

Cycling Strategy Implementation Plan 2021

Braintree District Councils Cycling Strategy 2021 sets out the key elements of a long term plan that will lead to a significant and sustained increase in cycling in the Braintree District. This is targeted towards the specific needs of Braintree residents, which will assist in tackling wider problems associated with poor health, pollution, traffic congestion and inequalities of opportunities for Braintree's youth population and people on low incomes.

The Cycling Strategy Implementation Plan will ensure these objectives can be achieved through a series of actions, which have been grouped into a number of themes as set out below and detailed in the following pages

- Create Coherent Cycle Networks (including safer cycling and maintenance)
- Transformation Funding
- Marketing and Branding
- Governance and Partnership
- Behaviour Change
- Promotion of electric and cargo bikes
- Monitoring and Evaluation

Councils Role	Indicative costs (to be calculated)
D - Deliver	£ - Low - between £0 and £25,000
E - Enable and Facilitate	££ - Medium - between £25,001 and £100,000
S - Support and Encourage	£££ - High - between £100,001 and £250,000
P - In Partnership (detail partnerships)	££££ - Very High - Over £250,001

Priority 1: Create Coherent Cycle Networks

Work with partners and stakeholders to develop strategic network development plans. Ensure Braintree District has an up to date Cycling Action Plan (CAP) and Local Cycling and Walking Plan (LCWIP).

1A. Improve Cycle Networks by providing a new BDC Cycling Action Plan that spans across the Braintree District including Town Centres and Rural locations									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning Network Wellbeing Inclusivity	D E S P	ECC ECC/BDC BDC ECC/BDC	Review and Rewrite the ECC/BDC cycling action plan	Use ECC/BDC CAP to drive delivery of new and improved cycle routes	Review ECC/BDC CAP and update version	££	Number of cycling trips across the network throughout the district	2019: 4 sites measured (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites
						BDC /ECC	Length (m) of new or improved cycle infrastructure	2021: 0	Increase the length of cycle infrastructure by 2% each year.
1B. Improve Cycle Networks by providing a new BDC LCWIP that spans across the Braintree District including Town Centres and Rural locations									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

Planning Network Inclusivity Wellbeing	D E S P	ECC ECC/BDC BDC ECC/BDC	Rewrite the ECC BDC LCWIP	Use ECC BDC LCWIP to provide strategy for Infrastructure plans	Review ECC BDC LCWIP and update version	££	Number of cycling trips across the network throughout the district	2019: 4 sites measured (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites
						BDC /ECC	Method of travel to work	2011 data: 4% (vs other forms of transport)	2% increase of trips less than 5km to work.

1C. Evaluate the impact of new development site locations at application stage to improve connectivity across the Braintree District

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning Networks	D E S P	ECC ECC/BDC BDC ECC/BDC	Review and Rewrite the ECC/BDC cycling action plan	Use CAP and LCWIP to drive delivery of new and improved cycle routes	Review CAP and LCWIP and update version	££	Number of cycling trips across the network throughout the district	4 sites measured 2019 (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites
						BDC /ECC			

1D. Develop a safer and legible cycle network for cyclist

Link To Engagement Themes	Lead Organisation		Short term:	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

			<i>within 12 months</i>						
Networks Safety	D E S P	ECC ECC/BDC BDC ECC/BDC	Rewrite the cycling action plan and LCWIP	Use LTN 1/20 guidance to review existing and specify new routes within the updated CAP and LCWIP to drive delivery of new and improved cycle routes	Action any requirements for new/improved safety measures across the district	££££	Number of cyclists involved in reported accidents in the District.	2020: 20 reported Cycle casualties	Reduction in accidents by 5% by 2026
			Review current maintenance schedule for accident hotspots.			BDC /ECC/S106			
			Review speed limit options on last mile.						
1E. Inter-urban routes and cycling									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Wellbeing	D E S	ECC ECC/BDC BDC	Review and Rewrite	Use CAP to identify a minimum of two	Complete feasibility and review	££	Number of feasible new routes across	0	A minimum of two routes with a

	P	ECC/BDC	the ECC/BDC cycling action plan and ECC LCWIP	inter-urban routes to take forward to feasibility	delivery options	BDC /ECC	the district awaiting implementation		completed feasibility study
1F. Rural Schemes									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Wellbeing	DESOP	ECC ECC/BDC BDC ECC/BDC/ Sustrans	Review and Rewrite the ECC/BDC cycling action plan and ECC LCWIP	Use CAP to drive delivery of new and improved cycle rural routes.	Identify rural routes for prioritisation of funding through LCWIP/LHP and other funding streams.	££	Number of rural routes taken forward to funding application via LCWIP or other funding streams	0	A minimum of two rural routes taken to funding application stage in the medium term (1-5 years_). A minimum of 2 further rural routes to be taken to funding application stage in the long term (5 years+).
				Work with partners to be a trial for cycling rural initiatives.		BDC /ECC			
				Identify rural routes for prioritisation of funding through LCWIP/LHP and other funding streams.					
1G. Quiet Lanes									

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	ECC ECC/BDC BDC ECC/BDC/ LHP	Review the Quiet Lanes that are currently awaiting funding / approval by ECC to assess those particularly advantageous for cycling.	Use CAP and LCWIP to drive delivery of new and improved cycle rural routes including increasing number of 'Quiet Lanes'	Work with partners to identify and deliver 'Quiet lanes'	£ BDC /ECC/ LHP	LCWIP trial of 5 'Quiet lanes' currently running	0	Increase number of quiet lanes across the district by 50%

1H. Better Links to transport

Link To Engagement Themes	Lead Organisation	Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
						Measure	Baseline	2030 Target

Networks Inclusivity	D E S P	BDC/ECC BDC ECC/BDC /National Rail	Produce on-line map of current cycle routes with links to transport	Use CAP and LCWIP to develop new map for print and on-line	Review and action any requirements with partners for new additional routes	££	Number of cycling trips across the network throughout the district	2019: 4 sites measured (7 day average): 3062	Double the number of cycling trips in Braintree District from 2019 levels by 2030 at our monitored counter sites and other key routes
				Work with partners to grow transport links		BDC/ECC/ Rail/Bus Links			

1J. Cycle Parking

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Regulations	D E S P	BDC/ECC BDC ECC/BDC/ Developers/Essex Police/National Rail Operator	Review of cycle parking locations, level of provision and security	Deliver on site within new developments and via S106 where possible.	Review cycle parking requirements	££	Number of cycle parking facilities provided by businesses across the district	tbc	Help to facilitate a minimum of 10 business cycle parking facilities
			Assess security of principal bicycle parks				Number of bikes parked at prime town centre locations.	9 (as at 2-Sept-21)	Double the amount of bikes parked.

			within the District	Work with partners to increase security.		S106 Funding	Number of reported bike thefts in the district	2020:31	Reduce reported bike thefts by 5%
			Review of Cycle Parking standards in new Development			ECC	Number of reported bike thefts from stations.	2020; Witham – 5 Braintree – 0	Reduce reported bike thefts by 10%

1K. New development and the local plan

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning	D E S P	BDC BDC BDC BDC	Reiterate cycling policy, CAP and LCWIP with planning team	Planning team to refer to new CAP.	Planning team to refer to new CAP	£	Number of linear metres of cycleway provided as part of new developments	0	10% increase of Linear metres from 2021 to 2030.

						BDC	of large new housing schemes (+100 dwellings).		
							On smaller developments Number of roads designed to a max speed limit of 20mph, to allow for safe cycling		
1L. Well Maintained Road and Routes									
<i>Link To Engagement Themes</i>	<i>Lead Organisation</i>		<i>Short term: within 12 months</i>	<i>Medium term: 1-5 years</i>	<i>Long Term: 5 years +</i>	<i>Funding Source</i>	<i>What does success look like?</i>		
							<i>Measure</i>	<i>Baseline</i>	<i>2030 Target</i>
Safety Maintenance	D E S	ECC BDC BDC/ECC	Rewrite the CAP and LCWIP	Use CAP to drive delivery improved cycle	Review and action any requirements	££	Number of cyclists involved in	2020: 20 reported	Reduction in reported

	P	BDC/ECC/ LHP	to include removing street clutter and improvements to ironworks	routes by Partnering with ECC and Essex Highways	with partners for new additional resources	ECC/LHP	reported cycling accidents in the district	Cycle casualties	accidents by 5% by 2030
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1N. Signage

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Safety Maintenance	D E S P	ECC BDC BDC/ECC BDC/ECC/ LHP	Rewrite the CAP and LCWIP	Use CAP to drive delivery improved cycle routes by Partnering with ECC and Essex Highways	Review and action any requirements with partners for new additional resources	££	All new traffic signs in accordance with Traffic Signs Regulations and General Directions (TSRGD)	0	All new cycling schemes across the district to be clearly signed as specified in TSRGD
						ECC/LHP			

1P. Improved access for those with disabilities

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

Inclusivity	D E S P	ECC/BDC BDC BDC/ECC BDC/ECC	Review of best practice to be undertaken and summarised to be issued to planning team and operations	Use best practice guidance when designing new or retrofit facilities	Use best practice guidance when designing new or retrofit facilities	£	All new schemes to be safety audited by suitably qualified engineers and to meet LTN 1/20 standards for accessibility where possible	0	100% of new cycle schemes to meet required standards, where possible.
						BDC/ECC			
Inclusivity Safety	D E S P	ECC BDC BDC/ECC BDC/ECC/ LHP		Review all cycle routes on BDC land and identify those areas requiring improvement to meet LTN 1/20 guidance	Deliver improvements on site where possible	£	LTN 1/20 standards met, where possible.	N/A	All BDC owned cycle ways meet LTN 1/20 standards, where possible.
						BDC/ECC/LHP			

Priority 2: Secure funding opportunities/Transformation Funding

For this Strategy to be successful, it is imperative that funding is provided and sustained over a number of years. With this Cycling Strategy, BDC working with Essex Highways will take a proactive, positive approach to taking advantage of funding opportunities when they arise and during the course of negotiations with developers when they are submitting planning applications.

2A. Developer Contributions									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Planning	D E S P	BDC BDC BDC/ECC BDC/ECC	Reiterate existing cycling policy with planning team – Provide CPD where needed	Planning team to refer to new CAP	Planning team to refer to new CAP	£	Prioritisation of Cycling schemes over motorised vehicles in agreements (Overall number of schemes with cycling schemes delivered as part of the S106)	0	Increase of S106 agreements naming CAP projects
						BDC			
2B. Transformational Funding									
	Lead Organisation						What does success look like?		

<i>Link To Engagement Themes</i>			<i>Short term: within 12 months</i>	<i>Medium term: 1-5 years</i>	<i>Long Term: 5 years +</i>	<i>Funding Source</i>	<i>Measure</i>	<i>Baseline</i>	<i>2030 Target</i>
Planning	D E S P	BDC BDC BDC/ECC BDC/ECC	Await CAP review to ensure bids applications are prioritised for feasible, connected schemes, including working with voluntary groups to maximise funding opportunities	Apply to appropriate funding streams as and where available	Apply to appropriate funding streams as and where available	£	Number of funding bids submitted	0	Minimum of 4 funding applications submitted by EoFY 2026
						BDC			

Priority 3: Promote cycling and cycling facilities/Marketing and Branding

The Essex Cycling Strategy sets out a number of overarching themes and methods for marketing and promoting cycling in Essex and our Strategy will use many of these methods to promote cycling. As such, in order to maximise the benefit of good quality cycle facilities, there needs to be a significant increase in the promotion of these facilities and an encouragement of cycling in general. At heart there is a need to change the image of cycling across the district to a safe, normal and enjoyable everyday activity.

3A. Mapping of Network									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC/ECC BDC BDC/ECC BDC/ECC	Work with Partners, including public transport, to review digital mapping services of existing routes	Provide digital mapping services for existing routes. Paper copies to be provided to all new developments with more than 10 houses.	Continue to review and/or update	££	Paper and electronic cycle mapping available via either BDC Website or upon request	n/a	Provision of Cycle route mapping
			Promote leisure cycling / tourism within the rural areas. Identify circular routes for cyclists on			BDC/ECC & Capital Bid			

			quiet lanes linking tourism.						
3B. Behaviour Change Communications									
<i>Link To Engagement Themes</i>	<i>Lead Organisation</i>		<i>Short term: within 12 months</i>	<i>Medium term: 1-5 years</i>	<i>Long Term: 5 years +</i>	<i>Funding Source</i>	<i>What does success look like?</i>		
							<i>Measure</i>	<i>Baseline</i>	<i>2030 Target</i>
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC	Write a Communications Strategy to promote short trips by bike in the large towns and villages.	Marketing of existing walking and cycling routes	Continue to review and/or update	££	Provision/update of Comm's Cycling Strategy	n/a	Provision of Comm's Cycling Strategy
			Write a communications strategy to promote cycling for leisure, linking tourism in the district in all weathers.			BDC/ECC			

Priority 4: Work with partners to promote cycling / Governance and Partnership

We want to ensure that the promotion and development of cycling is embedded in everything we do as a Council. Part of the development of the Cycling Strategy will be the development of the most appropriate form of governance and this will be set up at the earliest opportunity. This will ensure that the most is made of BDC's current and future partnership arrangements.

4A. Partner with Public Health									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Wellbeing	D E S P	BDC BDC BDC/ECC BDC/ECC/PH/ Active Essex	Consult with public health partners on Cycle Strategy and Action Plan. Consider social prescribing.	Consult with Active Essex on the CAP	Review success of group and partner working	£ BDC	Programme of engagement throughout 5 year period	n/a	25 number of contacts made with partners by EoFY 2026
4B. Partner with Public Transport (see 1H)									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/Rail /Bus	Consult with public transport partners on Cycle Strategy and Action Plan	Consult with Public Transport partners on CAP	Review success of group and partner working	£	Programme of engagement throughout 5 year period	n/a	8 number of contacts made with partners by EoFY 2026
						BDC		2021; Hat P – 36	Increase by 10% overall –

							Cycle storage capacity at train stations	Witham – 80 WNotley – 4 Cress – 6 Freeport – 8 Braintree – 52 Kelv - 50	target stations where less than 10.
4C. Partner with Parish and Town Councils									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ Parishes	Consult with Parish and Town Council partners on Cycle Strategy and Action Plan	Consult with Parish and Town Council partners on CAP	Review success of group and partner working	£ BDC	Programme of engagement throughout 5 year period	n/a	25 number of contacts made with partners by EoFY 2026
4D. Partner with Voluntary Groups									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ EATF/	Continue working with existing EATF steering group as a partner for new CAP. Review of voluntary groups in the district.	Continue with existing group and review of additional partners	Review success of group and partner working	£ BDC	Programme of engagement throughout 5 year period	n/a	15 number of contacts made with partners by EoFY 2026

4E. Partner with District Businesses									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ Businesses/ Sustrans	Consult with local businesses on Cycle To Work Schemes and produce communications plan to support.	Continue with existing group and review of additional partners and resources.	Review success of group and partner working	£	Programme of engagement throughout 5 year period	2011 data: 4% of people travel to work by bike(vs other forms of transport)	2% increase of trips less than 5km to work.
			Review how other Councils' work with local businesses and review possible pilot business promotion plan.			BDC			
4F. Partner with External Cycle Specialists									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans/ Retailers	Consult with Sustrans and local retailers on cycle trends and analysis.	Continue with existing group and review of additional partners and resources.	Review success of group and partner working	£	Programme of engagement throughout 5 year period	2011 data: 4% of people travel to work by bike(vs other forms of transport)	2% increase of trips less than 5km to work.
						BDC			

Priority 5: Encourage Behavioural Change

Evidence suggests that hard policy measures, such as changes to infrastructure, services, pricing or engineering, are not sufficient enough alone to influence mode choice. Instead, a combination of hard and soft measures is believed to be the key to bringing about a long-term shift to sustainable modes, where soft measures try to influence individual choice by means of information and persuasion (Bamberg 2008). Soft transport measures can take numerous forms: marketing campaigns, travel diaries, facilitating testing new behaviours, work travel plans etc.

5A. Behavioural Change									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Education Wellbeing	D E S P	ECC/BDC BDC BDC/ECC BDC/ECC/ Active Essex	Review of existing services as part of the Fix-Learn-Ride model including Dr. Bike sessions/School sessions/Cycle for health schemes -	Identify priority schemes to be taken forward for funding applications	Review progress against base line and outline further actions to improve outcomes	£	Number of secondary school pupils cycling to school	tbc	10% of all secondary school pupils cycling to school by 2026
							Number of cycling trips	4 sites measured 2019 (7	Double the number of cycling trips in Braintree

			signpost residents via comms plan			BDC/ECC /Active Essex	across the network throughout the district	day average): 3062	District from 2019 levels by 2030 at our monitored counter sites
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5B. Bike Libraries

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Education	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	Review of scheme and funding bid needed if to be taken forward			£ Bid Required			

5C. Adult Cycle Coaching

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Education Wellbeing	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	Review of scheme and funding bid needed if to be taken forward			£ Bid Required	Proportion of adults whom cycle once per month in the District	2018/19: 13	10% increase

5D. Bikeability									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Education Wellbeing	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	Review of scheme delivered in schools and funded by ECC			£	Number of Children achieving Level 2 before leaving primary school	tbc	Double the proportion of primary school pupils achieving level 2 Bikeability before they leave school by 2026
						ECC			
5E. Residential and work place travel plans to be part of required planning permission for all appropriate sites									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Education Planning Wellbeing	D E S P	ECC BDC BDC/ECC BDC/ECC/ Sustrans	CPD for planning team if required			£	All new applications, that meet current thresholds set by ECC that require travel plans to have one submitted	0	100%
						BDC			

Priority 6: Promotion of electric & cargo bikes

Electric bikes or eBikes are an electric-assisted pedal bicycle. It is a regular bicycle with the addition of an electric motor and battery. The battery supplies power to the electric motor. The electric motor provides power assistance when the cyclist is pedalling to ease the amount of effort required and contributing to improvements in air quality.

Cargo bikes and eCargo bikes are vehicles designed and constructed specifically for transporting loads. Cargo bikes are now popular with delivery companies in dense urban environments and food vending in high foot traffic areas.

6A. Partner with E-cycle providers									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Education Planning	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans/e-bike retailers	Review of schemes available and funding bids needed if to be taken forward			££	No of e-bike users in District. Results of new proposed resident cycle survey	0	Double the number of e-cycling trips in Braintree District from 2022 levels by 2030, if survey continues.
						Bid Required			
6B. Marketing and Communications									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target

Education Planning	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans/e-bike retailers	Review of existing e-cycle services - signpost residents via comms plan	Identify priority schemes to be taken forward for funding applications	Review progress against base line and outline further actions to improve outcomes	££	No of e-bike users in District. Results of new proposed resident cycle survey	0	Double the number of e-cycling trips in Braintree District from 2022 levels by 2030, if survey continues.
						Bid Required			

Priority 7: Monitoring and Evaluation

Monitoring is intended to keep track of the delivery of measures and schemes that are being implemented and their contribution towards achieving the vision and its objectives. To understand the impact of the strategy and the extent to which the actions are being achieved a series of performance indicators and targets need to be developed.

7A. Evidence Usage Tracker									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	Short term: within 12 months	Source existing base line levels	Review progress against base line levels annually	Review progress against base line and outline further actions to improve outcomes	£	Number of different evidence based levels.	0	Increase levels by 5%.
						ECC/Sustrans			
7B. Annual Survey									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	BDC BDC BDC/ECC BDC/ECC/ Sustrans	Annual resident cycle survey	Promote yearly	Promote yearly and review success.	£	Delivery of cycle survey	n/a	4 years of cycle survey data
						BDC			
7C. Bikeability Monitoring for Adults and Children									

Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	ECC BDC BDC/ECC BDC/ECC/	Source existing Bikeability monitoring	Request yearly	Request yearly	£	Number of Children achieving Level 2 before leaving primary school	tbc	Double the proportion of primary school pupils achieving level 2 Bikeability before they leave school by 2026
						ECC			
7D. Air Quality Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	BDC BDC BDC/ECC BDC/ECC/	Source existing Air Quality Monitoring	Request yearly	Request yearly	£	AQMA traffic emissions	tbc	Reduction of emissions
						BDC			
7E. Active Travel Plan Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E	ECC BDC	Source existing			£	Number of children	Tbc	

	S P	BDC/ECC BDC/ECC/	School Active Travel Plans	Request yearly	Request yearly	BDC	cycling/ walking/ scooter to school		Increase by 5% by 2030
7F. Active People Survey Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	BDC BDC BDC/ECC BDC/ECC/	Promote Active People Survey via Comm's plan	Request yearly	Request yearly	£	No of people whom complete the survey.	0	Increase by 10% year on year to 2030.
						BDC			
7G. Cycle Counter Monitoring									
Link To Engagement Themes	Lead Organisation		Short term: within 12 months	Medium term: 1-5 years	Long Term: 5 years +	Funding Source	What does success look like?		
							Measure	Baseline	2030 Target
Networks Strategy	D E S P	ECC BDC BDC/ECC BDC/ECC/	Funding bid required	Review yearly	Review yearly	££	New cycle counters to measure other outcomes	0	Increase the number of cycle counters by 100%
						ECC			