

Draft Essex Walking Strategy

A strategy to promote more walking and improve the pedestrian environment

2019-2025

May 2019

Walking for short trips or as part of a longer journey with other modes of transport such as trains, buses and increasingly shared transport, should be the natural choice.



Essex County Council

Foreword by Cllr Kevin Bentley

Deputy Leader of the Council and Cabinet
Member for Infrastructure

Walking is the easiest type of travel, and yet many of us aren't walking enough. It is so natural that we often do not even consider it a form of transport. However, in our busy lives, we may have undervalued the most fundamental way of getting around. The Strategy is a plan for pedestrians, to get more of us walking on our network of footways and paths in our rural areas, towns, cities and neighbourhoods. While motivated by the need to reduce congestion and improve the resilience of our transport networks, especially for shorter journeys, the benefits of making our towns more walkable will be a more active, healthier population and a safer and cleaner environment.



Introduction

The last Essex Walking Strategy was produced in 2001, this was a comprehensive document which provided a policy framework and actions for walking. Since this Walking Strategy was produced, the National Planning Policy Framework (NPPF) and Government policies such as Cycling & Walking Investment Strategy has changed considerably. The relationship between land use planning and transport, in particular the role of walking is better understood and more clearly defined.

Walking is now recognised as an important part of enabling local journeys to work, local shops, leisure and community and public services. And as an inexpensive, convenient and natural choice for short journeys (defined as under 2km or about 10 mins); and as a key component of more complex journeys and; as a way of maintaining and improving general health. This Walking Strategy sets out objectives and walking priorities for the period up to 2025 to provide a policy framework to promote walking and plan enhanced walking networks.



The Purpose of the Walking Strategy

This purpose of this strategy is to set out the key barriers, challenges and opportunities to increase levels of walking, which has dropped in the last 30 years. Walking for short trips or as part of a longer journey with other modes of transport such as trains, buses and increasingly shared transport, should be the natural choice. But too often it is not, a significant number of the approximately 44% of car trips that are under two miles could be walked. This strategy will help to re-establish walking as a normal way of getting around for everyday travel and will support local plans in accommodating growth, by encouraging as many journeys to be active possible (walking either as a single trip or with and public transport).

BENEFITS OF WALKING	
Transport Benefits	<ul style="list-style-type: none">• Inexpensive mode of travel• Fastest way to get around for short trips• Convenient and easy• Links different transport modes
Health Benefits	<ul style="list-style-type: none">• Helps manage weight• Reduces stress• Improves sleep• Reduces risk of chronic disease
Environmental Benefits	<ul style="list-style-type: none">• Reduces congestion• Part of improving air quality• Creates safer places with more people• Reduces noise
Social Benefits	<ul style="list-style-type: none">• Reduces isolation• Encourages community connectedness• Provides better access to services and jobs
Economic Benefits	<ul style="list-style-type: none">• Supports local high streets and businesses• Improved employee wellbeing• Good walking access helps attract and retain staff

Section one

Why Walking is Important & Drivers for Change



The National Policy Context: Cycling & Walking Investment Strategy (CWIS)

The Department for Transport published The Cycling and Walking Investment Strategy (CWIS 2017), described as the biggest change in government policy for walking and cycling in decades due to its statutory nature and requirement for long term funding and a vision to 2040. It sets out the government's ambition to *"make cycling and walking the natural choices for shorter journeys, or as part of a longer journey"*.

It adds:

"The Government wants walking and cycling to be a normal part of everyday life, and the natural choices for shorter journeys such as going to school, college or work, travelling to the station, and for simple enjoyment. As part of our aim to build a society that works for all, we want more people to have access to safe, attractive routes for cycling and walking by 2040." (DfT2017).

The CWIS was accompanied by technical guidance in Local Cycling and Walking Infrastructure Plans (LCWIP 2017) aimed at local authorities, and providing a new, strategic approach to identifying cycling and walking improvements required in the longer term (10 years) at the local level. Essex County Council is developing the LCWIP approach in the first instance for Braintree, Chelmsford and Colchester (2019) and aims to include Basildon and Harlow (2020).

Governments has set its ambition in stages, in the short term by 2020, the aim is to Increase walking activity, where walking activity is measured as the total number of walking stages per person per year; and to increase the percentage of children aged 5 to 10 that usually walk to school. And by 2025, to increase walking activity to 300 stages per person per year and increase the percentage of children aged 5 to 10 that usually walk to school from 49% (2014) to 55% in 2025. By 2040, the Government's ambition is to deliver

- Better Safety – where pedestrians feel they belong, and they feel safe through lower speeds where appropriate.
- Better Mobility – with more urban areas that are considered walkable, rural roads which provide improved safety for walking, more networks of routes with safe paths along busy roads and better integrated routes for those with disabilities or health conditions.
- Better Streets – places designed for people of all abilities and ages, so they can choose to walk or cycle with ease; a wider network of green routes and links to opens spaces and a better public realm.

Local Cycling and Walking Infrastructure Plans (LCWIP)

The CWIS ambition to significantly increase the amount of walking will only be achieved if people feel safe when walking, otherwise the huge numbers of people who would walk more if they felt they could do so, are unlikely to be persuaded that it is actually safe and convenient enough for them. The key to increasing walking is to create a safe walking environment with safe and convenient crossing places, and promote improved road user attitudes and behaviours.

To support delivery of this ambition, Essex is a partner local authority in the Local Cycling and Walking Infrastructure Plans (LCWIP) programme to accelerate the development of Cycling and Walking Networks, initially in Braintree, Chelmsford and Colchester. And as part of LCWIP the county council is part of an innovative pilot to test new analytical tool to better understand the propensity to walk. Building our capability to develop coherent walking networks which better connect key walking destinations to where people live, or public transport infrastructure is a key part of our ambition to make walking the natural choice for everyday shorter journeys.



Local Cycling and Walking Infrastructure Plans Technical Guidance for Local Authorities



The National Policy Framework (NPPF) 2018 and Walking

The NPPF (2018) seeks to promote sustainable transport, and in so doing enable and support healthy lifestyles to support local health and well-being needs. The NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. The NPPF requires local planning authorities to design in favour of Walking, Cycling and Public Transport. The NPPF states that planning policies should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans); "in new developments opportunities to promote walking, cycling and public transport use are identified and pursued; to provide for high quality walking and cycling networks".

The purpose of the planning system is to contribute to the achievement of sustainable development through three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways. In walking (and cycling) terms an economic objective seeks to provide enough land in the right places and at the right time to support growth and the necessary infrastructure. In social terms, new communities should be well-designed and safe, with accessible services and open spaces which support communities' health, social and cultural well-being. In environmental terms provision of walking and cycling can assist in adapting to climate change by helping to move to a low carbon economy.

The NPPF requires transport issues to be considered at the earliest stages of plan making and development proposals, including the opportunities to promote walking and cycling measures. Creating developments that are accessible by different modes of transport, especially walking and cycling is essential to promoting sustainable development as it reduces car dependency. An important policy tool to achieve this is a people orientated transport hierarchy. Within this context, applications for development are required to give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport. Cycling and walking help minimise the environmental impact of development and promote social inclusion, along with promoting healthy and active lifestyles).



The Essex Walking Strategy is an important document which can influence several local plans, policies and strategies including:



The Role of Walking as part of the Essex Transport Strategy - LTP3

Essex County Council's (ECC) statutory umbrella transportation strategy is contained in its third Local Transport Plan (LTP3), the "Essex Transport Strategy" that was adopted formally in July 2011. The LTP3 remains current in terms of identified challenges, broad Vision, outcomes sought, and policy framework; however, since the adoption of LTP3, Essex County Council has transformed itself into an outcome led organisation and has developed a new Vision for Essex that replaces EssexWorks and the Corporate Outcomes Framework.

ECC has therefore chosen to produce a new Transport Vision; an updated document that provides context for LTP3, stating how transport will contribute towards the delivery of all aspects off the emerging ECC Vision for Essex. This Transport Vision document is intended to provide an updated high- level strategic context for LTP3 and to be adaptable to a variety of formats (the new vision is currently being developed).

The current LTP, the Essex Transport Strategy, was adopted in 2011 and states that; "Our Vision is for a transport system that supports sustainable economic growth and helps deliver the best quality of life for the residents of Essex"

The draft Walking Strategy 2019-2025 is consistent with this vision and has a focus on walking for transport, highlighting walking as a mode of travel. Furthermore this draft strategy also makes explicit the links between transport and health and the importance of both health and design to enable the movement of people. This applies to the planning of new communities and to enhancing existing neighbourhoods and access to town and local centres. This strategy when finalised will feed into the wider LTP3 Vision.

The improved strategic context provided by the updated Transport Vision will meet several aims:

- Better communication with the public, coupled with an improved website presence, explaining the wider transportation responsibilities of ECC.
- Improved communication with the Government by providing a clear context for investment.
- Provision of a transparent context to underpin future decision making.
- Provision of a clear framework relating LTP3 to the revised suite of plans and strategies adopted by ECC since the adoption of LTP3.
- Provision of a framework for discussions with partners including district planning authorities, neighbouring transport authorities, Highways England, Network Rail etc.
- Supporting funding bids.
- Provide the framework for a formal revision of the statutory LTP if this is considered appropriate at a later date.

Strategic Transport Geography

Essex is fortunate to have good transport connections by road, rail, air and sea. The nationally important M11, M25, A12 and A120 run through the county, and major local roads (including the A13, A127, A130 and A414) provide good coverage. Three main rail lines radiate from London, supplemented by branch lines, serving 57 railway stations, and the London Underground extends into the south of the county.

The county also contains two major 'International Gateways': the UK's third busiest airport at Stansted and Harwich International sea port which provides nationally important connections to Holland and Denmark. The Port of Tilbury and the new London Gateway port development are located in Thurrock and the Port of Felixstowe is nearby in Suffolk. Walking and good walking routes have a clear role to play within the transport system, either as a mode of travel for shorter journeys or to facilitate the interchange between modes.

Influencing the Development of Local Plans

In the provision of mixed-use development Local Plans should seek to ensure the design of development optimises the provision of transport networks, including walking and cycling.

Local Plans should include policies that seek to provide for high quality walking and cycling networks providing safe and accessible routes to key facilities and services. Local Plans should support the provision of supporting facilities in Local Cycling and Walking Infrastructure Plans (LCWIPs). The latter can assist in adding to the evidence base to support Local Plans and Neighbourhood Plans by enabling the

consideration and adoption of wider policy levers to encourage more walking (and cycling); seek appropriate contributions to the provision of walking and cycling infrastructure when drawing up the Regulation 123 list for the Community Infrastructure Levy; through planning agreements in the form of Section 106 obligations; and when Section 278 highway agreements are made. Planning policies should also identify places where new walking routes can be delivered by a new development and ensure the protection of alignments for future planned cycling and walking routes.

Essex Corporate Objectives and Walking Priorities Outcomes

Local Authorities have complex roles, but fundamentally they are there to support local communities and plan ahead. In terms of Transportation and Highways, walking plays a critical role in enabling Access, Mobility and Place. Encouraging more walking and physical activity for shorter journeys (up to a mile), or as part of a longer multi-modal journey, has an important role in the transport strategy. Encouraging more people to be physically active has the potential to save the NHS vast amounts of money by reducing the risks associated with poor health, reducing health inequalities and reducing pressures on social care budgets.

ECC has an Organisational Strategy 2017-2021 which sets a number of aims and outcomes, it recognises that the role of the council is changing, that its key role is as an enabler of communities and individuals which will provide residents with information and choices. The Walking Strategy will contribute towards the delivery of the Essex Strategic Outcomes to:

- Help people get the best start and age well.
- To Improve the Health of the People of Essex.
- Help create great places to live, work and grow up.
- Help secure sustainable development and protect the environment.
- Facilitate growing communities and new homes.

Within this context, the Essex Walking Strategy is clearly linked to the four strategic aims of the Organisational Strategy as set out in the table below:

Strategic Aims and Objectives	Strategic Priorities	Place Outcomes	Walking Priorities
Enable inclusive economic growth	Target economic development to areas of opportunity	Earn a good income Have access to a thriving economy	Improve access to Core Walking Zones, Town Centres and High Streets Encourage leisure walks on the PRoW, Country Parks and Coastal Path
Help people get the best start and age well	Improve the Health of people in Essex	People are healthy	Enable all residents to achieve two active 10's per day through everyday travel Improve road safety Encourage social walks to link people together and reduce isolation encourage more walking
Help create great places to grow up, live and work strategic priorities	Help to secure sustainable development and protect the environment Help to secure stronger, safer and more neighbourly communities	Live in safe and secure communities	Make walking the norm for short journeys Increase footfall on the walking network to improve natural surveillance Design in Walking to new communities and Retrofit Walking Improvements to existing neighbourhoods
Transform the Council to achieve more with less	Limit cost and drive growth in revenues		Encourage residents to be active, resilient and independent



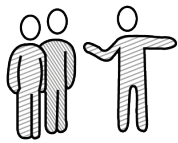
The Challenges and Opportunities for Walking in Essex

Essex is a large and varied county with a strong rural character with large areas of beautiful rural countryside and remote coastal villages and island communities, but it also has vibrant and growing towns and cities and is close to London. To the east there is a 350 mile- coastline which is the second longest in England. It borders the counties of Suffolk and Cambridgeshire to the north, to the west the county of Hertfordshire and the Greater London area to the southwest.

Summary of the Essex Demographic Context

In Essex in 2014, 58% of people had the recommended amount of physical activity (2.5 hours a week). Although fewer women take physical activity, at least 33% of females are active once a week compared to 38% of males.

The Active Lives Survey (2017) highlighted that 27% of people are inactive. The total cost of physical inactivity in Essex to NHS was estimated to be approximately £58m per year.



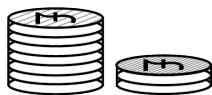
People and Projections

1,820,900 people in 2017 for Greater Essex. The county's population is expected to increase to **2,133,100** by 2041. With the greatest increases currently projected in Colchester, Basildon and Chelmsford.



Development Growth

In 2016, there is approximately 784,000 households across Greater Essex local authorities. **179,657** homes needed across Greater Essex.



Economic Growth

Greater Essex generates £36bn Gross Value Added (GVA) and supports over 816,000 jobs.

79,000 additional jobs needed forecasted by the East of England Forecasting model (2016 run).



Social and Health

In Essex, **two-thirds (66.3%)** of adults aged 16+ are either overweight or obese (2013-15). While **20.9%** of children in reception and **31.8%** of children in Year 6 are obese. The projected annual increase in obesity rate is **2%** in adults and **0.5%** in children.

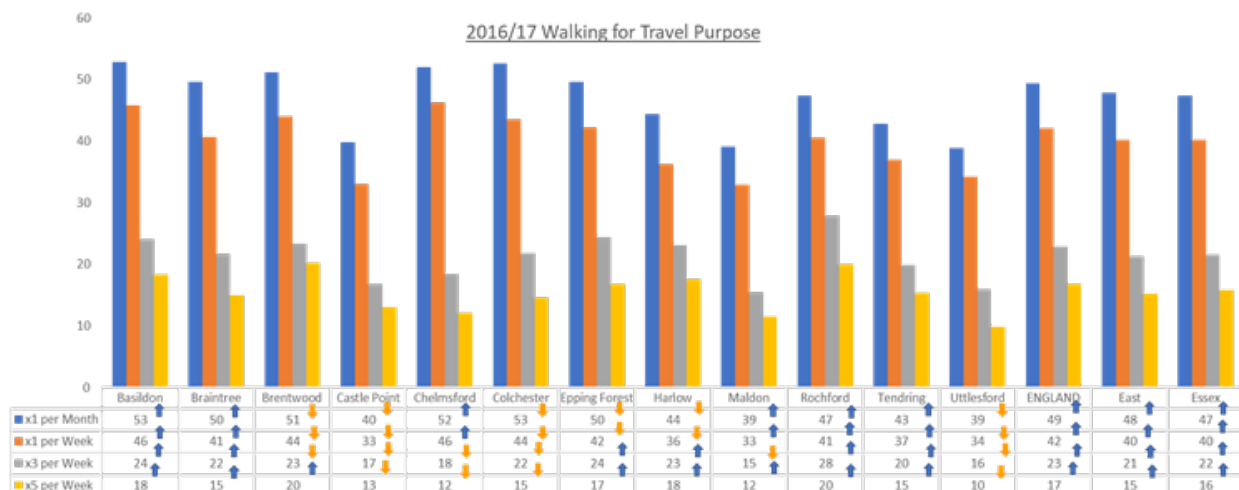
Over **150,000** Essex residents are expected to be living with a mental health illness, with almost **50%** of them having developed this condition in their early teens.

Essex is growing, a pipeline of around 100,000 new homes are planned over the next Local Plan period to the early 2030's. It is essential that this growth is accommodated sustainably, and we make every effort to ensure that good walking routes are designed to link existing destinations and interchanges with new communities and create as many opportunities to access local services and destinations as possible on foot.

Walking has a key role to play in supporting our local economy, high streets, health & wellbeing and housing, as well as being often the most affordable, convenient and fast way to get around.

Current Walking in Essex

This chart below shows walking for travel purposes in Essex by District compared to England, East of England and Essex.

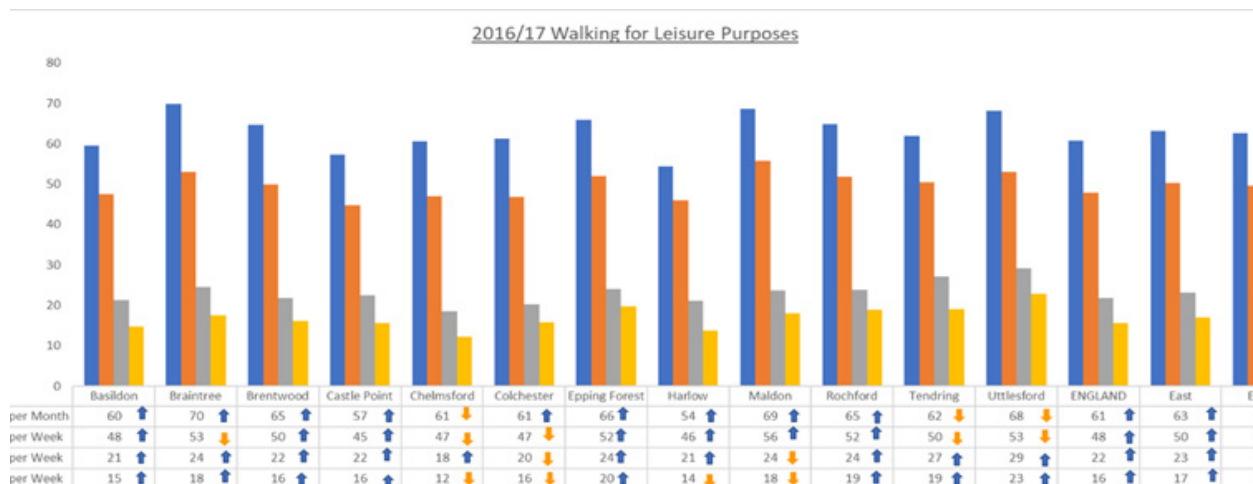


Walking refers to any walking of 10 minutes or over. Arrows in the table show the difference when compared to 2015/16 data.

- In 2016/17 Essex had higher rates of walking than the previous year across all frequencies for travel purpose.
- Chelmsford, Uttlesford, Colchester and Castle Point had lower rates than Essex for walking five times a week or more and were lower than the previous year.

Department for Transport data for England suggests that the decline in walking trips over the twenty-year period from 1995 may have plateaued and therefore walking trips are no longer declining. However, the ambition in Essex is to increase the amount of walking for travel. A significant number of short car trips in our towns could be switched to walking or walking and public transport (buses, rail and park and ride).

The chart shows walking for Leisure purpose in Essex by District compared to England, East of England and Essex.



- In 2016/17 Essex had higher rates of walking than the previous year across all frequencies for leisure purposes.
- Leisure walking is clearly important to a significant number of Essex residents, however there are still large numbers of people who are not enjoying the benefits of leisure walking, this strategy will seek to address this and will work to achieve more of it so that everyone can benefit.

Walking trips in Essex are not counted in the same way as other modes of travel and therefore we do not currently have a clear picture of walking trip patterns in our towns and urban areas in the same way as we do for motorised vehicles. However, we do have an understanding of the frequency of walking trips from the annual National Travel Survey; and we have data regarding the intensity and duration of physical activity from the Active Lives Survey. Taken together we can extrapolate that there are still significant numbers of people who could walk to local destinations; and are not walking sufficiently to maintain their general health.

Barriers to Walking

There are likely to be a number of factors which prevent more walking journeys. In order to increase the number of walking journeys in Essex and improve the walking environment we need to better understand the barriers to walking. If we are to create walking environments where people choose to walk for journeys around our towns and cities, we will have to make improvements to both the physical environment and the social environment. Urban form characteristics mostly found in semi-peripheral areas such as underpasses, discontinuous walking routes and wide and heavily trafficked roads act as barriers to walking, which must be overcome.

Often people do not walk because there is no direct route to take; sometimes footways are blocked or there are not enough safe places to cross. This can disproportionately impact those who are mobility impaired, older people and those with long term health conditions. While better access and enhanced mobility are very

important factors in encouraging more people to walk, research from Lancaster, Leeds and Oxford Brookes University (2011) have identified several non-physical barriers to walking including:

- Fears around physical safety (fear of others and of injury)
- Discomfort – getting wet etc
- Perception of abnormality
- Complex family routines

Removing barriers to walking to ensure that people have better access and improved mobility is a key part of this strategy. Moreover, by removing both physical and social barriers to walking, we can enhance access and improve the permeability of our neighbourhoods and local and town centres. This can be achieved while improving the public realm and the overall attractiveness of places.

The Benefits of Walking

Walking is a convenient and low-cost way of travelling, particularly for local journeys and benefits both the individual and the community. There are economic benefits and very clear health benefits. For people who are unable to access a car, it is even more important that we have good walking routes and networks as a way of accessing services and opportunities and to enhance access to skills and jobs

Walking is not only good for public health, it can strengthen community wellbeing by promoting interactions between individuals, families and communities. Walking can increase the social interaction of families and friends, which also enhances the richness and diversity of the broader community (Gehl 2002).

Stronger, more vibrant and safer communities with well-designed facilities that encourage walking and increased social contact. Lack of social contact within neighbourhoods can lead to social isolation, community severance perceptions of decreased safety and less inclusion. In Essex we have an ageing population and therefore an accessible walking network to enable mobility and social interaction is a key part of helping people to age well.

Section Two

The Strategy

Essex has a vision for walking to be:
*“Easy, Safe and a Normal part of our
everyday lives”*



Essex Walking Vision

Essex has a vision for walking to be:

*Easy, Safe and a Normal part of
our everyday lives*

Essex Walking Aspiration

Essex is going to change over the next 15 to 20 years and so will the way we travel. It is important that change benefits everyone; we need to work together so that the different communities, groups and businesses of Essex all have the opportunity to set out the kind of Essex we all want to live in and to ensure that increased prosperity leads to better lives for all of the people of Essex.

Essex is well placed to benefit from change - It has vibrant and growing urban centres, it is home to world class businesses, universities carrying out cutting edge research, and to international ports and airports linking us to the world. Essex is also varied; from towns close to London to large areas of beautiful rural countryside and remote coastal villages and island communities. Our ambition is to build upon the possibilities our location offers, unshackling us from cars and congestion with efficient, modern and sustainable transport networks and digitally connected homes and businesses.

The Walking Strategy will provide a framework for the county council to encourage more walking including promoting a vision of normalising walking as an everyday way of getting from A to B; and of enjoying the benefits of the Essex countryside and coastal areas. The walking strategy should be considered as complimentary

to the Essex Transport Strategy (LTP3) and has strong links to other transport strategies, such as the Bus and Cycle Strategies as walk trips are an important part of most journeys. Part of the strategy looks at developing more coherent walking routes which give people more choice in how they access key destinations and Town Centres. In addition to providing a framework to deliver the vision, the strategy will also provide a framework for planning walking network with delivery partners and prioritising future investment.

Walking is often the most convenient way to get around. Our ambition is to improve the walking environment so that it is the easiest choice, that accessibility is enhanced, and the social context of walking is promoted so that everyone can enjoy this simple activity. An aspirational county like Essex requires an aspirational approach to walking.

Nine walking objectives have been identified as part of this strategy, the objectives reflect that while walking is a key transport choice and means of travel, there is also a strong relationship with Road Safety, Better Streets, Health, Accessing Schools, Leisure, and Greenspace Economy, Planning new communities and Changing Attitudes and Behaviours.

Objectives

Objective 1 Increase Walking for Everyday Trips

Objective 2 Improve Road Safety for Pedestrians

Objective 3 Better Design and Enhanced Accessibility

Objective 4 Enabling Physical Activity & Walking for Health

Objective 5 Enabling more Walking to Schools

Objective 6 Promoting Walking for Leisure

Objective 7 Supporting Economic Development

Objective 8 Improving Neighbourhoods & Supporting the Development of new Communities

Objective 9 Encourage Walking by Changing Attitudes and Behaviour

Objective 1

Increase Walking for Everyday Trips

Walking for Travel

Walking is the most sustainable form of travel, it is often overlooked that walking is also a mode of transport, but an important one all the same. Walking is transport, it is both a mode and a critical part of mobility and a way of accessing other modes, for example the walk to the bus stop, the walk from the park and ride to work.

Department for Transport (DfT) data shows that walking is an important part of urban travel. If we take England as an example, 2014 figures suggest 22% of walking trips are in urban areas, given that these figures exclude trips off of the highway, it is likely that the significance of walking is being underestimated. The collection of data for walking trips is limited, if we are to better understand the potential to increase walking, we need to collect local data on local walking trips, their frequency, duration and the origins and destinations, this will help to plan future networks and help to priorities enhancements and the maintenance of the footway network.

In Essex the road network in our towns is approaching capacity, however there is an abundance of capacity available on the footway network and therefore a huge opportunity to transport high volumes of people in a relatively small amount of space without significant spending on big infrastructure. Walking provides often the most direct, easy and affordable means of travel, especially for journeys of around one mile. For shorter trips in our towns and cities, walking is often the fastest way of getting from A to B and most journeys which a bus or rail stage have a walking element.

This means that walking will play an increasing role in allowing our towns and cities to expand and continue to function efficiently. Improving the public realm and how it links to bus and rail services in our towns and urban areas is a better way to improve the attractiveness of town centres and high streets rather than providing cheap parking, which takes valuable land away from other activities which might be more productive and can provide a better return on investment.

Trends [NTS]

In 2017:

Trips



4% since 2002

Stages

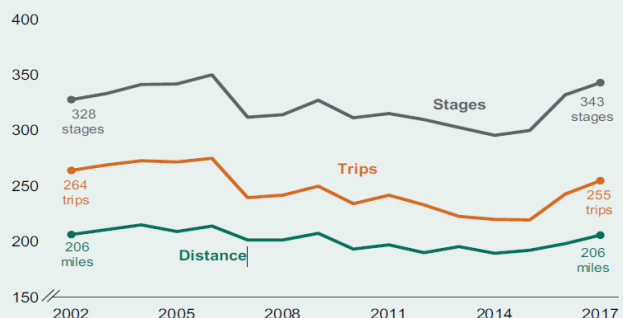


5% since 2002

Distance



no change since 2002



Coherent Walking Networks

As a part of encouraging walking in our towns and cities, the development of coherent walking networks which enable journeys on foot is a key component off encouraging more walking trips. Walking routes which are direct and coherent, that is, routes which do not cause pedestrians to deviate from their preferred path or 'desire line' and which link to other routes is very important. Waking should be the most convenient way of accessing local neighbourhoods, town and city centres and local high streets and key destinations. This is best enabled by good walking networks.



April 2015

Planning for Walking



Wayfinding

Wayfinding is simply how people navigate streets and find their way around. Wayfinding supports coherent walking networks by providing information. Wayfinding systems can be a helpful of demonstrating how easy and convenient it can to undertake walking trips. They can give maps of an area with key land marks and destinations and can show the time taken in minutes to walk to the destination and thus encourage walking.



Walking as part of a longer journey

Journeys by bus (or rail) mostly involve walk stages to and from the stops. There is correlation between the use of public transport and the number of walk stages that people undertake. Walking as a mode may comprise the whole journey or just a small part, but the provision of appropriate journey end or interchange facilities will help support the mode. Access points to buildings should be easily identifiable and convenient. For example, with a new office development, the provision of the building's pedestrian access near a bus stop will mean that moving between the building and the bus stop is very convenient.

The acceptability of the walk to the bus stop is not simply a matter of distance but also of the environment along the way and the opportunities for rest and for social interaction with others. Walking along a tree-lined street with strong visual interest and other people around, for example, is a completely different experience from walking the same distance along a street with blank frontage, or with frequent interruptions from side turns or vehicles parked on the footway. As with stops themselves, the walking routes to and from bus stops should be designed for use by people of all abilities. (CIHT 2017).

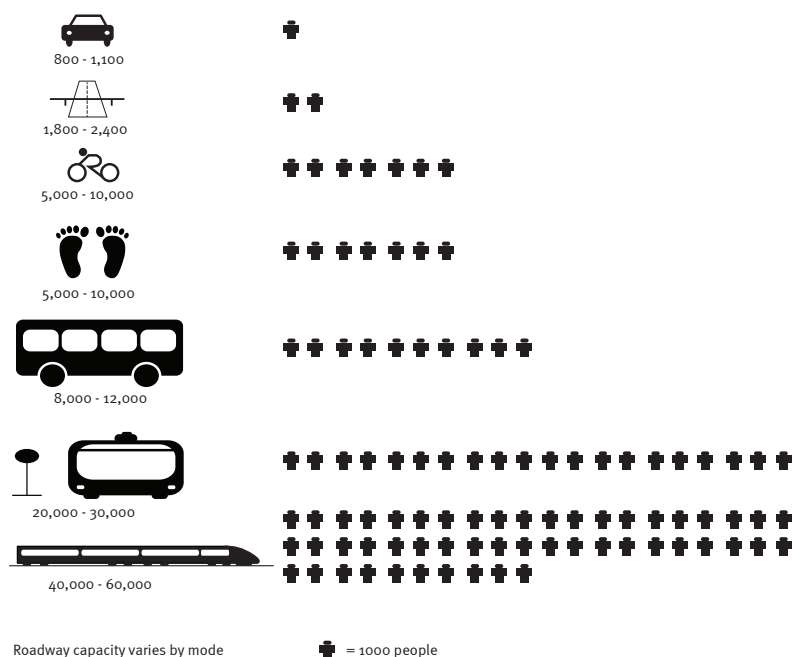


Reducing Congestion and Emissions

Walking (and cycling) is more space-efficient than motorised vehicles, it is possible to move on average seven times more pedestrians (and cyclists) than car users along an urban road. By choosing to walk, people are freeing up scarce and valuable road space for those journeys that have no other choice. This can reduce congestion thereby lowering transport-related costs for road users; bringing firms and workers closer together; and in turn generating productivity improvements through greater

agglomeration economies. Therefore, choosing to walk and cycle generates economic value not just for the individuals but also for the rest of society and the economy. Furthermore, by reducing the demand for expensive transport infrastructure, walking (and cycling) also help create a more efficient use of resources by reducing pressures on road maintenance. Walking also has a clear role to play in Clean Air Zones as a way of encouraging and enabling more local journeys to be made on foot.

The number of people transported in a four meter wide space by different modes



Source: Littman (2015)

Strategy Walking Proposals

Encourage walking by making it the norm for short journeys

Aim for 400 walking trips (for transport) per person per year by 2025 (average trip is approx. 1km or 10mins)

Promote Park and Stride

Enable an increase in footfall on the priority walking network to improve natural surveillance

Collaborate with partners and developers to maximise the walking network including role of passenger transport and rail.

Implement a hierarchy to focus resources on the most used paths

Objective 2

Improving Road Safety for Pedestrians

Almost one third of pedestrian injuries are either serious or fatal (“KSI”), these take place mainly in urban areas at a mix of junctions and crossing facilities and open road.

Pedestrians have a higher injury risk per mile travelled than car occupants, but lower than cyclists and motorcyclists. UK roads are amongst the safest in the world in terms of total fatalities per head of population. Although walking is not inherently risky, unreported collisions, high speed traffic and near misses (Aldred 2018) are likely to increase the level of risk perceived by the public.

In Essex, the majority of pedestrians injured (2013-2017) were crossing the road (not at a crossing) and a quarter of pedestrian crossing the road collisions were at T-junctions. Road safety and perceptions of road safety are known to be key factors in barriers to walking and influence whether people choose to walk.

The provision of a safe environment in which people feel confident to walk and cross the road without fear of being involved in a collision is vital. While all pedestrians require a safe walking environment, two groups of people that are especially vulnerable are children and the elderly. Often members of these two groups do not drive or have access to cars and so their mobility is limited if they cannot access facilities safely on foot. The promotion of road safety involves education of both pedestrians and car drivers and physical measures where regulations permit, such as crossings and traffic calming to make the roads safer for all users.

Fatalities increase with road speed, over the 5-year period 2013-17

54 pedestrians killed (**11 per year**)
515 seriously injured (**103 per year**)
1,411 slightly injured (**282 per year**)

Learning how to use the road safely as a pedestrian during childhood provides a foundation upon which safe road using habits can be built into adulthood. The amount of experience a person has using the road is the most important factor in reducing their individual risk. Therefore, it is important that children have regular opportunities to practice skills such as crossing the road. These opportunities will be more available in an environment which is both perceived as safe and incentivises safe behaviours by design.



The risk of an accident while crossing the road increases as people progress through old-age, for most people the risk increases more rapidly during their mid to late 70's. Collisions are closely related to the times and places that older people most often walk, being more common during the day and within 1km of home (National Travel Survey 2016). The injuries caused to older pedestrians in collisions are more severe than for younger people. Older people do not necessarily feel any more vulnerable than other pedestrians and their concerns about safety as a pedestrian tend to focus more on the experience of walking on the pavement than on crossing the road. However, while attitudes to crossing the road is probably more cautious than others, habits, such as taking a chance, by not using a crossing, may not have changed since they were younger (Transport for London – older pedestrians research-report 2013).

The key measure to addressing the risk for older pedestrians is to provide a safer walking environment that is designed for their needs. With a growing older person population in Essex, it will be increasingly important that better road safety is 'designed in' to our streets. Older pedestrians are particularly vulnerable at complex junctions and where traffic speeds are higher, and often need more time to cross safely than other pedestrians. Affording pedestrians priority at these junctions and giving clear visual cues to motorised traffic about this priority will be an important step in both encouraging walking and ensuring that safety is improved.



National Approach to Road Safety - CWIS

The Government through the Cycling and Walking Investment Strategy promotes a holistic view of road danger reduction, in line with the 'safe system' approach. This recognises that there may be no single intervention which will transform road safety, but that many smaller measures can make a difference.

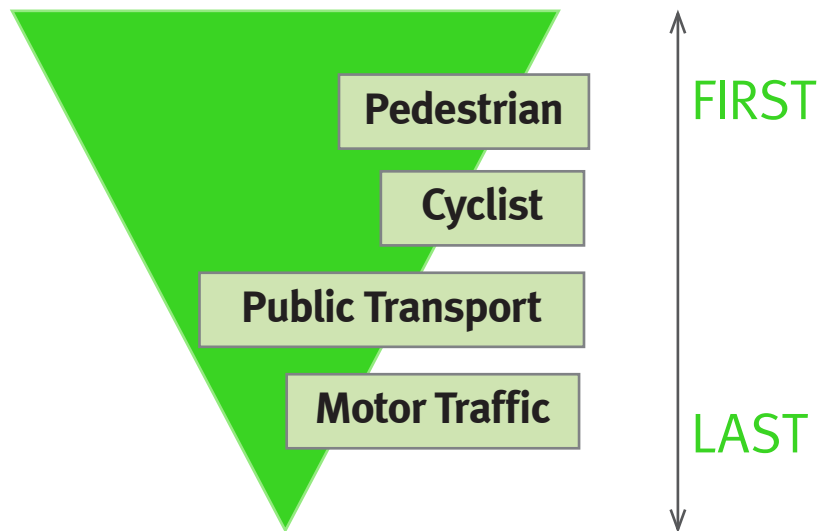
The Safe System approach is advocated by the World Health Organisation and the 'Vision Zero' approach. The safe system approach has been adopted in some other countries, such as The Netherlands, Sweden, and New Zealand, and components of the approach have been adopted in the Safe streets for London Action Plan and Highways England's strategy.

The Safe System recognises that people make mistakes, and designs roads and vehicles so that these mistakes are not likely to result in death or serious injury and proposes that roads, vehicles, and traffic speeds are modified to prevent collisions that are likely to cause fatal or serious injuries. This approach can be applied to all types of roads and all road users. In general, the safe system philosophy identifies ways of separating traffic, and especially separating vulnerable road users from motor vehicle traffic on high-speed roads. Where this cannot be achieved, roads should be designed to reduce traffic speed.

The safety of pedestrians is central to any strategy which aims to increase the number of walking trips. There have been encouraging reductions in all severities of accidents involving pedestrians (Safer Essex Road Partnership 2018). In recent years there has been a reduction in the number of Pedestrians Killed or Seriously Injured (KSI's). However, people are making fewer journeys on foot and covering shorter distances, this means that while the risk has not changed, there are fewer people spending less time exposed road safety risks, resulting in a reduction in the total number of casualties.

Busy urban roads, junctions and high-speed roads without adequate consideration of pedestrian facilities increase the likelihood that pedestrians will be injured or killed while walking alongside or crossing the road. To create a safer environment for pedestrians, ECC could consider a 'safe system' approach to road design that reduces the risk of crashes occurring, and the severity of any that do occur, making fatal injuries unlikely.

Challenges of Improving Road Safety - The Road User Hierarchy



The number one barrier to achieving higher levels of physical activity is safety and perceived safety (the number of people killed or seriously injured has plateaued). Pedestrians including older people and those with mobility impairments must feel safe and secure in their interactions with cyclists and motor vehicles. This includes a restatement of the principle of the Road User Hierarchy. This is a well-established concept which places the most vulnerable road users at the top, that

is, pedestrians and people with disabilities, followed by cyclists, public transport and motorised transport. The objective is not to give priority for pedestrians and cyclists in every situation, but to ensure that the needs of vulnerable road users are considered first.

Those in positions of decision-making authority have an important role in ensuring all road users' needs are met and in safeguarding the hierarchy of road users in the decision-making process.

Footway Maintenance

Poorly maintained footways can create a major tripping hazard for pedestrians. It is important that highly used footways are maintained to a high standard and are regularly inspected. In April 2019 the Essex Footway Network was introduced. This is a tailored functional route hierarchy that organised the footways that ECC are responsible for into three hierarchies. These are Primary Footway 1 (PF1), Primary Footway 2 (PF2) and Primary Footway 3 (PF3). The PF1 and PF2 hierarchies combined create the County Route Footway Network, this is the high footfall network of footways. PF3 footways create the

Local Route Footway Network and are the low footfall footways in the County.

Introducing the new hierarchies allows ECC to ensure that it is addressing all areas of the network appropriately, based on their unique factors. This is a much more accurate approach locally than based on the national classifications and allows the flexibility for the network to evolve to reflect local priorities.

The Maintenance and Inspection Strategy – Carriageways, Footways and Cycleways (May 2019) sets out the approach in more detail.

Traffic Speed

One of the most effective ways of improving pedestrian safety is reducing vehicle speeds. Even at a relatively low impact speeds, pedestrians receive more severe injuries than many other road user groups because they are less protected. Speed determines the severity of injuries because at lower speeds, drivers have more time to react and avoid collisions. Engineering measures can be used to reduce vehicle speed and prevent pedestrian collisions. It is becoming increasingly well understood that the layout of streets is of critical importance to creating safe environments for pedestrians by designing in road safety to our streets.

Road Danger Reduction (RDR) has been a key policy area for over 30 years and is now well embedded in the work of many bodies responsible for road safety. The reduction aims to develop a street environment that enables people to travel by any mode without the risks currently imposed by motor vehicles in too many places. The RDR approach promotes the development of safer streets where the needs of vulnerable road users are recognised and the risk imbalances with motor traffic are reduced, this is in line government policy as set out in the Cycling & Walking Investment Strategy - Safety Review 2018.

Although infrastructure can improve the safety of all road users, most road crashes are at least partly caused by human error, which can range from simple mistakes and misjudgements to deliberately dangerous and illegal behaviour. Creating a safer pedestrian environment will also help to improve the behaviour of all road users, by making it easier for them to behave responsibly and safely. Education (including training and publicity) and enforcement are also key approaches to improving road user behaviour, and to helping everyone share the road safely together. However, all road users, including pedestrians, cyclists and drivers, must also take responsibility for their own choices and behaviour.

Strategy Walking Proposals

Explore the Implementation of safe systems as the founding principle for all infrastructure projects, using the Road User hierarchy to ensure the needs of pedestrians are met first.

Prioritise road safety engineering schemes which treat sites with a history of pedestrian casualties.

Support proactive policing to target driving offences which put pedestrians at risk and make roads a more unpleasant environment.

Objective 3 Better Design and Enhanced Accessibility

Better Streets Design Guide

The Essex Design Guide (EDG) www.essexdesignguide.co.uk focuses on street and road design, giving consideration for how we should aim to design permeable layouts that link well to the existing transport, walking and cycle networks both inside and outside of the development. The EDG also identifies types of road layout, speed limits and access considerations, lighting and parking information that should be provided to users of the space. The EDG provides an excellent framework for ‘designing in’ road safety to new developments.

Improving the Walking Environment

Street design also needs to take the needs of those who have mobility impairments. Around One-fifth of people in the UK have a disability and so may be at more risk than their non-disabled counterparts. The walking environment should be made safer and more accessible for disabled pedestrians by:

- Tactile paving at the edges of steps and pavements and safe crossing places. Well-maintained, firm, flat and wide footways making the roads easier to navigate and safer to use for those with disabilities;
- Avoiding unnecessary street ‘clutter’ such as advertising boards and bollards, particularly in the case of those who are visually impaired;
- Tarmac, rather than paving stones, which reduces the risk of uneven surfaces and trips and falls and makes the use of mobility scooters more comfortable and efficient¹⁰;
- Dropped kerbs to allow easier access for wheelchair users and;
- Safe crossings with signalling that can be detected by those with sight or hearing loss and longer crossing periods for people with mobility impairments to safely cross the road.

Good Street Lighting

Pedestrians often avoid unfamiliar streets, deserted public spaces and dark underpasses if they perceive that they are at risk of harm or assault in these locations. This means that they may choose to take a route or cross a road in a location with higher traffic risk. Street lighting

promotes a sense of safety in urban areas and so increases the quality of life by artificially extending the hours in which it is light so that activity can take place.

Better Streets and Design Principles

The Department for Transport has published guidance documents to help local authorities design safe road infrastructure, including *“Manual for Streets 2”*.

Walking routes should be continuous, direct and join up residential areas, commercial areas and schools. Pedestrians need safe and well-designed footways and crossing facilities and walking routes that are:

- **Direct** – shortest, quickest route to minimise delay.
- **Safe** – the route must be safe and feel safe
- **Coherent** – joined up and easy to follow
- **Attractive** – enhance the existing streetscape
- **Comfortable** – clean, smooth surface in all weathers
- **Accessible** -for all users.



Walking and Active Environments

Over the period of this strategy Essex County Council are committed to improving existing walking networks and corridors and walking infrastructure through Local Cycling and Walking Infrastructure Plans. And for new neighbourhoods and Garden Communities we are taking an Active by Design approach, whereby the design of new residential areas will be strongly informed by the need to design in walking (and cycling) as well as active environments. This is often termed as Healthy Urban Planning, it is a very important component of walking for health (see Objective 4 Enabling Physical Activity & Walking for Health) and (Objective 8 – Improving our Neighbourhoods and Supporting the Development of new Communities).

This is of key significance as due to the scale of housing development in Essex, there is a once in a generation opportunity to create new walking infrastructure which gives people more choice and actively enables walking as a normal activity to provide access to services and opportunities, which are a key social determinant of health.

A good walking environment is linked to improving long term health outcomes, helping people to live and age well. A study of 22 UK cities (International Journal of Hygiene and Environmental Health 2018 (Sarkar et al)) found that the increased walkability of a neighbourhood has a significant association with lower blood pressure and reduced risk of hypertension. Investing to create healthy towns and cities through small retrofits in the design of our neighbourhoods to make them more walkable could result in significant savings in future health and social care expenditure and has an important role to play in managing future demand for services. The promotion of proactive planning at the design stage to encourage active travel in communities enables the strategic placement of key buildings, such as schools and other community assets, and the design of a safe, convenient and appealing walking network is at the heart of our ambition to build new garden communities.

Strategy Walking Proposals

Promote Essex Design Guide and Garden Communities Principals in New Development.
Review design standards for walking infrastructure to ensure they encourage safe behaviour and meet pedestrian needs including provision for the elderly and mobility impaired.
Enable walking networks for key towns through development of LCWIPs.
Promote best practice design to improve walkability in our neighbourhoods including learning from Bee lines.
Enable more accessible network of walking and cycling routes in Manchester
Support better wayfinding and legibility.

Objective 4

Enabling Physical Activity & Walking for Health

The Challenge of Sedentary Lifestyles and Physical Inactivity

We know that many of the leading causes of ill health could be prevented if people were to increase their overall levels of physical activity. Physical inactivity costs the NHS an estimated £1 billion per year with an approximately 20% of the population thought to be being less inactive when compared to the population in the 1960's with this figure set to rise to 35% of the population being less active by 2030 (PHE (2018) Guidance Physical Activity: applying All Our Health).

The risks to physical health from inactivity are widely reported with around one in two women and a third of all men in England estimated to be damaging their health through a lack of physical activity. It is estimated that physical inactivity is associated with 1 in 6 (17%) premature deaths in the United Kingdom (PHE (2014) Everybody

Active, Every Day evidence-based approach). Physical activity has been shown to reduce the risk of developing some conditions including breast cancer, vascular dementia, type 2 diabetes and obesity and physical activity has also been shown to be a contributing factor in positive mental wellbeing.

Physical activity levels are associated with health inequality. Health inequalities are the differences between health that are unfair and avoidable in the population and identified groups within the population. Everybody active every day (PHE 2014) identified that inequalities associated with decreased physical activity are seen within the population and are related to age, geography, disability, race, sex and sexual orientation.

Health Challenges in Essex

In Essex around 26% of residents are failing to meet the minimum amount of physical activity to keep healthy, however this average figure is masking large disparities between individual districts. Inactivity across Essex has been identified by the County Sports lead, Active Essex who wish to get 1 million people active in Essex by 2021 (Active Essex (2017) Active Essex: Our Strategy 2017-2021; Changing 1 million live to get Essex Active).

In addition to physical inactivity, excess weight levels (those within the population who are classed as either overweight or obese) can lead to medical, psychological and social ill

health. Obesity is a leading cause of increased morbidity and mortality in the United Kingdom. The most recent available data (2012-2014) shows the proportion of Essex adults who are classed as having excess weight is 67%, this is higher than neighbouring authorities and higher than average in England.

The Relationship between Health, Place and Travel

Health and wellbeing are primarily determined by factors other than health care. ECC is committed to the role it can play in positively influencing the health and well-being of residents. Active travel offers a potentially transformative solution to the challenge of sedentary lifestyles. (PHE (2018 Guidance Physical Activity: applying All Our Health). Active modes of travel such as walking and cycling for transport can be incorporated as an incidental part of our daily routines, either as a main mode of travel or as part of a public transport journey and are accessible, inclusive and applicable to all age groups.

There is a growing body of evidence that supports the positive benefits to health and wellbeing from active travel (PHE (2017) Spatial Planning for Health: An evidence resource for planning and designing healthier places). The evidence highlights the positive impact on physical health and mental wellbeing and on

the wider influences upon health such as the economy, air quality and community safety. Essex County Council is uniquely placed to link Health to the other place-based strategies covering the wider determinants of health to impact on health outcomes for their populations and tackle health inequalities.

Good health and well-being is about far more than the absence of disease or illness (both physical and mental). As concluded in the Marmot Review (2010) and referenced in the King's Fund report (2014).

These wider social determinants of health relate to the conditions in which people are born, live, learn, work and age. Having access to a job, housing and education is key to health and wellbeing. And a key part of that access is

access through the transport system. Good local walking networks which encourage active travel to access jobs, learning and skills opportunities and local services have a significant contribution to make to reducing health inequalities. Access to the walking environment including walking routes and networks and walking infrastructure is a key enabler and determinant of health.

Walking and Health

Walking is an accessible every day activity which is fundamental to the health and wellbeing of individuals and their communities. Walking for transport, often known as active travel, and walking for leisure are both an important element of enabling people to achieve the recommended 150 minutes of physical activity per week (CMO (2011) Physical activity factsheet 4 adults aged 19-64).

Walking is the easiest and simplest way to incorporate physical activity into our everyday lives. If more people were to walk for short journeys of about a mile every day, not only would we be able to reduce congestion and improve air quality, there would be significant

health benefits. Walking is natural and simple and is often part of a longer journey to a bus stop or railways station. Walking to maintain our weight and general health has implications for not only our physical health, but also our mental health. Regular walking will not only help to reduce the risk of conditions such as heart disease, diabetes, cancers and stroke, it can help to improve mental health including depression and anxiety. Further, walking can help people to socialise, through informal social interaction or in a more formalised way through group walks and could help to reduce wellbeing issues such as loneliness and social isolation (PHE) (2018 Guidance Physical Activity: applying All Our Health).



The Health Benefits of Walking

In addition to walking for short trips of a mile or under, mixed mode trips that incorporate other modes of travel such as Bike, Bus, Park & Ride, Rail and Shared Transport are a great way to build some walking into daily routines. People who regularly use public transport are more likely to get the activity they need to stay healthy. Walking is the most accessible physical activity, and already the most popular. It also has the greatest potential to increase particularly among people disproportionately affected by low physical activity levels and poor health.

Walking addresses many of the reported barriers to being more active, such as lack of time, money, poor health and physical limitations.

It is accessible to people from groups who could most benefit from being more active such as older people or those on low incomes. Walking is free at the point of use, requires no special equipment, training, or membership fees. Walking is a moderate, low-impact activity unlikely to cause injury.

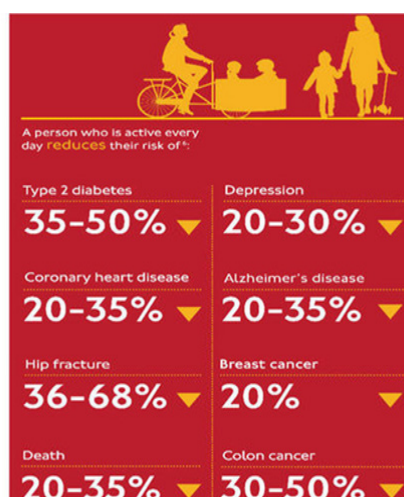
You can walk almost anywhere and at any time. You can start slowly and easily and build up gradually, ideal if you are very unfit, have a long-term condition or are on a rehabilitation programme. For some people it is a 'gateway' to more vigorous activities and it does not require special clothing.



Prevention

Moderate intensity physical activity means getting the heart rate up and breathing faster. Just two bouts of 10 minutes of brisk walking a day is an easy way for adults to introduce more moderate intensity physical activity into their day and could reduce their risk of early death by up to 15% (PHE). Active travel through using walking as a means of commuting to places of work or school could be a positive way to do this and support wider societal benefit including supporting air quality, community interaction and reduced motorised traffic on roads at peak times.

People who are active can reduce the risk of various conditions:



The Health Benefits of Walking for Older People

Walking is an accessible form of physical activity for those who because of age, have long-term conditions, mobility challenges or low levels of fitness, or who find other activities too challenging. Walking is an important way to counterbalance the tendency for physical activity

levels to decrease with age. Age UK recommends walking as a key way for older people to stay healthy. With a growing older person population in Essex, walking is a key tool to prevent ill physical, mental and social health.

Reducing Inequalities - The Role of Walking

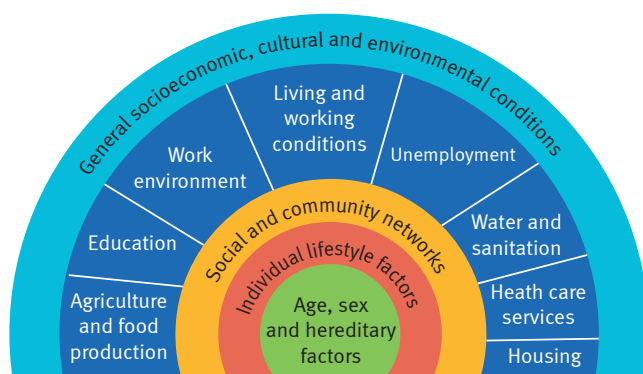
The Marmot report identified active travel, including walking, as a key means not only of improving health but of improving the wider determinants of health inequalities.

Some of the worst areas (the most deprived one per cent of nearly 33,000 areas in England) are within Essex: six in Tendring and two in Basildon. Uttlesford is the only local authority in Essex with no areas in the most deprived 20 per cent of England (JSNA 2016).

The Marmot Review – Fair Society, Healthy Lives, the Strategic Review of Health Inequalities

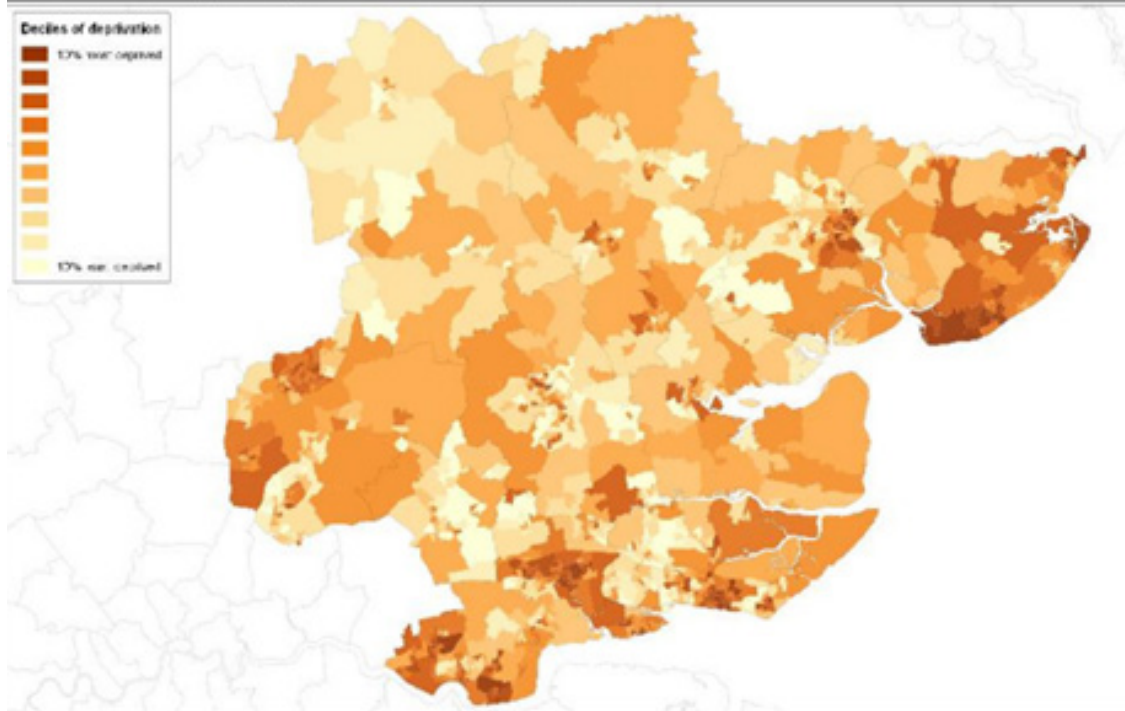
in England Post 2010 said that *“In order to reduce health inequalities, universal action is needed, but with a scale and intensity that is proportionate to the level of disadvantage – this is called proportionate universalism”*.

Walking is broadly a universal activity, open to most people and has an important role in reducing Health Inequalities by both contributing towards increased physical activity through active travel; and by enabling access to jobs and services, which are key determinants of health.



The Determinants of Health (1992)
Dahlgren and Whitehead

Index of Multiple Deprivation 2015, Essex



Essex Joint Strategic Needs Assessment 2016

Reducing Inequalities - Essex Local Delivery Pilot

In Essex, a focus on the physical environment to consider how to encourage more people to walk will have universal benefits. However, as this strategy highlights, there are areas within the county where there are higher levels of inactivity in some demographic groups. This could be contributing towards exacerbating levels of health inequality and poor health in general.

To address this challenge, Essex is part of a Local Delivery Pilot with Sport England which prioritises tackling the issues of physical inactivity in Essex head on. The Essex Local Delivery Pilot (LDP) is a once in a generation

opportunity to make a difference to the people of Essex, addressing the high levels of inactivity in our most deprived communities. It will supercharge the delivery of Active Essex's strategy to get 1 million people active. This approach involves delivering 'system change' and is focused on Basildon, Colchester and Tendring. However, the intention is for the pilot to prototype a system change approach, which can then be rolled out to the rest of Essex. This project will go some way towards increasing the take up of physical activity and will include projects which will increase the frequency and duration of walking trips.

Strategy Walking Proposals

Enable residents to achieve two active 10's per day through everyday travel.

Collaborate with public health practitioners and stakeholders to raise awareness of walking for Health

Support social prescribing to encourage walking as part of good mental health

Promote Active Essex (Active Essex Strategy)

Objective 5

Enabling more Walking to Schools

Government have an ambition to get more children walking to school. This is shared by Essex County Council, we recognise that child pedestrians are more vulnerable road users, it is vital that this is taken into consideration when designing new environments or improving existing ones to encourage more children to walk (and cycle) to school. Traffic calming measures, speed reduction and 20mph zones

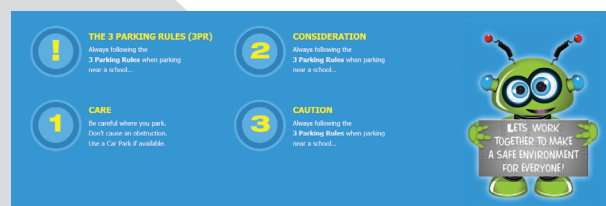
can all contribute to providing protected areas for children as can the provision of appropriate crossing place and other schemes such as safer drop off points. In order to get more children traveling 'actively' to school, we need to take an innovative approach which consider the barriers and solutions available to enable more children to walk to school.

Three Parking Rules (3PR)

Communities around schools often experience challenges with parking and access, which can result in barriers to walking to schools. The Essex Parking Partnerships have recently developed an exciting new initiative called 3PR (3 Parking Rules, which are Care, Consideration and Caution) to help tackle some of the parking problems outside of schools and to actively engage with the school community including local residents, to promote a good working relationship and to understand local needs.

A character called 3PR has been designed to help deliver a positive message about school parking and 3PR provides advice and guidance to children, parents and the residents on safe and considerate parking practices and alternative methods of travel to school. The initiative is easily tailored to suit each school's individual needs and includes a reward element to encourage children to actively travel to school and reduce congestion around schools.

Schemes such as 3PR help to encourage walking through a mixture of changes to the social environment around a school and through incentives to achieve behaviour change. This can be achieved through the development of an advisory no parking zone outside of the school based upon an assessment to identify a zone which can be marked by lamppost signs throughout the zone. Tailored maps are created which highlight the zone and include pictures of the common parking problems that occur outside of the school (parking on pavement, parking on the zig zag lines etc). 3PR Patrols, often children with a teacher/parent/volunteer will stand at each end of the 3PR Zone and hand out tokens to any children who walk, scoot or cycle into the zone.



Park and Stride

If a suitable location can be found for parents to park their vehicles this can enable children to walk the remainder of the way to school. This can be a good way of encouraging physical activity and help to reduce congestion and the risk of accidents near schools. This can be

complimented with a walking bus, whereby a group of children walking along a risk assessed route with the help of volunteers to ‘drive and conduct’ the bus. There can be a ‘pick up’ and ‘drop off’ point and sometimes there can be stops along the way to/from school.

Community Led Street Design

If there is strong community support, another way of improving access to schools, encourage more walking and reduce localised congestion and emissions, is through Community Led Street Design (CLSD). This approach can reduce the number of private motor vehicles during peak travel times, i.e. the morning and afternoon school run; with the associated benefits of improved road safety, cleaner air and healthier, more active pupils. This can be achieved through using temporary or time limited interventions which slow down traffic and help to transform the space around schools using temporary barriers, paint, activities and better integration of times and functions with the needs of the users.

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The key objective is for the community to explore and recommend possible strategies and ideas for increasing the use of more active travel modes. Therefore, community ownership of both the engagement process and its outcome are of paramount importance. The local community and participants play a crucial role in shaping

the engagement process and structure; as well as the eventual proposals that are generated and shortlisted for the County Council’s consideration.

Those living in a community have the greatest knowledge of the transport network in the area. Living, learning and working in the vicinity also provides an insight into the thought processes affecting their community’s travel decisions. This, in turn enables the community to propose ideas to mitigate the traffic issues on the road which would best fit into the context of how the community functions, rather than seeking to introduce a top-down approach prescribed by local authorities.

ECC are piloting this approach in Colchester and there are case studies from Bristol where this type of approach has been used successfully. If this pilot is successful, the same model can be used to tackle the same problem in other geographic areas across Essex.

Strategy Walking Proposals

Encourage more walking to schools through behaviour change programmes such as 3 Parking Rules (3PR).

Develop pilot study linking community physical and marketing approaches.

Support education initiatives to increase the skill and confidence levels of young pedestrians throughout their school years.

Enable more accessible walking environments

Support better wayfinding and legibility

Objective 6

Promoting Walking for Leisure

Coastal Path

The Essex Growth Commission highlights Coastal Regeneration is an important theme which includes a focus on tourism and opportunities to promote culture, outdoor recreation and the Essex landscape. The establishment of a coastal path would provide an opportunity for seaside tourism and coastal regeneration. Essex Highways will continue to develop a plan for a coastal path in Essex working in conjunction with Natural England which is determining the route of an England Coast Path.

In 2014 ECC opened the Thames Estuary Path funded by the Veolia North Thames Trust and the Maxi Green project. A walk exploring the fascinating South Essex Marshes, from Tilbury Town all the way to Leigh-on-Sea, passing through an historic industrial and settled landscape with a wealth of green heritage and biodiversity. The path is easily accessible by train, linking six local train stations (on the London Fenchurch to Shoeburyness line) and can also be enjoyed in five smaller tours starting and finishing at the local train stations. It is clearly signed and waymarked with it's a distinctive logo.

The establishment of an Essex coastal path will provide an opportunity for seaside tourism and coastal regeneration and will help enable the many health and environmental benefits that leisure walks can offer. A new long-distance trail is being implemented by Natural England in Essex from Burnham-on-Crouch to Maldon that is an extension of their England Coast Path.. Natural England is also now looking to enhance the Coastal path to improve access along a 70km stretch of the Essex coast between Tilbury and Southend-on-Sea.

Essex has one of the country's longest coastlines stretching for over 300 miles. The many different uses of the Essex coast all exert varying pressures on this sensitive and highly valued natural resource. Much of the Essex coast is also particularly vulnerable to the effects of climate change including the loss of saltmarsh (which is itself, a natural form of coastal sea defence) and the increased risk of coastal erosion and flooding to numerous communities and landowners.



Walking for Leisure

Everyday walking as a way of getting from A to B, either as part of a single trip or with public transport, to get to work, school or the shops is a priority in this strategy.

However, walking for leisure purposes is an important part of encouraging more people to walk especially in a largely rural county like Essex. Not everyone is able to walk for travel purposes, including work and shopping, many people enjoy the freedom to walk during their leisure time.

Walking for leisure can be a personal activity, where we take time to gather our thoughts and have some quiet time. But leisure walking can also be very social, walking with family, friends and groups can be highly enjoyable whilst also enabling a burst of physical activity.

It is important that walking for leisure is enabled and promoted, for some people who are unable to achieve their 'active minutes' through their every-day journeys or active travel, walking could be a vital component of maintaining physical and mental well-being. Essex is fortunate to have a beautiful natural environment which enables people to interact with culture and history, through an extensive public rights of way network across the county and through its country parks, coastal paths and working farmland.

There is increasingly strong evidence base that shows that spending time in green-space is good for both our physical and mental health. Parks, green spaces and coastal and rural paths should be accessible and welcoming to everyone. Evidence shows that the most successful spaces attract a wide range of people and activities.

Promoting our rural walking networks is a key aspiration, not just for people's ability to enjoy their use, but also as a way of encouraging stewardship of important community assets. The county council has a key role as an enabler to rural walking networks, while we are often not the owner of the land, enhancing access for all users and supporting our local community networks to take an active role to the stewardship of our rural networks is an important part of our ambition.



Green Infrastructure

There are over 6000 kilometres of public footpaths, bridleways and byways throughout Essex. These provide vital access to the countryside for informal recreation. They also form part of the highway network and, as such, will have an increasing role to play in the provision of a sustainable transport network by providing active travel networks.

Essex County Council administers 13 country parks and open spaces covering 1,266 hectares as well as 41 areas of woodland totalling 236.2 hectares. In addition, there are number of parks administered by district and town councils. Essex County Council makes contributions to Thames Chase Community Forest and the Lee Valley Park.

Enjoying green spaces is likely to involve walking, whether that is to a country park, coastal path or on the public rights of way network. However, it is also important to recognise that walking should be considered and encouraged as part of accessing and improving connectivity to green spaces. (Please see Green Infrastructure Strategy – Draft for Consultation May 2019).

Nature can be an excellent motivator to walking, biophilic design should be incorporated into streetscapes to create diverse living nature which enhance the character and attractiveness of our streets. Tree's, plants and shrubs can be integrated into the urban street environment and designed to fulfil many functions as well as add character, provide shade and help to create a sense of place.

Trees can provide shade from the sun or rain, as well as the oxygen giving and pollution absorbing functions. Well-designed planting areas can absorb water and fulfil a natural sustainable urban drainage function. Green Infrastructure will be ever more important in the future as part of climate change adaptation and mitigation and should be encouraged, in the right context at the correct locations where it can provide shade, water and carbon absorption and can improve air quality. However, good design is key, it must be designed in to spaces to ensure that it is consistent with active design principles and good natural surveillance. ECC's Tree and Woodland Strategy – General Principles identifies how ECC will assist in the protection, maintenance and enhancement of the County's trees and promote the benefits they provide in the wider context.



The Public Rights of Way Network

The public rights of way (PROW) network in Essex comprises approximately 6300km of footpaths (84%), bridleways (12%), and restricted byways (4%). There are many interesting walks via public rights of way around picturesque locations across Essex. Our green infrastructure is not just an attraction or key destination, but also as an attractive through route that links places and communities.

A good network of public rights of way and cycle routes exists in the county with the most comprehensive network in the south of the county. To maximise the opportunities for leisure walks, the County Council will seek to identify how to improve access to the public rights of way network, in particular, the PROW which are near to our main settlements and urban areas.

There are many long-distance trails that pass-through Essex, such as The Essex Way, the Flitch Way and the Thames Estuary Path. There are also routes which are promoted by organisations like the Ramblers (the Saffron Way) and complement ECC's promoted trails such as:

- The Forest Way
- The St Peter's Way
- The Roach Valley Way
- The Stour Valley Path
- The Saffron Way (promoted by the Ramblers)

The PROW network is a key asset which we can encourage more walking by working with communities and parishes to encourage leisure walking. Whilst long trails offer the more experienced walker an opportunity to enjoy the Essex Countryside, other smaller routes can also be found across Essex, providing potential opportunities for those new to leisure walking to also explore their abilities and their environment.

As well as prospects to improve link paths from urban areas for leisure and recreation, it is also important to encourage communities to create and use a greater variety of short routes that can be completed by users with different needs including circular walks around towns and villages or walks to places of interest.

The county council will explore innovative ways to maintain and enhance the PROW including liaising with neighbourhood plans who can seek funding for PROW improvements and for walks information to be distributed to new housing. Volunteers have an important role to play in leading walks in communities and to keeping paths in a good condition. The county council will seek improvements for access through development opportunities and S106 funds and will continue working with the Local Access Forum and representatives of user groups to improve services and promote access.

Strategy Walking Proposals

Encourage social walks in Greenspace to link people to groups and reduce isolation

Promote use of PROW, Coastal Path and Country Parks including links to Rail and Bus Operators

Support community involvement in maintenance of PROW.

Objective 7

Supporting Economic Development

Walking Supports the Economy

There are five key areas where walking (and cycling) contribute to economic performance

- Keeping traffic flowing by reducing congestion (encouraging people to walk and cycle who would otherwise drive).
- Supporting Town Centres and High Streets by encouraging high levels of footfall and good access (often when combined with park and ride and passenger transport).
- Improving Productivity and Absenteeism through a healthier workforce
- Leisure and tourism (visiting businesses and attractions e.g. on the coastal path).
- In the coming year, SELEP will launch its Local Industrial Strategy which will include components from each of the Federated Areas including Essex. The strategy will articulate how the area will not only support jobs and housing growth but how it will also address Productivity challenges that the UK currently faces

Overall Increased business productivity

Increased footfall around retail and leisure businesses

Improved health and wellbeing of staff

Improved employee productivity

Driving inclusive economic growth is at the heart of Essex County Councils 'Organisation Strategy 2017 – 2021'. Essex aspires to have a thriving, resilient and balanced economy supported by vibrant and accessible places to live, work and enjoy.

To achieve our ambition for an inclusive economy and to also satisfy the governments requirements for local authorities to focus on increased productivity as the measure of growth, Essex County Council have identified several strategic priorities. The Council's strategic priorities focus on upskilling residents, enabling businesses to grow and driving forward inward investment. This activity is targeted along corridors of opportunity in and around Essex that will provide maximum benefit to the Essex economy. To deliver on these priorities the council will be required to take a cross-cutting approach to working with internal departments and external partners.

The Walking Strategy will support the work of the economic growth agenda, leading to benefits for residents, businesses and visitors. In its simplest form an increase in accessible walking routes would support increased access to jobs and for employers and will enhance access to labour markets.

An Essex Growth Infrastructure Framework (GIF) was developed to provide a view of emerging development and infrastructure requirements to support growth across Essex. The GIF provides a strategic framework across the county, for identifying and prioritising investment across a range of infrastructure, for planned growth up to 2036. It presents an overview of growth patterns and the infrastructure projects needed to support such growth, their costs, how much funding has already been secured or is expected toward their delivery and the funding gap.

The Framework report draws together information and data from a range of sources, including district local plans, Infrastructure Delivery Plans (IDPs) and covers all forms of infrastructure supporting the economic, environmental and social needs of the study area. The framework recognises the impact of growth in population and jobs. Walking infrastructure is a fundamental part of building communities and resilience for the future. Walking (and cycling) infrastructure planning and delivery is essential in underpinning future sustainable economic growth, as well as helping to reduce some of the future burdens on other infrastructure, such as Highways and Health infrastructure. (ECC, **Greater Essex Growth and Infrastructure Framework: 2016-2036, 2017**).

Essex Growth Commission - Walking and Economy

The Essex Growth Commission was set up in 2016 to help shape inclusive growth in Greater Essex. Essex has a strong entrepreneurial culture with a high number of smaller businesses and a good record of new business start-ups (EGC 2018). Essex has some important economic corridors which are based upon good strategic transport links, however economic performance is not as strong as other parts of the south east England economy. Part of the response to this challenge is how to improve access to markets and jobs through enhanced transport connectivity.

While there are major projects to improve key road corridors, there is recognition of the role of walking with public transport and rail to take

the pressure of roads and free up valuable roads-space to ease congestion and keep the economy moving. Encouraging more people to use rail and other public transport such as buses will also involve more walking journeys or 'walk stages'.

Some industries such as Digital and Creative and Business and Finance sectors tend to cluster in towns and therefore good walking (and cycling) networks to connect public transport and park and ride areas with employment areas and town centres are key to delivering local plans and Essex growth aspirations.

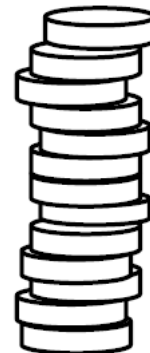
13:1 is the average 'Benefit Cost Ratio' for walking and cycling projects

this means
for every

£1 spent on walking and cycling.



£13 of benefits are returned to the economy



Based on the BCRs (Benefit Cost Ratios) reported ... one can confidently conclude that sustainable travel and cycling and walking in particular regularly offer

**high and very high
value for money**



Source: Department for Transport, 2015

Town Centre, High Streets and Local Regeneration

Town Centre's are essential to the fabric of a place and are key attractors, offering public sector, service, retail, leisure, employment and residential opportunities for both locals and visitors. They often serve as the transportation hubs, connecting and linking various parts of our Towns together. The fundamental structure of Town Centres has changed from goods transactions to one of consumption of food and experiential services such as health and entertainment, this fundamentally changes the role that the Town Centre plays in shaping a sense of place.

Technology is also having a major impact on all our lives and an even bigger impact on the high street. Research by the sustainable transport charity Sustrans shows that on average there were 177 shopping trips per person in 2015 compared to 216 in 2002. Internet spending has increased but, 87 % of potential shoppers live in a 5-mile radius of their nearest high street and 38% visit several times a week (Sustrans 2018). The function of our High Streets and Town Centres is changing, they are no longer primarily retail led.

Local regeneration schemes which focus on improving High Streets and Town Centres often require significant investment in the public realm which includes pavements, footways and other walking infrastructure including seating, lighting and green infrastructure. Enhancing pedestrian access and enabling a good walking environment is a key component of supporting a more mixed-use approach to these areas as they evolve to provide destinations for shopping, leisure and enterprise. Visitors expect a good street environment and are concerned with the attractiveness of the environment. Enhancing local walking routes through the Local Cycling and Walking Infrastructure Plans will improve access to key attractors and destinations such as High Streets and Town Centres, walkable street locations have been proven to increase shop footfall by 20% to 40% (Walkanomics 2012). Enabling and promoting a good walking environment is key to accommodating a critical mass of people movement which will support the vitality of successful and attractive places where people can socialise and spend their leisure time.

THRIVING HIGH STREETS

Retail vacancy was **17% lower** after high street and town centre improvements...

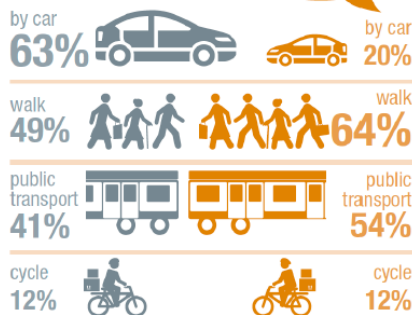


...and retail rental values **rose by 7.5%**

Source: Carmona et al, 2018

Businesses may overestimate their customers' car use

Businesses on Lea Bridge Road think their customers travel to the area:



Source: London Borough of Waltham Forest

What do BIDs say?

9 in 10

say walking and cycling creates vibrant areas

83%

say it attracts more customers

Source: Aldred & Sharkey, 2017



Strategy Walking Proposals

Support enhanced Walking infrastructure in Town Centre and High Street Regeneration.

Enhance walking infrastructure to key economic centres including Wayfinding.

Work with large employers including Business, Hospitals and Universities to create walking champions and provide information on walking as a way of getting to work.

Objective 8

Improving our Neighbourhoods and Supporting the Development of New Communities

Walkable Neighbourhoods

Walking should be considered in all urban planning, land use and transport development as it should be considered at the top of the road's hierarchy. This applies to existing neighbourhoods and to new housing developments and Garden Communities. Walkable neighbourhood environments have the potential to increase walking for short journeys or as part of a journey with public transport. Most people would be happy to walk around 10 - 20 minutes to access local shops, GP surgeries, dentists, schools and other local amenities such as bars, restaurants and pubs.

However, there are still a high number of these journeys that are undertaken by car, but many of these trips could be walked. The volume of traffic and the pollution levels generated on main roads can often feel excessive for residents and impact negatively on those pedestrians (and cyclists) and who share the same space. This can significantly impact on the level of interaction within communities located in these areas. Those who live on streets with higher traffic levels are likely to have fewer social interactions within their neighbourhood.

Improved opportunities for walking will enable people to access local shops and businesses, supporting the viability of these services. Providing parking alternatives such as Park and Ride outside of central areas and encouraging people to walk reasonable distances, 'Park & Stride', will reduce the number of cars and support the rebalancing of the road network to enhance choice for those who want to walk and cycle. Improving the street environment for all road users will ensure our urban areas become attractive, vibrant places to live, work and visit. This will enhance the attractiveness, appearance and safety of these neighbourhoods and high streets to make them attractive to businesses, shoppers and the community.

Walking also has a role to play in promoting community resilience and helping to reduce isolation and loneliness. It will certainly not, on its own, solve these and other social problems but it can certainly contribute. It can help make our towns and urban areas more liveable and pleasant places, framed around a human scale that helps to promote health and strong communities.

Healthy Streets Framework

In London a concept called Healthy Streets has been developed which includes a framework (see below) which is used to help assess various functions that a street should achieve in the interest of creating better streets. This framework is being increasingly used across the UK and abroad as a way of determining the quality of the streetscape.

In Essex we can draw upon the Healthy Streets frameworks as useful principles to consider how to make better streets which balance the needs of all users. It is a useful way to consider the issues of safety, noise, clean air and the walking environment including the role of trees and the needs of all users in a holistic way that encourages walking and maximises the benefits of walking.



Source: Lucy Saunders

Active by Design - NHS Healthy New Towns

The NHS Healthy New Towns (HNT) programme, which was launched in 2015, is designed to encourage local areas to work together to incorporate the active promotion of health and wellbeing through built environment design. New developments provide an opportunity to test out new ideas and promote active travel and innovative use of space design to pave the way for the future healthful places (TCPA 2016).

Proactive planning at the design stage to encourage active travel in communities enables the strategic placement of key buildings, such as schools and other community assets, and the design of safe, convenient and appealing paths to promote walking or cycling. The impact of green and blue space on improving population health has been well documented, and the use of green space for community activities has been associated with improved community cohesion and wellbeing. Optimising the use of these spaces, alongside active travel infrastructure, can help nudge individual behaviour towards increased physical activity and time spent outdoors, which can improve health and wellbeing (The King's Fund, May 2016).

Walkable new neighbourhoods are linked to improving long term health outcomes, helping people to live and age well.

Pedestrians, cyclists, and users of other modes of transport that involve physical activity need the highest priority when developing or maintaining streets and roads. Such have prompted substantial shifts from car transport to walking and cycling. Providing walking-friendly street layouts which provide good links to local services within new neighbourhoods and to local facilities in nearby areas are an important part of integrating new developments into existing communities. Improved street connectivity, mixed land use and compact residential design are an important feature of a walkable neighbourhood (Hajna et al. 2015). Improving neighbourhood walkability, and access to green space, active leisure spaces and key destinations such as local shops, schools and other amenities can reduce over reliance on car journey for shorter journeys.

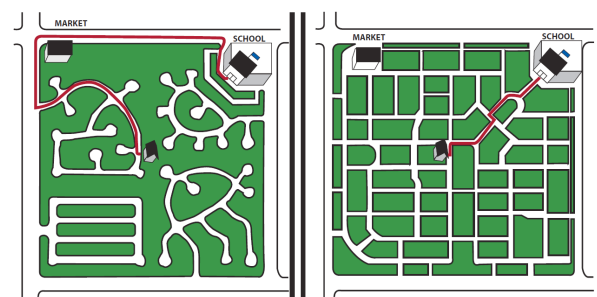


Designing Walking into New Communities

For new neighbourhoods and Garden Communities, it is essential that walking (and cycling) is designed in at the planning stage, to ensure that residents have a real choice regarding how they get around and how they access services. A settlement that favours active walking (and cycling) with access to good public transport will provide the best possible opportunity to create a distinctive and attractive public realm, with a reduced amount of land set aside for car-based infrastructure and instead more land for green space, development and useful amenities. This should be facilitated by a dense network of high-quality walking (and cycle) routes to connect to key destinations both within new developments and to existing infrastructure and local services. This will enable residents to walk (and cycle) to jobs, leisure and the full range of services, and where for longer journeys, with public transport options

as the default choice of travel linking into key destinations and transport interchanges.

Pavements and Footways should be aligned as directly as possible between the main trip origins and destinations. Most walking journeys begin or end at a person's home, workplace or a transport hub or car park. Most journeys undertaken include a walking element or 'walking stage' which is part of a longer journey.



PEDESTRIAN CONNECTIVITY: CUL-DE-SAC AND GRID LAYOUT

Essex Design Guide

The Essex Design Guide (EDG) has pioneered local design, creating space for innovation and encouraging high-quality development. The EDG aims to create distinctive places where people want to live, build communities and make sure that the infrastructure and facilities are in place at the right time. This includes a focus on street and road design, giving consideration for how we should aim to design permeable layouts that link well to the existing transport, walking and cycle networks both inside and outside of the development. The EDG also identifies

types of road layout, speed limits and access considerations, lighting and parking information that should be provided to users of the space. The EDG provides an excellent framework for 'designing in' road safety to new developments. This has been supplemented by Guidance on how to prepare a Health Impact Assessment as an Appendix to the EDG. Health Impact Assessments are gradually becoming part of both developers' and planners' toolkits to ensure that walking is designed in as an integral part of new communities.



Essex Garden Communities

In addition to the detailed EDG, the Garden Communities Principles provide a good starting point for designing and developing the shape of sustainable new communities by providing a set of principals which aim to create high-quality places that put people at the heart of new communities. Garden Communities represent a change in the traditional approach to delivery of large-scale development. The concept of the Garden Community was founded on the principals of community inclusiveness and creating walkable, sociable and vibrant neighbourhoods.

Stressing the importance of the home neighbourhood, the origin of most walking trips, is a way to meet the needs of local populations when planning for walking. The residential neighbourhood is a place with which people interact daily, is assumed to be where most walking for transport occurs and is also crucial in the development of building a community.



Strategy Walking Proposals

Promote Active by Design – make walking the most convenient way to get around our local areas.

Develop Framework for improving walking at a Neighbourhood Level drawing on Healthy Streets Principles.

Develop a framework for working with developers to ensure that Walking (and cycling) is designed in to new housing and communities and provide links to existing destinations.

Create better links to Walking Corridors from local neighbourhoods and new communities.

Objective 9

Encourage walking by changing attitudes and behaviour

Creating New Social Norms

Social norms are the unwritten behaviours or codes which are deemed acceptable in society. It is often stated that people make their own choices about the factors which impact their health, including how much physical activity they undertake. However, the decisions people take are highly influenced by social norms and the range of travel choices available.

...changing behaviours is challenging, as the contexts in which they occur are complex, involving the interaction of people's individual characteristics, social influences and physical environment – among other things. (Dr Lidice Tombor and Professor Susan Michie A healthier life for all).

To encourage more people to walk for shorter journeys, either within their neighbourhoods or to the bus stop or railways station, we must make walking the natural choice for shorter journeys or for the first and last mile of a longer journey involving other modes, walking should be the easiest and most accessible form of transport. Moreover, as set out in the Cycling and Walking Investment Strategy (CWIS) Safety Review 2018, pedestrians should be considered first as part of planning highways schemes.



Over recent decades people have become reliant on their cars for almost all of their journeys, this has been reflected in urban planning and in a reduction of walking journeys. People often perceive that cars are the most convenient mode of travel for all journeys, regardless of distance and/or time and therefore too often driving has become the norm for all journeys, rather than for longer and more complex trips.

Social norms are not static, they are evolving as attitudes change and more people recognise the benefits of being active and that regular walking can help maintain their general health. Moreover, short bouts of more intensive walking can contribute towards reducing the risk of several cancers as well as heart disease and stroke.

Even when there is a wider shift in societal views, attitudes and expectations may differ within specific communities. For example, expectations of ageing healthily are very low among some socio-economic groups in the

UK and these expectations may be linked with unhealthy behaviours such as very sedentary lifestyles (The Health Foundation).

The influence of social networks highlights the limitations of individually focused approaches and highlights the need for systems thinking which influence habits and norms of populations not simply individuals. Behavioural insights studies have shown that most decisions people make are fast, instinctive and automatic, rather than slower, considered and logical (Kahneman Thinking Fast and Slow). Therefore, to create the conditions for Walking to be seen as ‘normal’ as well as easy and convenient, a focus is required on both the social environment and the physical environment.



Walking and the Social Environment

While street design is very important, walking is not just about the physical environment, the social environment is also important and road safety isn't just about attitudes to risk, perceptions are just as important. If we are to achieve an increase in the number of people walking, we not only need to ensure that walking is the easiest and most convenient mode of travel for shorter journeys, we must have a change of culture whereby people recognise streets for all users and places for people and activities as well as a way of getting around. This links closely with the physical environment and how we design streets and is a fundamental part of improving road safety.

As part of a behaviour change approach, there are opportunities to promote walking via existing social networks and to create new ones using social media techniques as well as marketing and communications. Community champions or ambassadors could play a key role in organising led walks and walking groups. Experience from the South Essex Active Travel Programme has demonstrated that providing better information on walking (and cycling) through a website and strong brand together with targeted personalised travel planning with key employers and organisations can change attitudes and behaviours so that opportunities for more walking are taken up. As more people walk and a critical mass of people walking develops, the activity becomes every part of people's routines and thus walking becomes the social norm and habit for shorter journeys. As footfall increases, particularly in our towns, it is likely that economic activity will increase in those areas.

Essex Local Delivery Pilot

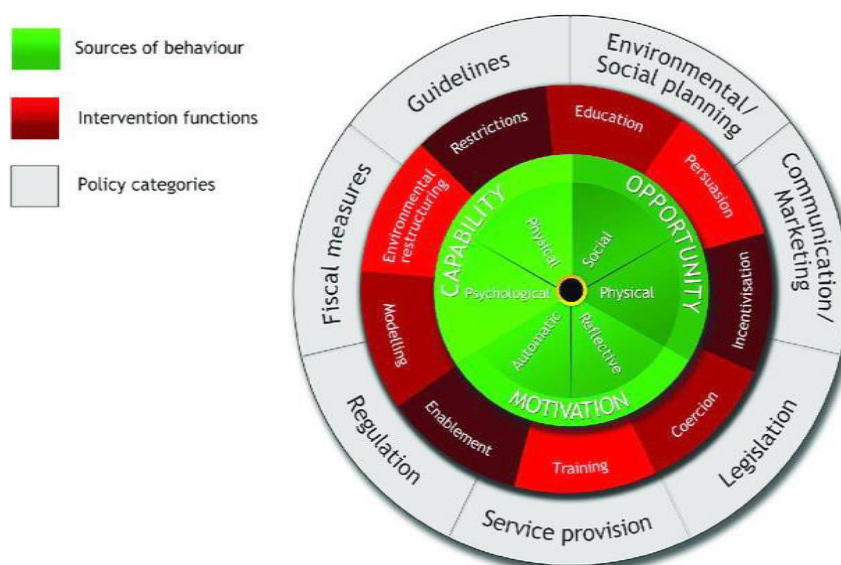
Essex is just one of 12 Local Delivery Pilots selected by Sport England nationally and all the pilots are deliberately focused on whole system change – the need for strong vision and leadership at the highest level and with the collaboration of all

stakeholders, at all levels, being key. The aim is to create innovative partnerships that make it easier for people in these communities to access sport and physical activity, including use of green spaces.

The Whole System Approach

A whole system approach recognises that societal problems (such as physical inactivity) are part of a wider ecosystem of causal factors, which extend far beyond barriers at a personal level (such as cost, time and confidence). This approach aims to tackle the root causes of inactivity by addressing the predeterminants of inactivity at an Individual (e.g. attitudes, beliefs and needs); Social Environment (e.g. families, local community), Institutional (e.g. schools and employers), physical environment (e.g. transport links, place and access to nature) and Policy and Regulation (e.g. laws, regulations etc)

level. Whole systems theory proposes that all of these causes are interconnected and must be addressed together to bring about behaviour change. The pilot is led by The Essex Health and Wellbeing Board and supported by Active Essex, Basildon Borough Council, Colchester Borough Council, Tendring District Council, the University of Essex and other partners. Basildon, Colchester and Tendring are three areas that represent 37% of all inactive people in Essex and by using them as the focus for the Delivery Pilot.



Strategy Walking Proposals

Develop a Behaviour Change Programme using whole systems approach with proven systems thinking techniques.

Enable frameworks to incentivise partners to deliver walking support.

Continue to develop travel planning for workplaces, schools, communities using innovative communications and marketing techniques.

Develop marketing plan for walking including new products and information which can be used with apps.

The **Nine Walking Objectives** and the **Strategy Priorities** are summarised in the table below. The Priorities will be delivered by an Action Plan included in Section 3.

Objective 1

Increase Walking for Everyday Journeys

- Encourage walking by making it the norm for short journeys.
- Aim for 400 walking trips (for transport) per person per year by 2025 (average trip is approx. 1km or 10mins).
- Promote Park and Stride.
- Enable an increase in footfall on the priority walking network to improve natural surveillance.
- Collaborate with partners and developers to maximise the walking network including role of passenger transport and rail.
- Implement a hierarchy to focus resources on the most used paths.

Objective 2

Improving Road Safety

- Explore the Implementation of safe systems as the founding principle for all infrastructure projects, using the Road User hierarchy to ensure the needs of pedestrians are met first.
- Prioritise road safety engineering schemes which treat sites with a history of pedestrian casualties.
- Support proactive policing to target driving offences which put pedestrians at risk and make roads a more unpleasant environment.

Objective 3

Enabling more walking to Schools

- Promote Essex Design Guide and Garden Communities Principals in New Development.
- Review design standards for walking infrastructure to ensure they encourage safe behaviour and meet pedestrian needs including provision for the elderly and mobility impaired.
- Enable walking networks for key towns through development of LCWIPs.
- Promote best practice design to improve walkability in our neighbourhoods including learning from B Lines.
- Enable more accessible walking environments.
- Support better wayfinding and legibility.

Objective 4

Better Design and Enhanced Accessibility

- Enable residents to achieve two active 10's per day through everyday travel.
- Collaborate with public health practitioners and stakeholders to raise awareness of walking for Health.
- Support social prescribing to encourage walking as part of good mental health.
- Promote Active Essex (Active Essex Strategy).

Objective 5

Enabling Physical Activity & Walking for Health

- Encourage more walking to schools through behaviour change programmes such as 3Parking Rules (3PR).
- Develop pilot study, linking community, physical and marketing approaches.
- Support education initiatives to increase the skill and confidence levels of young pedestrians throughout their school years.

Objective 6

Promoting Walking for Leisure

- Encourage social walks in Greenspace to link people to groups and reduce isolation.
- Promote use of PROW, Coastal Path and Country Parks including links to Rail and Bus Operators.
- Support community involvement in maintenance of PROW.

Objective 7

Supporting Economic Development

- Support enhanced Walking infrastructure in Town Centre and High Street Regeneration.
- Enhance walking infrastructure to key economic centres including Wayfinding.
- Work with large employers including Business, Hospitals and Universities to create walking champions and provide information on walking as a way of getting to work.

Objective 8

Improving our Neighbourhoods and Supporting the Development of new Communities

- Promote Active by Design – make walking the most convenient way to get around our local areas.
- Develop Framework for improving walking at a Neighbourhood Level drawing on Healthy Streets Principles.
- Develop a framework for working with developers to ensure that Walking (and cycling) is designed in to new housing and communities and provide links to existing destinations.
- Create better links to Walking Corridors from local neighbourhoods and new communities.

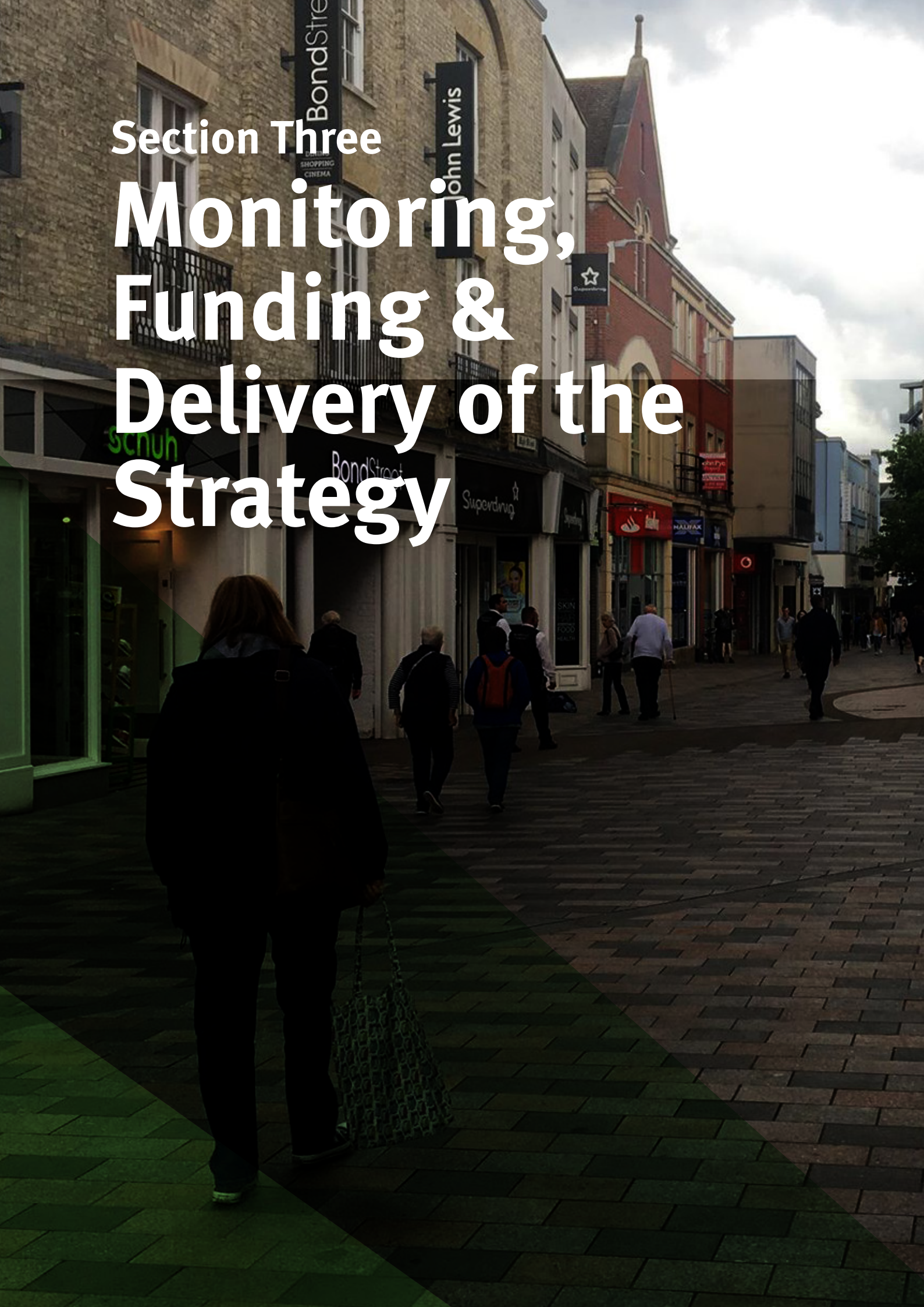
Objective 9

Encourage walking by changing attitudes and behaviour

- Develop a Behaviour Change Programme using whole systems approach with proven systems thinking techniques.
- Enable frameworks to incentivise partners to deliver walking support.
- Continue to develop travel planning for workplaces, schools, communities using innovative communications and marketing techniques.
- Develop marketing plan for walking including new products and information which can be used with apps.

Section Three

Monitoring, Funding & Delivery of the Strategy



Monitoring

- Monitoring the safety information as part of collisions and casualties recorded on the network.
- Through the Active Lives Survey and National Travel Surveys
- Using lessons learned and results from the Active Travel Grant
- Using data from the Essex Local Delivery Pilot

Funding

Capital funding for infrastructure improvements will be sought from developer contributions and external sources such as through SELEP and through the Cycling and Walking Investment Strategy (CWIS).

Potential sources of funding include:

- Local authority Regeneration Schemes
- Department for Transport CWIS Funding
- From the Active Essex partnership
- High Street Fund
- Developer contributions – planning contributions from new developments is an important source of finance.
- Local Growth Funds.
- Network rail and rail operating companies.
- Local Highways Panel funding for districts road safety schemes.
- SELEP Local Growth Funds for Local Sustainable Transport Programme.

Delivery of the Strategy

The Walking Strategy is an overarching document which seeks to provide a framework for the planning of walking networks and routes, encouraging more walking for travel across Essex, and encouraging more physical activity to ensure that all residents can enjoy the benefits of walking. Walking is foundational to the planning of the Transport System and urban development and will influence local plans and the next iteration of the Essex Local Transport Plan, as along with cycling will be the priority for short journeys and as part of a longer journey stage. It is anticipated that there will be an increased focus on ride sharing and multi modal journeys in future, walking has a key role to play in enabling future transport choices.

Emerging evidence from the Sport England, Local Delivery Pilot suggests that increasing physical activity requires a ‘system approach’, that is a joined- up approach to ensure that the physical and social environment is conducive to increasing physical activity. This principle is a useful approach to encouraging more walking, whereby we consider how to make our streets more walkable & healthier; and how we identify and work with those who are currently not able to enjoy the benefits of walking by identifying barriers and reducing or removing them where possible.

To achieve this and support the ECC Strategic Outcomes and the Walking Strategy Objectives and Proposals a draft Action Plan is proposed, which is proposed to inform a programme of activities which will be delivered by the council and our partners. It is intended that the Walking Strategy will guide our plans and policies over the period to 2025, to align with the CWIS.

In terms of governance, delivery will be overseen by the Active Travel Steering Group, along with the Essex Cycling Strategy.

Draft Action Plan

1. Appoint a Walking Champion.
2. Count Walking - count, monitor, and share information about walking, exploring the use of new technologies.
3. Develop a network of walking advocates and stakeholders.
4. Develop campaign to make Walking the natural Choice for Shorter Journeys or to access Passenger Transport.
5. Reduce Obstructions to walking (Quick Wins).
6. Delivering behaviour change through partners - supported by Walking Grant.
7. Better Streets & Corridors – Deliver (LCWIP Priorities, Braintree, Chelmsford & Colchester) & 10minute neighbourhoods' approach (subject to support from DfT).
8. Better information e.g. legibility and apps.
9. Develop Walkable Communities/Localities Pilot (seeking DfT support).
10. Walking Networks Refresh for Harlow and Basildon.

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