



Appendix 2

East Sussex Bus Service Improvement Plan (BSIP) - Bus Priority Measures Consultation Report

V1

November 2023

WSP/ East Sussex County Council



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1. Introduction

Purpose of the Document

East Sussex County Council (ESCC), with support from technical transport consultants WSP, conducted a public and stakeholder consultation on a series of bus priority measures focussed on the Eastbourne and Newhaven/Peacehaven areas, which form part of the [East Sussex Bus Service Improvement Plan \(BSIP\)](#). Following the public and stakeholder consultation period (31 July - 25 September 2023), this report documents the process, presents the results of the feedback received, and outlines ESCC's responses to the key themes that emerged through the consultation.

The information presented in the report will be used to inform the next steps for the proposed BSIP Bus Priority schemes, with the feedback received being used to inform subsequent design decisions.

Background

Following the publication of the Government's Bus Back Better Strategy by the Department for Transport (DfT) in March 2021, ESCC submitted its BSIP to Government in October 2021.

The East Sussex BSIP sets out the Council's ambitious plans to improve the bus network across East Sussex and provide a cleaner, reliable alternative to car travel. The BSIP focusses on enhancing the bus network within East Sussex to complement and support wider transport investment across the country, encouraging a sustainable mode shift towards bus usage.

The BSIP actively addresses the Government's Bus Back Better Strategy and sets the Council's plans to improve bus services, working in close cooperation with bus operators, bus passengers, neighbouring Local Transport Authorities, community and business voices, and the voluntary and health transport sector. Through the BSIP, ESCC will deliver bus service improvements, bus stop improvements and bus priority measures.

The aims of the BSIP are to:

- Improve the reliability and punctuality of bus services and explore methods to make bus services more accessible.
- Encourage an increase in the proportion of people travelling by bus.
- Enhance the bus network, reducing journey times and improving reliability and punctuality of bus services.
- Increase bus usage across the county by building a bus network that meets everyone's needs.
- Complement and support wider transport investment across the country.

Funding

In September 2022, ESCC was allocated £41.4 million of Government funding towards the delivery of the capital (£22.1m) and revenue (£19.3m) elements of its BSIP. A key component of the capital element is to focus on bus priority measures, which are

expected to be delivered before March 2025. As a consequence of the £22.1m capital, £18.5m was allocated to the delivery of a package of bus priority measures.

The potential bus priority measures were identified from an assessment of bus service data provided by the bus operators to determine where the key punctuality and reliability hotspots were on the network, as well as a review of previous/current multi-modal corridor studies which had considered bus priority schemes within them. A subsequent high level desktop assessment of these potential locations was then undertaken to determine whether bus priority measures could reasonably and physically be introduced.

Following the outcomes of the feasibility study, and development of feasibility design options, a prioritisation exercise was undertaken in June 2023 to ensure the packages of schemes included in the consultation, presented the highest benefits in each area, were affordable within the funding available and could be delivered in line with the Government's Department for Transport spend and delivery timescales of March 2025.

The purpose of this consultation piece was to seek stakeholder and public feedback on the feasibility designs for the prioritised bus priority schemes. The feedback received from the consultation is being used to decide which scheme(s) are taken forward to the next (preliminary/detailed) design stage and delivery, and to help shape and refine the scope of those proposed schemes. It should be noted that the package of measures presented at the 2023 consultation exceeds the Council's BSIP funding allocation. An overview of the proposals is provided later in this Chapter.

Consultation & Engagement to Date

Some public and stakeholder engagement has previously been undertaken prior to and during the development of the BSIP, to understand the current condition of the network and its problems.

This previous engagement has led to the identification of the proposed BSIP schemes for East Sussex. In particular, the early engagement, as detailed below, has identified that the punctuality and reliability of bus services across the county is an issue. This has allowed the aspirations of bus operators and priorities of stakeholders, in particular bus users, to be taken on board through the development of the proposed BSIP schemes.

The previous consultation and engagement undertaken is summarised below.

Transport Focus: Bus Passenger Survey, 2018

In 2018, the bus services in East Sussex were included in the Transport Focus survey. The main results highlighted that the BSIP needs to address the punctuality and journey time of the bus services within East Sussex potentially through a programme of bus priorities, as well as addressing the view that bus fares represent poor value for money amongst bus passengers.

East Sussex County Council Bus Service Improvement Plan Survey, 2021

Between 17 August 2021 and 14 September 2021, a BSIP survey was carried out to understand what improvements bus users would want to see introduced on the bus

network. Of the 2,016 responses that were received, 46% use the buses frequently and just under 6.5% currently do not use the buses.

The main conclusions from the survey, for both those who hold a concessionary permit and those who do not, included:

- The need for more frequent services including buses operating in the evenings as well as Sundays;
- Better real time information;
- More reliable and faster services;
- Lower fares; and
- More direct services.

A259 MRN South Coast Corridor Study

The A259 corridor is a key part of the major road network serving East Sussex. The road is vital in linking the various communities situated along its alignment including the towns of Eastbourne, Seaford, Newhaven, Peacehaven and Telscombe Cliffs with the city of Brighton to the west. These communities provide a significant employment, retail and leisure attractor for the area.

The A259 corridor study, complementing the Transport for South East (TfSE) study which examined orbital routes along the south coast which included the A259 to inform the development of TfSE's Strategic Investment Plan (SIP), focused on the corridor between Eastbourne and Brighton. Emphasis was placed on potential measures to enhance access to public transport and to enable people to cycle or walk for all or part of their journeys, alongside localised road and junction capacity improvements and the potential use of smart technology.

The A259 study aimed to provide a balanced package of measures by improving the efficiency and effectiveness of this key corridor of movement, alongside integrating greater sustainable mobility options. This will be fundamental for both existing and future users as the A259 corridor forms part of the primary route network serving the county and where ambitious growth plans, for both housing and commercial development are coming forward.

Stakeholder engagement on the A259 study and public consultation on TfSE's Strategic Investment Plan has led to bus related infrastructure proposals for the A259 MRN South Coast Corridor being integrated into the East Sussex BSIP. The outcomes from the A259 study and TfSE study were used to inform the development of a Major Road Network Strategic Outline Business Case (SOBC) that was submitted to Government in early October 2023.

Summary

In light of the above, the aim of the Summer 2023 consultation was to build on the work already undertaken, gathering feedback on the feasibility designs, which have been developed following the early engagement undertaken since 2018.

Project Vision & Objectives

The overarching aim of the proposed schemes for the East Sussex BSIP is:

‘To ensure that East Sussex residents and visitors enjoy the highest possible quality bus services that provide a frequent and comprehensive choice, reduce congestion and make a positive contribution to better air quality and decarbonisation.’

To support this overarching aim, the specific objectives of the bus priority measures are set out below:

Figure 1: Objectives of the proposed bus priority measures



An overview of the proposals is provided below.

Overview of the Proposals

The proposals cover the following areas:

- Eastbourne
- Newhaven
- Peacehaven

The proposals are presented in two packages of schemes, based on their geographical location. There are seven schemes in total across the two packages. A detailed overview of the proposals is provided below.

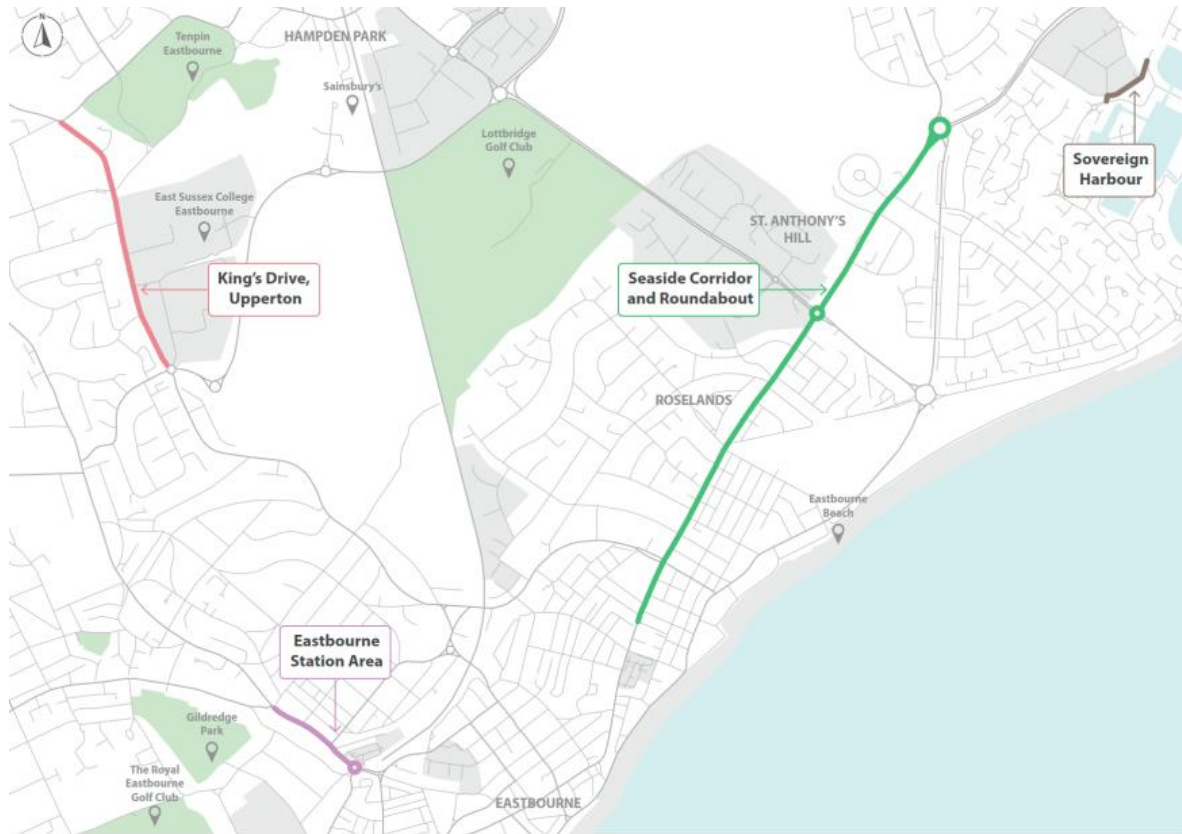
Package 1

Package 1 is located in Eastbourne and comprises of four schemes:

- Kings Drive
- Seaside Corridor and Seaside Roundabout
- Eastbourne Station Area
- Sovereign Harbour

Figure 2 shows the geographical location of the schemes within Package 1, before a detailed overview of the proposals is given.

Figure 2: Map showing overview locations of the Package 1 schemes.



KINGS DRIVE

- Implementation of bus priority measures to enhance the reliability and speed of bus services, through the introduction of a dedicated bus lane, serving Eastbourne District General Hospital and East Sussex College Eastbourne campus.
- A southbound bus lane is proposed between Decoy Drive and Rodmill roundabout.
- Relocation of bus stops and improvements to bus stop infrastructure. This would require removal of the on-road cycle lanes along Kings Drive in both directions.

SEASIDE CORRIDOR & SEASIDE ROUNDABOUT

- Provision of dedicated bus lanes from east of Gilbert Road to Langney Rise roundabout in both directions on Seaside Road and St Anthony's Avenue to improve bus journey times.
- Improvements for cyclists through a mix of shared-use footway/cycleway and on-road provision along Seaside Road and St Anthony's Avenue, to connect to existing cycle routes.
- Relocation of bus stops and improvements to bus stop infrastructure.
- New and upgraded pedestrian crossings in various locations, including a toucan crossing at the Seaside Roundabout linking the two existing sections of shared footway/cycleway along Lottbridge Drive. A new zebra crossing would be provided on A259 between Leslie Street and Hanover Road, replacing the existing uncontrolled crossing. A new pedestrian crossing would also be provided on A259 between Rye Street and Whinchelsea Road, replacing the existing zebra crossing

outside St Andrew's Church. This would improve access to the relocated bus stop. A reduction in the number of existing parking spaces along the route would be required to provide the facilities.

- Traffic signal upgrades at several junctions along A259 Seaside Road, including the Seaside/ Beamsley Road/ Whitley Road junction, where bus priority will be provided. The pedestrian crossing on the southbound approach to the junction would be upgraded to toucan. The existing crossings on the remaining arms would be retained. Upgrades are also proposed at the junction into the retail park on Lottbridge Drive, where traffic signals would be installed.

EASTBOURNE STATION AREA

- Dedicated bus lanes and shared use cycle path along Upperton Road and Station Parade.
- Complement the existing bus priority measures (dedicated bus lanes) in Eastbourne Town Centre on Terminus Road and Gildredge Road.
- Junction improvement at the Upperton Road/Station Parade/The Avenue junction with bus priority through the traffic signals and improved pedestrian crossing facilities.
- Replace existing Station Parade/Southfields Road (Station) roundabout with a traffic signal-controlled junction including pedestrian crossing facilities.

SOVEREIGN HARBOUR

- New single lane dedicated bus corridor between South Harbour and North Harbour, which can be used in both directions through controlled traffic signals.
- Realigned shared use pedestrian and cycle route to link into the existing route along Atlantic Drive and Harbour Quay/ Pacific Drive.
- Proposed landscaping improvements with planting, sheltered seating areas and cycle parking.
- Junction alteration providing bus priority at Atlantic Drive and Harbour Quay.

Overall, the proposed schemes within Package 1 aim to deliver the following benefits:

- Improved journey times and reduced delay for buses;
- Encourage an increase in the proportion of people travelling by bus;
- Increased safety for pedestrians;
- Improved provision for cyclists;
- Improved visibility and safety for all users; and
- Reaching the train station becomes easier for pedestrians.

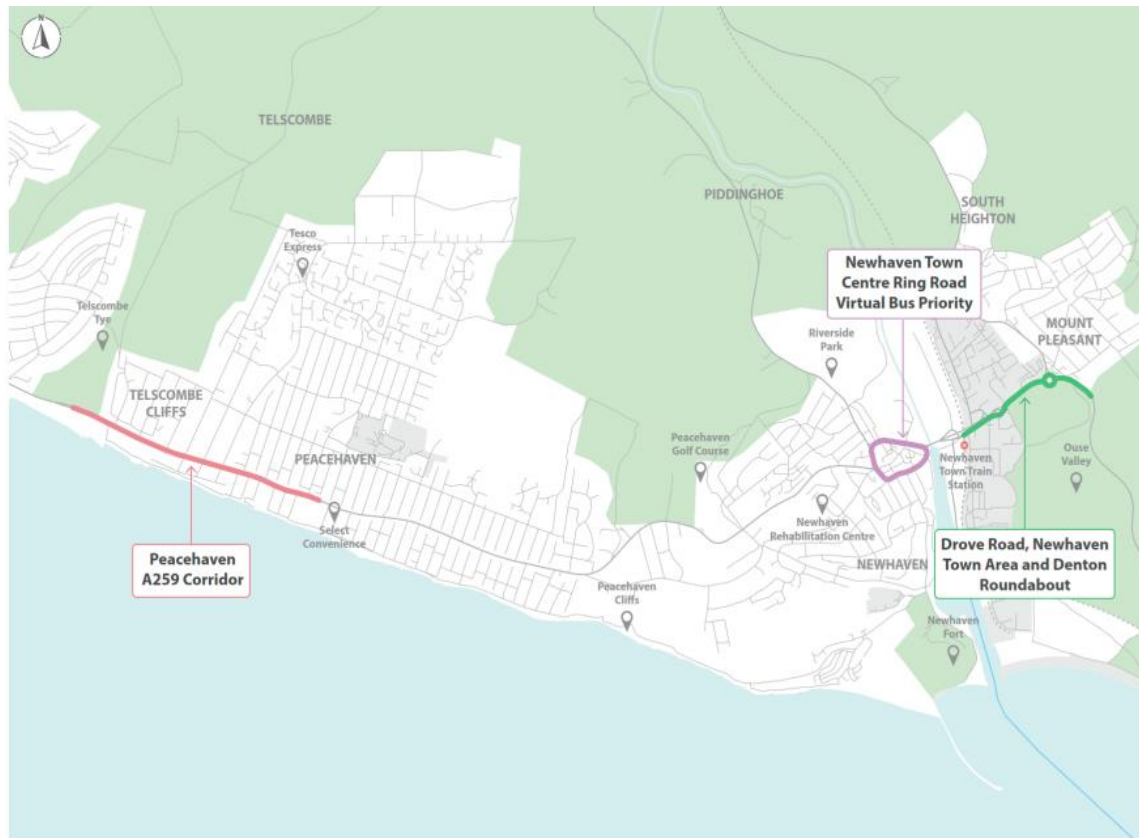
Package 2

Package 2 covers Newhaven and Peacehaven comprises of the following 3 schemes:

- Newhaven Town Centre Ring Road Virtual Bus Priority
- Drove Road, Newhaven Town Area & Denton Roundabout
- Peacehaven A259 Corridor

The location of each of the schemes is illustrated on the figure below.

Figure 3: Map showing overview locations of the Package 2 schemes.



A detailed overview of the proposals for each scheme within Package 2 is given below.

NEWHAVEN TOWN CENTRE RING ROAD VIRTUAL BUS PRIORITY

- Bus priority measures through optimising and coordinating traffic signal timings, ensuring that buses are given priority when navigating Newhaven Ring Road.
- Enhanced pedestrian user experience and safety through traffic signal upgrades and improvements.

DROVE ROAD, NEWHAVEN TOWN AREA AND DENTON ROUNDABOUT

- Replacement of the existing mini-roundabout at the A26/Drove Road junction with a traffic signal-controlled junction.
- Reallocate existing road space to introduce an eastbound bus lane between the A26/Drove Road junction and the A259 Drove Roundabout. Westbound traffic would continue to use the westbound lane of Drove Road but accesses into/out of existing retail areas along this section would become left in, left out only.
- Bus lane on the A259 westbound approach and extending around the Denton Roundabout and alongside The Drove to the Drove roundabout.
- Eastbound bus lane between the Drove and Denton roundabouts.
- Relocation of bus stops and improvements to bus stop infrastructure.
- New shared use pedestrian and cycle paths, with new and upgraded pedestrian and cycle crossings.
- Widening of southern footpath along Drove Road between McKinley Way and New Road roundabout.

PEACEHAVEN A259 CORRIDOR

- Provision of dedicated bus lanes in both directions of the A259 South Coast Road. This will complement the existing bus lanes along the A259 between Peacehaven, Telscombe Cliffs and Brighton.
- Junction upgrades, including signalisation of the A259/ Sutton Avenue junction with pedestrian crossing facilities.
- Proposed new shared-use pedestrian/cycle path through The Dell Park (subject to securing third party land).
- New and upgraded pedestrian signalised crossings.
- Signal upgrades with bus priority at the A259 / Telscombe Cliffs Way junction.

Overall, the proposed schemes within Package 2 aim to deliver the following benefits:

- Improved journey times and reduced delay for buses;
- Increased safety for pedestrians;
- Improved provision for cyclists; and
- Improved visibility and safety for all users.

2. Consultation

Details of the Consultation

Technical transport consultants, WSP supported ESCC with the consultation exercise on the proposed BSIP Bus Priority Measures. The consultation period ran for 8 weeks, between 31 July and 25 September 2023.

The aim of the consultation was to seek public and stakeholder feedback on the feasibility designs for the package of BSIP Bus Priority Measures prior to a decision over which scheme(s) are to be taken forward through to detailed design and construction.

Consultation Materials & Channels for Promotion

A range of materials were produced for the consultation to help respondents understand the proposals and submit informed comments. These were subsequently promoted via several communication channels to raise awareness and encourage participation.

These material and channels are detailed below.

Core Scheme Information

Online Webpage

The Citizen Space website is the online platform that hosted the ESCC BSIP Bus Priority Measures consultation materials, including FAQs, the consultation survey, consultation brochure, in-person event details and contact details for the project team.

The webpage also provided access to an easy read brochure and the Equality Impact Assessment (EqIA). This helped ensure that the public consultation was fully inclusive and accessible to all members of the community, in line with the Government's Diversity and Inclusion Strategy¹.

The website URL was: <https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures/>

Screenshots of the website are shown in Appendix A.

Consultation Brochure

The consultation brochure provided a written overview of the scheme proposals, as well as visual representations of the schemes in the form of public facing, simplified drawings (referred to as the 'Consultation Maps').

The brochure was available on the consultation webpage in both a standard and easy-read format.

Hard copies of the brochure were also available at the public drop-in events, and across various venues across East Sussex, including:

- Eastbourne Town Hall;
- Eastbourne Library;

¹ Charity Commission for England and Wales. Diversity and Inclusion Strategy 2019-2023.

- Towner Gallery, Eastbourne;
 - East Sussex College Eastbourne Campus;
 - Sovereign Harbour Community Centre. Eastbourne;
 - Eastbourne Age Concern;
 - Newhaven Library;
 - Hillcrest Community Centre, Newhaven;
 - Havens Community Hub, Newhaven;
 - Denton Island Community Centre, Newhaven;
 - Peacehaven Library;
 - Community House, Peacehaven;
 - The Yemeni Coffee Co, Peacehaven; and
- Telscombe Civic Centre.

It should be noted that following public feedback, an updated version of the consultation brochure was published during the consultation period, on 17 August 2023. The updated brochure addressed concerns regarding the colour purple used across the scheme maps to represent both existing bus lanes and shared paths.

Therefore, the consultation brochure was updated and re-uploaded to the webpage, replacing the original version. To maintain consistency, the revised version used purple for all shared paths, and existing bus lanes were changed from purple to blue, to avoid confusion. Proposed bus lanes were highlighted in red. The map legends were also updated.

A copy of the original and the updated brochure can be viewed in Appendix B.

Frequently Asked Questions

A FAQ document was produced and included on the consultation webpage. The FAQ document also contained a Glossary of Terms, with example photographs and definitions of some of the measures proposed, including ‘dedicated bus lane’, ‘bus priority signals’ and ‘toucan crossing’.

A copy of the FAQs and Glossary of Terms can be found in Appendix C.

Engagement with Key Stakeholders

To aid with the stakeholder engagement exercise, an extensive stakeholder database was developed by WSP for the project. This built on the insight ESCC gathered during previous consultation exercises and/or ongoing schemes in similar areas.

Stakeholders in the database were identified through a comprehensive stakeholder mapping exercise to determine those stakeholders who may have an interest or could be affected by the proposed schemes. This included, County, District, Borough and Town Councillors, local Members of Parliament, local bus operators, transport bodies, Local Enterprise Partnerships, education providers, emergency services, residents associations and organisations representing the Voluntary and Community sector.

The database also included:

- 67 Local businesses
- 6 Organisations representing local businesses
- 9 Active travel groups
- 14 Accessibility action groups

- 14 Environmental interest groups
- 8 Transport user groups

Member Briefings

Prior to the consultation launch, several briefings were held with elected members as key stakeholders. These briefings provided an opportunity for attendees to have advance sight of the proposals and consultation materials before they were available to the public.

The sessions were held online via MS Teams and were led by ESCC. Table 1 below provides a summary of the meetings held.

Table 1: Summary of pre-consultation briefings held

Pre-Consultation Briefing	Date & Time	Content
Councillor Dowling - ESCC Lead Member	4 July 2023, 11:00-14:00	Presentation from ESCC on BSIP, Feasibility and Design Review, Objectives of the Bus Priority Measures, Schemes, Consultation Details and Next Steps plus Q&A opportunity.
Eastbourne - Lewes Council officers	12 July 2023, 13:30-14:00	
ESCC Cllr Briefing	24 July 2023, 17:00-18:00	
Brighton & Hove City Council officers	25 July 2023, 10:15-10:45	
Eastbourne Borough Cllr Briefing	25 July 2023, 15:30-16:30	
Lewes District Council Cllr Briefing	26 July 2023, 12:30-13:30	
Peacehaven Town Cllr Briefing	27 July 2023, 09:00-10:00	
ESCC Cllr Briefing	27 July 2023, 13:30-14:30	
Newhaven Town Cllr Briefing	27 July 2023, 15:00-16:00	
Lewes District Council Cllr Briefing	27 July 2023, 17:00-18:00	

In addition to the above, further briefing sessions were held during the consultation period, with affected landowners at Sovereign Harbour. These are detailed in the following section of the report.

Engagement during the consultation period

During the consultation period (31 July - 25 September 2023), further engagement was undertaken with a number of stakeholders on the project. This is detailed below.

Disability Rights Reference Group (DDRG)

On 18 August 2023 ESCC attended the Disability Rights Reference Group (DDRG) to present the proposed BSIP Bus Priority measures. A summary of the key discussion points in relation to the BSIP proposals is provided below:

- Concern was raised regarding visually impaired groups and the use of shared footways/cycleways stating that these are not preferable.
- Comments regarding the accessibility to easy-read materials with a suggestion that images and further simplified language would be beneficial.
- It was raised that consultation with bus operators on pinch points would only identify options currently available; if there is no service, there will not be a problem.
- The consultation team were also made aware of a learning disability group that could be consulted upon.
- Two events were suggested, one online and one in-person to further discuss the bus priority proposals.

With reference to further consultation, an in-person accessibility focus group was planned and advertised, however, due to a lack of confirmed attendees, the focus group did not go ahead. This is detailed later in the report.

A series of comments were also made regarding the Flexibus and other bus queries which were passed to the ESCC Transport Hub team for a response.

Landowner Briefings

In September 2023, briefing sessions were held with landowners at Sovereign Harbour. The briefings provided an opportunity for ESCC to talk through the proposals in detail, focusing largely on the proposals at Sovereign Harbour and the affected land. The landowners also had opportunities to ask questions and discuss the next steps. The sessions are summarised in Table 2 below.

Table 2: Meetings with landowners

Briefings held during the consultation	Date & Time	Content
Meeting 1: Sovereign Harbour Landowner	11 September 2023, 14:00-15:00	Presentation from ESCC on BSIP, Feasibility and Design Review, Objectives of the Bus Priority Measures, focus on Scheme proposed at Sovereign Harbour, Consultation Details and Next Steps plus Q&A opportunity.
Meeting 2: Sovereign Harbour Landowner	13 September 2023, 14:30-15:30	

East Sussex Seniors Association

ESCC presented to the East Sussex Seniors Association on 15 September 2023. The presentation provided an overview of the BSIP bus priority measures, and enabled attendees to provide feedback on the schemes and raise questions.

The key discussion points are summarised below:

- There was a general safety concern over shared spaces and the nervousness of the ageing population using these with cyclists.
- The reliability of buses in the Hastings area was raised, questioning what is being done to address this as the proposals to don't look to.
- Engagement with St Andrews School and Tollgate schools regarding the Seaside proposals were discussed stating that this area is very busy with parents and children using the road, pathways and busses twice a day.
- Similarly, to the DDRG there were also comments made about existing bus services and Digital Demand Responsive Transport (DDRT). Such comments were passed to the ESCC Transport Hub.

Stakeholder Email Notifications

Stakeholders were informed about the consultation throughout the live period. Table 3 below provides an overview of the emails, recipients and dates issued.

Table 3: Stakeholder Email Notifications

Recipient	Date Issued	Email Content
Bus operators	28 July	Details of the consultation launch. Consultation brochure attached. Consultation poster for busses attached. Consultation FAQs attached. Link to online survey.
ESCC councillors, district, borough, and town councillors	28 July	Email thanking councillors for their time at the briefing meetings. Presentation slides and Consultation brochure attached. Link to online survey.
Caroline Ansell MP, Maria Caulfield MP, Lloyd Russell-Moyle MP	1 August	Overview of BSIP background, Bus Priority Measures, in-person drop in events. Link to online consultation. Consultation brochure attached. Consultation FAQs attached.

In addition to the targeted stakeholder emails, an email was issued to all identified stakeholders in the database, informing them that the consultation was live. The email was issued on 3 August 2023, and provided links to the online consultation page, details regarding the in-person drop in events and included a copy of the consultation brochure and FAQs.

Further emails were sent throughout the consultation period, to any additional stakeholders identified.

Raising Awareness

Press Release

ESCC issued a press release on 4 August 2023, which helped generate coverage during the first week of the consultation. Online articles were also noted in a number of online outlets, including but not limited to:

- Telscombe Town Council News;
- 3VA News;
- Metrobus; and
- SussexWorld.

A copy of the ESCC press release can be found in Appendix D.

Social Media

ESCC made use of its Facebook and X (formerly Twitter) channels to raise awareness of the consultation. Multiple posts (tweets) and Facebook posts were made during the consultation period; each post encouraged readers to follow the link to the online consultation webpage, where they could find out more information and complete the survey.

An example post (tweet) is shown below from 8 August 2023 which had 3,934 views;

Figure 4: Post on X from 8 August 2023



Scheduled Facebook and X (formerly Twitter) posts were also used to promote the drop-in consultation events. The posts provided information on the timings and locations of the events, to help encourage members of the public to attend.

A copy of the ESCC social media posts can be found in Appendix E.

Consultation Postcard

Postcards were distributed to promote the consultation and generate awareness of the proposals. The postcard can be viewed in Appendix F.

During the consultation, a total of 472 postcards were delivered to properties in close proximity to the schemes. The distribution area in which the postcards were delivered is shown in Appendix G.

Below provides a summary of how the postcards were distributed across the different scheme areas:

- Kings Drive, Eastbourne - 75 postcards delivered
- Seaside Roundabout, Eastbourne - 46 postcards delivered
- Langney Roundabout, Eastbourne - 26 postcards delivered
- Sovereign Harbour, Eastbourne - 73 postcards delivered
- Denton Roundabout & Newhaven Town Area Ring Road - 123 postcards delivered
- A259 South Coast Road, Peacehaven - 129 postcards delivered

Batches of postcards were also made available at venues across East Sussex, including:

- Eastbourne Library;
- Eastbourne Town Hall;
- Towner Gallery, Eastbourne;
- The Sovereign Centre, Eastbourne;
- East Sussex College Eastbourne Campus;
- Di Lieto's Coffee Lounge, Eastbourne;
- Sovereign Harbour Yacht Club, Eastbourne;
- Age Concern Eastbourne;
- Newhaven Library;
- Denton Island Community Centre, Newhaven;
- Peacehaven Library;
- Community House, Peacehaven;
- The Yemeni Coffee Co, Peacehaven;
- The Peacehaven public house and restaurant;
- Telscombe Civic Centre; and
- Peacehaven Leisure Centre.

The postcard provided recipients with information about the consultation including a link to the consultation survey and ESCC consultation webpage, as well as listing the in-person consultation events and contact information for the project team.

During the last week of the consultation (w/c 18 September 2023), additional postcards were delivered to local bus operators (Stagecoach, Brighton & Hove Buses) who distributed them to bus passengers before closure of the consultation at midnight on 25 September 2023.

Consultation Poster

A consultation poster was distributed across local venues and to local bus operators to raise awareness of the proposals and to encourage participation in the consultation. The poster provided information on the consultation exercise and provided a link/ QR code to

the consultation webpage and consultation survey. Information regarding the in-person consultation events were also listed.

The poster is presented is Appendix H.

Online Webinar

A pre-recorded online webinar was made available online via the ESCC YouTube page. Links to the webinar were also shared via ESCC's social media channels (X and Facebook). The webinar provided an overview of the BSIP programme and gave a detailed overview of the scheme proposals. Information on how to get involved in the consultation was also provided, as well as the next steps for the schemes. This provided an alternative option for those unable to attend the in-person consultation events.

A screenshot of the online webinar is presented below;

Figure 4: Online Consultation Webinar.



The webinar can be viewed online via the following link:

<https://www.youtube.com/watch?v=lr0Z-HgW3-w>

Consultation Events

In Person Events

Six in person public drop-in events were held (see

Table 4 below). Events were advertised via email, press release, social media, the consultation brochure, postcards distributed at key locations in the vicinity of the schemes and posters, and were also highlighted on the consultation webpage. The events were well attended by residents, interest groups, bus operator staff, locally elected councillors and MPs.

The table below lists the event times, dates locations and attendance.

Table 4: List of Consultation Events

Event Title	Date and time	Location	Attendance (approx.)
Eastbourne Drop-in Consultation Event	30 August 2023 (14:00-18:00)	Court Room, Eastbourne Town Hall, Grove Road, Eastbourne, BN21 4UG.	60 people attended
Telscombe Cliffs Drop-in Consultation Event	7 September 2023 (10:00-13:00)	Telscombe Civic Centre, 360 South Coast Road, Telscombe Cliffs, BN10 7ES	20 people attended
Peacehaven Drop-in Consultation Event	7 September 2023 (14:00-17:00)	Community House (The Main Hall), Meridian Centre, Meridian Way, Peacehaven, East Sussex, BN10 8BB	40 people attended
Newhaven Drop-in Consultation Event	14 September 2023 (11:00-14:00)	Newhaven Outdoor Market, High Street, BN9 9PA	50 people attended
Newhaven Drop-in Consultation Event	14 September 2023 (15:30-19:00)	Hillcrest Community Centre (The Art Room), Bay Vue Road, Newhaven, BN9 9LH	20 people attended
Eastbourne Drop-in Consultation Event	16 September 2023 (9:30-13:30)	The Foundry (inside The Beacon shopping centre), Eastbourne, BN21 3NW	20 people attended

During the in-person events, a series of exhibition boards were displayed with large scheme proposal maps. Consultation brochures and postcards were available as well as scheme technical drawings for reference. Attendees were directed to the online consultation survey, but paper copies of the consultation survey were also available at the events for those whom this is a preferred method. Members of the project team were able to assist several residents with visual impairment to complete a paper survey during an event.

The event boards are presented in Appendix I.

The events were staffed by ESCC and WSP, with representatives from the core project team that had been involved in the development of the BSIP, as well as technical representatives to answer any specific design queries. Representatives from WSP's Consultation and Engagement team were also in attendance. Active Travel Focus Group

In addition to the public drop-in events, a focus group was held to gather feedback on the active travel elements of the proposals. The session took place online via Microsoft Teams, on 12 September 2023 (18:30 - 20:00). ESCC led the session with support from WSP.

The invitation was extended to nine active travel groups across East Sussex. Representatives from two groups were in attendance. The session provided an opportunity to discuss the proposals in more detail, gather feedback and answer any questions raised by attendees.

A summary of the key discussion points and feedback received during the focus group is presented in Section 6 of the report.

Accessible Travel Focus Group

A second focus group was planned and advertised for 18 September 2023; this was proposed to be an Accessibility Focus Group, with the invitation extended to 14 accessibility groups across East Sussex. The session was planned to take place at the Eastbourne Blind Society; however, this event did not go ahead as no invitees RSVP'd to the event.

Responding to the Consultation

Feedback Survey

An online consultation survey was the main method of gathering feedback on the proposals. It was available on the East Sussex Citizen Space webpage throughout the duration of the consultation (31 July - 25 September 2023).

Alternative formats, including hard copies, were made available on request.

Printed copies of the survey were also available at the drop-in consultation events, for respondents who would prefer to hand-write their responses rather than completing the online survey. These could be handed back to the project team during the event or posted for free direct to ESCC.

A total of 35 hard copies of the survey were received. The vast majority of these were received during the consultation period. To allow sufficient time for postal copies to be received, these were also accepted in the week following the consultation closure.

A copy of the survey is provided in Appendix J.

Consultation Mailbox and Phonenumber

The East Sussex BSIP Consultation inbox (BSIPConsultation@eastsussex.gov.uk) was monitored for feedback and queries throughout the consultation period. A total of 41 items of feedback were received during the consultation period; these are summarised in Chapter 7 of this report.

A phonenumber was also set up for the project for respondents to speak to a member of the project team. The mailbox was open 24/7 and was advertised via the consultation webpage, postcard and poster.

Response Analysis & Methodology

DATA ANALYSIS & CODING METHODOLOGY

The consultation exercise generated a large amount of data, including surveys, emails, and other documents/ written responses. A robust process was put in place to manage the volume of responses received.

Online survey responses were processed directly through the Citizen Space portal, before the data was downloaded into a spreadsheet. Paper copies of the survey were transcribed and inputted into the same spreadsheet database, before the analysis was undertaken. The results of the analysis are presented in a series of charts and tables, which follow in subsequent sections of this report.

The survey was largely made up of closed questions, where respondents could select one or more choices from the options provided. One open-ended question was asked, inviting free-text responses. These responses required further analysis, which is presented in Chapter 5.

Coding free-text responses

A process called ‘coding’ was undertaken to analyse the free-text comments provided in response to the open-ended survey question. This involves the identification of common high-level themes and issues, each of which is assigned a code. Comments were then read through, with the codes being applied where the issues raised in the comment were consistent with those in the codeframe. Codes can then be analysed quantitatively to identify the most frequently recurring areas of comment.

The codeframe is a list of the codes which represent the broad range of comments raised by respondents. This is created by reviewing a sample of the responses and identifying common themes, each of which is given a unique code or number.

Both the codeframe and the coding underwent a quality assurance check to ensure consistency and accuracy throughout the process.

A full summary of the coding methodology and codeframe development is presented in Chapter 5.

3. Effectiveness of the Consultation

The effectiveness of the methods used to publicise the consultation are assessed in this section, looking at the number of responses received, online reach and engagement with the materials.

Responses

A total of 1,854 surveys were completed during the consultation period. 1,819 responses were completed through the online survey, while 35 paper copies were received.

As well as the consultation survey, 41 emails were received in the BSIP Consultation Mailbox (and/or to a member of the project team). In addition, 25 documents were submitted during the consultation period, in various formats, including technical reports, signed petition documents, photographs and drawings/ sketches. These are summarised in Chapter 7 of the report.

Table 5 below shows a breakdown of the responses received.

Table 5: Breakdown of responses

Method	Number
Online survey responses	1,819
Hard copy survey responses	35
Comments via the Consultation Mailbox	41
Additional responses (written reports, sketches, signed petitions)	25

In addition to the above, feedback was also received during the public consultation events and focus group, as well as during meetings with stakeholders.

Survey Respondents

A combined total of **1,854** respondents submitted feedback on the BSIP proposals, comprising 1,819 online survey responses and 35 hard copy responses. It should be noted that questions in the survey were not ‘forced response’, meaning that respondents could choose whether they wanted to give an answer or not. Therefore, where percentages are used, the number of respondents to that question is also specified in the figure title or descriptive text.

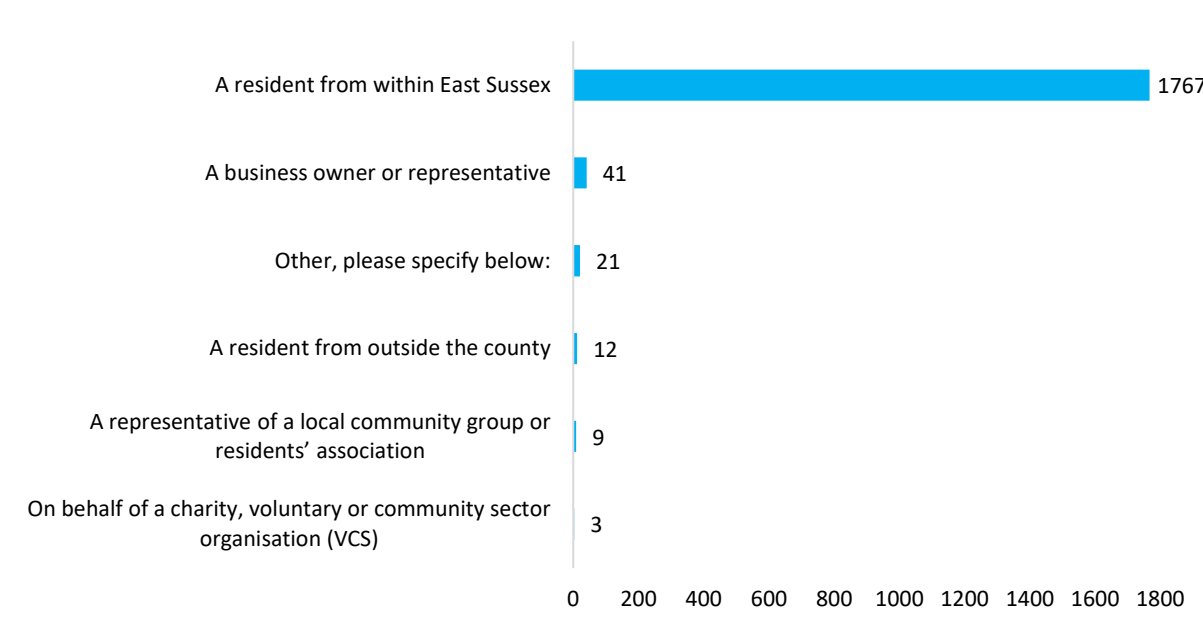
While the questions were not mandatory, they were included in the survey to allow ESCC to seek to understand whether the profile of respondents relates to the overall profile for the wider county. This would help ensure that a representative set of views were captured through the survey, in line with the wider East Sussex population demographic.

Respondent Classification

Respondents were asked in what capacity they were responding to the survey, with 1,853 respondents answering this question and one respondent not responding. Of these, 95%

identified as a resident from within East Sussex - the vast majority of those that replied (1,767 respondents). Two percent (41 respondents) responded as a business owner or representative, one percent as a resident from outside the county (12 respondents) and nine respondents as a representative of a local community group or residents' association, with three on behalf of a charity, voluntary or community sector organisation (VCS).

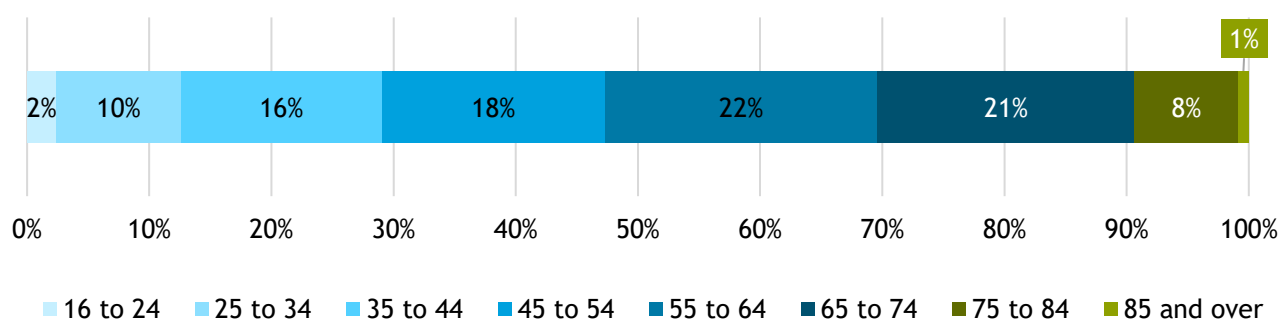
Figure 6: Respondent classification



Age of Respondents

In terms of demographics, respondents were asked to give their age. Of those that provided useable age information (i.e. not vague descriptors such as 'over 50') the following profile was evident. The age ranges covered demonstrate a relatively broad sample, although there is a tendency towards older respondents, with those over 55 comprising 52% of the survey responses. This is generally considered representative of the wider East Sussex population, which has a much older age profile than the UK as a whole (more than a quarter of the East Sussex population is over the age of 65).²

Figure 7: Age profile of respondents to the survey (n=1,366)



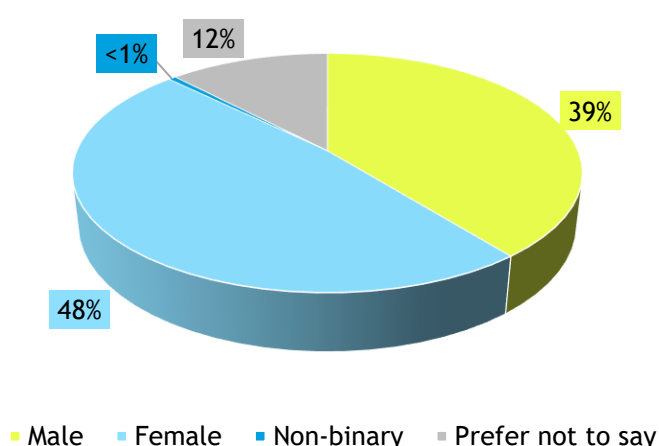
² East Sussex Joint Strategic Needs Assessment: Population Estimates (2021)

<https://www.eastsussexjsna.org.uk/topics/our-population/population-figures/population-estimates-in-east-sussex/>

Gender

Next, respondents were asked to specify their gender, with the proportion of female respondents (48%) being larger than the proportion of male respondents (39%). Ten respondents described their gender as non-binary (fewer than 1% of respondents) while 12% of respondents preferred not to give details of their gender in response to this question. This is broadly in line with the gender structure across the wider East Sussex population, where a greater number of people identify as female (52%) compared to male (48%)². If we discount the respondents who did not declare their gender, a greater proportion of women responded to the survey than men.

Figure 8: Stated gender of respondents to the survey (n=1,811)



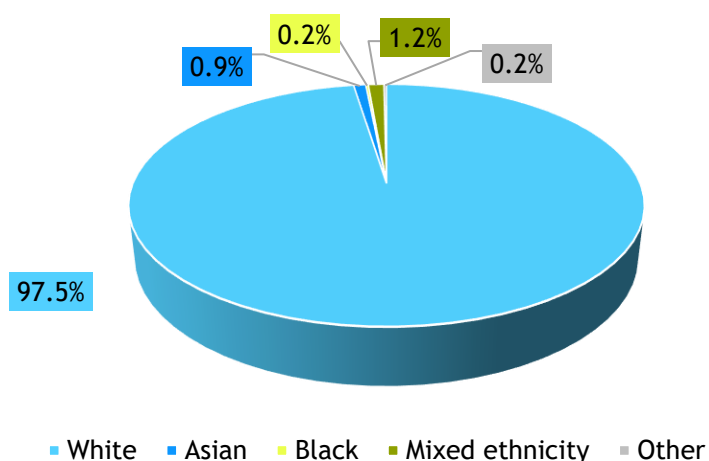
Respondents were also asked whether their gender is the same as the one they were registered at birth. A total of 1,781 respondents answered this, with 87% stating that it was the same, while 12% preferred not to say. Seven respondents said that their gender was now different to the one they were registered with at birth (<1%).

Ethnicity

Respondents were asked to give details of their ethnicity, with a large number of respondents giving this information in an open-text format. As such, the ethnicity profile has been grouped into ethnic categories for ease of interpretation. As can be seen in the following chart, the vast majority of respondents were White (97.5%). The remaining ethnic groups comprised a relatively small proportion of the overall total of respondents, with 18 respondents identifying as being of mixed ethnicity (1.2%), while 14 respondents identified as Asian (0.9%). Three respondents identified as Black, and three gave another ethnicity which included Arabic and Caribbean backgrounds. Although broadly representative of the East Sussex population - where 93.9% of the population are White - this does indicate that minority ethnic groups were slightly under-represented in the survey, relative to their population size.³

³ Data from 'East Sussex in Figures', using 2021 Census data.

Figure 9: Ethnic grouping of respondents to the survey (n=1,548)



Sexual Orientation

When asked about their sexual orientation, 1,393 respondents gave an answer to this question, with 94% identifying themselves as Straight / Heterosexual, four percent as Gay or Lesbian, two percent as Bisexual and one percent as self-described. Of those that self-described these included asexual, queer, pansexual and queries over why the question was being asked.

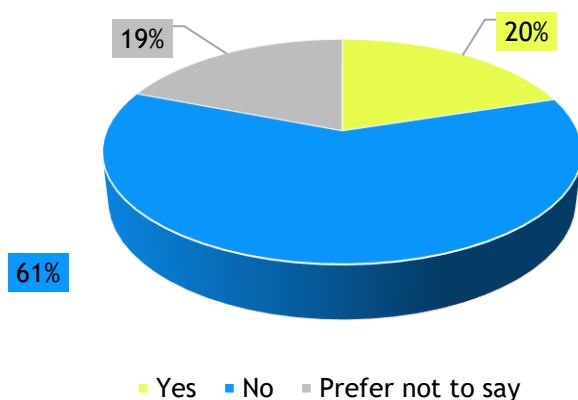
Religion

In terms of religion, the largest number of respondents stated that they had no religion (702) followed by those identifying as Christian (688). Less represented religious groups included Buddhist (8 respondents) and those of a Philosophical belief (7 respondents). Of those that gave 'other' as a response, these included responses such as Jedi, Pagan, Jehovah's Witness and queries over why the question was being asked.

Physical and Mental Health

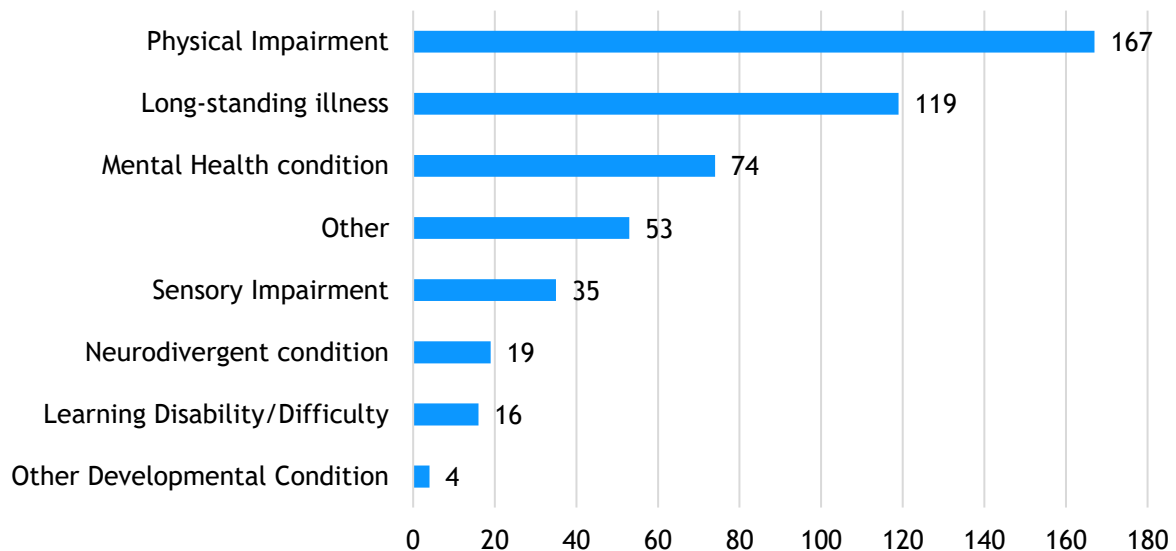
Respondents were asked whether they had any physical or mental health conditions or illnesses that had lasted or were expected to last 12 months or more. A total of 61% of the respondents said that they did not, while 20% said that they did, and 19% preferred not to say.

Figure 10: Any physical or mental health conditions or illnesses lasting or expected to last 12 months or more (n=1,793)



Respondents were asked to give details of the conditions mentioned in the previous question. It was possible for respondents to select more than one response to this question. The results shown below demonstrate that this is a physical impairment in most cases, followed by a long-standing illness and mental health condition. Of those that stated ‘other’ conditions, these included arthritis, heart conditions, cancer, old age, autoimmune conditions, back injuries and COPD. Some responses also queried why the question was being asked.

Figure 11: Specified physical or mental health conditions or illnesses lasting or expected to last 12 months or more



Breakdown of Respondents by Postcode

The final question respondents were asked in terms of their demographics, was to give their postcode, which 1,358 provided in a useable format. The first half of the postcode data was used to determine a postcode sector which is shown in the table below. A further 54 respondents gave postcodes other than those shown below, the most prevalent of which was BN2 (9 respondents), TN39 (8 respondents) and BN1 (5 respondents).

Table 6: Respondents from each postcode area

Postcode	Area description	Number
BN22	Eastbourne: Roselands, Hampden Park	447
BN23	Eastbourne: Langney, Friday Street	303
BN10	Peacehaven, Telscombe Cliffs	166
BN21	Eastbourne: Central, Kings Drive, A2270	152
BN20	Meads, East Dean, Ratton, Birling Gap	101
BN9	Newhaven, South Highton, Piddinghoe	50
BN24	Stone Cross, Westham, Pevensey Bay, Normans Bay, Hankham	38

BN25	Seaford, Exceat, Bishopstone	27
BN26	Polegate, Wilmington, Jevington, Alfriston	20

Consultation Awareness

Respondents were asked how they had heard about the consultation. Only one response could be selected for this question, with 1,852 respondents giving an answer to this question. The results are presented below.

Table 7: How did you find out about this consultation?

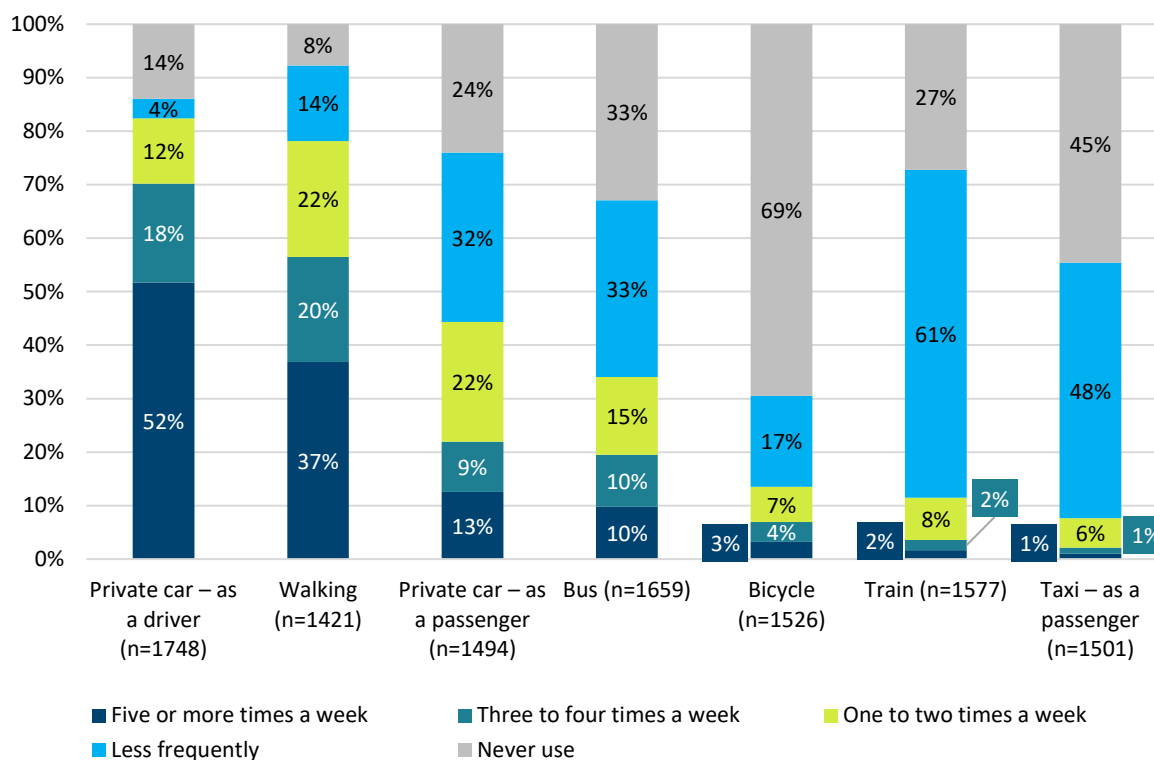
Method	Number
Social Media	1,026
Word of mouth	391
Email	196
Other	142
East Sussex Council website	44
Press Release	34
Postcard	18
In person consultation event	2

As shown, social media was the most effective means of promoting the consultation, with 1,026 respondents (55.4%) stating that they had heard about the consultation through that means. This was followed by word of mouth (391 respondents) and email (196 respondents).

Current Travel Patterns

Prior to giving feedback on the proposed bus priority schemes, respondents were asked about their current travel patterns. A wide range of mode options were used, with the most frequently used modes shown in the chart below.

Figure 12: Thinking about your usual travel habits, on average, how often do you use the following methods of transport when travelling in your local area? Most used modes



The results demonstrate that private car - as driver and walking are the most frequently used modes of transport among respondents to the survey. Around a third of respondents said that they never use the bus, while a further third do so less than one to two times a week. Among the remaining modes, in all cases over 85% of respondents said they never use the mode in question and are thus difficult to include in the above chart.

Feedback on the Schemes

The main part of the consultation survey presented questions on each of the seven bus priority scheme proposals in turn.

For each scheme, a series of closed questions were asked, to gauge levels of support and opposition. Feedback was sought on each scheme as a whole, as well as on individual elements of the schemes, such as the proposed bus lanes or changes to bus stops.

Respondents could select which scheme they wished to comment on; they could respond to the questions for one or multiple schemes.

A copy of the survey is provided in Appendix J.

Towards the end of the survey, one open-ended question was asked, where respondents could provide any further comments on the BSIP Bus Priority Measures, across all packages and schemes. The question was optional. Respondents were able to provide a qualitative, free-text comment in response to the question. All comments have been coded and analysed; the results are presented in Chapter 5.

Chapter 4 of the report provides a summary of the quantitative feedback received on each individual scheme proposed. These are set out below:

- Package 1: Eastbourne
 - King's Drive
 - Seaside Corridor and Seaside Roundabout
 - Eastbourne Station Area
 - Sovereign Harbour
- Package 2: Newhaven & Peacehaven
 - Newhaven Town Centre Ring Road Virtual Bus Priority
 - Drove Road, Newhaven Town Area and Denton Roundabout
 - Peacehaven A259 Corridor

Chapter 5 of the report then provides a summary of the qualitative, free-text comments provided in response to the open-ended question of the survey.

4. Feedback on the Proposals

The Package 1 schemes are located in Eastbourne, while the Package 2 schemes span across Newhaven and Peacehaven. A summary of the feedback received for each scheme within the two packages is presented below.

Package 1: Kings Drive

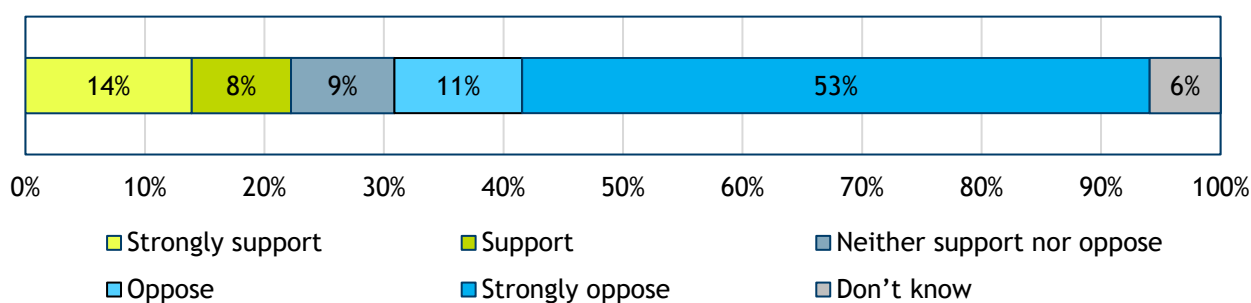
The first section of the survey gathered feedback on the proposed improvements along Kings Drive, which included the following:

- Implementation of bus priority measures to enhance the reliability and speed of bus services, through the introduction of a dedicated bus lane, serving Eastbourne District General Hospital and East Sussex College Eastbourne campus.
- A southbound bus lane is proposed between Decoy Drive and Rodmill roundabout.
- Relocation of bus stops and improvements to bus stop infrastructure. This would require removal of the existing on-road cycle lanes on Kings Drive, in both directions.

Overall levels of support for the Kings Drive proposals

The chart below shows the level of support overall for the Kings Drive proposals. As can be seen, over half of the responses are strongly opposed to the overall proposal for Kings Drive (53%) while 14% are strongly supportive of the overall proposed scheme.

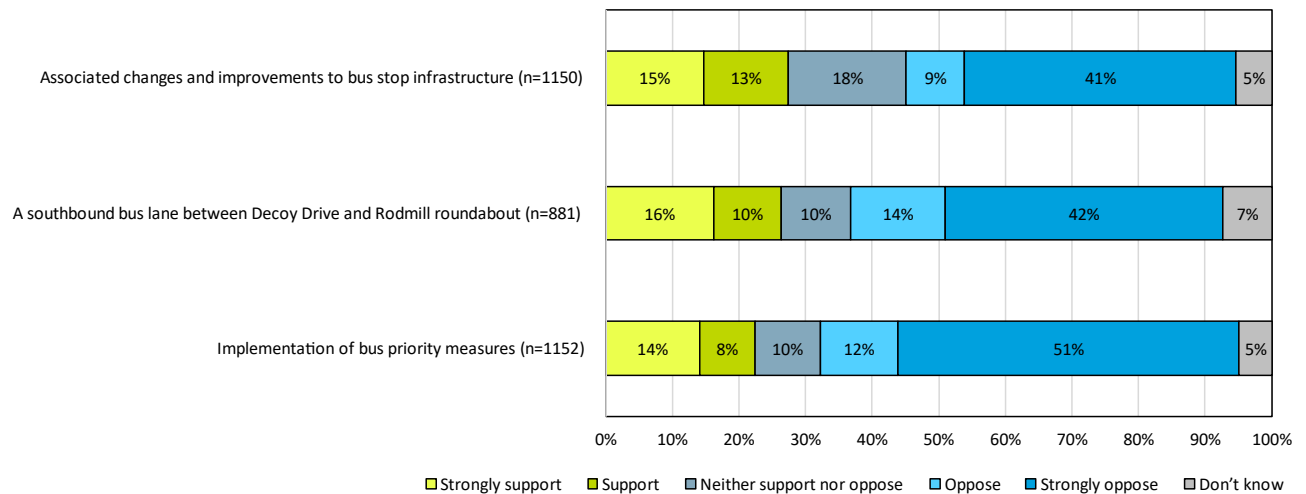
Figure 13: Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses and encourage modal shift from private car to bus along Kings Drive? (n=1,179)



Support for individual elements of the Kings Drive scheme

Respondents were subsequently asked about their attitudes towards certain key features of the proposal, which are integral to the design. As the results indicate, for all the potential measures proposed for the Kings Drive scheme, the larger proportion of respondents were opposed to these elements. There was an especially opposing attitude towards the 'implementation of bus priority measures' with over half of the respondents (51%) being strongly opposed to this element of the scheme for Kings Drive.

Figure 14: To what extent do you support or oppose the following individual elements of the proposal for Kings Drive



Package 1: Seaside Corridor & Seaside Roundabout

The next section of the survey sought feedback on the proposed improvements along Seaside Corridor and Seaside Roundabout, which included the following elements:

- Provision of dedicated bus lanes in both directions on Seaside Road to improve bus journey times.
- Improvements for cyclists through a mix of shared-use footway/cycleway and on-road provision along Seaside Road and St Anthonys Avenue, to connect to existing cycle routes.
- New and upgraded pedestrian crossings.
- Traffic signal upgrades at several junctions along A259 Seaside Road, including the Seaside/ Beamsley Road/ Whitley Road junction, where bus priority will be provided. The pedestrian crossing on the southbound approach to the junction would be upgraded to toucan.
- Upgrading the junction at the entrance to Lottbridge Drove Retail Park with traffic lights.

As a result of the proposals, it is anticipated that some existing parking arrangements along Seaside Corridor may be affected:

- Along A259 Seaside between Hydney Street and Beamsley Road southbound, the number of on-street parking spaces would be reduced to accommodate a dedicated bus lane.
- Along A259 Seaside between Hydney Street and Seaford Road the southbound existing parking spaces would be removed to accommodate a new southbound bus lane between Seaford Road and Beamsley Road.
- Along A259 Seaside between Wartling Road and Winchelsea Road northbound the number of on-street parking spaces would be reduced to accommodate a

dedicated bus lane. This means that on the northbound approach towards Vine Square, the number of on-street parking spaces will also be reduced.

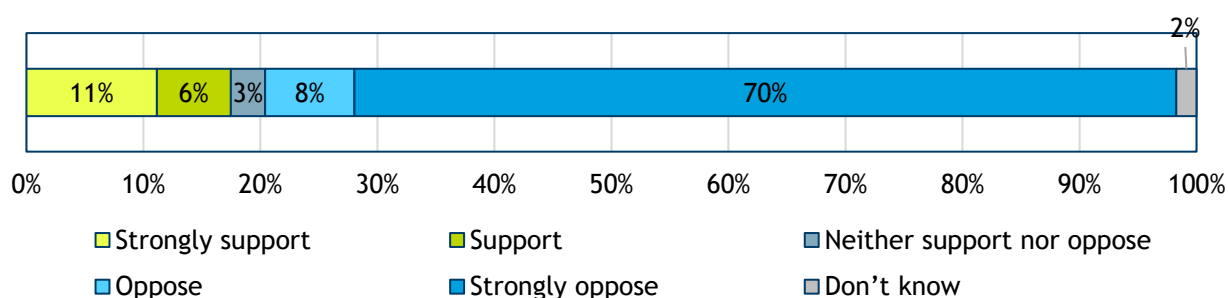
- Northbound along the A259 Seaside between Finmere Road and Fort Road the existing parking spaces along the northbound approach would be removed to accommodate a new northbound bus lane between Finmere Road and Fort Road.
- Along A259 Seaside between Princes Roundabout and Queens Crescent the existing parking spaces would be reduced along the southbound approach to accommodate a new southbound bus lane between Princes Roundabout and Queens Crescent.

This was detailed in the Frequently Asked Questions (FAQ), which can be viewed in Appendix C.

Overall levels of support for the Seaside Corridor & Seaside Roundabout proposals

Respondents were asked to give their view on the proposed Seaside Corridor & Seaside Roundabout bus priority measures as part of the BSIP. From the responses received, 70% of respondents strongly opposed to the overall proposal in this area. A smaller proportion of respondents were in support to the overall proposal (11% strongly support and 6% support).

Figure 15: Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve access to Eastbourne Train Station along Seaside Corridor? (n=1,505)



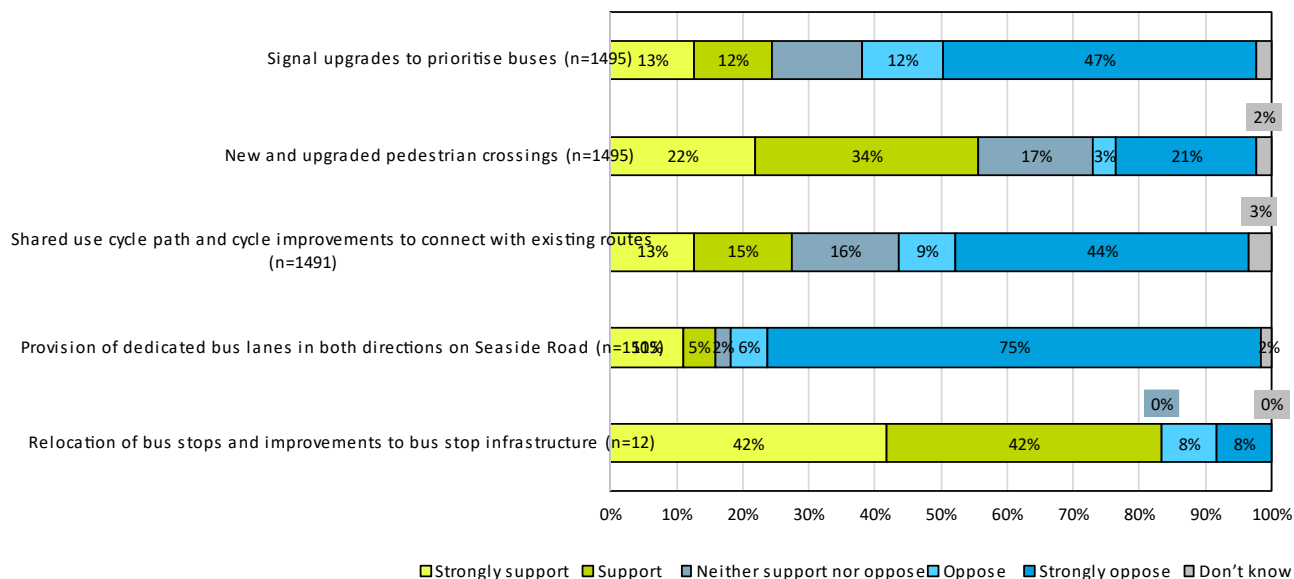
Support for individual elements of the Seaside Corridor & Seaside Roundabout scheme

Next, respondents were asked to give their level of support for the specific elements of the proposals for Seaside Corridor & Seaside Roundabout. There was a high level of opposition to the provision of dedicated bus lanes on Seaside, with 75% of respondents strongly opposed to this. Meanwhile, the new and upgraded pedestrian crossings were positively received - with the combined level of support for this element being 56% and exceeding the proportion of respondents opposed to the plans.

It should be noted that one of the options 'relocation of bus stops and improvements to bus stop infrastructure' was only available in the hard copy of the survey. This was due to a printing error, whereby an older iteration of the survey was printed and shared for completion. Therefore, the response options for this question did not match those that were presented in the online survey.

As such, the response count for that option was only 12, and any conclusions should note this consideration.

Figure 16: To what extent do you support or oppose the following individual elements of the proposal for Seaside Corridor?



Package 1: Eastbourne Station Area

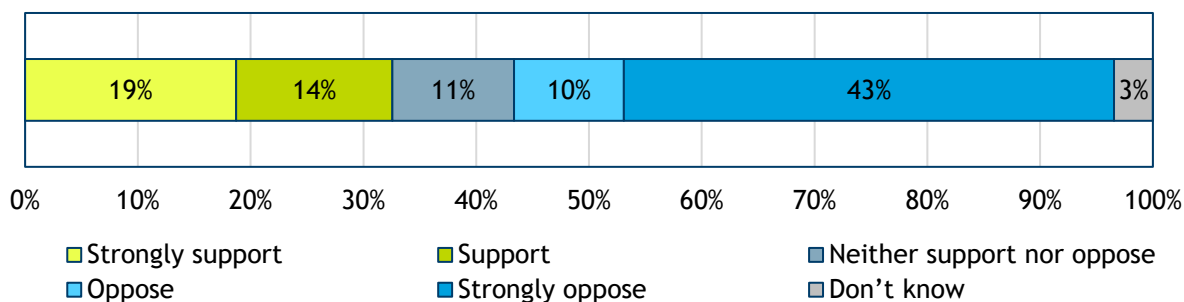
The next section of the survey gathered feedback on the proposed improvements within the Eastbourne Station Area, which included the following:

- Dedicated bus lanes and shared use cycle path along Upperton Road and Station Parade.
- Junction upgrades, including improvements to the Station Parade/The Avenue junction and bus priority signals and pedestrian crossings.
- Signalisation of the Station Parade/Southfields Road junction (currently roundabout) and improved crossing facilities.

Overall levels of support for the Eastbourne Station Area proposals

Respondents were asked to give their view on the proposed Eastbourne Station Area improvements as part of the BSIP. The proportion of opposing responses exceeds the proportion of supportive responses, although there are still around a third of respondents (33%) that are either supportive or strongly supportive of the overall proposal. Meanwhile, just over half of respondents are opposed the overall Eastbourne Station Area proposal.

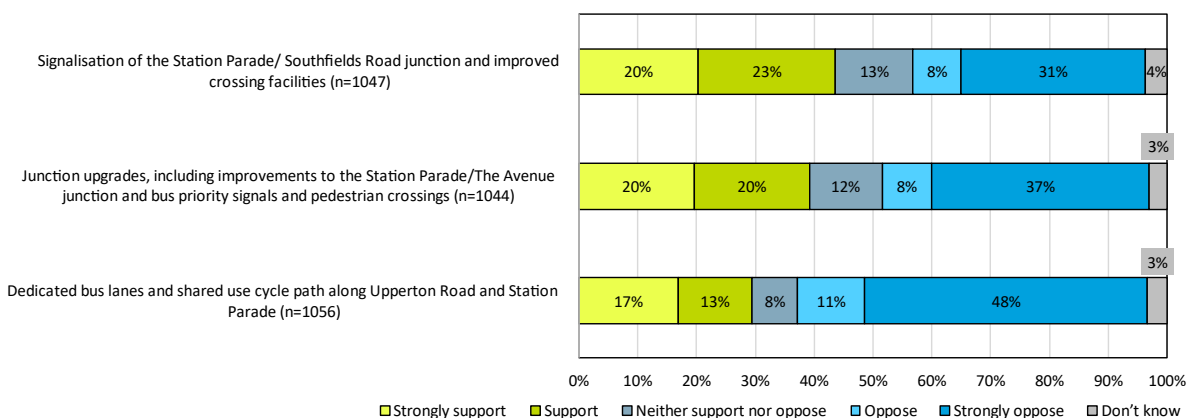
Figure 17: Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve access to Eastbourne Train Station within the Eastbourne Station Area? (n=1047)



Support for individual elements of the Eastbourne Station Area scheme

Next, respondents were asked to give their level of support for the specific elements of the proposals for Eastbourne Station. As can be seen in the chart below, the dedicated bus lanes has comparatively less support than the junction upgrades and signalisation of the Station Parade / Southfields Road junction (replacing the existing roundabout) with improved crossing facilities. The level of support overall for the Station Parade / Southfields Road junction element of the proposals surpasses the level of overall opposition - although it should be noted that the opposing responses are stronger in nature compared to the supportive ones (31% strongly oppose compared to 20% strongly support).

Figure 18: To what extent do you support or oppose the following individual elements of the proposal for Eastbourne Station Area?



Package 1: Sovereign Harbour

The final scheme in the Eastbourne section of the survey gathered feedback on the proposed improvements within Sovereign Harbour, which included the following:

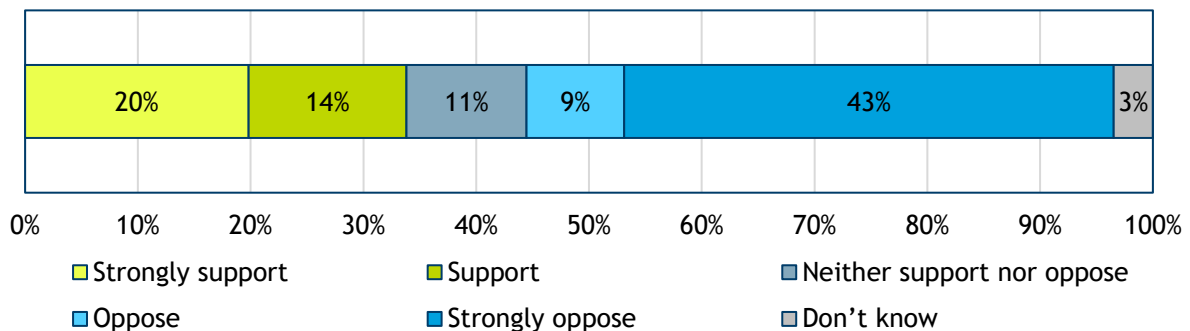
- New single lane dedicated bus corridor between North Harbour and South Harbour, which can be used in both directions through controlled traffic signals.
- Realigned shared use pedestrian and cycle route to link into the existing route along Atlantic Drive and Harbour Quay/Pacific Drive.
- Proposed landscaping improvements with planting, sheltered seating areas and cycle parking.
- Junction alteration providing bus priority at Atlantic Drive and Harbour Quay.

It is anticipated that a number of trees which run adjacent to the current footpath/cycle path may be impacted by the proposal; this was detailed in the Frequently Asked Questions (FAQ), which can be viewed in Appendix C.

Overall levels of support for the Sovereign Harbour proposals

Respondents were asked to give their view on the proposed Sovereign Harbour improvements as part of the BSIP. The largest proportion of respondents were those that are strongly opposed to the proposal (43%), while around a third of respondents were supportive overall of the proposal either strongly supportive or supportive.

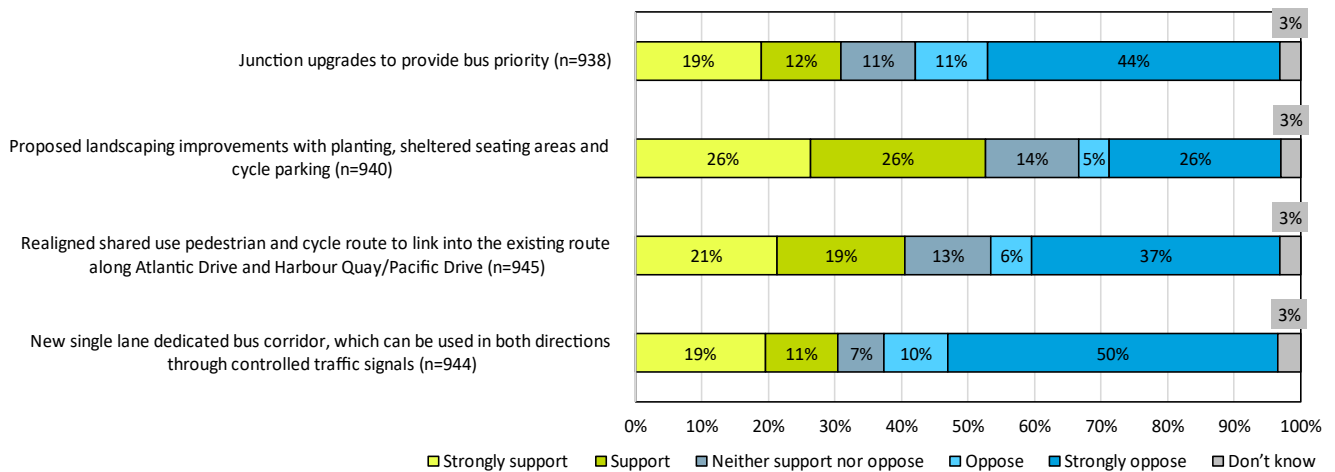
Figure 19: Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses and improve active travel provisions within Sovereign Harbour? (n=949)



Support for individual elements of the Sovereign Harbour scheme

Respondents were asked to give their level of support for the specific elements of the proposals for Sovereign Harbour. The proposed landscaping improvements, sheltered seating and cycle parking were particularly supported of by the respondents. Over half of the respondents (52%) either supported or strongly supported these proposals. The realigned shared use pedestrian and cycle route also had a not inconsiderable 40% of respondents in overall support of this element - although the combined opposing viewpoint is still greater. The single lane dedicated bus corridor on the alignment of the existing footpath/cycle path running between the South and North Harbour's had the most opposing responses, with half of the respondents (50%) strongly opposed to this element being implemented as part of the BSIP. The junction upgrades to provide bus priority had an overall proportion opposed (combined) with 55% either opposed or strongly opposed to this element of the proposed BSIP for Sovereign Harbour.

Figure 20: To what extent do you support or oppose the following individual elements of the proposal for Sovereign Harbour?



Package 2: Newhaven Town Centre Ring Road Virtual Bus Priority

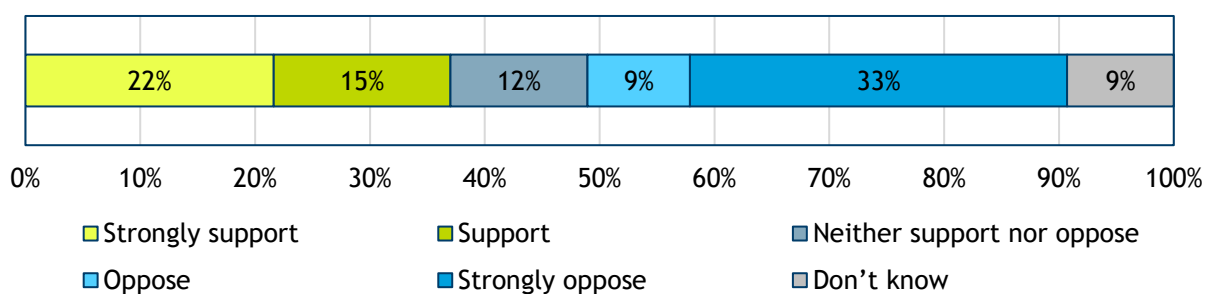
The next section of the survey dealt with the proposals for Newhaven. The survey gathered feedback on the proposed improvements along the Newhaven Town Centre Ring Road, which included the following:

- Bus priority measures through optimising and coordinating traffic signal timings, ensuring that buses are given priority when navigating Newhaven Ring Road.
- Enhanced pedestrian user experience and safety through traffic signal upgrades and improvements.

Overall levels of support for the Newhaven Town Centre Ring Road proposals

Respondents were asked to give their view on the overall proposals for introducing virtual bus priority at the various sets of signals around the Newhaven Town Centre Ring Road. The level of support overall (37%) and the level of opposition overall (42%) are closer in proportion than for many of the other schemes.

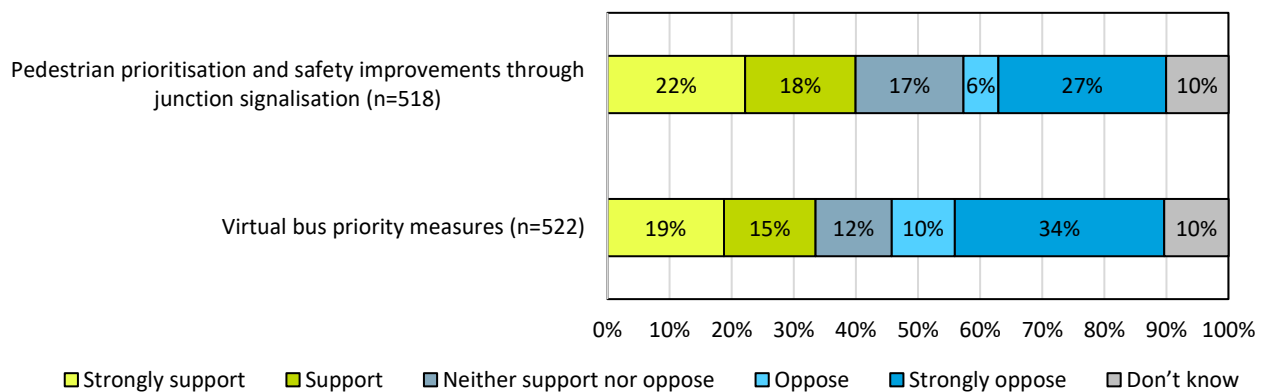
Figure 21: Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve safety for all users along Newhaven Town Centre Ring Road? (n=527)



Support for individual elements of the Newhaven Town Centre Ring Road scheme

In terms of the specific elements of the Newhaven Town Centre Ring Road scheme, the level of support for the pedestrian prioritisation and safety improvements through junction signalisation has an overall level of support in excess of the level of overall opposition (40% compared to 33%). Meanwhile, the other key part of the proposal for Newhaven Town Centre Ring Road - the virtual bus priority measures - has a greater proportion of opposing views expressed. Just over a third of respondents are strongly opposed to this element of the Ring Road scheme, while 19% are strongly supportive.

Figure 22: To what extent do you support or oppose the following individual elements of the proposal for Newhaven Town Centre Ring Road?



Package 2: Drove Road, Newhaven Town Area & Denton Roundabout

The second proposal in the Newhaven section of the survey gathered feedback on the proposed improvements along Drove Road, Newhaven Town Area and Denton Roundabout. This included the following:

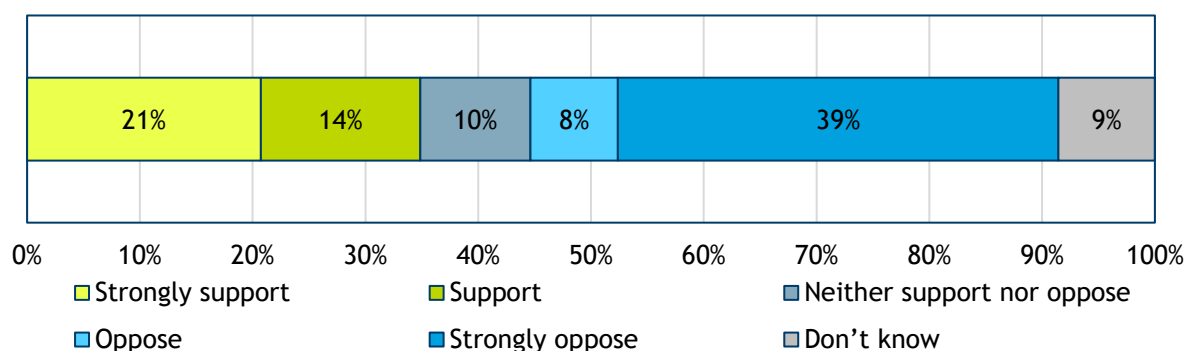
- Replacement of the existing mini-roundabout at the A26/Drove Road junction with a traffic signal controlled junction.
- Reallocate existing road space to introduce an eastbound bus lane between the A26/Drove Road junction and the A259 Drove Roundabout. Westbound traffic would continue to use the westbound lane of Drove Road but accesses into/out of existing retail areas along this section would become left in, left out only.
- Bus lane on the A259 westbound approach and extending around the Denton Roundabout and alongside The Drove to the Drove roundabout.
- Eastbound bus lane between the Drove and Denton roundabouts.
- Relocation of bus stops and improvements to bus stop infrastructure.
- New shared use pedestrian and cycle paths, with new and upgraded pedestrian and cycle crossings.
- Widening of southern footpath along Drove Road between McKinley Way and New Road roundabout.

It is anticipated that a number of trees may be impacted. This was detailed in the Frequently Asked Questions (FAQ), which can be viewed in Appendix C.

Overall levels of support for the Drove Road, Newhaven Town Area and Denton Roundabout proposals

Respondents were asked to give their view on the proposals in Newhaven for the Drove Road, Town and Denton Roundabout areas. Overall, the largest proportion of respondents were opposed to the proposal, with a combined 47% opposing (combined), compared to 35% supportive (combined).

Figure 23: Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve safety for all users along Drove Road, Newhaven Town Area and Denton Roundabout? (n=502)

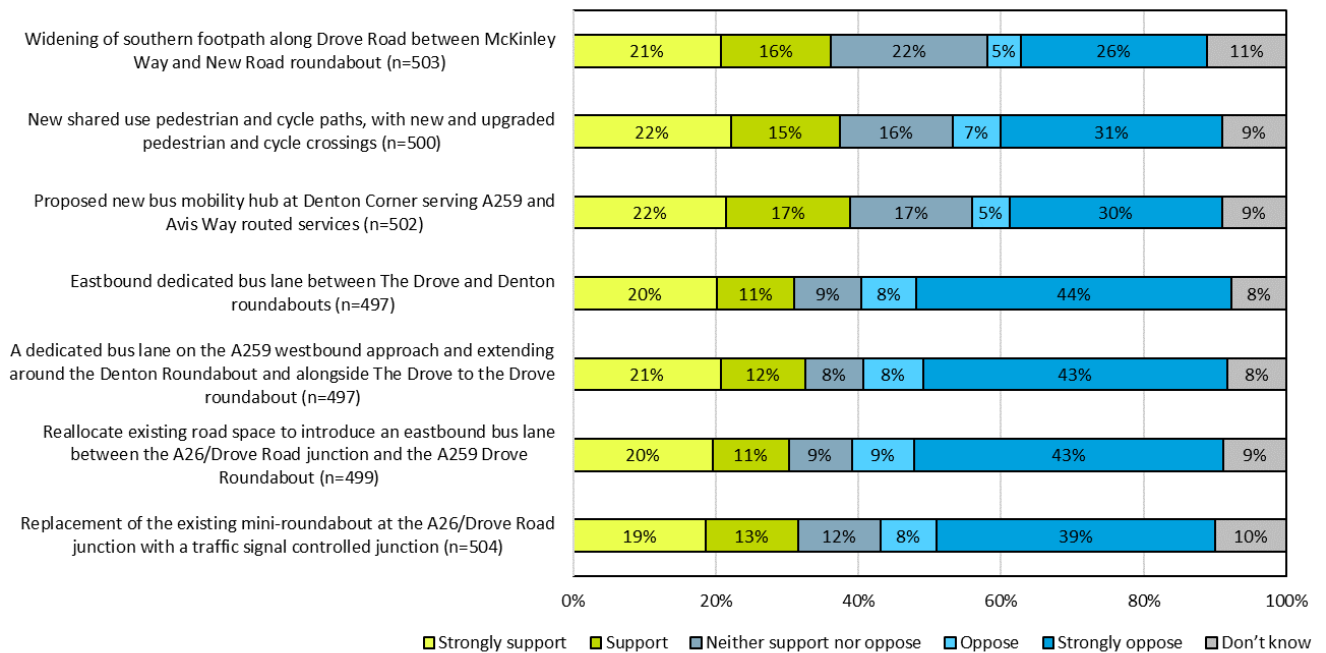


Support for individual elements of the Drove Road, Newhaven Town Area and Denton Roundabout scheme

Respondents were asked to give their views on the elements of the proposal, with this particular scheme having a large number of different elements compared to the other BSIP schemes. The proposed mobility hub at Denton Corner has a large proportion of support, with 39% of respondents supporting or strongly supporting the proposal, larger than the combined 35% of respondents that were opposed to this element of the scheme. Widening of the southern footpath along Drove Road also has a larger proportion of combined support among respondents (37%) compared against the proportion of combined opposition (31%).

The element with the largest proportion of opposition is for the eastbound dedicated bus lane between The Drove and Denton roundabouts, with 44% of respondents strongly opposed to this and a smaller proportion of respondents in support (31% overall). The reallocation of road space also appears to have resulted in a large proportion of opposition, with a combined 51% opposed compared to 31% in support (overall).

Figure 24: To what extent do you support or oppose the following individual elements of the proposal for Drove Road, Newhaven Town Area and Denton Roundabout?



Package 2: Peacehaven A259 Corridor

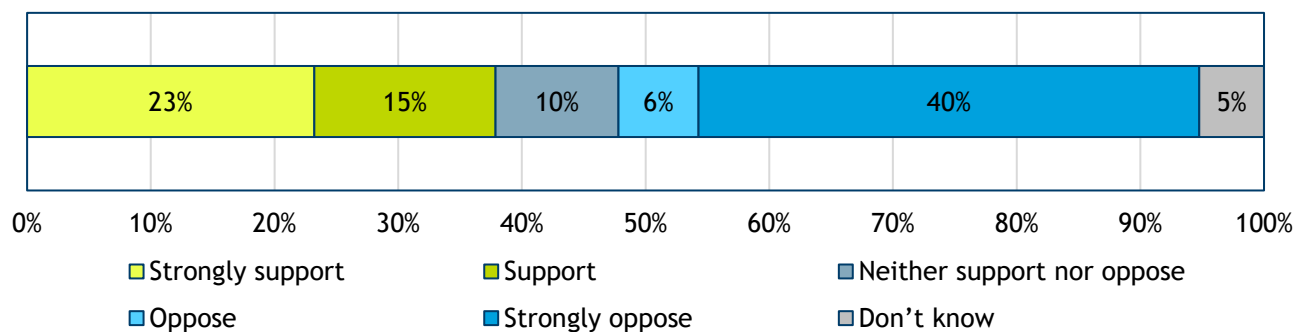
The final scheme question gathered feedback on the proposal along the Peacehaven A259 Corridor. This included the following:

- Provision of dedicated bus lanes in both directions of the A259 South Coast Road. This will complement the existing bus lanes along the A259 between Peacehaven, Telscombe Cliffs and Brighton.
- Junction upgrades, including signalisation of the A259/ Sutton Avenue junction with pedestrian crossing facilities.
- Proposed new shared-use pedestrian/cycle path through The Dell Park.
- New and upgraded pedestrian crossings.
- Signal upgrades with bus priority at the A259 / Telscombe Cliffs Way junction.

Overall levels of support for the Peacehaven A259 Corridor proposals

The Peacehaven A259 proposals had a larger proportion of opposing responses compared to the proportion in support. A combined 46% of respondents oppose the overall A259 proposal, while 38% are in support of the proposal (combined).

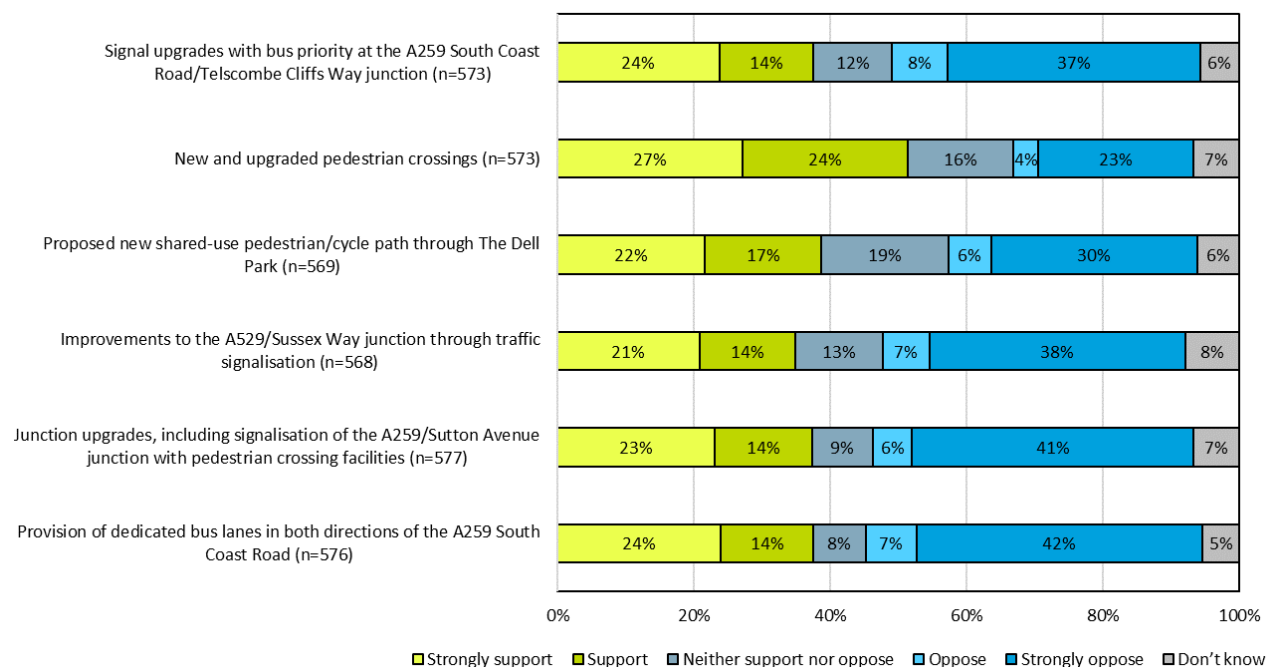
Figure 25: Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve safety for all users along the Peacehaven A259 Corridor? (n=573)



Support for individual elements of the Peacehaven A259 Corridor scheme

Respondents were asked to give their views on the elements for the A259 corridor in Peacehaven, as part of the BSIP proposals. The results are shown in the chart below and indicate that some elements of the proposals have a substantial amount of opposition - 42% strongly opposing the provision of further bus lanes on the A259 South Coast Road, while 41% strongly opposing the provision of junction upgrades and the signalisation of the A259 / Sutton Avenue junction with pedestrian crossing facilities. However, the proposal for new and upgraded pedestrian crossing facilities had a large proportion of support, with 27% strongly supportive of this element of the scheme, and this being over half of respondents (51%) when compared with the remaining supportive responses.

Figure 26: To what extent do you support or oppose the following individual elements of the proposal for Peacehaven A259 Corridor?



Summary of responses to BSIP schemes

Overall, the larger proportion of respondents opposed the individual BSIP interventions proposed in Eastbourne, Newhaven and Peacehaven. Of these, the Eastbourne Seaside Corridor had the largest proportion of opposing responses, with 70% strongly opposing this scheme. Meanwhile, the introduction of virtual bus priority measures on Newhaven Town Centre Ring Road had the largest proportion of supportive respondents 37% overall, alongside the A259 Corridor proposed bus lanes in Peacehaven (38% support overall).

It should be noted that in some cases where the proportion of combined opposing / supporting responses are similar overall, the proportion of strongly opposing responses generally exceeds that of the strongly supportive responses to the schemes. It is possible therefore that the strongest views are among those that oppose the proposals.

Overall there appears to be a largely negative reaction to the proposed bus lanes within the proposals, while proposals to improve crossings for pedestrians often had more supportive reactions from respondents. Among the specific interventions, some findings of note were:

- Over half of respondents support the new and upgraded pedestrian crossings on Seaside Corridor
- Three quarters of respondents strongly oppose the dedicated bus lanes on Seaside Road
- 52% of respondents support the proposed landscaping improvements with planting, sheltered seating areas and cycle parking proposed as part of the Sovereign Harbour scheme
- The dedicated bus corridor in Sovereign Harbour had half of respondents in strong opposition
- 51% of respondents support the new and upgraded pedestrian crossings on the Peacehaven A259 corridor

It may be possible that some respondents who are satisfied with the proposals may have been less inclined to leave a comment, although the level of opposition in the closed questions is consistent with the larger number of opposing comments to the open-ended question in the survey.

5. Free Text Survey Responses

Summary of free text survey responses

One open-ended question was included within the survey, giving respondents an opportunity to give feedback in their own words, rather than selecting clearly defined options as for the other questions. The question asked:

Do you have any further feedback on the East Sussex BSIP Bus Priority Measures that are being proposed?

This being a sufficiently open question that respondents could mention anything about the proposals for Eastbourne, Newhaven and Peacehaven.

However, having an open-ended question poses a challenge when coming to the analysis of responses and these being taken into account by ESCC. A total of 1,152 comments were received - and a coding approach was applied to convert the large amount of qualitative data from the free text responses, into a useable quantitative format where the most frequently occurring issues could be identified and presented.

Approach to coding

In order to convert the free text responses into a numeric (quantitative) format from which it would be possible to make meaningful conclusions, a coding approach was followed.

A codeframe was developed to capture the issues expressed in the free text responses to the open-ended question. Each thematic issue raised was assigned to a structure within the codeframe based on sentiment - support, oppose, suggest, and concern. The sentiments expressed in each comment were assigned numeric codes. These numeric codes were then assigned to the comment, reflecting the issues raised in the free text response. As a code could only be assigned to a comment once, in combination, the analysis gives a frequency count of the most prevalent issues raised by number of respondents. Once the coding of the responses was completed, a frequency count was undertaken on the data to determine what issues had been raised most frequently in the free text responses.

Results of the coding

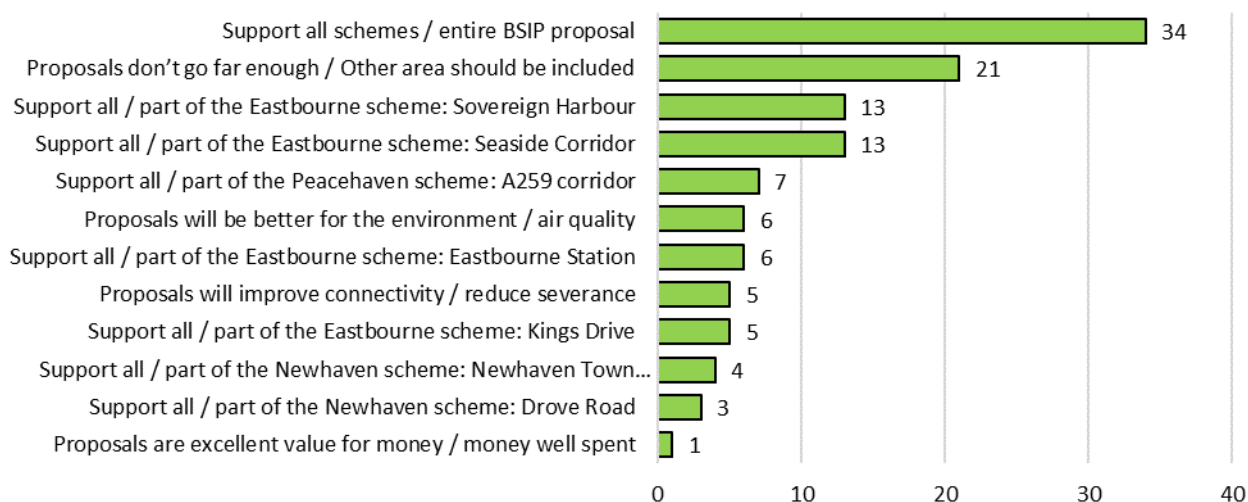
Upon completion of the coding process, which included quality checking on the responses - such as whether the correct codes were being applied to the free text and checking for any mistyped codes that would not register properly in the analysis, the attention turned to building a frequency table. This table counts the number of times a specific code appeared within the 1,152 comments - remembering that a code could only be applied once to a comment. As such, the number of times a code appears is the number of respondents that raised the specific issue captured in that code. The results presented in the section which follows are separated by sentiment and the topic area of the codes.

Supportive comments - BSIP proposals overall

The most commonly mentioned theme was supportive comments relating to the whole BSIP Bus Priority scheme proposals (34 respondents), followed by those that felt the proposals do not go far enough and that other areas should be included (21 respondents).

Other supportive comments related to the proposed schemes being consulted upon as part of the BSIP.

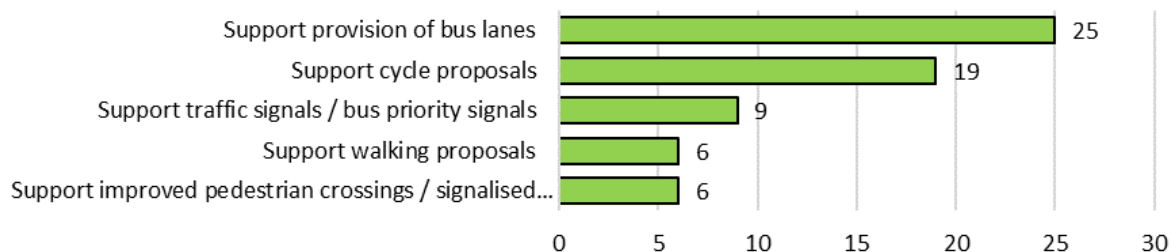
Figure 27: Frequency count of supportive comments - BSIP proposals overall



Support elements of BSIP proposals

In terms of the specific elements included as part of the BSIP proposals, the most frequently occurring comment raised was support for the provision of bus lanes (25 respondents), followed by support for the cycling elements of the proposals (19 respondents).

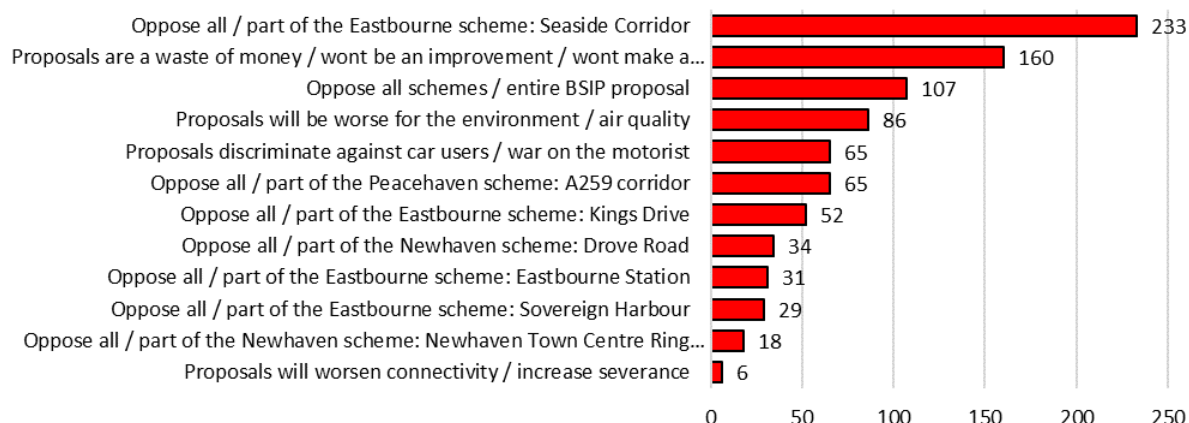
Figure 28: Frequency count of supportive comments - support elements of BSIP proposals



Opposing comments - BSIP proposals overall

Opposing comments were those that came from respondents that did not support the proposals in their response and had a negative reaction to the BSIP bus priority proposals. Among the comments, 233 respondents made reference to opposing the Seaside Corridor scheme in Eastbourne. This was followed by comments that the proposals would be a *waste of money* and they would *make no difference* (160 respondents). Comments opposing the entire BSIP scheme (i.e. all proposals) appeared in the comments of 107 respondents, while 87 respondents considered that the proposals would be *worse for the environment* (including air quality).

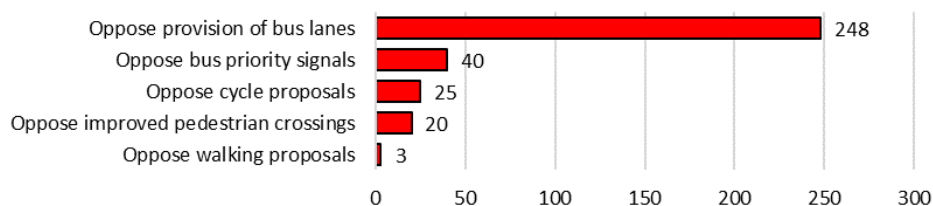
Figure 29: Frequency count of opposing comments - BSIP proposals overall



Oppose elements of BSIP proposals

Among those comments relating to elements of the BSIP proposals, 248 respondents commented that they oppose the provision of bus lanes, while 40 respondents mentioned that they oppose the bus priority signals that form part of the BSIP. Comments opposing the cycle element of the proposals were made by 25 respondents.

Figure 30: Frequency count of opposing comments - oppose elements of BSIP proposals



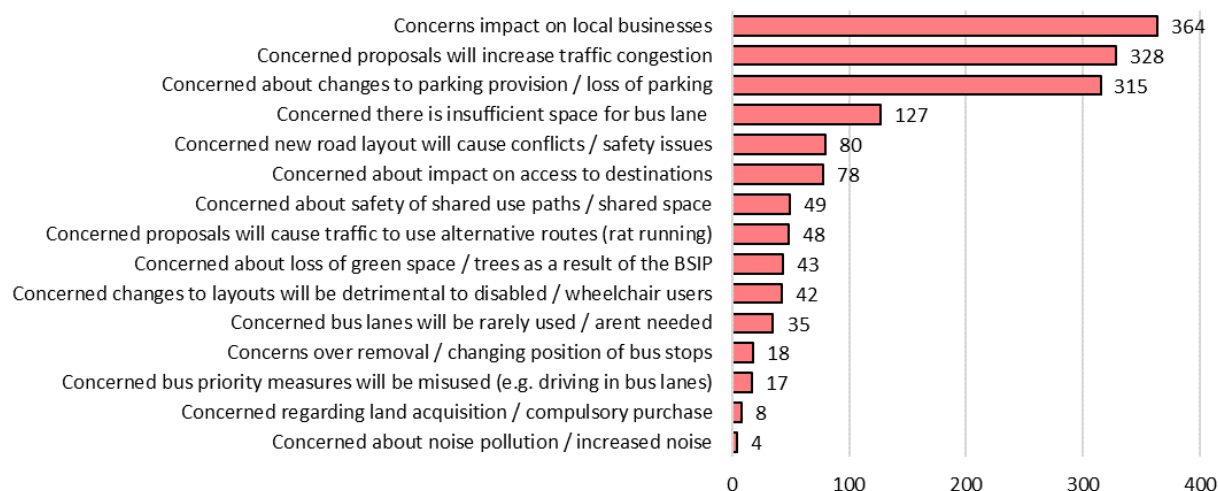
Concerned about elements of BSIP proposals

Respondents raised concerns about the BSIP proposals, while not necessarily opposing them. It was possible that a respondent may not be opposed to the proposals, but feels concerned about a potential impact that these may have. These responses are therefore treated as concerns rather than as opposing comments.

The main issue was concerns around the impact of the proposals on local businesses (364 respondents mentioned this issue in their response to the open-ended question). Other concerns which were frequently mentioned in comments, included concerns that proposals will increase traffic congestion (328 respondents) and that the schemes would result in loss of parking or changes to parking provision (315 respondents).

A total of 127 respondents had concerns about the physical characteristics of the roadway, and whether there was sufficient space for a bus lane to be introduced as part of the scheme.

Figure 31: Frequency count of concerned comments

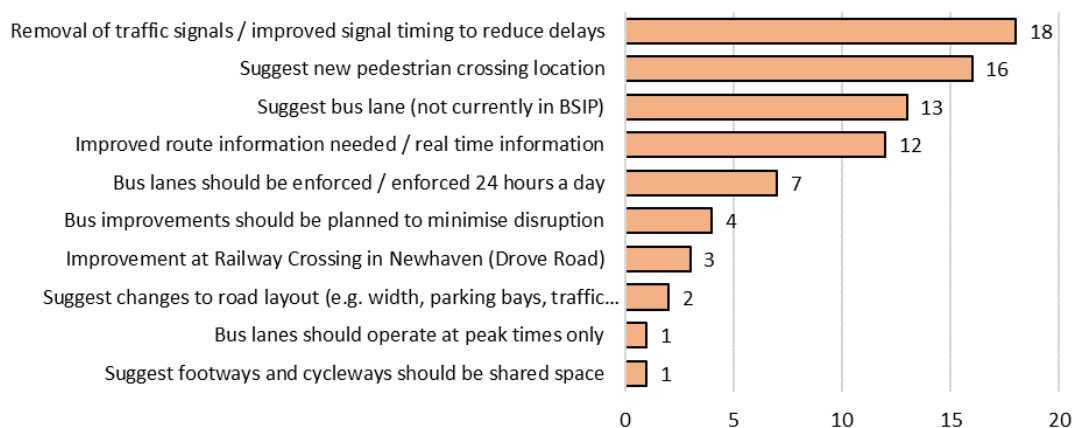


Suggested changes to BSIP

As for the concerned comments, some respondents made suggestions related to BSIP proposals, while not being specifically supportive or opposing in their view. The suggestions covered in this section relate to making changes to the BSIP consultation proposals, rather than suggesting an alternative to the BSIP proposals.

A total of 18 respondents commented that traffic signals should either be removed or re-timed in order to reduce delays. Meanwhile, 16 respondents mentioned a new location for a pedestrian crossing and 13 respondents suggested a bus lane location that was not currently within the BSIP proposals. A total of 12 respondents also considered that the BSIP should include the provision of improved route information for bus services, including the provision of Real Time Information screens. A further seven respondents commented that they felt the bus lanes should be enforced 24 hours a day and made this suggestion in their comments - this included using means such as CCTV monitoring.

Figure 32: Frequency count suggested changes to BSIP

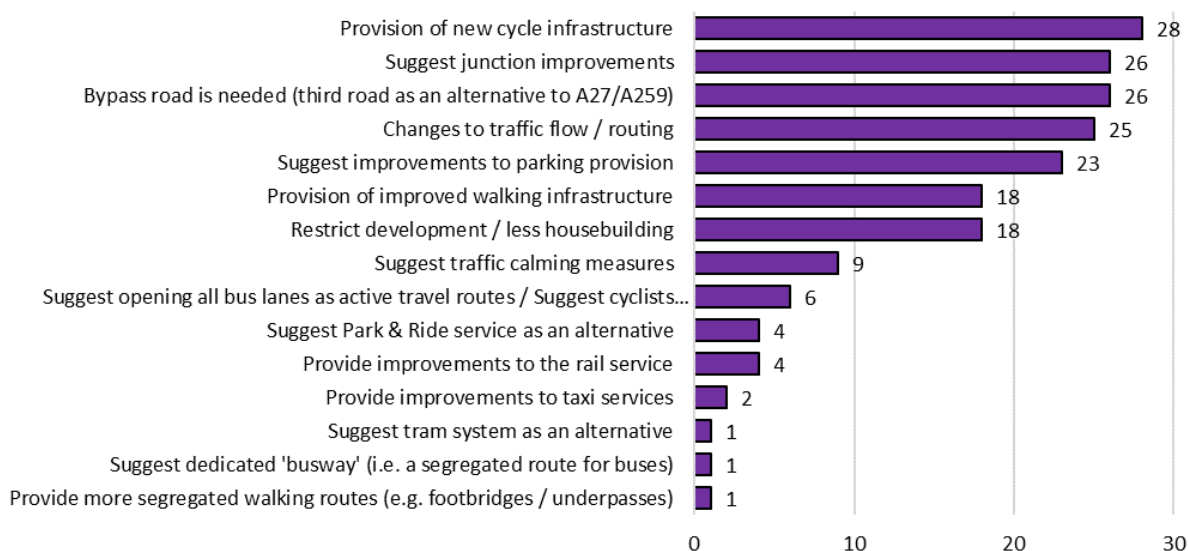


Alternative suggestions

While respondents may not have specifically opposed the BSIP proposals, some respondents used their free text comments to make suggestions for how the funding for the BSIP should be spent. These can be differentiated from the suggestions above, which are for changes or amendments to the BSIP bus priority proposals, while the alternative suggestions shown here are for spending funds and prioritising things other than the BSIP.

This included spending the funds on alternative schemes to those proposed in the BSIP. The most mentioned was the provision of new cycle infrastructure, which was mentioned by 28 respondents in their comments. Suggestions relating to the road network were also mentioned - with 26 respondents mentioning junction improvements as a priority over the BSIP and 26 respondents also suggesting that a bypass road should be developed, as an alternative to the A27/A259 roads. Further suggested alternative priorities included making changes to traffic flow / routing (25 respondents), which could include road closures or changing to a one-way street, and finally, making improvements to parking provision in the area (23 respondents)

Figure 33: Frequency count alternative suggestions (alternatives to BSIP)

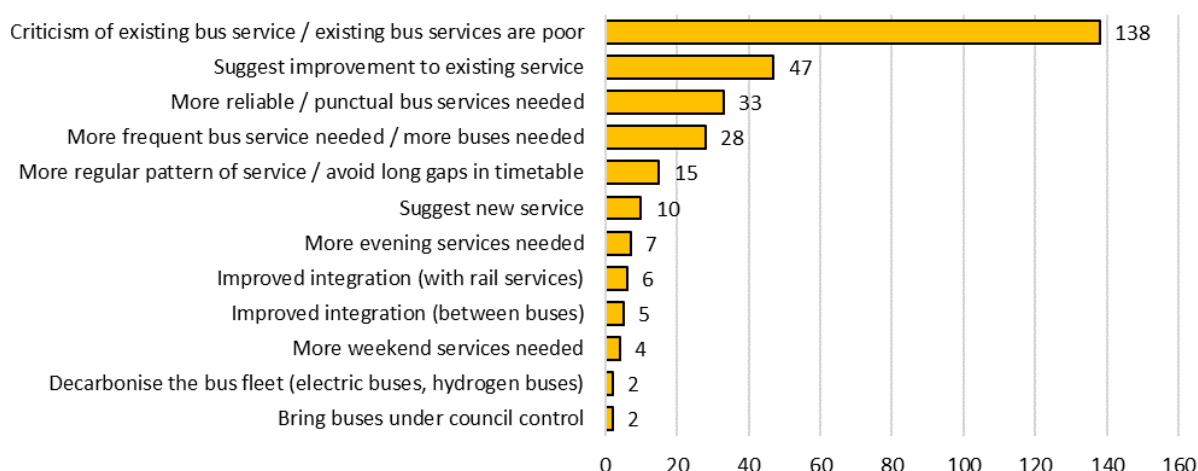


Whilst these alternative suggestions are noted, the capital funding secured through the East Sussex Bus Service Improvement Plan was specifically for bus priority schemes. Therefore it is not available to deliver these other suggested schemes.

Bus services / service routing

While bus services are outside the remit of the BSIP bus priority consultation, they are related in that the services will make use of the improved bus priority infrastructure. As such, these have been captured during the coding exercise. The most common comment by respondents was that the existing bus services need to be improved - which was captured at an aggregated level and was mentioned by 138 respondents. Improvements to existing services (where a route was mentioned) was in the comments of 47 respondents in answer to the open-ended question.

Figure 34: Frequency count of comments relating to bus services / service routing

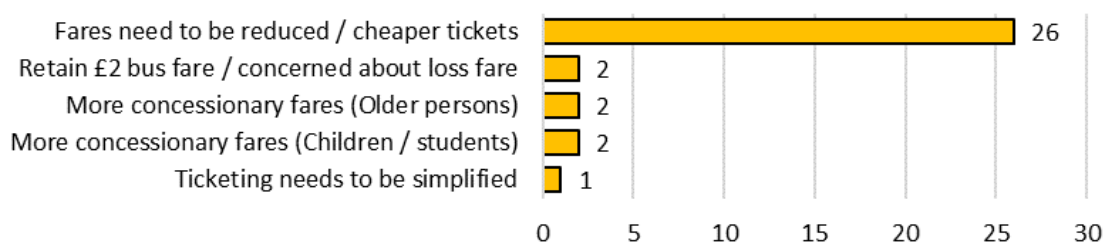


As part of the BSIP funding secured from Government, significant investment has been made to improve the frequency of daytime and introduce new evening and weekend services in the county. These service improvements came into effect at the end of July 2023 will run to March 2026. Further details are available on the County Council website - [Improvements to Bus Services | East Sussex County Council](#).

Bus costs / fares

As above, bus fares are outside of the BSIP bus priority proposals. However, due to the related nature - these have been captured in the coding and are shown in the chart below. A total of 26 respondents commented that fares need to be reduced, while a further two respondents mentioned that the £2 flat bus fare which was in effect at the time of the consultation should be retained. Further comments included the provision of more concessionary fares for older people and also for younger people.

Figure 35: Frequency count of comments relating to bus costs / bus fares



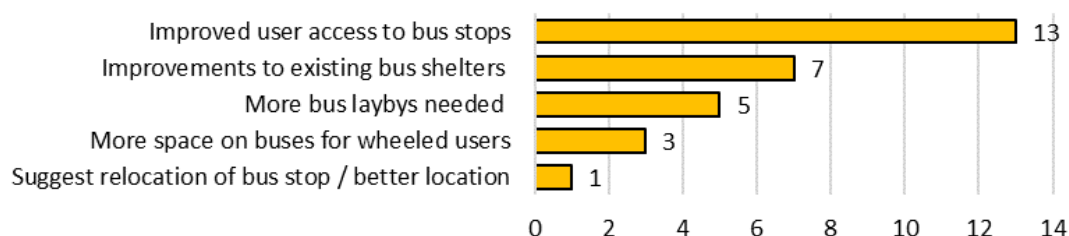
Following the end of the consultation, the Government have confirmed that the £2 flat bus fare will be extended through to the end of 2024. In addition, as part of the revenue element of the Bus Service Improvement Plan, a range of lower bus fares have been introduced which will be in place until March 2025. Further information is available on the County Council website - [Lower fares on East Sussex bus services | East Sussex County Council](#).

Bus infrastructure

A total of 13 respondents mentioned the need for improved access to bus stops (suggesting that they are currently isolated or hard to reach). Seven respondents also

commented about the need for improvements to bus shelters, while five respondents mentioned the need for bus laybys (i.e. to move buses out of traffic lanes rather than stopping in the road and holding traffic behind them).

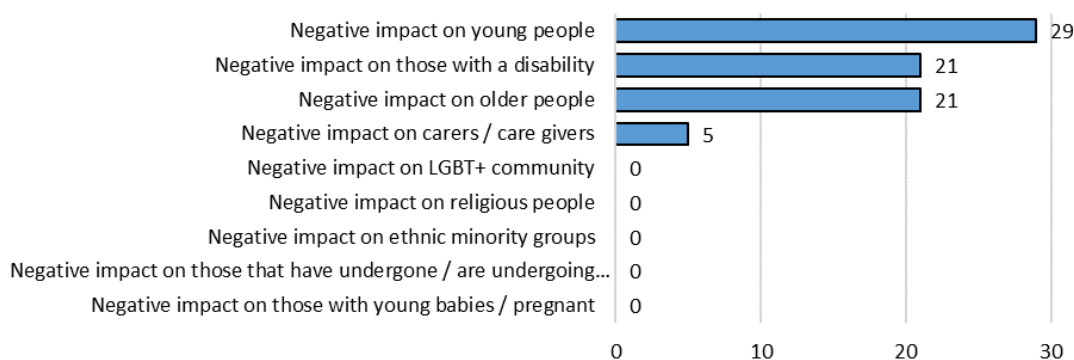
Figure 36: Frequency count of comments relating to bus infrastructure



Negative impact on protected characteristics

Monitoring and mitigating the potential negative impact on those with shared protected characteristics is a priority for ESCC. As such the coding included a section where comments referencing any negative impacts on these groups could be captured. As can be seen, the main negative impact was perceived to be against young people (29 respondents), while 21 respondents commented that the BSIP bus priority proposals would have a negative impact on those with a disability and 21 said the same of older people. With the exception of a negative impact on carers or care-givers (5 respondents mentioning this in their comment) no other protected characteristics was specifically mentioned. proposals.

Figure 37: Frequency count of comments specifying a negative impact on protected characteristics



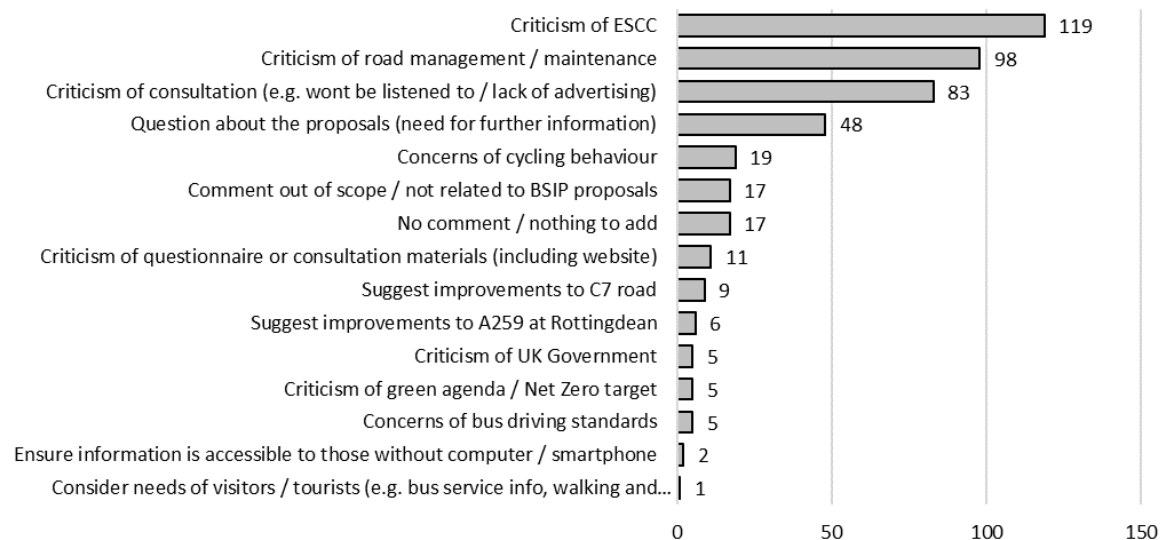
Other codes

The final section of the codeframe was for those codes that related to wider issues being pursued by ESCC as well as comments on matters such as the consultation itself. A total of 119 respondents made comments that were critical of ESCC (although these did not necessarily relate to the BSIP). Other frequently raised issues in comments included criticism of road maintenance (98 respondents) and criticism of the consultation (i.e. *not being listened to / a box ticking exercise / lack of advertising*) which was raised in 83 respondent's comments.

Other matters of interest for ESCC which emerged from these coded comments in the 'other' category included suggestions from six respondents to improve the A259 at

Rottingdean and the suggestion to improve the C-class ‘C7’ road (9 respondents) between Lewes and Newhaven. Both are currently outside the scope of the BSIP Bus Priority Measures and therefore not a suggested change in that coding category.

Figure 38: Frequency count of other codes



6. Active Travel Focus Group Responses

Below are the summarised responses and key themes from the active travel focus group that took place on 12 September 2023. Technical questions and points raised have been passed back to the design team for consideration.

Package 1 - Eastbourne

King's Drive, Upperton

- Recognise that this is a key bus corridor with full support for the proposed bus lane.
- Stated that Kings Drive is also a key cycle corridor.
- Concerns raised over the reduction in carriageway width resulting in the removal of the advisory cycle lanes in the northbound direction.
- Support for southbound cyclists accessing the bus lane.
- Additional provision for cyclists recommended. Would like to see dedicated cycle infrastructure.
- Concern expressed over Park Avenue and Kings Drive junction as every arm is an LCWIP route and it is currently difficult to cross. Concern over the difficulty crossing increasing with the addition of a bus lane.

Eastbourne Station Area

- Support the proposals.

Seaside Corridor and Roundabout

- Do not support current proposals.
- Safety concerns raised with lack of bus lane continuity due to challenges for cyclists integrating back into general traffic.
- Expressed that shared use paths are not workable as there is a lack of priority at the side roads.
- Support the Toucan crossings at Lottbridge Drove/ Seaside Roundabout.
- Important that there is access across Langney Rise to the harbour.

Sovereign Harbour

- Both paths are required. Concerns that the current shared path would become a bus lane, but a new shared path would not be reinstated if third party land cannot be acquired.
- Important that a cycle route is accessible during construction.
- Suggest that an improved crossing point on Daytona Quay and Atlantic Drive would be beneficial.

Package 2 - Newhaven and Peacehaven

Newhaven Town Centre Ring Road Virtual Bus Priority

- Pedestrian crossing timings need to be considered carefully.
- Cycling provision is adequate providing you can get across the road.

Drove Road, Newhaven Town Area and Denton Roundabout

- Concern over the crossing/ island being wide enough for cyclists.

7. Email, Written Responses & Documents Submitted

Throughout the consultation period, various additional responses and other documents were submitted to ESCC in response to the proposals. This included letters, reports from stakeholders,, as well as drawings and sketches with suggested alternative proposals. A total of 25 documents were submitted during the consultation period, from various organisations and individuals. This included responses from bus operators, businesses, transport user groups, City/Borough/District Councils, Town/Parish Councils, individual residents and resident associations.

The majority of these additional responses were received via the BSIP Consultation Mailbox. However, several documents were also handed to the project team during the public drop-in events.

A summary of the key themes, general sentiment and issues raised among the responses is provided below. Technical questions and points raised have been passed back to the design team for consideration.

General Feedback/ Comments

- General support for the overall aims of the BSIP proposals. Support ESCC's ambition to improve bus infrastructure and reliability.
- The introduction of bus lanes and bus priority measures are long overdue and could help encourage fewer car trips.
- Suggestion that 'traffic reduction' should be included as one of the scheme objectives.
- Several of the responses suggested that cyclists should be able to travel in the proposed bus lanes.
- Concerns raised that the shared-use paths will create conflict between pedestrians and cyclists.
- General support for bus priority signals, though some concerns about how these measures can be difficult to introduce in practice.
- Support for the schemes being consulted on at an early stage, as this allows scrutiny of the proposals. Despite this, one respondent commented that there seems to be very limited awareness of the proposals.
- Support for the 24/7 operation of bus lanes.
- Suggestion for enforcement measures e.g. bus lane cameras. Other respondents queried how enforcement would occur.
- Request measures are taken to minimise disruption and rat-running during construction of the schemes.
- One group raised concern that there is no evidence to suggest that the proposals will actually increase the volume of bus users.
- Suggestion that bus stop configuration should be considered to ensure buses are able to exit lay-bys efficiently.
- Any trees that are lost must be replanted.

Package 1

Kings Drive

- General support for the proposed bus lanes in this area.
- Suggestion that greater provision is needed in this area for cyclists, including a shared-use path on Kings Drive.
- One group suggested a ‘cyclops’ cycle route design should be introduced at Rodmill Roundabout. The same group suggested that Park Avenue should have a toucan crossing.
- Suggestion that the southbound bus stop outside Eastbourne District General Hospital is already well-placed and should not be relocated.
- Some concerns that the removal of right turn waiting pockets to accommodate the new bus lane (e.g. Regents Place) may lead to blocking and delays for general traffic.
- Suggestion that the bus stop on Decoy Drive is moved around the corner so it picks up additional services coming in from the north on Kings Drive. This will also reduce the large distance between stops on Kings Drive.
- Some suggestions that the road north of Willingdon Roundabout should also be considered for bus infrastructure measures, particularly between the A27 Polegate junction and the Huggetts Lane signalised crossroads.

Seaside Corridor & Seaside Roundabout

- General support for improved pedestrian crossing facilities in this area.
- One respondent expressed support for the shared-use path on the northern side of the carriageway (east of Lottbridge Drive), but suggested that the proposed shared-use path on the southern side of the carriageway should be removed, allowing for a pedestrian-only route.
- Concerns raised over the impact that the new bus lane would have on businesses in this area due to the loss of parking, which was perceived to create an issue for loading and customer parking. Suggestion that there is insufficient space for customers to park on side streets.
- Concerns also raised over the impact on local businesses during construction.
- Responses from several local businesses noted that the proposed bus lanes are heading away from the town centre and are therefore unsupportive of local retailers.
- One business felt that the proposed bus lanes on either side of the road would make the general traffic lanes feel very narrow, which would deter customers.
- Suggestion that the provision for right-turners at the Seaside/ Whitley Road junction is insufficient and would lead to delays. The separation of northbound and southbound signal phases was not welcomed. One group suggested terminating the bus lanes further from the give way line.
- Consideration should be given to a right-turn lane at the Channel View Road/ Churchdale Road junction.
- Suggestion that the route 99 bus should be able to stop at Langney Roundabout.
- Some concerns raised about installing traffic signals at the Lottbridge Drive retail park, as this could further complicate the queuing back over the access that

already happens from Seaside roundabout during busy periods. Consideration to be given to having the retail park left in/left out to simplify current arrangement and remove hazard of turning over multiple lanes of oncoming traffic.

Eastbourne Station Area

- General support for the proposals in this area.
- Suggestion for 20mph speed limit on Southfields Road to improve safety.
- One bus operator raised concern over the proposal to replace the Southfields Road junction with traffic lights. It was noted that this junction currently flows well, and the introduction of signals may not benefit buses. This was echoed by another respondent who noted that the roundabout currently operates sufficiently, and there is no need to signalise.
- Concerns raised over the length of the southbound bus lane. Suggestion that it is too short and may cause buses to be stuck in traffic before they can actually enter the bus lane. Suggestion it could be extended to Hartfield Road providing a longer route to bypass traffic.
- Proposals at Terminus Road and Grove Road/ Southfield Road junction were perceived to be problematic, as the loss of right-turn lane onto Southfield Road would lead to significant queueing.
- Concerns that potential separate phasing to southeast-bound and northwest-bound traffic signals would reduce junction capacity and negatively impact buses.
- Suggestion that a new pedestrian crossing facility should be considered at the Station Parade/ Southfields Road junction.
- Suggestion that the existing southeast-bound bus stop serving the station is too short, meaning buses block the carriageway. It may also be difficult for buses to exit the stop at the end of the lane with adjacent traffic moving at the same time.
- Suggestion that the northbound bus lane on Station Parade is unnecessary.

Sovereign Harbour

- Concerns raised over the proposed rerouting of the current cycle path, which forms part of the National Cycle Route 21. Suggestion that this rerouting should be delivered in consultation with Sustrans. The new route should be LTN 1/20 compliant.
- One group requested assurance that the realigned path will be completed and operational before the existing path is closed.
- Suggestion that all junctions along the shared-use path should operate with priority for pedestrians and cyclists.

Package 2

Newhaven Town Centre Ring Road Virtual Bus Priority

- Concern that the proposals in this area do not consider the impact of the Newhaven swing-bridge operation on traffic flow.
- One respondent requested that the section of the Ring Road between the swing bridge and Bridge Street is returned to a filter lane system, as existed in previous

years. The traffic lights along this section noted to be the primary cause of congestion on the ring road.

- Suggestion that the existing signalised pedestrian crossing near the A259 junction with South Road should be removed, as there is another set of pedestrian signals nearby as well as an underpass.
- Suggestion that a bus lane should be provided between Riverside North and the South Way bus stop, and between South Road and Elim Church. This would improve safety.
- One respondent noted that the Consultation Map on page 20 of brochure (Map 11) is wrong, and that traffic signals at the junction of Brighton Road/ Ring Road (top of High Street) are not junction signals, only pedestrian crossings.
- One group were sceptical of the proposed virtual bus priority measures, suggesting that buses in one of the traffic streams at North Lane will be delayed as a result.
- Concern about delays experienced by pedestrians as a result of virtual bus priority measures.

Drove Road, Newhaven Town Area and Denton Roundabout

- General support for bus lanes in this area.
- Suggestion that the proposed bus lanes along the route should be extended. In particular, several respondents raised that westbound bus lane on Drove Road should start further back on Seaford Road. Other respondents reiterated this, noting that the bus lane should be extended further south from Denton Roundabout in order for it to be effective.
- Some concern that the proposals will exacerbate existing issues of traffic congestion in Newhaven, which would have a direct impact on air quality and the health of residents.
- Some respondents considered the proposed eastbound bus lane on A259 to be unnecessary, as traffic in this direction is not perceived to be an issue.
- Several respondents (including a Bus Operator) suggested that new bus stops should be provided on A259 and Drove Road to provide better access to the Newhaven Sainsburys. Some concern that the relocated pedestrian crossings would be harder to access from Sainsburys.
- Concern that the proposed new crossing facilities west of the Denton Roundabout will force bus users to walk a further distance to access different bus stops/ services. Risk that bus users may cut across the busy & complicated traffic junction as a quicker and more direct alternative.
- Query over whether the 'ambience' of the new bus stops could be improved.
- Suggestion that the bus shelters at the retail park would need to be protected from vandalism.
- It was suggested that the key problem for buses in this area is the swing bridge and railway crossing, which the proposals do not address. One respondent suggested that a bus lane and gate should be considered on the westbound slip road approaching the swing bridge. This will get buses to the front of the queue and improve journey times. The same respondent noted that the proposed bus gate on Drove Road will have limited benefit for buses when the swing bridge opens due to the extent of queuing.

- The proposed layout of Denton Corner was generally welcomed, but some queries raised over how bus services 12X and 13X could be incorporated.
- A number of comments were raised regarding the eastbound bus lane on Drove Road. It was noted that this is typically free-flow so buses are not delayed. The proposed measures could lead to those exiting Lidl car park and wishing to turn right, now getting stuck when westbound traffic queues at the level crossing or swing bridge.
- Comments have also been made regarding poor lane discipline on the westbound approach to the McDonalds (Drove) roundabout with some motorists ignoring lane marking and forcing unsafe merges after passing through roundabout and heading towards the flyover. Suggestion that the markings be improved, or exit reduced to a single lane.

Peacehaven A259 Corridor

- General support for further bus lanes along A259.
- It was frequently suggested that the length of the bus lanes in this area should be extended. In particular, a number of respondents commented that the proposed bus lane on Telscombe Cliffs Way is too short and should be extended. Suggestion that the current proposal will not be beneficial as buses are likely to be stuck in traffic before they can enter the bus lane. Concerns also raised that the proposed signal phasing at the junction could be counter-productive and actually worsen delay.
- Concerns raised over the proposal to convert the Sutton Avenue Roundabout into a signalised junction. Several respondents commented that the roundabout currently operates adequately with no issues, and that the proposal would increase delays for buses and general traffic. Suggestion that a better alternative would be to retain the roundabout and introduce pedestrian crossings nearby.
- A signed petition was issued in support of improved safe pedestrian crossings at the A259/ Sutton Avenue roundabout. General support for the crossings despite concerns raised that the proposal to convert the junction to a roundabout would increase delays.
- One respondent noted that consultation maps 14 and 15 do not show a continuous length of road on A259 and queried whether the section between Central Avenue and Hodder Avenue (noted to be approximately 500m) was omitted by mistake.
- Concerns that the new bus lane outside The Dell Park would not improve bus reliability and would bring road fumes & emissions closer to the children's play area.
- Concerns raised over the loss of green space in The Dell Park to provide the shared-use path. Potential covenant issues with land at The Dell Park were also noted.
- Suggestion that there should be a fence separating The Dell Park from the proposed shared-use path, as the current proposal could create conflict between the different user groups (e.g. cyclists, dog walkers in the park, children).
- A comment was made that westbound traffic queues and delay originate from the Longridge Avenue junction and that should be further investigated for improvements.

- One respondent requested that the bus stops and pedestrian crossing at the A259/ Roderick Avenue junction are reconfigured and upgraded, to provide a toucan crossing in-between the eastbound and westbound bus stops.
- One respondent suggested that parking restrictions should be implemented at specific junctions like Ambleside Avenue/St. Peter's Avenue and St. Peter's Avenue/ Telscombe Cliffs Way.
- A number of people noted that when the A259 becomes congested, many motorists use side roads to the north to bypass queues and force their way back in further downstream. This exacerbates current issues. Suggestions that some of the side roads considered for one-way regulations to eliminate the problem.
- Suggestion that bus lay-by east of Roderick Avenue is moved to the west of the signalled crossing as currently buses struggle to exit as either stopped by continuous vehicle movements or the change of the crossing. By having the layby to the west of the crossing, this would create gaps to enable buses to exit.
- Some comments were made that the bus priority facility at Telscombe Cliffs Way was not fit for purpose as didn't provide priority so buses on approach move into the general traffic lane instead to pass through the signals. Any new/revised signals need to address this problem.

BSIP Consultation Mailbox

Throughout the consultation period, the BSIP Consultation Mailbox was monitored for incoming emails and queries on the proposals. As detailed earlier in the report, 41 emails were received during the consultation period.

The emails varied in nature; the majority raised specific questions or queries on the proposals, while others included requests for hard copies of the materials and/or consultation survey.

ESCC ensured that a member of the project team provided a response to all emails received. This could include, for example, responding to a particular technical query and providing clarification on a specific element of the proposal, or, if requested, sending out hard copies of the consultation brochure and survey for respondents to complete.

A high-level summary of the emails received is provided below.

- Queries over the rationale behind the proposals. For example:
 - What data/ modelling has been undertaken to back up the proposals?
 - What are the benefits of moving bus stops?
 - What other options have been considered?
 - Projected journey time savings for buses?
- Queries/ questions on specific proposals. For example:
 - Will the bus lanes be accessible to cyclists?
 - Will the bus lanes operate during peak hours only, or at all times?
 - Where is the space for the new bus lanes coming from? Will the footways be narrowed?
 - What is meant by 'dedicated bus lane'?
- Queries over the impact of the proposals. For example:
 - Noise and air quality impacts
 - Cost of the proposals

- Impact of construction
- Impact on green spaces/ grass verges
- Removal of right turn pockets
- A number of the emails expressed support for the proposed changes.
- Some opposition to the schemes, particularly the proposed bus lane along Seaside. Concerns raised by a number of business owners along the route and a lack of awareness about the public consultation.
- Several requests for hard copies/ printed versions of the consultation materials (brochure, feedback survey, schematic drawings).
- A number of emails commented on the existing bus services (e.g. timetabling and routing), despite falling outside the scope of the BSIP Bus Priority Measures consultation.

The BSIP consultation mailbox (bsipconsultation@eastsussex.gov.uk) will remain available after the close of the consultation for those who have further questions on scheme proposals or the next steps and these will be answered by the County Council in accordance with the East Sussex County Council Customer Service Standards.

8. Key Themes & Design Considerations

ESCC has considered all comments received through the consultation. This section summarises the key themes that emerged from the feedback received in relation to the proposals, that has been summarised throughout this report. This includes feedback that was received via the online consultation survey, during stakeholder meetings, the active travel focus group, and via email/ other written responses.

Table 8 overleaf sets out responses to the key themes that were raised multiple times. These themes have been generated based on the coding exercise summarised in Chapter 5, feedback received during the active travel focus group (summarised in Chapter 6), as well as the key themes emerging from email and written responses received (Chapter 7). We have also sought to address other matters that were raised by organisations and key stakeholders, where appropriate, such as during the consultation briefing sessions and stakeholder meetings.

The range of comments made under each theme are reflected in the table, alongside ESCC's response to each theme.

It is important to note that many of the issues raised require information that would only be available once more detailed design work has been carried out. The scheme is still at an early feasibility stage, and it is likely that further work will be undertaken to progress the proposals to the detailed design stage, based on the feedback received during the consultation.

Table 8: Key Themes, Design Considerations and ESCC Response

Theme	Nature of comments	ESCC Response & Potential Design Considerations
General support for the BSIP schemes	Agreement with the proposals	We welcome these comments in support of the schemes. They have been noted as part of the process to determine the next steps and future decisions on the various schemes within the BSIP bus priority package.
	Proposals are needed	
	Support for making bus journeys quicker and more reliable	
General opposition for the BSIP Schemes	Proposals are a waste of money.	<p>The proposals form part of the East Sussex BSIP, which sets out our plans to improve bus services across the county. We want to ensure that East Sussex residents and visitors enjoy the highest possible quality bus services that provide a frequent and comprehensive choice, reduce congestion and make a positive contribution to better air quality and decarbonisation.</p> <p>The BSIP focusses on enhancing the bus network within East Sussex to complement and support wider transport investment across the country, encouraging a sustainable mode shift towards bus usage.</p>
	Proposals will worsen traffic congestion.	<p>In September 2022, ESCC was allocated £41.4 million of Government funding towards the delivery of its BSIP. Of this, £22.1m was for capital with the majority (£18.5m) specifically allocated towards the development and delivery of bus priority measures in the county. In identifying the potential schemes that went to public and stakeholder consultation, we prioritised those which would generate the greater user benefits for bus passengers.</p> <p>The introduction of the bus priority proposals alongside the service frequency improvements and fare schemes funded through the Bus Service Improvement Plan funding secured from Government, are collectively seeking to encourage greater levels of bus use. In turn, this will help to reduce congestion and traffic flow, as well as improve air quality & reduce transport generated carbon emissions which is</p>

Theme	Nature of comments	ESCC Response & Potential Design Considerations
		<p>the highest contributor in the county. In developing and introducing any bus priority measures, we recognise that we also need to balance the needs and potential competing demands arising from other road users.</p> <p>As we move through different stages of the project, including the design phases, we will be conducting further traffic modelling to better understand any potential congestion issues and ensure the proposals address them.</p>
	Proposals are not needed	<p>In developing the BSIP, the County Council carried out a survey in summer 2021 to understand what improvements bus users would want to see introduced on the bus network. One of the highest priorities identified was improving the punctuality and reliability of bus services across the county.</p> <p>The potential bus priority measures were identified from an assessment of bus service data provided by the bus operators to determine where the key punctuality and reliability hotspots were on the network, as well as a review of previous/current multi-modal corridor studies which had considered bus priority schemes within them. A subsequent high level desktop assessment of these potential locations was then undertaken to determine whether bus priority measures could reasonably and physically be introduced.</p>
Suggestion that the proposals don't go far enough	Further measures should be introduced / other areas should be included in the BSIP	<p>The schemes will deliver a series of localised improvements, focusing on enhancing bus reliability in Eastbourne, Newhaven and Peacehaven, which have been identified as priority areas for investment through the BSIP.</p> <p>The potential bus priority measures were identified from an assessment of bus service data provided by the bus operators to determine where the key punctuality and reliability hotspots were on the network, as well as a review of previous/current multi-modal corridor studies which had considered bus priority schemes within them. A subsequent high level desktop assessment of these</p>

Theme	Nature of comments	ESCC Response & Potential Design Considerations
		<p>potential locations was then undertaken to determine whether bus priority measures could reasonably and physically be introduced.</p> <p>Following the outcomes of the feasibility study, a prioritisation exercise was undertaken in June 2023 to ensure the packages of schemes included in the consultation, presented the highest benefits in each area, were affordable within the funding available and could be delivered in line with the Government’s Department for Transport spend and delivery timescales of March 2025.</p> <p>The need for any additional measures to be introduced across other areas of the county will form part of ongoing development of the East Sussex BSIP and under the auspices of the draft Local Transport Plan 4 (currently out to public and stakeholder consultation until end February 2024) and would be subject to future funding becoming available.</p>
Package 1: Kings Drive,	Support for the proposed bus lanes	We welcome these comments in support of the scheme. They have been noted as part of the process to determine the outcome taken forward.
	Concerns there is not enough space to provide the bus lanes.	<p>At present, there are advisory on-road cycle lanes running in both directions on the section of Kings Drive between Decoy Drive roundabout and Rodmill roundabout. It is proposed to re-design the existing road carriageway layout and remove the existing on road cycle lanes to introduce the southbound bus lane, as well as retaining two lanes for traffic.</p> <p>The current proposals are designed to fit within the current highway boundary and will not negatively impact residents in terms of restricted access to their properties and public services requiring access.</p>

Theme	Nature of comments	ESCC Response & Potential Design Considerations
	More is needed in this area for cyclists	At present, there are advisory on road cycle lanes (delineated by the broken white line) running in both directions on the section of Kings Drive between Decoy Drive roundabout and Rodmill roundabout. It is proposed to re-design the existing road carriageway layout and remove the existing on road cycle lanes to introduce the southbound bus lane as well as retaining two lanes (north and southbound) for traffic. In lieu of the current on road facilities for cyclists, we are continuing to consider alternative off-road options for cycling alongside this section on Kings Drive.
Package 1: Seaside Corridor & Seaside Roundabout	Oppose the dedicated bus lanes on Seaside Road	Following the consultation and analysis of the feedback, we are reviewing the proposals along Seaside Corridor. Once more detailed designs have been developed, a full Road Safety Audit (RSA) would be undertaken to ensure the safety of all road users. The updated designs may still affect on street parking levels in this area and we will take into consideration the consultation responses noting the impact of removing parking.
	Bus lanes will make it less safe (particularly near the schools)	
	Concerns over the impact of the proposals on local businesses and residents due to the loss of parking	At this early design stage, it is anticipated that some existing on road parking arrangements may be affected by some of the proposed schemes. This specifically includes a potential net loss of 152 parking spaces to accommodate the currently as proposed bus lanes along Seaside Corridor/Seaside Roundabout. In response to consultation feedback, and as schemes progress to subsequent design stages, opportunities would be explored on maximising the retention of existing on street parking whilst introducing the bus priority measures, and/or provide include alternative provision.
	Concerns raised over the construction impact of	As the scheme designs are currently at a feasibility stage, Construction and Traffic Management Plans have not yet been developed. These would be developed at the

Theme	Nature of comments	ESCC Response & Potential Design Considerations
	the schemes, particularly for businesses on Seaside	<p>detailed design stage and prior to construction once a decision is made over which scheme(s) to progress.</p> <p>The extent of the likely disruption caused by construction will be assessed, and priority will be given to minimising overall delays and disruption for all road users. Access to businesses will sought to be maintained throughout the construction of the schemes with further engagement on the traffic management, access arrangements etc taking place prior and during the construction.</p>
Package 1: Eastbourne Station Area	General support for proposals in this area	We welcome these comments in support of the scheme. They have been noted as part of the process to determine the outcome taken forward.
	Bus lanes should be LTN 1/20 complaint	<p>In line with LTN 1/20 guidance, the minimum width of a bus lane that is safe to be shared with cyclists, is 4 metres. Where possible, we have tried to accommodate bus lanes of this width within the proposals, to enable cyclists to safely use them. However, there may be certain locations where this has not been possible due to local road width constraints. Where the bus lanes are proposed to be open for cyclists to use, signage will be installed to make it clear that cyclists can travel in them.</p> <p>As the proposals are still at a feasibility stage they will be further refined at subsequent design stages.</p>
Package 1: Sovereign Harbour	Concerns over the loss of the existing cycle route on the Waterfront to accommodate the bus lane between Atlantic Drive/ Harbour Quay	Within the current proposal, the introduction of the bus gate between South and North Harbour would be provided along the alignment of the existing footway/cycleway between the Boatyard and back of the Crumbles Retail Park. The existing service road at the back of the units at Crumbles Retail Park would also be realigned with a new dedicated footway/cycle route provided alongside. This proposal would require some additional (third party) land take and remains subject to discussion/negotiation with the landowner.

Theme	Nature of comments	ESCC Response & Potential Design Considerations
		We will make every effort to ensure that the new shared-use path is introduced before the existing cycle route is removed, to ensure that active travel infrastructure in this locality is not compromised.
Package 2: Newhaven Town Centre Ring Road Virtual Bus Priority	Support for pedestrian priority and safety improvements	We welcome these comments in support of the scheme. They have been noted as part of the process to determine the outcome taken forward.
	Concerns the proposals will increase congestion in an area that already experiences delays	The current proposal is designed to tackle the challenges faced by buses joining and moving around the Ring Road. As we progress to the next design stages we will conduct a comprehensive traffic modelling exercise comprising detailed modelling and assessment of traffic flows to better understand the impacts on various modes of transport, including buses and cars on the Ring Road.
Package 2: Drove Road, Newhaven Town Area & Denton Roundabout	Proposals will worsen traffic congestion	By improving bus journey times and reliability, and improving facilities for pedestrians and cyclists, it is anticipated that the scheme will result in greater uptake these modes and reduce car travel, resulting in reduced congestion and improved air quality. Detailed traffic modelling will be undertaken at the next design stage to fully understand the impacts that the proposals would have on traffic flows in the vicinity of the scheme to help inform and refine the scheme design.
	Suggest new bus stops should be installed near Sainsburys	The comment is noted and the need for bus stops in this location would be considered as part of the next design stage.
	Eastbound bus lane will make it unsafe for people entering/ exiting Sainsburys	Any scheme designs undergo a full Road Safety Audit (RSA) at all design (preliminary and detailed design) stages to ensure the facilities as designed are considered safe for all road users.

Theme	Nature of comments	ESCC Response & Potential Design Considerations
		The RSA would consider any potential visibility impacts of the bus lane for vehicles entering or exiting the supermarket.
Package 2: Peacehaven A259 corridor	Support for new and upgraded pedestrian crossings	We welcome these comments in support of the scheme. They have been noted as part of the process to determine the outcome taken forward.
	Concerns over the proposal to replace the Sutton Avenue Roundabout with traffic signals	<p>The conversion of the existing roundabout into a signalised junction would make cycling and walking a safer and easier option for travel, as well as improving bus reliability and reducing delays for buses on the approaches and through the junction. This would also implement safe crossing facilities for pedestrians and cyclists wanting to cross the road.</p> <p>The scheme remains subject to refinement at the next design stage and all consultation feedback will be considered to help shape any future decisions for the scheme and the resultant proposals.</p>
	Concerns over the shared-use path through The Dell Park	<p>To accommodate the proposed bus lane in this area, we are proposing a new shared-use pedestrian and cycle route through The Dell Park which will be subject securing third party land which is currently outside the highway. As we proceed with the design, we will also explore how this new path can connect with wider cycling networks, making it easier for cyclists to access other areas in the vicinity.</p> <p>We have no current plans to impact the playground in The Dell. Preserving the playground is a priority for us, and we understand its importance to the community. If any potential impact arises in the future, we will work diligently to find ways to minimise any effects.</p>
	Queries over journey time savings for buses	The journey time savings assessment for the Peacehaven A259 corridor proposal has identified a journey time saving of 124 seconds per vehicle for westbound buses in

Theme	Nature of comments	ESCC Response & Potential Design Considerations
		<p>the morning peak, 25 seconds in the pm peak and 21 seconds in the interpeak (the period between the am and pm peak hours).</p> <p>For eastbound buses, the journey time saving provided by the introduction of the bus priority measures are 26 seconds in the am peak, 47 seconds in the pm peak and 51 seconds in the interpeak.</p>
Comments on the active travel elements of the BSIP	Shared-use paths will create conflict between pedestrians and cyclists	<p>LTN 1/20, the government design guidance for cycle infrastructure states that shared-use provision for pedestrians and cyclists may be deemed acceptable in certain situations, including where options to use the carriageway are unworkable.</p> <p>Due to width constraints in certain locations, and to minimise private land take, much of the pedestrian and cycle provision as part of these schemes are proposed to be shared-use. New signage will be installed where shared-use paths are being introduced, clearly indicating the space can be used by cyclists as well as pedestrians. Where possible, white line segregation will be introduced on shared paths, providing dedicated space on the route for pedestrians and cyclists.</p> <p>Furthermore, at subsequent design stages, the schemes will be subject to a full Road Safety Audit (RSA) to ensure the facilities are considered safe for all road users.</p>
	Suggestion that cyclists should be able to travel in the bus lanes	<p>The consultation proposals are at an early feasibility stage, and as such remain indicative. In line with LTN 1/20 guidance, the minimum width for a shared bus and cycle lane is 4 metres, to enable buses to pass cyclists with sufficient room.</p> <p>It is currently proposed that some of the bus lanes will be open for cyclists to use, where it is considered safe and where there is sufficient width to allow so. However, this will be reviewed at the subsequent design stages. Where we are proposing for cyclists to use the bus lanes, clear signage will be installed.</p>

Theme	Nature of comments	ESCC Response & Potential Design Considerations
Comments on the proposed bus lanes	Concerns there is insufficient space for bus lanes	At this early design stage, it is anticipated that the majority of the bus lanes can be delivered within the existing highway boundary. To provide the bus lanes, the existing road carriageway layout may need to be redesigned, for example, through removing some of the existing right turn pockets, reducing the number/width of general traffic lanes, and/or restricting parking in certain locations. The scheme design will be refined as we move into the next design stages.
	Suggest the proposed bus lanes should be extended in length	<p>We have carefully designed the bus lanes, taking into account the existing road constraints, such as ensuring continued access to properties and side streets, and working within the available space within the highway boundary to ensure minimal disruption and maximum functionality.</p> <p>As we are at an early design stage, we will explore whether any of the proposed bus lanes could be extended in length, subject to there being sufficient space and benefit in doing so, in the subsequent design stages.</p>
	Support for 24/7 operation of bus lanes	We welcome these comments in relation to the operation timings for the bus lanes. At the current stage of design, we anticipate that the proposed bus lanes would operate at all times, i.e. 24/7. This will help ensure quicker and more reliable bus journeys at all times of the day.
Concerns over environmental impact of the proposals	Concerns over the loss of trees/ greenery	Environmental considerations are a high priority in the development of the bus priority schemes. All environmental impacts of the schemes will be fully assessed and fed into their development to ensure impacts are mitigated, minimised, or avoided where possible.
	Proposals will be worse for the environment/ air quality	At this stage of design, it is anticipated that a number of trees may be impacted by the proposed schemes. Where possible, we will work to minimise tree loss, and if necessary, identify/delivery green infrastructure provision as part of the schemes.

Theme	Nature of comments	ESCC Response & Potential Design Considerations
Safety Concerns	Suggestion that the new road layouts will cause conflict/ safety issues	<p>The proposals have been developed in line with latest policy guidance, including the Government Bus Strategy ‘Bus Back Better’, Manual for Streets, and LTN 1/20: Cycle Infrastructure Design.</p> <p>By improving bus journey times and reliability, and improving facilities for pedestrians and cyclists, it is anticipated that the scheme will result in greater uptake these modes and reduce car travel, resulting in reduced congestion and improved air quality.</p> <p>Road Safety Audits (RSAs) will be completed at the end of the preliminary and detailed design stages as well as following construction of the schemes, to assess the safety of the measures for all highway users.</p>

9. Summary & Next Steps

In July 2022, the County Council received a capital allocation of £22.1m in the £41.4m secured towards the delivery of the East Sussex Bus Service Improvement Plan (BSIP). Of the £22.1m capital, £18.5m was allocated towards the delivery of bus priority measures in the county.

The potential bus priority measures were identified from an assessment of bus service data provided by the bus operators to determine where the key punctuality and reliability hotspots were on the network, as well as a review of previous/current multi-modal corridor studies which had considered bus priority schemes within them. A subsequent high level desktop assessment of these potential locations was then undertaken to determine whether bus priority measures could reasonably and physically be introduced.

Following the outcomes of the feasibility study, a prioritisation exercise was undertaken in June 2023 to ensure the packages of schemes included in the consultation, presented the highest benefits in each area, were affordable within the funding available and could be delivered in line with the Government's Department for Transport spend and delivery timescales of March 2025.

Consultation on a package of bus priority measures in East Sussex specifically focussed on the Eastbourne and Newhaven/Peacehaven areas, was undertaken between 31 July and 25 September 2023.

A total of 1,854 consultation surveys were received, as well as various other items of feedback including emails, written responses, and other documents submitted during the consultation. Feedback was also received at the public drop-in events and during meetings with stakeholders. Six public drop-in events were held in Eastbourne, Newhaven, Peacehaven and Telscombe, as well as one focus group with active travel groups, which gave attendees the opportunity to discuss the proposals and have their questions answered by members of the project team.

Overall, it is considered that the consultation exercise enabled ESCC to effectively engage with key stakeholders and members of the public and gather feedback on the BSIP Bus Priority Measures proposals which are currently at the feasibility design stage. In terms of outreach and awareness, the most effective means of communication was via social media, followed by word of mouth.

Quantitative feedback was sought on each individual scheme within the wider package of bus priority measures. Analysis of the responses shows that most of the proposals were not supported by participants. The Seaside Corridor scheme specifically, had the largest proportion of opposing responses, with 70% strongly opposing this scheme. Meanwhile, the Newhaven Town Centre scheme focussed on the Ring Road had the largest proportion of supportive respondents 37% overall, alongside the extension of bus lanes on the A259 Corridor in Peacehaven (38% support overall).

From the free text responses received, certain issues were raised in relation to the introduction of the proposed bus lanes including the loss of/changes to on-street parking provision, and any perceived negative impact on traffic flow, whereas proposals to improve crossings for pedestrians often had more supportive reactions from respondents. Among the specific interventions, some findings of note were:

- Over half of survey respondents supported the new and upgraded pedestrian crossings on Seaside Corridor; and
- Three quarters of survey respondents strongly opposed the dedicated bus lanes on Seaside Road.

All comments received during the consultation will be considered to help inform decision making on the next steps for each of the proposed schemes. The package of schemes presented in the public and stakeholder consultation exceeds the BSIP capital funding allocation available to East Sussex County Council for the introduction of the bus priority measures. Therefore, a decision will need to be made over which scheme(s) are to be progressed to the subsequent design stages and delivery phase.

A summary of consultation outcomes and recommendations on which schemes are progressed will be presented to the East Sussex County Council's Lead Member for Transport and Environment in January 2024.

Subject to the consultation outcomes and decisions on which scheme(s) are progressed, the next design stages will commence in early 2024.

Appendix A: Consultation Webpage





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EAST SUSSEX

BUS SERVICE IMPROVEMENT PLAN (BSIP) - BUS PRIORITY MEASURES

Public Consultation

Monday 31 July to Monday 25 September 2023



**Funded by
UK Government**



East Sussex BSIP Bus Priority Measures

Overview

The bus priority measures being proposed in this consultation form part of the [East Sussex Bus Service Improvement Plan \(BSIP\)](#), which sets out our ambitious plans to improve the bus network across East Sussex and provide a cleaner, reliable alternative to car travel. The BSIP focusses on enhancing the bus network within East Sussex to complement and support wider transport investment across the country, encouraging a sustainable mode shift towards bus usage.

About the Bus Service Improvement Plan (BSIP)

The BSIP actively addresses the [National Bus Strategy](#) and sets out our plans to improve bus services, working in close cooperation with neighbouring Local Transport Authorities, bus operators, community and business voices, bus passengers, and the voluntary and health transport sector. Through the BSIP we will deliver bus service improvements, bus stop improvements and bus priority measures.

The aims of the BSIP are to:

- Improve the reliability and punctuality of bus services and explore methods to make bus services more accessible.
- Encourage an increase in the proportion of people travelling by bus.
- Enhance the bus network, reducing journey times and improving reliability and punctuality of bus services.
- Increase bus usage across the county by building a bus network that meets everyone's needs.
- Complement and support wider transport investment across the country.

The East Sussex BSIP will ensure that residents and visitors enjoy the highest possible quality bus services that provide a frequent and comprehensive choice, reduce congestion and make a positive contribution to the community, better air quality and decarbonisation.

About the Bus Priority Measures

The aim of the proposed measures is to make bus journeys quicker, more efficient and reliable. Through introducing dedicated spaces for walking and cycling, we also want to improve the safety, convenience and attractiveness of these journeys, and help encourage more people to travel on foot, by bike, and use the bus.

The proposals cover the following areas:

- Eastbourne
- Newhaven
- Peacehaven

The proposals have been split into two packages of schemes, based on their geographical location. A detailed overview of the proposals is provided in the [consultation brochure](#). We have also produced an easy read version which can be found [here](#).

Paper copies of the brochure will be available at all public consultation events.

Closes 25 Sep 2023

Opened 31 Jul 2023

Contact

07514721385

BSIPConsultation@eastsussex.gov.uk



We want your views on the proposed bus priority measures. Your views are important to us, and this public consultation is an opportunity to provide feedback and comments on the current proposals to help shape the subsequent development stages.

The proposed scheme designs are still under development, and the proposals could change depending on the feedback received through the consultation exercise.

Why are the improvements needed?

In East Sussex, the number of journeys made by bus has been in decline since 2014. The East Sussex BSIP is an ambitious plan that seeks to stimulate and drive significant improvements to local bus services across the local authority area. These improvements are intended to:

- Recover bus usage from the Covid-19 pandemic, taking account of consequential changes in travel patterns, and to increase usage significantly in future years;
- See a step change in local transport provision delivered to current and new bus users;
- Seek to readdress the balance in modal share between private and public transport; increase bus mode share; and
- Tackle vehicle emission and climate change concerns.

The BSIP actively addresses the National Bus Strategy's requirements to work together at pace to increase bus patronage: both to build it back after the pandemic and then to increase it further and increase the number of journeys made by bus.

The results from a 2018 Bus Passenger Survey identified 'bus punctuality' and 'journey times' as factors to be improved within East Sussex. The BSIP will help tackle these challenges through a programme of bus priority measures, to speed up journey times and ensure buses turn up on time.

At a broader level, the BSIP will help address the existing challenges and remove barriers to bus use, unlock even better services and generate modal shift from the private car to bus.

Why your views matter

Your views are important to us, and so we are actively seeking feedback and comments on these proposals to help shape the next design phase.

Please take this opportunity to let us know what you think by completing our survey, which can be accessed via the link at the bottom of this page.

We are also hosting a number of in-person drop-in events during the consultation period. During the events, members of the project team will be available to answer your questions and provide you with more information about the proposed schemes.

We have developed a [Frequently Asked Questions](#) document to answer additional questions on the proposals.

You can also contact the project team via email, using the contact details at the top of this page.

Complete the survey here

[Online Survey](#) >

Events

- Eastbourne Drop-in Consultation Event

From 30 Aug 2023 at 14:00 to 30 Aug 2023 at 18:00

[Add to my Calendar \(.ics\)](#)

[More information](#)
- Peacehaven Drop-in Consultation Event

From 7 Sep 2023 at 10:00 to 7 Sep 2023 at 13:00

[Add to my Calendar \(.ics\)](#)

[More information](#)
- Peacehaven Drop-in Consultation Event

From 7 Sep 2023 at 14:00 to 7 Sep 2023 at 17:00

[Add to my Calendar \(.ics\)](#)

[More information](#)
- Newhaven Drop-in Consultation Event

From 14 Sep 2023 at 11:00 to 14 Sep 2023 at 14:00

[Add to my Calendar \(.ics\)](#)

[More information](#)
- Newhaven Drop-in Consultation Event

From 14 Sep 2023 at 15:30 to 14 Sep 2023 at 19:00

[Add to my Calendar \(.ics\)](#)

[More information](#)
- Eastbourne Drop-in Consultation Event

From 16 Sep 2023 at 09:30 to 16 Sep 2023 at 13:30

[Add to my Calendar \(.ics\)](#)

[More information](#)

Related

- [East Sussex BSIP Bus Priority Measures Consultation Brochure](#)

19.6 MB (PDF document)
- [East Sussex BSIP Bus Priority Measures Easy Read Consultation Brochure](#)

415.8 KB (PDF document)
- [East Sussex BSIP Bus Priority Measures FAQs](#)

648.9 KB (PDF document)
- [2023 BSIP Bus Priority Measures Equality Impact Assessment](#)

146.2 KB (Office Word 2007 XML document)
- [Privacy Notice - Consultation Hub](#)
- [East Sussex Bus Service Improvement Plan](#)

Appendix B: Consultation Brochure



[Updated Consultation Brochure \(Updated 17 August 2023\)](#)

MORE BUS LESS FURSS

EAST SUSSEX

**BUS SERVICE
IMPROVEMENT
PLAN (BSIP) -
BUS PRIORITY
MEASURES**

Public Consultation Brochure
Monday 31 July to Monday 25 September 2023

 **Funded by
UK Government**

**East Sussex
County Council**

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This brochure outlines what we are proposing as part of the BSIP Bus Priority Measures in the county in more detail as well as outlining the benefits and impacts of the proposed schemes and how you can have your say.

We are asking for your input so that we can be sure of taking all opinions, comments and opportunities into account.

You can find more information about the proposals and complete the feedback survey by scanning the QR code or visiting <https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures> or in the Have Your Say section of this brochure.

East Sussex Bus Priority Measures - Public Consultation Brochure

Page 2

What is the Bus Service Improvement Plan?

The East Sussex Bus Service Improvement Plan (BSIP) actively addresses the National Bus Strategy and sets out our plans to improve bus services, working in close cooperation with neighbouring Local Transport Authorities, bus operators, community and business voices, bus passengers, and the voluntary and health transport sector. Through the BSIP we will deliver bus service improvements, bus stop improvements and bus priority measures.

We want your views on the proposed schemes in this brochure as part of the BSIP bus priority measures. Your views are important to us, and this public consultation is an opportunity to provide feedback and comments on the latest plans to help shape the detailed design stage.

Our BSIP aims are to:

- Improve the reliability and punctuality of bus services and explore methods to make bus services more accessible.
- Encourages an increase in the proportion of people travelling by bus.
- Enhance the bus network, reducing journey times and improving reliability and punctuality of bus services.
- Increase bus usage across the county by building a bus network that meets everyone's needs.
- Complement and support wider transport investment across the country.

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The East Sussex Bus Service Improvement Plan will...

... ensure that residents and visitors enjoy the highest possible quality bus services that provide a frequent and comprehensive choice, reduce congestion and make a positive contribution to the community, better air quality and decarbonisation.

East Sussex Bus Priority Measures - Public Consultation Brochure

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Objectives of the Proposed Bus Priority Measures



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Improved Bus Reliability



The introduction of bus priority measures and signals to reduce delays, speed up journey times and ensure buses arrive on time.

Reduce Congestion and Improve Traffic Flow



This means you will spend less time stuck in traffic and more time where you need to be! Not only will this make journeys quicker and more reliable, it will reduce vehicle emissions and improve local air quality.

Encourage Greater Bus Use



This will help reduce congestion on the county's busy road network. This will in turn improve air quality and create safer, more pleasant places in which to live, work and do business.

Complement Wider Initiatives



Collectively, the measures will transform the existing transport system to provide a safe, reliable and accessible network for all users. The improvements will provide a realistic and reliable alternative to the car and support the county focus of achieving net zero emissions by 2050 at the latest.

Create Safer Options



A number of proposed dedicated spaces for active travel will help reduce conflict between the different road users, supporting safer, more attractive journeys. In turn encouraging more people to walk and cycle, therefore fostering happier, healthier and more active communities.

The Proposed Scheme Locations

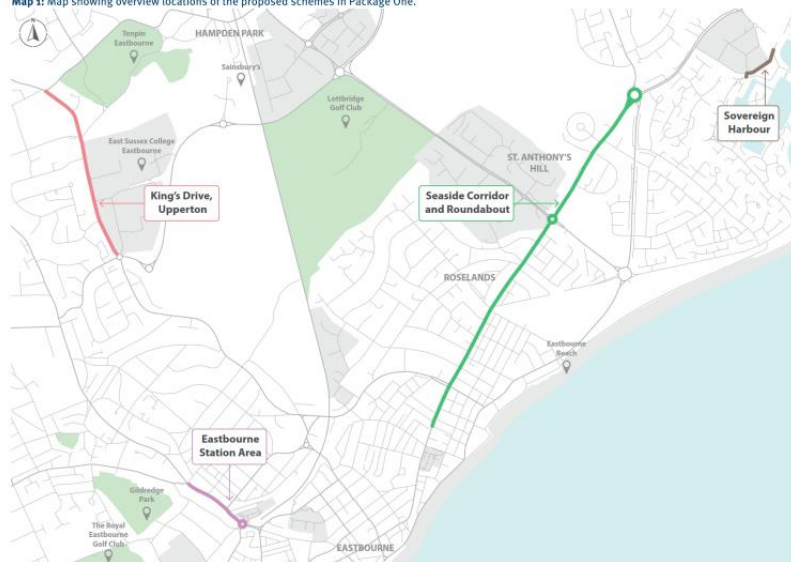


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The proposed packages of schemes are in Eastbourne, Newhaven and Peacehaven. Package one covers Eastbourne and the schemes are shown below.

Map 1: Map showing overview locations of the proposed schemes in Package One.



The Proposed Scheme Locations

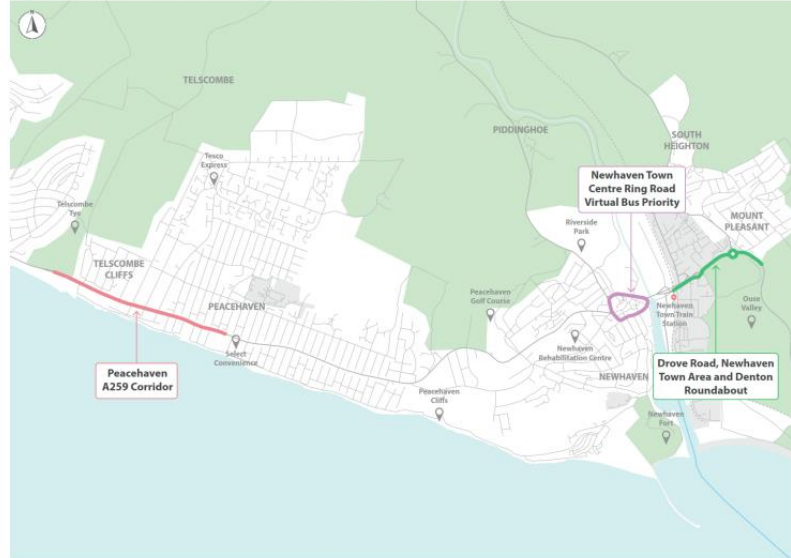


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Package two spans across Newhaven and Peacehaven, the schemes are shown below.

Map 2: Map showing overview locations of the proposed schemes in Package Two.



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The Proposed Schemes: Package One



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Package one is located in Eastbourne and comprises of four schemes:

- King's Drive, Upperton
- Seaside Corridor and Seaside Roundabout
- Eastbourne Station Area
- Sovereign Harbour

Package Benefits

The expected benefits of the proposed schemes in package one include:



Improved journey times and reduced delay for buses



Improved provision for cyclists



Encourages an increase in the proportion of people travelling by bus



Improved visibility and safety for all users



Increased safety for pedestrians



Reaching the train station becomes easier for pedestrians

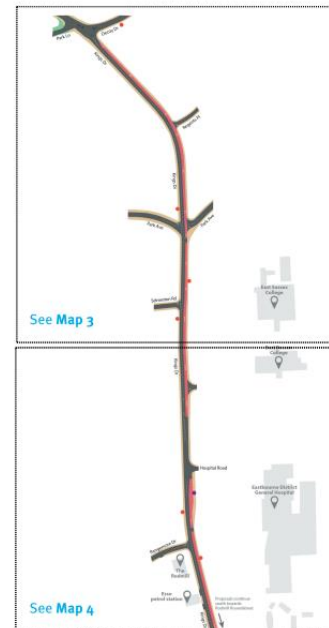
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King's Drive, Upperton

- Implementation of bus priority measures to enhance the reliability and speed of bus services, through the introduction of a dedicated bus lane, serving Eastbourne District General Hospital and East Sussex College Eastbourne campus.
- A southbound bus lane is proposed between Decoy Drive and Rodmill roundabout.
- Relocation of bus stops and improvements to bus stop infrastructure.

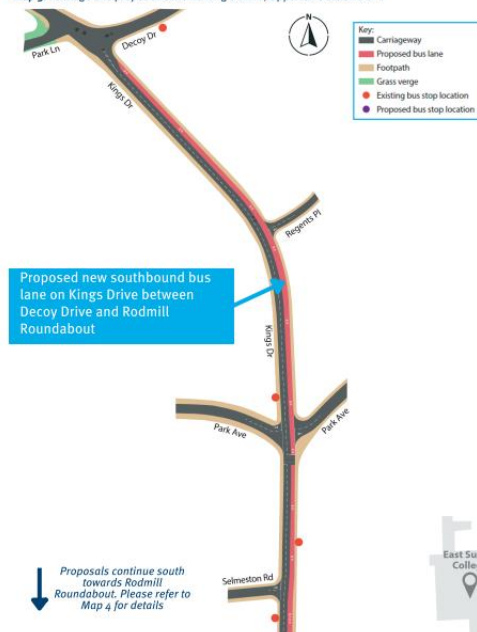
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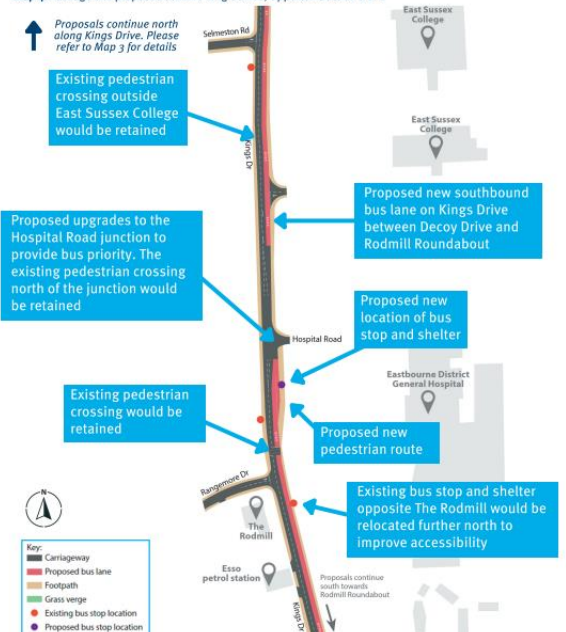
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Map 3: Package one proposed scheme King's Drive, Upperton Section 1 of 2



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Map 4: Package one proposed scheme King's Drive, Upperton Section 2 of 2



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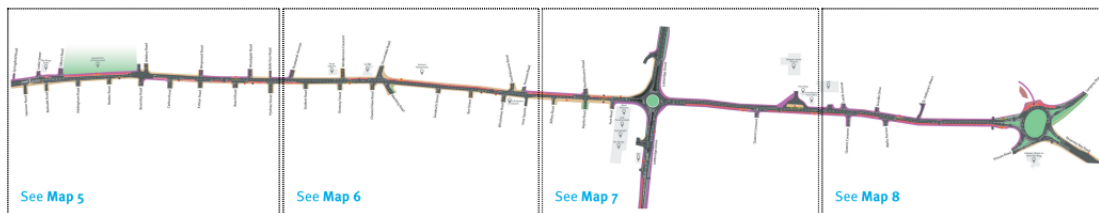


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Seaside Corridor and Seaside Roundabout

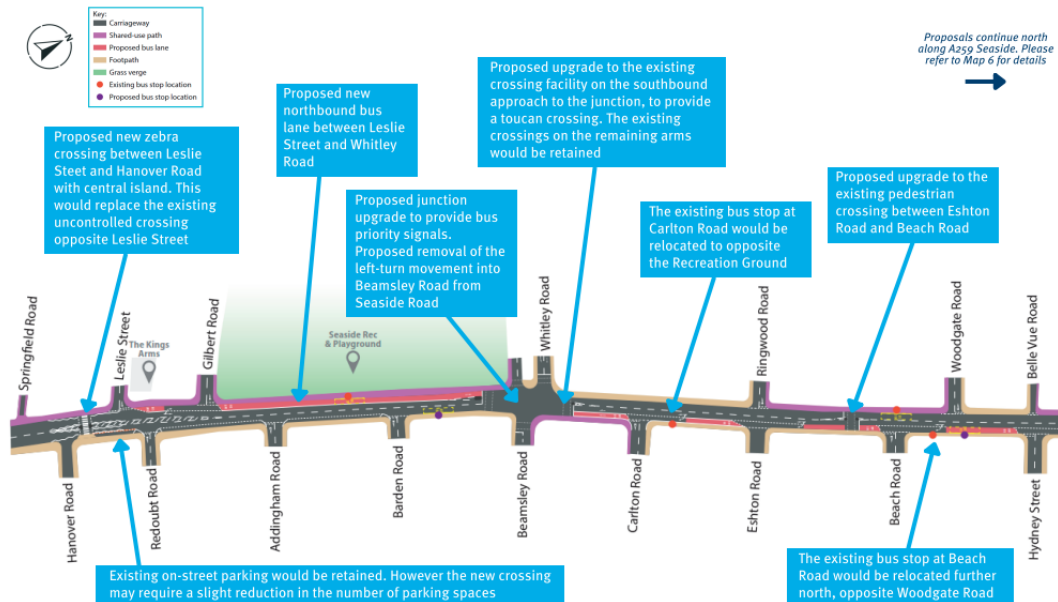
- Provision of dedicated bus lanes from east of Gilbert Road to Langney Rise roundabout in both directions on Seaside Road and St Anthony's Avenue to improve bus journey times.
- Shared use cycle path and cycle improvements along Seaside Road and St Anthony's Avenue to connect with existing cycle routes.
- New and upgraded pedestrian crossings including a toucan crossing at the Seaside Roundabout linking the two existing sections of shared footway/cycle-way along Lottbridge Drive.
- Traffic signal upgrades to at several junctions along A259 Seaside Road to provide bus priority.
- Relocation of bus stops and improvements to bus stop infrastructure.

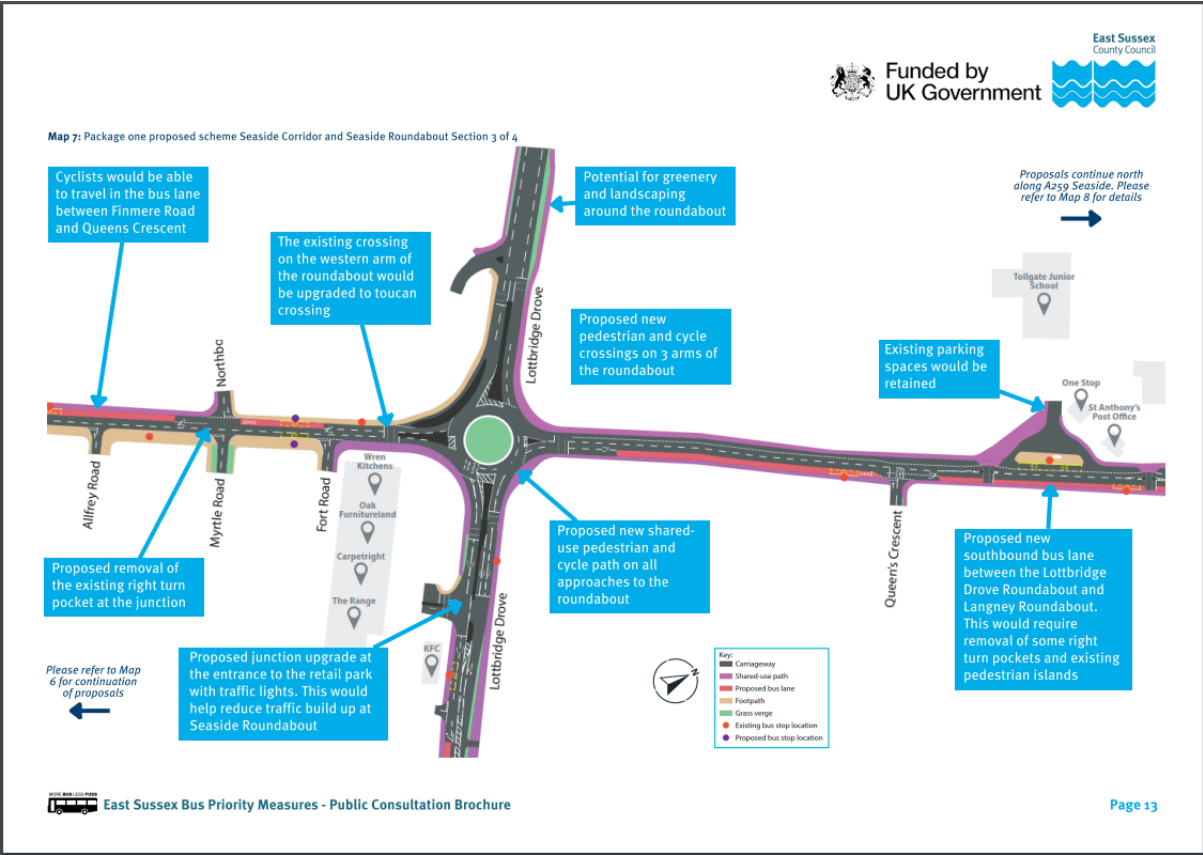
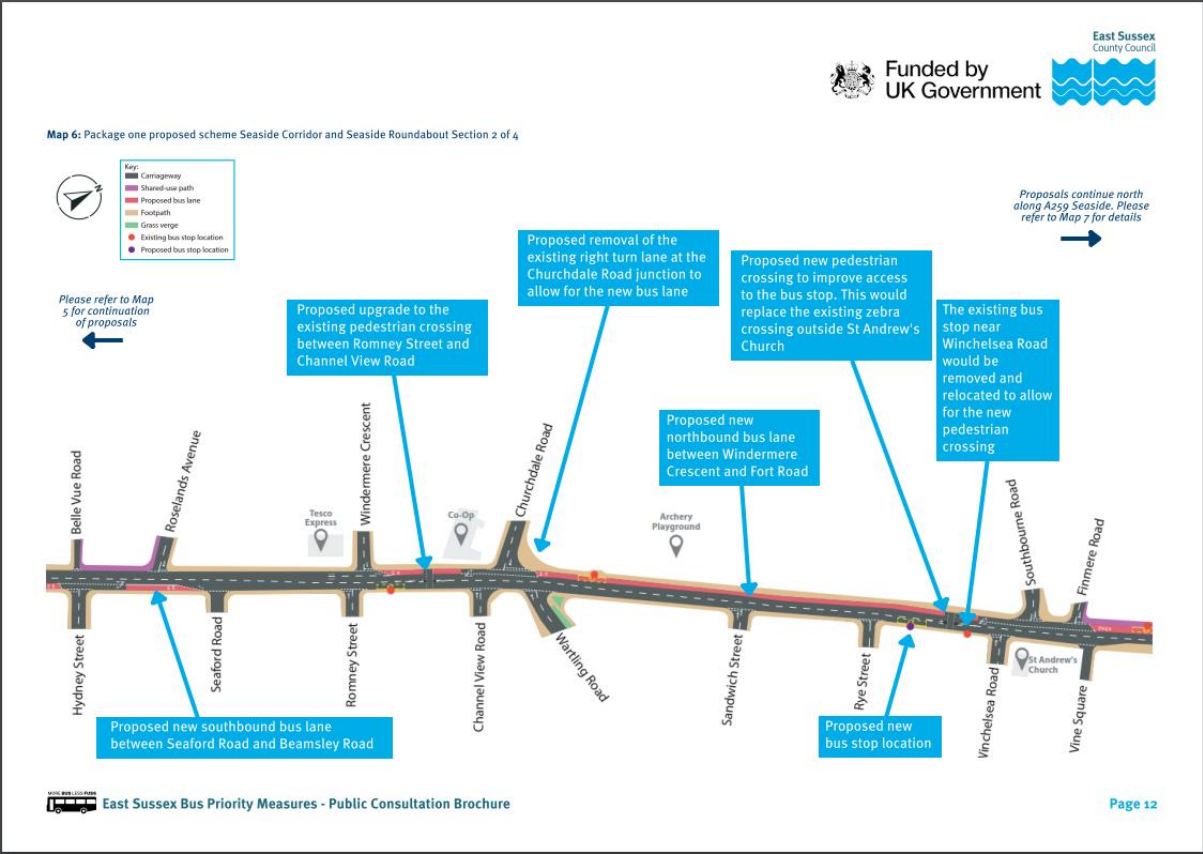


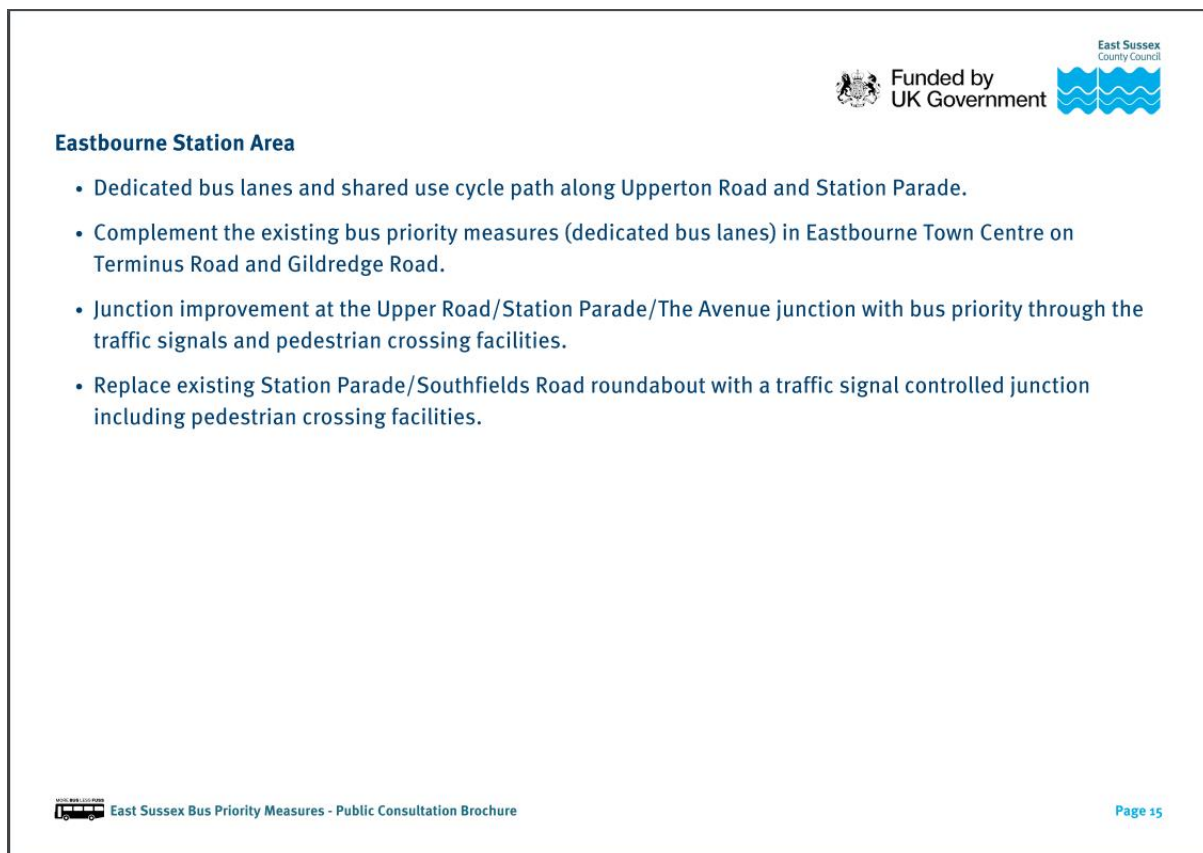
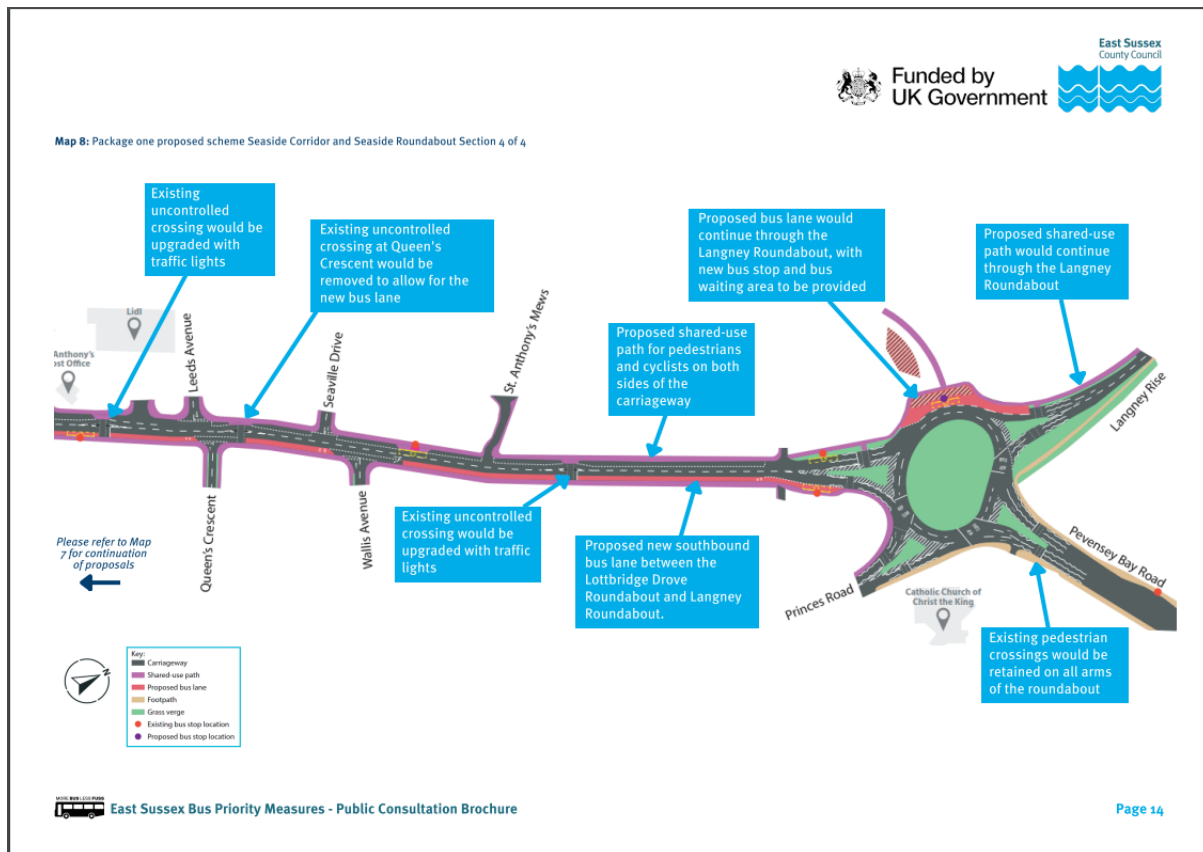
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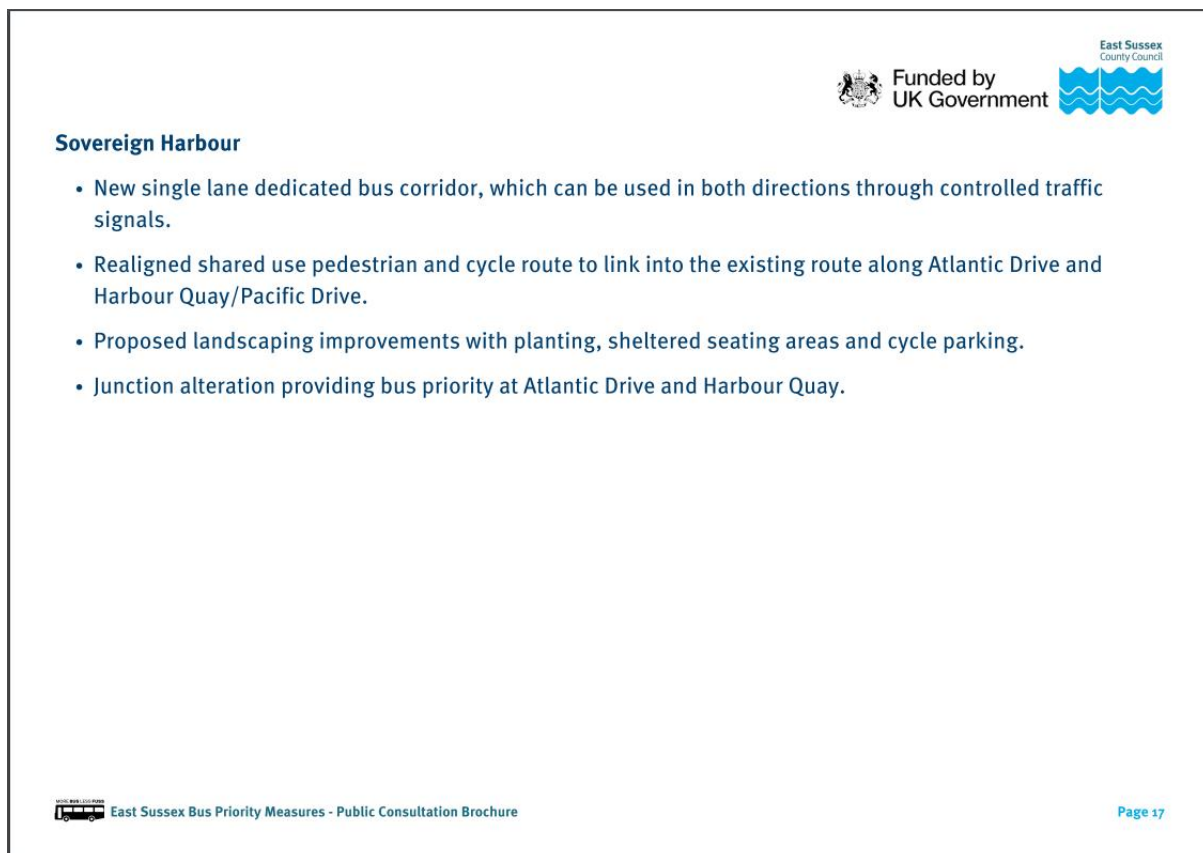
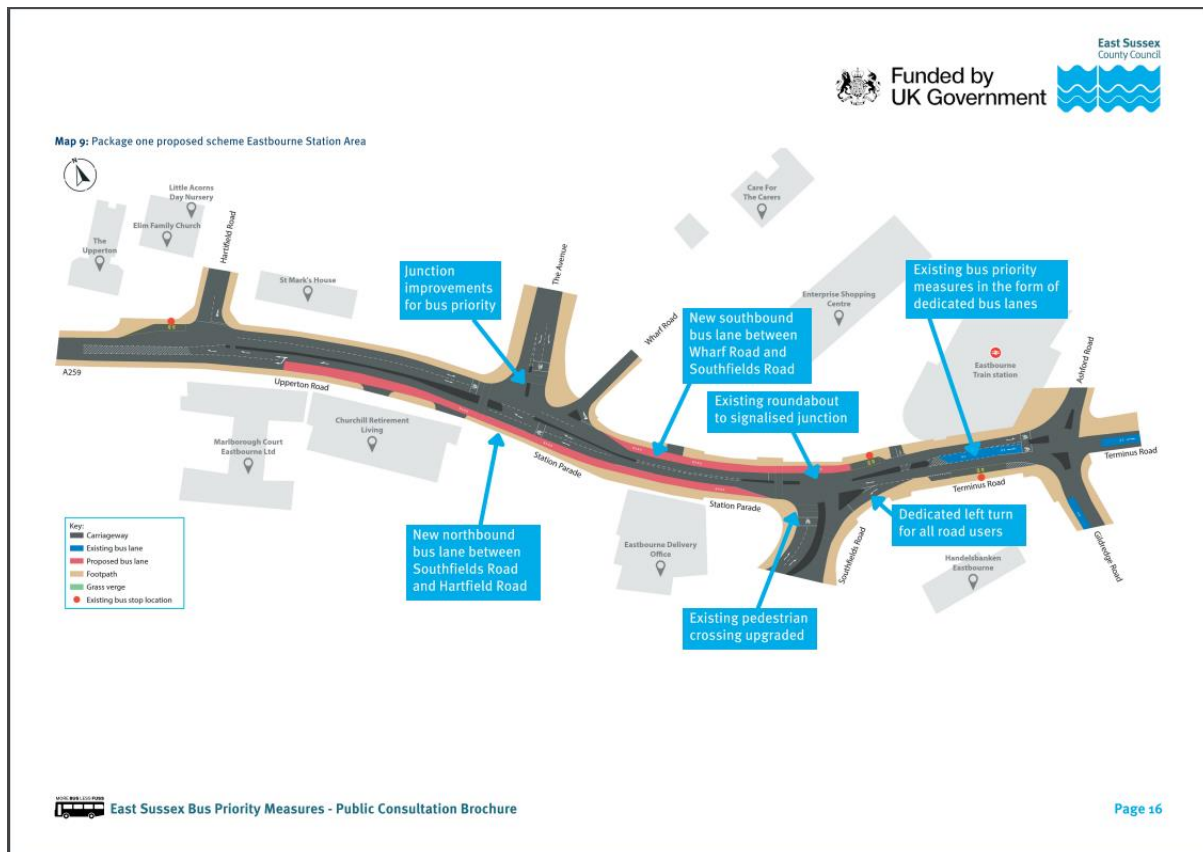


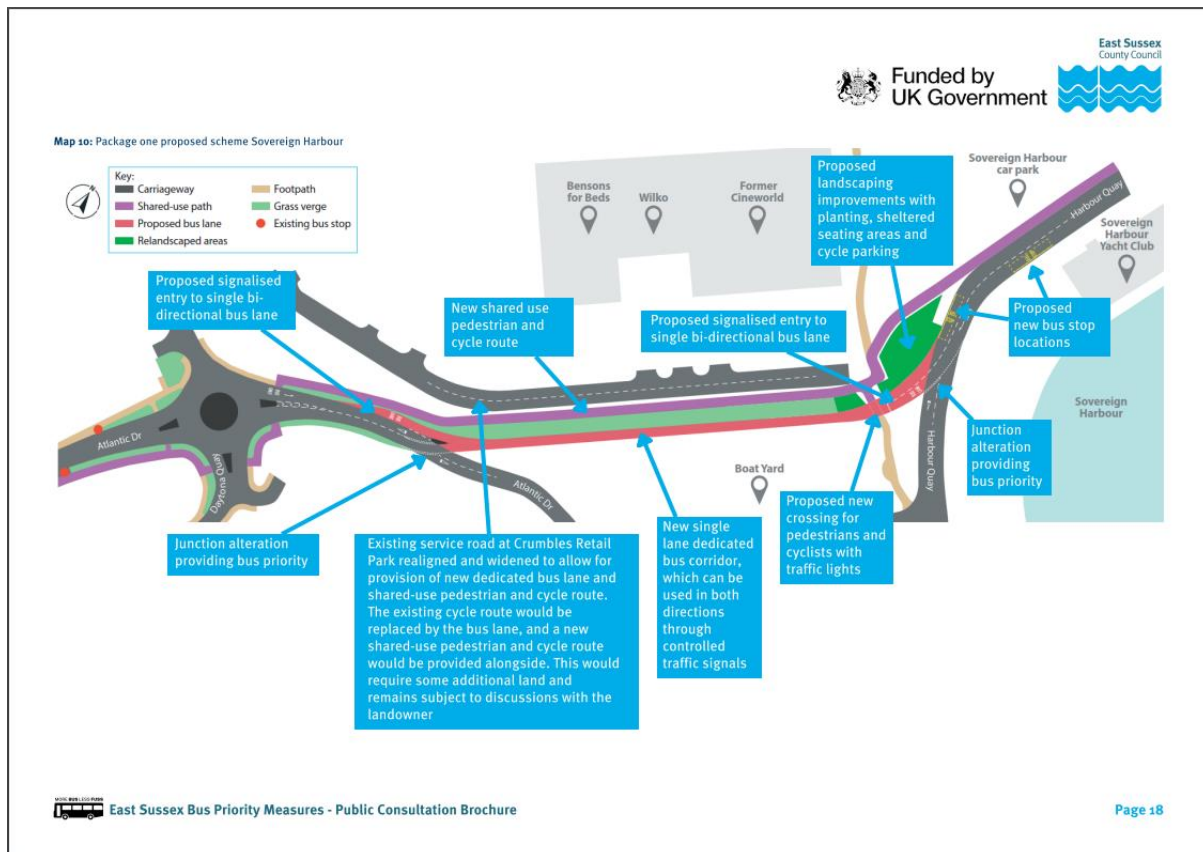
Map 5: Package one proposed scheme Seaside Corridor and Seaside Roundabout Section 1 of 4











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The Proposed Schemes: Package Two

Package two covers Newhaven and Peacehaven and comprises of three schemes:

- Newhaven Town Centre Ring Road Virtual Bus Priority
- Drove Road, Newhaven Town Area and Denton Roundabout
- Peacehaven A259 Corridor


Package Benefits

The expected benefits of the proposed schemes in package two include:

-  Improved journey times and reduced delay for buses
-  Increased safety for pedestrians
-  Improved provision for cyclists
-  Improved visibility and safety for all users

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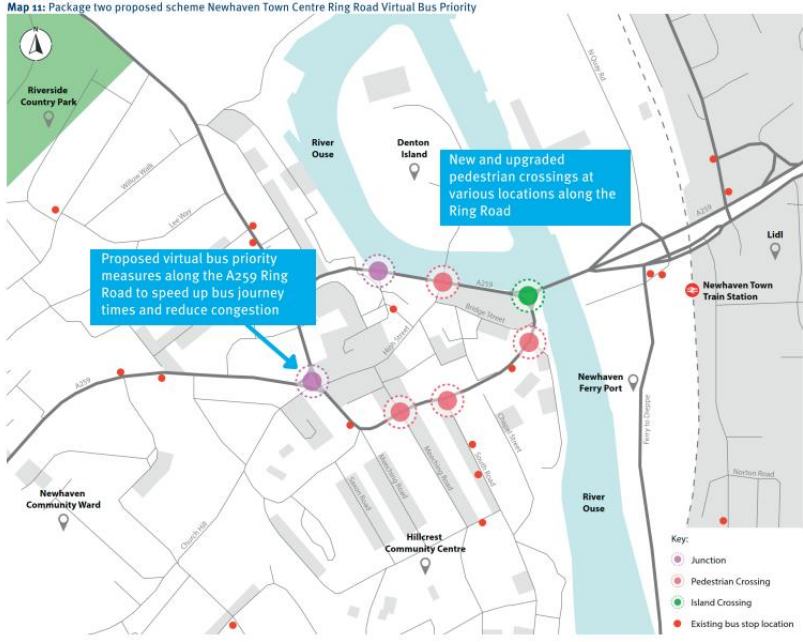


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Newhaven Town Centre Ring Road Virtual Bus Priority

- Bus priority measures through optimising and coordinating traffic signal timings, ensuring that buses are given priority when navigating Newhaven Ring Road.
- Enhanced pedestrian user experience and safety through traffic signal upgrades and improvements.

Map 11: Package two proposed scheme Newhaven Town Centre Ring Road Virtual Bus Priority




Proposed virtual bus priority measures along the A259 Ring Road to speed up bus journey times and reduce congestion

New and upgraded pedestrian crossings at various locations along the Ring Road

Key:
 • Junction
 • Pedestrian Crossing
 • Island Crossing
 • Existing bus stop location

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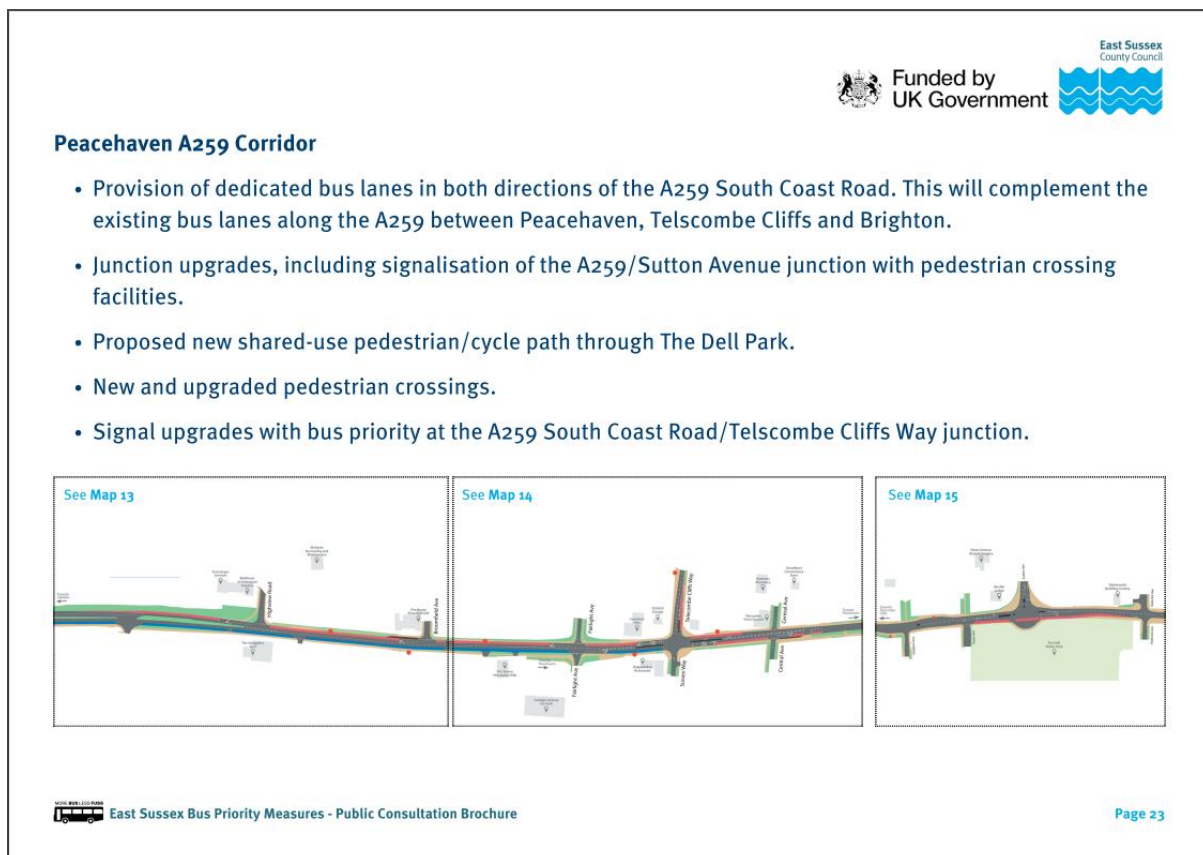
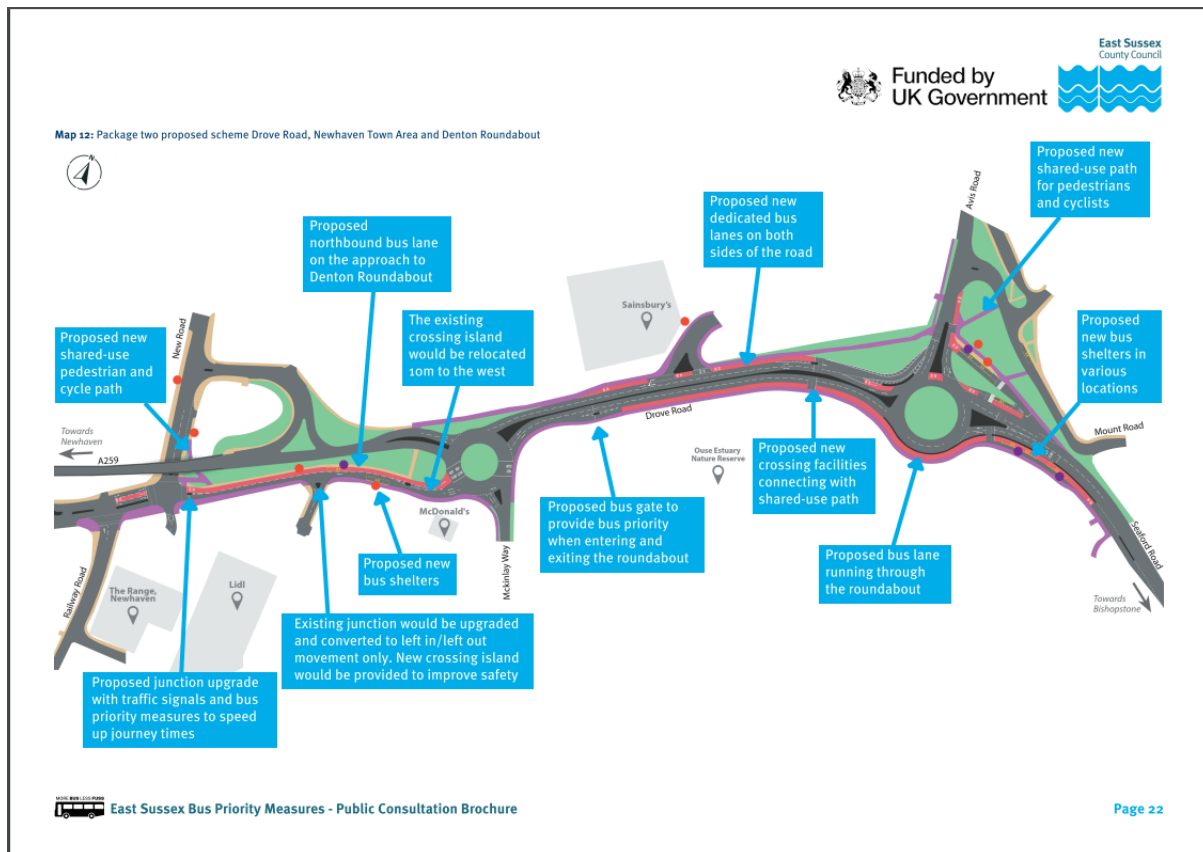
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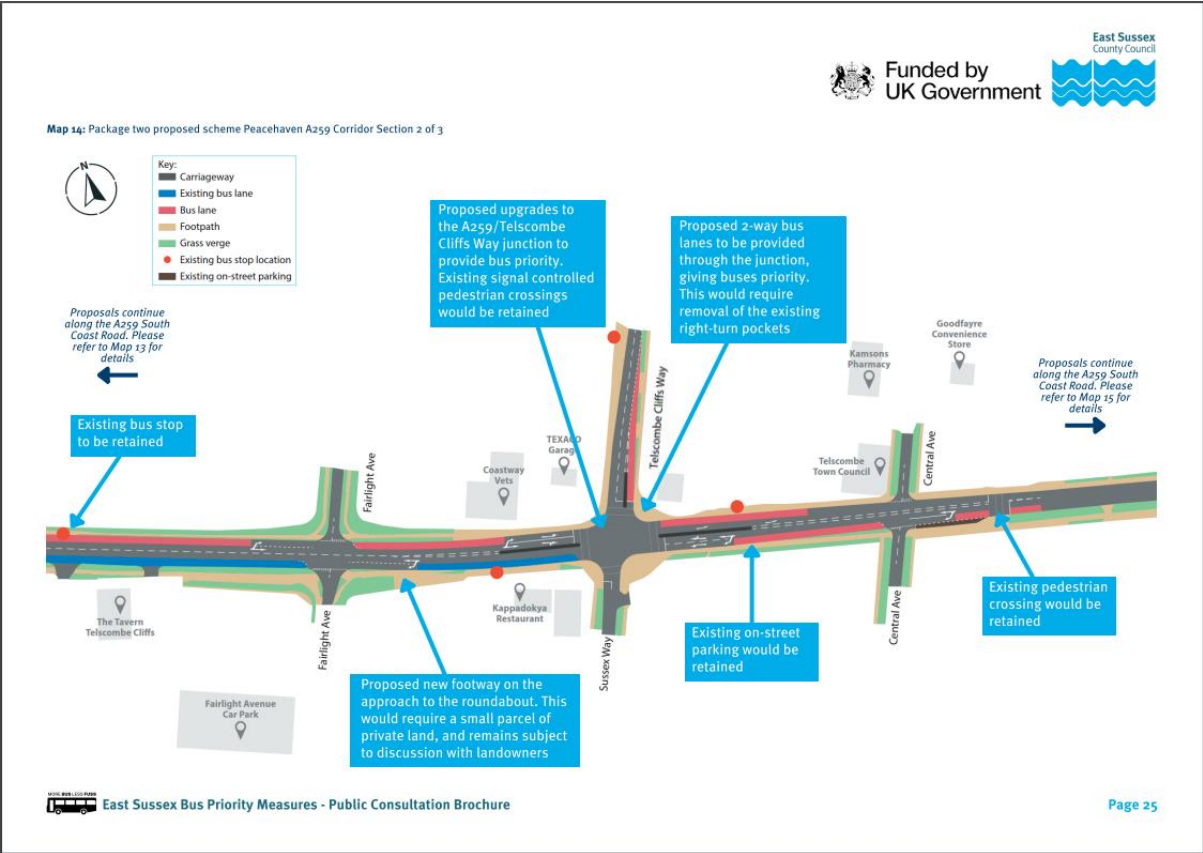
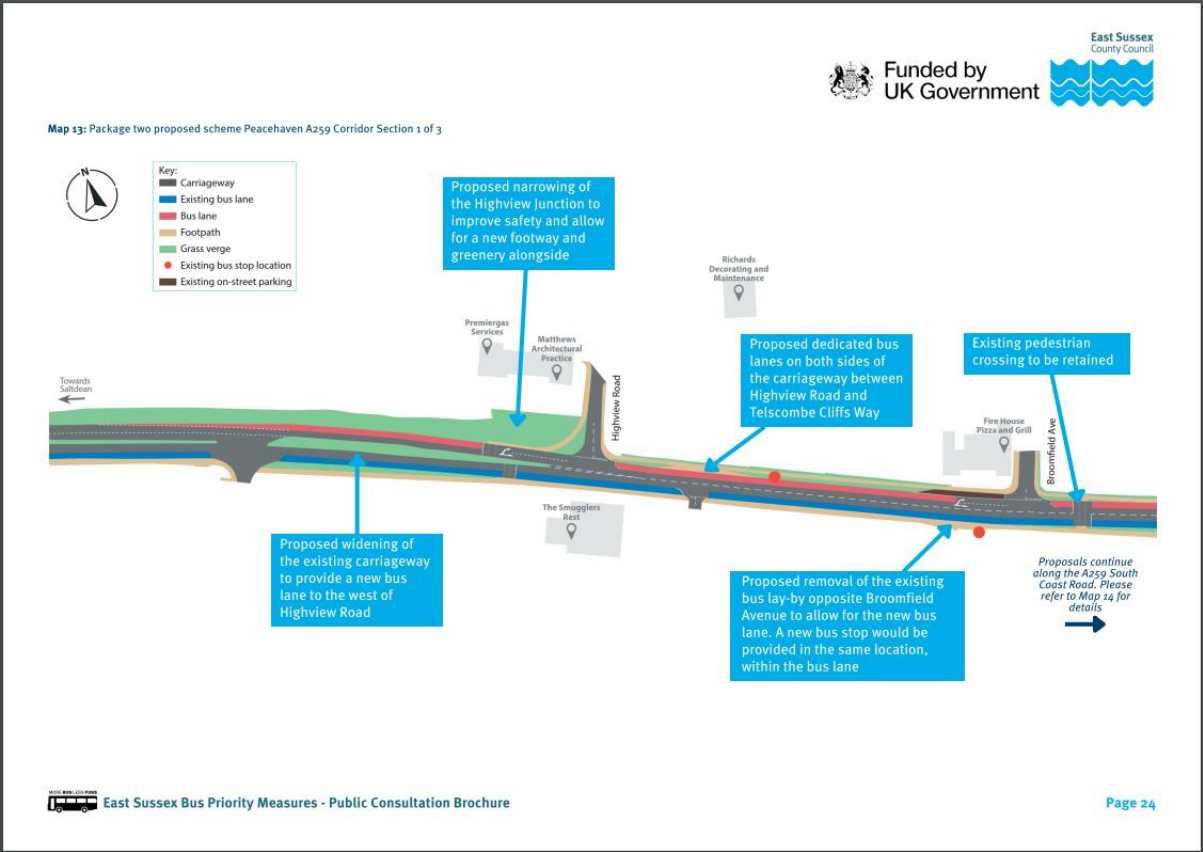
Drove Road, Newhaven Town Area and Denton Roundabout

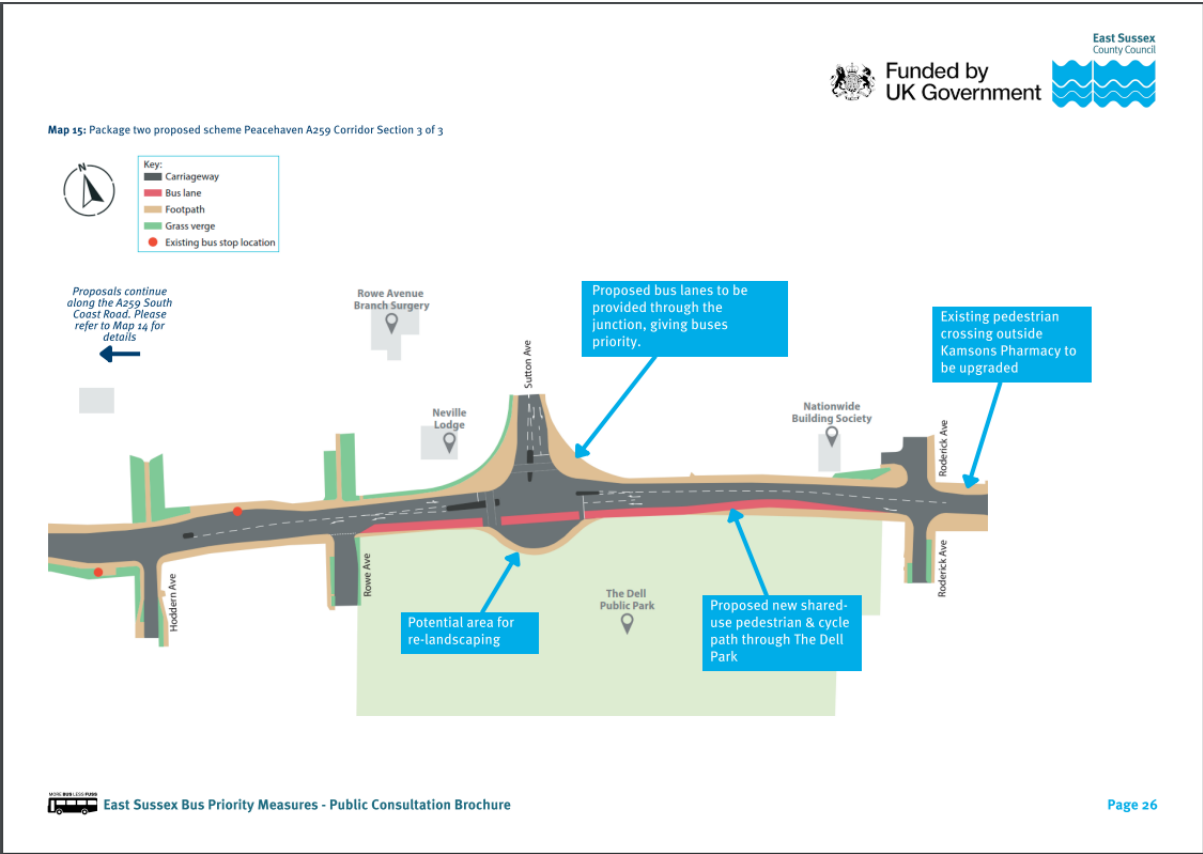
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- Bus lane on the A259 westbound approach and extending around the Denton Roundabout and alongside The Drove to the Drove roundabout.
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- Relocation of bus stops and improvements to bus stop infrastructure.
- New shared use pedestrian and cycle paths, with new and upgraded pedestrian and cycle crossings.
- Widening of southern footpath along Drove Road between McKinley Way and New Road roundabout.

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Have Your Say

We want your views on the proposed schemes as part of the BSIP Bus Priority Measures. Your views are important to us, and this public consultation is an opportunity to provide feedback and comments on the latest plans to help shape the detailed design stage.

The consultation is open from the **31st July 2023** to the **25th September 2023**. You will have until 11:59pm on 25th September to respond to the survey.



We have a number of ways that you can provide your views on the proposed schemes. You can complete our online consultation survey and find out more information by scanning the QR code or visiting:
<https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures>



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Paper copies of the brochure and survey will be available at all public consultation events.

If you would like to request a paper copy of the survey or have any questions and comments in relation to the BSIP Bus Priority Measures, you can contact us via:



BSIPConsultation@eastsussex.gov.uk



07514 721385



If you would prefer this document as easy read copy or in another language please email:
BSIPConsultation@eastsussex.gov.uk



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We are hosting a number of in-person drop-in consultation events during the consultation period. The project team will be available to answer your questions and provide you with more information about the proposed schemes:



Court Room, Eastbourne Town Hall
Grove Road, Eastbourne BN21 4UG

Room 1, Telscombe Civic Centre
360 South Coast Road, Telscombe Cliffs, BN10 7ES

The Main Hall, Community House, Peacehaven
Meridian Centre, Meridian Way, Peacehaven, BN10 8BB

Newhaven Outdoor Market
High Street, BN9 9PA

The Art Room, Hillcrest Community Centre, Newhaven
Bay Vue Road, Newhaven, BN9 9LH

The Foundry (inside The Beacon shopping centre)
Eastbourne, BN21 3NW

30th August from 2pm to 6pm

7th September from 10am to 1pm

7th September from 2pm to 5pm

14th September from 11am to 2pm

14th September from 3:30pm to 7pm

16th September from 9:30am to 1:30pm



Stay Informed

You can stay informed about the BSIP Bus Priority Measures by visiting <https://www.eastsussex.gov.uk/roads-transport/public/bus-service-improvement-plan> or keeping an eye on social media.



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EastSussexCC



@EastSussexCC



[Original Consultation Brochure:](#)



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This brochure outlines what we are proposing as part of the BSIP Bus Priority Measures in the county in more detail as well as outlining the benefits and impacts of the proposed schemes and how you can have your say.

We are asking for your input so that we can be sure of taking all opinions, comments and opportunities into account.

You can find more information about the proposals and complete the feedback survey by scanning the QR code or visiting <https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures> or in the Have Your Say section of this brochure.

East Sussex Bus Priority Measures - Public Consultation Brochure

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What is the Bus Service Improvement Plan?

The East Sussex Bus Service Improvement Plan (BSIP) actively addresses the National Bus Strategy and sets out our plans to improve bus services, working in close cooperation with neighbouring Local Transport Authorities, bus operators, community and business voices, bus passengers, and the voluntary and health transport sector. Through the BSIP we will deliver bus service improvements, bus stop improvements and bus priority measures.

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Objectives of the Proposed Bus Priority Measures

Improved Bus Reliability




The introduction of bus priority measures and signals to reduce delays, speed up journey times and ensure buses arrive on time.

Reduce Congestion and Improve Traffic Flow




This means you will spend less time stuck in traffic and more time where you need to be! Not only will this make journeys quicker and more reliable, it will reduce vehicle emissions and improve local air quality.

Encourage Greater Bus Use




This will help reduce congestion on the county's busy road network. This will in turn improve air quality and create safer, more pleasant places in which to live, work and do business.

Complement Wider Initiatives




Collectively, the measures will transform the existing transport system to provide a safe, reliable and accessible network for all users. The improvements will provide a realistic and reliable alternative to the car and support the county focus of achieving net zero emissions by 2050 at the latest.


Create Safer Options




A number of proposed dedicated spaces for active travel will help reduce conflict between the different road users, supporting safer, more attractive journeys. In turn encouraging more people to walk and cycle, therefore fostering happier, healthier and more active communities.



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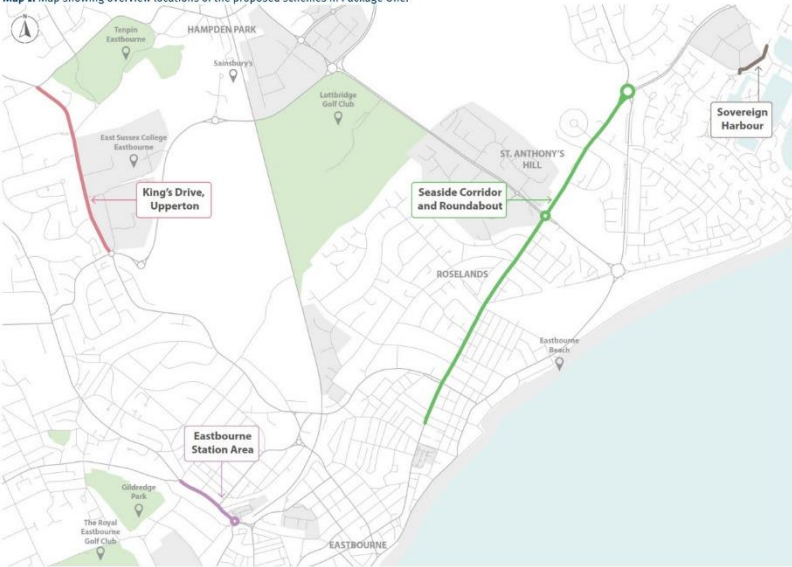
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The Proposed Scheme Locations


The proposed packages of schemes are in Eastbourne, Newhaven and Peacehaven.
Package one covers Eastbourne and the schemes are shown below.


Map 1: Map showing overview locations of the proposed schemes in Package One.





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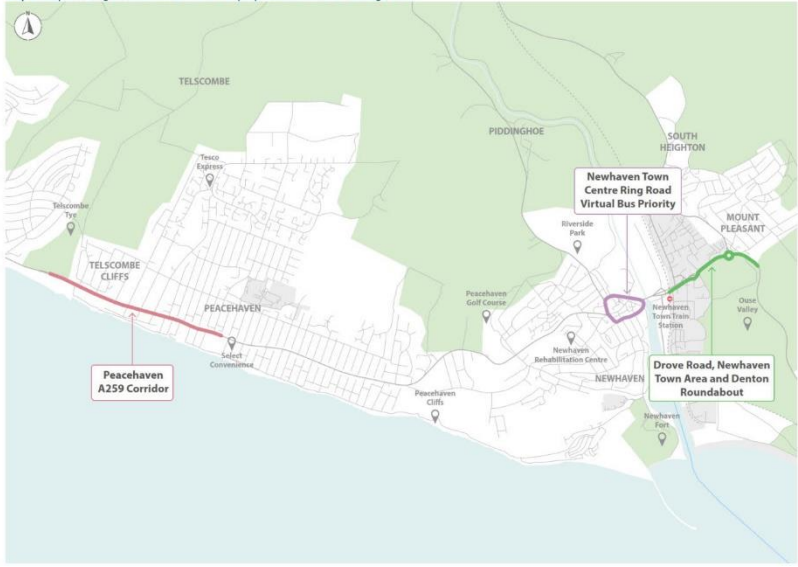
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The Proposed Scheme Locations

Package two spans across Newhaven and Peacehaven, the schemes are shown below.


Map 2: Map showing overview locations of the proposed schemes in Package Two.



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The Proposed Schemes: Package One

Package one is located in Eastbourne and comprises of four schemes:


- King's Drive, Upperton
- Seaside Corridor and Seaside Roundabout
- Eastbourne Station Area
- Sovereign Harbour

Package Benefits


The expected benefits of the proposed schemes in package one include:




Improved journey times and reduced delay for buses




Improved provision for cyclists




Encourages an increase in the proportion of people travelling by bus



Improved visibility and safety for all users




Increased safety for pedestrians




Reaching the train station becomes easier for pedestrians

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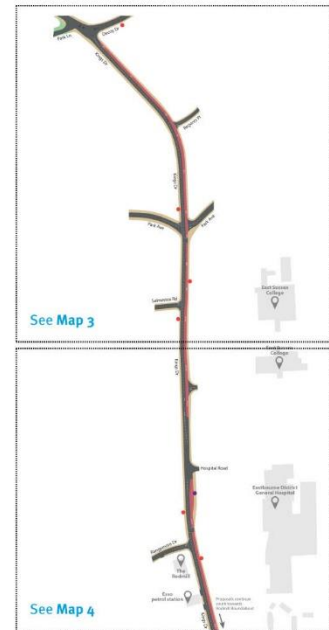


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King's Drive, Upperton

- Implementation of bus priority measures to enhance the reliability and speed of bus services, through the introduction of a dedicated bus lane, serving Eastbourne District General Hospital and East Sussex College Eastbourne campus.
- A southbound bus lane is proposed between Decoy Drive and Rodmill roundabout.
- Relocation of bus stops and improvements to bus stop infrastructure.

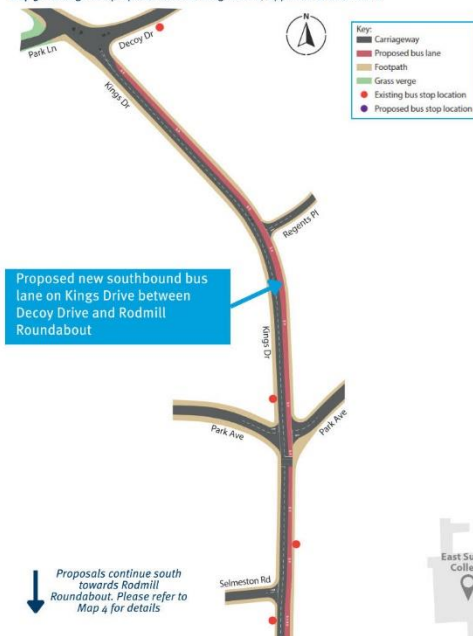
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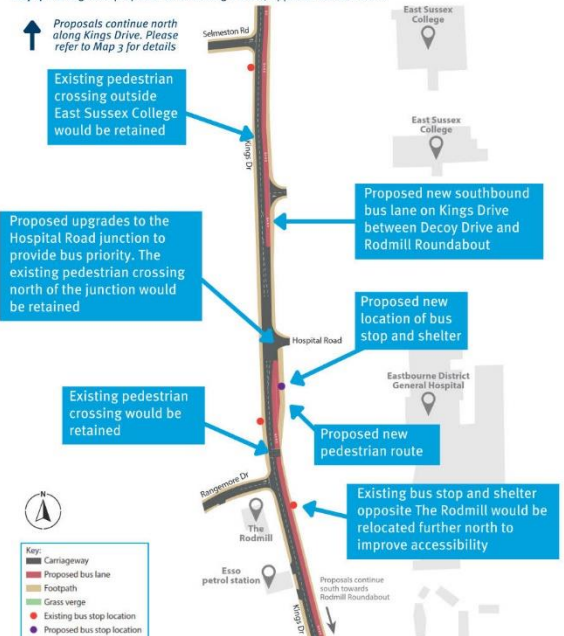
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Map 3: Package one proposed scheme King's Drive, Upperton Section 1 of 2



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Map 4: Package one proposed scheme King's Drive, Upperton Section 2 of 2



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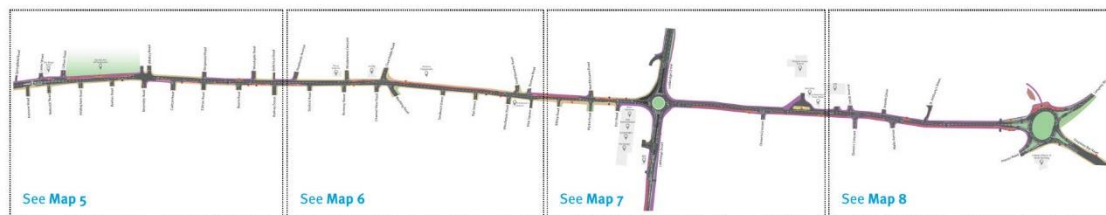


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Seaside Corridor and Seaside Roundabout

- Provision of dedicated bus lanes from east of Gilbert Road to Langney Rise roundabout in both directions on Seaside Road and St Anthony's Avenue to improve bus journey times.
- Shared use cycle path and cycle improvements along Seaside Road and St Anthony's Avenue to connect with existing cycle routes.
- New and upgraded pedestrian crossings including a toucan crossing at the Seaside Roundabout linking the two existing sections of shared footway/cycle-way along Lottbridge Drive.
- Traffic signal upgrades to at several junctions along A259 Seaside Road to provide bus priority.
- Relocation of bus stops and improvements to bus stop infrastructure.



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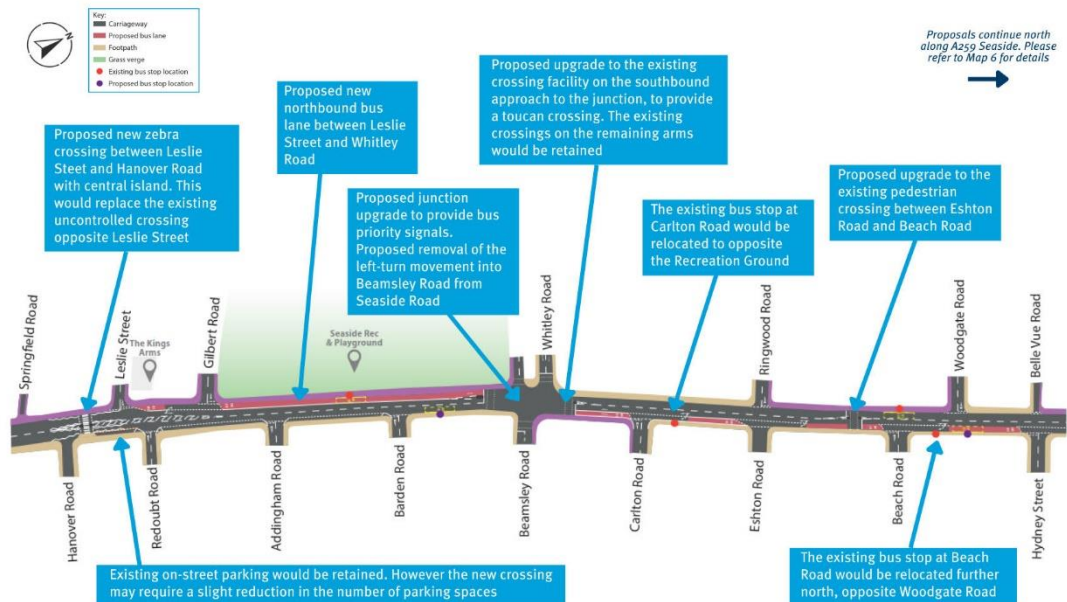
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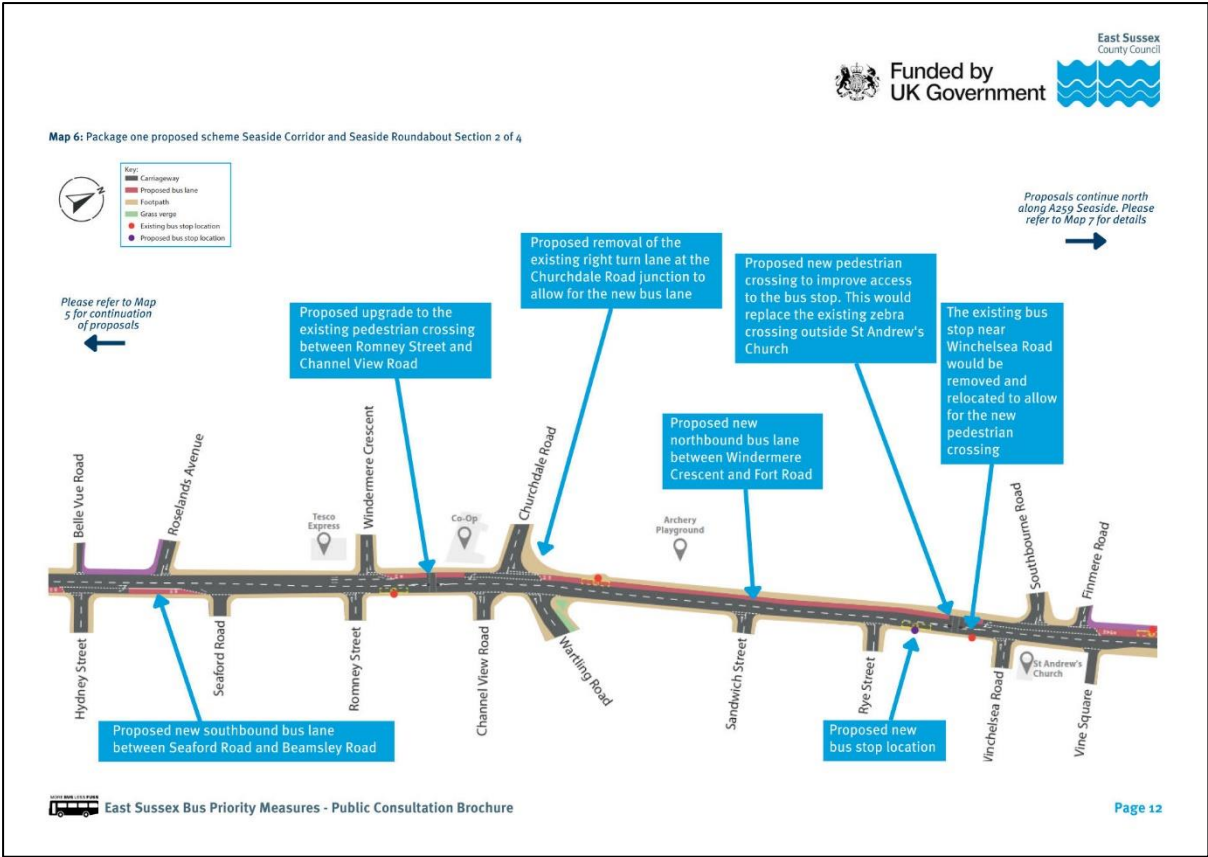


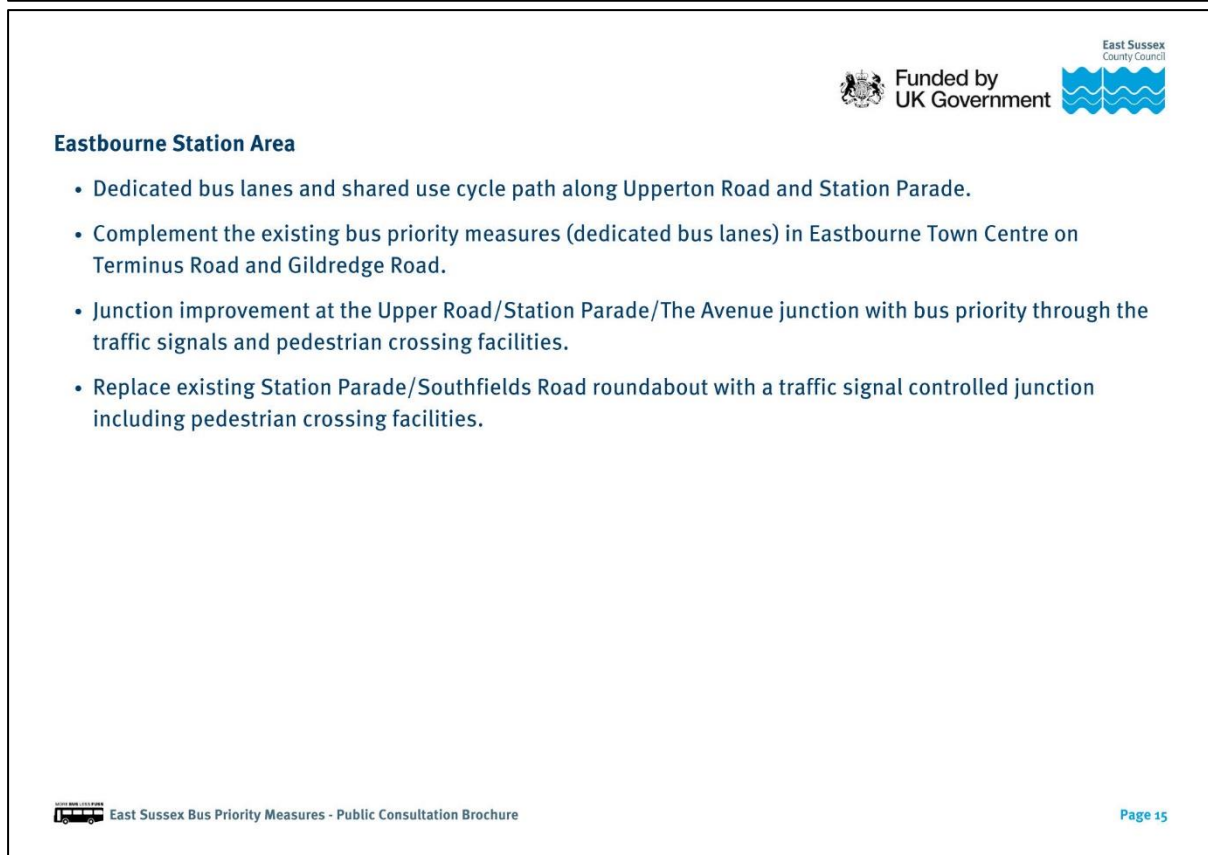
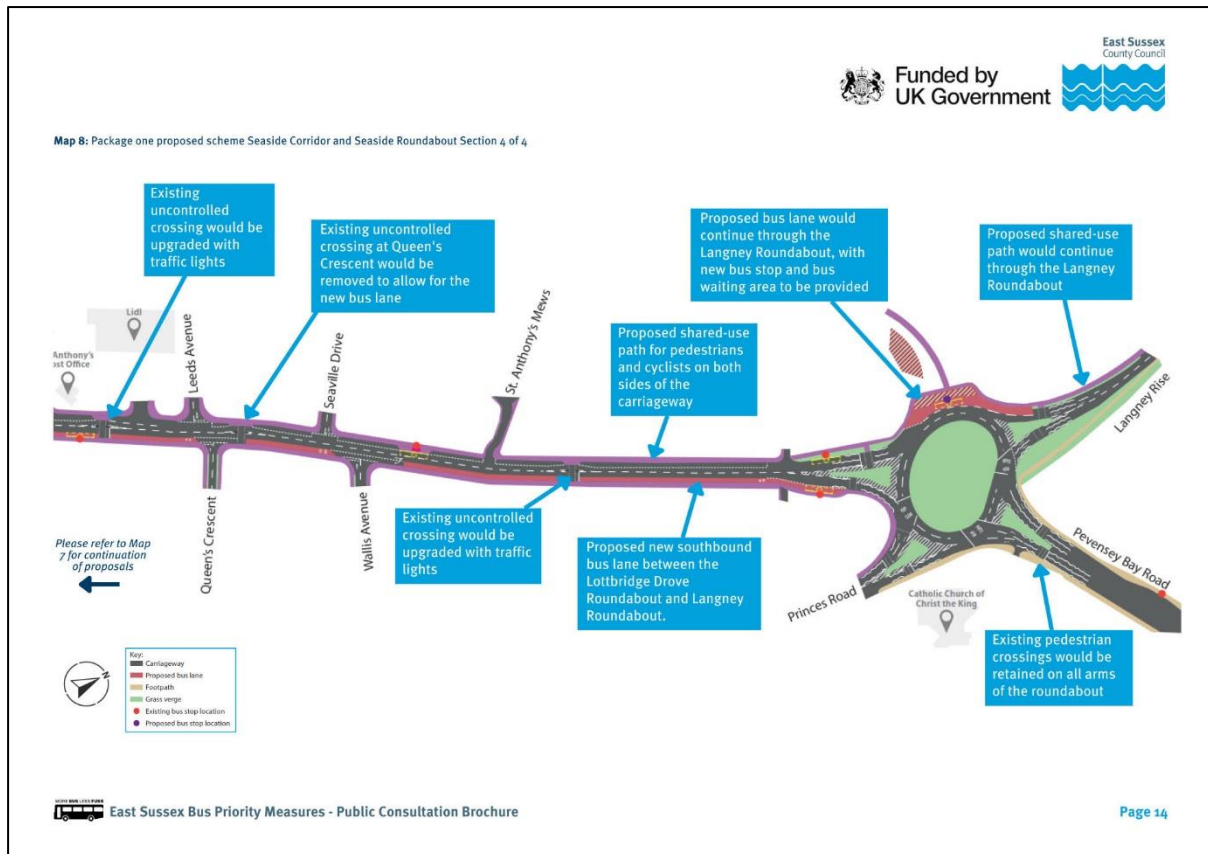
Map 5: Package one proposed scheme Seaside Corridor and Seaside Roundabout Section 1 of 4

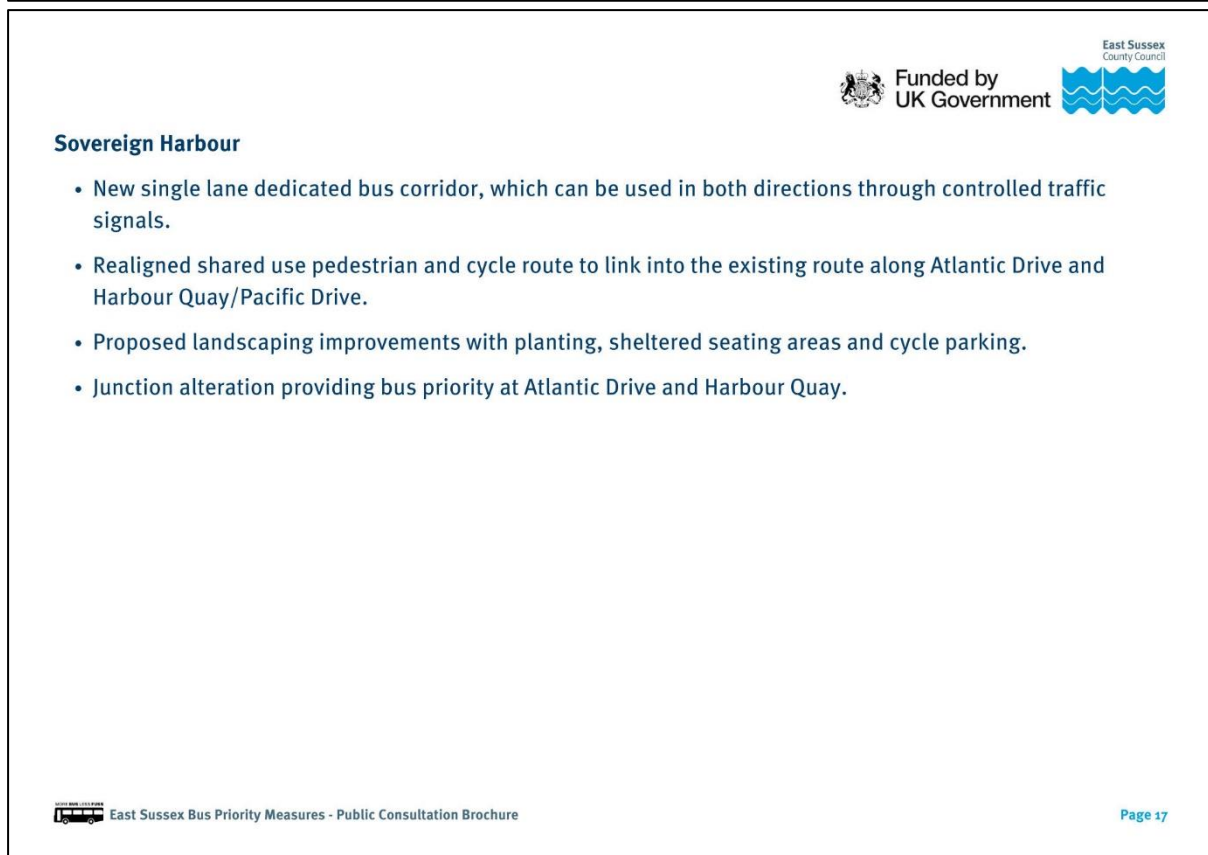
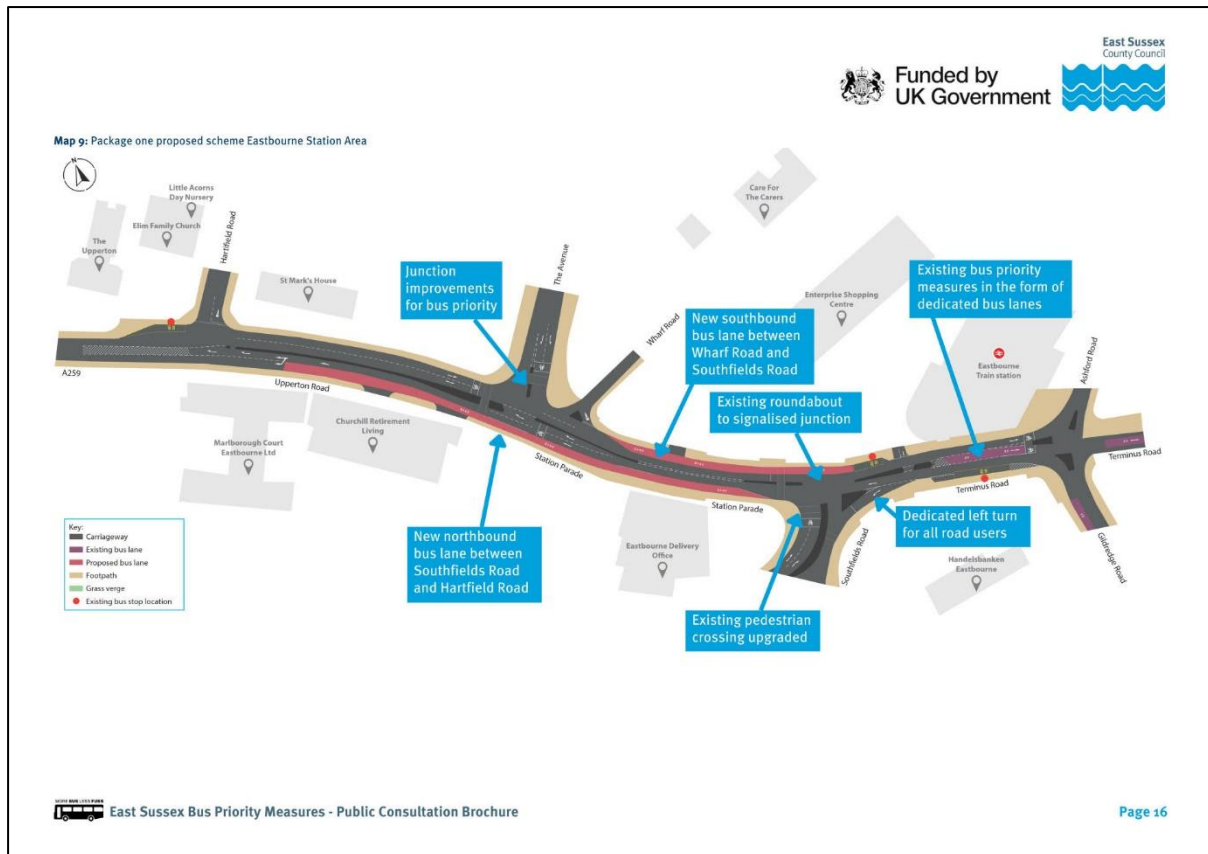


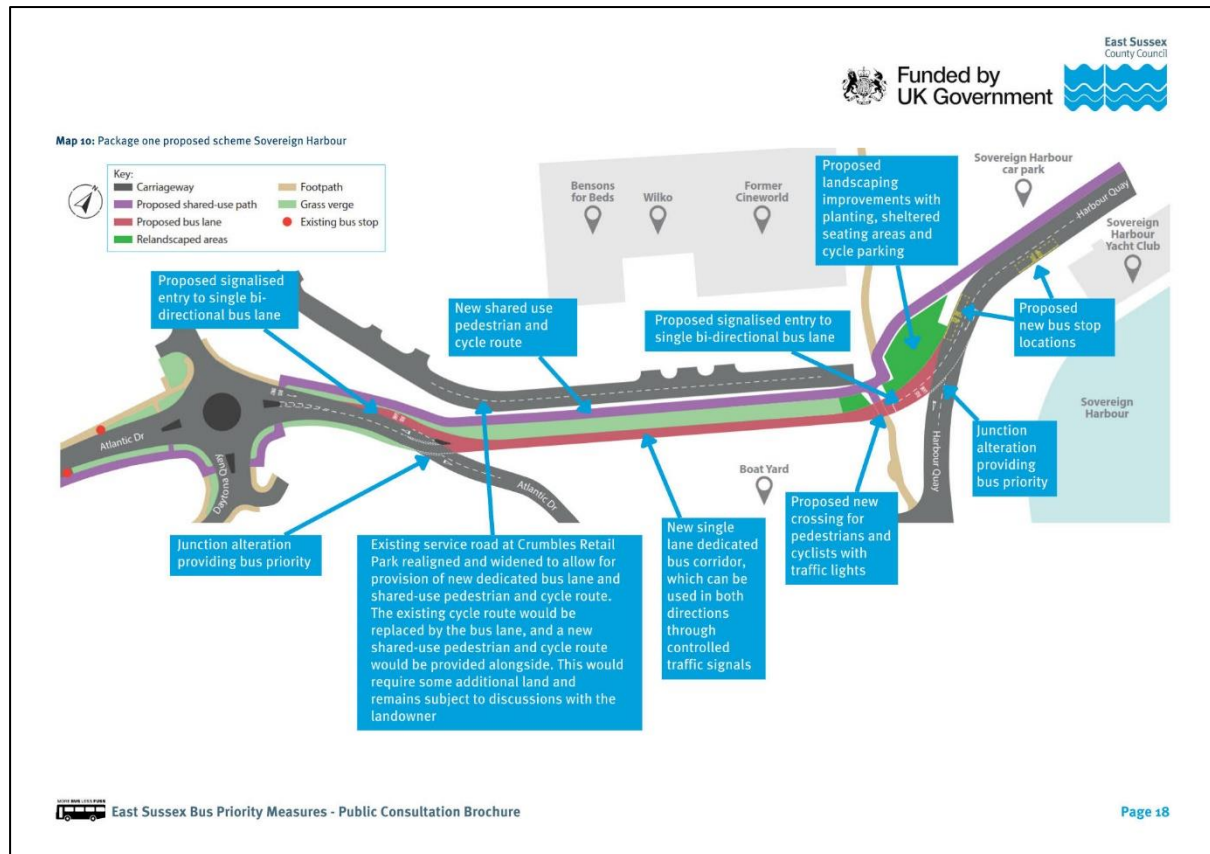
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The Proposed Schemes: Package Two

Package two covers Newhaven and Peacehaven and comprises of three schemes:

- Newhaven Town Centre Ring Road Virtual Bus Priority
- Drove Road, Newhaven Town Area and Denton Roundabout
- Peacehaven A259 Corridor


Package Benefits

The expected benefits of the proposed schemes in package two include:

-  **Improved journey times and reduced delay for buses**
-  **Increased safety for pedestrians**
-  **Improved provision for cyclists**
-  **Improved visibility and safety for all users**

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Newhaven Town Centre Ring Road Virtual Bus Priority

- Bus priority measures through optimising and coordinating traffic signal timings, ensuring that buses are given priority when navigating Newhaven Ring Road.
- Enhanced pedestrian user experience and safety through traffic signal upgrades and improvements.

Map 11: Package two proposed scheme Newhaven Town Centre Ring Road Virtual Bus Priority

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Drove Road, Newhaven Town Area and Denton Roundabout

- Replacement of the existing mini-roundabout at the A26/Drove Road junction with a traffic signal controlled junction.
- Reallocate existing road space to introduce an eastbound bus lane between the A26/Drove Road junction and the A259 Drove Roundabout. Westbound traffic would continue to use the westbound lane of Drove Road but accesses into/out of existing retail areas along this section would become left in, left out only.
- Bus lane on the A259 westbound approach and extending around the Denton Roundabout and alongside The Drove to the Drove roundabout.
- Eastbound bus lane between the Drove and Denton roundabouts.
- Relocation of bus stops and improvements to bus stop infrastructure.
- New shared use pedestrian and cycle paths, with new and upgraded pedestrian and cycle crossings.
- Widening of southern footpath along Drove Road between McKinley Way and New Road roundabout.

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Key:

- Carriageway
- Proposed bus lane
- Footpath
- Grass verge
- Existing bus stop location
- Proposed bus stop location

Proposed northbound bus lane on the approach to Denton Roundabout

The existing crossing island would be relocated 10m to the west

Proposed new bus shelters

Existing junction would be upgraded and converted to left in/left out movement only. New crossing island would be provided to improve safety

Proposed bus gate to provide bus priority when entering and exiting the roundabout

Proposed new crossing facilities connecting with shared-use path

Proposed bus lane running through the roundabout

Proposed new shared-use path for pedestrians and cyclists

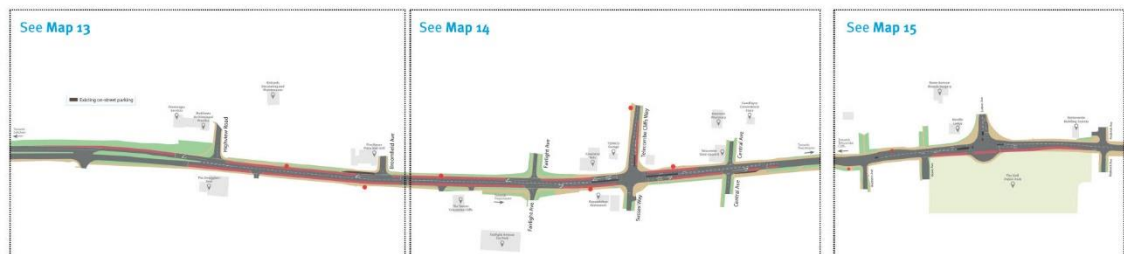
Proposed new bus shelters in various locations

Proposed new shared-use path for pedestrians and cyclists

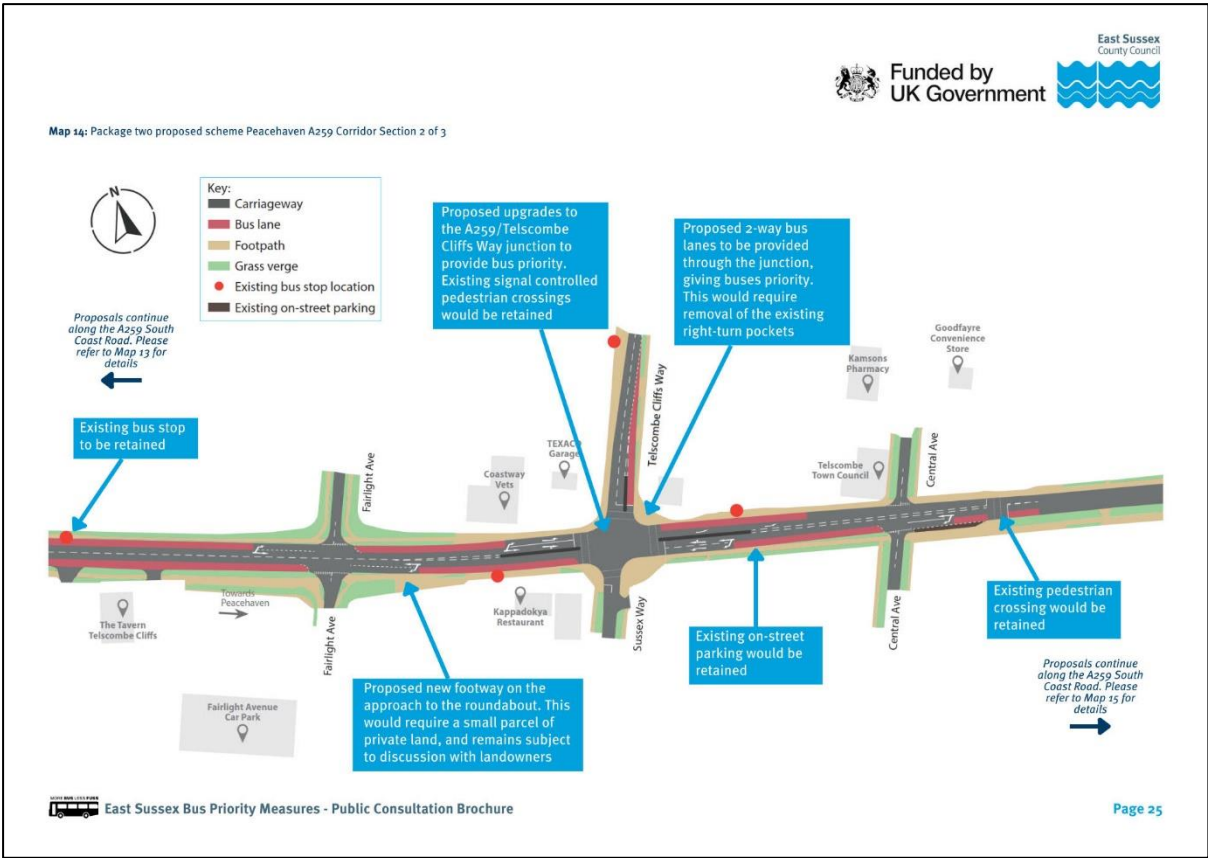
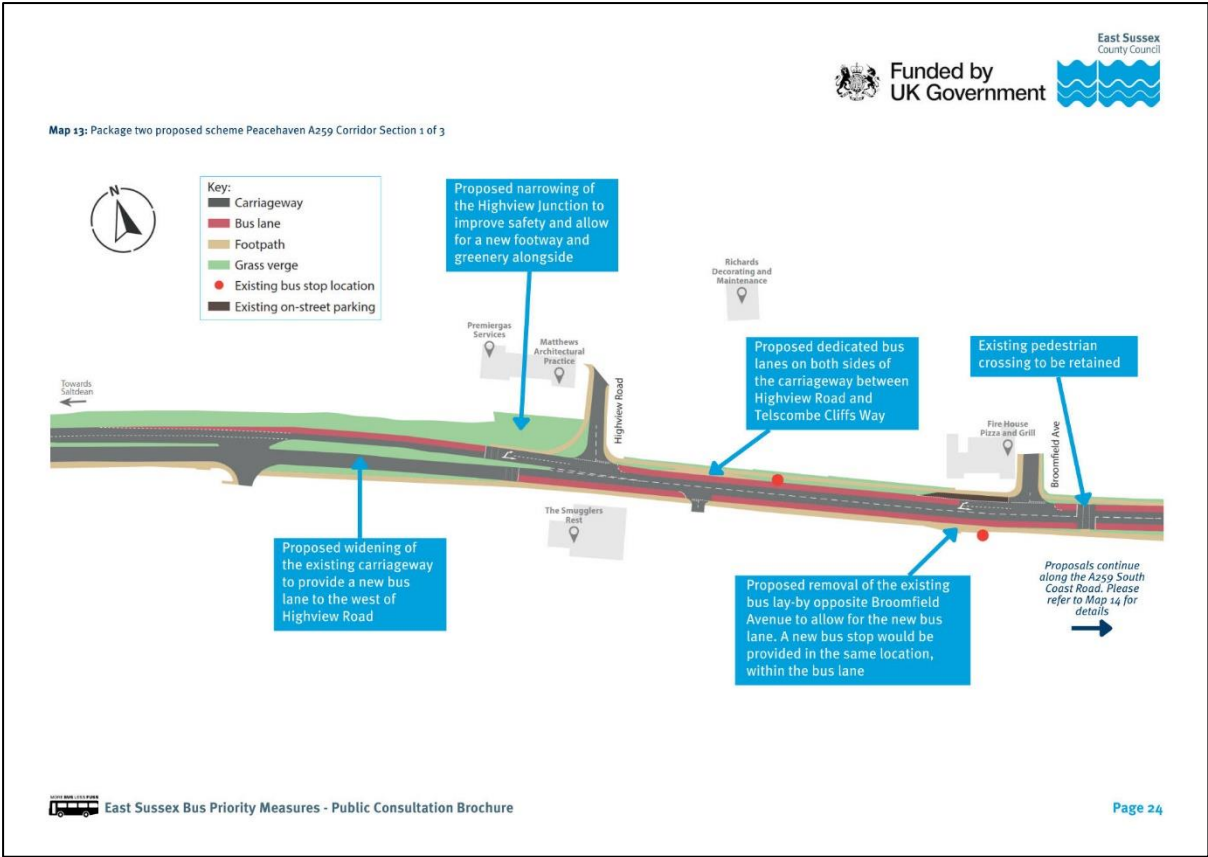
Landmarks: Sainsbury's, McDonald's, Quise Estuary Nature Reserve, The Range, Newham, Lidl, Mount Road, Seaford Road, A259, Railway Road, Towards Newham, Towards Bishopstone.

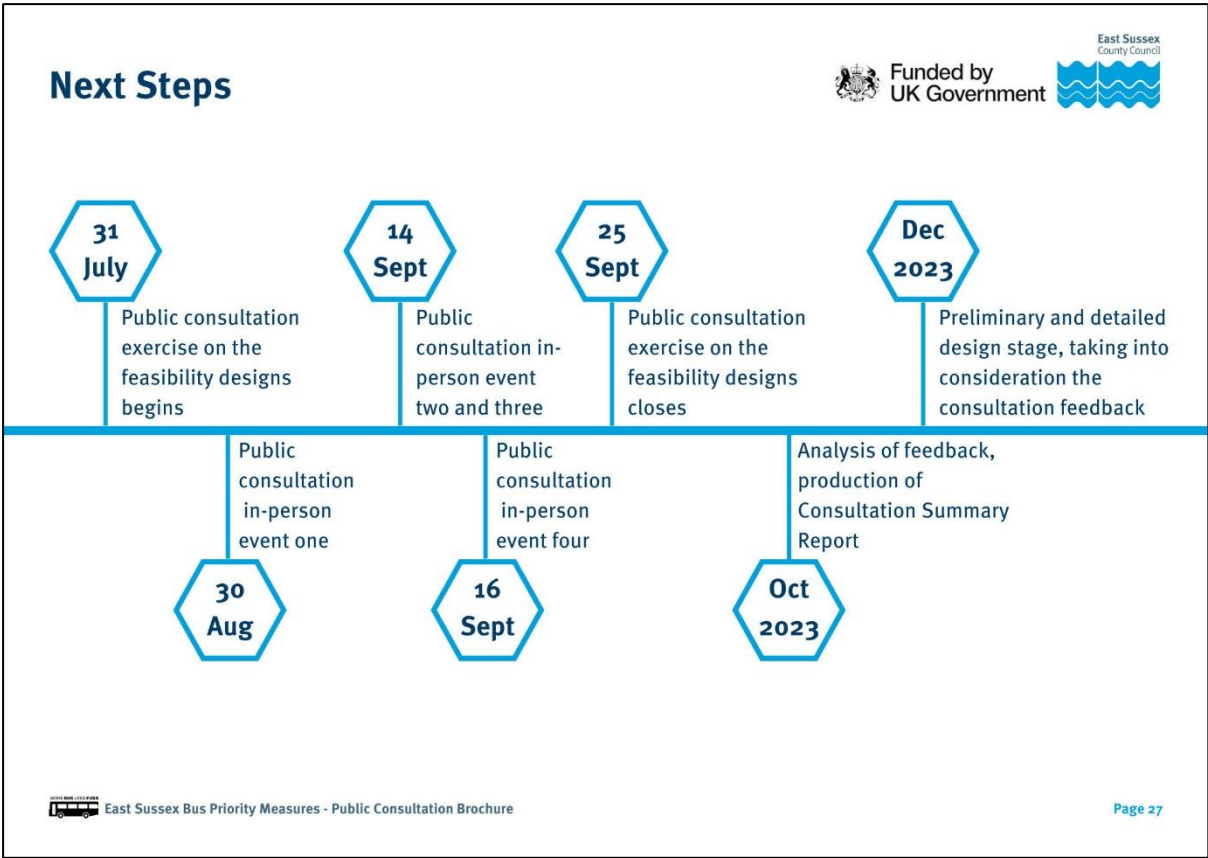
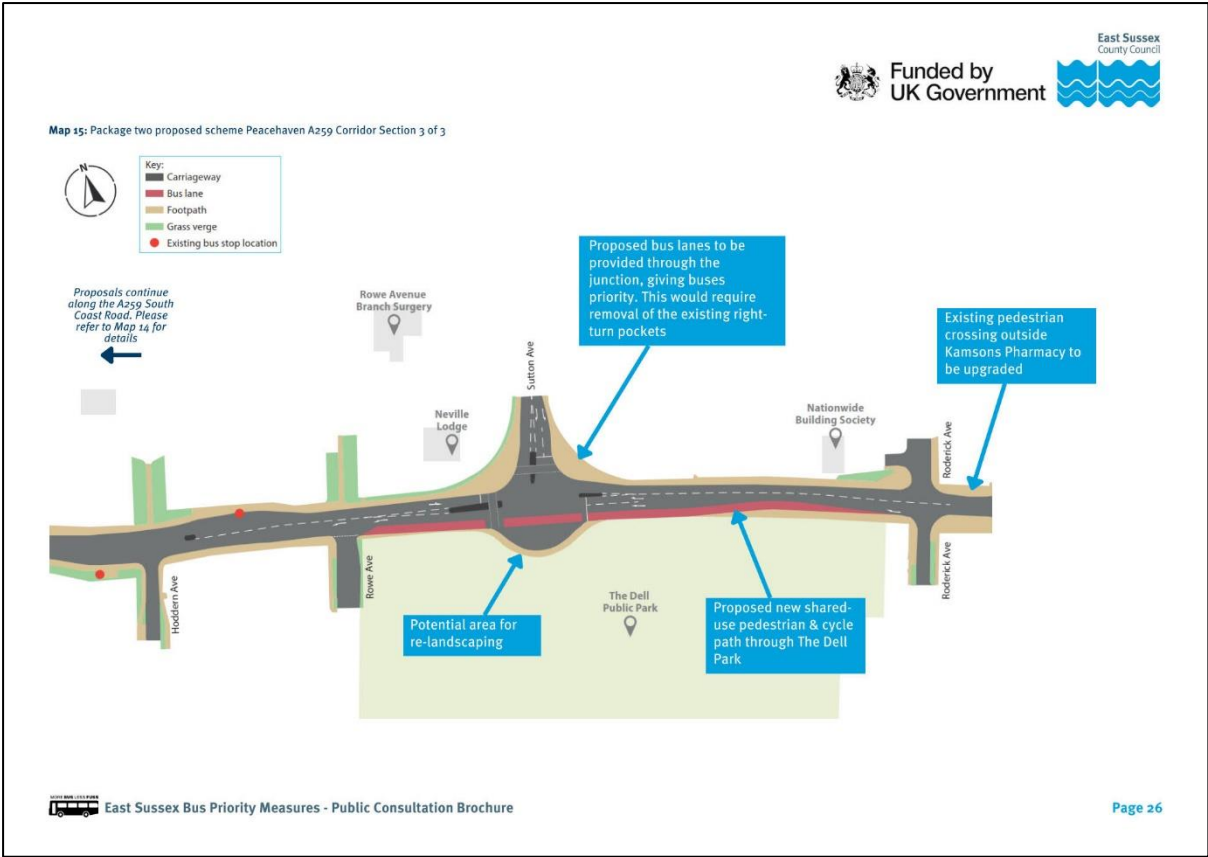
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- Provision of dedicated bus lanes in both directions of the A259 South Coast Road. This will complement the existing bus lanes along the A259 between Peacehaven, Telscombe Cliffs and Brighton.
- Junction upgrades, including signalisation of the A259/Sutton Avenue junction with pedestrian crossing facilities.
- Proposed new shared-use pedestrian/cycle path through The Dell Park.
- New and upgraded pedestrian crossings.
- Signal upgrades with bus priority at the A259 South Coast Road/Telscombe Cliffs Way junction.



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Have Your Say

We want your views on the proposed schemes as part of the BSIP Bus Priority Measures. Your views are important to us, and this public consultation is an opportunity to provide feedback and comments on the latest plans to help shape the detailed design stage.

The consultation is open from the **31st July 2023** to the **25th September 2023**. You will have until 11:59pm on 25th September to respond to the survey.



We have a number of ways that you can provide your views on the proposed schemes. You can complete our online consultation survey and find out more information by scanning the QR code or visiting:

<https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures>



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Paper copies of the brochure and survey will be available at all public consultation events.

If you would like to request a paper copy of the survey or have any questions and comments in relation to the BSIP Bus Priority Measures, you can contact us via:



BSIPConsultation@eastsussex.gov.uk



07514 721385



If you would prefer this document as easy read copy or in another language please email:

BSIPConsultation@eastsussex.gov.uk



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We are hosting four in-person drop-in consultation events during the consultation period. The project team will be available to answer your questions and provide you with more information about the proposed schemes:



Court Room, Eastbourne Town Hall
Grove Road, Eastbourne BN21 4UG

30th August from 2pm to 6pm

Newhaven Outdoor Market
High Street, BN9 9PA

14th September from 11am to 2pm

The Art Room, Hillcrest Community Centre, Newhaven
Bay Vue Road, Newhaven, BN9 9LH


14th September from 3:30pm to 7pm

The Foundry (inside The Beacon shopping centre)
Eastbourne, BN21 3NW

16th September from 9:30am to 1:30pm

Stay Informed

You can stay informed about the BSIP Bus Priority Measures by visiting <https://www.eastsussex.gov.uk/roads-transport/public/bus-service-improvement-plan> or keeping an eye on social media.

 EastSussexCC


 @EastSussexCC

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 East Sussex Bus Priority Measures - Public Consultation Brochure

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You can find more information about the proposals and complete the feedback survey by scanning the QR code or visiting <https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures> or in the Have Your Say section of this brochure.




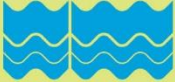


Photo credit: Lou @Bus_Fan234

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UK Government

 MORE BUS LESS FUSS



Appendix C: FAQs and Glossary of Terms





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East Sussex Bus Service Improvement Plan (BSIP) - Bus Priority Measures

Frequently Asked Questions (FAQs)

This document aims to provide clarity and guidance on various questions on the proposals and public consultation, to allow you to assist you in providing feedback and comment on the proposals to help shape the next design phase.

If you don't find the answers you're looking for in this document, you can contact the team via BSIPConsultation@eastsussex.gov.uk.

We are also hosting a number of in person drop-in events during the consultation period. During the events, members of the project team will be available to answer your questions and provide you with more information about the proposed schemes.

For more information about these bus priority measures and other measures we are delivering under the East Sussex BSIP, please visit <https://www.eastsussex.gov.uk/roads-transport/public/bus-service-improvement-plan>.

What is a Bus Service Improvement Plan (BSIP)?

The Bus Service Improvement Plan (BSIP) actively addresses the [National Bus Strategy](#) aiming to enhance bus services by collaborating with Local Transport Authorities, bus operators, community and business voices, bus passengers, and the voluntary and health transport sector.

Through the East Sussex BSIP we will deliver bus service improvements, bus stop improvements and bus priority measures to ensure that residents and visitors enjoy the highest possible quality bus services that provide a frequent and comprehensive choice, reduce congestion and make a positive contribution to the community, better air quality and decarbonisation.

Our BSIP aims are to:

- Improve the reliability and punctuality of bus services and explore methods to make bus services more accessible.
- Encourages an increase in the proportion of people travelling by bus.
- Enhance the bus network, reducing journey times and improving reliability and punctuality of bus services.
- Increase bus usage across the county by building a bus network that meets everyone's needs.

How much do the schemes cost and how are they being funded?

We are proposing seven separate yet complementary schemes across the county. These have been grouped into two packages, based on the geographical location of each proposal. At this early stage of design, a high-level costing exercise has been undertaken with a more detailed one expected as the design stages progress.





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The improvements will be funded through capital funding from the UK Government. In 2022 we were awarded £41.4 million towards the delivery of our BSIP. A proportion of this funding was allocated specifically to deliver bus priority measures by the end of March 2025. This will be used to fund the schemes we are consulting on, subject to the feedback received.

What is being proposed?

The schemes will deliver a series of bus priority measures to make bus journeys quicker, more efficient and reliable. Alongside the bus improvements we are also seeking to improve facilities for cyclists and pedestrians through dedicated spaces and improved crossing facilities to make it safer and easier to travel.

The schemes have been split into two packages, based on their geographical location.

Specifically, the packages and schemes are made up of the following interventions:

- Dedicated bus lanes to give buses priority over general traffic. This will speed up journey times as buses will no longer be held up in queues of traffic.
- Bus priority signals at junctions, to reduce the time spent waiting at traffic lights and reduce delay.
- Junction alterations to provide bus priority.
- Virtual bus priority measures, including optimising traffic light timings to reduce waiting times for buses.
- Relocation of bus stops and improvements to bus stop infrastructure, with new bus shelters to be provided in some locations.
- Introduction of shared-use facilities for pedestrians and cyclists, including dedicated routes for cycling and walking, away from general traffic.
- Footway widening in certain locations to make it safer for people travelling on foot.
- Proposed landscaping improvements with planting, sheltered seating areas and cycle parking.
- Junction improvements, including the conversion of some mini-roundabouts into signalised junctions with traffic lights. This will allow us to provide safer crossing facilities for pedestrians and cyclists.

For further information on the specific proposals for each location, please refer to the consultation brochure.

Please note that the final designs are still under development, and the proposals could change depending on the feedback received throughout the consultation exercise and further detailed design stages.

Which areas will be affected?

The proposed schemes cover the following three areas:

- Eastbourne;
- Newhaven; and
- Peacehaven.

For further detail on the specific roads and localities to be affected, please refer to the consultation brochure.





Why are the improvements needed?

In East Sussex, the number of journeys made by bus has been in decline since 2014. The East Sussex Bus Service Improvement Plan (BSIP) is an ambitious plan that seeks to stimulate and drive significant improvements to local bus services across the local authority area. These improvements are intended to:

- Recover bus usage from the Covid-19 pandemic, taking account of consequential changes in travel patterns, and to increase usage significantly in future years;
- See a step change in local transport provision delivered to current and new bus users;
- Seek to readdress the balance in modal share between private and public transport; increase bus mode share; and
- Tackle vehicle emission and climate change concerns.

The BSIP actively addresses the National Bus Strategy's requirements to work together at pace to grow bus patronage: both to build it back after the pandemic and then to increase it and raise buses' mode share.

The results from a 2018 Bus Passenger Survey identified 'bus punctuality' and 'journey times' as factors to be improved within East Sussex. The BSIP will help tackle these challenges through a programme of bus priority measures, to speed up journey times and ensure buses turn up on time.

At a broader level, the BSIP will help address the existing challenges and remove barriers to bus use, unlock even better services and generate modal shift from the private car to bus.

What standards are the proposals being designed to?

Where possible, the project will seek to meet the guidance detailed for local authorities in the Government [Local Transport Note 1/20: Cycle Infrastructure Design](#). Beyond that, the [Manual for Streets](#) will also be considered. The impact of the scheme on all road users has been considered, to ensure that the needs of everyone are met, whilst facilitating quicker and more reliable bus journeys, as well as safer journeys for cyclists and pedestrians.

Due to width constraints in certain locations, and to minimise private land take, much of the pedestrian and cycle provision will be shared-use. We are also proposing some sections of shared bus and cycle lanes. This is due to pinch points in the network where the available road widths do not allow for the provision of segregated facilities for all road users. However, at a later stage of design, the schemes will undergo a full Road Safety Audit (RSA) to ensure the facilities are considered safe for all road users.

When will the schemes be built?

The feedback received during this consultation exercise will be taken into consideration and used to inform the detailed design stage, which is planned to commence in December 2023. Following this a construction programme will be developed.

How will people travelling in cars be impacted?

As part of the scheme, there will be some changes to the roads for car users in certain locations. This includes:





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- **King's Drive, Upperton:**
 - Along King's Drive between Decoy Drive and Rodmill Roundabout we will reduce the northbound and southbound dedicated right turning lanes to accommodate a dedicated bus lane.
 - The northbound dedicated right turning lane towards Regent Place and the southbound right pocket lane at Selveston Road will also be removed.
- **Seaside Corridor and Seaside Roundabout:**
 - Along A259 Seaside between Gilbert Road and A2021 we will remove the northbound existing left turn lane.
 - Southbound along the A259 Seaside between the Lottbridge Drove Roundabout and Langney Roundabout, we will remove the dedicated right turning lanes to accommodate a dedicated southbound bus lane.
 - The southbound approach towards Lottbridge Drove, traffic lanes will be reduced from two lanes to one lane to accommodate a dedicated bus lane.
- **Eastbourne Station Area:**
 - Along Station Parade between Wharf Road and Southfields Road we will reduce the number of traffic lanes to accommodate a dedicated bus lane. This means that on the southbound approach towards Southfields Road, the number of general traffic lanes will be reduced from two to one.
- **Drove Road, Newhaven Town and Denton Roundabout:**
 - Along Drove Road between Railway Road and New Road we will remove the southbound existing right turn lane.
 - Along Drove Road northbound between New Road and Mckinlay Way we will reduce the number of traffic lanes to accommodate a dedicated bus lane. This means that on the northbound approach towards Mckinlay Way, the number of general traffic lanes will be reduced from two to one.

Before the schemes are constructed, a further detailed modelling exercise will be undertaken to understand any impact on journey times.

Does the scheme require any land take / is my property at risk?

At this stage it is anticipated that the majority of the construction works can take place within the existing highway boundary maintained by East Sussex County Council as the Local Highway Authority. However, for a number of the proposals to be delivered, some minor land acquisition may be required. Any affected landowners would be contacted directly by the project team.

Will any trees be impacted?

The proposed designs have been developed to try and avoid any tree loss. However, at this stage of design, it is anticipated that a number of trees may be impacted. This includes:

- **Seaside Corridor and Seaside Roundabout:** A single tree on the corner of Seaside Road/Whitley Road;
- **Sovereign Harbour:** Four to five trees between Atlantic Drive and Crumbles Retail Park;
- **Drove Road, Newhaven Town and Denton Roundabout:** Roughly 20 trees on the eastbound approach to Denton Roundabout;





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- **Drove Road, Newhaven Town and Denton Roundabout:** Some trees and shrubbery at Mount Road; and,
- **Drove Road, Newhaven Town and Denton Roundabout:** Tree and vegetation removal expected south of A259/B2109 roundabout to permit carriageway widening.

Where possible we will work with landscape designers to find alternative planting solutions.

Will parking be impacted?

At this stage of design, it is anticipated that some existing parking arrangements may be affected by some of the proposed schemes. This specifically includes the proposals at **Seaside Corridor and Seaside Roundabout**, which will see the following changes to parking:

- Along A259 Seaside between Hydney Street and Beamsley Road southbound we will reduce the number of on-street parking spaces to accommodate a dedicated bus lane.
- Along A259 Seaside between Hydney Street and Seafoard Road we will remove the southbound existing parking spaces to accommodate a new southbound bus lane between Seaford Road and Beamsley Road.
- Along A259 Seaside between Wartling Road and Vinchelsea Road northbound we will reduce the number of on-street parking spaces to accommodate a dedicated bus lane. This means that on the northbound approach towards Vine Square, the number of on-street parking spaces will be reduced.
- Northbound along the A259 Seaside between Finmere Road and Fort Road we will remove the existing parking spaces along the northbound approach to accommodate a new northbound bus lane between Finmere Road and Fort Road.
- Along A259 Seaside between Princes Roundabout and Queens Crescent we will remove the existing parking spaces along the southbound approach to accommodate a new southbound bus lane between Princes Roundabout and Queens Crescent.

In some locations, additional on-street parking is being considered. This will be confirmed at the detailed design phase. For further detail please refer to the consultation brochure.

How will you minimise disruption while the scheme is being constructed?

A scheme construction plan will be developed once the outcome of the consultation is known. Prior to any construction works taking place, the impact of the works on local people, businesses, road users and the environment will be assessed, and mitigation measures designed.

What are the next steps?

We will carefully consider all comments received during the consultation. Your views are important to us, and this public consultation is an opportunity to provide feedback and comments on the current proposed schemes to help shape the detailed design stage.

We will document the process and publish the results in a consultation report.





Glossary of Terms



Bus Priority Signals

Bus priority signals are a way of reducing journey times and improving the reliability of bus services when passing through traffic lights. Priority can be given to buses through extending the green traffic light phase and/ or by reducing the green time for other traffic, meaning buses have more time to pass through the traffic lights and are less likely to be delayed.

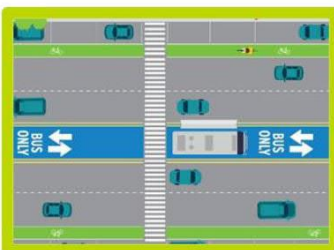
Bus priority signals are a cost-effective method of enhancing the speed and reliability of bus travel, making it a more attractive option over cars.



Dedicated Bus Lane

A dedicated bus lane is a traffic lane that is restricted to buses, often on certain days and times, and is generally to speed up journey times that would otherwise be held up by traffic congestion.

Bus lanes are shown by road markings and signs that indicate the periods of operation and if any other vehicles are permitted to use the bus lane. Most bus lanes operate at peak times only (typically 7.30am to 9.30am or 3.30pm to 6.00pm on Monday to Friday). Outside the hours of operation the lanes can generally be used by all traffic.



Single Lane Dedicated Bus Corridor

A variation of the dedicated bus lane, single lane dedicated bus corridor function as bus-only lanes but allow buses travelling in both directions to share a single lane.

Signal technology is used to indicate lane availability to buses by signalling when it is safe to continue and stopping them when the lane is in use.



Virtual Bus Priority Measures

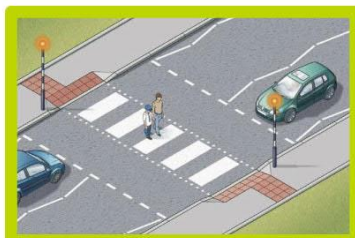
We are proposing to introduce virtual bus priority measures along the Newhaven town centre Ring Road. These measures involve optimising the traffic light timings and coordinating the signals along the full route, to ensure buses are not held up at the traffic lights. This would allow buses to travel seamlessly, by reducing the number of times they need to stop, ultimately reducing overall journey times and improving reliability.

The virtual bus priority measures require no physical construction, so you may not notice any physical on-the ground changes.



Shared-Use Pedestrian and Cycle Path

A path or area which is shared by more than one type of transport. In the context of this proposal, this refers to people walking and cycling.



Zebra Crossing

A Zebra Crossing is a type of pedestrians crossing that has flashing amber lights on the pavement, black and white stripes on the road.

It indicates that pedestrians have priority over vehicular traffic and traffic is expected to stop once a pedestrian has started crossing.

As there are no traffic lights, a zebra crossing is considered an uncontrolled pedestrian crossing.



Toucan Crossing

A Toucan Crossing is a type of crossing that helps both pedestrians and cyclists cross the road safely. It's named "Toucan" because "two can" use it together - pedestrians and cyclists.

At these crossings, there are traffic lights that stop the vehicular traffic so that pedestrians and



cyclists can cross the road at the same time. This crossing is made to encourage walking and cycling and to keep people who are not driving safe while crossing the road.



Pedestrian Crossing Island

A pedestrian crossing island is a small, safe area in the middle of the road. It's made for pedestrians walking to cross the road in two steps. It helps make crossing the road easier and safer.

Appendix D: Press Release



The Newsroom

Latest news from East Sussex County Council

[HOME](#)
[ALL RELEASES](#)
[PRESS OFFICE](#)

Views sought on bus service boosting plans

PROPOSALS to help make bus services more reliable, improve journey times and reduce congestion in Eastbourne, Newhaven and Peacehaven have been unveiled.

Now East Sussex County Council is asking the public to give their views on the plans which include new bus lanes, bus stops and shelters, upgrades to junctions and signals to give priority to buses, and new and upgraded pedestrian routes and crossings.

The improvements are part of the council's Bus Service Improvement plan aimed at ensuring residents and visitors can enjoy the highest possible quality bus services, improving air quality and helping the county to reduce its carbon footprint.

The proposals are just one part of the plan which is being progressed after the council received £41.4 million from Government.

Cllr Claire Dowling, lead member for transport and environment, said: "We believe that by making these improvements across Eastbourne, Peacehaven and Newhaven, we can help to provide a more reliable service for residents and visitors, encourage greater use of public transport, and tackle congestion in these areas.

"It's important that we work with local communities to ensure that any measures we put in place are successful and have the most positive effect on these areas as possible. To achieve this, we need to hear from residents and businesses and their feedback will help shape our final designs."

A range of measures are planned in four areas in Eastbourne – King's Drive, Upperton, Seaside Corridor and Seaside Roundabout, Eastbourne Station Area, and Sovereign Harbour, and three in Newhaven and Peacehaven – Newhaven Town Centre Ring Road, Drove Road, Newhaven Town Area and Denton Roundabout, and Peacehaven A259 Corridor.

The public consultation, which started on July 31, runs until Monday, September 25. Residents can have their say by visiting <https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures>

The following drop-in consultation events will take place for members of the public to view plans and ask questions:

- Wednesday, August 30 – 2pm to 6pm – Court Room, Eastbourne Town Hall
- Thursday, September 7 – 10am to 1pm – Room 1, Telscombe Civic Centre, South Coast Road, Telscombe Cliffs,
- Thursday September 7 – 2pm to 5pm – Community House, Meridian Centre, Meridian Way, Peacehaven
- Thursday, September 14 – 11am to 2pm – Newhaven Outdoor Market, High Street
- Thursday, September 14 – 3.30pm to 7pm – The Art Room, Hillcrest Community Centre, Newhaven
- Saturday, September 16 – 9.30am to 1.30pm – The Foundry, Beacon Shopping Centre, Eastbourne

All feedback from the consultation will be considered when preliminary and detailed designs are drawn up towards the end of the year.

Ends.

This entry was posted in [Transport and Environment](#) on [August 4, 2023](#) by [sarenb](#).

Tweets from @EastSussexCC

East Sussex Co...

@...

Nov 2, 2022

#DYK: More than a third of people who menstruate have had to use makeshift pads when struggling to afford period products?

Help us #EndPeriodPoverty and drop off any new packs you can spare at your local library, or donate online at: ow.ly/Equh50Lr10M

#ENDPERIODPOVERTY

Donate new tampons, pads and reusable period products

ALT PERIOD BUNK

687 208

East Sussex Co...

@...

May 9, 2019

Tweets from @surreycc

East Sussex Hi...

@...

Feb 26, 2018

Gritters are go! They're currently gritting all routes (primary & secondary) and will be out again at 1am on primary routes.

#GritterTwitter

7 48

East Sussex Hi...

@...

Oct 18, 2014

Once again the imaginative primary school children have come up with fantastic names!

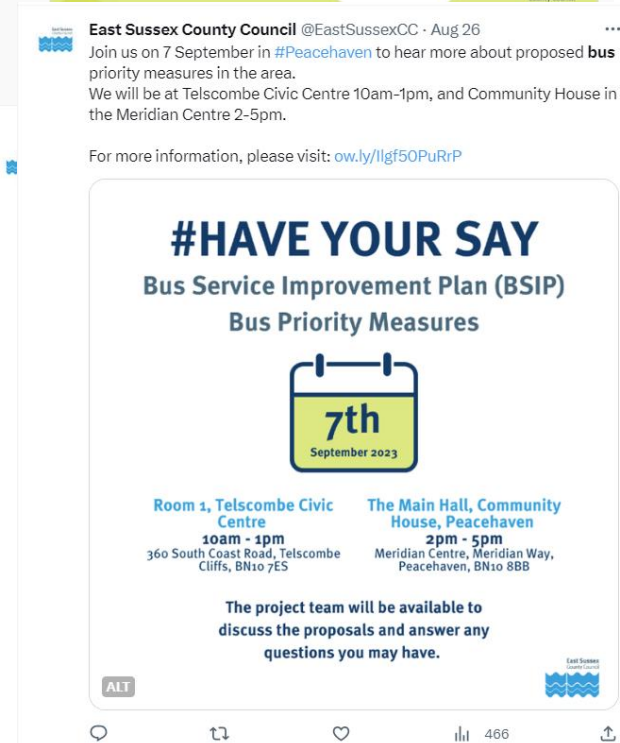
<https://news.eastsussex.gov.uk/2023/08/04/views-sought-on-bus-service-boosting-plans/>

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Appendix E: Social Media Posts



Twitter Posts:



Consultation Report: Bus Service Improvement Plan (BSIP) – Bus Priority Measures



Consultation Report: Bus Service Improvement Plan (BSIP) – Bus Priority Measures



Facebook Posts



Consultation Report: Bus Service Improvement Plan (BSIP) – Bus Priority Measures

East Sussex County Council
6 d · 🌐

Want to learn more about proposed bus service priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#)?

Watch the webinar on YouTube and have your say on the proposals before 25 September via the link in the video description: <https://ow.ly/Ayn150PL4IM>



EAST SUSSEX
BUS SERVICE IMPROVEMENT PLAN (BSIP) - BUS PRIORITY MEASURES
Online Webinar

Funded by UK Government

YOUTUBE.COM

East Sussex BSIP Consultation Webinar

East Sussex County Council submitted its Bus Service Improvement Plan (otherwise known as ...

East Sussex County Council
9 September at 18:30 · 🌐

Haven't been able to attend any of our in-person consultation events about the proposed bus priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#)?

Lots of information and the opportunity to have your say can be found on our website: <https://ow.ly/1mZ550PuYn>.



EAST SUSSEX
BUS SERVICE IMPROVEMENT PLAN (BSIP) - BUS PRIORITY MEASURES

Public Consultation
Monday 31 July to Monday 25 September 2023

Funded by UK Government

East Sussex County Council

1 11 shares

East Sussex County Council
22 August at 18:00 · 🌐

Please provide us with your feedback on proposals for [#EastSussex](#) bus priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#).
Take part in the online consultation: <https://ow.ly/Hl8F50PuQPn>



EAST SUSSEX
BUS SERVICE IMPROVEMENT PLAN (BSIP) - BUS PRIORITY MEASURES

Public Consultation
Monday 31 July to Monday 25 September 2023

Funded by UK Government

East Sussex County Council

2 comments 1 share

Like Comment Share

East Sussex County Council
7 September at 07:00 · 🌐

Join us today at Telscombe Civic Centre, 10-1, or Community House in the Meridian Centre, 2-5, for our drop-in events about proposed bus priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#).
The project team will be available to discuss the proposals and answer any questions.
Find out more: <https://ow.ly/e6yq50PuXNi>



EAST SUSSEX
BUS SERVICE IMPROVEMENT PLAN (BSIP) - BUS PRIORITY MEASURES

Public Consultation
Monday 31 July to Monday 25 September 2023

Funded by UK Government

East Sussex County Council

East Sussex County Council
3 September at 18:00 · 🌐

Want to know more about the proposed bus priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#)?

Join us on the 14 September at Newhaven Outdoor Market 11-2, or Hillcrest Community Centre 3.30-7 and put your questions to the project team.
Find out more:



EAST SUSSEX
BUS SERVICE IMPROVEMENT PLAN (BSIP) - BUS PRIORITY MEASURES

Public Consultation
Monday 31 July to Monday 25 September 2023

Funded by UK Government

East Sussex County Council

CONSULTATION.EASTSUSSEX.GOV.UK

East Sussex BSIP Bus Priority Measures - East Sussex - Citizen Space

This site contains consultations that are run by East Sussex.

East Sussex County Council
10 August · 🌐

The proposed [#EastSussex](#) bus priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#) will:

- 1 Improve bus reliability
- 2 Encourage greater bus use
- 3 Complement wider initiatives
- 4 Reduce congestion
- 5 Create safer opportunities for walking and cycling

Read more and provide your thoughts: <https://ow.ly/Swv550PuOaX>



EAST SUSSEX
BUS SERVICE IMPROVEMENT PLAN (BSIP) - BUS PRIORITY MEASURES

Public Consultation
Monday 31 July to Monday 25 September 2023

Funded by UK Government

East Sussex County Council

2 1 comment 2 shares

Consultation Report: Bus Service Improvement Plan (BSIP) – Bus Priority Measures

East Sussex County Council
30 August at 07:00 · 📍

Join us today at Eastbourne Town Hall, 2-6pm, for our drop-in event about the proposed bus priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#) and put your questions to the project team.
Can't make it? We're holding a second event at The Foundry on 16 September, 9:30-1:30.
For more info, please visit <https://ow.ly/HHVx50PuWgp>

JOIN US TODAY!
Between 2pm and 6pm

#HAVE YOUR SAY
ON THE
BUS SERVICE IMPROVEMENT PLAN
BUS PRIORITY MEASURES

EASTBOURNE TOWN HALL
COURT ROOM, EASTBOURNE TOWN HALL, GROVE ROAD, EASTBOURNE, BN21 4UG.



East Sussex County Council

East Sussex County Council
26 August at 12:00 · 📍

Join us on 7 September in [#Peacehaven](#) to hear more about proposed bus priority measures in the area.
We will be at Telscombe Civic Centre 10am-1pm, and Community House in the Meridian Centre 2-5pm.
For more information, please visit: <https://ow.ly/Rx3B50PuRrQ>

#HAVE YOUR SAY
Bus Service Improvement Plan (BSIP)
Bus Priority Measures



Room 1, Telscombe Civic Centre
10am - 1pm
360 South Coast Road, Telscombe Cliffs, BN10 7ES

The Main Hall, Community House, Peacehaven
2pm - 5pm
Meridian Centre, Meridian Way, Peacehaven, BN10 8BB

The project team will be available to discuss the proposals and answer any questions you may have.

East Sussex County Council

1 comment 1 share


East Sussex County Council
16 August · 📍

On 30 August we are holding a drop-in event about proposed bus priority measures in [#Eastbourne](#), [#Newhaven](#) & [#Peacehaven](#).
Join the project team at Eastbourne Town Hall between 2-6 pm to learn more about the proposals.
Find out more: <https://ow.ly/kxXn50PuPsA>



JOIN US AT EASTBOURNE TOWN HALL BETWEEN 2PM AND 6PM

#HAVE YOUR SAY
ON THE
BUS SERVICE IMPROVEMENT PLAN
BUS PRIORITY MEASURES



East Sussex County Council

1 3 shares

East Sussex County Council
8 August · 📍

We have launched a public consultation for proposed [#EastSussex](#) bus priority measures in [#Eastbourne](#), [#Newhaven](#) and [#Peacehaven](#). We would love to hear what you think, for more information and to complete our survey, visit: <https://ow.ly/iVOV50PuJA1>



EAST SUSSEX
BUS SERVICE IMPROVEMENT PLAN (BSIP) -
BUS PRIORITY MEASURES

Public Consultation
Monday 31 July to Monday 25 September 2023

 **Funded by UK Government**

East Sussex County Council

1 comment 4 shares

Appendix F: Consultation Postcard



HAVE YOUR SAY

East Sussex Bus Service Improvement Plan (BSIP) – Bus Priority Measures
Survey is open from **Monday 31 July 2023** to **Monday 25 September 2023**



East Sussex County Council is proposing Bus Priority Improvement Measures as part of their Bus Service Improvement Plan (BSIP) in Eastbourne, Newhaven and Peacehaven.

Help shape bus priority schemes in East Sussex by providing feedback on the proposals.

The improvements we are proposing as part of the bus priority schemes aim to:

- Improve Bus Reliability**
- Encourage Greater Bus Use**
- Reduce Congestion and Improve Traffic Flow**
- Compliment Wider Initiatives**
- Create Safer Options**



You can find more information about the proposals and complete the feedback survey by scanning the QR code or visiting
<https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures/>

**Funded by
UK Government**

HAVE YOUR SAY

East Sussex Bus Service Improvement Plan (BSIP) – Bus Priority Measures
Survey is open from **Monday 31 July 2023** to **Monday 25 September 2023**



In-person consultation events are being held at:

- **Eastbourne Town Hall** on **30th August** from **2pm to 6pm**
- **Newhaven Outdoor Market** on **14th September** from **11am to 2pm**
- **Hillcrest Community Centre, Newhaven** on **14th September** from **3:30pm to 7pm**
- **The Foundry, Eastbourne** on **16th September** from **9:30am to 1:30pm**

If you are unable to access the survey online, or if you need the information in an alternative format, please contact us via:

BSIPConsultation@eastsussex.gov.uk

07514721385

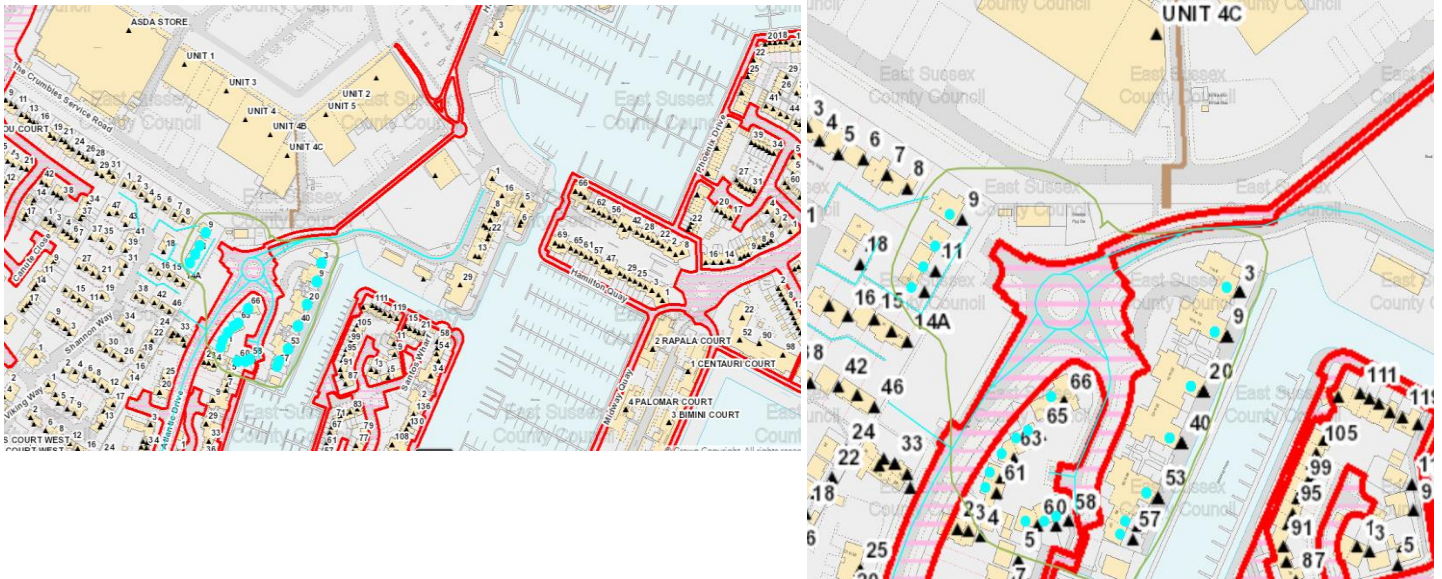
**Funded by
UK Government**

Appendix G: Postcard Distribution Areas



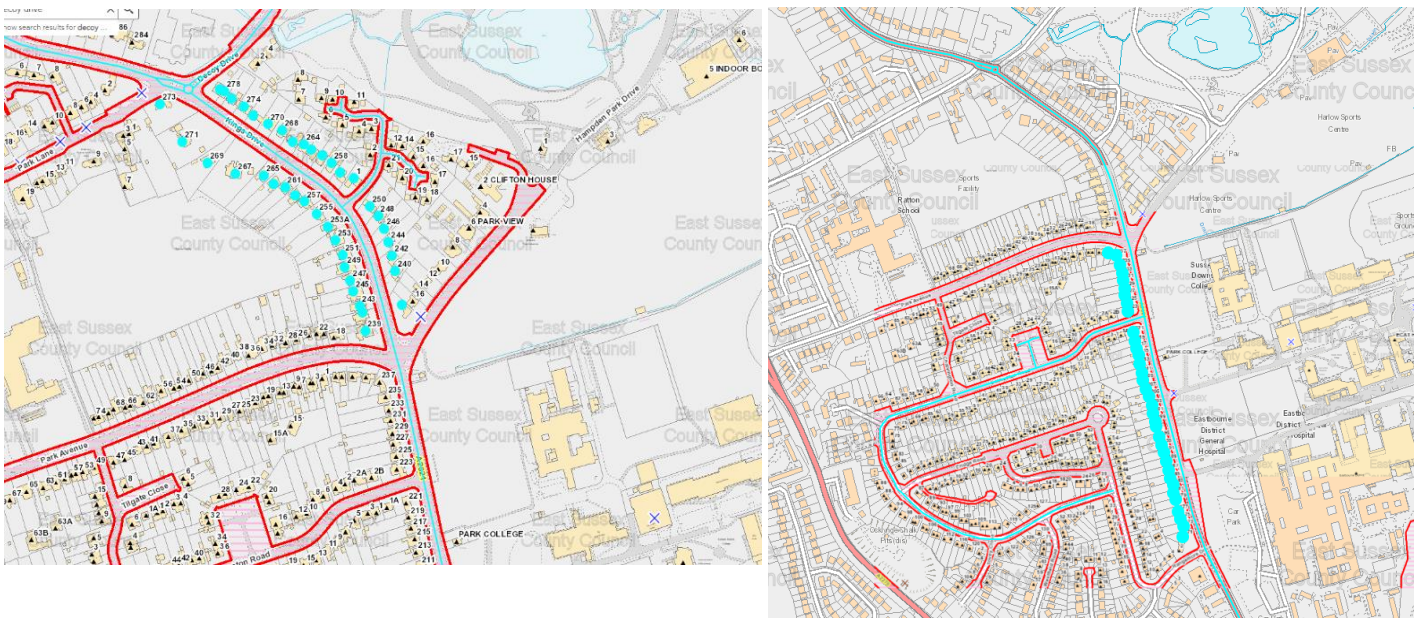
Sovereign Harbour, Eastbourne

Houses around Atlantic Drive Roundabout - 73 postcards delivered



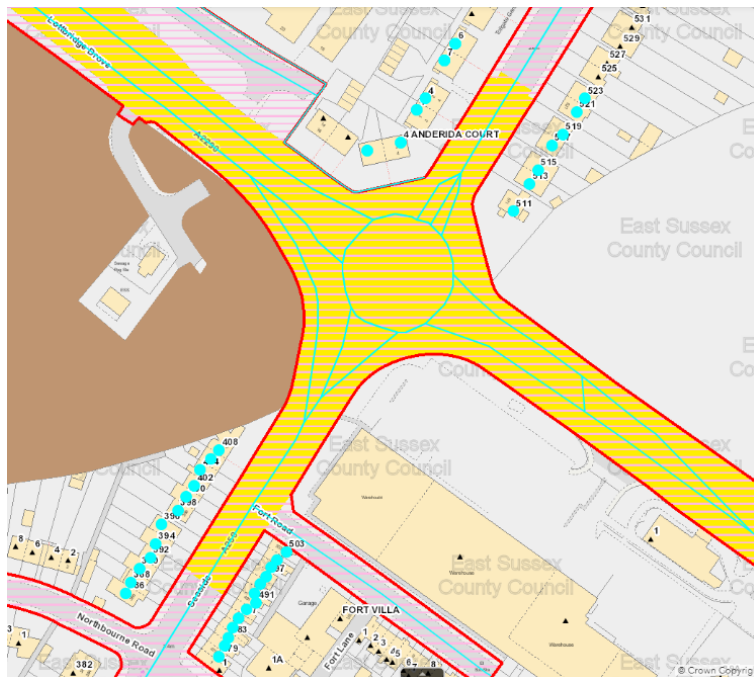
Kings Drive, Eastbourne

Houses between Decoy Drive and Rodmill Roundabout - 75 postcards delivered



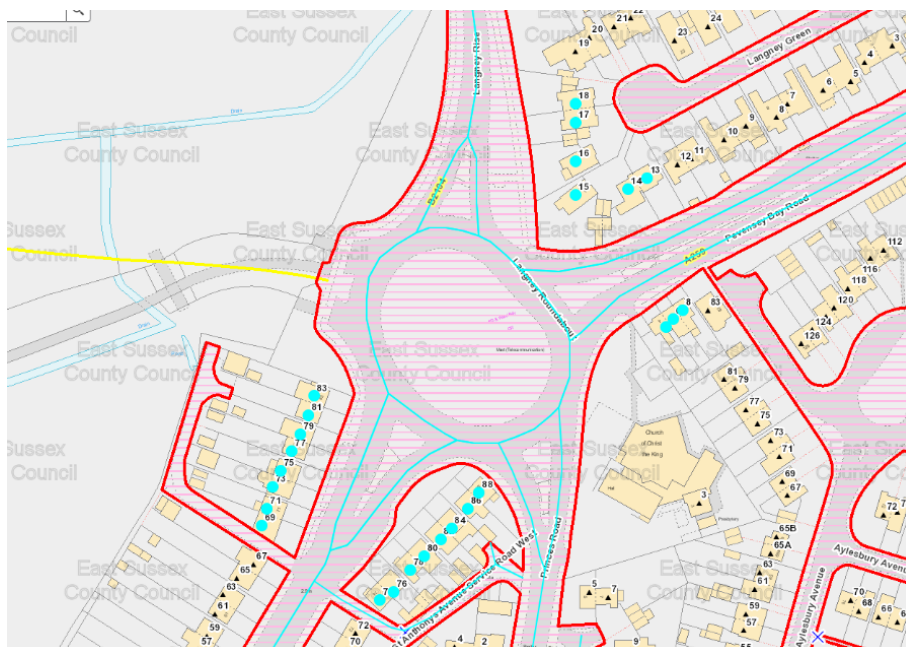
Seaside Roundabout, Eastbourne

46 postcards delivered



Langley Roundabout, Eastbourne

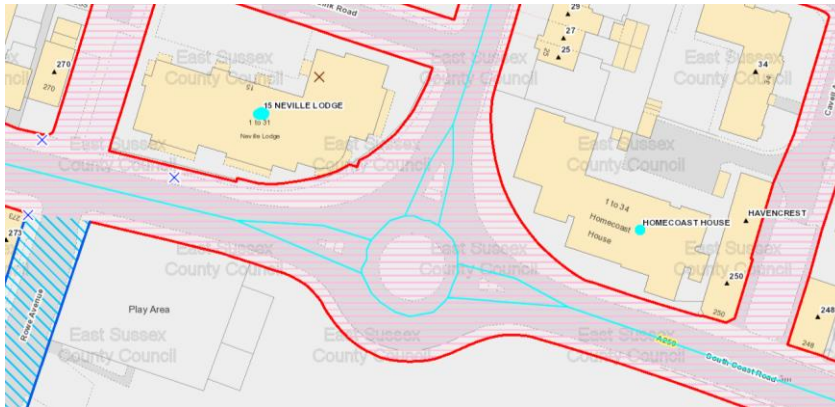
26 postcards delivered



A259 South Coast Road, Peacehaven

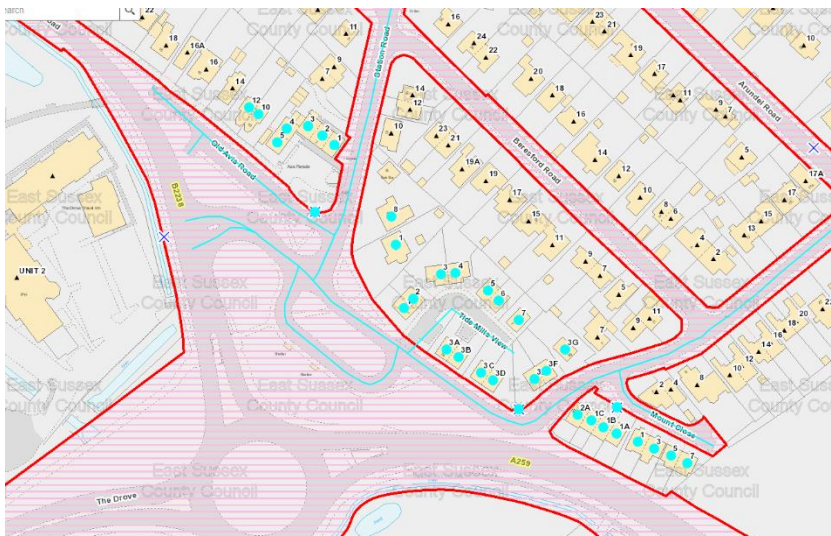
(A259 Cross Road/ Sussex Way/ Telscombe Cliffs Way and top of The Dell Park)

129 postcards delivered



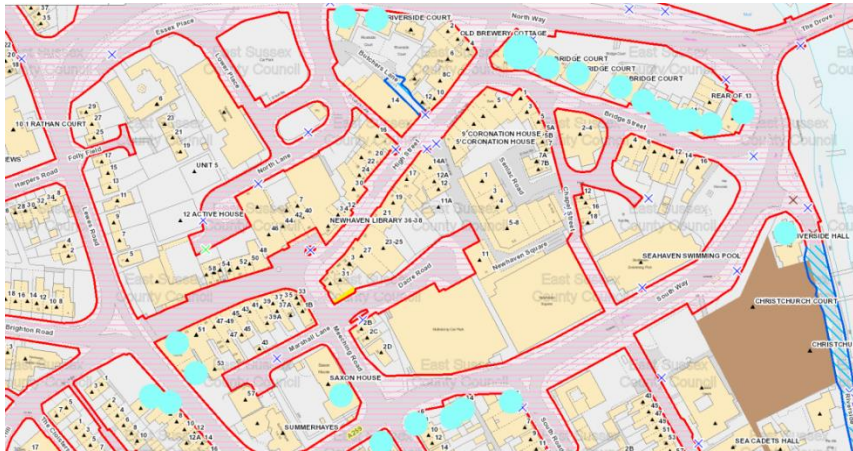
Newhaven, Denton Roundabout

36 postcards delivered



Newhaven Town Area Ring Road

87 postcards delivered



Appendix H: Consultation Poster



HAVE YOUR SAY

East Sussex Bus Service Improvement Plan (BSIP) – Bus Priority Measures
Survey is open from **Monday 31 July 2023** to **Monday 25 September 2023**

East Sussex County Council is proposing Bus Priority Improvement Measures as part of their Bus Service Improvement Plan (BSIP) in Eastbourne, Newhaven and Peacehaven.

Help shape bus priority schemes in East Sussex by providing feedback on the proposals.



You can find more information about the proposals and complete the feedback survey by scanning the QR code or visiting <https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures/>



In-person consultation events are being held at:

- **Eastbourne Town Hall** on **30th August** from **2pm to 6pm**
- **Telscombe Civic Centre** on **7th September** from **10am to 1pm**
- **Community House, Peacehaven** on **7th September** from **2pm to 5pm**
- **Newhaven Outdoor Market** on **14th September** from **11am to 2pm**
- **Hillcrest Community Centre, Newhaven** on **14th September** from **3:30pm to 7pm**
- **The Foundry, Eastbourne** on **16th September** from **9:30am to 1:30pm**
(inside The Beacon shopping centre)

If you are unable to access the survey online, or if you need the information in an alternative format, please contact us via:



BSIPConsultation@eastsussex.gov.uk



07514721385



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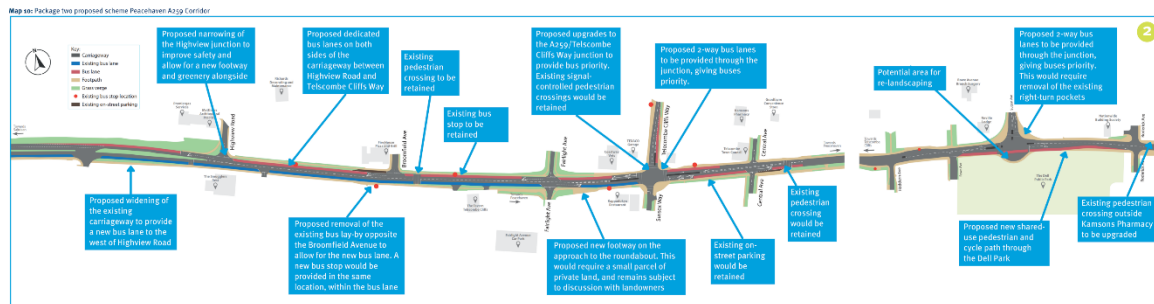
Appendix I: Event Banners



BUS SERVICE IMPROVEMENT PLAN (BSIP) BUS PRIORITY MEASURES

EAST SUSSEX COUNTY COUNCIL

Public Consultation 2023



Peacehaven A259 Corridor

Provision of dedicated bus lanes in both directions of the A259 South Coast Road. This will complement the existing bus lanes along the A259 between Peacehaven, Telcombe Cliffs and Brighton.

Junction upgrades, including signalisation of the A259/Sutton Avenue junction with pedestrian crossing facilities.

Proposed new shared-use pedestrian/cycle path through The Dell Park.

New and upgraded pedestrian crossings.

Signal upgrades with bus priority at the A259 South Coast Road/Telcombe Cliffs Way junction.



We want your views on the proposed schemes as part of the BSIP Bus Priority Measures. Your views are important to us, and this public consultation is an opportunity to provide feedback and comments on the latest plans to help shape the detailed design stage.

We have a number of ways that you can provide your views on the proposed schemes. You can complete our online consultation survey and find out more information by scanning the QR code or visiting: <https://consultation.eastsussex.gov.uk/economy-transport-environment/busprioritymeasures>

If you would like to request a paper copy of the survey or have any questions and comments in relation to the BSIP Bus Priority Measures, you can speak to one of the team or contact us via:

✉ BSIPConsultation@eastsussex.gov.uk

☎ 07514 721385

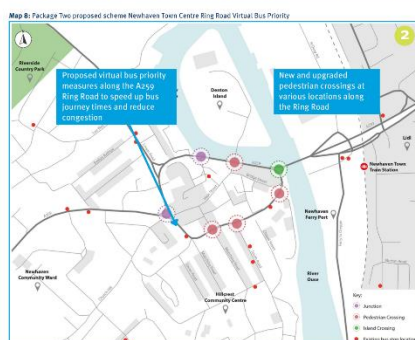
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BUS SERVICE IMPROVEMENT PLAN (BSIP) BUS PRIORITY MEASURES

EAST SUSSEX COUNTY COUNCIL

Public Consultation 2023



Newhaven Town Centre Ring Road

Bus priority measures through optimising and coordinating traffic signal timings, ensuring that buses are given priority when navigating Newhaven Ring Road.

Enhanced pedestrian user experience and safety through traffic signal upgrades and improvements.

Drove Road, Newhaven Town Area and Denton Roundabout

Replacement of the existing mini-roundabout at the A26/Drove Road junction with a traffic signal controlled junction.

Reallocate existing road space to introduce an eastbound bus lane between the A26/Drove Road junction and the A259 Drove Roundabout. Westbound traffic would continue to use the westbound lane of Drove Road but accesses into/out of existing retail areas along this section would become left in, left out only.

Relocation of bus stops and improvements to bus stop infrastructure.

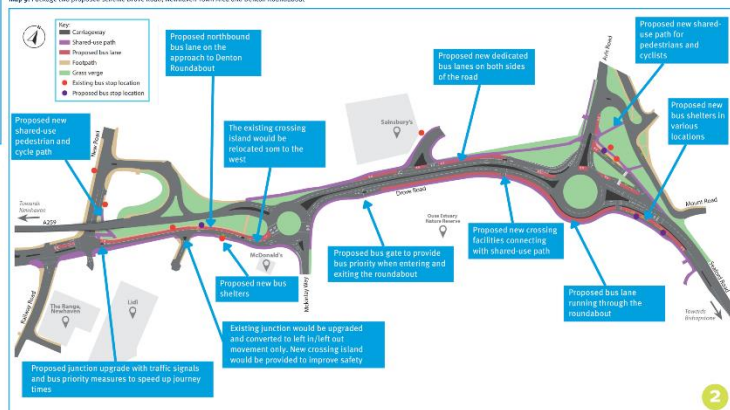
Eastbound bus lane between the Drove and Denton roundabouts.

Bus lane on the A259 westbound approach and extending around the Denton Roundabout and alongside The Drove to the Drove roundabout.

New shared use pedestrian and cycle paths, with new and upgraded pedestrian and cycle crossings.

Widening of southern footpath along Drove Road between McKinley Way and New Road roundabout.

Map 8c: Package two proposed scheme Drove Road, Newhaven Town Area and Denton Roundabout



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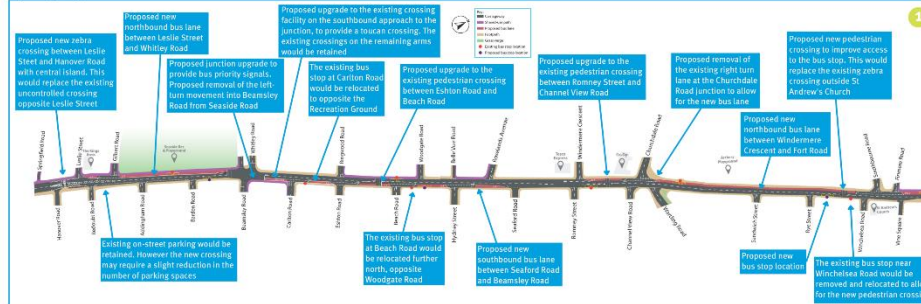


BUS SERVICE IMPROVEMENT PLAN (BSIP) BUS PRIORITY MEASURES

EAST SUSSEX COUNTY COUNCIL

Public Consultation 2023

Map 6: Package one proposed scheme Seaside Corridor and Seaside Roundabout Section 1 of 2



Seaside Corridor and Seaside Roundabout

Provision of dedicated bus lanes from east of Gilbert Road to Langney Rise roundabout in both directions on Seaside Road and St Anthony's Avenue to improve bus journey times.

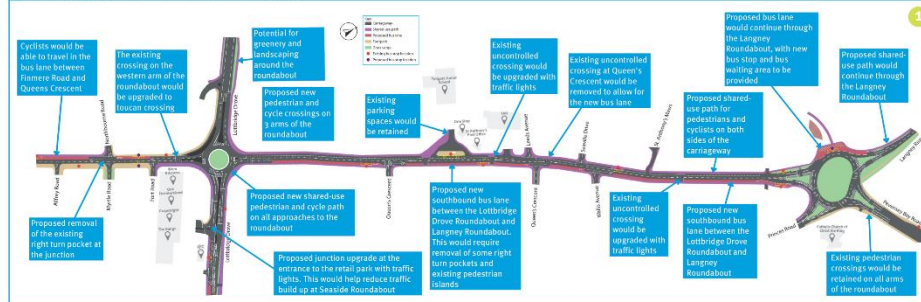
Shared use cycle path and cycle improvements along Seaside Road and St Anthony's Avenue to connect with existing cycle routes.

New and upgraded pedestrian crossings including a toucan crossing at the Seaside Roundabout linking the two existing sections of shared footway/cycle-way along Lottbridge Drive.

Traffic signal upgrades to at several junctions along A259 Seaside Road to provide bus priority.

Relocation of bus stops and improvements to bus stop infrastructure.

Map 7: Package one proposed scheme Seaside Corridor and Seaside Roundabout Section 2 of 2



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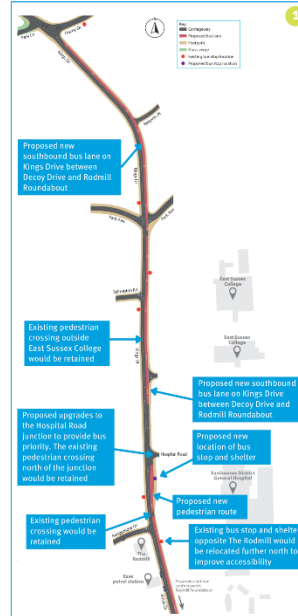


BUS SERVICE IMPROVEMENT PLAN (BSIP) BUS PRIORITY MEASURES

EAST SUSSEX COUNTY COUNCIL

Public Consultation 2023

Map 8: Package one proposed scheme King's Drive, Upperton



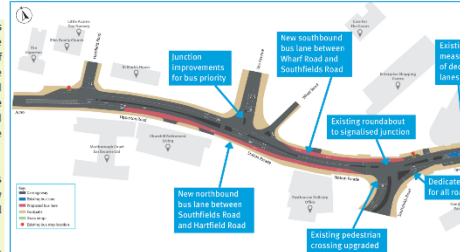
King's Drive, Upperton

Implementation of bus priority measures to enhance the reliability and speed of bus services, through the introduction of a dedicated bus lane, serving Eastbourne District General Hospital and East Sussex College Eastbourne campus.

A southbound bus lane is proposed between Decoy Drive and Rodmill roundabout.

Relocation of bus stops and improvements to bus stop infrastructure.

Map 9: Package one proposed scheme Eastbourne Station Area



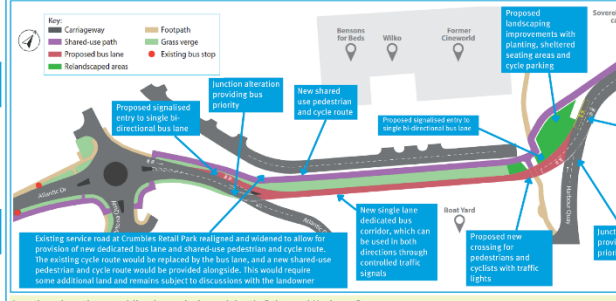
Eastbourne Station Area

Dedicated bus lanes and shared use cycle path along Upperton Road and Station Parade.

Replace existing Station Parade/Southfields Road roundabout with a traffic signal controlled junction including pedestrian crossing facilities.

Complement the existing bus priority measures (dedicated bus lanes) in Eastbourne Town Centre on Terminus Road and Gildredge Road.

Map 10: Package one proposed scheme Sovereign Harbour



Sovereign Harbour

New single lane dedicated bus corridor, which can be used in both directions through controlled traffic signals.

Realigned shared use pedestrian and cycle route to link into the existing route along Atlantic Drive and Harbour Quay/Pacific Drive.

Proposed landscaping improvements with planting, sheltered seating areas and cycle parking.

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BUS SERVICE IMPROVEMENT PLAN (BSIP) BUS PRIORITY MEASURES

EAST SUSSEX COUNTY COUNCIL

Public Consultation 2023

The proposed packages of schemes are in Eastbourne, Newhaven and Peacehaven and have been split into two packages of schemes, based on their geographical location.

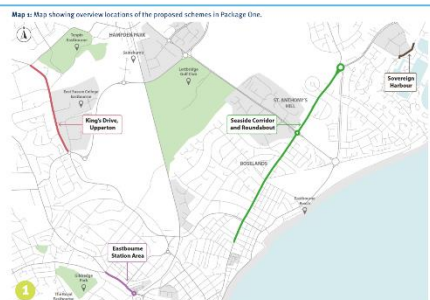
Package One

Package one is located in Eastbourne and comprises of four schemes:

- King's Drive, Upperton
- Seaside Corridor and Seaside Roundabout
- Eastbourne Station Area
- Sovereign Harbour

Benefits of the proposed package include:

- Improved journey times and reduced delay for buses
- Encourages an increase in the proportion of people travelling by bus
- Reaching the train station becomes easier for pedestrians
- Increased safety for pedestrians
- Improved provision for cyclists
- Improved visibility and safety for all users



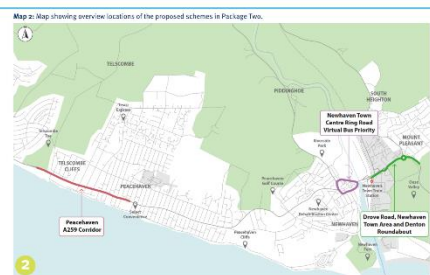
Package Two

Package two covers Newhaven and Peacehaven and comprises of three schemes:

- Newhaven Town Centre Ring Road Virtual Bus Priority
- Drove Road, Newhaven Town Area and Denton Roundabout
- Peacehaven A259 Corridor

Benefits of the proposed package include:

- Improved journey times and reduced delay for buses
- Improved visibility and safety for all users
- Increased safety for pedestrians
- Improved provision for cyclists



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BUS SERVICE IMPROVEMENT PLAN (BSIP) BUS PRIORITY MEASURES

EAST SUSSEX COUNTY COUNCIL

Public Consultation 2023

Welcome to the community consultation for East Sussex Bus Priority Measures proposed as part of the East Sussex County Council Bus Service Improvement Plan (BSIP) in Eastbourne, Newhaven and Peacehaven.

The Public Consultation Survey is open from **Monday 31 July 2023 to Monday 25 September 2023**

The purpose of this consultation is to:

- Provide an overview of the proposed schemes
- Invite the community to provide feedback which will aid in further scheme design and decision making

We're working to deliver a series of **bus priority measures** across the county to speed up journey times and make buses a more reliable and convenient travel option **as part of the East Sussex Bus Service Improvement Plan (BSIP)**.

Proposed Bus Priority Schemes Objectives

The aim of the proposed measures is to make bus journeys quicker, more efficient and reliable. Through also introducing dedicated spaces for walking and cycling, we want to improve the safety, convenience and attractiveness of these journeys, and help encourage more people to travel on foot, by bike, and use the bus.



What is the Bus Service Improvement Plan (BSIP)?

The Bus Service Improvement Plan (BSIP) actively addresses the National Bus Strategy aiming to enhance bus services by collaborating with Local Transport Authorities, bus operators, community and business voices, bus passengers, and the voluntary and health transport sector. Through the BSIP we will deliver bus service improvements, bus stop improvements and bus priority measures.

It aims to:

- Encourage modal shift
- Reduce journey times
- Increase bus patronage
- Improve reliability, punctuality and accessibility
- Complement and support wider transport investment

The proposed packages of schemes are in Eastbourne, Newhaven and Peacehaven and have been split into two packages of schemes, based on their geographical location.



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Appendix J: Feedback Survey



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Closes 25 Sep 2023

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East Sussex Bus Service Improvement Plan (BSIP) - Bus Priority Measures Consultation Survey

We want your views on the proposed schemes as part of the BSIP Bus Priority Measures. Your views are important to us, and this public consultation is an opportunity to provide feedback and comments on the latest plans to help shape the detailed design stage.

You do not need to provide comment on all proposed measures and will have the choice to skip questions when necessary.

The consultation is open from the 31st July 2023 to the 25th September 2023. You will have until 11:59pm on 25th September to respond to the survey.

Paper copies of the brochure and survey will be available at all public consultation events.

1. Are you responding as....?

(Required)

- ☐ A resident from within East Sussex
- ☐ A representative of a local community group or residents' association
- ☐ On behalf of an educational establishment, such as a school or college
- ☐ A business owner or representative
- ☐ On behalf of a charity, voluntary or community sector organisation (VCS)
- ☐ A resident from outside the county
- ☐ Other, please specify below:

2. If you are responding on behalf of an organisation (business, community group, residents' association, education establishment, council or any other organisation), please tell us the name of your organisation. [mandatory, for those that selected they are responding on behalf of organisation above]

add comments here

3. How did you find out about this consultation?

(Required)

- ☐ Postcard
- ☐ Social media
- ☐ East Sussex County Council website
- ☐ Email
- ☐ Press release
- ☐ Word of mouth
- ☐ Other. Please specify below:

4. Thinking about your usual travel habits, on average, how often do you use the following methods of transport when travelling in your local area? Please select one option for each method of transport.

	Five or more times a week	Three to four times a week	One to two times a week	Less frequently	Never use
Bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using a mobility aid such as a wheelchair or mobility scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorbike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private car – as a driver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private car – as a passenger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi – as a driver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi – as a passenger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Van or lorry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify

East Sussex BSIP Bus Priority Measures

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Closes 25 Sep 2023

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Package One

Package one is located in Eastbourne and comprises of four schemes:

1. King's Drive, Upperton
2. Seaside Corridor and Seaside Roundabout
3. Eastbourne Station Area
4. Sovereign Harbour

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East Sussex BSIP Bus Priority Measures

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Closes 25 Sep 2023

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1. King's Drive, Upperton

A range of improvements are being considered along King's Drive. These include:

- Implementation of bus priority measures to enhance the reliability and speed of bus services, through the introduction of a dedicated bus lane, serving Eastbourne District General Hospital and East Sussex College Eastbourne campus.
- A southbound bus lane is proposed between Decoy Drive and Rodmill roundabout.
- Relocation of bus stops and improvements to bus stop infrastructure.

[► Scheme Drawings](#)

1. Do you want to answer questions on the bus priority proposal along Kings Drive, Eastbourne? [If selecting 'no' please proceed to the continue button at the bottom of the page. This will then take you to the next scheme.]

(Required)

☐ Yes

☐ No

2. Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses and encourage modal shift from private car to bus along Kings Drive? [mandatory if responded yes to Question 1]

- ☐ Strongly support
- ☐ Support
- ☐ Neither support nor oppose
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know

3. To what extent do you support or oppose the following individual elements of the proposal for the area?

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
Implementation of bus priority measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A southbound bus lane between Decoy Drive and Rodmill roundabout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Associated changes and improvements to bus stop infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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East Sussex BSIP Bus Priority Measures

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2. Seaside Corridor and Roundabout

A range of improvements are being considered along Seaside Corridor and Roundabout. These include:

- Provision of dedicated bus lanes in both directions on Seaside Road to improve bus journey times.
- Shared use cycle path and cycle improvements to connect with existing routes.
- New and upgraded pedestrian crossings.
- Signal upgrades to prioritise buses.

It is anticipated that some existing parking arrangements may be affected, and a number of trees may be impacted (for exact locations refer to our Frequently Asked Questions (FAQs)).

[▶ Scheme Drawings](#)

1. Do you want to answer questions on the bus priority proposal along Seaside Corridor and Roundabout, Eastbourne? [If selecting 'no' please proceed to the continue button at the bottom of the page. This will then take you to the next scheme.]

(Required)

- ☐ Yes
- ☐ No

2. Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve access to Eastbourne Train Station along Seaside Corridor? [mandatory if responded yes to Question 1]

- ☐ Strongly support
- ☐ Support
- ☐ Neither support nor oppose
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know

3. To what extent do you support or oppose the following individual elements of the proposal for the area?

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
Provision of dedicated bus lanes in both directions on Seaside Road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared use cycle path and cycle improvements to connect with existing routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New and upgraded pedestrian crossings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signal upgrades to prioritise buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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East Sussex BSIP Bus Priority Measures

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3. Eastbourne Station Area

A range of improvements are being considered within the Eastbourne Station Area. These include:

- Dedicated bus lanes and shared use cycle path along Upperton Road and Station Parade.
- Junction upgrades, including improvements to the Station Parade/The Avenue junction and bus priority signals and pedestrian crossings.
- Signalisation of the Station Parade/Southfields Road junction and improved crossing facilities.

[▶ Scheme Drawing](#)

1. Do you want to answer questions on the bus priority proposal within the Eastbourne Station Area? [If selecting 'no' please proceed to the continue button at the bottom of the page. This will then take you to the next scheme.]

(Required)

- ☐ Yes
☐ No

2. Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve access to Eastbourne Train Station within the Eastbourne Station Area? [mandatory if responded yes to Question 1]

- ☐ Strongly support
☐ Support
☐ Neither support nor oppose
☐ Oppose
☐ Strongly oppose
☐ Don't know

3. To what extent do you support or oppose the following individual elements of the proposal for the area?

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
Dedicated bus lanes and shared use cycle path along Upperton Road and Station Parade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Junction upgrades, including improvements to the Station Parade/The Avenue junction and bus priority signals and pedestrian crossings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signalisation of the Station Parade/Southfields Road junction and improved crossing facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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East Sussex BSIP Bus Priority Measures

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4. Sovereign Harbour

A range of improvements are being considered within Sovereign Harbour. These include:

- New single lane dedicated bus corridor, which can be used in both directions through controlled traffic signals.
- Realigned shared use pedestrian and cycle route to link into the existing route along Atlantic Drive and Harbour Quay/Pacific Drive.
- Proposed landscaping improvements with planting, sheltered seating areas and cycle parking.
- Junction alteration providing bus priority at Atlantic Drive and Harbour Quay.

It is anticipated that a number of trees may be impacted (for exact locations refer to our Frequently Asked Questions (FAQs)).

[▶ Scheme Drawing](#)

1. Do you want to answer questions on the bus priority proposal within Sovereign Harbour? [If selecting 'no' please proceed to the continue button at the bottom of the page. This will then take you to the next scheme.]

(Required)

☐ Yes

☐ No

2. Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses and improve active travel provisions within Sovereign Harbour? [mandatory if responded yes to Question 1]

☐ Strongly support

☐ Support

☐ Neither support nor oppose

☐ Oppose

☐ Strongly oppose

☐ Don't know

3. To what extent do you support or oppose the following individual elements of the proposal for the area?

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
New single lane dedicated bus corridor, which can be used in both directions through controlled traffic signals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realigned shared use pedestrian and cycle route to link into the existing route along Atlantic Drive and Harbour Quay/Pacific Drive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proposed landscaping improvements with planting, sheltered seating areas and cycle parking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Junction upgrades to provide bus priority.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Package Two

Package two covers Newhaven and Peacehaven and comprises of 3 schemes:

- Newhaven Town Centre Ring Road Virtual Bus Priority
- Drove Road, Newhaven Town Area and Denton Roundabout
- Peacehaven A259 Corridor

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East Sussex BSIP Bus Priority Measures

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1. Newhaven Town Centre Ring Road Virtual Bus Priority

A range of improvements are being considered along the Newhaven Town Centre Ring Road these include:

- Bus priority measures through optimising and coordinating traffic signal timings, ensuring that buses are given priority when navigating Newhaven Ring Road.
- Enhanced pedestrian user experience and safety through traffic signal upgrades and improvements.

[Scheme Drawing](#)

1. Do you want to answer questions on the bus priority proposal along Newhaven Town Centre Ring Road, Newhaven? [If selecting 'no' please proceed to the continue button at the bottom of the page. This will then take you to the next scheme.]

(Required)
☐ Yes
☐ No

2. Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve safety for all users along Newhaven Town Centre Ring Road? [mandatory if responded yes to Question1]

☐ Strongly support
☐ Support
☐ Neither support nor oppose
☐ Oppose
☐ Strongly oppose
☐ Don't know

3. To what extent do you support or oppose the following individual elements of the proposal for the area?

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
Virtual bus priority measures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian prioritisation and safety improvements through junction signalisation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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East Sussex BSIP Bus Priority Measures

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2. Drove Road, Newhaven Town Area and Denton Roundabout

A range of improvements are being considered along Drove Road, Newhaven Town Area and Denton Roundabout. These include:

- Replacement of the existing mini-roundabout at the A26/Drove Road junction with a traffic signal controlled junction.
- Reallocate existing road space to introduce an eastbound bus lane between the A26/Drove Road junction and the A259 Drove Roundabout. Westbound traffic would continue to use the westbound lane of Drove Road but accesses into/out of existing retail areas along this section would become left in, left out only.
- Bus lane on the A259 westbound approach and extending around the Denton Roundabout and alongside The Drove to the Drove roundabout.
- Eastbound bus lane between the Drove and Denton roundabouts.
- Relocation of bus stops and improvements to bus stop infrastructure.
- New shared use pedestrian and cycle paths, with new and upgraded pedestrian and cycle crossings.
- Widening of southern footpath along Drove Road between McKinley Way and New Road roundabout.

It is anticipated that a number of trees may be impacted (for exact locations refer to our Frequently Asked Questions (FAQs)).

[▶ Scheme Drawing](#)

1. Do you want to answer questions on the bus priority proposal along Drove Road, Newhaven Town Area and Denton Roundabout? [If selecting 'no' please proceed to the continue button at the bottom of the page. This will then take you to the next scheme.]

- [Required]
- ☐ Yes
☐ No

2. Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve safety for all users along Drove Road, Newhaven Town Area and Denton Roundabout? [mandatory if responded yes to Question 1]

- ☐ Strongly support
☐ Support
☐ Neither support nor oppose
☐ Oppose
☐ Strongly oppose
☐ Don't know

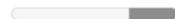
3. To what extent do you support or oppose the following individual elements of the proposals for the area?

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
Replacement of the existing mini-roundabout at the A26/Drove Road junction with a traffic signal controlled junction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reallocate existing road space to introduce an eastbound bus lane between the A26/Drove Road junction and the A259 Drove Roundabout.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A dedicated bus lane on the A259 westbound approach and extending around the Denton Roundabout and alongside The Drove to the Drove roundabout.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastbound dedicated bus lane between The Drove and Denton roundabouts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proposed new bus mobility hub at Denton Corner serving A259 and Avis Way routed services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New shared use pedestrian and cycle paths, with new and upgraded pedestrian and cycle crossings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Widening of southern footpath along Drove Road between McKinley Way and New Road roundabout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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3. Peacehaven A259 Corridor

A range of improvements are being considered along the Peacehaven A259 Corridor. These include:

- Provision of dedicated bus lanes in both directions of the A259 South Coast Road. This will complement the existing bus lanes along the A259 between Peacehaven, Telscombe Cliffs and Brighton.
- Junction upgrades, including signalisation of the A259/Sutton Avenue junction with pedestrian crossing facilities.
- Improvements to the A259/Sussex Way junction through traffic signalisation.
- Proposed new shared-use pedestrian/cycle path through The Dell Park.
- New and upgraded pedestrian crossings.
- Signal upgrades with bus priority at the A259 South Coast Road/Telscombe Cliffs Way junction.

[▶ Scheme Drawings](#)

1. Do you want to answer questions on the bus priority proposal along the Peacehaven A259 Corridor? [If selecting 'no' please proceed to the continue button at the bottom of the page. This will then take you to the next scheme.]

(Required)

☐ Yes

☐ No

2. Overall, to what extent do you support or oppose suggested proposals that aim to improve journey times, reduce delays for buses, improve active travel provisions and improve safety for all users along the Peacehaven A259 Corridor? [mandatory if responded yes to Question 1]

☐ Strongly support

☐ Support

☐ Neither support nor oppose

☐ Oppose

☐ Strongly oppose

☐ Don't know

3. To what extent do you support or oppose the following individual elements of the proposal for the area?

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
Provision of dedicated bus lanes in both directions of the A259 South Coast Road.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Junction upgrades, including signalisation of the A259/Sutton Avenue junction with pedestrian crossing facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements to the A529/Sussex Way junction through traffic signalisation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proposed new shared-use pedestrian/cycle path through The Dell Park.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New and upgraded pedestrian crossings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signal upgrades with bus priority at the A259 South Coast Road/Telscombe Cliffs Way junction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Other

1. Do you have any further feedback on the East Sussex BSIP Bus Priority Measures that are being proposed?

add comments here

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About You: Equalities Monitoring Form (short version)

We want to make sure that everyone is treated fairly and equally and that no one gets left out. That's why we ask you these questions. Your data is important to us and we won't share the information you provide with anyone else. Your information will only be used and reported anonymously to support the activity you have completed the 'About You' survey for. You do not have to answer these questions but by doing so you are helping to ensure our services effectively meet the needs of all our service users. Full privacy notice: [Privacy notice - 'About You' - East Sussex County Council](#)

1. What age are you?

☐ Prefer not to say

2. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer to self-describe (please write in below)
- ☐ Prefer not to say

3. Is the gender you identify with the same as your sex registered at birth?

- ☐ Yes
- ☐ No (please write in your gender identity below)
- ☐ Prefer not to say

4. What is your ethnic group?

- ☐ White English/Welsh/Scottish /Northern Irish/British
- ☐ White Irish
- ☐ White Gypsy/Irish Traveller
- ☐ White Roma
- ☐ Any other White background (please write in below)
- ☐ Mixed White and Black Caribbean
- ☐ Mixed White and Black African
- ☐ Mixed White and Asian
- ☐ Any other Mixed or Multiple background (please write in below)
- ☐ Asian or Asian British Indian
- ☐ Asian or Asian British Pakistani
- ☐ Asian or Asian British Bangladeshi
- ☐ Asian or Asian British Chinese
- ☐ Any other Asian background (please write in below)
- ☐ Caribbean
- ☐ African background (please write in below)
- ☐ Any other Black, Black British or Caribbean background (please write in below)
- ☐ Arab
- ☐ Any other ethnic group (please write in below)
- ☐ Prefer not to say

5. Which of the following best describes your sexual orientation?

- ☐ 'Straight' / Heterosexual
- ☐ Gay or Lesbian
- ☐ Bisexual
- ☐ Prefer to self-describe (please write in below)
- ☐ Prefer not to say

6. What is your religion or belief?

- ☐ No religion
- ☐ Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
- ☐ Buddhist
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Sikh
- ☐ Any other religion (please write in below)
- ☐ Philosophical belief (please write in below)
- ☐ Prefer not to say

7. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

- ☐ Yes (please answer part B below)
- ☐ No (go to the next question)
- ☐ Prefer not to say (go to the next question)

b) Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

- ☐ Yes, a lot (please answer part C below)
- ☐ Yes, a little (please answer part C below)
- ☐ Not at all (go to the next question)
- ☐ Prefer not to say (go to the next question)

c) If 'yes', please state the condition or illness. If you have more than one please tick all that apply. If none apply, please mark 'Other' and write an answer in.

- ☐ Physical Impairment
- ☐ Sensory Impairment
- ☐ Learning Disability/Difficulty
- ☐ Long-standing illness
- ☐ Mental Health condition
- ☐ Neurodivergent condition
- ☐ Other Developmental Condition
- ☐ Other (please write in below)
- ☐ Prefer not to say

8. Please tell us your postcode:

- ☐ Prefer not to say

Thank you: this information will help us improve our services for everyone.

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Almost done...

You are about to submit your response. By clicking 'Submit Response' you give us permission to analyse and include your response in our results. After you click Submit, you will no longer be able to go back and change any of your answers.

Thank you for taking part in this consultation or survey. Your views are important to us.

If you provide an email address you will be sent a receipt and a link to a PDF copy of your response.

Email address

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