

Basildon LCWIP 2: early engagement feedback

Introduction

Between 16th October and 8th November, Engagement Matters on behalf of the Sustainable Transport Team at Essex County Council, undertook early engagement work with local residents, businesses and stakeholders in Basildon. The objective of the engagement activity was to discuss and test the proposed LCWIP 2 route in an open, informal environment and potentially feed into the final designs before formal public consultations are undertaken in Q1 2024. The intention is that this will give ECC an early understanding of any potential concerns or likely challenges which can be addressed prior to formal consultation and help to minimise objections later down the line. It may also provide an opportunity to identify early support for the schemes which can be mobilised at the consultation stage.

It is hoped that this early engagement will be the first step in a long-term approach - key learnings from the exercise will be reviewed and will be taken on board for the next stage of public consultation as well as for future early engagement exercises.

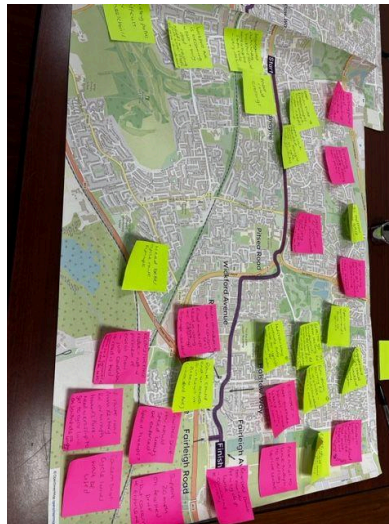
Summary of activities

A letter containing details of the proposed route as well as a short postal survey was posted to **6,966** addresses (number of households living within 300m of the route) on 12th October. A Freepost envelope was included within the mailing. See Appendix A for a copy of the letter.

A slightly longer survey was launched online on the 12th October using the ECC Citizen Space consultation platform.

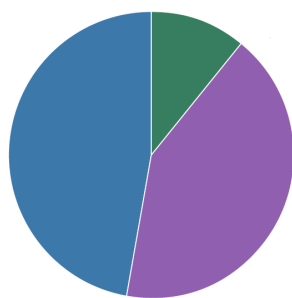
An in-person event was held at The Place, Pitsea, just behind the Pitsea market on Friday 3rd November for people to drop in and discuss their feedback in detail. This event was publicised via the letter to residents as well as on the Safer Greener Healthier Facebook page. A Facebook ad targeting adults aged between 18 and 65 living within 10 miles of Pitsea ran for five days and reached **14,647** people, generated **355** engagements (use of "likes", "emojis") resulting in **274** users clicking on the link to the online survey. The post was also shared on a number of Basildon walking/cycling Facebook group pages including Eco Basildon, Basildon Cycling Community, Basildon Pedal Power and Basildon Community Walking Group.

Finally, an email was sent to all key stakeholders (MP, county councillors, ward councillors, ECC and town council officers, key interest groups) on 16th October alerting them to the engagement activities and asking them to share the information with their own networks. See Appendix B for the list of key stakeholders.



Results

Channel	No. of responses/attendees
Engagement event	26
Postal surveys	95
Online surveys	108
Email sign-ups	44



- **11%** attended engagement event
- **42%** filled in Freepost survey
- **47%** filled in online survey

92% of the online respondents lived locally and **54%** heard about the survey/event via the mail-drop and **22%** via social media.

The following questions were asked in both the postal and online surveys:

Is there anything that currently makes walking and cycling along any part of this route difficult?		
	Online respondents	Postal respondents
Yes	63%	54%
No	25%	15%

What do you think about our plans for the route improvements?		
	Online respondents	Postal respondents
It will make walking and cycling safer	48%	57%
I would consider using the route	39%	26%
I have concerns - please see Key Themes for comments	40%	27%

How else could we make this route better or safer for cyclists and pedestrians?		
	Online respondents	Postal respondents
Improve the signage	45%	45%
Improve the road crossings	19%	28%
Make cyclists a priority at crossings	19%	18%
Other - please see Key Themes for comments	34%	10%

Is there anything about the route that you would like to comment on? Is there anything we may have missed?		
	Online respondents	Postal respondents
Yes - please see Key Themes for comments	49%	27%

In addition, the online survey asked a number of additional questions which are shown below:

Do you agree or disagree that a segregated or shared cycleway/footway from Broadmayne to Fairleigh Road will make the route safer for cyclists and pedestrians?		
	Online respondents	Postal respondents N/A
Agreed	54%	N/A
Disagreed	34%	N/A

To what extent do you agree or disagree that new or upgraded pedestrian/cycling crossings on the sections of the route are in the right locations (Broadmayne/Churchill Avenue/Timberlog Lane roundabout AND Broadmayne/South Mayne/East Mayne roundabout)		
	Online respondents	Postal respondents N/A
Agreed	55%	N/A
Disagreed	14%	N/A

To what extent do you agree or disagree that these crossings will make the route safer for cyclists and pedestrians?		
	Online respondents	Postal respondents N/A
Agreed	54%	N/A
Disagreed	19%	N/A

Which proposed option below would you prefer for Pitsea Road/Wickford Avenue?		
	Online respondents	Postal respondents N/A
Option one (installing a signalised cycle crossing only on the Pitsea south arm of the mini roundabout).	19%	N/A
Option two (converting the mini roundabout to a signalised junction with a cycle crossing on Pitsea south and a pedestrian crossing on Wickford Avenue).	31%	N/A
No opinion	46%	N/A

Which proposed option below would you prefer for Wickford Avenue/Rectory Road?		
	Online respondents	Postal respondents N/A
Option one (installing a parallel crossing on the south arm)	22%	N/A
Option two (converting the mini-roundabout to a signalised junction with pedestrian/cycle crossing on the south and western arms)	28%	N/A
No opinion	44%	N/A

Which proposed option below would you prefer for Halstow Way, Bearsted Drive and Fairleigh Avenue/Fairleigh Road?		
	Online respondents	Postal respondents N/A
Option one (reducing the existing speed limit to 20mph on Halstow Way, Bearsted Drive and	38%	N/A

Which proposed option below would you prefer for Halstow Way, Bearsted Drive and Fairleigh Avenue/Fairleigh Road?		
Fairleigh Avenue/Fairleigh Road)		
Option two (keeping the existing speed limit at 30mph but introducing traffic calming measures to physically reduce the vehicle speeds)	21%	N/A
No opinion	35%	N/A

Key themes

These are the themes of comments received at the in-person events and via the postal and online surveys, in five or more responses.

Safety-related comments

People suggested that the routes should be well lit and that existing street lighting needs to be repaired. Just as many people said that it would be safer to segregate cyclists and pedestrians (rather than shared paths). Some said that better signage and road markings are required along the route. Others said they don't currently feel safe using cycle paths, walking paths and/or underpasses, and said that there is an issue with bike theft.

Crossings

Many people said that more crossings are needed along the route, especially at roundabouts where they felt the current crossings are not safe. Almost as many people said the Ashlyns roundabout specifically needs a cycle and pedestrian crossing. Others said a good crossing is needed at the South Mayne/Broadmayne roundabout.

Bearsted Drive - no support for proposed cycle route and/or traffic calming measures

Many people (most of which specified they are a resident of Bearsted Drive) said that Bearsted Drive is too steep and too narrow for a cycle lane and that they didn't think lowered speed limits would be enforced. They said they did not want a cycle path on their road.

Halstow Way - no support for cycle route

Some people (most of which specified they are a resident of Halstow Way) said that Halstow Way is too steep for a cycle lane. Some suggested the route would be better to go via Rectory Road down to London Road not along Halstow Road/Bearsted Drive, or to go

down Rectory Road, through Howards Park or past the old police station. A few felt that a cycle route on Halstow Way would negatively affect the residential character of the road.

Fairleigh Road - no support for cycle route

Some people asked why the proposed route ends here, and were concerned that if the road becomes made up, it will be used as a rat-run. Others suggested the route should instead end at the Eversley leisure facility.

Alternative route suggestions

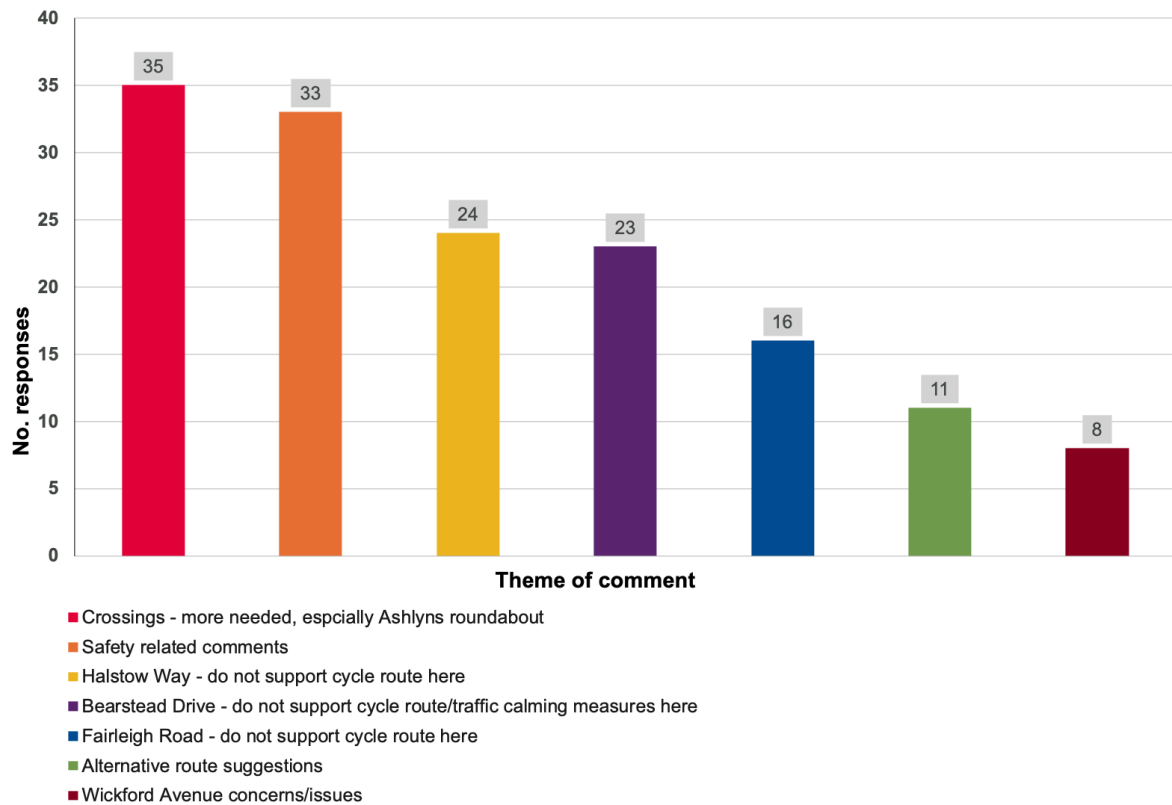
Suggestions for alternative routes included: linking the two train stations;

- going along Ashlyns, through residential area (Kenneth Road) then finishing at Eversley;
- going along South Mayne beyond Wickford Avenue, then crossing and going along the footpaths onto Rectory Park Drive, then London Road;
- going via South Mayne in Pitsea dropping down to Pitsea Road where the Greensward is near Tesco;
- connecting into centre of Pitsea.

Wickford Avenue - concerns and suggestions

Some felt Wickford Avenue is not suitable for the route as it is a rat-run, traffic is too fast and busy and cyclists don't use it. Other comments about Wickford Avenue included that it would be good for a cycle route but there is currently too much parking on the pavements; or that it should be made into a 'school street' or a bus gate should be installed.

Key themes



What people told us...

Safety at crossing points especially Broadmayne/Pitsea Road

"The crossing transition points from Broadmayne to Pitsea Road involve crossing East Mayne and South Mayne, which are very busy main traffic routes. The zebra crossing at Broadmayne is too close to East Mayne for increased pedestrian, and wheeled/ridden cycles to cross safely in a timely matter. The view by traffic approaching from South Mayne, of the crossing, is obstructed by the sharp left hand turn, more often than not overgrown foliage hides the crossing and lights. There are no lights or crossing aids across South Mayne, so would involve a leap of faith during busy times."

"It's very hard to join Pitsea Rd from the cycle path. along Broad Mayne "

"The Church Road crossing isn't very safe, especially as cars leaving Broadmayne should give priority to cyclists and pedestrians, however they very rarely do so."

"Safer crossings are required at the South Mayne roundabout, Ashlyns/Pitsea Road roundabout and the junction of Pitsea Road and Wickford Avenue.:

Bearsted Drive/Halstow Way - steep hill/too narrow making it unsuitable for most cyclists

"In Halstow Way, there are often cars parked along the bend and near the junctions. Buses also use this route and I wonder how safe a cycle/walking route would be."

"I live down Bearsted Drive and cycling / even walking up Halstow way / Fairleigh road because of the steep hill a better route would be down Rectory Road then London Road."

"Bearsted Drive & Halstow way are on a HILL. This route takes you over a hill, when you can just go around it which is barely any longer and a damn sight safer."

"Who would want to cycle up Bearsted drive its crazy"

Why stop the route at Fairleigh Avenue/Road?

"Fairleigh Road is an "unmade" unkept road, so is tricky (sometimes dangerous) to walk and cycle through as it is very uneven. Lots of trip hazards."

"Seems a bit of a strange route to end at Fairleigh Road which is an unmade road. Why not take the cyclists/walkers into Pitsea where there are shops/markets etc. Seems that they are dumped in the middle of nowhere."

Alternative route suggestions

"Re-route to Pitsea centre, there is a cyle path already at the end of Rectory Road/London Road where they could join."

Other points to note that were commented on frequently

Overwhelmingly, people were concerned about the condition of existing cycle and footpaths, saying they are damaged and dangerous; and that the focus should be on the maintenance of existing infrastructure before new infrastructure is built.

Appendix A

Letter to residents



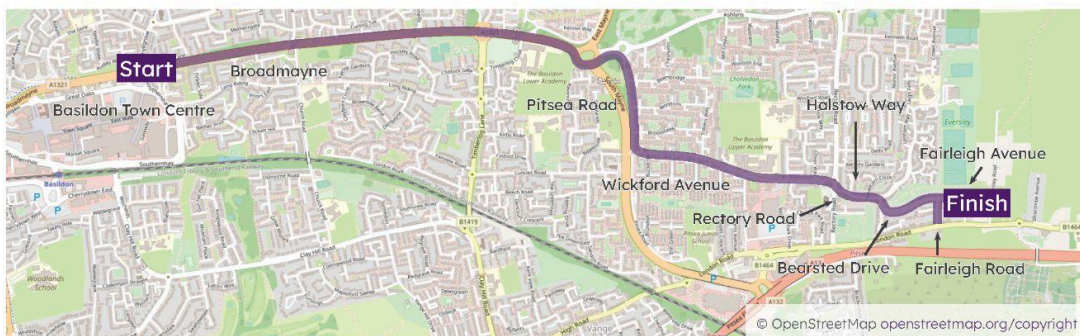
11/10/2023

Dear resident,

Tell us what you think about future walking and cycling route improvements in your area

Essex County Council have been awarded dedicated funding for walking and cycling route improvements in Basildon. Before we draw up designs, we want to ask you, the residents who live and work nearby for feedback. This will help us understand what people think currently and what we need to consider as we plan the route. We can only use this funding for walking and cycling.

Below is a proposed walking and cycling route from the town centre and enterprise zone to Pitsea. This route has been identified as useful for connecting people in Pitsea to employment opportunities.



To let us know your thoughts, please go online: bit.ly/3PO3OTW or scan this QR code. We'll also be at **Pitsea Market, Northlands Pavement SS13 3DU** between 10:30 – 16:30 on Friday 3rd November 2023 if you'd like to come and talk to us about the improvements.

If you don't want to complete the full survey, an alternative short survey is on the back of this letter and you can send it back to us in the Freepost envelope (deadline 8th November 2023).

This route is part of our plan to create a safer, greener and healthier Essex by giving residents more choice how they travel.

What you tell us now will be considered before designs are drawn up. We're planning to share these with you in early 2024.

Timeline

- Ask local residents and businesses about future walking and cycling improvements
- Consider feedback and draw up designs for the route
- Public consultation on route designs before they are finalised
- Funding permitting, construction commences

If you have any questions or would like to talk to us about the proposed walking and cycling improvements, please contact SGH.Routes@essex.gov.uk

Thank you for taking part – we look forward to hearing your thoughts.



Tell us what you think about future walking and cycling route improvements from Basildon town centre and enterprise zone to Pitsea.

Your feedback

1. What do you think about our plans for the route improvements?

- ☐ It will make walking and cycling safer
- ☐ I would consider using the route
- ☐ I have concerns – please tell us in the text box below
- ☐ No opinion

If you have time,
please take a look
at our more detailed
survey online:
bit.ly/3PO3OTW

2. Is there anything that currently makes walking and cycling along any part of this route difficult?

- ☐ Yes ☐ No ☐ Don't know

If you would like to give us more detail, please do so using the text box below

3. How else could we make this route better or safer for cyclists and pedestrians? (tick all that apply)

- ☐ More/clearer signage
- ☐ Add more road crossings – if so, where do you think these crossing points should be?
- ☐ Make cyclists a priority at crossings ☐ Other – please tell us in the text box below

4. Is there anything about the route that you would like to comment on? Is there anything we may have missed? Please use the text box below if you have any further comments.

Thank you for taking the time to comment on this route. Please use the enclosed Freepost envelope to send the survey back to us by Wednesday 8th November. We'll keep our website updated with what you told us.

Appendix B

List of key stakeholders

MP

John Baron MP

County councillors

Cllr Tom Cunningham

Cllr Luke Mackenzie

Cllr Jeff Henry

Cllr Pat Reid

Borough councillors - cabinet

Cllr Andrew Baggott

Cllr Richard Moore

Cllr Kevin Blake

Borough councillors - ward

Cllr Davida Ademuyiwa

Cllr Maryam Yaqub

Cllr Stuart Terson

Cllr Sam Gascoyne

Cllr Patricia Reid

Cllr Luke Mackenzie

Cllr Gary Canham

Cllr Criag Rimmer

Cllr Yetunde Adeshile

Cllr Melissa McGeorge

Officers

Tom Oliver

Lisa Richardson

Liam Andrews

Christine Lyons

ECC - officers

Anthony Buston

Mark Robinson

Karina Grimwade

Kris Radley

Debbie Toseland

Alan Lindsay

Julian Sanchez

Chris Seaman

Accessibility

Basildon Disability and Equality Forum

Business

Kevin Wright

Cycling/walking

Basildon Cycling Club

Basildon and Langdon Cycling Club

Basildon Community Walking Group

Environmental

Eco Basildon

Other

Pitsea and Vange Community Group

We love Pitsea and Basildon Community Group

Pitsea North West Community Group

The Basildon Discussion Page

Comms

Megan Grant