

SAFER
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Transforming travel in Essex

LCWIP PHASE ONE REPORT

December 2023

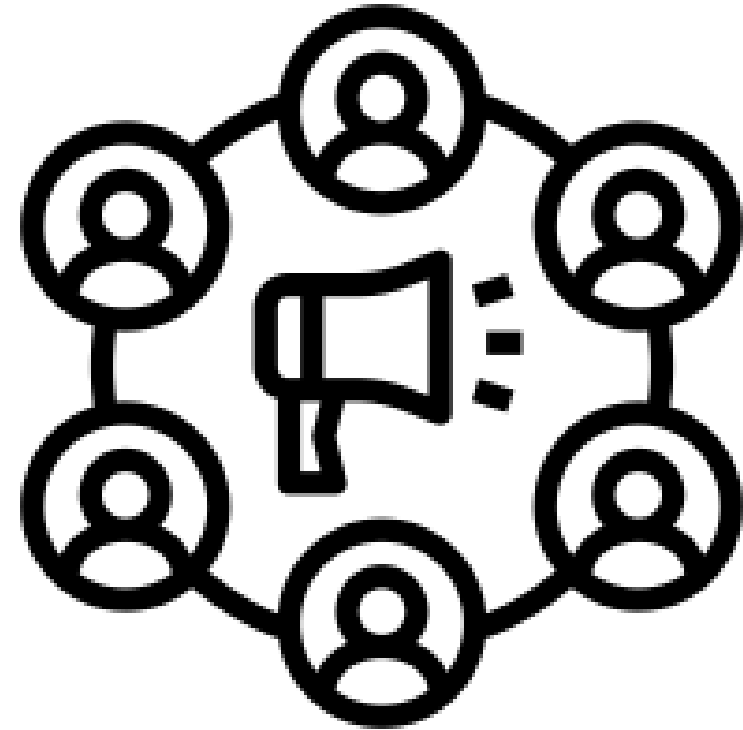


WHAT WE DID

- **Timeline:**
 - 31 July to 15 October 2023
- **Tools:**
 - Citizenspace platform
- **Purpose:**
 - Facilitate community engagement and gain insights on potential network alignments
 - Ensure alignment of proposed routes with the diverse needs and preferences of the Essex community;
- **How:**
 - By encouraging community members to share their experiences, opinions and perspectives about the routes in their area through the survey.

METHODS OF DISSEMINATION

- **Digital media:**
 - Dissemination of adverts through collaborative channels such as the Essex County Council (ECC) and other partner districts/boroughs;
 - Sponsored posts on Facebook and newsletters, leveraging the Essex County Council communications team as a dissemination platform;
 - Sending emails to key officials and relevant stakeholders, encouraging them to share the survey within their own networks and communication channels;
- **Events:**
 - Eco Festival.

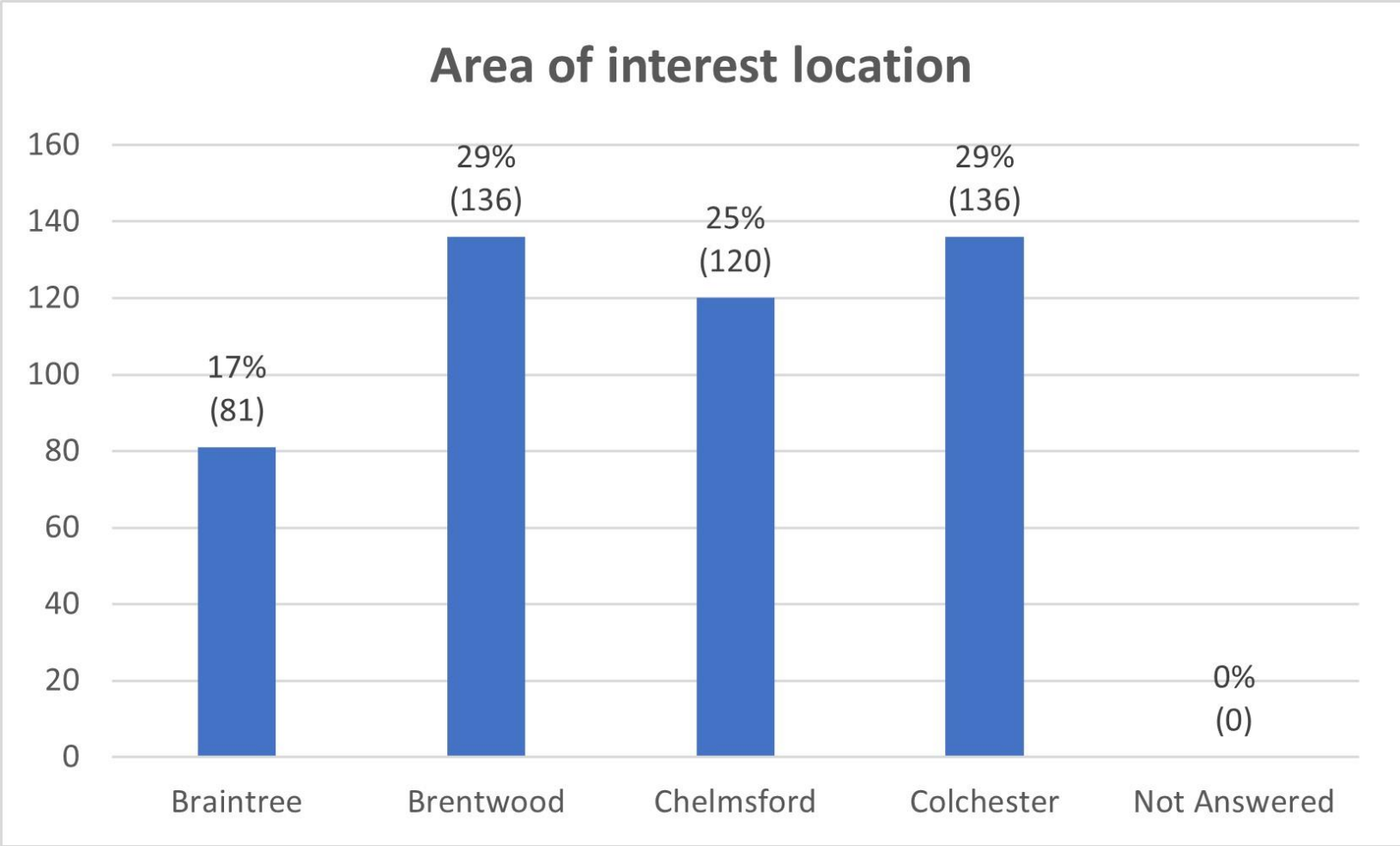


STAKEHOLDER ENGAGEMENT PHASE

- Collaborative sessions in partnership with WSP to identify optimal routes;
- Creation of networks among residents, businesses, and local authorities, including walking and cycling groups, as well as professionals specialising in health, transport, and local experts;
- Presentation of key routes findings for walking and cycling to gain insights, allowing the team to receive crucial feedback to incorporate any necessary changes from stakeholders in the relevant area.

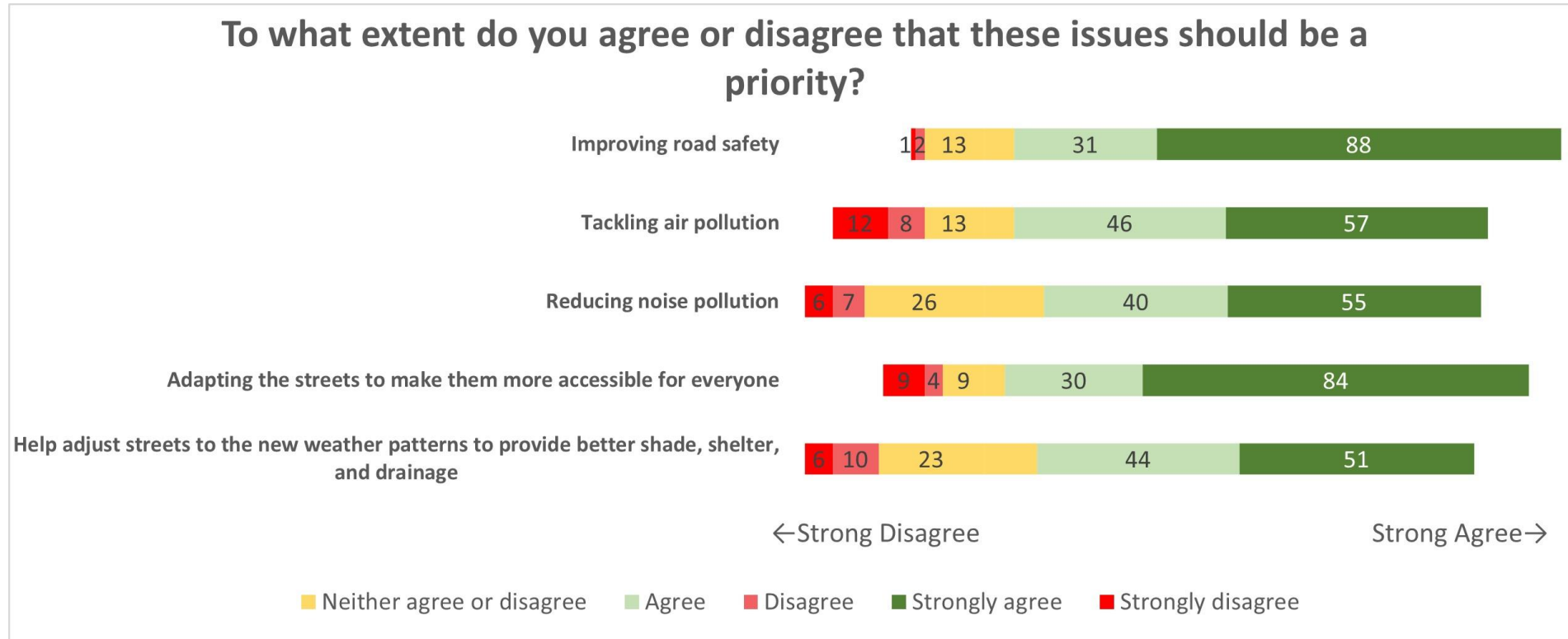
KEY FINDINGS

Location of residents



KEY FINDINGS

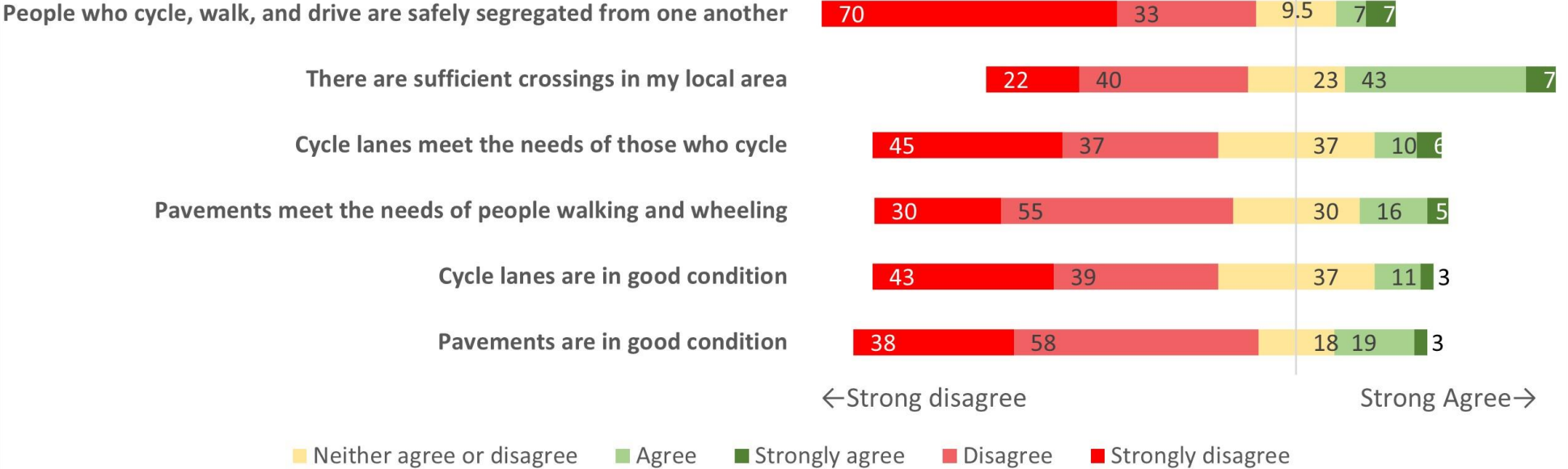
Issues considered a priority by Brentwood community:



KEY FINDINGS

Key aspects of urban infrastructure

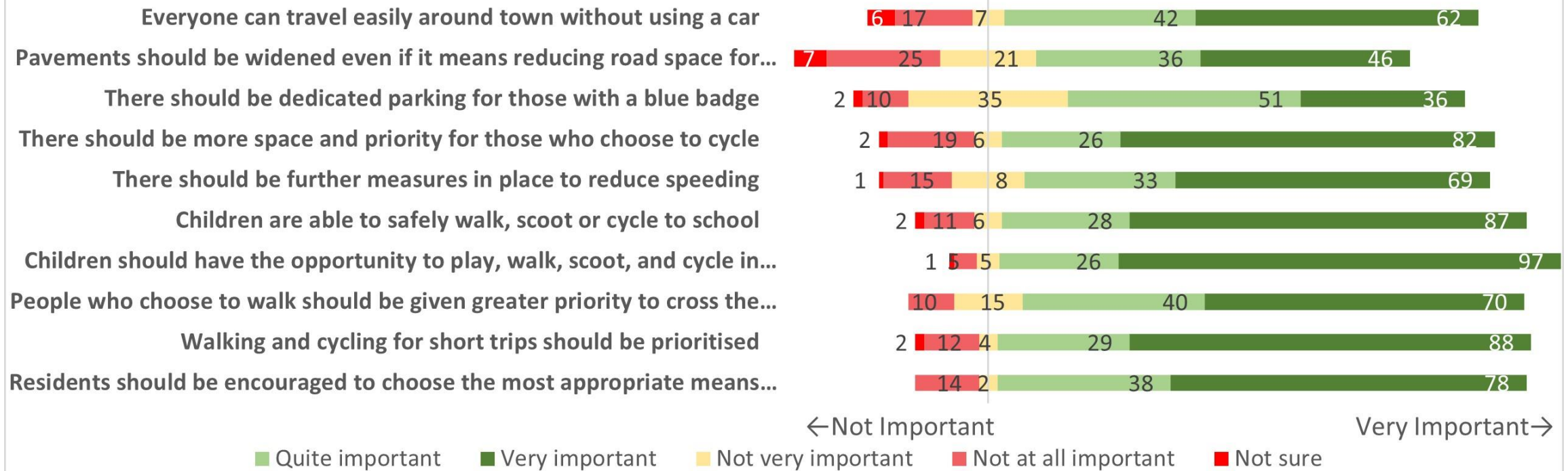
To what extent do you agree with the following statements in your local area?



KEY FINDINGS

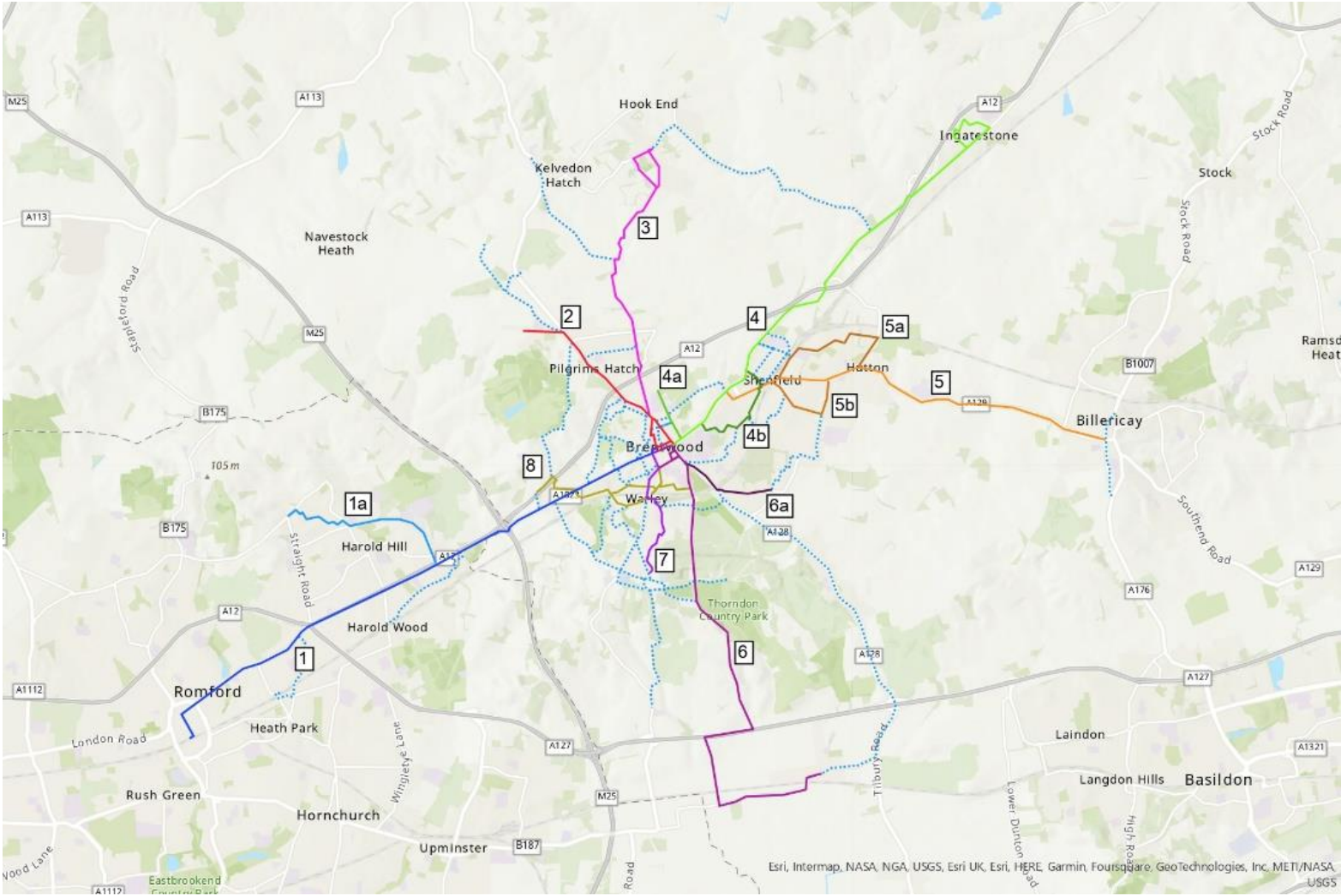
Prioritisation of sentences

What are your views on the following:



KEY FINDINGS

Cycling – Proposed Routes



KEY FINDINGS

CYCLING

CHALLENGES

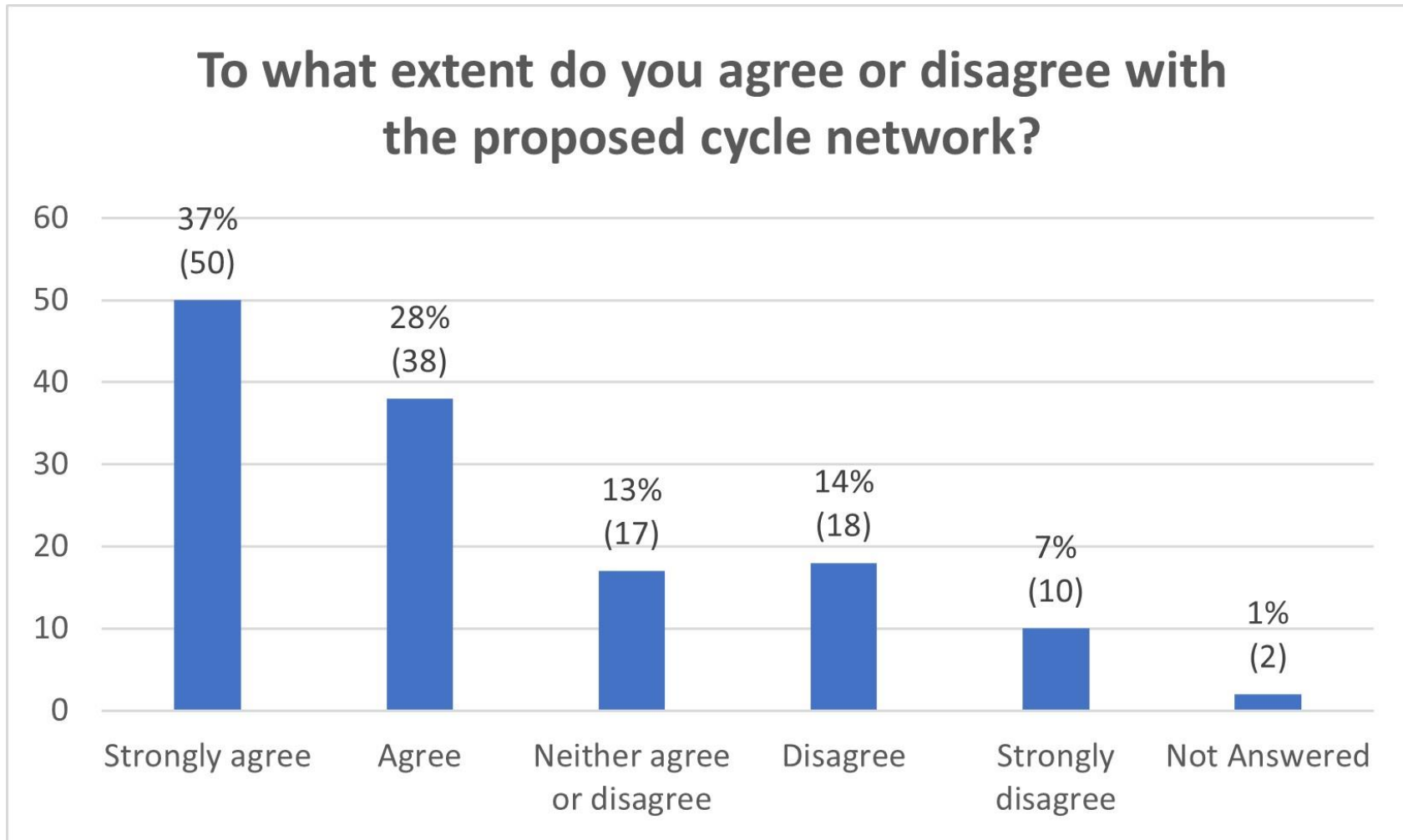
- Lack of appropriate connections to desired destinations - 44 responses
- Lack of awareness about the initiative to promote sustainable travel - 40 responses
- Significant discrepancy of opinions regarding addressing air pollution - 20 responses
- Lack of key routes in the original cycling plan - 13 responses
- Proposal deemed inaccurate and not representative of local cycling routes - 13 responses

OPPORTUNITIES

- Recognition of the importance of establishing a comprehensive and interconnected network - 136 responses
- Adapting streets to make them accessible to everyone - 114 responses
- Improvement of road safety - 119 responses
- Expansion of proposed routes to farther cities - 88 responses
- Addressing concern about air pollution - 20 responses

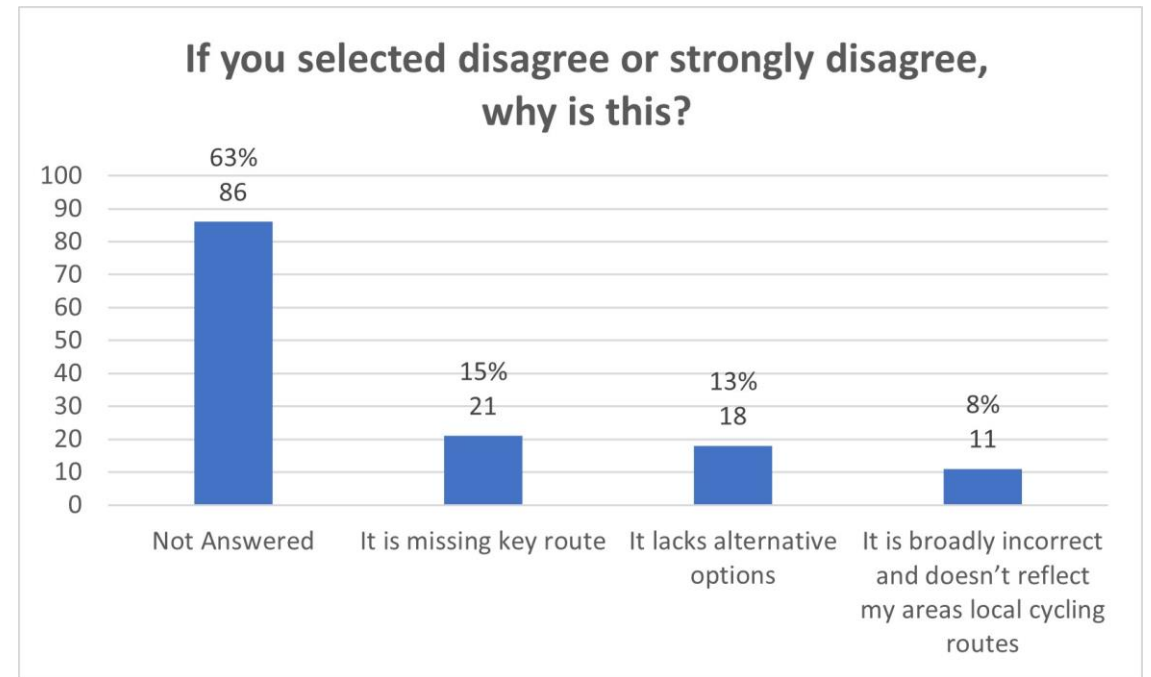
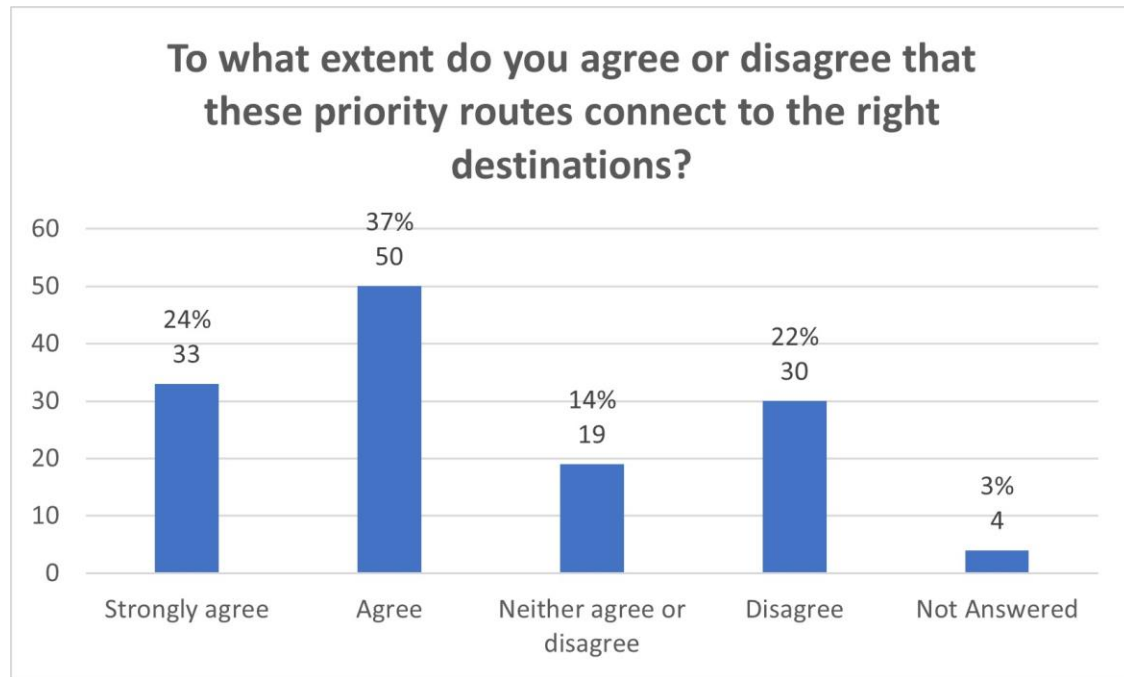
KEY FINDINGS

Agreement to the proposed cycle network



KEY FINDINGS

Agreement to the right destinations



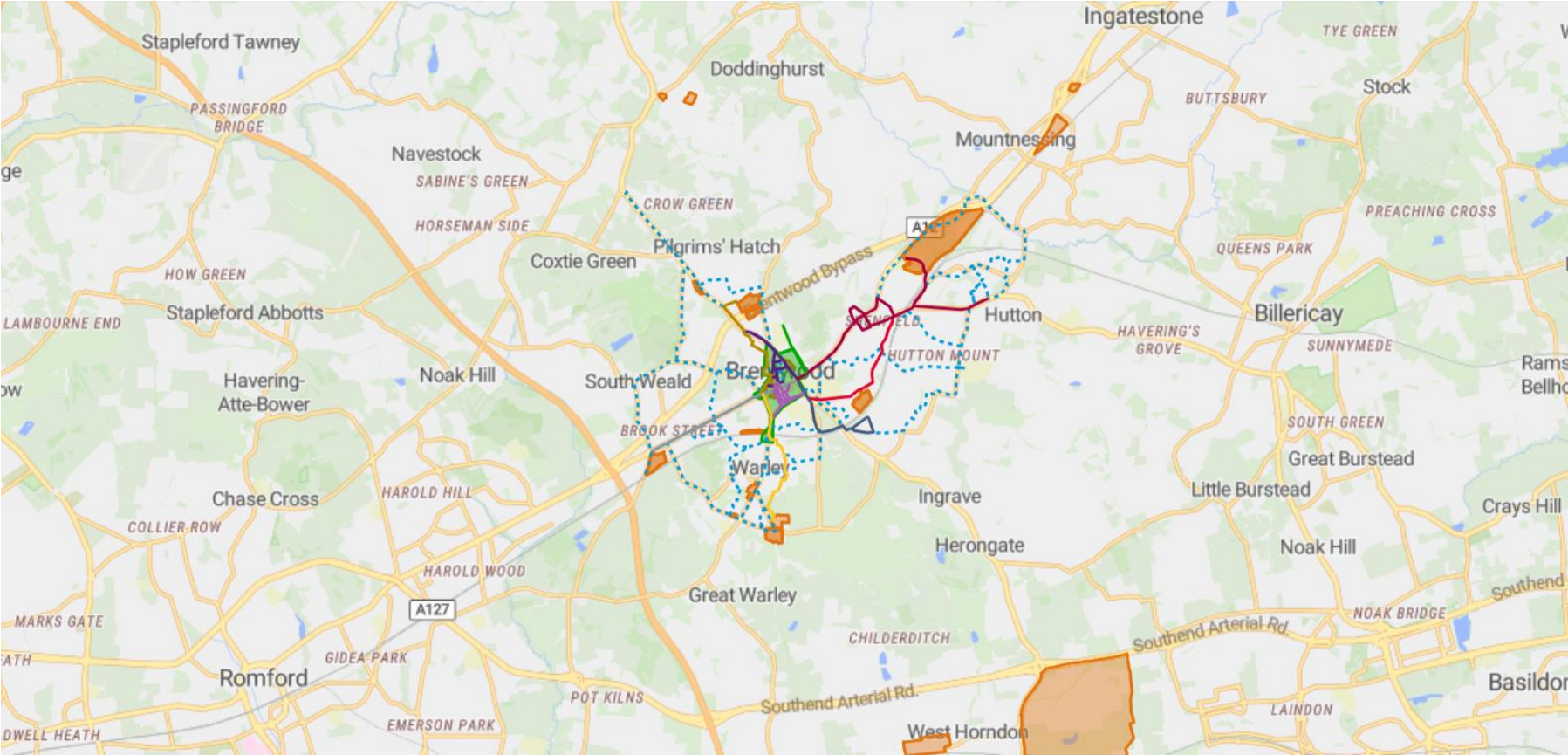
KEY FINDINGS

WALKING

- Strong support (more than 25%) for the proposed walking network among the respondents, indicating a positive reception of the initiative in the community.
- A substantial proportion of participants, comprising 53%, agreed that the priority routes are connected to the right destinations, suggesting overall satisfaction with the proposed routes.
- The absence of key routes was the most cited reason among respondents who disagreed with the proposed priority routes, indicating a significant concern regarding the comprehensiveness of the proposed network. This issue was highlighted by 10% of the participants.
- Several secondary routes were proposed, extending beyond the original survey proposals, and reaching Ingatestone for example.

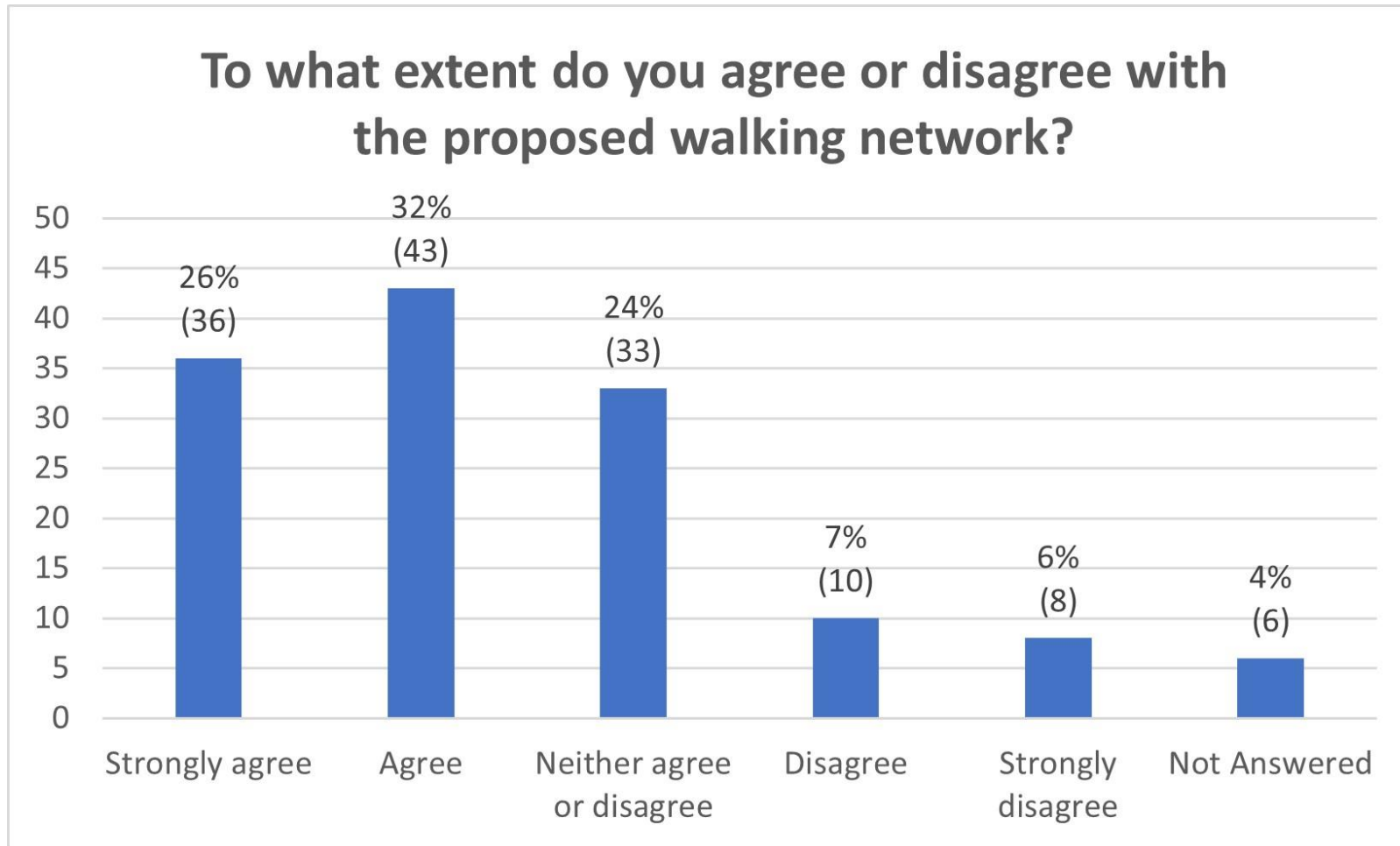
KEY FINDINGS

Walking – Proposed Routes



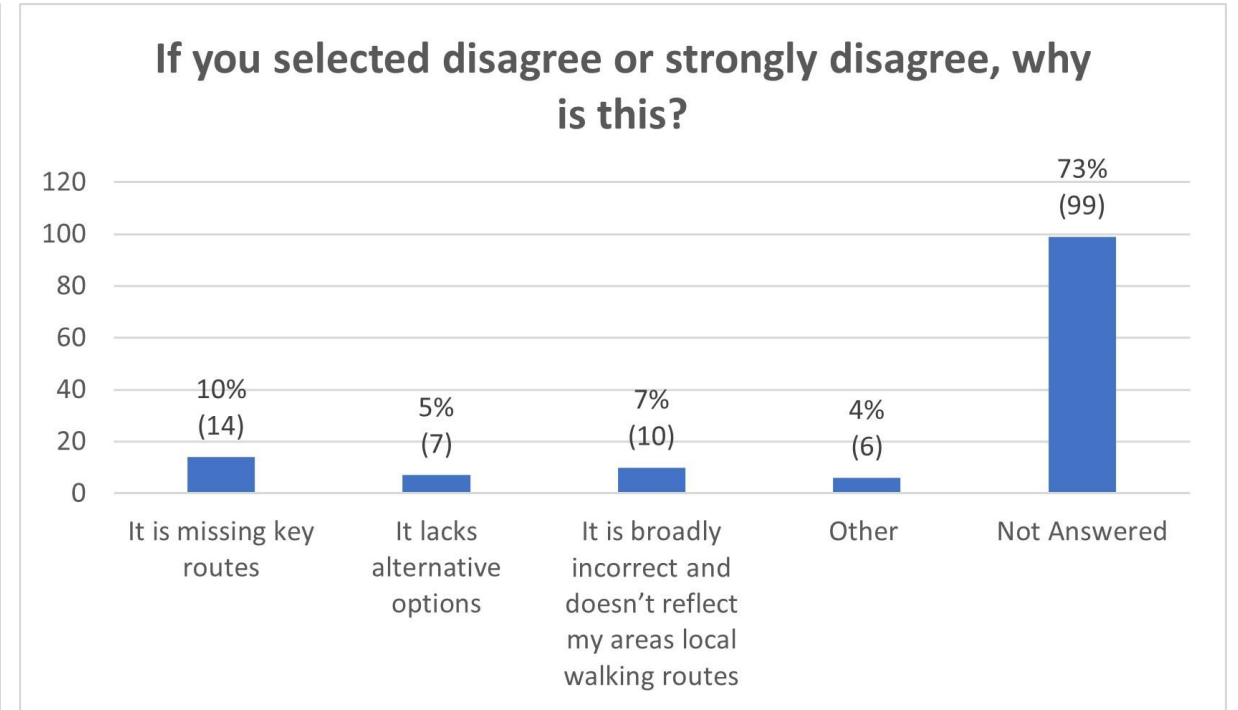
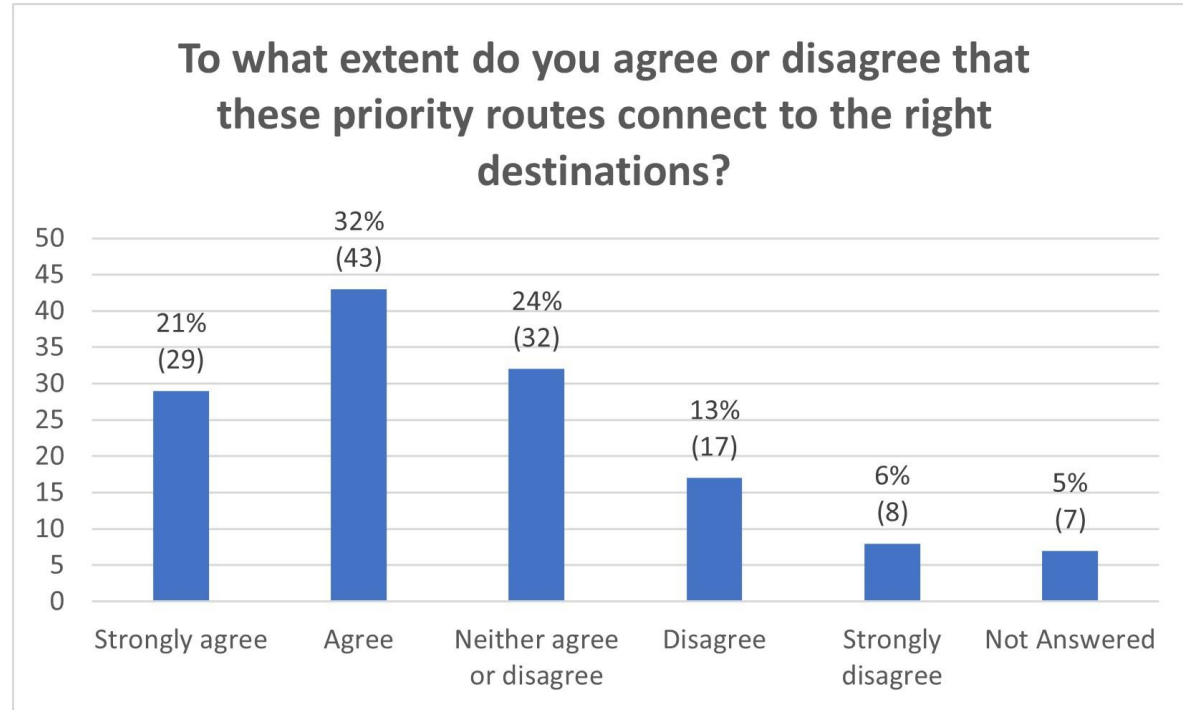
KEY FINDINGS

Agreement to the proposed walking network



KEY FINDINGS

Agreement to the right destinations



COMMENTS

“The survey was quite limited in scope. My view is that it's misleading to refer to a cycling network without any separation of cycling from vehicles, and without clear signage and traffic calming. One of my main concerns is the A128, which, although a route, is very dangerous for cyclists. I'd like to see Hanging Hill Lane included as a designated route with traffic calming. Where 20 mph routes have been introduced, such as Priests Lane and Friars Avenue, the signage should be more prominent and there should be some enforcement.”

"I propose the following improvements to the cycling routes: An alternative to Wilsons Corner to travel from north to south of the High Street is needed. This is a congested area with a high traffic volume converging from four directions at a double roundabout and will deter many cyclists. Use of Sawyers Hall Lane or the crossroads at Bennetts Undertakers could provide safer alternatives. It is essential to separate cyclists from other traffic in this part of Ongar Road. A safe route across the A127 would link West Horndon with Brentwood, possibly with a footbridge. A path through Thorndon Park may be useful to reach central Brentwood.“

COMMENTS

"I have been looking at the proposed cycle routes for Brentwood and Chelmsford but can see no path to connect Ingatestone/Margaretting along the A414, up Three Mile Hill to the very good pathway provision from the A414 at Hylands House, into Chelmsford. Three mile hill is a really dangerous road for cyclists from Margaretting to Hylands House. From Hylands House into Chelmsford the provision is great - it's just impossible to cycle on the very poor path up three mile hill to the start of the paved path leaving no alternative than to brave the double lane fast traffic into Chelmsford or get off the bike and push on the grass verge up the hill to Hylands House! No mean feat and sometimes very overgrown. I do not know whether this comes under Brentwood or Chelmsford Borough Council. It seems to be an area of no-one's responsibility. Please could you look into this much needed connection for cyclists between our villages to the City of Chelmsford"

NEXT STEPS

- **Prioritisation of routes**

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