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East Sussex Bus Service Improvement Plan (BSIP) - Revised Proposal for Seaside & St Anthony's Avenue, Eastbourne Consultation Report

V2

October 2024

WSP/ East Sussex County Council



Contents

1. Introduction	4
Purpose of the Document.....	4
Background	4
BSIP Vision & Objectives.....	4
Outcome of the 2023 BSIP consultation.....	5
Overview of the 2024 revised proposals.....	5
2. Consultation	10
Details of the Consultation	10
Consultation Materials & Channels for Promotion	10
Core Scheme Information.....	10
Engagement with Key Stakeholders	11
Raising Awareness.....	11
Consultation Events.....	13
Response Analysis & Methodology.....	13
Technical issues during the consultation period	14
3. Consultation response profile	16
Responses	16
Survey Respondents.....	16
Consultation Awareness	24
Current Travel Patterns.....	25
Feedback on the schemes	26
4. Feedback on the Proposals.....	27
5. Cross-tabulations.....	32
6. Free Text Survey Responses.....	37
7. Emails and Written Responses	45
Correspondence received.....	45
Consultation Mailbox (Email).....	48
8. Key Themes & Design Considerations	51
9. Summary & Next Steps.....	66
Summary.....	66

Next Steps.....	67
Appendix A: Bus Journey Time Savings.....	68
Appendix B: Frequently Asked Questions.....	71
Appendix C: Details sheets for ‘Suggestions’ codes.....	78
Appendix D: Codes applied to email correspondence	83

1. Introduction

Purpose of the Document

East Sussex County Council (ESCC), with support from WSP, conducted a public consultation in summer 2023 on a series of bus priority measures across the county, which form part of the [East Sussex Bus Service Improvement Plan \(BSIP\)](#).

Following feedback received during the 2023 consultation, a report on the consultation outcomes was considered by the County Council's Lead Member for Transport and Environment in January 2024. The Lead Member resolved that, in light of the feedback received, the County Council would review and revise the proposals for bus priority measures on Seaside and St Anthony's Avenue in Eastbourne and then to re-consult on the revised design.

A public consultation on the revised proposals was held between 15 July and 18 August 2024. This report documents these consultation activities and presents the analysis of the responses received.

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.

BSIP 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:

- Improved bus reliability
- Reduce congestion and improve traffic flow
- Encourage greater bus use
- Complement wider initiatives
- Create safer options.

Figure 1: Objectives of the proposed bus priority measures



An overview of the revised proposals in the 2024 consultation, is provided below.

Outcome of the 2023 BSIP consultation

During the summer 2023 consultation, a total of 1,505 consultation responses were received for the Seaside and St Anthony’s Avenue scheme in Eastbourne. The majority of respondents opposed the proposal for Seaside and St Anthony’s Avenue (known as the Seaside Corridor and Seaside Roundabout in the 2023 consultation). In total 70% of respondents were strongly opposed to the proposals, 8% were opposed, while 6% supported and 11% strongly supported the 2023 proposal for the Seaside Corridor and Seaside Roundabout. The issue respondents were most concerned about was the proposed loss of on street parking due to the introduction of the bus lanes.

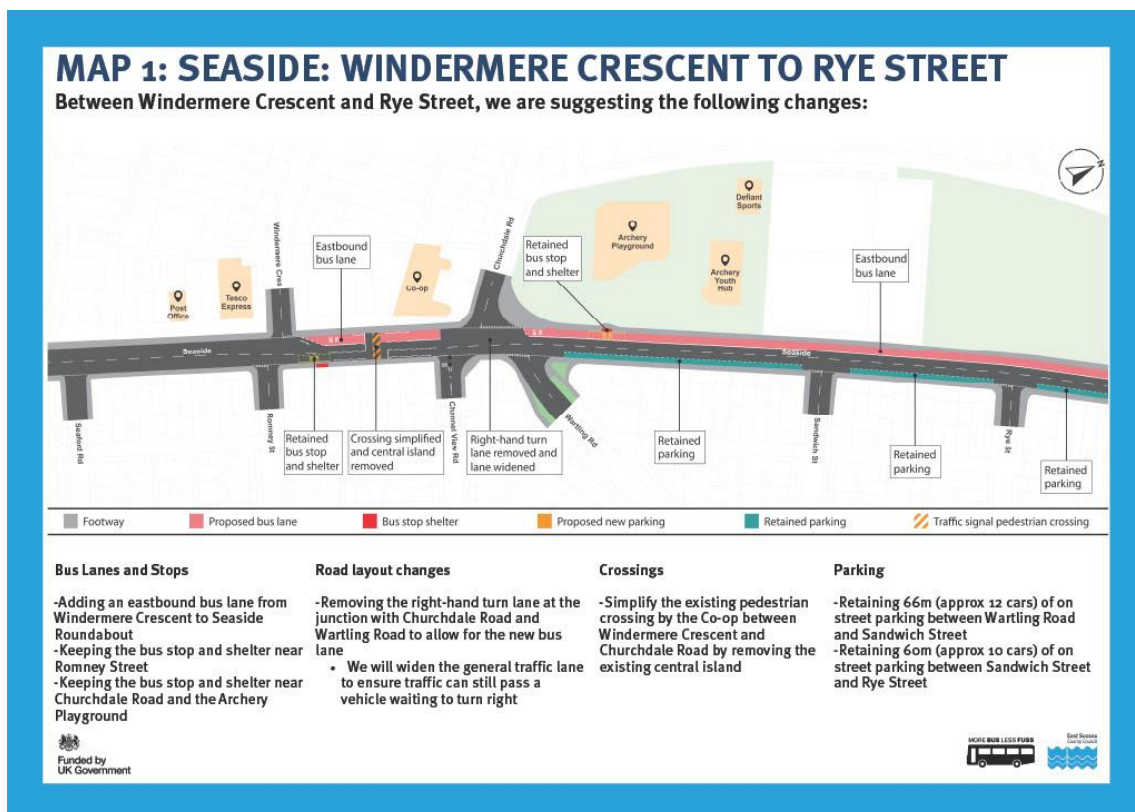
The 2023 consultation report was considered by the County Council’s Lead Member for Transport and Environment on 15 January 2024. The Lead Member resolved to approve the officer recommendation to revisit the design proposals for Seaside and St Anthony’s Avenue in response to the consultation feedback.

As a result, the original proposed design for Seaside and St Anthony’s Avenue has been reviewed and revised to develop a proposal which balances the competing demands for the use of the available road space. The revised design, as presented in the summer 2024 consultation, was produced in response to the 2023 consultation feedback and further engagement with local community, businesses, representatives and the local bus operator.

Overview of the 2024 revised proposals

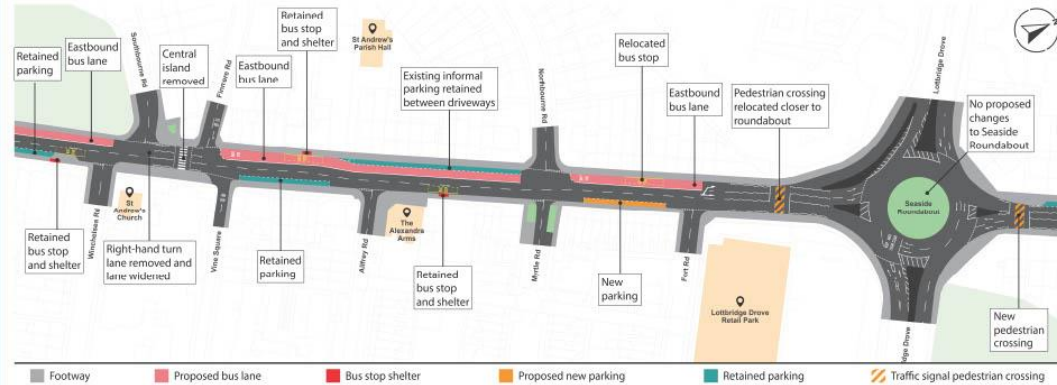
The revised bus priority design for Seaside and St Anthony’s Avenue, Eastbourne proposes:

- **Eastbound bus lane between Windermere Crescent and Seaside Roundabout** to speed up journey times for buses, improve bus reliability and reduce congestion for other road users
- **Westbound bus lane between Langney Roundabout and Seaside Roundabout** to speed up journey times for buses, improve bus reliability and reduce congestion for other road users. This includes improved bus stop accessibility and potential removal of bus stop boarders, where practicable.
- **Two new pedestrian crossings at Seaside Roundabout, and three new pedestrian crossings near St Andrew’s Church, Co-op and Lidl respectively** to provide safe crossing points for pedestrians (please note some of these crossings are replacing/relocating existing crossings - for example replacing staggered crossings with single crossings spanning the full roadway).
- **Retaining existing parking spaces wherever possible** in response to the 2023 consultation feedback and prioritising parking outside of homes and businesses
- **Introducing new parking spaces** to offset the removal of some parking spaces that allow the new bus lanes



MAP 2: SEASIDE: RYE STREET TO SEASIDE ROUNDABOUT

Between Rye Street and Seaside Roundabout, we are suggesting the following changes:



Bus Lanes and Stops

- Adding an eastbound bus lane from Windmere Road and Finmere Road to Seaside Roundabout
- Keeping the bus stops and bus shelters by Winchelsea Road and Finmere Road
- Keeping the bus stop near the Alexandra Arms, by Allfrey Road, but removing the built out kerb
- Moving the bus stop between Northbourne Road and Fort Road 35m west of the current location

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Crossings

- Keeping the zebra crossing next to Southbourne Road and Finmere Road and removing the central island
- Moving the pedestrian crossing near Fort Road to be closer to the Seaside Roundabout. Crossing to also be upgraded for use by pedestrians and cyclists
- Adding a pedestrian crossing on the St Anthony's Avenue side of the Seaside Roundabout

Road layout changes

- Removing the right-hand turn lane at the junction with Southbourne Road and Finmere Road to allow for the new bus lane
- Removing the right-hand turn lane at the junction with Northbourne Road and Myrtle Road to allow for the new bus lane
- In both locations we will widen the general traffic lane to ensure traffic can still pass a vehicle waiting to turn right

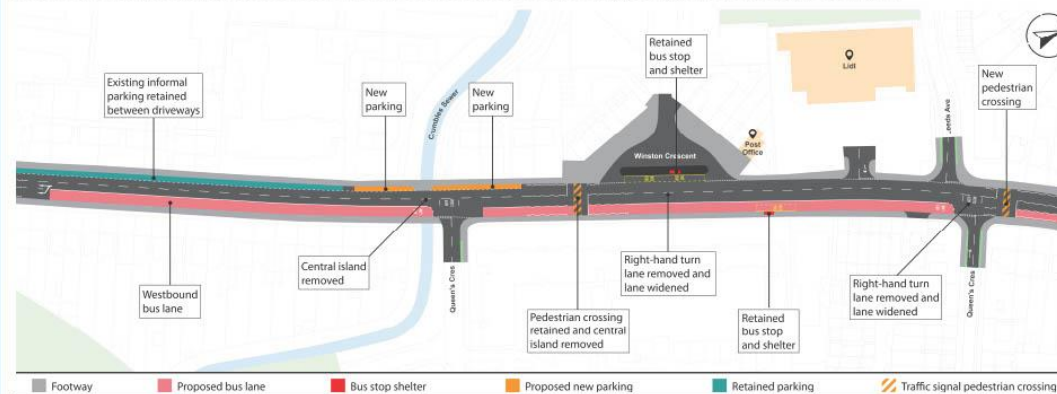
Parking

- Retaining 48m (approx 8 cars) of on street parking between Rye Street and Winchelsea Road
- Retaining 40m (approx 7 cars) of on street parking between Vine Square and Allfrey Road
- Retaining 42m (approx 7 cars) of on street parking between Finmere Road and Northbourne Road
- Adding 40m (approx 7 cars) of new on street parking between Myrtle Road and Fort Road



MAP 3: ST ANTHONY'S AVENUE: SEASIDE ROUNDABOUT TO QUEEN'S CRESCENT

Between Seaside Roundabout and Queen's Crescent, we are suggesting the following changes:



Bus Lanes and Stops

- Adding a westbound bus lane on St Anthony's Avenue from Langney to Seaside Roundabout
- Cyclists also able to use westbound bus lane
- Keeping the bus stops outside Winston Crescent

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Road layout changes

- Removing the central island near Queen's Crescent (west)
- Removing the right-hand turn lane at the junction with Winston Crescent, and the junction with Leeds Avenue and Queen's Crescent to allow for the new bus lane
- We will widen the general traffic lane in both locations to ensure traffic can still pass a vehicle wanting to turn right

Crossings

- Keeping and simplifying the pedestrian crossing by Winston Crescent by removing the central island
- Adding a pedestrian crossing by Queen's Crescent (east) and removing the central island

Parking

- Retaining 160m (approx 29 cars) of on street parking between Seaside Roundabout and Queen's Crescent (west)



MAP 4: QUEEN'S CRESCENT TO LANGNEY ROUNDABOUT

Between Queen's Crescent and Langney Roundabout, we are suggesting the following changes:



Bus Lanes and Stops

- Adding a westbound bus lane on St Anthony's Avenue from Langney Roundabout to Seaside Roundabout
- Cyclists also able to use westbound bus lane
- Keeping the bus stop opposite Wallis Avenue
- Keeping the bus stops to the west of Langney Roundabout

Road layout changes

- Keeping the road layout around Langney Roundabout the same

Crossings

- Keeping the pedestrian crossings around Langney Roundabout the same

Parking

- Retaining 120m (approx 21 cars) of uncontrolled parking between Seaville Drive and Langney Roundabout

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It is anticipated that bus journey times along Seaside and St Anthony's Avenue will decrease by up to 7 minutes per bus trip at the most congested times. Across a whole week this would mean an accumulated weekly total of 76 hours of journey time savings for buses with over 14,000 passengers per week benefitting from these time savings. Please note that a 'bus trip' is assumed to be a return trip - i.e. from 'x' to 'y' and back to 'x' again.

In terms of the Seaside & St Anthony's Journey Time Savings for Buses, by comparing the journey times at congested periods on Seaside & St Anthony's Avenue over a two-month period (August and September 2023) and the revised bus lane proposal, we can estimate the following indicative journey time savings per bus:

- For the proposed eastbound bus lane from Windermere Crescent to Seaside Roundabout, the estimated journey time saving in a congested period is up to 3.6 minutes per bus.
- For the westbound proposed bus lane between Langney Roundabout and Seaside Roundabout, the estimated journey time saving in a congested period is up to 3.4 minutes per bus.
- The estimated combined journey time saving for buses travelling eastbound and westbound is up to 7 minutes in a congested period.

For the total journey time savings from every bus journey (not just the bus journeys within the 4 1- hour congested periods used in the calculations above) over a two-month period (August and September 2023), the time savings were as follows:

- For the proposed eastbound bus lane from Windermere Crescent to Seaside Roundabout, the total estimated weekly journey time saving is 52.7 hours for all buses.
- For the westbound proposed bus lane between Langney Roundabout and Seaside Roundabout, the total estimated weekly journey time saving is 23.9 hours for all buses.
- The estimated combined weekly journey time saving for all buses travelling eastbound and westbound is a combined 76.6 hours

Further details of these time saving calculations can be seen in Appendix A of this report.

The key differences between the 2024 revised designs and the 2023 original proposals are shown in the table below.

Table 1: Summary of key differences between the 2023 and 2024 proposals

Original 2023 proposal	Revised 2024 proposal
Previously started at Leslie Street and ending at Langney Roundabout	Now starting at Windermere Crescent and ending at Langney Roundabout
Previously proposed changes to Langney Roundabout and Seaside Roundabout	No longer any changes proposed to Langney Roundabout and Seaside Roundabout
Previously eastbound and westbound bus lanes were proposed along the whole length of the scheme (i.e. bus lanes on both side of the carriageway)	Now proposing an eastbound bus lane between Windermere Crescent and Seaside Roundabout and westbound bus lane between Langney Roundabout and Seaside Roundabout

2. Consultation

Details of the Consultation

As was the case with the summer 2023 BSIP consultation, WSP supported ESCC with the consultation exercise on the revised proposals for Seaside and St Anthony's Avenue, including undertaking public events, producing consultation materials, and analysing and reporting on the responses received.

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

Information relating to the 2024 consultation was hosted on the ESCC consultation pages: <https://consultation.eastsussex.gov.uk/economy-transport-environment/bsipbusprioritymeasures-eastbourne/>

Details of the changes to the proposals from the 2023 BSIP consultation were presented, alongside annotated scheme plans of the revised proposals. Information on the proposed changes to car parking were also included, with details of the existing parking provision (in terms of combined length of parking bays), what had been proposed for the 2023 BSIP consultation, and the current revised 2024 proposal following the feedback received.

Consultation flyers and other printed materials

Printed materials were also prepared as part of the consultation, to improve access to information for those with limited or no access to the online information. The flyer was delivered to around 1,100 properties in the area surrounding the Seaside and St Anthony's Avenue area. Failed deliveries were re-attempted, which led to some success. However, four addresses could not be reached due to inability to gain access to the properties.

The local bus operator (Stagecoach) distributed 500 consultation postcards to bus passengers using their services. While 30 consultation posters were also passed to Stagecoach, allowing them to help publicise the consultation further to bus passengers.

Frequently Asked Questions

A set of Frequently Asked Questions (FAQs) were provided via a link from the online consultation webpage. The full list of FAQs and Glossary of Terms can be seen in Appendix B of this report.

Engagement with Key Stakeholders

Councillor Briefings

Several consultation briefings were held with local councillors prior to the launch of consultation on 15 July 2024.

Table 2: Summary of consultation briefings held with Councillors

Pre-Consultation Briefing	Date & Time	Content
ESCC Lead Member for Transport and Environment	Tuesday 9th July, 14:00 - 14:30	Briefing on revised proposal for Seaside & St Anthony's Avenue and details of public consultation
ESCC County Councillors	Thursday 11th July, 10:00 - 10:45	
Eastbourne Borough Councillors	Thursday 11th July, 14:00 - 14:45	

Raising Awareness

Press Release

The press release from East Sussex County Council was issued on 19th July 2024. This included an online release at the following web-address:

<https://news.eastsussex.gov.uk/2024/07/19/views-sought-on-updated-bus-lane-plans/>

The content of the press release read as follows:

Views sought on updated bus lane plans

MEMBERS of the public are being invited to give their views on updated plans to make bus services in Eastbourne more reliable, improve journey times and reduce congestion.

Proposals for Seaside and St Anthony's Avenue, have been revised following public consultation in 2023, include new bus lanes, pedestrian crossings and revised parking arrangements.

They are part of the county's ambitious 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 Eastbourne proposals are just one part of the plan which is being progressed with the help of £41.4 million funding from Government. An East Sussex County Council spokesperson said: "We believe that these improvements can help provide a more reliable bus service and significantly reduce journey times for as many as 14,000 passengers a week.

"It's important that any measures we put in place are successful and have the most positive effect on the area. We have listened to feedback on our initial proposals and the concerns about the loss of parking resulting from the new bus lanes and have amended the plans to include space for more than 100 cars in Seaside and St Anthony's Avenue.

“I would encourage people to take the time to view the updated plans, attend one of the consultation events to find out more and give their view.”

The dedicated bus lanes are now proposed to run eastbound between Windermere Crescent and Seaside Roundabout and westbound from Langney Roundabout to Seaside Roundabout. There will be no changes to Seaside Roundabout or Langney Roundabout.

The consultation runs until Sunday, August 18 and a series of events will give residents the opportunity to view the latest designs and ask officers questions. Events include;

- *Saturday, July 20 - 10am to 1pm - St Andrew’s Parish Hall, Seaside*
- *Monday, July 22 - 12noon to 3pm - St Anthony’s Centre, Seaside*
- *Tuesday, July 30 - 5pm to 8pm - St Andrew’s Parish Hall, Seaside*

For more information about the updated proposals and to respond to the consultation, visit the consultation page. Ends.

Social Media advertising

To maximise the reach of the consultation, social media content was produced to raise awareness and promote the consultation with the wider community. The social media advertising is shown below with two examples, one post from the first week of the consultation period (left) and another post from the final week of the consultation period (right).



Social media posts went out on 15th July 2024 marking the launch of the consultation, on Facebook, 'X' and Nextdoor. Additionally, paid ads were scheduled for the first and final week of the consultation, and organic posts were scheduled throughout the consultation dates.

Events listings were created on Nextdoor for the three in-person consultation events on Seaside and St Anthony's Avenue, Eastbourne.

As of 8th August 2024, organic Facebook posts had been the most effective form of social media engagement in terms of audience reach. The most engaged with post was a static paid Facebook advert, which was sent in the final week of the consultation period. This advert received a total of 261 link clicks.

Consultation Events

In Person Events

Table 3 sets out the in-person events which were held during the consultation period. The venues chosen were in close proximity to the proposed scheme - this meant that the local community, most-likely to be affected by the proposed scheme were given easily accessible events at which to raise issues and to discuss the proposals with staff.

Table 3: List of Consultation Events

Date and time	Location
<i>Saturday, July 20 - 10am to 1pm</i>	<i>St Andrew's Parish Hall, Seaside</i>
<i>Monday, July 22 - 12noon to 3pm</i>	<i>St Anthony's Centre, St Anthony's Avenue</i>
<i>Tuesday, July 30 - 5pm to 8pm</i>	<i>St Andrew's Parish Hall, Seaside</i>

During the in-person events, feedback was provided by local people both in favour of and in opposition to the scheme. At each event ESCC officers alongside technical experts from the WSP design team and WSPs' engagement team were present to listen to feedback and answer any questions. At the event on Tuesday July 30, representatives from local bus operator, Stagecoach also attended to respond to questions about bus services.

Response Analysis & Methodology

DATA ANALYSIS & CODING METHODOLOGY

The consultation exercise generated a large amount of data, including survey responses, email responses, and other written responses (such as letters of objection, letters of support, independent surveys, and formal responses from interest groups). A robust process including the updating of response logs was put in place to manage the volume of responses received.

Online survey responses were processed directly through the East Sussex Citizen Space consultation portal, before the data was downloaded into a spreadsheet for analysis.

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 included, inviting free-text responses to ensure more qualitative data could be captured. These responses required further analysis (coding), which is presented in Chapter 5.

Coding free-text responses

For the open-ended questionnaire response and the emails received, a ‘coding’ process was undertaken to analyse the free-text comments. 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.

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.

Technical issues during the consultation period

The below issues were raised by members of the public during the consultation period, which either resulted in a change being made to the online consultation pages and/or will be included in the consultation and engagement lessons log for continuous improvement purposes.

Issue 01 - Date raised: 17/07/2024

How was the issue raised: Comment on Nextdoor post

Issue Description: Message that there was a typo in question 4 on the first page of questions: “You need to amend question 4, it has two "Somewhat interested". The fourth option should have read ‘Somewhat uninterested’.

Issue Resolution: Temporary retraction of the survey, correction of typo in the question, and republish the consultation. This was completed within a few minutes, keeping disruption to a minimum. Any user who may have been editing the survey would have been given an error message, mentioning that the site was temporarily unavailable, and to try again shortly.

The change was completed at 10:20am on 17/07/2024, meaning that the option ‘Somewhat uninterested’ was missing from the available options for approximately 48 hours. While the options ‘Somewhat interested’ was included twice, regardless of whichever option was chosen, the responses were combined. (i.e. there was not a split of responses for each version)

Issue 02 - Date raised: 19/07/2024

How was the issue raised: Comment alert from ‘Contact us online’ Red Light click

Issue Description: The shortened URL provided on consultation postcards is case-sensitive. When manually entering the shortened URL (bit.ly/EastbourneBSIP) on iPhone, not using uppercase where required results in the page not being found. This is not experienced on desktop browsers or on Android mobile devices.

Issue Resolution: Users were suggested to either use the QR code with their phone to access the page, or match the case sensitivity when entering the shortened link. In future, ESCC will plan to use their own URL shortener tool, which is not case-sensitive unlike links provided by bit.ly.

Issue 03 -Date raised: 02/08/2024

How was the issue raised: Email/complaint form

Issue Description: Complaint details - The webpage keeps renewing and I therefore cannot give feedback on the proposals for the East Sussex BSIP Bus Priority Measures - Seaside & St Anthony's Avenue, Eastbourne. I'm sure this is happening for other users too who will then not be able to offer a response.

Action requested: Fix the website and extend the deadline to allow people to complete the survey.

Issue Resolution: After looking into the issue and testing with iPhone devices, it appears that certain iPhones would get caught in an endless loop trying to load the page. The cause of this loop was the page loading the embedded PDF document, which would crash and force the page to reload.

The decision was made to replace the embedded pdf frame with individual png graphics. This would remove the ability for users to drag and zoom into the graphics for greater detail, however, improve the load speed of the site, and most importantly fix the issues seen on iPhones. A link was still provided for those who wanted to open a PDF of the drawings in another tab, which would allow them to view the scheme design in greater detail. Again, the online survey was retracted briefly while the updates were made, before reinstating.

The page was down for approximately 2 minutes while the changes were made, at 3:00pm on 16/08/2024.

Issue 04 - Date raised: 16/08/2024

How was the issue raised: Email to BSIP Consultation inbox

Issue Description: Incorrect labelling of the westbound section of bus lane as simply 'St Anthony's Avenue'. Seaside is also part of this stretch roughly up to Lidl. As per the email message: "With reference to the above proposal, it would be helpful to name the roads correctly. St Anthony's Avenue does not begin at the Seaside Roundabout. It starts by Lidl. From Seaside Roundabout to Lidl is still Seaside."

Issue Resolution: This was raised after the consultation had closed. While any breakdown of the sections of bus lane was always referring to either the eastbound or westbound sections, in some places the westbound stretch was referred to as 'St Anthony's Avenue' which was inaccurate, as it covers both St Anthony's Avenue and Seaside

3. Consultation response profile

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 2,788 surveys were completed during the consultation period. Of these, a total of 2,756 responses were completed online, while 32 paper copies were received.

As well as the consultation survey, a further 68 emails were received in the BSIP Consultation Mailbox (and/or to a member of the project team). In addition, seven letters were also received during the consultation period, these responses are summarised in Chapter 7 of the report.

Table 44 below shows a breakdown of the responses received.

Table 4: Breakdown of responses

Method	Number
Online survey responses	2,756
Hard copy (paper) survey responses	32
Comments via the Consultation Mailbox	68
Additional responses (letters)	7
TOTAL	2,863

Survey Respondents

The following section presents the demographic breakdown of respondents that submitted online and hard copy responses to the questionnaire. Demographic data were not captured for the emails or letter submissions.

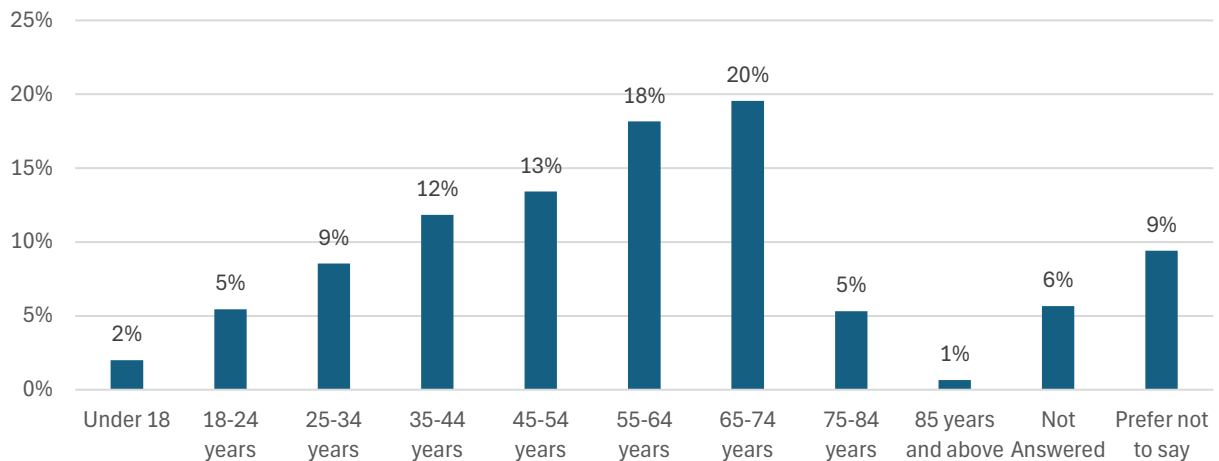
Equality Monitoring

In line with ESCC's Equality Monitoring Form, respondents were asked the following optional questions.

Age of Respondents

In terms of respondent age, the results indicate that responses to the consultation were received from across all age groups. The largest group was those between 65-74 years of age, who comprised a fifth of all respondents. There is a skew towards middle to older age categories in terms of the consultation response profile.

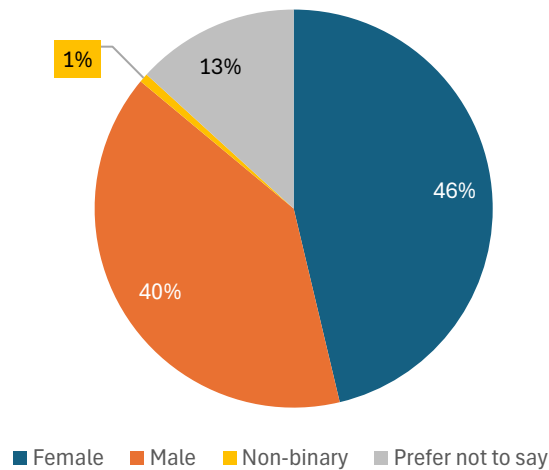
Figure 2: Age profile of respondents (n=2787)



Gender

When asked about their gender, the majority of respondents were female (46%), with 40% of the respondents being male and 1% identifying as non-binary. Meanwhile, of the 2,621 respondents that gave an answer to this question - 13% said that they ‘preferred not to say’ any details about their gender.

Figure 3: Respondent gender (n=2621)



As a follow-up question, respondents were asked whether their current gender identity was the same as the sex they registered at birth. Out of the 2,576 respondents that answered this question, 81% confirmed that their gender was the same as at birth, 17% preferred not to say, and 2% said that their gender was not the same (47 respondents in total).

It should be noted that when given the option to write in for this question, most responses were to criticise the question being posed, while there were respondents identifying as pansexual and trans.

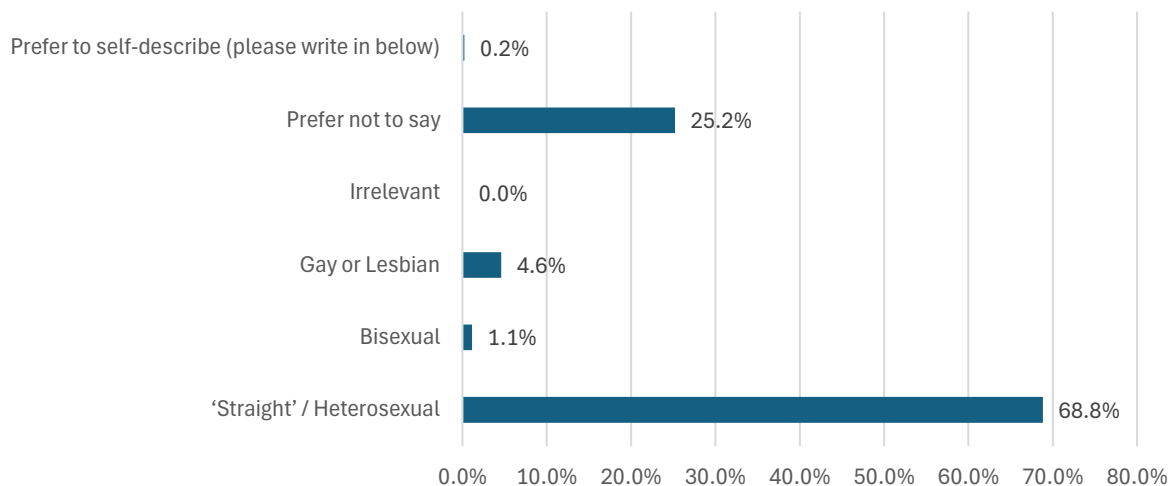
Ethnicity

The ethnic profile of respondents indicated that out of 2,587 respondents that provided an answer, the dominant ethnic group was White English/Scottish/Welsh/Northern Irish/British, with 73% of responses. The next largest group were those that preferred not to give details (18%). The remaining ethnic groups were considerably smaller, with the largest of these being White Irish, comprising of 3% of respondents. A total of 1% of the respondents came from the Mixed White and Black Caribbean, Caribbean, Any other White background and Mixed White and Asian backgrounds. All other remaining ethnic groups comprised less than 1% of the responses received.

Sexual Orientation

When asked about their sexual orientation, over two-thirds of respondents identified as 'heterosexual or straight', while around a quarter of respondents preferred not to give details of their gender. Gay or Lesbian comprised just under 5% of respondents, while Bisexual comprised of just over 1% of respondents.

Figure 4: Sexual orientation of respondents (n=2576)



Religion

A total of 2,572 respondents gave a response when asked about their religion. Of those that responded to this question, the largest group were Christian (37%) while 35% of respondents did not have a religious faith. A further 26% of respondents preferred not to give details of their religious belief. The remaining ethnic groups individually comprised less than 1% of the total number of responses.

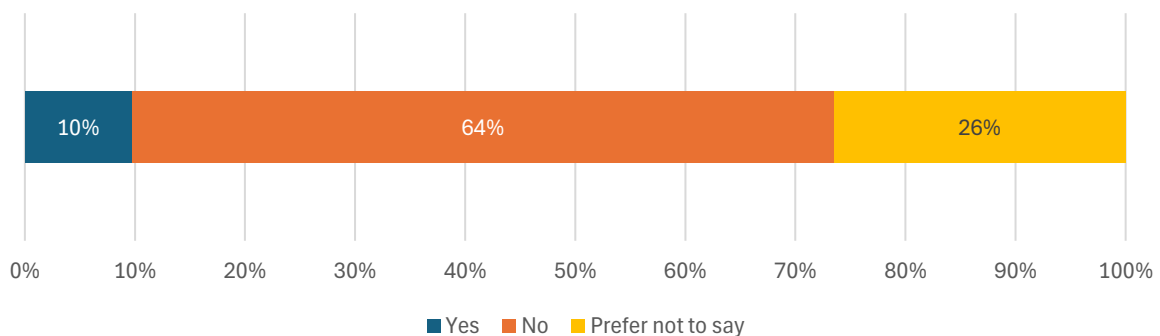
Table 5: Specified religion of respondents (n=2572)

Method	%
Any other religion (please write in below)	0.3%
Buddhist	0.4%
Christian (including Church of England, Catholic, Protestant and all other Christian denominations)	37%
Hindu	0.3%
Jewish	0.2%
Muslim	0.3%
No religion	35%
Philosophical belief (please write in below)	0.3%
Prefer not to say	26%
Sikh	0.2%

Physical and Mental Health

First respondents were asked whether they had any physical or mental health conditions or illnesses lasting or expected to last 12 months or more. Those that answered ‘no’ or ‘prefer not to say’, were skipped forward to the next section. Those that answered ‘yes’ were given some follow-up questions. As can be seen in the chart below, 10% of respondents confirmed that they did have such a physical or mental health condition, while 64% said they didn’t and 26% preferred not to give an answer.

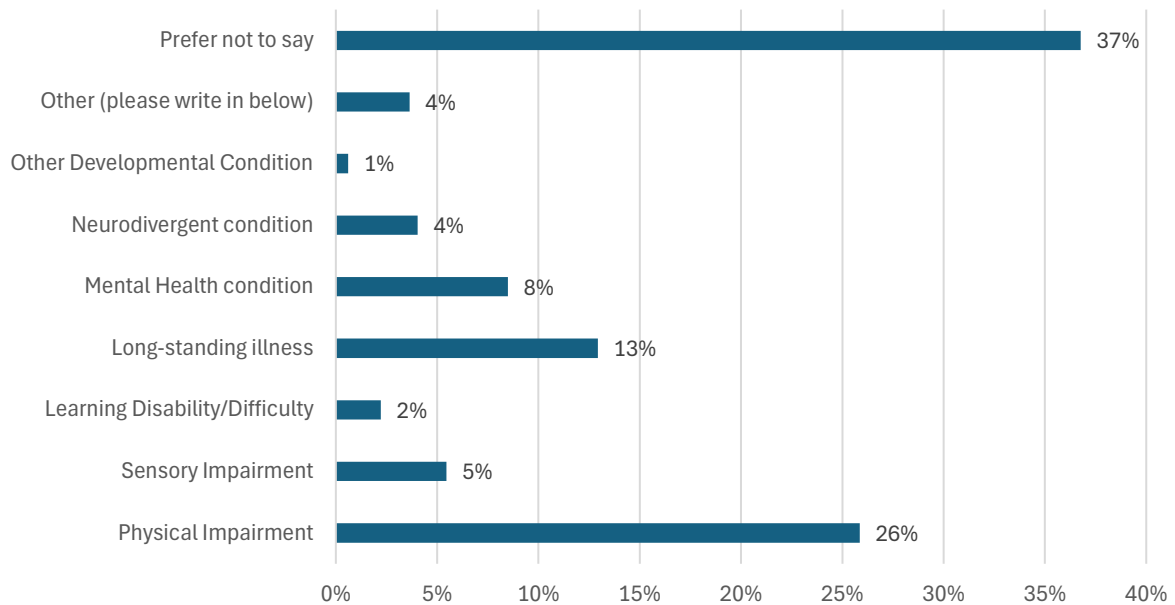
Figure 5: Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (n=2578)



Next, respondents were asked whether any of their conditions or illnesses reduced their ability to carry out day-to-day activities. Out of the 743 respondents that gave an answer to this question, 42% said that their condition didn’t affect their day to day activities, meanwhile 18% said their condition affected them a little, and 10% said their condition affected them a lot. A total of 29% of the respondents preferred not to say.

Of those that answered, ‘a little’ or ‘a lot’, a follow-up question asked whether details of the condition could be given. The results of these responses are shown in the chart below. Over a third of respondents preferred not to say, while a quarter identified their condition as a physical impairment. A total of 13% of respondents said they had a long-standing illness, while 8% reported having a mental health condition and 5% a sensory impairment.

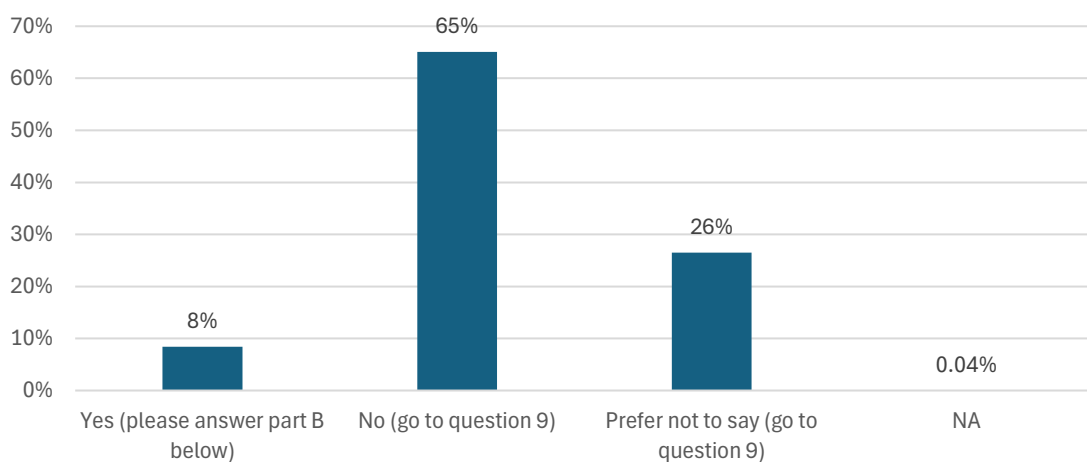
Figure 6: Details of conditions lasting 12 months or more (n=495)



Carer responsibilities

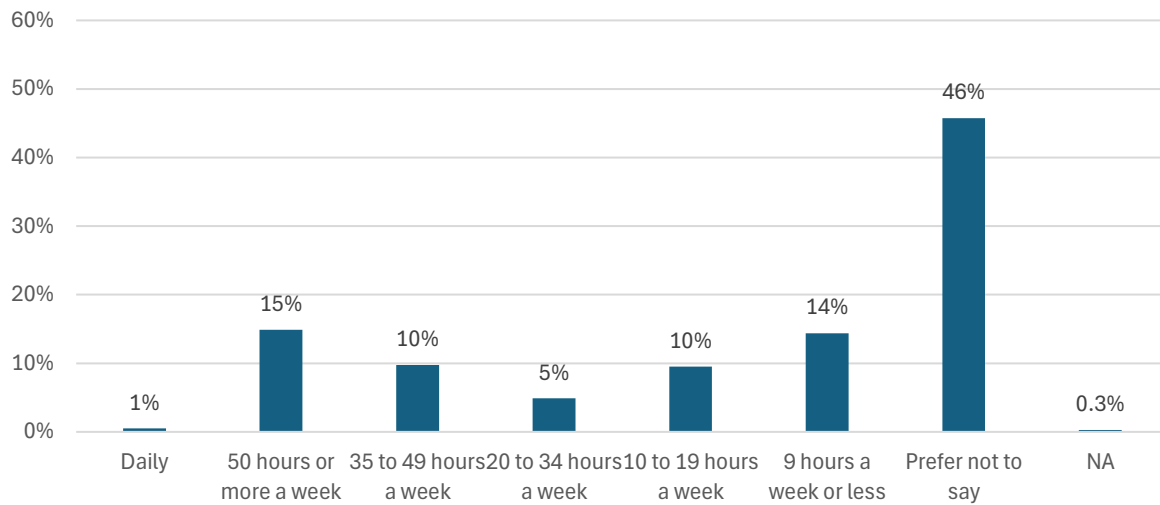
As shown in the chart below, around two-thirds of respondents do not have carer responsibilities. A total of 8% of respondents said that they do care for someone.

Figure 7: Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age? (n=2564)



Those respondents that said ‘Yes’ were asked how many hours per week on average they had these carer responsibilities. As the chart below shows, the largest group of respondents preferred not to say, while 15% had carer responsibilities for more than 50 hours per week.

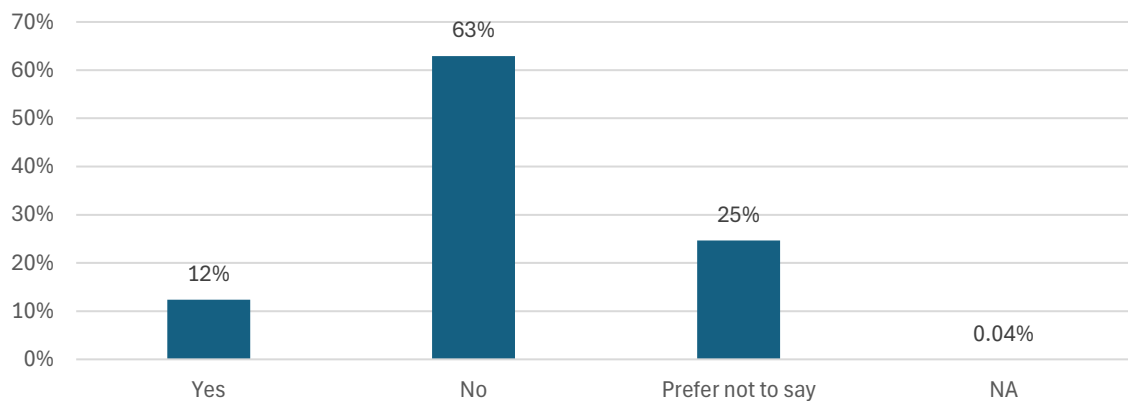
Figure 8: For those with carer responsibilities, how many hours per week does this involve? (n=389)



Of those with carer responsibilities that gave an answer (n=405), the largest proportion of these look after a parent (20%), followed by those looking after a partner or spouse (14%) and a child with special needs (8%). Six percent looked after another family member, as did those looking after a friend. Four percent of respondents said something other than those listed, and 46% preferred not to say. Some of the ‘other’ responses were those that looked after someone in a professional carer capacity.

Respondents were asked whether they had responsibilities as a parent, carer or guardian for children or young people under the age of 16. As can be seen in the chart below, almost two-thirds of respondents said that they did not (63%), while 25% preferred not to say, and 12% said that they do have this responsibility. One respondent said ‘Not Applicable’ in response to this question.

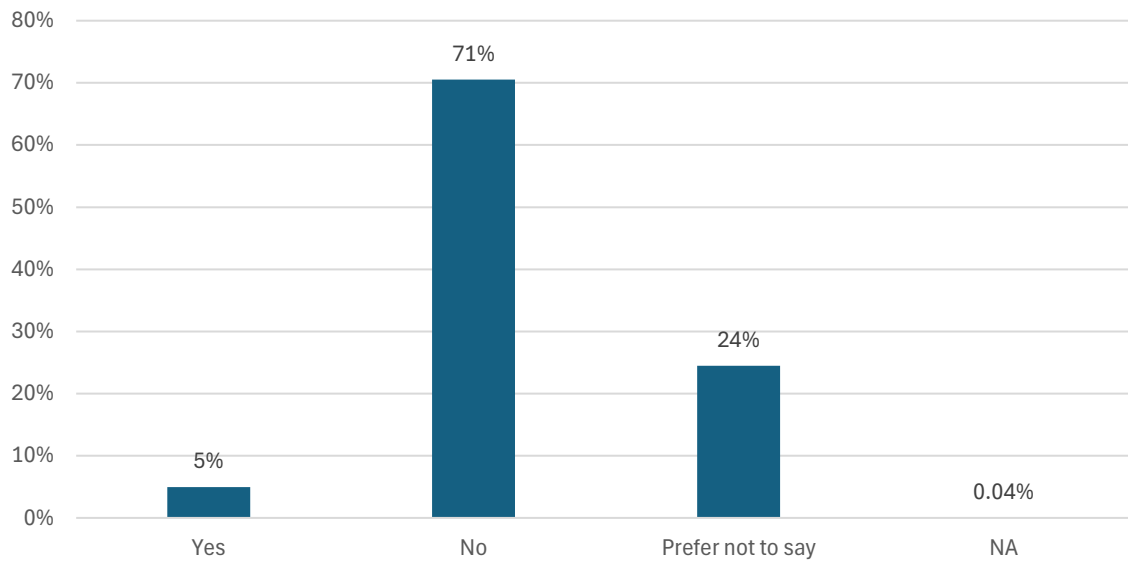
Figure 9: Are you a parent/carers/guardian for one or more children or young people under the age of 16? (n=2569)



Armed Forces Service

Consultation questionnaire respondents were asked whether they were or had previously served in the Armed Forces (including as a Reservist or part-time service). As shown in the chart below, 71% of respondents said that they had not undertaken service in the armed forces, while 5% said that they had, and 24% of respondents preferred not to say.

Figure 10: Are you currently serving, or have you previously served in the UK Armed Forces (this includes Reservists or part-time service)? (n=2547)



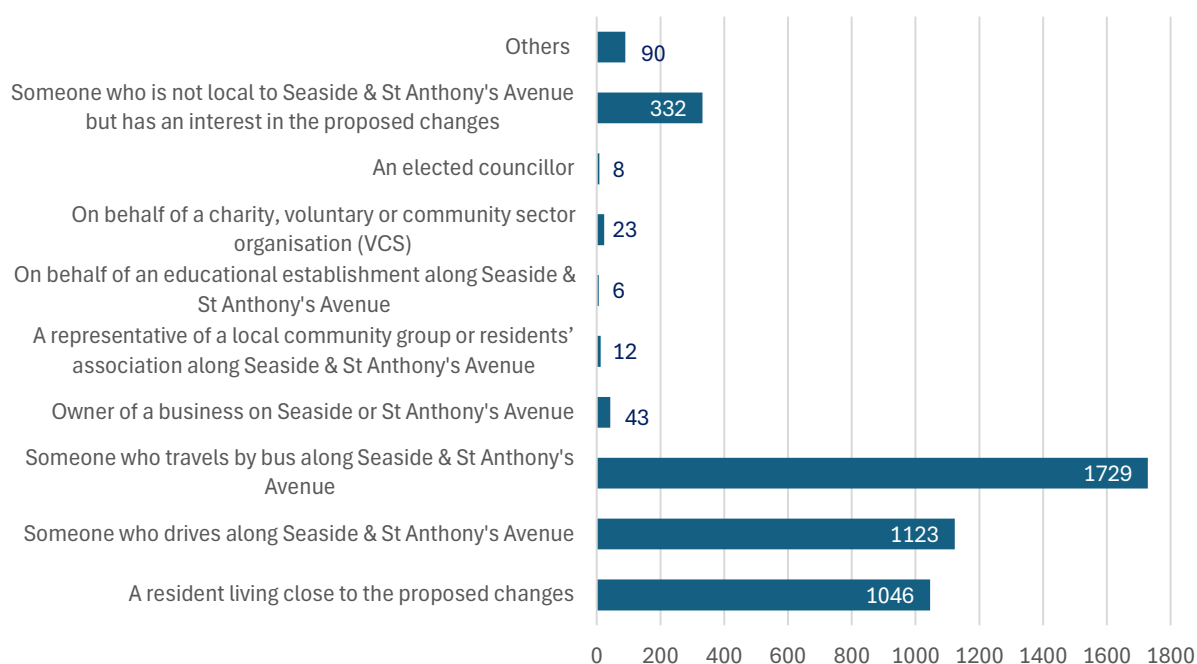
A further question asked whether there was anyone else in the household or family that had served or was currently serving in the UK Armed Forces. Of the 2,195 responses to this question, 69% said that they did not, while 8% said that they did and 25% preferred not to say. As such, the vast majority of respondents did not have a serving or formerly serving member of the Armed Forces in their household. However, this still accounts for 1 in 12 of the total respondents to this question.

Respondent Classification

Type of Respondent

Respondents were asked in what capacity they were responding to the questionnaire (total respondents = 2,788). This question allowed all respondents to select more than one option. The largest groups of respondents travel by bus along the route (1,729 - or 62% of all questionnaire respondents) while driving along the route (1,123, 40%) and residents living close to the proposed changes were also frequently selected option. As mentioned, it should be noted that a respondent could have potentially selected all three options.

Figure 11: Type of respondent



Breakdown of Respondents by Postcode

Respondents were asked to provide their postcode, of which 1,051 respondents did so. The first half of the postcode was used to identify the postcode area that the respondent was from. Useable postcodes (i.e. complete postcodes) are shown in the table below with the postcode area included alongside the frequency count. Some typos were encountered (e.g. BM23 and BM22 - which do not exist and have therefore been added to the BN23 and BN22 postcodes respectively).

Table 6: Respondents from each postcode area

Postcode	Area description	Number
BN22	Eastbourne: Roselands and Hampden Park	423
BN23	Eastbourne: Sovereign Harbour and Langney	361
BN21	Eastbourne: Centre and Willingdon Road	141
BN20	Eastbourne: Meads, East Dean and Birling Gap	61
BN27	Hailsham, Herstmonceux	14
BN26	Polegate	13
BN24	Pevensy, Stone Cross, Westham	12
TN39	Bexhill-on-Sea (west)	3
BN2	Brighton: Kemptown, Woodingdean	2
BN3	Hove	2

Postcode	Area description	Number
TN33	Battle	2
TN40	Bexhill-on-Sea (east)	2
B21	Birmingham (Handsworth)	1
BN1	Brighton: Central and Falmer	1
BN25	Seaford	1
BN43	Shoreham-by-Sea	1
TN11	Tonbridge (outer)	1
TN21	Heathfield	1
TN23	Ashford	1
TN34	Hastings (Central and North)	1
TN35	Hastings (east)	1

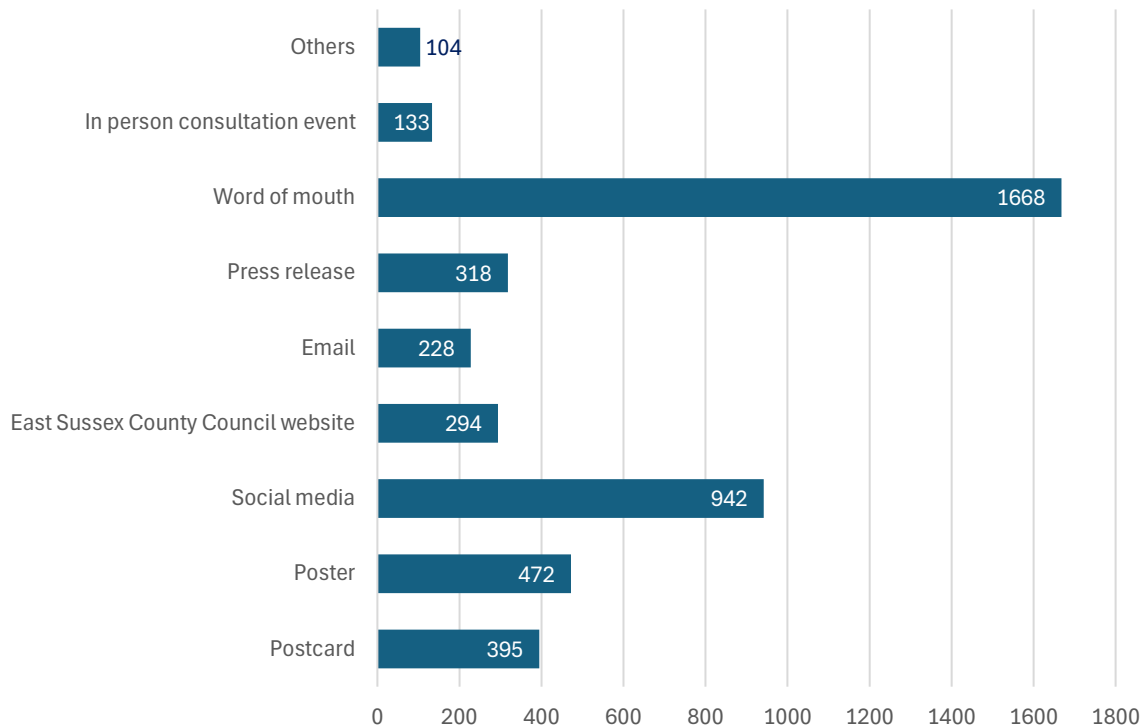
The results shown in the table indicate that the largest number of respondents were from the Eastbourne area (925 out of 1,051 postcodes) with 88% of respondents from this area.

Consultation Awareness

Respondents were asked how they had heard about the consultation. Respondents could select more than one option, so the results are shown below as a count.

As shown in the chart, the main form of raising awareness was through word-of-mouth, with 1,668 respondents stating that this was one of the ways that they had heard about the consultation taking place. Social media accounted for the method by which 942 respondents heard about the consultation, 472 were made aware via the poster and 395 via a postcard. The press release also informed 318 respondents. Of those that selected 'other', sources of information included the BBC website and Stagecoach.

Figure 12: How did respondents find out about this consultation?

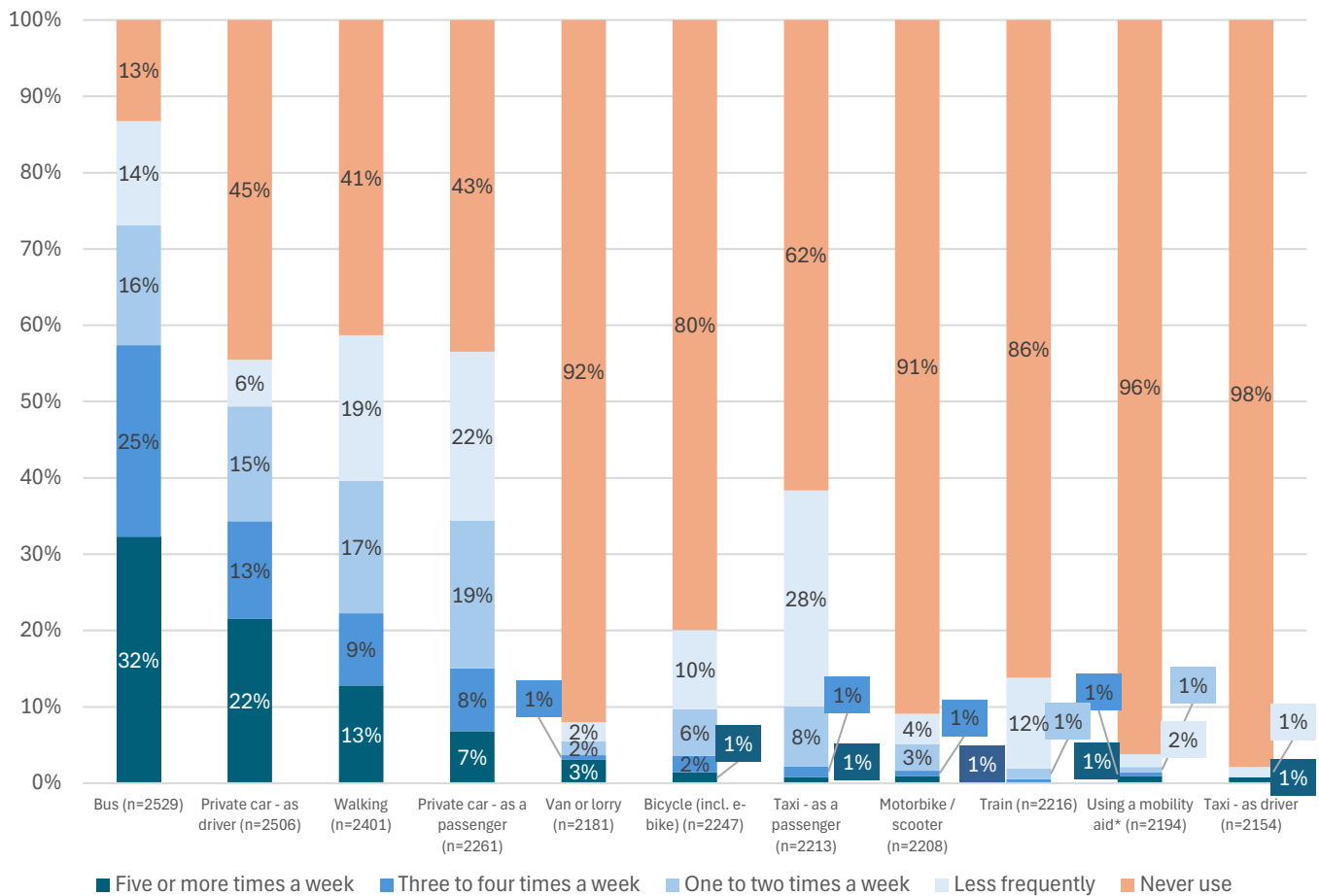


Current Travel Patterns

Prior to giving feedback on the proposed bus priority schemes, respondents were asked about their current travel patterns in terms of the modes used and the frequency of use. Respondents were asked to think about their usual travel habits, and on average, how often they use certain modes of transport when travelling along and around Seaside & St Anthony's Avenue? A total of 15 respondents said that they do not travel along or around the Seaside & St Anthony's Avenue area.

Of the respondents that did provide a response to this question, the most frequently used mode was bus, with 32% of respondents using the bus service five or more times a week, while 22% used their car (as a driver) at the same level of frequency. Taxi and mobility aids (e.g. wheelchair or mobility scooter) were the least frequently used modes, with 98% and 96% of respondents saying that they did not use these modes respectively (never use them).

Figure 13: Frequency of trips by certain modes around Seaside and St Anthony's Avenue

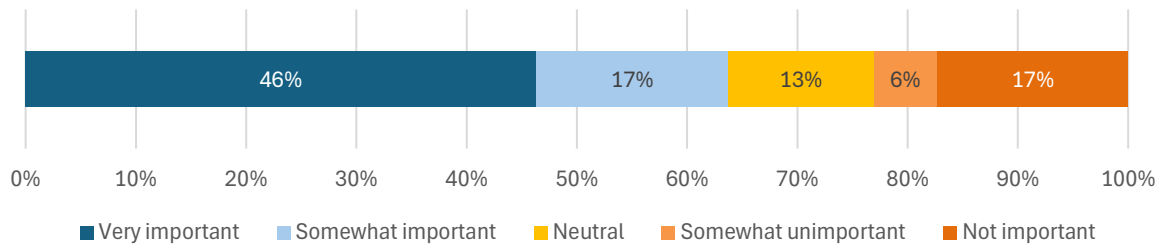


*e.g. wheelchair or mobility scooter

Feedback on the schemes

Respondents were asked to give their view on how important improving public transport infrastructure and availability on Seaside and St Anthony's Avenue was to them. In total, 2,776 respondents provided an answer to this question - with a very large proportion agreeing that this was very important (46%) or somewhat important (17%). The combined total considering such improvements important (63%) vastly exceeds those considering it unimportant (23%), indicating that those responding to the consultation recognise the importance of the improvements to public transport in the area.

Figure 14: Importance of improving public transport infrastructure and availability on Seaside and St Anthony's Avenue



4. Feedback on the Proposals

Support for elements of proposals

Respondents were firstly asked to give their level of support for the elements proposed as part of the Seaside and St Anthony's Avenue proposals. These elements were as follows:

- Eastbound bus lane between Windermere Crescent and Seaside Roundabout
- Westbound bus lane between Langney Roundabout and Seaside Roundabout
- New signal controlled crossings
- Retaining existing parking spaces where possible
- Introducing new parking spaces

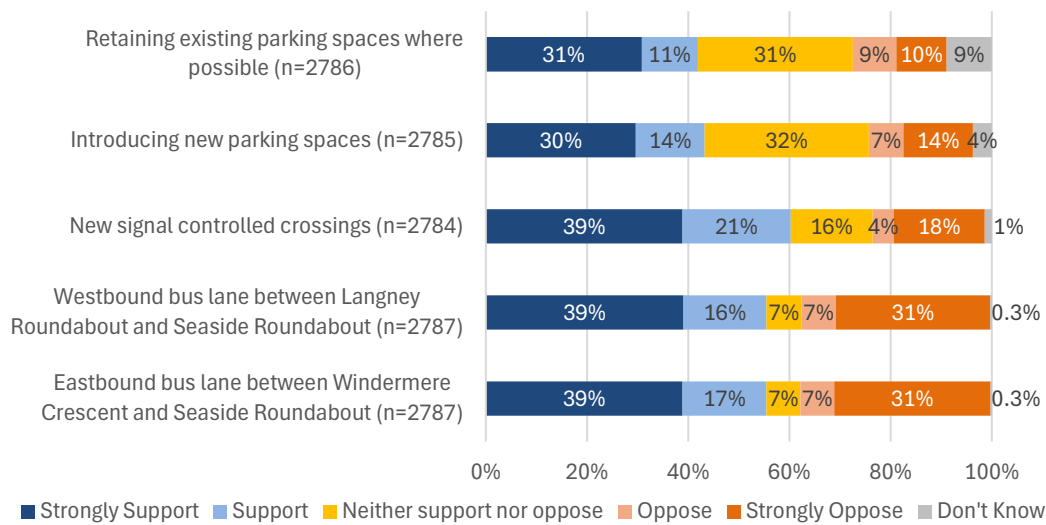
The chart below shows the level of support among respondents to the consultation questionnaire in terms of the five elements listed above. As can be seen from the results in the chart - **the proposed elements overall had a greater proportion of support than opposition (42-60% support compared with 19-38% opposed).**

In the case of the eastbound bus lane (56%), westbound bus lane (55%) and new signal controlled crossings (60%) - the level of support and strongly support responses represents over half of the respondents - considerably more than the opposing attitudes to those elements.

For the remaining two elements (new parking spaces and retaining existing parking spaces) the level of support does not exceed 50% - though the proportions are considerably greater than the opposing respondents. It is also noteworthy that there is a significantly larger proportion of neutral 'neither agree nor disagree' responses compared with the other three elements. 'Don't know' responses also feature, to a far greater extent than for the other elements.

Overall, the proportion of respondents supporting the elements of the proposals for Seaside and St Anthony's Avenue is greater than the proportion opposing - signifying public support among consultation respondents.

Figure 15: Level of support for elements of the Seaside and St Anthony's Avenue proposals



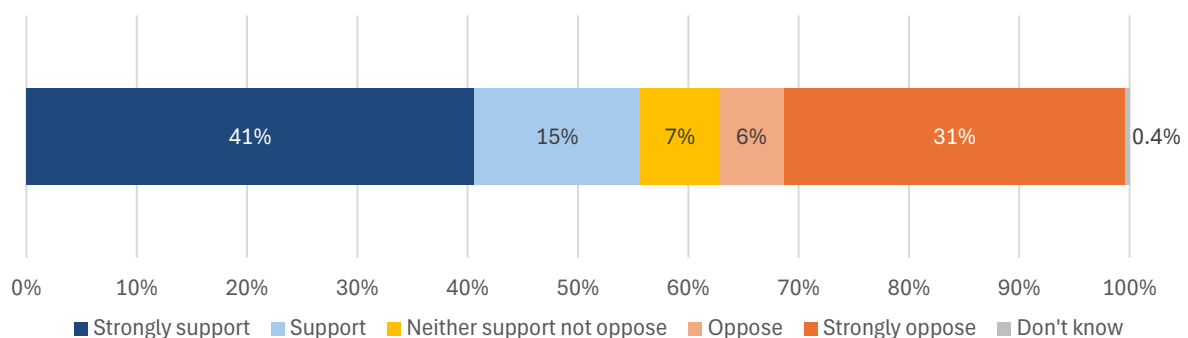
Support for proposals overall

The next consultation question asked respondents to what extent they support the proposals overall - understanding that the aim is to “improve journey times, reduce bus delays, reduce congestion for all vehicles and improve crossing points on Seaside and St Anthony’s Avenue.”

As can be seen in the figure below, the level of support for the proposal exceeds the level of opposition **56% support** (combined values) vs **37% oppose** (combined values) with 7% neither supporting nor opposing the proposals.

Therefore it is clear that there are a greater proportion of supporting respondents - the attitudes are somewhat polarised, with a not-insignificant level of opposition. Understanding what the elements that respondents are opposed to will be valuable, and the open-ended response analysis presented in Chapter 6 will give more detailed insights into the elements that respondents are in favour of.

Figure 16: Level of support for proposals overall (n=2,788)



Impact of proposals on bus services and congestion

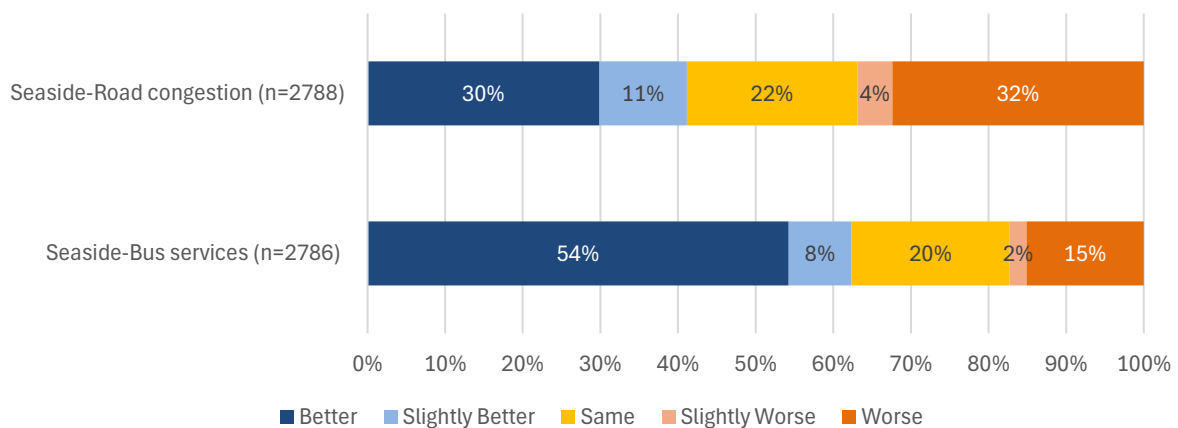
The final feedback questions on the proposals asked respondents whether they felt that the proposals would be beneficial in terms of bus service operation and road congestion,

on Seaside and St Anthony’s Avenue respectively. Respondents could select whether they felt it would improve this (better) or make this worse.

The results in Figure 17 indicate that the views on the impact on congestion of the proposals on Seaside are largely split. While 30% felt they would be better, 32% felt they would be worse. Overall the perception of an improvement (better and slightly better) exceeded the proportion perceiving that congestion would be worse overall (worse and slightly worse) was marginally greater (41% vs 36% respectively). However, this is not clear-cut in terms of conclusion - indicating that respondents hold a varied range of views. Just over a fifth of respondents consider that there will be no impact and congestion levels will remain about the same (22%).

In terms of the impact of the proposals on bus services on Seaside, the view was far more clear cut with over half of respondents considering the impact would be that bus services would be better (54%) or slightly better (8%) with the proposed bus priority measures- a combined improvement being perceived by 62% of respondents - while only 17% of respondents felt the impact on bus services would lead to them being worse (overall combined score). Twenty percent of respondents feel that bus services would remain the same as they are currently, with no improvement or worsening of services.

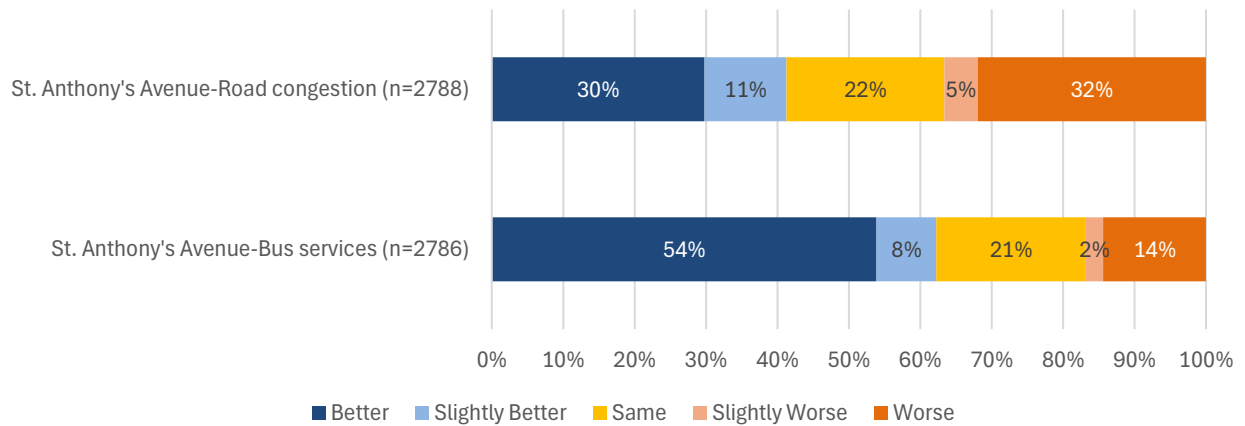
Figure 17: Perceived impact on congestion and bus services on Seaside



The same question was posed for St Anthony’s Avenue, and the results have a significant similarity in terms of the proportions. As for Seaside, respondents were less certain about the impact of the proposals on road congestion - with a broad split of those considering that congestion would be better (41% overall) versus those that consider congestion will be worse (37% combined). As for Seaside, 22% of respondents felt there would be no impact and the congestion would remain about the same.

As for the impact on bus services operating on St Anthony’s Avenue, the same effect is clear with there being no significant differences in the perceived likelihood of improvement or worsening. Overall, the prevailing attitude was that bus services would be improved as a result of the proposals (62% overall) with a far smaller proportion feeling that bus services would be worse (16%), and 21% of respondents considering that they would be about the same.

Figure 18: Perceived impact on congestion and bus services on St Anthony's Avenue



Overall, for both Seaside and St Anthony’s Avenue, similar proportions of respondents felt that congestion would be made better or worse - suggesting the perceived impact was unclear. Meanwhile, for bus service improvements, a far larger proportion of respondents felt that bus services would be made better on St Anthony’s Avenue and Seaside, giving clear indication that consultation respondents feel there would be an improvement.

In response to the perceptions that the bus priority measures might have a detrimental impact on congestion on Seaside and St Anthony’s Avenue, additional micro-simulation modelling has been carried out.

Table 7 below provides a tabulated summary of the attitudes to the proposals for Seaside and St Anthony’s Avenue. As shown by the Net Support Score, all the elements of the proposals and the proposals overall received a greater proportion of supporting responses compared to opposing responses.

Table 7: Key figures of support / opposition to the Seaside and St Anthony’s Avenue proposals

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don’t know	Net support score*
Retaining existing parking spaces where possible (n=2786)	31%	11%	31%	9%	10%	9%	+23%
Introducing new parking spaces (n=2785)	30%	14%	32%	7%	14%	4%	+23%
New signal controlled crossings (n=2784)	39%	21%	16%	4%	18%	1%	+38%

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know	Net support score*
Westbound bus lane between Langney Roundabout and Seaside Roundabout (n=2787)	39%	16%	7%	7%	31%	<1%	+17%
Eastbound bus lane between Windermere Crescent and Seaside Roundabout (n=2787)	39%	17%	7%	7%	31%	<1%	+18%
Level of support for proposals overall (n=2788)	41%	15%	7%	6%	31%	<1%	+19%
*Net support score: (Strongly support + support) - (Strongly oppose + oppose)							

5. Cross-tabulations

As part of the analysis, a selection of cross-tabulations were performed to identify whether there were any impacts on attitudes towards the proposed scheme, based on respondent characteristics.

In this section, the following cross-tabulations are presented - which consider variations in the level of support for the proposals overall, by the following variables:

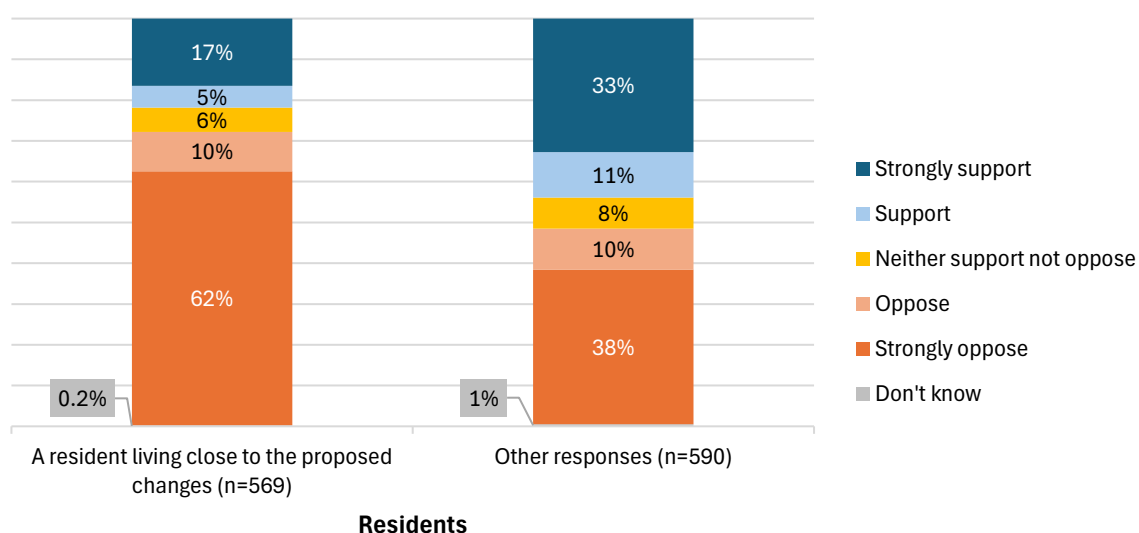
- Residents living close to the proposed changes vs other respondents
- Respondents using bus along Seaside & St Anthony’s Ave vs other respondents
- Respondents cycling along Seaside & St Anthony’s Ave vs other respondents
- Owners of businesses on Seaside or St Anthony’s Ave vs other respondents
- Local community representatives vs other respondents
- Older respondents (65 years and above) vs other respondents (aged 18-64 years)
- Carers vs non-carers
- Parents vs non-parents

Overall level of support for proposals: residents living close to the proposed changes vs other respondents

The results in the chart below show that the level of opposition to the proposals are significantly greater among those living nearby, compared with those that do not (72% combined oppose vs 48% combined oppose respectively).

Support is also greater among those respondents that do not live close to the proposed changes. This is evidence of a proximity effect on attitudes which affects the level of support.

Figure 19: Cross tabulation - Overall support for proposals vs residents living close to proposals



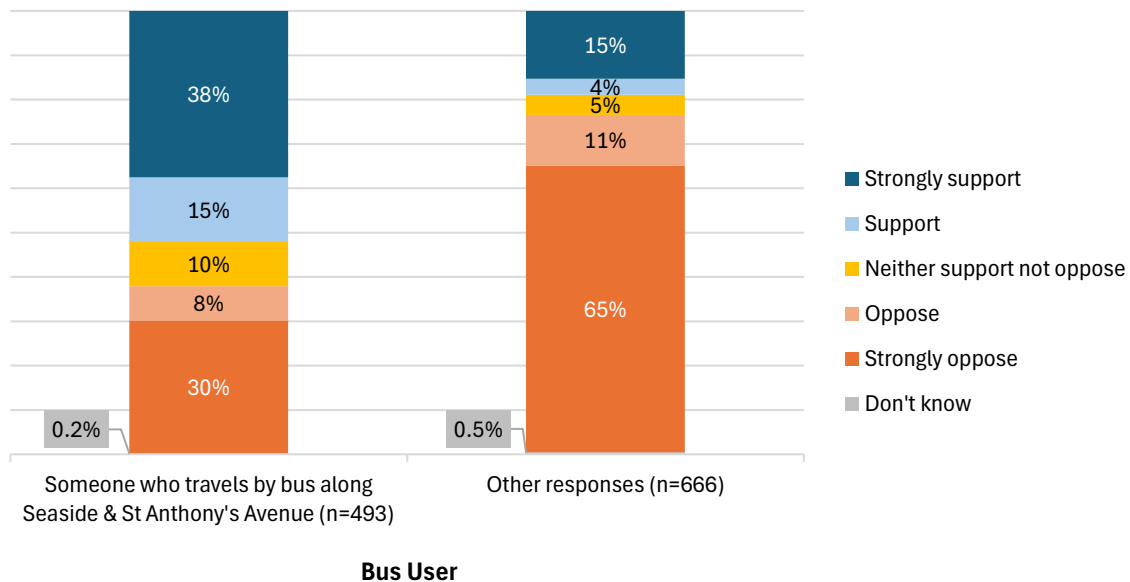
Overall level of support for proposals: respondents that travel by bus along Seaside & St Anthony’s Ave vs other respondents

Those respondents that travel by bus along Seaside and St Anthony’s Avenue are significantly more supportive of the proposals overall (38% strongly support vs 15%) while

those that are not bus users were more strongly opposed to the proposals (65% strongly oppose vs 30%).

Bus users are therefore most likely to be in favour of the proposals compared to other respondents, which is perhaps unsurprising as they are beneficiaries of the proposals for improved bus infrastructure.

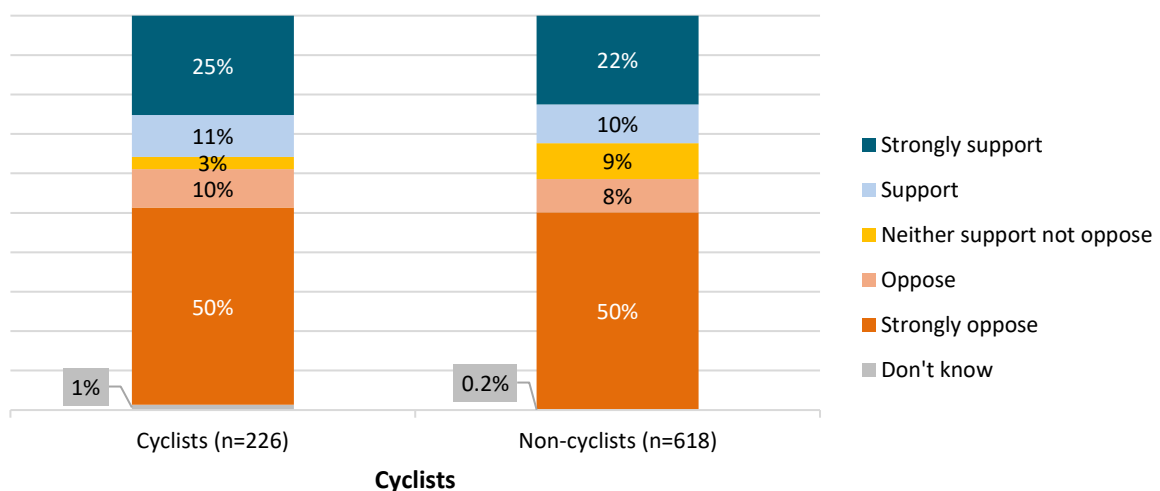
Figure 20: Cross tabulation - Overall support for proposals vs bus use



Overall level of support for proposals: respondents that cycle along Seaside & St Anthony's Ave vs other respondents

There does not appear to be a significant influence on attitudes to proposals depending on whether the respondent cycles on Seaside and St Anthony's Avenue. This indicates that cycle behaviour does not have a significant effect on level of overall support for the scheme.

Figure 21: Cross tabulation - Overall support for proposals vs cycling

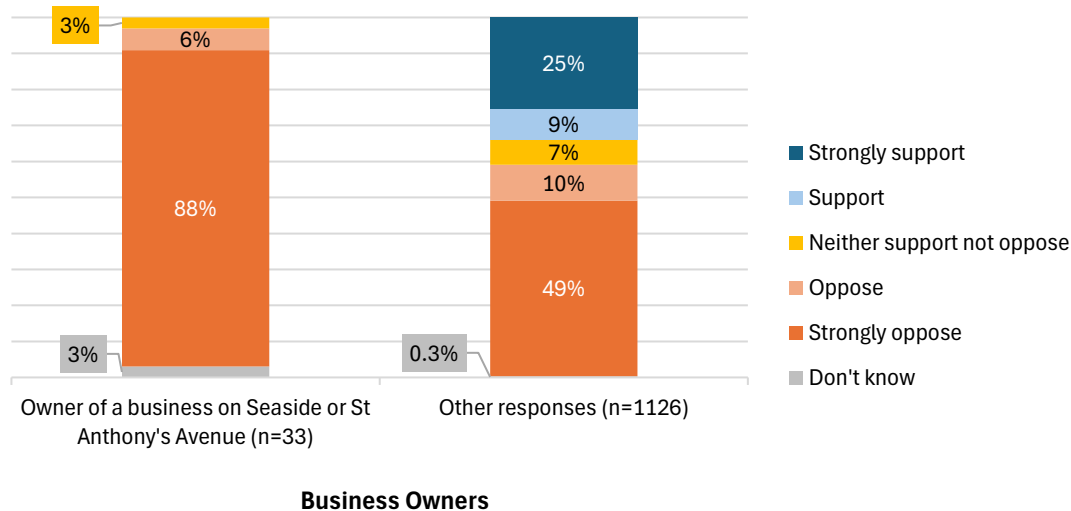


Overall level of support for proposals: Owners of businesses on Seaside or St Anthony's Ave vs other respondents

Business owners are less favourable in terms of attitudes towards the proposals. There was a very large proportion of business owners who responded that strongly opposed the proposals (88%) which is significantly greater than the proportion among non-business owners (49% strongly oppose). It should also be noted that no business owners that responded are supportive of the proposals.

This is very clear indication that business owners have less favourable attitudes to the proposals, compared with other respondents. Please note the relatively small number of respondents that own businesses in the sample (33 respondents, 3% of total respondents).

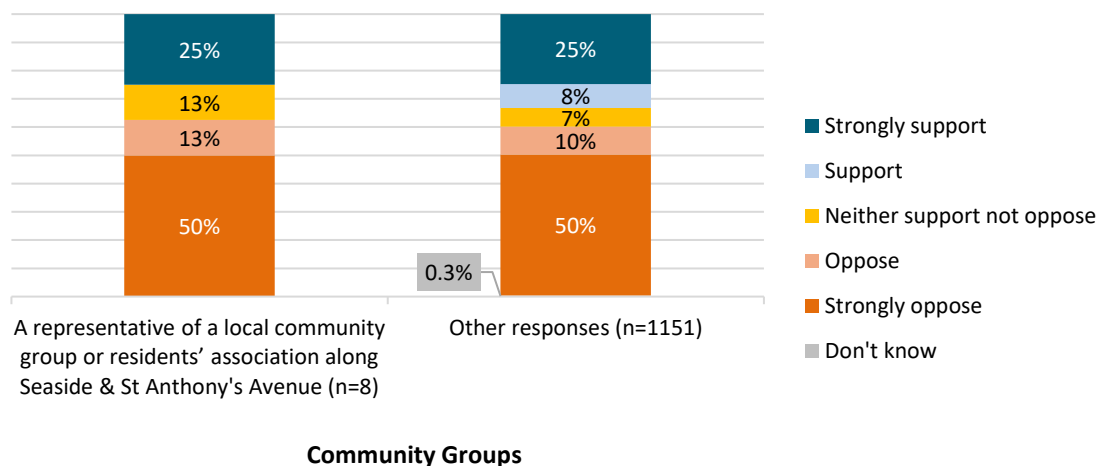
Figure 22: Cross tabulation - Overall support for proposals vs business ownership



Overall level of support for proposals: Local community representatives vs other respondents

There does not appear to be a significant effect on the level of support for proposals depending on whether the respondent has a community representative role. There is a slightly lower proportion of supportive responses, but this appears to be a weak effect. Please note the small sample size of local community representatives (8 respondents).

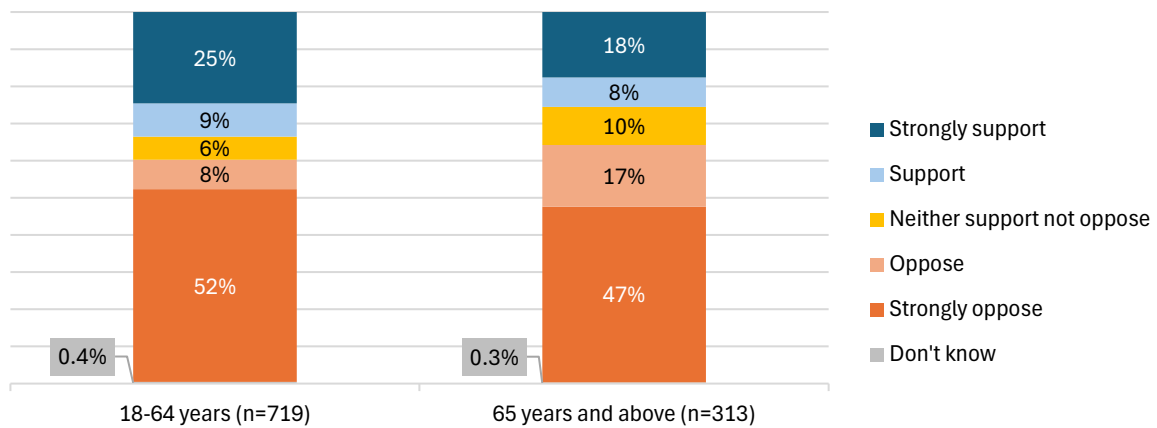
Figure 23: Cross tabulation - Overall support for proposals vs community groups



Overall level of support for proposals: Older respondents (65 years and above) vs other respondents (aged 18-64 years)

When cross-tabulating the overall level of support for proposals, there appears to be stronger views among those in the 18-64 years age category, compared to those in the 65 years and above category. The level of strongly support and strongly oppose responses appears to be greater in the 18 - 64 group. Overall, the level of opposing views towards the proposals appears to be marginally greater in the 65 and above category (64% combined oppose, compared to 60% in the 18-64 years age group). However, it should be noted that the effect is weak.

Figure 24: Cross tabulation - Overall support for proposals vs respondent age

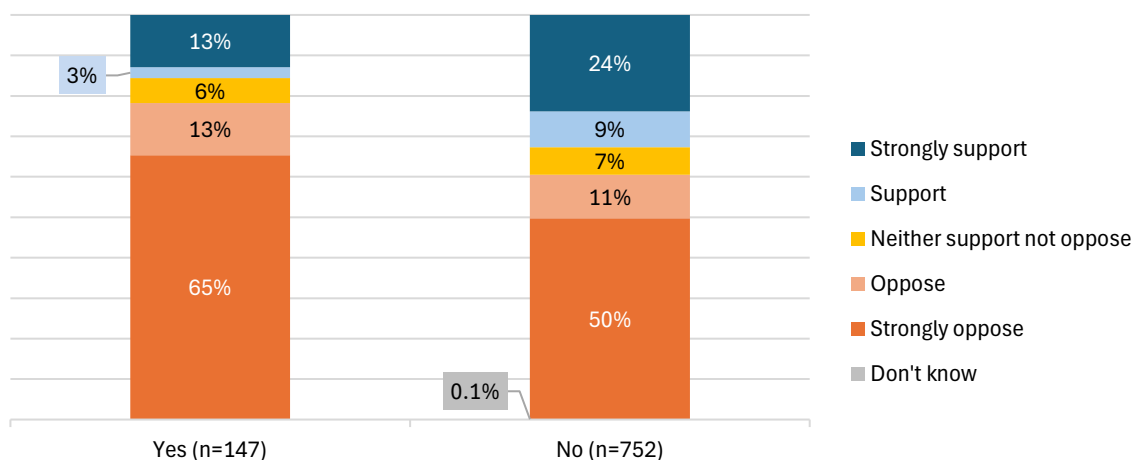


Elderly

Overall level of support for proposals: Carers vs non-carers

Respondents that confirmed they have carer responsibilities are more likely to oppose the proposals, with 65% strongly opposing, compared to 50% among other respondents that answered 'no' to the question of whether they have carer responsibilities. Overall, carers appear to be less supportive of the proposals when compared to non-carer respondents.

Figure 25: Cross tabulation - Overall support for proposals vs carer responsibilities

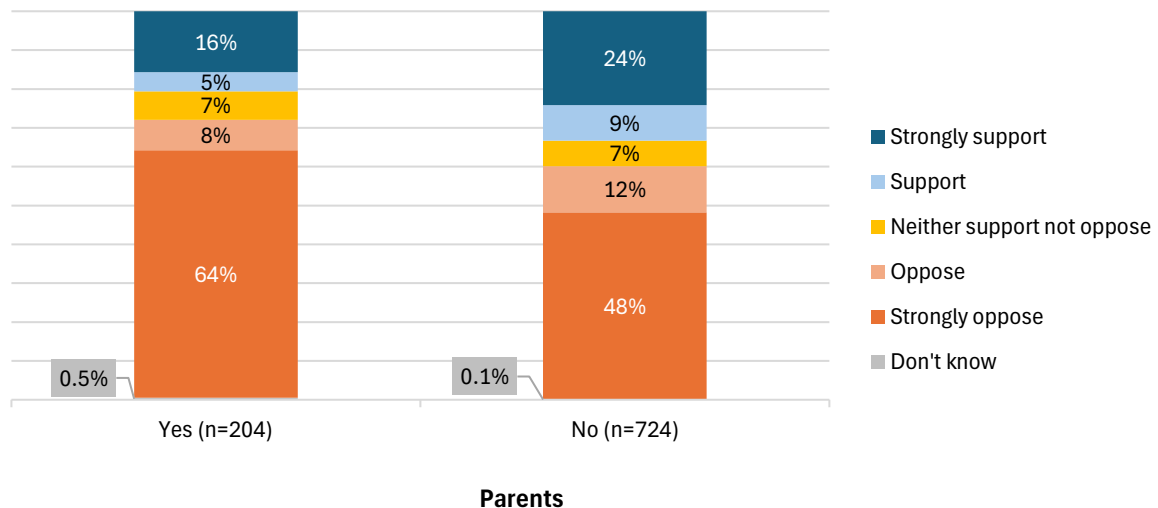


Carer

Overall level of support for proposals: Parents vs non-parents

Among respondents that are parents, there is some evidence of a greater amount of opposition to the proposals. Among those that said they have parental responsibilities the proportion strongly opposing the proposals is 64%, compared to 48% among those that responded that they do not. Meanwhile, those that responded 'no' also have a larger proportion of strong support (24% vs 16%). There is therefore some indication that among consultation respondents, parents are more likely to oppose and less likely to support the proposed improvements on Seaside and St Anthony's Avenue.

Figure 26: Cross tabulation - Overall support for proposals vs parents



In summary, there is some evidence of a difference in attitudes towards the proposals among the following respondent groups:

- Residents living close to the proposed changes vs other respondents
- Respondents using bus along Seaside & St Anthony's Ave vs other respondents
- Owners of businesses on Seaside or St Anthony's Ave vs other respondents
- Older respondents (65 years and above) vs other respondents (aged 18-64 years)
- Carers vs non-carers
- Parents vs non-parents

Meanwhile, among the following groups, there is little or no indication that their characteristics (respondent type) have an influence on their attitudes to the proposals:

- Respondents cycling along Seaside & St Anthony's Ave vs other respondents
- Local community representatives vs other respondents

6. Free Text Survey Responses

Summary of free text survey responses

In the consultation questionnaire, a single question asked respondents to provide a comment in an open-ended format. This question related to giving an explanation as to why the respondents supported or opposed the elements of the proposal for Seaside and St Anthony's Avenue. As this was an open-ended response with free-text answers, it was necessary to convert this qualitative data into quantified data to determine the relative importance of issues in the responses (denoted by frequency - i.e. the number of respondents that raised the issue in their response).

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 1,042 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.

It should be noted that the 1,042 open-ended comments were received to both the online and hard copy (paper) versions of the questionnaire. Both types of comments have been subject to the same coding approach.

Supportive comments

The first batch of codes related to responses where a comment had been made which was supportive of the proposals. The table below shows the frequency (i.e. number of respondents, remembering that a code can only be used once per response) at which these issues were raised in the comments. As such, it gives an insight into the thoughts behind the attitudes towards the proposals.

The results shown in the table indicate that the most frequently occurring comment was to support the proposals (97 respondents), followed by a belief that the changes could make bus journey times quicker (41 respondents). Improved reliability (38) and improved traffic flow (32) were also mentioned, with 28 respondents believing that the proposed changes will encourage greater use of bus services. Support for the parking proposals features, but at a lower level (five respondents).

Table 8: Frequency table of coded free text responses - Supportive comments

Supportive comment codes	Count
Support the proposals / good idea / no concerns	97
Support, plans will make bus journey times quicker	41
Support, plans will make bus journey times more reliable (i.e. on time / fewer delays)	38
Support, proposals will improve traffic flow for all vehicles	32
Support, plans will increase bus use / more people will use the bus	28
Support, will be better for the environment / better air quality	21
Support, proposals will enhance safety for pedestrians and road users	13
Support, proposals will benefit the economy	8
Support the proposals, but they don't go far enough (to prioritise busses)	8
Support, parking proposals make sense / plenty of parking available	5

Unsupportive comments

The next set of codes were those where the respondents did not support the proposals or made comments that felt there would either be no impact at best, and a negative impact at worst.

The table below indicates that the main issue for not being in support of the proposals is a belief that the proposals will lead to more traffic congestion and in some cases, will make existing issues worse (273 respondents). These existing issues were identified as slow traffic along Seaside and St Anthony's Avenue, with the reasons for this including large amounts of traffic using the route, traffic being slowed down by buses stopping, and traffic queues forming when waiting to enter Seaside Roundabout. The presence of large retail in this area was also seen as a key driver of traffic, together with school-related traffic.

This can be seen in the context of the proposals to introduce bus priority infrastructure as part of the roadspace reallocation.

The next most frequently mentioned issue in respondent comments was to oppose the loss of car parking spaces, which included that there already isn't enough on-street parking provision in the area (195 respondents mentioning this).

Comments from 108 respondents also believed that the money being spent on the scheme is too much and/or that it will not deliver on the scheme aims.

Suggestions to spend money on other transport are covered in the 'Suggestions' section of the codeframe (where 47 respondents mentioned spending the money on road maintenance instead) which was often linked with this code. Over one hundred respondents (101) felt that the proposals would make no difference and weren't needed, while an issue relating to the physical width of the road was mentioned by 100 respondents, with this constraining road capacity. This code also included concerns about the loss of right turn lanes due the effective 'narrowing' of the available roadspace.

Table 9: Frequency table of coded free text responses - Unsupportive comments

Unsupportive comment codes	Count
Proposals will lead to more traffic congestion / make it worse	273
Oppose loss of parking spaces / not enough spaces / loss of space for loading	195
Proposals will cost too much / be too expensive / waste of money	108
Proposals won't make any difference / aren't needed etc.	101
The road isn't wide enough / turning vehicles will cause delays (incl. removal of right turns)	100
Do not support the proposals (nothing else said)	68
Proposals will be worse for the environment / worse air quality	47
No benefit to me / don't use bus services	20
Active travel proposals (cycle routes) don't link up / disconnected / lack of access points	9
Proposals aren't as good as before / previous proposals were better	4
Oppose removal of shared walking and cycling provision from previous proposal	4

Suggestions / Suggested changes to layout

Some respondents made suggestions to amend the proposals, and these were captured in the next set of codes. These suggestions made in the comments were for other matters to be considered, generally to improve the proposal or to increase the resulting benefits.

One suggestion stood out in comments in comparison to the others, this being the suggestion to modify bus stops to reduce queues, which was mentioned by 129 respondents. This element related to the use of bus stops where the bus will stop in the main carriageway while picking up / dropping off passengers. In doing so, the bus causes a

bottleneck to other traffic, as vehicles behind need to negotiate an overtake of the bus. It was therefore suggested that recessed bus stops (or layby bus stops) would be a better design as this would allow buses to stop, without interrupting the flow of traffic.

A further key design suggestion was that the crossing islands used by pedestrians to cross the road, should be retained and should not be removed. This was mentioned by 53 respondents. A linked details sheet allows for further examination of the specific details of this request, such as the location. One respondent said that they were concerned about the removal of the safety island in the middle of the zebra crossing located by Finmere Road and therefore did not want to see its removal.

Next, 47 respondents suggested that the priority should be improvements to road infrastructure, for example using money to maintain and repair roads in the area. Meanwhile, 27 respondents suggested that the money used for the scheme should be spent 'elsewhere' but did not give details as to where or what this should be spent on.

A further 17 respondents suggested prioritisation of repairs and maintenance of cycle infrastructure, while 17 also suggested providing improved / additional crossings for pedestrians and cyclists - which included some comments asking for reinstatement of crossings from the 2023 proposal (i.e. Lottbridge Drive). As this code included a details sheet, it is possible to see where these locations are, as summarised below:

- Suggest a crossing of Leslie Street
- Suggest a cycle route crossing the St Anthony's Avenue arm of Seaside roundabout, so cyclists have a route along Lottbridge Drive using a toucan crossing (2 mentions).
- Reinstatement of the cycle crossing on the roundabout (on Lottbridge Drive as per previous proposal)
- The St Andrews Church crossing needs to be updated as the existing zebra crossing is not maintained.
- Suggest an extra pedestrian crossing to the south of seaside roundabout

Table 10: Frequency table of coded free text responses - Suggestions comments

Suggestions comment codes	Count
Suggest modifying bus stops to reduce queues (i.e. need layby bus stops / get rid of 'stand out' bus stops)	129
Suggest that crossing islands shouldn't be removed (See Details Sheet)	53
Suggest improvements to road infrastructure (maintenance, repairs etc.)	47
Money should be spent elsewhere (no details)	27
Suggest improvements to cycle routes (maintenance, provision etc.)	17
Suggest providing improved / additional crossings for pedestrians and cyclists (See Details Sheet)	17
Suggest making changes to Tesco / Seaside roundabout (See Details Sheet)	17
Suggest implementing parking controls / restricted parking (See Details Sheet)	16

Suggest improvements to walking routes (maintenance, provision etc.)	14
Suggest more parking space is needed	14
Suggest traffic signals need to be added to proposal (See Details Sheet)	13
Bus improvement proposals should be in another area (See Details Sheet)	8
Suggest that cyclists should be able to use bus lanes	4
Suggest bus lane should be eastbound, not westbound.	3
Suggest providing allocated parking for residents (See Details Sheet)	1

The remaining 'Details Sheet' summaries for the suggestion codes can be seen in Appendix C of this report. These give additional location-specific detail from respondents above the code which identifies the issue thematically.

Suggested bus improvements

This small sub-category captured comments where respondents had made suggestions to make changes to the bus services specifically. While this is somewhat out of scope in relation to the proposals, this is a related issue and has therefore been considered.

In terms of the most mentioned issues in the comments, 30 respondents asked to see more reliable bus services (i.e. fewer cancellations). While 25 respondents requested improvements to bus services (no details given) and 15 respondents suggested more frequent bus services are needed. Cheaper bus fares were mentioned by 10 respondents, while only two respondents mentioned changes to the operating hours of buses - one asking for buses that start earlier in the morning and one that asked for bus services that run later into the evening. Four respondents suggested that low emission buses should be purchased, which included new electric buses.

Table 11: Frequency table of coded free text responses - Suggestions for bus services comments

Suggestions for bus services comment codes	Count
Suggest more reliable buses (i.e. fewer cancelled services)	30
Suggest improvements to bus services (no details)	25
Suggest more frequent bus services	15
Suggest cheaper bus fares	10
Suggest investment in low emission buses	4
Suggest buses that start earlier	1
Suggest buses that finish later	1

Concerns

The concern codes differ from the unsupportive comments, as it is possible that respondents may be worried about the impact of the scheme, without necessarily being opposed to it. Within this section of the codeframe were codes which related to concerns about potential negative impacts on certain groups, such as the elderly, those with mobility impairments, as well as children and young people.

A considerable number of respondents mentioned that they were concerned about the impact of the changes to parking on their livelihood and local business. This was mentioned by 227 respondents, despite the changes to the proposed design retaining more car parking spaces than the initial design as proposed for the 2023 BSIP consultation. The impact of changes to parking provision was considered by 60 respondents to potentially lead to more parking on side streets as vehicles sought alternative parking locations. Many of these respondents were concerned about increased pressure on the on-street parking in these locations, as well as the effect of the increased parking on the roadway. These locations mostly referred to increased parking on 'side roads and side streets', especially those located near to the proposals, where it was felt parked vehicles might be displaced. Some specific street names were mentioned by several respondents in their comments, including Wartling Road, Myrtle Road and Latimer Road.

Among 'special characteristic' groups, the most prevalent concern was that the scheme would have an adverse impact on wheeled users, which included those in mobility scooters, wheelchairs as well as parents pushing prams or buggies. In the comments received, this mostly related to loss of car parking and greater difficulty in finding spaces for those that need it nearby to access homes or services. Meanwhile, some respondents also commented in relation to the adverse effect of the loss of the island crossings, which were considered useful for those with mobility problems. This was mentioned in comments by 42 respondents. Meanwhile, 40 respondents were more generally concerned about the impact of the scheme on all users and felt that this may cause a safety risk - for example to people trying to cross the road.

The impact of the scheme on children was mentioned by 37 respondents, with some concerns about the impact of the new design on the safety of children and young people in the area. While some of the comments were general, the concerns related to access to facilities (i.e. drop offs) for those with buggies or toddlers, that have more difficulty with greater walking distances. A further issue raised related to the loss of the crossing islands and fears that the road will become harder for children to cross. Similarly, 37 respondents were concerned about an adverse impact of the scheme on older people. In the case of older people, the concerns expressed in the comments related to access becoming more difficult and inconvenient, due to loss of parking (i.e. needing to travel further from parking spaces). Removal of the crossing islands were also mentioned in some comments, with concerns expressed that this would make it more difficult for elderly people to cross roads in the local area. Some further comments were received relating to concerns about impacts on access - for example making school pick up and drop off difficult (28 respondents), while 24 respondents were concerned about the impact of the scheme on emergency vehicles when they are on call outs or for ambulances picking up and dropping off people from the area.

Table 12: Frequency table of coded free text responses - Concerned comments

Concerns comment codes	Count
Concerned that lack of parking may impact on livelihood / local businesses	227
Concerned that lack of parking may cause more parking on side streets	60
Concerned about potential impact on wheeled users (wheelchairs / buggies / mobility scooters)	42
Concerned that the proposals may reduce safety (i.e. dangerous for people crossing etc.)	40
Concerned about potential impact on young people / children	37
Concerned about potential impact on elderly users / older people	34
Concerned that lack of parking may make school pick-up/drop-off difficult	28
Concerned about impact of scheme on emergency services (police, ambulance, fire etc.)	24
Concerned that proposed changes to road layout will lead to rat-running (i.e. diverting to alternative routes)	23
Concerned that construction will be disruptive (noise, dust etc.)	22
Concerned about impact on cyclists (e.g. lack of space / proximity of vehicles etc.)	20
Concerned that lack of parking may cause inconsiderate parking (e.g. blocking footways, driveways etc.)	10
Concern that proposals will devalue property	4
Concerned about impact on access to medical facilities (hospital / GP / doctors)	2

Other codes

The remaining codes were those that did not fit neatly into the other categories, and some that were elements outside of the proposals specifically - for example consultation events and issues such as driver behaviour. One code is also included to capture non-relevant comments, for instance where a respondent has raised an issue which is not part of the consultation or has given an ambiguous answer which cannot be interpreted in a useful way.

A total of 22 respondents felt that the proposals being consulted on were penalising motorists and making it more difficult for those using cars in the area. Meanwhile, 21 respondents made comments which were critical of East Sussex County Council (ESCC). A further 13 respondents were sceptical of the consultation exercise taking place, feeling that it was a pointless box-ticking exercise, which would have no influence on the decision-making process (i.e. the decision has already been made).

A further 11 comments were considered 'non-relevant' which included issues outside the scope of the consultation. Two comments were also categorised with the 'non-relevant'

code as it could not be determined whether their comments were supportive of the proposals or unsupportive, and there was little detail as to their view. Issues with driver behaviour (e.g. speeding and aggressive driving) were mentioned by eight respondents. Meanwhile six respondents criticised elements of the consultation, which included being unaware that this was taking place (i.e. poorly advertised), plus issues with timings of events and the consultation itself.

Table 13: Frequency table of coded free text responses - Other comments

Other comment codes	Count
Proposals are penalising car drivers / war on the motorist	22
Criticism of East Sussex County Council	21
Consider consultation is pointless (will go ahead regardless / box ticking exercise)	13
Non-relevant comment	11
Issues with driver behaviour (speeding / aggressive driving etc.)	8
Criticism of consultation (events, timings, venues, lack of advertising etc.)	6
Criticism of consultation materials (maps, website, questionnaire)	3
Issues with pedestrian behaviour (not using crossings, not waiting for crossing signals etc.)	1

Amongst the comments received, the frequency of ‘unsupportive comments’ exceeded the number of comments that were supportive of the proposal. This contrasts with the level of support for the proposal overall, in which the level of support exceeds the level of opposition (56% support - combined values) vs 37% oppose (combined values).

It is therefore likely that those respondents that chose to leave a comment are those that were unsupportive of the proposals, while those that support the proposals for Seaside and St Anthony’s Avenue felt that they needed to add no further detail beyond their support. The results of the coding of the open-ended response question should note this fact when making conclusions.

7. Emails and Written Responses

This section of the report summarises the responses that were received outside of the consultation questionnaire. Written responses have been summarised thematically, while emails received have also been coded to provide a summary of the main points raised in email correspondence.

Correspondence received

A total of seven letters were received during the consultation period. These have been summarised below for reporting purposes, but are being considered in full by the County Council as part of the consultation engagement. Where letters have been received from individuals, the report does not identify these in compliance with GDPR guidance on data protection.

St Anthony's Centre submission - 17th August 2024

- Oppose revised bus priority measures for Seaside and St Anthony's Avenue
- Object on the grounds of the impact on access to the centre
- Object to the reduction in car parking spaces along St Anthony's Avenue
- Currently no accessible on-site parking, but on-street parking next to centre allows access for those with mobility issues. Proposed bus lane will remove this parking.
- Risk that worsening access will mean some users will cease to use the centre.
- Loss of parking will also affect access to the centre for tradespeople, for maintenance and upkeep etc.
- Users of the Community Centre will struggle to park anywhere nearby given the significant reduction in available parking spaces as proposed.
- Suggest bus lane is moved to opposite side of road or alternatively a vehicle crossover and remodelling to the front of the premises to permit access.
- Removal of the crossing islands creates a safety issue for bus users trying to cross the road - with potential increase in accidents.
- Suggest moving the existing bus stop westward towards St Anthony's Avenue, closer to the existing pedestrian crossing.

Bespoke Cycle Group 5th August 2024

- Support the eastbound bus lane on Seaside and westbound bus lane on St Anthony's Avenue.
- Concerns around width of eastbound bus lane (3 metres) which is not LTN1/20 compliant for cyclists - this needs to be considered in detailed design.
- Risks identified with eastbound bus lane - as buses would not be able to overtake cyclists using the bus lane (leading to delays). Cyclists using the lane for general traffic will be at safety risk due to being sandwiched between vehicles. Cyclists may also be unsure if they can use the bus lane and attempt to use the footway instead.
- Westbound bus lane (St Anthony's Avenue) appears compliant with LTN1/20 standards.
- Bespoke welcomes the revised proposal removing the shared-use paths on Seaside Road (previous concerns on conflicts between pedestrians and cyclists).

- Changes to design of Seaside Roundabout now represents a significant gap in the infrastructure of NCN21. Support crossing elements of 2023 proposal.
- The proposed toucan crossing on Seaside Road does not connect to any designated shared use paths, requiring dismount. Bespoke recommends converting the proposed crossing over the St Anthony's Avenue arm to a toucan crossing, reintroducing the shared-use paths on the approach to this junction as in the 2023 BSIP proposals.
- Langney Roundabout previously included cycle provision in the 2023 proposal - this has been removed in the revised proposal, which Bespoke does not support. At a minimum, a shared use cycling connection should be provided between Horsey Sewer cycle route, and the proposed bus lane.
- Bespoke requests reinstatement of the bus priority infrastructure originally proposed for the Seaside Road / Whitley Road junction - the removal of this lost an opportunity for an Early Release Bus Light for cyclists.
- Unclear on use of Automatic Number Plate Recognition (ANPR) cameras where informal parking is located between footway and bus lane (e.g. Alexandra Arms).

Councillor, Eastbourne Borough Council

- Appreciate efforts made to find compromise in the design of the scheme and understand the need to improve infrastructure, without which people will not use the bus service.
- Due to the controversial nature of the proposals, a Road Safety Assessment (as has been conducted in other areas) would have been advantageous and gone some way to ease the concern of businesses, residents, and stakeholders.
- Suggest that East Sussex County Council should undertake a Road Safety Assessment as a condition of implementing the bus lane.
- RSA would mean residents and businesses can be reassured of its viability, and ensure that the goal to ease congestion in Seaside and St Anthony's Avenue, whilst improving bus times, is achievable.

Resident of Seaside

- Oppose proposals due to loss of safe crossing places (islands)
- Increase to three lanes between roundabouts, will make it more difficult for pedestrians to cross, and will increase air and noise pollution.
- Westbound bus lane will make it more difficult to access driveways.
- Proposed 24 hour bus lane will mean vehicles will not be able to stop on the westbound side between Langney and Seaside roundabouts - including food and shopping deliveries, building and scaffolding lorries, emergency gas repair.
- Removal of parking bays on westbound carriageway will mean bus lane is right up to pavement edge - causing danger to pedestrians and children walking to nearby schools on narrow pavements on Seaside.
- Loss of parking on westbound side means residents/visitors will need to park on eastbound side and cross the road (dangerous if unloading vehicles). Residents already compete for parking spaces with commuters and businesses.
- Negative safety impact of loss of parking for pick-up and drop-off at care homes (Queen Alexandra and New Derby House).
- Local geology on Seaside / St Anthony's means that heavy passing vehicles cause houses to shake - made worse by the bus lane.

- Seaside roundabout is a poor design, with no changes proposed:
 - Difficulty turning right from Lottbridge Drove
 - Difficulty turning right from Seaside / St Anthony's Ave.
- Bus stop build out between Fort Road and Myrtle Road causes delays - removing this would help decrease congestion.
- Low levels of bus use mean the scheme is not good value for money to taxpayers.
- Bus lane is 24 hour, but no buses after 23:30 - seems unnecessary and bus lane should only be used at peak times (suspect this is to boost income through fines).
- Bus journey time savings do not appear accurate (lower than in BSIP overview)
- Alternative of fitting selective vehicle detection technology (traffic light priority) to current fleet of buses would speed up journeys, meaning bus lane isn't needed.
- Construction work will be disruptive to residents (especially at nighttime).
- Need to decarbonise contrasts with 100% diesel bus fleet (some 20 years old and without emissions reduction technologies) increasing risk to respiratory health due to the buses being closer to homes, schools and the pavement. Bus fleet should be replaced with zero-emission vehicles.
- Query whether any assessment undertaken of pollution/environmental impact of bus lanes.
- Concerned removal of right turn lanes will cause congestion.
- Consider the bus lane will have a negative impact on property prices in the area.

Informal us lane survey undertaken (8th and 12th August 2024)

A respondent submitted a report of 50 informal surveys that they had carried out themselves. Within this sample:

- 70% of those asked had heard of the bus proposals, while 10% knew about the consultation.
- 50% estimated time that would be saved by the bus lanes as 'none' or 'not a lot'.
- 88% were concerned about the loss of parking in Seaside.
- Other comments included fears about loss of businesses and parking, while one respondent suggested prioritising improvements to public transport (over bus lanes) and another while in favour, felt that cycle lanes should be prioritised.

Public letter issued - Freedom of Information Request

- ESCC must abide with all duties and obligations for transparency, integrity and accountability - it was suggested that actions relating to the bus lane breach these.
- ESCC accused of ignoring protests from residents and businesses (breach of trust). Violation of 'Nolan Principles'.
- Imposition of bus lane contradicts duty to promote wellbeing of community as proposal is not in best interests of the economy and community wellbeing.
- Adverse impact on business should be acknowledged and actions disregard clear mandate from constituents.
- ESCC is not compliant with its own code of conduct.
- Actions of ESCC violate due process and civil rights
- Complaint regarding ESCC contractor appointment - claim no evidence of substantial benefits from fees paid, with road infrastructure in poor condition.

Request to view contents of contract to determine whether budget includes the bus lane.

- Ignoring economic welfare and will of the people is dereliction of duty - urge that corrective action is taken.
- Request for clarity on project team, duties and salaries - as this is public money.

Transport Futures East Sussex

Proposals make a start in measures to shift away from car dependency with the following improvements being delivered:

- Reduced congestion and vehicle trips, with greater bus reliability are important for urban rural links.
- Larger number of bus users will draw investment for 'state of the art' buses
- Improved conditions in the 'street surrounds'
- Better conditions for retail/catering/other businesses at Winston Crescent, Archery, Pevensey Road junction through creating a 'sense of place'
- A better environment for Tollgate and St Andrews (primary school) students leading to choice to use the bus or walk/cycle as an option for children.
- Improved conditions for pedestrians and cyclists.
- Better bus access to/from the town centre, amenities, and cross town destinations
- Reductions in traffic bringing opportunity for alternative use of space (e.g. enhanced biodiversity).
- Giving residents, visitors and holidaymakers public transport access to attractions while reducing the impact of traffic.
- Improved physical and mental health - buses and stops are social environments, contributing to 'social cohesion' as well as benefits of walking to bus stop.
- Support proposals as an important step in the development of sustainable travel options and reduced carbon emissions.
- Look forward to benefits of synergy with better spatial planning practice, bus priority measures elsewhere in the area, and LCWIP delivery.
- Hope that councillors will support the proposals.

Consultation Mailbox (Email)

A Consultation Mailbox was open throughout the duration of the consultation. Email correspondence received here were read and interpreted by ESCC staff members, with responses being prepared and issued to deal with the matters raised in the correspondence. For reporting purposes, this section contains a high-level summary of the email content, noting that responses have already been issued by ESCC.

The table below shows the results of the coding of responses - which involved taking the responses and applying broad thematic codes to summarise the issues raised. The full results of the thematic coding of the emails can be seen in Appendix D - the table below presents to the most commonly occurring issues in the emails.

As can be seen, out of the 68 emails - 28 (41%) of these mentioned opposition to the loss of on street parking, which includes the proposals leaving insufficient space for parking / loading. Next, 26 of the emails made clear that they did not support the proposals for

Seaside and St Anthony’s Avenue. A major concern mentioned in 25 emails was the impact of changes to parking (and loss of spaces) on businesses, while 23 respondents felt the proposals would make congestion worse.

The cost of the proposals was highlighted in 18 respondent’s emails - with the issue of whether the proposals represented good value for money being challenged. Linked to this were comments that the proposals would make no difference (15 respondents).

Next came issues relating to the layout of the proposals, with 15 respondents commenting around the presence of the bus boarder stops (mostly at The Alexandra Arms) and whether it was a cause of congestion which could alleviate congestion if they were removed. Meanwhile, 12 respondents felt that the current road was not wide enough, and that the removal of the right turn pocket lanes would cause traffic to queue while vehicles make the manoeuvre. Also related to road layout was the suggestion that crossing islands shouldn’t be removed - which often featured around the fact that the current layout has two separate sets of traffic lights, while removing the island would mean one set of traffic lights, which would therefore stop traffic in both directions.

Another key concern was that the proposals will devalue property in the area (through loss of parking) as mentioned by 12 respondents. Meanwhile 11 respondents each mentioned concerns about emergency vehicle access, requested information in their email from ESCC, or questioned the levels of bus journey time savings being presented. Nine respondents also criticised the consultation in their emails, mostly about a lack of awareness of this and therefore the lack of publicity.

Table 14: Most frequently occurring codes applied to email responses

Email correspondence codes	Count
Oppose loss of parking spaces / not enough spaces / loss of space for loading	28
Do not support the proposals (nothing else said)	26
Concerned that lack of parking may impact on livelihood / local businesses	25
Proposals will lead to more traffic congestion / make it worse	23
Proposals will cost too much / be too expensive / waste of money	18
Proposals won’t make any difference / aren’t needed etc.	15
Suggest modifying bus stops to reduce queues (i.e. need layby bus stops / get rid of 'stand out' bus stops)	15
The road isnt wide enough / turning vehicles will cause delays (incl. removal of right turns)	12
Suggest that crossing islands shouldn’t be removed	12
Concern that proposals will devalue property	12
Concerned about impact of scheme on emergency services (police, ambulance, fire etc.)	11
Request for information / query	11

Question about predicted bus journey time savings	11
Criticism of consultation (events, timings, venues, lack of advertising etc.)	9

8. Key Themes & Design Considerations

The table below contains some of the key themes and design considerations that emerged from the consultation. These were the issues that appeared most often in the coding, and for ESCC in terms of further changes to the design if the scheme is approved to proceed to the next design stage.

Please note that generic themes such as ‘support the proposals /good idea’ do not feature in this table, as these are not themes or design considerations that can influence the detailed design of the proposed improvements to Seaside and St Anthony’s Avenue. Instead, the table lists the main issues raised, under a broader theme heading.

In the table, the technical team have responded to the issue raised and have presented a justification for an approach, an explanation of an aspect of the proposals, or a potential review of the design in light of the comments received.

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

Table 15: Key Themes, Design Considerations and ESCC Response

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
Support: general	Response				
General support for the scheme was noted	The scheme would make a significant contribution to achieving BSIP aims and objectives by improving bus journey times and reliability.	110	11%		
Support: interventions will improve bus services	Response				
Respondents felt that the proposals will improve bus journey times, reliability of bus timings or increase bus use	Support is welcomed. The proposed bus lanes, complemented by smart traffic signals (at signalised crossings on the corridor), would represent a significant step in improving the attractiveness of bus services, enabling buses to bypass queuing traffic without reducing overall road capacity.	107	10%		
Support: interventions will improve conditions for other modes of transport	Response				
Respondents felt that the proposals will enhance safety for pedestrians and road users, or improve traffic flow in general	Support is welcomed. The proposals would simplify existing pedestrian crossings, enabling people to cross in a single stage. Smart traffic signals would improve safety by detecting pedestrians and those with mobility issues/using mobility aids etc thereby allowing them enough time to cross the road, but at the same time improve traffic flow by holding vehicles at red no longer than is necessary.	45	4%		
Support: interventions are beneficial but don't go far enough	Response				

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
Respondents felt that the proposals would be beneficial but do not go far enough to prioritise bus use	The proposals seek to balance the competing needs of all road users – bus users, pedestrians, wheelers cyclists and motor vehicles – as well as maintaining as much on-street parking as possible outside homes and businesses along the Seaside/St Anthony’s Avenue corridor. The proposals would deliver significant bus priority on the Seaside and St Anthony’s Avenue approaches to Seaside Roundabout, reducing bus journey times and improving reliability.	8	1%		
Support: interventions will benefit the environment / improve air quality	Response				
Respondents felt that interventions will benefit the environment and/or improve air quality by encouraging bus use and reducing congestion	Support is welcomed. The proposed bus lanes, complemented by smart traffic signals, are intended to improve traffic flow, encourage modal shift, reduce congestion and improve air quality	21	2%		
Oppose: Proposals will lead to more traffic congestion / make it worse / proposals will worsen air quality	Response				
Respondents felt that the proposals will increase congestion and/or worsen the current traffic situation. Some respondents felt that proposals will worsen air quality by increasing traffic congestion	The bus priority proposals represent modest changes to the layout of the existing roadspace on Seaside and St Anthony’s Avenue which balances the competing needs on this space. The designs accommodate bus lanes by reallocating some road space currently used for vehicle parking, as well as amending lane widths	273	26%	23	34%

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	<p>(whilst continuing to exceed minimum design standards).</p> <p>The most recent Air Quality Annual Status Report from Eastbourne Borough Council¹ published on 30th June 2023 indicates that levels of both nitrogen dioxide NO₂ and particulate matter <10µg (PM10) and <2.5µg (PM2.5), the pollutants most associated with vehicle traffic, fall well within UK National Air Quality Objective levels. As the proposals do not alter the volume of traffic in the area, and as general traffic capacity would largely be unaffected, the minor infrastructure changes are unlikely to significantly increase pollutant levels.</p>				
Oppose: Oppose loss of parking spaces / not enough spaces / loss of space for loading	Response				
Respondents opposed the loss of parking spaces, or noted that the proposals do not include enough parking or loading space for businesses	In response to the 2023 consultation feedback and subsequent meetings held with businesses on Seaside, the revised proposals have been developed in response to the previous comments raised about the impact of the loss of on-street parking. These retain existing on-street parking spaces wherever possible and prioritise parking outside of homes and businesses. Between Myrtle Road and Fort Road and	195	19%	53	78%

¹ [Sussex-air :: Promoting better Air Quality in Sussex :: sussexair.extrawebsites.co.uk :: airAlert](https://www.sussexair.extrawebsites.co.uk/airAlert)

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	<p>around Crumbles Sewer, the proposals introduce new parking spaces to offset the removal of some parking spaces that allow the new bus lanes.</p> <p>Overall, the revised proposals retain more than half of current on-street parking on Seaside and St Anthony's Avenue. It is recognised that residents and businesses have essential loading/unloading needs and specific arrangements for these will be defined should the proposals be taken to detailed design stage. These will be subject to formal public consultation as part of the Traffic Regulation Order advertisement process.</p>				
Oppose: Proposals will cost too much / be too expensive / waste of money	Response				
Respondents opposed the cost of the proposals and/or felt that the money could be spent better on other matters	<p>The money has been given to ESCC by the Department for Transport specifically for the introduction of bus priority measures as part of the East Sussex Bus Service Improvement Plan. If the money cannot be spent on bus improvements, the money will have to be returned to the Department for Transport and potentially used to improve bus priority measures outside East Sussex.</p> <p>The bus priority proposals represent modest changes to the infrastructure making use of the existing roadspace, delivering improvements to bus journey times and reliability on what is one of Stagecoach's</p>	108	10%	18	26%

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	busiest bus corridors in East Sussex. Based on the number of bus trips on the corridor (2,000 passengers per day) the proposals are therefore considered to offer value for money.				
Oppose: Proposals won't make any difference / aren't needed etc.	Response				
Respondents felt that the proposals aren't necessary or will not make an appreciable difference to bus services or traffic congestion	<p>The proposed bus lanes would enable buses to bypass general traffic on the westbound and eastbound approaches to Seaside roundabout without reducing overall road capacity. The actual journey time savings for buses would vary depending on the level of traffic congestion, but during peak congestion periods would likely be several minutes in either direction.</p> <p>The proposals cover the sections ranked by Stagecoach as the highest priorities for intervention along all the A259 corridor in Eastbourne. The provision on these sections of dedicated road space for buses would promote consistent bus journey times throughout the day and so significantly improve service reliability.</p>	101	10%	15	22%
Oppose: The road isn't wide enough / turning vehicles will cause delays (incl. removal of right turns)	Response				

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
<p>Respondents felt that the road is not wide enough to support the proposals, and/or that vehicles waiting to turn to right will cause more congestion. These responses included concerns about the proposed removal of right turn boxes</p>	<p>Spot measurements have been taken along the corridor to check that the proposals are feasible.</p> <p>The minimum bus lane width would be 3.3m (on Seaside) and the minimum general traffic lane width would be 3.1m to accommodate minimum 2.0m on-street parking widths.</p> <p>The westbound bus lane on Seaside/St Anthony's Avenue will be a minimum of 4m wide with similar widths for general traffic and on-street parking.</p> <p>All these measurements exceed current minimum design standards as set out in the Government's guidance on bus infrastructure, Local Transport Note (LTN) 1/24).</p> <p>Should the proposals be taken to detailed design stage, topographical surveys accurate to within +/- 25mm throughout would be undertaken and the proposed lane and footway widths reviewed.</p> <p>A full independent Road Safety Audit will be undertaken to consider the safety of the design for all road users.</p>	100	10%	12	18%

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	<p>Microsimulation modelling has been undertaken for two scenarios:</p> <ul style="list-style-type: none"> the current situation, simulating existing traffic flows, congestion and driver behaviour based on detailed traffic surveys undertaken in September 2024; and the bus priority proposals. This has simulated the proposed removal of right turn lanes and the resulting effect on driver behaviour. <p>The results of the micro-simulation modelling indicate that the bus priority proposals could reasonably be expected to have nil detriment to general traffic journey times in both the AM and PM peak periods, whilst delivering tangible benefits to bus reliability and journey times.</p>				
Oppose: Do not support the proposals (nothing else said) / will not benefit from the proposals	Response				
Respondents opposed or registered their lack of support for the proposals and/or noted that they would not personally benefit from the proposals	<p>Every weekday, 269 buses spread over nine different bus services carry over 2,000 passengers along Seaside and St Anthony's Avenue.</p> <p>Stagecoach advise that current congestion on Seaside and St Anthony's Avenue affects their ability to operate buses to timetable, which makes it more difficult for people to rely on buses for their day to day journeys. By making it easier for buses to move along the A259</p>	88	8%	26	38%

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	Seaside corridor, the bus lane proposals would make a significant contribution to improving the quality of bus services, encouraging investment in the bus fleet and even better frequencies. This would benefit the wider community (not just existing bus users) by making buses a more attractive option for many journeys that otherwise are/would be taken by car.				
Oppose: Active travel proposals (cycle routes) don't link up / disconnected / lack of access points	Response				
Respondents felt that the active travel proposals did not satisfy the needs of cyclists or users	<p>As the bus priority proposals are funded by the Bus Service Improvement Plan, they are necessarily focused on bus infrastructure improvements, complemented by pedestrian/wheeling crossing improvements and smart traffic signals. However, proportionate improvements to cycle connectivity will be explored should the proposals be taken to detailed design stage. For example, at Seaside Roundabout the potential to amend the proposed puffin crossing on the Seaside/St Anthony's Avenue arm east of Seaside roundabout to a toucan crossing for pedestrians and cyclists will be considered, to address the existing cycle infrastructure gap on National Cycle Route 21.</p> <p>The minimum bus lane width would be 4m on St Anthony's Avenue, but 3.3m on Seaside due to the limited road width available. It is acknowledged that</p>	9	1%		

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	<p>the latter does not align with LTN1/20 guidance in that where cyclists are using bus lanes, the lane should be at least 4m wide to enable buses to pass cyclists with sufficient room without crossing into the general traffic lane. Conversely, LTN 1/24 identifies that pedal cyclists are allowed to use with-flow bus lanes by default.</p> <p>Should the proposals progress to detailed design stage, the existing width of the road and footway will be reviewed further once topographical survey data is available.</p> <p>A full independent Road Safety Audit will be undertaken to consider the safety of the design for all road users.</p>				
Oppose: Preferred previous proposals	Response				
<p>Respondents preferred the original round of proposals prior to the alterations consulted on. These responses included opposition to removal of shared space from previous proposals</p>	<p>The previous proposals included a mixture of shared-use pedestrian/cycle paths and footways along Seaside Road, and shared-use paths on both sides of the road along St Anthony's Avenue.</p> <p>We have reviewed the shared use proposals in an endeavour to minimise the loss of on-street car parking, to reduce the risk of conflicts between cyclists and pedestrians in areas with high flows and/or vulnerable pedestrians. Furthermore, there is</p>	8	1%		

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	<p>insufficient highway width (i.e. road plus footway width) to accommodate continuous shared-use paths on Seaside Road which align with Local Transport Note (LTN) 1/20 guidance on cycle infrastructure.</p> <p>Should the proposals progress to detailed design stage, the existing width of the road and footway, and recommended arrangements for cyclists, will be reviewed further once topographical survey data is available.</p>				
Suggestion: Alternative suggestions	Response				
<p>Respondents gave a wide range of alternative suggestions or possible alterations. These covered a wide range of options, noted in the full report</p>	<p>Whilst these many suggestions related to improvements at Seaside Roundabout and the Lottbridge Drove approaches are noted, they are beyond the scope of the funding available from the Bus Service Improvement Plan which is specifically for bus priority measures. Such suggestions are nevertheless noted and will be considered in the medium to long term should other funding opportunities arise.</p> <p>Only one bus stop “build out” – outside DB Domestics – would remain under the proposals. By minimising the loss of existing on-street car parking, however, it is acknowledged that several bus stops on Seaside would require vehicles to cross into the oncoming traffic lane to overtake stationary buses. Even if bus stop laybys could be accommodated, these would not</p>	380	36%		

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	<p>be favoured as they would require buses to rejoin the traffic stream, increasing bus journey times and reducing the overall benefits to buses of the proposals.</p> <p>Should the proposals be taken to detailed design stage, the location of bus stops (such as the Tesco northeast bound and Alexandra Arms southwest bound stops) and on-street parking bays will be reviewed.</p>				
Concern: impact of parking on business	Response				
Respondents were worried about the potential for loss of revenue for businesses due to the reduced parking	<p>On-street parking would be retained on the northeast side between Wartling Road and Winchelsea Road (Seaside section) and new parking provided around Crumbles Sewer (Seaside/St Anthony's Avenue section), both sections in proximity to businesses.</p> <p>Should the proposals be taken to detailed design stage, limited waiting restrictions could be considered for parking outside businesses to increase the turnover of parking spaces and increase customer accessibility.</p>	227	22%		
Concern: impact of parking on lifestyle (more parking on side streets, inconsiderate parking, school pick up and drop off)	Response				
Respondents were concerned about negative impact of reduced parking on lifestyle: this included concerns about	The revised proposals retain existing parking spaces wherever possible and prioritises parking outside of homes and businesses. Between Myrtle Road and Fort	100	10%		

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
more side street parking and inconsiderate parking, and challenges for school pick up and drop off times	<p>Road (Seaside section) and around Crumbles Sewer (Seaside/St Anthony's Avenue section), the proposals introduce new parking spaces to offset the removal of some parking spaces that allow the new bus lanes. The proposals retain more than half of current on-street parking spaces on Seaside and St Anthony's Avenue.</p> <p>Based on our observations from on-street parking occupancy surveys undertaken at various times throughout the day (weekday and weekend), specific loading/unloading arrangements could be considered at detailed design stage should the proposals be taken forward, but we anticipate that sufficient facilities will be available for parking and pick up/drop off needs on both Seaside and St Anthony's Avenue.</p>				
Concern: safety (crossing, young people/older people, emergency services, cyclists, wheelchair users)	Response				
Respondents were concerned about impacts of the proposals on safety for more vulnerable street users, including younger and older people, disabled people and cyclists. These responses also included concerns about access for emergency services being reduced or delayed	The removal of central islands is proposed to accommodate the proposed introduction of bus lanes. However, we have compensated for this by upgrading the crossings (for example by proposing smart traffic signal-controlled Puffin crossings, allowing people the time they need to cross the road) or providing alternative crossing points nearby. Proportionate improvements to cycle connectivity will be explored	197	19%		

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
	<p>should the proposals be taken to detailed design stage.</p> <p>Emergency vehicles would be able to use the bus lane when responding to an emergency. By default, bus lanes would also allow loading/unloading which would enable non-emergency ambulances and taxis to pick up and drop off vulnerable pedestrians. This would be subject to the specific Traffic Regulation Order (TRO) developed should the bus priority proposals be taken to detailed design stage.</p> <p>Localised loading/unloading restrictions could be considered but would be subject to formal consultation on the TRO.</p> <p>However, parking in bus lanes would not be allowed.</p>				
Concern: construction disruption	Response				
Respondents were concerned about the potential disruption that could be caused by the construction of the proposals	Should the proposals be taken to detailed design and construction, a Construction Traffic Management Plan would be put in place to mitigate the short-term impacts of construction activities on residents, businesses, road users and the environment. Some disruption may still occur, but this would be temporary and significantly outweighed by the long-term beneficial impacts of the proposals.	22	2%		
Concern: devaluing of property	Response				

Themes with response		Questionnaire responses (no. of coded comments / %)		Written responses (no. of coded comments / %)	
		No. of coded comments	% of total comments	No. of coded comments	% of total comments
Respondents felt that properties could be devalued if the proposals are put in place	<p>There is no published evidence for property devaluation because of introducing bus priority measures. Frequent and reliable bus services are a positive selling point for properties, and by encouraging modal shift from car to bus could remove vehicle trips from the A259 Seaside/St Anthony's Avenue corridor.</p> <p>Access to existing off-street parking would be unaffected by the proposals.</p>	4	0%		

9. Summary & Next Steps

Summary

In this report, we have considered the responses received to the consultation on the revised bus priority measures for Seaside and St Anthony’s Avenue in Eastbourne undertaken between 15 July and 18 August 2024.

In total, we received 2,863 consultation responses including 2,788 online, 32 in paper format, 68 emails and 7 letter.

For the proposals overall, **the proportion of supportive responses exceeded the proportion of opposing responses** (56% overall support vs 37% overall oppose).

For both Seaside and St Anthony’s Avenue, questionnaire **respondents felt that the proposals would have a positive impact on bus services (making them better)**, with over half of the respondents believing this to be the case compared to 14-15% who felt they would be worse.

For both Seaside and St Anthony’s Avenue, the questionnaire respondents were not sure whether traffic congestion would be improved because of the proposals, with broadly similar proportions considering that the proposals would make this worse, or better.

Cross tabulated responses found that:

- Residents living closer to the proposed changes were more likely to oppose the proposals overall, with those further away more likely to support them.
- Bus users were more supportive of the proposals compared to non-users
- Business owners were strongly opposed to the proposal to a considerable extent (88%)
- Respondents aged over 65 were less likely to have strong views on the proposals, compared to the 18-64 age group. However, overall, nearly half of over 65s were strongly opposed to the proposals.
- Carers are more likely to support the proposals than non-carers
- Parents are more likely to oppose the proposals, than non-parents
- Propensity to cycle and community representation did not appear to have a significant impact on attitudes towards the proposals overall.

Free-text responses were considerably more likely to be unsupportive of the proposals, this was especially noted when the closed question revealed a majority in support of the proposals overall.

Most concerns in open-ended comments appeared to be around the loss of parking spaces - with 195 respondents mentioning this (19% of the 1,042 respondents that provided comments).

Other concerns mentioned by many respondents included value for money and whether the proposals will make any difference when implemented.

A total of 129 respondents suggested modifying bus build outs (removal or stand out bus stops) as a way of achieving the planned reduction in congestion (129 respondents - 12%). Suggestions were also made that the crossing islands which are currently in place (and

proposed for removal as part of the roadspace reallocation) should be retained for pedestrian safety and ease of access.

The biggest concern to respondents remained around the impact of the lack of parking on local businesses - including that this may put many of these out of business (227 respondents - 22%)

Letters received pointed to concerns around parking as well as the proposed bus lane design not being wide enough for cyclists (plus some uncertainty about whether cyclists could use it). This also linked to concerns about where cyclists would need to position themselves in the new arrangement, which was felt to put them at additional risk due to proximity of vehicles.

Questions over the bus lane timings were also raised, with it being noted that the plan is for the bus lane to run 24 hours a day, but that bus services do not run throughout the night.

There were also complaints in correspondence that ESCC are not listening to concerns, and a request for clarity via a Freedom of Information request.

Among emails received, there were questions about the estimated impact on bus journey times, the parking provision and the impact on property values due to loss of parking.

Many of the themes in the letters mirrored those in the questionnaire coding, and opposition to, and concerns about loss of parking featured strongly. Similar comments on layout (removal of 'stand out' bus stops), removal of right turn lanes, and crossing islands, were also expressed.

In conclusion, the open-text responses raise concerns about the proposals as well as making design suggestions and raising questions about loading and parking provision. However, the overall perspective from the questionnaire responses which form the bulk of replies to this consultation, are that there is support overall for the scheme and the elements included - though notably to a lesser extent regarding parking. It is therefore clear that to some extent, respondents still have questions and concerns about parking provision in the event that the Seaside and St Anthony's Avenue scheme progresses.

Next Steps

The outcomes of the consultation on the revised Seaside & St Anthony's Avenue bus priority measures will be reported to the Lead Member for Transport and Environment in November 2024 for a decision on whether to proceed.

Appendix A: Bus Journey Time Savings



Seaside & St Anthony’s Journey Time Savings for Buses

By comparing the journey times at congested periods on Seaside & St Anthony’s Avenue over a two-month period (August and September 2023) and the revised bus lane proposal, we can estimate the following indicative journey time savings per bus:

- For the proposed eastbound bus lane from Windermere Crescent to Seaside Roundabout, the estimated journey time saving in a congested period is up to 3.6 minutes per bus.
- For the westbound proposed bus lane between Langney Roundabout and Seaside Roundabout, the estimated journey time saving in a congested period is up to 3.4 minutes per bus.
- The estimated combined journey time saving for buses travelling eastbound *and* westbound is up to 7 minutes in a congested period.

Estimated Journey Time Saving Per Bus (minutes)			
Summary	Eastbound Bus lane (Windermere Crescent to Seaside Roundabout)	Westbound Bus lane (Langney Roundabout to Seaside Roundabout)	Total Benefit (Eastbound + Westbound)
Estimated Journey Time Saving Per Bus*	Up to 3.6 minutes	Up to 3.4 minutes	Up to 7 minutes

*1 Congested periods of 9am to 10am, 2pm to 3pm, 6pm to 7pm and 8pm to 9pm.

It should be noted that there are other time periods that would bring about a larger journey time saving for buses and other time periods that would bring about a smaller journey time saving for buses.

Table above has been updated on 1/8/24 - Please note that the earlier version of this document had incorrectly listed the Eastbound saving as 3.4 minutes and the Westbound saving as 3.6 minutes.

The table below shows a weekly average of journey time savings from analysing the **total journey time savings from every bus journey** (not just the bus journeys within the 4 1-hour congested periods used in the calculations above) over a two-month period (August and September 2023):

- For the proposed eastbound bus lane from Windermere Crescent to Seaside Roundabout, the total estimated weekly journey time saving is 52.7 hours for all buses.
- For the westbound proposed bus lane between Langney Roundabout and Seaside Roundabout, the total estimated weekly journey time saving is 23.9 hours for all buses.
- The estimated combined weekly journey time saving for all buses travelling eastbound *and* westbound is a combined 76.6 hours.

Total Estimated Journey Time Saving Per Week (hours)			
Summary	Eastbound Bus lane (Windermere Crescent to Seaside Roundabout)	Westbound Bus lane (Langney Roundabout to Seaside Roundabout)	Total Benefit (Eastbound + Westbound)
Total Cumulated Weekly Bus Journey Time Savings^{*2}	52.7 hours	23.9 hours	76.6 hours

^{*2} Cumulative total bus journey times savings (all bus services) for all bus journeys over a one-week period. One week average over a 2-month period (August and September 2023).

Appendix B: Frequently Asked Questions





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East Sussex Bus Service Improvement Plan (BSIP) - Bus Priority Measures - Seaside & St Anthony's Avenue, Eastbourne Frequently Asked Questions (FAQs)

This document aims to answer questions on the proposal and public consultation, to help you to understand 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 hosting three 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 proposals.

For more information about the East Sussex BSIP, please visit <https://www.eastsussex.gov.uk/roads-transport/public/bus-service-improvement-plan>.

Why are these changes happening?

Since 2014, the number of journeys people make in our region has been dropping, and we want to help people use the bus more. The Bus Service Improvement Plan (BSIP) is designed to improve local bus services in East Sussex by making buses more reliable and easier to use.

We want to make it easier and more pleasant for people to use the bus in East Sussex. We are working to provide better quality bus services that offer:

- a frequent choice
- reduce congestion
- make a positive contribution to better air quality and decarbonisation

As part of that commitment, we have been working to design changes to our roads to make it easier for buses to move through Eastbourne.

What are the benefits?

Every day, 269 buses spread across 9 different bus services carry over 2,000 passengers along Seaside and St Anthony's Avenue. Current congestion along Seaside and St Anthony's Avenue makes it difficult to guarantee that these buses can arrive on time and for the people using them to rely on buses for their day to day journeys.

With the revised proposal, we expect the bus journey time along Seaside and St Anthony's Avenue to decrease by up to 7 minutes per bus trip at the most congested times. Across the whole week there would be an accumulated weekly total of 76 hours of journey time





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savings for buses with over 14,000 passengers per week benefitting from these time savings.

We've divided the 76 hours of savings by 14,000 passengers and get a total of 20 seconds of time savings per passenger. Where does the figure of 7 minutes come from?

To see a full breakdown of how our bus journey time savings for buses were reached, please [click here](#) to view a more detailed breakdown of the figures.

Please note that the estimated journey time savings are calculated per bus and are not linked to the number of passengers onboard.

What bus services will be impacted?

Eastbound bus lane - Seaside

Services 1, 1A, 1X, 5, 5A, 51, 54, 501 and LOOP
Operating from 6.20am to 11:53pm (Mon to Fri)

Period	Number of Buses
Mon to Fri	172
Sat	166
Sun	110
Weekly	1,136

Westbound bus lane - St Anthony's Avenue

Services 1, 1A, 1X, 5
Operating from 5.50am to 11:30pm (Mon to Fri)

Period	Number of Buses
Mon to Fri	97
Sat	94
Sun	55
Weekly	634

Where is the money coming from for these changes?

East Sussex County Council received £41.4m of funding from the Department for Transport for the East Sussex Bus Service Improvement Plan (BSIP), which aims to improve bus services in our area.

Couldn't we spend the money on urgent local issues?

This money has been given to us by the Department for Transport specifically to improve bus services. We can't use it for any other purpose. Funding for other issues comes from other budgets.





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When will the proposals 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 start in late 2024. Following this, we'll develop a construction programme.

Why are you adding a bus lane?

Adding a bus lane on Seaside and St Anthony's Avenue will ease the current congestion that holds up cars and buses.

Cars will be able to move along the road without stopping when buses stop for passengers, and buses will be able to move without getting caught in traffic jams. This will improve traffic for everybody on the road, including cyclists.

Why are you taking away parking spaces?

To fit in a bus lane we need more space on the road, which means adjusting the number of car parking spaces offered along the route.

We have kept as many spaces as possible and added a small number where we can. We have also performed studies to check how many people are using the parking through the day to make sure we won't be making life harder for local people.

Who can use the bus lane?

The bus lane will be in operation 24 hours a day. The eastbound bus lane on Seaside will be marked for buses only and the westbound bus lane on St Anthony's Avenue will be marked as a shared bus and cycle lane. This is because the westbound bus lane on St Anthony's is wider. Taxis will not be permitted to use the bus lanes.

Emergency vehicles can use a bus lane when on an emergency call and an ambulance/fire tender/police car can park in the bus lane to attend an emergency outside a property or business.

The proposed bus lane is across my drive, will I be penalised for crossing a bus lane?

Drivers will be permitted to cross over the bus lane to access their driveways. No parking will be permitted in the bus lanes.

Why are you removing central islands?

We're removing central islands to allow the bus lane to flow freely. Where we have taken out a central reservation, we've upgraded crossings or made sure there are other crossings nearby.

What about the 'build-outs'?

There are only two current build-outs within the proposed scheme area. One is outside DB Domestic and the other outside the Alexandra Arms. The one outside the Alexandra Arms is proposed to be removed to enable provision of the bus lane and retain existing parking spaces. The build-out outside DB Domestic is to remain exactly as it is at present.





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The purpose of these type of build-outs is to provide extra footway space for bus shelters and pedestrians to wait for buses whilst also easing the departure from the stop for buses. It is found where these buildouts don't exist, buses can be delayed by general traffic who do not allow them to safely depart by continuing to make overtaking manoeuvres.

Build-outs can also act to protect the availability of parking spaces. Removing build-outs mean that some parking spaces would need to be removed to allow more space for the bus to pull into the bus stop and then back out again into the general traffic lane. For build-outs near a junction on existing double yellow lines, this can serve to improve visibility for cars existing junctions and reduce crossing times for pedestrians and provide protection for cars parking in adjacent parking bays.

Won't removing right hand turn lanes make traffic worse?

We're removing right hand turn lanes to make more space for the bus lane. We have been able to widen the lane where there were right hand turn lanes, so traffic will still be able to pass vehicles waiting to turn. You can see where this is happening on the maps of the proposals.

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

At this stage it is anticipated that the construction works can take place within the existing highway boundary maintained by East Sussex County Council as the Local Highway Authority.

What standards are the proposals being designed to?

The westbound bus lane on St Anthony's Avenue will be wide enough to accommodate buses and cyclists as it meets the minimum widths as set out in the Government [Local Transport Note 1/20: Cycle Infrastructure Design](#).

We have considered the impact of the scheme on all road users to make sure everyone's needs are met, balancing car users' needs with quicker and more reliable bus journeys, as well as safer journeys for cyclists, walkers and wheelchair users.

We have conducted a Road Safety Assessment and we will be conducting a full Road Safety Audit to make sure that the design is safe for all road users.

Will any trees be impacted?

We have worked during the design process to minimise tree removals. A single tree on the corner of Seaside/Whitley Road is likely to need to be removed.

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.





The consultation

Why are you doing a second round of consultation?

In 2023 we held consultations with local people about a package of bus priority schemes. Feedback on the design for Seaside and St Anthony's Avenue raised concerns about this specific proposal. We listened to that feedback and revised the design, and now we want to hear your views on the new proposal.

How have you been promoting the consultation?

We're keen to make sure as many people as possible hear about the consultation, so we have:

- Sent a flyer to 1,500 properties and businesses around the area where the bus priority proposals would be implemented
- Featured the consultation on social media
- Arranged three in-person consultation events:
 - Saturday 20th July: 10 am - 1pm at St Andrew's Parish Hall, BN22 7RY
 - Monday 22nd July: 12 pm - 3pm at St Anthony's Centre, BN23 6NH
 - Tuesday 30th July: 5pm - 8pm at St Andrew's Parish Hall, BN22 7RY

How do I tell you what I think?

You can fill in the survey here: <https://bit.ly/EastbourneBSIP>



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 inform the detailed design stage.

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



Glossary of Terms



Bus Lane

A bus lane is a traffic lane that is restricted to buses 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.



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.

Appendix C:
Details sheets for 'Suggestions' codes



204: Suggest providing improved / additional crossings for pedestrians and cyclists

Don't think the road is big enough for a bus lane but would like a crossing Lesley street

1) Reconsider the decision on the Seaside eastbound bus lane not to allow cycles. Moving cycles away from the kerb to the far lane will result in undertaking by buses and overtaking by cars.

2) Reinstate the idea of a cycle route crossing the St Anthony's Avenue arm of the Seaside roundabout. [See image] So that cyclists have a route along all of Lottbridge Drive using a toucan crossing. This also connects to the safer Horsey Sewer cycle route

3) East Sussex County Council to give a higher priority to the proposed Seafront cycle route as mitigation for the lack of a safe route on Seaside

A cycle route crossing should be reinstate on the roundabout.

The St Andrews Church crossing needs to be updated as the existing zebra crossing is not maintained, i.e. the white lines are never painted and lamps not bright enough, creating poor visibility of the crossing for motorists when it's dark.

Although an extra pedestrian crossing to the south of seaside roundabout would be good.

For crossing points however I do however believe that more crossing points for cycling should be implemented, especially around Seaside roundabout where National Cycle Route 21 crosses the junction, but there is a gap in cycle infrastructure. A crossing point for cyclists on the St Anthony's Avenue arm of Langney Roundabout should also be provided to allow cyclists to safely access the westbound bus lane.

There should be reconsideration of a cycle route with a toucan/parallel crossing across the St. Anthony's arm of the Seaside roundabout to continue along Lottbridge Drive and to connect to the Horsey Sewer route.

205: Suggest providing allocated parking for residents

NONE RECEIVED

206: Suggest implementing parking controls / restricted parking

Don't really park anywhere on seaside

I support bus lanes as these make it easier for all. Not sure putting in more parking helps though as people down seaside don't know how to park anyway. always double parking up by the takeaways .

207: Suggest making changes to Tesco / Seaside roundabout

As I drive in a car and on public transport. I think if they sort out Tesco seaside roundabout with yellow boxes or even peak time traffic lights and reopen the eastbound slip road and move the lights just on Lottbridge drive. These lights was why the eastbound slip road was closed too many bumps.

There is already a pedestrian crossing at Lidl at seaside roundabout, at co-op and a zebra crossing right by the school, the buses are cancelled on a regular basis, this will cause more traffic and potentially delay the buses just as much with drivers not wanting to let them filter back into the road after the bus lane ends, most of the congestion caused is by pedestrian lights being so close to a roundabout, not having keep clear markings on roundabout so drivers don't block the roundabout, the stick out bus stops.

remove the blocked filter lane from Seaside turning left towards Tesco and both these actions will improve traffic flow away from Seaside.

Anyone who actually goes to this area or uses it will see that the issues is the seaside roundabout. it's not big enough for the volume of traffic. however this could be greatly alleviated with having the cars not stop on roundabout and block all lanes. this could be done by some yellow hatch markings but mainly by allowing traffic going westbound from this roundabout not getting stuck behind the bus that stops outside the alexander pub. there is not enough room (there actually is but very little people like to drive on wrong side of road when there's traffic there unsurprisingly) to go round this bus as the bus stop protrudes into the road (it's a very silly design). much better as a trial run, get rid of couple parking spaces before this bus stop, let the bus stop where these spaces were and therefore not come out into road so much, traffic goes round and everything flows much better.

Crossing to other side of Northbourne road, this will allow traffic from Tesco roundabout to turn right into Northbourne road. Remove crossing other side of Roundabout as this will cause hold ups on the approach to the roundabout from the east

The existing crossing that is moving on the seaside roundabout is shown on the drawings as a pedestrian crossing but the in the text as for both cycling and walking. This needs to be a Toucan and is part of NCN 21.

My concerns are that you are removing the safety island in the middle of the zebra crossing by Finmere Road! This is a very well used crossing that has already seen multiple near misses and accidents. The 2 new pedestrian crossings at the seaside roundabout must be staggered with shorter crossing times to avoid long delays for traffic? The 2 existing bus stops westbound from Seaside roundabout cause terrible congestion but these are not being reduced back to the pavement! Retaining parking opposite the Alexandra Arms and with the bus stop jutting into the carriageway will cause a pinch point for traffic. This will not reduced delays westbound.

I am in favour of traffic improvements in principle but these areas must still be addressed.

The traffic needs to keep moving. Its often backs up to the Seaside roundabout and stops traffic moving across the roundabout too - gets snarled up quickly

I suspect that any benefit to having an eastbound bus lane in Seaside will be totally negated by moving the 'Tesco' pedestrian crossing nearer to the Seaside Roundabout as well as having another pedestrian crossing immediately east of the Roundabout! Currently, whenever I travel by eastbound bus along this road, the only time there is any gridlock is when traffic is backing-up from Seaside Roundabout! A young lady at one of your events said that the bus lane would by-pass such a grid lock!

However, approaching the roundabout, as the left hand lane is left turn into Lottbridge Drive, Buses need to pull across into the right hand lane, and then negotiate the roundabout, whether going straight on to St Anthony's Avenue or turning right to the southern section of Lottbridge Drive.

With the new proposed pedestrian crossings layout, whenever these pedestrian crossing are in use, there is nowhere for traffic to go whilst negotiating the roundabout, so buses, once they have been able to move across into the right hand lane, will be caught up in the ensuing gridlock, and the advantage of having a bus lane will be lost!"

Traffic turning right from Lottbridge Drive North, quite often has difficulty in filtering onto the left lane of the roundabout. Traffic turning right from Seaside/St Anthony's Avenue is then blocked from turning right. The built out bus stop between Fort Road and Myrtle Road adds to the problem of bus/traffic delays. By increasing the width of the 2 lanes on Seaside roundabout and removing the built out section of the bus stop would help decrease congestion and smooth traffic flow on Seaside roundabout, reducing traffic jams on both the approaches and exits to the roundabouts. This would surely reduce bus journey times and do away with the need for a costly, disruptive and unwanted bus lane.

I feel it would better serve traffic flow to change Seaside roundabout at Lottbridge Drive to traffic light controlled crossroads.

I think the bus lane is not going to solve the traffic problems in this area. A better solution would be to change Seaside roundabout at the end of Lottbridge Drive to a crossroads with traffic light control

I've never experienced very long delays ,the only bad design is the build out bus stop at the Alexandra arms pub in seaside ,the road is not wide enough to pass a parked bus and traffic builds up to seaside roundabout and up Lottbridge drove to sovereign centre .Money would be better spent to either widen /remove parking here or doing away with the bus stop altogether and moving it to a wider part of seaside .That way the traffic will flow better and the buses will travel quicker too . It would also be an easier design and save money to be better spent elsewhere

The main cause of all the flow of traffic in this area is the Seaside roundabout, near Tesco, as this should be traffic light controlled as this would help to keep traffic moving fairly.

208: Suggest traffic signals need to be added to proposal

The main priority in this plan would be to put traffic lights on Lottbridge drove coming from Tesco towards sovereign centre and the other side from KFC towards Tesco. This is a VERY BUSY crossing for children going and coming from schools. Only 3 people have died in the last 7 years. How many more before that part of the road becomes a priority?

The traffic especially weekday mornings is caused by Lottbridge roundabout buildup- have some common sense and put traffic lines controlling this.

Residents, local businesses and those using St Anthony's Avenue and Seaside do not need the added inconvenience of a bus lane. This complete waste of public money that should be better used elsewhere. A proper cycle lane with a kerb (not a painted line) would be a better use of the money. What this thoroughfare requires is the complete removal of Birds Eye Roundabout (Seaside Roundabout) and replaced with traffic light controlled cross roads. Placing traffic signal controlled pedestrian crossings immediately after a roundabout is dangerous and a health & safety issue when traffic backs up on the actual roundabout. Less bus stops (currently every 50 yards) would also speed up traffic and bus times!

I feel it would better serve traffic flow to change Seaside roundabout at Lottbridge Drive to traffic light controlled crossroads.

If you were to put a set of traffic light at Southbourne rd and put a crossing attached and remove existing crossings between Southbourne and the Langley roundabout this would speed up traffic

Seaside roundabout has passed its usefulness and needs to be replaced with traffic lights. Roundabouts are very good if traffic flows equally in all directions, but in this case the traffic coming from Lottbridge Drove blocks traffic heading west into town as much less flows east which causes huge delays heading from Langney.

The main cause of all the flow of traffic in this area is the Seaside roundabout, near Tesco, as this should be traffic light controlled as this would help to keep traffic moving fairly.

The proposals objectives are weakened by the lack of priority signalling at Whitley Road junction and absence of redesigned roundabouts at Langney and seaside roundabouts that would benefit pedestrians, cyclists and buses

211: Bus improvement proposals should be in another area

We need more cycle lanes - and St Anthony's Avenue is not congested - Seaside is

Kings drive coming in to town is a wider road where parking could be taken away as the large houses there all have drives!

Would it not be better to start the eastbound bus lane a bit further down the road by the Archery playground and youth club, and keep the right turn lane into Churchdale Road, this much more sense.

My proposals would include the whole of the seaside up to Cavendish Place, which would improve traffic flow and be for all who live, work trade, use the Seaside not just a small minority who use buses,

Has princes road been looked at for an alternative route as the road is wide and has less impact on residents and parking . Using princes Road would spread the load from seaside . Just an idea . Thank you for the opportunity to have a view .

213: Suggest that crossing islands shouldn't be removed

Concern about removing the safety island in the middle of the zebra crossing by Finmere Road

Appendix D:
Codes applied to email correspondence



Email correspondence codes	Count
Oppose loss of parking spaces / not enough spaces / loss of space for loading	28
Do not support the proposals (nothing else said)	26
Concerned that lack of parking may impact on livelihood / local businesses	25
Proposals will lead to more traffic congestion / make it worse	23
Proposals will cost too much / be too expensive / waste of money	18
Proposals won't make any difference / aren't needed etc.	15
Suggest modifying bus stops to reduce queues (i.e. need layby bus stops / get rid of 'stand out' bus stops)	15
The road isn't wide enough / turning vehicles will cause delays (incl. with removal of right turns)	12
Suggest that crossing islands shouldn't be removed (Add to details sheet if location given)	12
Concern that proposals will devalue property	12
Concerned about impact of scheme on emergency services (police, ambulance, fire etc.)	11
Request for information / query	11
Question about predicted bus journey time savings	11
Criticism of consultation (events, timings, venues, lack of advertising etc.)	9
Support the proposals / good idea / no concerns	7
Proposals will be worse for the environment / worse air quality	7
Concerned that lack of parking may cause more parking on side streets	7
Question about design layout (parking bays)	7
Concerned about potential impact on elderly users / older people	6
Criticism of East Sussex County Council	6
Fault with questionnaire / website	6
Suggest more reliable buses (i.e. fewer cancelled services)	5
Concerned about potential impact on young people / children	5
Criticism of consultation materials (maps, website, questionnaire)	5
General correspondence	5

Question about projected impact on traffic / congestion	5
Money should be spent elsewhere (no details)	4
Concerned that lack of parking may cause inconsiderate parking (e.g. blocking footways, drives etc.)	4
Question about environmental modelling	4
Support, plans will increase bus use / more people will use the bus	3
Suggest improvements to bus services (no details)	3
Concerned that lack of parking may make school pick-up/drop-off difficult	3
Consider consultation is pointless (will go ahead regardless / box ticking exercise)	3
Proposals are penalising car drivers / war on the motorist	3
Non-relevant comment	3
Question about design layout (bus lanes)	3
Question about design layout (crossings)	3
Support, will be better for the environment / better air quality	2
Support, plans will make bus journey times more reliable (i.e. run on time / fewer delays)	2
Suggest improvements to road infrastructure (maintenance, repairs etc.)	2
Suggest that cyclists should be able to use bus lanes	2
Suggest investment in low emission buses	2
Concerned that the proposals may reduce safety (i.e. dangerous for people while crossing etc.)	2
Concerned about potential impact on wheeled users (wheelchairs / buggies / mobility scooters)	2
Concerned about impact on cyclists (e.g. lack of space / proximity of vehicles etc.)	2
Concerned about impact on access to medical facilities (hospital / GP / doctors)	2
Question about project finances	2
Support, plans will make bus journey times quicker	1
Support, parking proposals make sense / plenty of parking available	1
Support, proposals will enhance safety for pedestrians and road users	1
Proposals aren't as good as before / previous proposals were better	1

Active travel proposals (cycle routes) don't link up / are disconnected / lack of access points	1
Suggest improvements to cycle routes (maintenance, provision etc.)	1
Bus improvement proposals should be in another area (Add to details sheet if location given)	1
Suggest shortening bus lane	1
Suggest making changes to Lottbridge roundabout	1
Suggest cheaper bus fares	1
Suggest buses that finish later	1
Concerned that construction will be disruptive (noise, dust etc.)	1
Concerned that proposed changes to road layout will lead to rat-running (i.e. diverting to alternative routes)	1
Question about design layout (cycle lanes)	1

