

# Upper Shoreham Road A270 EAFT/ATF Pop-Up Scheme



## The case for retaining the scheme

Shoreham-By-Cycle, November 2020

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This document comprises a range of data, evidence and perspectives that are intended to inform discussion of the EAFT/ATF scheme in Shoreham-by-Sea and its proposed removal.

Shoreham-By-Cycle is a community group with an aim of working with councils and other bodies to make cycling an easier, safer and more enjoyable option for everyday journeys in and around Shoreham-by-Sea and the wider Adur district.

- **Overview of Shoreham-By-Cycle's position**
- **Premature evaluation and decision**  
(Re: "Whether the scheme been given enough time to operate in order to make an informed decision")
- **Undercounting of cycle traffic**  
(Re: "How data and engagement information has been collected and considered to inform this decision, given that the scheme is still being implemented.")
- **Dramatic growth in Upper Shoreham Road cycle traffic**
- **Shoreham's cycle traffic compared to other West Sussex schemes**
- **Benefits of the scheme for local people**  
(Re: "How the impact of removal of the scheme has been assessed, particularly in terms of the safety of all road users (including cyclists) and also in terms of air quality and carbon footprint.")
- **Negligible effect on driving and parking**
- **Reduced pavement cycling**
- **Consultation and communication**  
(Re: "What consideration has been given to how consultation and communication could be improved in the future, ensuring that a range opinions are gathered at different stages of such high profile schemes (given that views are likely to change over time)")
- **Improvement, not removal**  
(Re: "What consideration has been given to how the scheme could be improved")
- **Appendix 1 - Supporting quotes from the community**
- **Appendix 2 - Calculations**
- **Appendix 3 - Images**
- **Appendix 4 - Selection of public comments from social media**
- **Appendix 5 - Extracts from relevant WSCC strategy documents**

## Overview of Shoreham-By-Cycle's position

The installation of pop-up cycle lanes along Upper Shoreham Road has enabled measurable positive change for the people of Shoreham-by-Sea - with negligible drawbacks. A marked and noticeable **difference can be observed when Shoreham is compared to EATF schemes in other West Sussex towns** - both in terms of public reception and in measured outcomes.

Journeys to school, to work, to shops, and for leisure have all been enabled, as people previously wary of cycling begin to embrace a positive choice that has been made easier and safer for them - thanks to the work of WSCC and funding from DfT.

The **Upper Shoreham Road EATF scheme has been recognised in WSCC's own report as a success, in terms of its impressive usage numbers and its absence of disruption to other road users.** This initial promise suggests a realistic trial period is needed, as befits a behaviour-changing project such as this - a period of several months at least. We understand 18 months to be the kind of timespan considered usual for such processes.

A more realistic test period would allow the people of Shoreham to continue their exploration of changed travel habits, and would enable WSCC to conduct prolonged evaluation and improvement - for the benefit of Shoreham and of all areas of West Sussex where fully informed evidence-driven design has the potential to improve access to cycling.

Following a reasonable period of testing, a longer-term decision should of course be made about conversion into an improved, fully permanent facility, but it is too early for such a decision to be made, while Shoreham's scheme still awaits completion and is bringing such positive, immediate benefit to the people of Shoreham.

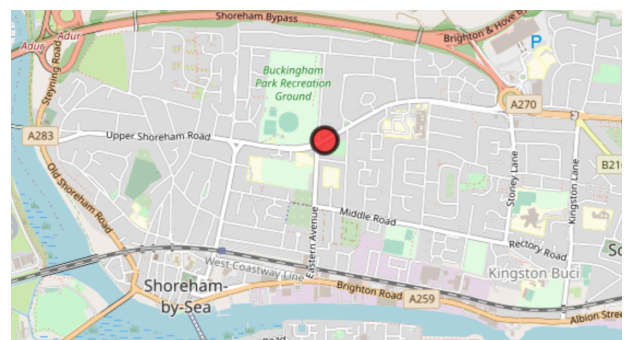
## Premature evaluation and decision

WSCC's 'six-week review' of the project took place before construction of the scheme's major elements was complete. The 25 September completion date shown on WSCC's technical report is incorrect. Rather than just small details, whole sections were incomplete at this date - most notably an important section of around 200m (to the east of the Amsterdam pub) that remains, at time of writing, unstarted, dangerous and devoid of any of the planned cycle lane. Evidence of this is shown in Appendix 3.2. It is unreasonable to base decisions on a review conducted so prematurely.

## Undercounting of cycle traffic

Placement of traffic-counting equipment can only record cycles or vehicles passing at a particular spot, and cannot detect all journeys made along parts of Upper Shoreham Road.

Placement of WSCC's singular set of equipment, to the east of Eastern Avenue, **misses many of Upper Shoreham Road's cycle journeys**, particularly a considerable volume of travel to the area's schools - typified by journeys along the western half of Upper Shoreham Road, and adjoining Eastern Avenue.



Our own traffic counting and calculation suggests a ratio of 1:1.64 between WSCC's official measurements at the east of the scheme, and observed cycle traffic at the busier western end. This 1.64 multiplier can be used to better understand and estimate the levels of cycle traffic on Upper Shoreham Road's more popular stretch. Our calculations are shown in Appendix 2.1 (see adjusted numbers in following section).

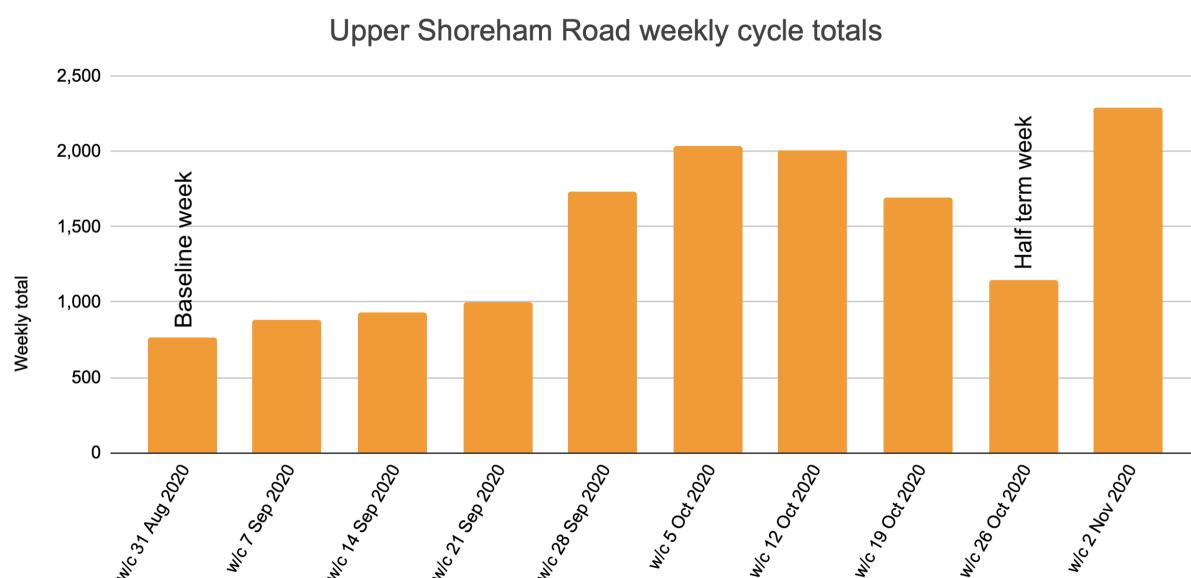
## Dramatic growth in Upper Shoreham Road cycle traffic

*"The numbers of cyclists per week utilising this part of the scheme has increased from 800 cycle movements per week to a peak of 2000 cycle movements during the weeks of 5th of October and 12th of October."*

- WSCC technical report

*"The number of cycle movements across the cycle lanes has significantly increased with minimal changes to the total number of vehicle movements through the same areas."*

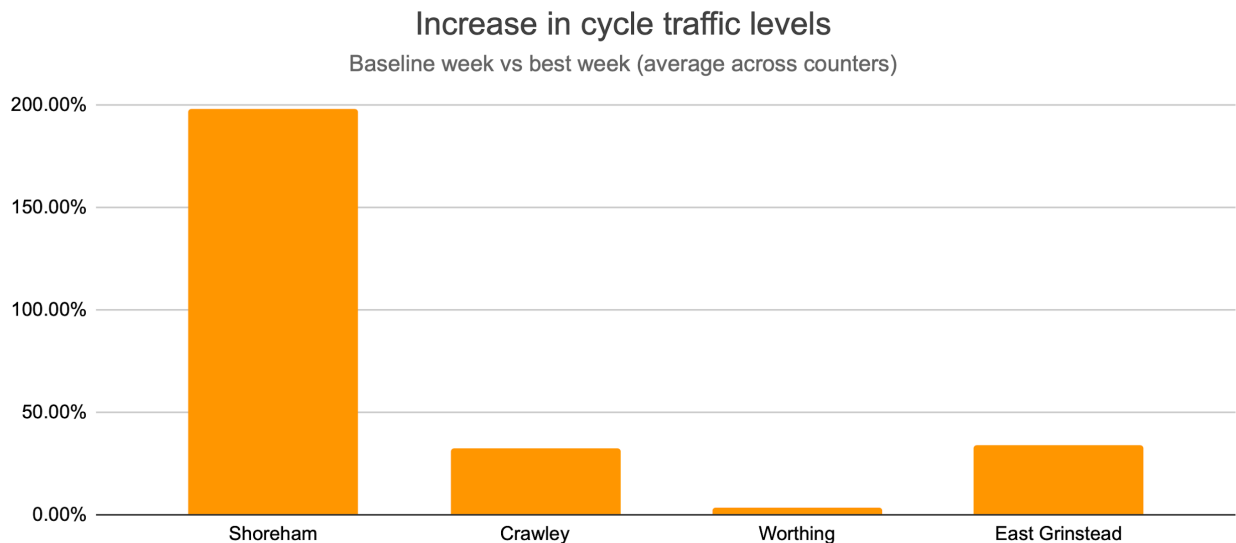
- WSCC technical report



- **Busiest week: 2,289 cycle journeys** recorded (suggested adjustment using 1:1.64 ratio gives 3,754)
- **Busiest day: 449 cycle journeys** recorded (suggested adjustment using 1:1.64 ratio gives 736)
- Most weeks since late September show a doubling of cycle traffic (compared to initial baseline numbers).
- Some recent weeks show a **trebling of cycle traffic** (compared to initial baseline numbers).
- A dip in numbers during school half term (w/c 26 Oct) indicates the extent to which the scheme has enabled school journeys for parents and children.
- These numbers evidence success in October and November. It is fair to anticipate even greater numbers as the weather improves in the spring of 2021 and beyond.

## Shoreham's cycle traffic compared to other West Sussex schemes

While usage numbers of other West Sussex EATF schemes show modest increases in cycle traffic, the numbers in Shoreham show a dramatic increase, according to data from WSCC traffic counters.



## Benefits of the scheme for local people

Interviews and feedback from the people of Shoreham capture the dramatic effect this scheme has had on the lives and routines of people making short journeys around their town.

In our qualitative research, key themes have included:

- Enhanced safety and confidence for children
- Increased frequency of cycle journeys
- Reduced reliance on cars
- New possibilities for commuting and everyday journeys
- Wide diversity of users (notably age, gender, disability and purpose of journey)







Further quotes and images from this research can be found in Appendix 3.1, or can be viewed online: <https://photos.app.goo.gl/j1SDR4bUkNBnLs6f7>

This **short video** - 'Welcome to Upper Shoreham Road' - expresses more fully what a positive impact the scheme has had in Shoreham:

<https://youtu.be/IYeMoeTNw0Q>

Extracts from this video have been used by the Department for Transport, as part of its announcement of ATF Phase 2 funding.

<https://youtu.be/bwBIYmTE9UQ>



*"More parents and pupils are walking and/or cycling to school, which should positively impact local air quality."*

- WSCC Technical Report

*"The positive comments have been the highest for any [WSCC pop-up cycle lane] scheme implemented."*

- WSCC Technical Report

We receive an enormous amount of comments from the public, via email and social media, supporting the cycle lanes and questioning their removal. Samples of this commentary can be found in Appendix 4.

## Negligible effect on driving and parking

Some Upper Shoreham Road residents have expressed concerns regarding a perceived **loss of parking space**, while others do not mind the change. We acknowledge some loss of convenience for residents who like to park cars at the kerbside, though our survey shows virtually all houses on Upper Shoreham Road have their own off-street space for parking.

- Of 338 houses on Upper Shoreham Road, 332 (98%) of them have driveways and/or garages, of which around 97% have space for multiple vehicles.

*"As a resident on Upper Shoreham Road I agree that any minor inconvenience of no longer being able to park outside my house is more than made up for by the benefits of the cycle lane. I have used it both on my own and with my children."*

- Phil Barber - local resident, via Facebook

WSCC's tests of driving times have shown that there has been **no measurable slowing of driving** times along Upper Shoreham Road - as befits a scheme that has not reduced the number or capacity of general traffic lanes.

*"Vehicle speeds through the monitored areas, over a 24-hour period, are unchanged by the scheme."*  
- WSCC Technical Report

**Delivery drivers and refuse collection** drivers have changed some of their practices. Given the generous width of Upper Shoreham Road, most have found it practicable to stop briefly outside the orange wands, with overtaking vehicles still having plenty of space to perform a safe manoeuvre. In some situations, this has become easier than before the installation, since previously parked cars are no longer occupying road space.



*"Although concerns have often been raised by the public regarding emergency vehicles being unable to navigate the scheme at busy periods, this does not reflect the regular feedback from the Emergency Services."*

- WSCC Technical Report

Without kerbside parking, there is now **greater visibility for residents pulling out of driveways**, enhancing safety.



## Reduced pavement cycling

With improved conditions for cycling, we have monitored incidence of pavement cycling, which has been observed to reduce to just 25% of previous levels when cycle lanes are present. Understandably, where cycle infrastructure is blocked by roadworks or by parked cars, this benefit is only partially observed. Pavement cycling is between three and five times more likely to occur where a cycle lane is not available.

Levels of pavement cycling on Upper Shoreham Road (western area):

- With no cycle lane - **23%**
- With cycle lane, but blocked by roadworks or parked cars - **16.6%**
- With a clear, unobstructed cycle lane - **5.8%**

(Based on surveys conducted on Upper Shoreham Road in July 2020 and November 2020)

## Consultation and communication

There has been public criticism of WSCC's consultation and communication over the admittedly rapid timespan of this project. We appreciate the time constraints placed upon officers, but would agree with some criticisms - particularly around the extent of communication with Upper Shoreham Road residents, and the use of a feedback survey containing questions that were ambiguous or that biased conclusions towards a negative outcome.

We know WSCC recognises that, given more time, a longer, more thorough consultation process would have been preferable. However, we argue that this in itself does not constitute grounds for removal of this scheme. Even with its admittedly imperfect consultation process, the scheme is bringing clear, measurable, immediate benefit, and **premature removal would not remedy the reasonable criticism that has been received regarding consultation and communication.**

## Improvement, not removal

Long-term improvement, to create a scheme fully compliant with the Department for Transport's recent LTN 1/20 design guidance, and more **visually attractive**, would of course take considerable time, research and resources.

However, we are not aware that any meaningful exploration has taken place of short-term, quickly achievable improvements that would address criticisms and improve this scheme's immediate safety and coherence.

These achievable, short-term improvements could include, but would not be limited to:

- Lane width
- Junction detail and signage
- Onward transition at each end of the scheme (crossing the A283 to the west, and integrating into Old Shoreham Road to the east)
- 'Floating parking' to enable increased parking in key locations - alongside cycle lanes (as used in Brighton & Hove)

Though the scheme as it stands has admitted imperfections, and falls short of compliance with LTN 1/20, it still represents a significant safety improvement for cycling on Upper Shoreham Road.

**Removal of the scheme on the grounds of its current imperfections would therefore not be conducive to safety, air quality or the carbon footprint of local travel in Shoreham-by-Sea.**

## Appendix 1 - Supporting comments from the community

### **Sir Robert Woodard Academy, Lancing – Kieran Scanlon, Principal**

"We are raising a generation that understands the need to tackle climate change. We have a responsibility to do everything in our power to support them. Maintaining the cycle lanes will not only make cycling to school a realistic option for families, it will demonstrate that we understand what is meant by the Native American Proverb, *'We do not inherit the land from our ancestors, we borrow it from our children.'*"

### **Swiss Gardens Primary School – Alastair Reid, Chairman of Governors**

"The cycle lanes in Shoreham have been a huge safety and infrastructure improvement for our town. I am hugely disappointed that WSCC has taken the decision to remove them."

### **Shoreham Academy – Karen Shaw, Safety Officer**

"The cycle lanes have been a huge success in Shoreham. All the roads are extremely busy around the Academy. I am in full support of keeping the cycle lanes, as students use them and this would help ensure their safety. Many more would be greatly welcomed."

### **Future of Adur Schools Team (FAST)**

"We would strongly urge you to do all you can to reverse this decision, that clearly has no basis in merit."

### **3rd Shoreham Sea Scouts – Julian Cosson, Chairman**

"Removal of the cycle lanes would definitely have serious adverse effects. There is room for the cycle lanes and they should be given adequate chance to be used before a decision is made on their future."

### **The Shoreham Society**

"Surprise, puzzlement and very mixed reactions have greeted the decision to remove the new pop-up cycle lanes. In our own public consultation earlier this year about the Shoreham Society's future priorities, a large majority of the 668 respondents felt there were not enough safe local cycling routes."

"Unless we can encourage a reduction in car usage we will inevitably endure worsening traffic congestion, irreversible environmental damage and a soaring public health crisis. The Upper Shoreham Road lanes confirmed that providing safer cycling facilities really does encourage people who are able to cycle to do more journeys by bike rather than using their cars."

### **Bricycles – Chris Williams, Campaigns Officer**

"I'm writing on behalf of cyclists in Brighton and Hove, many of whom regularly use Upper Shoreham Road, to say how utterly aghast we are with WSCC's decision to rip out a successful temporary cycle lane before it's even completed."

"We're calling on Shoreham's decision-makers to rethink this, for the good of the people of Shoreham and neighbouring towns who use the road network."

### **Cycling UK – Becky Reynolds, Local Representative**

"Cycling UK urge you to reconsider, and instead of prematurely removing this successful cycling experiment, to use the remaining time to refine and improve the final design."

**West Sussex Cycle Forum – Geoff Farrell, Chair**

"The decision by the Cabinet Member for Highways to remove all but one of the seven Government-funded so-called pop-up cycle lanes in West Sussex, is regrettable and short-sighted. Of the six, the Shoreham scheme received the most praise and the least criticism. On that basis alone, the decision to remove should be reversed."

**Shoreham Beach Residents Association – Joshua Baxendale, committee member**

"The cycle lanes in Upper Shoreham Road have been a great success. They have increased cycling numbers and caused no disruption to traffic flow or congestion. We need to do more to enable people to avoid public transport and use active transport in the years to come. Removing the lanes before they have finished being installed or even had a bedding-in process would be a mistake."

**Church of the Good Shepherd, Shoreham Beach – Revd Jane Bartlett, Associate Vicar**

"I hope the bike lanes can be given a proper chance to prove themselves. It takes time for people to change their travelling habits - there needs to be encouragement and education. For me, the bike lanes have been something positive to come out of this difficult time. It is essential that we find carbon-free ways to travel. The climate emergency is real and we have to respond. Cycling is also brilliant for the health, so there are other benefits. Safe cycling routes will give people an alternative way of getting around. This takes cars off the road leaving more space for those who need to drive, like the disabled. This is our opportunity to make a positive change for future generations. I'd love to see Shoreham take the lead."

**AREA (Adur Residents Environmental Action) – Barb O'Kelly**

"Removing the Shoreham cycle lane would go against the government declaration of a climate emergency. The more that people leave their cars at home, including parents who drive their children to school, the better the air quality. In the most recent edition of the WSCC magazine Connections an article headed 'A healthier way to get to school' stated families and older children who could walk or cycle to school are being encouraged to leave the car behind. Removing the cycle lane contradicts this."

**Adur Green Party**

"The Shoreham-by-Sea cycle lane is being used more and more, helping people live healthier, lower carbon lives, letting our youngsters see how they can get places on their own, and showing that motorists and cyclists can safely co-exist. This trial should be continued to allow us all to learn from it, to improve it, extend it and in doing so, start to build a more locally resilient community. We must listen to those with concerns and act on them where they result in greater safety and inclusion. West Sussex County Councillors have a chance here to review the cancellation decision and in doing so to let the trial run its course in a fair, balanced way."

**CYCALL - Martine Walters, Founder**

"It is essential that our inclusive approach to cycling is reflected in the wider community approach. The USR cycle lanes are an innovative way of embracing cycling in all of its glorious forms. Many of our participants are unable to use a standard cycle path due to width restrictions. These cycle paths open up a whole new world for users of adapted bikes. I myself use an adapted bike and to be able to be visible and included alongside non-disabled cyclists is such an important factor."



## Appendix 2

### 2.1 - Comparative Analysis of the WSCC traffic counter statistics on Upper Shoreham Road

**Date and times of analysis** : 7 November 2020, 9:00 – 16:00

**Method** : Official WSCC counter statistics and monitoring / Personal counting of non-vehicle traffic via CCTV footage at secondary location

#### Executive summary

- During the test period on 7 November, the WSCC counter location is undercounting cycle trips along the Shoreham-by-Sea scheme by at least 64% over 7 hours, and as high as 110% (using the period of 12:00-13:00 – 97 trips versus 46 on the counter).
- This single counter location does not capture or reflect the nature of the route and the fact users may join and leave the route at many different points. This route serves a broad combination of those commuting, on the school run, travelling to town and the station, shopping, and cycling for leisure and exercise.
- It is recommended two further counters are added. One at the west end at the location of this test, and one further east near Buckingham road to better capture usage.

#### Data and findings

- The official WSCC counter location reported 449 cycle trips over a 24hr period on 7 November 2020.
- The official WSCC counter location reported 317 cycle trips between 9:00 and 16:00.
- A secondary test location further west near St. Nicolas Lane was selected for a comparison of volumes.
- The test location saw 520 cycle trips between 9:00 and 16:00, 64% higher than the 317 on the WSCC counter.
- Cycle demand at this test location is greater than pedestrian demand. Over the same 7 hour period fewer pedestrians were counted than cycle trips (484 pedestrians v 520 cycle trips).



|                                                | Total 7 hour comparison | 09:00-10:00 | 10:00-11:00 | 11:00-12:00 | 12:00-13:00 | 13:00-14:00 | 14:00-15:00 | 15:00-16:00 |
|------------------------------------------------|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1) Cycle no.s - official WSCC counter location | 317                     | 31          | 45          | 46          | 46          | 63          | 51          | 35          |
| 2) Cycle no.s – comparison location            | 520                     | 50          | 78          | 73          | 97          | 93          | 73          | 56          |
| Delta between counter and test location 2      | 203 / 64%               | 19/61%      | 33/73%      | 27/59%      | 51/110%     | 30/47%      | 22/43%      | 21/60%      |
| Pedestrian numbers at test location 2          | 484                     | 56          | 74          | 62          | 67          | 59          | 79          | 87          |



## Appendix 3 – IMAGES

### 3.1 - People of Upper Shoreham Road







I love the idea of the cycle lane, it's brilliant to turn right out of the side roads as a driver, as I can see all the way down, because there are no parked cars.

Maggie



Safer for my kids, my dog and me.

Anna



I wouldn't normally ride to school with my kids but with the cycle lane it feels much safer to do so.

Lucy



I didn't really cycle much because I didn't feel safe on the roads, but this cycle lane makes all the difference.

Becki



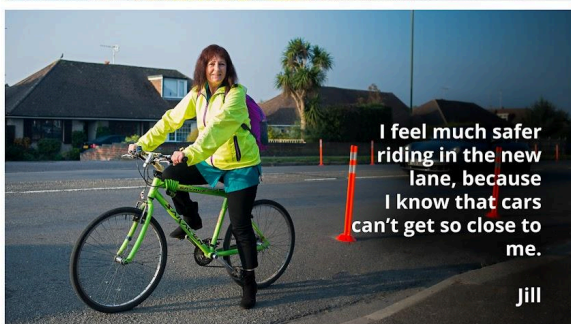
I'm testing the lane to see if I can cycle my kids to school. Anything that makes cycling safer and gets kids cycling regularly is great.

Barbra



I live in Steyning and work in Brighton. Since they've put in this and the OSR temporary lanes, I've started cycling into work again.

Alan



I feel much safer riding in the new lane, because I know that cars can't get so close to me.

Jill



Great idea as an experiment, but it needs to be part of a joined up transport policy.

Martin



The good thing for us is that it's safer for children, so I'm a happy mummy now.

Anna



I'm scared of cycling on the roads, but now these lanes are here I'm going to use them.

Joanna









It's great that the kids are using it and it'll get them off the footpaths.

Daniel



My ten year old daughter has just learnt to cycle so this lane makes it much safer for her.

Matt



I think it just makes it more accessible and more rider friendly. I feel more reassured and I've noticed more couples and families out on the lanes as well.

Dean



I'm a pensioner. I cycle into town every day, as it's easier and quicker than taking my car.

Soonyee



I cycle to get from A to B all around Shoreham. I wouldn't have cycled on this road before without the cycle lane because it was scary.

Jane



I suffer from Parkinson's disease and exercise like cycling is important for reducing the symptoms.

Henry



There's no way I would have cycled down this road before with my three year old, but the lane makes me feel safer.

Sami



I never cycled a lot until lockdown and the lane has encouraged me to cycle more and use my car less.

Adam



I'm just coming up to my 66th birthday. I've seen the mental and physical health benefits for my whole family who all cycle now.

Karen



I like that I feel safer, as it's a protected area and I'll be cycling more often than I used to, as I want to keep fit.

Caroline





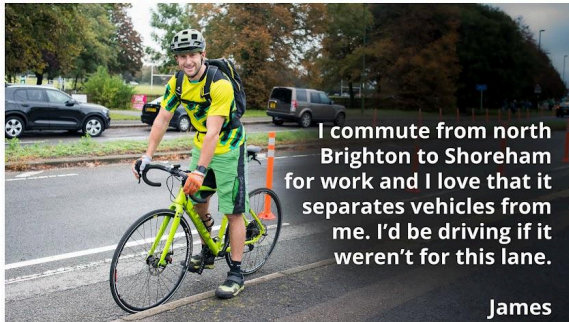
I like them from a safety aspect as I can stay on one continuous lane without cutting in and out at side roads.

Clinton



I'd never cycle along this road before with the kids to school. With the cycle lane I feel much safer.

Cathy



I commute from north Brighton to Shoreham for work and I love that it separates vehicles from me. I'd be driving if it weren't for this lane.

James



I used to avoid Upper Shoreham Road on my bike, but now it feels so safe. I know the cycle lanes aren't finished yet, so I'm keen to see if they'll help me reach the toll bridge safely.

Irv



I love it. I feel so much safer. I used to take the train from Brighton to Worthing. Now I cycle all the way in the same amount of time and I'm saving £12 a day.

Francesca



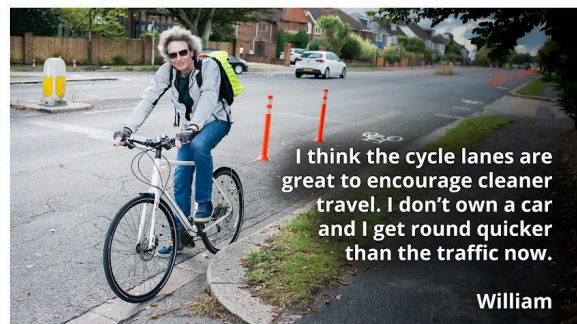
The more safe cycle lanes the better, because we need to encourage more people to cycle.

Dave



I feel a lot safer on the cycle lane, as the traffic can be quite heavy going to and from work.

Avril



I think the cycle lanes are great to encourage cleaner travel. I don't own a car and I get round quicker than the traffic now.

William



I love the new bike lane. I'm really happy with it. We don't own a car so this has been great for us.

Charlotte



These cycle lanes are safer. Not just for the adults but for the kids. Because you're not riding next to parked cars who can open their doors on you.

Chris





I never used to cycle down this road, but today I thought I'd try out the cycle lane to get to the river.

Denise



I'm off to the allotment and I like that the cycle lanes are your own cycle space on the road. You're now shielded from motor traffic.

Dennis



I like it because it encourages cycling which has to be a good thing.

Peter



I really like the lane as it makes me feel much safer, as i'm separated from the other road users.

Robin



It's amazing to get people active, encourage fewer cars on the road and to help with people's health and wellbeing.

Claire



I like the cycle lane because it's a path for bikes only and the cars can't bash you.

Pearl (Aged 8)



I love the cycle lane and can't wait for something more permanent and less patchy.

Fee



The new lane is great. The orange cones may not look the best, but you really notice them when driving.

Jj



I don't cycle but I like the cycle lanes, as I like seeing that cyclists are safe and have their own space.

Tor



I've now sold my motorbike and am using this bike to get around now. I feel safer on the roads and it's easier to get into town.

Richard





This is my first time on the cycle lane. I'm a very nervous cyclist but I feel safe behind the orange bollards.

Cindy



I like the increased safety because of separation from the traffic and I can do a continuous commute from my home to my child's school.

Cat



I think the lanes feel safer as you know that cars aren't going to cut across you.

Jackie



I like the cycle lanes because it's quick to get where I need to and it helps get you fit.

Mick



Because there is less space for cars they are travelling slower which is safer.

Jim



Usually I have to cycle on the pavements but now I have my own space.

Milo (aged 8)



I like that I can just cycle to school without having to be worried about traffic.

Flo (aged 10)



I'm delighted that we've finally got bike lanes for many reasons. It also makes it safer when you're in a car pulling out of side roads.

Philippa



I like the cycle because there's more space for bikes. It separates me from the traffic and I'm safer.

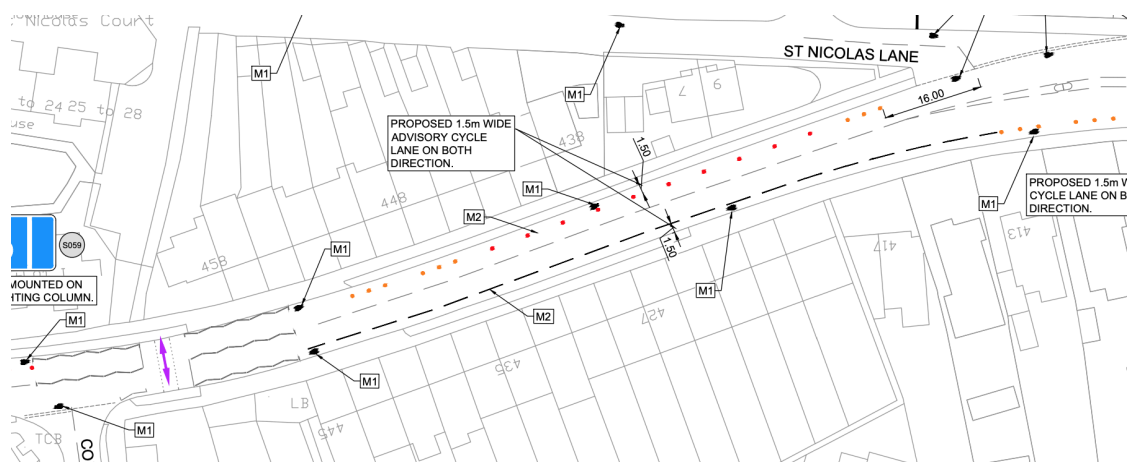
Brian



### 3.2 – Incomplete installation of cycle lane - 200m stretch west of Amsterdam pub



#### Design for this incomplete stretch of scheme



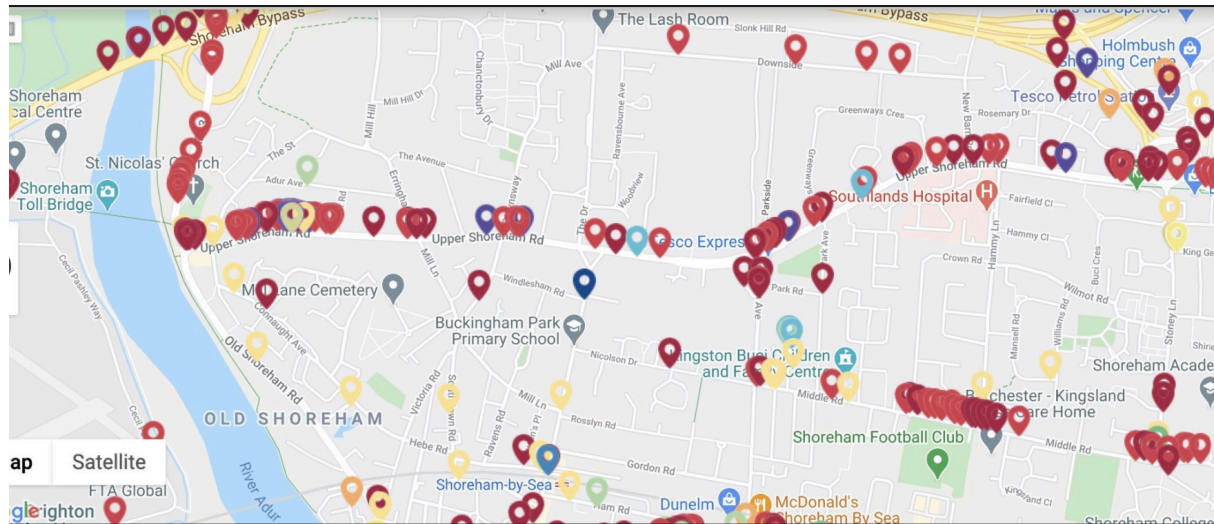
### Appendix 3.3 – Delivery, refuse and emergency vehicles





### Appendix 3.4 – Operation Crackdown reports on Upper Shoreham Road

Location of online incident reports to Sussex Police - highlighting the recognised need for Upper Shoreham Road to be made safer for people using bikes.



## Appendix 4 - Selection of public comments from social media

We receive an enormous amount of comments from the public, via email and social media, supporting the cycle lanes and questioning their removal.

Here is a small selection of recent comments:

*"As a resident on Upper Shoreham Road I agree that any minor inconvenience of no longer being able to park outside my house is more than made up for by the benefits of the cycle lane. I have used it both on my own and with my children."*

- Phil Barber, Facebook

*"This is such a shame 😞 It's been the only reason I have allowed my daughter to bike to and from school on her own because of the bike lanes, there is no way I will allow her to take her chances on the Upper Shoreham Road once all the parked cars are back. It gave me confidence to do it as well 😞"*

- Nicky Cattell, Facebook

*"Looks to me like the cycle lane is doing more good than harm. Why take it down 🙋"*

- Robert Brigden, Facebook

*"I use the route regularly both as a driver and a cyclist. After cycling both ways this weekend, I'm delighted in the improvement that last week's road marking work has made. It's now much clearer for drivers and cyclists and no longer feels squashed for either group. I know there is always more that can be done to improve things but I hope people who haven't used it for a week or so will try it again, and appreciate the changes. I think it's a big improvement and will encourage healthy activity and improved journeys for everyone."*

*"I read the council's report and I can't see how they can conclude that the scheme hasn't worked. With cyclist numbers up, traffic speeds unaffected and no problems with safety this seems a positive result and this report was written when the scheme was far from complete. It's also clear that failing to consult with residents about parking, the slow implementation and poor messaging from WSCC have made things much more difficult."*

*"After spending the public's money and patience during the implementation I hope WSCC will allow us sufficient time to enjoy the benefits and evaluate the scheme properly before a final decision is made. Spending even more money to take it out wastes all the money and the opportunity for community benefits the scheme presents."*

- Bruce Heather, Facebook

*"As a mother of three young children we use the lanes to get to school, think they are fabulous & need them to stay so we can cycle safely."*

- Joanna Aish Gale, Facebook

*"Any new cycle lane should stay in place at least 6 months for monitoring over a period of time. Any scheme will have some teething problems and people will oppose until they get used to it. 6 weeks is just not long enough to make an informed decision and fully measure benefits and impact."*

- Maggie Ch, Facebook



## Appendix 5 - Extracts from relevant WSCC strategy documents

### West Sussex Walking and Cycling Strategy

*“Making the most of active travel is important because it contributes to environmental protection, economic enhancement and improving public health. Increasing levels of walking and cycling - particularly for shorter journeys, or as part of a longer journey - will help to tackle poor air quality, which can cause or exacerbate respiratory diseases such as asthma, and tackle health problems linked with sedentary living thereby reducing NHS costs.*

*“Reducing traffic congestion will also have a positive impact on our economy as less time will be spent stuck in traffic and make West Sussex a more attractive place to live and do business. It is therefore important that we recognise walking and cycling as a key part of the transport mix, making improvements that promote these modes as the natural choice for shorter journeys.”*

Roger Elkins, WSCC Cabinet Member for Highways and Transport

[https://www.westsussex.gov.uk/media/9584/walking\\_cycling\\_strategy.pdf](https://www.westsussex.gov.uk/media/9584/walking_cycling_strategy.pdf)

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### West Sussex Climate Pledge for residents

In February 2019, Full Council passed a motion pledging to try to reach net zero carbon emissions by 2030.

*Residents are asked to pledge to:*

*Make Low Carbon Journeys*

*One of the ways you can make a big impact is by choosing sustainable transport. We are working to make modes of transport such as cycling, walking, public transport and car sharing a real alternative to the car.”*

*Local Journeys*

*Why not...*

- *Ditch the car for journeys that are less than a mile*
- *Walk or cycle to school, the shops or to work*

<https://www.westsussex.gov.uk/campaigns/make-your-climate-pledge/>

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## **West Sussex County Council Commitments - Climate Change Strategy 2020-2030**

*"We recognise the need for urgency on this issue, and how now, as never before, we have an opportunity to change and reset with climate change at the heart of the decisions we take for our organisation and our communities. With this in mind, we have accelerated the timeline for this strategy so that we can align and integrate the commitments and use this unmissable opportunity presented by the recovery planning from Covid."*

*Joint statement by Becky Shaw (Chief Executive), Deborah Urquhart & Paul Marshall (Leader of the County Council)*

### *The strategy*

*The strategy is aligned with our ambitious target to be carbon neutral by 2030. It gives everyone working at, and with, the County Council a very clear indication of our priorities for the next ten years, to realise the short and long-term benefits for our organisation and for our communities.*

*This strategy is:*

- A clear statement of our commitments which will be integrated into all aspects of the work we do, deliver and enable.*

*For all our officers and elected Members, to guide them to make the right decisions and choices at the right time.*

### *Long term sustainable thinking*

*Integral to achieving this is the need to think sustainably. We need to consider the actions we take now and how they will affect generations in the future.*

### *Benefits*

*Although we need to do our best to prevent, and prepare for, the negative impacts of climate change, if we choose to embrace the challenge climate change poses, there is the opportunity for our organisation and our communities to reap many potentially far reaching and transformative benefits:*



- *Increased health and wellbeing - our health is inextricably linked to the health of our planet and immediate environments. By addressing the climate change agenda, we cannot fail to consider the risk it poses to population health. However, what's good for us is also good for the planet. For example, with fewer cars on the roads, and more opportunities to walk or cycle communities may see cleaner air, reduced noise pollution and experience improved health and wellbeing. There is also the potential for more direct impacts. Taking action to reduce the impacts that we see from climate change will help to ensure fewer heat related deaths and less likelihood of diseases that thrive in warmer conditions.*

- *Improved air quality - reducing carbon emissions from transport will require us to think differently about how we interact and travel. Reducing transport by petrol and diesel vehicles will not only contribute to carbon reductions but will also reduce the amount of harmful nitrogen oxide emissions, the main source of which is vehicle emissions. We will mitigate the effects of climate change by reducing carbon emissions.*

#### *A need for leadership*

*Addressing challenges of this scale should not be under-estimated and will require radical transformation in how we work and live. The response to the Covid-19 pandemic in 2020 has shown us that as a society we can swiftly adapt to an unexpected situation. We found ourselves adopting unexpected new behaviours and ways of working. This resilience and adaptability are great strengths. Climate Change is not unexpected, and our response, whilst remaining urgent, should be measured to enable longer term benefits/planning, while still demonstrating the strengths we know we have.*

*Like others, we don't know all the answers, and this strategy will evolve as we learn. But much of the knowledge and solutions are already available – we need the will, the courage and the leadership to implement them. We need to be clear about what we can do, guide our officers and Members in delivering the long lasting and radical change needed, and identify how we enable our communities to secure long term wide-ranging benefits. That is the purpose of this far-reaching Strategy: arguably the most important strategy we have ever written.*

#### *Our opportunities*

1. *We can take the lead by making positive changes to our own assets, operations and contracts*

*We are clear we want to show leadership by 'getting our own house in order' and show what is possible to change and achieve ourselves. We will know we're doing the things*

*expected of us, can celebrate our successes and similarly challenge others. However, while that will seem very challenging for our organisation, the reality is that our own activity is only a small part of the impact of the wider County activity. The really significant opportunities lie in what we can enable, and we have a unique ability to do this across the County.*

*2. We can enable our communities, suppliers and partnerships to live and work in different ways by making decisions, setting policies and strategies and spending our budgets in ways that create and unlock opportunities for all of us.*

*The County Council has an unparalleled opportunity to enable West Sussex communities to live and work differently. This will challenge us as an organisation, to be radical and in some cases fundamentally transform our thinking, creating policies and making use of resources with climate change in mind, as well as delivering and procuring services differently.*

*To achieve our vision, our contribution as a County Council alone is not nearly enough. Everyone we work with, and for, needs to take action to respond to climate change. Some are already there. Others are interested but aren't sure what they need to do. While another group aren't yet aware of what they should do or the benefits they may see. Therefore, we will:*

*3. Use our influence to engage with others to make changes beyond what we control. We want everyone in our communities to have the opportunity to move to, and benefit from, a low carbon and adapted way of living. The opportunities extend beyond the reach of the County Councils operation and remit, and we want to work as effectively as we can to influence as best we can. Our immediate priorities will be in leading and enabling, but we will work with communities to understand how we can best contribute and influence their choices, to secure the significant changes we all need to see.*

#### *County Council Commitments*

*We have identified five key commitments which we will apply across all areas of our business when planning, delivering our services and operations.*

*We will mitigate the effects of climate change by reducing carbon emissions*

*a. We will be a net carbon zero organisation by 2030*

*b. We will reduce the carbon associated with road-based transport*

*\* We will prioritise sustainable transport options*



- \* *We will reduce the impact of any remaining road travel*

*We will adapt and be resilient to a changing climate*

- \* *We will be an adapted and resilient organisation.*
- \* *We will prioritise solutions to adapt and protect where most needed, to reduce the risks for the most vulnerable in our communities.*

[https://www.westsussex.gov.uk/media/14787/climate\\_change\\_strategy\\_2020-2030.pdf](https://www.westsussex.gov.uk/media/14787/climate_change_strategy_2020-2030.pdf)