Braintree Future Transport Strategy Public Consultation Report

August 2023

SAFER GREENER HEALTHIER
Transforming travel in Essex

Essex County Council

Executive summary

Consultation on the draft Braintree Future Transport Strategy ran from November 2023 to February 2023.

Developed in partnership with Braintree District Council, the strategy evolved through a consultative process with the district council and local councillors, ahead of then being presented to the public. There were 475 responses to the consultation, either via the online survey, by email or in writing to the Freepost address.

In terms of current views of transport, responses show that people are concerned about congestion, journey times and reliability for themselves and public services. There was also concern for the impact of air quality, however this figure was higher in terms of those responding from within the town than those in more rural areas.

Following the pandemic there have been some changes to travel habits, with more people working from home and making fewer journeys. In regard to active travel, there were a significant number of respondents highlighting that they walk more.

Increases in cycling and public transport were small. The main themes raised for cycling in the area were safety, segregated routes, lighting, route maintenance and accessibility. While a large percentage of respondents said nothing would make them cycle more, these respondents were either travelling a distance for work, were outside the town and did not see it as safe to cycle into Braintree or were unable/did not have access to a bike.

There was considerable feedback on bus services, and a number of issues were highlighted in terms of frequency, reliability, coverage and cost. In particular, the lack of early/late services connecting with areas of employment was a concern. Over a third of respondents said they would use buses more following the implementation of the Government's £2 bus fare cap.

Overall, just over two thirds of respondents either agreed with or were neutral when asked if they support the draft strategy. It should be noted that of those who disagreed with the strategy, 6% referenced charging zones, which are not part of the proposals, but had received national media coverage at the time of consultation.

Respondents highlighted the importance of the strategy in helping to reduce congestion and improve alternative forms of travel, however there was also scepticism in the council's ability to deliver on the strategy. Fear of development, more traffic and the perception of limited infrastructure provision were also highlighted.

Two thirds of respondents were also either neutral or in agreement that the objectives set out would help to achieve the vision. Again, it should be noted that a percentage of those strongly disagreeing identified zonal charging as their primary concern.

Respondents highlighted the importance of delivering the objectives, but also felt the council may not be able to deliver them. Fear of development was again highlighted, with respondents feeling that with more people in the town, the ability to deliver on the strategy would be reduced. Effective measurement of the objectives was also highlighted.

In regard to the specific zonal areas, in zone 1 a majority felt 'improved public transport and frequency of service' was the most important element. For zone 2 and zone 3 respondents selected 'improved public transport network and frequency of service' as the most important element.

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1   Introduction

Future Transport Strategies look to address local requirements and also dovetail into wider Essex objectives promoting sustainable, safer, greener and healthier travel and supporting the new Essex Local Transport Plan (LTP).

The Braintree Future Transport Strategy focuses on a series of key objectives based on creating improved connectivity, supporting growth, increasing the use of sustainable transport and creating a healthier environment, reducing the impacts of pollution through the promotion of walking and cycling.

Developed in partnership with Braintree District Council (BDC), the strategy follows the creation of other strategies for Chelmsford and Colchester, which having been implemented are now being used in order to identify and prioritise schemes and provide support for funding bids.

The strategy for Braintree focuses on the town area, setting out a vision:

For Braintree to be an attractive and safe place for people to live, work, study and enjoy, with a high-quality and innovative transport system that responds to the challenges of climate change and offers enhanced connectivity, accessibility and sustainable growth.

To deliver this vision, and the underlying objectives, the draft strategy sets out a zonal approach:

- **Zone 1 (Braintree Town Centre)** – With a primary focus on walking, accessibility to shops/key services, and public realm improvements to promote Braintree as a high-quality place and stimulate economic growth.
- **Zone 2 (Wider Urban Area)** - Promoting active travel and supporting passenger transport into the town centre for short trips. Reducing car usage and improve air quality.
- **Zone 3 (Strategic Corridors)** - Focussing on capacity improvements to support strategic growth within Braintree's wider area. Promoting sustainable travel alternatives for medium/long-distance trips.
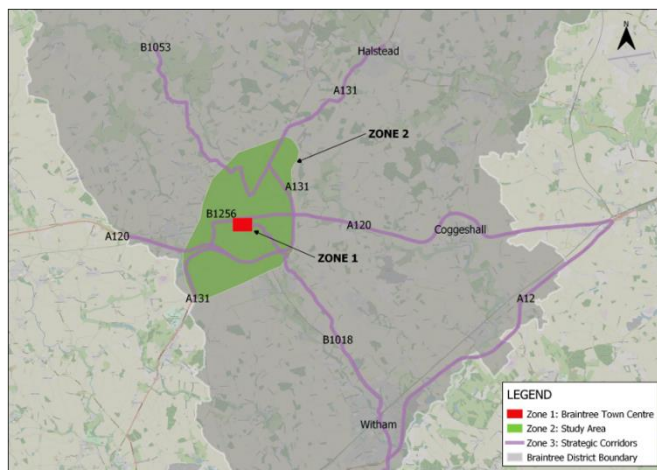
Figure 1: Zonal map of Braintree

2 Methodology

Public consultation on the draft strategy ran from 21 November 2022 until 24 February 2023.

The aim of the consultation was to allow the public to provide feedback on the proposals presented in the draft Braintree Future Transport Strategy.

2.1 Methods of responding

The consultation had three channels for submitting consultation responses.

- **Online survey**: Available on the Essex County Council consultation portal and via the scheme webpage.
- **Freepost address**: Details were included in the strategy document and on the webpage, enabling people to send in paper copies of the response form located at the back of the document or their own written responses without charge.
- **Email address**: Details of the project email address were included in the strategy document and on the website.

2.2 Survey

To capture feedback, a consultation survey was developed (see appendix A) and included a mixture of questions to assess levels of support for the strategy as well as the public's travel choices and factors which may influence their travel.

The consultation survey contained questions to establish the respondents current transport preferences and impacts following the pandemic, influences that impact their travel, potential factors that may increase their use of active/sustainable modes of travel and their support for the strategy.

Personal information and demographic questions were also included to improve our understanding of who had responded and to ensure the continued development of our equality and diversity monitoring. Where personal information was requested, it was made clear that the information provided was confidential, would be protected in line with our responsibilities under the GDPR (General Data Protection Regulation) and would solely be used for the purposes of the Braintree Future Transport Strategy.

2.3 Consultation materials

To support the consultation a programme of marketing activity was undertaken, including advertising and PR and direct engagement with identified local interest groups. A flyer was also created for the consultation (see appendix B) which included information on the Strategy and a QR code navigating to the webpage, where the consultation survey could be accessed.

2.4   Events

An in-person drop-in event was held in Braintree Town Centre on Saturday 3 December 2022. This enabled people to find out more about the proposals and ask the project team questions. The stall was located in the centre of Braintree in Great Square, forming part of Braintree Market, and the consultation flyers were provided for members of the public to take as well as large copies of the strategy document.

2.5   Other engagement

Copies of the flyer were also distributed in Braintree on two separate days and at key locations:

Thursday 5 January 2023 –

- 2 hours at the train station (7am-9am)
- 2 hours at the bus interchange station (9am-11am)

Tuesday 10 January 2023 -

- 2 hours at the bus interchange station (3pm-5pm)
- 2 hours at the train station (5pm-7pm)

2.6   Promotion of the consultation

Project webpage – The project webpage (www.essexhighways.org/braintree-town-future-transport-strategy) was used as the main landing page and signposted people to the consultation survey. The page was updated with information on the proposals, consultation dates, event details, and other key information. The strategy document was also published on the webpage and could be viewed, downloaded, and printed.

Press releases – On the launch of the consultation a press release was issued to the local press. (see appendix D). This included information on the strategy as well as navigation to the webpage and encouraged completion of the survey. A follow-up press release reminded people of the opportunity to participate.

E-newsletter – Content on the public consultation was included in the Essex Highways Latest News newsletter which was sent to people who had specifically subscribed to receive the latest updates on Essex Highways schemes. This was sent at the start of the consultation period (see appendix E). It was also included in the edition sent out on 3 March 2023 following the closing of the consultation to thank everyone who responded and highlighting the next steps,

Social media – Content was posted on the Major Transport Projects Facebook page (see appendix F), highlighting the event, and encouraging completion of the survey. Posts were boosted through paid for advertising in the local area.

3 Data Analysis and Interpretation

This section presents the results from the online and paper consultation responses. This includes a summary and analysis of the main themes and issues raised in the responses.

3.1 Analysing the data

To analyse the qualitative feedback received from the survey, via email, and written responses, an emergent coding approach was used through the creation of a code framework. Every consultation response was read and reoccurring themes and trends were identified. Where comments given have been used in this report to demonstrate points raised, please note they have been corrected for grammar and spelling if required. This report will cover the key themes and outcomes from the qualitative responses received, as well as addressing the quantitative data from the survey.

3.2 Sample

In total, 475 responses to the consultation were received.

Email responses were received from Braintree District Council and Great Notley Parish Council as well as members of the public.

It should be noted that respondents to a consultation are a self-selecting sample made up of those who have chosen to respond, that is to say a non-scientific sample. Responses, therefore, reflect the views of only those who respond.

Responses to consultation provide an invaluable insight into the opportunities, concerns, themes and issues surrounding proposals, although these views may be skewed towards a particular viewpoint and thus should not be considered a fully representative sample of the population. Regardless of this, all responses and comments have been duly noted and considered.

3.3 Response maps

Heat map s below show the locations of respondents of the survey, based on the postcodes given.

Figure 3 and 3 show Braintree and the wider surrounding areas. Figure 4 shows a closer view of Braintree, showing a relatively even distribution of responses across Braintree centre as well as Rayne and Great Notley areas.
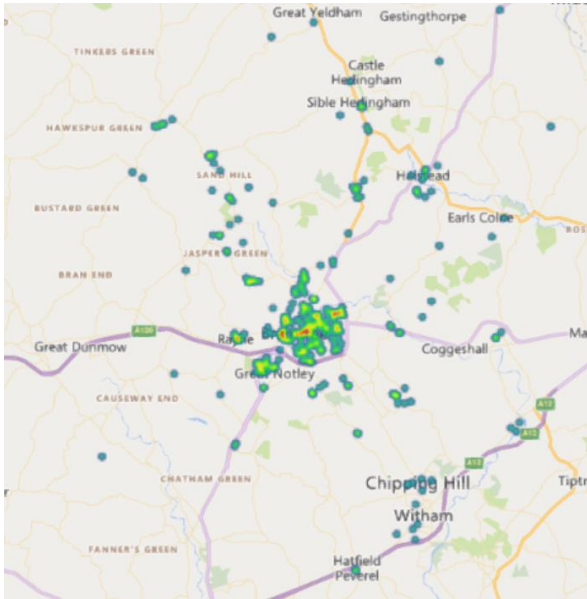
Figure 2: Response map of Braintree and surrounding areas
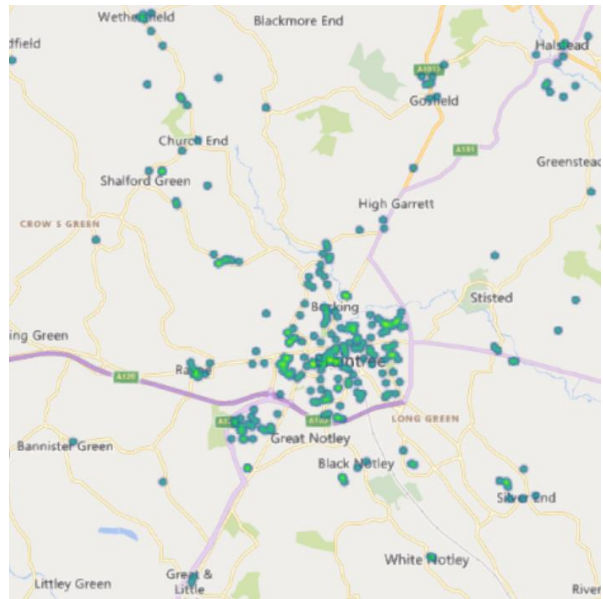
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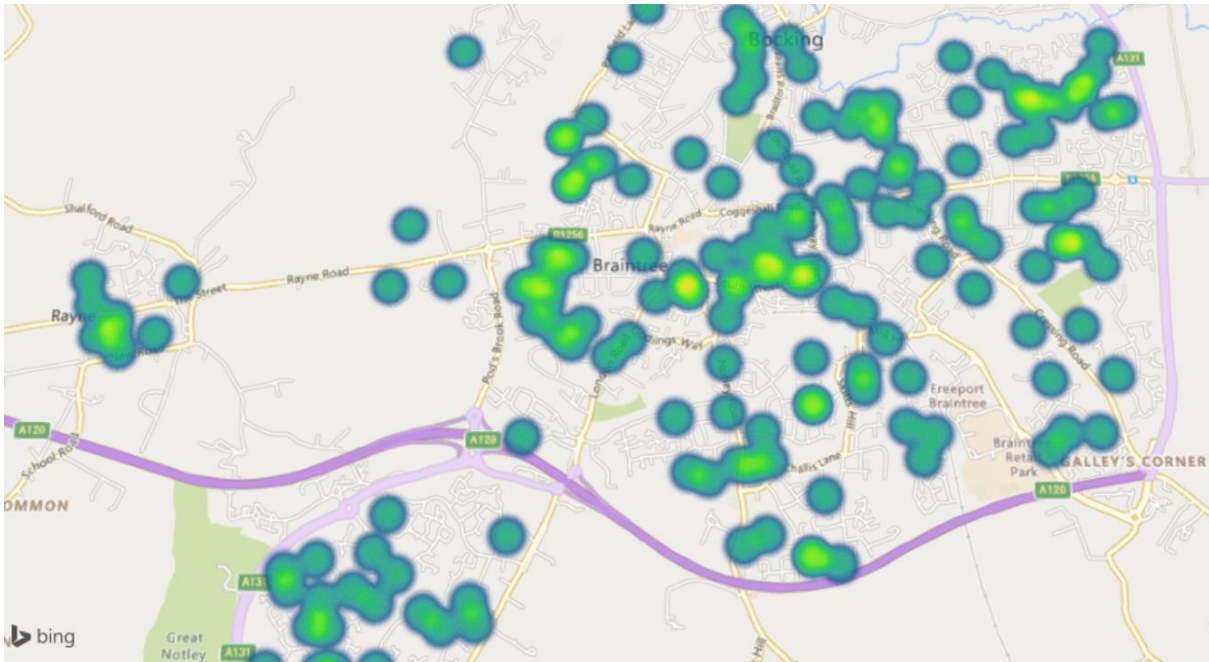
Figure 4: Response map of responses from Braintree

3.4 Respondent data

3.4.1 Age

Respondents were asked their age, with all respondents providing a response. Table 1 shows that the largest number of responses came from the '65+' age range (26%), although this was followed very closely by the '55-64' age range (24%). The lowest number of responses came from the younger demographic groups, specifically the 'under 18' age range (1%) and the '18-24' age range (2%).

Table 1: Age of respondents

Option	Percent
Under 18	1%
18 – 24	2%
25 – 34	10%
35 – 44	16%
45 – 54	19%
55 – 64	24%
65+	26%
Prefer not to say	2%

3.4.2 Gender

Respondents were asked what gender they identify as. Table 2 shows that there was a relatively even split of male to female, with just slightly more 'male' (49%) respondents than 'female' (47%) respondents, although a very small minority identified as 'other' (1%).

Table 2: Gender of respondents

Option	Percent
Male	49%
Female	47%
Other	1%
Prefer not to say	3%

3.5 Travel and influences

3.5.1 Primary mode of travel

When developing a transport strategy, it is important that we know how people currently travel.

Respondents were asked to confirm their primary mode of travel for their daily commute or most common journey.

Table 3 shows a large majority responded that 'Car / Van' is their primary mode of travel (71%). It also shows that nearly 24% of people use a form of public transport or active travel mode for their daily commute or most common journey made up of 'Walk' (9%), 'Bus' (8%), Train (4%) and Cycle (3%). The least number of responses came from 'Taxi' and 'Motorcycle' (both 1%).

Table 3: Primary mode of travel for daily commute or most common journey

Option	Percent
Car / Van	71%
Car Passenger	2%
Motorcycle	1%
Taxi	1%
Bus	8%
Train	4%
Cycle	3%
Walk	9%
Other	1%

There were also responses provided in the 'other' box. These responses provided more detail on their journey with some using more than one mode of transport.

CR002: Automobile user

"I used to cycle to the town regularly but because of a lack of help for cyclists I now use my car…"

"Sometimes car"

"Car drive to get to the train station"

L003: Other stations

"To Chelmsford station"

"Car to Witham train station"

"Car down to Witham station and park"

3.5.2 Factors influencing travel

It is also important to consider the factors that influence someone's travel options.

Respondents were asked to indicate how important certain factors were in influencing their travel choice.

All factors were rated by most respondents as 'moderately important' or above.

Factors which were rated by the largest number of respondents as 'very important' were: Convenience' (74% of respondents), Journey reliability' (72% of respondents), 'Lack of viable alternatives' (60% of respondents) and Journey time' (53% of respondents) which were all above 50%.

Other common factors included 'Safety' (46% of respondents), 'Distance of Journey' (38% of respondents) and 'Cost' (36% of respondents).

Table 4: Factors influencing travel

Factors	Very important	Important	Moderately important	Little importance	Not important
Cost	36%	26%	22%	10%	6%
Convenience	74%	19%	5%	1%	1%
Journey time	53%	29%	13%	3%	2%
Journey reliability	72%	21%	5%	1%	1%
Distance of journey	38%	26%	24%	7%	5%
Weather	20%	18%	28%	17%	17%
Environmental factors	17%	24%	31%	13%	15%
Health benefits	17%	23%	31%	15%	14%
Safety	46%	30%	16%	4%	4%
Lack of viable alternatives	60%	19%	9%	5%	7%

3.5.3 Impact of Covid on travel

While developing this strategy we were aware that the Covid-19 pandemic changed how and why people travel.

Respondents were asked to indicate their agreement with following statements on the impact of Covid on their travel behaviour now compared to travel before the Covid-19 pandemic.. There was an even split of 40% of people who felt they did or did not make fewer journeys overall.

Table 5: Impact of Covid - make fewer journeys overall

Option	Percent
Strongly agree	16%
Agree	24%
Neutral	22%
Disagree	17%
Strongly disagree	23%

Over 30% felt they worked at home more often compared with 41% who didn't.

Table 6: Impact of Covid - I work from home more often

Option	Percent
Strongly agree	20%
Agree	12%
Neutral	27%
Disagree	13%
Strongly disagree	28%

15% of respondents felt they used their car more.

Table 7: Impact of Covid - I use the car more

Option	Percent
Strongly agree	7%
Agree	9%
Neutral	37%
Disagree	27%
Strongly disagree	20%

While 6% of people care shared more.

Table 8: Impact of Covid - I car share more

Option	Percent
Strongly agree	1%
Agree	5%
Neutral	28%
Disagree	22%
Strongly disagree	44%

Following questions about car use 11% of respondents said they used public transport more now.

Table 9: Impact of Covid - I use public transport more

Option	Percent
Strongly agree	5%
Agree	6%
Neutral	24%
Disagree	24%
Strongly disagree	41%

While 12% of respondents felt that they cycled more.

Table 10: Impact of Covid - I cycle more

Option	Percent
Strongly agree	4%
Agree	8%
Neutral	25%
Disagree	17%
Strongly disagree	46%

The biggest change to respondents' mode of transport was an increase in walking, with over 35% of people saying that they walk more now follow the pandemic.

Table 11: Impact of Covid - I walk more

Option	Percent
Strongly agree	10%
Agree	25%
Neutral	34%
Disagree	9%
Strongly disagree	24%

3.5.4 Change in views on public transport following pandemic

When asked if the pandemic changed their views on public transport the majority of respondents answered 'no' (69%) in comparison to 'yes' (24%).

Table 12: Views on public transport changed since pandemic

Option	Percent
Yes	24%
No	69%
Unsure	7%

Respondents were asked to explain why they answered as they did, Of the comments provided, most responses mentioned 'timing concerns of getting transport', followed by 'health and hygiene concerns', 'no change since pandemic', and 'cost of public transport/ price considerations.'

Timing concerns of getting transport

"still unreliable and takes too long to go from A-B…"

"…not regular enough."

"The buses have reduced the service in my area. Making it hard to use, if you have to be somewhere on time."

Health and hygiene concerns

"…poor quality dirty vehicles…"

"Less keen on buses if people won't wear masks!"

"Looking at the cleanliness constantly. Also really aware of coughing in a small, enclosed space makes me feel uncomfortable"

No change since pandemic

"I did not use public transport before or after"

"Use unchanged"

"I can't see what has changed…"

Cost of public transport/ price considerations

"…That aversion is still there but if I get a bus pass - and they'll probably decide to end them the day I hit 66 - I expect I'll be tempted to use the buses more…"

"Many times over the last 15 years I have evaluated the feasibility of commuting by public transport. Each time it is cheaper, quicker and more convenient to commute by car."

"Too expensive as a result of cost of living increases."

Overall, there was a mix of responses that shows that there are changes in travel behaviour following the pandemic and a number of people take fewer journeys and work from home more often. However, the changes in mode of transport taken are relatively small.

3.6   Traffic and pollution

The next set of questions asked respondents to consider traffic congestion and pollution.

3.6.1   Traffic congestion concerns

Respondents were asked to rank their top three concerns of impacts on traffic congestion (1 = the impact that concerns them the most).

The top concern for respondents was that traffic congestion caused longer journey times (24%). They also identified its impact on public service vehicles such as buses or ambulances (22%) and unreliable journey times (20%).

Noise and air pollution (13%), road safety (10%), impact on the local economy (5%) and rat-running on residential streets (4%) were shown not to be as much of a concern.

The top three identified are more direct concerns that impact the respondents individually compared with the other options which are more indirect.

Table 133: Rank order or traffic congestion concerns

Concerns	Rank order
Longer journey times	1.20
Impact on public service vehicles e.g. buses, ambulances etc.	1.14
Unreliable journey times	1.14
Noise and air pollution	0.80
Road safety	0.72
Impact on the local economy	0.51
Rat-running on residential streets	0.34
Other	0.16

There were also responses provided in the 'other' box. Of these responses, common themes were 'climate and pollution concerns', 'general congestion / traffic issues', and 'condition of roads/ road maintenance.

Climate and pollution concerns

"Carbon dioxide emissions and their impact on the climate."

"Carbon budget (fossil fuel use)"

"Wasting expensive fuel in traffic jams"

General congestion / traffic issues

"Braintree roads are a joke, the roads CAN'T COPE ANYMORE…"

"I'm a delivery driver for town very hard for drop offs (get tickets) traffic is mainly due to traffic at mc d round about or A120 cut through not Braintree residents"

"RURAL CONGESTION FAR MORE OF AN ISSUE THAN BRAINTREE TOWN CENTRE"

Condition of roads/ road maintenance

"…Leave the country roads, safe, pot-hole free, and usable - but NOT faster and easier to use…"

"Flooded and potholed roads"

"The inaction of repairing pot holes by the council. The continuous digging up of roads and pathways…"

3.6.2 Air quality concerns

While not a top concern in regard to congestion, when asked if they were concerned about the impact of air quality on health the majority of respondents answered yes (55%).

Table 14: Concerned about the impact of air quality on their health

Option	Percent
Yes	55%
No	29%
Undecided	16%

Overall, when it comes to traffic and pollution, responses show that people are concerned about journey times and reliability for themselves and public services. There was also concern for the impact of air quality, however this figure was higher in terms of those responding from within the town than those in more rural areas.

3.7 Bus travel

The next set of questions asked about bus travel in the area.

3.7.1 Factors encouraging bus travel

Respondents were asked if they regularly drive for short distances (less than 5km or 3 miles), what would encourage them to take the bus instead, and to choose their top three and rank them (1 = what would encourage them the most). Alternatively, they could choose one of the options as to why 'nothing would encourage them to use the bus more' or that they 'already use the bus as much as possible'.

From the options, 'increased frequency of services' (23%) was the most commonly selected. This was followed by 'Greater bus network coverage (18%) and 'cheaper ticket prices' (14%).

Table 15: Factors encouraging bus travel in ranked order

Factors	Rank order
Increased frequency services (later / earlier buses)	1.15
Greater bus network coverage (more direct routes / links to more places)	1.07
Cheaper ticket prices	0.69
More reliable services	0.61
Bus stop closer to where I live / end destination	0.29
Better information, for example real time passenger information	0.25
Bookable demand responsive bus services (like Di-Go)	0.20
Other	0.19
Improved bus priority measures (bus lanes, bus gates, priority at traffic lights)	0.19
Better quality and cleaner buses	0.09
Improved access and egress from key junctions for buses	0.04
Use of new technologies e.g. wi-fi, charging points, integrated ticketing	0.01

Of responses provided in the 'other' box the majority can be assigned to either 'increasing the frequency' (references to earlier and later services) or 'greater network coverage' (references to suggested new routes).

Comments on lack of bus services

> "Lack of direct Braintree Hospital routes as above"

> "On the industrial estate i work, there are bus stops BUT NO BUSES COME TO IT!!"

> "Having a bus service at all would be wonderful"

Timing improvement suggestions

> "Buses that run at weekends and evenings"

> "…no stopping…"

"Frequency during the day not early late"

New bus service suggestions

"Point to point solutions e.g. Braintree to Stansted or Braintree to Chelmsford…"

"…stopping whenever someone puts hand out to stop…"

"If I could get a bus to take me to the village shop, and back that would be great!..."

Of the respondents who chose not to rank options 32% selected 'nothing will encourage me to take the bus more' and 18.5% 'I already take the bus as much as I am able'.

Respondents who selected 'nothing will encourage me to take the bus more', were asked to provide a reason why, with the majority commenting on 'lack of bus routes; 'timetable timings/ frequency' and 'timing considerations/issues'.

Table 16: Reasons nothing will encourage more bus use

Reasons	Percent
Age	2%
Cost	3%
Limited mobility or impairment	3%
No access	3%
Safety	1%
Other	20%

Comments on lack of bus routes

"Do not go where I need to get to"

"No bus service to my work destination…"

"No direct routes to the places I go to…"

Timetable timings/ frequency

"…no late night or early morning services…"

"buses more frequent"

"…There are no bus line to Silver End over weekend and holidays service is unreliable, starts too late and finishes too early…"

Timing considerations/ issues

"…journey times would be greatly increased…"

"Just don't like the hassle and stop start journey…"

"slow"

3.7.2 Bus priority

When asked if they agree that buses should have priority on Braintree town's road network over other motorised vehicles, respondents were very evenly split. 38% of respondents agreed with the statement whereas 35% disagreed. 28% of respondents stayed neutral on the statement.

Table 17: Agreement if buses should have priority

Option	Percent
Strongly agree	16%
Agree	22%
Neutral	27%
Disagree	15%
Strongly disagree	20%

3.7.3 Bus fairs

As part of the proposals respondents were informed that there are plans to implement a £2 cap for adult single fares per journey and were asked if this would encourage them to use the bus more.

37% of felt positively about this change, saying that this new fare would encourage them to use buses more. 56% of respondents said they would use the bus about the same amount and 7% said they would be less likely to do so.

Table 18: New bus fare encourage bus use

Option	Percent
More likely	37%
Less likely	7%
About the same	56%

Overall feedback shows that people want more reliable and frequent buses that service the areas that they live and work. This is backed up by 'other' comments which make suggestions for how this would work for them. Another key element is cost and when presented with the cost cap proposal there was a positive response from over 30% of respondents.

When asked about bus priority, respondents were evenly split over whether they supported this.

3.8 Walking and cycling

The next set of questions asked respondents about walking and cycling.

3.8.1 Factors encouraging cycling

Respondents were asked if they regularly drive for short distances (less than 5km or 3 miles), what would encourage them to cycle instead, and to choose their top three factors and rank them (1 = what would encourage them the most).

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Alternatively, they could choose one of the options outlined 'that nothing would encourage them to cycle more' or that they 'already cycle as much as possible'.

'More segregated routes' was rated as the top factor (23%), this was followed by 'improved safety, security and lighting of routes' (12%).

Table 17: Factors encouraging cycling in rank order

Factors	Rank
More segregated routes	0.88
Improved safety, security and lighting of routes	0.67
Better connectivity / integration between existing routes	0.38
Improved maintenance of routes	0.37
Adequate cycle parking at end destination	0.32
Better connectivity to the town centre	0.24
Other	0.23
Suitable changing / washing facilities at end destinations	0.09
Free training to improve confidence	0.08
Better wayfinding / signage	0.07

Responses provided in the 'other' box to explain other factors encouraging them, commented on 'accessibility issues with cycling', 'against cycling/ can't cycle', and 'cycling safety concerns'.

Accessibility issues with cycling

"…would not be able to cycle up and down any hills"

"Reduced Mobility prevents cycling"

Against cycling/ can't cycle

"I cannot ride a bike…"

"Nothing would encourage me to cycle"

"I do not comply"

Cycling safety concerns

"Road safety drivers to fast dangerous driving"

"…unsafe for me to do so."

"Realistically in this largely rural area, we are not going to have safe, designated cycle lanes and distances between villages are large. Cycling on rural lanes and roads is dangerous"

Just under half of respondents (46%) selected 'nothing will encourage me to cycle more' while 13% selected 'I already cycle as much as I am able'.

Table 18: Will not cycle more

Option	Percent
Nothing will encourage me to cycle more	46%
I already cycle as much as I am able	13%

Respondents were asked, if they selected 'nothing will encourage me to cycle more', to provide a reason why. Table 21 shows what those respondents selected as their reasons, with more respondents selecting 'other' (12% of respondents), and 'age' (11% of respondents), followed closely by 'safety' (10% of respondents).

Table 21: Reasons nothing will encourage them to cycle more

Reasons	Percent
Age	11%
Cost	0%
Limited mobility or impairment	8%
No access to bike and/or equipment	5%
Safety	10%
Other	12%

Responses provided in the 'other' box to explain other reasons commented on 'cycling safety concerns', 'accessibility issues with cycling' and 'can't cycle'.

Cycling safety concerns

"I do not believe I would be safe cycling on roads shared with vehicles"

"I don't currently cycle as A131 at High Garrett feels far too dangerous."

"…roads too dangerous…"

Accessibility issues with cycling

"… Would be interested in trike if the area was more cycle friendly."

"Too old"

"I work in London and have to carry tools so there is no alternative to driving…"

Can't cycle

"I have never learnt to ride…"

"No cycle…"

"I have no confidence to cycle…"

3.8.2 Factors encouraging walking

Respondents were asked if they regularly drive for short distances (less than 5km or 3 miles), what would encourage them to walk instead, ranking a series of factors (1 = what would encourage them the most).

Alternatively, they could choose 'that nothing would encourage them to walk more' or that they 'already walk as much as possible'.

'Improved maintenance of footpaths' was rated as the top factor (27%). This was followed by ' 'improved safety, security and lighting of footpaths'.

Table 192: Factors encouraging walking in rank order

Factors	Rank
Improved maintenance of footpaths	1.27
Improved safety, security and lighting of footpaths	1.07
More segregated walking / cycling paths	0.82
More benches and resting facilities	0.35
Other	0.23
Better wayfinding / signage	0.17

Responses provided in the 'other' option highlighted 'accessibility issues with walking', 'need for walking improvements/ condition of paths' and 'the need for more walking routes/ paths'.

Accessibility issues with walking

"Health issues prohibit long distance walking"

"Foot bridges being widened to accommodate more walkers of all abilities, such as wheelchairs…"

"improve access and disabled parking facilities for residents & visitors with mobility restrictions"

Need walking improvements/ condition of paths

"Wider footpaths along Notley Road"

"I asked countless time to have footpaths cut back to my route into town council did not care about having to walk in fast country roads to get past overgrown vegetation was never cut"

"Pavements dangerous! Little/no maintenance. Must improve."

Need more walking routes/ paths

"Direct routes that I don't have to share with bikes"

"More paths. Path along podsbrook road to connect up with the new housing developments"

"No footpaths on country roads…"

Some respondents (16%) selected 'nothing will encourage me to walk more' and some selected 'I already walk as much as I am able' (41%).

Table 203: Will not walk more

Option	Percent
Nothing will encourage me to walk more	16%
I already walk as much as I am able	41%

Respondents were asked if they selected 'nothing will encourage me to walk more', to provide a reason why.

Table 214: Reasons nothing will encourage them to walk more

Reasons	Percent
Age	3%
Limited mobility or impairment	4%
Time	4%
Other	7%

Of those selecting 'other,' responses provided included 'comments on length/ distance of journey', 'that they already walk' or the 'need for improvements/ condition of paths'.

Comments on length/ distance of journey

"…3 miles is too far"

"I have no interest in walking 2 miles down a relatively busy 60mph rural road…"

"My journey is 2hrs to and from work (with a 10 minute drive from home to the station), I do not have time the walk 45 minutes from the station to home. Also, the time it takes to take a bus takes just as long as walking"

Walker

"Apart from most of my journeys being by bus (plus a few being given lifts in cars), I otherwise walk (when and where I'm able)…"

"I walk daily upto to 5 miles and occasionally upto 8 miles…"

"Already walk journeys of 1 mile or less…"

Need for improvements/ condition of paths

> "the pedestrian areas around the town are poor quality pathways and slippery materials used in the market square and high street"

> "Lack of safe pavements, poor upkeep of pavements."

> "No pavements on country roads!"

The main themes raised for cycling and walking in the area were safety, segregated routes, lighting, route maintenance and accessibility.

3.8.3   Accessibility areas

When asked about areas of Braintree which they think could be made more accessible to those who have limited mobility or impairment more respondents provided comment on 'the town centre, commenting on the need for accessibility to be prioritised across the area, access to public transport and the need for improvements / condition of paths.

Multiple areas

> "All areas everywhere should be accessible to them, why should one be excluded or isolated because of limited mobility or impairment."

> "All of it. Disability should not be a barrier no matter where you are."

> "everyone should be able to go everywhere"

Public transport

> "…The route from the bus station to the town centre is not great for those with mobility impairments…"

> "The town centre and leisure facilities. Bus stops."

> "Mainly the town centre with public transport reaching the heart of the town."

Need walking improvements/ condition of paths

> "…But Braintree council paid for shabby workmanship of new slabs, which are poorly cut and fitted plus muck joints are falling out already."

> "the town area has poorly conditioned pathways and surfaces especially victoria street, manor street, fairfield road, and access to the high street lack of pedestrian crossings."

> "… Footpaths are not kept clear…"

3.9   Strategy specific

After looking at travel habits, respondents were asked to focus on the draft strategy.

3.9.1 Zonal approach

A zonal approach which prioritised different modes of transport in different areas of the town was proposed as part of the draft strategy.

Respondents were asked to indicate what they see as the most important element of the proposed strategy for each zone.

For zone 1 (Braintree Town Centre) respondents that answered felt the most important element was to improve pedestrian routes (25%). Other options identified as important were passenger transport interchange improvements (18%) and improved signage (16%).

Table 225: Most important element - Zone 1 (Braintree Town Centre)

Elements	Percent
Improved pedestrian routes	25%
Improve cycling routes	12%
Increased cycle parking facilities	3%
Public realm improvements	11%
Passenger transport interchange improvements	18%
Improved signage, especially to car parks	16%
Reduce the ability for cars and vans to access this area	11%

For zone 2 (Wider urban area) a majority of respondents felt that 'improved public transport and frequency of service' (52%) was the most important element.

Table 236: Most important element - Zone 2 (Wider urban area)

Elements	Percent
Improved public transport and frequency of service	52%
Additional public transport	19%
Extended and upgraded cycle network with promotion of its use	21%

For zone 3 (Strategic Corridors) more respondents chose 'improved public transport network and frequency of service' as the most important element (40%).

Option	Percent
Improved public transport network and frequency of service	40%
Less congestion more reliable travel times on the roads	34%
Cheaper public transport	17%

3.9.2 Project prioritisation and improvements

Consider strategic corridors in the areas, respondents were asked to indicate which they would like to see prioritised by choosing their top three and ranking them (1= what is their highest priority).

'A120 Southern Approach towards Galley's Corner' was rated as the top priority (23%) by more respondents than any other priority. This was followed by 'A120 Eastern Approach towards Galley's Corner' (16.5%).

Table 28: Future projects to be prioritised in rank order

Option	Rank
A120 Southern Approach towards Galley's Corner	1.30
A120 Eastern Approach towards Galley's Corner	1.20
Coggeshall Road	0.87
A131 Southern Approach towards Marks Farm	0.75
Springwood Drive	0.57
London Road	0.50
B1053 Church Lane	0.30
B1256 Railway Street	0.30
B1018 Manor Street	0.21

Respondents were then asked to provide details on improvements they believe are required (public transport, cycling, walking, road based). Responses provided comments on 'traffic issues / management' and 'Galley's Corner.

Traffic issues / management

"Improve public transport to Reduce congestion on the busy routes."

"Congestion improvements"

"Pollution from cars stuck is more damaging to the environment than cars moving! Something needs to be done to get cars moving quicker…"

widen roads and or add new bypasses to stop bottle necks in the surrounding areas and approaches"

Galley's Corner

"…congestion at Galleys Corner"

"…The Galleys roundabout needs serious work - Peak time traffic is horrendous for all."

"Junction of Pods Brook / Rayne Roads a nightmare as far too many use the town as a short cut to avoid delays on the A120 at Galleys Corner which results in gridlock to the town ... Until the A120 traffic flows without issues there will always be an impact on the town…"

3.9.3 Support for strategy

When asked to what extent they agree with the proposed future transport strategy for Braintree, 69% either agreed with or were neutral to the strategy. With neutral finding removed, there was relatively equal agreement and disagreement, with those who 'strongly agree' and 'agree' (33%) and those who 'strongly disagree' and 'disagree' (31%). It should be noted that of those who disagreed with the strategy, 6% referenced charging zones, which are not part of the proposals.

Table 29: Agreement with the strategy

Option	Percent
Strongly agree	10%
Agree	23%
Neutral	36%
Disagree	15%
Strongly disagree	16%

When asked to explain why, responses covered 'improving accessibility and safety', a 'lack of faith in the council', 'general traffic issues', 'increased building' and 'need to support cars / anti-zonal charging'.

Improving accessibility and safety

"To try and encourage shorter trips to be made by walking and cycling is absolutely the right thing to do and it would be good to see improved networks within Braintree…"

"I think it's great you're looking into this and want to make things greener and accessible…"

"Anything that can make Braintree safer to move around is a good thing…"

Lack of faith in Council

"…I am very sceptical about any suggested strategy…"

"Don't think it will make much difference…"

"…As a local resident I have utterly lost faith in your commitment to do what's best for the local community rather than for yourselves."

Traffic issues / management

"Congestion caused by people trying to get through/around Braintree. Any congestion just gridlocks the town, I walk most of the time."

"I think the issue with the traffic in the town is because people cut through the town at peak times because the A roads at too slow and jammed up"

"Traffic through Braintree is not local traffic. It is commuting traffic where people commuting from stansted area are avoiding galleys corner congestion and using Braintree as a rat run"

Comments on growth/ increased building

"… Also ECC Highways never consider impact of housing on road networks and that you simply cannot dictate to residents how they get around…"

"You're not taking into account the impact of the housing developments you seem determined to approve without ever considering the infrastructure. More homes means more cars, greater pollution, longer journey delays, increased accidents…"

"Traffic will get worse as more housing developments are approved so something needs to be done to get people out of cars and onto buses…"

Proposals are anti-car / Fear of zonal charging

"Far too much emphasis on trying to make it more difficult for cars instead of making it easier!..."

"Pedestrianisation is not the problem its enabling cars to travel more efficiently without congestion pollution that is the issue in this town. People cannot drop kids off at school t 8 45am and get to work for 9am by walking."

"I am totally against these proposals, we should not be charged to get where we want to go."

3.9.4 Agreement objectives will achieve vision

66% of respondents were either neutral or in agreement that the objectives set out would help to achieve the vision.

34% disagreed, however it should be noted that 6% of those strongly disagreeing identified zonal charging as their primary concern.

Table 30: Agreement the objectives will achieve the vision set out

Option	Percent
Strongly agree	10%
Agree	18%
Neutral	38%
Disagree	18%
Strongly disagree	16%

When ask why, comments highlighted the 'importance of the objectives', 'lack of faith in the council delivering', 'growth/ increased building' and how the 'objectives would be measured'.

Importance of the objectives

"These are good but you could go much further – be radical"

"It would be great to see less cars in the town…

"Good to start thinking a bit more joined up"

Lack of faith in Council

"Sceptical going by what hasn't happened in the past"

"I don't think you will achieve it…"

"It would be nice but it's too tall an order…"

Comments on growth/ increased building

"… There are 1,000s of new houses in Braintree with more to be built, but no new infrastructure."

"… spending money on junctions after building new houses doesn't work…"

"As previously stated you're ignoring the impact of housing development…"

Measurement of objectives

"How will these objectives be measured and the council held to account"

"These are not smart objective – giving yourselves an out"

3.10 Additional comments

Respondents were finally asked if they had any additional comments or concerns that had not been addressed. The main themes raised were 'traffic issues / management', 'surrounding areas /villages', and 'multiple areas' (15 comments).

Traffic issues / management

"Digging up pavements to install gigaclear which very few want has caused chaos and made congestion worse for many months. Same areas are dug up over and over for different reasons. Manage this better…"

"Traffic calming measures desperately needed along Braintree/Gosfield Rd…"

"…too many heavy goods vehicles driving down albert road as there is a large distribution company on that road and they have very large deliveries that always hold up the traffic on this road anyway…"

Surrounding areas /villages

"My main concern is that your strategy ignores the outlying villages and therefore does not fulfil its true potential. It is important that all areas are developed not just the town boundaries"

"Your map of wider urban area clearly favours newer developments like Great Notley and Marks Farm and ignores links to areas like Black Notley, Cressing, Panfield and Rayne."

"Areas other than Braintree need more consideration. For example: Kelvedon, Coggeshall."

Public transport

"…Traffic from the bypass and from springwood and then onto Rayne rd is a serious issue that needs addressing immediately. Better public transport provision

"Support local communities with smaller bus services. Supply free school buses for children who live in rural areas…"

"Expand Di-Go. It's good but very limited."

3.11 Email responses

A number of email responses were received, including responses from Braintree District Council and Great Notley Parish Council as well as members of the public. Key themes were the lack of bus routes, 'improved walking', and 'surrounding areas /villages'.

Comments on lack of bus routes

"…we wish to see a review of routing with the service providers and a bus management strategy which can deliver further service improvements, including improved bus priority…"

Braintree District Council

"…The Parish Council would in particular like to highlight the fact that many short car journeys are made to the facilities at Braintree Village

(formerly Freeport) especially as the previous bus from the town centre has been withdrawn…"

Great Notley Parish Council

"…The bus services have in fact been greatly reduced, which will only deter people from travelling by bus, rather than car. The service from Braintree to Chelmsford used to be half hourly, now it is hourly. I know this is deterring many people from using the buses, especially as they are sometimes running late or even cut out!..."

Member of public

Improved walking

"…There is the potential for the Strategy to go further in its commitment to providing more space for walking modes, creating better connections and improving the quality of the facilities, and adopting best practice from other European cities…"

Braintree District Council

"…It would be great to see better walking routes into the surrounding areas

Member of public

"Could it be possible to provide a circular route of Braintree…This could also include routes from/it into the town."

Member of public

Surrounding areas /villages

"…urban area and linking the rural hinterland to the facilities of the town. The mention of North Essex rapid transit system is welcomed and should be carefully explored……Whilst the Strategy for Braintree town is welcomed, the need to implement a Transport Strategy for Witham and Halstead is also key to the district's improvement to connectivity…"

Braintree District Council

"The outlying villages should not be forgotten, we often have no option but to drive into Braintree due to the lack of good public transport.

Member of public

"…including surrounding villages? There are many bridleways and footpaths that could be re purposed…"

Member of public

4 Conclusion

The consultation received a total of 475 responses.

The largest response to the survey was received from the 65+ and 55-64 age ranges. There was a relatively even split received between respondents identifying as male and female.

The majority of respondents selected 'Car/ Van' as their primary mode of travel. Of the factors that influence their travel choice, those that were rated 'very important' by the largest number of respondents were: 'Convenience', 'Journey time', and 'Cost'.

The majority of respondents answered 'no' to the question as to whether their views on public transport had changed following the pandemic, with reasons why mentioning 'timing concerns of getting transport' and 'health and hygiene concerns'.

In regard to traffic, 'longer journey times' was the main concern of respondents, followed closely by 'impact on public service vehicles'. Of those who left comments, reoccurring themes were 'climate and pollution concerns', 'general congestion / traffic issues' and the 'condition of roads/ road maintenance'.

A majority of respondents also confirmed 'yes' to confirm they were concerned about the impact of air quality on health.

For the questions relating to bus travel, increased frequency of services was most chosen as to what would encourage greater use. Comments also highlighted 'lack of bus serviced' and 'timing improvements'. Around a third of respondents said 'nothing would encourage them to take the bus more, highlighting the lack of bus routes, timetabling and frequency of buses.

When asked if they agree that buses should have priority on Braintree town's road network over other motorised vehicles respondents were very evenly split.

Over a third of respondents did however feel that they would be more likely to use the bus in response to the £2 cap for adult single fares per journey.

For questions relating to cycling, 'more segregated routes' was the main factor to encourage cycling for short journeys. Just under half of respondents said nothing would encourage them to cycle more, highlighting accessibility issues, safety and being against/ being unable to cycle.

For questions relating to walking, 'improved maintenance of footpaths' was selected as the largest encouragement in supporting more walking for short journeys. Just under a fifth of respondents said nothing would encourage them to walk more, highlighting distance and that they already walk as much as possible.

When asked to what extent they agree with the proposed future transport strategy for Braintree, just over two thirds of respondents either agreed with or were neutral to strategy. It should be noted that of those who disagreed with the strategy, 6% referenced charging zones, which are not part of the proposals. Respondents

highlighted the importance of the strategy in helping to reduce congestion and improve alternative forms of travel, however there was also scepticism in the council's ability to deliver on the strategy.

Fear of development, more traffic and the perception of limited infrastructure provision were also highlighted.

Two thirds of respondents were also either neutral or in agreement that the objectives set out would help to achieve the vision. Again, it should be noted that a percentage of those strongly disagreeing identified zonal charging as their primary concern.

Respondents highlighted the importance of delivering the objectives, but also felt the council may not be able to deliver them. Fear of development was again highlighted, with respondents feeling that with more people in the town, the ability to deliver on the strategy would be reduced. Effective measurement of the objectives was also highlighted.

In regard to the specific zonal areas, in zone 1 a majority felt 'improved public transport and frequency of service' was the most important element. For zone 2 and zone 3 respondents selected 'improved public transport network and frequency of service' as the most important element.

5 Responses, issues, actions

A number of residents, interested parties and organisations responded to the survey and this has helped to finesse the details of the strategy.

The following sets out our response to points raised which are not covered within the strategy itself:

Comment (Objectives and Strategy)	Response
There is not enough detail on specific schemes within the strategy.	The purpose of the Future Transport Strategy is to set out a long-term approach which will guide how schemes are assessed in the future. The next stage will see the development of a list of potential schemes. Within the strategy document we have provided examples of potential future schemes.
Objectives in the strategy should be backed by measurable targets / are too vague	There are no specific targets set within the strategy document. However, as future schemes are developed, monitoring and implementation plans will be put in place to help ensure the strategy is adhered to. Essex County Council and Braintree District will be working closely to continue to review potential schemes against the strategy and the objectives set out. Further details on the implementation of the strategy have been added to the strategy.
The strategy should include Halstead, Witham and the surrounding villages	We recognise the importance of journeys in and around the surrounding villages. Comments provided to the consultation stressed the importance of improving public transport links into the town. This strategy focused on Braintree town as the main urban centre, with specific

	transport needs / issues. In the future, tailored strategys may be considered for other towns in the district.
The objectives should include reference to planned development	The objectives have been updated to include a stronger reference to ensuring transport provision and planned development are aligned.
Zonal charging should not be implemented	There are no plans to introduce zonal charging in the town. The strategy sets out strategic zones each with a different priority. This has been made clearer in the strategy document
The strategy should not be a priority when there are considerable maintenance requirements in the town	We recognise there are maintenance requirements in the town and the proposed strategy does not replace the ongoing day-to-day maintenance work being undertaken. The focus of the strategy is to set the long-term blueprint against which future schemes will be identified and prioritised
Details should be included on funding for schemes	The strategy sets the approach rather than identify potential schemes, which will be done as part of the next stage of work, Once schemes have been identified they will be costed, and the strategy will provide evidence to be used for future potential funding bids. Within the strategy document a 'Next steps' page has been added setting out the process of implementing the strategy.
Comment (Walking and Cycling)	
The existing cycling network needs to be better connected to enable people to travel between destinations.	We recognise the importance of creating better connectivity and supporting cyclists to make journeys across the town, and this is a key element of the zonal strategy. Initiatives such as the future Local Cycling and Walking Infrastructure Plan

	(LCWIP) are also specifically looking at creating better cycling connections in urban areas. ECC will also be undertaking consultation on an overarching Cycle Strategy later this year (Autumn 2023) which will further provide evidence in support of increasing cycling provision.
There should be secure cycle parking provision in the town centre to ensure the safety of bikes which are parked while visitors are working or shopping	The transport strategy identifies the overall approach to future transport planning in the town. The next steps will see schemes identified. In developing these schemes the provision of important elements such as secure cycling parking will be considered.
Walking is not given enough priority, there are a number of pavements in a poor state of repair	The strategy sets out an ambition of reducing car use in the town centre by creating more opportunities for walking and cycling. Future schemes will look to improve and enhance the opportunities for walking, particularly focussing on safety and improved public realm which were flagged within survey responses
Comment (motorised travel / public transport)	
The consultation is too focused on walking and cycling and does not include improvements for car use	Braintree currently has a higher than average level of car use. Many journeys being made are short, and part of the aim of the strategy is to help support more people to look at alternative options if possible, and address some of the barriers to active / sustainable travel. However, we also recognise the importance of car use for longer or critical journeys, and the need to consider schemes which alleviate congestion on the wider strategic road network.

Bus travel is too expensive and ticketing needs to be assessed.	We will be working closely with the district council to look at opportunities for partnership working on a local level to support better access to public transport.
There should be more buses running later/earlier to make it easier for people who do not work in the town to use public transport. There needs to be better services for surrounding villages	Public transport provision was a key theme raised within the consultation and this has been acknowledged within the strategy document. In considering future schemes and initiatives we will consider what interventions can help in tackling issues raised.
Digi-go should be extended to cover the whole town	The Digi-go funding requires the service to specifically cater for a specific rural area. However, this will be considered with the list of future schemes

Appendices

Appendix A: Consultation survey

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Closes 24 Feb 2023

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Introduction

Thank you for taking the time to complete this survey. The information you provide is confidential and will be used solely for monitoring purposes and anonymously in the reporting of the results.

Please provide the following details:

1. Your age?

○ Under 18

○ 18 – 24

○ 25 – 34

○ 35 – 44

○ 45 - 54

○ 55 - 64

○ 65+

○ Prefer not to say

Your email address

Your postcode (Required)

your gender

-- Please Select --

If you picked other please specify

2. If you are completing this questionnaire for a friend/relative or on behalf of an organisation, community group or business please provide details?

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How you travel?

3. What is your primary mode of travel for your daily commute or most common journey? (Please tick one box)

(Required)

- ○ Car / Van
- ○ Car Passenger
- ○ Motorcycle
- ○ Taxi
- ○ Bus
- ○ Train
- ○ Cycle
- ○ Walk
- ○ Other

If other please provide more details?

[   ]

4. How important are the following factors in influencing your mode of travel for your daily commute or most common journey?

(Required)	Very important	Important	Moderately important	Little importance	Not important
Cost	○	○	○	○	○
Convenience	○	○	○	○	○
Journey time	○	○	○	○	○
Journey reliability	○	○	○	○	○
Distance of journey	○	○	○	○	○
Weather	○	○	○	○	○
Environmental factors	○	○	○	○	○
Health benefits	○	○	○	○	○
Safety	○	○	○	○	○
Lack of viable alternatives	○	○	○	○	○

5. What impacts of traffic congestion concern you the most? Please choose your top three and rank them (1 = the impact that concerns you most)

(Required)

Impact on public service vehicles e.g. buses, ambulances etc.	-- Please Select -- ⌄
Impact on the local economy	-- Please Select -- ⌄
Longer journey times	-- Please Select -- ⌄
Unreliable journey times	-- Please Select -- ⌄
Rat-running on residential streets	-- Please Select -- ⌄
Road safety	-- Please Select -- ⌄
Noise and air pollution	-- Please Select -- ⌄
Other	-- Please Select -- ⌄

If other please provide more details?

[   ]

6. Are you concerned about the impact of air quality on your health?

(Required)

- ○ Yes
- ○ No
- ○ Undecided

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Public transport

7. If you regularly drive for short distances (less than 5km or 3 miles), what would encourage you to take the bus instead? Please choose your top three and rank them (1 = what would encourage you the most). Alternatively please tick one of the options at the bottom of this question.

Cheaper ticket prices   -- Please Select -- ▾

Increased frequency services (later / earlier buses)   -- Please Select -- ▾

Improved bus priority measures (bus lanes, bus gates, priority at traffic lights)   -- Please Select -- ▾

Greater bus network coverage (more direct routes / links to more places)   -- Please Select -- ▾

Better quality and cleaner buses   -- Please Select -- ▾

Bookable demand responsive bus services (like Di-Go)   -- Please Select -- ▾

Use of new technologies e.g wi-fi, charging points, integrated ticketing   -- Please Select -- ▾

Improved access and egress from key junctions for buses   -- Please Select -- ▾

More reliable services   -- Please Select -- ▾

Better information, for example real time passenger information   -- Please Select -- ▾

Bus stop closer to where I live / end destination   -- Please Select -- ▾

Other   -- Please Select -- ▾

If other please provide more details?

○ Nothing will encourage me to take the bus more
○ I already take the bus as much as I am able

If you said 'Nothing will encourage me to take the bus more' please select a reason why?
-- Please Select -- ▾

If other please provide more details?

8. "Buses should have priority on Braintree town's road network over other motorised vehicles." To what extent do you agree or disagree with this statement? (Please tick one box.)

(Required)
○ Strongly agree
○ Agree
○ Neutral
○ Disagree
○ Strongly disagree

9. There are plans to implement a £2 cap for adult single fares per journey. Would this encourage you to use the bus more?

(Required)
○ More likely
○ Less likely
○ About the same

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Essex County Council

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Cycling

10. If you drive for short distances (less than 5km or 3 miles), what would encourage you to cycle instead? Please choose your top 3 and rank them (1 = what would encourage you the most). Alternatively please tick one of the options at the bottom of this question.

More segregated routes	-- Please Select -- ∨
Better connectivity / integration between existing routes	-- Please Select -- ∨
Suitable changing / washing facilities at end destinations	-- Please Select -- ∨
Better connectivity to the town centre	-- Please Select -- ∨
Improved safety, security and lighting of routes	-- Please Select -- ∨
Better wayfinding / signage	-- Please Select -- ∨
Adequate cycle parking at end destination	-- Please Select -- ∨
Improved maintenance of routes	-- Please Select -- ∨
Free training to improve confidence	-- Please Select -- ∨
Other	-- Please Select -- ∨

If other please provide more details?

○ Nothing will encourage me to cycle more

○ I already cycle as much as I am able

If you said 'Nothing will encourage me to cycle more' please select a reason why?

-- Please Select -- ∨

If other please provide more details?

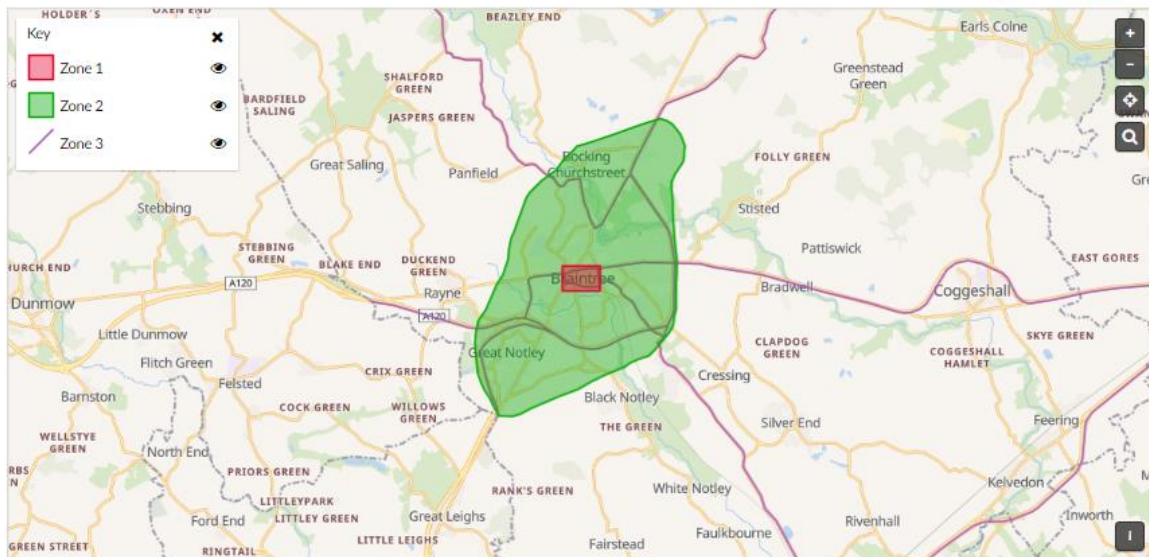< Back   « First   Save and come back later...   Continue >

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Walking

11. If you drive for short distances (less than 5km or 3 miles), what would encourage you to walk instead? Please choose your top 3 and rank them (1 = what would encourage you the most). Alternatively please tick one of the options at the bottom of this question.

More segregated walking / cycling paths	-- Please Select -- ⌄
Better wayfinding / signage	-- Please Select -- ⌄
Improved maintenance of footpaths	-- Please Select -- ⌄
Improved safety, security and lighting of footpaths	-- Please Select -- ⌄
More benches and resting facilities	-- Please Select -- ⌄
Other	-- Please Select -- ⌄

If other please provide more details?

○ Nothing will encourage me to walk more

○ I already walk as much as I am able

If you said 'Nothing will encourage me to walk more' please select a reason why?

-- Please Select --   ⌄

If other please provide more details?

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The zonal approach

Please click on each element of the map for more information on each zone set out in our proposed strategy. On the next page you will find questions about this

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Transport strategy

12. What do you consider to be the most important element of the proposed strategy for each zone?

Zone 1 - Braintree Town Centre
-- Please Select --

Zone 2 - Wider urban area
-- Please Select --

Zone 3 - Strategic corridors
-- Please Select --

13. In taking forward this transport strategy and assessing possible future improvements and projects, which of the following corridors would you like to see prioritised? Please choose your top three and rank them (1 = your highest priority).

(Required)

Coggeshall Road	-- Please Select --
A131 Southern Approach towards Marks Farm	-- Please Select --
A120 Southern Approach towards Galley's Corner	-- Please Select --
A120 Eastern Approach towards Galley's Corner	-- Please Select --
London Road	-- Please Select --
Springwood Drive	-- Please Select --
B1053 Church Lane	-- Please Select --
B1018 Manor Street	-- Please Select --
B1256 Railway Street	-- Please Select --

14. Thinking about the corridors you have prioritised, please provide some details in the box below on what sort of improvements you believe are required (public transport, cycling, walking, road based)?

More detail on corridors selected

15. To what extent do you agree with the proposed future transport strategy for Braintree?

(Required)
○ Strongly agree
○ Agree
○ Neutral
○ Disagree
○ Strongly disagree

Please tell us why

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Vision and objectives

Objectives and Vision

To achieve our vision we have set seven objectives to measure all potential future transport schemes against.

- **Active Travel**
  Promote, deliver and improve alternative and sustainable modes of transport to reduce the number of car journeys made, alleviate traffic congestion and provide health benefits.

- **Innovative & Sustainable Solutions**
  Encourage new technologies to support sustainable solutions, including an upgraded network to accommodate Electric Vehicles (EVs) and charging infrastructure, alongside the promotion of sustainable fuels.

- **Attractive Environment**
  Protect Braintree's culture and heritage, whilst improving the quality of natural, built, and historic environments. Tackle air and noise pollution to enhance quality of life and to align with wider government objectives for decarbonisation.

- **Safer Travel Environment**
  Promote and deliver a safer and more secure travelling environment in Braintree to reduce accidents and encourage a good perception of safety. Ensure existing and new infrastructure is well maintained.

- **Economic Growth & Connectivity**
  Maximise the potential of Braintree's strategic location by improving the connectivity of all transport networks - accommodating new and existing housing and employment, whilst increasing access to key sites and services.

- **Managing Demand**
  Encourage alternative modes of transport and improve the frequency, capacity and quality of public transport to reduce congestion, maximise the efficiency and resilience of the road network and improve journey time reliability.

- **Inclusivity**
  Provide a transport environment that enhances accessibility and is inclusive for all.

Transport Vision for Braintree:

"For Braintree to be an attractive and safe place for people to live, work, study and enjoy, with a high-quality and innovative transport system that responds to the challenges of climate change and offers enhanced connectivity, accessibility and sustainable growth."

16. To what extent do you believe the objectives of the strategy will adequately achieve the vision set out?

(Required)

○ Strongly agree

○ Agree

○ Neutral

○ Disagree

○ Strongly disagree

If you disagree please tell us why

[ ]

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SAFER / GREENER / HEALTHIER
Transforming travel in Essex

Braintree Future Transport Strategy

Closes 24 Feb 2023

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The impact of Covid

17. How does your travel behaviour differ now, compared to how you travelled before the Covid-19 pandemic?

(Required)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I make fewer journeys overall	○	○	○	○	○
I work from home more often	○	○	○	○	○
I use the car more	○	○	○	○	○
I car share more	○	○	○	○	○
I use public transport more	○	○	○	○	○
I cycle more	○	○	○	○	○
I walk more	○	○	○	○	○

18. Have your views of public transport changed since the pandemic?

(Required)

○ Yes

○ No

○ Unsure

Please tell us why?

[   ]

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SAFER / GREENER / HEALTHIER

Transforming travel in Essex

Braintree Future Transport Strategy

Closes 24 Feb 2023

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Travel in Braintree town

19. Which areas of Braintree do you think could be made more accessible to those who have limited mobility or impairment?

20. Do you have any additional comments or concerns that have not been addressed?

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Appendix B: Consultation flyer

Appendix C: Press release

Essex Highways

SAFER GREENER HEALTHIER

Welcome to the Highways Service Information Centre

28 November 2022   Consultation

Help shape the future of transport in Braintree

Consultation on strategy to reduce town congestion and identify larger-scale projects.

The public are being encouraged to have their say on how we will travel in Braintree in years to come.

Created by Essex County Council in partnership with Braintree District Council, the new Braintree Future Transport Strategy responds to the need to reduce congestion in the town and rethink the way we travel.

The strategy sets out the current transport issues and opportunities, as well as a strategy for how transport schemes will be approached in the future.

Once agreed, it will help identify and prioritise potential schemes, ranging from small-scale improvements and interventions to larger-scale strategic projects.

Cllr Lesley Wagland OBE, Cabinet Member for Economic Renewal, Infrastructure and Planning at Essex County Council, said: "Car use is very important, particularly in more rural areas, but the reality is that we often jump into the car for very short journeys.

"If all of us travelling in Braintree used a different form of transport just twice a week, we would remove around 50,000 peak-time car journeys each day from the town. This would have a significant impact on congestion, through-traffic, air quality and our health and well-being.

"But we know that to do this we need to plan and invest in making it easier and preferable to use those other forms of transport, whether that be walking, cycling or public transport.

"The proposed town Future Transport Strategy looks to address this, creating a blueprint which will help to assess and then prioritise future schemes for funding."

The new transport strategy sets out three zones with different priorities for the town centre, the wider town area and the strategic road network which supports Braintree.

Councillor Gabrielle Spray, Cabinet Member for Planning and Infrastructure at Braintree District Council, said: "The strategy gives Braintree the opportunity to embrace the future enabling us to enhance connectivity and provide, better faster and more reliable journeys in a way that puts transport firmly onto the climate change trajectory."

A consultation on the new strategy is now open, with residents, businesses and visitors to the town encouraged to give their views. For more information, visit our webpage.

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Appendix D: Newsletter during consultation

Essex Highways

Essex Highways latest news

Have your say and help shape the future of transport in Braintree

The public are encouraged to have their say on travel in Braintree. The new Braintree Future Transport Strategy, created by Essex County Council (ECC) in partnership with Braintree District Council, sets out the current transport issues and opportunities in the town, as well as a strategy for how transport schemes will be approached in the future.

A zonal approach is adopted with three zone to help support sustainable travel choices from short journeys through the town, as well as longer distance journeys for those living and working in surrounding areas.

Residents, businesses, and visitors to the town are being encouraged to give their views. The survey is open until 9 January 2023 and can be accessed via the Braintree Future Transport Strategy webpage.

Appendix E: Newsletter after consultation

Your comments to help shape Braintree Future Transport Strategy

Thank you to everyone who responded to our consultation on the Braintree Future Transport Strategy.

The strategy looks at what the focus should be in different parts of the town in the future, setting out priorities for the town centre, wider town area and the main routes into and from the town.

Now the public consultation has closed, we are reviewing your feedback and will use it to help shape the final strategy.

Once finalised, the strategy will help provide a blueprint which will be used to assess schemes against and provide evidence when we make bids for funding.

Details on the strategy can be found on the scheme webpage. For any questions on the strategy, please email activetravel@essexhighways.org.

Appendix F: Essex Highways social media post

Essex Highways - Major Transport Projects · Follow
3 December 2022 ·

Join the project team today at the Braintree market in the town centre as part of the Braintree Future Transport Strategy consultation.

Our stall will be based on Great Square/ Market Place from 9am onwards, and we will be happy to answer any questions you might have.

Your feedback is important in helping to further shape the strategy. You can read more and have your say by visiting: https://www.essexhighways.org/braintree-town-future...