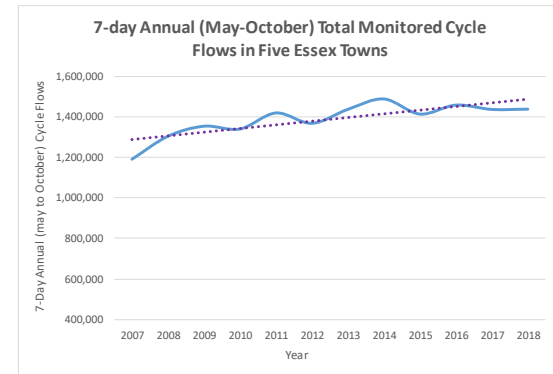
The ECSL has introduced continental cycle standards and best practice design to Essex Highways through on-going consultation and engagement with Transport Planners, designers and engineers. ECC is now looking at introducing its first Danish style hybrid cycle tracks, parallel crossings, Dutch style roundabouts and Pre-green crossings.

*The ECSL continues to introduce innovation and best practice from around the world. The 'Hovering' in Eindhoven seen here has been used as an example to inspire and challenge transport planners, designers and engineers.*



# Monitoring: Cycle Counts.

Essex County Council recognises the importance of cycling and is committed to facilitating its growth. Monitoring of the cycling levels is carried out as part of the transport monitoring programme. The effectiveness of the Essex Cycling strategy will include the cycle count data from the fixed cycle monitor counters across the county, along with a manual check of sites to assess cycling activity, before/after assessment of sites where cycling measures have or will be implemented to understand if they are having an impact on cycling levels.



7-day Annual (May-October) Total Monitored Cycle Flows By Town						
	Basildon	Braintree	Chelmsford	Colchester	Harlow	Total
2007	174,590	50,272	534,069	271,489	161,608	1,192,027
2008	184,588	51,273	611,743	285,460	171,448	1,304,512
2009	170,323	58,811	657,338	292,989	174,606	1,354,067
2010	177,841	52,986	643,456	295,884	170,104	1,340,271
2011	184,603	58,918	672,568	319,418	183,408	1,418,915
2012	182,261	60,701	630,970	312,126	182,081	1,368,139
2013	192,620	64,974	661,058	334,725	183,276	1,436,653
2014	197,615	62,452	691,342	347,755	188,362	1,487,525
2015	177,870	67,411	663,595	307,576	197,048	1,413,499
2016	180,472	63,790	706,968	294,532	211,718	1,457,480
2017	175,094	59,679	692,309	298,535	210,708	1,436,326
2018	177,572	59,667	697,555	287,651	215,113	1,437,557

Average Annual Growth 2007-2018	0.13%	1.86%	1.71%	0.56%	2.54%	1.37%
Average Annual Growth 2017-2018	1.42%	-0.02%	0.76%	-3.65%	2.09%	0.09%





# Future Activities

Essex Cycling Strategy



## Future activities:

- More community engagement and Co-design
- Behavioural Change activities
- Liveable Neighbourhoods
- Smart Data e.g. See.Sense
- Adoption of Forward Motion (the South Essex Active Travel branding and imagery) – see opposite example of the “This is what a cyclist in Essex looks like” campaign.
- Exploring more high profile events e.g. Ride Essex 2020, Car free days.
- Cyclists at Roadworks guidance report
- Launch of Cycle Design Portal





integrated expertise



Essex County Council