



Active Travel Strategy

Transport East

Final, 25 October 2021

The East of England is the perfect place to create the future of Active Travel.

In many ways we are a lot like our cycle-friendly North Sea neighbours – largely flat and dry, with substantial coastal and natural assets. We benefit from a diverse, resilient and productive economy worth over £71bn across 73 towns and three cities, including a £8.8bn tourism economy focused on our outdoor, heritage and cultural offers.

Transport East has ambitions to propel Active Travel across the region; extending the bold vision described in Gear Change (UK Government's vision for walking and cycling) beyond urban areas to people in market towns, coastal communities and local neighbourhoods. Building on the increase seen across the East in walking and cycling experienced through the COVID-19 pandemic by integrating Active Travel interventions with passenger transport to maximise the shift to sustainable modes to get transport carbon emissions down rapidly from over 40% to Net Zero.

We believe the myriad of economic, health and environmental benefits of walking and cycling should be open to everyone – from the commuters pedalling into our growing towns and cities, to villagers accessing their nearest schools, shops and services. There is also an increasing urgency to foster healthy, happy and active lifestyles for our growing aging population.



Our work with [Sustrans](#), in parallel with the development of our overarching Transport Strategy, sets an Active Travel Strategy for the East. The Pathway to 2050 reflects the UK Government's ambitions for a significant change in Active Travel, described as a "**step-change in walking and cycling**", identifying the unique solutions for our diverse region to deliver an enduring shift in walking and cycling. Which, alongside cleaner transport modes, would foster sustainable growth while decarbonising transport and levelling up the region's rural and coastal areas.

The strategy is structured as follows:

- **Introduction** - the need for an Active Travel strategy in the region, in line with the wider Transport Strategy, and Government policy: Gear Change, Decarbonisation and the Levelling Up agenda
- **Active Travel in England, and in the region** - the state of play right now
- **Unique Challenges and Opportunities** - the key challenges that the region faces and present opportunities for Active Travel

- **Case studies** - a collection of best practice examples from across the region
- **Pathway to 2050** - the Vision for Active Travel over the next 30 years
- **Active Travel Investment Needs** - the investment 'Asks' for the region, to achieve its Vision over the next 30 years
- **Evidence Base** - detailed data analysis of current information, relevant to the challenges and opportunities for Active Travel in the region



TRANSPORTEAST

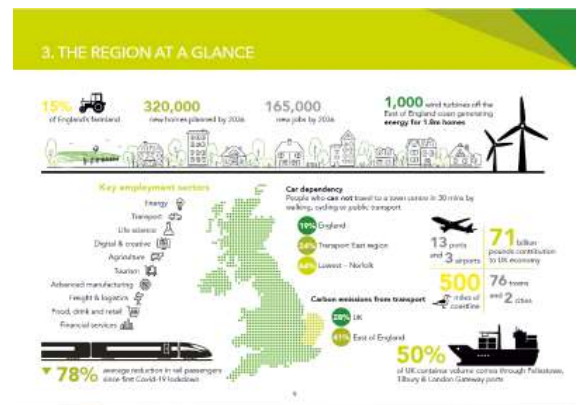
Written by Sustrans | for Transport East

Introduction

Transport East is the Sub-national Transport Body for Norfolk, Suffolk, Essex, Southend-on-Sea and Thurrock, which provides a single voice for councils, business leaders and partners on the region's transport strategy and strategic transport investment

priorities, working in close collaboration with the government and the rest of the UK.

Transport East has identified four key themes that together define the region's unique transport geography and provide an overarching narrative for the Strategy:



The region at a glance

- **Decarbonisation** - *achieving net zero emissions from our transport system at the earliest opportunity* (aligned with the UK Government's policy target of achieving net zero carbon emissions by 2050);
- **Unlocking International Gateways: Ports and Airports** - *better connecting ports and airports, helping UK businesses thrive and boosting the nation's economy* (whilst acknowledging the responsibility of shipping and aviation on achieving Decarbonisation);
- **Connecting Our Growing Towns & Cities** - *enhanced links within and between our fastest growing places and business clusters*;
- **Improving Accessibility & Connectivity In Rural and Coastal Communities** - *a reinvented, sustainable coast and thriving rural communities for the 21st century* (aligned with Government policy to invest in infrastructure that improves everyday life across the UK 'to ensure that no community is left behind')

Accelerated by the Government's stay at home orders during the COVID-19 pandemic, projected increases in remote [home] working in coming decades will see further shifts in commuting patterns, as well as changes to how people travel for other purposes, such as retail and leisure. Investment in walking and cycling will only increase the role Active Travel can play in supporting each of four themes, particularly Decarbonisation and Levelling Up.







This strategy sets the Active Travel Pathway to 2050 for the region, and the Investment Needs that are required, to deliver the major uplift in walking and cycling and to unlock the significant benefits from Active Travel for the region, in

tackling the Climate Emergency and improving physical health.

Decarbonisation

Climate Change will have significant implications for the health and wellbeing of the UK population, with the East of England one of the most vulnerable regions for changes in fresh water availability and sea level rise, affecting the public, business and industry. Sea level rise particularly poses a risk to the tourism sector, with threats of infrastructure damage, loss of natural assets (beaches) and built assets (monuments), with the added risk to vulnerable coastal zones, wetlands and freshwater habitats.

The climate has already changed – temperature, sea levels are rising¹

Variable	What has happened so far?
 Global average surface temperature	Over 1°C above pre-industrial levels.
 UK annual average temperature	About +1.2°C above pre-industrial levels. We have experienced a +0.8°C increase since 1961-1990.
 Global mean sea level rise	~21 cm increase from 1900.
 UK mean sea level rise	~16cm since 1900.
 UK heavy rainfall	Some indications of increasing heavy rain but difficult to quantify.
 UK heatwaves – 'like 2018 summer'	Now a 10 – 25% chance each year, compared to <10% chance each year a few decades ago.

Essex Climate Action Commission Interim Report, p9.

<https://www.theccc.org.uk/2020/04/21/how-much-more-climate-change-is-inevitable-for-the-uk/>

In June 2019, the UK became the first major global economy to pass law to achieve Net Zero greenhouse gas emissions by 2050. Transport is the largest contributor of carbon dioxide in the region (41% of total emissions in 2018, UK local authority and regional carbon dioxide emissions national statistics, 2005-2018), followed by industry and commercial (30%), domestic (27%), and agriculture (2%).



"Public transport and [active travel] will be the natural first choice for our daily activities" Decarbonising Transport: Setting the Challenge

The Government's Decarbonising Transport: Setting the Challenge (2020), acknowledges the role transport has in reaching net zero: improving people's health, creating better places to live and travel in, and driving clean economic growth.

Levelling Up Rural and Coastal areas

Alongside Decarbonisation, there is significant opportunity for investment in Active Travel supporting the Levelling Up agenda in the East of England. Some coastal areas of the region suffer from a triangle of challenges: high levels of deprivation; a high proportion of aging population; and poor transport connectivity, placing significant pressure on local services, such as health care and public transport.

1. Some of England's most deprived areas lie within the Transport East region, including the 3rd most deprived area of the country, in the district of Tendring (Essex). Across Tendring, 28% of Lower Layer Super Output Areas (LSOA) are in the most deprived 20% nationally (*Tendring Economic Strategy: Socio-Economic Evidence Base, 2019*).
2. Many of the more deprived coastal areas in the region also have a higher proportion of the population aged 65 and over (as high as 45% in Hunstanton, Norfolk, compared to England average of 16%, see Evidence Base for ward-level data).
3. Furthermore, some of the more deprived areas with a growing aging population **also** have poor transport connectivity to jobs, services and education. Lower than average levels of access to a car is also evident in some of these areas - a frequent characteristic of areas of high social deprivation.



Lowestoft seafront | Great Yarmouth Marine Parade

In March 2020, the Government announced new levelling up and community investments to support communities right across the country. This includes the £4.8 billion Levelling Up Fund, which will **"invest in infrastructure that improves everyday life across the UK, including regenerating town centres and high streets, upgrading local transport, and investing in cultural and heritage assets"**.

Investing in walking and cycling, and public transport, in these areas will not only improve access to services, employment and education, but supported by land-use planning policies, many of these areas also present an opportunity for walkable, 15-min neighbourhoods, where Active Travel is the natural choice for local journeys. Walkable neighbourhoods offer a multitude of potential benefits, from increased physical activity, reduced air pollution and traffic congestion, to opportunities for Green Tourism.

Gear Change

In mid-2020, the Government published **Gear change: a bold vision for cycling and walking**, which sets out the future vision for cycling and walking in England, under four main themes:

- Better streets for cycling and people
- Cycling and walking at the heart of decision-making
- Empowering and encouraging local authorities
- Enabling people to cycle and protecting them when they do



The plan describes the intended direction of active travel for the coming decades, to reduce physical inactivity and position walking and cycling as a major mode of travel. The four themes outline the UK Government's commitment to set a higher design standard for cycle infrastructure schemes, deliver safer streets outside schools, and reduce motor traffic in residential areas.

Supported by increased government expenditure for walking and cycling, initially through £2 billion funding between 2020-2025, Gear Change describes how active travel will be positioned at the heart of transport, place-making, and health policy, providing new powers for local authorities, and only funding schemes which meet the new design standards.

Active Travel Context

Walking and cycling in England

Walking and cycling in England play an important part of how people travel for leisure and work purposes. Analysis of the National Travel Survey (NTS) - the Department for Transport's (DfT) annual household survey - allows us to monitor long term trends in personal travel at a national level.



Walking makes up over a quarter (26%) of total trips made in England, whereas cycling only makes up around 2% of all trips. Source: Department for Transport National Travel Survey 2019 data

The levels of walking and cycling have changed little over time, dropping slightly overall.

Between 2002 and 2019, there was an overall decrease of 5% in the number of walking trips per person, and a 10% decrease in the number of cycling trips per person.

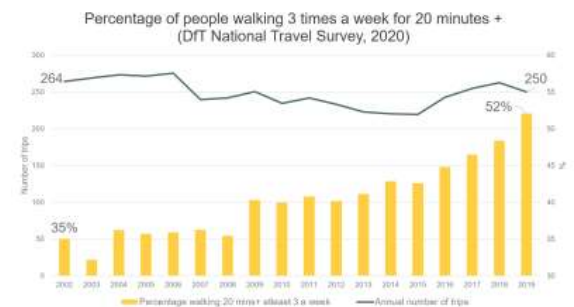


Walking and cycling trips per person, per year (Department for Transport National Travel Survey, 2002-2019)

Click on graph to zoom

However, more people walk, more often and for longer.

When looking at the proportion of England's population that walk for more than 20 minutes at least 3 times a week, there is an overall growth of 17% since 2002. This indicates that although the total number of trips per person per year in 2019 was 5% lower than 2002 levels, more people are walking, more often and for larger distances.



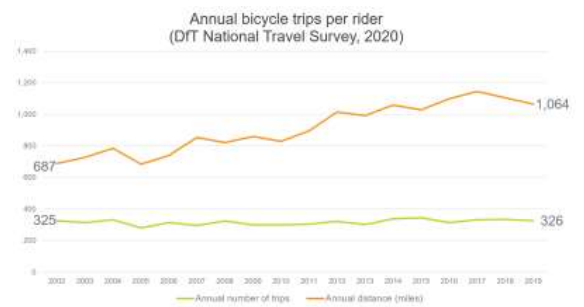
Regular walking trips per person, per year (Department for Transport National Travel Survey, 2002-2019)

Click on graph to zoom

People that already cycle, travel further

Although the number of cycling trips per rider per year in 2019 remains unchanged since 2002, the average total distance

travelled by people that indicate that they cycle, has increased by 54% since 2002, from 687 miles per year in 2002 to 1,064 miles per year in 2019.

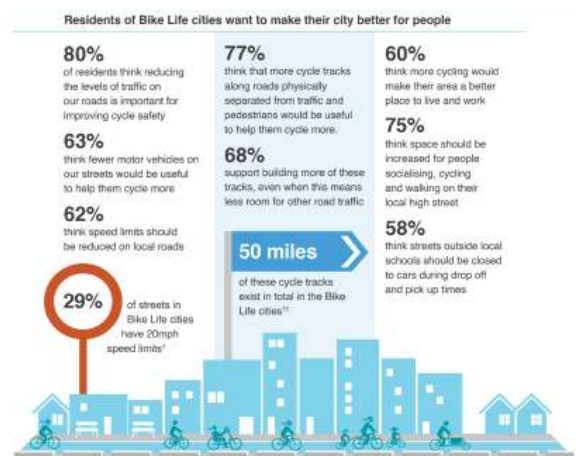


Number and distance of cycle trips per person, per year (Department for Transport National Travel Survey, 2002-2019)

Bike Life attitudinal data for UK cities

Bike Life is the biggest assessment of cycling in towns and cities across the UK and Ireland. It looks at cycling infrastructure, travel behaviours, and public attitudes to cycling, as well as reporting progress and new initiatives.

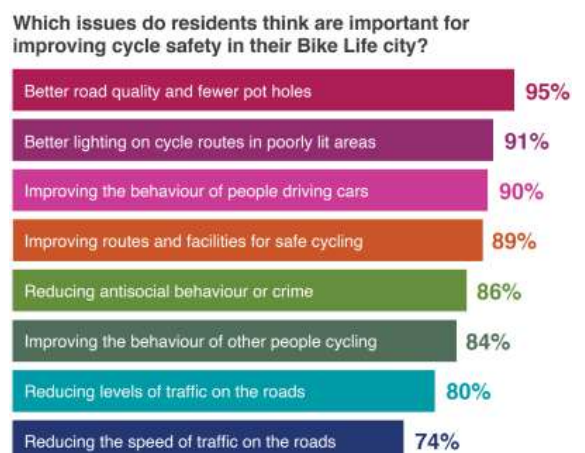
In 2019, the Bike Life survey found that people living in UK cities want to see more government spending on public transport (73%), walking (59%) and cycling (58%). More than a quarter of people surveyed did not cycle (28%), but would like to start.



[Click to enlarge](#)

Safety is the single largest barrier to more people cycling, with only 28% of residents saying their thought cycling safety in their city was good and more than half (55%) saying they were too many people driving in their neighbourhood.

When it comes to solutions, 80% of residents thought reducing the levels of traffic would help to improve cycle safety. 68% of respondents supported building more protected on-road cycle tracks, even when that would mean less room for other road traffic.



[Click to enlarge](#)

Walking and cycling in the Transport East region

Since 2015, the Department for Transport (DfT) Walking and Cycling statistics have recorded walking and cycling activity levels across England. The data can be broken down to local district level, allowing an analysis of trends in the region.

More people are walking...

Data shows that in 4 of the 5 local authorities, the proportion of people walking at least once a week has increased overall since 2015/16, aligned with the England average.

Southend-on-Sea has seen a decrease of 7%, while the data for Thurrock shows that walking levels are significantly below the England average and neighbouring local authorities.

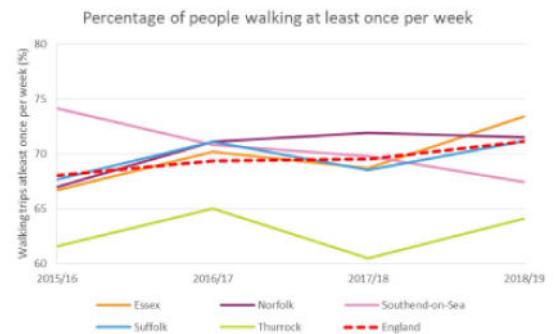
...but less people are cycling

The cycling data shows that cycling levels have decreased across the region since 2015, in line with the England average.

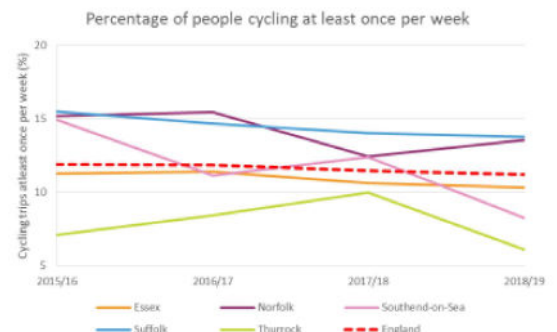
The percentage of people cycling at least once per week in Norfolk and Suffolk is higher than the England average.

Local Cycling and Walking Implementation Plans (LCWIPs)

Local Cycling and Walking Infrastructure Plans (LCWIPs), as set out in the Government's Cycling and Walking Investment Strategy (2017), are a strategic approach to identifying cycling and walking improvements at local authority level. Local Cycling and Walking Infrastructure Plans (LCWIPs) will enable a



Percentage of people walking at least once per week, (Department for Transport Walking and Cycling statistics, 2020)



Percentage of people cycling at least once per week, (Department for Transport Walking and Cycling statistics, 2020)

long-term approach in developing networks over the next decade, supporting the Government's Gear Change vision for 2030 that **half of all journeys will be made by walking and cycling within towns and cities.**

The key outputs of Local Cycling and Walking Infrastructure Plans (LCWIPs) are to create:

- Network plans for walking and cycling which identify preferred routes and core zones for further development;
- Prioritised programme of infrastructure improvements for future investment;
- Report setting out underlying analysis carried out to provides a narrative which supports the identified improvements and network.



Across the Transport East region, development of Local Cycling and Walking Infrastructure Plans (LCWIPs) have so far been focused on the larger cities and towns, where delivery of walking and cycling schemes is more likely to result in a greater modeshift to active travel modes.

However, in order to enable increased Active Travel across the region and deliver the cultural changes needed, similar strategies will need to be developed for the region's market towns, villages and rural areas, potentially in the form of county-wide or even regional-wide LCWIPs. From that point, scheme prioritisation can be data-led, based on factors such as potential for mode-shift, improvements to accessibility, value for money, and benefits to the environment, tourism, health and wellbeing.

The Government's commitment to active travel, set out in Gear Change, is clear that only schemes which meet the new standards will be funded, placing further emphasis on network planning in the form of Local Cycling and Walking Infrastructure Plans (LCWIPs). The Department for Transport's Active Travel Fund letter, dated 14 June 2021, goes one step further, explicitly stating that to qualify for funding for financial year 2021/22, local authorities must commit to undertaking **"network planning to inform prioritisation of future schemes, in the form of LCWIPs or similar local strategies"**.



Photo credit: © Jon Bewley

The letter goes on to state that:

"LCWIPs should be supported by [your] authority at the very highest levels of leadership; developed in consultation with local communities; and integrated with [your] local transport plans, as well as wider plans for public health, economic development and carbon reductions".

The following map below shows the status of LCWIP completion across the Transport East region.



LCWIP Status
Completed In Progress In Planning

A number of Local Cycling and Walking Infrastructure Plans (LCWIPs) have already been completed for the region's urban centres. At a higher level, countywide strategy has been completed for Suffolk, with plans to commence development for Thurrock and Norfolk.

National Cycle Network across Transport East region



"We want to see a UK-wide network of traffic-free paths for everyone, connecting cities, towns and countryside, loved by the communities they serve" **Sustrans Paths for Everyone**



The National Cycle Network across the Transport East region

The National Cycle Network is a UK-wide network of signed paths and routes for walking, cycling, wheeling and exploring outdoors. The vast majority (98.5%) of the Network isn't owned by Sustrans, but as custodians, Sustrans have a bold ambition to create a safe and accessible traffic-free network of routes - "a network that could be used by a sensible 12-year-old travelling alone".

There is a total of 1,008 miles of National Cycle Routes across the region, predominantly on-road. As of 2020, only 19% of the Network in the region is traffic-free.

Sustrans' Vision for the National Cycle Network, [Paths for Everyone \(2018\)](#), details the ambition to transform the Network by replacing all on-road sections with new traffic-free paths or by creating quiet-way sections.

The National Cycle Network already connects many of the region's towns and cities to their rural hinterlands, and beyond.

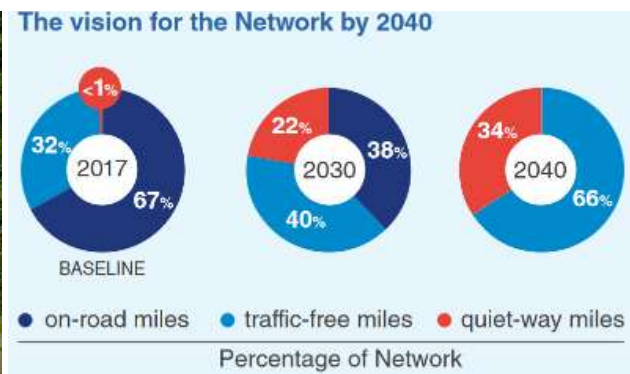
Connecting the famous White Cliffs of Dover to the wild mountain scenery of Scotland, flagship route National Cycle Route 1 functions as the region's *inter-urban route*, linking Central London to Colchester, Ipswich and Norwich, via Harlow and Chelmsford.

Investing in upgrading and maintaining existing walking and cycling networks across the region, including the National Cycle Network and regional routes (for example, the Regional Cycle Network), is fundamental to achieving the vision for Active Travel in the East of England: **to deliver a comprehensive, high-quality walking and cycling network across the region, fit for purpose for all users.**

The Vision by 2040 is that, across the UK, 66% of the Network will be traffic-free, with the remaining 34% on Quiet-ways or Quiet Lanes.



Current NCN 1 alignment through the region



Vision for the Network by 2040

Realising the vision will require considerable levels of funding to carry out the proposed improvements and ongoing maintenance. While the initial cost estimates of £2.8 billion cover the entire UK network, a portion of this funding will need to be realised in the East of England to deliver the necessary improvements to the network in the region.



Interventions will be grouped according to seven improvement categories to help structure the development of the Network

The scale of intervention required across the region is not yet clear, however Sustrans Network Development colleagues are currently collaborating with local authority officers, local people and landowners to fully understand the issues, and agree a plan of action in the form of a network masterplan. The intention is to use the masterplan to work with local authorities, UK government, and the private sector (e.g. housing developers) to deliver improvements, in line with local and national transport strategy.



Where improvements to walking and cycling are delivered across the region, (for example as part of delivering Local Cycling and Walking Infrastructure Plans, and Department for Transport Active Travel Fund allocations), it may be appropriate to formally realign the National Cycle Network to the highest quality routes, along corridors that show maximum propensity for walking and cycling by the people that use them.

Route functions vary across the Network, from key commuting routes (for example the Marriott's Way north of Norwich) to popular leisure routes (for example the traffic-free National Cycle Route 150 between Frinton-on-Sea and Clacton-on-Sea). Part of

calculating the strategic value of each route, will be to understand the existing function (such as for commuting, leisure, or tourism) and potential user groups (such as visitors, children, or older people). It should be noted that trip purposes are not mutually exclusive; **a single journey could have more than one function** (for example, a short walk through a park on the way to work could be both a commuting trip and a leisure trip).

Unique Challenges and Opportunities

The region faces a number of significant challenges and opportunities, with its unique combination of geography and demographics.

Being largely flat, as well as warm and dry, means the region is the ideal place for active travel modes to thrive. However, it can be difficult to create really well-connected, integrated networks for walking and cycling due to the dispersed settlement pattern and many towns and villages along the coastline.

Challenges	Opportunities
<ul style="list-style-type: none"> • Dispersed spatial development patterns with few cities, many market towns and villages surrounded by large rural hinterlands (especially in Norfolk and Suffolk) • Coastal and rural settlements with growing aging populations <u>and/or</u> higher levels of deprivation <u>and/or</u> poor transport connectivity to jobs, services and education e.g. Tendring & Great Yarmouth • Highways planning dominated by road building, resulting in fragmented infrastructure provision for walking and cycling, and a lack of coherent networks • Historically, active travel modes haven't been a significant mode for utility trips. 	<ul style="list-style-type: none"> • Dense urban areas in south Essex, Southend and Thurrock (commuter towns to London) • Significant visitor economy in coastal areas (especially Norfolk and Suffolk e.g. Cromer, Sheringham, Southwold) • Significant housing development planned in the coming decades - up to 315,000 new homes by 2040 (Source: Jacobs analysis of Local Plans) • Geographically ideal environment for cycling – warm, dry, mostly flat (similar to The Netherlands) • Potential for Levelling Up through delivery of walkable, 15-minute neighbourhoods, where cars are treated as guests (similar to Dutch <i>fiersstraats</i> / bike streets) • Significant propensity for cycling commuter trips under 'Go Dutch' scenario (up to twelve-fold increase in Thurrock) • Shifting political approach towards a more receptive view of Active Travel, notably the role that Active Travel can play in tackling climate change and supporting Decarbonisation agenda

Significant visitor economy in coastal areas presents opportunity for low carbon tourism, such as walkable, cycle-friendly destinations (especially in Norfolk and Suffolk for example Cromer, Sheringham, Southwold)



Case Studies

There are numerous examples of organisations delivering projects/schemes across the region to enable Active Travel, showcasing opportunities for sharing best practice across the five local authorities.

A collection of examples are presented below:



1. Forward Motion, south Essex (photo credits: Forward Motion)

Launched in 2017 and funded by the Department for Transport, Forward Motion is a collaborative project between the local authorities of Essex County Council, Thurrock Borough Council and Southend-on-Sea Borough Council **it aims to get more people travelling actively across south Essex**

The funding covers a range of different initiatives, including personal travel planning, interactive workshops, free cycle training sessions for adults of any ability, as well as set up of cycle hubs (sale of refurbished bikes and accessories on offer, and free cycle repairs). There is also a bike loan scheme and journey buddying with trained instructors for people that may be nervous to try new routes.



Forward Motion, South Essex

Initiatives and information are hosted and promoted through its dedicated [website](#) and social media profiles.

So far 9 active travel challenges have been delivered including “Trial a Mile” encouraging individuals to swap one car journey a week for a sustainable method.

Partnership with Jobcentre Plus in south Essex enabled 600 people to reach interviews with travel support, and “Spring Clean your Journey” initiative led to over 60 organisations encouraging their employees and students to change travel methods.

One campaign, [“This is what a cyclist looks like”](#), aims to take the focus away from the idea that cycle users have to look a certain way, hoping to inspire more people to travel by bike. The campaign has been viewed by over 2,000 people from Forward Motions’ social media channels.



2. Pushing Ahead, Norfolk (photo credits: Pushing Ahead)

The project launched in 2016 as part of DfT's sustainable travel transition year. It is currently funded through Access Fund, with local contribution from Active Norfolk, Norfolk County Council Transport and University of East Anglia.

Pushing Ahead started out with a focus on growth areas in Norwich and Great Yarmouth aiming to reduce single occupancy car journeys, increasing active travel, improve public health, support access to work and learning whilst also improving safety.

It's [website](https://www.pushingaheadnorfolk.co.uk) was launched in 2018 to provide information for Norfolk residents on how to build cycling and walking into their daily routine, whilst including safety tips and routes.



Pushing Ahead, Norfolk

Project runs events including led walks, family fun days and traffic free cycling events, as well as tailored workplace support including training of champions, cycle loan schemes, infrastructure grants up to £5,000 and confidence training.

In 2019 they launched “Big Stroll” community walks to bring people together to enjoy benefits of walking, supported by community grant funding of up to £300 for individuals to set up their own community Big Stroll.

Alongside the website, Pushing Ahead launched their BetterPoints App, which rewards users with points for walking, running and cycling in and around Norwich with locally redeemable prizes.

The project builds on existing partnerships and active travel initiatives to maximize the use of the current and planned investment into infrastructure for walking and cycling.



3. Stay Active and Independent for Longer (SAIL), Norfolk (photo credits: SAIL)

The Stay Active and Independent for Longer (SAIL) project ran between 2017 and 2020 with a total budget of 2.5 million Euros, of which around 1.5 million euros was funded by European Regional Development Fund

It consisted of 10 pilot projects across the 2 Seas area, covering coastal areas of England, France, Belgium (Flanders) and the Netherlands.

The 2 Seas area has a unique aging population, including local elderly, ageing newcomers and visitors of an increasing average age.

Its main objective was to stimulate active ageing and longer independent living through new ways of helping people be less reliant on traditional healthcare, with projects under the themes of movement and wellbeing.

The area reports 71% of residents as inactive. SAIL aims to **decrease physical inactivity among all participants to 35%** and **improve the perceived wellbeing/health by 45%**.



Stay Active and Independent for Longer (SAIL), Norfolk

Norfolk County Council received €371,000 euros overall, choosing to target groups of local residents, second home residents and tourists

Norfolk's SAIL project was named "Norfolk East Ambles", which provided residents with a toolkit for dementia friendly walks. It included a checklist of things to consider when organising, prompts to stimulate memories and conversations and videos to help map a suitable route.

They also promoted a series of 9 walks designed to support those with dementia to enjoy an accessible walk.



4. Bury Rickshaw, Bury St Edmunds

Inspired by the [“Cycling Without Age”](#) movement, the [Bury Rickshaw](#) project was started in 2018 to offer free “chatty” rides to local people in need of travel support due to mobility issues or for company on one of their people carrying rickshaw cycles. The idea behind the project is to give people an opportunity to get outdoors whilst interacting with others.

The project first started with a grant from Bury St Edmunds Town Council and St Edmundsbury Borough Council, and since then running costs have been covered by sponsorship and donations.

Photo source [link](#)



Bury Rickshaw, Bury St Edmunds (photo credits: Bury Richshaw)

Since starting it has grown to have network of 50 volunteers, one rickshaw and one cargo bike.

Adapting to Covid19 has seen Bury Rickshaw now offer deliveries of prescriptions, shopping and rides to essential appointments, with over 40 deliveries a day being made.

The ageing population within the Transport East region is mostly centred around the coastal areas, and similar social mobility projects could help to increase activity amongst the population whilst offering social support. The project impact could be enhanced by working in tandem with other age-focused initiatives such as the Monument project and SAIL in Norfolk.

Photo source [link](#)



5. Marham Park development, Suffolk (photo credits: marhampark.com)

Marham Park is a new development of initially just over 80 houses to the north of Bury St Edmunds, Suffolk, predicted to grow to up to 1,000 homes, creating a new community.

It has been designed with a segregated cycle path built around development adjacent to road with proposed bus route also around entire development. The cycle route connects development's facilities including parkland, although the proposed map indicates lack of connectivity to school.

TRAVELLING BICYCLE

As the development progresses, interim cycle routes will be available to provide access to 154 car parks on site facilities. In the meantime, there are a number of existing cycle routes, making it easy to cycle around Bury St Edmunds for leisure or all a regular commute. This may follow along the cycle routes close to your home.



For more information and contact details, visit:

Visit www.bury.gov.uk or contact the Bury Council and the Bury Development Unit.

For further advice, information, or support, visit:

There are a number of local cycle shops in the area, including the following: The Bike Centre, 100 High Street, Bury St Edmunds, Suffolk, IP11 1AA.

Mike Jones

44 St. James Street, Bury St Edmunds, Suffolk, IP11 1AA. Tel: 01284 751111. Email: mike.jones@bury.gov.uk

Carole King Bury St Edmunds

140 St. James Street, Bury St Edmunds, Suffolk, IP11 1AA. Tel: 01284 751111. Email: carole.king@bury.gov.uk

Barbara Jenkins

47 Rye Street, Bury St Edmunds, Suffolk, IP11 1AA. Tel: 01284 751111. Email: barbara.jenkins@bury.gov.uk

David Walker

74 St. James Street, Bury St Edmunds, Suffolk, IP11 1AA. Tel: 01284 751111. Email: david.walker@bury.gov.uk

Neilson Bury St Edmunds

140 St. James Street, Bury St Edmunds, Suffolk, IP11 1AA. Tel: 01284 751111. Email: neilson@bury.gov.uk

CAR SHARING

It can be a real hassle to own a car, especially if you don't need it every day. Car sharing is a great way to avoid the hassle of owning a car, while still enjoying the benefits of having a car. Car sharing can be used for any type of journey, from short trips to long journeys. Feedback from regular car sharers tells us that they love being able to book a car and avoid the hassle of owning a car. The benefits will be felt much more widely, as traffic congestion and pollution are both reduced by having less cars on the road.

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What is car-sharing?

Car sharing is when two or more people share a car and travel together. It allows individuals to benefit from the convenience of a car, whilst reducing the costs and addressing the associated problems of congestion and pollution.

You don't need your own car to be a member, you can either hire a car or a car to use for your driving. A car is a great way to reduce your travel costs and cut your carbon footprint.

What is Suffolk Car Sharing?

Suffolk Car Sharing provides a journey matching service for all those who live, work and travel in and around your area. It is absolutely free to use and has been built and designed for every possible user, such as commuters, students, local shop and service users, etc. Suffolk Car Sharing is a Suffolk Council initiative and is available to all those who live, work and travel in and around your area.

When can I share a car?

You do not have to own a car to be able to share a car. You can share a car for any journey, going to work, doing the weekly shop, taking the children to school, going to the market on the weekend, travelling to a holiday, even to school, getting to or from university, visiting friends or going to the airport.

What are the benefits of sharing a car?

There are numerous benefits to car sharing, including reduced stress of travelling as the driving can be shared between drivers, saving you money on the travel costs and shared, reducing the number of cars on the road, resulting in less congestion, pollution and parking problems, and a reduction in the need to own a private car.

Join the Suffolk Car Sharing community today! Visit www.suffolkcarsharing.com or follow Suffolk Car Sharing on Facebook @SuffolkCarShare.

Marham Park development, Suffolk

Cycle routes connect to existing routes to Bury St Edmunds, which has been communicated to new residents in a community travel guide that has been developed.

Also promote car sharing and public transport links, including a new bus service and eligibility of a free annual bus pass for up to 4 members of households.

Vision of growth for the north-west Bury St Edmunds (including area of Marham Park) is one integrated with "green infrastructure network

Active Travel supported by 20mph speed limit within developments, pedestrian cycle links to Howard and Mildenhall estate, enhance existing Public Rights of Way and delivery of orbital green route



6. Kesgrave town and High School, Suffolk (photo credits: kesgrave.co.uk)

Kesgrave is a town in Suffolk with a population of around 14,000. A combination of infrastructure and behaviour change projects since the area was expanded in the 1990s has resulted in a higher active travel mode share.

Kesgrave's Grange Farm development in the 1990s saw a 378 acre housing development established which incorporated cycling, walking and public transport at the heart of the development, aiming to encourage movement not by a car. As well as reduced car parking, houses are connected by segregated cycleways in distinctive red tarmac, integrated into National Cycle Route 1. Grange Farm now forms the greatest residential area of the town.



Kesgrave town and High School, Suffolk

The town's high school reportedly has the highest rate of children cycling to school in the UK, with 700 out of 1,900 pupils reporting to ride to school. The census also reported a higher number of cycle commuters, 10% of total, compared to the national average of 2.8%.

More recently the town has suffered from increased congestion and complaints about the lack of parking. Some people suggest that the failure to maintain and enhance cycling, walking and public transport has led to this increase in car usage.

Investment in route maintenance and capacity upgrade, where necessary, as well as renewed behaviour change initiatives is likely to positively impact travel behaviours of its residents, as the infrastructure is already in place.

Despite more recent negative reports, Kesgrave shows the positive impact that integrating active travel modes as part of developments can make both locally and on the surrounding area.



7. Amazon Fulfillment Centre, Thurrock (photo credits: Amazon)

Amazon's largest European fulfilment centre at the London Distribution Park, Tilbury, opened in 2017. Also the largest warehouse in the UK, it employs over 1,500 people.

In the planning stages, i-Transport LLP provided highways and transport advice in relation to the site layout, parking and servicing arrangements. In response to the unique and intense travel patterns of shift staff they developed a Travel Plan with the aim to reduce the traffic impact on the local highway network, and encourage active travel.

Photo source [link](#)



Amazon Fulfillment Centre, Thurrock

Forward Motion has been working with Amazon right from the recruitment stage prior to opening, to ensure active travel can be built into new employee's routines, with 10 travel advisors offering advice to individuals as well as personalised travel plans, which contain route advice and information of where to buy a bike, for example.

With limited car parking space on site, Amazon engaged with the project for behaviour change support. The Forward Motion team worked at 13 recruitment days and delivered over 720 personal travel plans to staff.

There is also agreed commuter travel pass with local bus company (£2 per journey) for Amazon employees.

This example shows the positive impact on active travel that establishing travel behaviours prior to routines being set can have, reinforcing the case for local authorities to work closely with developers to embed support before recruitment takes place.

Pathway to 2050

As part of the wider Transport Strategy work to deliver Pathways under the four key themes of Decarbonisation; Multi Centred Growth; Levelling Up Rural and Coastal Areas; and Unlocking International Gateways, Transport East intend to develop an **Active Travel Pathway to 2050**, to inform future policy and investment priorities for walking and cycling.

Data-led approach

When developing the business case for Active Travel schemes, the propensity for walking and cycling in the local area (the potential mode-shift to Active Travel modes) is an important factor in estimating the impact of an intervention.

Analysis of local travel is dominated by **travel to work** data taken from the Census, for example the Propensity to Cycle Toolkit utilises origin-destination data of commuting trips as its baseline model, as local data for other trip purposes (such as for shopping or leisure) rarely exists.

However, it is important to understand how people travel for **all journey purposes**, especially as the predicted shift towards more permanent remote working alters the proportion of total trips made for commuting/business purposes.

Since the start of the COVID-19 pandemic in March 2020, there has been a reduction in the number of commuting trips (and overall time spent commuting), which has also resulted in changes in the **types of trips** being made, for example visits to local green spaces on foot or by cycle, as well as more local shopping trips.



It is important to understand how people travel for **all journey purposes**

Enabling more people to make local trips by walking or cycling, rather than by motorised vehicle, will not only reduce local air pollution and greenhouse gas emissions from road transport, but also encourage improved mental and physical wellbeing, as a result of increased physical activity and access to outdoor environments.

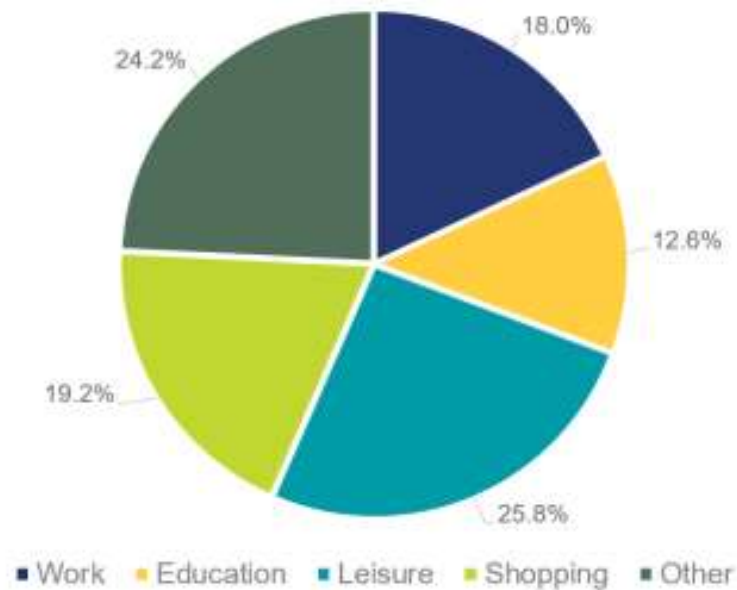
Active Travel in the East of England - Today

National Travel Survey data can help us understand the average total number of trips made per person, per year; the proportional split by trip purpose; as well as the total distances travelled. Most of the more relevant data is at England level, however some publicly available datasets are broken down to regional level.

Based on 2015-2019 averages across England, the proportion of trips per person, per year, by purpose, can be calculated as follows:

- For business or commuting (categorised as Work) purposes - 18% of total trips
- For education or escort education (categorised as Education) purposes - 12.6% of total trips
- For Leisure purposes - 25.8% of total trips
- For Shopping purposes - 19.2% of total trips
- For other escort; other including just walk; and personal business (categorised as Other) purposes - 24.2% of total trips

2015-2019 average trips per person by purpose (NTS, 2020)



Average trips per person, split by purpose (National Travel Survey, 2015-2019)

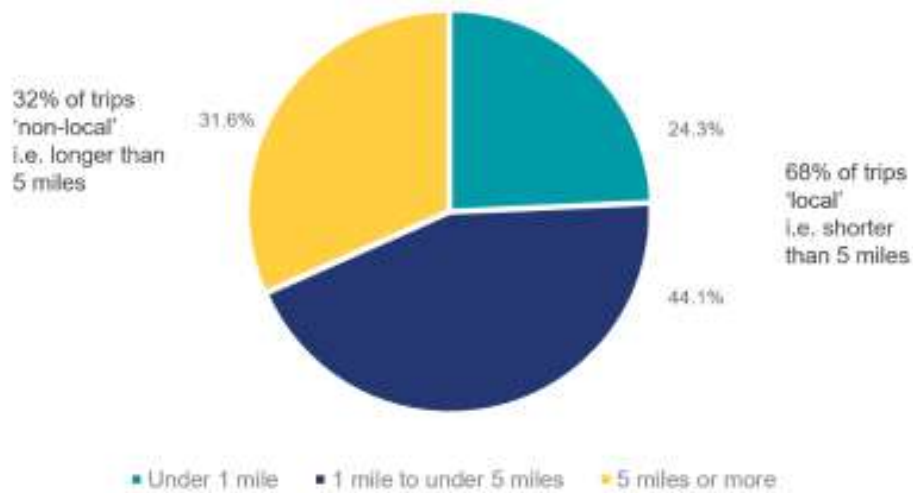
The propensity for walking and cycling is dependent on trip distances, as sustained mode shift is more achievable for short distances, for example **local trips** could be defined up to 2km (less than 1.2 miles) for walking; up to 5km (less than 3.2 miles) for cycling; and up to 10km (less than 6.4 miles) for e-bikes (Castro *et al.*, 2019).

National Travel Survey data from 2019 shows that of the total 953 trips made per person, per year, 68.4% are under 5 miles (less than 8km) in distance.

Therefore, it could be said that:

For the average person in England, more than 2/3rds of trips made per year can be classified as 'local trips', which could be walked or cycled.

2019 total trips per person by journey length (NTS, 2020)



Total trips per person by journey length (National Travel Survey, 2020)

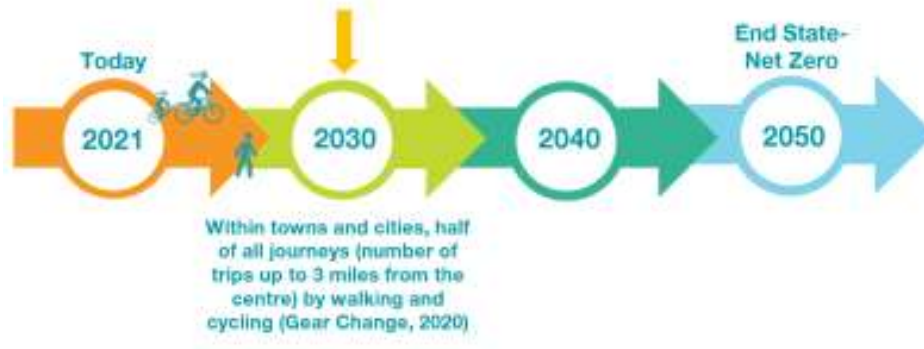
It's important to be ambitious, yet realistic!

While national data shows a potential for walking and cycling mode share of up to 68%, in order to set an ambitious yet realistic Active Travel Vision for the Transport East region, **this strategy only aims to target 50% of total trips.**



Vision for 2030

In line with **Gear Change targets**, by 2030 the Active Travel Vision for the Transport East region is that:



Active Travel: Vision for 2030



By 2030: Within towns and cities, half of all journeys (the number of trips up to 3 miles from the urban centre) will be made by walking and cycling

Vision for 2040

Building on the progress made in towns and cities across the region to achieve 2030 targets, along with the delivery of other interventions to deliver the wider Transport Strategy outcomes (particularly to support Decarbonisation), the 2040 Vision for the Transport East region extends beyond the immediate town or city centre so that:



Active Travel: Vision for 2040



By 2040: Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 6

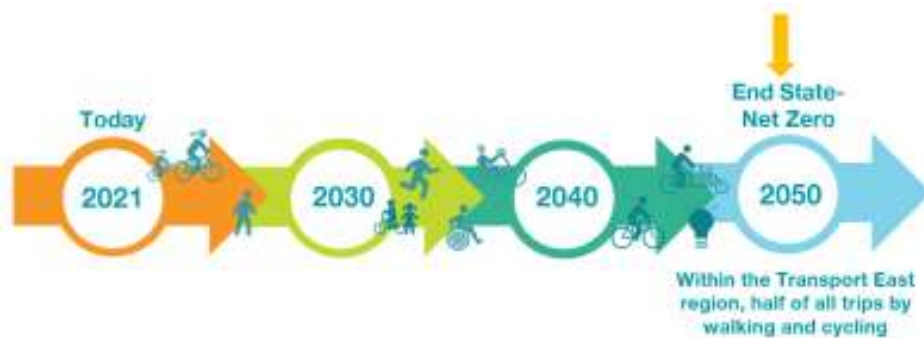
miles from the centre) will be made by walking and cycling

Vision for 2050 (Net Zero)

Building on the progress made in the region's towns, cities and their hinterlands to achieve 2040 targets, along with the delivery of other interventions to deliver the wider Transport Strategy outcomes and meet UK Government targets for Net Zero greenhouse gas emissions, the 2050 Vision extends across the entire region so that:

“

By 2050: Within the Transport East region, half of all trips will be made by walking and cycling





Active Travel Pathway to 2050

2030: Within towns and cities, half of all journeys (the number of trips up to 3 miles from the centre) will be made by walking and cycling (in line with Gear Change ambition)

2040: Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 6 miles from the centre) will be made by walking and cycling

2050: Within the Transport East region, half of all trips will be made by walking and cycling

Active Travel Pathway to 2050

Applied example: City of Norwich

Active Travel Investment Needs

In order to meet the ambitious targets outlined in the Pathway above, significant investment in walking and cycling will be needed across the region over the next 30 years.

The priority needs for investment are described below:

1. **Inclusive Design:** Active Travel infrastructure designed for all types of users
2. **Urban Infrastructure:** Extensive Active Travel networks in all our towns and cities
3. **Inter-Urban Infrastructure:** High-quality traffic-free network of routes between urban areas and market towns
4. **Rural Infrastructure:** High-quality traffic-free rural network of routes between villages and their nearest urban centre
5. **User-friendly support infrastructure:** inclusive cycle parking, wayfinding, places to rest, promotion of Cycle Friendly Places
6. **Data Collection:** step-change in quality and quantity of data collected on Active Travel modes across the region
7. **Supporting Policies:** All land-use, development planning and transportation policies across the region aligned with Gear Change and UK Government Local Transport Note 1/20 (LTN 1/20)

8. **Governance and Funding:** Sustained, consistent funding and effective cross-boundary cooperation are vital in order to successfully deliver improvements for walking and cycling.
9. **Behaviour Change:** Extensive, wide-reaching programmes to lock-in benefits of new infrastructure investment
10. **Maintenance:** Significant uplift in spend on maintenance of Active Travel infrastructure
11. **Supporting Technologies:** Partnerships with private sector to develop integrated complementary technologies

1. Inclusive Design: Active Travel infrastructure designed for all types of users

One of the characteristics of the region is coastal settlements with growing aging populations and/or higher levels of deprivation. This Investment Need focuses on future-proofed infrastructure design, delivered for all user groups.

- Inclusive infrastructure design, for example barrier-free in all circumstances
- Personal safety and security
- Co-designed with, and delivered for, all types of users
- Future-proofed design, for example appropriate for the mobility needs of an ageing population
- Inclusive communication methods



TODAY	By 2030	By 2040	By 2050
<ul style="list-style-type: none"> • Removing physical barriers on footways and cycle paths such as A-frame barriers, chicanes, gates, steps etc. • Equally Impact Assessments carried out at early stage for all schemes • Inclusive marketing and communications, including representation and diversity in language and imagery • Inclusivity captures all infrastructure and complementary measures, for example bicycle parking for an aging population and personal security 	<ul style="list-style-type: none"> • Development of opportunities for Accessible Tourism, including improvements in loading helpouts, including North Bristol AGN6, and The Downs 	<ul style="list-style-type: none"> • Implementation of Accessible Tourism measures including improvements in loading helpouts, including North Bristol AGN6, and The Downs 	<ul style="list-style-type: none"> • Within the Transport East region, half of all trips by walking and cycling

Click to enlarge table

2. Urban Infrastructure: extensive Active Travel networks in all our towns and cities

Densely populated areas present high cost-benefit outcomes from investment in Active Travel, as typical trip distances are shorter, especially for accessing education, healthcare, leisure and retail. This Investment Need focuses on enabling walking cycling in the region's urban centres, through infrastructure delivery and reduced car dependency.

- Strategic traffic-free routes
- Separation from motor traffic
- 20-min neighbourhoods, where Active Travel and public transport are the obvious choice of transport
- Removed rat-running traffic from residential areas
- Safe routes to schools
- Clean air zones in urban centres
- Personal safety and security
- First-mile, last-mile integration with public transport
- Future-proofed design, for example user capacity that responds to user demand



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 3 miles from the centre) by walking and cycling (Swar Charge, 2020)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 6 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none"> • Implement School Streets • Implement LCVNs and continue development across all geographies • Implement Low Traffic Neighbourhoods • Implement Strategic cycle-ways (including radial and orbital routes) • Implement and promote active school • Plan and design 2-3 Mile Hubs (see programme in the region) 	<ul style="list-style-type: none"> • Implement School Streets • Implement LCVNs and continue development across all geographies • Implement Low Traffic Neighbourhoods • Implement Strategic cycle-ways (including radial & orbital routes) • Implement clean air zones in the region's urban centres, complemented by high-quality access for Active Travel and public transport • Implement 2-3 Mile Hub programmes 		

[Click to enlarge table](#)

3. Inter-Urban Infrastructure: high-quality traffic-free network of routes between urban areas and market towns

The National Cycle Network already provides 1,000 miles of signed routes through the region, however the majority is on-road, which is unsuitable for all types of users, and not aligned along strategic corridors. Future developments in micromobility, such as e-bikes, will allow more people to comfortably travel further distances by cycle (up to the 9km (6 miles) average distance shown in research), presenting an opportunity for Active Travel outside of

built-up areas, connecting the region's urban centres and market towns.

This Investment Need focuses on enabling walking and cycling in the region's inter-urban corridors, by upgrading the existing traffic-free network (including the National Cycle Network) and delivering new routes that transcend highways authority boundaries.

- Delivery of region-wide Active Travel Network Plan
- Strategic traffic-free routes
- Separation from motor traffic
- Integration with public transport hubs
- Future-proofed design, for example walking and cycling routes aligned with strategic development plans



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 3 miles from the centre) by walking and cycling (Gear Change, 2020)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 8 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none"> • Develop region-wide LONWP (Network) Plan to aid identification and protection of inter-urban and rural active travel network 	<ul style="list-style-type: none"> • Plan, design and implement high-quality traffic-free routes on strategic priority corridors between urban centres and rural towns (dualled greenways), separated cycle tracks with green verge buffer and off-the-beaten-track, off-highway routes (for example the National Cycle Network) • This should include upgrading of existing routes 	<ul style="list-style-type: none"> • Plan, design and implement a high-quality traffic-free network of routes between urban centres and market towns; separated cycle tracks with green verge buffer and off-the-beaten-track, off-highway routes (for example the National Cycle Network) • This should include upgrading of existing routes • Links should transpire highways authority boundaries (for example, Haverton to Station Walkers, Banger-Bessie to Norwich, Newmarket to Cambridge) 	

Click to enlarge table

4. Rural Infrastructure: high-quality traffic-free rural network of routes between villages and their nearest urban centre

Trip distances to access education, employment and local services are often furthest in rural and coastal areas, which result in higher car dependency and present challenges on public transport providers to run viable services. However the region's countryside offers opportunities for improving physical and mental wellbeing from access to greenspace for its locals, as well as economic opportunities from visitors to the region. Unique to the region, there is also a need to facilitate a safe and active environment for the aging population.

This Investment Need focuses on enabling walking and cycling in the region's smaller towns and villages, by improving provision within settlements for local trips, as well as connecting settlements to their nearest market town or urban centres.

- Network of low-traffic walking and cycling routes between settlements and key attractors
- Year-round accessibility, achieved by regular/seasonal maintenance
- Integration with public transport
- Biodiversity enhancement, for example natural corridors
- Future-proofed design, for example user capacity responds to user demand from the visitor economy and ageing population



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 5 miles from the centre) by walking and cycling (Gear Change, 2030)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 8 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none"> • Develop region-wide LONP Network Plan to set priorities of inter-urban and local active travel networks 	<ul style="list-style-type: none"> • Plan, design and implement missing links in rural town and village infrastructure to ensure that all parts of the settlements have barrier-free, intuitive footway access 	<ul style="list-style-type: none"> • Plan, design and implement infrastructure upgrades within rural towns and villages to ensure that these settlements have high-quality, barrier-free, intuitive walking networks including safe crossings and appropriate lighting • For all routes (both between rural towns and villages, deliver measures to reduce traffic volumes and speeds, through treatments such as Quiet Lanes, and equipment along safe, accessible, intuitive routes 	<ul style="list-style-type: none"> • Plan, design and implement a high-quality, intuitive rural network of routes between villages and their nearest urban centre, separated cycle tracks with grass verge buffer and off-the-beaten-track, off-highway routes (for example the National Cycle Network)

[Click to enlarge table](#)

5. User-friendly support infrastructure: inclusive cycle parking, wayfinding, places to rest, promotion of Cycle Friendly Places

Providing high-quality, cohesive routes and networks from A to B - from your front door to the Post Office or local GP surgery - demands support measures at every stage of the journey.

This Investment Need focuses on inclusive support infrastructure to help all types of users feel confident to walk and cycle for every day trips.

- Accessible cycle parking across the region, designed for predicted future demand, in-line with current best practice
- Integration with public transport hubs and services, for example bike spaces on rural bus services

- Attractive, inclusive wayfinding schemes, which enhance the diverse natural and cultural heritage across the region
- Welcoming, user-friendly support infrastructure, for example resting places and public bike repair stations
- Region-wide delivery of initiatives to support the visitor economy, while enabling walking and cycling, for example Cycle Friendly Places (an accreditation programme developed by Cycling UK, equipping hospitality and accommodation businesses with new skills, resources and knowledge to broaden their appeal to cycle tourists)



TODAY	By 2030	By 2040	By 2050
<ul style="list-style-type: none"> • Provide inclusive public cycle parking facilities in urban areas, particularly in trip destinations such as town centres, retail destinations, education settings, employment hubs, transport interchanges and leisure facilities. • Work with public transport partners to develop strategy for better integration, such as bike racks on bus and tram services. • Develop a regional strategy for attractive, inclusive wayfinding schemes for end-to-end journeys, which enhance the diverse natural and cultural heritage across the region. • Develop a regional strategy for equipping existing infrastructure to include welcoming, user-friendly support resources, such as resting places and public bike repair stations. 	<ul style="list-style-type: none"> • Provide wide-spread, inclusive public cycle parking facilities across all trip destinations in the region. This will include a full range of trip destinations. • Step-change in percentage of inclusive residential cycle parking facilities at major housing sites across the region. All new development sites to provide inclusive cycle parking options for all land uses. • Implement inclusive wayfinding measures for all Active Travel schemes across the region, in line with regional strategy. • Implement measures to ensure way and walking infrastructure schemes are welcoming and user-friendly, in line with regional strategy. • Collaboration with cross-sector stakeholders (partners) to encourage innovative, new business offers, focusing on sustainable, low-impact activities including walking and cycling experiences. • Promotion of Cycle Friendly Places visitor attraction accreditation scheme to sites across the region. 	<ul style="list-style-type: none"> • Provide inclusive cycle parking facilities in all cities, towns and villages, with capacity expansion and upgrades to meet growing demands and emerging technologies. • Regional wayfinding review, with upgrades for meet growing demands and emerging technologies. • Continued investment in sustainable business offers. 	<ul style="list-style-type: none"> • Regional wayfinding review, with upgrades to meet growing demands and emerging technologies.

Click to enlarge table

6. Data Collection: step-change in quality and quantity of data collected on Active Travel modes across the region

It is currently not clear how people in the region travel for every day journeys. The cost-benefit analysis of walking and cycling schemes is often dominated by predictions on commuting trips, using Census data, which does not reflect all trip purposes, and is inflexible to cultural change, such as societal changes brought on by the COVID-19 Pandemic.

This Investment Need focuses on a consistent, strategic approach to data collection across the region to support future policy and investment priorities.

- Additional data collection in line with National Travel Survey, for example a sample size boost to understand trip distances and

purposes

- Motor traffic volume and speed counts
- Pedestrian counts
- Accessibility audits
- Walking and cycle user intercept surveys
- Perception surveys
- Monitoring and evaluation of pilot interventions, and sharing best practice



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 5 miles from the centre) by walking and cycling (Gear Change, 2025)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 8 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none">• Consistent data collection across the region (for example on traffic movement, public attitudes and behaviour, asset range & knowledge)• National Travel Survey-based• Accessibility, street and route audits across the region, undertaken by diverse user groups• Inclusive camera design for all data collection			

Click to enlarge table

7. Supporting Policies: all land-use, development planning and transportation policies across the region aligned with Gear Change and current design guidance, such as Local Transport Note 1/20 (LTN 1/20)

A step change in walking and cycling requires not only changes to provide for the current demand; but demands infrastructure designed for the needs of the future, including for the age and mobility needs of the population. The quality of an Active Travel network is only as strong as its weakest part: car-dependent housing development, cycle dismounts at crossings, lack of dropped kerbs, are examples of barriers to enabling walking and cycling for all users.

This Investment Need focuses on a consistent, strategic approach to Active Travel across the region, aligned with current best practice, delivering for the future.

- Design standards aligned with current best practice, for example UK Government Local Transport Note 1/20 (LTN 1/20), and Gear Change principles

- Incorporation of Active Travel modes in all land-use, development planning and transportation policies and strategies
- Forward-thinking ambitious local Active Travel targets, in-line with the Transport East Pathway
- Alignment with Active Travel England recommendations
- Planning and development policy that positions Active Travel and biodiversity at the heart of decision making



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 3 miles from the centre) by walking and cycling (Gear Change, 2020)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 6 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none"> • All Active Travel schemes to be designed in line with current design guidance, for example Local Traffic Aids (LTA) (LTA 100) and Gear Change. • All local Authorities to develop Local Transport Plans, incorporating Active Travel targets in line with Transport East's Active Travel Vision, and update them regularly. • Early adoption of Active Travel England recommendations. • Incorporate Active Travel modes into public health policies, for example through social prescribing. 	<ul style="list-style-type: none"> • New Local Plan policies that will ensure better provision of local services for all communities & incorporate high quality active travel infrastructure into new developments. • Review and revision of current Active Travel policies to ensure alignment with regional vision for Active Travel by 2030. 	<ul style="list-style-type: none"> • Review and revision of current Active Travel policies to ensure alignment with regional vision for Active Travel by 2050. 	

Click to enlarge table

8. Governance and Funding: Sustained, consistent funding and effective cross-boundary cooperation

A long-term funding commitment and effective partnership working will be needed in order to successfully deliver improvements for walking and cycling across the five Transport East Local Authority areas.

This Investment Need focuses on ensuring sustained and consistent funding as well as effective cross-boundary cooperation.

- Active Travel routes cater for needs-based journeys as opposed to local authority boundaries

	TODAY	By 2030	By 2040	By 2050
Active Travel Recommendations		Within towns and cities, half of all journeys (the number of trips up to 3 miles from the centre) by walking and cycling (Gear Change, 2020)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 6 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
Recommendation 8 – Governance and Funding	<ul style="list-style-type: none"> • Work with Department for Transport, Local Authority partners and other Active Travel stakeholders to establish sub-National governance and controlled funding streams for Active Travel projects across the Transport East area. This will ensure cross-boundary cooperation and efficient delivery of schemes that work to travel hotspots and not authority boundaries. 			

Click to enlarge table

9. Behaviour Change: extensive, wide-reaching programmes to lock-in benefits of new infrastructure investment

Enabling people to use infrastructure requires Behaviour Change, but Behaviour Change requires infrastructure for people to use. Sustained mode-shift to walking and cycling will not happen in isolation when a new route is launched; the barriers to Active Travel for all types of user need to be fully understood, and programmes delivered collaboratively with the local community to lock-in benefits.

This Investment Need focuses on the Behaviour Change programmes for all types of users, across the region, aligned with infrastructure investment.

- **Learn-to-ride** sessions for people of all ages and abilities, focused initially in areas with better infrastructure
- **Try-before-you-buy** hire schemes for bikes, e-bikes, cargo bikes etc.
- Collaboration with NHS England, Public Health England, and local healthcare practitioners to prescribe walking and cycling as methods to improve mental and physical wellbeing
- Personal Trip Planning and community buddying-up schemes
- Business travel planning
- School travel planning



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 3 miles from the centre) by walking and cycling (Gear Change, 2020)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 6 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none"> • Continue current behaviour change programmes, such as school travel planning and social prescribing, focusing on locations in the region with better Active Travel infrastructure 	<ul style="list-style-type: none"> • Develop new initiatives, focused behaviour change programmes aligned with infrastructure approaches to lock-in benefits of investment and achieve successful, sustained mode shift. • Target behaviour change initiatives at distinct user segments and markets, for example the ageing population, creating best practice across the region. 		<ul style="list-style-type: none"> • Deliver evidence, anti-inequality, behaviour change programmes to lock-in benefits of new infrastructure investment and sustain high active travel mode share, creating best practice across the region.

[Click to enlarge table](#)

10. Maintenance: significant uplift in spend on maintenance of Active Travel infrastructure

New isn't always better: many of the existing provision for walking and cycling around the region already provides for the current population needs. However, population needs change, and nature fights back, and a path will require maintenance or upgrade over its lifetime. Maintenance also offers an opportunity for community ownership.

This Investment Need focuses on upgrading existing provision across the region to ensure it meets the needs of current and future users (including investment in improving the quality of the National Cycle Network), as well as funding regular maintenance regimes on new routes.

- Surface improvements, such as widening existing paths to minimum 3.0m for shared walking and cycling routes, resurfacing tracks with suitable sealed materials to ensure access for all users, and maintained surface markings
- Signage improvements, informed by signage audits with diverse user groups
- Regular vegetation clearance, managed by the local authority and supported by local people
- Winter treatment, such as salting and gritting walking and cycling routes



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 2 miles from the centre) by walking and cycling (Clear Change, 2028)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 4 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none"> • Greater investment in maintenance of walking infrastructure including highway re-surfacing, footways, cycle paths etc. (gritting, footways and cycle ways for veg clearance, re-surfacing, winter treatments etc.) • Develop and deliver a regional strategy for engaging with local people to support planned and maintenance through team working 			

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11. Supporting Technologies: partnerships with private sector to develop integrated complementary technologies

Active Travel today may refer to walking, cycling, wheeling, scooting, running etc. but any future technologies that enable journeys by physically active means (including for people with

additional mobility needs) should be welcomed by national and regional decision makers as supportive of Decarbonising transport.

This Investment Need focuses on collaboration with private sector partners and the technology sector today to ensure that the technologies of tomorrow are planned for and embraced.

- Inclusive, region-wide multimodal mobile apps integrated with public transport
- Future-proofing design, such as collaboration with micro-mobility partners



TODAY	By 2030	By 2040	By 2050
	Within towns and cities, half of all journeys (the number of trips up to 3 miles from the centre) by walking and cycling (Dear Change, 2025)	Within towns, cities and their hinterlands, half of all journeys (the number of trips up to 8 miles from the centre) by walking and cycling	Within the Transport East region, half of all trips by walking and cycling
<ul style="list-style-type: none"> • Working with private sector partners, develop a plan to ensure that complementary technologies are planned for and embraced, for example multi-modality nodes, wider, multimodal trip-planning (including ability to book cycle parking spaces), and regional transit stops (for purposes such as multi-planning and trip chaining) 	TTC as new technologies emerge...		

[Click to enlarge table](#)

Evidence Base

Propensity for Active Travel

The Propensity to Cycle Toolkit (PCT) shows travel behaviour data for commuting and travel to school, and the propensity for change under different scenarios. **It should be noted that a limitation of the data analysis is that the baseline data was collected in 2011, so is unlikely to accurately represent travel patterns today.**

- Commuting baseline data is based on the 2011 Census. Although analysis of commuting trips will be refreshed following the 2021 Census, the increase in remote working, as a result of the COVID-19 Pandemic, will restrict the value of the data in predicting travel patterns for the coming decade. It is also worth noting that the data only covers commuting trips; and

commuting typically takes up "less than 20% of all trips" (Propensity to Cycle Blog, March 18, 2019).

- Travel to school data is based on the 2011 National School Census (NCS). Shortly after the 2011 National School Census, the Department for Education announced that they would remove the Pupil Usual Mode of Travel data field from the census with immediate effect. Although some local educational authorities request data collection from schools, there is no standard approach, which limits the value of the data at a regional level.

As part of this strategy, we recommend a regional-wide approach to data collection in schools.

Travel to School

The Propensity to Cycle Toolkit (PCT) dataset for travel to school includes the following:

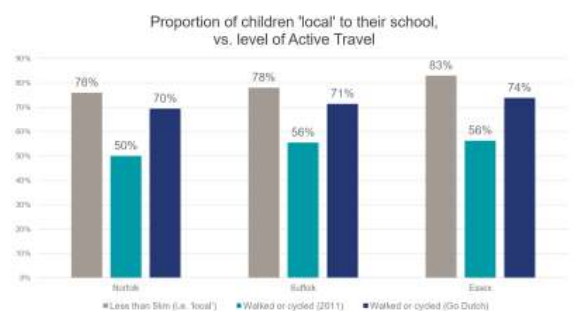
- proportion of children with a fast route distance to school less than 5km (approximately 3 miles): a distance that could be described as a 'local trip', which could potentially be walked or cycled
- travel to school mode share in the National School Census 2011
- travel to school mode share in the PCT scenarios (including 'Go Dutch')



Photo credit: © Koïs Miah

Across the region, more than 3/4s of children live 'locally' to their school (less than 5km / less than 3 miles)

At baseline (National School Census 2011), the proportion of commuters who walk or cycle to school was already **more than 50%**, however this still indicates that a significant number of 'local trips' to school are still being made by non-active modes.



Propensity to Cycle Tool (PCT) data on travel to school from the 2011 National

Propensity to Cycle Toolkit analysis shows that under the 'Go Dutch' scenario, there would be a significant uplift of Active Travel to school across the region, between 70% and 74% of journeys to school by walking or cycling, up from a baseline of between 50% (Norfolk) and 56% (Suffolk and Essex respectively).

Travel to Work

Under a 'Go Dutch' scenario, areas of the region could see up to a 12-fold increase in commuting by cycle.

For the five local authorities, the following maps present:

1. 2011 Census trip patterns for cycle commuting. We have filtered the data to show journeys where more than 10% of people traveled by bike to show existing strategic cycle routes.
2. Propensity to cycle under the 'Go Dutch' scenario, which explores what would happen if the region had the same infrastructure and cycling culture as The Netherlands.



Photo credit: John Linton

Norfolk

2011 Census: 6.0% of the population commuted to work by cycle.

In Norfolk cycle commutes are focused around the larger urban areas of:

[Norwich \(click here\)](#)

[King's Lynn \(click here\)](#)

[Great Yarmouth \(click here\)](#)

"Go Dutch" scenario: 19.3% (a three-fold increase) of the population could commute to work by cycle.

[Go Dutch \(click here\)](#)

Under the Go Dutch scenario commuting trips by cycle would be wide spread across the county, particularly in Norwich itself, as well as between Norfolk's market towns.

Suffolk

Census 2011: 4.3% of the population commuted to work by cycle.

In Suffolk the levels of commuting by cycle are lower than Norfolk, with most cycle commuters focused around the larger towns and coastal communities of:

[Ipswich \(click here\)](#)

[Felixstowe \(click here\)](#)

[Lowestoft \(click here\)](#)

"Go Dutch" Scenario: 20.0% (almost a five-fold increase) of the population could commute to work by cycle.

[Go Dutch \(click here\)](#)

Like Norfolk, under the Go Dutch scenario commuting trips by cycle would be widespread across the county, particularly in Ipswich itself, as well as between Suffolk's market towns.

Essex

Census 2011: 3.2% of the population commuted to work by cycle.

In Essex, the proportion of cycle commuting is lower than Norfolk and Suffolk. There is a notable number of cycle commuter trips out of the county, along its southwest borders with Greater London and Hertfordshire.

[Colchester \(click here\)](#)

[Chelmsford \(click here\)](#)

[To/from Greater London \(click here\)](#)

"Go Dutch" scenario: 24.1% (almost an eight-fold increase) of the population could commute to work by cycle.

[Go Dutch \(click here\)](#)

Under the Go Dutch scenario, there would be a significant increase in commuting trips by cycle across Essex, especially across the western and southern borders.

Southend-on-Sea

Census 2011: 3.6% of the population commuted to work by cycle.

There are some key strategic routes inside the borough, as well as into neighbouring Essex.

"Go Dutch" scenario: 30.5% (more than an eight-fold increase) of the population could commute to work by cycle.

Under the Go Dutch scenario, like Essex, Southend-on-Sea would see a significant uplift in the number of commutes by cycle.

[Go Dutch \(click here\)](#)

Thurrock

2011 Census: 2.1% of the population commuted to work by cycle.

Commuting by cycle is relatively uncommon in Thurrock, at the lowest proportion of population in the region. Despite its small size, only a few routes hit the minimum proportion of commuting trips by cycle.

"Go Dutch" scenario: 24.9% (almost a twelve-fold increase) of the population could commute to work by cycle.

[Go Dutch \(click here\)](#)

Like Essex and Southend-on-Sea, Thurrock would see a significant uplift (the largest in the region) in the number of commutes by cycle, inside and out of the borough into Essex and Greater London.

The Transport East region has several unique characteristics, which make its transport needs different from the rest of England.

Urban south vs. dispersed rural north

The south of the region is densely populated, dominated by a larger proportion of towns and cities, many of which serve as commuting towns to London. Whereas, in the north of the region, the population and number of built-up areas decrease, as shown in the map.

Population, ONS Built Up Area 2019



[Population Density \(Click for map\)](#)

Click above for map showing population density estimates by Ward (Office of National Statistics 2019 data). It shows that large parts of

rural Norfolk, Suffolk and east Essex are very sparsely populated, compared to the south of the region



Higher levels of deprivation in coastal areas

[Areas of Deprivation \(Click for map\)](#)

According to the 2019 Index of Multiple Deprivation (IMD), some areas within the region are within the most deprived decile of the UK, particularly around the north Essex coast.

Coastal areas in the north of the region have higher levels of deprivation, as well as along the north Essex coast, in Tendring District ([Click to zoom in on Clacton-on-Sea area](#)).



Coastal populations are also older

[Ageing population \(Click for map\)](#)

The coastal areas of the region, especially north Norfolk and east Suffolk have a higher level of residents aged 65 and over (Office of National Statistics 2019 estimates), as high as 45% in Hunstanton, Norfolk, in contrast to the England average of 16%. This presents unique challenges for the transport system in and around these areas now, and into the future.

Ward Level % of Population 65+

> 45% 30% < 15%



Data source: ONS population estimates 2019

Significant visitor economy in coastal areas

[Visitor attractions \(Click for map\)](#)

Across the region there are numerous attractions that are important for the visitor economy, including many Areas of Outstanding Natural Beauty (AONBs) and National Parks, particularly across north Norfolk and eastern Suffolk.

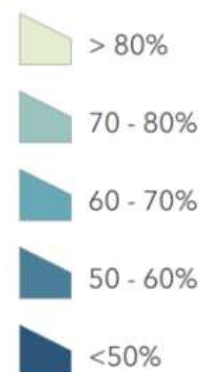


Car ownership

Lack of car availability (percentage of households without access to a car or van) across Transport East (broken down by wards) is shown on the map below, according to data from the 2011 Census.

Access to a car or van across the region is generally higher than the England average (82% compared to 74%), however in more urban areas, particularly

Car availability by ward (Census 2011)



Legend for map below

in Southend-on-Sea, there is a lower level of access to vehicles (73.5%).

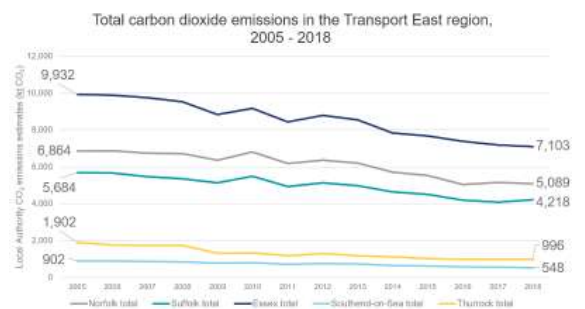
Powered by Esri

2011 Census - Ward level percentage of households with access to a car or van

Carbon emissions in the Transport East Region

Total carbon emissions in the region are gradually sinking...

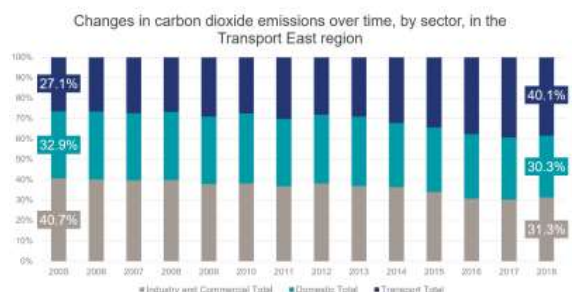
Across every local authority area, the total carbon dioxide emissions have been decreasing year on year since 2005.



UK local authority and regional carbon dioxide emissions national statistics

...however, the proportion of total emissions resulting from transport are growing.

The largest contributor to the region's total carbon emissions is from the Transport sector, making up 40% of total carbon dioxide emissions in 2018 across the region. Transport is the only sector that has seen a gradual increase in its contribution to total emissions since 2005. Emissions



UK local authority and regional carbon dioxide emissions national statistics, 2005-2018

from the domestic, industry and commercial sectors have all declined since 2005.

The Transport sector makes the largest contribution to total carbon emissions in Essex, at just under half of total emissions in the county (49.4%).

Emissions from road transport consistently make up the majority of total emissions from Transport.

Carbon dioxide emissions from road transport in 2018, made up between 89%* (Southend-on-Sea) and 99.5% (Thurrock) of total Transport emissions.

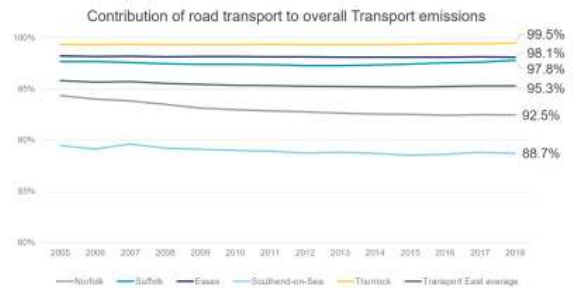
(*The lower contribution by road transport in Southend-on-Sea can be attributed to diesel railways, which consistently account for between 8.3% and 9.2% of total Transport emissions in the borough.)

Total emissions from road transport have bounced back since the 2008 Financial Crisis.

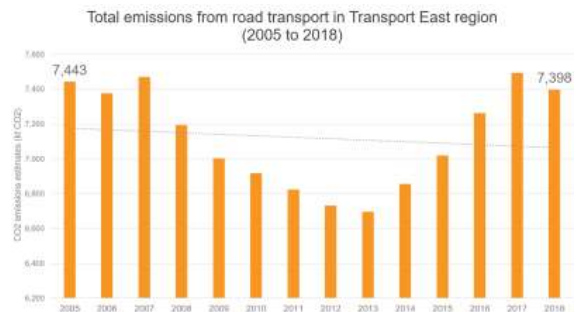
Despite a steady decline in total emissions from road transport across the region, in the years following the 2008 Financial Crisis, since 2014, emissions from road transport have been growing, reaching levels seen in the years leading up to 2008.

Shifting the market away from petrol and diesel vehicles, to ultra low emissions vehicles (ULEV), will aid overall reductions in emissions from road transport, however Department for Transport Vehicle Licensing Statistics data for 2020 showed that only 8.5% of new vehicle registrations in that year were ULEVs.

It is also important to acknowledge that our love for private cars is seemingly relentless. At current growth rate, by 2035,



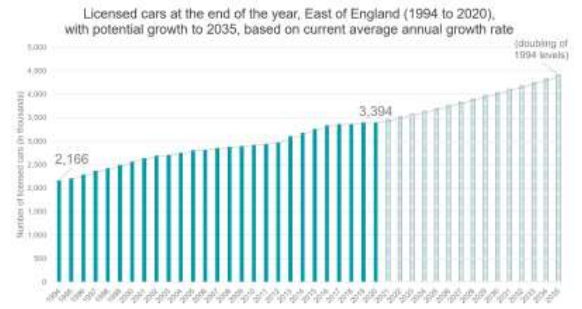
UK local authority and regional carbon dioxide emissions national statistics, 2005 to 2018



UK local authority and regional carbon dioxide emissions national statistics, 2005 to 2018

the number of licensed cars in the region would be double 1994 levels.

The increase in carbon emissions from road transport mirror the year-on-year growth in the number of licensed cars across the region since 1994. At the current average annual growth rate of 1.7% between 1994 and 2020, it can be hypothesised that the number of licensed cars in the region could be double governance 1994 levels before the end of 2035. This does not take into account any changes to motoring habits as a result of the COVID-19 pandemic.



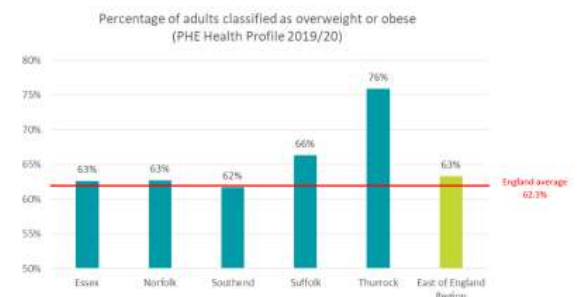
Department for Transport Vehicle Licensing Statistics, 1994 to 2020

Public Health in the Transport East region



In Essex, "A lack of active and sustainable travel options has a profoundly negative impact on public health - 75% of children are inactive and 32% of parents indicate that the school run is almost as stressful as their jobs." Essex Climate Action Commission Interim Report (2020)

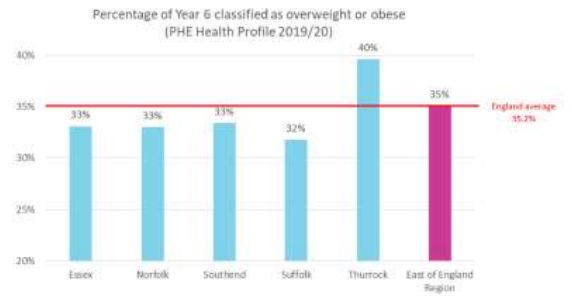
The proportion of residents over the age of 18 who are classified as overweight or obese varies across the region, with the regional average largely in line with the England average. However, Thurrock has the highest proportion of adults classified as overweight and obese in the region, at 76%, almost 14% above the England average.



Proportion of adults classified as overweight or obese, Public Health England Health Profile 2019/20

The proportion of year 6 age children who are classified as overweight or obese varies slightly across the region, however the regional average is in line with the England average. Thurrock has the highest proportion of year 6 children classified as overweight at

39.6%, just above the England average of 35.2%.



Proportion of children in year 6 classified as overweight or obese (Public Health England Health Profile 2019/20)

Produced in Partnership with Sustrans

Our vision

A society where the way we travel creates healthier places and happier lives for everyone.

Our mission

We make it easier for people to walk and cycle.



Sustrans: the charity making it easier for people to walk and cycle.

Written by Sustrans for Transport East