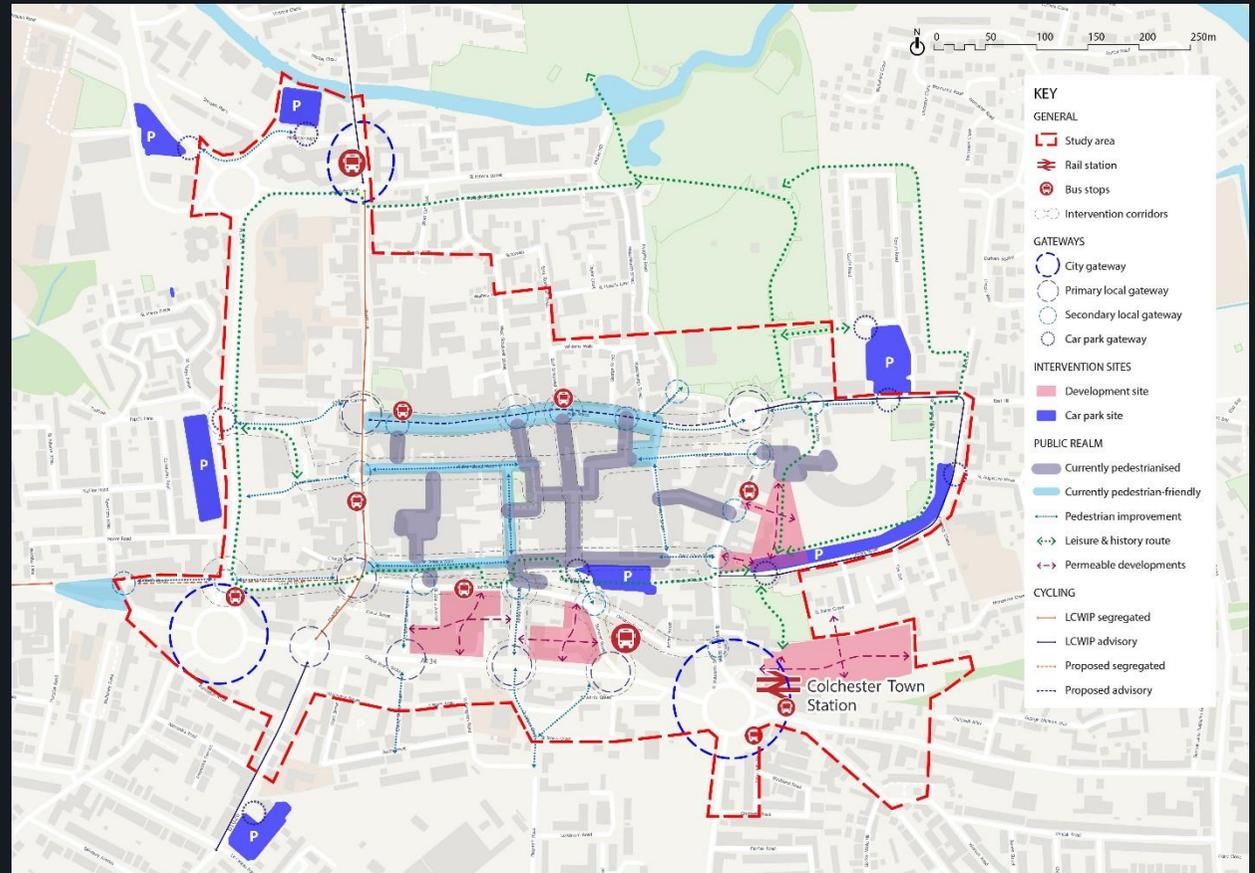


Colchester Masterplan Colchester City Centre Transport Plan (CCTP)



Client: Colchester Borough Council
Date: February 2023
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steer

Colchester City Centre Transport Plan (CCTP)

Final Report
February 2023

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Executive Summary

Steer has prepared this City centre Transport Plan (CCTP) on behalf of Colchester Borough Council (CBC). This key document has been used to frame and inform the holistic masterplan for the city centre, which will be published in December 2022.

The overall aim of the CCTP is to recommend a range of transport interventions that can be packaged together to take forward as part of Colchester's city centre masterplan. This CCTP should be reviewed in conjunction with the wider Colchester Masterplan. The Plan has been developed through liaison between the Project Team (Steer, We Made That, HAT Projects, PRD, Authenticfutures), CBC, Essex County Council (ECC) and feedback received from key stakeholders. The three potential packages identified will be tested following submission of this CCTP using the ECC Strategic Transport Model. None of the authorities have accepted the packages at this time and they do not necessarily represent the views of the highway authority.

This document recognises the current dominance of car travel in Colchester and the overarching need to encourage the use of sustainable modes of transport through the provision of walking, cycling, bus and train facilities to enhance the city centre, reduce vehicular trips and to improve the quality of

life for local residents and visitors. This must be balanced against the servicing needs of businesses and essential highway users. The document recognises improved accessibility, connectivity and movement as key drivers for change for achieving social inclusivity. The document reflects local policy drivers, the Colchester Future Transport Strategy (CFTS) in particular. Future proofing the city whilst protecting and enhancing cultural and historical assets is crucial to Colchester's ambition for a safer, greener and healthier future.

The CCTP seeks improvements across all transport modes with quality infrastructure and wayfinding within the city centre to support interchanges. This CCTP acknowledges what is perhaps the greatest transport challenge to Colchester city centre; traffic growth and the continued dominance of the car as the main mode of travel. Road space is a valuable resource which has to be distributed with full consideration for the implications and effects on all user groups.

The CCTP acknowledges that the city centre and how it is used and accessed is constantly changing, particularly following the COVID-19 pandemic and its long-term impact on travel behaviour. This CCTP seeks to achieve a balance between the various transport needs and preferences of different users of the city centre, whilst enhancing economic vitality, vibrancy, placemaking and footfall in the urban core. It is recognised that transport facilitates access and connectivity, knitting together the facets of the masterplan.

These themes are more important now than ever, given that Colchester was awarded 'city status' in 2022, and there is acceptance that the centre centre's public realm and transport networks need enhancing to justify this recognition. The transport interventions could, alongside other interventions, elevate the city's status as a destination for retail, leisure and business, which will provide Colchester with a competitive edge against the surrounding out of city shopping areas, serving as a focal point for the community.

Approach

We have prepared this CCTP through a six-stage approach, summarised below:

1. Reviewing existing transport conditions and the policy context in Colchester.
2. Validating the CCTP vision with ECC and CBC.
3. Drafting an initial list of transport interventions across different modes and disciplines.
4. Pausing for reflection, engaging with wider Masterplan team and key stakeholders to recap on the findings to date and next steps to complete the CCTP.
5. Shortlisting the initial list of transport interventions through a technical evaluation.
6. Drafting of this document and validation from key stakeholders in the project.

Key recommendations

This CCTP shortlists a range of transport and urban realm interventions across the following disciplines; Urban Design; New Mobility and Digital Demand Responsive Transport (DDRT); Integrated/Highways Design; Active Travel; Wayfinding/signage; Bus and RTS; Parking; Freight and logistics; Rail.

The interventions across these different transport themes have been prioritised and ranked through a technical assessment using high-level strategic, economic and delivery criteria.

The interventions related to physical / tangible measures have been geographically assigned to the following key corridors and City Gateways across Colchester's city centre, which were identified through a strategic assessment from a connections and accessibility perspective. The alignment of these interventions to spatial areas allows for more robust strategic modelling for ECC. These are listed as follows:

Key corridors

- Balkerne Hill-Culver St
- Crouch St-Short Wyre
- High St
- Red Lion Yard-Stanwell St
- Pelham's Lane – Abbey Gate St
- St John's St – Osborne St

Key City Gateways

- St Botolph's Circus
- Maldon Road

- Middleborough City Gateway

It was concluded that High St should be improved as a multi-functional, low-traffic public space which balances the needs of all users, rather than prohibiting vehicular traffic entirely.

This CCTP has further identified key zonal policies/ measures, and service implementation/ changes that cannot be linked to specific city centre geographical locations, but are equally as important for implementation to achieve the CCTP objectives. The ECC Strategic Transport Model has capabilities to test certain policies, for example sensitivity testing to explore different interventions for parking provision across the city centre (given traffic will be displaced to different routes across city centre).

Whilst all six corridors and three City Gateways are considered important to inform Colchester's masterplan from a transport perspective, we have identified the following as the most pressing to address as the first phase of masterplanning and the modelling exercise:

- **Key City Gateway:** St Botolph's Circus.
- **Key north-south corridor:** Red Lion Yard / Stanwell Street.
- **Key east-west corridor:** Balkerne Gate – Culver Street.

The following 'radical' measures are not currently within the policy framework of ECC, and are considered to be high level theoretical options for further discussion and testing:

- Implement car-lite access restrictions across the whole city centre;
- Implement a Zonal Traffic Circulation plan to the wider-area; and
- Implement a Zero Emission Zone to the whole city centre.

The CCTP further presents a higher level spatial assessment to consider the city centre study area from a connections and accessibility perspective, to enable different transport interventions to be coordinated geographically.

Next steps

We recommend that the following studies are undertaken by CBC/ECC to support the development of Colchester's masterplan:

- A **Bus Service Improvement Plan** should integrate with a borough wide bus strategy, including exploration of transition to zero emission buses, rationalisation of bus stops and service reviews in light of the introduction of the RTS.

Without this overarching layer of analysis and more detailed approach, it is not possible at this stage to determine the scale of any centralised bus station or infrastructure

requirements for a dispersed model for bus facilities around Colchester City Centre that would be taken forward as part of the masterplan. Such a study would further help identify whether future efforts should be focused on:

- significantly improving the existing Osborne St bus facility; and/or
- undertaking a comprehensive upgrade of the dispersed bus infrastructure; and/or
- providing an entirely new bus facility in a different location; and/or
- provide additional interchange space to work alongside upgrades to dispersed bus infrastructure, with the potential to create a flexible ‘interchange zone’ between Southway and Osborne Street.

It is important that all of the above four pathways are **not discounted** at this stage to allow a level of flexibility for future bus planning in Colchester.

- **St Botolph’s City Gateway Detailed Design.**
- Transport modelling using ECC’s Strategic Transport model, particularly to test the priority City Gateway (St Botolph’s Circus), the priority east-west corridor (Balkerne Gate – Culver Street) and the priority north-south corridor (Red Lion Yard / Stanwell Street).
- **Branding/identity strategy** for the city centre.
- Exploration of implementing **Mobility as a Service (MaaS)** in Colchester.
- **Southway** corridor study.

Concluding comments

Specific transport interventions will require technical and policy validation including the usual development control impacts (in the context of changes to the built realm), as well as wider network management assessment in line with local and national transport policy.

Introduction

Introduction

What is this document?

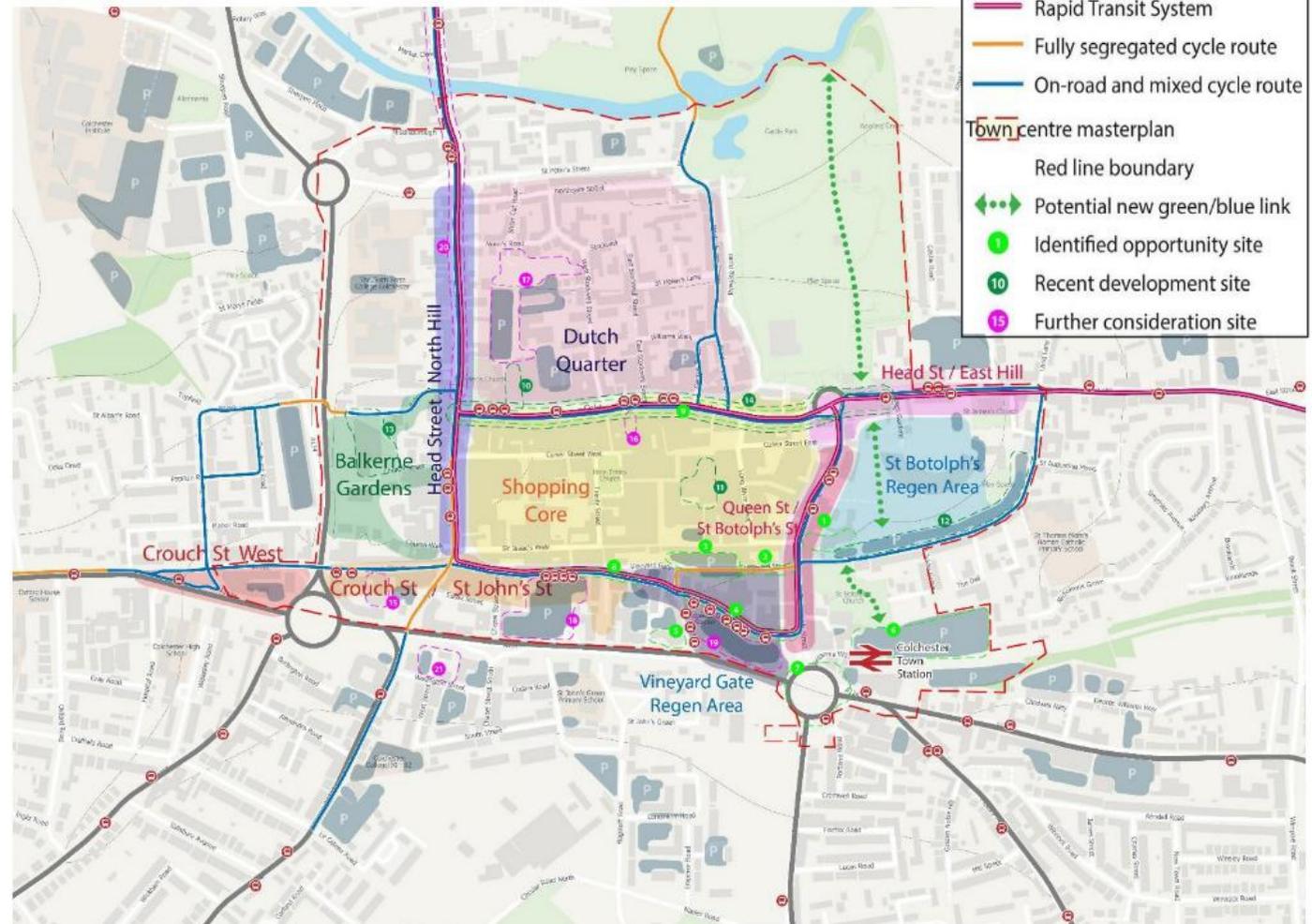
This CCTP forms part of the holistic masterplan study. The aim of the masterplan is to provide a strategic overview of the city centre and to identify key areas within Colchester city centre, defining opportunities for change, the defining characteristics, parameters and design principles for each to provide a framework for new development. The defined study area for this CCTP is shown in Figure 1.

The CCTP provides a long-term approach to achieving Colchester’s transport vision within the city centre. This CCTP builds on the vision and objectives for the city centre, as set out in the Council’s Local Plan and The Better Colchester Strategic Plan, as well as reflecting the work in the successful City Deal Programme, the Active Travel Fund, Transport for Colchester and the proposed Bus Rapid Transit System.

In short, this CCTP achieves the following:

- Sets out the transport interventions necessary to support the holistic CBC vision of the city centre for the immediate term, whilst securing longer term investment into different transport modes.
- Summarises the level of engagement undertaken to date with key stakeholders.
- Recommends possible transport interventions to help achieve the goals and objectives.

Figure 1: CCTP Study area



Why is it needed?

The planet is at a pivotal time, racing against the clock to decarbonise society, and the Department for Transport's strategy to decarbonise the UK's entire transport system in the UK provides a plan of action for cities. Colchester declared climate emergency in 2019 and the Council have committed to achieving net zero emissions by 2030. Cities need to make movement by active and sustainable modes easy and accessible, to allow individuals to make the right travel choices that will reduce carbon footprints. Further, the CCTP is needed to support the Colchester masterplan which is underpinned by the following series of objectives:

- **Providing attractive and healthy environments:** Protect, enhance, and improve the quality of the natural, built and historic environment and reduce air pollution, to enhance residents', workers' and visitors' quality of life.
- **Improving sustainable transport modes:** Offer an attractive and effective choice in the provision of sustainable travel (bus, cycling, walking) to encourage increased use and reduce pressure on the road network.
- **Supporting economic growth and connectivity:** Provide high quality transport improvements to enhance network connectivity. Support housing and economic growth in Colchester by linking communities together and enabling access to key services, transport hubs, jobs and education.

- **Providing a safer transport environment:** Improve safety and the perception of safety within Colchester to promote a safe travelling environment for all road users.
- **Managing demand:** Manage traffic levels across Colchester's road network and limit levels of traffic in the city centre to reduce delays and improve journey time reliability, maximising the effective capacity through innovative solutions.
- **Managing highways assets:** Secure and maintain all transport assets such as roads and signage to an appropriate standard and ensure that the network is available for use with sufficient resilience to cope with incidents.

As of September 2022, Colchester became the 76th City in the UK and third in Essex, alongside Chelmsford and Southend. Colchester is recognised for its status as Britain's first recorded settlement and its first capital. This city status recognises the unique identity of the people who live and work in Colchester, the high-quality art and culture and heritage assets, that deserves greater visibility and recognition regionally and globally.

This will in turn attract additional investment to secure future growth and prosperity, and the masterplan will continue to build on this image. This change for Colchester highlights the need for a CCTP which successfully elevates the City's transport network, to provide a step change in connectivity and accessibility for all by promoting active and sustainable modes over car use.

Study area

Colchester encompasses a large area and this transport component to Colchester's masterplan solely focuses on the city centre. The Colchester city centre masterplan is hereafter referred as 'Colchester masterplan' throughout this CCTP.

Structure of document

Introduction

An overview of the overarching goals and objectives of the CCTP and the alignment with the wider masterplan.

Context

A review of the policy landscape that underpins the CCTP. The goals, objectives and transport interventions developed as part of this CCTP, are aligned with the policy context and direction.

Methodology

A summary of the six-stage process undertaken to produce this CCTP.

Colchester in Context

An insight to Colchester's transport network and environment today, planned growth for the future and a review of existing opportunities and constraints.

Validating the Vision

An overview of the themes and priorities of the CCTP, and the objectives in detail are explored through engaging with city centre users and understanding their profiles.

Developing the Transport Interventions

A summary of how the interventions were developed in co-ordination with Steer's Expert Panel and feedback from CBC and EBC.

Interventions Assessment

A summary of our strategic and localised approach for assessing the compatibility of initial transport interventions. Outlines the Strategic Assessment for identifying key corridors and City Gateways, and the Multi-Criteria Assessment Framework (MCAF) that has been used to assess and score short-list the longer list of transport interventions.

Masterplan Integration

Outlines the recommended transport interventions assigned to the key corridors and City Gateways, in addition to city-wide zonal policies / measures.

Delivery Plan

Identifies the constraints, risks, timescales and funding considerations in relation to key our recommended potential transport interventions. Further studies following the CCTP are also explained that are considered vital as part of successful masterplan implementation.

Conclusion

Summary of the CCTP findings and key transport and access recommendations to take forward as part of Colchester's masterplan.

Overarching Goals and Objectives

The three overarching goals of this CCTP are in line with the Better Colchester Strategic Plan (2020-2030). These were reviewed and agreed with CBC and ECC at the start of the project. These three goals encompass **responding to the climate emergency, supporting a safe, healthy, and active city centre** which cultivates **future economic prosperity for Colchester**.

CCTP Key Objectives

To help achieve each of the three overarching goals (Figure 2) there are three key objectives which are explored further in the Validating the Vision chapter. All objectives align with the four synoptic themes underpinning the Vision of the Better Town Centre Plan for Colchester. These are highlighted in Figure 3 and are central to creating an attractive and vibrant city centre for locals, businesses and visitors.

Figure 3: City centre Vision, Better Town Centre Plan (2020)



The vision is geared around increasing appeal of the centre as a place to live, work and visit. The various spaces where people spend time will be made accessible by active and sustainable modes and unlock the potential and opportunity for Colchester to remain a competitive location regionally and nationally.

Figure 2: Goals and Objectives of the CCTP

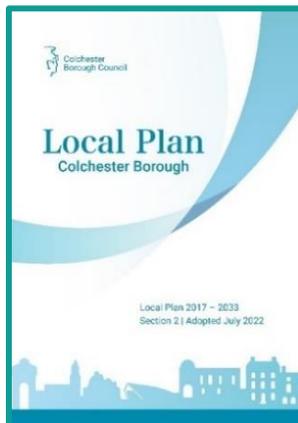
Take effective action against Colchester's Climate Emergency	Provide a safe, healthy, active and accessible city centre	Support the city centre economy to everyone's benefit
Support modal shift towards low carbon and sustainable travel	Deliver safer, more attractive and healthier streets and spaces	Deliver transport interventions that are considered appropriate through engagement with Colchester's key stakeholders
Provide options that will help to mitigate the negative impacts from private car use	Improve quality of life through 'Accessible and Liveable Neighbourhoods' design	Grow footfall through accessible and readily available transport for everyone
Encourage environment-friendly deliveries and servicing	Connect green spaces, leisure, sport and community hubs through active travel	Meet the changing operational needs of a 21 st century city centre

Policy Context

Policy Landscape

Local Policy Drivers

The spatial hierarchy of urban growth highlighted in the Colchester's Local Plan, through to the 'Better City Centre' sets the scene for Colchester's local policy landscape. Clear goals include responding to the climate emergency, prioritisation of health and social inclusivity. The local cycling and walking infrastructure proposals are a response to ECC's "Safer Greener Healthier" Campaigns. The positive parking agenda exists to change perceptions about the parking sector and improve experience, which coupled with the public realm strategy sets an ambitious approach to the climate emergency. This is echoed in the Core Strategy which will help to deliver a better connected, more accessible and breathable city centre for Colchester, highlighting key aims around the promotion of transport accessibility and responsive services that cater for demand and encourage active travel. The Colchester Future Transport Strategy (CFTS) is centred around what is needed to achieve the vision of prioritising active and safe sustainable travel to bring about health, environmental and economic benefits.



Regional Drivers

Transforming Essex through a Safer Greener Healthier mandate will make it easier and safer for residents to walk or cycle, improving their well-being whilst reducing the negative externalities of congestion and pollution. ECC are investing in various projects to enable this. ECC have a County-wide Transport Model that is designed to take account of future strategy and local growth in population and employment, and accurately forecast likely travel behaviour in the future.

The Essex Cycling Strategy is committed to establishing a coherent, comprehensive and advantageous cycle network and the Cycling Action Plan identifies connections to key destinations, as well as supporting a network of recreational routes, catering for all users and abilities.



National Drivers

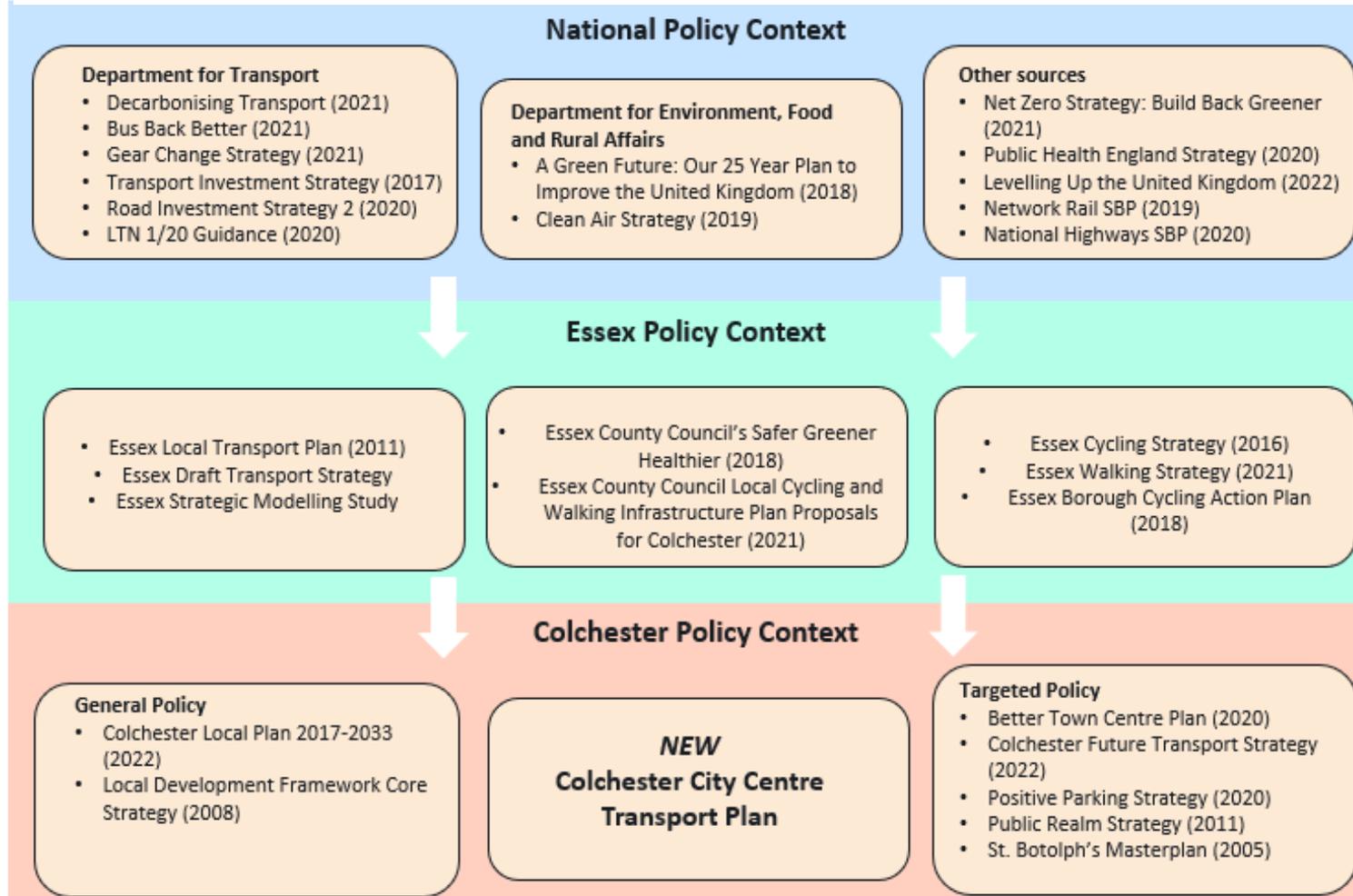
Investing in the UK's transport system to create a better connected, reliable network, enhance economic productivity and local growth is essential to enhancing the nation's competitiveness. Decarbonising transport sets out a path to achieving a net zero transportation system in the UK. The National Bus Strategy outlines priorities for how this mode of transport can be used as a tool for Covid-19 recovery, implementing the levelling up agenda. Gear Change outlines this with a focus on walking and cycling, empowering local authorities to invest in active travel schemes to replace short car trips. The policy recognises that there is no one-size-fits-all approach for local authorities to achieve their gear change in travel behaviour.



An overview of the key policy documents at the time of writing the CCTP is provided in Figure 4, which have been considered throughout the process of producing this CCTP.

It should be noted that this policy context is not an exhaustive list, just key documents that have helped to inform the transport component of the Colchester masterplan.

Figure 4: Key policy context for the Colchester CCTP



Methodology

How has the CCTP been created?

Overview

The production of this CCTP is the end product of six key stages, in a process to formulate a strategy, these are summarised below. This approach has allowed for the creation of a holistic CCTP, involving extensive stakeholder engagement which has meant the Plan has been co-designed with key stakeholders. The existing constraints and opportunities for Colchester city centre have been understood to inform the Vision which has steered the development of Transport Interventions.

Throughout the production of this Plan key stakeholders have been engaged via numerous workshops and their feedback has informed the development of the interventions and overall CCTP. At an early stage, four steering groups/ key stakeholder groups were established:

- CBC
- ECC
- Team Colchester
- Our Colchester Business Improvement District (BID)

Other stakeholders were engaged with at later stages of the CCTP process when feedback was sought on specific parts of the masterplan transport component. These sessions are described in greater detail throughout the following sections.

Each of the six stages are discussed in detail on the following pages.

Figure 5: Key stages of the CCTP



Process

Stage 1: Existing Conditions

This review has captured the spatial hierarchy of urban growth highlighted in the Local Plan, through to 'Better Town Centre' guidance and the prospects for an active, greener and healthier future of transport in Colchester. This is critical to understanding opportunities, constraints and committed transport improvements within the defined study area and their wider network impacts.

Site visits were undertaken in early summer 2022 which entailed a review of the transport operations including degree of accessibility and their connectivity. To complement this, a review of the existing and committed transport investment and infrastructure was completed.

Demographic insights within the study area has revealed the users, their travel habits, needs and future priorities. The Plan makes good use of publicly available data sources, including data from the Colchester city centre travel Survey data (2022) and feedback from recent public consultation events. This baseline picture has helped to inform existing transport challenges and opportunities.

Stage 2: Validating the Vision

The Local Plan, the CFTS and the various other policy documents highlight themes of sustainable growth, investment in greener transport and the retention of a high-quality city centre environment with vitality as critical.

Steer has worked with key stakeholders to align the transport vision and the Colchester masterplan to create a holistic, credible and deliverable spatial plan.

The transport vision for Colchester has been created, and is the heart of the CFTS:

"To transform Colchester into a place which prioritises active and safe sustainable travel to bring about health, environmental and economic benefits"

Cognisant of this vision, Steer developed a set of transport goals and objectives to set the foundations for this CCTP and subsequently Colchester's masterplan.

Stage 3: Steer Expert Panel Workshop

At this stage, Steer called upon a wide range of our internal experts, or thematic specialists, to discuss barriers and opportunities across the multi-disciplinary areas of active travel, public transportation, behaviour change, future mobility, parking strategy, urban design, wayfinding, servicing and deliveries. This workshop utilised our experts' knowledge to generate ideas for interventions and their relative merits to inform a definitive movement hierarchy, reaffirm the CCTP's transport objectives and option testing. Additional infrastructure opportunities have been considered and core requirements to deliver success for each mode and mode share objectives.

Stage 4: Pause for Reflection and Engagement

This milestone provided an opportunity to reflect on key learnings to date, the path of progression going forward and the suitability of this against the overall vision and masterplan delivery. We reflected on the deliverability of the masterplan vision over the next 5, 10, 20 years against the context of wider transport changes and future mobility.

Steer reviewed progress with the emerging urban design strategy for the masterplan developed by We Made That and other project partners to ensure an aligned approach. The outputs of the Steer Expert Panel workshop (Stage 3) were shared amongst a wider set of stakeholders with the opportunity for any final inputs, including CBC, ECC, Team Colchester, Our Colchester BID, bus operators, cycling campaign groups. The focal point of engagement was with the Transport Working Group, which comprised ECC and CBC officers representing transport, access, regeneration and planning disciplines from the local authorities.

We also undertook a higher level spatial assessment to consider the city centre study area from a connections and accessibility perspective, to enable different transport interventions to be coordinated geographically.

Stage 5: Developing and Shortlisting the Transport Interventions

Following the workshop at Stage 3, Steer's Expert Panel developed a long list of potential transport interventions. Some related to specific themes whilst others were cross-cutting between different transport modes and urban realm disciplines. We considered infrastructure; behaviour change and policy actions that could be adopted. We focused on actions relating to the city centre zone prioritised in the CFTS, as this represents a key opportunity to bring forward the vision.

To assess each of the various interventions in a holistic manner, a Multi-Criteria Assessment Framework (MCAF) was developed that accounts for the pros and cons of each scheme or intervention, effectively 'sifting' through the range of interventions. This included carefully selected criteria that are linked to the goals and objectives of the CCTP and the vision of the CFTS.

The flexibility of the high-level strategic assessment tool – the MCAF – provides a way to rank transport interventions using a consistent scoring system, to eventually develop packages of interventions along key corridors and at City Gateways.

The output of this MCAF tool comprised a preferred short-list of interventions in the form of three distinct packages of interventions, which include varying degrees of modal shift and reprioritisation of road space. One package focused on a key City Gateway to Colchester's city centre; another on a

key north-south corridor; and the final on a key east-west corridor.

The three selected packages of transport interventions will be tested following submission of this CCTP using the ECC Strategic Model. This exercise will test feasibility on the ground and provide a robust assessment of the impacts on Colchester's local transport network and its users.

Stage 6: CCTP

This CCTP reimagines the city centre with compatible spatial and CCTP whilst putting Colchester's people at the heart of the city centre vision is integral to its future success.

The CCTP aligns with the overall masterplan development, and the key aim of the masterplan is to provide a strategic overview of the city centre and to identify key areas within the city, defining opportunities for change, the defining characteristics, parameters and design principles for each to provide a framework for new development.

It is anticipated that this CCTP will be shared with the Transport Working Group, ECC and CBC for review and comment to ensure the preferred package of interventions satisfies the needs and priorities of stakeholders. It should be highlighted that this CCTP is a 'live' document and may require future updates as and when required to reflect future engagement and the changing environment of the city centre.

Colchester in Context

Colchester Today

Colchester in Context

Colchester today

Colchester has importance given its location as a gateway into East Anglia and proximity to London, the coast and Europe has contributed to its sense of place and economy. However, Colchester's assets do not combine to deliver the value to the city centre that they arguably should.

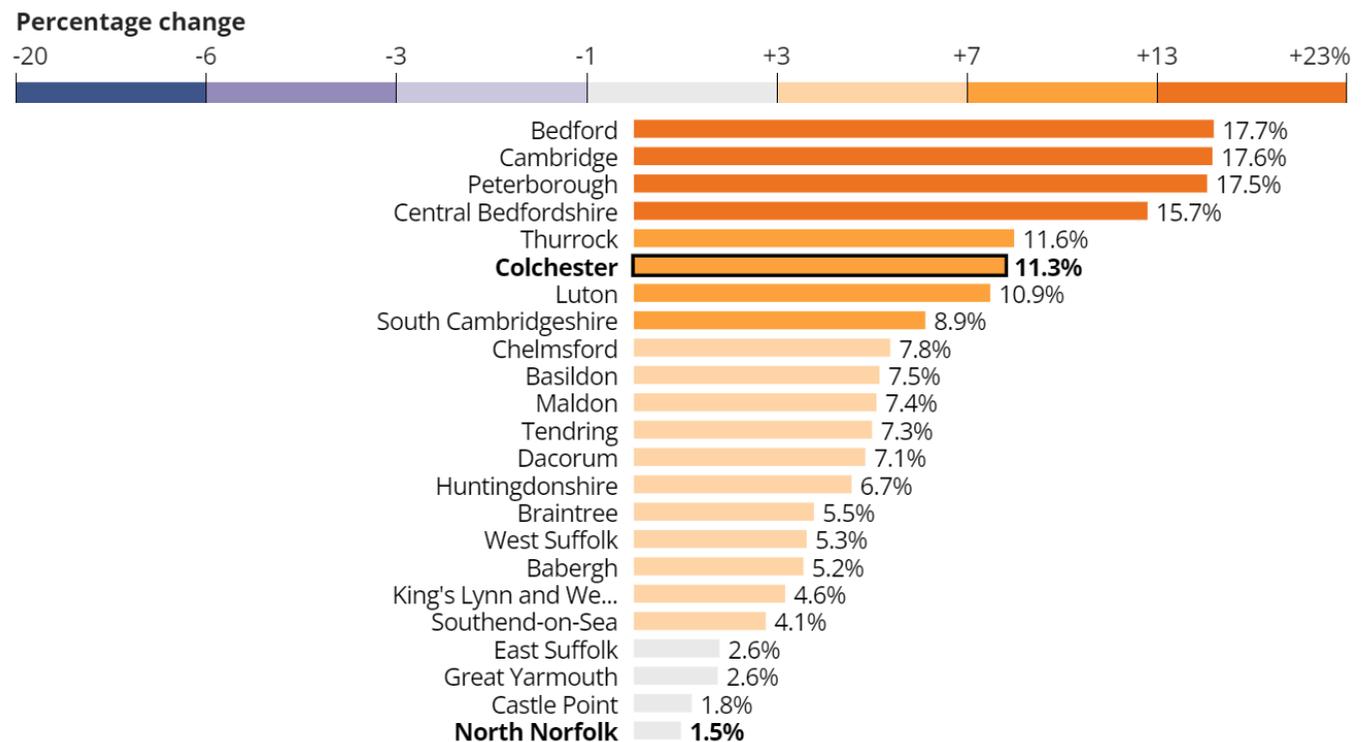
Colchester city centre is rich in heritage, visitor attractions and has a strong retail and leisure offer. The greatest challenge at present is the fast-changing nature of the way people work, shop and spend their leisure time, spurred by the growth of e-commerce and emergence of new post-pandemic norms. This creates an opportunity for Colchester to adapt to retain an appeal and vibrancy as a city centre promoting a distinctive sense of place to attract footfall.

Demographics and future growth

Population

As shown by Figure 6 in Colchester, the population size has increased by 11.3%, from around 173,100 in 2011 to 192,700 in 2021. Colchester local authority has experienced the sixth largest increase in population for the East of England between 2011 and 2021. Looking forward, the ONS statistics population projects predict that by 2034 the total population will increase by a further 32,302 people to a total of 222,400.

Figure 6: Population change of local authority areas in the East of England between 2011 and 2021 (ONS Census, 2021)



Over the next 15 years the age split of the population will change slightly with a small increase in proportion of Older People (rising to 18%). The percentage of residents aged 18 to 64 will reduced slightly (63.5%).

Planning and managing future population growth requires a response to ensure that sufficient homes and employment and supporting social and other infrastructure are provided in a sustainable way.

As shown in Figure 7 the age profile of Colchester is anticipated to change across the 10-year period (2024-2034). These trends indicate an ageing population with an increasing dependency ratio. This shift will have implications in terms of mobility, as those in the older age groups tend to need more accessible transport infrastructure.

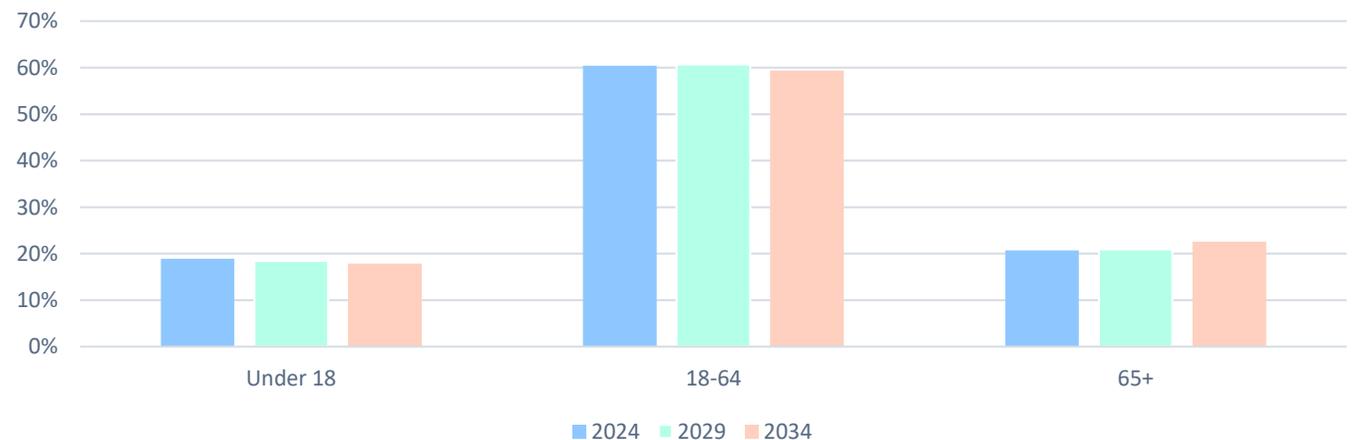
Employment

Colchester has maintained good levels of employment growth over the past two decades, characterised by growth in office jobs and declining industrial employment. Though new jobs have predominantly been created elsewhere to the immediate city centre, this district retains a wealth of employment opportunities – including financial / professional services, education, health, hospitality, leisure, retail, ICT, media and creative sectors – catering to a diverse pool of individuals (source: Business Register & Employment Survey, 2020).

The Vision for Colchester in 2033, as highlighted in the Local Plan is to continue to provide a focus for new housing and employment within the city centre, supported by quality transport accessibility and links to green spaces within both the urban areas and the adjacent rural areas. To support sustainable growth it is imperative that Colchester is promoted as an accessible location for new employment development, providing job opportunities for all.

ONS annual population survey for July 2019- June 2020 indicates that 73.3% of Colchester are economically active, which is of the highest rates of economic activity in the country.

Figure 7: Age profile of Colchester Borough- 2024, 2029, 2034 (ONS Census, 2011)

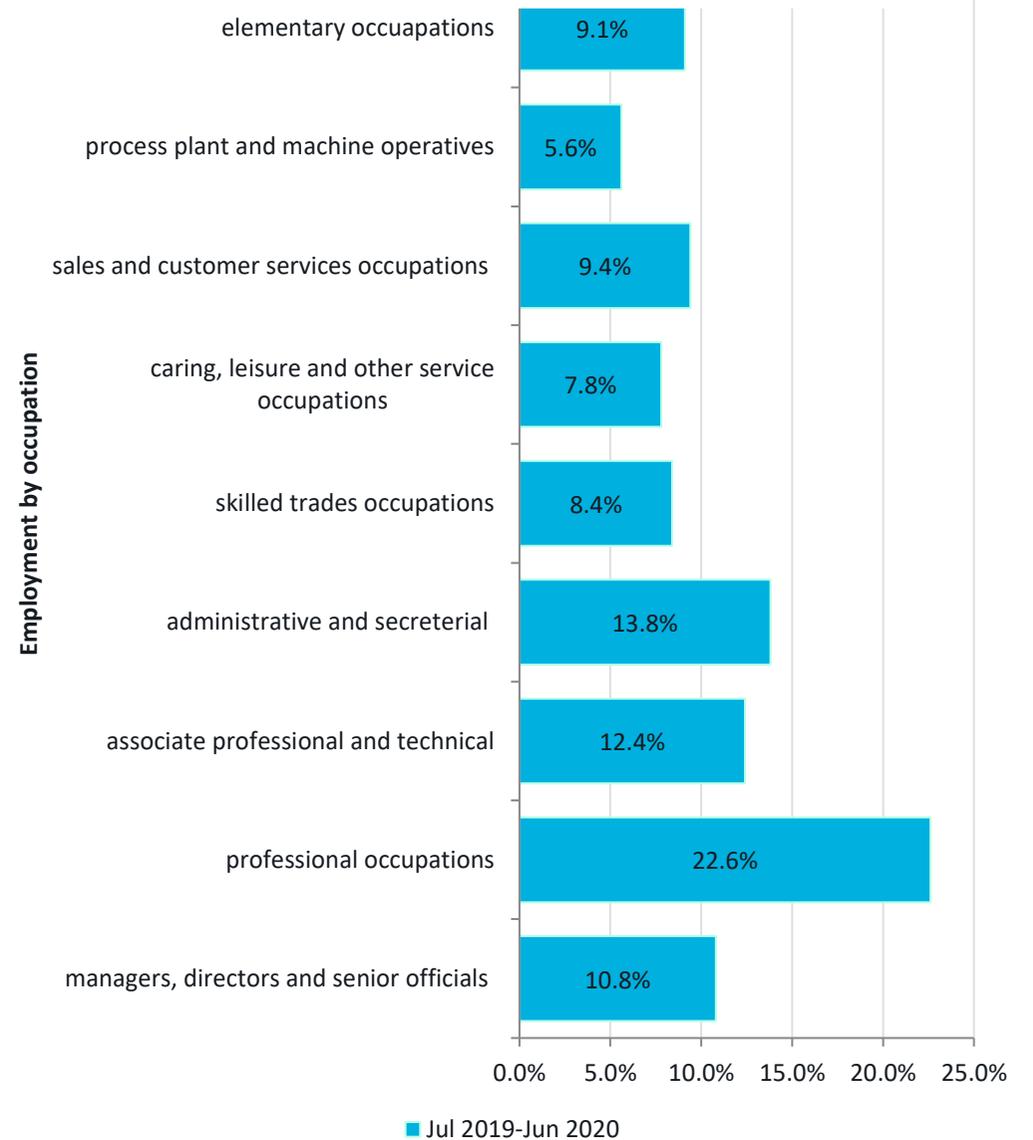


As shown in Figure 8, Colchester residents are most likely to work in Professional Occupations, Caring, Leisure or other Services roles, or Associated Professional and Technical Operations.

The following three sites are allocated as Strategic Employment Zones in accordance with Core Strategy Policies CE1 and CE3:

- Stanway- Variation sites including Tollgate, Stane Park, Westside Centre and land off London Road. Wide range of employment opportunities expected to be delivered including Business Incubation Units.
- University Research Park (The Knowledge City Gateway) – development expected to support development of the University of Essex as a key centre for Research and Development.
- North Colchester – Comprises Severalls Business Park and Cuckoo Farm.

Figure 8: Employment occupation profile for Colchester (ONS Census, 2011)



Heritage assets

Colchester is the oldest City in the British Isles and has a rich archaeological and historical heritage background.

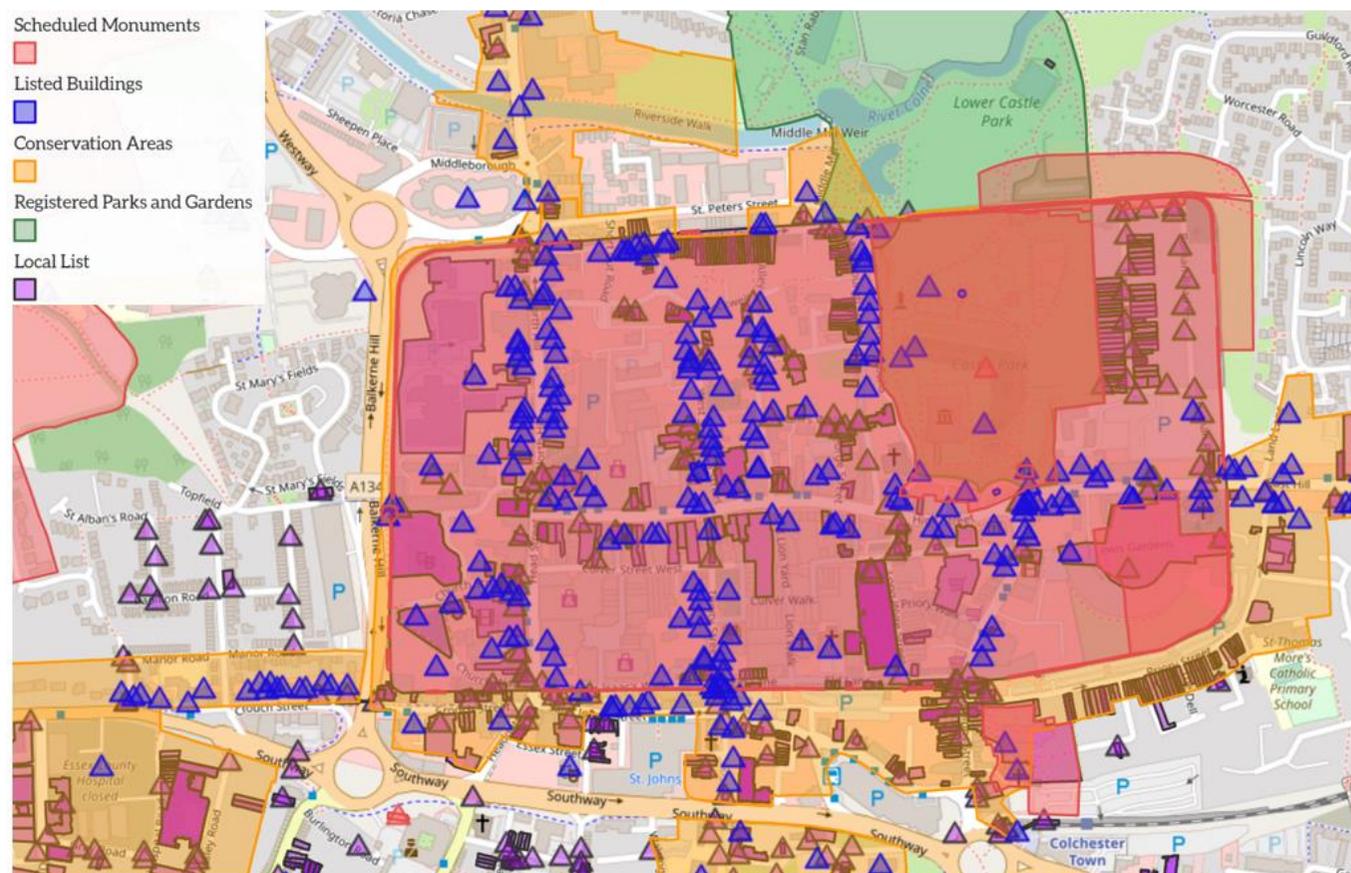
The study area comprises a great variety of historic buildings and sites that include the remains of the Roman City Wall, Colchester Castle, St Botolph's Priory and St John's Abbey Gatehouse, medieval churches and inns, the historic Dutch Quarter, Georgian City houses and Victorian and Edwardian commercial and civic buildings, including the City Hall and the Jumbo Water Tower.

Colchester's heritage assets are protected by the relevant statutory designations. CBC also maintains a Local List of non-designated heritage assets that make a significant contribution to the heritage of Colchester. CBC maintains and manages the Colchester Historic Environment Record (HER) which is the database of all known archaeological sites and historic buildings in the Borough.

Figure 9 illustrates the rich heritage value of Colchester city centre, in particular the study area. These sites capture the Colchester Borough Local List.

One of the priority areas of Colchester's Levelling Up Fund Bid is Vineyard Street Public Realm showcasing and protecting the rich heritage context of this part of the city centre, with a public square in front of the historic wall.

Figure 9: Heritage assets in Colchester City centre (Colchester Heritage Explorer, 2022)



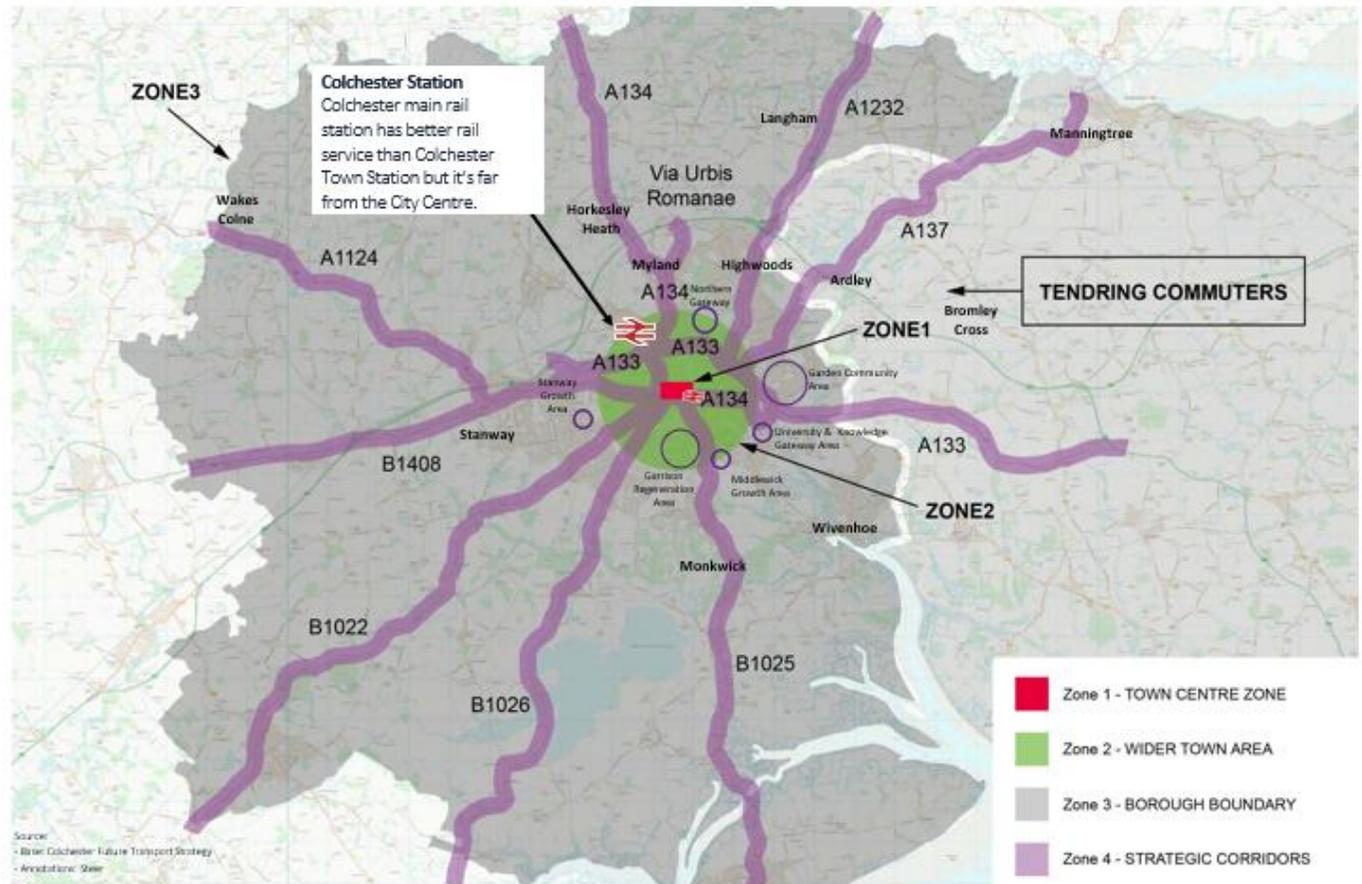
Transport Foundations

Creation of four zones

The CFTS creates four distinct zones, recognising that a varied approach is needed to meet Colchester's needs. The four zones are characterised as the following which are represented in Figure 10.

- **Zone 1 (city centre)**- matches the CCTP study area. This focuses primarily on walking, the quality of the public realm and experience of Colchester as a high quality place. It will also support passenger transport access in to the city centre.
- **Zone 2 (Wider City Area)**- focuses on walking and cycling prioritised, along with passenger transport into the City.
- **Zone 3 (Borough Boundary)**- Is a wider urban area zone where passenger transport is prioritised e.g. the Park and Ride Route. This also recognises the importance of enabling commuters from Tendring to access passenger transport.
- **Zone 4 (Strategic Corridors)**- Represents key strategic corridors. Over time these would look to move people from highway to passenger transport.

Figure 10: Four Key Zones of Colchester (CFTS, 2022)



Road access

The surrounding road network caters for high levels of private car traffic into and out of Colchester. Discuss the key corridors and link roads- A133 Ipswich Road corridor, A12 and A120 Trunk Roads to the north of Colchester.

City centre parking provision

Colchester's Parking Estate Plan (2021) highlights that there are almost 4,900 parking spaces servicing Colchester city centre. Pre-pandemic car parking data indicates that up to 800 public spaces were available across the city centre during peak parking periods. Although historically, parking supply has come under pressure during peak times, and demand has decreased in recent years - this represents an opportunity for redevelopment of car parks that are within close proximity to the urban core (e.g. St John's car park, Greyfriars).

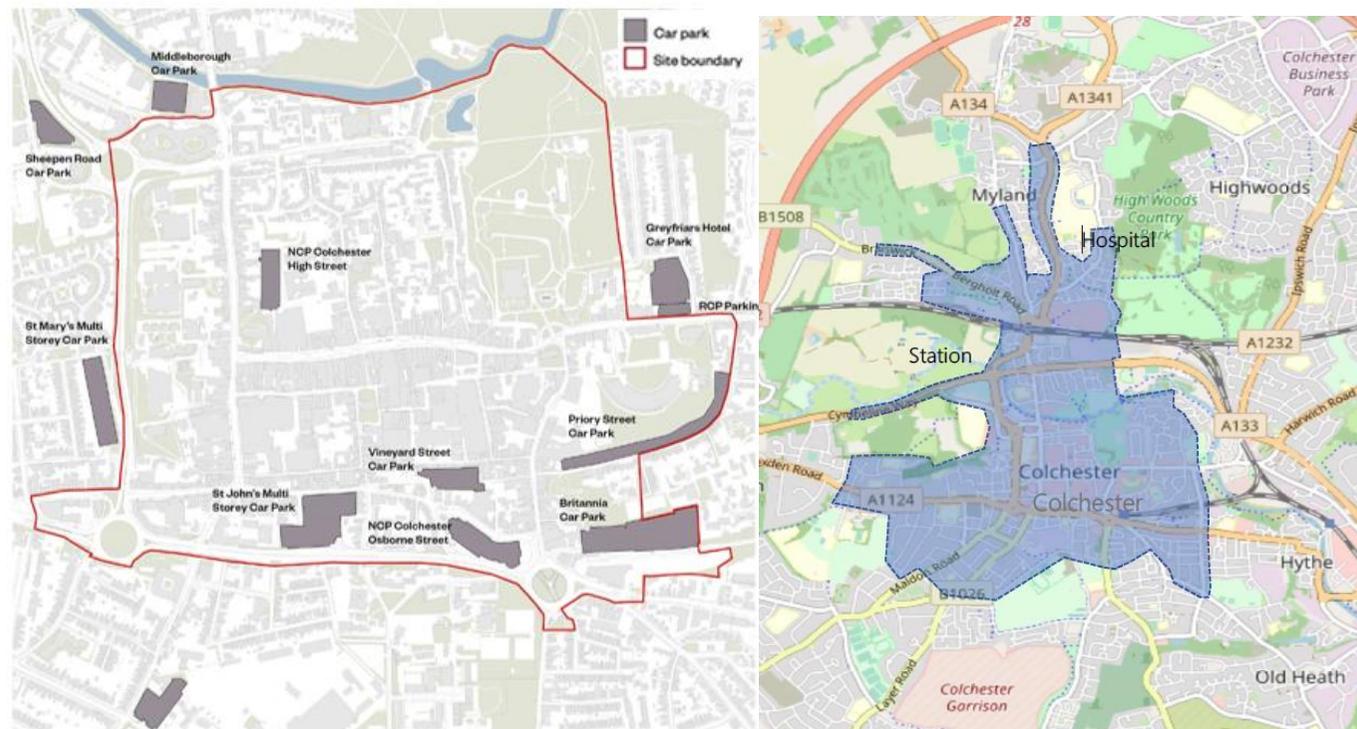
In total around 850 on-street spaces are within the Controlled Parking Zone (CPZ), which is highlighted in Figure 11. On-street parking is restricted in most streets within a close walking distance of the Colchester city centre, station and hospital.

Park and Ride

Colchester has a Park and Ride service that provides a sustainable transport option that connects Colchester Station, Colchester Hospital and the city centre, with regular services at 15-minute intervals. The Park and Ride is located off Junction 28 on the A12 and offers a public transportation service

connecting key destinations for residents, visitors and employees arriving to Colchester rail station and connecting with key destinations of the city centre. However, the Park and Ride is limited to serving individuals arriving to Colchester from the north.

Figure 11: City centre Car Parks & CPZ Boundary



Source: Colchester Parking Estate Plan October 2021

Access by public transport

Rail

Colchester rail station is the mainline rail station in Colchester, around a 20-minute walk to the north east of the city centre. The station is served by the Great Eastern Main Line which connects to Norwich, Chelmsford and London Liverpool Street. Regular services connect Colchester to Norwich, Ipswich and London within one hour. The station is also served by the Sunshine Coast Line which links Colchester with seaside resorts of Clacton-on-Sea and Walton-on-the-Naze.

On the southeastern edge of the city centre is Colchester Town rail station, included within the masterplan area. This station is the termini of the rail branch off the Clacton/Frinton rail line, which operates mainly a shuttle service to Colchester rail station and local services to Walton/Clacton. There is also Colchester Hythe station, 1 mile east of Colchester Town rail station, outside of the masterplan area. Images are shown in Figure 12.

Figure 12: Colchester Town rail station



Bus Considerations

Introduction

The Master Plan is predicated on achieving more bus use which will mean a better, more connected and higher quality bus network across the city and wider borough. Although the specific extent and features of this network will require further detailed analysis, it is important to establish clearly at this stage that a transformational approach to bus facilities in the city centre will be a necessary part of achieving the wider vision.

Existing Situation

Colchester has a wide ranging bus network which provides services of different frequencies connecting key destinations within the city centre. As the network extends into more semi rural and rural locations the frequency and extent of services begin to decline.

At present, a dispersed bus facility model is adopted for the city centre due to the city centre's existing ring road configuration. This is supported with a small bus facility located south of the city centre on Osborne St, which is a collection of bus stops, and provides an interchange between some bus services and a wait over facility. However, this does not provide the only, singular interchange point in Colchester at present.

The bus routes from Colchester city centre connect with surrounding neighbourhoods of Highwoods to the north, Greenstead to the east, Monkwick to the south and Stanway to the west.

Colchester city centre is also connected by a range of bus services to all its suburbs and surrounding towns and villages.

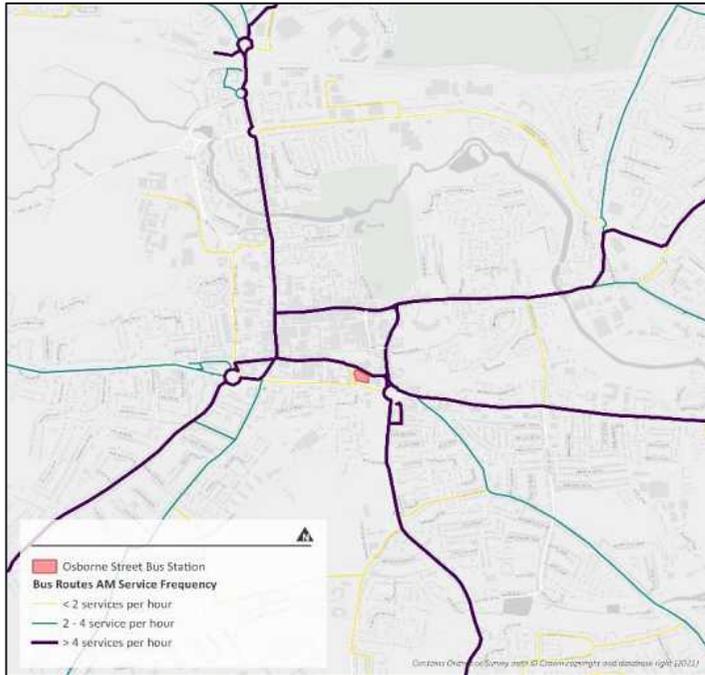
Existing strengths

- ✓ The existing pattern of bus stops are well connected to pedestrian-friendly routes (e.g. Culver Walk, Eld Lane, Lion Walk) which connect to city centre destinations, as shown in Figure 13. The city centre bus stops are well dispersed around the inner-city core which offers good access to multiple parts of the city.
- ✓ The existing Osborne St bus facility is located in a good location to access the city centre core, and any passengers changing to rail services at Colchester Town rail station. However the pedestrian route between the two areas is not high quality.
- ✓ The current bus model allows for direct access to retail offer and supports economic prosperity. Convenience for bus users is key given the high car use and propensity to visit out of city retail with short distances between car parking to shop entrances.

Existing weaknesses

- Survey responses collected as part of the Colchester masterplan highlight a 11% mode share bus to access the city centre, which is relatively low and demonstrates opportunity to attract more users to the bus network.
- Osborne St bus station is not an attractive transport interchange as an entry City Gateway to Colchester city centre and is often congested with layover buses. The current facility does not offer a strong positioning of buses as being a priority for Colchester, has little presence in the urban realm or offers any other potential benefits which could be generated by future increases in demand for buses (e.g. wider facilities or public spaces). Anti social behaviour is frequently cited in this area.
- There is a strong dominance of buses along High St, Queen St, Head St and St John's St, which impacts the aesthetic of urban realm for pedestrians and cyclists (e.g. air quality, safety, pedestrian comfort levels, risk of conflict, noise pollution, etc).
- Challenging topography for bus users walking between Osborne St bus station and core.
- Indications from Essex Integrated Passenger Transport Unit (ITPU) that the existing capacity constraints will become exacerbated even further in the future, requiring increased capacity for bus stands/layover areas.

Figure 13: Existing bus network in Colchester City centre (Steer, 2022, Essex Highways, 2015)



Bus Analysis

Engagement & MCAF

Steer engaged with Colchester's bus operators as part of Stage 4: Pause for Reflection of this CCTP process, which highlighted the following:

- The current facility on Osborne St does not offer all the facilities of a traditional bus station model providing an 'interchange', however some operators did not consider this necessary for Colchester – a dispersed bus model through city centre offers more flexibility. The bus operators' comments were inconclusive on a single bus interchange (through extensive discussion), but would welcome enhancement of existing arrangements.
- Depending on location, it is expensive to hold a large portion of land for storing buses adjacent to the city centre and if a bus station/ interchange were considered in the urban core, this could be suggested as a less than optimal use of the land. These typical sites offer better alternative land use options.
- The nature of Colchester's existing ring road system around core city centre lends itself to a dispersed bus stop model, which reduces the requirement to only have a centralised bus station based on current service patterns and assumptions.

Steer incorporated this feedback into the technical evaluation (MCAF analysis), and creation of a new bus interchange achieved a low score (owing to the above factors) compared to other transport interventions.

Spatial analysis

A review of the city centre area has identified there are limited sites that would be large enough to support a single interchange facility, close enough to the city centre to fulfil the purpose of providing close proximity for bus passengers to access city centre destinations. The opportunities and constraints with various analysed sites are summarised on Figure 14.

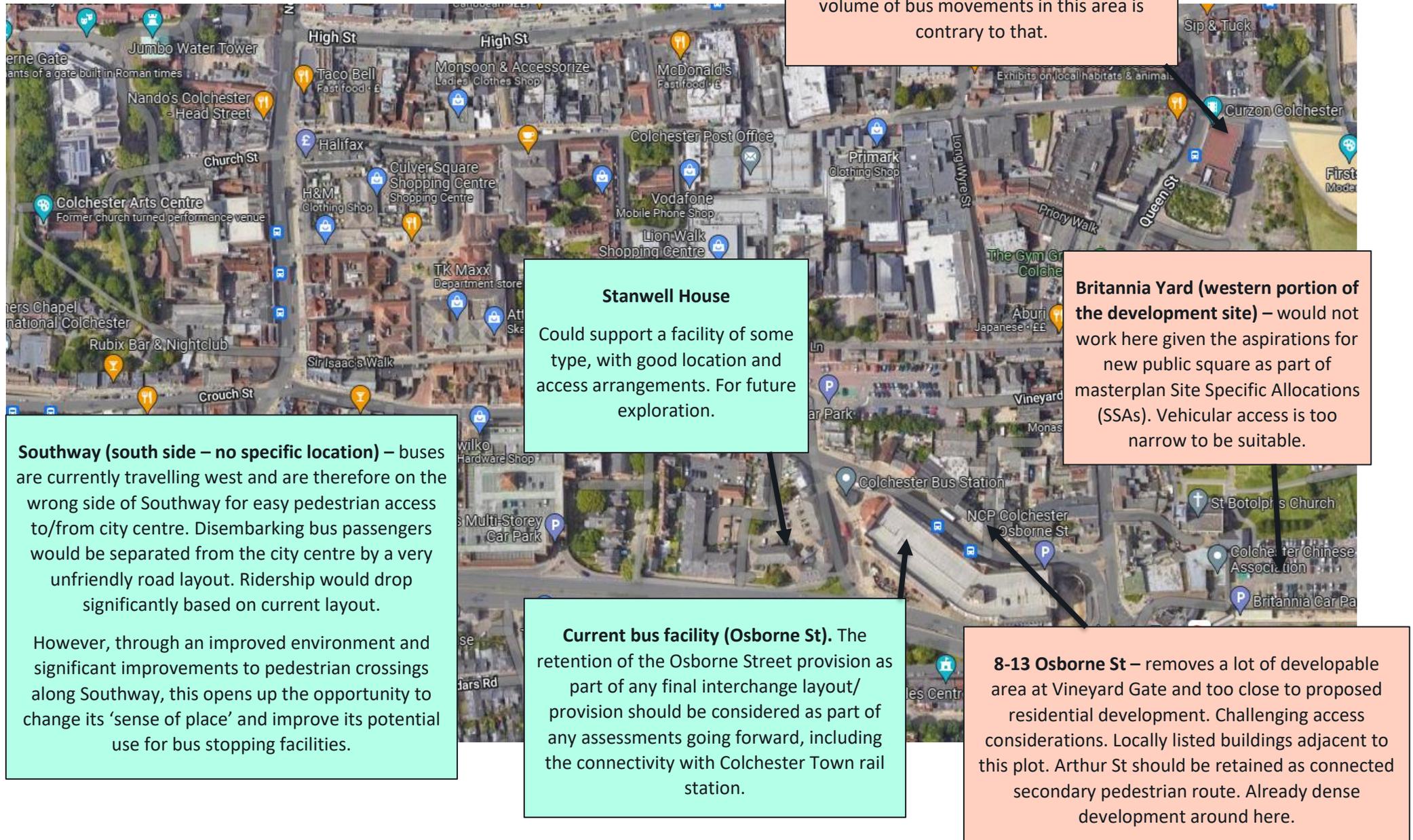
One possibility would be using the site of **Stanwell House** (former ECC offices), which is planned for sale (at time of writing), as a means of expanding the existing facility at Osborne Street and this is recommended for further exploration once the type of facility and associated size requirements has been identified which would be suitable for Colchester.

- This could be a suitable location for bus stands to free up congestion within the city centre core to allow better flow of buses and overall enhance capacity.
- Could also integrate in the future with an improve pedestrian space on Southway.
- The site is near Colchester Town rail station and locations for proposed transport interventions (e.g. improvements to St

Botolphs area), potentially forming part of a wider 'zone of interchange'. This is also situated close to St Johns car park which will be investigated for potential future conversion.

It is recognised that the wider masterplan concept seeks to improve pedestrian connectivity across **Southway** and to improve the design which in the future could change its sense of place. As part of this, there is opportunity to improve its potential use for bus stopping facilities, which needs to be considered in the context of the wider traffic impact. Southway is a priority route and holds a strategic nature and any potential reduction of highway capacity will impact general traffic routing through the city centre proposed by the masterplan.

Figure 14: Summary of potential bus interchange future locations



Recommendations

The analysis undertaken as part of this CCTP highlights bus operations as an integral driver for the success of Colchester city centre, with the level of Steer's assessment to date more focused on high level, strategic thinking to feed into the overall masterplan.

It is recognised that there are a number of variables associated with future bus operation including the frequency, types, and routes of buses which may change over time. However the wider masterplan does place sustainable modes and public transport at its centre and therefore it is important that sufficient facilities are available to cater for additional bus services and passengers if the masterplan vision is to succeed.

At the minimum, the following measures should be introduced as part of any future bus upgrades in the city centre:

- Enhancement of the quality of all bus infrastructure.
- Improved passenger waiting facilities at Head Street and High Street stops (including possibly converting vacant retail units with street frontages) and provision of additional Real Time Passenger Information (RTPI) screens to support increased bus use.
- Use of technology and traditional information wayfinding to encourage use of public transport.

- Working with bus operators to identify opportunities for rationalising services to reduce bus congestion, whilst protecting levels of service.

These measures should help to reduce car reliance for visits to the city centre and create a more pedestrian friendly environment, which is particularly important given the vision within the masterplan. Other recommendations regarding bus are outlined in the following chapters of this CCTP as part of the defined transport interventions.

Further work

Bus Service Improvement Plan

Steer recommends that there needs to be integration of the specific city centre masterplan bus considerations with the wider development of a Borough Wide Bus Strategy and more strategic long term considerations around bus services in the medium term, including the introduction of the RTS.

It is evident there is no immediate or obvious quick fix solution that will benefit all bus operators and passengers by simply providing new facilities in the City centre, and that a thorough, holistic and formal approach needs to be adopted to encourage greater use of buses across the borough.

Thorough analysis and further engagement needs to be undertaken with all bus operators, which will build upon the discussions with First Essex Buses Ltd, Go East Anglia, Arriva Bus and Colchester

Amphora Trading Ltd as part of the bus operators session. Such study would also need to be contextualised in terms of Bus Service Improvement Plan (BSIP) proposals and the bus Network Review work already undertaken, and the longer term vision of Colchester rather than the immediate shorter term.

The study would examine service levels, routings, bus stops/station location, and commercial viability, in addition to assessing a 'With RTS' scenario, providing an evidence base for determining the future needs of the city centre bus infrastructure.

This will help identify whether a centralised bus station or a dispersed model for bus services around Colchester is appropriate for development as part of the masterplan. This would further help identify the scale of investment that could be focused on:

- significantly improving the existing Osborne St bus facility; and/or
- undertaking a comprehensive upgrade of the dispersed bus infrastructure; and/or
- providing an entirely new bus facility in a different location; and/or
- provide additional interchange space to work alongside upgrades to dispersed bus infrastructure, with the potential to create a flexible 'interchange zone' between Southway and Osborne Street.

It is important that all of the above four pathways are **not discounted** at this stage to allow a level of flexibility for future bus planning in Colchester.

Inputs required

To have a strong understanding of city-wide bus operations and identify a suitable facility (if any), the following inputs would be required for the study (which could likely be provided from the bus Network Review work):

- Surveys to assess existing utilisation and bus waiting times at bus stands.
- Up to date information on evolving bus timetables for all services that route through the city centre, for peak periods of the year to determine the maximum number of departures per hour to be accommodated. This drives the number of set down and departure stops needed, alongside any bus stand/layover facilities, which together determine the scale of a bus station facility.
- Bus passenger volumes for all services.
- Review of planned RTS routeing, proposed stops, timetables, construction year, opening year.
- Examination into future demand trends and opportunities new or modified services, particular in light of planned RTS services including the role and infrastructure needs of zero emission buses and associated funding opportunities.

Active travel

There is an extensive network of walking and cycling routes in and around Colchester, including pavements and active travel routes. It is important that these networks are extended and enhanced to maximise the safety and increase mode share of these active modes.

Pedestrian accessibility of the city centre

Over recent years a number of restrictions have been introduced such that the High Street is not intended as a through route for general traffic and should only be used by buses, taxis, blue badge holders, delivery drivers, cyclists and motorists. This restraint has resulted in a more pleasant pedestrian environment. The 24/7 traffic restrictions on the High Street make the environment less congested and better for walking and cycling. The retail areas of Culver Square and Red Lion Walk are easily accessible by pedestrians and well connected to bus stops. The Colchester Orbital is a circular walking route around the City connecting off-road pathway networks with attractive green spaces.

The south side of the city centre presents barriers to accessibility, for instance there is a significant difference in levels between St. John Street and Eld Lane/ Sir Isaac's Walk. The lift at the western end of Vineyard St car park is the only DDA compliant route between these key origin and destination points, therefore it is imperative that the lift is maintained and operated to maximum efficiencies.

St Botolph's, Crouch St and across Southway all have underpasses which are considered poorly maintained and lit.

- The **Crouch St underpass** is narrow and does not include clear segregation between pedestrians and cyclists. As a result, this can be intimidating for pedestrians as reduces pedestrian comfortability as a significant numbers of cyclists use the underpass without dismounting. Works are scheduled to improve the Crouch St area, with plans currently under consultation.
- The **St. Botolph's underpass** can be accessed through two ramps, however several points of the roundabout can only be directed access by stairs. To access the city centre, wheelchair users need to cross either St. Botolph's Street or Magdalen Street.
- The **Abbeygate Street underpass** crossing Southway is also very narrow, and the pedestrian and cyclist segregation is limited to a sign and a painted line.
- The **Butt Road-Headgate underpass** is additionally very narrow and is likely to be improved going forward.

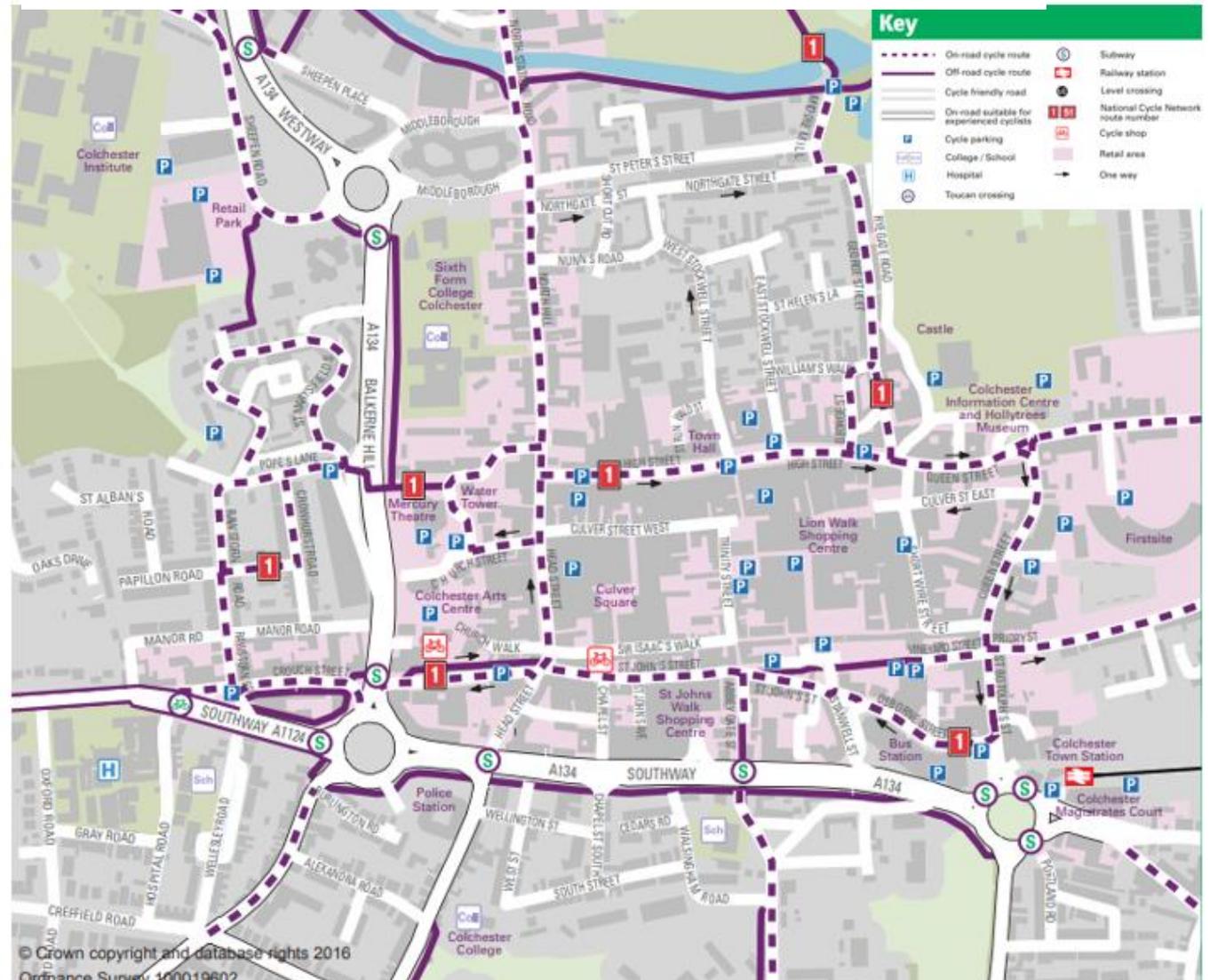
Local cycle network

Colchester has a reasonable level of cycling infrastructure, much of which is focused within the city centre itself and comprises a mixture of on and off-road routes. A number of national cycle routes run through the borough, connecting the City with London and Harwich.

The city centre, in particular the study area of this CCTP, is served by cycle routes as well as the National Cycle Network (NCN) Route 1 which connects Colchester with much of the UK. There is a lack of connectivity at present between the NCN route and advisory cycle lanes, however, in addition to much of the general cycle network in Colchester not being segregated with vehicular traffic.

As shown in Figure 15 the cycle infrastructure includes a range of on and off-road road cycle routes which connect Colchester rail station, sites of education and hospital with retail areas. To encourage travel in and around the centre by this active mode, cycle parking is dotted around the main retail and business hubs. The suitability of cyclist provision will be examined through this masterplan work.

Figure 15: Colchester City centre Existing Cycle Network (Essex Highways, 2016)



Mode Share Insights

Colchester's mode share

One of the greatest challenges for Colchester is road traffic growth and significant congestion can occur during peak times within Colchester on the limited number of radial routes in and out of the city centre and on the A12.

Method of Travel to Work

The 2011 Census data for method of travel to work (Figure 16) indicates that an overriding 58% of the population rely on a car as their method of travel to work, with 71% of the total population owning either 1 or 2 vehicles.

Figure 116: Method of travel to work in Colchester (ONS Census,

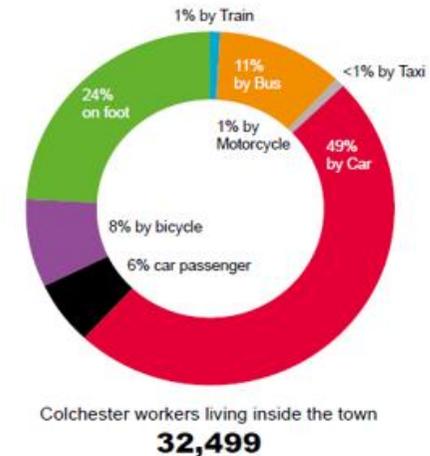
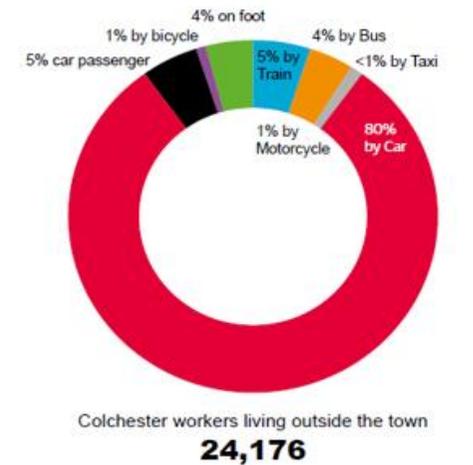
Method of travel to work		
Work at home	4,484	5.2%
Train	6,655	7.8%
Bus	4,918	5.7%
Taxi	291	0.3%
Motorcycle/moped	700	0.8%
Drive car/van	49,522	57.9%
Passenger in car/van	4,219	4.9%
Bicycle	3,394	4.0%
On foot	10,754	12.6%
Other	650	0.8%

At a borough level, the car continues to be the most popular form of transport to work, however 69% of people living and working locally in Colchester Borough¹ provides an opportunity to shift this behaviour in the direction of sustainable travel.

As shown in Figure 17, travel by car remains the dominant mode of travel for workers living inside and outside of the city. Despite almost half of workers living inside the city travelling by car, the combined sustainable mode share for public transport (12%) and active travel (32%) is 44%. In addition, Colchester has the highest bus modal share for travel to work in Essex.

Future growth in Colchester is reliant on the expansion of alternatives to the car, including improved walking and cycling links and the rapid transit system. These provide opportunities to encourage shift in the direction of sustainable travel, away from high dependence on the private vehicle.

Figure 17: Travel patterns for Colchester (Colchester Borough Council Factsheet, 2011)



¹ Colchester Borough Travel to Work Patterns (September 2021) , Available at:

<https://www.braintree.gov.uk/downloads/file/369/cbc-0052-travel-to-work-patterns>

Public Consultation Insights

Methods of Engagement

On Saturday 13 August 2022, We Made That and HAT Projects facilitated a public event on the High Street where they presented the Colchester masterplan themes and priorities to the public to gain their comments and facilitate a conversation about their ideas and wishes for the city centre. Over 100 members of the public engagement at the first public event.

An online survey was published in August 2022 on the www.colchester.gov.uk/masterplan website which received 640+ responses.

Qualitative findings

Feedback from the public on key issues and opportunities is highlighted in Figure 18. Prevalent themes include improving the function of the city centre, integration of public transport with key services, improving safety for pedestrians and cyclists.

Figure 18: Public Survey Comments (We Made That, 2022)



Quantitative findings

Of the survey respondents that live in Colchester city centre, the most popular mode of travel to the city centre is by car at 67%. 14% travel by foot, 6% by bicycle, 11% by bus and 2% by train.

For travel outside of the city centre, the following modes are used:

- 76.8% drive a car
- 42.3% walk
- 19.5% cycle
- 80.2% public transport (30.4% bus and 32.8% train)

These results indicate the public transport is a favourable option of travel for travel out of Colchester, which can be improved for internal trips. 20% of travel by active modes highlights a propensity to shift travel behaviour from car travel to these more active modes. Support of this from the public is highlighted in this survey whereby over 50% of respondents rate encouraging alternative ways of movement (public transport or active travel) as either 'important' or 'very important'.

37% of respondents travel to the City centre either every day or a few times a week, with 31% travelling once a month or less. For those that reside in the city centre, popular reasons for spending time in the city centre include dining, shopping and attending events or activities.

Summary

These perceptions from the public regarding Colchester city centre's transport system were valuable for developing the initial list of transport interventions, with efforts focused on identifying schemes that address user group noted concerns and opportunities. It is apparent that there is an appetite for using car modes less and using alternative modes more, but this needs to be facilitated through better infrastructure and supporting mechanisms.

Colchester in the Future

The sustainability of Colchester's future is dependent on forthcoming developments, the flexibility and accessibility of the city centre's transport system.

Overview of future development

Colchester has seen significant changes due to recent investments being made in the city, for example the provision of creative spaces in the city centre, major leisure development at the Northern Gateway, Firstsite gallery enhancements and University of Colchester's Innovation Centre. The key growth areas shown in Figure 19: include the new residential developments and leisure/retail complexes. The large number of extra residents living in or adjacent to the city centre will place additional demands on the city- positively it will bring more prosperity, however at the expense of increased stress on the highway network and growth in car trips, unless efforts are made to shift travel behaviour. All of this additional demand will need to be accommodated for by the transport network, and there is the aspiration to help people to make sustainable travel choices, with attractive interventions as alternatives to travelling by private car.

The new Tendring Colchester Borders Garden Community on the eastern side of Colchester will see up to 7,500 homes alongside business, education, culture, leisure and health provision along with appropriate infrastructure, in addition to

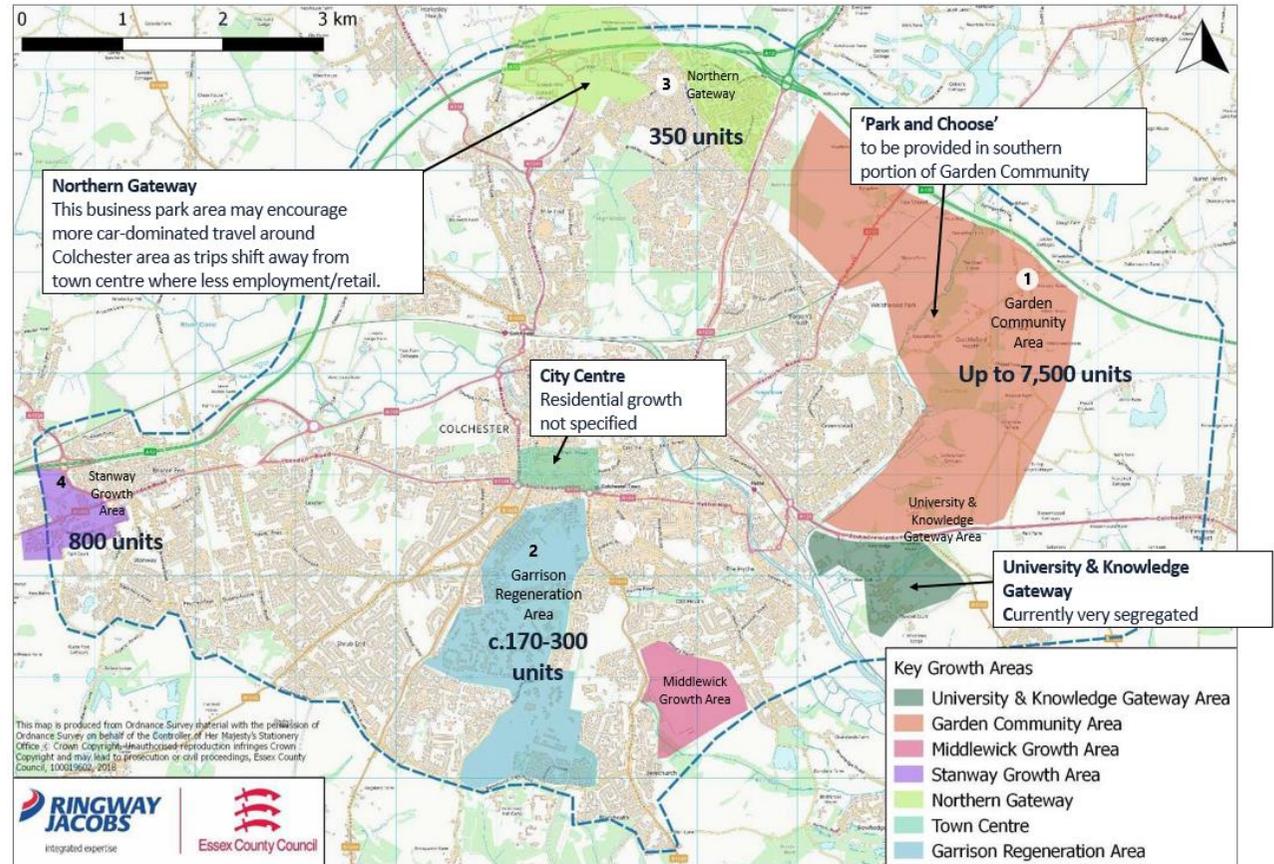
two new 'Park and Choose' facilities adjacent to the A120 and A133.

Housing and Employment growth

Figure 19 illustrates the further homes to be delivered across Colchester Borough over the Local Plan period (up to 2033).

To create new jobs and foster economic prosperity, Colchester is preparing for a £38 million regeneration project which will create new employment opportunities. This is a combination of £18.2 million from the Government's Town Deal Fund and potentially a further £20 million from its Levelling Up Fund.

Figure 19: Future Development sites across Colchester (Colchester Borough Local Plan 2013-2033, 2021)



Major Planned Transport Improvements

Overview

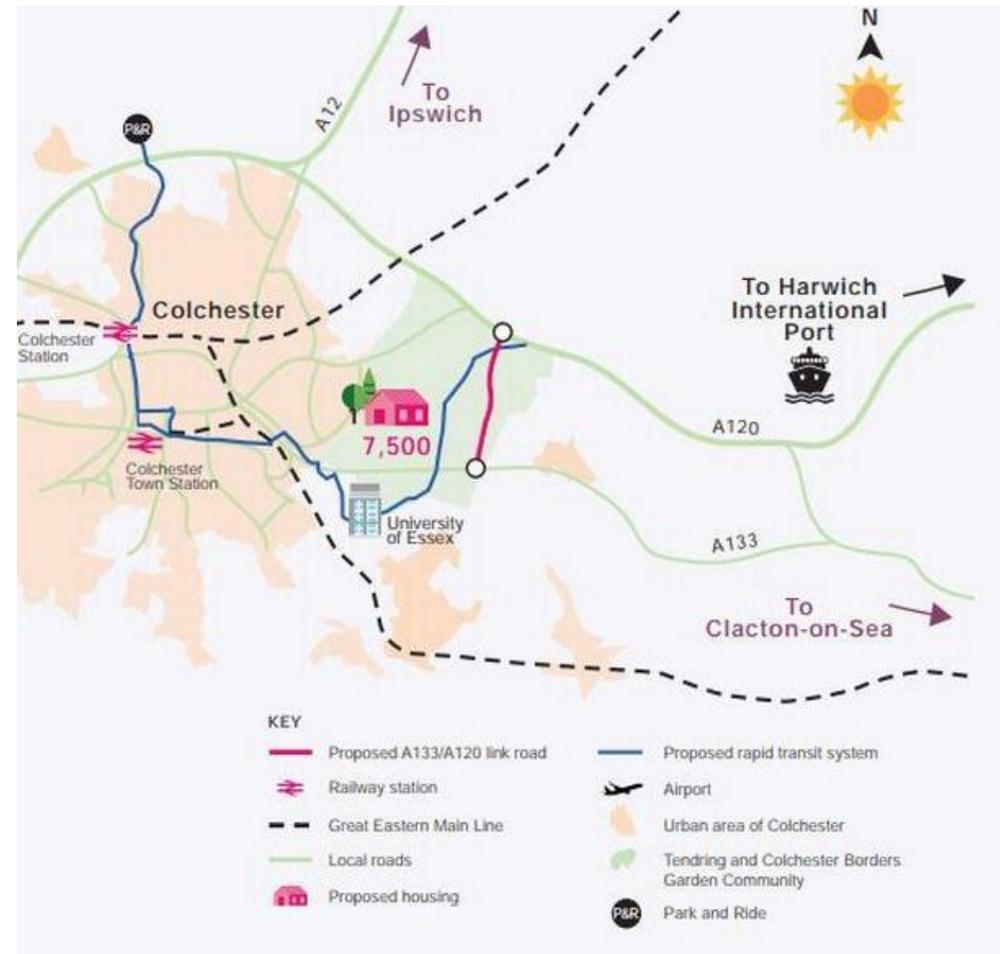
The two transport proposals discussed on the following page, along with the active travel proposals will sustainably support future change in Colchester, helping to:

- manage the impact of new development on the transport network;
- relieve pressure on existing routes; and
- through sustainable transport help meet the wider ambition to reduce the number of vehicles in Colchester's city centre.

The spatial connectivity between the future Garden Community and proposed housing, with the surrounding transport network is visualised in Figure 20. In line with the principles of the Section 1 Local Plan, the Garden Community will be sensitively integrated within the existing historic built and natural environment and based on Garden City Principles. This will attract residents and businesses who value community cohesion and a high-quality environment. The proposals include integrated a high-quality public transport route between the heart of the Garden Community as a part of the wider, longer-term North Essex Mass Rapid Transit system. This will provide fast, frequent and reliable services from Park and Ride locations close to the A120 and on the A133, and from business parks to the A120, through the heart of the Garden Community and connecting to west of Colchester, Braintree and Stansted Airport.

Overall, the transport improvements in Figure 21 overleaf will help to create a better connected and accessible Colchester, meeting the needs and wants of residents, visitors, commuters, and students.

Figure 20: Colchester's future growth and transport connections (A120/A133 Link Road and Rapid Transit System Public Consultation Document, 2019)

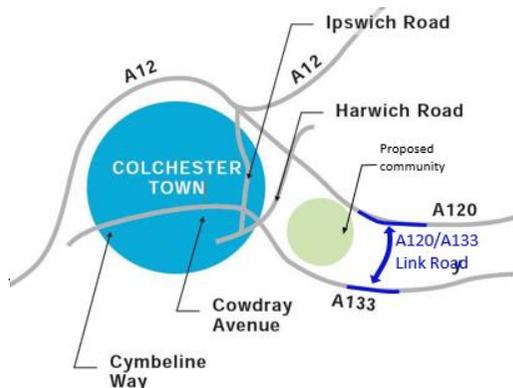


Key Future Transport Proposals

A120/A133 Link Road

The proposed A133/ A120 link road will see the creation of a 50mph dual carriageway to eventually connect the A120 and A133, as shown in Figure 21. This will relieve pressure on the eastern road network in Colchester, unlock land to provide housing and will improve connectivity locally and within the region. Providing future access to the forthcoming garden community on the eastern side of Colchester. This Link Road will allow new residents, businesses, existing commuters, and those travelling between the university and Knowledge City Gateway to easily access the A120 and A12². Planning permission for the final route for the Link Road was granted in November 2021, the road will be completed in line with housing delivery starting in 2024.

Figure 21: Colchester's road network and proposed A120/A133 Link Road (A120/A133 Link Road and Rapid Transit System Public Consultation Document, 2019)



² Essex Highways (2022) Tender process underway for proposed A120/ A133 Link Road', Available at: [https://www.essexhighways.org/highway-schemes-and-](https://www.essexhighways.org/highway-schemes-and-developments/highway-schemes/multi-district-schemes/a120-a133-link-and-rapid-transit#:~:text=What%20is%20being%20proposed,Garden%20Community%20facilities%20once%20developed.)

The Link Road will be delivered in Phases tied to housing delivery in the new Garden Community to the east of Colchester.

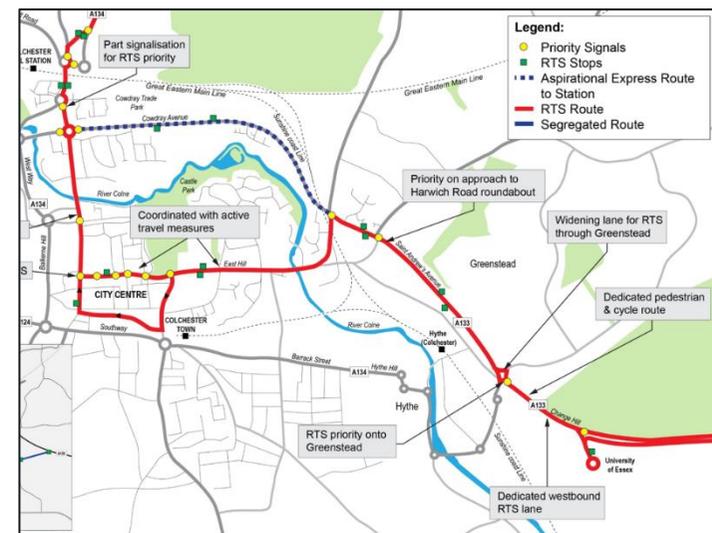
Rapid Transit System (RTS)

The Colchester RTS proposals aiming for a 'trackless tram' are to provide a fast, reliable, frequent, convenience and comfortable service that is integrated with other modes and sustainable in operation³. The proposed route for the RTS is shown in Figure 22, and beyond the city centre the route continues east via Essex university and Colchester Garden Community. The scheme received funding in August 2019, and construction on the first phase will commence in 2023.

This system will provide fast and reliable connections between the A12 park and ride and the garden community, and will link key destinations across the city taking priority over other traffic and reducing the need to travel by car into Colchester. The RTS requires careful consideration and integration with the existing bus network and infrastructure in the city centre, as part of a

[developments/highway-schemes/multi-district-schemes/a120-a133-link-and-rapid-transit#:~:text=What%20is%20being%20proposed,Garden%20Community%20facilities%20once%20developed.](https://www.essexhighways.org/highway-schemes/multi-district-schemes/a120-a133-link-and-rapid-transit#:~:text=What%20is%20being%20proposed,Garden%20Community%20facilities%20once%20developed.)

Figure 22: Colchester Rapid Transit System- Proposed Routes (A120/A133 Link Road and Rapid Transit System Public Consultation Document, 2019)



³ Essex Highways (2022) Colchester RTS Update

How to Keep Colchester Moving

Local Cycling and Walking Infrastructure Plans (LCWIP)

In line with the aims of the ECC “Safer Greener Healthier” Campaign, the LCWIP plans are an incremental step in achieving this. The output of the 2021 LCWIP includes a network plan for walking and cycling which identifies preferred routes and core zones for future development. The proposals for Colchester includes walking and cycling schemes which serve residential areas, educational facilities, strategic corridors and provide better integrated routes between cycling, walking and public transportation connections. An insight to the proposed LCWIP Cycle network map and routes is shown in Figure 23, which includes the Head Street/ North Station Road scheme which is a key north-south active route within proximity to the city centre.

Figure 23: Proposed LCWIP Cycle Routes (Essex County Council LCWIP proposals, 2021)



Levelling Up Fund Bid

Summary

Colchester has a historical record in tackling inequalities, and the Levelling Up Fund (LUF) will boost productivity and living standards, spread opportunities, restore a sense of local pride and empower the local community. The £20m funding bid has been submitted to the Government's Levelling Up Fund and will be focused on three investment sites as shown in Figure 24 - Britannia Yard, St. Botolph's Circus and Vineyard Street.

The St. Botolph's area, the southeastern corner of and City Gateway to the city centre faces several key challenges, including poor connectivity for active and sustainable modes, traffic congestion, a sub-optimal small bus station, and the negative externalities of poor air quality. Furthermore, there are 'hidden' heritage assets that could be enhanced to create a 'heritage enriched' walking route to core cultural and visitor attractions in the city.

There are opportunities to enhance significant culture and heritage assets through creating a 'heritage enriched' walking route to core cultural and visitor attractions in the city centre. CBC and ECC are in agreement that this area is the focus of the LUF bid.

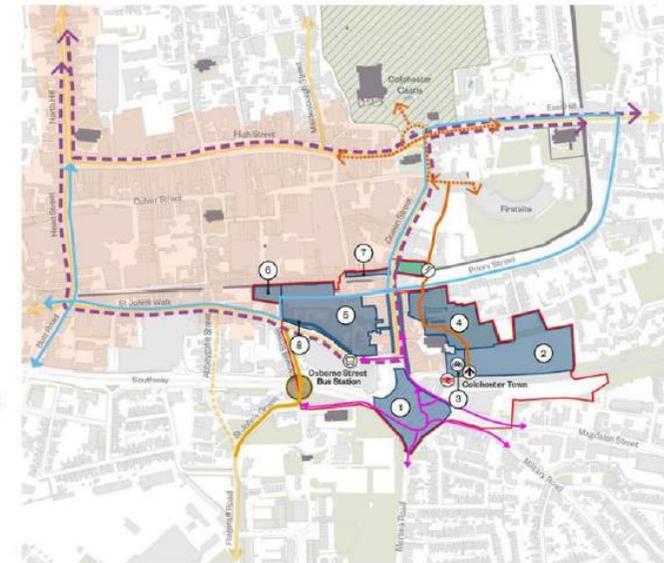
The outcomes of the LUF bid will affect the transport proposals as part of this CCTP, as combined both will need to create an accessible and sustainable city centre that encourages movement by active modes. However,

Figure 24: LUF Bid Interventions (LUF Form Colchester, 2022)

After Intervention



- St Botolph's Roundabout – overcoming severance issues
- ... Britannia Yard – preparatory works for housing development
- 3. Britannia Yard bike hub – active travel infrastructure
- 4. St Botolph's Priory – improved historic interpretation
- 5. Vineyard Street – preparatory works for housing development
- 6. Vineyard Street – public realm and active travel infrastructure
- 7. Short Wyre Street – completion of Kerblless Street route
- 8. St Botolph's Street and Osborne Street – shopfront improvement scheme.



irrespective of the LUF bid, the principle of the schemes aligns with the CCTP.

It was announced in January 2023 that CBC were successful with their LUF bid and would be awarded the funding.

Constraints and Opportunities

The opportunities and constraints by each mode, including future mobility, services and deliveries and growth areas have been considered and are summarised in Table 1. These are not exhaustive and are the key themes based on key findings from Steer’s ‘Colchester in Context’ research, which supports development of the CCTP.

Table 1: Summary of existing constraints and opportunities for Colchester’s Transport Network

Transport Mode (Zone 1 and 2)	Existing Constraints	Opportunities
Walking	<ul style="list-style-type: none"> Mersea Road – very poor air quality corridor currently. Severance caused by Southway (which is a main east-west traffic route). Anti-social behaviour presence around St Botolph’s Circus and Colchester Town rail station. Narrow pavements of poor condition. Topography prohibits active travel modes for particular user groups. Distance of Colchester rail station to the city centre is slightly beyond the acceptable walking distance threshold, and additionally the route currently lacks navigation aids and is unsafe for pedestrians (adjacent to highly trafficked roads). 	<ul style="list-style-type: none"> Lower traffic flows around St Botolph’s Circus will encourage better pedestrian/cyclist connections through schemes across Southway (which is an east-west main traffic route). LUF2 bid has moved from a highway-led scheme, which was to improve road capacity, to an active travel-led scheme. Garrison Area – high volume of existing and proposed residential which is within a very close walking/cycle distance to the city centre. Head Street 24hr/7 days a week traffic restrictions (Phase 1) would result in an environment less congested and better for walking/cycling, and would remove a high volume of through-traffic that does not need to be in city centre. Firstsite gallery – very modern building but separated from the true city centre (although not far in distance). Need to open this up more and connect with city via active travel and new mobility routes. LCWIP – funding is secured for LCWIP route 4, which connects out east to Colchester University main campus.
Cycling	<ul style="list-style-type: none"> Same as above. Routes are disconnected, resulting in sporadic cycle lanes. Topography reduces cyclist mode share. City fabric is tight, streets are narrow, constraining the opportunities of implementing segregated cycle lanes. Lack of segregation for cyclists/ segregated routes into the city from surrounding areas. Due to lack of and disjointed 	<ul style="list-style-type: none"> Same as above. Britannia Car Park & Vineyard St Car Park are both proposed for residential redevelopment/urban space as part of LUF bid – will bring forward safe, secure cycle parking opportunities, and quality access for cyclists between St Botolph’s and Vineyard St Car Park.

Transport Mode (Zone 1 and 2)	Existing Constraints	Opportunities
	<p>cycle lanes, cyclists and e-scooters currently use the pavement, jeopardising pedestrians' use of pavements. Animosity towards cyclists and e-scooter users.</p>	
Bus	<ul style="list-style-type: none"> Existing layout in city centre does not work for buses, particularly with relevance to adopting a single bus interchange system. Osborne St bus interchange is not an attractive transport interchange as an entry City Gateway to Colchester city centre. Strong dominance of buses along High St, Queen St, Head St and St John St, which impacts the aesthetic of urban realm for pedestrians and cyclists (e.g. air quality, safety, pedestrian comfort levels, risk of conflict, noise pollution, etc). 	<ul style="list-style-type: none"> Could make a certain section of city centre two-way traffic flow for buses/RTS – needs signalling at pinch points to achieve this. Given width constraints, this would only be likely on High St and Head St. Keep buses instead to the inner ring road and create high quality pedestrian routes to then connect the inner ring road bus stops into the city centre. This will support removal of buses travelling right through High St etc. Matched with a comprehensive upgrade of the dispersed bus infrastructure. Significantly improving the existing Osborne St bus facility, or providing an entirely new bus facility in a different location.
Rail	<ul style="list-style-type: none"> Colchester rail station (with fast rail services to London Liverpool St and key Essex towns/cities) is disconnected from rest of Colchester city. Anti-social behaviour presence around St Botolph's Circus and Colchester Town rail station. Limited sightlines and legibility/signage as users exit rail station to access city centre facilities. 	<ul style="list-style-type: none"> Colchester Town rail station – LUF bid seeks better connectivity to city centre through new dedicated pedestrian route. Rail users will have better visibility of onward travel routes. Use of rail for freight purposes – there are some pockets of adjacent land as rail sidings for unloading/loading points, in addition to underutilised railway arches for micro-consolidation centres for city centre goods. Whilst these are likely to present challenges in terms of suitability, different locations for these types of interventions could be examined.

Transport Mode (Zone 1 and 2)	Existing Constraints	Opportunities
Private car	<ul style="list-style-type: none"> • Ensure that any changes to St Botolph’s Circus does not negatively impact any other key transport links through or around the city centre – e.g. Head St/ Queen St/ Mersea Road/ Osborne St. • Hythe – these roads get very congested as enroute to the A133 (heads east from Colchester). • Arterial routes west of city centre are also congested (e.g. Lexden Road and Colne Bank Ave). • Mersea Road – very poor air quality corridor currently. 	<ul style="list-style-type: none"> • Removal of traffic in city centre as major retailers/chains are likely to be moving further out of city centre towards retail parks in urban periphery (recognising this is also a challenge for economic vitality). • Generally low parking utilisation across city centre (65% on average) – opportunity for redevelopment within close proximity (e.g. St John’s car park, Grayfriars, etc). • 20mph speed limit implemented along High St (likely success as most vehicles currently travel at this speed already). • Road user pricing or alternative form of demand management.
Future Mobility	<ul style="list-style-type: none"> • City centre location is heavily constrained and difficult engineering-wise – makes RTS routeing options quite limited. 	<ul style="list-style-type: none"> • Transforming High St to more of a kerbless street (e.g. Fishergate, Preston and Maidstone High Street). • RTS will be a ‘tram like’ experience— aiming for five-minute frequencies ideally. East-west connections through Colchester.
Servicing and Deliveries	<ul style="list-style-type: none"> • Difficult to change existing delivery and servicing regimes for organisations located in the city centre due to: <ul style="list-style-type: none"> – perceived level of effort – possible financial implications – long-standing contracts with suppliers This is particularly relevant for national chains that may have less flexibility and authority over their contracts and choice of suppliers. 	<ul style="list-style-type: none"> • Micro consolidation logistics centre – the railway arches underneath Colchester Town rail station/ adjacent to Britannia Road car park should be explored for last mile distribution hubs, or elsewhere in city centre if not considered practical location. • City centre traffic restrictions still allow businesses in city centre to receive their deliveries during overnight period. • Shopping centre has dedicated off-street loading areas, which reduces pressure on the kerbspace. • Possibly influence the delivery regimes of smaller businesses.
Growth Areas & Transport	<ul style="list-style-type: none"> • Free parking is being offered at major retail hubs outside of city centre (e.g. Northern City Gateway leisure/retail complex), which is attracting retail users away from the city centre and resulting in reduced footfall and expenditure. 	<ul style="list-style-type: none"> • A120/A133 Link Road – will relieve pressure on eastern road network in Colchester. • ‘Park and Choose’ – to be provided in southern portion of Garden Community.

Validating the Vision: Priorities and Goals

City centre User Profiles

Introduction

The user profiles shown in Figure 25 and Figure 26 were identified through the review of studies and surveys conducted across Colchester more widely and its city centre. They were further developed as Steer scoped out the transport objectives underpinning this CCTP, as displayed on the previous pages. These were presented to CBC and ECC as part of Stage 2: Validating the vision, for discussion, consideration and feedback.

These different user profiles have been considered when developing the transport interventions, as it is important to consider the spectrum of likely users of Colchester city centre, and their associated behaviours:

- Their existing knowledge of Colchester’s transport networks (across all modes).
- What time they would tend to travel to/from the city centre, and typical frequencies.
- Typical choice of travel mode.

It is equally important to consider their general locations of origin and destinations with relevance to Colchester city centre, and some of their typical socio-economic demographics which can influence transport choice.

The user profiling exercise has been used to develop the CCTP transport goals and objectives underpinning Colchester masterplan, and further develop the MCAF metrics for the subsequent high-level strategic assessment.

Figure 25: City centre user profiles and their associated behaviours

	Knowledge Are they familiar with the city centre and with the mode? <ul style="list-style-type: none"> • Are they new to the city centre? • Are they new to the travel mode? (E.g., car, bus, train, shared bike, etc.) 	Time When and how often do they make this journey to or within the city centre? <ul style="list-style-type: none"> • Do they perform this travel on weekdays, the weekend, or at peak AM/PM times? • Is this travel taking place several times per week, month or less? 	Mode What travel mode are they using or going to use? <ul style="list-style-type: none"> • On foot? • A bus or train? • A shared vehicle (carpool, TPH)? • A personal car, bike or scooter? • A delivery vehicle?
Inner Colchester residents	Local workers & businesses	Frequent visitors	Occasional visitors & tourists
Knowledge <ul style="list-style-type: none"> • Familiar with the city centre as a whole. • Familiar with most modes within Zone 1. Less familiar with modes to access/leave Zone 1. 	Knowledge <ul style="list-style-type: none"> • Familiar with specific areas of Zone 1. • Familiar with modes of travel to access/leave Zone 1. Slightly less familiar with modes to travel within the city centre. 	Knowledge <ul style="list-style-type: none"> • Quite familiar with leisure, retail and hospitality-focused areas across Zone 1. • Familiar with most modes to access/leave and travel within Zone 1. 	Knowledge <ul style="list-style-type: none"> • Unfamiliar with Zone 1. • Unfamiliar with available modes to access/leave or travel within Zone 1.
Time <ul style="list-style-type: none"> • Across the whole week and day. • Mostly during daytime. 	Time <ul style="list-style-type: none"> • Mostly on weekdays at AM and PM peaks. • Retail and hospitality workers also travel on weekends, before and after peaks. • Deliveries usually outside peak time. 	Time <ul style="list-style-type: none"> • Mostly on weekday evenings and weekends. • Mostly outside AM peak times. • PM travel in opposite direction to peak flows. 	Time <ul style="list-style-type: none"> • Mostly outside peak times • On weekends and to a lesser extent on weekdays subject to bank holidays, seasonal events and personal breaks.
Mode <ul style="list-style-type: none"> • Mainly on foot or bus. • Higher use of cycling and e-scooter among younger residents. 	Mode <ul style="list-style-type: none"> • Access via car and buses, then mostly walking in their workplace area. • Specific types and requirements for goods and specialist vehicles. 	Mode <ul style="list-style-type: none"> • Access via buses or car (sometimes shared vehicle), following by walking and eventually e-scooter trips in the future for last mile journeys. • Access sometimes via Park & Ride services. 	Mode <ul style="list-style-type: none"> • Access mainly via car and buses then mostly walking and eventually taxi or private hire. • Modest number of tourists arriving by train.
Origin points <ul style="list-style-type: none"> • Mainly Zone 1. • Also part of Zone 2 along ring road. 	Origin points <ul style="list-style-type: none"> • Mainly across Zone 2, 3 and 4. • Zone 1 to a lesser extent (to be investigated). 	Origin points <ul style="list-style-type: none"> • All Zones. 	Origin points <ul style="list-style-type: none"> • Zone 3 and beyond.
Population groups <ul style="list-style-type: none"> • The centre families (with young kids) and older people living on city centre fringe. • Students and young professionals are less represented than in larger urban centres. 	Population groups <ul style="list-style-type: none"> • The centre has a high proportion of retail and hospitality jobs, whose workers are likely to have lower incomes, perhaps unable to afford a car; • Public sector jobs also have a high presence in city centre; • The centre regionally strong on night-time economy. 	Population groups <ul style="list-style-type: none"> • Residents of surrounding towns and villages cover most types of population groups; • Students from the University of Essex and Colchester Institute. 	Population groups <ul style="list-style-type: none"> • All types of population groups is expected to be found within this profile but up-to-date and detailed information isn't currently available.

Figure 26: City centre user profiles

Inner Colchester residents

Abigail lives in the city centre and attends a local primary school. She enjoys shopping with her visually impaired mother. They find it difficult to go through busy areas to access services and activities beyond their neighbourhood. They would benefit if accessibility issues were addressed with better step-free accesses, and environmental aids such as audible traffic lights and gradient signalling.



Local workers & businesses

Joseph is a chef at a restaurant in the city centre. He often finds himself in traffic and struggling to find motorcycle parking close to his work, city centre restaurants or his gym. He relies on his motorcycle as the nearest bus stop is a 20 minute walk from his suburban house in Highwoods. Joseph wishes he could cycle to work but he couldn't afford a house closer to the city centre.



Frequent visitors

Nazia is a young resident in Greenstead. She likes to spend time socialising with friends in the city centre. She often rides with a friend who afforded a car. They usually split the cost of car parking. Nazia would like greater independence through using public transport. Buses are affordable but she doesn't feel safe using them late at night when services are less frequent.



Occasional visitors & tourists

Cora is an energetic retired lady from Lexden. She enjoys weekend trips with her grandchild. She usually drives him to out of town leisure parks where parking is free. They sometimes take the train and have a big day in London. Cora is concerned about not being able to drive anymore. She wishes there was more for the two of them to do in Colchester where she goes to with the bus or even cycling.



CCTP Objectives

Introduction

We developed a set of objectives underpinning the CCTP, which were based upon the existing Colchester transport context, understanding city centre user profiles, and the overarching policy content (previously outlined). These were agreed with the Transport Working Group and were used as the framework for developing transport interventions to eventually feed into the masterplan.

Goals

The three goals were based on the CFTS, which are considered the key ‘umbrellas’ for different categories of transport objectives forming this CCTP. These are shown in Figure 27.

Objectives

The nine objectives (1A-3C) shown in Figures 28-30 help to define the illustrative masterplan for Colchester in transport terms. These cover a range of objectives, including considering the transition to low carbon modes, minimising the use of private vehicle, climate resilience, adopting ‘Healthy Streets’ concepts, minimising environmental impacts, health and wellbeing, connectivity, and mobility. These objectives have been closely integrated with other aspirations of the masterplan including place making, socio-economic and inward investment aspects. This package of objectives provide the foundation for a holistic overview when developing and assessing transport interventions.

Figure 27: Colchester Masterplan Transport Goals



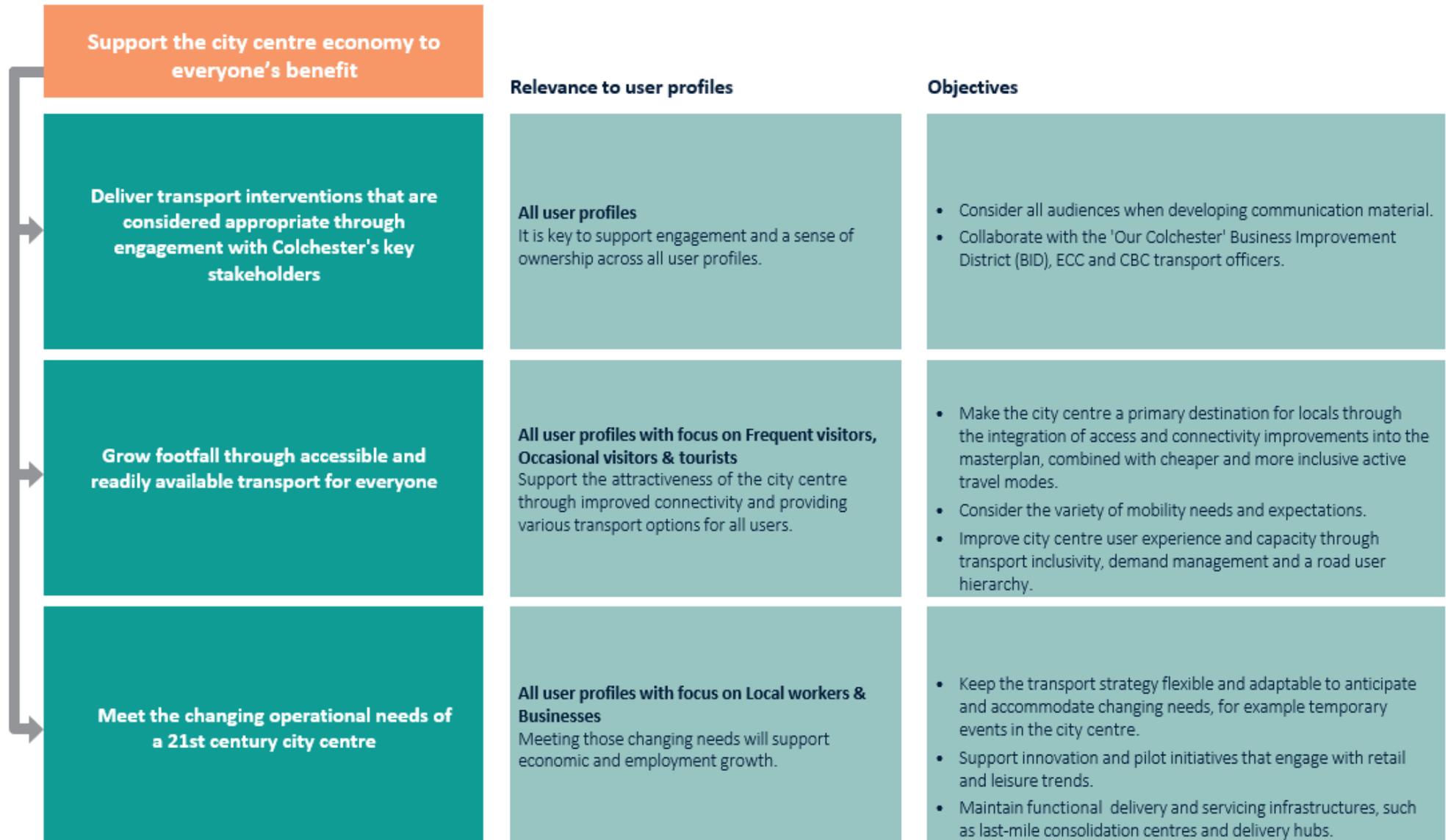
Figure 28: CCTP Objectives (1 of 3)



Figure 29: CCTP Objectives (2 of 3)



Figure 30: CCTP Objectives (3 of 3)



Engagement with Local Users of the City centre

Overview

Steer has engaged with the many key stakeholders involved in the Colchester masterplan to identify the key transport opportunities and constraints regarding the city centre. This has shaped the recommendations coming out of the CCTP. Whilst engagement has been a continual process throughout development of this CCTP, this was particularly important at the following stages of the CCTP 6-stage process:

- **Stage 2 Validating the Vision:** agreeing the overall transport vision, goals and objectives underpinning Colchester masterplan with the Transport Working Group and Masterplan Steering Group.
- **Stage 3 Pause for Reflection and Engagement:** recap to key stakeholders about the initial transport interventions recommended to feed into the Colchester masterplan, and listening to their feedback on these interventions based on their local knowledge.

The engagement exercises are summarised in the following narrative.

Project Team Meetings

Steer has continually liaised with We Made That and other consultants involved in the masterplan, to ensure that any recommendations regarding traffic, transport and movement for the city centre have been incorporated into the wider strategic proposals for the masterplan. Steer has equally

utilised information available from the team to inform recommendations, for example socio-economic data to highlight average age of Colchester's population, and heritage information to inform key transport City Gateways to maximise Colchester's unique assets. Regular meetings have helped to foster a sense of coordination, communication and document control.

Masterplan Steering Group

Steer has been involved in monthly workshops with CBC and ECC's key officers across planning, transport and economic teams. This has provided the opportunity for Steer to provide an update on the transport appraisal and any key clarifications for the wider client team.

Transport Working Group

Steer established a Colchester Masterplan Transport Working Group comprising of ECC and CBC officers ranging across various disciplines, including highways, active travel, parking, RTS, regeneration, planning and transport policy. The primary focus of this group is transport and the CCTP.

Through in-person site visits and workshops, the officers have been able to input directly to the decisions and actions underpinning the CCTP work of the Colchester masterplan. The consultations have directly informed progress through the development and selection of transport interventions, ensuring all voices were heard.

The consultation followed a three-stage approach, acting as a forum of discussion at the start, middle and end of the masterplan development.

Team Colchester

The focus of these sessions were around delivery and regeneration opportunities, therefore Steer provided insight into the future delivery of transport interventions progressing as part of the masterplan, including their effect on city centre transport and significant risks/ constraints. These sessions provided the opportunity to receive feedback on the interventions' feasibility.

Our Colchester BID

Steer held a transport-focused session to gather insight on local transport issues and to address concerns from Colchester's BID, but to also raise awareness about and inspiring the group with 'progressive' transport solutions (e.g. new mobility modes, technological developments to facilitate efficient parking strategies, etc). Steer presented data on electric vehicles, pedestrianisation and parking from primary and secondary data sources to demonstrate rationale for masterplan concepts. Parking has particular relevance to the BID members in terms of customer access and economic vitality. Important discussion points revolved around the quality of parking, the location of parking and how such infrastructure connects to other transport connections. CBC's parking officer attended the session to help align Steer's work with the BID vision.

Public consultation

We Made That coordinated a range of public consultation sessions to gather in-person feedback from the general public on their aspirations for the forthcoming masterplan, based on existing challenges and opportunities. In addition to this, an online survey was issued to gather qualitative and quantitative feedback, as summarised in the Public Consultation Insights section. This form of engagement included specific questions related to transport and access, which has been useful insight for developing transport interventions.

Technical sessions

St Botolph's Circus Design Review

Development of the masterplan acknowledged that the St Botolph's Circus layout submitted as part of the successful July 2022 LUF bid needed further refinement for optimal active travel improvements to the area. Steer and ECC/CBC transport officers undertook a series of design workshops to refine the LUF design as part of LUF Stage 2 (LUF2) to support:

- optimisation of highway capacity within the layout/configuration;
- the wider Colchester masterplan;
- future transport interchange by maximising capacity within the area (within the remits of the forthcoming masterplan);
- sustainable multi-modal connections; and
- City Gateway to the city centre core zone.

Cyclist Campaign Session

Steer engaged with the Colchester Cycling Campaign and the Civic Society Highways Group to seek their input on cycling opportunities for the city centre, and provide feedback on Steer's active travel recommendations throughout masterplan development.

Accessibility Session

Steer has attended an accessibility meeting to ascertain the key existing challenges for disabled users of Colchester city centre, which were incorporated into the transport interventions.

Bus Operators Session

Steer engaged with bus operators at the strategic level to integrate transport interventions regarding bus and RTS across Colchester with wider ECC BSIP proposals. The discussions focused on the vision for the urban realm and how buses supports / challenges that vision given their key role through the city centre. The various ideas progressed sought validation and input from the bus operators, as well as key ECC/CBC transport operators. Bus operators in attendance included First Essex Buses Ltd, Go East Anglia, Arriva Bus and Colchester Amphora Trading Ltd.

Developing the Transport Interventions

Steer Expert Panel

Overview

Steer's CCTP team were supported by a bespoke Expert Panel in the development of transport interventions to take forward as part of Colchester's masterplan. Individual Steer experts across different disciplines of transport provided an initial range of transport interventions suitable for Colchester city centre, which ranged in scale from 'light touch' measures that are quick and have minimal effort to implement, to radical measures that would result in significant changes to Colchester's existing characteristics.



Transport Interventions

Experts were asked to consider which interventions were physical, tangible and could be delivered 'on the ground', versus strategic and theoretical concepts which would typically require further feasibility assessment prior to implementation.

The transport interventions developed for the CCTP covered a range of transport modes and disciplines, which have been divided into primary and secondary interventions based on the masterplan's core city centre boundary.

Primary Transport Interventions

- **Urban Design**
- **New Mobility and Digital Demand Responsive Transport (DDRT)**
- **Integrated/Highways Design**
- **Active Travel**
- **Wayfinding/signage**
- **Bus and RTS**
- **Parking**
- **Freight and logistics**

The transport interventions were developed by the Expert Panel using principles set out within Manual for Streets (MfS), which has influenced the thinking of transport planners for many years. It should be highlighted that detailed design guidance contained within MfS (and MfS 2) and cycle infrastructure design (LTN 1/20) would be expected to be adopted as and when specific schemes were being developed through the detailed design stages (which is beyond the scope of this CCTP).

Secondary Transport Interventions

Steer further developed measures related to **rail**, which were considered more as additional 'extra' initiatives to the core package of transport interventions.

- Colchester rail station is located further north of the study area and is considered to be outside of the masterplan focus area. However, some transport interventions did focus on

connectivity between this mainline station and the city centre.

- Colchester Town rail station is included within the south-east corner of the core city centre boundary, however the focus of transport interventions will be on surface level transport and urban design (rather than rail infrastructure and service provision) as part of CCTP and masterplanning work. This rail station is further being considered as part of the St Botolph's Circus improvements and integration with St Botolph's as part of the mobility hub/public transport interchange concept

Factors considered

When developing transport interventions for further assessment, the following parameters were considered:

- The pros/cons of each intervention.
- How the intervention aligns with policy and CCTP objectives.
- How the intervention might link to, impact on or influence other transport modes.
- From the long list of transport interventions within each transport mode/discipline, which three are the most beneficial to the city centre as determined by the Steer expert. These were discussed in more detail with the Transport Working Group during an interactive workshop, and some schemes were subsequently removed or altered based on feedback received.

Based on the defined scope and brief provided by CBC and ECC for the CCTP, no costings or detailed design has been developed for individual transport interventions. Metrics considering this on a more strategic level were included within the MCAF, however. The next stage is strategic modelling to be completed by ECC.

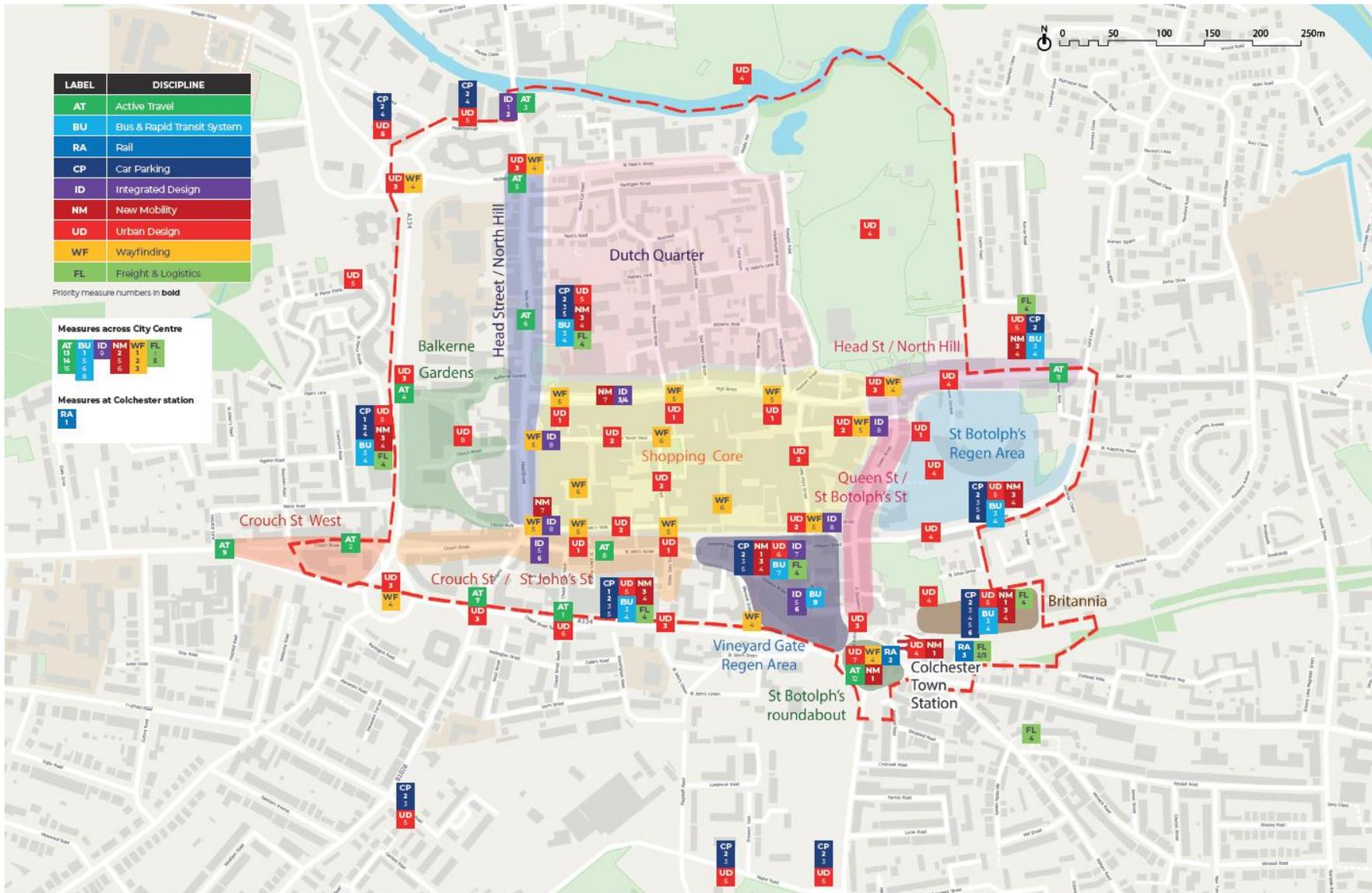
The full list of initial transport schemes is illustrated at Figure 31 overleaf, across the different categories. These were taken forward for subsequent technical evaluation as part of the MCAF assessment, which provided a high-level strategic review tool to rank interventions on a consistent scoring system.

The long list of initial interventions (approximately 65 different interventions) is included at **Appendix A**.

Figure x – Caption

Transport Interventions

Figure 31: Initial Transport Interventions



Interventions Assessment

Our Approach

Overview

We assessed the compatibility of transport interventions identified by our Steer experts for Colchester city centre through a two-tier approach:

1. A **strategic assessment** identifying key City Gateways and corridors and their appropriate categories of transport measures.
2. A **localised, micro-level** technical evaluation of specific interventions.

A detailed description of the evaluation methodology is provided across the following pages.

Strategic assessment

Following the session with Steer's experts, we undertook a more spatial, strategic assessment to identify different zonal areas across the urban core and its immediate periphery, including:

- City Gateways into the city centre;
- intervention and development sites;
- public realm focus areas; and
- active travel routes.

This helped to determine a comprehensive movement and access strategy by considering key 'City Gateways' and 'corridors' which would complement the Colchester masterplan. Mobility, connectivity and accessibility are the primary constituents of the CCTP, which lend themselves to considering corridors and gateways and key spatial movement areas and presenting recommendations in that format.

This assessment was undertaken at Stage 4: Pause for Reflection as part of the CCTP programme, to reassess progress in line with objectives and the Colchester masterplan.

We assessed which general categories of transport schemes would be most applicable for these different zonal areas, for integration to the wider masterplan.

Intervention testing

To assess each of the various interventions developed by Steer's experts in a holistic manner, the MCAF was developed to account for the pros and cons of each scheme or intervention, effectively 'sifting' through the long list of transport interventions prepared by Steer's experts across the different transport modes / disciplines. The MCAF was built around carefully selected criteria that are linked to the goals and objectives of the CCTP and the vision of the CFTS. . Those objectives have been previously summarised within the 'Validating the Vision: Priorities and Goals' section of this CCTP.

Strategic Assessment

Overview

This initial layer of analysis helped to develop transport interventions for the Colchester masterplan, and included two assessments:

- Establishing Transport Zonal Areas.
- Strategic Transport Priority Matrix.

Establishing Transport Zonal Areas

Steer established the different zonal areas across the city centre boundary and its peripheral area, categorised as follow and illustrated at Figure 32.

City Gateways

- **Regional City Gateway** – areas at major road junctions. Their main function is to serve as regional arrival and departure points with interchanges between medium or long-distance travel modes (car, RTS, buses, Demand Responsive Transport (DRT), and/or rail) with last-mile modes.
- **Local City Gateway** – areas at junctions between roads and streets leading to the shopping core. Their main function is to support pedestrian and cyclist movement to/from the city centre. This includes crossing local roads and onward journeys with relevant last-mile modes.
- **Car park City Gateway** – areas at pedestrian car park entrances. The present study is limited to car parks owned by the CBC. Their main function is to support pedestrian movement between centralised car parks and the city centre.

Intervention Sites

- **Development site** – areas identified for ongoing and future developments. These sites should contribute to local transport through:
 - permeability to pedestrians and cyclists.
 - contributing to their local area with relevant infrastructures and landscape assets.
- **Car park site** – areas dedicated to car parking. The present study is limited to car parks owned by the CBC. Their main function is to provide an attractive alternative to on-street parking within the city centre.

Public Realm

- **Currently pedestrianised** – lengths of streets already fully pedestrianised.
- **Currently pedestrian-friendly** – lengths of streets already offering an attractive pedestrian experience through wide footways, low traffic and/or other measures.
- **Pedestrian improvement** – lengths of streets where it is recommended to enhance further the pedestrian experience through measures including:
 - full pedestrianisation or footway widening.
 - traffic restrictions.
 - landscape and urban realm improvements.
- **Leisure & history route** – routes through parks and along streets identified for their historical and leisure qualities. Their function is to accommodate pedestrian and leisure cyclist movement while highlighting local assets through interventions including:

- information and wayfinding.
- landscape.
- artworks.

- **Permeable developments** – routes through sites identified for ongoing or future developments. Their main function is maintain or restore movements across the site for the shared benefits of the developments and the local area. These should enable 24/7 use by visitors while accommodating the development's management and security needs.

Cycling

- **LCWIP segregated** – lengths of streets and roads identified by the LCWIP for the integration of a fully segregated cycle route.
- **LCWIP advisory** – lengths of streets and roads identified by the LCWIP for the integration of an on-road advisory and/or contraflow cycle route.
- **Proposed segregated** – lengths of streets and roads where it is proposed, in addition or as an upgrade of the LCWIP, to integrate a fully segregated cycle route.
- **Proposed advisory** – lengths of streets and roads where it is proposed, in addition or as an upgrade of the LCWIP, to integrate an on-road advisory and/or contraflow cycle route.

Outcome

From distinguishing different parts of the city centre boundary into the Transport Zonal Areas, it was possible to group these into key **City Gateways** and **corridors**. These were considered vital focus areas to take forward into Colchester's masterplan, and are summarised as follows:

Key corridors

- Balkerne Gate-Culver St
- Crouch St-Short Wyre
- High St
- Red Lion Yard-Stanwell St
- Pelham's Lane – Abbey Gate St
- St John's St – Osborne St

Key City Gateways

- St Botolph's Circus
- Maldon Road
- Middleborough City Gateway

These corridors and City Gateways are discussed in the following section of this CCTP in relation to the specific transport interventions. It should be highlighted that all of the key corridors are interconnected because the city centre network is very small and constrained, and implementation of transport interventions along specific corridors/gateways will have impact upon other locations within the city centre urban core. This aligns with the Triple Access Planning (TAP) concept, whereby future sustainable urban accessibility can be

achieved through the transport system (physical mobility), the land-use system (spatial proximity) and the telecommunications system (digital connectivity); together constituting a Triple Access System (TAS).

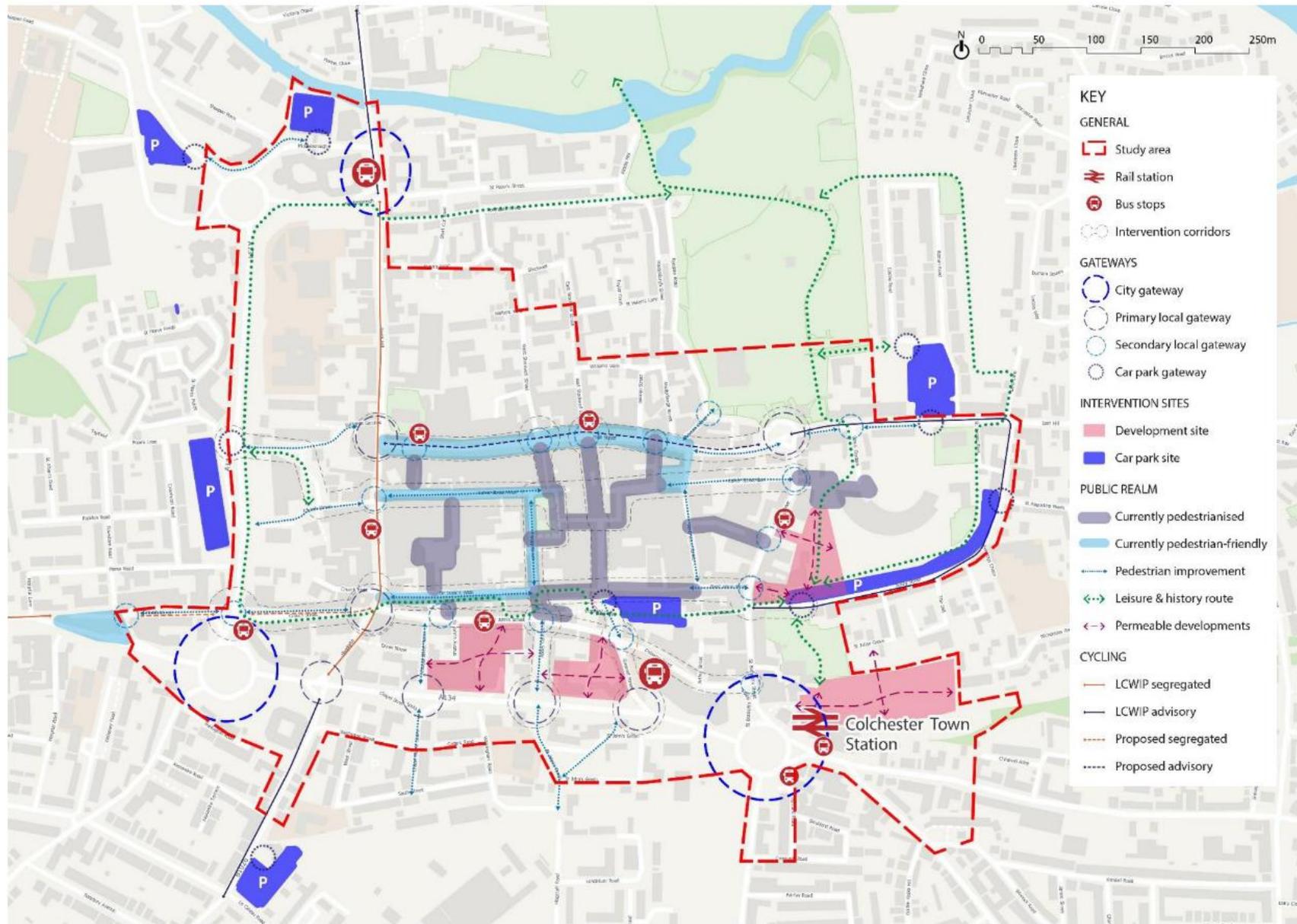
Strategic Transport Priority Matrix

Undertaking a spatial coding of areas helps to identify what is important in transport terms for the city centre based on expert input, engagement and masterplan collaboration. This is a useful exercise as part of 'pause for reflection' before scoring specific transport schemes within the MCAF. Such assessment also provides the wider masterplan team with a high-level view as to what factors might drive success from a transport, placemaking, access and connectivity perspective

We assessed which general categories of transport schemes would be most applicable for these different Transport Zonal Areas through development of a matrix, providing a level of significance (i.e. low/medium/high). The output of this is provided at **Appendix B**.

This matrix helps to identify the transport and access priorities for sites within specific corridors and City Gateways in the city centre. It can be applied by Colchester city centre future developers, as the matrix identifies what transport infrastructure is required for future development sites within different areas across Colchester city centre.

Figure 32: Colchester's Transport Zonal Areas



Multi-Criteria Assessment Framework

Rationale

In order to assess and prioritise the individual transport interventions identified by our Steer experts and reviewed by ECC and CBC, we developed a MCAF which allows the assessment of schemes and projects through the use of a set of weighted strategic criteria. This approach has been used successfully by Steer with other local authorities to holistically evaluate transport schemes and is therefore a 'tried and tested' methodology. This is a high-level assessment process which excludes any detailed costings or financial metrics.

The MCAF tool, including the scoring tabs and summary results, is included in **Appendix C**.

MCAF Criteria and Weighting

The MCAF allows the user to holistically assess a number of projects and schemes against a set of criteria under the categories of **Strategic, Economic and Delivery**. The list of criteria has been developed using the nine key transport objectives of the CCTP, and the important socio-economic and delivery aspects that can be assessed at this strategic level when developing the Colchester masterplan. It should be emphasised that ECC's Strategic Transport Model has not yet tested any of the initial interventions (at time of writing), and therefore the scoring does not account for any results based on modelling outputs. This is anticipated to take place later on with the shortlisted range of transport interventions.

The criteria has been drawn upon Department for Transport's (DfT) guidance on transport business case assessment and process procedures, given that the MCAF is considered a 'light touch' interventions evaluation tool.

It is considered that all criterions are of equal significance; an equal weighting has been applied to each criteria to allow scoring of the approximate 65 transport interventions. However it must be recognised that not all criteria are applicable for every transport scheme; for example, the metric 'affordability of travel' does not apply to wayfinding schemes. Therefore a weighted score has been applied to ensure any 'N/A' scores do not contribute to the combined final score for that specific intervention to avoid any skewing.

Strategic Criteria

The strategic criteria has been adopted from the CCTP transport objectives. The strategic assessment brings forward a dimension of how the approximate 65 different transport interventions contributes to achieving ECC and CBC's strategic priorities and how it aligns with existing transport and urban design portfolios, programmes and projects within Colchester city centre.

Table 2: MCAF Strategic Criteria

Strategic Criteria Ref.	Description
1	Support modal shift towards low carbon and sustainable travel
2	Provide interventions that will help to mitigate the negative impacts from private car use
3	Encourage environment- friendly deliveries and servicing
4	Deliver safer, more attractive and healthier streets and spaces
5	Improve quality of life through 'Accessible and Liveable Neighbourhoods' design
6	Connect green spaces, leisure, sport and community hubs through active travel
7	Deliver transport interventions that are considered appropriate through engagement with Colchester's key stakeholders
8	Grow footfall through accessible an affordable transport for everyone
9	Meet the changing operational needs of a 21st Century City centre

Economic Criteria

The economic dimension of the MCAF assesses whether the individual transport scheme offers value for money to the public and users of Colchester's city centre. Note that precise quantitative data has not been available for assessing certain criteria (e.g. operational and maintenance cost), and therefore best professional judgement and low/medium/high financial brackets have been applied in this instance.

Table 3: Economic Criteria Descriptions

Economic Criteria Ref.	Description
1	Operational and maintenance cost
2	Affordability of travel
3	Resilience / Flexibility
4	Expected Value for Money in terms of wider benefits/societal aspects
5	Environmental impact (air, noise)
6	Natural environment: will intervention have positive or negative impacts?
7	Severance: increased or reduced?
8	Physical activity: will intervention cause more or less walking and cycling?
9	Health & safety
10	Access: will intervention improve access to facilities?
11	Goods and deliveries access for city centre businesses: what impact will the intervention have?
12	Security/crime: assessment of overall security provision of intervention (is it secure for users, will it lower crime, will it provide protection)?

Economic Criteria Ref.	Description
13	Heritage and landscape: what impact will the intervention have?
14	Heritage and landscape: what impact will the intervention have?
15	Regeneration: what impact will the intervention have ?
16	Night time Economy: what impact will the intervention have?
17	Economic vitality for city centre businesses: what impact will the intervention have?

Delivery Criteria

The deliverability dimension of the MCAF ascertains the commercial viability of a specific transport scheme to ensure that there is a clear understanding of the financial implications of any proposed intervention. It also incorporates any key constraints and risks that might result in a negative impact from the scheme, for example stakeholder support and difficulties in implementation.

Table 4: Delivery Criteria Descriptions

Delivery Criteria Ref.	Description
1	Capital cost: What is the estimated cost of constructing this intervention?
2	Expected Value for Money
3	Can funding be sourced/ attractiveness of intervention
4	Stakeholders support: general public, businesses, operators
5	Local Authority support
6	Evidence from precedents How well developed is the evidence at this stage?
7	Flexibility of intervention / Adaptability
8	Physical Constraints
9	Heritage Constraints

Delivery Criteria Ref.	Description
10	Construction impact (traffic, business and environment)
11	Timescale: How long is the projected timetable from inception to delivery?

MCAF Scoring

Having defined the criteria and the weighting values, each transport scheme or project was then assessed relative to each criterion. A seven-point scale has been used, as shown in Table 5. This assessment system and its description (e.g. 'Moderate Adverse' for a negative score of 2) aligns with the DfT's standard approach. It was important to identify which criteria did not apply to the scheme in question, to ensure this criteria was removed from the overall combined score.

Table 5: MCAF Scoring system

Description	Score
Large Adverse	-3
Moderate Adverse	-2
Slight Adverse	-1
Neutral	0
Slight Beneficial	+1
Moderate Beneficial	+2
Large Beneficial	+3
Non-Applicable	N/A

Evidently the scoring could only be based on the available information gleaned throughout the CCTP progress (as previously outlined in this document), and therefore it was an iterative process. Scoring is considered a subjective exercise based on the individual's opinion, and therefore it was important that the initial set of scores were subject to a peer review before the combined total score for each transport intervention could be finalised and a consensus reached.

Following the assessment against each criteria, it was possible to provide comments within the MCAF to justify / support the allocated scores and overall conclusions.

The MCAF displays the scoring of interventions graphically to enable easy comparison and identify the priority schemes which were considered to provide the greatest benefit to Colchester city centre. The MCAF is capable in producing an output table of 'ranked' scores from top-scoring to lowest-scoring interventions, based on the total combined score that each intervention achieved.

It is recognised that certain interventions need to be delivered in conjunction with other ones for maximum success, for example **Measure UD1 Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions** is very closely linked to **Measure AT1: Upgrade the lighting and general attractiveness of the Southway underpass**. However, the MCAF scoring methodology examines individual transport interventions in their own merit for simplicity and in terms of priority. Some measures need to be examined individually, as they can be delivered exclusive of any other interventions, and could also be implemented at multiple locations (and thus the scoring is completed neutrally on a location-wide basis). An example of this is **Measure NM1: Create a network of Mobility Hubs across the city centre and at key destinations beyond**.

Notwithstanding the above points, when it comes to prioritising certain key corridors and City Gateways over others, a full MCAF review would be needed to identify which measures should be packaged together.

Shortlisted transport interventions

The results from the MCAF is presented at Table 6, with each transport intervention categorised as either:

- Further studies;
- Zonal policies / measures;
- Service implementation / design;
- Physical interventions at multiple locations; and
- Physical interventions at single location.

The effect on city centre transport has also been detailed against each measure, to provide an indication of the level of effort required to implement such measure. This parameter was taken into consideration during the scoring exercise as part of the MCAF.

Their anticipated timescales for delivery has also been assigned to the individual transport interventions:

- Short term – anticipated for delivery within the next three years;
- Medium term – anticipated for delivery within next 3-5 years; and
- Long term – anticipated for delivery in five years' time onwards.

Selection for Colchester masterplan

All of the top-scoring transport interventions (those ranked 1-10), and a selection of the average-scoring transport interventions (those ranked 11-45) were taken forward as part of the recommendations for Colchester's masterplan. Generally speaking, the lowest-scoring interventions (ranked 46-57) were not taken forward for further consideration as they were considered to not align with Colchester's transport goals and objectives as strongly as higher-scoring interventions.

There were some exceptions to this however as some of the lower-scoring interventions still have credibility and should not be discounted at this stage, and instead should be treated as 'complementary' measures. It is important to remember that transport is subjective and there are different priorities to people on what transport and access schemes are needed or considered most meaningful, and ultimately leadership from CBC and ECC will take forward the transport interventions considered most appropriate at that moment in time.

Any measures within the 'further studies' category are considered important as follow-on work to this CCTP and there is merit for future examination. Further information regarding these recommended studies is provided later on within the CCTP.

Table 6: MCAF results - Scoring of Interventions and Effect on city centre transport / Timescales for Implementation

Rank	Reference ID	Intervention	Intervention Category	Effect on city centre transport	Timescales for implementation
Top-scoring interventions					
1	BU7	Complete a detailed study reviewing bus operations across the city centre	Further studies	Moderate	Short term
2	AT13	Implement car-lite access restrictions across the whole city centre	Zonal policies / measures	Radical	Long term
3	AT14	Implement a Zonal Traffic Circulation plan to the wider-area	Zonal policies / measures	Radical	Long term
4	AT15	Implement a Zero Emission Zone to the whole city centre	Zonal policies / measures	Radical	Long term
5	FL1	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	Physical interventions at multiple locations	Light touch	Short term
6	BU1	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations	Service implementation / change	Light touch	Medium term
7	WF1	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate	Short term
8	UD6	Integrate public/ semi-public realm and green spaces permeable to active travel within new developments	Physical interventions at multiple locations	Light touch	Short term
9	CP2	Implement flexible parking charges (pay on exit or a linear)	Zonal policies / measures	Light touch	Short term
10	WF6	Create a brand identity for the whole shopping core	Further studies	Moderate	Short term
Average-scoring interventions					
11	UD9	Create a coherent landscaped public route around the historic wall	Physical interventions at single location	Light touch	Short term
12	RA1	Run an improved frequent shuttle service from Colchester rail station which runs through the city centre. Ensure this runs during the evening to support late night culture	Service implementation / change	Light touch	Medium term
13	CP3	Support the use of Park & Ride through a reduction of long-stay parking interventions in the city centre	Zonal policies / measures	Light touch	Short/Medium term
14	AT1	Upgrade the lighting and general attractiveness of the Southway underpass	Physical interventions at single location	Light touch	Short term
15	BU11	Update bus priority measures and operations based on the RTS implementation	Service implementation / change	Moderate	Medium/Long term

Rank	Reference ID	Intervention	Intervention Category	Effect on city centre transport	Timescales for implementation
16	AT2	Upgrade towards LTN 1/20 standards the existing Crouch Street cycleway	Physical interventions at single location	Light touch	Short/Medium term
17	UD7	Replace the St Botolph's Circus with a junction and improved public realm	Physical interventions at single location	Radical	Medium term
18	CP5	Index-link parking fees with public transport, Park & Ride and shared transport interventions	Zonal policies / measures	Moderate	Medium term
19	AT10	Integrate a contraflow cycleway along High Street	Physical interventions at single location	Moderate	Medium term
20	UD8	Create a coherent landscaped public realm around the Jumbo Water Tower	Physical interventions at single location	Light touch	Short term
21	AT8	Restrict traffic to buses, time limited delivery and 'except for access' along St John's Street	Physical interventions at single location	Moderate	Medium term
22	AT7	Create several new at grade crossings across Southway	Physical interventions at single location	Moderate	Medium term
23	BU10	Encourage the transition to zero emission buses within the city centre	Further studies	Moderate	Medium/Long term
24	ID3/4	Restrict traffic to buses, time limited delivery and 'except for access' along High Street	Physical interventions at single location	Moderate/ radical	Medium term
25	WF4	Integrate creative navigational aids toward the city centre from the Colchester Town rail station and major City Gateways	Physical interventions at multiple locations	Moderate	Short term
26	FL5	Implement a service to book and manage kerbside deliveries	Physical interventions at single location	Moderate	Short term
27	AT9	Upgrade the advisory cycle lanes to full segregation along Lexden Road	Physical interventions at single location	Moderate	Medium term
28	WF5	Highlight City Gateways into core shopping area with creative works highlighting local history	Physical interventions at multiple locations	Light touch	Short term
29	FL2/3	Create a last mile delivery hub near Colchester Town rail station	Physical interventions at single location	Moderate	Short term

Rank	Reference ID	Intervention	Intervention Category	Effect on city centre transport	Timescales for implementation
30	CP4	Integrate micromobility services (Park and Cycle, Park and Scoot) at car parks	Physical interventions at multiple locations	Moderate	Short term
31	UD4	Create an active travel leisure route connecting the north bank of the River Colne to Colchester Town rail station	Physical interventions at multiple locations	Light touch	Medium term
32	FL4	Create satellite urban logistics hub at car parks with spare capacity	Physical interventions at multiple locations	Light touch	Short term
33	AT11	Integrate a segregated cycle lane along East Hill	Physical interventions at single location	Moderate	Medium term
34	NM5	Create a Mobility as a Service App enabling users to plan, book and pay for services in one place	Further studies	Moderate	Medium term
35	UD2	Replace the carriageway with a kerb-less level surface along streets with existing restrictions	Physical interventions at single location	Moderate	Medium term
36	NM6	Implement a Digital Demand Responsive Transport (DDRT) service along strategic corridors	Service implementation / change	Moderate	Long term
37	ID2	Narrow the carriageway to 6.0m and introduce a continuous segregated cycle way along North Station Road/ North Hill	Physical interventions at single location	Moderate	Medium term
38	UD5	Enhance car parks with attractive access forecourts and internal pedestrian routes	Physical interventions at multiple locations	Light touch	Short term
39	ID6	Restrict traffic to one way and bus/servicing only and widen footway along St John's Street/Osborne Street	Physical interventions at single location	Moderate	Medium term
40	UD1	Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions	Physical interventions at multiple locations	Light touch	Short term
41	ID5	Restrict traffic to one way and improve the footway along St John's Street/Osborne Street	Physical interventions at single location	Light touch	Medium term
42	BU4/BU5	Rationalise bus routes with bus stop infrastructure and information standards across the city centre	Service implementation / change	Moderate/ radical	Medium term
43	NM3	Expand the car club offer with additional allocated space at car parking and promotion	Physical interventions at multiple locations	Light touch	Short term

Rank	Reference ID	Intervention	Intervention Category	Effect on city centre transport	Timescales for implementation
44	UD3	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate	Short term
45	AT5	Remove the left turn lane from Middleborough/St Peter's junction	Physical interventions at multiple locations	Light touch	Medium term
Lowest-scoring interventions					
46	CP6	Retain accessible parking and small amount of pre-bookable parking at Priory Street as part of local developments	Physical interventions at single location	Light touch	Short term
47	NM1	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical interventions at single location	Light touch	Medium Term
48	AT4	Replace with staggered crossing (direct parallel/toucan crossing) the Balcerne Hill underpass	Physical interventions at single location	Moderate	Short term
49	ID1	Narrow the carriageway to 6.0m and widen the footway along North Station Road	Physical interventions at single location	Moderate	Medium term
50	NM2	Expand and enhance the existing shared micro-mobility offer within and around the city centre	Service implementation / change	Light touch	Short/Medium term
51	AT3	Replace with a junction the mini roundabout at Middleborough/North Station Rd	Physical interventions at multiple locations	Light touch	Medium term
52	NM4	Integrate EV vehicle charging infrastructure at car parks and along some residential streets	Physical interventions at multiple locations	Light touch	Short term
53	NM7	Implement an Autonomous Vehicle Shuttle Service along High Street and Sir Isaac's Walk	Service implementation / change	Moderate	Long term
54	ID7	Restrict traffic to one way along Vineyard Street Car Park	Physical interventions at single location	Light touch	Medium term
55	BU8	Create a new bus interchange near Osborne Street	Physical interventions at single location	Radical	Long term
56	AT6	Create a new controlled crossing on North Hill between High Street and St/Peter's Middleborough.	Physical interventions at single location	Light touch	Short term
57	BU9	Create a new bus station in the area of the Vineyard Street car park	Physical interventions at single location	Radical	Long term

Masterplan Integration

Corridor Recommendations

Balkerne Gate – Culver Street Corridor

The recommended physical interventions for this east-west corridor through Colchester city centre are presented in Table 7 below, and presented visually overleaf in Figure 33. This corridor concentrates on the consolidation and extension of the already pedestrian-friendly Culver Street West and Culver Street East beyond Head Street and Queen Street. It aims to create a coherent active travel experience between St Mary's Car Park and the Mercury Theatre to the west, with Firstsite to the east.

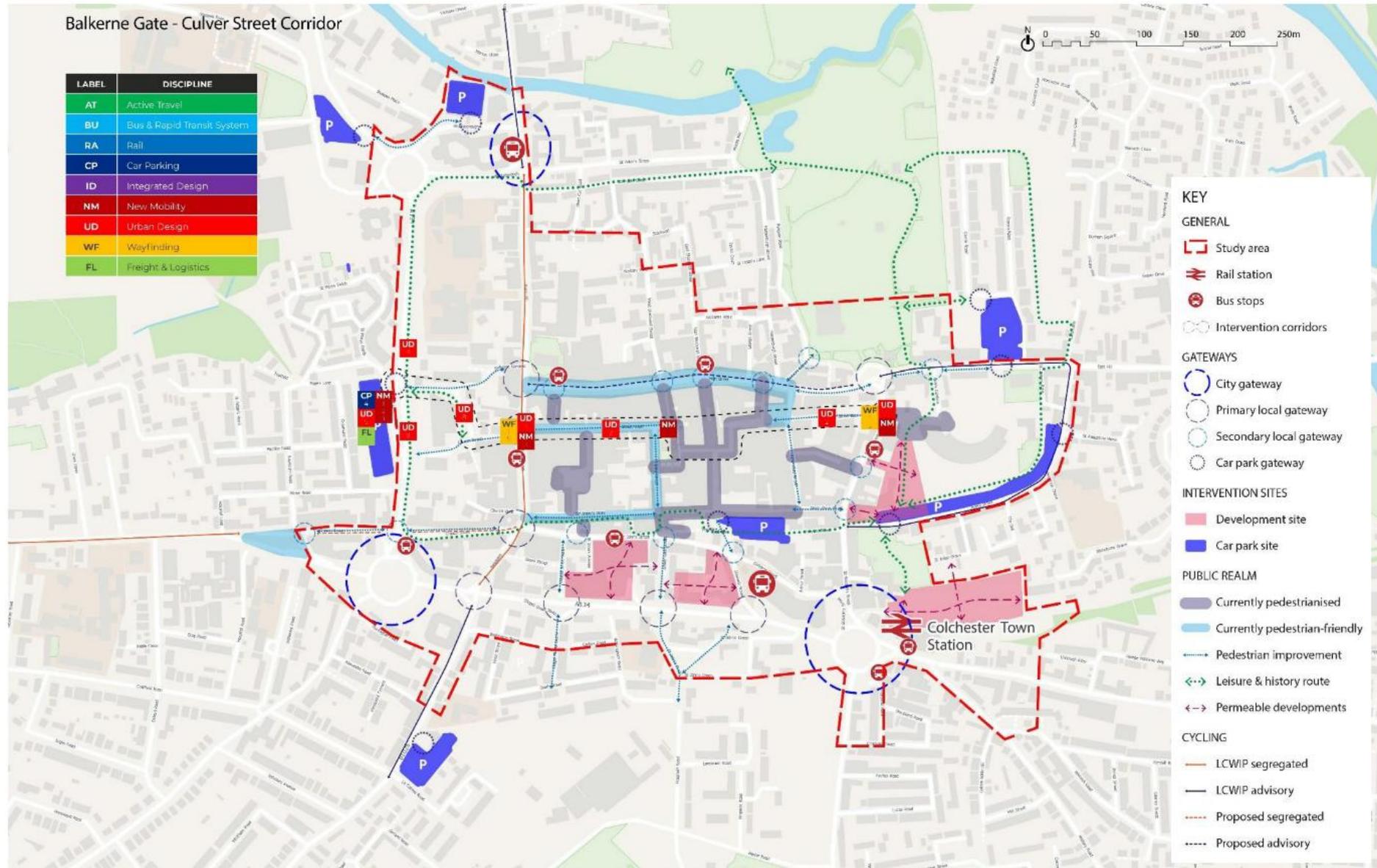
It should be highlighted that the interventions are listed below in order of ranking (from best scoring to lowest scoring) resulting from the MCAF. This same format applies to all tables presented in this section of the CCTP.

Table 7: Balkerne Gate – Culver Street Corridor

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
AT13	Active travel	Implement car-lite access restrictions across the whole city centre	Zonal policies / measures	Radical
AT14	Active travel	Implement a Zonal Traffic Circulation plan to the wider-area	Zonal policies / measures	Radical
AT15	Active travel	Implement a Zero Emission Zone to the whole city centre	Zonal policies / measures	Radical
FL1	Freight and Logistics	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks.	Physical interventions at multiple locations	Light touch
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
UD9	Urban design	Create a coherent landscaped public route around the historic wall	Physical interventions at single location	Light touch
CP3	Car parking	Support the use of Park & Ride through a reduction of long-stay parking interventions in the city centre	Zonal policies / measures	Light touch
UD8	Urban Design	Create a coherent landscaped public realm around the Jumbo Water Tower	Physical interventions at single location	Light touch
WF5	Wayfinding	Highlight City Gateways into core shopping area with creative works highlighting local history	Physical interventions at multiple locations	Light touch
CP4	Car parking	Integrate micromobility services (Park and Cycle, Park and Scoot) at car parks	Physical interventions at multiple locations	Moderate
UD2	Urban Design	Replace the carriageway with a kerb-less level surface along streets with existing restrictions	Physical interventions at multiple locations	Moderate
NM6	New mobility	Implement a Digital Demand Responsive Transport (DDRT) service along strategic corridors	Service implementation / change	Moderate
UD1	Urban Design	Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions	Physical interventions at multiple locations	Light touch

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
UD3	Urban Design	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate
NM1	New mobility	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical interventions at multiple locations	Light touch
NM2	New mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Service implementation / change	Light touch
NM4	New mobility	Integrate EV vehicle charging infrastructure at car parks and along some residential streets	Physical interventions at multiple locations	Light touch

Figure 33: Balmerne Gate – Culver Street Corridor



Crouch St - Short Wyre St Corridor

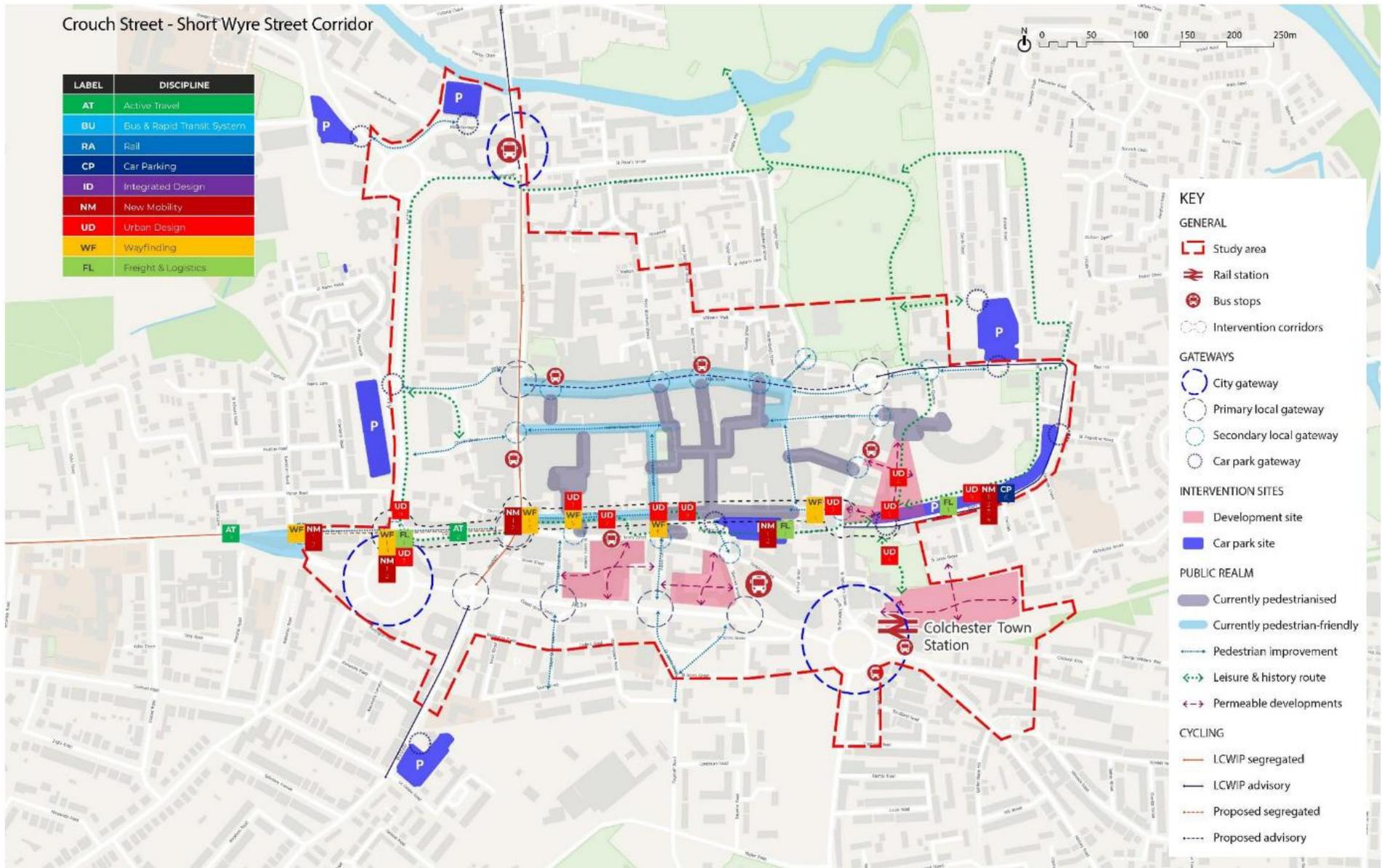
The recommended physical interventions for this east-west corridor through Colchester city centre are presented in Table 8 below, and presented visually overleaf in Figure 34. This corridor concentrates on the consolidation and extension of the already pedestrian-friendly Sir Isaac's Walk and Eld Ln beyond Head Street and Queen Street. It aims to create a coherent active travel experience between Lexden Road and Crouch Street to the west, with St Botolph's Priory and the Priory Street car park to the east.

Table 8: Crouch St - Short Wyre St Corridor

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
AT13	Active travel	Implement car-lite access restrictions across the whole city centre	Zonal policies / measures	Radical
AT14	Active travel	Implement a Zonal Traffic Circulation plan to the wider-area	Zonal policies / measures	Radical
AT15	Active travel	Implement a Zero Emission Zone to the whole city centre	Zonal policies / measures	Radical
FL1	Freight and Logistics	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	Physical interventions at multiple locations	Light touch
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
CP2	Car Parking	Implement flexible parking charges (pay on exit or a linear)	Zonal Policies/ measures	Light touch
UD9	Urban Design	Create a coherent landscaped public route around the historic wall	Physical intervention at single location	Light touch
CP3	Car Parking	Support the use of Park & Ride through a reduction of long-stay parking interventions in the city centre	Zonal Policies/ measures	Light touch
AT2	Active Travel	Upgrade towards LTN 1/20 standards the existing Crouch Street cycleway	Physical intervention at single location	Light touch
CP5	Car Parking	Index-link parking fees with public transport, Park & Ride and shared transport interventions	Zonal Policies/ measures	Moderate
AT9	Active Travel	Upgrade the advisory cycle lanes to full segregation along Lexden Road	Physical intervention at single location	Moderate
WF4	Wayfinding	Integrate creative navigational aids toward the city centre from the Colchester Town rail station and major gateways	Physical interventions at multiple locations	Moderate
WF5	Wayfinding	Highlight City Gateways into core shopping area with creative works highlighting local history	Physical interventions at multiple locations	Light touch

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
UD4	Urban Design	Create an active travel leisure route connecting the north bank of the Rive Colne to Colchester Town rail station	Physical intervention at single location	Light touch
UD2	Urban Design	Replace the carriageway with a kerb-less level surface along streets with existing restrictions	Physical interventions at multiple locations	Moderate
UD5	Urban Design	Enhance car parking with attractive access forecourts and internal pedestrian routes	Physical interventions at multiple locations	Light touch
UD1	Urban Design	Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions	Physical interventions at multiple locations	Light touch
NM3	New Mobility	Expand the car club offer with additional allocated space at car parking and promotion	Physical interventions at multiple locations	Light touch
UD3	Urban Design	Targeted interventions to define major gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate
CP6	Car Parking	Retain accessible parking and small amount of pre-bookable parking at Priory Street as part of local developments	Physical intervention at single location	Light touch
NM1	New Mobility	Expand the car club offer with additional allocated space at car parking and promotion	Physical interventions at multiple locations	Light touch
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Physical interventions at multiple locations	Light touch
NM4	New Mobility	Integrate EV vehicle charging infrastructure at car parking and along some residential streets	Physical interventions at multiple locations	Light touch

Figure 34: Crouch St - Short Wyre St Corridor



High Street Corridor

The recommended physical interventions for this east-west corridor through Colchester city centre are presented in Table 9 below, and presented visually overleaf in Figure 35. This corridor concentrates on the consolidation and extension of the already attractive public realm towards the east, from Museum Street towards Cowdray Crescent, while accommodating the RTS, bus services and other vehicular movements. It was concluded that High St should be improved as a multi-functional, low-traffic public space which balances the needs of all users, rather than prohibiting vehicular traffic entirely.

It should be highlighted that Measure AT10: Integrate a contraflow cycleway along High St was scored as an average-scoring option as part of the MCAF process (presented in Table 6). It is currently discounted as part of the package of measures for High St, due to the following factors:

- Not considered to be compatible with loading access on the south side of the carriageway to businesses.
- High St also forms a key part of the RTS route with two proposed stops and could cause potential conflicts with cyclists.

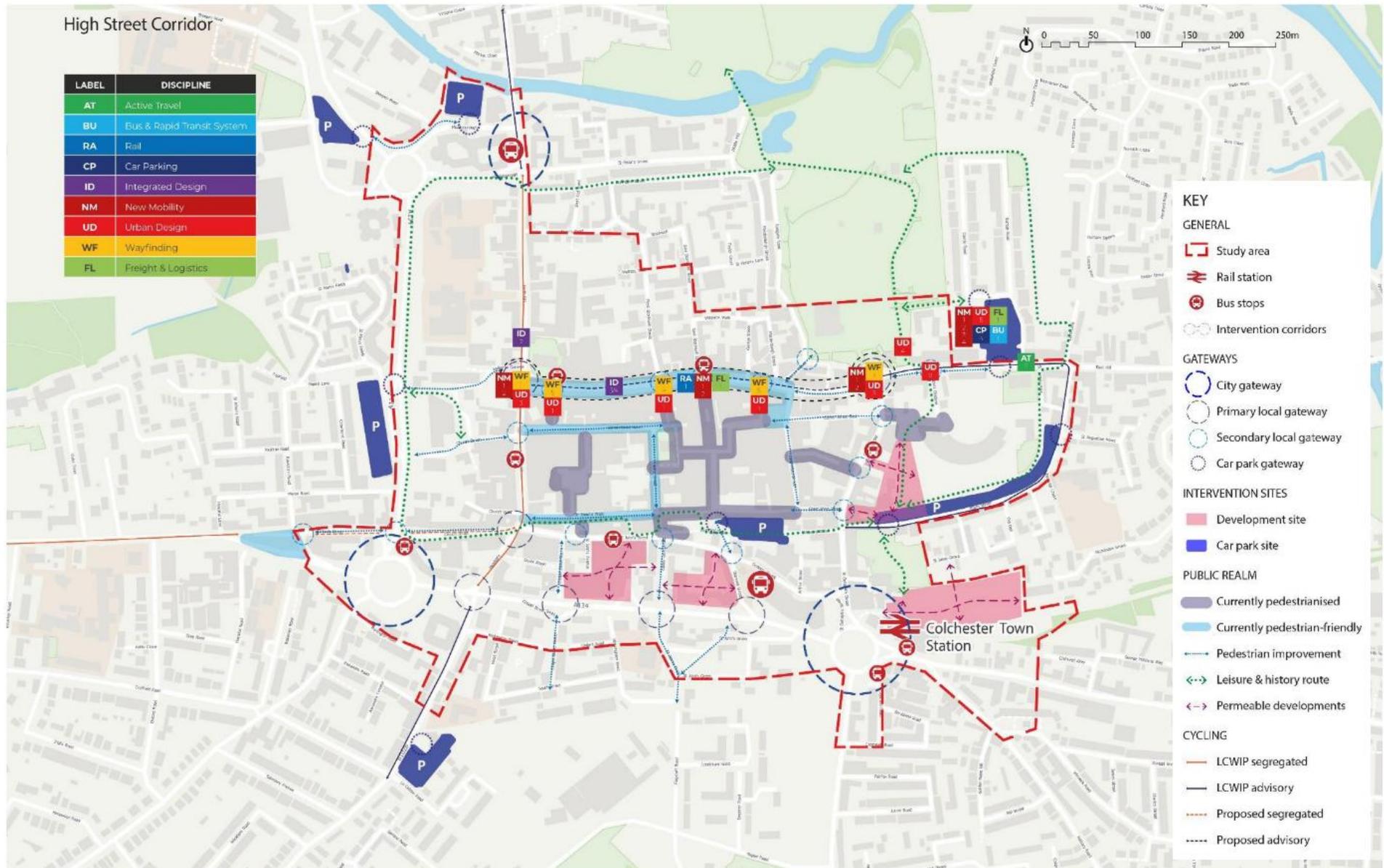
This is consistent with the Site Specific Allocation work for High St proposed as part of the wider Colchester Masterplan. Culver St is considered more appropriate at this stage for an east-west cycle route. Movement and accessibility to the High St will form part of further work on the masterplan development however.

Table 9: High Street Corridor

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
AT13	Active Travel	Implement car-lite access restrictions across the whole city centre	Zonal policies and measures	Radical
AT14	Active travel	Implement a Zonal Traffic Circulation plan to the wider-area	Zonal policies / measures	Radical
AT15	Active travel	Implement a Zero Emission Zone to the whole city centre	Zonal policies / measures	Radical
FL1	Freight and Logistics	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	Physical interventions at multiple locations	Light touch
BU1	Bus & Rapid Transit System	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations	Service implementation/ change	Light touch
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
UD9	Urban Design	Create a coherent landscaped public route around the historic wall	Physical interventions at a single location	Light touch
RA1	Rail	Run an improved frequent shuttle service from Colchester rail station through the city centre	Service implementation/ change	Light touch
CP3	Car Parking	Support the use of Park & Ride through a reduction of long-stay parking interventions in the city centre	Zonal policies / measures	Light touch

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
CP5	Car Parking	Index-link parking fees with public transport, Park & Ride and shared transport interventions	Zonal policies / measures	Moderate
ID3/4	Integrated Design	Restrict traffic to buses, time limited delivery and 'except for access' along High Street	Physical interventions at a single location	Moderate/ Radical
WF5	Wayfinding	Highlight City Gateways into core shopping area with creative works highlighting local history	Physical interventions at multiple locations	Light touch
CP4	Car Parking	Integrate micromobility services (Park and Cycle, Park and Scoot) at car parking	Physical interventions at multiple locations	Moderate
UD4	Urban Design	Create an active travel leisure route connecting the north bank of the River Colne to Colchester Town rail station	Physical interventions at multiple locations	Light touch
AT11	Active Travel	Integrate a segregated cycle lane along East Hill	Physical interventions at a single location	Moderate
NM6	New Mobility	Implement a Digital Demand Responsive Transport (DDRT) service along strategic corridors	Service implementation/ change	Moderate
ID2	Integrated Design	Narrow the carriageway to 6.0m and introduce a continuous segregated cycle way along North Station Road/ North Hill	Physical interventions at a single location	Moderate
UD5	Urban Design	Enhance car parking with attractive access forecourts and internal pedestrian routes	Physical interventions at multiple locations	Light touch
UD1	Urban Design	Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions	Physical interventions at multiple locations	Light touch
NM3	New Mobility	Expand the car club offer with additional allocated space at car parking and promotion	Physical interventions at multiple locations	Light touch
UD3	Urban Design	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate
NM1	New Mobility	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical interventions at multiple locations	Light touch
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Physical interventions at multiple locations	Light touch
NM4	New Mobility	Integrate EV vehicle charging infrastructure at car parking and along some residential streets	Physical interventions at multiple locations	Light touch

Figure 35: High Street Corridor



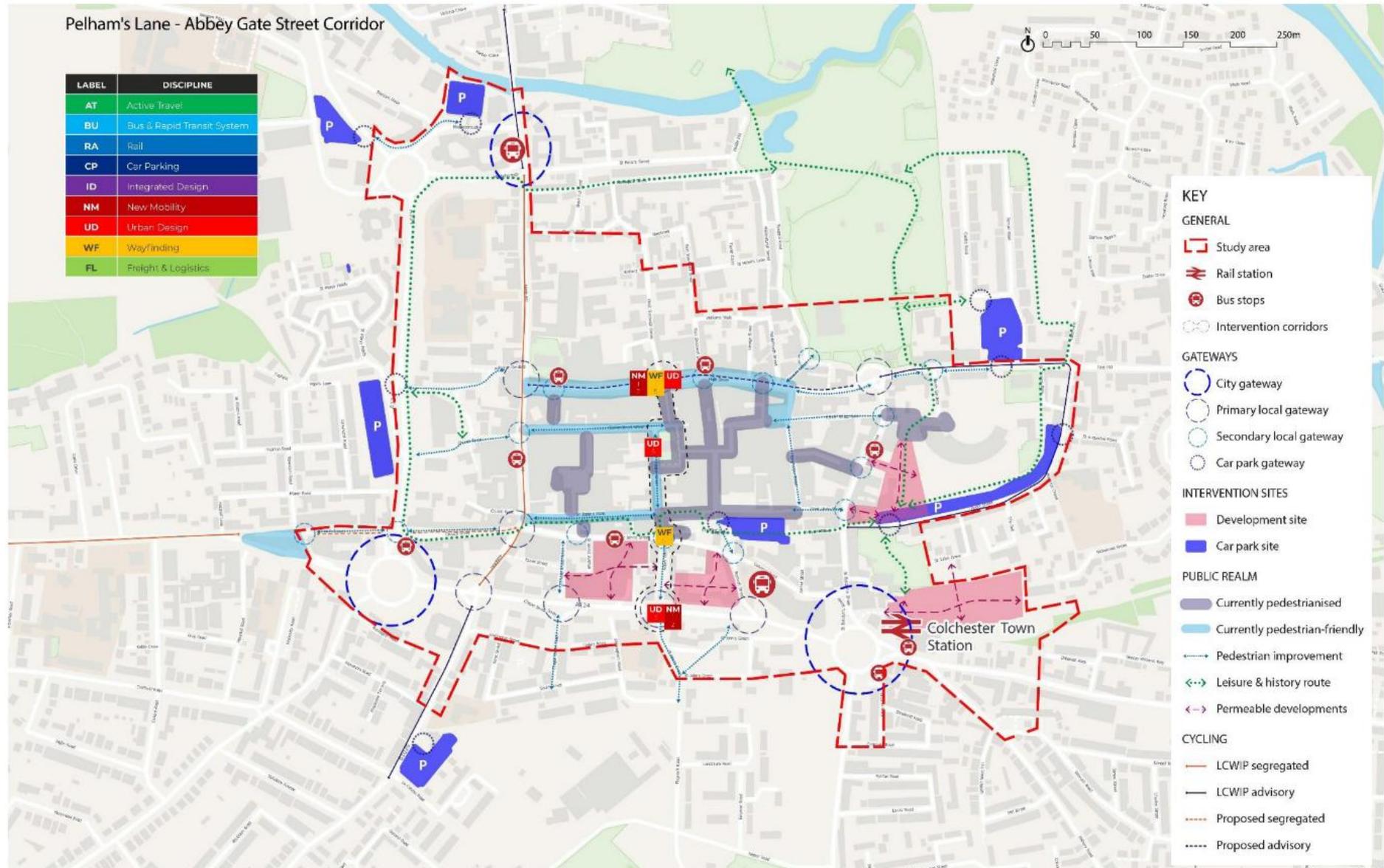
Pelham's Lane – St John's Abbey Gate Corridor

The recommended physical interventions for this north-south corridor through Colchester city centre are presented in Table 10 below, and presented visually overleaf in Figure 36.

Table 10: Pelham's Lane – St John's Abbey Gate Corridor

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
AT13	Active Travel	Implement car-lite access restrictions across the whole city centre	Zonal policies and measures	Radical
AT14	Active travel	Implement a Zonal Traffic Circulation plan to the wider-area	Zonal policies / measures	Radical
AT15	Active travel	Implement a Zero Emission Zone to the whole city centre	Zonal policies / measures	Radical
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
UD6	Urban Design	Integrate public/ semi-public realm and green spaces permeable to active travel within new developments	Physical interventions at multiple locations	Light touch
CP3	Car Parking	Support the use of Park & Ride through a reduction of long-stay parking interventions in the city centre	Zonal policies / measures	Light touch
AT7	Active Travel	Create several new at grade crossings across Southway	Physical intervention at single location	Moderate
WF5	Wayfinding	Highlight City Gateways into core shopping area with creative works highlighting local history	Physical interventions at multiple locations	Light touch
UD1	Urban Design	Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions	Physical interventions at multiple locations	Light touch
UD3	Urban Design	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate
NM1	New Mobility	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical interventions at multiple locations	Light touch
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Physical interventions at multiple locations	Light touch

Figure 36: Pelham's Lane – St John's Abbey Gate Corridor



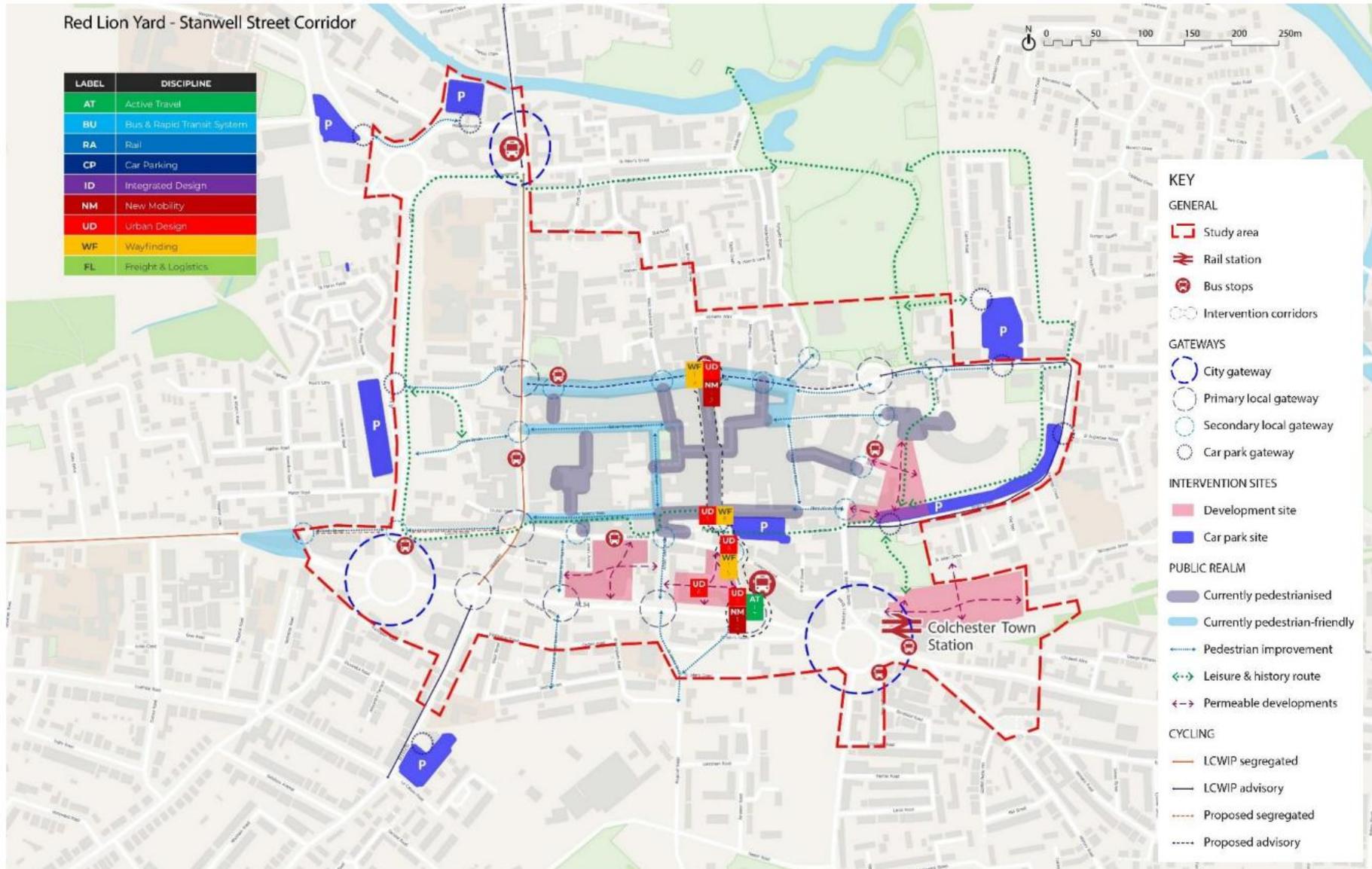
Red Lion Yard - Stanwell St Corridor

The recommended physical interventions for this east-west corridor through Colchester city centre are presented in Table 11 below, and presented visually overlaid in Figure 37.

Table 11: Red Lion Yard - Stanwell St Corridor

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
AT13	Active Travel	Implement car-lite access restrictions across the whole city centre	Zonal policies and measures	Radical
AT14	Active travel	Implement a Zonal Traffic Circulation plan to the wider-area	Zonal policies / measures	Radical
AT15	Active travel	Implement a Zero Emission Zone to the whole city centre	Zonal policies / measures	Radical
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
CP3	Car Parking	Support the use of Park & Ride through a reduction of long-stay parking interventions in the city centre	Zonal policies/ measures	Light touch
AT1	Active Travel	Upgrade the lighting and general attractiveness of the Southway underpass	Physical intervention at single location	Light touch
AT7	Active Travel	Create several new at grade crossings across Southway	Physical intervention at single location	Moderate
WF5	Wayfinding	Highlight City Gateways into core shopping area with creative works highlighting local history	Physical interventions at multiple locations	Light touch
UD2	Urban Design	Replace the carriageway with a kerb-less level surface along streets with existing restrictions	Physical interventions at multiple locations	Moderate
UD1	Urban Design	Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions	Physical interventions at multiple locations	Light touch
UD3	Urban Design	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate
NM1	New Mobility	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical interventions at multiple locations	Moderate
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Physical interventions at multiple locations	Light touch

Figure 37: Red Lion Yard - Stanwell St Corridor



St John's St – Osborne St Corridor

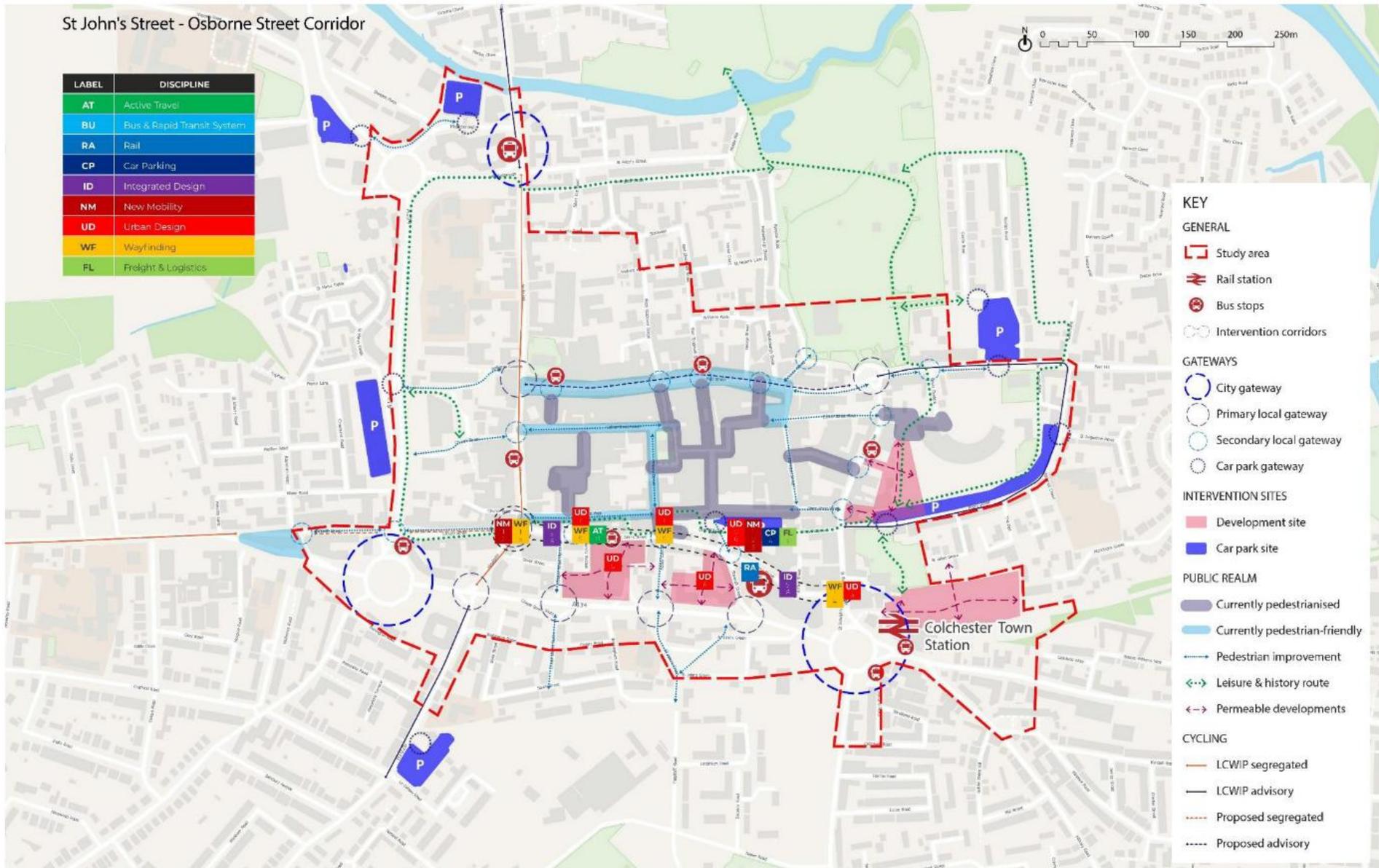
The recommended physical interventions for this east-west corridor through Colchester city centre are presented in Table 12 below, and presented visually overleaf in Figure 38. This corridor concentrates on improving the pedestrian and cyclist experience while supporting the area's role as a vehicular corridor. It aims at supporting a better interchange between public transport and last mile connectivity. Further work is required to review the future Bus Service Improvement Plan and develop sound proposals based on that strategy and any forthcoming changes.

Table 12: St John's St – Osborne St Corridor

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
AT13	Active Travel	Implement car-lite access restrictions across the whole city centre	Zonal policies and measures	Radical
AT14	Active travel	Implement a Zonal Traffic Circulation plan to the wider-area	Zonal policies / measures	Radical
AT15	Active travel	Implement a Zero Emission Zone to the whole city centre	Zonal policies / measures	Radical
FL1	Freight and Logistics	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	Physical interventions at multiple locations	Light touch
BU1	Bus & Rapid Transit System	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations	Service implementation/change	Light touch
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
UD6	Urban Design	Integrate public/ semi-public realm and green spaces permeable to active travel within new developments	Physical interventions at multiple locations	Light touch
RA1	Rail	Run an improved frequent shuttle service from Colchester rail station through the city centre	Service implementation/change	Light touch
CP3	Car Parking	Support the use of Park & Ride through a reduction of long-stay parking interventions in the city centre	Zonal policies and measures	Light touch
AT8	Active Travel	Restrict traffic to buses, time limited delivery and 'except for access' along St John's Street	Physical intervention at a single location	Moderate
WF4	Wayfinding	Integrate creative navigational aids toward the city centre from the Colchester Town station and major gateways	Physical interventions at multiple locations	Moderate
WF5	Wayfinding	Highlight City Gateways into core shopping area with creative works highlighting local history	Physical interventions at multiple locations	Light touch

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
CP4	Car Parking	Integrate micromobility services (Park and Cycle, Park and Scoot) at car parking	Physical interventions at multiple locations	Moderate
NM6	New Mobility	Implement a Digital Demand Responsive Transport (DDRT) service along strategic corridors	Service implementation/change	Moderate
UD5	Urban Design	Enhance car parking with attractive access forecourts and internal pedestrian routes	Physical interventions at multiple locations	Moderate
ID6	Integrated Design	Restrict traffic to one way and bus/servicing only and widen footway along St John's Street/Osborne Street	Physical intervention at a single location	Moderate
UD1	Urban Design	Define inner city centre City Gateways towards the pedestrian shopping core, Firstsite and historic attractions	Physical interventions at multiple locations	Light touch
ID5	Integrated Design	Restrict traffic to one way and improve the footway along St John's Street/Osborne Street	Physical intervention at a single location	Light touch
NM3	New Mobility	Expand the car club offer with additional allocated space at car parking and promotion	Physical interventions at multiple locations	Light touch
UD3	Urban Design	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate
NM1	New Mobility	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical interventions at multiple locations	Moderate
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Physical interventions at multiple locations	Light touch

Figure 38: St John's St – Osborne St Corridor



City Gateway Recommendations

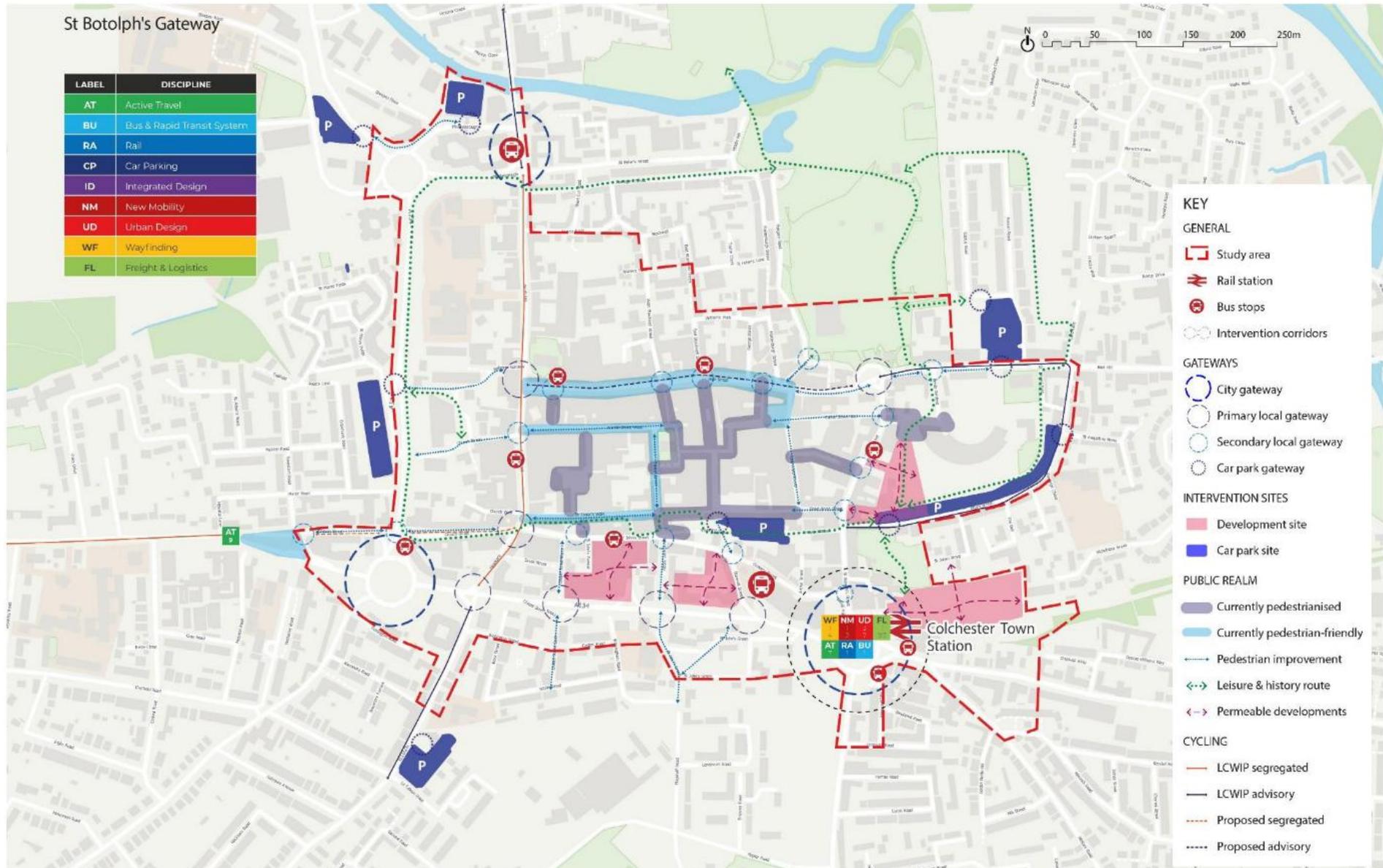
St Botolph's City Gateway

The recommended physical interventions for this key City Gateway located at the city centre south-eastern corner are presented in Table 13 below, and presented visually overleaf in Figure 39. This Gateway is dedicated to visitors from East and South-East of Colchester and includes visitors from the University & Knowledge Gateway and the Middlewick Growth Area, as well as travellers to/from Colchester Town rail station.

Table 13: St Botolph's City Gateway

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
FL1	Freight and Logistics	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	Physical intervention at multiple locations	Light touch
BU1	Bus and Rapid Transit System	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations	Service implementation/change	Light touch
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical intervention at multiple locations	Moderate
RA1	Rail	Run an improved frequent shuttle service from Colchester rail station through the city centre	Service implementation/change	Light touch
UD7	Urban Design	Replace the St Botolph's Circus with a junction and improved public realm	Physical intervention at a single location	Radical
AT7	Active Travel	Create several new at grade crossings across Southway	Physical intervention at a single location	Moderate
WF4	Wayfinding	Integrate creative navigational aids toward the City centre from the Colchester Town rail station and major City Gateways	Physical intervention at multiple locations	Moderate
FL2/3	Freight and Logistics	Create a last mile delivery hub near Colchester Town rail station	Physical intervention at a single location	Moderate
UD3	Urban Design	Targeted interventions to define major City Gateways between the City centre with surrounding neighbourhoods	Physical intervention at multiple locations	Moderate
NM1	New Mobility	Create a network of Mobility Hubs across the City centre and at key destinations beyond	Physical intervention at multiple locations	Moderate
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the City centre	Physical intervention at multiple locations	Light touch

Figure 39: St Botolph's Circus City Gateway



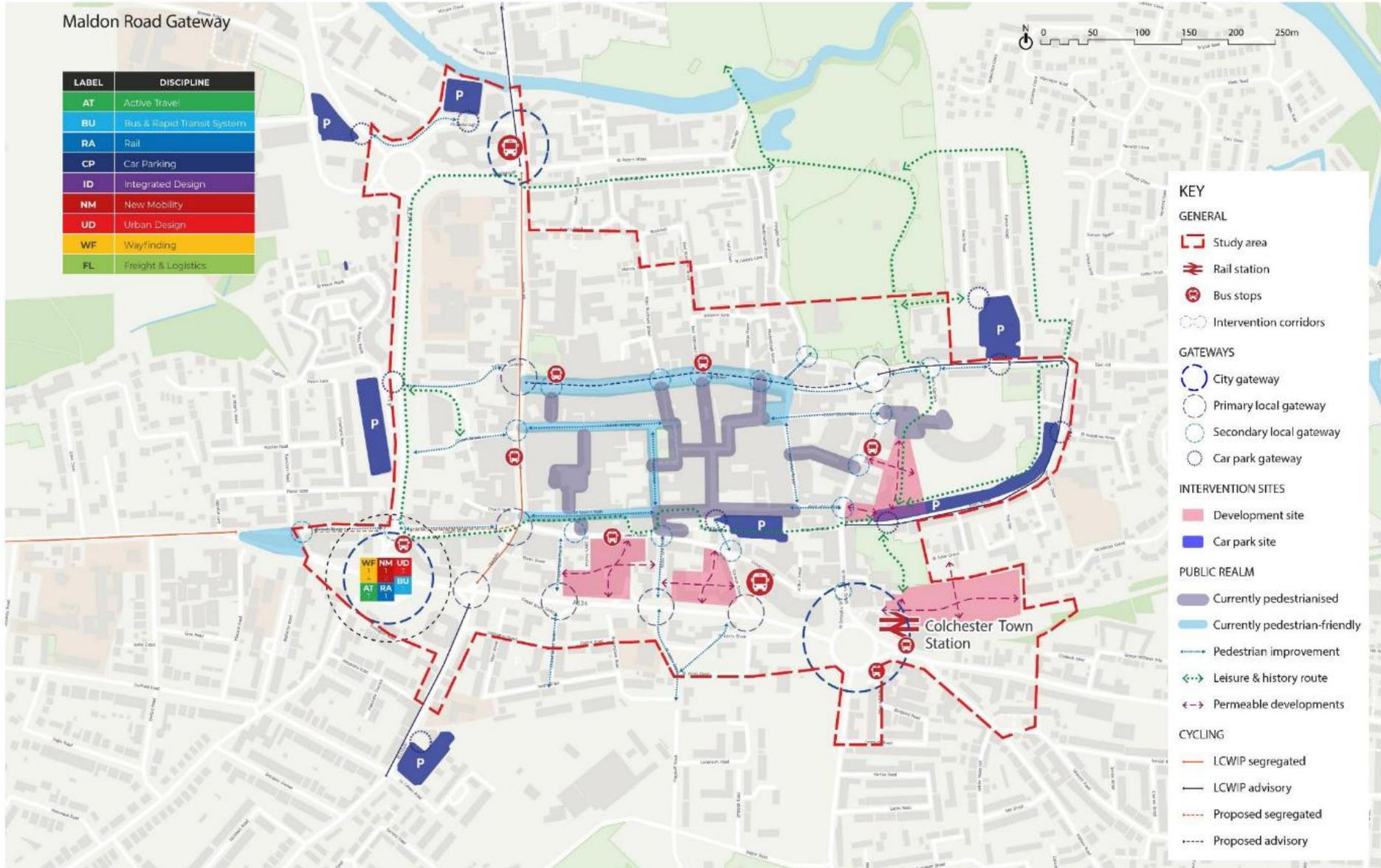
Maldon Road Roundabout City Gateway

The recommended physical interventions for this key City Gateway located at the city centre south-western corner are presented in Table 14 below, and presented visually overleaf in Figure 40. This Gateway is dedicated to visitors from West and South-West of Colchester and includes the Stanway Growth Area and the Garrison Growth Area.

Table 14: Maldon Road Roundabout City Gateway

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
FL1	Freight and Logistics	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	Physical interventions at multiple locations	Light touch
BU1	Bus and Rapid Transit System	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations	Service implementation/change	Light touch
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
RA1	Rail	Run an improved frequent shuttle service from Colchester rail station through the city centre	Service implementation/change	Light touch
AT7	Active Travel	Create several new at grade crossings across Southway	Physical intervention at a single location	Moderate
WF4	Wayfinding	Integrate creative navigational aids toward the city centre from the Colchester Town rail station and major City Gateways	Physical interventions at multiple locations	Moderate
UD3	Urban Design	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate
NM1	New Mobility	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical intervention at multiple locations	Moderate
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Physical interventions at multiple locations	Light touch

Figure 40: Maldon Road Roundabout City Gateway



Middleborough Road Roundabout City Gateway

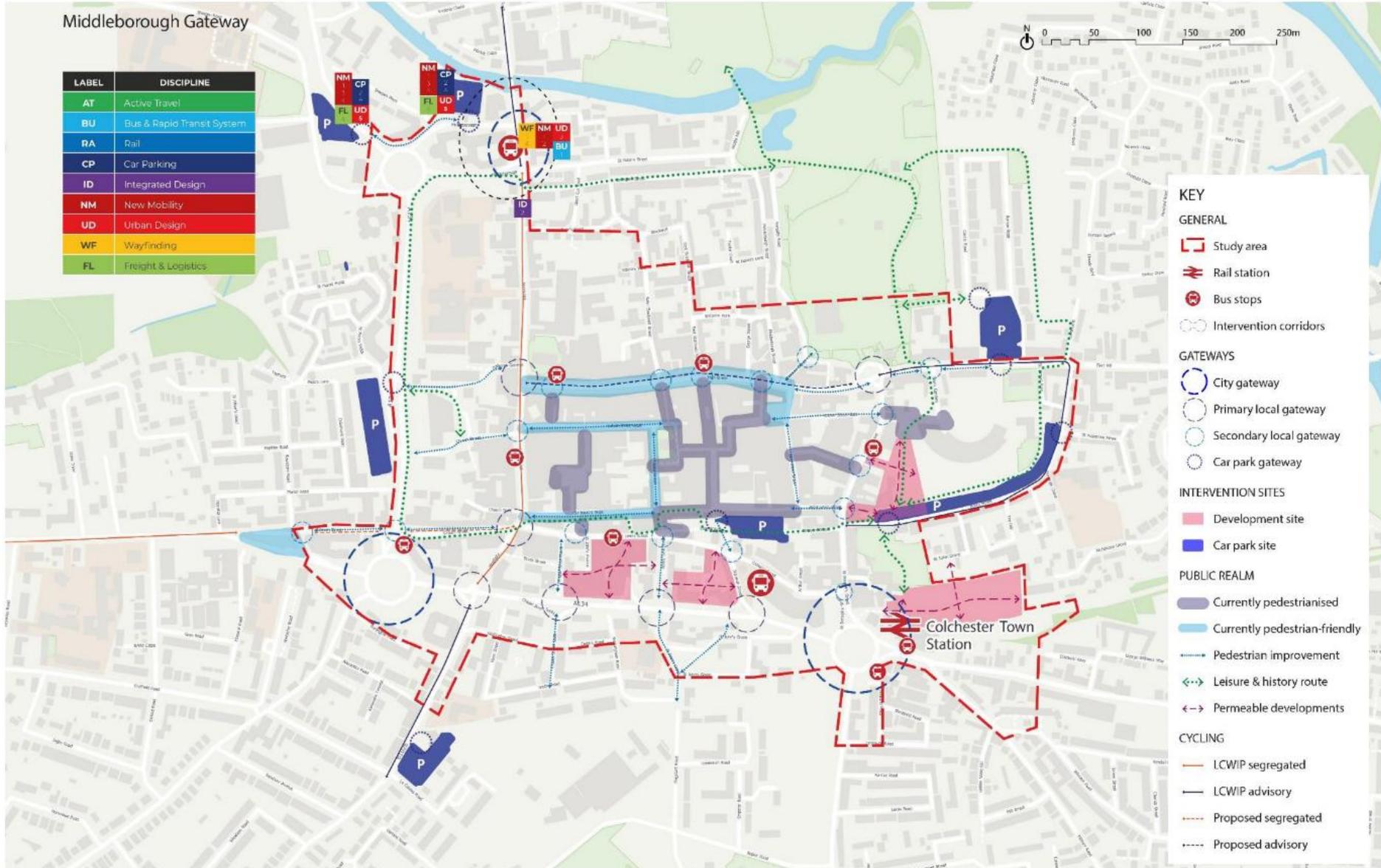
The recommended physical interventions for this key City Gateway located at the city centre north-western corner are presented in Table 15 below, and presented visually overleaf in Figure 41. This Gateway is dedicated to visitors from North of Colchester and includes visitors from Colchester Station and Northern Gateway Growth Area.

Table 15: Middleborough Road Roundabout City Gateway

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
FL1	Freight and Logistics	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	Physical interventions at multiple locations	Light touch
BU1	Bus and Rapid Transit System	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations	Service implementation/ change	Light touch
WF1	Wayfinding	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	Physical interventions at multiple locations	Moderate
CP2	Car Parking	Implement flexible parking charges (pay on exit or a linear)	Zonal policies/ measures	Light touch
CP5	Car Parking	Index-link parking fees with public transport, Park & Ride and shared transport interventions	Zonal policies/ measures	Moderate
WF4	Wayfinding	Integrate creative navigational aids toward the city centre from the Colchester Town rail station and major City Gateways	Physical interventions at multiple locations	Moderate
CP4	Car Parking	Integrate micromobility services (Park and Cycle, Park and Scoot) at car parking	Physical interventions at multiple locations	Moderate
FL4	Freight and Logistics	Create satellite urban logistics hub at car parks with spare capacity	Physical interventions at multiple locations	Light touch
ID2	Integrated Design	Narrow the carriageway to 6.0m and introduce a continuous segregated cycle way along North Station Road/ North Hill	Physical intervention at a single location	Moderate
UD5	Urban Design	Enhance car parking with attractive access forecourts and internal pedestrian routes	Physical interventions at multiple locations	Light touch
NM3	New Mobility	Expand the car club offer with additional allocated space at car parking and promotion	Physical interventions at multiple locations	Light touch
UD3	Urban Design	Targeted interventions to define major City Gateways between the city centre with surrounding neighbourhoods	Physical interventions at multiple locations	Moderate

Reference ID	Transport Mode / Discipline	Intervention	Intervention Category	Effect on city centre transport
NM1	New Mobility	Create a network of Mobility Hubs across the city centre and at key destinations beyond	Physical intervention at multiple locations	Light touch
NM2	New Mobility	Expand and enhance the existing shared micromobility offer within and around the city centre	Physical intervention at multiple locations	Light touch
NM4	New Mobility	Integrate EV vehicle charging infrastructure at car parking and along some residential streets	Physical intervention at multiple locations	Light touch

Figure 41: Middleborough Road Roundabout City Gateway



Zonal Policies and Measures

Introduction

As mentioned previously in the CCTP, some interventions were proposed by Steer's Expert Panel that were more strategic and theoretical concepts (as opposed to physical 'on the ground' measures) which would typically require further feasibility assessment prior to implementation. These are further considered more 'city wide' measures related to active travel and car parking, and cannot be illustrated in a visual format on Figures 33-41.

This narrative describes each Zonal Policy / Measure in turn which should be considered for future incorporation into Colchester masterplan alongside the 'physical' interventions previously identified, following further testing.

Active Travel Measures

The following three concepts would require further testing by ECC's Strategic Traffic Model to understand the impact upon Colchester's wider road network and potential displacement of traffic.

Car-lite city centre

This concept allows buses, taxis, goods vehicles and cycles only within the city centre central core (including High St and St John's St), with access only streets for private motor traffic. This can help connect green spaces, leisure, sport and community hubs through active travel, and would drastically improve the pedestrian and cyclist environment. Reducing motor traffic levels to volumes (500 vehicles per hour or lower) would meet LTN 1/20 standards for mixing cycling with motor traffic.

Zonal traffic circulation plan

Focussing on the area wider than Colchester city centre (likely Zones 1-2), a zonal traffic circulation plan could significantly reduce through-traffic in the city centre, creating safer and quieter streets for walking and cycling. This idea proposes one large car-free / pedestrianised zone in the city centre (Zone 1), and establish zones / quadrants around the city (Zone 2) that traffic cannot pass between directly. This will deter short car journeys within the city and / or suburbs.

Such strategy has been introduced in Ghent, Utrecht, Portsmouth, and is currently proposed in Oxford and Birmingham.

This is considered a more radical idea, with the new traffic flow taking time to run successfully:

- Drivers that wish to move from one zone / quadrant to another needs to make use of the inner city ring road.

- Some streets will change direction or will be cut for cars (ideally excluding buses and taxis).

City centre Zero Emission Zone (ZEZ)

ZEZs have been implemented by cities (including Oxford) to help reduce motor traffic volumes in the urban core to create a more pleasant environment for walking and cycling, and improve localised air quality. Such schemes can support modal shift towards zero/low carbon modes and sustainable travel, and further provide interventions that will help to mitigate the negative impacts from private car use.

These schemes are considered more radical and likely to be highly controversial by particular stakeholders and road users who require vehicular access to the urban core (e.g. taxis, goods vehicles). To implement a ZEZ successfully would require a significant amount of planning and financial support for general public and commercial drivers to switch to EVs.

A measure to support all three concepts detailed on this page would be **removing vehicular access from Osborne St to access the Osborne St car park (NCP)**, and providing entry/exit points instead for car drivers from Southway. This would help reinforce the difference between the public transport 'ring roads' and vehicular 'ring roads' to city centre.

Parking Measures

Implement flexible parking charges

Efforts should be made to improve the car park user experience through more flexible, integrated payment and pre-booked parking interventions for city centre car parks. Providing more flexible parking charges (either to pay on exit or a linear (minute-by-minute) tariff (e.g. using ANPR)) allows visitors more choice and ability to easily extend their stay. Providing bookable parking enhances the visitor experience and reduces traffic circulation through the city centre from users searching for spaces / car parks. There is the opportunity to integrate parking payments with payment for other travel interventions (public transport, shared modes, etc), which is referred to as MaaS.

Index-link parking fees with other transport modes

This measure would set car parking fees for council-owned car parks with reference to the costs of other transport modes in Colchester. This allows parking pricing to be used as a way of supporting shift to more sustainable travel interventions and away from private car, and ensuring the costs of parking do not encourage habitual driving. It is important to ensure that this is balanced against significant increases in the cost of short-stay parking.

Reduce long-stay car parking interventions in city centre and maximising Park & Ride (P&R)

Minimising the amount of long-stay car parking and associated circulating traffic in Colchester's city centre will enhance the experience of being in Colchester for all city centre users. Removing the option of long-stay parking from city centre car parks also frees up spaces for shoppers in central car parks, increasing efficiency and maximising revenue. This needs to be matched with an enhanced P&R service that provides longer hours of operation into the evening and on Sundays, to provide attractive alternative options to private car travel.

This must be matches with improving the parking experience for those who need to use city centre parking, by ensuring this is safe, convenient and pleasant. One very important user group with specific needs given the topography of the city are disabled users, and measures like bookable blue badge spaces can support their needs.

The strategy can support the city centre local economy by making more short-stay spaces available, however this measures is likely to receive opposition from drivers seeking long-stay parking within close proximity to the urban core.

The future RTS scheme offers potential for an additional P&R/Park and Share sites to the east of the city centre, which would further reduce city centre parking demand.

Delivery Plan



Constraints & Risks

Introduction

The following narrative outlines the constraints and risks that could impact the successful delivery of the transport elements outlined within this CCTP, for inclusion within the Colchester masterplan.

Securing stakeholder sign-off and support

Key stakeholders have been involved in the development of this CCTP, as previously outlined within this document, however creating consensus across various political players regarding transport and access to achieve delivery of the overall masterplan vision will require thorough and ongoing engagement to ensure the necessary support. Transport as a topic is sensitive and emotive, and ongoing engagement with CBC, ECC and political leadership will help to build confidence and ensure aspirations regarding movement around Colchester city centre are aligned. Without strong stakeholder buy-in to the recommendations presented as part of this CCTP, it will be challenging to receive the required funding and investment to implement these.

COVID-19 pandemic

The pandemic has highlighted the impact that new ways of working could have on travel demand, but the long-term impact is not yet clear. The pandemic further accelerated the move away from traditional High St/ city centre retailing. Both trends may influence how established employment space is used, where people choose to live, and what this means for the development of transport services. Public transport will also need to adjust to lower revenues at least in the short term. This CCTP has been developed with flexibility and adaptability in mind, to provide access to/from the city centre across all types of transport modes, whilst the future trajectory of the pandemic still remains unclear.

Bus model

A key constraint when developing the optimal bus strategy for Colchester city centre is that bus services are deregulated, so there is limited opportunity to influence the various bus operators, who are free to run services on a commercial basis as they see fit. Undertaking a detailed bus study (Bus Service Improvement Plan) would enable frequent liaison with bus operators to develop the best strategy and gain their buy-in to support the future roll-out of bus measures.

LUF Bid

CBC submitted their LUF bid in July 2022 and it was announced in January 2023 that CBC were successful and would be awarded the funding. Much of the CCTP recommendations have been formed around development of the LUF bid proposals (e.g. Britannia Yard and Vineyard St redevelopment), as they will significantly improve the environment and connectivity in the city centre. The recommendations for the Colchester masterplan can therefore proceed following this successful outcome, as a coherent package of interventions across the city centre.

RTS

The current understanding of the future RTS in Colchester has been previously described within the 'Colchester in Context' section of this CCTP, and the transport interventions developed through development of this document (particularly those relating to bus) have been designed to act as complimentary measures to those RTS proposals.

It is likely that there will be changes to the RTS as more technical analysis and evaluation is undertaken regarding the scheme, and the Colchester Masterplan will need to respond flexibly to those changes to ensure all transport modes are sufficiently catered for and can succeed.

Timescales

Introduction

This CCTP has developed transport interventions based on scale of effort for implementation in addition to approximate timescales. For example, the transport schemes identified in Table 6 as ‘light touch’ effect on city centre transport (e.g. UD6: Integrate public/semi-public realm and green spaces permeable to active travel within new developments) are likely to be delivered sooner than those which are classified as ‘radical’ (e.g. AT15: Implement a Zero Emission Zone to the whole city centre), due to less financial implications and more likely to be signed off by key stakeholders sooner.

The scoring part of the MCAF process evaluated the transport interventions against metrics related to deliverability, for example capital costs, funding availability, stakeholder support, flexibility of option, construction impact, physical constraints and heritage constraints, etc.

The spatial analysis of this masterplan has highlighted transport interventions that should be developed as a complete ‘package’ across the identified six key corridors and three city gateways for maximum effect in delivering the CCTP objectives. These interventions should subsequently be delivered as close to one another in terms of timescales as possible.

Funding

Deliverability is closely tied to rounds of funding to support schemes, for example:

- Active travel schemes recommended within the city centre are likely to be funded through future rounds from the Strategic Investment Programme (SIP) if included within future LCWIPs.
- Department for Environment, Food, and Rural Affairs (DEFRA) funding sources could support pilot initiatives aimed at improving local air quality, for example micro logistics hubs and/or communal parcel lockers.

More details on potential funding sources are included overleaf.

Phasing

We have set out the indicative timescales for implementing each of the transport interventions that have been developed throughout this CCTP (as previously outlined within Table 6):

- Short term – within the next 3 years;
- Medium term – within the next 3-5 years; and
- Long term – in 5 years time onwards.

This can help ECC and CBC transport officers prioritise which transport interventions should be brought forward sooner than others, which can help the phased roll-out of the Colchester Masterplan.

Funding

Introduction

Whilst it is recognised that CBC and ECC currently face a challenging funding environment, this section provides an overview of potential funding opportunities available to deliver this CCTP vision. This CCTP has been developed to account for flexibility that is able to react to changing circumstances and take advantage of new funding opportunities as they emerge for the city centre.

National level

The Government's Levelling Up agenda has provided opportunities to contribute and to attract funding for transport and urban regeneration schemes in the city centre. CBC has identified key sites to bring forward such improvements as part of the successful LUF bid (July 2022), and this funding will support delivery of critical transport components recommended for Colchester masterplan (e.g. St Botolph's Circus). The decision was announced in January 2023.

The Active Travel Portal has a guide to the funding options available to local authorities, to support expenditure on cycling and walking infrastructure. Revenue funding from the Capability Fund has been allocated to local authorities outside London, to enable more walking and cycling. This will be followed by allocations from a Capital Grants Fund based on the quality of the plans developed. This could provide another funding opportunity for Colchester city centre.

Cycling and walking from Colchester city centre towards Greenstead and the University of Essex campus is set to become safer, greener and healthier thanks to £1.3 million of new funding awarded to ECC from the Department for Transport. The funding is the first of a phased approach to support the LCWIP 4 (Local Cycling and Walking Infrastructure Plan) for the city centre. This set of funding is part of ECC's ambition for Essex to become the walking and cycling county. The LCWIPs are designed to be integrated into local planning and transport policies, strategies, and delivery plans. They are iterative and can be updated to reflect emerging policies and programme objectives, which will provide a longer-term framework to secure funding, for example, over a 10- year period, in three phases, which would be both transformative and efficient as it would allow economies of scale, better integration and alignment with other programmes, thus maximising the benefits of investment. Other active travel improvements for Colchester, similar to the University of Essex walking/cycling connection, could be funded through future rounds from the SIP.

To support air quality improvements in the borough, CBC has previously been awarded funding in 2019 from DEFRA to manage a two-year project 'Clean Air Colchester'. This project focused on encouraging walking and cycling for short journeys and getting people to switch off their engines when stationary.

In 2021, additional funding was provided to develop an e-cargo bike delivery service for shoppers/visitors to the city centre. This DEFRA funding source could support pilot initiatives identified within this CCTP in the future, for example micro logistics hubs and/or communal parcel lockers.

ECC has secured funding for both the Colchester RTS and A120-A133 via Government's Housing Infrastructure Fund (HIF) for new transport infrastructure in Colchester and Tendring.

Local level

CBC is able secure funding for transport improvements through associated development, its Community Infrastructure Levy (CIL) and grant funding (e.g. Air Quality Grants, EV infrastructure). CBC should seek contributions for local transport schemes through Section 106 agreements as new developers come into the city centre (e.g. Vineyard St and Britannia Yard mixed use developments).

Further Studies

Introduction

Preparing the initial list of transport interventions identified more conceptual, strategic concepts related to transport and access that need further exploration before determining how the idea would impact Colchester and its transport networks. As follow on work to this CCTP and the Colchester masterplan, we have identified the following studies for further consideration:

Bus Service Improvement Plan

The stakeholder engagement undertaken as part of this CCTP highlights bus operations as an integral driver for the success of Colchester city centre, with the level of assessment more focused on high level, strategic thinking to feed into the overall masterplan. As detailed within the 'Colchester in Context' section, a Bus Service Improvement Plan is required for a more detailed focus to determine if a bus interchange should be proposed for Colchester, and the size requirements and possible locations.

St Botolph's City Gateway Detailed Design

Further workshops will likely be required to evaluate the junction layout submitted as part of the successful LUF bid in July 2022, based on the Colchester strategy-led approach agreed between ECC & CBC which enhances the accessibility/multi-modal connectivity between the city centre, the urban area to the south of A134 on the city centre periphery. This will build upon the wider masterplan work, which reflects an ongoing direction to a reduction of traffic within the city.

These workshops will help determine the scope of work to take forward the commission of Stage 2 to agree a preferred scheme for the City Gateway design.

Transport modelling

As previously outlined, ECC's Strategic Transport Model has not yet tested any of the initial interventions (at time of writing), and therefore the recommended schemes do not account for any results based on modelling outputs. This is anticipated to take place later on with the shortlisted range of transport interventions.

This will be intrinsically linked with the detailed design for St Botolph's City Gateway, as any changes to the major junction will influence the traffic modelling scope and output results. The interventions for this City Gateway will likely provide variations which support greater highway capacity on the highway network at this location

versus increased/balancing accessibility, plus provision of improved interchange capacity for buses. This will need to be reflected in the modelling assessment going forward.

Create a brand identity for the shopping core

To enhance the economic vitality of the city centre, legible and vibrant City Gateways should be created to the shopping core. This would primarily cover the area of Sir Isaac's Walk, Culver Street West, Vineyard St, Culver Walk, Short Wyre St and Scheregate Steps. A Brand Identity Strategy could explore colourful pedestrian crossings (designed to promote interest in and activity to the area), and surface treatments including paving insets (designed to reflect historical information and the area's heritage).

Conclusion



steer

Conclusion

Key recommendations

This CCTP shortlists a range of transport and urban realm interventions (across various modes and disciplines) that could be integrated into the Colchester masterplan. These have been considered from a higher level spatial perspective to consider the city centre study area from a connections and accessibility perspective, to enable different transport interventions to be coordinated geographically. This follows the Triple Access Planning (TAP) approach, whereby future sustainable urban accessibility can be achieved through the transport system, the land-use system and the telecommunications system. The alignment of these interventions to spatial areas, categorised as either key corridors or City Gateways, further allows for more robust strategic modelling for ECC.

Whilst all six corridors and three City Gateways identified within the CCTP are considered important to inform Colchester's masterplan from a transport perspective, we have identified the following as the most beneficial to bring forward as the first phase of masterplanning and the modelling exercise:

St Botolph's Circus

It is recommended to consider St Botolph's as the key City Gateway for further testing for the following reasons:

- Many stakeholders raised existing accessibility and safety issues.

- It plays a key role in supporting the success of interventions at the adjacent Colchester Town station, Britannia development site, and St Botolph's Priory site.
- The extensive work that is already ongoing in this area as well as the funding CBC has bid for.
- The site's role as a gateway to the shopping core due to its location at the end of Osborne Street and St Botolph's Street, as well as its connection towards the south of the City centre and onwards to the University & Knowledge Gateway.

Red Lion Yard / Stanwell Street

We recommend considering the Red Lion Yard / Stanwell Street Corridor as a North-South corridor in priority for the following reasons:

- Red Lion Walk already forms a robust pedestrian core for this corridor.
- The existing Vineyard Gate elevator supports accessibility across the City Centre's topography.
- More importantly, this corridor would link the shopping core to several destinations:
 - East Stockwell Street and the Dutch Quarter residential area to the north, the Vineyard Street Development site, an improved bus interchange at Osborne Street, and across Southway (A134) to the Roman Circus SAM, as well as existing residential areas and the Garrison Regeneration Area to the south.

Balkerne Gate – Culver Street

It is recommended to consider the Balkerne Gate / Culver Street Corridor as the east-west corridor for further testing for the following reasons:

- Culver Street West and Culver Street East already form a robust pedestrian core for this corridor.
- Improving the pedestrian experience along Church Street and the eastern end of Culver East would not dramatically impact traffic.
- More importantly, this corridor would link several destinations which are currently poorly connected to the shopping core and each other:
 - the FirstSite community centre, the Natural History Museum, the Jumbo Water Tower and Mercury Theatre, as well as Balkerne Gate and the proposed City Wall walk, the St Mary's Car Park and the residential area further west.

Behaviour change

It should be noted that there is a wider travel behaviour piece to drive change in Colchester city centre and move away from private car dominance. Whilst this CCTP has focused on a specific sphere of influence (primarily Zone 1 of the CFTS) and mostly focused on transport infrastructure provision/enhancements, it is the movement in and out of the city centre by people from Zones 2-4 that really need to be influenced. There is a much greater zone of influence beyond Zone 1 that can really impact the transport networks and attractiveness of streets within the city centre.

Key local transport policies must be drawn out as part of a wider marketing campaign to the general public to help foster the move towards zero and low carbon transport modes. General public support for adopting alternative modes is highlighted in the consultation survey (undertake by We Made That), with over 50% of respondents rating encouraging alternative ways of movement (to private car use) as either 'important' or 'very important'. Without promotion to support behaviour change for travel, the CCTP recommendations could be compromised.

Next steps

We recommend that the following studies are undertaken by CBC/ECC to support the development of Colchester's masterplan:

- Bus Service Improvement Plan, including exploration of transition to zero emission buses. Without this additional layer of analysis, it is challenging to recommend infrastructure requirements in Colchester city centre at this stage.
- St Botolph's City Gateway Detailed Design.
- Transport modelling using ECC's Strategic Transport model, particularly to test the priority City Gateway (St Botolph's Circus), the priority east-west corridor (Balkerne Gate – Culver Street) and the priority north-south corridor (Red Lion Yard / Stanwell Street).
- Branding/identity strategy for the city centre.
- Exploration of implementing MaaS in Colchester.
- Southway corridor strategic study, to identify public realm improvements to bring forward development potential along this key peripheral route to the city centre. There are aspirations for Southway as a 'multi-functional boulevard' within the Colchester masterplan, which will likely impact the capacity of the existing layout. Southway is considered a priority route for traffic movement and would need to be modelled (in conjunction with increased restrictions of general traffic routing

through the city centre and changes to St Botolph's Circus layout).

It is imperative that the detailed design guidance of MfS, MfS 2 and local transport note LTN 1/20 (in relation to cycle facilities) should be adopted as and when specific schemes are being developed through the detailed design stages.

It is important to remember that transport is subjective and there are different priorities to people on what transport and access schemes are needed or considered most meaningful, and ultimately leadership from CBC will take forward the transport interventions considered most appropriate at that moment in time.

Appendices

Appendix A: Initial list of transport interventions

ACTIVE TRAVEL

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
AT1	Southway- various crossing points	Upgrade of existing underpass under Southway to improve lighting and general attractiveness.	Improved walking connections between Garrison Area and the city centre.	<ul style="list-style-type: none"> * Low cost * Would improve attractiveness of walking * Non-controversial 	<ul style="list-style-type: none"> * Does not address fundamental issue of severance caused by Southway 	<ul style="list-style-type: none"> * Support modal shift towards low carbon and sustainable travel * Provide options that will help to mitigate the negative impacts from private car use * Deliver safer, more attractive and healthier streets and spaces * Connect green spaces, leisure, sport and community hubs through active travel 	
AT2	Crouch Street	Upgrading existing Crouch Street cycleway to meet LTN 1/20 standards. This would involve 'floating' existing car parking spaces, increasing width of cycleway, and using the parked cars as the buffer between the carriageway and cycleway.	Current infrastructure is poor and does not benefit the standard which is being targeted.	<ul style="list-style-type: none"> * Relatively low cost involved * Upgrading existing cycleway unlikely to be controversial * Retains parking 	<ul style="list-style-type: none"> * Arguably does not go far enough, could remove car parking though this would generate significant pushback from traders 	<ul style="list-style-type: none"> * Support modal shift towards low carbon and sustainable travel * Deliver safer, more attractive and healthier streets and spaces * Connect green spaces, leisure, sport and community hubs through active travel 	
AT3	Middleborough Road/ North Station Road	Removal of mini roundabout at Middleborough/North Station Rd	Improving cycle safety. This is on the most direct route to Colchester station from the city centre.	<ul style="list-style-type: none"> * Would improve cycle safety * New bus gate will have reduced traffic flows here to make this achievable 	<ul style="list-style-type: none"> * Likely to have minor impact on traffic flow/capacity 	<ul style="list-style-type: none"> * Support modal shift towards low carbon and sustainable travel * Deliver safer, more attractive and healthier streets and spaces 	
AT4	Balkerne Hill underpass	Removal of staggered crossing of Balkerne Hill, creation of direct parallel/toucan crossing for peds and cycles. Removal of underpass.	Existing layout hinders active travel, increasing journey times and severing the city centre from the west.	<ul style="list-style-type: none"> * Would improve walking and cycling connections to the west of the city centre * Would be particularly beneficial for cycling as no current link exists at this location 	<ul style="list-style-type: none"> * Would have an impact on motor traffic flows due to changes to signalling / staging 	<ul style="list-style-type: none"> * Connect green spaces, leisure, sport and community hubs through active travel 	

AT5	Middlesborough/ St. Peter's junction	Removal of left turn lane from Middleborough/St Peter's junction to improve pedestrian experience.	This current left turn lane means that pedestrians have to cross the road in two phases, rather than one. Removing it would greatly improve walking conditions to/from Colchester station	* Big improvement for walking, reducing journey times and increasing convenience	* Would impact on junction capacity as left turning drivers would have to use existing 'ahead' lane to turn	* Connect green spaces, leisure, sport and community hubs through active travel	
AT6	North Hill between High Street and St. Peter's Middleborough	Introduction of a controlled crossing point on North Hill between High Street and St/Peter's Middleborough.	At present there are no formal ways to cross this road between these two points. Having to walk long distances to cross the road at such a gradient degrades the pedestrian experience.	* Improves pedestrian experience * Particularly useful for partial sighted or blind people who rely on controlled crossing points	* Would have some impact on journey times. This would depend on ped demand and whether a signalised crossing or a zebra crossing was proposed	* Deliver safer, more attractive and healthier streets and spaces	
AT7	Butt Road and Headgate, across Southway, with potential additional crossings of Southway reflecting historic desire lines.	At grade pedestrian and cycle connection to minimise pedestrian and cycle crossing times.	Will reduce barrier to movement for vulnerable users due to Southway. At present pedestrians are required to use the subway, and cyclists are required to navigate 3 lanes of traffic.	* Would address the severance issue of the Southway and reduce journey times for active travel * Would improve road safety for cycling * Could connect into temporary/trial cycleway on Headgate	Would have impact on traffic flows on Southway	Vehicular traffic – will impact flow of traffic with new crossings implemented	✓
AT8	St. John Street	Bus/access only on St John Street	To bring motor traffic volumes down to acceptable levels to meet LTN 1/20 standard for westbound cyclists (eastbound are segregated)	* Would improve cycle safety and experience	* Would require study of alternative routes for motor traffic to ensure it is feasible	* Support modal shift towards low carbon and sustainable travel	✓
AT9	Lexden Road	Lexden Road – upgrading advisory cycle lanes to full segregation	To improve the cycling experience and to better connect the west of Colchester to the city centre. Would provide important link to schools along Lexden Road.	* Would improve cycle safety and experience * Connects to schools	* Bus stop boarders would be required and need to be designed carefully to avoid conflict between peds/cycles * May require reallocation of roadspace (turning pockets) to create space for cycleway	* Support modal shift towards low carbon and sustainable travel * Provide options that will help to mitigate the negative impacts from private car use * Connect green spaces, leisure, sport and community hubs through active travel	

AT10	High Street	Contraflow cycleway along High Street.	At present, cyclists cannot cycle westbound, which means taking long diversions to go west-east across the city centre	* Would be a big improvement in cycling permeability	* Would require removal of car parking * High Street has only recently had public realm upgrade, amending it would be costly * Likely to be controversial, roadspace reallocation necessary	* Support modal shift towards low carbon and sustainable travel * Provide options that will help to mitigate the negative impacts from private car use	
AT11	East Hill	Segregated cycle lanes on East Hill	To provide safe and convenient connection to Firstsite Gallery	* Would improve cycle safety and experience * Would connect Firstsite Gallery to city centre		* Support modal shift towards low carbon and sustainable travel	
AT12	St. Botolph's Circus	Removal of St Botolph's Circus	Incompatible with active travel, poses a large road safety risk and acts as a barrier to walking or cycling into the city centre from the south-west	* Would improve cycle safety and experience * Would improve walking connections around the station	* High costs of construction * Would impact flow of motor traffic	* Support modal shift towards low carbon and sustainable travel * Connect green spaces, leisure, sport and community hubs through active travel	
AT13	Central core – including High St and St John's St	Car-lite city centre – buses, taxis, delivery/servicing and cycles only within the city centre, access only streets for private motor traffic	As an alternative to segregated cycling infrastructure, reducing motor traffic levels to volumes that would meet LTN 1/20 standards for mixing cycling with motor traffic (500vph or lower)	* Would improve air quality * Would drastically improve cycling environment	* Extremely controversial, would be a significant change from the existing	* Support modal shift towards low carbon and sustainable travel * Connect green spaces, leisure, sport and community hubs through active travel * Provide options that will help to mitigate the negative impacts from private car use	✓
AT14	Zones 1 & 2 – affects the core and inner ring roads	Zonal Traffic Circulation plan – similar to Ghent, Utrecht, and currently proposed in Oxford and Birmingham	Focussing on the area wider than the city centre, a zonal traffic circulation plan could reduce through-traffic in the city centre, creating safer and quieter streets for walking and cycling	* Would improve air quality * Would reduce motor traffic and create a better environment for cycling	* Would be highly controversial * Would create longer car journeys for some people	* Support modal shift towards low carbon and sustainable travel * Connect green spaces, leisure, sport and community hubs through active travel * Provide options that will help to mitigate the negative impacts from private car use	✓
AT15	Zones 1 & 2	Zero Emission Zone city centre – proposed in Oxford	Improving air quality, reducing motor traffic volumes to create a more pleasant environment for walking and cycling	* Would improve air quality * Would likely reduce motor traffic to	* Highly controversial scheme * Would require significant amount of planning and financial support for people to switch to EVs	* Support modal shift towards low carbon and sustainable travel * Provide options that will help to mitigate the negative impacts from private car use	

BUS/ RAPID TRANSIT SYSTEM

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
BU7	Town Centre	Detailed review bus operations within the city centre loop with RTS implementation Include detail review of existing issues with bus movements within the city centre Capacity issues at Osborne bus station This could include rationalisation of number of buses entering the city centre, two-way flows on certain streets and consolidating bus stops	RTS implementation offers the opportunity to review the operation of buses within the city centre.	<ul style="list-style-type: none"> * Reduce volume of buses through High Street * Reduce confusion on which bus stops serve which bus services * Complement introduction of RTS 	<ul style="list-style-type: none"> * Could potentially reduce service levels from certain areas into town centre. * Longer walks to areas of city centre depending on locations of bus stops 	<ul style="list-style-type: none"> * Impact on car use and delivery services * Impact on active travel options 	
BU1	Park & Ride to Town Centre	Longer hours of operation operate on park & ride service into the evenings (possibly summer only) and on Sundays	Encourage footfall in city centre on Sunday and in the evenings Reduce city centre traffic on Sundays (if that is a problem)	<ul style="list-style-type: none"> * Encourage footfall on Sundays and evenings into town centre * Reduce road congestion Connectivity with Colchester rail station 	<ul style="list-style-type: none"> * Cost of operating the service 	<ul style="list-style-type: none"> * Reduce city centre car traffic on Sundays (if that is a problem). Impact on car use generally. 	
BU4/5	Wider Bus regional market	Rationalisation of bus routes. Set a minimum for bus stop infrastructure and information provided at bus stops.	First & Arriva compete and duplicate a number of routes from the city centre from certain areas. Impacts on available capacity within the city centre Improve passenger facilities and service information to encourage use.	<ul style="list-style-type: none"> * Help manage available bus capacity within the city centre. * Present a constant product across the wider region to encourage public transport use 	<ul style="list-style-type: none"> * Potentially reduced service levels 		
BU9	Vineyard Car Park	New bus station in the area of Vineyard car park	Encourage use of public transport and reduce private car use.	<ul style="list-style-type: none"> * Focal point for bus services within Colchester * Attractive modern bus station to increase bus use. 	<ul style="list-style-type: none"> * Vineyard Street Car Park has to be closed. High resident resistance from residents and potentially town centre merchants 	<ul style="list-style-type: none"> * Impact on car use and delivery services 	

BU10	Town Centre/wider area	Encourage use of zero emission buses within the town centre	Improve air quality within the town centre	<ul style="list-style-type: none"> * Improved air quality within the town centre * Help meet the sustainability 	<ul style="list-style-type: none"> * Likely to require infrastructure to support to operation of zero emission buses (e.g. electric charging infrastructure) * No control over type of bus operator use 		
BU11	Zone 1 and 2	Implement comprehensive bus priority measures across the network along the RTS design	The main obstacle to modal shift is bus journey time compared to car journey time.	<ul style="list-style-type: none"> * Increase bus use by making bus relatively more attractive than private car. * Reduction of bus operating costs through more efficient use of assets. 	<ul style="list-style-type: none"> * Commonly expensive to deliver at the tightest parts of the bus network (e.g. road width constraints). 	* Transfers roads space from car to bus, thus disbenefits to car users	
BU8	Osborne Street/ City Centre	Create a new bus interchange near Osborne Street.	Encourage use of public transport and reduce private car use.	<ul style="list-style-type: none"> * Define a focal point for bus services within Colchester * Attractive modern bus station to increase bus use. * Better interchange with other transport modes (rail and future rapid transit) 	<ul style="list-style-type: none"> * Likely require removal of cars from Osborne Street and reconfiguration of St Botolph's Roundabout * Reorganising bus routes around City centre * Require ample space for bus station – limited options 	<ul style="list-style-type: none"> * Impact on car use and delivery services * Impact on active travel options 	

RAIL

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
RA1	Shuttle pick up point at the Main Rail Station. Drop-off point in a central location in city centre (TBC) – probably route via North Station Road and North Hill. Opportunity to rationalise other routes currently extended to Rail Station.	Run a free frequent shuttle service from Colchester Main Rail Station which runs through the city centre. Ensure this runs during the evening to support late night culture	Will better connect the Main Rail Station with the city centre core and increase rail mode share for outer zones to access Colchester	<ul style="list-style-type: none"> * Rail Users - want to be able to get off train and jump on a bus straight to city centre- i.e. not dependant on bus timetabling * Those with mobility changes – will overcome topographical issues between main station & city centre 	<ul style="list-style-type: none"> * Retains buses passing through the city centre which should aim for significant traffic reduction- though service rationalisation could offset impact 	* Buses – depends what route the other city centre buses take.	
RA2	Outside the Colchester Town Rail Entrance/ northern side of St Botolph's Circus/ along southern end of St Botolph's St.	Need to sort out the urban realm from the Colchester city station	Will support footfall between the Town station and city centre and reduce anti-social behaviour – hopefully shift trips away from private vehicle	<ul style="list-style-type: none"> * See intervention references on urban realm and wayfinding: UD03 WF01/03 		* Urban Design/ Wayfinding and Signage	✓
RA3	East of Colchester Town Rail Station – south of the rail tracks (north of the units fronting to north of Magdalen St)	Use the vacant plot of land as a last mile logistics hub, to transfer freight goods from rail rolling stock (both the line to/from London Liverpool Street & the line to coastal Essex) onto last mile logistics modes to take packages into Colchester city centre, and areas south of Colchester.	Will support efficient and sustainable goods delivery for city core, as opposed to using road network for movements of goods and services	<ul style="list-style-type: none"> * There is already the available space to introduce a second platform on the Colchester Town * Removes polluting diesel vehicles transferring freight goods into city centre * This is optimum location in city centre for last mile delivery hub 	<ul style="list-style-type: none"> * May be issues with land ownership for this plot * Require a suitable last-mile logistics option for maximum benefit * Rail by freight is yet to be fully realised in the UK 	* Freight and logistics	

INTEGRATED HIGHWAYS DESIGN

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
ID1	North Station Road	Narrow the carriageway to 6.0m and widen the footway	Pedestrians would be encouraged to use the route more often from the station and it allows better shopping/stall experience on the street.	* Google maps shows that it has been done before during Covid and it shows a practical solution	* Part of North Station Road is outside the study area.	* A narrower carriageway will naturally slow down the vehicles and makes the route less attractive to be using this route	
ID5	St John's Street/Osborne Street	Make it one way and improve the footway for pedestrian or shared cycleway	Pedestrians (and cyclists) would be encouraged to use the route more often due to the wider route with more pleasant experience and it allows better shopping/stall experience on the street.	* Google maps shows that it has been made one way and it shows a practical solution.	* Potentially high resistance from residents using St John's Street for access	* Impact negatively on vehicle accessibility for the residents. Vehicle servicing strategy also affected for St John's Street	
ID6	St John's Street/Osborne Street	Make it one way and Bus/Servicing only. Widen the footway for pedestrian or shared cycleway	Pedestrians (and cyclists) would be encouraged to use the route more often due to the wider route with more pleasant experience and it allows better shopping/stall experience on the street.	* Some residential and commercial properties require access but can be resolved by ANPR (Automatic Number Plate Recognition) cameras	* Potentially high resistance from residents using St John's Street for access	* Impact negatively on vehicle accessibility for the residents. Vehicle servicing strategy also affected for St John's Street	
ID7	Vineyard Street Car Park	Make it one way. Enter via Vineyard Gate and leave on Vineyard Street	As the Car Park access is rerouted, vehicular flow is more predictable and less vehicles will go through the central area. Therefore, it will help the other measures to limit central vehicle flows.	* Could be used with 5 & 6 to dampen the traffic on St John's Street	* Require further analysis on visibility and flows to determine safety	* Vehicle access for the car park is limited	

ID8	Retail core, Culver St East, Culver St West, Sir Isaac's Walk, Eld Ln, Short Wyre St	Time limit Servicing only	By pedestrianising the area, safety and accessibility for the active modes will be improved and encouraged	Vastly improve active travel experience and improve safety within city centre	* Vineyard Street Car Park has to be closed. High resident resistance from residents and potentially town centre merchants	* Limited access for vehicles could affect the servicing strategy for the central area. Taxi/accessible users' access needs to be considered.	
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NEW MOBILITY

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
NM1	<ul style="list-style-type: none"> * Colchester Town Station * Colchester Station * St Botolphs Regen Area * Vineyard Gate Regen Area * New Developments through City Centre 	Introduction of Mobility Hub(s)	Mobility hubs are visible, safe and accessible spaces where public, shared and active travel modes are co-located alongside community facilities and improved public realm.	<ul style="list-style-type: none"> * Encourage shared mobility uptake * Convenient and safer environment to access a range of sustainable modes * Support reallocation of space away from the car * Improve public realm avoids street clutter if geofencing enforces shared mobility parking in designated areas 	<ul style="list-style-type: none"> * Cost of implementation (scales as more services are integrated) * Allocation of public realm to facilitate mobility hub space could be contentious for car users (and/or have a financial impact if losing car parking/permit revenue) 	<ul style="list-style-type: none"> * Collective mode location encourages uptake and onward travel on other modes * Might result in private car space reallocation 	✓
NM2	<ul style="list-style-type: none"> Zone 1 Zone 2 at direct periphery of Zone 1 	Expanded/enhanced shared micromobility offering	Build on the existing e-scooter trial offering by introducing a standalone and/or supplementary e-/bike share scheme.	<ul style="list-style-type: none"> * Active travel contribution * Environmental impact and potential emissions reduction * Supported by upcoming new legal powers 	<ul style="list-style-type: none"> * Safety concerns with micro mobility * Potential cost challenges (e.g. ownership / investment) 	<ul style="list-style-type: none"> * As above * Potential positive impact on rail (first / last mile connectivity) 	
NM3	<ul style="list-style-type: none"> Various car parks Could be extended to residential on-street 	Support the expansion of car clubs through more spaces and promotion	Strong evidence highlight the positive impact car clubs on reducing car ownership and usage	<ul style="list-style-type: none"> * Encourages onward travel with other sustainable modes * Room for improvement as current provision in Colchester 	<ul style="list-style-type: none"> * Potential reduction of private car ownership * Synergy with active travel and public transport 	<ul style="list-style-type: none"> * Potential reduction of private car ownership * Synergy with active travel and public transport 	
NM4	<ul style="list-style-type: none"> Various car parking locations (see car parking locations slide) On-street residential streets 	Electric Vehicle Charging Infrastructure	Introduction of further EV charging bays across Colchester to facilitate transition to EVs (can in turn support car club aspirations)	<ul style="list-style-type: none"> * Already existing plans to install charging points so can enhance this measure further * Can build on the existing 'park and charge' model as per the three schemes introduce on Priority Street car park * Potential revenue stream from charging tariffs 	<ul style="list-style-type: none"> * Cost of implementation * Whilst EV is better than ICE vehicles, it is nonetheless a policy focused on facilitating private car use 	<ul style="list-style-type: none"> * EV switch creates air quality which in turn makes the walking/cycling environment better 	

NM5	N/A	Mobility as a Service App	MaaS app which allows users to plan, book and pay for a service in one place (similar to CityMapper). This can help a user decide whether getting from A to B is best served through an e-scooter, bus, walking etc and the associated cost of each one and then ability to pay for it. See Solent Transport for a recent authority that has introduced something in this regard.	<ul style="list-style-type: none"> * Can be used to nudge preferable outcomes/mode choice. * Improved customer experience * Can align with mobility hubs (mobility hubs seen as the physical manifestation of Maas) 	<ul style="list-style-type: none"> * Cost of implementation * Making MaaS applications self-sufficient without funding challenging * Physical integration and transport services need to mirror the app (i.e. no point going down this route if minimal services available) * For full impact of benefits requires more than being just a planning app; needs back-office support and ability to facilitate payments 	<ul style="list-style-type: none"> * Positive on most modes as can nudge or encourage users to consider multiple modes 	
NM6	Potential zone linking a strategic corridor(s) and or key growth areas with the town centre. Optimal zone would not be in addition to any bus services	DDRT Service	Consider introduction of a DDRT service either in replacement of an existing service (e.g. one with low frequency and poor patronage) or in a location/zone that does not currently have sufficient bus service provision (potential rural/surrounding area and link into Town Centre)	<ul style="list-style-type: none"> * Flexible and optimal route to meet demand as opposed to operating fixed route with ability for less infrastructure investment with virtual bus stops * Can provide connection and/or feed into existing services between * Can provide alternative to the private car * Enhanced customer experience with journeys predominantly booked through an app 	<ul style="list-style-type: none"> * Likely to need subsidy * Limited success in UK thus far (at least commercially and attracting wide demographic user base) 	<ul style="list-style-type: none"> * Can be positive by providing connection into existing services * If targeting rural/outer Colchester could decrease private car trips 	

NM7	High Street Sir Isaacs Walk	Autonomous Vehicle Shuttle Service	Introduction of an autonomous vehicle shuttle service (e.g. potentially you could reroute all bus services so they don't run through a specific street (e.g. the High Street) and then use an AV shuttle pod to provide a regular service up/down the high street). Suggestion this could be an autonomous pod so as to minimise road space (e.g. Heathrow example)	<ul style="list-style-type: none"> * Could reduce other vehicular movements if e.g. used to replace buses along a small street/corridor improving urban realm experience * Innovative mode which could attract users to a particular area * UK Government pro CAV trials and fairly permissive to their future rollout 	<ul style="list-style-type: none"> * Cost of implementation and operational costs could be disproportionately high * Legal situation remains relatively muddy and would need to comply with DfT's Code of Practice on trialling automated vehicles * Will need to partner with industry on this 	<ul style="list-style-type: none"> * Could provide positive impact for pedestrians and cyclists as AV Pods are typically slow moving and sensitive to movement and thus in place of buses would create a safer environment * On the other hand the hyper sensitive nature of sensors could mean the experience for those in the POD is impacted (i.e. constant stop/start) * For most benefit and to mitigate safety concerns any street location would likely need to be closed off to all vehicular traffic 	
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PARKING

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
CP3	All CBC operated car parks in city centre	Improve the visitor experience by maximising P&R, minimising long-stay parking in the city	Minimising the amount of traffic and car parking in the city centre will enhance the experience of being in Colchester for all city centre users. Removing the option of long-stay parking from city centre car parks also frees up spaces for shoppers in central car parks, increasing efficiency and maximising revenue. Rapid Transit scheme offers potential for an additional P&R/Park and Share site to the east of the city.	<ul style="list-style-type: none"> * Improves visitor experience by removing traffic from city centre * Supports local economy by making more short-stay spaces available 	<ul style="list-style-type: none"> * Potential opposition from long-stay parking users 	<ul style="list-style-type: none"> * Stimulates users to consider alternative options for commuting into Colchester 	
CP4	St Johns, St Marys, Middleborough, Sheepens, Britannia	Integrate car parking with micromobility options (Park and Cycle, Park and Scoot)	ECC offers Park and Pedal from its P&R site. There is an opportunity to build on this and provide park and scoot/park and cycle options from car parks at the city centre edge to enabling users to park further out, removing traffic/parking from the central core	<ul style="list-style-type: none"> * Increases travel choices * Encourages parking at more peripheral sites 	<ul style="list-style-type: none"> * Demand/uptake unknown * Would require competitive pricing/payment integration which may be challenging 	<ul style="list-style-type: none"> * Builds additional user base for shared mobility 	
CP5	All CBC operated car parks in city centre	Index-link parking fees with PT/P&R/shared transport options	Setting parking fees with reference to the costs of other modes allows parking pricing to be used as a way of supporting shift to more sustainable travel options, and ensuring the costs of parking don't encourage habitual driving	<ul style="list-style-type: none"> * Supports mode shift 	<ul style="list-style-type: none"> * May result in significant increases in the cost of short-stay parking 	<ul style="list-style-type: none"> * Supports mode shift 	

URBAN DESIGN

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
UD1	Junctions between the City Centre inner street network with internal road network	Define inner City Centre gateways towards the pedestrian shopping core, Firstsite and historic attractions	Support the character, identity and legibility of the City Centre and the shopping core. Accommodate the resulting	<ul style="list-style-type: none"> * Improved legibility * Improved footfall 	<ul style="list-style-type: none"> * Impact on vehicular modes * Potential discomfort to visually impaired street users 	* Light to moderate impact on vehicular traffic depending on the number and selection of locations included.	✓
UD2	Streets with existing restrictions, low traffic and/or connected to pedestrian streets	Replace the carriageway with a kerb-less level surface.	Support East-West pedestrian movement Mend discontinuities between existing pedestrian areas. Reconnect historic routes Alleviate ambiguity regarding the hierarchy of users to the benefit of active travel.	<ul style="list-style-type: none"> * Streetscape improvement * Potential reduction of vehicle speed and traffic volume, noise and accidents. * Social benefits and accessibility for children. * Inclusive towards pushchairs, wheelchairs and wheeling users. 	<ul style="list-style-type: none"> * Cost * Impact on vehicular modes * Potential users conflict (pedestrians, road users, cyclists and e-scooters). * Potential discomfort to visually impaired 	<ul style="list-style-type: none"> * Moderate to significant impact on vehicular traffic depending on the number of streets included. * Moderate impact on servicing. 	✓
UD3	Junctions between the City Centre inner street network with the outer road network	Targeted interventions to define major gateways between the City Centre with surrounding neighbourhoods	This measure addresses two significant issues: Lack of 'sense of arrival' and the dispersion of entry points across the different transport modes. Severance between the inner city Centre, its periphery and the neighbourhoods immediately beyond.	<ul style="list-style-type: none"> * Improved legibility with clear arrival / departure points * Foster a sense of belonging within the City Centre and among residents from its periphery * Support interchange between modes. * Encourage active travel * Support the attractiveness of Park & Ride facilities. 	<ul style="list-style-type: none"> * Cost * Impact (or perceived impact) on vehicular modes. * Constraints from land availability and road profiles. * Significant upgrade of bus stop locations and network. 	<ul style="list-style-type: none"> * Likely significant impact on vehicular traffic depending on the number of streets included. * Synergy with traffic reduction measures so individual measures impacts are reduced- i.e. a comprehensive approach. 	✓

UD4	<p>Within study area:</p> <ul style="list-style-type: none"> * Castle Park * Firstsite, Priory St * St Botolph's, Britannia and Colchester Town station. <p>Beyond study area:</p> <ul style="list-style-type: none"> * Kings Meadow * River Colne 	<p>Create an active travel route connecting the north bank of the Rive Colnes to Colchester Town station, as the spine of a coherent public realm and landscape destination.</p>	<p>Support the West of the City Centre as a destination through connecting existing community, leisure, tourism, cultural and historical assets located between the River Colne and Colchester Town station.</p> <p>Despite their proximity and individual attractiveness, the river, Castle Park, Firstsite and St Botolph's are disconnected from each others and from the City Centre.</p> <p>In addition, development of Britannia and remodelling of St Botolph's could complement the above while providing them with a transport gateway.</p>	<ul style="list-style-type: none"> * Takes advantage of Castle Park, Firstsite and St Botolph as existing assets with a lot potential. * Elevation of Colchester as regional and national destination. * Potential synergy with inner City Centre and improved footfall. * It would build on opportunities created by Britannia development and St Botolph's roundabout remodelling. * It would connect with existing cycling network along River Colne and attract visitors north of the river. 	<ul style="list-style-type: none"> * Topography * Potential competing offer with inner City Centre. * Constraints to right of way and 24/7 access to be investigated. * Heritage constraints to be carefully investigated. * Impact on Priory St carpark. * Success might increase carparking needs and road traffic including coaches. 	* Light touch	
UD5	<p>All CBC operated car parks (and potentially privately operated), especially at Park & Ride facilities.</p>	<p>Define car parkings, consolidated when relevant, with attractive access forecourts and internal paths at .</p> <ul style="list-style-type: none"> * Define gateways to the car parking sites/amenities. * Consider multi-level consolidation where relevant. * Integrate active travel and micro-mobility infrastructures. * Integrate the relevant wayfinding measures such as WF01, WF02 and WF03. 	<p>Support an attractive experience encouraging the use of strategic car parking facilities instead of on-street or inner centre parking.</p>	<ul style="list-style-type: none"> * Improved experience and value for money for car parking users. * Support synergy with other modes. * Discourages on-street and inner City Centre parking. 	<ul style="list-style-type: none"> * Cost * Limited available space which might result in the sacrifice of some parking capacity. * Ownership of car parking. 	* Light touch	

UD6	<p>All upcoming City Centre developments including:</p> <ul style="list-style-type: none"> * Britannia * Vineyard 	<p>Integrate in new developments public and semi-public realm and green spaces that support a local sense of place and permeability for active travel modes.</p> <ul style="list-style-type: none"> * Pedestrian routes through developments in continuity to existing streets and paths. * Maintaining or creating development accesses aligned with existing streets and paths. * Define attractive and inclusive spaces accessible to residents and ideally the public, featuring greenery and SUDs. * Integration of cycles route and infrastructures when relevant. * Provision of an appropriate amount of car parking that limit both on-street parking and local traffic. * Consider emergency access, early delivery and servicing including potential consolidation amenities. Engage with neighbours to identify potential synergies. 	<p>New development should contribute to City Centre's urban fabric while meeting 21st century functional and environmental standards.</p>	<ul style="list-style-type: none"> * Mend existing severance by creating new routes and connecting existing ones. * Complement the existing public realm offer and attractiveness within the City Centre. 	<ul style="list-style-type: none"> * Impact on adjacent streets footfall and traffic. * Potential conflicts between residents, neighbours and dwellers. * Potential competition with existing spaces, amenities and businesses. 	<ul style="list-style-type: none"> * Light touch 	
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UD7	St Botolph's roundabout	<p>Take advantage of the LUF remodelling of St Botolph's roundabout to create a new public realm destination and place of arrival for Colchester.</p> <p>This new space should be coordinated to function as a forecourt to Colchester Town station, connecting it to the City Centre via St Botolph's St, while opening towards the Britannia development and St Botolph's church and mending the severance across the A134.</p> <p>Ideally ,combine this measure with:</p> <ul style="list-style-type: none"> * traffic restricting measures such as ID08 * Wayfinding WF05 * Integration of trees, landscaping and/or SUDS whenever the maintained vehicular access enables it. * RTS stops or safeguarding/provision for the future integration of stops. * Mobility hub NM01 	<p>St Botolph's is a key location and arrival point due to its location on the A134 and proximity to Colchester Town station.</p>	<ul style="list-style-type: none"> * Intervention supported by LUF * Opportunity to create a major transport interchange for Colchester * Opportunity to solve current antisocial behaviour and security issues 	<ul style="list-style-type: none"> * Cost * Road traffic already at capacity * Limited available space * Complex integrated design challenge to accommodate and balance different modes * Traffic capacity to be maintained during construction 	<ul style="list-style-type: none"> * Significant impact on vehicular traffic 	
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UD8	<ul style="list-style-type: none"> * Balcerne Gate * Church Street * St Mary's car park 	<p>Define a coherent landscaped public realm around the Jumbo Water Tower connecting the Mercury Theatre and the Colchester Art centre with Church St across Head St and St Mary's car park across the A134.</p> <p>Ideally ,combine this measure with:</p> <ul style="list-style-type: none"> * traffic restricting measures such as ID08 * Wayfinding WF05 * Adding a gateway (UD01) to junctions with vehicular streets (i.e. Head St and Queen St). * Integration of trees, landscaping and/or SUDS whenever the maintained vehicular access enables it. * Mobility hub NM01 	<p>While the Jumbo Tower is a landmark, this area feels disconnected from the shopping core.</p> <p>The area's proximity with St Mary's car park also make it appropriate as a gateway to the City Centre.</p>	<ul style="list-style-type: none"> * Takes advantage of the Jumbo Tower, the Mercury Theatre and the Colchester Art Centre as existing assets. . Define a destination to the West of the shopping core. * The area already has substantial green spaces and limited traffic. * Consolidates St Mary's car park as an attractive parking location outside the City Centre. * Potential to accomodate outdoor events. 	<ul style="list-style-type: none"> * Cost * Impact of increased footfall on local residents * Heritage constraints to be carefully investigated. 	<ul style="list-style-type: none"> * Light touch 	
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WAYFINDING AND SIGNAGE

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
WF1	Zone 2 at direct periphery of Zone 1	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	A coherent and legible wayfinding strategy across the City Centre would drive footfall and aid exploration. This must be founded on an analysis to understand connectivity, key issues and barriers and main destinations	* Newly developed, inclusive wayfinding strategy for the city centre	* Cost of experts' time	* Impact on all modes	
WF2	Zone 1 Zone 2 at direct periphery of Zone 1	Replace the carriageway with a kerb-less level surface	As above	* Consistent identity across all wayfinding in the city	* Cost of replacing old signs	* As above	
WF3	Zone 1 Zone 2 at direct periphery of Zone 1	Targeted interventions to define major gateways between the City Centre with surrounding neighbourhoods	As above	* Bespoke basemap designed for the city, including unique heritage and other details	* Cost of printing/ replacing old maps	* As above	
WF4	Access roads and ring road junctions, St Botolph's roundabout and Colchester Town station	Design creative navigational aids to help manoeuvre out of rail stations and around first roundabouts to find routes into city centre (consider creative use of colour/paint, lighting installations, etc.), in addition to signage.	This would support intuitive forms of wayfinding across the area while supporting local character.	* Clear route from the station around the roundabout towards the city centre	* Cost of installation (more so with lighting than paint)		

WF5	Sir Isaac's Walk, Culver Street West, Vineyard, Culver Walk, Short Wyre St, Scheregate Steps	Gateways to shopping core to be highlighted/marked by surface treatment such as colourful crossings, as well as gateway art/arches and lighting, to support independent retailers and spread footfall across this area (colourful crossings and gateway arches are mentioned in HAT report for Our Colchester BID, The 'Indies' Route). The designs for the colourful crossings could come from an art-led competition which could promote interest in and activity to the area. If desired, surface treatments could also be more permanent such as paving insets to reflect historical information and the area's heritage.	This would support intuitive forms of wayfinding across the area while supporting local character.	* Legible and vibrant gateways to the shopping core	* Minor disruption during installation of more permanent treatments such as arches/ lighting/ paving insets		
WF6	Shewell Walk, Culver Sq Shopping, Pelham's Ln, Lion's Walk	Create an identity for the whole shopping core (to spread what Red Lion Yard has done for their area across the core, perhaps similar to Brighton's Lanes).	Synergy between wayfinding and placemaking.	* New/ unified identity that can be used to market the area and attract more visitors and customers	* Working with retailers across the shopping core areas to agree on an identity might be challenging		

FREIGHT AND LOGISTICS

REF	Potential Location(s)	Intervention	Reasoning	Pros	Cons	Impact on other modes	LUF Compliance
FL1	Places which experience high footfall: Culver Square/ Shewell Walk Part of Vineyard St car park redevelopment proposals Trinity St Crouch St Should also be adding one as part of the transport interchange (when the team decide best location for that}			* Reduce the overall volume of freight vehicles travelling around city centre as they can make consolidated pickup/drop offs of parcels. Better utilisation of individual delivery vehicles.	* Need to be located in areas of high footfall – which needs to be considered if the city centre is losing retailers and less foot traffic * Further require good safety/surveillance	* Pedestrian and cyclist activity – ideally want these facilities located near green routes. Which can further support ecargo bikes collecting parcels (rather than delivery vans)	
FL2/3	Colchester Town Station railway arches (on south side of Britannia Car Park) East of Colchester Town Rail Station – south of the rail tracks	Create a last mile delivery hub within vacant street level spaces such as underneath rail platforms	The Britannia development (LUF bid) offers opportunity to provide suitable loading provision next to hub	* Available space for a second platform at Colchester Town station * Removes polluting diesel vehicles transferring freight goods into city centre * Optimum location for last mile delivery hub	* Potential water damage issues within area * Design challenges (clearance, access, room requirements). * Suitable only for limited goods (low value and non-perishable). * Potential land ownership rights issues * Limited rail service resulting in transfer via traditional road modes (LGVs).	* A direct connection made between the rail platform and the lower level consolidation centre would maximise the handling of goods.	✓
FL4	Any surface car parks with excess parking supply and redevelopment potential.	Convert part of the space into an urban logistics hub	Ideal for dedicated short-stay parking area for moped on-demand food delivery drivers	* As above	* Cost of replacing old signs	* Parking provision reduction Links to pedestrian environment by making it a better space for them	✓

FL5	Anywhere with high kerbside demand – including Crouch St parade of shops	Introduce a bookable, managed kerbside, which dynamically increases availability.	CBC needs more flexibility to dynamically utilise kerbside which is a scarce asset within the City Centre.	* Win-win solution to improve city access and mobility for both the freight operators and city authorities. * Guarantees delivery drivers access to the kerbside	* Requires delivery drivers to arrive and leave in time for maximum success	* Less circulating traffic from polluting vehicles trying to find available kerbside	
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Appendix B: Strategic Transport Priority Matrix

LCWIP advisory	Lengths of streets and roads identified by the LCWIP for the integration of an on-road advisory and/or contraflow cycle route.	n/a	n/a	Low	n/a	High	n/a	n/a		n/a	Medium	Low	Medium	n/a	n/a	n/a	n/a																
Proposed segregated	Lengths of streets and roads where it is proposed, in addition or as an upgrade of the LCWIP, to integrate a fully segregated cycle route.	High	n/a	Medium	n/a	Medium	High	n/a	High	n/a	Low	Low	Medium	n/a	n/a	n/a	n/a																
Proposed advisory	Lengths of streets and roads where it is proposed, in addition or as an upgrade of the LCWIP, to integrate an on-road advisory and/or contraflow cycle route.	n/a	High	Low	n/a	High	Low	n/a	Medium	n/a	Medium	Low	Medium	n/a	n/a	n/a	n/a																

END

Appendix C: MCAF Summary of Results

04 Summary

Intervention List Scoring Summary

Intervention ID	Reference ID	Intervention	Strategic Score	Economic Score	Delivery Score	Combined Score	Rank
1	AT1	Upgrade the lighting and general attractiveness of the Southway underpass	5	9	2	1594.00	14
2	AT2	Upgrade towards LTN 1/20 standards the existing Crouch Street cycleway	4	8	3	1529.00	16
3	AT3	Replace with a junction the mini roundabout at Middleborough/North Station Rd	3	5	(1)	733.00	51
4	AT4	Replace with staggered crossing (direct parallel/toucan crossing) the Balke Hill underpass	4	4	1	878.00	48
5	AT5	Remove the left turn lane from Middleborough/St Peter's junction	3	4	3	965.00	45
6	AT6	Create a new controlled crossing on North Hill between High Street and St/Peter's Middleborough.	2	1	1	320.00	56
7	AT7	Create several new at grade crossings across Southway	6	8	1	1391.00	22
8	AT8	Restrict traffic to buses, time limited delivery and 'except for access' along St John's Street	4	8	2	1392.00	21
9	AT9	Upgrade the advisory cycle lanes to full segregation along Lexden Road	6	7	1	1315.00	27
10	AT10	Integrate a contraflow cycleway along High Street	6	7	2	1440.00	19
11	AT11	Integrate a segregated cycle lane along East Hill	5	6	-	1173.00	33
12	AT13	Implement car-lite access restrictions across the whole City Centre	8	11	2	2143.00	2
13	AT14	Implement a Zonal Traffic Circulation plan to the wider-area	8	11	2	2143.00	3
14	AT15	Implement a Zero Emission Zone to the whole City Centre	8	11	2	2143.00	4
15	BU7	Complete a detailed study reviewing bus operations across the City Centre	6	12	6	2356.00	1
16	BU1	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations	7	8	6	2006.00	6
17	BU4/BU5	Rationalise bus routes with bus stop infrastructure and information standards across the City Centre	4	4	2	995.00	42
18	BU9	Create a new bus station in the area of the Vineyard Street car park	3	4	(6)	157.00	57
19	BU10	Encourage the transition to zero emission buses within the City Centre	7	3	4	1363.00	23
20	BU11	Update bus priority measures and operations based on the RTS implementation	5	9	1	1558.00	15
21	BU11	Create a new bus interchange near Osborne Street.	4	4	(5)	339.00	55
22	ID1	Narrow the carriageway to 6.0m and widen the footway along North Station Road	4	6	(1)	860.00	49
23	ID2	Narrow the carriageway to 6.0m and introduce a continuous segregated cycle way along North Station Road/ North Hill	6	6	(1)	1084.00	37
24	ID3/4	Restrict traffic to buses, time limited delivery and 'except for access' along High Street	4	6	3	1355.00	24
25	ID5	Restrict traffic to one way and improve the footway along St John's Street/Osborne Street	5	5	1	1011.00	41
26	ID6	Restrict traffic to one way and bus/servicing only and widen footway along St John's Street/Osborne Street	6	6	(1)	1039.00	39
27	ID7	Restrict traffic to one way along Vineyard Street Car Park	0	2	2	456.00	54
28	CP2	Implement flexible parking charges (pay on exit or a linear)	6	6	5	1764.00	9
29	CP3	Support the use of Park & Ride through a reduction of long-stay parking options in the City Centre	5	6	6	1644.00	13
30	CP4	Integrate micromobility services (Park and Cycle, Park and Scoot) at car parking	5	6	2	1262.00	30
31	CP5	Index-link parking fees with public transport, Park & Ride and shared transport options	6	4	4	1470.00	18
32	CP6	Retain accessible parking and small amount of pre-bookable parking at Priory Street as part of local developments	2	7	-	942.00	46
33	NM1	Create a network of Mobility Hubs across the City Centre and at key destinations beyond	5	5	(1)	913.00	47
34	NM2	Expand and enhance the existing shared micromobility offer within and around the City Centre	2	6	0	825.00	50
35	NM3	Expand the car club offer with additional allocated space at car parking and promotion	3	6	1	972.00	43
36	NM4	Integrate EV vehicle charging infrastructure at car parking and along some residential streets	2	3	2	605.00	52
37	NM5	Create a Mobility as a Service App enabling users to plan, book and pay for services in one place	3	5	3	1129.00	34
38	NM6	Implement a Digital Demand Responsive Transport (DDRT) service along strategic corridors	5	5	2	1106.00	36
39	NM7	Implement an Autonomous Vehicle Shuttle Service along High Street and Sir Isaac's Walk	4	4	(3)	489.00	53
40	UD1	Define inner City Centre gateways towards the pedestrian shopping core, Firstsite and historic attractions	7	6	(3)	1014.00	40
41	UD2	Replace the carriageway with a kerb-less level surface along streets with existing restrictions	6	6	(2)	1116.00	35
42	UD3	Targeted interventions to define major gateways between the City Centre with surrounding neighbourhoods	5	10	(5)	967.00	44
43	UD4	Create an active travel leisure route connecting the north bank of the Rive Colne to Colchester Town station	6	8	(1)	1217.00	31
44	UD5	Enhance car parking with attractive access forecourts and internal pedestrian routes	5	8	(2)	1070.00	38
45	UD6	Integrate public/ semi-public realm and green spaces permeable to active travel within new developments	6	9	2	1767.00	8
46	UD7	Replace the St Botolph's Circus roundabout with a junction and improved public realm	6	10	(2)	1500.00	17
47	UD8	Create a coherent landscaped public realm around the Jumbo Water Tower	8	7	-	1426.00	20
48	UD9	Create a coherent landscaped public route around the historic wall	7	8	2	1693.00	11
49	WF1	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest	3	11	4	1810.00	7
50	WF4	Integrate creative navigational aids toward the City Centre from the Colchester Town station and major gateways	3	6	4	1351.00	25
51	WF5	Highlight gateways into core shopping area with creative works highlighting local history	4	7	2	1290.00	28
52	WF6	Create a brand identity for the whole shopping core	6	5	5	1710.00	10
53	FL1	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks	6	8	7	2062.00	5
54	FL2/3	Create a last mile delivery hub near Colchester Town station	7	8	(3)	1263.00	29
55	FL4	Create satellite urban logistics hub at car parks with spare capacity	7	8	(3)	1196.00	32
56	FL5	Implement a service to book and manage kerbside deliveries	5	8	1	1350.00	26
57	RA1	Run a free frequent shuttle service from Colchester Main Rail Station through the city centre	5	9	3	1662.00	12

Intervention List Combined Score Ranking

Rank	Reference ID	Intervention
1	BU7	Complete a detailed study reviewing bus operations across the City Centre
2	AT13	Implement car-lite access restrictions across the whole City Centre
3	AT14	Implement a Zonal Traffic Circulation plan to the wider-area
4	AT15	Implement a Zero Emission Zone to the whole City Centre
5	FL1	Integrate parcel lockers at streets with high footfall, transport interchanges and car parks
6	BU1	Operate longer hours bus services in the evening and on Sundays to/from park & ride locations
7	WF1	Implement inclusive and accessible wayfinding focussed on movement between arrival points and places of interest
8	UD6	Integrate public/ semi-public realm and green spaces permeable to active travel within new developments
9	CP2	Implement flexible parking charges (pay on exit or a linear)
10	WF6	Create a brand identity for the whole shopping core
11	UD9	Create a coherent landscaped public route around the historic wall
12	RA1	Run a free frequent shuttle service from Colchester Main Rail Station through the city centre
13	CP3	Support the use of Park & Ride through a reduction of long-stay parking options in the City Centre
14	AT1	Upgrade the lighting and general attractiveness of the Southway underpass
15	BU11	Update bus priority measures and operations based on the RTS implementation
16	AT2	Upgrade towards LTN 1/20 standards the existing Crouch Street cycleway
17	UD7	Replace the St Botolph's Circus roundabout with a junction and improved public realm
18	CP5	Index-link parking fees with public transport, Park & Ride and shared transport options
19	AT10	Integrate a contraflow cycleway along High Street
20	UD8	Create a coherent landscaped public realm around the Jumbo Water Tower
21	AT8	Restrict traffic to buses, time limited delivery and 'except for access' along St John's Street
22	AT7	Create several new at grade crossings across Southway
23	BU10	Encourage the transition to zero emission buses within the City Centre
24	ID3/4	Restrict traffic to buses, time limited delivery and 'except for access' along High Street
25	WF4	Integrate creative navigational aids toward the City Centre from the Colchester Town station and major gateways
26	FL5	Implement a service to book and manage kerbside deliveries
27	AT9	Upgrade the advisory cycle lanes to full segregation along Lexden Road
28	WF5	Highlight gateways into core shopping area with creative works highlighting local history
29	FL2/3	Create a last mile delivery hub near Colchester Town station
30	CP4	Integrate micromobility services (Park and Cycle, Park and Scoot) at car parking
31	UD4	Create an active travel leisure route connecting the north bank of the Rive Colne to Colchester Town station
32	FL4	Create satellite urban logistics hub at car parks with spare capacity
33	AT11	Integrate a segregated cycle lane along East Hill
34	NM5	Create a Mobility as a Service App enabling users to plan, book and pay for services in one place
35	UD2	Replace the carriageway with a kerb-less level surface along streets with existing restrictions
36	NM6	Implement a Digital Demand Responsive Transport (DDRT) service along strategic corridors
37	ID2	Narrow the carriageway to 6.0m and introduce a continuous segregated cycle way along North Station Road/ North Hill
38	UD5	Enhance car parking with attractive access forecourts and internal pedestrian routes
39	ID6	Restrict traffic to one way and bus/servicing only and widen footway along St John's Street/Osborne Street
40	UD1	Define inner City Centre gateways towards the pedestrian shopping core, Firstsite and historic attractions
41	ID5	Restrict traffic to one way and improve the footway along St John's Street/Osborne Street
42	BU4/BU5	Rationalise bus routes with bus stop infrastructure and information standards across the City Centre
43	NM3	Expand the car club offer with additional allocated space at car parking and promotion
44	UD3	Targeted interventions to define major gateways between the City Centre with surrounding neighbourhoods
45	AT5	Remove the left turn lane from Middleborough/St Peter's junction
46	CP6	Retain accessible parking and small amount of pre-bookable parking at Priory Street as part of local developments
47	NM1	Create a network of Mobility Hubs across the City Centre and at key destinations beyond
48	AT4	Replace with staggered crossing (direct parallel/toucan crossing) the Balke Hill underpass
49	ID1	Narrow the carriageway to 6.0m and widen the footway along North Station Road
50	NM2	Expand and enhance the existing shared micromobility offer within and around the City Centre
51	AT3	Replace with a junction the mini roundabout at Middleborough/North Station Rd
52	NM4	Integrate EV vehicle charging infrastructure at car parking and along some residential streets
53	NM7	Implement an Autonomous Vehicle Shuttle Service along High Street and Sir Isaac's Walk
54	ID7	Restrict traffic to one way along Vineyard Street Car Park
55	BU11	Create a new bus interchange near Osborne Street.
56	AT6	Create a new controlled crossing on North Hill between High Street and St/Peter's Middleborough.
57	BU9	Create a new bus station in the area of the Vineyard Street car park

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