

# WINSTREE ROAD COMMUNITY LED STREET DESIGN



Attend, Aspire, Achieve

Community Newsletter

May 2020

## The sustainable transport charity Sustrans, in partnership with Essex County Council, invites the local community to collaborate and innovate, to make this street better!

The project launched in 2019 and shortly after we held a number of pop-up events to understand your experience of the street and your thoughts on how it can be improved. At these events you told us that vehicle congestion, bad parking and pedestrian safety were key concerns and that improved road markings, crossing points and park and stride facilities would make the street better.

Together we identified three locations, Stanway Fiveways Primary School, Chapel Road junction and Wheatfield Road junction, to install our innovative street kit and trial some changes to the street and gather your feedback. The street kit was placed in the three locations for two weeks during November 2019.

During these trials we gathered your feedback using surveys, workshops and street pop-ups. We also asked for your opinion on the plans for the next stage of trials. We share the results overleaf.



Our street kit on Winstree Road at Stanway Fiveways Primary School

## New Project Officer

Gillian Lindsay has joined the team as the Community Engagement Co-ordinator for the project.

Gillian is based in Colchester and has lots of experience working with local communities to help make their streets better.

Despite the lockdown Gillian has been getting to know the project and has been working on ways we can keep in touch during this crisis.

# The outcome of the trials

## You told us

During the trials we gathered your feedback using surveys, workshops and street pop-ups and received **366 survey** responses.

We asked you if you agreed that the trials helped reduce problem parking at each of the three locations;

- ⇒ Stanway Fiveways Primary — **38%** agreed
- ⇒ Chapel Road — **28%** agreed
- ⇒ Wheatfield Road — **38%** agreed

For each location **around 50%** of you neither agreed or disagreed.

Many of those who neither agreed or disagreed noted that the trials had been too small or were not noticeable enough

This feedback will be addressed in the next stage of the trials.

*"It keeps people from parking on double yellows so you can see crossing the road"*

*"It has stopped unwanted cars on double yellow lines which means less congestion and therefore a safer road to walk down."*

*"They are helping stop lots of traffic"*

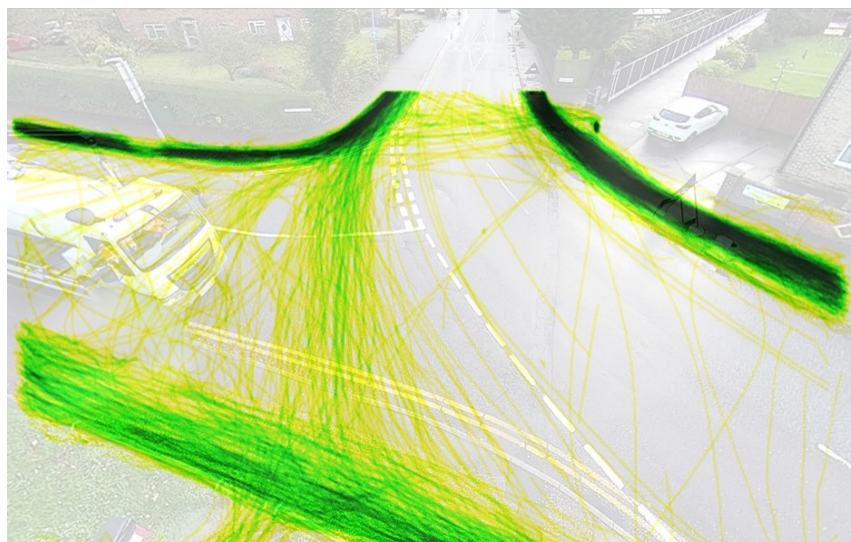
## What the camera monitoring told us

Cameras were set-up along Winstree Road to capture travel behaviour before and during the trials. From this we can see how many pedestrians, cyclists and cars move along the street and in which direction.

The data collected is being analysed to help us understand what is currently happening on Winstree Road and what impact was made by the trials.

Key highlights from the camera monitoring are:

- ⇒ **Problem parking was reduced** during the trials in **all three locations**
- ⇒ A reduction in problem parking during the trials resulted in **more space on the carriageway**
- ⇒ There are peaks in activity around school drop off and collection time which will **inform the development of initiatives** such as park and stride
- ⇒ Tracking of **pedestrian movements has highlighted preferred crossing points** which will help inform the next phase of trials.



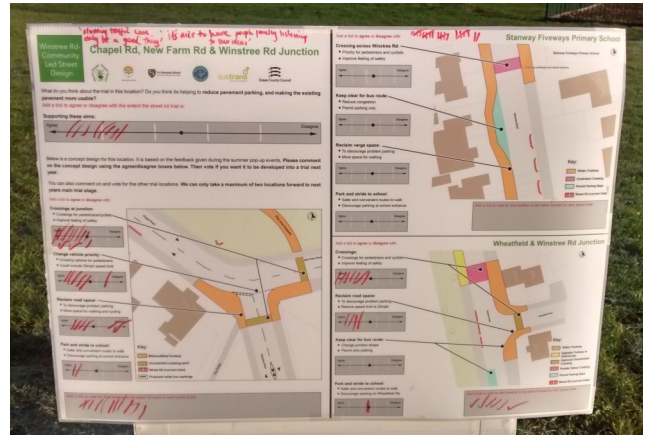
Pedestrian tracking at New Farm Road and Winstree Road/Chapel Road junction highlighting preferred crossing points. The lines represent pedestrian movements, the more people who use the same route, the more intense the colour gets.



# What happens next

During the trials we also asked you to vote for your preferred location for future street layouts. By far the preferred plan was the concept design for outside Stanway Fiveways Primary School, with 105 votes, the second favourite design was the Chapel Road with 56 votes, and the third favourite was the Wheatfield Road design with 40 votes.

Therefore the next phase of trials will take place outside Stanway Fiveways Primary School and at the Chapel Road junction. We are using your feedback and the camera monitoring information to help us design these trials.



The voting boards in action



Street kits trials on Chapel Road junction



Street kits trials at the Wheatfield Road junction

This next phase was due to take place in June 2020 however as a result of the current situation it has been agreed to move these to October 2020. This gives us lots of extra time to work together to find the best solution for Winstree Road.

We are coming up with innovate ideas to work together digitally and will soon be launching our online engagement platform where we hope to gather your opinions on the next stage of the trials. We will also be providing lots of helpful information about park and stride and other initiatives.

**Look out for more information coming soon and make sure to follow us on Facebook and Twitter to find out more!**

## Get in touch

If you would like to find out more about the project please get in touch using the details below.

Email [Gillian.lindsay@sustrans.org.uk](mailto:Gillian.lindsay@sustrans.org.uk)

Twitter [@sustranseast](https://twitter.com/sustranseast)

Facebook [@sustranseastofengland](https://www.facebook.com/sustranseastofengland)

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