



SUSTAINABLE TRAVEL – OUR APPROACH

Sustainability, Transport & Climate Change Team, 2022

CONTEXT

- Sustainable Travel is embedded within CBC's Strategic Plan and Climate Emergency Action Plan
 - How it aligns with ECC workstreams – Active Travel Fund, Colchester Future Transport Strategy and others
 - Aligns with national Government policy
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OUR APPROACH

Government
Regional,
ECC and
CBC Policy

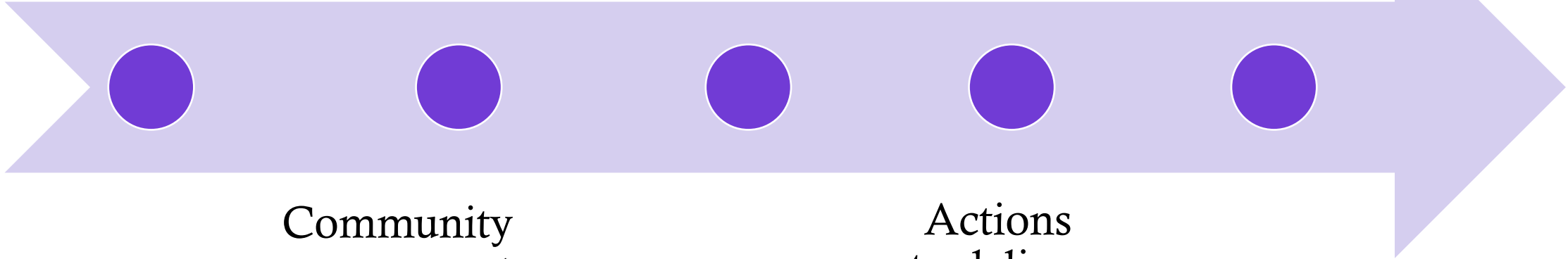
Developing
Goals and
outcomes

Monitoring
and
evaluation

**Goals
achieved**

Community
engagement

Actions
to deliver
the
outcomes



HOW WE'VE HONED OUR APPROACH



Internal meetings to map out workstreams and identify goals and outcomes



Engagement with ECC and other partners to ensure work aligns



Synthesised engagement with residents

**KEY
BARRIERS:**

**Lack of
walking/cycling
infrastructure**

**Expensive/unavailable
sustainable travel options**

**WHAT
RESIDENTS
SAY**

**Poor air quality and
environment**

**Poor health of
residents**

**Lack of
confidence/perceived
safety**

RESIDENT SURVEYS

Air Quality (Clean Air for Colchester Survey 2019-2020)

- 41% think Colchester is highly polluted
- 87% concerned about pollution levels in Colchester

Electric Vehicles (Positive Parking Strategy 2020)

- 37% of respondents want EV charge points in car parks
 - **Shared travel (2021 survey; events & via door knocking)**
 - 68% interested in shared sustainable transport schemes (I.e., ebikes, ecargo bikes and ecar club)
 - 43% consider giving up a first or second car if they have access to a shared transport scheme
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RESIDENT SURVEYS CONTINUED



Walking and Cycling

- ECC's Colchester Future Transport Strategy consultation showed that those who regularly drive for short and medium distances, would be encouraged to cycle more often if segregated routes were provided
 - **84%** of Monkwick residents wanted to walk and cycle more (Get Monkwick moving survey, 2021)
 - **100%** of children say that they want to cycle more as a result of completing bikeability (Bikeability evaluation)
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GOAL 1: INCREASED PROPORTION OF SHORT TRIPS MADE VIA SUSTAINABLE TRANSPORT

Outcome 1: More uptake of walking and cycling for short journeys such as for work, shopping, school drop-off.

Outcome 2: More businesses trialling eCargo bikes and opting for sustainable transport options

Outcome 3: People are aware of the walking and cycling network leading to greater use of them

Outcome 4: People feel confident about locking up their bikes safely in the town centre, so feel more willing to cycle into town.

Outcome 5: Widespread take up and recognition of the benefits of cycle training to build confidence, safer cycling practices.

GOAL 2: REDUCTION IN AIR POLLUTANTS IN THE AIR QUALITY MANAGEMENT AREAS TRANSLATING INTO BETTER HEALTH

Outcome 6: Residents and businesses use range of sustainable shared transport options on a pay as you go basis

Outcome 7: More people switching off their engines when stationary

Outcome 8: Understanding within CBC and ECC as to how the EV transition should be promoted in Colchester

Outcome 9: Residents understand and feel more supported and confident about transitioning to use an electric vehicle in Colchester.

Outcome 10: Shared transport choices are accessible to all sections of our community regardless of income

OUR ACTIVITIES – SUSTAINABLE TRAVEL INFRASTRUCTURE

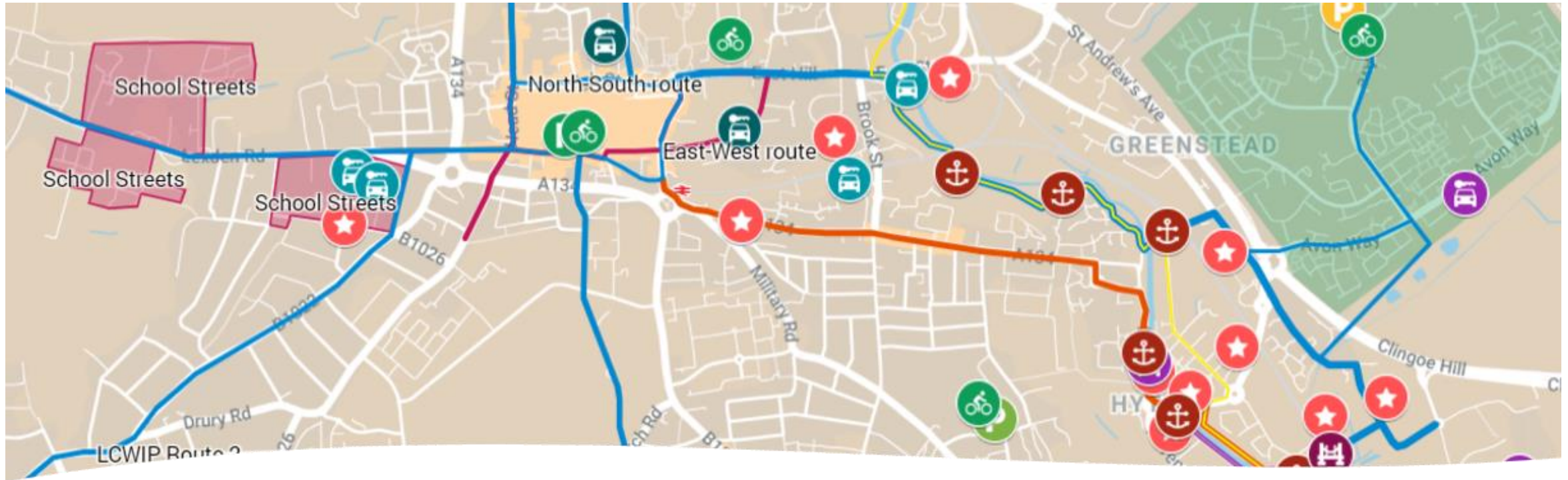
- Lobby for investment in sustainable transport infrastructure - rural and urban
- Local Walking and Cycling Infrastructure Plans
- Active Travel Fund routes
- Town Deal
- S106 contributions
- Fixing the Link
- Secure Cycle Parking – CBK and shared transport



OUR ACTIVITIES – PROMOTING SUSTAINABLE TRAVEL

- Colchester Travel Plan Club
- Bus Service Improvement Plan
- E-scooter trial
- Colchester eCargo bike library
- ECC delivered Adult Free cycle training
- Bikeability Plus
- Clean Air for Colchester phase 2
- Orbital
- Shared Transport Hubs – Bikes and e-car club





Walking/ Cycling & Shared Transport Map

[Sustainable travel and transport choice - Google My Maps](#)

NEXT STEPS

Use our Sustainable Travel approach to -

- apply for future funding, initiate new projects and steer our future work
 - deliver this work in partnership with Essex County Council and others
 - enable and promote sustainable travel initiatives
 - develop a Sustainable Travel Supplementary Planning Document (SPD)
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