

Essex Transport Strategy

# **Implementation Plan: Braintree and North Essex**

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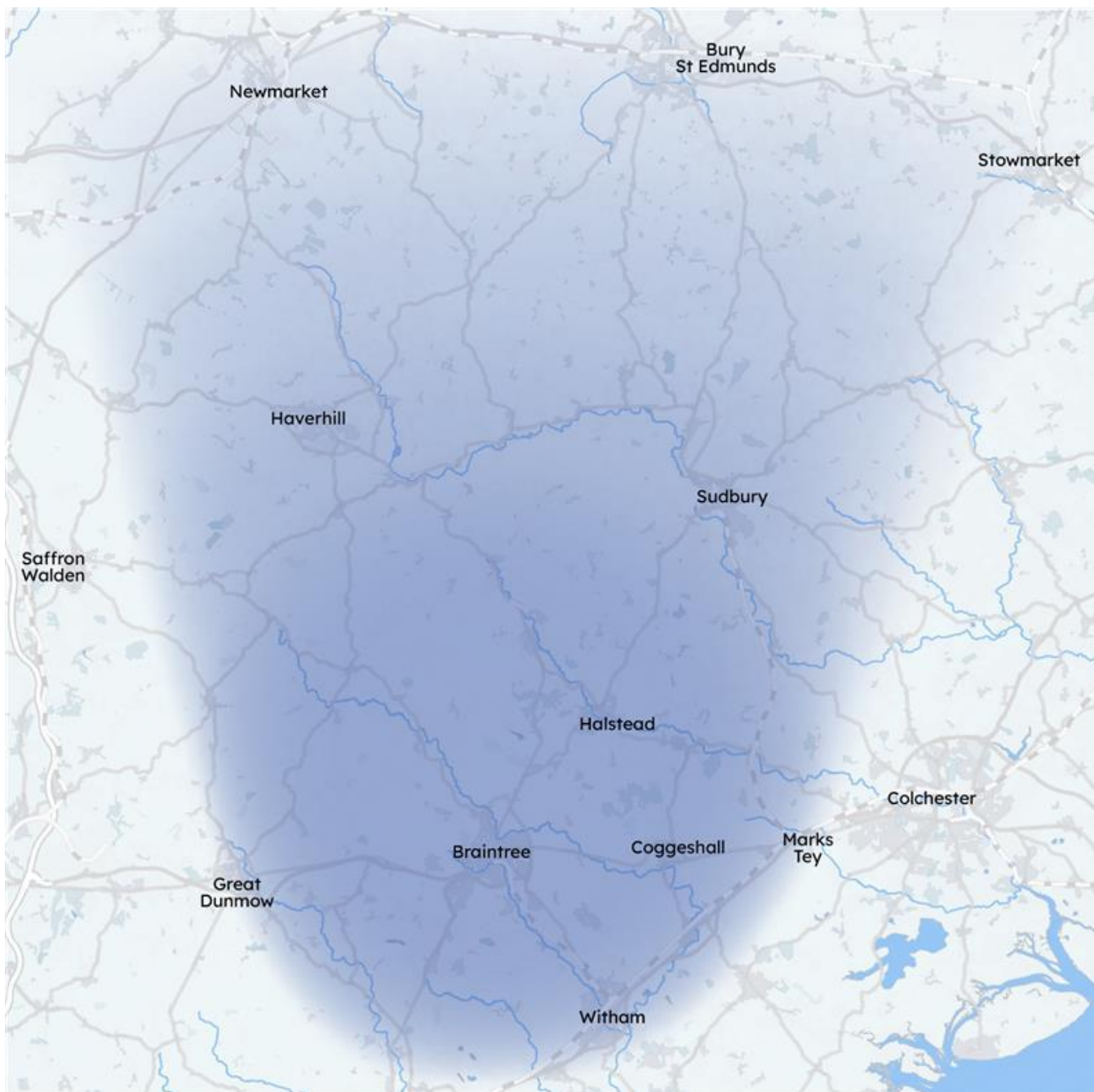
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# 1. Introduction

## 1.1 An introduction to Braintree and North Essex

Braintree and North Essex is in the heart of rural Essex situated between the growing cities of Colchester, Chelmsford and Cambridge, bordering the counties of Cambridgeshire and Suffolk. The area is situated within the 'Haven Gateway' economic growth corridor, which via the A120 connects Stansted Airport and the Port of Harwich (part of Freeport East). The area is predominantly rural in nature, with three main towns: Braintree, Witham and Halstead, along with several smaller towns and rural villages.

Braintree town and Witham are major centres of employment within the area, with an employment base of mainly small and medium-sized businesses and industrial areas. While there are high levels of commuting to London, many residents work and live within the area, with significant commuting across the district and across neighbouring local authority boundaries, particularly Chelmsford.<sup>1</sup>



The key transport ambitions for Braintree and North Essex are:

- Promote, deliver and improve active and sustainable modes of transport to help reduce car dependency by connecting rural villages and improving the reach, frequency, and capacity of public transport.
- Maximise Braintree's strategic location by improving access to skills, training and jobs, such as those at Stansted Airport and Freeport East, accommodating new and existing housing, and meeting the demands of future growth, sustainably and inclusively.
- Promote and deliver a safer and pleasant travelling environment, reducing accidents, tackling air and noise pollution and ensuring infrastructure is well maintained.

## 1.2 Local travel

Car ownership in the area is higher than the regional average<sup>2</sup>, reflecting the rural nature of much of the area and Braintree's role as a hub for employment and education. Most residents rely on private vehicles, with 76% driving to work.<sup>3</sup> Many people in the area work in jobs such as healthcare and construction<sup>4</sup> which means they need to travel into work and are likely not able to work from home. This high car usage, combined with a growing population, puts pressure on key routes in the area such as the A120, A12 and A131. These routes are important connections to the wider county and the rest of the country. Parts of the A120 surround Braintree town, this can cause congestion and pressure on this part of the route where local and strategic traffic meet and cause delays.

For buses, most routes radiate from Braintree town centre as a vital hub, linking to Chelmsford, Colchester, Halstead and Stansted Airport but

frequency and days of operation vary widely, with most services in the area low frequency with the exception of the Braintree to Chelmsford, Halstead, Stansted Airport and Witham services. In Witham there are medium frequency services to Braintree, Colchester, Chelmsford and Maldon, with only the Chelmsford/Colchester service operating on a Sunday. In Halstead there are services to Braintree, Witham and Colchester, with a bookable DaRT service to Sudbury. However, all of the services are medium frequency, the services to Colchester, Braintree and Chelmsford also operate on a Sunday.<sup>5</sup>

There are either infrequent or often no services in rural areas, this is likely due to low populations with little demand. This is shown with only 2% of residents travelling to work by bus<sup>6</sup>. Rural villages to the north of the area may also look to Sudbury or Haverhill in Suffolk for local services, of which there are no services from Braintree. There are also demand responsive services operating within the area including DigiGo, an on demand electric minibus that operates primarily within the area to the south of Braintree. Volunteers run a community service from Coggeshall to Kelvedon station on weekday peak periods.

There are five railway stations in the area, the Braintree branch railway line connects the town to London, via Witham, while Braintree Freeport station serves the nearby Braintree Village shopping centre. Trains run roughly once an hour, with a journey time of about an hour to London Liverpool Street. Witham station provides more frequent commuter and leisure links to London, Chelmsford, Colchester, Clacton-on-Sea and Ipswich.

Cycling routes are mainly in the towns of Braintree and Witham, but there is also the Flitch Way, a 15-mile, traffic free route that follows the former rail

line from Braintree to Bishop's Stortford. Braintree town also has the e-scooter hire trial, which is currently operated by Dott.

## Braintree and North Essex in numbers

**154,734** residents (2022)



**75%** economically active (of working population, as of 2021)



Life expectancy\* is **83.7**



**17%** are aged under 16



**20%** are aged over 65



Rural population of **38%**



**13%** of households do not own a car/van (2021)

**76%** of residents **drive** to work

**2%** of residents **get the bus** to work

**12%** of residents **cycle or walk** to work

**8%** of residents get the **train or underground** to work

### Top industries residents work in\*



Construction



Education



Health



Manufacturing



Professional, scientific & technical

\*Braintree District figures



## 2. Outcomes we want to achieve

### 2.1 Supporting people, health, wellbeing and independence

#### 2.1.1 People have inclusive and affordable access to key services

Good access to services enables everyone to maximise their potential and enjoy life. North Essex (the area to the north of Braintree town) is one of the most rural areas in Essex, and as a whole, Braintree district has the lowest population density in the county. The rural nature of the district is a significant barrier to accessing essential services. For instance, the average journey time to health services for someone living in North Essex, via public transport is 100 to 120 minutes. Many rural areas to the north of the area may look to Sudbury or Haverhill for services, with currently very limited public transport options available. Young people face significant barriers to accessing education, employment, and to independence due to limited transport choice and poor rural transport links. Improving bus services will provide better access by offering a reliable improved network of suitably timed interurban bus services<sup>7</sup>.

The Braintree branch railway line via Witham, is highly vulnerable to cancellations due to disruptions on the Great Eastern Main Line. The single track from Witham to Braintree where only one train can run at a time provides less resilience to cope with delays elsewhere on the rail network. Improving access to both bus and rail services is critical for ensuring independence, health, and wellbeing.

#### 2.1.2 Improving physical and mental health and wellbeing

Positive physical and mental health is vital. However, along with Tendring and Harlow, Braintree has the highest level of physically inactive adults<sup>8</sup> with 66% being obese or overweight<sup>9</sup>. Braintree's rural nature means it has one of the highest rates for car ownership in the region but increasing active travel - like walking or cycling – can help improve health.

Greater use of walking and cycling would also help improve the air quality in the district, however, while Braintree and Witham town centres, and the Flitch Way have cycleways, much of the district lacks this infrastructure.

Access to good, high quality, well connected and affordable bus services can help improve people's social contacts and develop wider interests in the community as well as improve access to key services that help support their wellbeing.

There are currently no buses serving Great Notley Country Park with no walking or cycling facilities to access it from Braintree. There is a subway for Great Notley residents to walk or cycle there, but access from further afield is limited without a car.

#### 2.1.3 The transport network is safe and feels safe for all users

Between 2021 and 2023, 16 people were killed and 179 were seriously injured on the area's roads<sup>10</sup>, with particular clusters, including two fatalities, on the B1018 between Braintree and Witham. To achieve Essex's ambition of zero road deaths and serious injuries by 2040 means focusing on improving physical safety on the transport network for all modes, including the

feeling of being safe and secure. For example, currently it is not possible to walk from branch line stations at Cressing and White Notley to surrounding local villages except on roads shared with traffic. Ways to improve the safety of walking routes at all times of day and for everyone will be important.

Buses, statistically, are a safe mode of travel. To make bus travel feel even safer we will support improved bus infrastructure at bus stops and transport hubs. This will include a more attractive and safer environment, with better waiting facilities and passenger information (including real time passenger information). Additional measures could include increased use of CCTV on and off buses.

### 2.2 Creating sustainable places and communities

#### 2.2.1 All places support the transport needs of all residents

The rural nature of the area means longer journeys to key services and amenities, areas of employment further afield and the wider county. This means residents can feel isolated from the opportunities and essential services and has resulted in heavy reliance on cars.

It is important that the design of town centres encourage people to spend time in these areas whether that be for shopping or leisure. This means considering how places are accessed and how people and vehicles move within them, the pedestrianisation of Braintree town centre is a good example of this where the area is now a safer, more attractive town centre space for people to visit.

The area also includes historic picturesque towns and villages like Coggeshall, Earls Colne, Sible Hedingham and Finchingfield that often have medieval buildings and small narrow streets, this presents challenges of congested streets, on street parking and means limited space for walking and cycling infrastructure. However, while we will always preserve the historic character of our towns and villages, we need to provide a wider range of transport options to support a modern economy and so our residents can access opportunities.

### **2.2.2 Work with partners to design sustainable developments from the start**

Braintree and North Essex's population continues to grow with people living longer and moving to the area from other parts of the country.

This means we need more homes. The adopted Braintree Local Plan provides for 14,320 homes for the plan period to 2033 with an average annual requirement of 716 homes<sup>11</sup>. As of April 2024, around 6,390 homes have been completed with a minimum of 7,930 homes still to build. A Local Plan Review has commenced to cover the period to 2041 based upon the new Government target of 1,115 homes per year as set out in the new National Planning Policy Framework. All of this growth needs to be supported by appropriate transport infrastructure. As residents become wealthier, we want to ensure that active and sustainable travel choices are available as a first choice over buying a car. We want all developments to be designed sustainably, and we will work with the local councils of Braintree and North Essex to prioritise locations for jobs and homes with good sustainable transport access to a wide range of services. This LTP is important to influence the process of Local Plan development and getting these plans right can bring in the right

infrastructure. We will use the planning process, including funding from new development where possible, to improve transport options, benefiting both new and existing residents and businesses.

### **2.2.3 Transport has a reduced impact on the environment and adverse impacts on natural habitats are avoided**

We want to protect the character of Braintree and North Essex by minimising the environmental impacts of carbon, noise and air pollution. To support decarbonisation aims, transport will need to reduce its carbon output. As the area has high car usage, this means improving existing bus and rail services, exploring demand responsive transport, and developing coherent walking and cycling networks to give people better options to switch transport mode. For example, investing in the bus network improves the quality of the service and passenger numbers, creating a financially stable environment for operators to introduce zero emission buses. This will help offer a genuine alternative to using the private car.

We will also respect the tranquillity of rural areas by looking at ways of reducing both noise and light pollution, helping to create spaces for people to enjoy.

We will work jointly with local councils to improve air quality as set out in our [Air Quality Strategy](#)<sup>12</sup>. Measures will include encouraging the use of less polluting modes of travel (see LTP Policy 10), reducing congestion in Air Quality Management Areas through better traffic management (see LTP Policy 5) and better managing the movement of higher-polluting goods vehicles (see LTP Policy 6).

While electric vehicle (EV) ownership could improve air quality, charging facilities remain sparse outside of Braintree town and its GridServe electric forecourt. Expanding EV infrastructure will

make residents more confident about using electric cars.

## **2.3 Connecting people, places and communities**

### **2.3.1 The business potential of Essex is maximised**

Braintree's highway network is vital for moving goods and people. As a key economic hub, supporting local businesses, job creation, and business retention in Braintree is key.

Currently, congestion on the A120 between Marks Tey and Stansted is causing delays of 15–20 minutes during peak times, particularly near Marks Farm roundabout on the eastern edge of Braintree. As the A120 is an important route both locally and nationally due to its links to Stansted Airport to the west and the Port of Harwich to the east, these delays disrupt businesses, slowing deliveries, freight movement, and employee commutes<sup>13</sup>. Without change and investment delays will continue to increase in duration and likelihood.

Close to Braintree and North Essex is Stansted Airport, the UK's third busiest, which offers significant employment opportunities and has the potential to further boost the local economy. Efficient freight movement and sustainable travel options along the A120 corridor, such as the X20 (Colchester to Stansted Airport) and 133 (Braintree to Stansted Airport) bus services are critical for this.

It is important to provide efficient transport networks to support local businesses and to ensure their workforce can travel there as easy and sustainably as possible. There are also hotspots of delay in town centres like Witham.

There are some places in Braintree and North Essex where less than 20% of homes have access to ultra fast broadband<sup>14</sup>, which is a barrier for attracting businesses to the area as well as those looking to relocate to the area to work some of the time from home.

### **2.3.2 People have inclusive and affordable access to employment, education and training**

Most employment, education, and training opportunities are in Braintree town and around 90% of all journeys made by car have an origin or destination within the town. During stakeholder engagement for the Braintree Town Future Transport Strategy<sup>15</sup>, residents raised the issue of a lack of early and late services connecting with areas of employment. To ensure people have inclusive and affordable access to these sites, public transport must be widely available throughout the day, geographically inclusive to all, and affordable.

The district has a significant proportion of areas with journey times of over 60 minutes to employment. Better public transport connectivity, at a lower cost, and with higher frequency and faster journey times to areas with greater employment opportunities, will improve the population's access to jobs.

Improving public transport frequency, affordability, and journey times is key to ensuring access to jobs and training. Active travel options, like walking and cycling, should also be encouraged for shorter trips, promoting health, improving air quality, and reducing car dependency.

### **2.3.3 The transport network has a secure and long-term future**

We may see changes to our natural environment in the future that may pose risks to the area, flooding risks near the River Blackwater and River Brain are growing due to increased rainfall levels, making it crucial to prepare the transport network. Hotter summers and more severe weather will have an impact on the transport network. Preparing and adapting to these challenges will be critical and it is vital that this strategy does not make this worse.

This will have significant implications on our network and its ongoing maintenance. For example, coastal erosion and flooding will reduce how long our network lasts, and severe weather will reduce the time available for repairs.

This is crucial – the network provides access to jobs, education and essential services and it is often the only way people can access their everyday needs, particularly in rural and coastal areas. It is vital that the network is maintained and fit for purpose, for all modes but we also need to look at ways to solve the problem such as improving the materials we use and reduce unnecessary travel.

Improving bus services, walking and cycling routes, and working to increase rail freight to remove HGVs from the A120 will all help with this, reducing the pressure on our network and ensuring its long-term future.





## 3. Our plan for Braintree and North Essex

Our plan for Braintree and North Essex focuses on supporting people, creating sustainable places, and connecting communities. To do this, we'll need to provide choice by considering all modes and be bold by considering new approaches and solutions.

### 3.1 Braintree and North Essex wide

Braintree and North Essex has a large rural population with high car dependency and poor access to public transport. We will deliver the area's transport ambitions by providing transport choices to make it easier for residents to choose to leave the car at home to access services and jobs.

This starts with getting people active, getting them out and about and enjoying the beautiful rural landscapes and the mental and physical benefits exercise brings. We will work with partners to help tackle high obesity rates by activity and wellbeing and improving walking and cycling routes to key services and open spaces, including looking at ways we can achieve this in rural areas. This includes making improvements to the Flitch Way and looking to improve crossings over the A12 for walking and cycling.

Additionally, in more urban areas a feasibility study could be carried out to see where traffic calming and 20mph zones could be most appropriate in residential areas, this will make walking and cycling feel safer. These areas 'detrunked' may also play important parts in future capacity and help connect additional housing and jobs. This plan will improve links to multifunctional green spaces, creating walking and cycling routes that connect parks and natural areas. Local policy and strategies should focus on improving access to green space and creating greener communities, especially in areas

of deprivation or where there is poor or unequal access.

Next is bus, and our Bus Service Improvement Plan (BSIP) will aim to improve the bus network by making buses feel safer and easier, while supporting sustainable housing growth across the area. We will explore options for improving the interurban bus network and thus connectivity across the district, and potentially extending DigiGo, our digital demand-responsive transport option, to improve affordable access to places not well served by buses or trains. We will also aim to rejuvenate our struggling market town services by reviewing pinch points to improve journey times, higher daytime frequencies and review evening services and other initiatives. This will be particularly important in Halstead and other rural areas to the north to improve services to places like Sudbury, Haverhill and Saffron Walden.

We are developing an Enhanced Bus Partnership (EP) with commercial bus operators in Braintree to deliver change. This includes improving connections to new jobs and transport hubs, like railway stations, as well as upgrading bus stops and improving public information.

The improvements needed to develop more sustainable transport options must also focus on making public transport more affordable. While the current £3 fare cap for buses provides cheaper bus travel for longer distance routes, we will continue to work with operators to seek more affordable bus and rail passes for those who find the cost a challenge to accessing work and other opportunities.

Additionally, progressing with the North Essex Rapid Transit study will allow faster journeys between the towns and cities of North Essex,

stretching from Stansted Airport in the west to the Tendring Colchester Borders Garden Community in the east.

Road transport is always going to be essential to connect people, places and communities, particularly for rural areas like Braintree and North Essex. This will require an effective maintenance programme, ensuring the network is fit for purpose now and in the future. For example, by using more durable materials and planning for more frequent floods, we can keep our infrastructure open whatever the season, or mode.

These improvements, typically funded by Central Government, will need to align with community and transport priorities, and include footway, cycleway, carriageway and drainage renewal. Targeted improvements such as supporting the dualling of the A120 between Braintree and the A12, improving the A131, creating rapid transit routes, and creating cycling and walking network linking essential destinations, will make it easier for everyone.

It should be noted that this implementation plan will need to be reviewed to reflect changes to Local Plans or other significant proposals.

### 3.2 Braintree town

As the largest town in the area, Braintree town had a Future Transport Strategy produced in 2023. Part of this work identified many schemes for the town which have contributed to this Implementation Plan.

To promote walking and cycling we will look to implement a network of strategic routes and cycle parking to improve connectivity for short journeys across the town, as well as support a Braintree to Marks Tey longer distance route. Additionally,



updating the existing network so it continues to be fit for purpose will be important. We can also support our businesses to think about how they operate by bringing in a cargo bike hire scheme so businesses can deliver locally without needing their cars and vans. Looking into initiatives such as Park Active at car parks on the edge of the town will encourage people to walk, cycle or scoot to their onward destination.

We can also improve Braintree town centre to make it feel safer for residents, new lighting, CCTV as well as encouraging events to happen within the town centre will support local businesses. Improving the pedestrian areas outside rail stations can also make the station feel safer and encourage people to walk or cycle there.

For buses, in addition to the improvements outlined in the previous section, improvements to bus corridors, a feasibility into a mobility hub for the town, and a town centre gyratory to improve bus times at Coggeshall Road/Rayne Road/Railway Street and St Michael's Road.

Additionally, improving bus stops at Manor Street, Notley Road and the wider urban area can make people feel safer and encouraged to use public transport.

We would also support Network Rail/Great British Railways in developing plans for a passing loop on the Braintree branch line between Braintree and Witham, this will enable an hourly train service to become half hourly and improving connectivity to Witham, Chelmsford and London throughout the day and provide opportunities for future growth in the area via sustainable modes.

As there is future growth planned for the area, we need to accommodate the increased amount of traffic to ensure everyone's journeys are reliable, this may include getting developers to contribute to improving Marks Farm roundabout a new roundabout at Panfield Lane and Churchill Road, and a new road connecting Springwood Drive and Panfield Lane. A town centre signage strategy reviewing existing signage as well as guided parking, intelligent systems and anti-idling

signage can help alleviate congestion and improve local air quality.

### 3.3 Witham

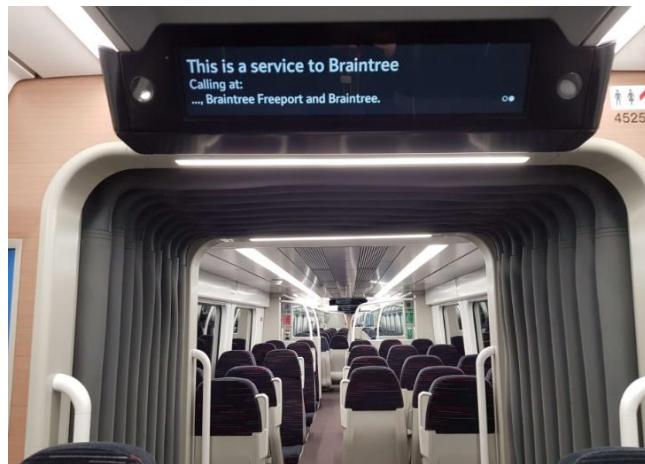
To alleviate congestion in Witham town centre, along with area wide initiatives like improving local buses and walking and cycling.

To improve congestion and safety concerns along the B1018 Witham to Braintree route, improvements are proposed.

### 3.4 Halstead

As identified in Braintree's Local Plan, a new bypass in Halstead could relieve through traffic and improve the town centre environment to help encourage walking and cycling and support local businesses

**Scheme Details** can be found in Appendix A.



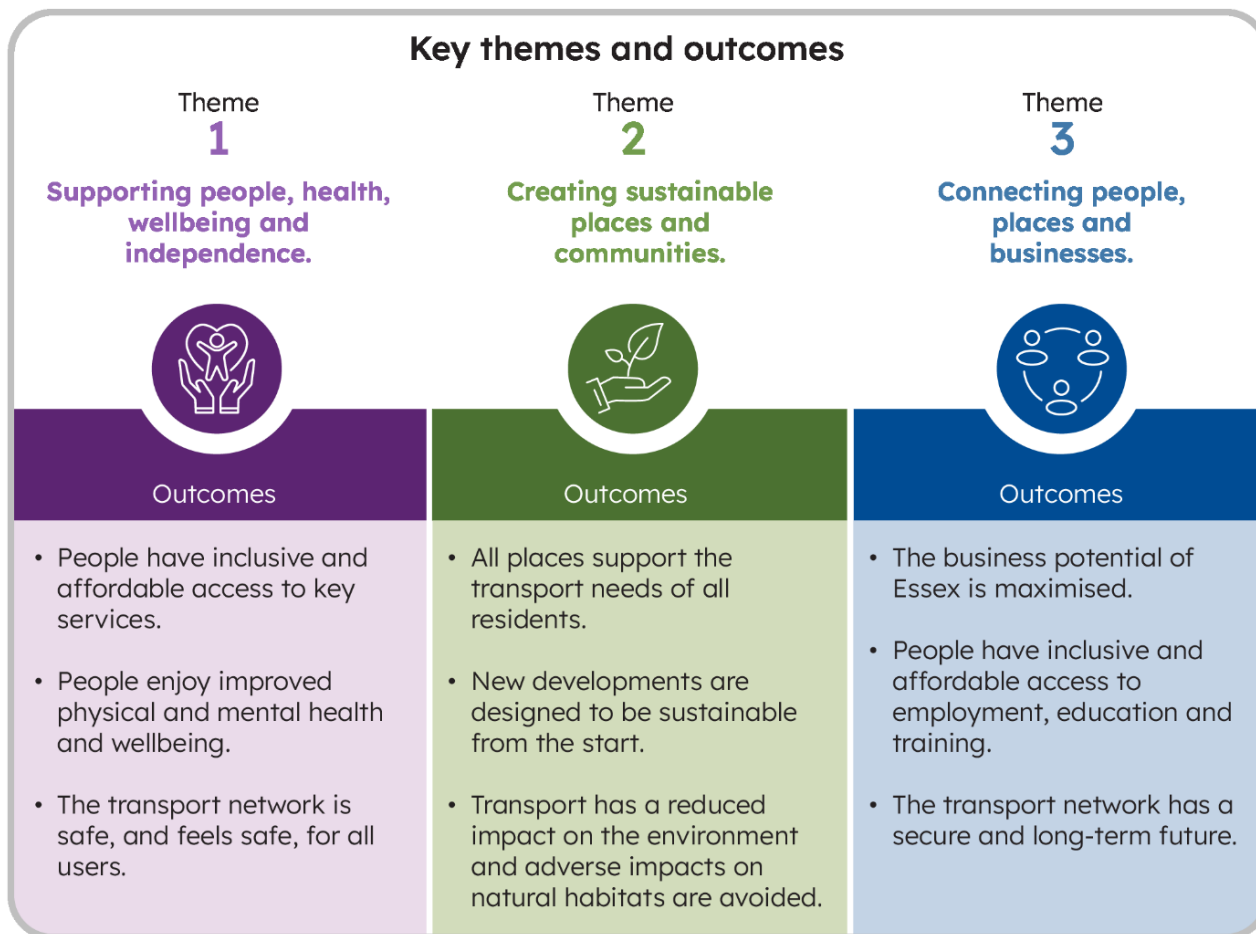


## Summary Map



## Appendix A. Scheme list

The table below sets out some ideas of projects that could help achieve our outcomes and solve some problems identified in this Implementation Plan. These projects have emerged from a prioritisation exercise and represent ideas from a snapshot in time and are not guaranteed to be funded as part of LTP4. As funding and circumstances change so will our priorities for schemes.



*	Weak Alignment
**	Medium Alignment
***	Strong alignment



Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Braintree and North Essex Wide											
Bus Service Improvement Plan transformational projects - 'Reach'	Includes: digitisation of existing DRT services; expanding digital DRT and providing sustainable travel services to the 35% of residents (55% of rural residents) who cannot access an existing hourly service.	Improved public transport options for Braintree district.	***	**	*	**	***	**	**	***	*
Bus Service Improvement Plan transformational projects - 'Thrive'	Includes: £5 million a year over three years to rejuvenate our struggling market town services, utilising a toolkit approach involving: review of 'pinch-points' to improve journey times; 'kick-start funding to provide higher daytime frequencies and review evening and/or Sunday services; simplified or flat fares; locally focussed town/area publicity - maps and timetables at all stops; enhanced roadside infrastructure; promotion of PlusBus rail through ticketing; other promotional campaigns – discounts in local cafes, shops with weekly or longer tickets; vehicle refurbishment including	Improved public transport options for Braintree district.	***	**	**	**	*	**	**	***	**

Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
	reupholster, interior re-trim, repaint; review of No Waiting/No Stopping and loading at kerbsides and review of parking.										
DigiGo Bus Scheme Expansion	Expanding the existing scheme to connect those living in rural areas better, promote sustainable travel and reduce private car use.	Improved public transport options for Braintree district.	***	*	*	*	*	**	*	***	**
North Essex Rapid Transit – phase 2	Planning of a rapid transit system across North Essex as a keystone of integrated and sustainable transport and which will meet the need for journeys that suit neither local bus nor train. It would initially serve the Garden Communities and existing towns, providing for intra-community travel and connecting new and existing settlements, before developing into an east-west corridor across North Essex, from the Tendring Colchester Borders Garden Community in the east to Stansted Airport, via Braintree in the West.	Improved public transport options for Braintree district and beyond.	**	*	*	*	***	*	**	**	

Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Traffic Calming and wider roll out of 20mph zones	'Feasibility study into traffic calming and wider rollout of 20mph zones	Improved safety on local streets and a better environment to walk and cycle	**	***	***	**	*	*	*	**	*
Dualling the A120 between Braintree and A12	New strategic highway link to replace current A120 between the A12 and Braintree	Keeps the network moving, improved journey time and reliability on the A120, encourages economic growth.			**	**			**		**
A131 Braintree to Sudbury route improvements	Includes improvements to: Broad Road Roundabout High Garrett Junction Marks Farm Roundabout Plaistow Green Bulmer Tye	Improve safety and journey time reliability for all users of the A131			***	*		*	**		***
Flitch Way improvements	Seek developer contributions from future growth to provide and enhance access to the Flitch Way.	Improved walking and cycling options encouraging more people to be active.	*	***	**	*	*	*	*	*	**
Bridges and subways across the A12	Improve / construct NMU crossings along length of A12 to enhance connectivity to multifunctional greenways and potential Local Plan growth sites, where appropriate	Improved walking and cycling options encouraging more people to be active.	*	*	**	*	*	*	*	*	**
A12 de-trunking	We propose removing one carriageway from the	Improved strategic active travel option	**	***	***	**	*	**		*	**



Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
	<p>existing dual carriageway and using it to create good off-road provision for active travel modes, such as walking, cycling and horse-riding.</p> <p>This would be known as an 'Active Travel Corridor' and would also provide space for environmental enhancements through planting and greening providing multifunctional green infrastructure. This would be achieved by breaking up redundant sections of the existing carriageway and covering them with earth/topsoil to create suitable growing conditions for different plants, with landscaping focused on developing native habitat types.</p>	between Marks Tey and Feering and Rivenhall. Improved environmental benefits.									
Review of footpath provision in key service villages	Feasibility study into a review of footpath provision in key service villages.	Improved walking options encouraging people to be more active and connecting people in villages to services and education.	*	**	***	*	*	*	*	*	*

Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Braintree town											
Braintree Sustainable Transport Package	Build upon current Braintree Integrated Transport Package schemes of transport measures to deliver growth and decarbonise transport in Braintree	Improved public transport, walking and cycling options for the area	***	***	**	***	**	***	*	***	*
Braintree Cycling and Walking infrastructure	Improve connectivity to support walking and cycling, with several identified routes across Braintree town (short journeys).	Improved walking and cycling options encouraging more people to be active.	**	***	**	*	**	**	*	**	***
Braintree to Marks Tey Cycle Route	Feasibility study into a formalised route between Braintree and Marks Tey avoiding the A120.	Improved walking and cycling options encouraging more people to be active.	**	***	**	*	*	**	**	**	**
Braintree Branch Line passing loop	Installing a passing loop would allow hourly service to become half hourly and therefore improve connectivity throughout the day.	Provides more frequency for trains on this line, making it a more reliable option	**	*	*	*	**	**	**	**	***
Public realm improvements linked to Braintree Town Centre pedestrianisation	New lighting, CCTV, Wi-Fi, more infrastructure and cycle parking on the edge of the pedestrianised areas as well as electricity points to power a greater range of market stalls and allow events to happen in any part of the town centre.	Improved public realm in Braintree encouraging trips to the town centre by foot and improving outlook for local businesses.	*	**	**	**		*	**	*	***

Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Braintree Station Access Improvements (ITP)	Introduction of a one-way system from east to west along Station Approach to minimise conflict between road users (including buses, taxis and car park users). Additional non-motorised user access along Station Approach, including a contraflow cycle lane. Enhanced urban environment and new bus stop facilities beside the station.	Improved station environment and easier access to the station for active and sustainable transport users.	**	*	**	**		**	**	**	*
Notley Cross Park and Ride	Feasibility study into a Park and Ride for Notley Cross for trips into Braintree	Improved public transport options for the area	*	*	*	**		*	**	*	*
Springwood Drive Roundabout capacity improvements	Widening the roundabout in order to help relieve existing traffic congestion and accommodate future traffic growth.	Keeps the network moving, improved journey time and reliability			*	**	*	*	**		**
Marks Farm Roundabout capacity improvements	Address congestion issues and accommodate new development (relevant if A120 improvements don't materialise).	Keeps the network moving, improved journey time and reliability		*	*	**		*	***	*	*
A new link road connecting	Would provide an alternative route to/from the A120 (east) and A131	Keeps the network moving, improved			*	*	**		**		***



Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Springwood Drive with Panfield Lane	(south) for those living on the northern side of Braintree. It would provide an alternative route for traffic to access the proposed Panfield Lane and Towerlands development as well as some existing local traffic	journey time and reliability									
New roundabout at the junction of Panfield Lane and Churchill Road	The new access road at the Panfield Lane and Churchill Road junction will also encourage road users to use this road as a cut through to avoid congestion in Rayne Road and Braintree Town Centre. The proposed roundabout at Churchill Road should be designed and constructed to accommodate not only traffic from the Panfield Lane development but also other sites that are allocated in the Local Plan;	Keeps the network moving, improved journey time and reliability			*	**	**		**		*
A120 Millennium slips	Implementation of east and west slips off A120 connecting to Millennium Way	Keeps the network moving, improved journey time and reliability			*	**	*	*	***		*

Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Feasibility into Mobility Hubs for Braintree	Feasibility study into a mobility/integrated hubs project looking at introducing a network of mobility hubs across Braintree	Improved public transport, walking and cycling options in Braintree	***	***	*	**	*	**	**	***	*
Feasibility into park active for Braintree	Park Active at car parks on the edge of town where people are encouraged to walk, cycle or scoot to their onward destination e.g. Park & Stride	Improved walking and cycling options in Braintree.	**	***	*	**	*	*	**	**	*
Braintree bus corridor improvements	Improved connectivity along various existing and new corridors	Improved public transport options in Braintree.	**	*	*	*	*	**	**	**	*
Braintree Town centre signage strategy	Review of signage across the town centre including guided parking and active intelligence systems and signage to help tackle car idling.	Improved wayfinding can reduce congestion and encourage more walking and cycling.	*	*	*	***	*	*	**	*	*
Cargo Bike Hire / Deliveries for Businesses in Braintree	A cargo bike hire scheme (electrically assisted) could encourage local businesses to use cheaper alternatives to cars and vans for local deliveries	Better options for low cost deliveries for local businesses	*	**	*	*	*	**	***	*	*

Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Braintree town centre cycle parking	Secure cycle parking provision in the town centre	To ensure the safety of bikes which are parked while visitors are working or shopping.	**	***	***	*	*	*	**	**	*
Braintree town centre gyratory	Feasibility study into Braintree Town Centre Gyratory. Braintree Town Centre Gyratory is a top priority for passenger transport in Braintree. The gyratory would be located on Coggeshall Road, Rayne Road, Railway Street and St Michaels Road, with the latter two requiring contraflows to be put in place.	The aim of the scheme is to improve bus journey times	**	*	*	*	*	*	*	**	*
Improved facilities for pedestrians and cyclists at Porters Field	Walking and cycling provision	Improved walking and cycling options in Braintree.	*	***	***	*		**	**	**	***
Asset Renewal of the Existing Cycle Network in Braintree	Feasibility study into the asset renewal of the existing cycle network	Improved walking and cycling options in Braintree.		*	***	*		*			
Additional Bus Stop Improvements in Braintree Town Centre and the wider urban area	Feasibility study into improving Manor Street, Notley Road and wider urban area bus stops	Improved public transport options in Braintree.	*	*	*	*		**	**	*	***



Project	Description	Impact	Supporting People			Sustainable Place			Connecting People		
			Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9
Witham											
Braintree to Witham B1018 Improvements	Deals with existing safety and congestion issues.	Keeps the network moving, improved safety, journey time and reliability		*	**	*		*	*	*	*
Witham Town Centre Gyratory	In order to ease congestion in the town centre	Keeps the network moving, improved journey time and reliability		*	***	*	*	*		***	*
Halstead											
Halstead Bypass Scheme	The Halstead Bypass is a longer term proposal which would help alleviate the pinch point in the town centre at the two mini roundabout junctions of the A131 Head Street/A1124 Hedingham Road/A1124 Colchester Road intersection. The By-pass has been identified in the adopted Local Plan Policy LPP 45 as a diagrammatic corridor. The route has not been subject to recent surveys/design and will be considered as part of the Local Plan Review.	Keeps the network moving, improved journey time and reliability			*	*			**		***

## Appendix B. Addressing the Challenges

Appendix B outlines the challenges outlined in this implementation plan, identifies some high level activities that we could do to address these and the potential schemes we could do to address these challenges. For scheme descriptions, please see Appendix A and the core text to understand why these schemes can address the challenges.

Those schemes in bold with an asterisk are **\*Countywide Initiatives – they are not in the map above**

### B.1 People Theme

Outcome	Challenge	High Level Activity	Schemes to address these challenges
People have inclusive and affordable access to key services	Rural nature of the district means there is a barrier to accessing essential services	<ul style="list-style-type: none"> <li>Encourage digital innovation, such as new apps that enable the delivery of essential services, such as healthcare, in ways that are less dependent on travel</li> <li>Support the rollout of faster broadband and ongoing improvements to 5G mobile coverage in rural and deprived areas</li> <li>Implement our Bus Service Improvement Plan</li> <li>Explore opportunities to expand our Demand Responsive Transport network in rural areas</li> <li>Work with partners to promote more sustainable forms of car use, such as lift sharing and car clubs</li> <li>Develop and deliver long-term plans to improve our cycling and walking networks by considering our Local Cycling and Walking Infrastructure Plans</li> <li>Develop and deliver mobility hubs to facilitate convenient access to public transport services, shared mobility solutions, and active travel options. In rural locations, these could combine transport, retail and community services</li> <li>Work with the bus and rail industries to secure further improvements to the accessibility of public transport and passenger assistance on buses, trains and at bus and rail stations</li> <li>Travel information will make use of new technology and be available in a range of formats for everyone to access</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – 'Reach'</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>Braintree to Marks Tey Cycle Route</li> <li>DigiGo Bus Scheme Expansion</li> <li>Notley Cross Park and Ride</li> <li>Feasibility into a Mobility Hub for Braintree</li> <li>Feasibility into park active for Braintree</li> <li>Braintree bus corridor improvements</li> <li>North Essex Rapid Transit</li> <li>Review of footpath provision in satellite settlements</li> </ul>

Outcome	Challenge	High Level Activity	Schemes to address these challenges
	Braintree branch line is very vulnerable to cancellations and only a limited frequency due to a single track	<ul style="list-style-type: none"> <li>Support the introduction of multi operator and fully integrated smart ticketing for transport services in Essex</li> <li>Implement our Bus Service Improvement Plan</li> <li>Explore opportunities to expand our Demand Responsive Transport network in rural areas</li> <li>Work with partners to promote more sustainable forms of car use, such as lift sharing and car clubs</li> <li>Develop and deliver long-term plans to improve our cycling and walking networks by considering our Local Cycling and Walking Infrastructure Plans</li> <li>Develop and deliver mobility hubs to facilitate convenient access to public transport services, shared mobility solutions, and active travel options. In rural locations, these could combine transport, retail and community services</li> <li>Work with the bus and rail industries to secure further improvements to the accessibility of public transport and passenger assistance on buses, trains and at bus and rail stations</li> <li>Travel information will make use of new technology and be available in a range of formats for everyone to access</li> <li>Support the introduction of multi operator and fully integrated smart ticketing for transport services in Essex</li> </ul>	<ul style="list-style-type: none"> <li>Braintree Branch Line passing loop</li> <li><b>*GEML strategic package</b></li> </ul>
People enjoy improved physical and mental health and wellbeing	Average journey time by bus or walking to health services in northern Braintree is 100-120 minutes	<ul style="list-style-type: none"> <li>Support people and increase their confidence to travel by improving travel information, while making fares and ticketing easier and simpler to understand</li> <li>Promote the support we provide on mental health and wellbeing through our Essex Wellbeing Service</li> <li>Promote the work of the independent charity – Rural Community Council of Essex – in tackling hidden deprivation and social isolation in our villages and rural areas</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – ‘Reach’</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>Braintree bus corridor improvements</li> <li>Braintree town centre gyratory</li> <li>North Essex Rapid Transit</li> </ul>

Outcome	Challenge	High Level Activity	Schemes to address these challenges
	66% of adults are obese or overweight	<ul style="list-style-type: none"> <li>Develop and deliver long-term plans to improve our cycling and walking networks by considering our Local Cycling and Walking Infrastructure Plans</li> <li>Widen access to Essex Pedal Power, which provides free bikes and a support service for our most disadvantaged communities</li> <li>Implement our Green Infrastructure Strategy to deliver better quality and more accessible multipurpose green spaces and links for everyone</li> <li>Work with landowners and other partners to ensure that public rights of way are well maintained and easy to use</li> <li>Improve access to, and raise awareness of, the green spaces, facilities and activities available to the public</li> </ul>	<ul style="list-style-type: none"> <li>Braintree walking and cycling infrastructure</li> <li>Braintree to Marks Tey Cycle Route</li> <li>Public realm improvements linked to Braintree Town Centre pedestrianisation</li> <li>A12 de-trunking</li> <li>Bridges and subways across the A12</li> <li>Feasibility into park active for Braintree</li> <li>Braintree town centre cycle parking</li> <li>Improved facilities for pedestrians and cyclists at Porters Field</li> <li>Review of footpath provision in satellite settlements</li> <li><b>*Behavioural change programme</b></li> <li><b>*Roll out of shared mobility initiatives</b></li> <li><b>*Cycle Hire</b></li> <li><b>*Cycle Quietways in Residential Areas</b></li> </ul>
	One of the highest levels of inactive adults	<ul style="list-style-type: none"> <li>Develop and deliver long-term plans to improve our cycling and walking networks by considering our Local Cycling and Walking Infrastructure Plans</li> <li>Widen access to Essex Pedal Power, which provides free bikes and a support service for our most disadvantaged communities</li> <li>Implement our Green Infrastructure Strategy to deliver better quality and more accessible multipurpose green spaces and links for everyone</li> <li>Work with landowners and other partners to ensure that public rights of way are well maintained and easy to use</li> <li>Improve access to, and raise awareness of, the green spaces, facilities and activities available to the public</li> </ul>	<ul style="list-style-type: none"> <li>Braintree walking and cycling infrastructure</li> <li>Braintree to Marks Tey Cycle Route</li> <li>A12 de-trunking</li> <li>Flitch Way improvements</li> <li>Public realm improvements linked to Braintree Town Centre pedestrianisation</li> <li>Bridges and subways across the A12</li> <li>Feasibility into a Mobility Hub for Braintree</li> <li>Feasibility into park active for Braintree</li> <li>Braintree town centre cycle parking</li> <li>Traffic Calming and wider roll out of 20mph zones</li> <li>Improved facilities for pedestrians and cyclists at Porters Field</li> <li>Review of footpath provision in satellite settlements</li> <li><b>*Behavioural change programme</b></li> <li><b>*Roll out of shared mobility initiatives</b></li> <li><b>*Cycle Hire</b></li> <li><b>*Cycle Quietways in Residential Areas</b></li> </ul>



Outcome	Challenge	High Level Activity	Schemes to address these challenges
	The area has the second highest number of people with asthma in Essex	<ul style="list-style-type: none"> <li>Develop and deliver long-term plans to improve our cycling and walking networks by considering our Local Cycling and Walking Infrastructure Plans</li> <li>Widen access to Essex Pedal Power, which provides free bikes and a support service for our most disadvantaged communities</li> <li>Implement our Green Infrastructure Strategy to deliver better quality and more accessible multipurpose green spaces and links for everyone</li> <li>Work with landowners and other partners to ensure that public rights of way are well maintained and easy to use</li> <li>Improve access to, and raise awareness of, the green spaces, facilities and activities available to the public</li> </ul>	<ul style="list-style-type: none"> <li>Braintree walking and cycling infrastructure</li> <li>Braintree to Marks Tey Cycle Route</li> <li>Flitch Way improvements</li> <li>Bridges and subways across the A12</li> <li>Feasibility into park active for Braintree</li> <li>Traffic Calming and wider roll out of 20mph zones</li> </ul>
	Cycle paths are only located in main towns and on the Flitch Way	<ul style="list-style-type: none"> <li>Develop and deliver long-term plans to improve our cycling and walking networks by considering our Local Cycling and Walking Infrastructure Plans</li> <li>Widen access to Essex Pedal Power, which provides free bikes and a support service for our most disadvantaged communities</li> <li>Implement our Green Infrastructure Strategy to deliver better quality and more accessible multipurpose green spaces and links for everyone</li> <li>Work with landowners and other partners to ensure that public rights of way are well maintained and easy to use</li> </ul> <p>Improve access to, and raise awareness of, the green spaces, facilities and activities available to the public</p>	<ul style="list-style-type: none"> <li>Braintree walking and cycling infrastructure</li> <li>Braintree to Marks Tey Cycle Route</li> <li>A12 de-trunking</li> <li>Flitch Way improvements</li> <li>Bridges and subways across the A12</li> <li>Traffic Calming and wider roll out of 20mph zones</li> <li><b>*Strategic PROW enhancements to form long distance routes</b></li> <li><b>*Countywide walking and cycling infrastructure Delivery</b></li> <li><b>*Cycle Quietways in Residential Areas</b></li> </ul>
The transport network is safe, and feels safe	Ten people were killed in the area's roads between 2021-2023.	<ul style="list-style-type: none"> <li>Follow a safe systems approach in designing and maintaining our highway network</li> <li>Collaborate with partners, such as the police and Safer Essex Roads Partnership, to improve safety</li> <li>Design new and improved infrastructure and promote well-designed neighbourhoods so that they feel safe and secure to use</li> </ul>	<ul style="list-style-type: none"> <li>Traffic Calming and wider roll out of 20mph zones</li> <li>Asset Renewal of the Existing Cycle Network in Braintree</li> <li>Review of footpath provision in satellite settlements</li> </ul>

Outcome	Challenge	High Level Activity	Schemes to address these challenges
		<ul style="list-style-type: none"> <li>Provide cycle training to develop or improve people's skills and confidence to cycle safely within Essex</li> </ul>	
	Bus stops require improvement	<ul style="list-style-type: none"> <li>Follow a safe systems approach in designing and maintaining our highway network</li> <li>Collaborate with partners, such as the police and Safer Essex Roads Partnership, to improve safety</li> </ul>	<ul style="list-style-type: none"> <li>Braintree bus corridor improvements</li> <li>Additional Bus Stop Improvements in Braintree Town Centre and the wider urban area</li> <li><b>*Bus stop improvements</b></li> </ul>

## B.2 Place

Outcome	Challenge	High level Activity	Schemes to address these challenges
All places support the transport needs of all residents	Rurality of the area means longer journeys to access destinations and there is a risk of isolation. This means high car ownership where 75% of residents travel to work by car and 90% of those travelling to the area for work travel by car.	<ul style="list-style-type: none"> <li>Introduce a 'Place and Movement' approach to help embed the principles of 'Healthy Streets' and manage the transport network effectively for both existing streets and new developments</li> <li>Implement 'well designed neighbourhood principles' in the redesign of existing neighbourhoods</li> <li>Implement our Electric Vehicle Strategy to provide suitable access to a reliable, convenient, accessible and fairly priced network of electric charge points</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – 'Reach'</li> <li>Braintree walking and cycling infrastructure</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>Braintree to Marks Tey Cycle Route</li> <li>DigiGo Bus Scheme Expansion</li> <li>Braintree Station Access Improvements</li> <li>Notley Cross Park and Ride</li> <li>Feasibility into park active for Braintree</li> <li>Braintree bus corridor improvements</li> <li>Braintree town centre gyratory</li> <li>North Essex Rapid Transit</li> <li><b>*Integrated Ticketing across modes</b></li> </ul>
New developments are designed to be sustainable as early as possible	Braintree Local Plan Review is required to plan for a minimum of 1,115 new homes per year, based on the mandatory Standard Method as set out in the National Planning Policy Framework (December 2024).	<ul style="list-style-type: none"> <li>Introduce a 'Place and Movement' approach for planning all new developments</li> <li>Adopt a vision-led approach to planning for new growth and its transport needs, including through all new Local Plans and the identification of monitoring measures</li> <li>Adopt an 'Avoid-Shift-Improve' approach to plan transport and development from the earliest stages of development planning</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – 'Reach'</li> <li>Braintree walking and cycling infrastructure</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>DigiGo Bus Scheme Expansion</li> <li>Braintree Station Access Improvements</li> <li>Notley Cross Park and Ride</li> </ul>

Outcome	Challenge	High level Activity	Schemes to address these challenges
	Need funding to secure infrastructure to properly mitigate the impact and support growth	<ul style="list-style-type: none"> <li>▪ Use connectivity planning to help locate new homes, jobs and essential services in sustainable places that align with our vision for transport</li> <li>▪ Work with Local Planning Authorities (LPAs) and other partners to allocate developments in Local Plans and deliver new Garden Communities to help meet the significant housing targets set for Essex by the Government</li> <li>▪ Work with LPAs to ensure that measures proposed in large developments and Garden Communities to promote sustainable transport are deliverable and sufficient to meet the vision for active and sustainable mode share</li> <li>▪ Set up Transport Review Groups for larger developments to help the ongoing management of transport impacts</li> <li>▪ Require effective travel plans for all new homes, new and existing workplaces and schools, including Garden Communities and other large-scale developments in line with our travel plan guides for residential, workplace, school, and large-scale developments and garden communities</li> <li>▪ Monitor the delivery of active and sustainable mode share targets through the Travel Plan with permission for latter phases of development linked to the achievement of modal split targets for early phases in line with our travel plan guide for large-scale developments and garden communities</li> <li>▪ Work with LPAs to embed inclusive design principles into all new developments</li> <li>▪ Promote tools, guidance and best practice documents, such as A New Street Types Model for Essex, EPOA 2024 Parking Guidance, Mobility Hubs as part of the Essex Design Guide and the Highways Technical Manual, to help plan all new developments sustainably</li> </ul>	<ul style="list-style-type: none"> <li>▪ Springwood Drive Roundabout capacity improvements</li> <li>▪ A new link road connecting Springwood Drive with development at Panfield Lane and Towerlands</li> <li>▪ Feasibility into a Mobility Hub for Braintree</li> <li>▪ Feasibility into park active for Braintree</li> <li>▪ Braintree bus corridor improvements</li> <li>▪ North Essex Rapid Transit</li> <li>▪ <b>*Residential Travel Planning</b></li> <li>▪ <b>*Business and School Travel Planning</b></li> <li>▪ <b>*Behavioural change programme</b></li> <li>▪ <b>*Roll out of shared mobility initiatives</b></li> <li>▪ <b>*You Smart Travel Planning Tool</b></li> <li>▪ <b>*Cycle Hire</b></li> <li>▪ <b>*Provision of Cycling equipment in new development</b></li> <li>▪ <b>*Integrated Ticketing across modes</b></li> </ul>

Outcome	Challenge	High level Activity	Schemes to address these challenges
		<ul style="list-style-type: none"> <li>Implement 'well designed neighbourhood principles' in the design of new communities</li> <li>Require planning applications to be supported by a Health Impact Assessment (HIA) considering the Essex Healthy Places Checklist</li> <li>Avoid adverse effects from new transport projects on the integrity of internationally important habitat sites.</li> </ul>	
Transport has a reduced impact on the environment and adverse impacts on natural habitats are avoided	Limited public electric vehicle chargers	<ul style="list-style-type: none"> <li>Adopt an 'Avoid-Shift-Improve' approach to plan transport and development from the earliest stages of development planning</li> <li>Implement the Essex Air Quality Strategy to reduce exposure to poor quality air</li> <li>Develop effective and deliverable Air Quality Action Plans with partners</li> </ul>	<b>*Roll out of EV infrastructure</b>

## B.3 Connectivity

### B.3.1 Outcome -> Issue -> Activity -> data

Outcome	Challenge	High Level Activity	Schemes to address these challenges
The business potential of Essex is maximised	A120 Marks Tey to Stansted corridor is experiencing between 15-20 minutes extra journey times in the peak periods	<ul style="list-style-type: none"> <li>Adopt a vision-led approach to planning for new growth and its transport needs, including through all new Local Plans</li> <li>Prioritise journey time reliability for all modes of transport, including freight and passenger transport</li> <li>Work with partners to make the case for investment in our strategic road and rail links, including to the airports and ports to provide enhanced capacity for freight</li> <li>Support our airports in preparing and implementing Surface Access Strategies, including the Sustainable Development Strategy for London Stansted Airport</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – 'Reach'</li> <li>Braintree walking and cycling infrastructure</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>Braintree to Marks Tey Cycle Route</li> <li>DigiGo Bus Scheme Expansion</li> <li>Notley Cross Park and Ride</li> <li>Marks Farm Roundabout capacity improvements</li> <li>Dualling the A120 between Braintree and A12</li> <li>A120 Millennium slips</li> <li>Braintree bus corridor improvements</li> </ul>

Outcome	Challenge	High Level Activity	Schemes to address these challenges
		<ul style="list-style-type: none"> <li>Work with partners and the freight industry to reduce the impact of freight and delivery vehicles on communities and the environment</li> </ul>	<ul style="list-style-type: none"> <li>North Essex Rapid Transit</li> </ul>
	Congestion hotspots in town centres	<ul style="list-style-type: none"> <li>Adopt a vision-led approach to planning for new growth and its transport needs, including through all new Local Plans</li> <li>Prioritise journey time reliability for all modes of transport, including freight and passenger transport</li> <li>Work with partners to make the case for investment in our strategic road and rail links, including to the airports and ports to provide enhanced capacity for freight</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – 'Reach'</li> <li>Braintree walking and cycling infrastructure</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>DigiGo Bus Scheme Expansion</li> <li>Notley Cross Park and Ride</li> <li>Witham Town Centre Gyratory</li> <li>Springwood Drive Roundabout capacity improvements</li> <li>A new link road connecting Springwood Drive with Panfield Lane</li> <li>Braintree to Witham B1037 Improvements</li> <li>Halstead Bypass</li> <li>Feasibility into a Mobility Hub for Braintree</li> <li>Feasibility into park active for Braintree</li> <li>Braintree bus corridor improvements</li> <li>Braintree Town centre signage strategy</li> <li>Cargo Bike Hire / Deliveries for Businesses</li> <li><b>*Smart junctions</b></li> <li><b>*Active Intelligent Traffic Management Systems</b></li> <li><b>*Cycle Hire</b></li> <li><b>*Promotion of the Smarter Travel Network to Essex Businesses</b></li> </ul>



Outcome	Challenge	High Level Activity	Schemes to address these challenges
People have inclusive and affordable access to employment, education and training	As most employment, education and training opportunities are located in Braintree town, around 90% of journeys made by car have an origin or destination within the town.	<ul style="list-style-type: none"> <li>Tackle barriers to travel, such as accessibility, complexity and security, to support greater use by everyone</li> <li>Work with organisations such as bus operators and active travel organisations and funders to make the case for new investment</li> <li>Work with partners to improve walking, cycling and public transport connections between residential and employment areas</li> <li>Work with partners to secure better facilities at stations for onward travel via all modes of transport, including step-free access</li> <li>Work in partnership to provide attractive, safe, convenient, inclusive, and high quality walking, cycling and public transport routes and facilities</li> <li>Deliver high quality rapid transit networks where feasible</li> <li>Support the introduction of multi operator and fully integrated smart ticketing for transport services in Essex</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – ‘Reach’</li> <li>Braintree walking and cycling infrastructure routes</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>Braintree to Marks Tey Cycle Route</li> <li>DigiGo Bus Scheme Expansion</li> <li>Public realm improvements linked to Braintree Town Centre pedestrianisation</li> <li>Braintree Station Access Improvements</li> <li>Notley Cross Park and Ride</li> <li>Feasibility into a Mobility Hub for Braintree</li> <li>Feasibility into park active for Braintree</li> <li>Braintree bus corridor improvements</li> <li>Cargo Bike Hire / Deliveries for Businesses</li> <li>Braintree town centre gyratory</li> <li>North Essex Rapid Transit</li> <li><b>*Business and School Travel Planning</b></li> <li><b>*Roll out of shared mobility initiatives</b></li> <li><b>*Cycle Hire</b></li> <li><b>*Integrated Ticketing across modes</b></li> </ul>
	Lack of early and late bus services connecting with areas of employment.	<ul style="list-style-type: none"> <li>Tackle barriers to travel, such as accessibility, complexity and security, to support greater use by everyone</li> <li>Work with organisations such as bus operators and active travel organisations and funders to make the case for new investment</li> <li>Work with partners to improve walking, cycling and public transport connections between residential and employment areas</li> <li>Work with partners to secure better facilities at stations for onward travel via all modes of transport, including step-free access</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – ‘Reach’</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>DigiGo Bus Scheme Expansion</li> <li>Braintree bus corridor improvements</li> <li>North Essex Rapid Transit</li> </ul>

Outcome	Challenge	High Level Activity	Schemes to address these challenges
		<ul style="list-style-type: none"> <li>Work in partnership to provide attractive, safe, convenient, inclusive, and high quality walking, cycling and public transport routes and facilities</li> <li>Deliver high quality rapid transit networks where feasible</li> <li>Support the introduction of multi operator and fully integrated smart ticketing for transport services in Essex</li> </ul>	
	The district has a significant proportion of areas with bus journey times of over 60 minutes to employment.	<ul style="list-style-type: none"> <li>Tackle barriers to travel, such as accessibility, complexity and security, to support greater use by everyone</li> <li>Work with organisations such as bus operators and active travel organisations and funders to make the case for new investment</li> <li>Work with partners to improve walking, cycling and public transport connections between residential and employment areas</li> <li>Work with partners to secure better facilities at stations for onward travel via all modes of transport, including step-free access</li> <li>Work in partnership to provide attractive, safe, convenient, inclusive, and high quality walking, cycling and public transport routes and facilities</li> <li>Deliver high quality rapid transit networks where feasible</li> <li>Support the introduction of multi operator and fully integrated smart ticketing for transport services in Essex</li> </ul>	<ul style="list-style-type: none"> <li>Bus Service Improvement Plan Transformational Projects – 'Reach'</li> <li>Bus Service Improvement Plan transformational projects - 'Thrive'</li> <li>DigiGo Bus Scheme Expansion</li> <li>Notley Cross Park and Ride</li> <li>Feasibility into a Mobility Hub for Braintree</li> <li>Feasibility into park active for Braintree</li> <li>Braintree bus corridor improvements</li> <li>Braintree town centre gyratory</li> <li>North Essex Rapid Transit</li> </ul>
The transport network has a secure and long term future	Transport networks need to be resilient to ensure the safe, efficient movement of people and goods. For example, the presence	<ul style="list-style-type: none"> <li>Implement our Highways Infrastructure Asset Management Plan and supporting plans and strategies to maintain our transport infrastructure to appropriate standards which offer value for money to the Essex taxpayer</li> </ul>	<ul style="list-style-type: none"> <li>Braintree branch line passing loop</li> <li>A131 Braintree to Sudbury route improvements</li> <li>Springwood Drive Roundabout capacity improvements</li> <li>Marks Farm Roundabout capacity improvements</li> </ul>

Outcome	Challenge	High Level Activity	Schemes to address these challenges
	<p>of River Blackwater and River Brain mean areas in close proximity are at high risk of being affected by flooding.</p>	<ul style="list-style-type: none"> <li>▪ Proactively monitor the condition of our road, cycle and pedestrian networks and other pieces of infrastructure</li> <li>▪ Manage, maintain and improve our network by considering our Climate Adaption Plan Framework, Decarbonisation Strategy and our Strategy for managing the Green Estate</li> <li>▪ Develop our own ability as a Council to adapt to climate-related risk</li> <li>▪ Deliver suitable actions that enable our transport network to adapt to change</li> <li>▪ Deploy approaches such as Sustainable Drainage and Natural Flood Management to promote greater flood resilience on the highway network</li> <li>▪ Play an active role in flood defence, coastal protection, and conservation to reduce the risks and impacts on our coastal communities and transport network</li> <li>▪ Work with National Highways and neighbouring local transport authorities to provide a common approach to innovation</li> <li>▪ Accurately digitise our highway networks and traffic regulation orders to support future use of our networks by autonomous vehicle systems</li> <li>▪ Manage the introduction of appropriate alternative fuel infrastructure to encourage cleaner zero-emission travel</li> <li>▪ Support the pilot and where appropriate the adoption of new technology which enables more sustainable travel</li> </ul>	<ul style="list-style-type: none"> <li>▪ A new link road connecting Springwood Drive with Panfield Lane</li> <li>▪ Braintree to Witham B1037 Improvements</li> <li>▪ Dualling the A120 between Braintree and A12</li> <li>▪ A120 Millennium slips</li> <li>▪ Asset Renewal of the Existing Cycle Network in Braintree</li> </ul>

## Appendix C. References

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<sup>1</sup> Census 2011 Origin Destination analysis. NOMIS. 2011. Available at: <https://www.nomisweb.co.uk/census/2011/rf04aew>

<sup>2</sup> Car or van availability Census 2021. NOMIS. 2021. Available at: <https://www.ons.gov.uk/datasets/TS045/editions/2021/versions/4>

<sup>3</sup> Method of travel to work Census 2011 (Census 2021 data is not representative of commuting travel because of the pandemic.) NOMIS. 2011. Available at: <https://www.nomisweb.co.uk/census/2011/qs701ew>

<sup>4</sup> Business Register and Employment Survey. ONS. 2021. Available at: <https://www.ons.gov.uk/surveys/informationforbusinesses/businesssurveys/businessregisterandemploymentsurvey>

<sup>5</sup> Many of these issues are set out in Braintree Area (Bus) Review, part of ECC's' Bus Service Improvement Plan (BSIP) which can be found here: <https://www.essexhighways.org/getting-around/bus/bus-strategy>

<sup>6</sup> Census 2011

<sup>7</sup> Many of these issues are set out in Braintree Area (Bus) Review, part of ECC's' Bus Service Improvement Plan (BSIP) which can be found here: <https://www.essexhighways.org/getting-around/bus/bus-strategy>

<sup>8</sup> Essex Joint Strategic Needs Assessment. ECC. 2019. Available at: <https://data.essex.gov.uk/jsna-home/>

<sup>9</sup> Essex Joint Strategic Needs Assessment. ECC. 2019.

<sup>10</sup> Collision Data sourced from Essex Police, 2021-2023

<sup>11</sup> Figures for Braintree District

<sup>12</sup> Essex Air Quality Strategy, Draft document for public consultation. Essex Air. 2025. Available at: [https://consultations.essex.gov.uk/essex-highways/essex-air-quality-strategy/supporting\\_documents/essex\\_air\\_quality\\_strategy\\_web\\_version.pdf](https://consultations.essex.gov.uk/essex-highways/essex-air-quality-strategy/supporting_documents/essex_air_quality_strategy_web_version.pdf)

<sup>13</sup> Department for Transport journey time data

<sup>14</sup> OFCOM ,2022

<sup>15</sup> Braintree Future Transport Strategy <https://www.essexhighways.org/braintree-town-future-transport-strategy>