

# PUBLIC CONSULTATION REPORT

## SCH-149: Traffic Calming Improvements, Alfriston Village

*Prepared for*

**East Sussex County Council (ESCC)**

March 2023

East Sussex Highways  
The Broyle  
Ringmer  
East Sussex  
BN8 5NP

**East Sussex**  
Highways 

*A partnership between:*

**COSTAIN CH2M**  
Supporting East Sussex





# Contents

Section	Page
<b>Acronyms and Abbreviations</b> .....	<b>v</b>
<b>Executive Summary</b> .....	<b>2-1</b>
Consultation Process.....	2-2
Consultation Findings .....	2-2
Conclusion & Next Steps.....	2-3
<b>Introduction</b> .....	<b>2-4</b>
1.1 Purpose of this Note .....	2-4
1.2 Report Structure .....	2-4
1.2.1 Supporting Information.....	2-5
1.3 Project Summary .....	2-5
<b>About the Consultation</b> .....	<b>2-7</b>
2.1 Purpose .....	2-7
2.2 Potential outcomes .....	2-7
2.3 Who we consulted and when .....	2-7
2.4 What we asked .....	2-8
2.5 Methods of responding .....	2-8
2.6 Consultation materials and publicity .....	2-9
2.6.1 Website .....	2-9
2.6.2 Letters .....	2-9
2.6.3 Press and media activity .....	2-9
2.7 Equalities Assessment.....	2-9
2.8 Analysis of consultation responses.....	2-10
<b>About the Respondents</b> .....	<b>3-11</b>
3.1 Introduction .....	3-11
3.2 Number of respondents .....	3-11
3.7 Relationship between respondent and scheme area .....	3-12
<b>Scheme specific consultation responses</b> .....	<b>4-14</b>
4.1 About this chapter.....	4-14
4.2 Scheme specific questions .....	4-14
4.2.1 Specific Themes and Trends in the Qualitative Responses ..	4-17
<b>6. Conclusion</b> .....	<b>4-27</b>
5.1 Summary .....	<b>Error! Bookmark not defined.</b>

## Appendices

Appendix A	Proposed Design Options
Appendix B	Stakeholder Engagement & ESH Response Report (2022)
Appendix C	Consultation communication ESH Leaflet and Questionnaire
Appendix D	Consultation communication 'General Public Responses'
Appendix E	Press and media adverts

# Document Issue

## Revision History

Issue	Author	Date	Description
1	A. Mileham	22 <sup>nd</sup> February 2023	Client Draft

## Technical Check

Role	Name	Signature	Date
Associate	A. Shearer	<i>A. Shearer</i>	28 <sup>th</sup> February 2023

## Approval

Role	Name	Signature	Date
Associate Director	A. Mileham	<i>A. Mileham</i>	2 <sup>nd</sup> March 2023

# Acronyms and Abbreviations

<b>APC</b>	Alfriston Parish Council
<b>DfT</b>	Department for Transport
<b>ESCC</b>	East Sussex County Council
<b>ESH</b>	East Sussex Highways
<b>HGV</b>	Heavy Goods Vehicles
<b>NMU</b>	Non-motorised user
<b>PIC</b>	Personal Injury collision
<b>RSA</b>	Road Safety Audit



# Executive Summary

East Sussex Highways (ESH) were commissioned by East Sussex County Council (ESCC) to undertake a feasibility study for traffic calming improvements in Alfriston Village.

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 these issues, along with the development of potential remedies for addressing local concerns. The following traffic management measures were recommended:

- Introduction of a 20mph village-wide speed limit, supported by the implementation of two physical measures i.e., road narrowing and village name signage (to introduce drivers to the village). The village gateway will help to create 'a sense of place' when drivers enter the village while the physical measures are designed such that drivers are required to slow down before entry;
- In addition to the village gateways, two further design options have also been prepared. The first of these looks to discourage HGVs travelling through the village via the A27. This element of the scheme will look to incorporate a series of Advisory Lorry Route Signage along the A27.
- Furthermore, to make the existing 7.5-ton limit sign on Alfriston Road more prominent to Heavy Goods Vehicles (HGV) drivers, the sign will be mounted onto a yellow background, making the sign more visible (especially amongst vegetation or the skyline).
- The final proposal will consist of removing the existing give-way lines in Market Square as well as incorporating additional double yellow lines outside the Star Public House on the High Street.

It should be noted that the proposed design options, listed above, were submitted and approved by the ESCC Road Safety Team for a Stage 1 Road Safety Audit (RSA) in July 2022.

In September 2022 an invitation was also issued to key stakeholders, asking them to provide feedback in the form of written representations on the proposed traffic calming design options. The Project Team sent requests for written representations to 28 organisations as well as a handful of Councillors that operate within the district of Wealden. The invitations were sent to a list of organisations within the Stakeholder Reference Group, as determined by ESCC.

It should be noted however that from the 28 organisations contacted only 7 sent submissions back to the project team, thus achieving a response rate of only 25%. From the results however, it is worth noting that no stakeholders/responses opposed the design measures put forward.

This report records the results of the public consultation regarding the design proposals previously mentioned, as well as detailing how the public consultation was undertaken, and a summary of the responses received. The findings summarised in this note will be used to inform the next stages of the design process.

In addition to the above, it should also be noted that ESH and ESCC have previously engaged with local communities, business, voluntary groups and public organisations as part

of the Stakeholder Engagement process. The outputs of this are detailed within a previous ESH Technical Note (678223-SCH:149-TN05).

## 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 Monday 23<sup>rd</sup> January 2023 to Sunday 12<sup>th</sup> February 2023.

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 384 addresses located within the boundary of Alfriston Village. The scheme was also promoted through the local media, posters, letters/emails to ward members and to the owners/occupiers. In addition, printed copies of consultation drawings and information were also made available at the Village Store and Hicks the Newsagents.

A separate Stakeholder Engagement process was undertaken. Outputs from this process were presented in a previous Technical Note, with changes being made to the design as a result of the comments made.

## Consultation Findings

There were a total of 132 direct responses, which equates to a response rate of 34%. Typical survey response rates can lie anywhere in the region between 5% and 30%. This particular response rate could therefore be considered as ‘positive’ with regard to returns of feedback.

Of the individuals who responded, there was a split of 51% Male to 46% Female. According to UK Office for National Statistics, Alfriston is 57.7% male and 42.3% female, indicating a slight under-representation of women participating in the consultation. A breakdown of the survey gender responses is illustrated within **Table 3.1** of this report.

In terms of the respondents’ age, the majority of respondents (57%) were from the ‘65+ years’ category, which again roughly reflects the UK Office for National Statistics data for Alfriston. 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 15% of all respondents.

Overall, the responses received were positive, with 89% of respondents in favour of the proposed scheme. However, a total of around 8% of respondents opposed the design option.

According to comments received, the main concerns raised throughout the public consultation were related to the implementation of further congestion and increased journey times. There are concerns that the existing issues around congestion in the area will not be resolved, or will indeed be exacerbated, which will have a knock-on impact on village life. A full detailed analysis of the responses received is included within this report under **Section 4**.



## Conclusion & Next Steps

The results of the public consultation show that there is overall support (89%) for the proposed traffic calming improvements in Alfriston Village.

ESCC and the county's highways team are grateful to all of those who took the time to give their views about the proposals.

The consultation has provided a valuable insight into the public's views about the design proposals. The feedback received will play an important role in informing the decisions made by both ESH and ESCC. This includes supporting the identification of a preferred design option, helping to inform detailed design and highlighting points to be considered.

# Introduction

## 1.1 Purpose of this Note

This Technical Note provides a comprehensive record of the public consultation events undertaken for the proposed traffic calming improvements in Alfriston Village.

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.

In line with the Department for Transport's transport appraisal process, the public consultation provided an opportunity to seek feedback on the options being considered. This is good practice when a scheme has reached a stage in which local people can meaningfully review and comment on proposals. No final decisions have been made and, as shown below, responses to the consultation will be considered alongside other key factors to help support our decision-making processes.

Figure 0.1 - Consideration as part of the decision-making 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. The 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.
- Section 5 – Concludes with a recommendation for the next steps

## 1.2.1 Supporting Information

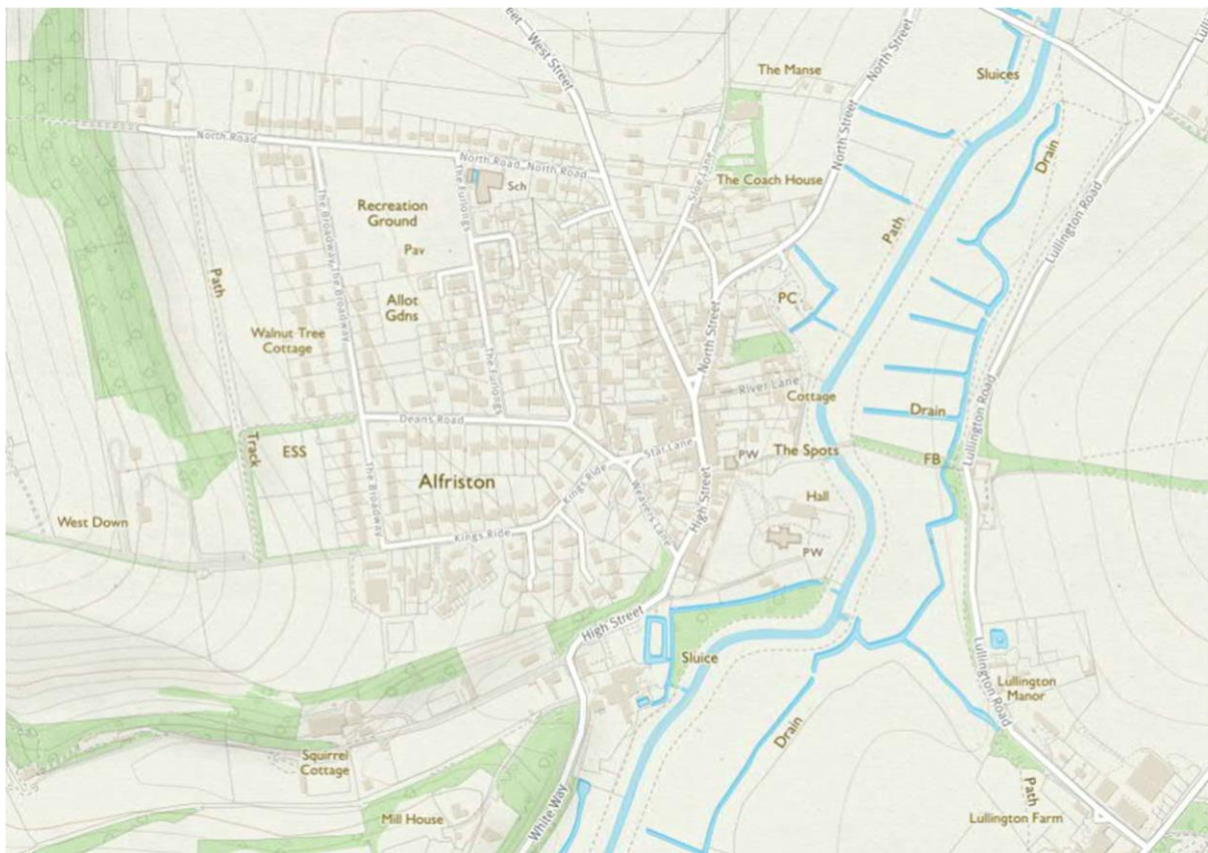
- Appendix A – Proposed scheme designs
- Appendix B – Catchment areas for consultation.
- Appendix C – Consultation communication ESSC Leaflet and Questionnaire
- Appendix D – Consultation communication ‘General Public Responses’.
- Appendix E – Press and media adverts.
- Appendix F – Stakeholder Engagement Response Report

## 1.3 Project Summary

East Sussex Highways (ESH) were commissioned by East Sussex County Council (ESCC) to undertake a feasibility study for traffic calming improvements in Alfriston Village.

Alfriston is a small village in the East Sussex district of Wealden that lies within the Cuckmere Valley, approximately four miles north east of Seaford. Highway access to the village is provided by an unclassified road that passes through the historical centre of Alfriston. This unclassified road, which provides a route through the Cuckmere Valley, is accessed from the A27 Drusillas Roundabout in the north and from the outskirts of Seaford in the south. **Figure 1.2** displays the location of the study area and the surrounding highway network.

*Figure 0.2 - Study Area and Surrounding Highway Network*



The main highway route through Alfriston includes North Street, Market Square and High Street. North Street, which is located towards the north of Alfriston, is relatively residential with a series of terraced houses located on either side of the carriageway. Access and egress to both Dene and

Willows car parks is now provided off North Street, after recent works were undertaken to widen the eastern entry of Dene car park to allow two-way vehicular movements. This was designed to reduce the number of motorists entering the village square.

Market Square is considered the historical centre of Alfriston. It is surrounded by local businesses and features a medieval market cross on a pedestrian island in the middle of the square. Further local businesses are found along High Street, which lies towards the south of the village. The width of the carriageway along High Street is very narrow in areas, causing congestion issues for passing traffic. The majority of the main highway route through Alfriston features double yellow road markings on both sides of the carriageway. Buses pass through the village and stop at bus stops within Dene and The Willows car parks as well within Market Square.

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.

From this, conclusions have been reached regarding these issues and potential remedies which address local's concerns. The following traffic management measures were recommended;

- Introduction of a 20mph village-wide speed limit, supported by the implementation of two physical measures i.e., road narrowing with village name signage (to introduce drivers to the village). The village gateway will help to create 'a sense of place' when drivers enter the village, and the physical measures are designed such that drivers are required to slow down before entry;
- In addition to the village gateways, two further design options have also been prepared, the first of which looks to discourage HGVs travelling through the village via the A27. This element of the scheme will look to incorporate a series of Advisory Lorry Route Signage along the A27.
- Furthermore, to make the existing 7.5-ton limit sign on Alfriston Road more prominent to Heavy Goods Vehicles (HGV) drivers, the sign will be mounted onto that of a yellow background. Thus, making the sign more visible, especially amongst vegetation or the skyline.
- The final proposal will consist of removing the existing give-way lines in Market Square as well as incorporating additional double yellow lines outside the Star Public House on the High Street.

It should be noted that the proposed design options listed above, as well as being illustrated within [Appendix A](#), were submitted and approved by the ESCC Road Safety Team for a Stage 1 Road Safety Audit (RSA) in July 2022.

In September 2022 an invitation was also issued to key stakeholders, asking them to provide feedback in the form of written representations on the proposed traffic calming design options. The Project Team sent requests for written representations to 28 organisations as well as a handful of Councillors that operate within the district of Wealden. The invitations were sent to organisations within the Stakeholder Reference Group, a list that was provided by ESCC.

It should be noted however that from the 28 organisations contacted only 7 sent submissions back to the project team, thus achieving a response rate of only 25%. From the results however, it is worth noting that no stakeholders/responses opposed the design measures put forward.

# 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 in 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, we decide to proceed with the schemes as set out in the consultation
- Following careful consideration of the consultation responses, we modify the scheme in response to issues raised during the consultation and proceed with a revised scheme
- Following careful consideration of the consultation responses, we decide not to proceed with the scheme

## 2.3 Who we consulted and when

As is standard practice, ESH ensured that people living and working in areas affected by the proposed traffic calming scheme were aware of the proposals. Letters were distributed to over 384 addresses located within the boundary of Alfriston Village.

A Quick Response Code (QR) code and link to an online survey was located upon the letter. To note, 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 Monday 23<sup>rd</sup> January 2023 to Sunday 12<sup>th</sup> February 2023. It was decided that the consultation would have a strong digital focus, complemented by some more traditional approaches to help ensure it was as accessible as possible. A series of visualisations showing how the proposed traffic calming design options would look and operate were also produced.

To capture people’s feedback on the proposals, a consultation survey was developed. This included a mixture of questions to assess levels of support for the different elements of the proposed sustainable transport package.

Printed copies were also made available at the Village Store and Hicks the Newsagents to help ensure those without internet access or who are uncomfortable online were not excluded.



In addition to this report, a separate Stakeholder Engagement process was undertaken. Outputs from that process were presented in a previous report, with changes being made to the design in response to this process. A copy of this report is provided within [Appendix B](#).

## 2.4 What we asked

The questionnaire comprised several closed questions, asking people to select an answer that matched their level of support for or against the proposed traffic calming design options.

The complete list of questions that were asked regarding the proposals have been analysed within [Section 4](#) of this report, with a PDF copy of the original questionnaire format provided within [Appendix C](#).

To analyse the qualitative feedback, an emergent coding approach was used with every consultation response read and reoccurring themes and trends identified. Where comments given have been used in this report to demonstrate points raised, please note they have been corrected for grammar and spelling if required.

In devising the consultation questions, particular effort was made to help ensure respondents could provide feedback on the various individual elements of the sustainable transport package. However, comments were not always provided only in those sections and there was notable repetition of themes across the responses to different questions.

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

## 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 <https://consultation.eastsussex.gov.uk/economy-transport-environment/alfriston-village-traffic-management-scheme/>
- By emailing [customer@eastsussexhighways.com](mailto: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. This also informed parties on how they could respond.

### 2.6.1 Website

ESCC and ESH produced a website <https://consultation.eastsussex.gov.uk/economy-transport-environment/alfriston-village-traffic-management-scheme/> that provided detailed information about the consultation, including text explanations of the design proposals, maps 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 384 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. They were also informed about our consultation events. The consultation letter and map of the distribution area are included within each of the individual appendices attached to this report.

### 2.6.3 Press and media activity

ESCC and ESH issued a press release and publicised the consultation on social media platforms such as Twitter and ESSC press office 'Newsroom'. Further information was published on the Alfriston Parish Council's website; <https://www.alfristonparishcouncil.org.uk/>. A copy of the press releases and adverts can be seen in **Appendix D** of this technical note.

## 2.7 Equalities Assessment

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

- Identifying and emailing relevant stakeholders, including but not limited to the district access groups and 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 target audiences and tailoring the means of communicating with them. An example of this is preparing hard copies of our online material for those not able to access our website and making them available at the Village Store, Hicks the Newsagents and at County Hall in Lewes.

## 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 132 direct responses, which calculates to a 34% response rate. As is standard practice, a typical survey response rates can lie anywhere in the region of 5% and 30%. Therefore, this response is classed as 'positive' with regard to returns of feedback.

## 3.3 Respondent gender

The majority of individuals who responded was split, with 51% being Male with 46% being Female. According to UK Office for National Statistics, Alfriston is 57.7% male and 42.3% female, indicating a slight under-representation of women participating in the consultation. A breakdown of the survey gender responses is illustrated within Table 3.1 below.

Table 3.1 Survey Gender Responses

What gender do you identify as?	Number	Percentage (%)
Male	67	50.8
Female	60	45.5
Prefer not to say / Not answer	5	3.8
<b>Total</b>	<b>132</b>	<b>100</b>

## 3.4 Respondent age

The ages of the respondents are shown in Table 4.2 below. The age distribution of the sample roughly reflects the UK Office for National Statistics dataset for Alfriston, with a high proportion of the population being 65+ years old.

Table 3.2 Survey Responses – Age Range

Age group	Number	Percentage (%)
Under 16	0	0
16-24	0	0
25-34	2	1.5
35-44	6	4.5
45-54	5	3.8
55-64	38	28.8
65+	75	56.8
Not answered	6	4.5
<b>Total</b>	<b>132</b>	<b>100</b>

## 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 4.3](#) below. The majority (85%) said that they did not have reduced mobility and similarly did not consider themselves to be disabled (86%).

*Table 4.3 Accessibility and disabilities - Responses*

	Reduced Mobility? Frequency	Reduced Mobility? % of total respondents	Disabled? Frequency	Disabled? % of total respondents
Yes	11	8.3	8	6.1
No	112	84.8	113	85.6
Prefer not to say/No answer	9	6.8	11	8.3
<b>Total</b>	<b>132</b>	<b>100</b>	<b>132</b>	<b>100</b>

## 3.6 Respondent postcodes

Of the 132 direct questionnaire respondents to the consultation, all but two (1.5%) submitted their postcode. [Table 4.4](#) presents the full list of postcodes of all the respondents.

*Table 4.4 Respondent postcodes*

Postcode	Total	Percentage (%)
BN26	127	96.2
BN22	1	0.8
BN21	1	0.8
TN21	1	0.8
Prefer not to say/No answer	2	1.5
<b>Total</b>	<b>132</b>	<b>100</b>

## 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 this are detailed below within [Table 4.5](#). The majority of respondents are categorised as 'Individuals'.

*Table 3.5 Relationship between respondent and scheme*

Category of respondent	Total	Percentage (%)
Individual	123	93.2
Business	7	5.3
Prefer not to say/No answer	2	1.5
<b>Total</b>	<b>132</b>	<b>100</b>

## 3.8 Summary of consultation responses

The following summarises the overview responses to the questionnaire:

- Overall, there was a balanced gender response.
- The responses covered a wide spread of age ranges, with the majority of respondents being 65+ (57%).
- Based on postcode data, all respondents reside within the village itself, with the majority of respondents being located within Postcode BN26 (96%).
- The majority of respondents (85%) said that they did not have reduced mobility and similarly did not consider themselves to be disabled (86%).
- The majority of respondents (93%) are categorised as 'Individuals'.

# 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 proposals. The results of these questions 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 Q4: “Do you believe there’s a problem with the speed of traffic through Alfriston Village?”**

Respondent support to the above statement is noted in [Table 4.1](#).

*Table 4.1 Survey Respondent view*

View	Total	%
Yes	123	93.2
No	8	6.1
Prefer not to say/No answer	1	0.8
<b>Total</b>	<b>132</b>	<b>100</b>

Overall, the majority of responses (93%) identified that there is the perceived issue of vehicles travelling at speed through the village.

### **Responses to Q5: “Please indicate below which of these three objectives for the scheme you agree with. Tick all boxes that apply”.**

Respondent views are highlighted within [Table 4.2](#).

*Table 4.2 Three objectives for the scheme you agree with.*

View	Total	%
Reducing the speed of traffic within Alfriston Village to make it a safer place to live.	119	32.7
Maintaining Alfriston Village attractiveness to residents and visitors.	113	31.0
Discouraging the use of Alfriston Village as a ‘short cut’ by through traffic.	127	34.9
No answer	5	1.4
<b>Total</b>	<b>364</b>	<b>100</b>

From the responses that were received, the results indicated that the main objective should be to discourage the use of Alfriston Village as a ‘short cut’ by through traffic.

However, it should be taken into account, that as part of the proposed Exceat Bridge (two-way bridge) proposals, a decrease in future traffic levels through Alfriston will occur. Traffic modelling undertaken specifically for the Exceat Bridge scheme has shown that traffic patterns would now choose to deviate from Alfriston Road and would use the A259 (Eastbound) due to improved journey times.

**Responses to Q6: “Having seen the proposals for traffic calming and a 20mph village speed limit, are you broadly in favour of them?”**

Respondent views are highlighted within [Table 4.3](#).

*Table 4.3 Are you in favour of the proposals?*

	Total	%
Yes	118	89.4
No	11	8.3
Prefer not to say/No answer	3	2.3
<b>Total</b>	<b>132</b>	<b>100</b>

Overall, the responses that were received were positive with 89% of respondents in favour of the proposed scheme. However, a total of around 8% of respondents opposed the design option.

**Responses to Q7: Do you believe that Alfriston Village suffers from HGV traffic from the A27?**

Respondent views are highlighted within [Table 4.4](#)

*Table 4.4 Do you believe that Alfriston Village suffers from HGV traffic from the A27?*

	Total	%
Yes	126	95.5
No	6	4.5
Prefer not to say/No answer	0	0.0
<b>Total</b>	<b>132</b>	<b>100</b>

The majority of responses (95%) identified that Alfriston Village suffers from HGV traffic from the A27.

**Responses to Q8: Do you believe that the Market Square and the High Street suffers from parking congestion, and would you like to see the implementation of parking restrictions i.e., double yellow lines applied within this area?**

Respondent views are highlighted within [Table 4.5](#) overleaf.

*Table 4.5 Do you believe that the Market Square and the High Street suffers from parking congestion, and would you like to see the implementation of parking restrictions i.e., double yellow lines applied within this area?*

	Total	%
Yes	101	76.5
No	22	16.7
Prefer not to say/No answer	9	6.8
<b>Total</b>	<b>132</b>	<b>100</b>

The majority of responses (76%) identified that Market Square and the High Street suffers from parking congestion.

**Responses to Q9: The scheme would also look to incorporate a change in road surfacing. This part of the proposal would not be funded by ESCC, but by APC through a Public Works Loan Board loan (with associated estimated increase to council tax Band D p/annum over a duration of 50 years shown in brackets), would you prefer to see”.**

Respondent views are highlighted within [Table 4.6](#)

*Table 4.6 - Public Works Loan Board loan – Change of Road Surfacing*

	Buff coloured anti-skid road surfacing throughout the length of the High St and North St (£15.08 increase)		Cobbles/setts throughout the length of the High St and North St (£56.16 increase)		Cobbles/setts in Market Sq/North St/High St to Star Lane (£17.68 increase)	
	Total	%	Total	%	Total	%
Yes	45	34.1	38	28.8	56	42.4
No	70	53.0	79	59.8	60	45.5
Prefer not to say/No answer	17	12.9	15	11.4	16	12.1
<b>Total</b>	<b>132</b>	<b>100</b>	<b>132</b>	<b>100</b>	<b>132</b>	<b>100</b>

From the results provided above, the majority of respondents did not want to see either Buff coloured anti-skid road surfacing or Cobbles/setts throughout the length of the High Street and North Street.

However, the response for Cobbles/setts in Market Sq/North St/High St to Star Lane was more acceptable, with 42% of residents opting for this as the preferred area.

## 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 traffic calming design options. A brief outline of all the received feedback involving issues/concerns have been provided below with an ESH design response underneath in [blue](#).

- *“I am overall in agreement with the proposals but feel that the pinch point in North Street would be better placed just after the entrance to the Willows Car Park before the entrance to the Dene Car park. The Dene Car Park is already used as a short cut by many vehicles, and I feel that this would be exacerbated if it is not included on the pinch point/traffic calming area.”*
- **ESH Response** - *It should be noted that each design option is assessed by a number of individual factors, such as sightlines, stopping distances, swept path assessments, road environment, etc. Both the proposed gateways for Alfriston are located on the midpoints of S-bends. Forward visibility to the North Street buildout is particularly restricted. Even when travelling at appropriate speed, drivers would have very little time to process what is required of them. This may lead to sudden braking on the approaches to the build outs, and head-on collisions.*

*As a driver asked to give way to oncoming traffic that is approaching around a bend, there is very limited forward visibility to make an informed judgement. Drivers travelling around the bends will frequently be faced with oncoming traffic negotiating the build outs. This may require them to stop abruptly and give way, despite having priority. The area also suffers from flooding and also requires the correct illumination at night, hence the need for the buildout’s current proposed location.*

- *20mph speed limit should be extended to include first houses in the village ... pre-Deans Place in White Way and Fossil Cottage in North Street.*
- **ESH Response** – *As mentioned previously, the proposed locations have been based upon a number of design factors, i.e., sightlines, stopping distances. Relocating these proposals would in turn impact highway safety. It should also be noted that the proposed locations, as well as the design measures, have been independently reviewed/checked as part of the Road Safety Audit (Stage 1) process.*
- *I'm IN FAVOUR of the proposals you give! But another small measure is also needed. The difficulty of vehicles crossing in the narrows is not solved by the sign with the white and red arrows given the lack of visibility round the bend. We need a MIRROR to show drivers from north or south direction whether another vehicle is already approaching against them. Don't let ESH tell you it's not possible!*
- **ESH Response** – *A mirror is not achievable for a number of safety reasons. Mirrors can give a distorted view of the road and a misleading impression of the speed of approaching vehicles. Convex mirrors will not give a clear view of smaller vehicles, such as motorcycles and pedal cycles and the placement of mirrors on the highway should not be encouraged. It should also be noted that mirrors are also classed as a road traffic sign and as they are not prescribed in the Traffic Signs Regulations and General, their use has been discounted as a viable option.*
- *Speed limit restriction should be extended to include entire village, including outside our cottage (Dene Cottage), otherwise it will be used as an acceleration / deceleration area, with increase noise and pollution.*



- **ESH Response** – As highlighted within the ESH Feasibility Report (that is available on the APC website) all existing 30mph markers within the village will be exchanged for that of 20mph markers. These will cover the entirety of the village.
- Please extend the 20 MPH zone to include Winton Street. I favour a change in road surface throughout the village but only for setts, NOT cobbles - cobbles are slippery and uneven and not suitable for horses or people with ambulatory disabilities.
- **ESH Response** – as highlighted within the ESH Feasibility Report, it is considered that a 20mph speed limit covering the entirety of the village is a better option, as it would provide consistency throughout the village and avoid too many changes in the local speed limits. However, extending the 20mph speed limit to cover the upper parts of West Street and Winton Street, which are narrow country lanes, is deemed unsuitable and considered to be ineffective.

Therefore, it is proposed that the existing 30mph terminal speed limit signs on West Street on the outskirts of the village are altered to 20mph terminal signs and potentially positioned closer to the start of the residential area, at a position of better visibility.

This would lead to the main residential areas of the village being covered by a 20mph speed limit. A national speed limit would remain on the upper parts of West Street and Winton Street.

With regard to the proposed surfacing i.e., cobble setts, this does not form part of the ESH design and is supplementary based on requests from the APC.

- I consider there is a need to indicate to traffic ENTERING the village from the North and the South that an indication of GIVE WAY TO ONCOMING TRAFFIC should be indicated clearly. This would ensure traffic leaving the village has priority. At the moment its ambiguous.
- **ESH Response** – As highlighted on the proposed consultation scheme drawing, all traffic leaving the village will have priority. It should also be noted that the proposed scheme drawing has also been independently reviewed/checked as part of the GG119 Road Safety Audit (Stage 1) process and therefore is deemed acceptable.
- I would like to see a design for the village gateways and an indication as to where you intend to locate them., Need to be close to the built-up areas to ensure the "give way to oncoming traffic" for those entering the village is relevant and will be observed by the majority of drivers
- **ESH Response** – All design options were made available as part of the consultation process (see <https://consultation.eastsussex.gov.uk/economy-transport-environment/alfriston-village-traffic-management-scheme/>).
- 20 mph is good, but we need humps to slow the traffic down. We get cars coming through at 50mph or more!!!
- **ESH Response** – Using collected datasets that formed part of the temporary 20mph speed limit trial (November 2018), the average mean speeds are below 20mph and complied with the reduced speed limit. Although slightly higher mean speeds were recorded during the trial at the North Street survey, it is assumed that traffic at this location would comply with a permanent 20mph speed limit, as the pre-trial mean speeds were below 24mph (the threshold for 20mph speed limit compliance through signing alone according to the 'DfT Circular 01/2013: Setting Local Speed Limits').

The conclusion from the traffic speed analysis is that traffic along the main corridor through Alfriston would comply with a village-wide 20mph speed limit through signing alone, if designed to a similar length as that trialled in 2018.



- *The 20mph limit should be introduced but using the road out of the village towards Drusillas each morning out to work & then home at night I can see a problem with the width restriction measure by the Willows car park. The road immediately before that as you approach Willows from Drusillas is very narrow & the traffic flow only works when the traffic keeps moving. By stopping the traffic & so getting a build-up of traffic this will cause the problem to be worse as people try to negotiate this section of road. Look at what happened when there was the traffic light trial a few years ago-the build-up of traffic could not flow freely. By all means please introduce a width restriction but situate it further back-perhaps near the turning to Litlington.*
- **ESH Response** – *As part of the feasibility design process a number of specific checks/tests are required. One such check involves traffic modelling/simulation.*  
*Output files from this modelling exercise show that the proposed gateways put forward will operate sufficiently within all network peaks and that both congestion and static traffic will be kept to a minimum.*
- *I think the speed limit from Drusillas roundabout should be 40mph. Also, on the Whiteway it should be 40mph all the way to Seaford. This is a National Park and there is no need to go faster. The roads are bumpy, twisty with blind bends and dips and properties alongside and side lanes and a car park at High and Over. It is also very dangerous for cyclists on these stretches*
- **ESH Response** – *Many thanks for the attached comment, which will be relayed back to ESCC. However, the Drusillas Roundabout itself is located outside of the village-based traffic management proposals and therefore has not been commented upon.*
- *There is no 'speed problem' in the village and the roads are narrow enough. We suffer from Sat Nav directions sending lorries and HGVs through the village either on diversion, because other roads are closed, or because it shows as a quicker route.*
- **ESH Response** – *In order to discourage HGVs travelling through the village via the A27, ESH look to incorporate a series of Advisory Lorry Route signage along the A27. As mentioned previously, all signage and design proposals put forward as part of the design process has been subject to an independent safety audit, which has checked that what has been proposed is both safe and legal, while still providing the desired effect.*
- *It is a shame that the proposals do not appear to include any calming mechanisms within the area of the High Street, North St and West St to discourage the aggression and speed of through drivers, particularly at commuter and school collection times, and offer safety for pedestrians on the narrow pavements. Pedestrian security would greatly enhance the experience of the historic centre for residents and visitors.*
- **ESH Response** – *As mentioned previously, a desk-based study and site audit was undertaken alongside the analysis of vehicle speed, traffic flow, observational, parking and PIC data that was provided by ESCC. The main conclusions gathered were that traffic within the village would comply with a reduced 20mph speed limit. The traffic measures put forward have also been independently reviewed/checked as part of the GG119 Road Safety Audit (Stage 1) process and are therefore deemed acceptable.*
- *But I would have preferred traffic lights further outside the village boundary. I don't think this will stop van and small lorry congestion in the central part of the high street.*
- **ESH Response** – *A trial of traffic lights was previously undertaken back in both 2009 and 2018. The results of this trial indicated a reduction in vehicles mounting the footway on High Street between Star Lane and Weavers Lane junctions. This was however to the detriment of other parts of the village where footway incursions and queuing traffic were observed.*

*Due to this, and the negative feedback provided through the public questionnaire exercise, it was recommended that the traffic signal proposals be discounted and instead an alternative package of village-wide measures be taken forward, all of which form the package of information that is provided as part of this consultation.*

- *I have absolutely no idea from the information you have provided why these measures have been chosen, what the pros and cons are and what the alternatives are. Without that knowledge this is not a properly informed consultation! In response to the question about public loan for change in surface, again, I have no idea why this is being proposed, pros and cons etc even though this would be an additional cost for everyone. Please explain your rationale for the proposals!!!!*
- **ESH Response** – *A feasibility design report, along with a series of design technical notes have been produced that highlight the design process taken. These documents are all available on the APC website:  
<https://www.alfristonparishcouncil.org.uk/alfriston-traffic-meetings/>.*
- *I am very strongly in favour of cobbles as a surface, and for the whole length of the High Street. This would, I feel, give the centre of the village more identity, and in particular - hopefully - would influence drivers to be more aware of pedestrians and to grant more shared use of the space.*
- **ESH Response** – *Noted.*  
*Neither of the optional changes to the road surface seems worthwhile to me. The buff colour would detract from the look of the village and the cobbles would be impractical. I think it's wrong to take out a loan to fund this and expect future payers of the parish council tax to pick up the tab. I'm also mindful of the noise of cobbles and we do need to ensure the hotels / houses in the high street are not too badly affected should these be introduced.*
- **ESH Response** – *It should be noted that elements such as "changes to the road surface" do not form part of the ESH design and is supplementary, based on requests from the APC.*
- *I'm particularly concerned about traffic mounting the pavement (often at speed) outside Chapel Cottages and Old Chapel Centre at the top of the twitten leading down to the Tye. I hear many comments from visitors about the speed of traffic and Alfriston not being pedestrian friendly and have had my shopping bag knocked out of my hand by a car mounting the pavement.*
- **ESH Response** – *ESH envisage that the 20mph speed limit within the village will reduce current speeds, so that pedestrians can navigate the village safely. We also hope that the inclusion of additional double yellow lines outside the Star Public House on the High Street will remove vehicles mounting the pavement.*
- *I am in favour of the approach and would add: One of the challenges to sensible driving is the lack of visibility (due to the bend in the road) of oncoming traffic between the current "give way" indications near Church Twitten and Weavers Lane. Could mirrors be used to improve visibility? Possibly mounted on posts.*
- **ESH Response** – *As highlighted previously, a mirror is not achievable on a number of reasons. Mirrors can give a distorted view of the road and a misleading impression of the speed of approaching vehicles. Convex mirrors will not give a clear view of smaller vehicles, such as motorcycles and pedal cycles and the placement of mirrors on the highway should not be encouraged.*
- *Speed limit should actually be 15mph max. The current 30mph is absurd. I've seen areas in Seaford for example where speed limit is 20mph, yet the area has none of the hazards and quirks seen in Alfriston.*

- **ESH Response** – *From the datasets collected, traffic would more likely comply with a reduced village-wide 20mph speed limit rather than that of 15mph. Further details are provided within the ESH feasibility report that is available on the parish website.*
- *Definitely have a speed restriction although traffic cannot drive fast through village as road is narrow and a lot of cars nowadays are a lot larger than they used to be. In places it is necessary to stop to allow cars to pass each other safely. If people want to look around the village put a car park at the Deans Place side of the village to stop those vehicles driving through village.*
- **ESH Response** – *Noted.*
- *The 30-mph limit should be brought further out of the village to before Winton Street. There are often accidents at the Winton Street and Lullington junctions due to people driving too fast coming into the village from the north or accelerating from the south once out of the 30mph zone. Signage should be placed at the bottom of Winton Street stating "Not suitable for large vehicles" or something equivalent.*
- **ESH Response** – *Noted. As mentioned, the scheme itself has been based upon numerous collected datasets as well as being independently reviewed/checked as part of the GG119 Road Safety Audit (Stage 1) process. It is therefore deemed acceptable.*
- *You have completely ignored the one fundamental problem, which is the inability for narrow stretches of the road to support simultaneous two-way traffic. This applies not just to HGV's but right down to family saloon cars.*
- **ESH Response** – *Unfortunately, the one major issue that many historic villages suffer from is lack of space, especially within the centre of the village itself. Often there is insufficient room to improve the carriageway and footways. Care must be taken when introducing new measures not to exacerbate existing constraints, for example by further narrowing already narrow pavements and carriageways.*
- *I have witnessed many HGVs trying to negotiate the Village. I'm not convinced that just signage is the answer. How can this be enforced? I would like to see short term parking (15 mins) outside the Village shop.*
- **ESH Response** – *It should also be noted that there is no effective parking enforcement regime within Wealden District as they have decided not to adopt Civil Parking Enforcement (CPE). Sussex Police have publicly stated that they will not enforce parking restrictions as part of their day-to-day responsibilities and will only consider taking action if there is a public danger or obstruction and only then when resources allow (Wealden is one of only a small number of districts/boroughs within the country that have not adopted CPE and Sussex Police/PCC feel that the provision of additional resources within Wealden could not be justified).*
- *Speed is not the problem; you can rarely travel at more than 10mph through the village anyway. The problem is the narrowness of the road in the centre of the village. I avoid travelling through the village after several near misses. Many tourists comment on how dangerous it is and it must deter people from visiting, traffic lights orca one way system is the only solution although I acknowledge that is unlikely to ever happen. Discouraging HGVs is a good idea but not if they are diverted through*

*Jevington which has much the same problems. Parking restrictions are also much needed but unlikely to be popular with residents.*

- **ESH Response** – *A 7.5 tonne weight limit (except for loading) applies in the village but as with many such limits this is not routinely enforced and there are frequent instances of vehicles larger than this limit passing through the village. ESH hope that these measures put forward will lower speeds and hopefully reduce HGV movements. The additional signage also looks to discourage HGVs travelling through the village via the A27.*

*Furthermore, to make the existing 7.5-ton limit sign on Alfriston Road more prominent to Heavy Goods Vehicles (HGV) drivers, the sign will be mounted onto that of a yellow background, making it more visible, especially amongst vegetation or the skyline.*

*In 2009 the County Council undertook a trial placing temporary traffic lights in the High Street to see how effective signals would be in addressing the traffic problems encountered there.*

*The trial took place between 27 October 2009 and 4 November 2009 and covered both the autumn half term break and the first 2 days of the return to school. The signals were placed on the High Street near its junctions with Star Lane and Weavers Lane.*

*The experiment was fully monitored in terms of queue formation, rat running to avoid the signals, traffic flow and traffic speeds plus feedback from local residents on what they thought of the experiment and whether they felt it had been a success or not.*

*During the experiment there was a very small reduction in the amount of traffic travelling through the High Street, i.e., over 24 hours a reduction of 115 vehicles (2.8%) was recorded.*

*A secondary experiment of temporary traffic signals were erected within the village during the trial that was carried during September 2018 and October 2018. The video footage captured during the trial displayed a significant number of congestion occurrences as vehicles were forced to mount pavements or reverse back to allow passing traffic to get by, thus causing unnecessary queuing and delays. This was echoed by the negative responses provided through the public questionnaire exercise. Taking this into account, the traffic signal proposals were discounted.*

*In September 2013 a transport consultant, Transport Planning Associates (TPA), were appointed to undertake work on the development of a potential traffic management option for the High Street. One such option included making the High Street one way southbound between Star Lane and Weavers Lane. Traffic travelling northbound would use Weavers Lane and Star Lane, both of which would become one way. The TPA report included drawings detailing elements of the scheme and vehicle tracks for the Star Lane/ High Street junction that showed it would not be suitable for use by longer vehicles, and the option was discounted.*

- *I think it necessary to lay an anti-skid surface of either a red or buff colour that is clearly visible in sections when entering/leaving the village either end and then again when entering/exiting the main part of the high street and maybe one in the middle - rather than the whole stretch of the high street.*
- **ESH Response** – *The choice for an anti-skid surface of either a red or buff colour was not deemed a requirement by either the Road Safety Audit Team or the APC, given the villages rural character and therefore was discounted as part of the package of design measures.*



- *The two gateways are an excellent idea with the build outs. However, the grass top will probably not last long. You only have to look at the grass triangle at the bottom of Winton Street to see the complete disregard motorists have for soft surfaces.*
- **ESH Response** – *ESH envisage that these design proposals will indeed highlight the attractiveness of the area. Discussions have taken place between ESH, ESCC and APC with regard to all landscaping options and potential maintenance issues that have been implemented on the proposed plans. These discussions are currently ongoing and will again form part of the next design stage.*
- *There is no mention of measures to catch speeding drivers on all the roads in and out of Alfriston. They will speed. Cameras need to be installed to catch speeding drivers or the scheme will fail within days.*
- **ESH Response** – *The main focus of the study is that of the village centre. For speed cameras to be erected they must meet a set of strict criteria, with all requests to change speed limits being assessed by the East Sussex Road Safety team. Further details are located here - <https://www.eastsussex.gov.uk/roads-transport/roads/road-safety/improvements/your-area>.*
- *HGV traffic through Alfriston is a major problem. The signs on the A27 are an excellent idea but drivers follow their satnav rather than read signs. What physical measures will be in place when HGV traffic enters the village? This will happen.*
- **ESH Response** – *The proposals put forward comprise more prominent signage and the 20mph village-wide speed limit, supported by the implementation of two physical measures i.e., road narrowing, will hope to deter HGV's from using Alfriston Village.*

*Unfortunately, the one major issue that many historic villages suffer from is lack of space, especially within the centre of the village itself. Often there is insufficient room to improve the carriageway and footways and care must be taken when introducing new measures not to exacerbate existing constraints.*

*By incorporating 'physical measures' within the village, this in turn will cause unnecessary delays, including increased public transport journey times, increased emergency service response times as well as impacting the local environment in terms of adverse noise and air quality.*

- *Issues from Q5. Extending the double yellow lines from the Market Square to The Star is an excellent idea. However, motorists park on the existing double yellow lines sometimes all day with complete disregard. If yellow lines are there they must be enforced. It takes only one car to park between the Market Square and The Star to cause traffic chaos. At certain times of the week cones are put out on this stretch of the High Street to stop parking. Drivers constantly ignore the cones and park there. The parked cars then have notes from the Alfriston Parish Council advising motorists not to park there but they still do. Enforcement will enhance traffic flow and improve pedestrian safety.*
- **ESH Response** - *It should also be noted that there is no effective parking enforcement regime within Wealden District as they have decided not to adopt Civil Parking Enforcement (CPE). Sussex Police have publicly stated that they will not enforce parking restrictions as part of their day-to-day responsibilities and will only consider taking action if there is a public danger or obstruction and only then when resources allow (Wealden is one of only a small number of districts/boroughs within the country that have not adopted CPE and Sussex Police/PCC feel that the provision of additional resources within Wealden could not be justified).*
- *This will not deter residents and visitors from using the Village Store, the Newsagents and other businesses as there is a free car park a few minutes' walk away. To help*

*people using local businesses perhaps “headlight parking” could be introduced outside the Village Store for those making short trips.*

- **ESH Response – Noted.** *This can be investigated further as part of the next stage of the design process.*
- *To make sure traffic slows down through the village centre, we need speed bumps (sleeping policemen) in the centre, to guarantee traffic actually does slowdown. If motorists insist on travelling through the village, then they should be prepared to put up with a little inconvenience, and slow down to a safe speed. A lot of people either ignore or don't even see speed signs, but they will soon slow down for speed bumps.*
- **ESH Response – ‘Speed bumps’ have been discounted as part of the feasibility design process.** *This was due to the negativity this could have on the attractiveness of the village as well as having a negative effect on both local bus services and the emergency services.*
- *I am broadly in favour with the proposals for traffic calming and a 20mph village speed limit, although I am disappointed that they don't go far enough in looking at traffic in the Cuckmere Valley as a whole, as per the original proposals developed by parties in the village and welcomed by the village through a wide consultation. While I would welcome the introduction of double yellow lines on both sides of the High Street, there does need to be the provision that stopping to unload / load both goods and people is permitted. The properties along the High Street have no back access for vehicles, and there are times when I struggle to transport shopping, escort parents etc from the village car park or neighbouring streets to the house. And the single yellow lines and one remaining sign are largely ignored. which means that oftentimes there is no space to load/unload. Although the Star has a back car park, it is sometimes easier for guests to be dropped off at the front entrance. I am concerned that without the proviso to stop briefly, both residents of the High Street and businesses in the High Street will be adversely affected. In particular, the village shop and news agents. A lot of elderly residents who live a short distance away from the High Street rely on the ability to briefly park near the shop to get their shopping. If they are unable to do this, they may well end up driving to supermarkets in Seaford or Eastbourne, where they can park more easily, leading to the potential demise of our local village shop (and the newsagents), both of which are vital assets for the village, as proved during the pandemic.*
- **ESH Response - ESCC priority is to resolve what started as a road safety problem in the centre of Alfriston and to put in place other agreed measures in lieu of traffic signals in the narrows.** *Whilst we understand the desire of local residents to consider a valley-wide solution, ESCC does not have the resources and therefore this would not be a priority for ESCC at this time. In order to take forward a valley wide solution APC would require agreement to funding by all Parish Councils in the valley*
- *Could we also please have a sign at the start and end of Winton Street that says, "single track road with passing places"? There is no indication to traffic that they have to wait in the passing places to let traffic past in the opposite direction. At some point every year there is a day with major congestion on Winton Street, taking hours to clear, and stopping ambulances accessing the village from the North.*
- **ESH Response - Noted.** *And this can be investigated further as part of the next design stage.*
- *If we are to change the quoted single yellow lines to double, I think that more single yellow line parking should be added elsewhere in the village to ensure that overall parking capacity isn't reduced - perhaps on West Street.*

- **ESH Response** – *Noted. And this can be investigated further as part of the next design stage.*
- *Please do note that the main issue is not so much the speeds but the traffic not stopping at the lines at the Narrows passing northwards and forcing opposing traffic onto the pavement at the Coach House, where is this being addressed by these proposals as I fear this is not being looked at, neither by raising pavement kerbs nor by adding a bollard here.*
- **ESH Response** – *Noted. And this can be investigated further as part of the next design stage.*
- *I would want to see more protection for pedestrians along the pavements as it is very easy for vehicles to drive along the pavements without some bollards or raised kerbstones.*
- **ESH Response** – *Noted. And this can be investigated further as part of the next design stage.*
- *I also want to add that you have to stop HGV's coming through completely. They have ripped off gutters, broken pavements and damaged walls and houses. HGV needs to be completely forbidden. This is a conservation area which is being destroyed by traffic. Truthfully it should be access only in the High Street!!!*
- **ESH Response** – *Installing width restrictions would not be possible as it would hinder genuine access to the village for deliveries, refuse trucks, farm machinery, larger emergency vehicles and the buses/coaches that also visit the village on a daily basis. Horizontal carriageway deflections, such as chicanes, can be used in order to discourage HGV movements. This is achieved by installing chicane priority in the opposite direction to the desired HGV rat-run route. This encourages HGV drivers to use alternative routes.*

*However, attitude surveys conducted into traffic calming schemes suggest that the general public dislike horizontal deflections, such as chicanes, more than they dislike road humps. Other horizontal carriageway deflections, such as localised narrowings, have been installed to influence vehicle speeds, though this is not always successful. In the case of kerb buildouts and pinch points, the narrowed carriageway, even if reduced to a single lane, still allows most vehicles to be driven relatively quickly through the available gap, unless there is opposing traffic to prevent this occurring.*

*While ESH recognise that chicanes can be used successfully in traffic calming schemes, not all areas have benefited from such a highway change. In some instances, the features have been removed because of complaints from residents, emergency services, or bus operators. The placement of chicanes along Alfriston Road, North Street and White Way were discounted on the reasons listed above. Hence the introduction of further signage and the existing signs being transferred onto a yellow backing board not only improves the conspicuity of the signage, but also provides a neater assembly in situations where signs are accompanied by supplementary plates. It also eliminates the risk of signs and supplementary plates getting misaligned, an example being one of the 'Except for loading' supplementary plates which is currently facing the wrong direction. Therefore, it is suggested that a monitoring period also be introduced once the updated signage strategy is in place, in order to gauge if a reduction in HGV movements has indeed occurred.*

- *Put better larger signage on A27 to stop large lorries/HGVs driving through village. The 7.5 weight restriction sign is too far away from the Berwick roundabout (from Polegate direction) to be seen by large lorries. The other week a large Morrisons HGV drove through the village on way to Seaford.*

- **ESH Response** – *The proposed design option put forward as part of this consultation looks to incorporate a series of Advisory Lorry Route signage along the A27, as well as make the existing 7.5-ton limit sign on Alfriston Road more prominent to Heavy Goods Vehicles (HGV) drivers. The sign will be mounted onto that of a yellow background, making it more visible, especially amongst vegetation or the skyline.*



# 5. Conclusion

## 5.1 Summary

The consultation has provided a valuable insight into the public’s views about the proposed traffic calming improvements in Alfriston Village. The feedback received will play an important role in informing the decisions made by ESCC, ESH and the APC, as well as setting out points to be considered and helping inform the detailed design process.

ESH and ESCC received 132 direct responses, which calculates to a 34% response rate. As is standard practice, a typical survey response rates can lie anywhere between 5% and 30%. Therefore, this response is classed as ‘positive’ with regard to returns of feedback.

Overall, the main concerns raised throughout the public consultation were related to the implementation of further congestion and increased journey times. There are concerns that the existing issues around congestion in the area will not be resolved, and may indeed be exacerbated, with this having a knock-on impact on village life. [Error! Reference source not found.](#) provides a summary of responses received for the design proposals put forward as part of this consultation.

Table 5.1 Are you in favour of the proposals?

	Total	%
Yes	118	89.4
No	11	8.3
Prefer not to say/No answer	3	2.3
<b>Total</b>	<b>132</b>	<b>100</b>

Overall, the responses that were received were positive, with 89% of respondents in favour of the proposed scheme. However, a total of around 8% respondents opposed the design option.

The main debating point was that of the change in road surfacing, as this would not be funded by ESCC, but by APC through a Public Works Loan Board loan. The majority of respondents highlighted that they did not want to see either Buff coloured anti-skid road surfacing or Cobbles/setts throughout the length of the High Street and North Street.

ESCC and the county’s highways team are grateful to all of those who took the time to give their views about the proposals.