

Winstree Rd Community Led Street Design

Interim Report 1: 31 August 2019



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Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

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Introduction

Aim

The key aim of this project is to recommend and illustrate practical strategies to reduce the number of vehicular trips on Winstree Road at school peak times.

Objectives

- Increase community participation in the design of solutions to tackle the problem of traffic and congestion on Winstree Road.
 - Reduce the impact of vehicular trips made at peak school times.
 - Develop design ideas for Winstree Road that actively encourage everyday walking, cycling and socialising.
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Context

Winstree Rd- Community Led Street Design is a community led street design project funded by Essex County Council (ECC) and delivered by Sustrans.

Winstree Road is already home to three schools, The Stanway School, Stanway Fiveways Primary School, and Stanway Primary School. Lexden Springs School is due to open in September 2019. These schools, which together have 2,086 pupils, are all within 700 yards of one another. At peak times of school drop off and collection Winstree Road experiences many challenges including traffic levels and congestion.

Delivery will be framed using Sustrans' Community Street Design methodology. This combines temporary infrastructure with behaviour change principles, all driven by the engagement with, and feedback from the local community.

The project will engage residents, street users, pupils, teachers, councillors and other local services, and will eventually lead to temporary alterations to local streets. Community engagement opportunities will include on street pop-ups, workshops, assemblies, presentations, street trials and community events.

Timescale

The project commenced in April 2019 and will report back with its findings in December 2020. Street trials are scheduled to take place in October/November 2019 and spring 2020.

Phase One Delivery



Overall Project Engagement Process Credit: Willow Mitchell

Stakeholder Engagement

Delivery partners representing Colchester Borough Council, Stanway Parish Council, Local Ward Councillors and senior leadership team representatives of the existing three school sites have actively engaged with and supported project delivery. Contact has been made with the Head of Lexden Springs, with a meeting due to take place following the site relocation in September 2019.

Communication has been had with Stanway's Neighbourhood Manager and the Community Enabling Team. With a new Community Enabling Officer for Stanway stepping in to post in September 2019, additional opportunities for co-operation are anticipated.

Meeting with representatives of local business, services and community groups, including Stanway Rovers Football Club, Stanway Library and Bethel Church has raised the project's

profile amongst the community and an information exchange with the Live & Let Live Pub and Little Hands Children's Centre has further supported an increase in local awareness.

The delivery of a workshop at ECC's design forum in July was a great opportunity for Mark Jenks (Sustrans' Senior Urban Designer) and Michael Melnychuk (Sustrans' Senior Engineer) to present our Community Street Design work. The workshop included a model kit session which enabled the attendees to experience collaborative design. The session linked well to the planned work on Winstree Road, enabling the project's approach to be presented to key ECC staff including Safety Auditors and Highway Engineers.

Project Promotion

Please refer to **Appendix 1** for further information.

Presentations of the project process to The Colchester Travel Plan Club and members of the Cycle Colchester network have enabled a broader local interest in the project to develop. This has been reinforced by monthly updates featured in the Cycle Colchester newsletter.

In addition to two press releases, introducing the project and launching the first stage of engagement activity, Winstree Road Community Led Street Design has been extensively promoted utilising local organisations' existing audiences. Sustrans East of England Facebook posts have been shared by local stakeholders and community groups, as well as by interested individuals. The latest project post had a reach of 2738 and 600 active engagements. Sustrans East project tweets share more regular delivery highlights and have been liked and retweeted by international multi-modal street design project H2020 MORE.

Project information has featured in all school newsletters, including the particularly widely circulated Stanway School's Stanway Times, and in Lexden Spring's E-Bulletin to parent/carers. Posters and flyers have been distributed to schools, community settings and local businesses with approximately 300 flyers reaching local residences directly.

Community Pop-up Engagements

14 community pop-up engagements took place between 03/06/19 and 18/07/19 at 13 locations on or surrounding Winstree Road. Varying in times from 8am to 5.45pm and spanning weekend and weekdays, these sessions were scheduled to maximise the potential for commuters, school users, residents and street users to attend.

Locations were determined to assure attendance outside all 3 existing school hubs, at both AM and PM peak times. In addition to this, community hotspots such as outside the library/corner

shop, the medical centre and on the park were also incorporated. Feedback from existing stakeholders supported in identifying further areas facing particular travel challenge, including the junction of Wheatfield and Holly Road.

Attendance at the Love Stanway family Fun Day on Silver Witch Green acted as an appropriate launch to the first stage of on-street community engagement and attracted high levels of interest.

275 people attended the community pop-up engagements. See Table 1. for a breakdown of attendance. For those unable to attend an on-street engagement, an equivalent online survey and mapping tool were also facilitated and promoted on all event flyers.

Table 1. No. of attendees at community pop-up engagements

Date	Timing	Event / Location	Attendance (adult)	Attendance (child)
03/06/19	10.30-12.30	2x Rhyme time, Stanway Library	22	0
29/06/19	11.00-16.00	Love Stanway Fun Day, Silver Witch Green	42	31
08/07/19	08.00-09.30	Outside Stanway Fiveways	18	2
08/07/19	10.30-12.30	Outside Stanway Library	19	0
08/07/19	14.45-15.45	Outside Stanway School	2	20
08/07/19	16.45-17.45	Wheatfield Rd /Winstree Rd	8	1
17/07/19	08.00-09.00	Stanway Primary Playground	15	17
17/07/19	10.30-12.30	Outside Medical Practice	12	0
17/07/19	14.45-15.45	Outside Stanway Fiveways	18	2
17/07/19	16.45-17.45	Holly Rd/ Winstree Rd	9	4
18/07/19	08.30-09.30	Outside Stanway School	3	1
18/07/19	10.30-12.30	Woden Avenue	3	0
18/07/19	14.45-15.45	Opp. Stanway Primary, Silver Witch Green	14	12

Pop-up attendees were offered varying avenues of engagement, ranging from a quick chat and a message on the blackboard to use of the interactive mapping tool and completion of a detailed survey.

The majority of attendees opted to engage with the mapping tool, which proved a popular and inclusive way of sharing experience. Both the mapping tool and blackboard provided opportunity to connect the community, through visually generating a consensus of opinion, sharing anecdotal experience, or triggering discussion through counter arguments.

For those keen to provide more detailed and specific examples of their road usage, the survey proved a useful addition. 35 pop-up attendees completed an on-street survey.



Street users discuss travel challenges along Winstree Rd.

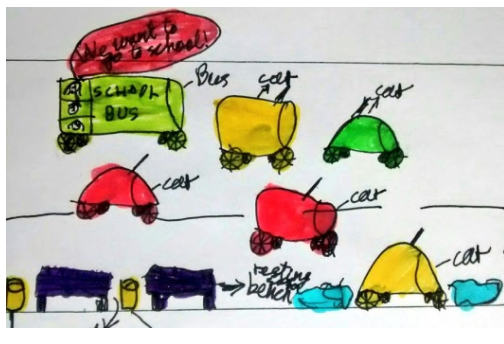


Local residents add detail to the map.
Credit: Willow Mitchell

In-House School Delivery

In addition to two pop-ups taking place directly outside each school hub, staff and pupils have been further engaged through in-house engagements. This has involved the delivery of 5 assemblies, reaching 910 pupils and 20 staff members, across all three existing school hubs.

3 group discussions and design workshops have taken place involving Stanway Fiveways' YR 5 cohort, with Year 6 representatives (including Eco Council members) and Stanway Primary's School Council (including Green Team representatives) with advocates within each class of KS2. These sessions have enabled 64 pupils to participate in an intensive session of discussion, interactive mapping, site visits, idea generation and initial design work.



Winstree Road Illustration by Yr 5 pupil, Stanway Fiveways. Credit: Willow Mitchell

“We lost three cats on Winstree Road. All hit by cars.”

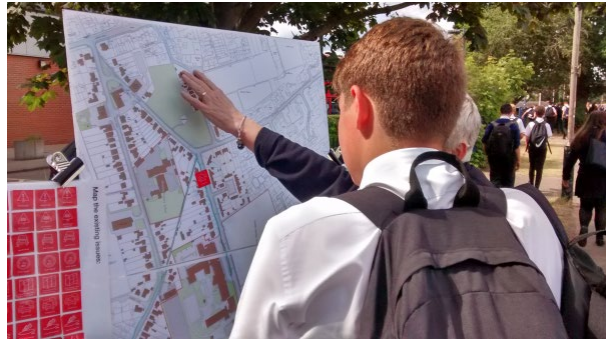
School Council Member, Stanway Primary

Surveys were shared with all Year 7 form groups to enable an independent means of feedback for each young person. 99 Stanway School pupils returned a survey.

A further 59 surveys were returned to Stanway Fiveways' and Stanway Primary's collection boxes by parents/carers.



Schools' survey collection boxes.
Credit: Willow Mitchell



A Stanway School pupil discusses their journey home.
Credit: Willow Mitchell

Emerging Project Champion Group Structure

During pop-up community engagements, attendees expressed interest in supporting the delivery of the project in the role of Community Champion. Alongside this, members of school, business and community groups were identified as having an emerging role in the project's delivery.

As such the provisional structure of the Community Champions group is:

- 6 local residents
- 2 school representatives
- 1-2 business/community representatives

**“It’s about time
and it’s our time.”**

Emerging Community Champion

Conclusions & Recommendations

Wordle Findings

Prominent themes taken from community contribution to on-street blackboards and school based group discussion are visualised in the Wordle illustrations below.

Figure 1. Wordle map of comments relating to travel challenges

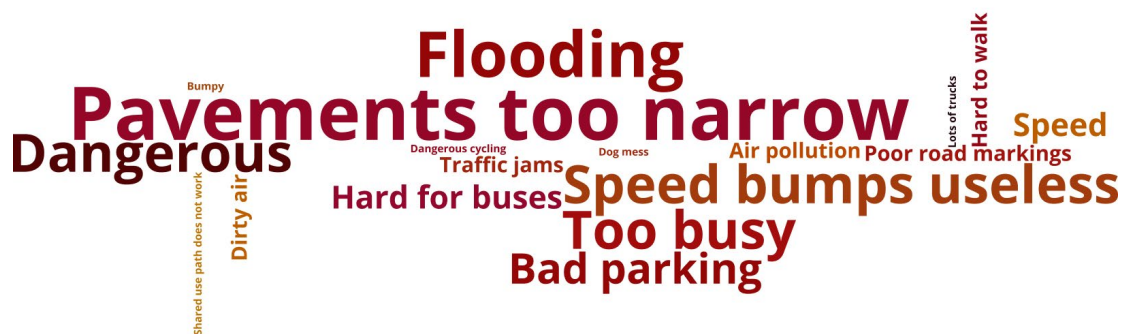


Figure 1. Highlights obvious concerns regarding the safety of pedestrians, particularly in relation to narrow pavements, further aggravated in wet weather and by bad parking. High levels of vehicle congestion are also identified.

Figure 2. Wordle map of comments relating to travel aspirations



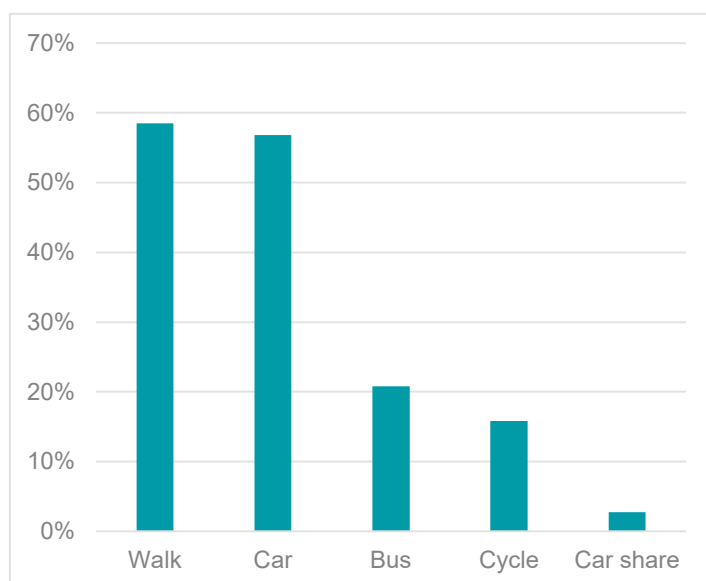
Figure 2. Illustrates a desire to making routes safer for pedestrians, with more effective signage and route markings, improvements to crossings and pavements and further utilisation of

existing initiatives that support the school community to rely less heavily on vehicle usage, including Park & Stride. There is also a clear request for vehicle behaviour and flow to be tackled, particularly in regards to poor parking and speed.

Survey Findings Highlights

A total of 188 surveys were analysed. For more details please refer to the base line survey report in Appendix 2.

Chart 1. % of respondents using each travel mode

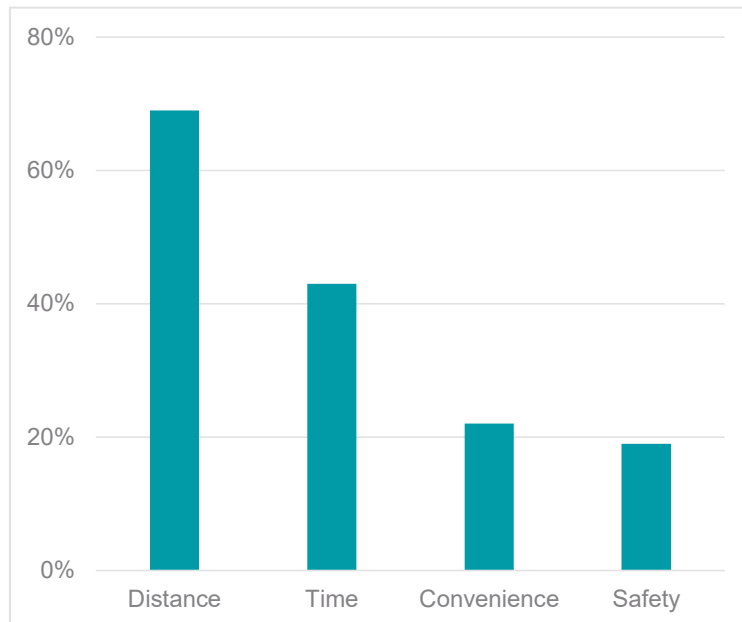


Source: Winstree Rd Community Street Design Baseline Survey Report, 12 August 2019

As shown in Chart 1, walking and driving were the most common modes of travel among the 183 respondents who answered the question. The use of cars rises to 70% when limiting the data to the primary schools only.

Many respondents answered that they use multiple modes of transport on a regular basis. There is scope to investigate and develop this multi modal trend to help reduce the number of vehicles using Winstree Road. For example this could be developing park and stride opportunities further, and aiding their enforcement with physical changes to the street.

Chart 2. % of respondents mentioning reasons for no active travel



Source: Winstree Rd Community Street Design Baseline Survey Report, 12 August 2019

As Chart 2 illustrates, distance and time were given as the main reasons for not travelling actively. These reasons can be investigated further during the project’s delivery as there could be links with comments relating to a need for improved signage, route makings and the overall lack of cycling used for school drop off/collection.

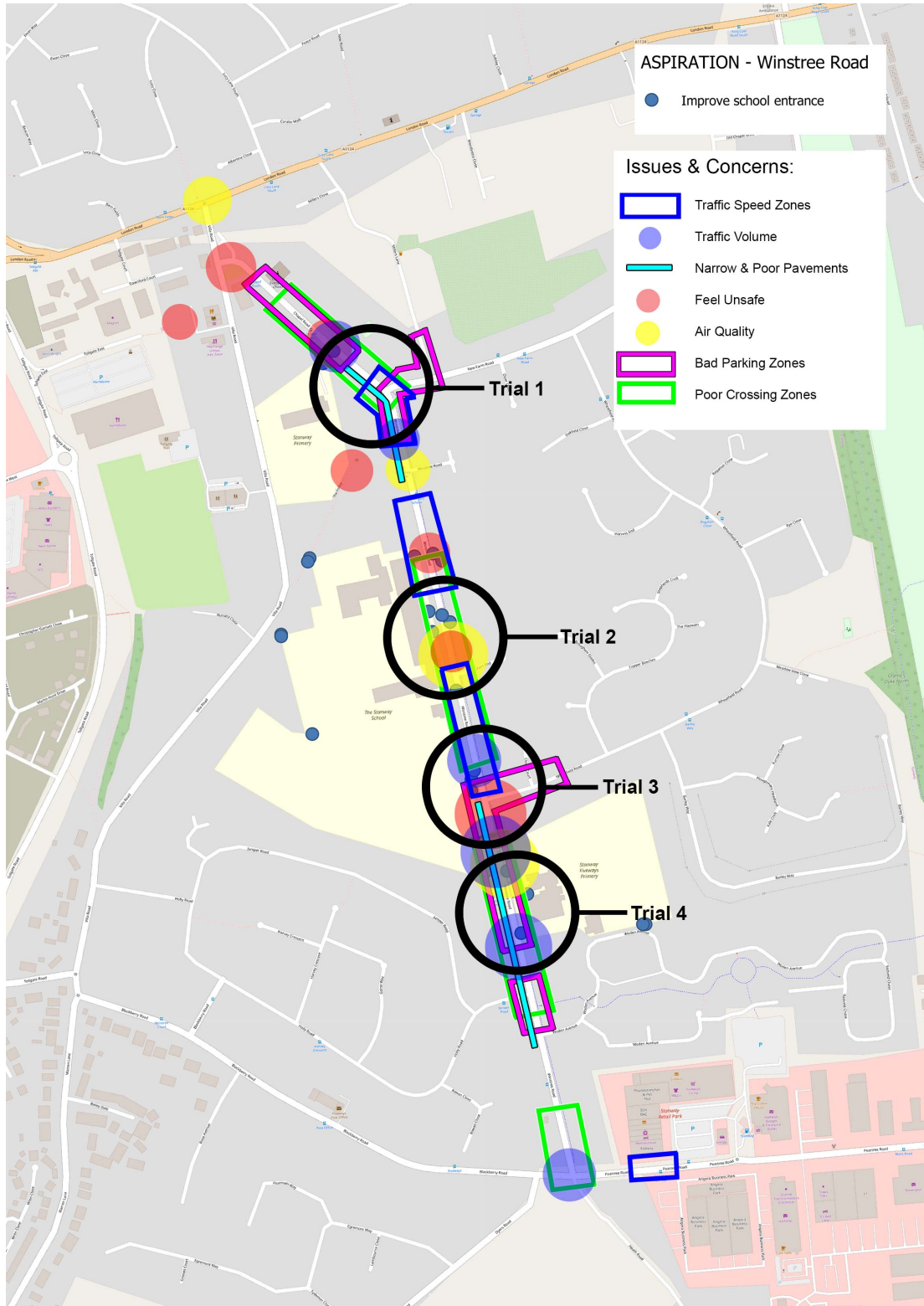
As would be expected, people surveyed at the schools overwhelmingly used Winstree Road as a final destination, whereas the wider community used it more so as part of a route.

Making links between trials and their impact on convenience also needs to be given careful consideration when promoting them. Overall data regarding safety concerns from the survey was inconclusive, but comments on this subject highlighted concerns linked to crossing provision and bad parking.

If perceived safety data is limited to just the schools the following trend has emerged. Perceptions of safety and ease of active travel were more positive at the secondary school. 80% of responses from the secondary school scored the routes with a 1, 2 or 3, whilst nearly half of the primary school responses gave scores of 4 or 5. This could link to a higher car usage for the primary schools in relation to the secondary.

Mapping Findings Highlights

Please refer to Appendix 3 for further mapping information.



Trends have been identified from the mapping workshops and mappings surveys which have been delivered during the project's first phase of engagement. The data generated from all the workshops has been used to identify zones of concern in relation to people's aspirations for the street. The plan on page 11 shows the main areas for each concern and this has been cross referenced with the aspiration to improve school entrances. In appendix 3 the following aspirations have also been assessed in the same way:

- Improved Crossings
- Additional Cycle Parking
- Route Improvements
- Parking Restrictions
- Traffic Restrictions
- One Way
- Seating and Planting

Where the various concerns and aspirations overlap, this has been used to identify the proposed locations for the window 1 trials. In these locations street kit will be used to reclaim space highlighting for example the potential position and role of crossings, and will start to highlight and unpack issues related to parking. Also in these trial locations concept plans for the main spring window 2 trials will be displayed so the community can comment and vote on them.

Information on people's routes has also been collected and will be used to inform the concept designs that are displayed.

People's concerns relating to existing flooding issues have also been mapped and are in Appendix 3. The flooding issue was raised repeatedly during community engagement, and is a factor influencing active travel choices.

Key Considerations

Trial Requirements

The precise timing, nature and duration of the first round of temporary street trials will be determined in liaison with Essex Highways. The first round of street trials is likely to take place late October/early November 2019. They will use street kit to further investigate the engagement findings and recommendations. The best way to utilise video monitoring will also be discussed and agreed at the September project team meeting.

Steering Group Role and Structure

The steering group will be modelled on existing Essex County Council group structures. Group size and representation will be agreed in negotiation with Essex County Council.

Engagement Development

- Following Lexden Spring's opening in September 2019, engagements at the school will engage staff, pupils and parent/ carers with the project and associated street trials.
- A student working group at The Stanway School will be developed in liaison with newly appointed Sustainability Coordinator.
- A project newsletter will be produced to offer updates at project milestones. These will be scheduled to correspond with the agreed reporting schedule and circulated via social media channels, schools and to a mailing list of interested individuals collated during the first round of community engagements.

Appendix

The Appendix items listed below have been provided in a separate zip folder.

1. Comms Plan
2. Baseline Survey Report
3. Baseline Mapping Analysis
4. Gantt Chart