

# SAFER, GREENER, HEALTHIER

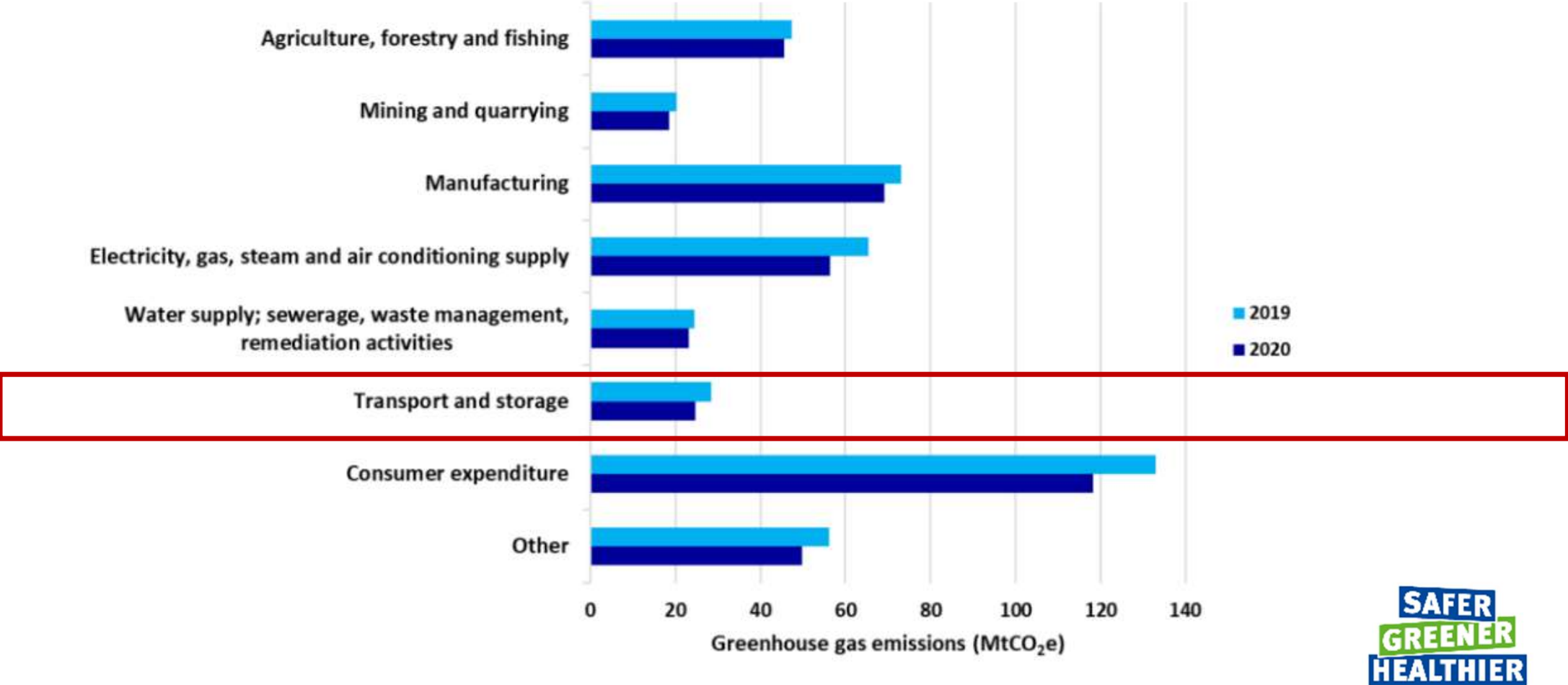
## Climate and Transport



12<sup>th</sup> January, 2023

**SAFER**  
**GREENER**  
**HEALTHIER**

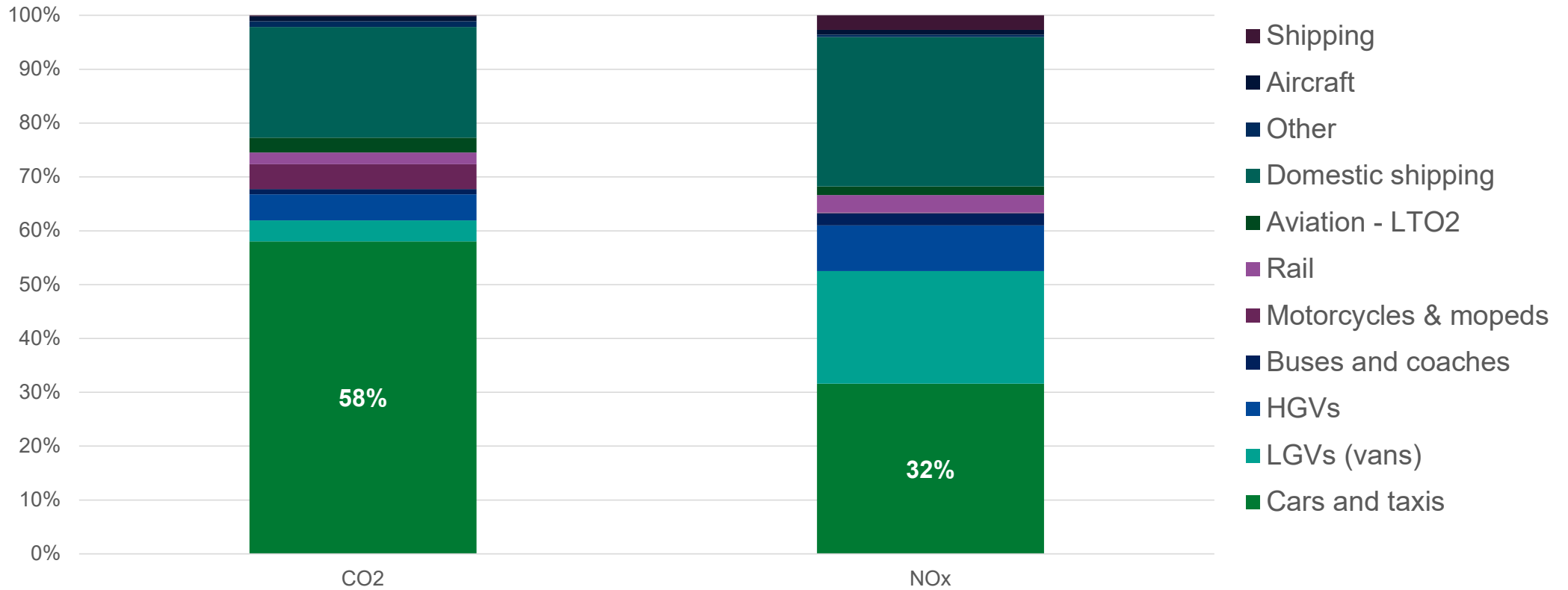
# TRANSPORT IS RESPONSIBLE FOR 24% OF UK GHG EMISSIONS



Source: BEIS Annex 2: 2020 UK Greenhouse Gas Emissions, by Standard Industrial Classification 30 June 2022

# 2020 UK EMISSIONS BY TRANSPORT MODE

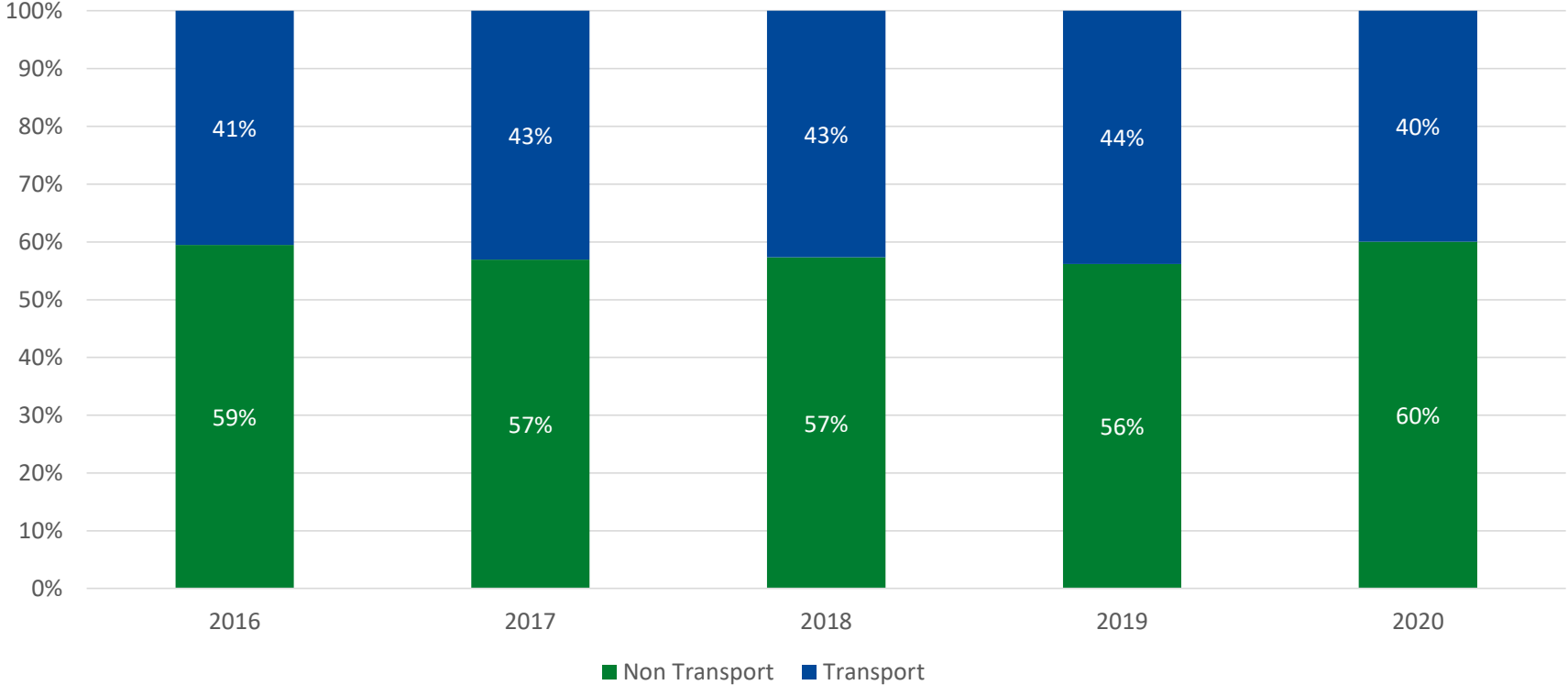
CO2 and NOx Emissions by Transport Mode



Source: Defra Air pollutant emissions by transport mode: United Kingdom, from 1990-2020 DfT Table ENV0301 (TSGB0308)

# ESSEX TRANSPORT EMISSIONS

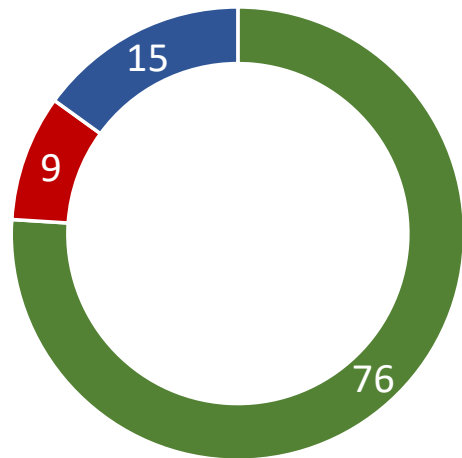
Essex GHG missions 2016-2020 percentage



Source: Defra [2005 to 2020 local authority greenhouse gas emissions dataset](#)

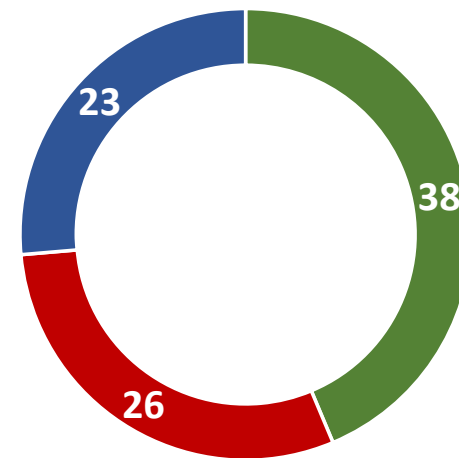
# THE CHALLENGE

For the sake of the environment, everyone should reduce how much they use their cars



■ Agree ■ Disagree ■ Neither agree nor disagree

I am willing to reduce the amount I travel by car, to help reduce the impact of climate change



■ Agree ■ Disagree ■ Neither agree nor disagree

# ADDRESSING PHYSICAL, ENVIRONMENTAL AND ECONOMIC CHALLENGES

Increasing emissions



- Transport makes up 40% of Essex CO<sub>2</sub> emissions. ~60% of this is from cars / vans.

Negative health impacts



- Nationally poor air quality causes 40,000 to 50,000 early deaths at a cost of £20 billion per year – worse for children

Economic cost



- Nationally direct and indirect costs of congestion is £37.7 billion

Physical inactivity

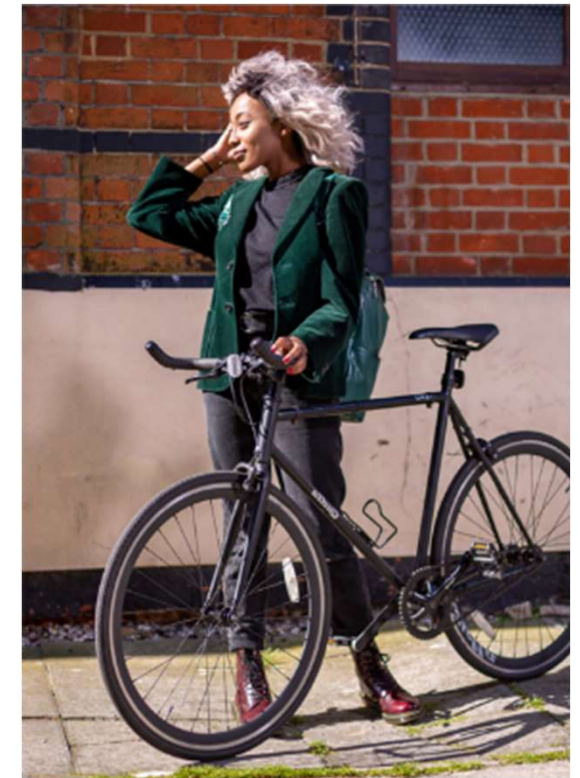


- 80% of boys and 72% girls are physically inactive



# WHAT ARE WE DOING?

- New vision: Safer Greener Healthier
- “Avoid, shift, improve”
- Providing choice
- Updating underlying policies and guidance



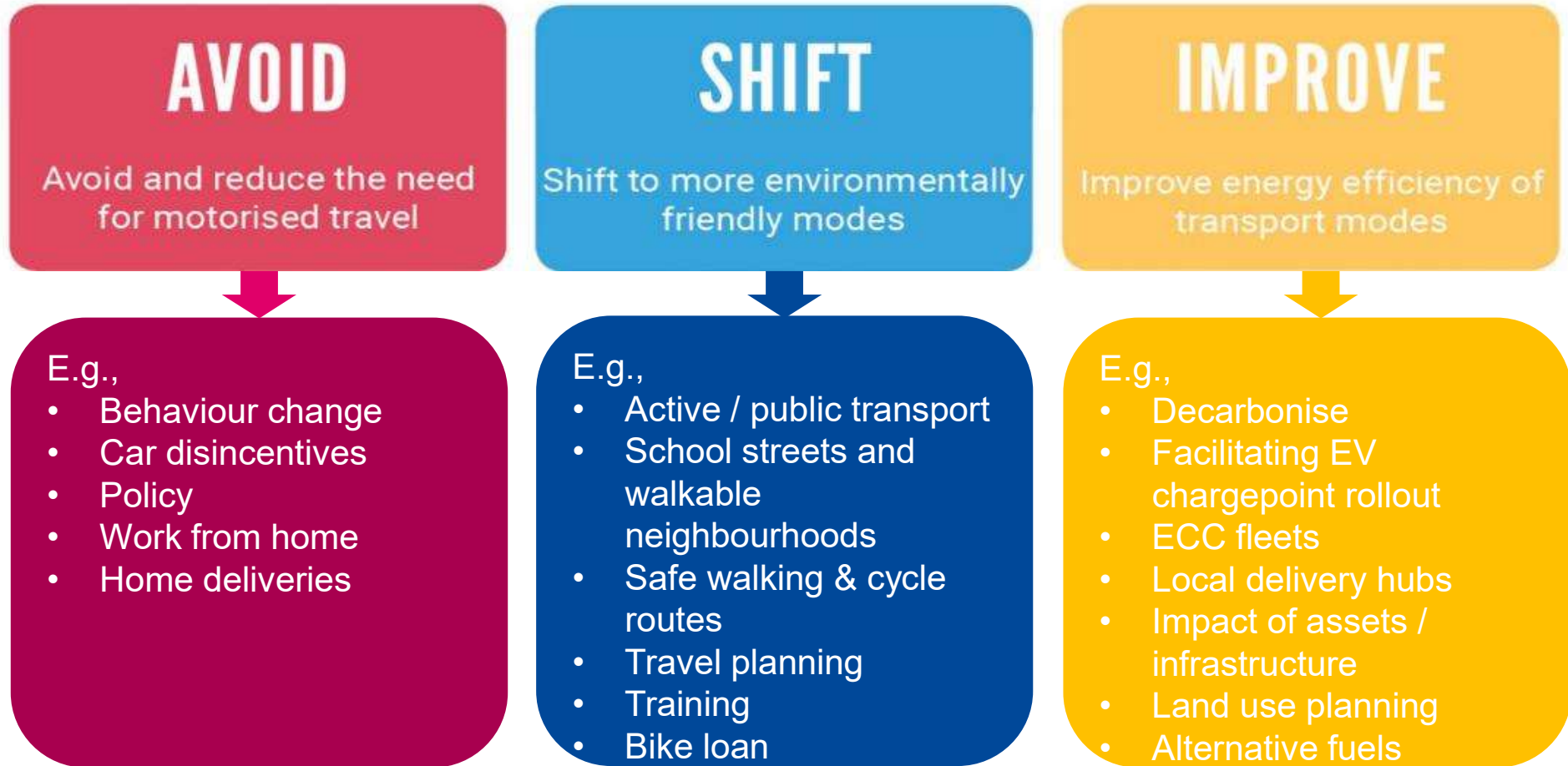
## A BOLD VISION FOR A “NEW NORMAL”

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Delivering and enabling  
Safer, Greener and  
Healthier travel for  
current and future users  
of the transport network  
in Essex



# “AVOID, SHIFT, IMPROVE” APPROACH<sup>^</sup>



<sup>^</sup>Recognised nationally: used by Active Travel England, DfT, Transport East and many other LAs

# ECC TRANSPORT 'CLIMATE' SUCCESS EXAMPLES

1



500+ bikes distributed through Essex Pedal Power

2



E-scooter trial: 1M+ rides with 82% modal shift from car

3



New sustainable Army & Navy junction, Chelmsford

4



Travel Essex journey planner and brand

5




Launch of DigiGo – electric demand responsive bus

6




£10m Active Travel schemes in Colchester, Chelmsford, Braintree, Wickford, Brentwood

7



Programme of Local Walking and Cycling projects (LCWIPs)

8



5 Healthy Schools Streets in Colchester, Chelmsford and Brentwood

## FOCUS ON BEHAVIOUR CHANGE



- Safer Greener Healthier brand
- £1M behaviour change / capability funding
- Stop Swap Go campaign
- Successful Air Quality Defra bid – 100 schools
- Partnerships with walking and cycling gamification apps



## MAKING ACTIVE TRAVEL EASIER

- £10M funding from DfT for walking and cycling in 5 locations, delivery expected from Summer 2022
- Essex Pedal Power launched in Tendring and Colchester – 500+ bikes given away
- Vivacity cameras installed providing better mode data
- Bikeability training brought in-house
- Refreshing Cycling Strategy
- Developing Cycling Asset register
- Working with districts to support their Local Cycling & Walking Infrastructure plans



Would our proposals persuade you to cycle more?	YES / NO
Braintree	27%
Brentwood	45%
Chelmsford	29%
Colchester	66%
Wickford	50%

# LCWIP STATUS REPORT JANUARY 2023

This map shows how far each district has progressed with producing their Local Walking and Cycling Infrastructure Plan.

LCWIPs are crucial for funding.



# INTRODUCING HEALTHY SCHOOL STREETS

**“A healthy school street is any street outside a school where changes have been made to make walking and cycling safer, greener and healthier”:**

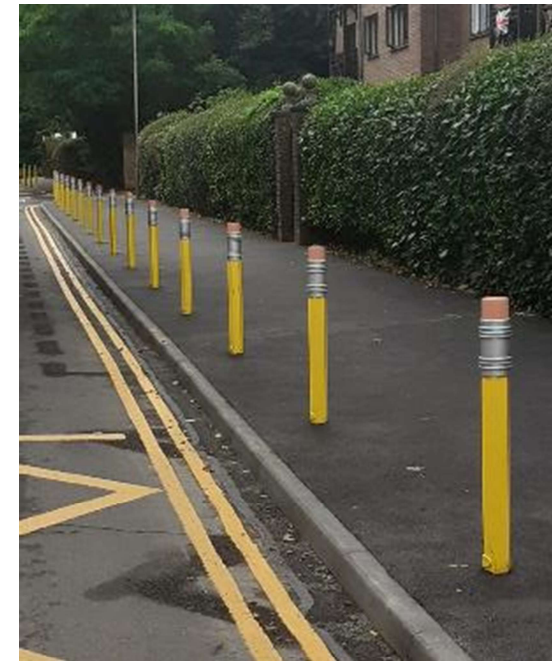
- Incentivising walking and cycling
- Introducing a 20mph speed limit
- Setting up Park & Strides
- Setting up a Controlled Parking Zone
- Closing the road to motor traffic

*Essex approach differs from ‘Hackney model’ which goes straight to closure and enforcement*



# ESSEX HEALTHY SCHOOL STREETS

- ~10 healthy school streets being developed through the Active Travel Fund
  - Delivered phase 1 of Sawyers Hall Lane, Brentwood and Lancaster Way and Gilchrist Way in Braintree and Trinity Road in Chelmsford
- Delivered phase 1 of our flagship school street, Winstree Road in Stanway
- Developing a school street strategy and toolkit
- Creating a School Streets Design Manual for developers - design out the need to drive
- Launching a trial of 'Home Run' car share scheme
- Partnership with Sustrans and Living Streets to utilize national best practice
- "3PR" parking campaign with Parking Partnerships
- 1 school transport planning officer working with as many schools as possible
- **Healthy school streets cost ~£250K - £1M per street**, depending on complexity. Total allocation in 23/24 design budget is £160K (1 zebra crossing and a small amount of road surfacing on 1 street).



# EVS AND EV STRATEGY

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## Decarbonising the car for those who need to drive

### Key priorities:

- EV strategy draft due Jan 23
- Central government bid for ~70 on-street residential chargepoints, submission due Feb 23
- Electrifying the ECC car pool fleet – pilot with social care

### Future priorities:

- Exploring addition funding for widespread chargepoint roll out
- Destination charging (P&R)
- Freight – electrification
- Other vehicles / fuels...e.g., taxi



## CAR USE REDUCTION

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- All major projects feature active travel front and centre e.g. A&N
- Relunched Smarter Travel for Essex Network (STEN)
  - ECC free support to promote active and sustainable work travel
  - Best practice organisations can apply for National Travel Plan Accreditation
- Jacobs commissioned to investigate user charging model suitability for Essex
- Car-free day for Chelmsford in 2022 – postponed to 2023 – Braintree also interested
- Parking incentives and disincentives



## POLICY UPDATE...

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1. New Local Transport Plan underway
  - Underpins EVERYTHING we do, and vital for future DfT funding
  - Existing LTP is 10 years old and needs a narrative refocus, particularly around decarbonisation
  - 4 themes
2. Addition transport policies / guidance refresh
  - Highways Practice Notes
  - Speed Management
  - Parking strategy





## Buses

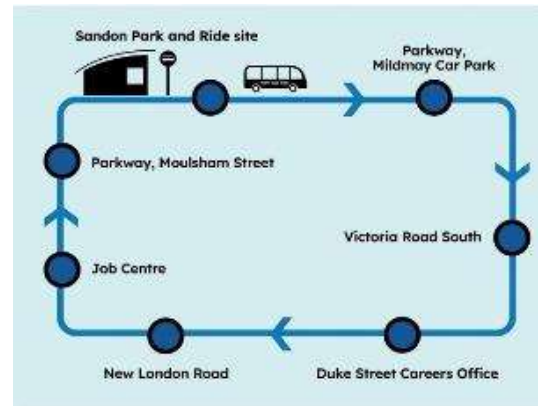
- Journeys switched from car to bus offer the biggest carbon benefit at lowest cost EVEN ONTO OLD DIESEL BUSES
- It's available now and it also delivers many other social, economic and environmental benefits too – such as reduced air quality emissions; benefits to vulnerable groups; reduced congestion; and local economic growth.
- Over 40 million journeys were made on the Essex network pre-covid and we're back to around 80% of that level.
- If you use the bus you're investing in your local community; and your local economy as well as the local and global environment



The Essex County Council  
Bus Service Improvement  
Plan 2021 to 2026



Journey  
Planning  
Made  
Simple



What are we doing?

# CHALLENGES TO INCREASING SUSTAINABLE TRANSPORT

Changing behaviour – the 'car is king'

Political will

National resource shortages: designer, bus drivers etc.,

Rural geography

Policy vacuum

Availability and affordability of a feasible alternative

Bus industry in crisis – 20% pax haven't returned

Budget cuts (local, national, private)

Inflation (fuel, materials)



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# 'CLIMATE' SUSTAINABLE TRAVEL OPPORTUNITIES



## Health

Active Travel proven to improve health & wellbeing – healthier population

## Decarbonisation

Modal shift from car will reduce GHG and improve air quality for animal, vegetable and mineral

## Social Justice

Better service provision will reduce cost of living

## Growth

Living and working locally will support new businesses, and access to labour market

## Public Realm

'Greener' public realm will mean better places to live and work

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## WHAT CAN YOU DO?



- 1. Personal leadership:** do you have to drive for that journey? Can you walk and cycle? Car share or bus?
  - Challenge you all to do 1 sustainable trip per week
- 2. Be a sustainable transport champion:** promote the choices and values of different options in discussions with local communities and businesses, schools, colleges, sports centres, e.g.,
  - £2 single fare Jan to March
  - Free adult cycle training
- 3. Represent non-motorists:** they are a small group, and for bus users specifically, often more disadvantaged, and may not be as vocal
- 4. Bust the myths:** unreliability, expensive, inconvenience, 'urban choice', dangerous, "too hard" etc.,
- 5. Help us engage with residents:** we need to take everyone with us – how do we do this? Consultation isn't enough.

# BUSES

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