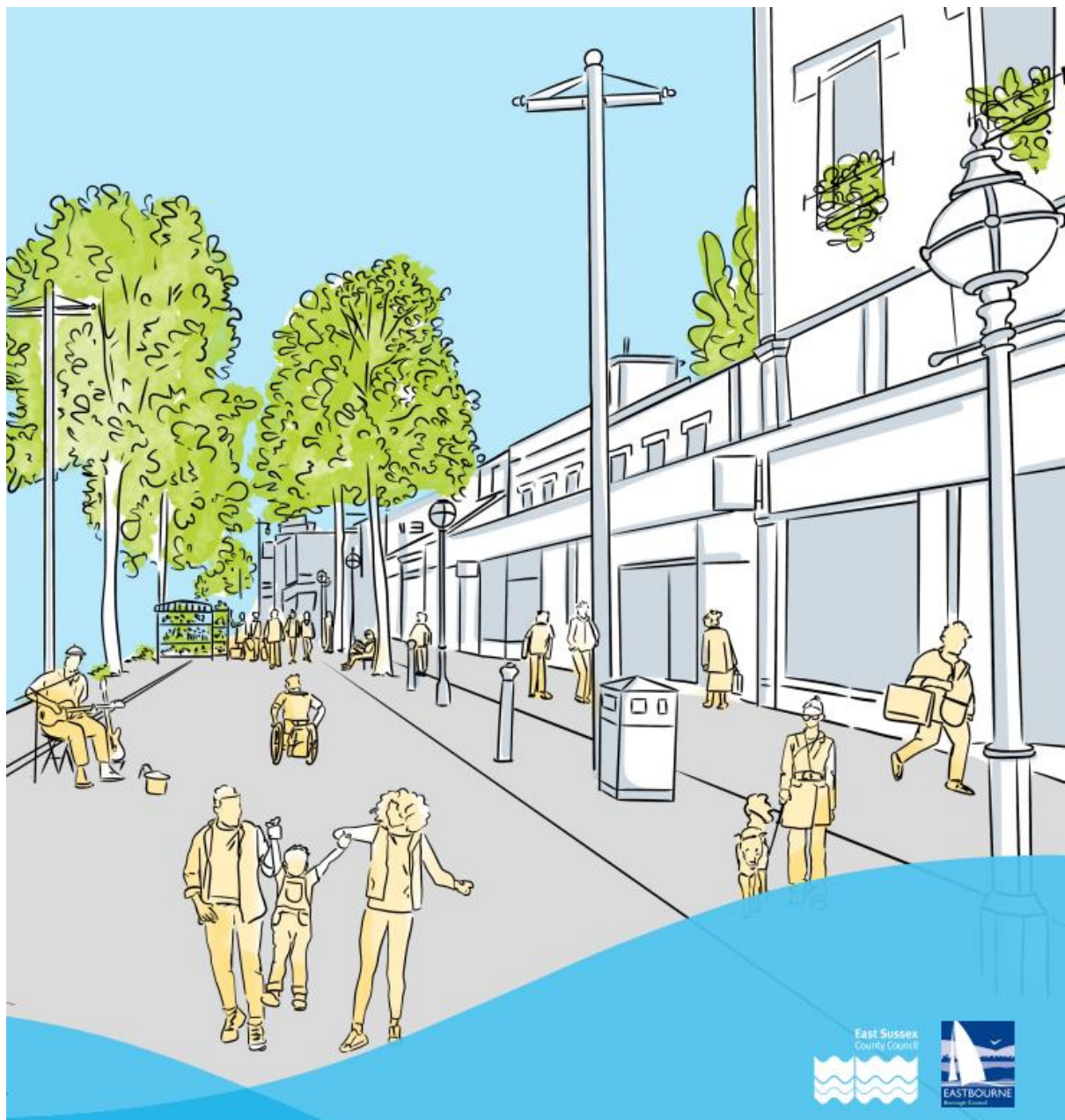


# East Sussex County Council Response & Next steps - Phase 2b Public Consultation

Eastbourne Town Centre Movement & Access Package Phase 2b

September 2023



*We would like to extend our appreciation to those who have taken the time to engage and provide feedback on these proposals during this formative stage. Your comments and suggestions are appreciated and will help to shape the final proposals.*

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## 1. Introduction

### 1.1 About the project

The Eastbourne Town Centre Movement and Access Package (ETCMAP) has been developed by East Sussex County Council in partnership with Eastbourne Borough Council to enhance and promote the vitality of the town centre.

The ongoing project aims to improve Eastbourne Town Centre by:

- reducing the amount of through-traffic,
- providing more space for people through the completion of a pedestrian spinal route through the town centre,
- creating new public spaces, and
- enhancing the existing pedestrian environment at key locations.

Eastbourne Town Centre is a key location in Eastbourne borough and wider county of East Sussex. It is a vital hub for retail, leisure, tourism, cultural and community activities, and is an important economic driver, providing employment and business opportunities.

Following on from Phase 1 and 2a of the Eastbourne Town Centre Movement and Access Package, East Sussex County Council (ESCC) has developed Phase 2b to continue efforts to enhance the vitality of the town centre; Figure 1 below highlights the schemes of Phase 1, Phase 2a and Phase 2b.

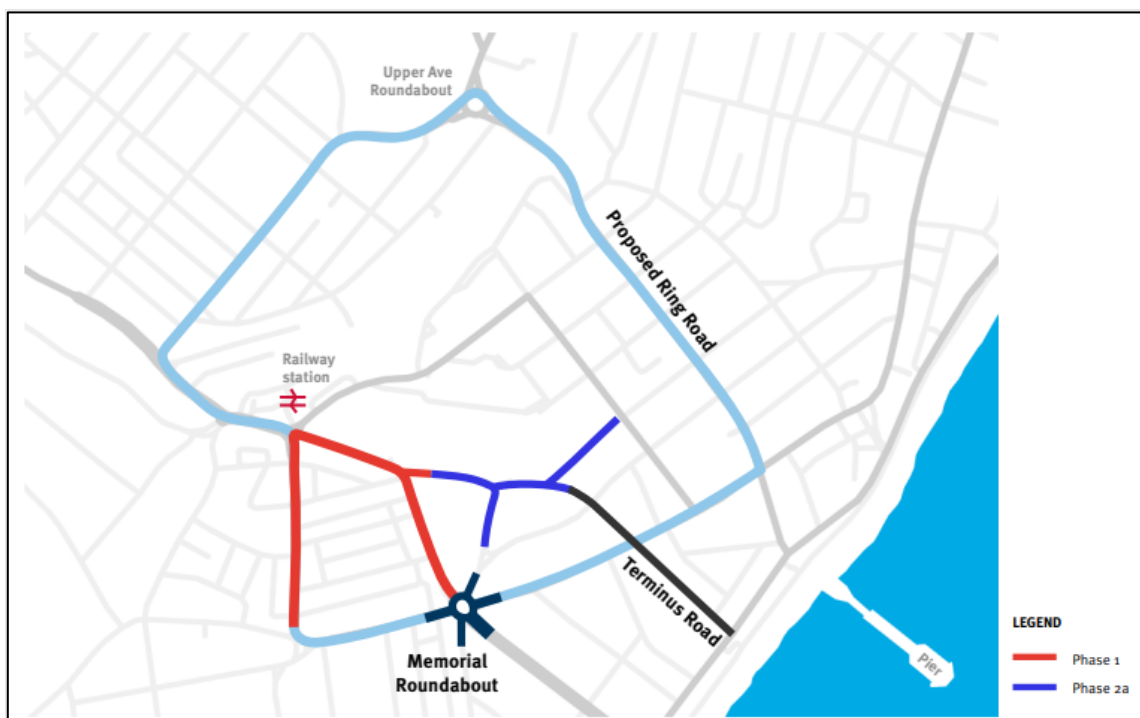


Figure 1 - Eastbourne Town Centre Movement and Access Packages Map - Phase1, 2a & 2b

In summary, the Phase 2b proposals include:

- Pedestrianisation and enhancement of Terminus Road between Grand Parade and Langney Road, with a particular focus on the Victoria Place (between Grand Parade and Trinity Trees/Seaside) section
- Pedestrian improvements at Memorial Roundabout
- Relocation of part of the town centre Ring Road

## Objectives

The agreed objectives for Phase 2b of the Eastbourne Town Centre Movement and Access Package are to:



*Figure 2 - Objectives of Phase 2b of Eastbourne Town Centre Movement and Access Package*

East Sussex County Council carried out a public consultation on the Phase 2b proposals which ran for six weeks from Monday 10 October 2022 to Sunday 20 November 2022.

The purpose of the consultation was to provide an opportunity for the public and stakeholders to comment and provide feedback on the Phase 2b proposals to help shape the further development of the Victoria Place scheme, in particular, during the detailed design stage.

Ahead of the consultation, several key stakeholder workshops were held on 28, 29 and 30 September 2022 to update stakeholders on the project, share plans for the consultation and preview the materials that would be used in the scheme's construction.

The workshops also provided an opportunity to reiterate the objectives, constraints, and key messages for the project ahead of the consultation starting, helping to ensure that stakeholders have a clear understanding and can help disseminate helpful information and act as advocates for the project. Key stakeholders were also encouraged to help promote the consultation through their own channels to maximise the reach and increase the number of respondents.

## 1.2 Full ETCMAP Phase 2b Public Consultation Results Report

The full report on the ETCMAP Phase 2b Public Consultation with analysis and details of responses has been published alongside this ESCC response report to the consultation results. The report can be accessed via this link on the ESCC Consultation Hub.

## 1.3 Purpose of ESCC Response & Next Steps Report

The aims of this report are to outline ESCC's response to the results from the public consultation outlined both in this document and in the consultation results report; and highlight how the proposals will be developed further during the next stages for each scheme.

## 2. Overview of results from Public Consultation

### 2.1 Introduction

A total of 251 consultation responses were received, with 205 responses to the online questionnaire and a further 46 responses received by email.

From both the email responses and the online questionnaire, there was a wide mix of responses from stakeholders including locally elected representatives, transport user groups, businesses, and community groups.

It should be noted that respondents to a consultation are self-selecting, and therefore a non-scientific sample made up of those who have chosen to respond. The responses reflect the views of *only* those who responded and whilst this provides an invaluable insight into the concerns, themes and issues surrounding the proposals presented, they should not be considered a fully representative sample of the population's views as a whole.

### 2.2 Consultation outcomes - quantitative questions

The 205 responses received via the online questionnaire provided replies to quantitative questions around the level of support for the three different elements for Phase 2b.

#### *Question 1 - Impact of ETC MAP Phase 2b*

When asked whether the proposed Eastbourne Town Centre Movement and Access Package Phase 2b proposals would have a positive impact on Eastbourne town centre?

- 64% of respondents strongly disagreed or disagreed
- 32% of respondents strongly agreed or agreed
- 4% of respondents were neutral

It is important to note that in this open question for the scheme as a whole, 88 comments were made in relation to the fact that the scheme proposed to remove cycling from Terminus Road. Therefore, a large proportion of the above negative responses received can be attributed to those concerned about the impact the proposals would have on cycling, and that these respondents are not necessarily in opposition to the scheme as a whole.

#### *Question 2 - Terminus Road proposals*

When asked whether respondents supported the proposed improvements to Terminus Road

- 58% of respondents either strongly opposed or opposed
- 33% of respondents strongly supported or supported
- 8% of respondents answered neutral

### *Question 3 -Memorial roundabout proposals*

When asked whether respondents supported the proposed improvements to Memorial Roundabout

- 75% of respondents were either supportive of, or neutral to, the proposals
- 25% of respondents strongly opposed or opposed

### *Question 4 - Ring Road proposals*

When asked whether respondents supported the proposed plans to relocate the Ring Road

- 68% of respondents answered neutral to or supportive of the proposed relocation of the Ring Road
- 32% answering strongly oppose or oppose

## 2.3 Consultation outcomes - qualitative comments

Respondents were also provided the opportunity to provide written comments about the Eastbourne Town Centre Movement and Access Package. Within these comment sections several themes recurred:

- **Positive impact on pedestrian safety:** In both the Terminus Road and Memorial Roundabout open questions, many respondents noted how the removal of traffic along the Victoria Place section of Terminus Road (between Trinity Trees/Seaside and Grand Parade) and the improvements proposed to Memorial Roundabout will largely improve pedestrian safety, thereby enhancing the overall pedestrian environment along the whole length of Terminus Road between the station and seafront.
- **Concerns over the removal of cycling along Terminus Road:** A large number of respondents had concerns over the proposed removal of cycling along Terminus Road. Respondents felt this decision to be unjustified and that it could endanger the safety of people who cycle if they cannot use the existing cycle routes.
- **Active travel:** Some respondents were concerned that the proposals did not encourage active travel - specifically cycling. They felt that by removing cycling from Terminus Road it would encourage more people to drive instead of using more sustainable modes of transport.

Following the analysis carried out on the responses to the consultation, feedback will be considered as part of the detailed design process and comments will be taken into account as part of this.



### 3. Specific themes & trends from qualitative data & ESCC Responses

Below we have outlined the specific themes and trends that have been identified from the analysis of from the consultation results and provided ESCC's response.

#### 3.1 Overall comments: Eastbourne Town Centre Movement & Access Package Phase 2b Schemes

| <i>Comment</i>  | <i>ESCC Response</i>   |
|---|--|
| There were many comments that were largely positive with direct support for the proposed Eastbourne Town Centre Movement and Access Package Phase 2b proposals, including a focus on the schemes improving accessibility and the town centre as a whole and improving safety. | We welcome the comments of support for the ETCMAP Phase 2b schemes and the alignment with the overall aims and objectives of the package, of building on the improvements made through previous phases to continue to increase the accessibility, reduce town centre traffic and public realm of the town centre. Whilst also spreading the improvements beyond Terminus Road to wider areas of the town centre, including Memorial Roundabout and the Ring Road Relocation. |

### 3.2 Terminus Road upgrade and Victoria Place Pedestrianisation

| <i>Comment</i>   | <i>ESCC Response</i>  |
|--|---|
| <p>Positive comments for the full pedestrianisation of Terminus Road that will bring:</p> <ul style="list-style-type: none"> <li>• safety improvements;</li> <li>• enhance the pedestrian environment;</li> <li>• Increase footfall &amp; encourage visitors and locals to eat out;</li> <li>• public realm improvements to Victoria Place to create more pleasant environment for local people and visitors.</li> </ul> | <p>We welcome respondents' comments of support for the Terminus Road upgrade and pedestrianisation of the Victoria Place (Trinity Trees/Seaside to Grand Parade) section, and the benefits the scheme aims to bring around enhancing the pedestrian environment and wider public realm, supporting increasing footfall and visitors and businesses, through the creation of a new public space for people to use.</p>   |
| <p><i>Concerns over removal of cycling along Terminus Road</i> - concerns expressed over the proposed removal of cycling along Terminus Road, that this was unjustified and it could endanger the safety of people who cycle if they cannot use the existing cycle routes.</p>   | <p>The issue of cycling along Terminus Road has been carefully considered throughout the stakeholder engagement and design process.</p> <p>Given the high level of footfall in the area closest to the seafront, the potential conflicts arising from tables and chairs outside cafes and restaurants on the footway meaning pedestrians will spill out into the central part of the pedestrianised area, it is not appropriate to introduce dedicated cycle lanes in this section of Terminus Road. This reflects the guidance in Local Transport Note (LTN) 1/20 which advises that shared use in streets with high pedestrian or cycle flows should be avoided.</p> <p>Provisions for cycle access will be integrated as part of complementary schemes being developed for five new cycle routes in Eastbourne. As part of this, we will be delivering a new continuous cycle route from Eastbourne Station to the Devonshire and the seafront via Old Church Road, Saffrons Road, Grange Road, Carlisle Road and Wilmington Gardens (currently programmed - 2024/25).</p> |
| <p><i>Concerns over LTN 1/20 compliance- concerns expressed that the proposals for Terminus Road do not meet the standards of local</i></p>  | <p>We are promoting a pedestrian route through Terminus Road by reallocating space to pedestrians over the car and therefore seeking to encourage more active travel.</p>   |

| <i>Comment</i>   | <i>ESCC Response</i>   |
|--|--|
| <p>and national policy guidance around encouraging active travel and cycling infrastructure.</p>   | <p>As highlighted above, LTN 1/20 does summarise that shared use in streets with high pedestrian or cycle flows should not be avoided. The guidance highlights that in spaces with high pedestrian or cycle flow, modes should be segregated via distinct tracks. However there is not sufficient room to add cycle lanes on Terminus Road to provide such segregation.</p> <p>As set out above provisions for cycle access will be integrated as part of complementary schemes being developed for five new cycle routes in Eastbourne. As part of this, we will be delivering a new continuous cycle route from Eastbourne Station to the Devonshire Quarter and the seafront</p>  |
| <p><i>Accessibility concerns</i> - points raised that the proposals needed to be wheelchair accessible, disabled parking needs to be considered prior to construction and that the removal of cycling will affect those who may have mobility issues.</p>                  | <p>All comments regarding the accessibility of the proposed scheme designs are noted.</p> <p>As part of the preliminary design development for Phase 2b schemes the design team have incorporated best practice and learning from the previous phases to ensure the designs are inclusive and accessible, including design of the streetscape, choice of materials to be used and street furniture.</p> <p>As part of the detailed design process, we are conducting further engagement with representatives of accessibility groups within the town centre to ensure that the proposed changes are accessible as well as agreeing the locations and number of parking spaces to allocate to blue badge parking and pick up and drop off points on adjacent roads to Victoria Place.</p> <p>People with disabilities that cycle will not be asked to dismount or walk.</p> |
| <p><i>Loss of Parking on Terminus Road and accessibility</i> - concerns raised regarding the loss of parking as a result of the pedestrianisation of Terminus Road between Seaside Road and Grand Parade and the impact it may have on accessibility of Terminus Road.</p> | <p>The primary objective of this scheme is to improve movement and access in the Town Centre with the creation of a dedicated pedestrian route between the rail station and seafront, but it is recognised that in seeking to meet this objective this will result in some loss of parking in the vicinity of Terminus Road.</p> <p>As part of the detailed design process we are conducting further engagement with key stakeholders to ensure that the best mix of accessible parking locations, taxis and drop off points are provided near</p>   |

| <i>Comment</i>  | <i>ESCC Response</i>  |
|---|---|
|   | <p>to Victoria Place as well as consider the loading and access requirements.</p> <p>This includes exploring potential locations to introduce new on-street parking spaces, including for blue badge holders, in the vicinity of the Victoria Place section of Terminus Road. This would augment the current proposals to extend/convert the existing parking bays on Grand Parade (south-west of the junction with Terminus Road) for three blue badge disabled bays. There is also off-street parking at Trinity Place which is less than five minute walk from Victoria Place.</p>   |
| <p><i>Burlington Road traffic management option</i> - The majority of respondents (89%) answered that they had no preference in relation to the two options presented to change traffic on either Burlington Road or Elms Road. 6% of respondents answered Option A (change direction of traffic on Burlington Road) and 4% answered Option B (change direction of traffic on part of Elms Road).</p> | <p>Due to the inconclusive result on a favoured option for Burlington Road traffic management, we will work to advance this element of the scheme during the detailed design stage taking into account of consultation feedback, as well as from further engagement with key stakeholders including the Eastbourne BID, local businesses and local residents on the operability of both options.</p>  |
| <p><i>No. 99 bus route re-routing</i> - concerns expressed about disabled access, and that plans to relocate the number 99 bus route will mean disabled people would no longer have easy access to Victoria Place.</p>  | <p>In order to fully pedestrianise the Victoria Place section of Terminus Road, the bus stop facilities along this between Grand Parade and Seaside Road will be removed, with bus route number 99 being diverted from Terminus Road to Devonshire Place.</p> <p>We recognise some people may be concerned by the route diversion. The new proposed route will go along Grand Parade with the upgrade of the Grand Parade bus stop being included as part of these Phase 2b proposals, along with the upgrade to the bus stop of Devonshire Place. This diversion of the bus route to Devonshire Place has been in place previously when Victoria Place has been closed for events.</p> <p>It is suggested that passengers with limited mobility or a disability who use the route 99 bus service use the exit at the Grand Parade bus stop to access Victoria Place and the southern section of Terminus Road.</p> |

| <i>Comment</i>   | <i>ESCC Response</i>   |
|--|--|
|  | ESCC is still liaising with bus operators to finalise the details on the rerouted bus routes and stops upgrades.   |
| <i>Anti-social behaviour concerns</i> - Representatives from the Neighbourhood Police Team outlined how the designs need to take into account previous and current uses of seating and planters on Terminus Road that have led to anti-social behaviour.   | <p>The comments regarding addressing the scheme design needing to consider anti-social behaviour are noted.</p> <p>The current proposed designs include planters that are designed to reduce their use as seating. The new proposed seating follows designs that are accessible and inclusive for users and includes a mixture of single seating and multiple seating that have arm rests to reduce dwelling time.</p> <p>As part of the next stages of design development we will continue to liaise with key stakeholders ensuring concerns raised regarding the use of street furniture as part of anti-social behaviour in the town centre are considered.</p> |
| <i>Heritage comments on the design</i> - Representatives from heritage interest groups are supportive of trees and boulevard effect on the design for Victoria Place, have specific comments on heritage aspects of materials and furniture used, in addition to wishing to see the consideration of the inclusion of the planters and gateposts in the design that were previously at Bankers Corner. | <p>We welcome respondents comments on the heritage aspects of the designs for Victoria Place.</p> <p>The designs for Phase 2b and Victoria Place aim to continue to emulate and learn from the best practice of design development from Phase 2a.</p> <p>As part of the next stages of design development we will continue to liaise with key stakeholders as part of finalising the detailed designs including furniture and materials.</p>   |

### 3.3 Memorial Roundabout

| <i>Comment</i>  | <i>ESCC Response</i>   |
|---|--|
| Support for the proposals due to the impact of proposals on improving safety for pedestrians. | <p>We welcome the comments on how the proposals for Memorial Roundabout works to improve the pedestrian environment and safety.</p> <p>Funding for the construction of Memorial Roundabout is yet to be agreed. The development of detailed designs will continue in 2023/24 building on feedback gained</p> |

| <i>Comment</i>  | <i>ESCC Response</i>  |
|---|---|
|   | from this stakeholder and public whilst we explore for future funding opportunities.  |
| <i>Concerns regarding the number of crossing points and congestion</i> - Concerns the proposals will increase congestion on the roundabout due to increasing the number of pedestrian crossings | <p>Memorial Roundabout is currently at a very early design stage as funding is yet to be agreed for these improvements.</p> <p>However all comments received will be considered as the proposals are developed further including reviewing traffic flow relative to pedestrian movements at the roundabout at the next design stage.</p>  |
| <i>Accessibility concerns</i> - The number of crossings at Memorial Roundabout would be difficult for people who are partially sighted or blind   | <p>We note the comments raised regarding accessibility of the proposed designs as a result of installing zebra crossings rather than signalised crossings at Memorial Roundabout.</p> <p>The rationale for including Zebra crossings is based on the current best option given the space provided and the aim to provide pedestrians (including those with mobility, visual and hidden disabilities), with greater priority when crossing each arm of the roundabout compared to introducing signalised crossings where pedestrians have to wait for the crossing to activate, as well as slow down vehicle speeds on entry and exist on each arm of the roundabout.</p> <p>ESCC will continue to engage with the local accessibility groups to refine the proposed design when the funding becomes available to take the proposals forward to detailed design stage.</p> |
| <i>Cycling infrastructure</i> - Requests for cycle infrastructure to be included in Designs. For example, a Dutch style roundabout and cycle lanes  | <p>The comments regarding incorporating cycle infrastructure into the design are noted.</p> <p>Memorial Roundabout is currently at a very early design stage as funding is yet to be agreed for these improvements, however the inclusion of cycle provision can be considered again as the proposals are developed further.</p>  |
| <i>Speed limits &amp; 20mph</i> - Comments on implementing 20mph speed limits along Susans and Ashford Roads and around Memorial Roundabout   | <p>20mph speed limits around Memorial Roundabout are not currently part of the proposed improvements.</p> <p>For 20mph speed limits to be effective and supported by the Police, they need to be self-enforcing. This may necessitate additional measures, which are outside the</p>  |

| <i>Comment</i> | <i>ESCC Response</i>   |
|----------------|--|
|                | scope of this project, to enable speeds to be brought down to acceptable levels. |

### 3.4 Ring Road Relocation

| <i>Comment</i>  | <i>ESCC Response</i>   |
|---|--|
| <p>The majority of responses were neutral in relation to the ring road however some respondents expressed:</p> <ul style="list-style-type: none"> <li>• General support for the proposed relocation;</li> <li>• the fact it will remove the level of traffic around the town centre</li> <li>• And that the relocation supports the other phase 2b proposals</li> </ul> | <p>The comments regarding the current plans for the proposed relocation of the ring road are noted. These will be taken into consideration when the next stage of design development commences.</p>  |
| <p><i>Concerns that the proposals will increase highway capacity and traffic - concerns that the relocation of the ring road could increase carbon emissions and highway capacity and that the existing ring road would continue to be used.</i></p>  | <p>The proposed relocation of the Ring Road aims to create a more attractive east-west route for vehicles around the edge of town centre and will reduce the level of through-traffic within the town centre.</p> <p>Our updated traffic modelling shows the introduction of the proposed new Ring Road route away from Ashford Road and Susans Road to The Avenue/Upper Avenue and Cavendish Place would generally have minimal impacts on traffic flows because the route is already widely used.</p> <p>Therefore, we do not believe the relocation of the Ring Road will increase the carbon footprint in the area overall as the same number of cars will be using the area but being encouraged to use an alternative route.</p> <p>We are not increasing the highway capacity for motor vehicles. New road signs and road markings would be installed to formalise the changes to the Ring Road route and encourage through-traffic to use it rather than other routes (Ashford Road and Susans Road) closer to the town centre.</p> <p>Existing signs and road markings would be removed along Ashford Road and Susans Road to make clear this is no longer part of the town centre Ring Road.</p> |
| <p><i>Need for cycling infrastructure and speed reductions in ring road relocation proposals - Segregated cycle lanes and more cycling infrastructure</i></p>   | <p>The requests for including cycle infrastructure and speed limit reductions in the ring road relocation proposals are noted and will be considered as part of the detailed design stage.</p>   |



| <i>Comment</i>   | <i>ESCC Response</i> |
|--|----------------------|
| as well as introducing 20mph speed limits along certain roads are needed as part of new Ring Road proposals. |                      |

### 3.5 Other themed comments

| <i>Comment</i>                                 | <i>ESCC Response</i>  |
|--|---|
| The proposals are not supporting active travel | <p>We are promoting a pedestrian route through Terminus Road from the station to the seafront by reallocating space previously used by vehicles to pedestrians.</p> <p>By removing vehicles from Terminus Road and reducing interaction between pedestrians and other transport users, we hope to encourage more people to consider walking as an alternative to travelling into the town centre by car, particularly for shorter journeys.</p> <p>Our designs provide new cycle parking facilities at key entry points into the town centre to ensure people accessing this area by cycling can park their cycles securely.</p> <p>Provisions for cycle access are also planned as part of complementary schemes being developed for five new cycle routes in Eastbourne. As part of this, we will be delivering (currently programmed 2024/25) a new continuous cycle route from Eastbourne Station to the Devonshire Quarter and the seafront (via Old Church Road, Saffrons Road, Grange Road, Carlisle Road and Wilmington Gardens) which received positive feedback when consulted upon in summer 2021.</p> |
| Prioritising pedestrians over other users      | <p>Our proposals aim to create a safer, healthier and more vibrant town centre where people can live, shop, use services, and spend their leisure time, as well as support our efforts to encourage people to use more sustainable modes of travel, helping reduce carbon emissions and improve air quality.</p> <p>To do this, we are giving pedestrians more space and increased priority over other modes of transport, as well as improving the quality of pedestrian facilities.</p> <p>By upgrading and completing the pedestrianisation of Terminus Road at Victoria Place we will create a car-free environment; whilst maintaining necessary</p>   |

| <i>Comment</i>   | <i>ESCC Response</i>  |
|--|---|
|  | <p>delivery access for local businesses (time limited), which in turn we hope will increase footfall and encourage more visitors to the town centre, supporting local businesses and boosting the local economy.</p>  |
| <p>More people will choose to travel by car if you remove cycling from Terminus Road</p> | <p>The pedestrianisation and removal of traffic from the Victoria Place section of Terminus Road aims to increase the dedicated pedestrian area in the town centre and therefore reduce pollution that results from transport being used on this section of the highway and reduce car usage in the area.</p> <p>Provisions for cycle access are also planned as part of complementary schemes being developed for five new cycle routes in Eastbourne. Alternative cycle routes are proposed between the rail station and the seafront which aim to provide infrastructure for cycling to and from the town centre that received positive feedback when consulted upon in summer 2021.</p> |

#### 4. Next Steps

All of the feedback received as part of this consultation will be taken into consideration and will feed into the detailed design stage of the project. The current next stages of design development for Terminus Road, Memorial Roundabout and Ring Road Relocation schemes are as outlined below:

| <b>Terminus Road Victoria Place Pedestrianisation (Levelling Up Fund)</b> |                      |
|---|----------------------|
| Detailed Design development   | Spring - Autumn 2023 |
| Detailed Design sign off  | Autumn/Winter 2023   |
| Traffic Regulation Order process  | Winter 2023          |
| Construction starting   | Spring 2024          |
| Construction completion   | Spring 2025          |

| <b>Memorial Roundabout &amp; Ring Road relocation</b> |                           |
|---|---------------------------|
| Detailed design development                           | Autumn 2023 - Summer 2024 |
| Construction  | TBC - currently unfunded  |