

Methodology

This document includes all the relevant information in relation to the methodology conducted in regard to Basildon, Castle Point, Rochford, and Witham.

Basildon Refresh

Context

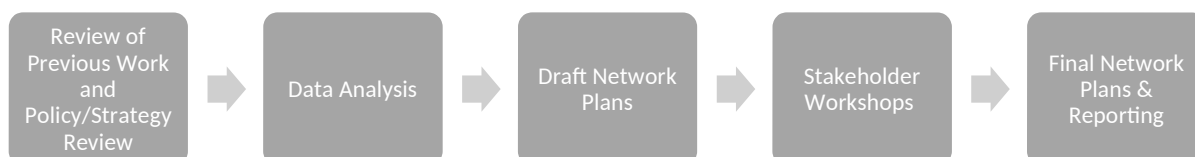
We are excited to share that Essex County Council (ECC) is currently working on the refresh of the Basildon Local Cycling and Walking Infrastructure Plan (LCWIP). These plans are part of the government's Cycling and Walking Investment Strategy, aiming to strategically identify essential improvements for cycling and walking in our local area. Your valuable input and feedback during this process will help shape a more bike and pedestrian-friendly community for everyone to enjoy!

Since the original Basildon Plan was developed, there have been many developments in active travel at both the national and county level such as:

- New funding opportunities for the delivery of LCWIP networks such as the Active Travel Fund.
- New cycle infrastructure design guidance has been published (LTN 1/20).
- A new national active travel strategy has been published (Gear Change: a bold vision for cycling and walking).
- Post-pandemic working practices and changing travel behaviours.

Within Essex itself there have been design changes and consultation periods since the original alignments were identified. Furthermore, Local Plans have evolved, and trip patterns have changed as a result of the pandemic and wider changes in retail and commuting.

The network plans presented as part of this consultation were developed following the stages outlined here.



Policy Review & Data Analysis

The first stage of the refresh involved revisiting previous design documents and relevant policies to ensure they align with the latest growth ambitions and national guidance, including Basildon Borough Cycling Action Plan (2017). To identify areas with the highest demand for walking and cycling trips, we conducted a comprehensive origin and destination analysis. The results were visually represented through a heat map, which highlights the locations with the greatest potential for improvement in the network.

Our analysis incorporated the most up-to-date datasets for the area, taking into account any future employment and housing developments. This effort was undertaken to create a plan that caters to the needs of the community and promotes sustainable and active transportation options for all.

Network Planning

Methodology

Using the background data collected a series of core walking zones (CWZs) and a walking and cycling network was developed that:

- Filled gaps in the existing network / infrastructure.
- Served key desire lines as identified by origin-destination analysis.
- Included any networks developed through local guidance or transport plans.

We have established a primary network that focuses on links with high forecasted cycle flows to meet the greatest demand. Additionally, we have incorporated secondary routes to enhance overall network connectivity, ensuring that the entire community benefits from this improved walking and cycling infrastructure.

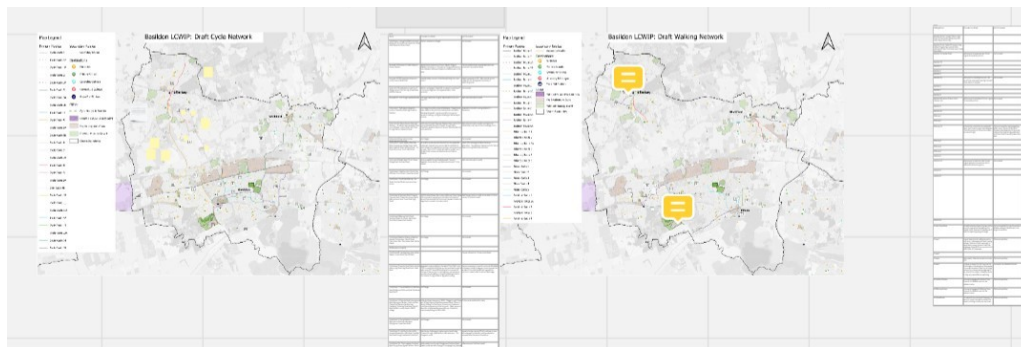
Stakeholder Workshop

On 8th September 2023, an online stakeholder engagement session was held for the draft network plans for cycling and walking, including the CWZs to identify any issues and opportunities for the routes along with any preferred alternate alignments.

The workshop captured **4 respondents** and **25 comments** from **2 organisations**.

The comments received were categorised and are summarised below:

- Create/extend routes to join with schools and residential areas.
- Need for wayfinding signage and potential connections to larger plans for greenways.
- Need for quality and safety in cycling infrastructure design.
- Integrating cycling routes with existing bus routes and assess overall connectivity
- Holistic approach to reduce car usage, congestion, pollution and carbon footprint
- The importance of cycling infrastructure linking housing areas to key destinations like Billericay High Street.
- Consideration of alternative routes to satisfy desired destinations.



Online Stakeholder Engagement Session

Final Plans for Consultation

Once all stakeholder comments were received, the comments were logged and reviewed. Where comments included reasonable suggestions for changes to the networks, final walking and cycle network plans were produced. These are now ready for comments on our maps, we look forward to hearing your thoughts.

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Castle Point

Understanding existing and potential future travel patterns is an important step in developing the network plan to ensure it reflects local demand.

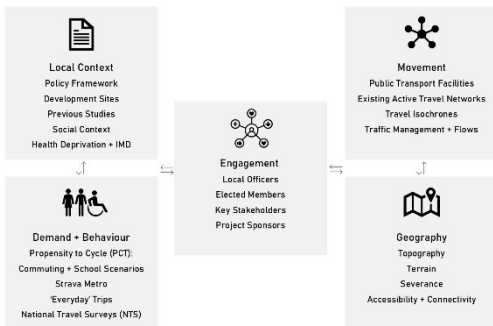
Our analysis of cycling travel patterns has combined analysis of commuting patterns (Propensity to Cycle Tool) and non-commuter travel patterns (School Trips, Everyday Trips and Strava analysis). Draft routes were then identified to connect the origins and destinations with the highest combined demand for cycling based on the different travel patterns listed above. The draft route alignments shown were plotted with input and collaboration from officers at Essex County Council and Castle Point District Council.

The development of the draft LCWIP walking network is based upon the identification of 'Core Walking Zones' (CWZ) which represent areas that are expected to contain key walking trip generators and therefore likely to create higher levels of footfall. In Castle Point, two CWZs were identified - one in Canvey Island town centre and one in Hadleigh Town Centre. The draft walking routes radiate from the town centres and provide connections into the surrounding areas. Again, these draft alignments were plotted with input and collaboration from officers at Essex County Council and Castle Point District Council.

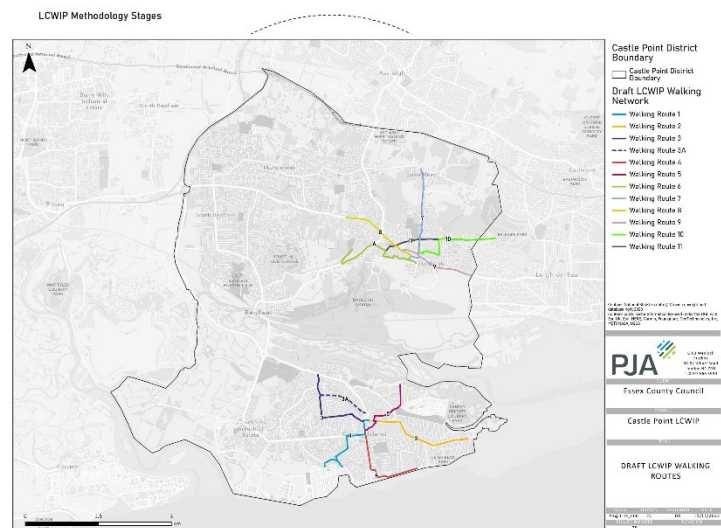
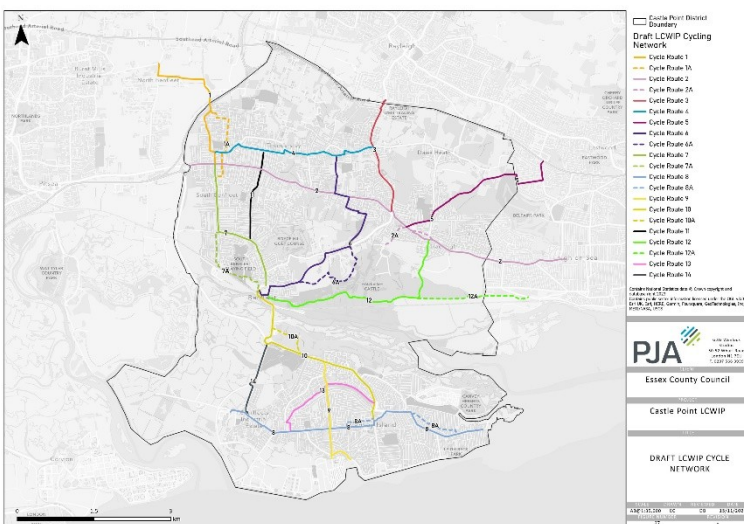
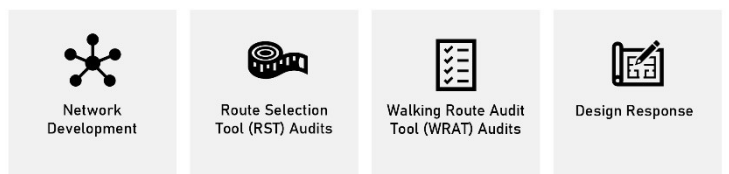
Stage 1: Determining Scope



Stage 2: Data Collection



Stages 3 + 4: Network Planning for Walking + Cycling



PJA

Essex County Council
Castle Point LCWIP

Castle Point LCWIP
DRAFT LCWIP CYCLE NETWORK

Essex County Council
Castle Point LCWIP

Castle Point LCWIP
DRAFT LCWIP WALKING ROUTES

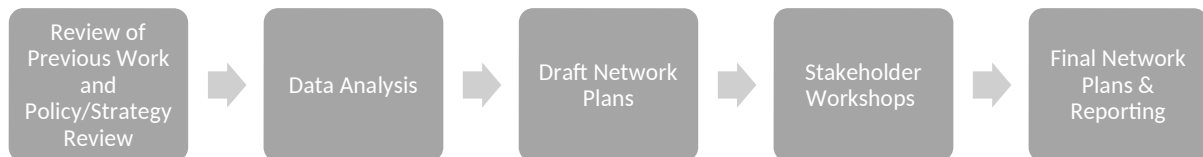
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Rochford

Context

We are excited to share that Essex County Council (ECC) is currently working on the development of the Rochford Local Cycling and Walking Infrastructure Plan (LCWIP). These plans are part of the government's Cycling and Walking Investment Strategy, aiming to strategically identify essential improvements for cycling and walking in our local area. Your valuable input and feedback during this process will help shape a more bike and pedestrian-friendly community for everyone to enjoy! The Rochford Plan reflects current best practices and recent developments to ensure it is fit for purpose for the next three to four years.

The network plans presented as part of this consultation were developed following the stages outlined here.



The first stage of the Rochford Plan involved revisiting previous design documents and relevant policies to ensure they align with the latest growth ambitions and national guidance.

To identify areas with the highest demand for walking and cycling trips, we conducted a comprehensive origin and destination analysis. The results were visually represented through a heat map, which highlights the locations with the greatest potential for improvement in the network.

Our analysis incorporated the most up-to-date datasets for the area, taking into account any future employment and housing developments. This effort was undertaken to create a plan that caters to the needs of the community and promotes sustainable and active transportation options for all.

Network Planning

Using the background data collected, a series of core walking zones (CWZs) and a walking and cycling network was developed that:

- Filled gaps in the existing network / infrastructure.
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We have established a primary network that focuses on links with high forecasted cycle flows to meet the greatest demand. Additionally, we have incorporated secondary routes to enhance overall network connectivity, ensuring that the entire community benefits from this improved walking and cycling infrastructure.

Stakeholder Workshop

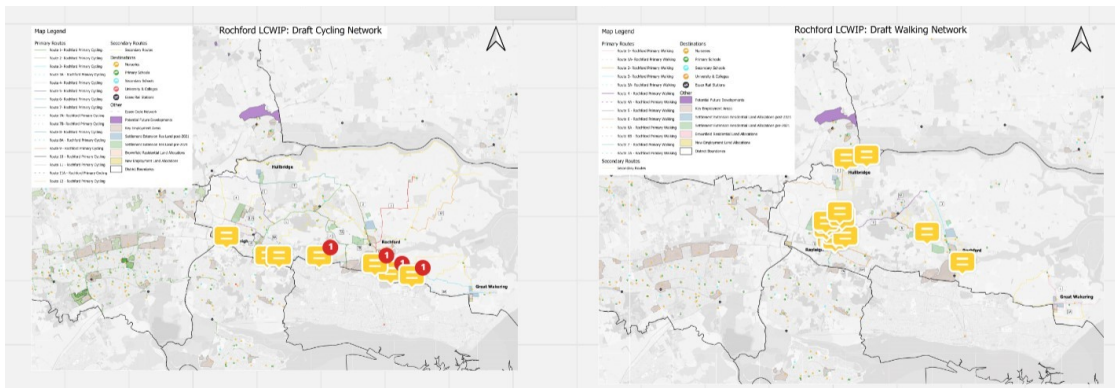
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On 29th September 2023, an online stakeholder engagement session was held for the draft network plans for cycling and walking, including the CWZs to identify any issues and opportunities for the routes along with any preferred alternate alignments.

The consultation attracted **5 respondents** and **54 comments** from **4 organisations**.

The comments received were categorised and are summarised below:

- Need for improving access to leisure and sports facilities, like Garons Park, through cycle paths.
- Concerns about narrow and busy roads and the need for more direct active travel links in certain areas.
- Improving active travel links for major employment sites like Airport Business Park and Purdeys Industrial Estate.
- potential for cross-boundary active travel connectivity to connect residential areas, town centers, and employment sites.
- Need for safer and more accessible active travel routes, improved pedestrian infrastructure, and enhanced connectivity between various destinations
- Safety concerns related to narrow footpaths and potential issues in the evening, particularly in unlit areas.
- Improving walking routes for schoolchildren and providing better access to secondary schools through alleyways.
- Consider alternative routes/potential shortcuts.



Online Stakeholder Engagement Session

Final Plans for Consultation

Once all stakeholder comments were received, the comments were logged and reviewed. Where comments included reasonable suggestions for changes to the networks, final walking and cycle network plans were produced. These are now ready for comments on our maps, we look forward to hearing your thoughts.

Witham

Context

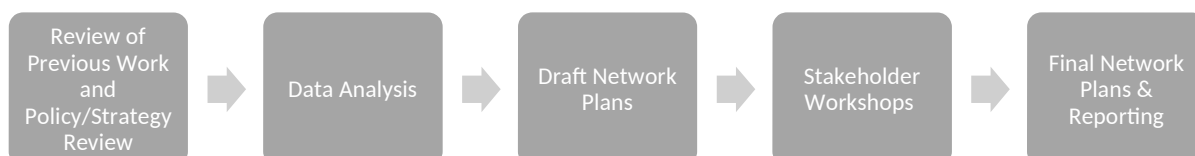
We are excited to share that Braintree District Council (BDC) and Essex County Council (ECC) is currently

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working on the development of the Witham Local Cycling and Walking Infrastructure Plan (LCWIP). These plans are part of the government's Cycling and Walking Investment Strategy, aiming to strategically identify essential improvements for cycling and walking in our local area. Your valuable input and feedback during this process will help shape a more bike and pedestrian-friendly community for everyone to enjoy!

The Witham Plan reflects current best practices and recent developments to ensure it is fit for purpose for the next three to four years.

The network plans presented as part of this consultation were developed following the stages outlined here.



Policy Review & Data Analysis

The first stage of the Witham Plan involved revisiting previous design documents and relevant policies to ensure they align with the latest growth ambitions and national guidance.

To identify areas with the highest demand for walking and cycling trips, we conducted a comprehensive origin and destination analysis. The results were visually represented through a heat map, which highlights the locations with the greatest potential for improvement in the network.

Our analysis incorporated the most up-to-date datasets for the area, taking into account any future employment and housing developments. This effort was undertaken to create a plan that caters to the needs of the community and promotes sustainable and active transportation options for all.

Network Planning

Using the background data collected, a series of core walking zones (CWZs) and a walking and cycling network was developed that:

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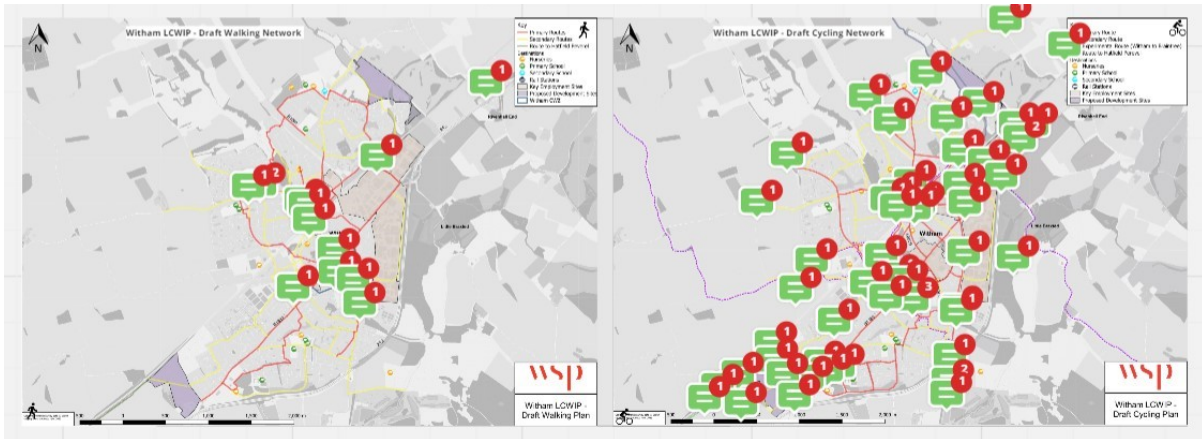
Stakeholder Workshop

On 8th March 2023, an online stakeholder engagement session was held for the draft network plans for cycling and walking, including the CWZs to identify any issues and opportunities for the routes along with any preferred alternate alignments. The consultation attracted **14 respondents** and **71 comments** from **8 organisations**.

The comments received were categorised and are summarised below:

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- § Prioritise which corridors should be delivered.
- § Consideration of off-road routes including the Riverwalk and Blackwater Rail Trail as potential alternatives to using on-road routes.
- § Safety issues regarding current shared use facilities within Witham
- § Local knowledge regarding safety and practicality of routes, alternatives have been provided.
- § Out of scope comments (connections to surrounding areas).



Final Plans for Consultation

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