

## Emergency Active Travel Fund – Tranche 1 – Public feedback survey results

Tranche 1 of the (Emergency) Active Travel Fund measures involved a requirement from government to implement swift reallocations of road space to walking and cycling in order to respond to the Covid-19 pandemic, within just weeks of receiving scheme funding. This involved the council putting in place measures (agreed at the June 2020 Environment, Transport and Sustainability (ETS) meeting) with Experimental Traffic Regulation Orders (ETROs), where traditional pre-consultation does not take place on schemes, instead consultation begins when the scheme is implemented temporarily and changes can be made quickly in response to feedback where required; before a future decision is made on how to progress with the scheme.

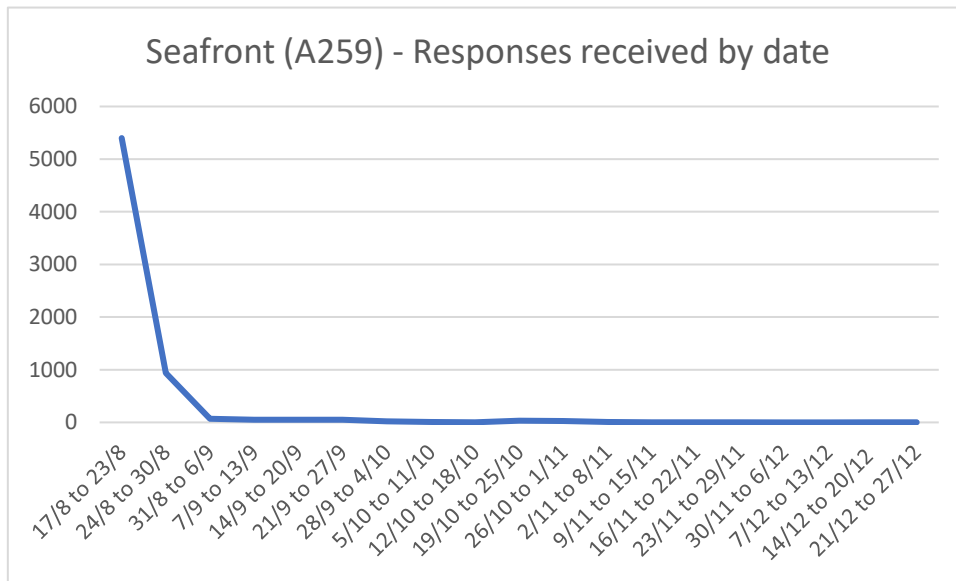
Putting schemes in place in this way presented challenges compared to more traditional schemes where pre-consultation takes place before any changes are made to the highway. One of the challenges of this was around communications, and the need to highlight why we were required to carry out schemes in this way, and that schemes were temporary and how feedback could be provided. A lot of misconceptions therefore circulated in response to this, including that schemes were put in place without consultation, that schemes were being made permanent without consultation, and that views were not being heard. This was not just the case in Brighton & Hove but was seen across the UK as experimental changes were put in place quickly in line with government requirements. This resulted in the council receiving a very large volume of communications, e.g. emails and online form responses, with unstructured feedback on the changes. We required a way to constructively channel this information and capture and manage feedback.

On 23 June 2020 a public feedback survey was therefore launched by the council in order to effectively capture views on all of the temporary measures which had been introduced under Tranche 1 of the (Emergency) Active Travel Fund. The survey was promoted via all council channels. New measures were added to this survey as they were implemented. This enabled the council to capture informal feedback on schemes as they were put in place, and to consider and respond to feedback raised as the schemes were in place – one of the advantages of experimental schemes compared to permanent changes.

The survey was not formal consultation on schemes but was intended to capture this feedback in a constructive way to feed into the schemes as they evolved. The feedback survey was open from 23 June until 31 December 2020, when it was closed in order for the council to separate this from the forthcoming Active Travel Fund formal consultation planned for February – March 2021, as agreed at the Special ETS committee on 18 December 2020.

A large response was received to the feedback survey as is shown below, however due to it not being formal consultation, there was opportunity for multiple responses which had the potential for abuse. The survey was also reactive and not proactive, i.e. not like a formal consultation where communications and postal materials would be focused on the areas around the scheme/s. Therefore the survey results have been utilised for the capturing of feedback which has informed scheme designs, as well as informing our approach to the *formal* consultation on some of the Tranche 1 schemes and others, which formed the Active Travel Fund formal consultation in February – March 2021.

A feature of the survey responses was that there was a large influx of responses once the survey opened, which then greatly reduced over time.

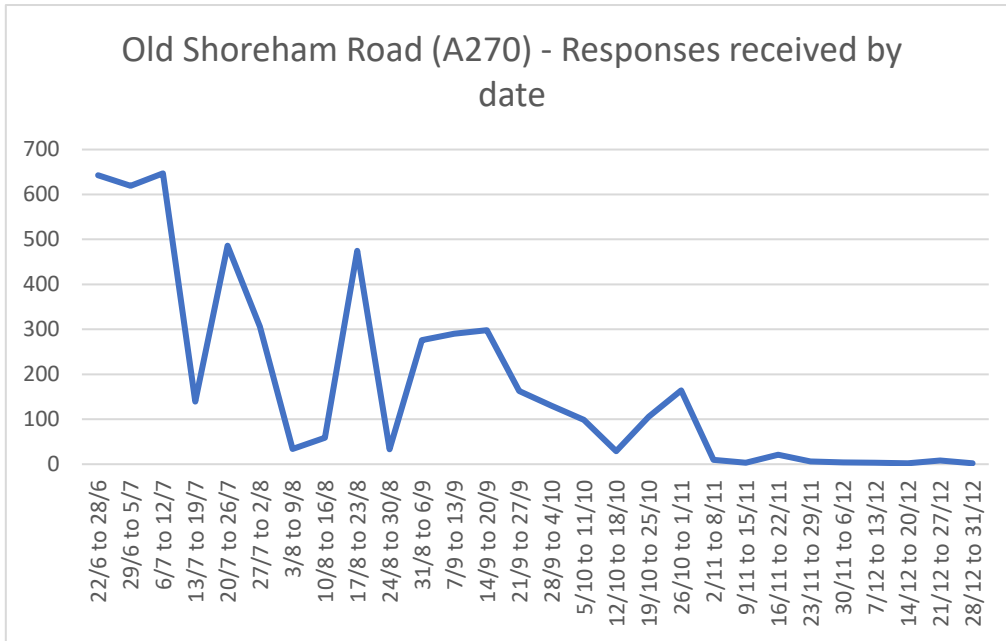


**Figure 1 – Responses to Seafront (A259) feedback survey over time**

This was particularly evident for the Seafront (A259) temporary cycle lane scheme, originally put in from Palace Pier Roundabout to Fourth Avenue. For this scheme the largest volume of responses (6339 responses, 95%) was seen in the first two weeks following the experimental scheme implementation. As a result of this early initial feedback, the scheme was adjusted based on the feedback, to remove a small section of the temporary scheme (Palace Pier Roundabout to West Street) as the implementation of the temporary cycle lane in this location was negatively affecting traffic congestion and bus operations. The evolving nature of temporary schemes enables changes such as this to be carried out based on feedback. As can be seen in Figure 1 above, the responses received for this scheme greatly reduced following this change to the scheme (the decision to make the changes was made on 27 August 2020 and the scheme was removed by early September 2020).

For the Old Shoreham Road, this scheme was put in place in May 2020, a month prior to the public feedback survey launching, however once the feedback survey launched a large number of responses were seen in the initial months of the survey going live, as can be seen in Figure 2.

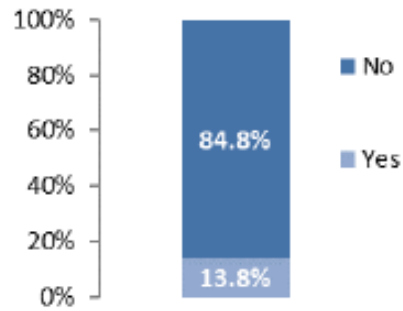
The high number of responses in the early weeks of these schemes correlates with a settling down period, often seen when changes are made to the highway and road users are taking time to get used to a new layout. This is particularly true for temporary schemes that are put in place quickly.



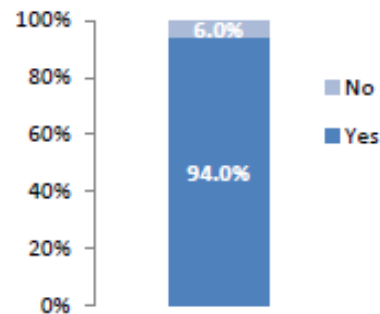
**Figure 2 – Responses to Old Shoreham Road (A270) feedback survey over time**

The results of the public feedback survey for the Seafrost (A259) and Old Shoreham Road (A270) schemes are shown in the infographics below.

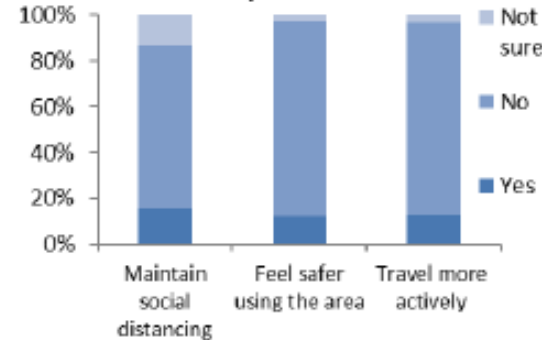
**Overall, do you support the temporary cycle lane along the seafront (A259)**



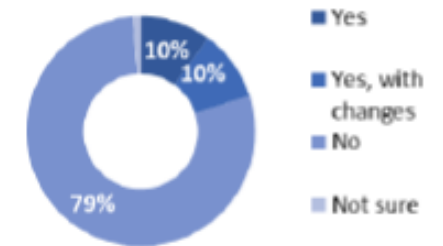
**Have you travelled through the area since the temporary cycle lane was introduced?**



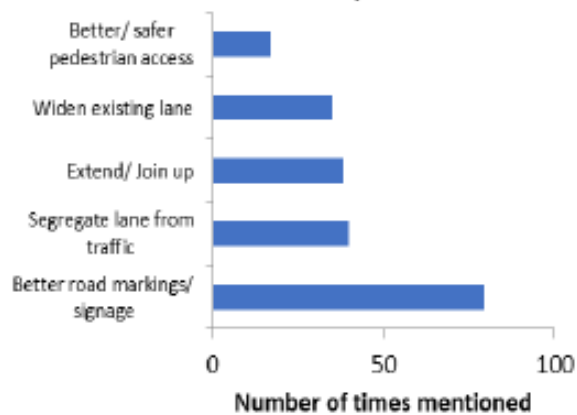
**Has the addition of the temporary Seafront Cycle Lane (A259) enabled you to:**



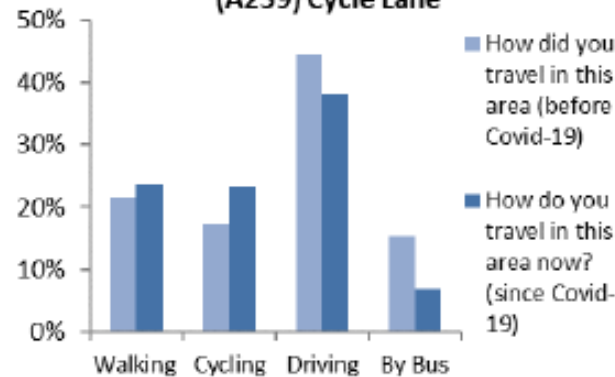
**Would you be happy if this change was made permanent?**



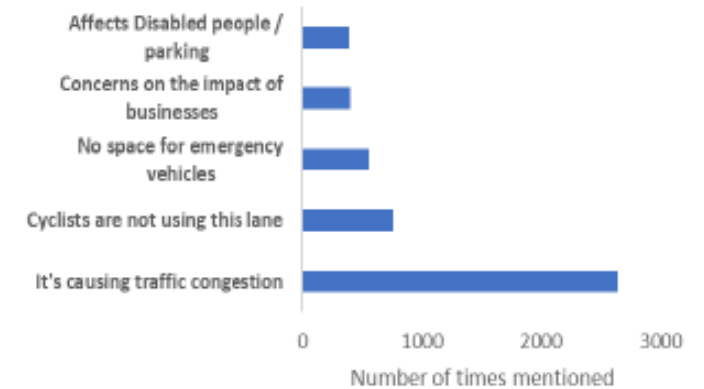
**Make permanent with changes? (Top 5 comments)**

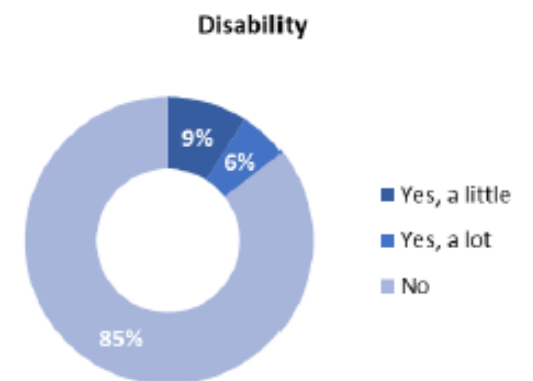
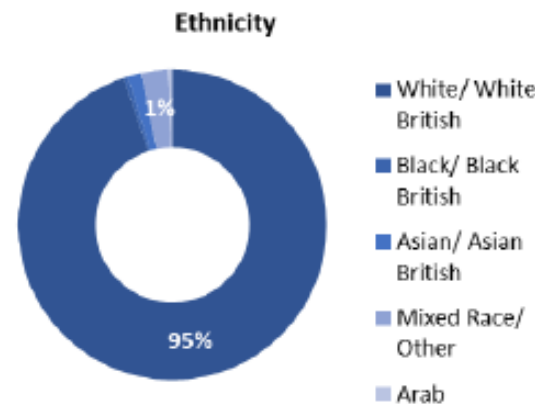
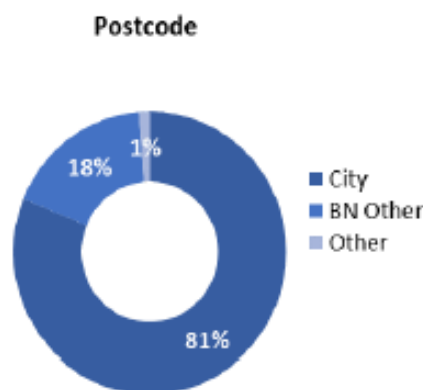
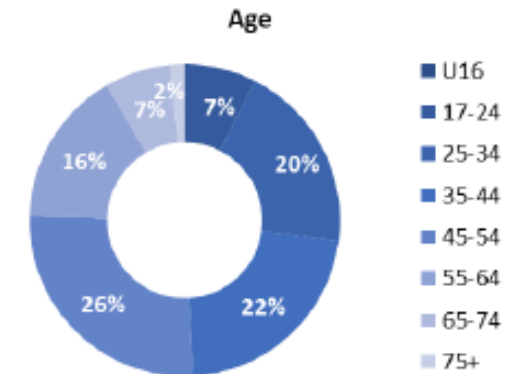
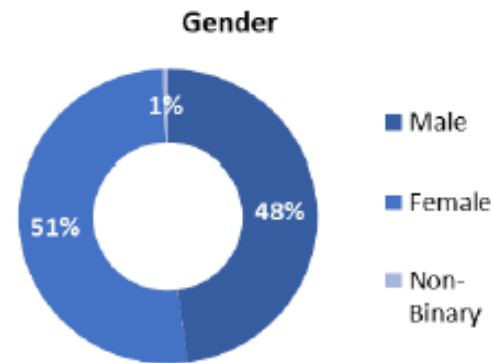
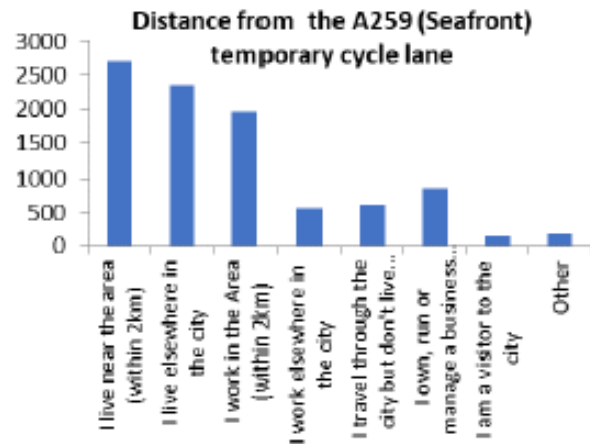


**Travel in the area of the Seafront (A259) Cycle Lane**



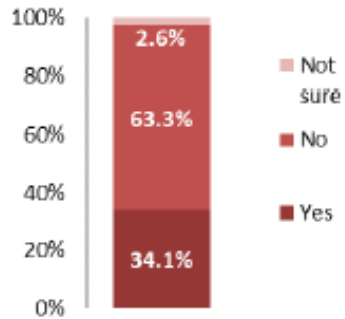
**Any other comments**



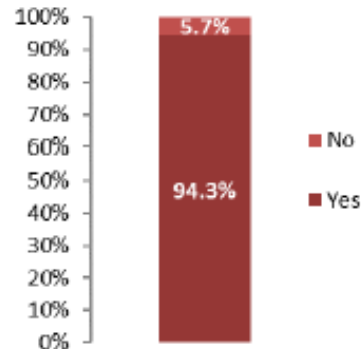


6277 people responded as individuals, 134 people responded as representing a business, organisation or group  
1623 people said they had changed how they travel through the area and 1226 of these said they would continue to travel in this way

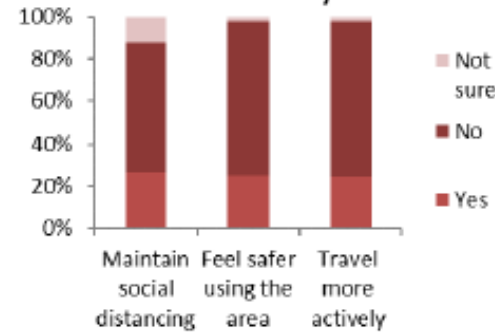
Overall, do you support the temporary introduction of cycle lanes on Old Shoreham Road?



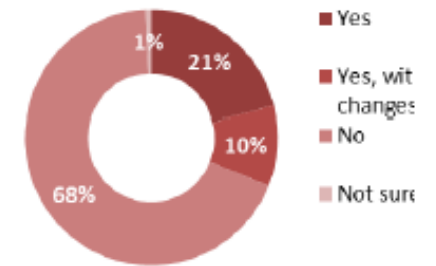
Have you travelled through the area since the change was introduced?



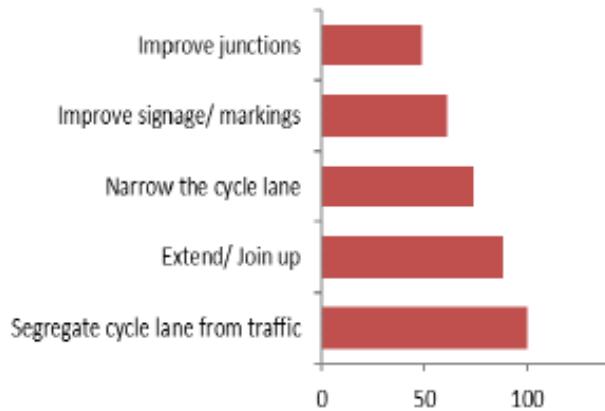
Have the changes to Old Shoreham Road enabled you to:



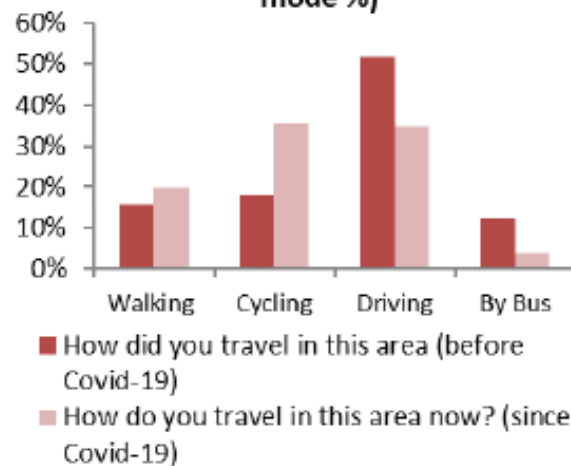
Would you be happy if the changes were made permanent?



Make permanent: Yes, with changes (top 5)



Travel in the Old Shoreham Road Area (those who have changed mode %)

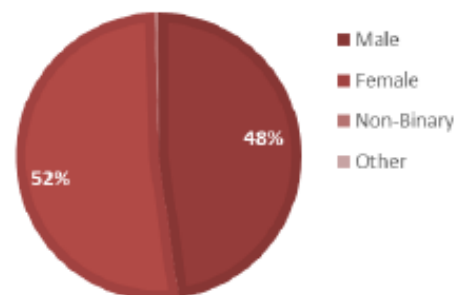


Any other comments (Top 5)

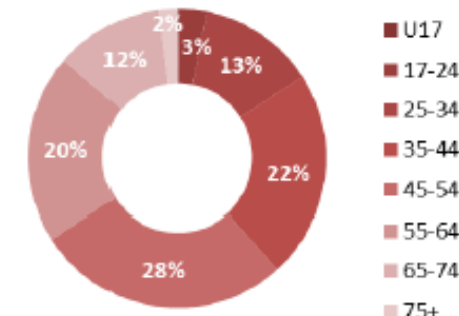




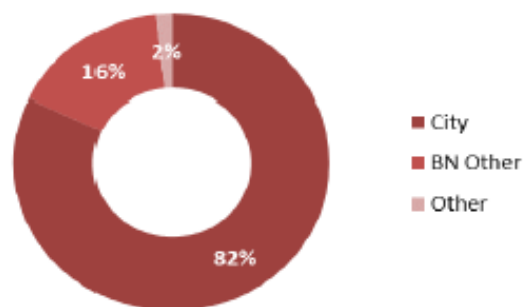
GENDER



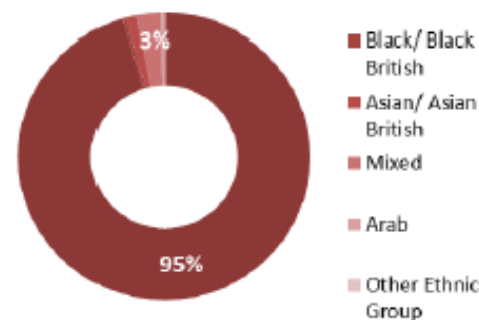
Age



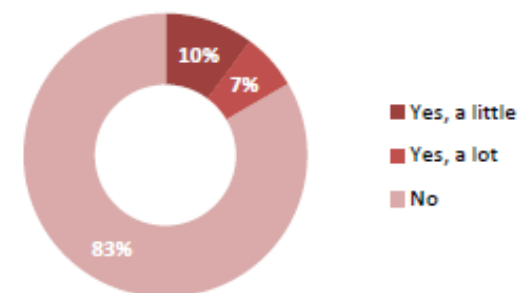
Postcodes



Ethnicity



Disability



4855 people responded as individuals, 50 people responded as representing a business, organisation or group  
1594 people said they had changed how they travel through the area and 1357 of these said they would continue to travel in this way

