

Report to: **Lead Cabinet Member for Transport and Environment**
Date: **15 December 2014**
By: **Director of Communities, Economy and Transport**
Title: **Results of trial of Cycling on Seaford Promenade**
Purpose: **To consider the results of the consultation on the trial scheme to allow cyclists to use the promenade at Seaford.**

RECOMMENDATION: The Lead Member is recommended to:

- (1) Note the results of the public consultation on the trial scheme; and**
 - (2) Agree that cyclists should be allowed to use the promenade at Seaford on a permanent basis.**
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1. Background

1.1 On 27 January 2014, the Lead Member for Transport and Environment agreed to the introduction of a trial scheme allowing cyclists to use Seaford Promenade (the Promenade) between Edinburgh Road and the Martello Tower. The 'cycling prohibited' signs on the existing footway along the Promenade were removed and a new cycle track with a right of way for pedestrians was created under section 65(1) of the Highways Act 1980. The installation of additional signing and lining was needed together with localised footway works to enable the trial scheme to take place. This was completed at the beginning of April 2014 in preparation for the trial scheme

1.2 The costs associated with making the trial scheme permanent would be those for the additional lining and signing together with the provision of code of conduct information which would be displayed along the route. These costs are estimated to be £10,000 which would be met from a Section 106 contribution from a local development

2. Supporting Information

2.1 The public consultation exercise on the trial scheme commenced on 11 April 2014 and ran until 17 October 2014. A launch event for the trial scheme was held on Sunday 13 April 2014 in partnership with Seaford Town Council and Cycle Seahaven, a local cycle group. The proposals, as shown in Appendix 1, were publicised on the East Sussex County Council website between 11 April and 17 October 2014. A consultation questionnaire was available at the launch event and on the County Council website. Further copies of the questionnaire were made available at Seaford Library and the Tourist Information Centre. A total of 388 questionnaires were completed. A copy of the questionnaire is contained within Appendix 2 and the analysis and summary of the comments received are set out in Appendix 3.

2.2 Interview surveys were also undertaken during the trial period with those walking and cycling along the Promenade being approached and asked to participate. These surveys were undertaken on four days during school holiday period and school term time. A total of 785 interviews were undertaken. A copy of the user survey is contained within Appendix 4 and the analysis and summary of the comments received are set out in Appendix 5.

2.3 Cycle and pedestrian counts were carried out at the same time as the user interview surveys in October 2014. A summary of the counts is contained within Appendix 6. The results of these have been compared with the results of pedestrian and cycle counts conducted by Seaford Town Council in October 2013 before the trial scheme started. The results show that approximately 143 cyclists were using the Promenade on a weekday and 222 on a Saturday before the trial scheme came into effect. Comparing these with the results of the surveys undertaken in October 2014 these show that the number of cyclists has not changed significantly. The figures suggest that the trial scheme is formalising the arrangements that had already been in operation before the trial commenced.

2.4 The results of the analysis of the questionnaire and user interview surveys show that the majority of respondents were happy to share the Promenade with cyclists. In total the online survey results showed 70% of those who completed the consultation questionnaire and 83% of those who were interviewed stated that they were happy to share the Promenade with cyclists. Following on from this, 73% of those who

returned a self-completion questionnaire and 89% of those interviewed stated that they would like to see the trial scheme made permanent.

2.5 A number of respondents explained that they and their families were encouraged to cycle on the Promenade now this provided a safe environment for children to ride their bicycles. The other common issue highlighted from the online feedback form and user survey was the suggestion that segregating the Promenade so cyclists and pedestrians each have their own designated areas. Although this approach has been used in other locations, such as Brighton, segregated routes can encourage territorial behaviour and evidence shows that cyclists travel faster on segregated routes. The Promenade is between 6 to 7 metres wide along most of its length and adopting a 'shared space' approach is more likely to ensure that different users show adequate consideration for one another.

2.6 Although the majority of respondents supported the shared use of the Promenade, concerns were raised about the safety of pedestrians, particularly those who are less mobile, or have either hearing or visual impairments. It was also felt young children may also be at risk of collisions with cyclists. One of the main concerns was that cyclists would not be considerate to other users of the Promenade and more vulnerable pedestrians may not be aware of approaching cyclists. Since the trial commenced in April 2014 there have been no reported incidents involving pedestrians and cyclist on the Promenade. Throughout the trial scheme period County Council officers have been in liaison with the Access Officer from Lewes District Council and the Access in Seaford and Newhaven Committee comprising disabled and non-disabled people who work to make the local environment more accessible to everyone. Their main concerns about the scheme reflect the issues which have been raised through the consultation process about the potential impact on people with visual or hearing impairments.

2.7 An Equalities Impact Assessment of the proposal has been undertaken to assess the potential impact of the trial scheme. A copy of this is included in Appendix 7. The assessment identified that the shared use of the Promenade could have both positive and negative impacts on elderly and disabled people. The introduction of signing to make it clear to all users that they were on a shared area with additional 'Share with Care' information signing and a code of conduct to promote responsible use should help to mitigate the negative impacts that have been identified.

2.8 As part of the trial scheme a combination of permanent and temporary signing was introduced. Examples of these signs and the Code of Conduct signing are contained in Appendix 8. If a permanent scheme is approved it will be necessary to replace the temporary signs with permanent ones. In recognition of feedback received through the consultation process, enhanced terminal signs would also be needed at both ends of the route to ensure cyclists do not continue using the sections of the Promenade, east of the Martello Tower and west of Edinburgh Road, along Bönningstedt Parade.

3. Conclusion and Reason for Recommendation

3.1 The trial scheme to allow cycling on Seaford Promenade between Edinburgh Road and the Martello Tower has been in operation for nine months. A majority of those who responded to the consultation or who were interviewed on the seafront supported the proposal of a permanent scheme. Despite no incidents being recorded over the trial scheme period, there have been concerns raised about the safety of pedestrians, particularly those who are less mobile, or have either hearing or visual impairments. The introduction of additional signing and the promotion of a code of conduct for all users should help to mitigate these negative impacts. It is therefore recommended that the Lead Member agrees that cyclists should be able to use the Promenade between Edinburgh Road and the Martello Tower on a permanent basis and, in response to the safety concerns raised, introduce further signing, lining and code of conduct information to ensure users of the Promenade are aware they are within a shared environment.

RUPERT CLUBB

Director of Communities, Economy and Transport

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LOCAL MEMBERS: Councillor Charlton, Councillor Lambert, Councillor Carstairs

BACKGROUND DOCUMENTS

Lead Member Paper for Transport & Environment, Trial of Cycling on Seaford Promenade, (27/01/2014)

Results of trial of cycling on Seaford Promenade

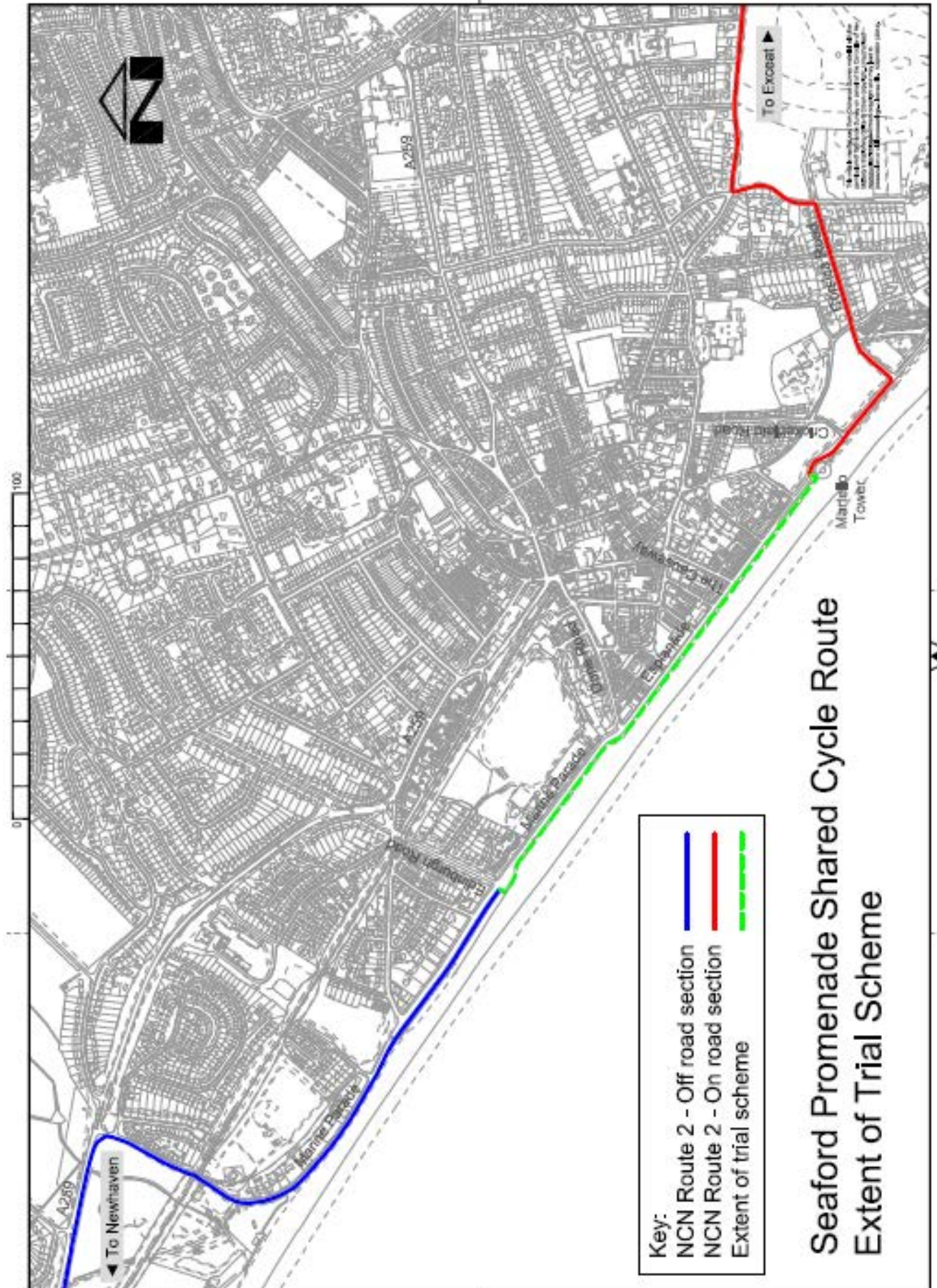


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 Director of Communities,
 Economy and Transport
 East Sussex County Council

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Appendix 1 – Location Plan



Appendix 2 - Public Consultation feedback form

CYCLING ON SEAFORD PROMENADE TRIAL SCHEME



Your views about our trial scheme

We would like to hear your views on the trial scheme to permit cyclists to share Seaford Promenade with pedestrians between Edinburgh Road and the Martello Tower. The trial will run over the summer and we would like your feedback about the trial scheme to help us determine whether or not it should be made permanent.

An online version of this survey is available on our website:

www.eastsussex.gov.uk/haveyoursay

Please return your completed survey by 17 October 2014 to:

East Sussex County Council; Seaford Shared Seafront Trial; Communities, Economy and Transport; FREEPOST (LW43), Lewes, BN7 1BR.

If you would like a copy of this survey in a different format such as large print, Braille or in a different language, please contact us:

Email: infrastructure.delivery@eastsussex.gov.uk or telephone: 01273 482500.

All responses received will be treated in the strictest confidence.

Your Status

We are asking these questions as we want to make sure that we have a representative view of the proposals from individuals, businesses and stakeholder groups.

Q1 Are you a... An individual A business Other

If you ticked 'a business' or 'other' please provide details

Q2 Please provide your full postcode as this is required for analysis purposes. It will not be used to identify you.

The Scheme

Q3 To what extent do you support the scheme to allow cyclists to share the promenade with pedestrians?

- Strongly support Support No opinion
 Strongly oppose Oppose Don't know

Q4 If you are opposed to the trial scheme please tell us why:

Q5 How often do you use the promenade?

- Daily 2-5 times a week Weekly
 Fortnightly Monthly Less frequently
 Never visited Prefer not to say

Q6 When do you use the promenade? (tick all that apply)

- week day daytime weekend daytime week day evenings
 weekend evenings Prefer not to say

Q7 What do you use the promenade for? (tick all that apply)

- Relaxation/get some fresh air To go for a walk Exercise/keep fit
 Walking the dog Visiting with friends/children/family Cycling
 Visit the kiosk Visit the Martello Tower Other (Please state below)

Q8 Have you used the promenade since the trial scheme allowing cyclists to use the promenade commenced at Easter?

- Yes
 No

Q9 Thinking about your last visit to the promenade was this as a cyclist or pedestrian?

- Cyclist
 Pedestrian
 Both
 Neither I haven't ever visited the promenade (Go to Question 11)

Q10 Thinking about your last visit to the promenade please indicate the extent to which you agree or disagree with the following statements:

	strongly agree	agree	neither	disagree	strongly disagree	Not applicable
I like the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe using the promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are too many cyclists on the promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy sharing the promenade with cyclists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is enough room on the promenade for both pedestrians and cyclists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are too many pedestrians to enable me to cycle on the promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will visit more frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 Would you like to see the trial made permanent?

- Yes
 No (If no please provide details below)

Q12 Do you have any comments that you would like to make about the trial scheme?

About you...

We want to make sure that everyone is treated fairly and equally and that no one gets left out. That's why we ask you these questions. We won't share the information you give us with anyone else. We will only use it to help us make decisions and make our services better. If you would rather not answer any of these questions, you don't have to.

Q13 Are you.....? Female Male Prefer not to say

Q14 Which of these age groups do you belong to?
 under 18 25-34 45-54 60-64 75+
 18-24 35-44 55-59 65-74 prefer not to say

Q15 To which of these ethnic groups do you feel you belong?
 (source: 2011 census)
 White British Mixed White & Asian Black or Black British Caribbean
 White Irish Mixed other* Black or Black British African
 White Gypsy/Roma Asian or Asian British Indian Black or Black British African
 White Irish Traveller Asian or Asian British Pakistani Black other*
 White other* Asian or Asian British Pakistani Arab
 Mixed White & Black Caribbean Asian other* Chinese
 Mixed White & Black African Prefer not to say
 Other ethnic group*

*If your ethnic group was not specified in the list please describe your ethnic group.

The Equality Act 2010 describes a person disabled if they have a longstanding physical or mental condition that has lasted or is likely to last at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day to day activities. People with some conditions (cancer, multiple sclerosis and HIV/AIDS, for example) are considered to be disabled from the point that they are diagnosed.

Q16 Do you consider yourself to be disabled as set out in the Equality Act 2010?

- Yes No Prefer not to say

Q17 If you answered yes to Q16, please tell us the type of impairment that applies to you.

You may have more than one type of impairment, so please select all that apply. If none of these apply to you please select other and write in the type of impairment you have.

- | | |
|---|--|
| <input type="checkbox"/> Physical impairment | <input type="checkbox"/> Mental health condition |
| <input type="checkbox"/> Sensory impairment (hearing or sight) | <input type="checkbox"/> Learning disability |
| <input type="checkbox"/> Long standing illness or health condition such as cancer, HIV, heart disease, diabetes or epilepsy | <input type="checkbox"/> Prefer not to say |
| | <input type="checkbox"/> Other* |

*If you ticked other please specify

Q18 How did you hear about this consultation? (Please select all that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> In a newspaper | <input type="checkbox"/> Via social media | <input type="checkbox"/> On the radio |
| <input type="checkbox"/> A poster/leaflet | <input type="checkbox"/> County Council website | <input type="checkbox"/> Other website |
| <input type="checkbox"/> Another person | <input type="checkbox"/> Other (please specify on right) | <input type="text"/> |

Thank you for taking part, your views are important to us.

Appendix 3 - Analysis and summary of the comments received

1. Introduction

The consultation exercise on the proposed trial cycle scheme along Seaford Promenade ran from 11 April to 17 October 2014. The details of the consultation and the results of the analysis of the self-completion questionnaires that were submitted are set out in this Appendix. A number of user interview surveys were conducted on the Promenade during the scheme. The results of the analysis of these surveys are reported in Appendix 5.

2. Publicity

In order to publicise the trial scheme and the consultation process a series of press releases were issued to the local newspapers. Posters were also distributed around the Town and along the Promenade advertising the consultation. Postcards were produced and distributed to the two refreshment kiosks located along the promenade to advertise the consultation exercise. The postcards also provided code of conduct information. Refer to Appendix 8 for details of this. Details of the consultation were sent to the Local Members of East Sussex County Council as well as other key stakeholder groups.

A launch event for the trial scheme, organised by Seaford Town Council and Cycle Seahaven was held on Sunday 13 April 2014. Officers from ESCC were in attendance.

The self-completion questionnaire was made available on the ESCC website and copies were also made available at Seaford Tourist Information Centre and Seaford Library.

3. Feedback

A total of 388 questionnaires were completed during the consultation period between 11 April and 17 October 2014. A copy of the self-completion questionnaire is contained within Appendix 2.

4. Respondent profile

Respondents were asked to indicate on the consultation questionnaire whether they were responding as an individual or on behalf of a business. A total of 388 responses were given and the results are shown in the table below.

Respondent Status	Number of responses	% of responses
An individual	379	97.7%
On behalf of a business	1	0.3%
Other	8	2%
Not answered	0	0
Total	388	100

5. Consultation results

5.1 To what extent do you support the scheme to allow cyclists to share the promenade with pedestrians?

Question 3 asked respondents about the extent to which they supported the scheme to allow cyclists to share the promenade with pedestrians. Of the 388 who responded to this, 73.5% either supported or strongly supported the trial scheme compared to 25% who opposed or strongly opposed to it. The remaining 1.5% had no opinion.

Response	Number of responses	% of responses
Strongly Support	248	64
Support	37	9.5
No Opinion	6	1.5
Strongly Oppose	59	15
Oppose	38	10
Total	388	100

5.2 If you are opposed to the changes please tell us why?

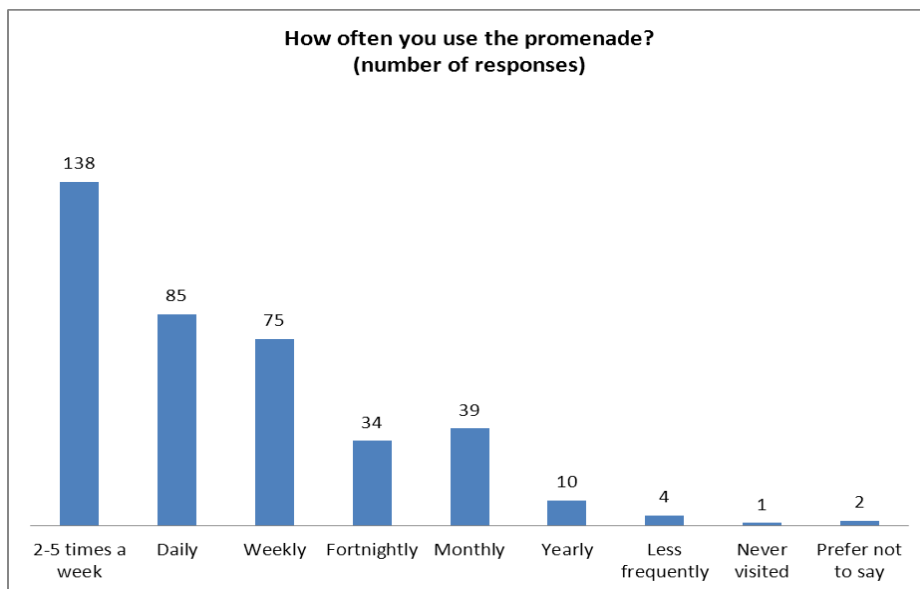
Question 4 gave those respondents who did not support the trial scheme the opportunity to let us know why. A total of 118 comments were received. These comments have been reviewed and categorised into themes and the main themes are presented in the table below.

Theme number	Theme/Issue	Number of respondents raising this issue
1	By allowing cycling on the promenade will make it less safe/dangerous for children/disabled/elderly pedestrians	31
2	Cyclists do not use the promenade responsibly/considerately	25
3	Cyclists and pedestrians do not mix	16
4	The promenade is for pedestrians	11
5	By allowing cycling on the promenade will make it less safe/dangerous for pedestrians	8
6	Cyclists should use the road	6
7	Segregating cyclists and pedestrians is needed	5
8	There is insufficient space for pedestrians and cyclists to share	5
9	Shared use should not operate during the busy summer months	3
10	Cyclists should use bells	2

11	More signing is needed	2
12	The scheme will not be enforced	2

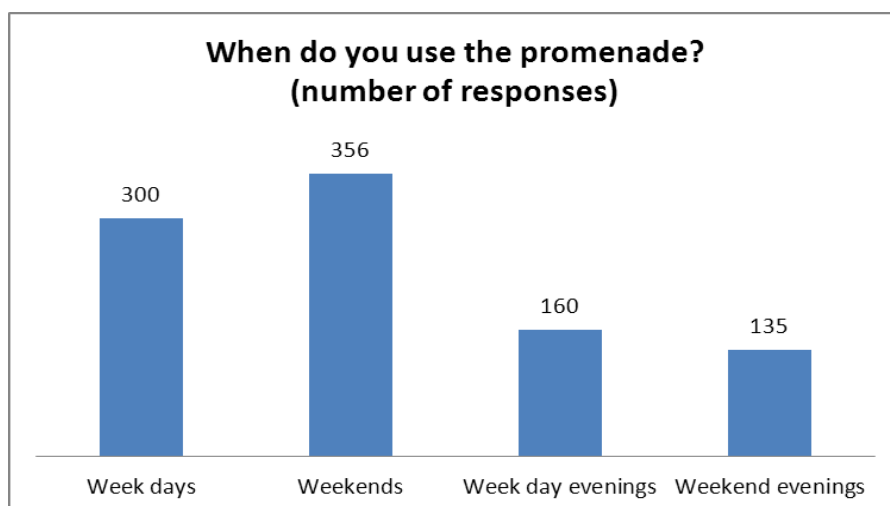
5.3 How often do you use the promenade?

Question 5 asked respondents how frequently they used the promenade. As the chart below illustrates the majority of respondents use the promenade two to five times a week.



5.4 When do you use the promenade?

Question 6 asked respondents about when they use the promenade. As the chart below illustrates the majority of respondents use the promenade at the weekends, during the day.

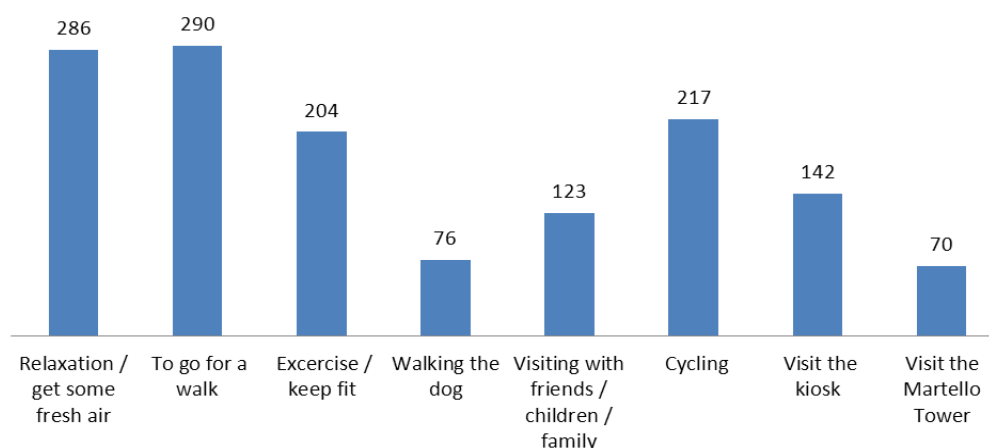


[Note respondents were able to select more than one option.]

5.5 What do you use the promenade for?

Question 7 asked respondents about what they use the promenade for. As the chart below illustrates the majority of respondents use the promenade for walking and relaxation. The chart also shows that a good proportion of respondents also use the promenade for cycling.

**What do you use the promenade for?
(number of responses)**



[Note respondents were able to select more than one option]

5.6 Have you used the promenade since the trial scheme allowing cyclists to use the promenade commenced at Easter?

Question 8 asked respondents if they had visited the promenade since the trial came into effect at Easter 2014. Of the 388 responses to this question 361 (93%) responded yes and 27 (7%) responded no.

5.7 Thinking about your last visit to the promenade was this as a cyclist or pedestrian?

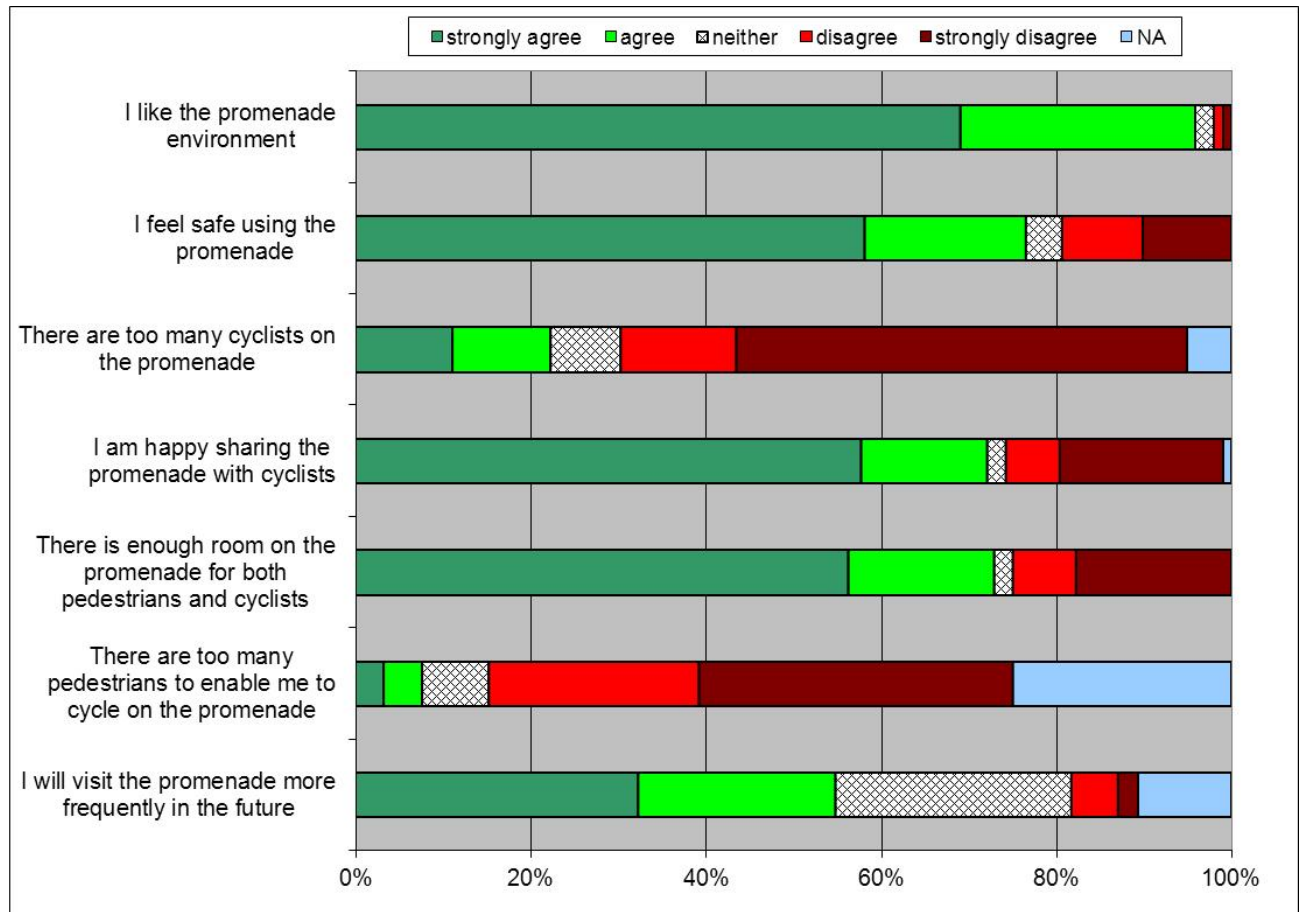
Question 9 asked respondents if their last visit to the promenade was as a cyclist or pedestrian.

Response	Number of responses	% of responses
Pedestrian	237	61
Cyclist	95	24.5
Both	54	14
I have never visited the promenade	2	0.5
Total	388	100

As the table illustrates the majority of respondents last visit was as a pedestrian.

5.8 Thinking about your last visit to the promenade please indicate the extent to which you agree or disagree with the following statements

Question 10 asked respondents about the extent to which they supported a number of statements relating to the promenade environment and the measures to allow cyclists to share the seafront with pedestrians. The results are summarised below:



As shown in the graph above:

- 93% of respondents agreed or strongly agreed to the statement 'I like the environment' whilst 2% of respondents either disagreed or strongly disagreed with the statement.
- 75% of respondents agreed or strongly agreed to the statement 'I feel safe using the promenade'. 19% of respondents either disagreed or strongly disagreed with the statement.
- 22% of respondents agreed or strongly agreed to the statement 'There are too many cyclists on the promenade' whilst 64% of respondents either disagreed or stronger disagreed with the statement.
- 70% of respondents agreed or strongly agreed to the statement 'I am happy sharing the promenade with cyclists' whilst 24% of respondents either disagreed or strongly disagreed with the statement.

- 70% of respondents agreed or strongly agreed to the statement 'There is enough room on the promenade for both pedestrians and cyclists whilst 24% of respondents either disagreed or strongly disagreed with the statement.
- 7% of respondents agreed or strongly agreed to the statement 'There are too many pedestrians to enable me to cycle on the promenade' whilst 55% of respondents either disagreed or strongly disagreed with the statement
- 51% of respondents agreed or strongly agreed to the statement 'I will visit more frequently' whilst 7% of respondents either disagreed or strongly disagreed.

5.9 Would you like to see the trial scheme made permanent?

Question 11 asked respondents if they would you like to see the trial scheme allowing cyclist to use the Promenade made permanent. Of the 379 who responded to this, 73% would like to see the trial made permanent compared to 27% who would not.

5.10 If you are opposed to the changes please tell us why?

Question 11 gave those respondents who would not like to see the trial made permanent the opportunity to let us know why. A total of 83 comments were received. The comments received have been reviewed and categorised into themes and the main themes are presented in the table below.

Theme number	Theme/Issue	Number of respondents raising this issue
1	By allowing cycling on the promenade will make it less safe/dangerous for pedestrians	37
2	Cyclists do not use the promenade responsibly/considerately	12
3	The promenade is for pedestrians	8
4	Segregating cyclists and pedestrians is needed	6
5	There is insufficient space for pedestrians and cyclists to share	4
6	The scheme is not required	4
7	Cyclists should use the road	4
8	Shared use should not operate during the busy summer months	2

The main issues that have been raised by those who responded to this question are very similar to the comments raised in response to question 4. As the feedback shows respondents considered that by allowing cycling on the promenade will make it less safe for pedestrians. This view may be

influenced by the other issue raised that cyclists do not use the promenade responsibly/considerately.

5.11 Do you have any comments that you would like to make about the trial scheme?

Question 12 gave respondents the opportunity to provide any further comments about the trial scheme. The comments received have been reviewed and categorised into themes and the main themes are presented in the table below.

Theme number	Theme/Issue	Number of respondents raising this issue
1	No issues/the trial is working well/good idea	75
2	Segregating cyclists and pedestrians is needed	38
3	The trial enables families/children to safely cycle	29
4	By allowing cycling on the promenade will make it less safe/more dangerous for pedestrians	18
5	Clearer signing is needed	18
6	All users of the promenade need to be considerate	16
7	A permanent scheme should go ahead	15
8	Enhanced signing is needed to stop cycling past the beach huts/ Bönningstedt Parade	11
9	Cyclists do not use the promenade responsibly/considerately	8
10	Cyclist need to be considerate	8
11	Cyclists need to use bells	7
13	A permanent scheme should not go ahead	6
14	It is safer to cycle on the promenade compared to the road	5
15	By allowing cycling on the promenade will make it less safe/dangerous for children/disabled/elderly pedestrians	5
16	There is sufficient space for pedestrians and cyclists to share	4
17	Cyclists should use road	4
18	The scheme is a waste of money/bad idea	3
19	The trial should be extended along entire length of the promenade	3
20	Cyclist should not speed	3
21	There is insufficient space for pedestrians and cyclists to share	3
22	The surface of the promenade is poor	2
23	The trial is good to gauge feedback	2
24	Cyclists and pedestrians do not mix	2
25	Shared use should not operate during the busy summer months	2

Some of the issues raised by those who responded to this question have also been raised in earlier questions, such as issues surrounding pedestrian safety and the concern that cyclists do not use the promenade responsibly/considerately. With this said the main comment raised indicates the scheme works well. Other comments of note suggest that cyclists should be segregated from pedestrians and additional signing lining or route information is needed.

Appendix 4 - User Interview Survey Questionnaire

CYCLING ON SEAFORD PROMENADE TRIAL SCHEME



USER SURVEY

Q1 What are you using the promenade for today? (tick all that apply)

- Relaxation/get some fresh air
- To go for a walk
- Exercise/keep fit
- Visiting with friends/children/family
- Commuting
- Cycling
- Visit the Martello Tower
- Visit the kiosk
- Use the beach
- Walking the dog
- Other (please state)

Q2 How often do you use the promenade?

- Daily
- 2-5 times a week
- Weekly
- Fortnightly
- Monthly
- Less frequently
- This is my first visit
- Prefer not to say

Q3 I am going to read you a number of statements. Please tell me the extent to which you agree or disagree with each

	strongly agree	agree	neither	disagree	strongly disagree	Not applicable
[3.1] I like the promenade environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.2] I feel safe using the promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.3] There are too many cyclists on the promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.4] I am happy sharing the promenade with cyclists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.5] There is enough room on the promenade for both pedestrians and cyclists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.6] There are too many pedestrians to enable me to cycle on the promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.7] I will visit the promenade more frequently in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.8] Allowing cycling on the promenade will encourage me to cycle more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[3.9] Allowing cycling on the promenade will mean I will visit the promenade less in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 Have you any comments about how effectively you think the trial scheme allowing cycling on the promenade is working?

Q5 Would you like to see cycling allowed on the promenade on a permanent basis?

- Yes
- No (If no please provide details below)

Q6 Are you Female Male

Q7 Which of these age groups do you belong to?

- under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-59
- 60-64
- 65-74
- 75+
- prefer not to say

Q8 Please provide your full postcode as this is required for analysis purposes. It will not be used to identify you.

Thank you for taking the time to provide us with your feedback on the trial scheme, your views are important to us.

To be completed by officer

Date of survey: **Time of survey:**

Weather conditions:

Appendix 5 - Analysis and summary of the comments received from user interview surveys undertaken on Seaford Promenade

1. Introduction

In order to obtain the view of those using the promenade about the impact of the trial scheme a number of user interview surveys were undertaken on the Promenade in August and October 2014. The timetable for the surveys is shown in the table below

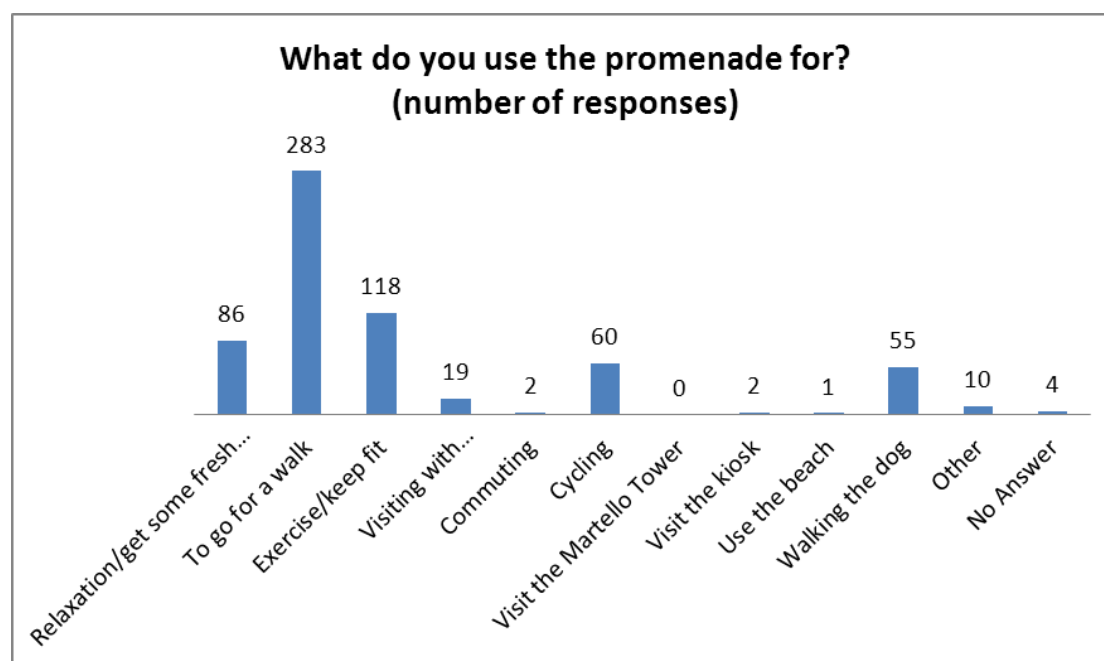
Date	Duration	School Term Time	Number of Surveys completed
Friday 22 August	07:00 to 19:00	No	176
Sunday 24 August	07:00 to 19:00	No	279
Friday 17 October	07:00 to 19:00	Yes	149
Sunday 19 October	07:00 to 19:00	Yes	181

The user surveys were conducted on the promenade in the vicinity of Dane Road and were administered by ESCC enumerator staff. A total of 785 user surveys were completed over the four days. A copy of the user survey is contained within Appendix 4.

2.0 User survey results

2.1 What are you using the promenade for today?

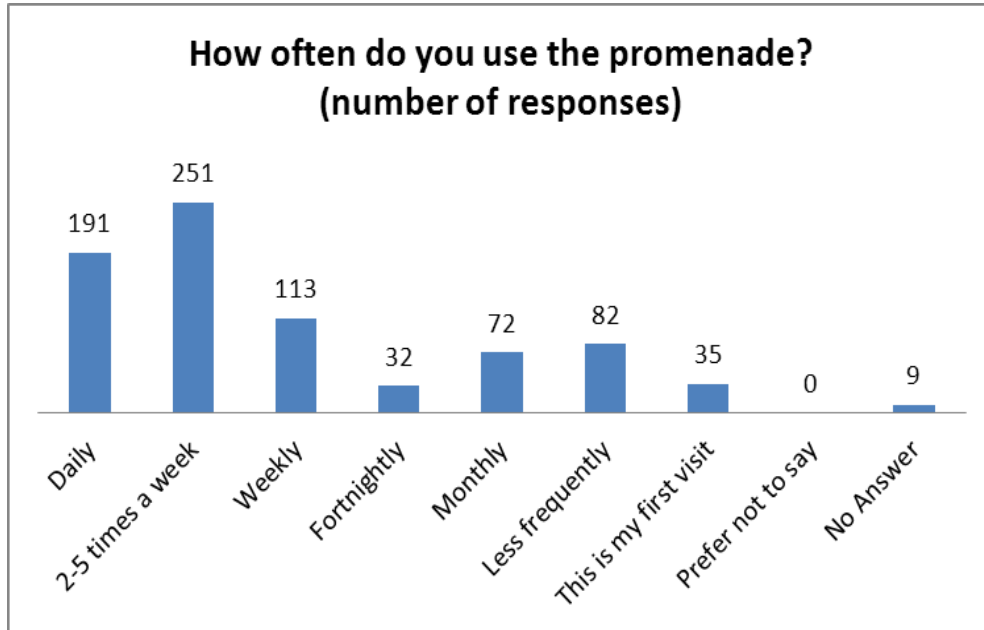
Question 1 asked respondents about what they were using the promenade for. As the chart below illustrates the majority of respondents were going for a walk.



[Note - respondents were able to select more than one option]

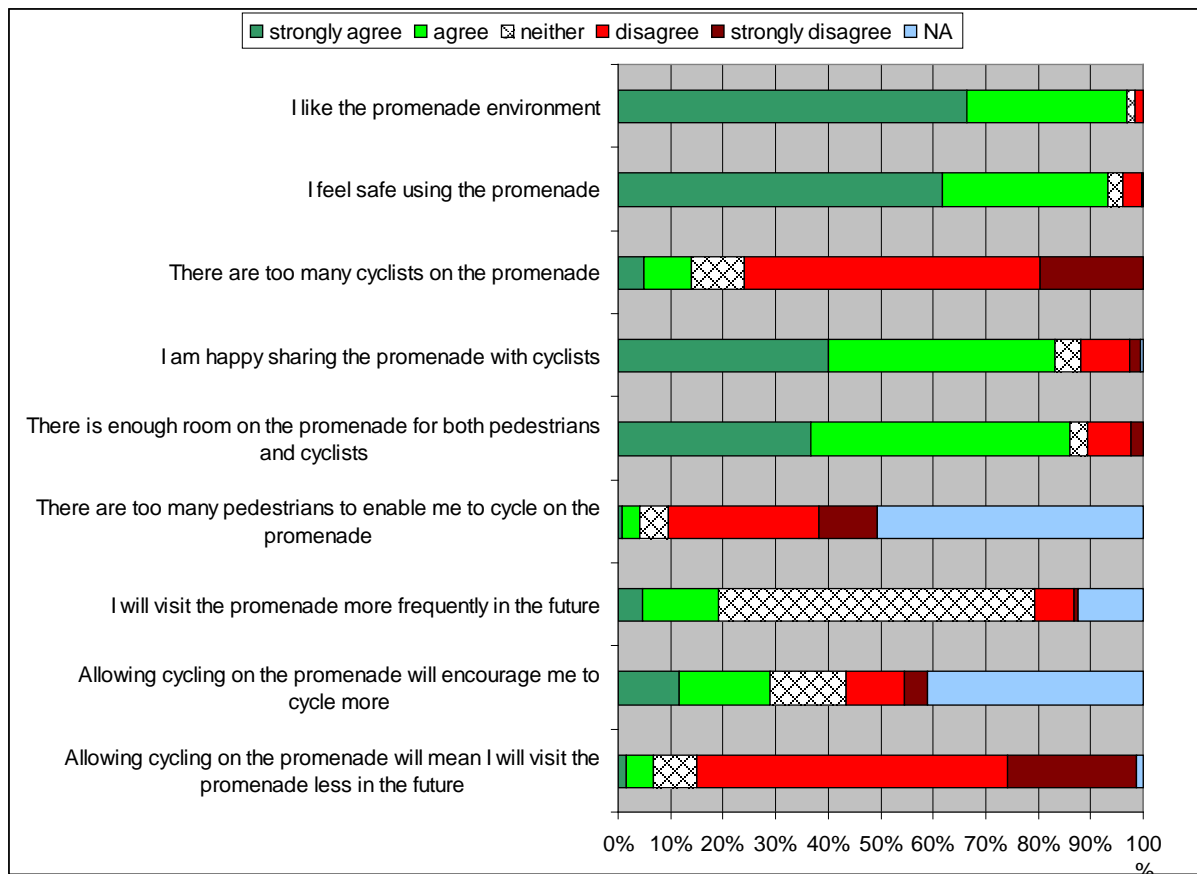
2.2 How often do you use the promenade?

Question 2 asked respondents about how frequently they used the promenade. As the chart below illustrates the majority of respondents use the promenade two to five times a week.



2.3 Please indicate the extent to which you agree or disagree with the following statements

Question 3 asked respondents about the extent to which they supported a number of statements relating to the promenade environment and the measures to allow cyclists to share the seafront with pedestrians. The results are summarised below:



As shown in the graph above:

- 97% of respondents agreed or strongly agreed with the statement 'I like the promenade environment' whilst 2% of respondents either disagreed or strongly disagreed with the statement
- 94% of respondents agreed or strongly agreed with the statement 'I feel safe using the promenade' whilst 4% of respondents either disagreed or strongly disagreed with the statement
- 14% of respondents agreed or strongly agreed with the statement 'There are too many cyclists on the promenade' whilst 75% of respondents either disagreed or strongly disagreed with the statement
- 83% of respondents agreed or strongly agreed with the statement 'I am happy sharing the promenade with cyclists' whilst 11% of respondents either disagreed or strongly disagreed with the statement
- 86% of respondents agreed or strongly agreed with the statement 'There is enough room on the promenade for both pedestrians and cyclists' whilst 10% of respondents either disagreed or strongly disagreed with the statement
- 4% of respondents agreed or strongly agreed with the statement 'There are too many pedestrians to enable me to cycle on the promenade' whilst

40% of respondents either disagreed or strongly disagreed with the statement and 51% of respondents felt this did not apply to them.

- 19% of respondents agreed or strongly agreed with the statement 'I will visit more frequently' whilst 9% of respondents either disagreed or strongly disagreed with the statement.
- 29% of respondents agreed or strongly agreed with the statement 'Allowing cycling on the promenade will encourage me to cycle more' whilst 16% of respondents either disagreed or strongly disagreed with the statement and 41% of respondents felt this did not apply to them.
- 5% of respondents agreed or strongly agreed with the statement 'Allowing cycling on the promenade will mean I will visit the promenade less in the future' whilst 83% of respondents either disagreed or strongly disagreed with it.

2.4 Have you any comments about how effectively you think the trial scheme allowing cycling on the promenade is working?

Question 4 gave respondents the opportunity of providing any comments on the trial scheme. The comments received have been reviewed and categorised into themes and the main themes are presented in the table below.

Theme number	Theme/Issue	Number of respondents raising this issue
1	Scheme works well/good idea/no issues	257
2	A cycle lane/ segregated facility is needed	183
3	Cyclists should use/need bell	53
4	Scheme has made no difference/happy how it is/waste of money	40
5	Some cyclists are irresponsible	36
6	Cyclist need to take care	34
7	All users need to be considerate	22
8	A speed limit for cyclists is needed	12
9	Was not aware of scheme	10
10	Cyclists should use road	9
11	More signs/clearer signs needed	9
12	Scheme makes it dangerous for pedestrians	7
13	Pedestrians should have priority	6
14	On busy days it will be dangerous	5
15	Less safe for children/elderly/disabled users	5
16	Cyclists don't mix with dogs or children	4
17	There is sufficient space for cyclists and pedestrians	4
18	Sharing the promenade with cyclists is	4

	dangerous/not safe	
19	Good for children (cycling)	3
20	It is safer than cycling on the road	2
21	Adjacent car parking is a problem	2
22	The promenade surface is poor for cycling	2
23	Scheme needs policing/enforcement	2

The main issues that have been raised by those who responded to this question are very similar to the comments raised by those who responded to the online self completion questionnaire. The main comment received indicates the scheme works well and as with the feedback received from the online questionnaire the suggestion that cyclists and pedestrians should be segregated has been raised.

2.5 Would you like to see the trial made permanent?

Question 5 asked respondents if they would you like to see the trial made permanent. Of the 758 who responded to this, 89% would like to see the trial made permanent compared to 11% who would not.

2.6 If you are opposed to a permanent scheme please tell us why?

Question 5 gave those respondents who would not like to see the trial made permanent the opportunity to let us know why. A total of 68 comments were received. The comments received have been reviewed and categorised into themes and the main themes are presented in the table below.

Theme number	Theme/Issue	Number of respondents raising this issue
1	Sharing the promenade with cyclists is dangerous/not safe	41
2	A cycle lane/ segregated facility is needed	11
3	Cyclists do not cycle responsibly on the promenade	10
4	Cyclists should use the road	4
5	The promenade is not wide enough for sharing	2

The main issues that have been raised by those who responded to this question are very similar to the comments raised by those who responded to the online self completion questionnaire. As the feedback shows respondents considered that by allowing cycling on the promenade will make it less safe for pedestrians. This view may be influenced by the other issue raised that cyclists do not use the promenade responsibly/considerately.

Appendix 6 - Summary of Pedestrian and Cycle surveys

Users Surveys – October 2013

In October 2013, Seaford Town Council carried out a series of pedestrian and cycle counts over three days before the trial cycle scheme along the promenade came into effect. The counts were undertaken over a 12 hour period between 07:00 and 19:00 and the results of which are summarised below.

Table 1: Users of the Promenade (two way counts)

	Pedestrians		Cyclists		Total	Weather
	No.	%	No.	%		
Saturday 05/10/13	958	81	222	19	1180	Overcast
Monday 07/10/13	899	86	143	14	1042	Overcast
Sunday 13/10/13	132	86	22	14	154	Rain

Table 2: Cyclists using the road (two way counts)

	Total
Saturday 05/10/13	132
Monday 07/10/13	89
Sunday 13/10/13	27

As table 1 illustrates cyclists were using the promenade before the trial scheme commenced. On Saturday 5 October cyclists represented 19% of both pedestrians and cyclists recorded using the promenade. On Monday 7 October and Sunday 13 October cyclists represented 14% of both pedestrians and cyclists recorded using the promenade.

The promenade would be regarded as a recreational space as opposed to a utility route. This is reflected in the feedback received through the consultation exercise where the majority of respondents said they used the promenade for going for a walk. Very few respondents said they used the promenade for commuting. In view of this visitor numbers to the promenade would be influenced by the weather. This is demonstrated by the drop in visitor numbers on Sunday 13 October when it was raining.

Users Surveys – August and October 2013

Once the trial scheme commenced in April 2014, ESCC carried out further pedestrian and cycle surveys in August (during school holidays) and October 2014 (during school term time). The counts were again undertaken over a 12 hour period between 07:00 and 19:00 and the results of which are summarised below.

Table 3: Users of the Promenade (two way counts)

	Pedestrians		Cyclists		Total	Weather
	No.	%	No.	%		
Friday 22/08/14	903	86%	146	14%	1049	Sunny/windy/dry
Sunday 24/08/14	2394	88%	342	13%	2736	Sunny/windy/dry
Friday 17/10/14	536	88%	71	12%	607	Sunny/windy/dry
Sunday 19/10/14	1020	91%	106	9%	1126	Showers/windy

Table 4: Cyclists using the road (two way counts)

	Total
Friday 22/08/14	26
Sunday 24/08/14	142
Friday 17/10/14	25
Sunday 19/10/14	20

As table 3 illustrates over the four survey days cyclists represented between 9% and 14% of both pedestrians and cyclists recorded using the promenade. This proportion of cyclists is about the same as that recorded in October 2013 before the trial scheme came into effect.

Table 4 demonstrates that some cyclists continue to use the road even when they have the option to use the promenade for cycling.

Appendix 7 - Equality Impact Assessment



Equality Impact Assessment

Name of the proposal, project or service
Trial scheme allowing cycling on Seaford promenade

File ref:	C.5.14.069	Issue No:	00
Date of Issue:	15 Dec 2014	Review date:	15 Dec 2015

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Part 1 – The Public Sector Equality Duty and Equality Impact Assessments (EIA)

1.1 The Council must have due regard to its Public Sector Equality Duty when making all decisions at member and officer level. An EIA is the best method by which the Council can determine the impact of a proposal on equalities, particularly for major decisions. However, the level of analysis should be proportionate to the relevance of the duty to the service or decision.

1.2 This is one of two forms that the County Council uses for Equality Impact Assessments, both of which are available on the intranet. This form is designed for any proposal, project or service. The other form looks at services or projects.

1.3 The Public Sector Equality Duty (PSED)

The public sector duty is set out at Section 149 of the Equality Act 2010. It requires the Council, when exercising its functions, to have “due regard” to the need to

- Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited under the Act.
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it. (see below for “protected characteristics”

These are sometimes called equality aims.

1.4 A “protected characteristic” is defined in the Act as:

- age;
- disability;
- gender reassignment;
- pregnancy and maternity;
- race (including ethnic or national origins, colour or nationality)
- religion or belief;
- sex;
- sexual orientation.

Marriage and civil partnership are also a protected characteristic for the purposes of the duty to eliminate discrimination.

The previous public sector equalities duties only covered race, disability and gender.

1.5 East Sussex County Council also considers the following additional groups/factors when carry out analysis:

- Carers – A carer spends a significant proportion of their life providing unpaid support to family or potentially friends. This could be caring for a relative, partner or friend who is ill, frail, disabled or has mental health or substance misuse problems. [Carers at the Heart of 21stCentury Families and Communities, 2008]
- Literacy/Numeracy Skills

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- Part time workers
- Rurality

1.6 Advancing equality (the second of the equality aims) involves:

- Removing or minimising disadvantages suffered by people due to their protected characteristic
- Taking steps to meet the needs of people from protected groups where these are different from the needs of other people including steps to take account of disabled people's disabilities
- Encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low

NB Please note that, for disabled persons, the Council must have regard to the possible need for steps that amount to positive discrimination, to "level the playing field" with non-disabled persons, e.g. in accessing services through dedicated car parking spaces.

1.6 Guidance on Compliance with The Public Sector Equality Duty (PSED) for officers and decision makers:

1.6.1 To comply with the duty, the Council must have "due regard" to the three equality aims set out above. This means the PSED must be considered as a factor to consider alongside other relevant factors such as budgetary, economic and practical factors.

1.6.2 What regard is "due" in any given case will depend on the circumstances. A proposal which, if implemented, would have particularly negative or widespread effects on (say) women, or the elderly, or people of a particular ethnic group would require officers and members to give considerable regard to the equalities aims. A proposal which had limited differential or discriminatory effect will probably require less regard.

1.6.3 *Some key points to note :*

- The duty is regarded by the Courts as being very important.
- Officers and members must be aware of the duty and give it conscious consideration: e.g. by considering open-mindedly the EIA and its findings when making a decision. When members are taking a decision, this duty can't be delegated by the members, e.g. to an officer.
- EIAs must be evidence based.
- There must be an assessment of the practical impact of decisions on equalities, measures to avoid or mitigate negative impact and their effectiveness.
- There must be compliance with the duty when proposals are being formulated by officers and by members in taking decisions: the Council can't rely on an EIA produced after the decision is made.
- The duty is ongoing: EIA's should be developed over time and there should be evidence of monitoring impact after the decision.
- The duty is not, however, to achieve the three equality aims but to consider them – the duty does not stop tough decisions sometimes being made.

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- The decision maker may take into account other countervailing (i.e. opposing) factors that may objectively justify taking a decision which has negative impact on equalities (for instance, cost factors)

1.6.4 In addition to the Act, the Council is required to comply with any statutory Code of Practice issued by the Equality and Human Rights Commission. New Codes of Practice under the new Act have yet to be published. However, Codes of Practice issued under the previous legislation remain relevant and the Equality and Human Rights Commission has also published guidance on the new public sector equality duty.

Part 2 – Aims and implementation of the proposal, project or service

2.1 What is being assessed?

a) Proposal or name of the project or service.

To allow cyclists to share a section of Seaford Promenade between Edinburgh Road and Martello Tower with pedestrians.

b) What is the main purpose or aims of proposal, project or service?

Sustrans' National Cycle Network Route (NCR) 2 passes through Seaford. A section of shared cycle / footway was recently constructed along Marine Parade in Bishopstone, which means that there is now a continuous three mile off road cycle route connecting Seaford with Newhaven. The route is well used and provides a safer alternative to the busy A259 South Coast Road.

The off road cycle route from Newhaven currently finishes in the vicinity of Edinburgh Road at the western end of Seaford. Cycling is prohibited on Seaford promenade, which means cyclists have to re-join the carriageway along Marine Parade. The section of route along Marine Parade is not ideal for cyclists owing to the presence of parked vehicles on either side of the carriageway, which can obscure cyclists from vehicles emerging from side roads.

In April 2014 a trial scheme was initiated to allow cyclists to share the Promenade with pedestrians and provide a safer alternative to Marine Parade.

The trial scheme will continue until December 2014, when the Lead Cabinet Member for Transport and Environment will make a decision as to whether or not the trial scheme should be made permanent

c) Manager(s) and section or service responsible for completing the assessment

James Vaks – Scheme Delivery Manager, Infrastructure Design and Delivery Team, Communities, Economy & Transport

Mark Valleley – Team Leader, Infrastructure Design and Delivery Team, Communities, Economy & Transport

The Infrastructure Design and Delivery Team is responsible for the development and implementation of local transport schemes in the County which meet the objectives of the Council's Local Transport Plan, namely: improving road safety, reducing congestion, improving accessibility, reduce the need and demand to travel, enhance the environment and maintain/manage the transport network.

2.2 Who is affected by the proposal, project or service? Who is it intended to benefit and how?

Allowing cyclists to share the promenade with pedestrians will provide a safer alternative to the existing on road route using Marine Parade. Allowing cycling on the Promenade will mean pedestrians will be sharing the space with cyclists with the potential for conflict between these groups of users. The results of a data collection exercise demonstrated that cyclists were already using the Promenade before the trial scheme commenced with more people cycling on the Promenade than were using the road.

2.3 How is, or will, the proposal, project or service be put into practice and who is, or will be, responsible for it?

The Promenade forms part of the public highway and ESCC are responsible for it in their role as highway authority.

A trial to allow cycling on the Promenade between Edinburgh Road and Martello Tower was conducted over the summer months between April and October 2014 to enable its impact to be evaluated. During this period the public were consulted about the trial scheme.

To enable the trial to take place the Promenade's status needed to be changed given that it was classified as a footway. To enable cycling to take place ESCC removed its footway status under section 66(4) of the Highways Act 1980 and then created new cycle track with a right of way for pedestrians under section 65(1) of the Act. Enforcing this order is the responsibility of Sussex Police.

The trial scheme has been designed by ESCC and constructed by ESCC term contractor. Maintenance of the infrastructure for the scheme will be the responsibility of the County Council.

2.4 Are there any partners involved? E.g. NHS Trust, voluntary/community organisations, the private sector? If yes, how are partners involved?

In July 2011, Seaford Town Council's Community Services Committee agreed that Seaford Town Council would continue to work to secure shared use of the seafront promenade for pedestrians and cyclists. Seaford Town Council has subsequently been working with County Council Officers, Cycle Seahaven and Sussex Police to progress this scheme.

During the trial scheme ESCC officers have met with the Lewes District Council's Access Officer and with the Access in Seaford and Newhaven Committee to discuss the impact of the trial scheme on those using the Promenade

2.5 Is this proposal, project or service affected by legislation, legislative change, service review or strategic planning activity?

To enable cycling to take place the footway status was “removed” under section 66(4) of the Highways Act 1980 and then a new cycle track with a right of way for pedestrians was created under section 65(1) of the Act.

The County Council as highway authority has various statutory duties relating to issues such as maintenance and road safety under various pieces of legislation.

2.6 How do people access or how are people referred to your proposal, project or service? Please explain fully.

Seaford Promenade is open to the general public at all times.

2.7 If there is a referral method how are people assessed to use the proposal, project or service? Please explain fully.

NA

2.8 How, when and where is your proposal, project or service provided? Please explain fully.

The trial scheme allows cyclists to share Seaford Promenade with pedestrians between Edinburgh Road and Martello Tower. The trial scheme commenced in April 2014 and is continuing until December 2014 when the Lead Cabinet Member for Transport and Environment will make a decision as to whether or not the trial scheme should be made permanent.

Part 3 – Methodology, consultation, data and research used to determine impact on protected characteristics.

3.1 List all examples of quantitative and qualitative data or any consultation information available that will enable the impact assessment to be undertaken.

Types of evidence identified as relevant have X marked against them			
	Employee Monitoring Data		Staff Surveys
	Service User Data		Contract/Supplier Monitoring Data
X	Recent Local Consultations		Data from other agencies, e.g. Police, Health, Fire and Rescue Services, third sector
	Complaints		Risk Assessments
X	Service User Surveys		Research Findings
	Census Data	X	East Sussex Demographics
	Previous Equality Impact Assessments	X	National Reports
X	Other organisations Equality Impact Assessments		Any other evidence?

3.2 Evidence of complaints against the proposal, project or service on grounds of discrimination.

During the consultation process concerns were raised about the safety of pedestrians, particularly those who are less mobile, or have either hearing or visual impairments. It was also felt young children may also be at risk of collisions with cyclists. One of the main concerns was that cyclists would not be considerate to other users of the promenade and more vulnerable pedestrians may not be aware of approaching cyclists

3.3 If you carried out any consultation or research on the proposal, project or service explain what consultation has been carried out.

Design guidance/studies

In developing the scheme reference was made to the following documents:

- Department for Transport (DfT) Local Transport Note (LTN) 1/12 'Shared Use Routes for Pedestrians and Cyclists';
- DfT LTN 2/08 Cycle Infrastructure Design;
- Shared Use Operational Review - Atkins 2012 (produced for the DfT).

For shared use schemes LTN 1/12 acknowledges that these are often implemented to improve conditions for cyclists and it is essential that they are designed to take into account the needs of everyone expected to use the facility. The guidance states that poorly designed schemes and schemes where the available width is insufficient to comfortably accommodate the expected flows of pedestrians and cyclists are likely to reduce the amenity value of the route. It is acknowledged in the guidance that disabled people and older people can be particularly affected by shared use routes, but ultimately this will depend on the quality of the design. Therefore the consideration of their various needs is an important part of the design of shared use schemes and the guidance refers to the need for authorities considering the possible implementation of shared use scheme to consider their duties under the Equality Act 2010.

LTN 1/12 also identifies a typical scheme development process whereby the promoter of a scheme considers whether suitable and viable cycle routes can be provided on the carriageway before considering a shared use route.

This suggested process identified in LTN 1/12 has been followed together with the findings detailed within the Atkins 2012 Shared Use Operational Review. The outcomes of the consultation exercise carried out with those affected by the scheme, including those with particular protected characteristics, have also been taken into consideration.

Other Case Studies

Examples of shared use facilities have been introduced along the seafront in Bexhill, Worthing and Hastings.

Bexhill's shared use scheme was approved by Rother District Council in July 2013 following a one year trial. No conflicts between pedestrians and cyclists have been reported during the trial period.

The Hastings scheme has been in place since 2011 and comprises of a combination of segregated and shared use facilities. No conflicts between pedestrians and cyclists have been reported since the introduction of this scheme.

The scheme along Worthing seafront was introduced in 2010. No serious incidents have been reported since the introduction of this scheme.

Consultation

A public consultation exercise on the trial scheme commenced on 11 April 2014 and ran until 17 October 2014. A launch event for the trial scheme was held on Sunday 13 April 2014 in partnership with Seaford Town Council and Cycle Seahaven, a local cycle group. The proposals were publicised on the ESCC website between 11 April and 17 October 2014. A consultation questionnaire was available at the launch event and on the County Council website. Further copies of the questionnaire were made available at Seaford Library and the Tourist Information Centre. A total of 388 questionnaires were completed.

Interview surveys were also undertaken during the trial period with those walking and cycling along the Promenade who were approached and asked to participate. These surveys were undertaken on four days during school holiday period and school term time. A total of 785 interviews were completed.

Cycle and pedestrian counts were carried out at the same time as the user interview surveys in October 2014. The results of these have been compared with the results of pedestrian and cycle counts conducted by Seaford Town Council in October 2013 before the trial scheme started.

Throughout the trial period ESCC officers have been liaising with the Access Officer from Lewes District Council and the Access in Seaford and Newhaven Committee comprising disabled and non-disabled people who work to make the local environment more accessible to everyone.

3.4 What does the consultation, research and/or data indicate about the positive or negative impact of the proposal, project or service?

Consultation

The results of the analysis of the questionnaire and user interview surveys show that the majority of respondents were happy to share the promenade with cyclists. In total the online survey results showed 70% of those who completed the consultation questionnaire and 83% of those who were interviewed stated that they were happy to share the promenade with cyclists. Following on from this 73% of those who returned a self-completion questionnaire and 89% of those interviewed stated that they would like to see the scheme made permanent.

Although the majority of respondents supported the shared use of the promenade concerns were raised about the safety of pedestrians, particularly those who are less mobile, or have either hearing or visual impairments. It was also felt young children may also be at risk of collisions with cyclists. One

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of the main concerns was that cyclists would not be considerate to other users of the promenade and more vulnerable pedestrians may not be aware of approaching cyclists.

A number of respondents explained that they and their families felt more positively about cycling on the promenade now this provided a safe environment for children to ride their bicycles. The other common issue highlighted from the online feedback form and user survey was the suggestion that segregating the promenade so that cyclists and pedestrians each have their own designated areas.

The results of the cycle and pedestrian counts undertaken in October 2014 have been compared with the results of pedestrian and cycle counts conducted by Seaford Town Council in October 2013 before the trial scheme started. The results show that approximately 143 cyclists were using the promenade on a weekday and 222 on a Saturday before the trial scheme came into effect. Comparing these with the results of the surveys undertaken in October 2014 these show that the number of cyclists has not changed significantly. The figures suggest that the scheme is formalising the arrangements that had already been in operation before the trial scheme commenced.

Research

Reference: DfT LTN 1/12 'Shared Use Routes for Pedestrians and Cyclists'

For shared use schemes LTN 1/12 acknowledges that these are often implemented to improve conditions for cyclists and it is essential that they are designed to take into account the needs of everyone expected to use the facility. It is acknowledged in the guidance that disabled people and older people can be particularly affected by shared use routes, but ultimately this will depend on the quality of the design.

Reference: Shared Use Operational Review (Atkins, 2012)

Consultants Atkins produced a report in 2012 looking into the operation of Shared Use routes. This was an evidence based study into the factors which influence the design and operation of segregated (white line separating pedestrians and cyclists) and unsegregated pedestrian and cyclist shared use facilities.

Segregation by white line was found to be ineffective at supporting full compliance with segregation by pedestrians and cyclists. Their findings indicate that average cycle speeds are not significantly faster on segregated routes compared with unsegregated ones.

Observations indicated that maximum cycle speed decreases as pedestrian flow increases on shared use routes. This suggests that cyclists moderate their behaviour in the presence of pedestrians.

On shared use routes, segregating cyclists and pedestrians reduces the width available to each user group. This reduction could have implications for the level of comfort for all users.

Behaviour observed during the study by both pedestrians and cyclists on segregated and unsegregated routes was judged to be considerate by both

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user groups. Agreement was strongest on unsegregated routes, suggesting that behaviour is more considerate on these routes, where the requirement to interact with other types of user is clearer.

No collisions and no conflict of any significance took place during video surveys undertaken as part of the study. Most of the interaction recorded was relatively inconsequential, where one or more users adjusted their speed/position. The most severe category of interaction observed was that of marginal conflict, where cyclists or pedestrians slowed down or changed direction but movement was calm and controlled.

Part 4 – Assessment of impact

4.1 Age: Testing of disproportionate, negative, neutral or positive impact.

a) How is this protected characteristic reflected in the County/District/Borough?

The following details have been taken from East Sussex in Figures. These represent the population profile, by age, for the County, Lewes District and Seaford in 2014.

Population by age profile (numbers)			
Age group	County	Lewes District	Seaford
0-15	92,298	17,562	3,467
16-29	75,995	13,623	2,973
30-44	86,794	16,422	3,238
45-54	78,693	15,088	3,337
55-64	70,178	13,365	3,339
65-74	68,935	12,587	3,808
75-85	42,481	8,060	2,626
85+	20,911	3,941	1,459
All	536,285	100,648	24,247

Population by age profile (%)			
Age group	County	Lewes District	Seaford
0-15	17%	17%	14%
16-29	14%	14%	12%
30-44	16%	16%	13%
45-54	15%	15%	14%
55-64	13%	13%	14%
65-74	13%	13%	16%
75-85	8%	8%	11%
85+	4%	4%	6%
All	100%	100%	100%

b) How is this protected characteristic reflected in the population of those impacted by the proposal, project or service?

As the tables in section (a) shows the age profile for Seaford is similar compared with those for the County and District. The population in Seaford who are 65 years of age and above is marginally higher than the District and County.

Given Seaford has a marginally higher proportion of its population who are 65 years of age and older, this must be recognised within this assessment as this age group may be more affected (as detailed below) by the scheme compared with other age groups.

- c) **Will people with the protected characteristic be more affected by the proposal, project or service than those in the general population who do not share that protected characteristic?**

Yes - Elderly people may be more adversely affected than the general population. Elderly people may be less mobile or have hearing or visual impairments and as a consequence feel more vulnerable/less safe sharing the promenade with cyclists.

Young children may also be more adversely affected than the general population as they may be less aware of their surroundings potentially walking into the path of an approaching cyclist if left unsupervised.

- d) **What is the proposal, project or service's impact on different ages/age groups?**

Negative Impacts:

Elderly people who feel more vulnerable/less safe sharing the promenade with cyclists may stop using the promenade.

Families with young children may consider the promenade environment being less safe when sharing with cyclists and may stop visiting this amenity.

Feedback from the consultation process raised concern about the safety of pedestrians, particularly those who are less mobile. There were also concerns for the safety of young children who will be less aware of approaching cyclists.

Response from consultation process:

'I feel this environment is now dangerous and much of the pleasure has been taken away. I am partially deaf and do not hear the approaching cyclists. I have spoken with many other elderly residents of Seaford and they also agree one of the few safe places to stroll and exercise has been taken from them.'

Positive Impact:

By allow cycling on the promenade provides less confident cyclists, such as children or older people, a safe environment to cycle. Allowing cycling on the Promenade will also provide an environment for elderly people to cycle safely and remain active. This may encourage more people to cycle and use the Promenade.

Response from consultation process:

'Being the mother of young children I have always felt that Seaford did not provide sufficient safe cycling opportunities for children, other than off-road at Friston Forest or the Downs. I think it is vital to have off-road opportunities for children to improve their cycling skills, and the promenade has more than sufficient space to accommodate both walkers and cyclists. Shared space means mutual respect, and I think this trial is a highly overdue step towards improving our community spaces for all users'.

Response from consultation process:

'This summer has been wonderful as I have been able to cycle with my grandchildren along the seafront in safety. We go there frequently and we have not had any problems.'

e) What actions are to/or will be taken to avoid any negative impact or to better advance equality?

- Promote the promenade as accessible and safe
- Ensuring the scheme is well designed with the effective use of use signing and lining
- Proactively seek to influence the behaviour of all those using the Promenade through the promotion of a Code of Conduct encouraging everyone to take account of and respect each other's needs.

f) Provide details of the mitigation.

As part of the trial scheme a combination of permanent and temporary signing was introduced, together with temporary (A-frame boards) providing code of conduct information. Refer to Appendix A for details. Further signing and lining will be introduced and the temporary signing will be reviewed and replaced with standard (permanent) signs if the scheme is made permanent.

The temporary code of conduct boards will be replaced and the information and their positioning along the shared route will be reviewed to ensure they are conspicuous to all users and the information displayed best promotes the concept of shared use and makes users of the promenade aware they are within a shared environment and should behave appropriately.

g) How will any mitigation measures be monitored?

Undertake follow up user surveys once the permanent scheme and associated mitigation measures come into effect to assess the quality of their experience when using promenade.

Carry out further pedestrian and cycle counts to determine if as a result of the scheme increased number of cyclists are evident. This may lead to additional measures needing to be introduced.

4.2 Disability: Testing of disproportionate, negative, neutral or positive impact.

a) How is this protected characteristic reflected in the County /District/Borough?

The following details have been taken from East Sussex in Figures. These represent the population profile, disability, for the County, Lewes District and Seaford in 2011.

	County	Lewes District	Seaford
Day-to-day activities limited a little	58902	10583	3093
Day-to-day activities limited a lot	48243	8471	2365
People without long-term health problem or disability	419526	78448	18113
All	526671	97502	23571

	County	Lewes District	Seaford
Day-to-day activities limited a little	11%	11%	13%
Day-to-day activities limited a lot	9%	9%	10%
People without long-term health problem or disability	80%	80%	77%
All	100%	100%	100%

- b) How is this protected characteristic reflected in the population of those impacted by the proposal, project or service?**

As the tables in section (a) show, the profile for Seaford is similar to the population in the County and District. Seaford appears to have a marginally higher proportion of people who either have a long-term health problem or disability.

- c) Will people with the protected characteristic be more affected by the proposal, project or service than those in the general population who do not share that protected characteristic?**

Yes - People who are less mobile, have balance problems or have hearing or visual impairments may feel more vulnerable/less safe sharing the promenade with cyclists.

- d) What is the proposal, project or service's impact on people who have a disability?**

Negative Impact:

By allow cycling on the promenade there is a risk that disabled people and other vulnerable groups are concerned for their safety and avoid using the promenade.

Concerns raised through the consultation process related to the shared use environment and the safety of pedestrians, particularly those who are less mobile, or have either hearing or visual impairments. One of the main concerns was that cyclists would not be considerate to other users of the promenade and more vulnerable pedestrians may not be aware of approaching cyclists. This issue was also reflected following consultation with the Lewes District Council Access Officer together with the Access in Seaford and Newhaven Committee

Response from consultation process:

'As a disabled person I find that it is impossible to feel safe on the seafront promenade now. A lot of the cyclists are speeding and it means that you do not have time to get out of the way quick enough.'

Positive Impact:

Allowing cycling on the promenade provides people with disabilities a safe environment to cycle.

Response from consultation process:

'I accompany a young man with physical disabilities who is now able to use his tricycle on the promenade, as he follows me on my bicycle. He loves the new freedom that this now gives him as previously he was confined to the cycle path between Bishopstone and Newhaven.'

e) What actions are to/ or will be taken to avoid any negative impact or to better advance equality?

Refer to 4.1 (e)

f) Provide details of any mitigation.

Refer to 4.1 (f)

g) How will any mitigation measures be monitored?

Refer to 4.1 (g)

4.3 Ethnicity: Testing of disproportionate, negative, neutral or positive impact.

It is not considered that this protective characteristic will experience disproportionate, negative, neutral or positive impact by the scheme to allow cycling on Seaford promenade.

4.4 Gender/Transgender: Testing of disproportionate, negative, neutral or positive impact

It is not considered that this protective characteristic will experience disproportionate, negative, neutral or positive impact by the scheme to allow cycling on Seaford promenade.

4.5 Marital Status/Civil Partnership: Testing of disproportionate, negative, neutral or positive impact.

It is not considered that this protective characteristic will experience disproportionate, negative, neutral or positive impact by the scheme to allow cycling on Seaford promenade.

4.6 Pregnancy and maternity: Testing of disproportionate, negative, neutral or positive impact.

It is not considered that this protective characteristic will experience disproportionate, negative neutral or positive impact by the scheme to allow cycling on Seaford promenade.

4.7 Religion, Belief: Testing of disproportionate, negative, neutral or positive impact.

It is not considered that this protective characteristic will experience disproportionate, negative, neutral or positive impact by the scheme to allow cycling on Seaford promenade.

4.8 Sexual Orientation - Gay, Lesbian, Bisexual and Heterosexual: Testing of disproportionate, negative, neutral or positive impact.

It is not considered that this protective characteristic will experience disproportionate, negative, neutral or positive impact by the scheme to allow cycling on Seaford promenade.

4.9 Other: Additional groups/factors that may experience impacts - testing of disproportionate, negative, neutral or positive impact.

There are no other groups which have been identified which are likely to experience disproportionate, negative, neutral or positive impact.

4.10 Human rights - Human rights place all public authorities – under an obligation to treat you with fairness, equality, dignity, respect and autonomy. Please look at the table below to consider if your proposal, project or service may potentially interfere with a human right.

The scheme will not have human rights implications. .

Articles	
A2	Right to life (e.g. pain relief, suicide prevention)
A3	Prohibition of torture, inhuman or degrading treatment (service users unable to consent, dignity of living circumstances)
A4	Prohibition of slavery and forced labour (e.g. safeguarding vulnerable adults)
A5	Right to liberty and security (financial abuse)
A6 & 7	Rights to a fair trial; and no punishment without law (e.g. staff tribunals)
A8	Right to respect for private and family life, home and correspondence (e.g. confidentiality, access to family)
A9	Freedom of thought, conscience and religion (e.g. sacred space, culturally appropriate approaches)
A10	Freedom of expression (whistle-blowing policies)
A11	Freedom of assembly and association (e.g. recognition of trade unions)
A12	Right to marry and found a family (e.g. fertility, pregnancy)

Protocols	
P1.A1	Protection of property (service users property/belongings)
P1.A2	Right to education (e.g. access to learning, accessible information)
P1.A3	Right to free elections (Elected Members)

Part 5 – Conclusions and recommendations for decision makers

5.1 Summarise how this proposal/policy/strategy will show due regard for the three aims of the general duty across all the protected characteristics and ESCC additional groups.

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010;
- Advance equality of opportunity between people from different groups
- Foster good relations between people from different groups

Introducing a package of measures to support and facilitate the scheme to allow cycling on Seaford promenade will reassure people about the behaviour of cyclists through use of code of conduct information and thereby help mitigate the negative impacts that have been identified and promote the promenade as accessible and safe for all users.

5.2 Impact assessment outcome Based on the analysis of the impact in part four mark below ('X') with a summary of your recommendation.

X	Outcome of impact assessment	Please explain your answer fully.
	A No major change – Your analysis demonstrates that the policy/strategy is robust and the evidence shows no potential for discrimination and that you have taken all appropriate opportunities to advance equality and foster good relations between groups.	<p>The introduction of signing to make it clear to all users that they are on a shared area with additional ‘Share with Care’ information signing and a code of conduct to promote responsible use should help to mitigate the negative impacts that have been identified.</p>
X	B Adjust the policy/strategy – This involves taking steps to remove barriers or to better advance equality. It can mean introducing measures to mitigate the potential effect.	
	C Continue the policy/strategy - This means adopting your proposals, despite any adverse effect or missed opportunities to advance equality, provided you have satisfied yourself that it does not unlawfully discriminate	
	D Stop and remove the policy/strategy – If there are adverse effects that are not justified and cannot be mitigated, you will want to	

	<p>consider stopping the policy/strategy altogether. If a policy/strategy shows unlawful discrimination it <i>must</i> be removed or changed.</p>	
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5.3 What equality monitoring, evaluation, review systems have been set up to carry out regular checks on the effects of the proposal, project or service?

Further user surveys will be carried out 12 months from when the permanent scheme and associated mitigation measures come into effect to determine/ assess the quality of peoples experience when using promenade.

5.6 When will the amended proposal, proposal, project or service be reviewed? 12 months from gaining approval to making cycling on the promenade permanent.

Date completed:	25/11/2014	Signed by (person completing)	<i>James Vaks</i>
		Role of person completing	Scheme Delivery Manager
Date:	25/11/2014	Signed by (Manager)	<i>Mark Valleley</i>

Part 6 – Equality impact assessment action plan

If this will be filled in at a later date when proposals have been decided please tick here and fill in the summary report.



The table below should be completed using the information from the equality impact assessment to produce an action plan for the implementation of the proposals to:

1. Lower the negative impact, and/or
2. Ensure that the negative impact is legal under anti-discriminatory law, and/or
3. Provide an opportunity to promote equality, equal opportunity and improve relations within equality target groups, i.e. increase the positive impact
4. **If no actions fill in separate summary sheet.**

Please ensure that you update your service/business plan within the equality objectives/targets and actions identified below:

Area for improvement	Changes proposed	Lead Manager	Timescale	Resource implications	Where incorporated/flagged? (e.g. business plan/strategic plan/steering group/DMT)

6.1 Accepted Risk

From your analysis please identify any risks not addressed giving reasons and how this has been highlighted within your Directorate:

Area of Risk	Type of Risk? (Legal, Moral, Financial)	Can this be addressed at a later date? (e.g. next financial year/through a business case)	Where flagged? (e.g. business plan/strategic plan/steering group/DMT)	Lead Manager	Date resolved (if applicable)

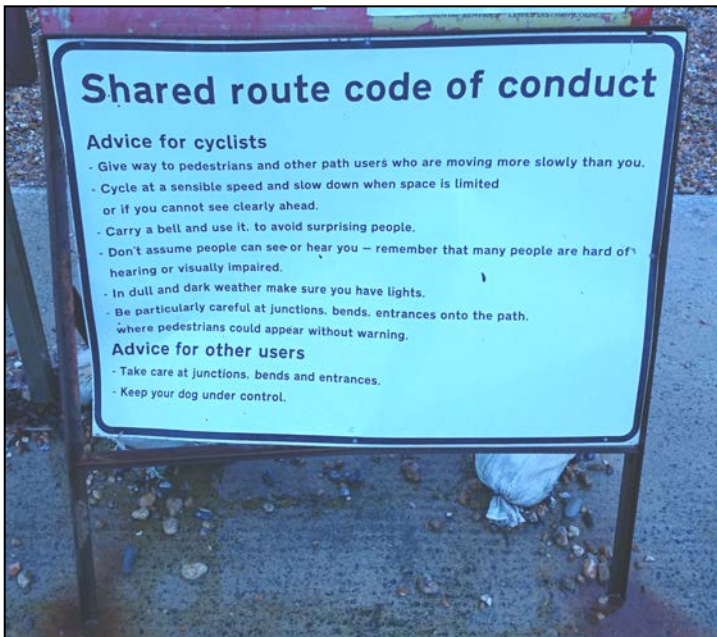
Appendix A - Examples of signs and information used during the trial scheme



< Example of a standard shared pedestrian and cycle route sign used along the promenade



Example of a temporary 'Share with Care' sign used along the promenade to supplement standard signing to enhance the profile of the shared environment >



< Example of a temporary code of conduct sign. These signs were used at the east and west end of the trial route. Further signs were provided at the approaches to the refreshment kiosk mid-way along the promenade.

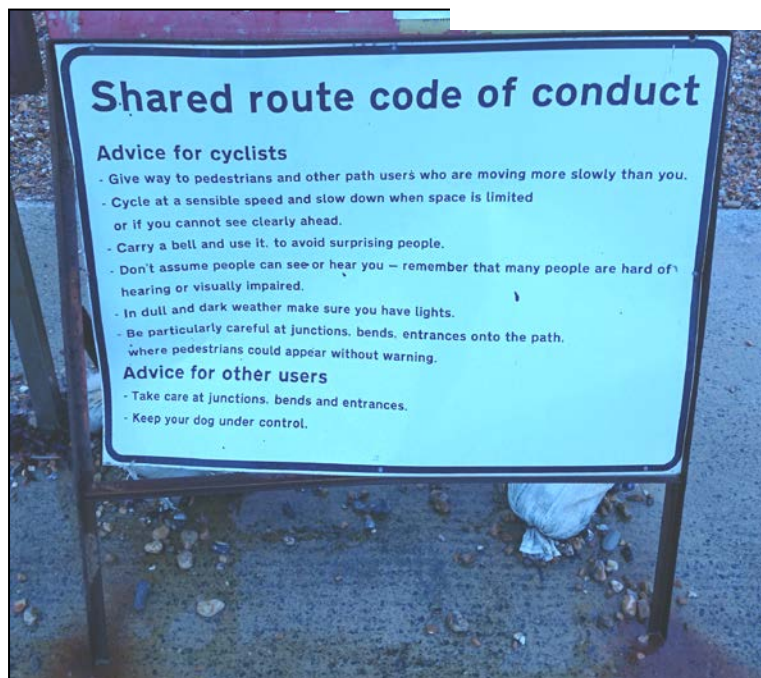
Appendix 8 - Examples of signs and information used during the trial scheme



Example of a standard shared pedestrian and cycle route sign used along the promenade



Example of a temporary 'Share with Care' sign used along the promenade to supplement standard signing to enhance the profile of the shared environment



Example of a temporary code of conduct sign. These signs were used at the east and west end of the trial route. Further signs were provided at the approaches to the refreshment kiosk mid-way along the promenade.

An example of the postcards produced for the trial scheme. These were distributed to the two refreshment kiosks located along the promenade to advertise the consultation exercise. The postcards also provided code of conduct information.

eastsussex.gov.uk



Cycling on Seaford Promenade

Have your say

A trial scheme that will allow cyclists and pedestrians to share a section of the promenade will commence at Easter and run throughout summer 2014.

Your views will help us decide whether the scheme should become permanent.

To find out about the scheme and fill in a questionnaire, please visit eastsussex.gov.uk/haveyoursay

Copies of the questionnaire are also available from Seaford Library and Seaford Tourist Information Centre.

The consultation will close on 17 October 2014, so don't miss the opportunity to have your say!



Shared-use paths can be used by both cyclists and pedestrians. It is important to follow a few basic rules so that everyone can enjoy them as much as possible.

Advice for cyclists

- Give way to pedestrians and other path users who are moving more slowly than you.
- Cycle at a sensible speed and slow down when space is limited or if you cannot see clearly ahead.
- Carry a bell and use it, to avoid surprising people.
- Don't assume people can see or hear you – remember that many people are hard of hearing or visually impaired.

Advice for other users

- In dull and dark weather make sure you have lights.
- Be particularly careful at junctions, bends, entrances onto the path, where pedestrians could appear without warning.
- Take care at junctions, bends and entrances.
- Keep your dog under control.