

Sea Road, Bexhill Pedestrian Crossing Facility

Prepared for

East Sussex County Council (ESCC)

April 2022

East Sussex Highways
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A partnership between:

COSTAIN CH2M
Supporting East Sussex



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Document Issue

Revision History

Issue	Author	Date	Description
1	A.J. Mileham	10/04/21	Client Draft
2	A.J. Mileham	23/04/21	Final Client Version

Technical Check

Role	Name	Signature	Date
Senior Transport Planner	C.Hill	<i>C. Hill</i>	11/04/21

Approval

Role	Name	Signature	Date
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Acronyms & Abbreviations

CPE	Civil Parking Enforcement
DfT	Department for Transport
ESCC	East Sussex County Council
ESH	East Sussex Highways
NMU	Non-Motorised User
PIC	Personal Injury Collision
QR	Quick Response
RSA	Road Safety Audit

Executive Summary

Background

This technical report sets out the consultation strategy and results in relation to the East Sussex County Council (ESCC) proposal SCH-145, which comprises of the relocation and improvements at the zebra crossing facility along Sea Road in Bexhill-on-Sea. The existing zebra crossing is located on the Sea Road section of the B2182, a route that provides a north-south corridor from the A269 in Sidley village on the northern outskirts of Bexhill-on-Sea to the seafront.

It passes under the A259 King Offa Way dual carriageway and crosses over the East Coastway railway line, before turning westbound along the sea front of Bexhill-on-Sea. The zebra crossing itself is located towards the north end of Sea Road, next to the Endwell Road junction, and is in close proximity to both the railway bridge section of Sea Road and Bexhill railway station.

Data was collected from a range of different sources, all of which formed an essential part of understanding the characteristics of the study area's highway network. This included an initial desk-based study and a review of personal injury collision (PIC), traffic flow, speed and non-motorised user (NMU) crossing movement data provided by ESCC. Review of the collected data has provided a detailed understanding of traffic and pedestrian issues along the local highway network.

Thus, conclusions have been reached regarding the issues and potential mitigation for addressing local concerns. The results of a pedestrian crossing assessment, against the outlined criteria of LTN1/95 'The Assessment of Pedestrian Crossings', fully supported the need for a controlled pedestrian crossing at the site. However, safety concerns were raised regarding the proximity of the crossing to the Sea Road / Endwell Road junction.

Therefore, the proposed scheme will consist of the following design changes;

- Reposition the existing Sea Road zebra crossing further south to be halfway between Endwell Road and Jameson Road;
- The new zebra crossing will be widened to five metres, include dropped kerbs, tactile paving and guard rails on the eastern footpath to assist pedestrians as well as flashing amber lights on black and white poles and zig zag road markings to alert motorists; and
- Some 'Pay & Display' car parking bays south of the crossing will need to be removed to reposition the crossing. This has been calculated as a total reduction of three parking bays.

In parallel, ESCC is also working to develop a high quality and safe cycle route which would alter the crossing design, but not the proposed new location. The cycle route proposals will be consulted upon separately but would include a parallel crossing for cyclists at the zebra location.

The main purpose of this report is to set out how the public consultation was undertaken and to summarise the responses received. The findings summarised in this report will be used to inform the next stages of the overall design process.

In addition to the above, it should also be noted that ESH and ESCC have previously engaged in discussions with local communities, businesses, voluntary groups and public organisations as part of the stakeholder engagement process. The results of which are detailed within ESH Technical Note (TN01) which was prepared in June 2020.

Consultation Process

The consultation adopted a “digital first” approach to reach as wide an audience as possible in a sustainable way. This means making details of the scheme available online via the East Sussex Citizen Space consultation hub. The consultation period ran from 25th February to 25th March 2022 and was undertaken virtually (due to Covid-19 restrictions at the time).

The consultation event was hosted on the ESCC Citizen Space webpage, which is a digital platform used by the majority of UK councils to undertake online consultations and record responses received from the public. All information about the proposals was made available online via the webpage, with the design proposals accompanied by a questionnaire, which included open questions in order to encourage qualitative feedback.

Members of the public were invited to give their views by filling in the questionnaire online or via post or email. The questionnaire and factsheets were available on request in alternative formats such as large print, audio or languages other than English. Paper copies of the questionnaire and the factsheets were also available upon request.

Leaflets were distributed to over 400 addresses, which were located within close proximity of the proposed scheme. In addition, the design proposals were also promoted through the local media, posters, letters/emails to ward members, disability and access groups and to the owners/occupiers.

As mentioned above, a separate process was undertaken for the stakeholder engagement. Outputs from that process were presented in a previous Technical Note (01), and changes made to the design in response to the comments made.

Consultation Findings

There was a total of around 31 respondents to the consultation which equates to an 8% response rate. As is standard practise, a typical survey response rate can lie anywhere in the region between 5% and 30%. This response rate could be classed as low however, given the nature of this type of scheme, it is not unexpected.

Of the individuals who responded, 50% were male and 37% were female, with the remaining 13% preferring to not say. According to the 2018 figures, the area of Rother is 48.5% male and 51.5% female (Equality and Diversity Profile for Hastings and Rother Clinical Commissioning Group, East Sussex Public Health Intelligence January 2018), indicating a slight under-representation of women participating in the consultation.

In terms of the ages of respondents the largest group of respondents, 43%, were from the ‘65+ years category. The age distribution of the sample roughly reflects the age distribution of Rother district (Equality and Diversity Profile for Hastings and Rother Clinical Commissioning Group, East Sussex Public Health Intelligence January 2018) with a high proportion of Bexhill population being 65+ years old.

The number of respondents who recorded that they either had reduced mobility or that they considered themselves to be disabled under the Equality Act 2010 were registered as 23% of all respondents.

Overall, the responses received were generally positive with 67% of respondents in favour of the proposed scheme. However, a total of 33% respondents opposed the design option. According to comments received, respondents felt that the zebra crossing should remain at its current location given concerns for pedestrian safety based upon how certain business currently operate in terms of their delivery operations. In addition, the loss of parking was also deemed unacceptable given the current demand for spaces. A full detailed analysis of the responses received is included within this report under [Section 5](#).

Conclusion & Next Steps

The results of the public consultation show that there is overall support (67%) for the proposed relocation and improvements at the zebra crossing facility along Sea Road in Bexhill-on-Sea.

ESCC and the county's highways team are grateful to all of those who took the time to give their views about the proposals. All feedback received during the public consultation period will be evaluated by both ESCC and ESH and will be considered when the scheme enters its detailed design phase.

ESCC will continue to work with local residents and other key stakeholders in order to support the successful growth of Bexhill.

1. Introduction

1.1 Purpose of this Report

This report provides a comprehensive record of the public consultation undertaken for the proposed relocation and improvements at the zebra crossing facility along Sea Road in Bexhill-on-Sea.

The main purpose of this report is to explain how the public consultation was undertaken and summarise the responses received. The findings from this report will be used to inform the next stages of the design process.

1.2 Report Structure

This report is structured as follows;

- Section 1 - Introduces the project and its current stage of development;
- Section 2 - Describes the public consultation methodology for the proposed schemes and the methodology used for analysing feedback from the public. This section also summarises who was engaged;
- Section 3 - Outlines the responses from this consultation based on the questionnaire results;
Section 4 - Presents a summary of the scheme specific responses; and
- Section 5 - Concludes with a recommendation for the next steps.

1.2.1 Supporting Information

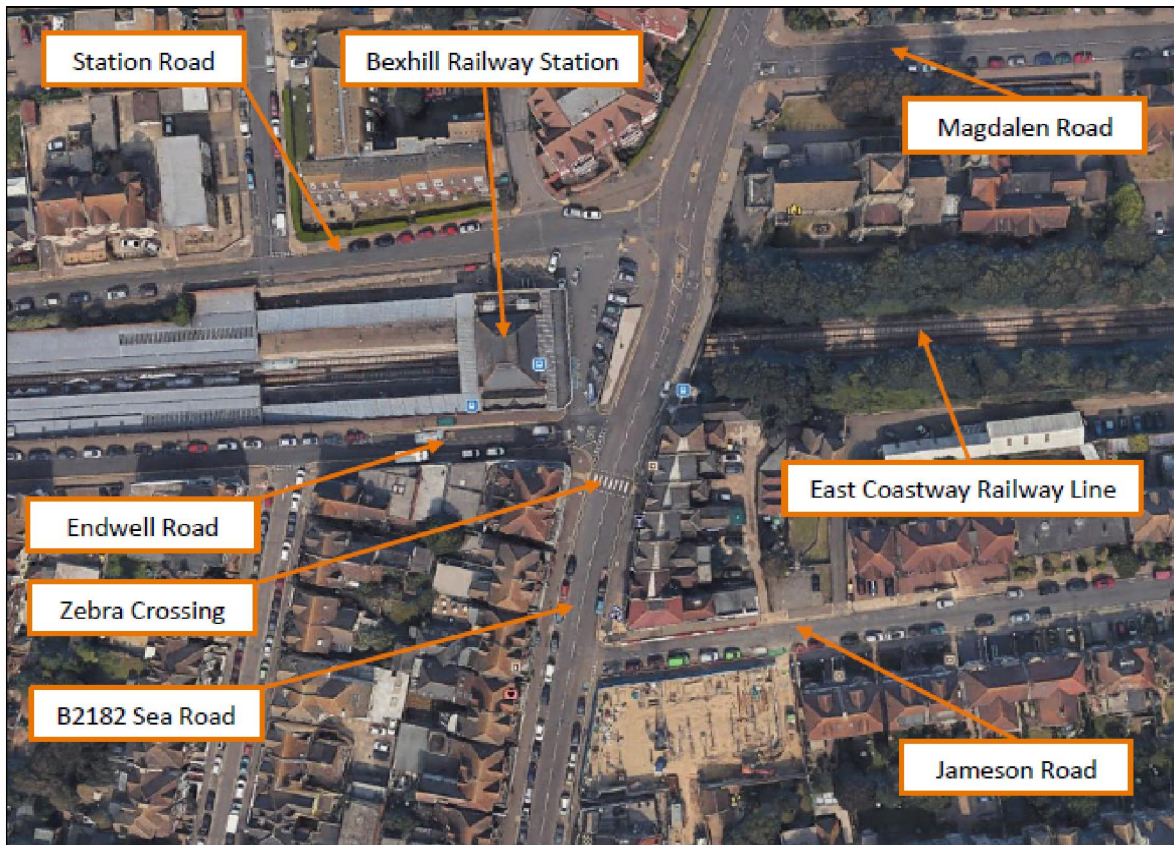
- Appendix A - Proposed scheme designs
- Appendix B - Catchment areas for consultation
- Appendix C - Consultation communication ESSC Leaflet and Questionnaire
- Appendix D - Consultation communication 'General Public Responses'
- Appendix E - Press and media adverts

1.3 Project Summary

The existing zebra crossing is located on the Sea Road section of the B2182, a route that provides a north-south corridor from the A269 in Sidley village on the northern outskirts of Bexhill-on-Sea. It passes under the A259 King Offa Way dual carriageway and crosses over the East Coastway railway line, before turning westbound along the sea front of Bexhill-on-Sea.

The zebra crossing itself is located towards the north end of Sea Road, next to the Endwell Road junction, and is in close proximity to both the railway bridge section of Sea Road and Bexhill railway station. **Figure 1.1** overleaf displays the location of the study area and the surrounding highway network.

Figure 1.1
Study Area



Data was collected from a range of different sources, all of which formed an essential part of understanding the characteristics of the study area's highway network. This included an initial desk-based study and a review of personal injury collision (PIC), traffic flow, speed and non-motorised user (NMU) crossing movement data provided by ESCC. Review of the collected data has provided a detailed understanding of traffic and pedestrian issues along the local highway network.

The results of a pedestrian crossing assessment, against the outlined criteria of LTN1/95 'The Assessment of Pedestrian Crossings', fully supported the need for a controlled pedestrian crossing at the site. However, safety concerns were raised regarding the proximity of the crossing to the Sea Road / Endwell Road junction.

Therefore, the proposed scheme will consist of the following design changes;

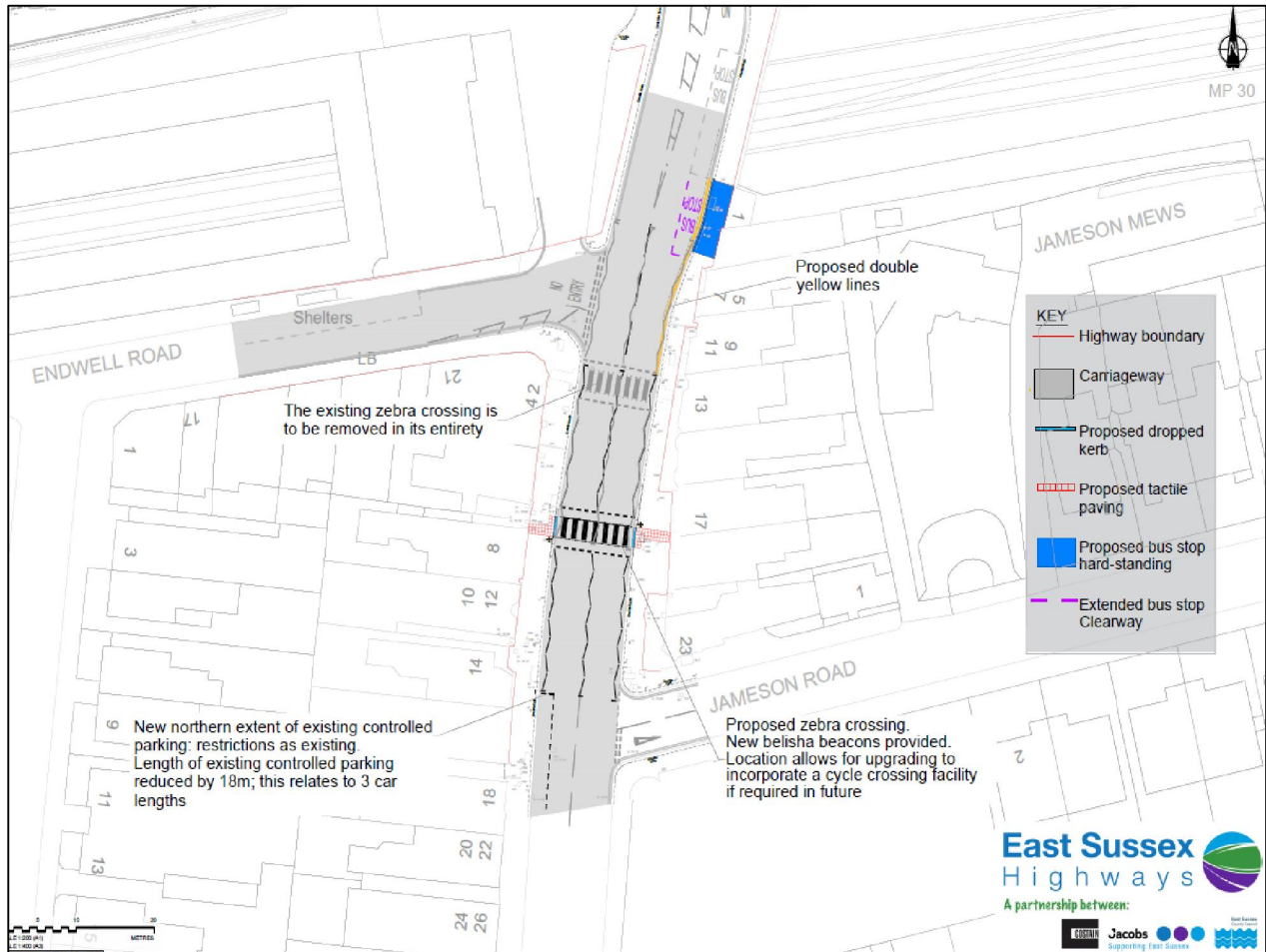
- Reposition the existing Sea Road zebra crossing further south to be halfway between Endwell Road and Jameson Road;
- The new zebra crossing will be widened to five metres, include dropped kerbs, tactile paving and guard rails on the eastern footpath to assist pedestrians as well as flashing amber lights on black and white poles and zig-zag road markings to alert motorists; and
- Some 'Pay & Display' car parking bays south of the crossing will need to be removed to reposition the crossing. This has been calculated as a total reduction of three parking bays.

In parallel with the above, ESCC is also working to develop a high quality and safe cycle route which would alter the crossing design, but not the proposed new location. The cycle

route proposals will be consulted upon separately but would include a parallel crossing for cyclists at the zebra location.

It should be noted that the proposed scheme illustrated below, as well as illustrated within **Appendix A**, was submitted and approved by the ESCC Road Safety Team for a Stage 1 Road Safety Audit (RSA) in February 2020.

Figure 1.2
Proposed Scheme



About the Consultation

2.1 Purpose

The objectives of the consultation were as follows:

- To give the public easily understandable information about the proposals and allow them to respond;
- To understand the level of support for or opposition to the proposals;
- To understand any issues that might affect the proposal which we were not previously aware of;
- To understand concerns and objections; and
- To allow respondents to make suggestions.

2.2 Potential outcomes

The potential outcomes of this consultation are:

- Following careful consideration of the consultation responses, it is decided to proceed with the schemes as set out in the consultation
- Following careful consideration of the consultation responses, the scheme is modified in response to issues raised during the consultation and it proceeds with a revised design and
- Following careful consideration of the consultation responses, it is decided not to proceed with the scheme.

2.3 Who we consulted and when

As is standard practice, ESH ensured that people living and working within the area affected by the relocation zebra crossing were aware of the proposals. Leaflets were distributed to over 400 addresses, with the proposed scheme also promoted through the local media, posters, letters/emails to ward members, disability and access groups and to local owners/occupiers.

A Quick Response Code (QR) code and link to an online survey was located upon the leaflet (a QR code allows smart phone users to scan an image to automatically be routed to the online survey website).

The consultation adopted a "digital first" approach to reach as wide an audience as possible in a sustainable way. This means making details of the scheme available online via the East Sussex Citizen Space consultation hub. The consultation period ran from 25th February to 25th March 2022 and was undertaken virtually (due to Covid-19 restrictions at the time).

In addition to this report, a separate process was undertaken for the Stakeholder Engagement. Outputs from that process were presented in a previous report, and changes made to the design in response to the comments made.

The contact list included disability groups, organisations representing the elderly, transport user groups, businesses and major employers, trade organisations, statutory organisations, charities, local government, and politicians. Both ESH and ESCC also provided information to local media about the proposals and consultation.

2.4 What we asked

The questionnaire comprised of several closed questions, asking people to select an answer that matched their level of support for or against the proposed relocation of the zebra crossing.

The complete list of questions that were asked regarding the proposals have been analysed within **Section 4** of this technical note with a PDF copy of the original questionnaire format provided within **Appendix C**.

2.5 Methods of responding

People were able to respond to the consultation through the following channels:

- By answering the questions in the questionnaire on our consultation website at <https://www.eastsussexhighways.com/sea-road-bexhill-consultation-2022>
- By emailing customer@eastsussexhighways.com. The Consultation Team also answered questions from members of the public and stakeholders via email.
- By phoning our Customer Services Team (0345 60 80 193) which had been briefed on the scheme and were available to answer questions and take responses from members of the public. When our telephone operatives were unable to answer questions immediately, these were forwarded to the Consultation Team, and were answered subsequently by email or telephone.
- By leaving comments and posting the questionnaire to County Hall in Lewes.

Through our Customer Services Team, it was possible to request foreign language translations, large print, Braille or audio versions of our consultation materials.

2.6 Consultation materials and publicity

ESH and ESCC used a range of channels to raise awareness of the consultation and to ensure that members of the public and stakeholders were aware of the consultation and its purposes. Below and overleaf identifies the different channels and materials used to encourage interested parties to visit the specific webpage or contact ESCC to find out more about the scheme and provided details as to how to respond.

2.6.1 Website

ESCC and ESH produced a website <https://www.eastsussexhighways.com/sea-road-bexhill-consultation-2022> that provided detailed information about the consultation, including a text explanation of the design proposal, a map and computer images helping to explain the proposals. The website provided people with the opportunity to respond to the consultation by answering our questionnaire.

2.6.2 Letters

As mentioned previously, ESCC and ESH sent a leaflet to over 400 individual addresses which were located within close proximity of the proposed design option. The letter contained a summary of the design proposal along with an overview map identifying where the design option would be located.

The letter directed people to the consultation website and invited them to respond. The consultation letter, overview map and map of the distribution area are included within each of the individual appendices attached to this technical note.

2.6.3 Emails to stakeholders

In addition to the above, ESH and ESCC also reissued an email outlining the scheme and explaining where to find more information and respond to. A total of around 18 organisations as well as a handful of Rother Councillors that operate within the Bexhill ward were contacted.

2.6.4 Press and media activity

ESCC and ESH issued a press release and publicised the consultation on social media platforms such as Twitter, Facebook and the ESSC press office 'Newsroom'. A copy of all the press release and advert can be seen in [Appendix E](#) of this technical note.

2.6.5 Public meetings and events

Given the recent pandemic variants of 'COVID-19' and certain 'lockdown' restrictions, no formal face-to-face consultation was undertaken, and the consultation was undertaken completely virtually.

2.7 Equalities assessment

ESCC and ESH took steps ensure that all groups in the community, including organisations for elderly & disabled people, were made aware of the proposals, , their potential impacts and how to respond to the consultation. Measures taken included:

- Identifying and emailing relevant stakeholders, including but not limited to the district access groups as well as cycling and walking societies, inviting them to respond to the consultation.
- Ensuring that the materials were written in plain English and available on request in different formats (for example Braille, large print, other languages).
- Considering how best to reach our target audiences and tailoring the way of communicating with them. For example, by preparing where available at County Hall in Lewes hard copies of our online material for those not able to access our website.

2.8 Analysis of consultation responses

All responses to the consultation have been analysed by ESH. All closed questions were reviewed, and the results tabulated and reported. All open questions, where respondents provided comments on the overall scheme or parts of it, were read and analysed in detail. Each individual comment was attributed with one or more codes according to the issues raised. This information was also analysed.

All results are reported in [Section 4 and Section 5](#) of this report. Throughout this process we were mindful of our responsibilities under the Data Protection Act.

About the Respondents

3.1 Introduction

This section of the report provides more information on respondents to this consultation, based on the information they provided to us in our questionnaire. For a full list of the consultation questions, see [Appendix C](#).

3.2 Number of respondents

ESH and ESCC received 31 direct responses, which equates to an 8% response rate. As is standard practice, a typical survey response rates can lie anywhere in the region between 5% and 30%.

Therefore, this response could be classed as 'average' with regard to return of feedback.

[Section 4](#) reports the results from the 31 direct responses received through the consultation website, paper questionnaire or by unique email address.

3.3 Respondent's gender

Of the individuals who responded, 50% were male and 37% were female, with the remaining 13% preferring not to say.

According to 2018 figures, the area of Rother is 48.5% male and 51.5% female (Equality and Diversity Profile for Hastings and Rother Clinical Commissioning Group, East Sussex Public Health Intelligence January 2018), indicating a slight under-representation of women participating in the consultation.

A breakdown of the survey gender responses is provided within [Table 3.1](#) below.

Table 3.1 Survey Gender Responses

What gender do you identify as?	Number	Percentage (%)
Male	15	50%
Female	12	37%
Prefer not to say / Not answer	4	13%
Total	31	100%

3.4 Respondent's age

In terms of the ages of respondents the largest number, 43%, were from the '65+ years category.

The age distribution of the sample roughly reflects the age distribution of Rother district (Equality and Diversity Profile for Hastings and Rother Clinical Commissioning Group, East Sussex Public Health Intelligence January 2018) with a high proportion of Bexhill population being 65+ years old.

The ages of the respondents are shown in [Table 3.2](#) overleaf.

Table 3.2 Survey Responses – Age Range

Age group	Number	Percentage (%)
Under 16	0	0%
16-24	0	0%
25-34	0	0%
35-44	3	10%
45-54	4	13%
55-64	6	20%
65+	14	44%
Not answered	4	13%
Total	31	100%

3.5 Accessibility and disabilities

The numbers of respondents who recorded that they either had reduced mobility or that they considered themselves to be disabled under the Equality Act 2010 are recorded within [Table 3.3](#) below. The majority (64%) said that they did not have reduced mobility and similarly did not consider themselves to be disabled (74%).

Table 3.3 Accessibility and disabilities - Responses

	Reduced Mobility? Frequency	Reduced Mobility? % of total respondents	Disabled? Frequency	Disabled? % of total respondents
Yes	7	23%	5	16%
No	20	64%	23	74%
Prefer not to say/No answer	4	13%	3	10%
Total	31	100%	31	100%

3.6 Respondent postcodes

Of the 31 questionnaire respondents to the consultation, all 31 (100%) submitted their postcode. [Table 3.4](#) presents the full list of postcodes of all the respondents.

Table 3.4 Respondent postcodes

Postcode	Total	Percentage (%)
TN 39	2	4%
TN 40	29	96%
Prefer not to say/No answer	0	0%
Total	31	100%

3.7 Relationship between respondent and scheme area

In addition to the above, respondents were also asked to describe their relationship to the scheme area i.e., if they were an individual or business. The results of which are detailed overleaf within **Table 3.5**. The majority of respondents are categorised as 'Individuals'.

Table 3.5 Relationship between respondent and scheme

Category of respondent	Total	Percentage (%)
Individual	30	97%
Business	1	3%
Prefer not to say/No answer	0	0%
Total	31	100%

3.8 Summary of consultation responses

The following summarises the overview responses:

- Overall, there was a balanced gender response.
- The respondents were a wide spread of age ranges, but the majority of responses were 65+ (44%).
- Based on postcode data, all respondents reside within the district of Bexhill, with all respondents being located within Postcodes TN39 and TN40.
- The majority (64%) said that they did not have reduced mobility and similarly did not consider themselves to be disabled (74%).
- All but one respondent specified themselves as 'Individuals' rather than 'businesses'.

Scheme specific consultation responses

4.1 About this chapter

To gain feedback on the scheme, ESH asked respondents answering the online questionnaire three closed questions, allowing them to show their level of support for each of the individual four design schemes. The results of which are presented within this chapter.

4.2 Scheme specific questions

The following summarises the responses to the remainder of the questions contained in the public consultation questionnaire;

Responses to Q3: 'To what extent do you support the proposed pedestrian crossing improvements?'

Respondent support to the proposed design scheme is noted in [Table 4.1](#).

Table 4.1 Survey Respondent view

View	Number	Percentage (%)
Strongly support	14	47%
Support	7	20%
Oppose	1	3%
Strongly Oppose	9	30%
No opinion/ Don't know	0	0
Total	31	0

Overall, the responses that were received were positive with 67% of respondents in favour of the proposed scheme. However, a total of 33% respondents opposed the design option. According to comments received, respondents felt that the scheme should remain within its current location given concerns for pedestrian safety based upon how certain businesses currently carry out their delivery operations.

4.2.1 Specific Themes and Trends in the Qualitative Responses

4.2.1.1 Issues and concerns

As mentioned previously, numerous detailed responses were received from the general public regarding the proposed pedestrian crossing improvements. A brief outline of all the received feedback involving issues/concerns have been provided below, with an ESH design response underneath in [blue](#).

- *"How come ESCC can afford this but fail to provide drop kerbs for disabled at Cantelupe Road and Jameson Road junctions with Sea Road and allow closure of west footway of Sea Road to be closed for so long."*
- **ESH Response** – Unfortunately we (the ESH schemes design team) can only answer specific questions on the design proposals presented with this report.
- *"Better to repair footpaths and provide dropped curbs to cross side roads"*

- **ESH Response** - All maintenance concerns regarding Bexhill or East Sussex that you may cycle, walk, or drive and believe require repair can be raised via the East Sussex Highways website: www.eastsussexhighways.com

Once your comments are logged, a steward will be tasked with inspecting the site and will provide feedback to you via a customer service team. Alternatively, you can contact East Sussex Highways via phone on 0845 608 0193

- *“The crossing being closer to Jameson road will cause danger due to the dominoes and kebab delivery drivers parking on the double yellows and zig zag markings visibility is bad pulling out of Jameson road on a regular basis this would put pedestrians at risk unless the ticket wardens will enforce the parking problems on the double yellows at the sea road /Jameson road junction.”*

- **ESH Response** – As part of the feasibility design process a number of specific design checks/tests are required. The enclosed design option has been prepared in accordance with the relevant design specifications as per Department for Transport (DfT) and Design Manual for Roads & Bridges (DMRB) guidance. The design option has also been audited by an independent road safety engineer as part of the Road Safety Audit (RSA) Stage. As part of that RSA process, it was recommended that bollards along this section of Sea Road be introduced to deter loading. Therefore, the position of suitably spaced bollards will be determined during the detail design stage.

In addition to the above, the recent introduction of civil parking enforcement (CPE) within the area has enhanced the level of parking enforcement, which in turn will help improve ‘turnover’ of short-term parking spaces

- *“This will give a better view to both vehicles approaching over the railway bridge and turning right from Endwell Road, and thus improve safety. Living as we do directly opposite the existing crossing and thereby suffering the continuous flashing in our bedroom window, may we suggest courtesy shield/shrouds to prevent this? But a long overdue improvement.”*

- **ESH Response** - No further comment required.

- *“The scheme will greatly improve pedestrian safety, there should be a camera or more proactive control of the persistent illegal parking because of the 2 takeaways shops especially Domino’s Pizzas who have delivery drivers who already cause mayor parking problems. I believe a camera to automatically issue parking tickets via number plate recognition?”*

- **ESH Response** - ESCC and ESH are hopeful that with the introduction of civil parking enforcement (CPE) within the area this will indeed help improve ‘turnover’ of short-term parking spaces.

- *“I live opposite the present zebra crossing and have seen many people hit by cars.*

- **ESH Response** – One of main reasons for the relocated zebra crossing facility is to provide school children (from St Richard Catholic College) a safer route between the two trip attractors being the Ravenside Retail Park and Bexhill station. Historically there have been a number of injury accidents on the current zebra crossing. Should the proposed cycle route also be implemented this will provide a sustainable transport alternative and will look to reduce the number of parked cars during peak arrival and exit periods.

- *“The present position of the zebra crossing is a death trap & I am so relieved that it’s going to be moved to a safer position”.*

- **ESH Response** - No further comment required.

- *“The zebra crossing as it is currently placed is totally wrong for drivers turning into Sea Road from Buckhurst Road.”*
- **ESH Response** - No further comment required.
- *“It’s a good idea and should be safer but losing three parking spaces is not good. The town has lost enough”*
- **ESH Response** – The loss of any parking within the local area is unfortunate. There is currently located on this particular stretch of Sea Road a total of around 19 parking bays, between Cantelupe Road and Endwell Road with numerous parking also available within the surrounding area, i.e., St Leonards Road.

ESCC and ESH are hopeful that with the introduction of civil parking enforcement (CPE) within the area this will indeed help improve ‘turnover’ of short-term parking spaces. With regard to long-term parking i.e., parking for residents., as is standard practice, an additional on-street parking assessment will be carried out overnight, using the ‘Lambeth methodology’.
- *“Great idea to move the crossing and widen its appeal to users. Can it have belisha beacons each side like the one on Barnhorn Rd Little Common? This will enable it to be seen clearly at night and alert people to the crossing when approaching it.”*
- **ESH Response** – Further details regarding specific infrastructure will be determined during the detail design stage.
- *“Will make turning right from Endwell road much easier.”*
- **ESH Response** - No further comment required.
- *“Some speed bumps would prevent cars coming over the rail bridge travelling south too fast and failing to stop at the crossing”.*
- **ESH Response** – At present the design proposals do not include the implementation of any specific speed reducing measures along Sea Road. As mentioned previously, the design option presented has been audited by an independent road safety engineer as part of the RSA Stage 1 process.
- *“I think it’s wonderful to make it safer and easier for pedestrians especially for all the school children that use the crossing. My only concern is losing the parking spaces which will impact on surrounding roads, but safety outweighs convenience”.*
- **ESH Response** – As mentioned previously, there is currently located on this particular stretch of Sea Road a total of around 19 parking bays, between Cantelupe Road and Endwell Road with numerous parking bays also available within the surrounding area, i.e., St Leonards Road. In addition to the above the recent introduction of civil parking enforcement (CPE) within the area has enhanced the level of parking enforcement, which in turn will help improve ‘turnover’ of short-term parking spaces.

ESH will also look to engage with ESCC to implement a parking beat study. This will consist of survey data collected from on-street and off-street, to identify parking trends. The data can be used to determine lengths of stay, capacity, and usage of available parking spaces. This data then can then be presented at the lead member meeting.
- *“As a frequent user of this crossing I am acutely aware of the risk posed by its present location. Drivers turning right on exiting Endwell Road have, on more than one occasion, been checking oncoming traffic from the north for a few seconds too long and have gone past me on the crossing.”*
- **ESH Response** - No further comment required.

- *"I support the proposal, because it should make crossing Sea Road safer, But how will crossing Endwell Road to get to the station and the bus stops be made safe to cross too?"*
- **ESH Response** – Located adjacent to Station Road there already exists a pedestrian refuge island that provides a route for pedestrians to cross to access both the railway station and bus stop (Stop ID: esuapwgp). By relocating the existing crossing further to the south, it will provide school children (from St Richard Catholic College) a safer route between the two trip attractors being the Ravenside Retail Park and Bexhill station. Historically there have been a number of injury accidents on the current zebra crossing, which has also been taken into account for its relocation.
- *"At present, drivers coming up Endwell Road, intending to turn right on to Sea Road, can see the pedestrian crossing before they turn, and they therefore take the right turn quite slowly, at the same time content to let pedestrians cross Endwell Road. If the pedestrian crossing is no longer immediately in their sights, they might be less inclined to slow right down for the junction, and less inclined to let pedestrians cross there."*
- **ESH Response** – The design option presented has been audited by an independent road safety engineer as part of the RSA Stage 1 process. As is standard practise additional RSA's (four in total) will be conducted during the design/planning development.
- *"I fail to see why this work needs to be undertaken, there is no issue with the existing siting or type of crossing which has served for some considerable time. I feel that the money could be better spent on resurfacing and fixing pot holes in Holliers Hill."*
- **ESH Response** – Historically there have been a number of injury accidents on the current zebra crossing, which has also been taken into account for its relocation.
- Any maintenance concerns regarding Bexhill or East Sussex that you may cycle, walk, or drive and believe require repair can be raised via the East Sussex Highways website: www.eastsussexhighways.com

Once your comments are logged, a steward will be tasked with inspecting the site and will provide feedback to you via a customer service team. Alternatively, you can contact East Sussex Highways via phone on 0845 608 0193

- *"I am in full agreement with the proposal, but I think there will be problems with the repositioning. At present the double yellow lines on the corners of Jameson Road are flagrantly and continually disregarded especially by the drivers employed by Dominos Pizzas. Turning right from Jameson Road into Sea Road is already dangerous as visibility is often completely compromised by illegally parked vehicles. This is likely to become even more difficult with the crossing in closer proximity and I suspect there will be illegal parking on the newly positioned crossings chevrons. It is often difficult to exit Jameson Road as traffic proceeds northwards rapidly, with a crossing closer I think this can only get worse and there may be more likelihood of an accident on the crossing."*
- **ESH Response** – As mentioned previously, ESCC and ESH are hopeful that the introduction of civil parking enforcement (CPE) within the area will improve 'turnover' of short-term parking spaces. Should further illegal parking still occur, then additional measures could be explored such as CCTV vehicle enforcement.
- *"Moving the crossing south from its current position is going to lose another 3 permit spaces for residents, we have already lost approx. 6 spaces when the zones were changed and now from one stop to St Leonard's road is 1hr parking and no permit holders, Sea Road should never have been put in the central zone but instead in east as there are always plenty of extra spaces in Jameson and Cantaloupe Road."*

- **ESH Response** – ESCC and ESH are confident that with the introduction of civil parking enforcement (CPE) within the area this will indeed help improve ‘turnover’ of short-term parking spaces. With regard to long-term parking i.e., parking for residents, as is standard practise, an additional on-street parking assessment will be carried out overnight, using the ‘Lambeth methodology’.

Overnight parking surveys are designed to capture peak resident demand for on street parking in a given area, as it is expected that the majority of local residents would be at home and parked for the night. It is envisaged that this study will be undertaken as part of the overall design process

- *“By moving the crossing further south it will put it closer to Dominoes, there delivery drivers already have no regard for the rules or the safety of other drivers and pedestrians. They do not obey the 2 hr no return parking, they park on double yellow lines, do u turns in the middle of the road, park across the corners on the junction of sea road and Jameson road and there is never a traffic warden in sight, especially on a Friday/Saturday teatime when they are at their busiest and there must be 10 cars constantly coming and going, on the very rare occasion that there might be a traffic warden they just give them a warning and ask them to move no tickets are given out and so there is no need for Dominoes drivers to stop doing what they want. Surely a 2hr no return should apply to everyone? If not what’s the point of it. While I appreciate they have a job to do then why not apply for a business permit I know of server shops in the road that have them.”*
- **ESH Response** – As mentioned previously, ESCC and ESH are hopeful that the introduction of civil parking enforcement (CPE) within the area will help improve ‘turnover’ of short-term parking spaces. Should further illegal parking still occur, then additional measures could be explored such as CCTV vehicle enforcement.
- *“If this goes ahead then changes to sea road parking restrictions also needs to change, in fact it needs to change regardless to make it safe, all of sea road from the train station to the junction of St Leonard’s road and Canteloupe Road should be permit holders only, this would give residents a fairer chance of getting a space and keep the dominoes delivery drivers from continuing to flout the rules, and please could you hire some traffic wardens that are actually willing to give out tickets”.*
- **ESH Response** - ESCC and ESH are hopeful that the introduction of civil parking enforcement (CPE) within the area will help improve ‘turnover’ of short-term parking spaces. Should further illegal parking still occur, then additional measures could be explored such as CCTV vehicle enforcement.
- *“Wouldn’t it be better to fix the potholes in the roads before wasting tens of thousands of pounds moving the crossing two inches to the left.”*
- **ESH Response** - All maintenance concerns regarding Bexhill or East Sussex that you may cycle, walk, or drive and believe require repair can be raised via the East Sussex Highways website: www.eastsussexhighways.com

Once your comments are logged, a steward will be tasked with inspecting the site and will provide feedback to you via a customer service team. Alternatively, you can contact East Sussex Highways via phone on 0845 608 0193

- *“Long overdue, asked for something similar about 2 years ago! Now need to do something with the one in Buckhurst Place”.*
- **ESH Response** – A proposed feasibility study has already been undertaken with concerns to Buckhurst Place/Sackville Road Junction. Further details are located here <https://consultation.eastsussex.gov.uk/economy-transport-environment/london-road-bexhill/>.

- *“This scheme is not solving the problem, merely moving it to the junction of Jameson Road. Currently exiting Jameson Road is very difficult due to continual illegal parking that is not controlled. Delivery lorries regularly block half of Jameson Road and vision is badly obstructed and dangerous. Parking on Double Yellow lines in Sea Road and Jameson Road occurs continuously as does parking within the zigzag lines and double parking outside Miah’s Lounge and Hair Pro UK poses further difficulties. Unless illegal parking is properly controlled, moving the crossing will cause more problems than it solves rendering it a total waste of taxpayers’ money.”*

- **ESH Response** – One of main reasons for the relocated zebra crossing facility is to provide school children (from St Richard Catholic College) a safer route between the two trip attractors being the Ravenside Retail Park and Bexhill station. Historically there have been a number of injury accidents on the current zebra crossing. Should the proposed cycle route also be implemented this will provide a sustainable transport alternative and will look to reduce the number of parked cars during peak arrival and exit periods.

In addition, the design option presented has been audited by an independent road safety engineer as part of the RSA Stage 1 process.

- *“Clearly no one has actually spent any time in Sea Road to see what goes on during the day. The road would lose 3 permit/2-hour parking spaces leaving only a handful of permit spaces and the rest being 1-hour spaces”.*
- **ESH Response** – There is currently located on this particular stretch of Sea Road a total of around 19 parking bays, between Cantelupe Road and Endwell Road with numerous parking also available within the surrounding area, i.e., St Leonards Road. In addition to the above, the recent introduction of civil parking enforcement (CPE) within the area has enhanced the level of parking enforcement, which in turn will help improve ‘turnover’ of short-term parking spaces.

ESH will also look to engage with ESCC to implement a parking beat study. This will consist of survey data collected from on-street and off-street, to identify parking trends. The data can be used to determine lengths of stay, capacity, and usage of available parking spaces.

- *“The crossing would be closer to Domino’s who’s staff park on double yellow lines and across the junction of Jameson Road all day every day. The staff at Domino’s do 3 point turns in the middle of the road, holding up other traffic and speed off to do deliveries. My car has been hit twice by these drivers. If the crossing is brought further down the road then it’s likely that it will be a pedestrian that is hit by one of these drivers next time rather than another car. Other takeaways that do deliveries in Sea Road either pay for permits or park sensibly. As a business I am paying £220 annually for a permit and I am fully aware that this does not mean that I am entitled to a space, but if you are going to remove permit spaces would you change the 1-hour parking to permit /2 hours instead? Or give permit holders in zone C - (Sea Road) permits for zone E instead where there is always an abundance of permit holder spaces available?”*
- **ESH Response** – One of main reasons for the relocated zebra crossing facility is to provide school children (from St Richard Catholic College) a safer route between the two trip attractors being the Ravenside Retail Park and Bexhill station. Historically there have been a number of injury accidents on the current zebra crossing, hence further reasoning for its relocation. Also as mentioned above, ESCC and ESH are hopeful that the introduction of civil parking enforcement (CPE) within the area will help improve ‘turnover’ of short-term parking spaces. Should further illegal parking still occur, then additional measures could be explored such as CCTV vehicle enforcement.

Conclusion

5.1 Summary

This report sets out a comprehensive record, along with the approach and process of East Sussex Highways (ESH), for the combined general public consultation for proposal SCH-145, which comprises of the relocation and improvements at the zebra crossing facility along Sea Road in Bexhill-on-Sea.

There was a total of 31 respondents to the consultation which equates to an 8% response rate. Typical survey response rates can lie anywhere in the region between 5% and 30%. This response rate could therefore be classed as low. However, given the nature of this type of scheme, it is not unexpected.

Of the individuals who responded, 50% were male and 37% were female, with the remaining 13% preferring not to say. According to the 2018 figures, the area of Rother is 48.5% male and 51.5% female (Equality and Diversity Profile for Hastings and Rother Clinical Commissioning Group, East Sussex Public Health Intelligence January 2018), indicating a slight under-representation of women participating in the consultation.

In terms of the ages of respondents the largest number, 43%, were from the '65+ years category. The age distribution of the sample roughly reflects the age distribution of Rother district (Equality and Diversity Profile for Hastings and Rother Clinical Commissioning Group, East Sussex Public Health Intelligence January 2018) with a high proportion of Bexhill population being 65+ years old.

The number of respondents who recorded that they either had reduced mobility or that they considered themselves to be disabled under the Equality Act 2010 were registered as 23% of all respondents.

Overall, the responses that were received were generally positive with 67% of respondents in favour of the proposed scheme. However, a total of 33% respondents opposed the design option. According to comments received, respondents felt that the scheme should remain within its current location given concerns for pedestrian safety based upon how certain businesses currently carry out their delivery operations. In addition, the loss of parking was also deemed unacceptable given the current demand for spaces.

This report and the associated comments/feedback for the proposed zebra crossing facility will be circulated to the project and design teams in order to inform the detailed design and further planning stages.

Appendix A

Proposed Scheme Design



MP 30

JAMESON MEWS

ENDWELL ROAD

SEA ROAD

JAMESON ROAD

KEY

- Highway boundary
- Carriageway
- Proposed dropped kerb
- Proposed tactile paving
- Proposed bus stop hard-standing
- Extended bus stop Clearway

Shelters

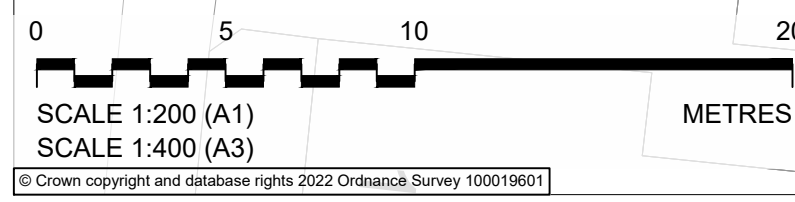
LB

Proposed double yellow lines

The existing zebra crossing is to be removed

Proposed zebra crossing. New belisha beacons provided. Location allows for upgrading to incorporate a cycle crossing facility if required in future

New northern extent of existing controlled parking: restrictions as existing. Length of existing controlled parking reduced by 18m; this relates to 3 car spaces



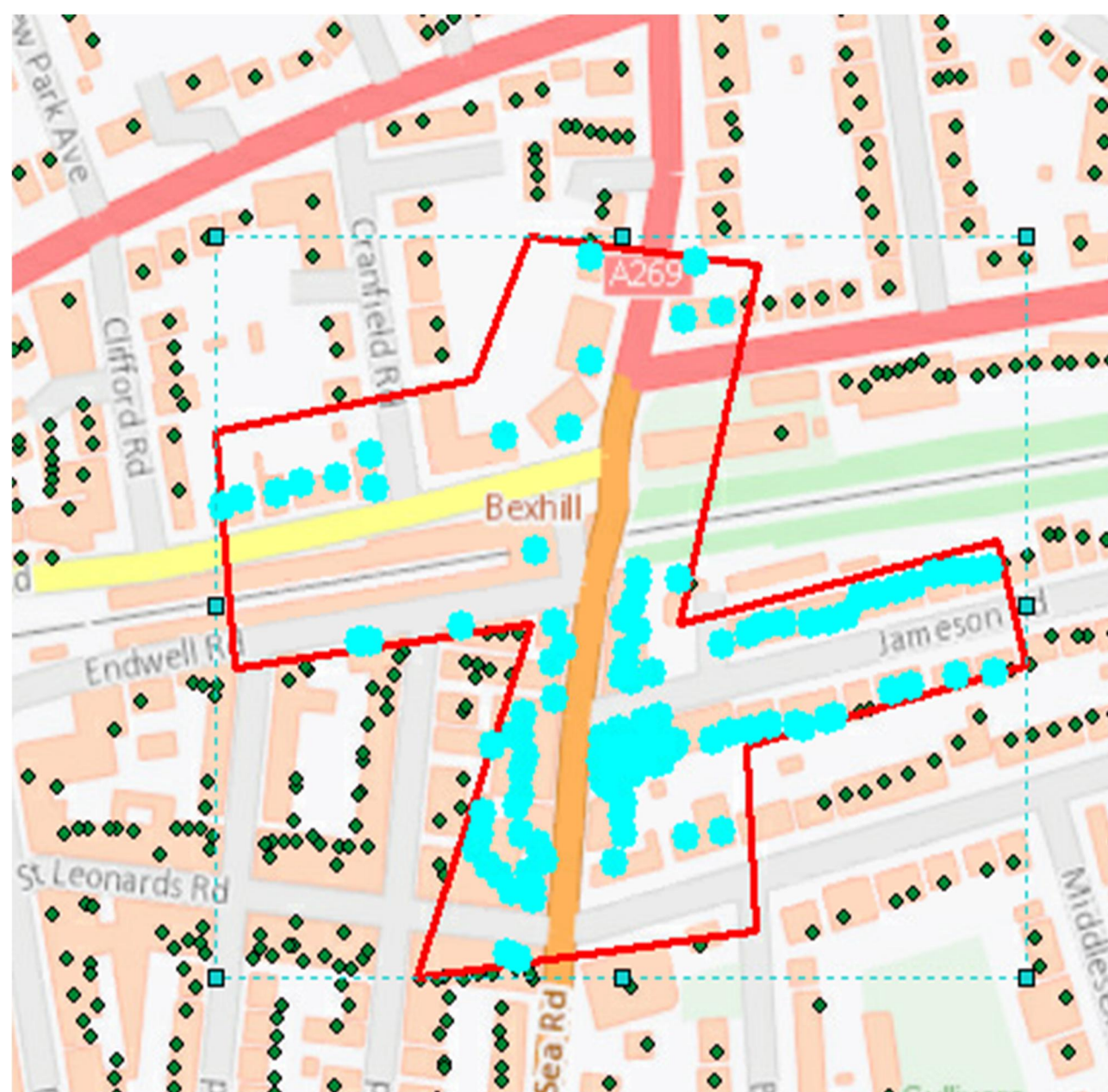
East Sussex
Highways

A partnership between:



Appendix B

Catchment Area for Consultation



Appendix C

Consultation Communication ESH Leaflet & Questionnaire

Q5. Do you consider yourself to be disabled as set out in the Equality Act 2010?

- ☐ Yes
☐ No
☐ Prefer not to say

The Equality Act 2010 describes a person disabled if they have a longstanding physical or mental condition that has lasted or is likely to last at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day to day activities. People with some conditions (cancer, multiple sclerosis and HIVAIDS, for example) are considered to be disabled from the point that they are diagnosed.

Thank you for taking part in this survey, your views are important to us.

Please return the questionnaire by 1) Reuse the envelope provided. 2) Refold this questionnaire in two, ensuring that the “Freepost East Sussex Highways” appears in the window of the envelope provided. 3) Seal envelope and place in the post.

Sea Road, Bexhill – Pedestrian Crossing Improvements

Freepost East Sussex Highways

Your views about our proposals

We would like your views on the Sea Road, Pedestrian Crossing Improvements.

An online version of this questionnaire is available on our website along with plans showing the proposals: www.eastsussexhighways.com/consultations

Privacy Notice: East Sussex Highways takes data protection seriously. Please be assured that your information will be used appropriately in line with data protection legislation, will be stored securely and will not be processed unless the requirements for fair and lawful processing can be met. Please see the website link for further information: www.eastsussexhighways.com/privacy-notice-eshconsultations

Please return your completed questionnaire by **(Friday 24th March 2022)** using the 'Freepost East Sussex Highways' address.

All responses received will be treated in the strictest confidence; the Council will use the responses from this questionnaire for research purposes only.

We are asking these questions as we want to make sure that we have a representative view of the proposals from residents, businesses and stakeholder groups.

SECTION 1 – Your Status

Q1. Are You...

- ☐ An individual
☐ A business
☐ Other

If business or other, please provide details:

Q2. Please provide your postcode. (It will not be used to identify you)

SECTION 2 – About the proposals

Q1. To what extent do you support the proposed pedestrian crossing improvements?

- ☐ Strongly support
- ☐ Support
- ☐ No opinion
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know

Q2. Please give us your feedback on the elements of the scheme you wish to comment on, in the box below.

SECTION 3: Equality Survey – (About You)

We are asking these questions as we want to make sure that we have a representative view of all persons impacted by the proposal either directly or indirectly. Please be advised that you are under no obligation to provide any responses to the below questions. All responses received will be treated in the strictest confidence. ESH & ESCC will use the responses from this questionnaire for research purposes only and to better understand the equality impact of the proposal.

Q1. Do you consider yourself?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Q2. Which age group do you fall into?

Under 16

- ☐ 16-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+
- ☐ Prefer not to say

Q3. What do you do when you visit Bexhill? Tick all that apply.

- ☐ It is where I live
- ☐ It is where I work
- ☐ I come here to shop
- ☐ I come here to use services (e.g., bank, doctors, etc)
- ☐ I come here for leisure
- ☐ I come to do business
- ☐ Other

Q4. Do you have reduced mobility?

- ☐ Yes
- ☐ Not applicable. I do not have reduced mobility.
- ☐ Prefer not to say.
- ☐ If yes, is do you think this scheme is suitable?
- ☐ If yes, is this scheme accessible?

Do you have any additional comments relating to this issue? Please state them below:

Have your say on the proposed improvements to pedestrian crossing facilities at Sea Road, Bexhill.

East Sussex Highways (ESH) and East Sussex County Council (ESCC) are looking to improve pedestrian facilities in Sea Road.



The scheme aims to:

- Reposition the existing zebra crossing on Sea Road further south to be halfway between Endwell Road and Jameson Road.
- Provide a new 5 metre widened zebra crossing and have dropped kerbs & tactile paving to assist pedestrians.

A drawing of the design proposals is shown overleaf.

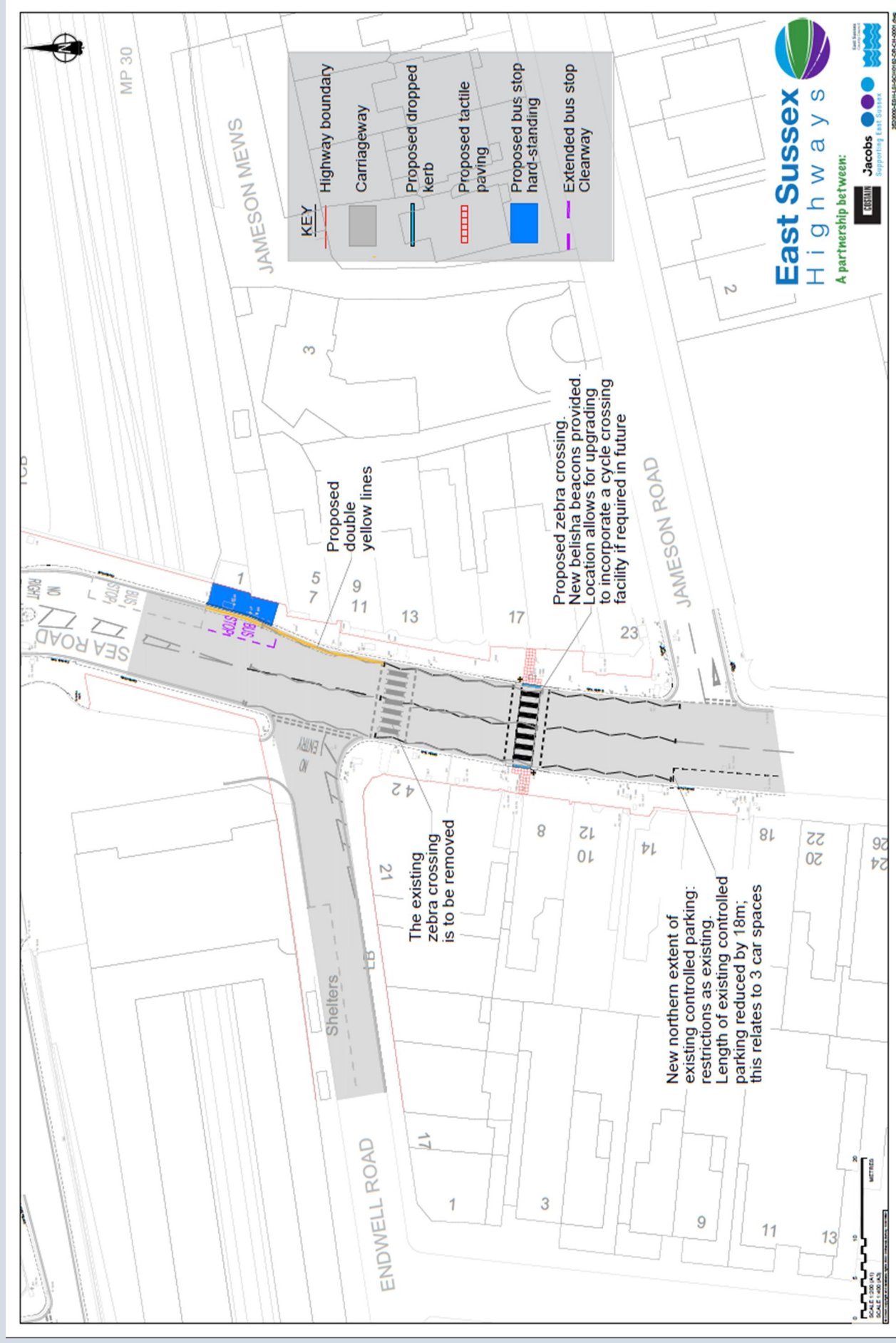
The consultation can be accessed via the QR code or the weblink below
<https://consultation.eastsussex.gov.uk/economy-transport-environment/sea-road,bexhill>

You can also request paper copies of plans and response forms, copies in Braille, large text or another language by contacting customer@eastsussexhighways.com or calling 0345 60 80 193.



Consultation closes on Friday 24th March 2022

Proposed improvements to pedestrian facilities at Sea Road, Bexhill



Appendix D

**Consultation Communication
General Public Response**

Sea Road, Bexhill: Interim report

This report was created on Thursday 17 March 2022 at 14:33 and includes **30** responses.

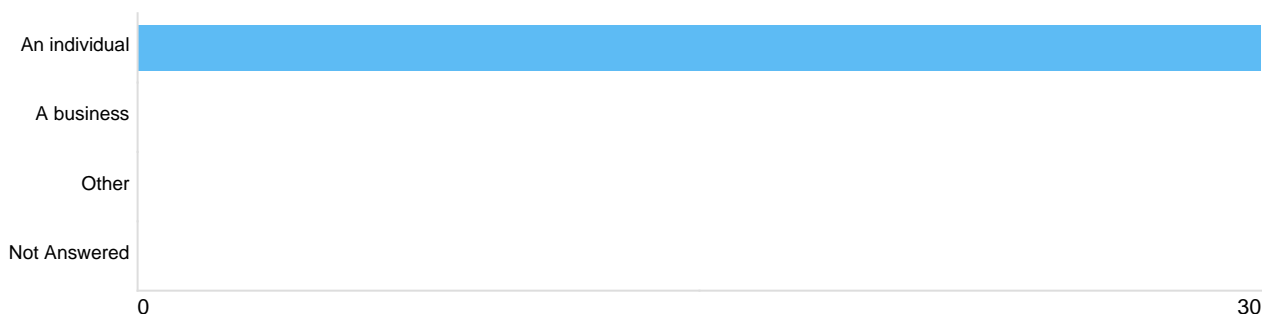
The activity had not yet closed when this report was generated. As such, this report may not accurately reflect the final distribution of responses, and should be treated as interim only.

Contents

Question 1: Your status - are you?	1
Your status	1
If business or other, please provide details:	1
Question 2: Please provide your postcode. (It will not be used to identify you)	2
Postcode	2
Question 3: To what extent do you support the proposed pedestrian crossing improvements?	2
Support level	2
Question 4: Please give us your feedback on the elements of the scheme you wish to comment on, in the box below.	2
Feedback	2
Question 5: Equality Survey – (About You) We are asking these questions as we want to make sure that we have a representative view of all persons impacted by the proposal either directly or indirectly. Please be advised that you are under no obligation to provide any responses to the below questions. All responses received will be treated in the strictest confidence. ESH & ESCC will use the responses from this questionnaire for research purposes only and to better understand the equality impact of the proposal.	2
Do you consider yourself?	2
Question 6: Which age group do you fall into?	3
Age group	3
Question 7: What do you do when you visit Bexhill? Tick all that apply.	4
What do you do when you visit Bexhill?	4
Question 8: Do you have reduced mobility?	4
Do you have reduced mobility?	4
Suitable and accessible	5
Question 9: Do you consider yourself to be disabled as set out in the Equality Act 2010? The Equality Act 2010 describes a person disabled if they have a longstanding physical or mental condition that has lasted or is likely to last at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day to day activities. People with some conditions (cancer, multiple sclerosis and HIV/AIDS, for example) are considered to be disabled from the point that they are diagnosed.	5
Disability	5

Question 1: Your status - are you?

Your status



Option	Total	Percent
An individual	30	100.00%
A business	0	0.00%
Other	0	0.00%
Not Answered	0	0.00%

If business or other, please provide details:

There was **1** response to this part of the question.

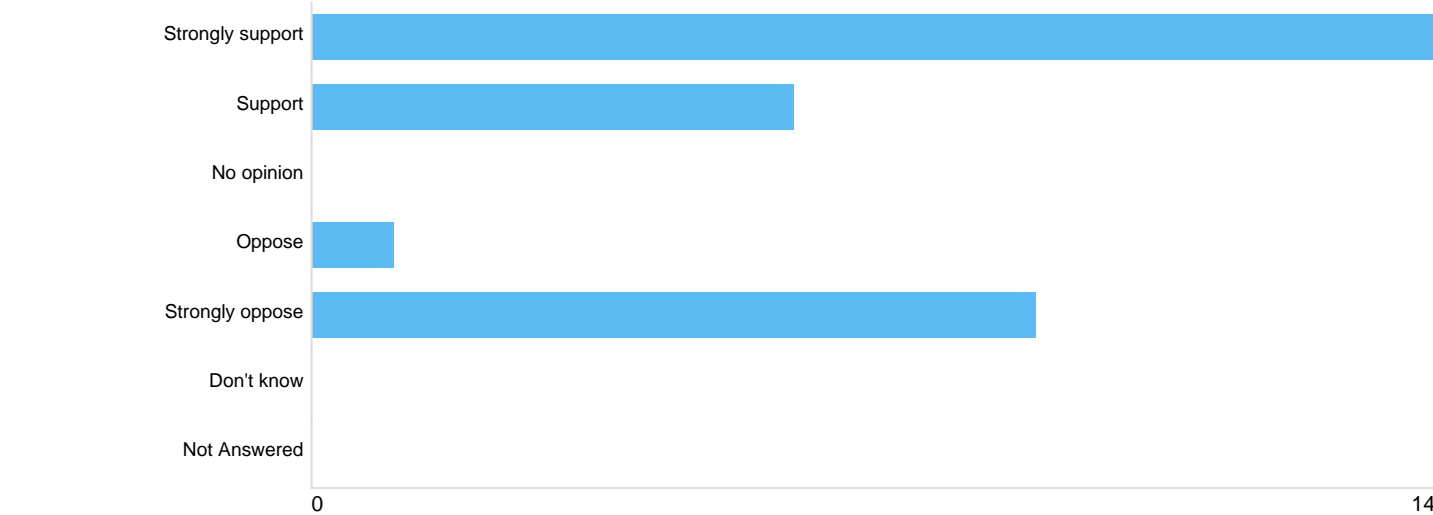
Question 2: Please provide your postcode. (It will not be used to identify you)

Postcode

There were 28 responses to this part of the question.

Question 3: To what extent do you support the proposed pedestrian crossing improvements?

Support level



Option	Total	Percent
Strongly support	14	46.67%
Support	6	20.00%
No opinion	0	0.00%
Oppose	1	3.33%
Strongly oppose	9	30.00%
Don't know	0	0.00%
Not Answered	0	0.00%

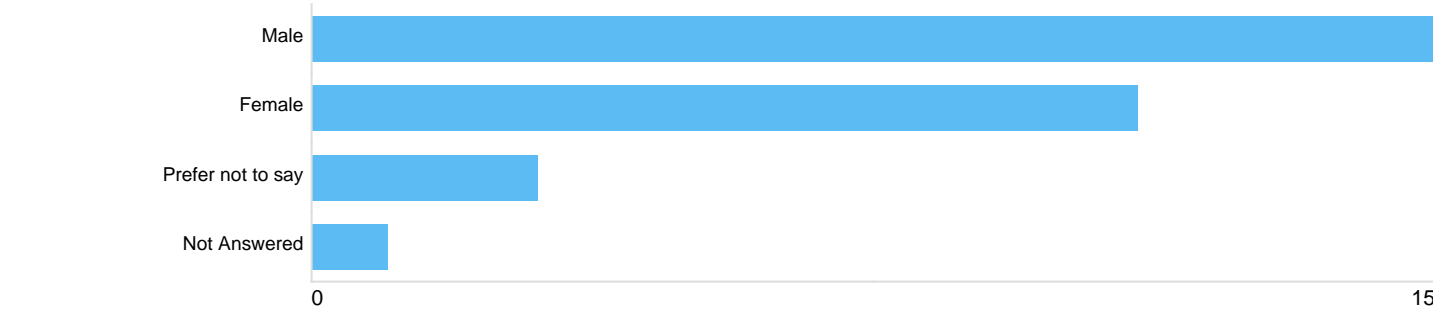
Question 4: Please give us your feedback on the elements of the scheme you wish to comment on, in the box below.

Feedback

There were 24 responses to this part of the question.

Question 5: Equality Survey – (About You) We are asking these questions as we want to make sure that we have a representative view of all persons impacted by the proposal either directly or indirectly. Please be advised that you are under no obligation to provide any responses to the below questions. All responses received will be treated in the strictest confidence. ESH & ESCC will use the responses from this questionnaire for research purposes only and to better understand the equality impact of the proposal.

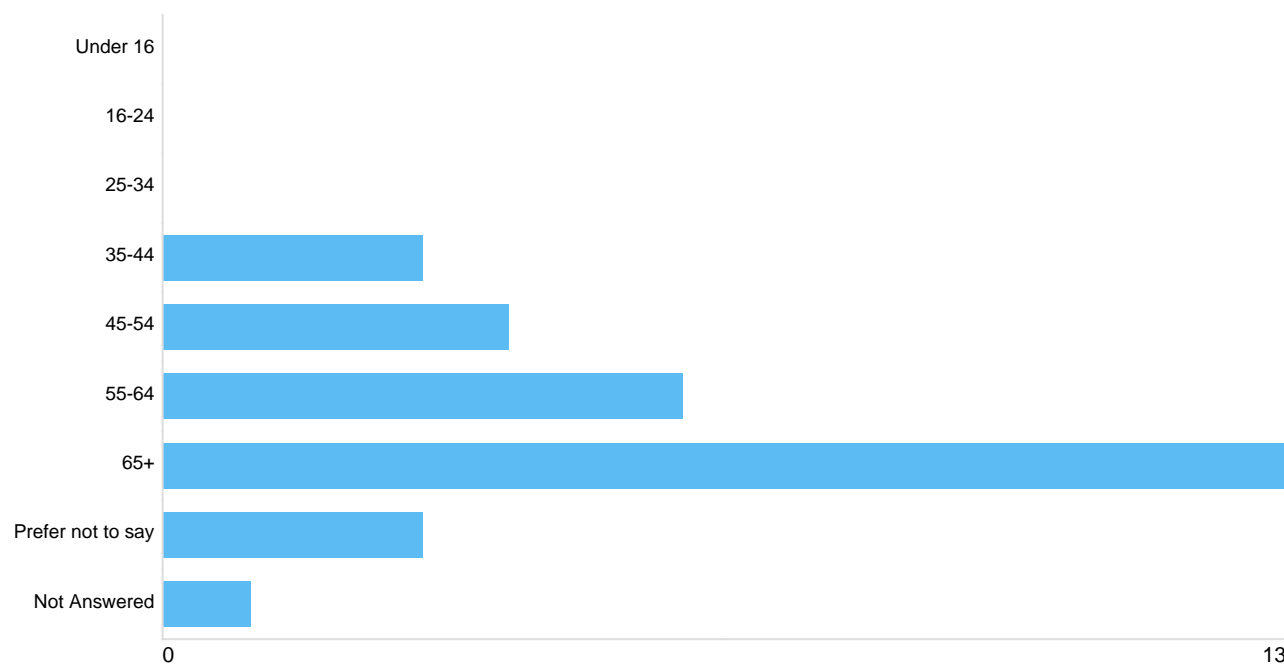
Do you consider yourself?



Option	Total	Percent
Male	15	50.00%
Female	11	36.67%
Prefer not to say	3	10.00%
Not Answered	1	3.33%

Question 6: Which age group do you fall into?

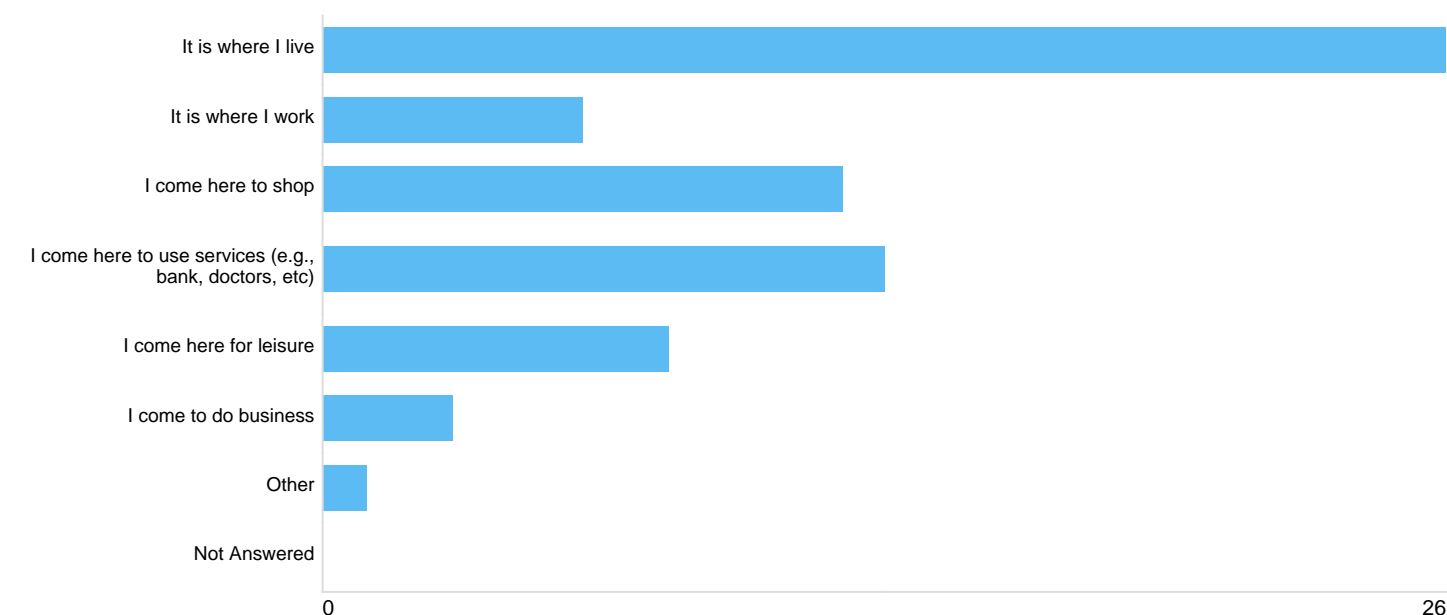
Age group



Option	Total	Percent
Under 16	0	0.00%
16-24	0	0.00%
25-34	0	0.00%
35-44	3	10.00%
45-54	4	13.33%
55-64	6	20.00%
65+	13	43.33%
Prefer not to say	3	10.00%
Not Answered	1	3.33%

Question 7: What do you do when you visit Bexhill? Tick all that apply.

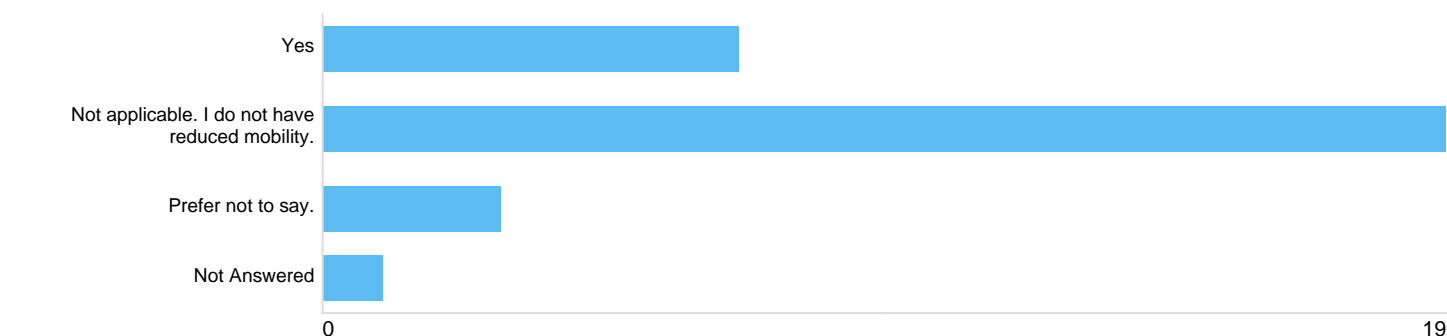
What do you do when you visit Bexhill?



Option	Total	Percent
It is where I live	26	86.67%
It is where I work	6	20.00%
I come here to shop	12	40.00%
I come here to use services (e.g., bank, doctors, etc)	13	43.33%
I come here for leisure	8	26.67%
I come to do business	3	10.00%
Other	1	3.33%
Not Answered	0	0.00%

Question 8: Do you have reduced mobility?

Do you have reduced mobility?



Option	Total	Percent
Yes	7	23.33%
Not applicable. I do not have reduced mobility.	19	63.33%
Prefer not to say.	3	10.00%
Not Answered	1	3.33%

Suitable and accessible



Option	Total	Percent
If yes, is do you think this scheme is suitable?	2	6.67%
If yes, is this scheme accessible?	2	6.67%
Not Answered	27	90.00%

Question 9: Do you consider yourself to be disabled as set out in the Equality Act 2010? The Equality Act 2010 describes a person disabled if they have a longstanding physical or mental condition that has lasted or is likely to last at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day to day activities. People with some conditions (cancer, multiple sclerosis and HIVAIDS, for example) are considered to be disabled from the point that they are diagnosed.

Disability



Option	Total	Percent
Yes	5	16.67%
No	22	73.33%
Prefer not to say	2	6.67%
Not Answered	1	3.33%

Appendix E

ESCC Press & Media Adverts

Consultation - Sea Road, Bexhill - Pedestrian Crossing Improvements

Wednesday 23rd February 2022

Scheme Background & Overview

East Sussex County Council is consulting on plans to improve pedestrian crossing facilities on Sea Road in Bexhill.

As part of this work to improve pedestrian conditions, we are proposing to:

- Reposition the existing Sea Road zebra crossing further south to be halfway between Endwell Road and Jameson Road – this allows motorists to carry out a full turn before stopping (if required) at the crossing, which is used by pupils as they walk to and from school.
- Widen the new zebra crossing to 5 metres, and have dropped kerbs, tactile paving and guard rails on the eastern footpath to assist pedestrians. Flashing amber lights on black and white poles and zig zag road markings will alert motorists.
- Remove three car parking spaces south of the crossing to reposition the crossing.

[Plan/Map](#)

East Sussex County Council is also working to develop a high quality and safe cycle route which would alter the crossing design, but not the proposed new location. The cycle route proposals will be consulted upon separately but would include a parallel crossing for cyclists at the zebra location. A future cycle crossing would not mean that any works undertaken now are wasted.

Tell us your views

We would like to know what you think of the proposals. Your opinions are important to make sure that any improvements meet residents' and road users' needs. Once you reviewed the attached [drawing](#), then please complete the below questionnaire by the 25th March 2022.

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14 posts

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19 from 33

1.1K from 1.3K

View on Analytics

East Sussex Highways

4 days ago

A consultation is underway for pedestrian crossing improvements on Sea Road, Bexhill. Have your say:

East Sussex Highways

Consultation - Sea Road, Bexhill - Pedestrian Crossing Improvements

ow.ly

Boost post

2

Write a comment...

My Tweets

escroads

Last 7 days

28 tweets

38 engagements

30 from 58

197 from 235

View on Analytics

4 days ago

Dewlands Hill, Rotherfield

Parapet Repairs

7-18 March

Road closed

ow.ly/Cpoi50I04w0

East Sussex Highways @escroads

4 days ago

A consultation is underway for pedestrian crossing improvements on Sea Road, Bexhill. Have your say: [ow.ly/vkGH50I2wZu](#)

1

East Sussex Highways @escroads

5 days ago

Newhaven swing bridge will be opening today at 3.30pm

