

a summary of responses  
to Cheshire East Council's

# Crossing Strategy Consultation 2024



# Executive Summary

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## Introduction

Cheshire East Council consulted on an updated draft of its Crossing Strategy 2024 between 29 January and 10 March 2024. The updated strategy proposed a consistent approach which the council would take to managing new and existing pedestrian crossings on the highway network.

The consultation was promoted to a wide range of stakeholders, and received 149 responses in total, including 116 survey responses and 33 email responses.

## General support for the strategy

A significant proportion of survey respondents, 65%, agreed the proposed strategy should be adopted by the council, while 26% disagreed.

Those agreeing the strategy should be adopted welcomed improvements to it, feeling it represents a step forward, and were pleased to see a move on from the PV<sup>2</sup> method of assessing locations.

## General consultation feedback

Some respondents felt that the main emphasis of the prioritisation matrix and strategy should be on amenity, convenience and safety of the local community. They felt the assessment matrix should focus more on the perspective of pedestrians needing to cross the roads and the community using those roads, and that all communities should have safe places marked out for crossing roads, not just some.

They felt the safety concerns of residents should be given greater weight in the decision-making process, and that safe road crossings should be prioritised according to greatest risk of casualties.

Some felt that the strategy and prioritisation matrix appear to provide the council with reasons to avoid action, and questioned where funding for extra crossings would come from.

Others felt the strategy and prioritisation matrix:

- Is “urban centric”
- Is biased towards school locations.
- Does not address the needs of the disabled community.
- Scores should be binary for example for measure 11 the score should depend on the scale of the engineering constraint, from mild inconvenience to complete showstopper.

## Rating each Area of the Prioritisation Matrix

The updated strategy proposed a new “prioritisation matrix” to help assess where new crossings are needed. This prioritisation matrix consists of 8 areas A to G, containing a total of 34 measures which would be scored against to assess each potential crossing location.

Survey respondents were asked to rate the measures and scores proposed for each Area, with respondent ratings for each Area shown in the following table – Area G saw the highest levels of support, while Areas A and B saw the lowest levels of support:

Prioritisation Matrix Areas	% agreeing the right measures are used	% agreeing the proposed scores are appropriate
Area G - Supporting growth	71%	67%
Area D - Amenity	68%	59%
Area C - Accessibility and capacity	64%	55%
Area F - Local concern	60%	58%
Area H - Protects and improves the environment	60%	57%
Area E - Neighbourhood engagement	57%	53%
Area A - Casualty reduction	50%	41%
Area B - Sustainable travel	40%	33%

## Feedback for each Area of the prioritisation matrix

Survey respondents were given the opportunity to feed back on each Area – a very brief summary of feedback is provided below.

### Area G – Supporting growth

This Area received the highest levels of support – a few minor amendments to wording were suggested by consultees.

### Area D – Amenity

This Area also received high levels of support. Feedback about this Area included:

- Assigning scores based on numbers of facilities only (e.g. retail, educational, health, hospitality) may be misleading, as single units in some places can be as busy as 3 smaller units in other places. Some felt any facility should score at least 1 point.
- There are too many categories and too many measures for different type of facilities, meaning scores could be disproportionate in some locations, and that this might disadvantage small villages.

### **Area C – Accessibility and capacity**

This Area also received high levels of support. Some were unclear why this Area had been included in the matrix, and others felt measure 10 about “obstructions” needed clarifying.

### **Area F – Local concern**

This Area also received high levels of support. There was some confusion as to what “CONFIRM” and the “Tartan Rug” are. Others felt the Tartan Rug is useful at a Ward level, but not at a more local level.

### **Area H – Protects and improves the environment**

This Area also received high levels of support. Some felt this Area is urban-centric and discriminates against rural areas. There was also concern some of the measures duplicate measures from other Areas of the matrix e.g. some felt measure 31 duplicates measure 26, and measure 33 duplicates measures 18, 19 and 24.

### **Area E – Neighbourhood engagement**

This Area also received fairly high levels of support. Concern was expressed about this Area in regard to:

- The level of influence of politicians on the framework, and the lack of influence given to public opinion / community wishes. Some felt less weighting should be given to politicians generally.
- Measures 20 & 21 – Concern that Town and Parish Councils should have the same weighting as Ward Councillors, as it is felt Town and Parish Councils know the local area better. Some felt it divisive to award different scores to different stakeholders.

### **Area B – Sustainable travel**

This Area received lower levels of support. The main opposition to this Area seemed to be due to the amount of focus on cycling at the expense of pedestrians. Some felt cyclists shouldn’t be given so much focus, while others felt cycle routes are too disconnected, and roads too dangerous, for people to cycle at all.

Other concerns raised about Area B included:

- If you have no infrastructure to promote sustainable travel, you score low, if you have no infrastructure to promote sustainable travel, people will not feel it is safe to cycle, so they don’t, so you score low.
- For measure 4 no area in Cheshire East would score higher than 1, so the scoring needs looking at.

## Area A – Casualty reduction

This Area received the lowest levels of support. The main concerns about this Area seemed to be:

- Opposition to measure 1 – Respondents felt the council shouldn't wait until someone is hurt before putting in a crossing, and felt near misses should also be included as a measure as these are serious issues. Some felt DUI incidents should not be ignored.
- Opposition to measure 2 – Some felt a score of 10 is too high for claims, especially in comparison to the score of 3 for collisions in measure 1. They queried why the score for claims is over 3 times the score for a collision, and wondered if the council is attempting to reduce its exposure to financial risk.

## Suggested extra measures for the matrix

Consultation respondents suggested extra measures they felt could be included in the prioritisation matrix, and these included:

- Access to playgrounds
- Access to the countryside and walking routes
- Connectivity and travel desire lines
- Consideration of local planning consents in the area
- Considerations of the number of elderly and/or disabled in the local area
- Distance from the current nearest safe crossing point
- Level of speeding or traffic signal violations in the area
- The number of homes in the vicinity of a crossing
- The number of near misses as well as collisions in the area
- Traffic severance, flow, speed, composition and volume
- Whether communities are split by busy roads
- Whether the road is close to a bypass or motorway

## Confusion at the strategy and matrix

There was significant confusion expressed from some respondents with the consultation and prioritisation matrix. Some felt it is not user friendly, complicated, and difficult to understand. Others felt an explanation of the prioritisation matrix is needed, as it gives no justification for the measures or scores provided.

Examples of specific terms or abbreviations in the prioritisation matrix that consultees felt need better explanation included:

- Measure 2 – What are “claims”?
- Measure 8 – What does a road being “divided” mean?

- Measure 11 – What are "civil engineering constraints"?
- Area D – How is "close proximity" defined, what distance exactly?
- Measure 19 – How are "routes to a Primary School" defined?
- Measure 25 – What is "CONFIRM"?
- Measures 26 & 27 – What is the "Tartan Rug"?
- Area G – How is "this location" defined?
- Measure 29 – How are "town or village centres" defined?
- Measure 30 – How are "employment sites" defined, does this include corner shops, hairdressers or pubs for example?
- Measure 34 – What is an "AQMA site"?

There was also some confusion over the scoring e.g. for yes / no there is a difference of 4 or 6 versus 10 to 0 on other questions, and why some measures are "1" for no rather than "0".

## Summary of email feedback

In total 33 emails were received as during the consultation. Detailed summaries of these emails have been provided in Appendix 1.

24 email comments were requests for new crossings or comments on current highway arrangements at specific locations. The most commonly mentioned location needing a new crossing was the crossroads of Badger Avenue and Frank Webb Avenue in Crewe, for which 11 emails were received – this is connected to a campaign being run by Councillor James Pratt on this issue.

8 email responses were formal written responses from local Town and Parish Councils, local Councillors, and the national organisation Cycling UK. These full formal written responses can be found in Appendix 1, some of which include extremely detailed feedback.

There was detailed discussion, particularly in the formal written response from Cycling UK, about the impact of the different types of crossings listed within the strategy on cyclists.

## Conclusions

Overall it is extremely positive to see strong net support for the proposed strategy and prioritisation matrix – this reflects well on the amount of effort taken to put the strategy together.

Despite the strategy receiving strong net support, there is an enormous amount of detailed feedback received about the strategy and prioritisation matrix, and while much of this is summarised in the Executive Summary, consideration must be given to the detailed feedback included in the main report, to ensure the final strategy and

prioritisation matrix accounts for all feedback received. Much of the feedback is incredibly detailed, and sometimes contradictory, so careful consideration will be needed as to where improvements to the strategy can be made. The formal written responses included in Appendix 1 especially will require detailed consideration.

Some respondents also called for the prioritisation matrix to be simplified, and so considering the feedback received, while also simplifying what has already been proposed will be a challenge. It is clear that some consultees did not understand the prioritisation matrix – care should be taken to explain the terms used in the matrix, and to set out how the matrix will be used, and to justify the scores included, as this is not clear to all.

There may also be significant measures that are missing from the matrix which may need to be considered for inclusion – some respondents were concerned that the matrix misses the point of why crossings are required, and there is a danger that if the measures are not comprehensive, and if the scoring is not balanced correctly, this will bias locations for new crossings towards some areas over others e.g. urban areas over rural ones, school locations over non-school locations etc. The matrix may need rigorous testing before it is brought into use.

Respondents did also raise some significant queries about a number of Areas and measures, particularly for Areas A, B and E which were rated lowest, and these Areas should probably be given most attention when reviewing the strategy in light of the consultation feedback.

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Report produced 14 March 2024 by Ben Buckley of the Research and Consultation Team, Cheshire East Council. Email [RandC@cheshireeast.gov.uk](mailto:RandC@cheshireeast.gov.uk) for further information.



# Introduction

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## Purpose of the consultation

Cheshire East Council's first crossing strategy was approved for adoption in December 2011, and set out how locations for new pedestrian crossings in Cheshire East would be identified.

The council consulted on an updated draft of this Crossing Strategy 2024 between 29 January and 10 March 2024. The updated strategy proposed a consistent approach which the council would take to managing new and existing pedestrian crossings on the highway network.

A copy of the consultation material can be found in Appendix 2.

## Consultation methodology

Consultation responses were invited from anyone who wished to respond – the consultation was not run as a referendum nor as a statistically robust random sample survey. Results should therefore be interpreted within the context in which they were gathered.

The consultation was promoted to a wide range of stakeholders including:

- All Cheshire East Council Ward Members (Councillors)
- All local Town and Parish Councils
- All council employees

The consultation was promoted through the following mediums:

- Media releases
- The council's Consultation Portal
- Social media
- Paper consultation packs and posters distributed in all libraries in the borough
- Council Members Briefings

## Number of consultation responses

In total there were 149 consultation responses, including:

- 115 online survey responses
- 1 paper survey responses
- 33 email responses

## **Reading this report**

The main sections of this report contain an analysis of the survey responses received during the consultation.

Other consultation feedback received is summarised in the appendices.

## Overall views of the strategy

### Agreement whether the strategy should be adopted

65% of respondents agreed the proposed strategy should be adopted by the council, 26% disagreed.

Generally speaking, how strongly do you agree or disagree the proposed strategy should be adopted by Cheshire East Council?



■ Agree ■ Neither agree nor disagree ■ Disagree

Number of responses = 98

### Overall comments on the strategy

Towards the end of the survey respondents were asked if they wanted to comment on any other aspect of strategy.

In total, 85 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

General support for the strategy	9
Improvement on the current strategy is welcomed, it is a step forward. It is good that CEC wants to be less simplistic than traffic accidents to determine road crossings. This review is long overdue so very pleased to see it, particularly with ditching the outdated PV2 method of assessing a location. However, without more funding it seems like there will be a continuation of current criteria in practice.	8
If a new system of assessment is introduced, all locations should be eligible for assessment immediately, regardless of when last assessed.	1
General opposition to the strategy and consultation	21
The consultation is not user friendly, is confusing, complex and difficult to understand. It is unclear what is being consulted on, with unclear terms and abbreviations having been used. The survey is badly designed, it needed to be more straightforward. An explanation of the scoring matrix is needed.	10
There is a deficiency in addressing the needs of the disabled community within decision-making processes. Reports concerning disability-related issues are frequently disregarded by the CEC primarily due to a lack of comprehension regarding the challenges faced by disabled individuals. It is imperative to introduce representation from wheelchair users on the board	4

responsible for making decisions regarding infrastructure, particularly in matters concerning highways. Such representative could be provided by groups such as Congleton Access Group for example.	
It is a waste of time and money putting this strategy together, this is a tick box exercise.	3
This would cost too much to implement when funding is desperately needed elsewhere e.g. to fix potholes.	1
This seems to be an overly complex way of determining the need for a road crossing.	1
The strategy doesn't get to the root of the problem.	1
The proposed strategy is unfit for purpose. The use of Appendix A, a subjective scoring across 34 questions will give a totally random outcome bearing very little relation to considerations of suppressed demand. All the research literature on expert judgement (or engineering judgement) is don't do it this way!	1

<b>General comments on the strategy</b>	<b>24</b>
All communities should have safe places marked out for crossing roads, not just some. The safety concerns of residents should be given greater weight in the decision-making process. Some roads are too dangerous to cross, people speed a lot, and even when crossings are in place they are dangerous. Safety of sites need to be given a greater weighting in the prioritisation matrix e.g. Near misses should be recorded too. Constantly asking about if people can get to their employment or school is great but at the end of the day you also need to make it a safety issue. Safe road crossings should be prioritised according to greatest risk of casualties, everything else is arbitrary. Do a simple risk assessment of the likelihood of casualties including factors such as speed limit, volume of traffic, pedestrian ability/ disability.	10
This strategy is urban-centric and discriminates against rural communities who cannot compete in the context of criteria that focus on urban highway design, layout and high population densities. There are specific rural locations where their proximity to a service centre (<3 miles) is curtailed by lack of a crossing, but where a crossing would deliver school transport savings, help reduce social isolation and related health and care issues in the elderly and disabled. Rural communities should not be disadvantaged by using criteria which are biased to urban areas. The points system is lacking, as it allows niche cases to rack up large amounts of points by qualifying on two criteria e.g. getting points both for an employment site existing and for it having 1 employee. Small villages are split in 2 by large main roads, yet would lose out on several criteria by not having a large amount of shops or cafes.	3
This strategy doesn't do enough to promote Active Travel, there is too much focus on accidents, traffic and facilities.	3

The strategy appears to solely provide CEC with reasons to avoid any action. The focus should be more on where a crossing is essential, then work out how it can be done, rather than finding reasons to justify not having a crossing.	2
People in communities should be listened to, not just data analysis and liaison with political organisations. Remove the political questions and focus on safety and importance to local residents, particularly children.	2
School crossings should not have to be measured against this matrix, it should be the default position that all schools have crossings.	1
Stop building so many houses then we won't be so congested	1
What is the relationship between this crossing strategy and Traffic Signs Manual Chapter 6? For example in TSMC6 it says in paragraph 13.1.10 that a "site assessment should be carried out by an experienced practitioner..... "An assessment will enable the designer to make an informed decision about whether a crossing is needed and if so, what type it should be". Does this mean that the "experienced practitioner" can overrule the strategy? At the very least, the experienced practitioner must include the matrix results in their assessment otherwise what is the point of it?	1

<b>Specific strategy edits</b>	<b>23</b>
<p>Suggested extra measures for the prioritisation matrix included:</p> <ul style="list-style-type: none"> <li>• Access to playgrounds</li> <li>• Access to the countryside</li> <li>• Access to walking routes such as canal towpaths and streets which get pedestrians away from main roads</li> <li>• Connectivity and travel desire lines</li> <li>• Consideration of any local planning consents in the area which will increase population and school intakes in the near future</li> <li>• Considerations of the number of elderly and/or disabled in the local area</li> <li>• Distance from the nearest safe crossing point</li> <li>• Level of speeding or jumping red traffic signals in the area</li> <li>• Number of homes in the vicinity of a crossing</li> <li>• The need to increase the uptake of walking and cycling</li> <li>• Traffic severance, flow, speed, composition and volume</li> <li>• Whether communities are split by busy roads / whether the road is a main arterial road</li> <li>• Whether the road is close to a bypass or motorway</li> </ul>	16
The strategy misses out a key component, that of side crossings that support the revision of the highway code, <a href="#">see the Highways Magazine</a> . The strategy does not mention some really important elements around crossings at minor side roads.	2
Section 4.3 – Why 30 seconds? It should be related to the time a pedestrian is prepared to wait before taking a chance to cross on red.	1

4.3.1 to 4.3.3 – Terms like relatively low, no more than moderate, high and very high vehicle flows are vague. Quantify instead!	1
6.1 – The last paragraph implies that if people want a crossing locally, they have to find one or two vulnerable users to act as martyrs!	1
5.1 – "The council receives many requests for pedestrian crossings, both controlled and uncontrolled each year." This could be re-written to clarify if the requests or the crossings are uncontrolled.	1
4.21 – It needs to be explicit that dropped kerbs are needed on both sides of a road. Those on only one side are surprisingly common, disadvantaging those with wheelchairs etc. who cannot enter/exit the crossing on one side.	1

<b>Specific crossing related comments</b>	<b>8</b>
Crossings are needed: in Chelford; St Anns Road, King Edward Street and Nantwich Road Middlewich; Sydney Road Crewe.	4
Dropped Kerbs – Dropped kerbs should not only consider a pedestrian refuge, but also consider reducing the width of the road instead, this is particularly useful at junctions as it not only reduces the walking distance, but also reduces vehicle speed. This strategy is endorsed by Active Travel England. Please review access points to crossings and the use of dropped kerbs. They are a hazard for so many because they cause an uneven undulating pavement, making it difficult for all on the many slopes when icy. The undulating pavements are hard to use by mobility-impaired people (on crutches, with walking stick, using a wheelchair or mobility scooter). Instead use entry kerbs, which are sloping kerbs that give wheeled access between a road and a level pavement, as used extensively in the Netherlands (hence referred to as Dutch entry kerbs).	2
Unlit Zebra Crossings / Side Road Zebra Crossings – While this is currently not an allowed surface treatment or crossing standard, Highways England have these designs under review. Any crossing strategy that is designed to be robust and not require updating in the near future should allow for integration of this crossing solution once it has been adopted in a new standard.	1
Rectify ponding at crossing points that are present during wet conditions. It renders the crossing dangerous to use.	1

## Rating the measures and scores for each Prioritisation Matrix Area

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For each of the 8 Areas in the prioritisation matrix of the new strategy, survey respondents were asked to rate whether:

- The right measures had been used
- The proposed scores for each measure were appropriate

Survey respondents were asked to rate these on the scale:

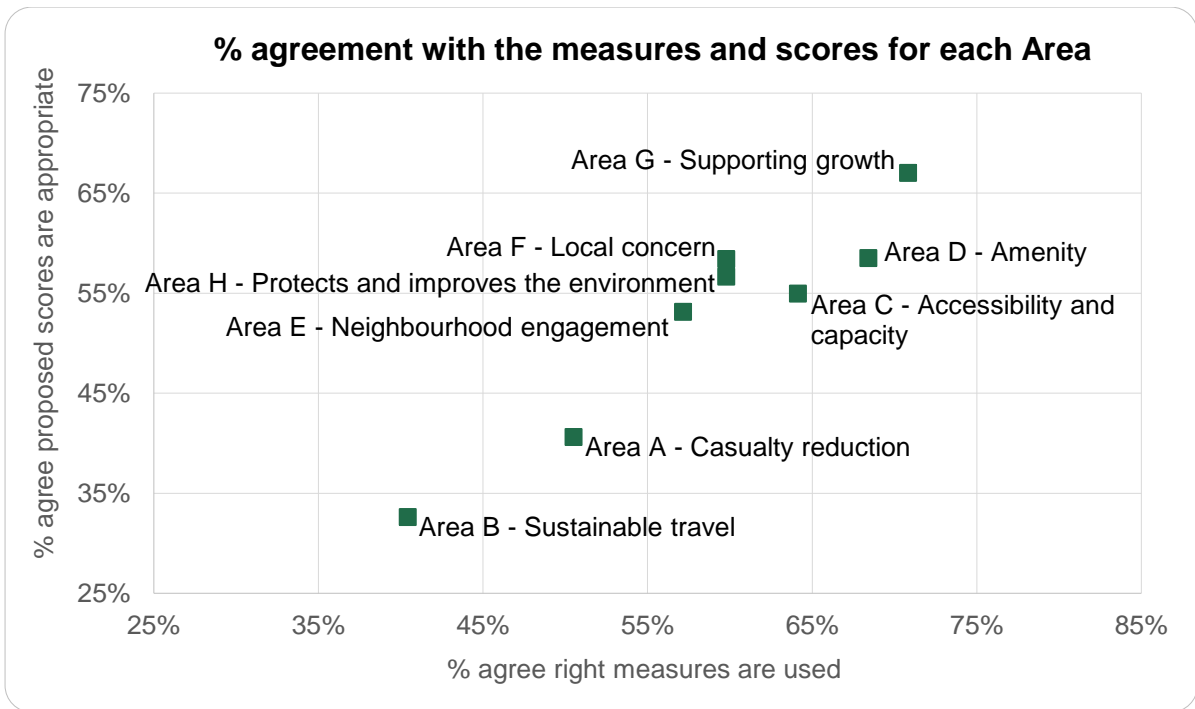
- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree.

“Area G – Supporting growth” saw the largest percentage agreeing the right measures were used (71%), and the largest percentage agreeing the proposed scores were appropriate (67%).

“Area B – Sustainable travel” saw the lowest percentage agreeing the right measures were used (40%), and the lowest percentage agreeing the proposed scores were appropriate (33%).

The ratings for each Area are shown in the table below, and in the chart on the following page.

Prioritisation Matrix Areas	% agreeing the right measures are used	% agreeing the proposed scores are appropriate
Area G - Supporting growth	71%	67%
Area D - Amenity	68%	59%
Area C - Accessibility and capacity	64%	55%
Area F - Local concern	60%	58%
Area H - Protects and improves the environment	60%	57%
Area E - Neighbourhood engagement	57%	53%
Area A - Casualty reduction	50%	41%
Area B - Sustainable travel	40%	33%

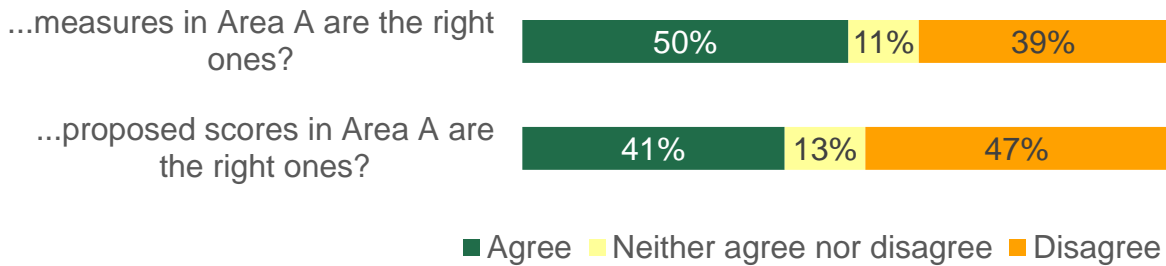




## Area A – Casualty reduction

For “Area A – Casualty reduction”, 50% agreed that the measures were the right ones, and 41% agreed the proposed scores were appropriate.

How strongly do you agree or disagree that the...



Number of responses between 96 and 101

### Comments About Area A

Survey respondents were asked if they had any comments about the proposed measures or scores for Area A.

In total, 81 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

Measure 1 comments:	51
Near misses should also be included as a measure, these are a serious issue. Actual casualty statistics do not accurately reflect the level of danger. Near misses (which can be measured anecdotally, verified by human or camera surveillance) provide the real risk metric in line with normal health and safety principles. We shouldn't wait for a collision to happen BEFORE taking action; the approach should be preventative, not reactive. This measure should be 'likelihood of collision' based on traffic volumes, desire lines, and who needs to cross the specific road and why.	19
The council shouldn't wait until someone is hurt before making changes, it really shouldn't take injury or worse to consider a solution to an obvious problem. Crossing should be seen as preventative safety measures to prevent accidents. Crossing points can still be dangerous even if there haven't been any collisions.	17
This is a ridiculous measure as if a road is too dangerous people won't try and cross it, and so accidents won't happen. Number of collisions are not a good measure for determining the need for a road crossing. The need for a collision before considering a road crossing is a flawed measure. People cross at desire lines, the most direct route from A to B. If there hasn't been a	8

collision at that point, that does not mean there is no need for a crossing. There are many crossing sites which are so obviously dangerous that people avoid them or cross slowly with caution and anxiety so the number of incidents and claims doesn't really reflect the problem. It's like saying no one has been injured walking across the M6; incidents are rare because people don't.	
Why have DUI collisions been excluded? They should be counted as well.	3
Scores shouldn't be "binary", but should vary depending on severity of incident. It depends on whose fault it is – no fault, collisions or driver/pedestrian fault. Drivers and pedestrians lose awareness on occasions. If it is the former then a crossing is needed.	2
Add equestrians and e-scooters to the list as well as pedestrians and cyclists.	2

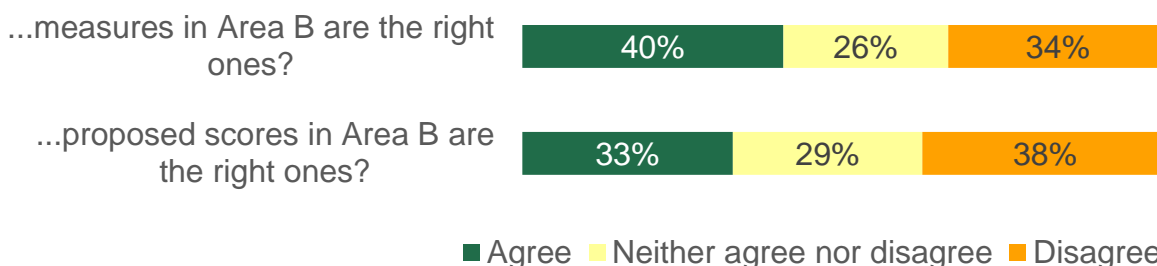
<b>Measure 2 comments:</b>	<b>26</b>
Scoring of 10 is too high, and measure 1 scoring of 3 is too low comparatively. Why is so much more weight given to “claims” over “collisions”? Why should a claim result in a score more than 3 times that for a collision? A claim could be for anything such as bump because of a pot hole, while a collision is potentially more serious.	17
What does "claim" mean? All claims or just successful claims? Do you mean a legal claim against someone for an accident or a claim that there are near miss collisions or reckless driving at a crossing etc. Including claims as a criterion will be biased to affluent residents who have the capacity to pursue them.	6
Do you only care about road safety where claims have been made against the council for failing to put in the necessary crossings regardless of how many actual living persons have been hit by speeding motorists or by poor visibility. The number of "claims" is not useful to determine need unless the hidden agenda is to reduce the council's exposure to financial risk. The council's exposure to claims is irrelevant to the need of people to cross the road.	2
It should say “casualties” rather than “claims”.	1

<b>Other comments</b>	<b>4</b>
Confused by the question. The survey too confusing to be sure of giving accurate answers.	2
Request for a crossing on the hill by the Coop in Sandbach	1
Pedestrians need to take responsibility for themselves	1

## Area B – Sustainable travel

For “Area B – Sustainable travel”, 40% agreed that the measures were the right ones, and 33% agreed the proposed scores were appropriate.

How strongly do you agree or disagree that the...



*Number of responses between 92 and 94*

### Comments About Area B

Survey respondents were asked if they had any comments about the proposed measures or scores for Area B.

In total, 51 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

<b>Measure 3 comments:</b>		<b>8</b>
Opposed to this measure, it shouldn't matter if a cycleway is in the TDP or not. TDP routes don't reflect the fact that people cycle door to door and their particular journey doesn't always follow a designated cycle route. This score only rewards those on journeys that coincide with cycle routes.	3	
This measure should consider National Cycle Network and LCWIP aspirations for the area. Local routes are important, but in addition to the TDP, the LCWIP and NCN should be given an uplifted score. Crossings acts as a major severance for users and will stop less confident users from adopting active travel.	2	
This measure should have more priority – scoring should be 3, 3, 0.	2	
This measure favours developed urban areas.	1	
<b>Measure 4 comments:</b>		<b>7</b>
Not convinced about 'propensity for cycling in local area'. This will favour more affluent areas where more people already cycle, rather than helping to encourage cycling in other areas. It will perpetuate the status quo rather than create new safe cycling routes to encourage more cycling.	3	

This measure needs a rethink. The PCT is outdated with data used from 2011. This would need updating to reflect 2024 cycling.	1
This depends on how safe roads are to use in an area.	1
It is impossible to comment on the proposed score because the question does not define what criteria are to be used in the PCT search. For example what scenario and for what trip purpose? The PCT result is very different depending on what is selected within the PCT tool.	1
This measure is unclear. What metric is being proposed to be judged? Commuting, schools? And what scenario under PCT is being assessed? Go Dutch, Go Cambridge, E-Bikes? This needs to be clear.	1

<b>Measure 5 comments:</b>	<b>9</b>
The scoring for this measure looks too high. Scoring in section 5 is too wide & builds in bias. Why is the score lower if there is a shared use path, shouldn't it be the other way round?	3
Opposed to shared use paths as a blind person. It is vital that any cycle routes do not put wheelchair users, those with limited mobility, those who are visually impaired, those with dementia or mums with buggies at risk. Shared footpaths don't work, hedges and grass overgrow on the pedestrian side which forces them into the cyclist side.	3
I don't understand the measure 5 – it appears to say that if there is a shared path then a low priority need to cross a road. People need to cross roads whether there are shared paths or not. Confusing! The scores for this measure are unclear. Why would a shared use path negatively impact the scoring of the metric?	3

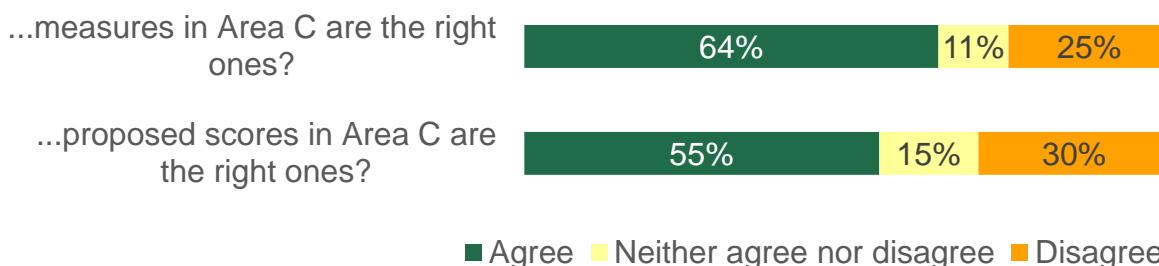
<b>Comments on cyclists and pedestrians</b>	<b>21</b>
Money shouldn't be spent on cyclists and considerations for cyclists shouldn't come into play. Spend money fixing potholes rather than on cyclists. Why is a significant weighting offered to cycling routes over and above that of pedestrians. It would be better to focus sparse resources on providing crossings to expand the safe walking routes to school.	6
Roads are too dangerous to cycle on. We need more dedicated cycleways.	6
Cycle routes are so disconnected they are not used. Never see any cycle routes through towns in my part of Cheshire East so not really relevant. Routes in the TDP are unfunded and unlikely to happen.	4
This Area should take into account pedestrians as well as cyclists. Pedestrians should take priority over cyclists. Sustainable travel is not just about cyclists, what about pedestrians, walkers, walking groups, families, parents and children walking to school and the local shops, instead of using the car.	4
This does not encourage cycling and walking. Having better infrastructure everywhere encourages cycling and walking.	1

<b>Other comments</b>	<b>6</b>
Consideration should be given to local demographics instead.	1
This is a ridiculous measure – If an area is difficult to cross people don't try and either use cars as an alternative or go somewhere else.	1
This area doesn't capture footpaths and bridleways.	1
Scores for this area should be lower.	1
This consultation / survey is a waste of time and money.	1
Confused at the question. Are you asking if the crossing is on a cycle route?	1

## Area C – Accessibility and capacity

For “Area C – Accessibility and capacity”, 64% agreed that the measures were the right ones, and 55% agreed the proposed scores were appropriate.

How strongly do you agree or disagree that the...



*Number of responses between 91 and 92*

### Comments About Area C

Survey respondents were asked if they had any comments about the proposed measures or scores for Area C.

In total, 38 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

<b>Measure 6 comments:</b>	<b>4</b>
Opposed to this measure, if a footway is narrow on one side, it's more of reason for someone to cross the road to a wider easier path. So I don't think it should be a counter reason to a crossing. Equal and unequal pavements should be the same score. Unsure about why the scoring for this measure has been applied.	4
<b>Measure 7 comments:</b>	<b>3</b>
A 2-way road is more than twice as hard to cross, the score should be 4. An extra 1 point for 2 lanes is too low.	2
It shouldn't matter if a road is one way or 2 way, some one way roads can be just as difficult to cross as 2 way ones.	1
<b>Measure 8 comments:</b>	<b>1</b>
What do you mean by "divided"? Need to be more specific is this via a road marking or a bollard etc?	1
<b>Measure 10 comments:</b>	<b>12</b>

The presence of obstructions on the footway is irrelevant to need for a crossing and penalises potentially high priority sites just because of normal street furniture. Problems like street furniture can be solved. The obstructions and engineering issues need to be resolved if this is where a crossing is most needed, not used as a scoring mechanism to stop something that is needed.	4
“Obstructions” does not cover enough. Where a crossing is in my village there are numerous shops, flashing lights, speeding cars and bad parking that all affect people trying to cross the road as there is too much going on for drivers. You need a section about distractions too.	2
Parking on pavements need inclusion. Pavement parking is a huge problem for blind people.	2
Measure 10 is irrelevant.	1
For obstructions it should specify the proximity to the proposed crossing e.g. within 5 metres.	1
The scoring for this measure should be on a sliding scale, rather than being binary, depending on the scale of the obstruction. Strong consideration should be given to whether or not the obstruction can be removed/relocated.	1
What about poor or no drop kerbs? These are a major issue for people with mobility issues and prevent some people from being able to access events, activities and the outdoors.	1

<b>Measure 11 comments:</b>	<b>3</b>
This measure should be on a sliding scale, rather than being binary, depending on the scale of the engineering constraint, from mild inconvenience, to complete showstopper. Using this scoring as proposed would mean that anything slightly difficult would be rejected.	2
What is the definition of a "civil engineering constraint"?	1

<b>Other comments</b>	<b>10</b>
Unclear how this Area will help people cross the road more safely? The volume of traffic and ease with which people can safely cross without a crossing should be the main priority. If this is the right place for a crossing, and a crossing is needed on safety grounds with a high footfall count due to need, why should it matter how many lanes it is?	3
Better footpaths are needed, wider and with drop kerbs. Footpath condition needs improving. Measure needed re. the condition of the pavements?	4
Don't waste money on this, fix the roads instead.	1
Some of the measures suggest cost concerns and not safety concerns.	1
The criteria are very urban-centric in terms of definitions and highway design. It is difficult to assess the real value of this scoring scheme in villages where for example, there is an excellent pavement on one side of a busy two-lane road adjacent to open countryside but ALL the housing development is on the opposite side of the road. The nearest schools and service centre is 1.5 miles	1

away but is effectively inaccessible in sustainable transport terms because residents are unable to safely cross the road. There are few accidents because residents feel they must drive everywhere.	
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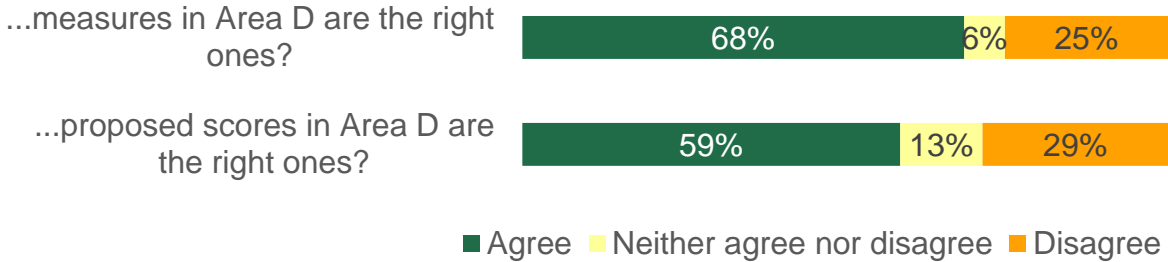
<b>Confusion over the measures and scoring</b>	<b>5</b>
Not clear what a lot of the terms used mean, and what the overall principles are. What are the meaning of the terms used? Examples needed of what is meant and what the scores/answers mean?	2
Unclear why some scoring for yes / no is a difference of 4 or 6 (versus 10-0 on other questions) and why one is "1" for no rather than 0	1
Difficult to assess as the outcome impact is not possible without a full scoring matrix.	1
Unsure if a higher number or a lower number determines whether a road crossing is needed.	1



## Area D – Amenity

For “Area D – Amenity”, 68% agreed that the measures were the right ones, and 59% agreed the proposed scores were appropriate.

How strongly do you agree or disagree that the...



Number of responses between 94 and 95

### Comments About Area D

Survey respondents were asked if they had any comments about the proposed measures or scores for Area D.

In total, 39 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

<b>Measure 12 comments:</b>	<b>7</b>
Give more weighting to this measure. A score of 0 for less than three retail units is much too low. It is common for there to be just one retail unit in a location which is very popular, but this would get a score of 0. Scores for retail should be doubled. A lone convenience shop has high footfall, including children, but gets zero. There are only 2 retail outlets (chip shop and Coop) but they are extremely busy and are the only ones in the vicinity.	6
Measures 12 and 15 should be grouped together, they are very similar	1
<b>Measure 14 comments:</b>	<b>1</b>
It shouldn't matter how many doctors/ dentists there are, if there's 1 there should be a crossing if the road requires it. Having 4 or more shouldn't mean there is more need, the need is the same for 1 or 10 e.g. 1 Doctors surgery may serve 1000 people whereas 5 Doctors surgeries may only have 200 people each, the need is the same.	1
<b>Measure 15 comments:</b>	<b>2</b>
The presence of any hospitality facilities should score at least 1. Hospitality scores seem low.	2

<b>Measure 18 comments:</b>	<b>8</b>
This measure should be given more weight. Safe routes to schools to enable children to walk to and from school should be a priority. Nationwide it should be mandatory that there is a crossing where there is a school. This scoring is too simplistic with no scales e.g. a high school with 1,0000 children should be given a higher weighting than a primary school with 100 children. Access to a 16+ college or university should score highly too as people walk further to these institutions from a wider area.	6
This measure should be given less weight.	1
School children crossing to catch a bus for school travel should also be considered.	1

<b>Measure 19 comments:</b>	<b>5</b>
This measure should be given more weight. This should also include an additional score for Route to Secondary School / Academy. School buses might drop off on one side and pick up on the other, is this another weighting requirement?	3
"Route to a Primary School" should be clearly defined.	2

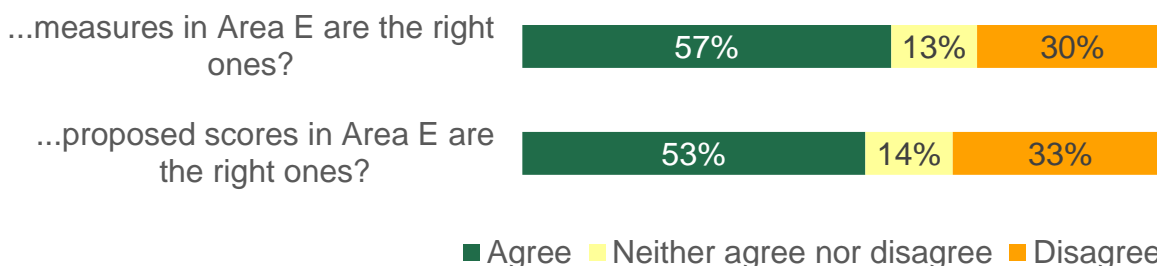
<b>Other comments</b>	<b>16</b>
"Close proximity" needs to be defined. What is the close proximity distance. 1 mile, less? The wording for the measures 12 to 17 needs to be the same that in measure 19, so rather than "close proximity" it's the location being "on a route".	4
Area D – There are too many categories and too many measures for different type of establishments. Applying scores for lots of different establishments will give too much weighting for an area. It disadvantages small villages with no existing crossing and could cause them to lose a lot of points compared to larger areas that do already have crossings relatively nearby. The number of facilities in each category isn't really that relevant. A single street of twenty shops/cafes doesn't necessarily need more crossings than a small village with five. This unnecessarily complicates the assessment and should be deleted from the matrix.	3
Should it matter if there is only 1 church or 1 school or 1 shop, the need for pedestrians to cross the road to have access to these areas should have a designated crossing place which should be clearly marked out for their use. The inclusion of more points for a greater number of facilities does not really cover the need.	2
The scoring seems inconsistent. If a yes is a 3 in one box, why change it to a 10 in another? Scores are too low for yes responses on measures 12 to 17 and 19.	2

There is no measure for public open spaces for leisure walking and exercise. This needs both including and having a big weighting factor.	1
Crossings need to be moved closer to schools.	1
Encourage people out of their cars.	1
Fix the roads, don't waste money on this.	1
The framework fails to adequately take into account the elderly.	1

## Area E – Neighbourhood engagement

For “Area E – Neighbourhood engagement”, 57% agreed that the measures were the right ones, and 53% agreed the proposed scores were appropriate.

How strongly do you agree or disagree that the...



*Number of responses between 96 and 98*

### Comments About Area E

Survey respondents were asked if they had any comments about the proposed measures or scores for Area E.

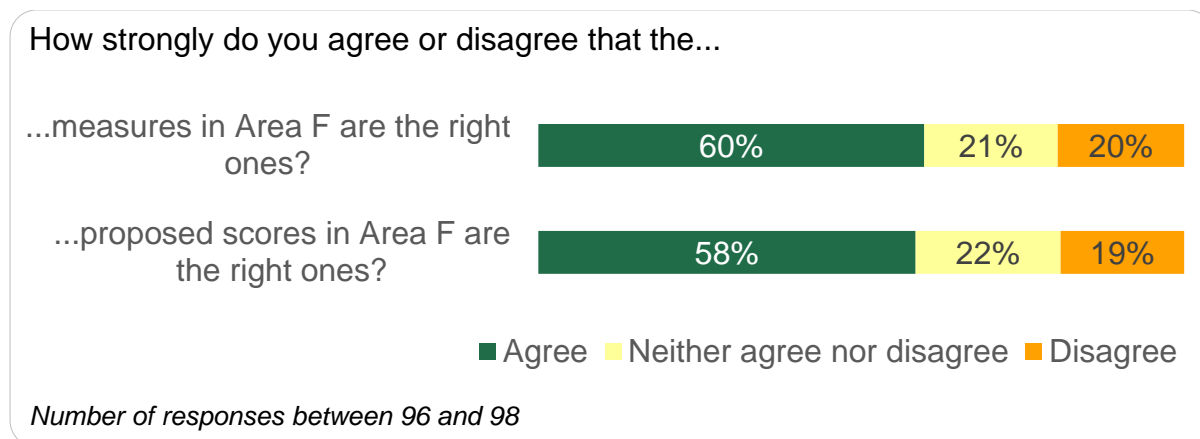
In total, 47 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

<b>Measure 20 and 21 comments:</b>	<b>7</b>
Measures 20 & 21 should have the same scoring, Town and Parish Councillors should score the same as Ward Councillors. Town and Parish Councils know their town, they know what is needed. Town and Parish Councils should not have a lower score than community groups. Town and Parish Councils should be a key partner in their locality.	6
Scoring for measure 20 should be higher.	1
<b>Measure 23 comments:</b>	<b>2</b>
Support for this measure, they know best what is needed and where, they know their town.	2
<b>Measure 24 comments:</b>	<b>5</b>
Scoring for measure 24 should be higher.	3
Opposed to measure 24. Few schools have a school travel plan, and children should not be published because of that. Children still need to go to school regardless of any plan. Many schools do not have school travel plans because the process to put them in place is convoluted and complicated, discouraging schools from creating one.	2

<b>Comments on local politics and the community voice</b>		<b>28</b>
Councillors should not be involved, scores should just be based on public opinion, and on what the community wishes. "Neighbourhood engagement" should not be measured by council or support from elected individuals, it should be measured by direct engagement from the community. Be careful of giving too much weight to politicians, nepotism and corruption follow "political support". Often Members don't live in the local area and are very reluctant to engage in any contact with the public. Often they are not interested and are too busy with their own political aims. The views of ward members, the vast majority of whom drive, are not as important as groups with experience of the crossing issue locally. There is no provision within the framework to include local resident campaigns or wishes e.g. local area petitions should also be considered. For example if there was a petition raised and signed by the entire population of the area supporting the proposal it would be wholly overruled by over factors.	20	
As councillors and parish councillors hear from the communities directly, greater points should be awarded here. Residents and ward members should have a strong influence as they know the area well and more than a visit from an officer would.	3	
Area E support – Good to see that the local community does have some say in this. This Area should be given a higher weighting, local communities know what is needed.	3	
It is divisive to award different scores to different stakeholders suggesting certain politicians have more influence than others. All scores in Area E should be the same at 2 for each measure.	2	
<b>Other comments</b>		<b>5</b>
As with all these plans, disability/accessibility groups must be consulted. There is a new one set up and run by Congleton Town Council.	1	
If a small hamlet or village does not have a local parish council or any other political support, should their lives be any less important than those in a larger community?	1	
Define what "stakeholder support" means.	1	
CEC don't listen to responses to consultations. CEC is urged to be more transparent with decisions – for all consultations not just this specific one. We don't have to have the same views and I do acknowledge that CEC has to make difficult decisions as they can't please everyone. What I'd encourage is for CEC to advise the rationale for whatever decision is made be it cost reasons or whatever. Just be honest with the residents.	1	
Fix the roads, don't waste money on this.	1	

## Area F – Local concern

For “Area F – Local concern”, 60% agreed that the measures were the right ones, and 58% agreed the proposed scores were appropriate.



## Comments About Area F

Survey respondents were asked if they had any comments about the proposed measures or scores for Area F.

In total, 39 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

<b>Measure 25 comments:</b>	<b>9</b>
What is CONFIRM? Provide links to explain what it is. How are people meant to know what this measure means?	8
There are many reasons why people in less affluent areas are less likely to have registered concerns officially so I don't think measure 25 is a good and fair reflection of actual need and concerns.	1
<b>Measure 26 comments:</b>	<b>5</b>
Opposition to this measure. It penalises potentially much needed stand-alone crossings in favour of locations where investment has already been committed. Why should the lack of a Travel Plan, which might be needed but hasn't been done, be a factor in this assessment?	2
Support for this measure. Scoring should be higher for “links to proposed or scheme in design” and “links to a scheme on a wish list”. Many of the wish lists items are unfunded and unlikely to ever be funded. There are also little in the way of active travel schemes in many of the towns and villages.	1
All new roads and resurfaced roads must include facilities for pedestrians and cyclists.	1

Existing or proposed schemes should have same weighting as this could be the first step in the proposed scheme.	1
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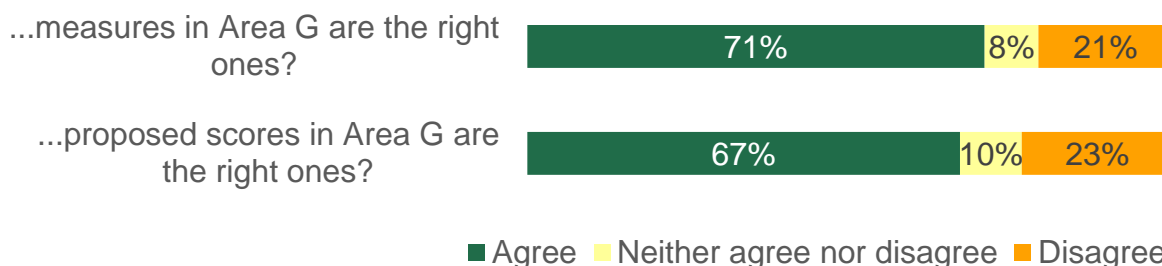
<b>Measure 27 and 28 comments:</b>	<b>13</b>
What is the "Tartan Rug"? What is the impact of using it? Does it weight infrastructure towards the areas with the most social and health needs? The scores from the "Tartan Rug" for measures 27 and 28 are obscure. The tartan rug seems dated and is difficult to read. Plus uses dated terminology.	6
Opposed to these measures. The tartan rug shouldn't be used for this purpose. As has been discussed recently at the Health & Well-being Board, the JSNA Tartan Rug is a useful strategic indicator at Ward level but does not provide a useful 'local' picture in specific locations, in this case where a crossing may best be sited. Ward data should not be used, as it doesn't give a good representation of the whole town's demographic.	4
Support for these measures.	2
Scores are not provided, so impossible to judge.	1

<b>Other comments</b>	<b>12</b>
Not sure what much of this means. This question is unanswerable as a lay person, it is not possible to understand the implications of these scores.	4
Where is the measure asking where people in the community want crossings? People living in these areas need to be canvassed. The residents know best how useful a crossing would be, and how dangerous and difficult it is to cross a road without one.	3
There should be a measure for numbers of visually impaired and mobility impaired within the ward, and for town centres, within the town.	2
Fix the roads, don't waste money on this	1
More dropped curbs are needed.	1
Crossings tend to be requested where there is a specific vulnerable population e.g. school children or a concentration of older persons housing, or where there is a specific employment centre, higher density populations etc. Again this is highly urban-centric model and discriminates in rural areas where statistics may appear favourable but ignore the local experience in specific location.	1

## Area G – Supporting growth

For “Area G – Supporting growth”, 71% agreed that the measures were the right ones, and 67% agreed the proposed scores were appropriate.

How strongly do you agree or disagree that the...



Number of responses between 94 and 96

### Comments About Area G

Survey respondents were asked if they had any comments about the proposed measures or scores for Area G.

In total, 24 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

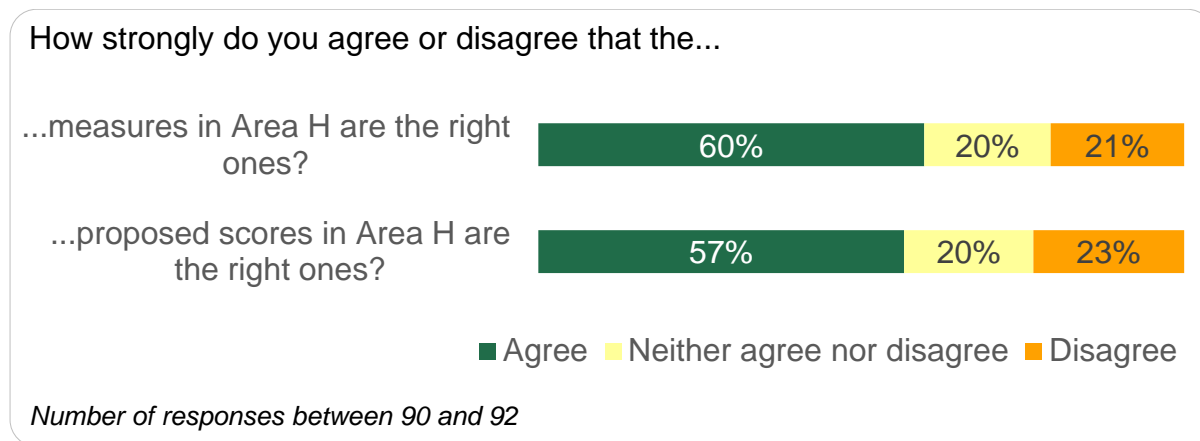
Area G comments:	15
General support to Area G. Area G measures should have higher scores, they should score 10 for yes. Given that any measure that improves safe access to town/village centre and /or place of employment must be a worthwhile undertaking, the low scores proposed are wholly disproportionate to the level of scores proposed in other measures.	5
General opposition to Area G. People still need to cross the road regardless of these criteria. These are unnecessary measures in assessing the need for a crossing point, and the scores are totally inappropriate to the benefit provided. There are far more important categories than this one. Employment opportunities don't come anywhere close to schools, health services, transport links. Most people in employment are capable adults, unless the road is a busy A road then it should be low priority.	5
The phrase "This location" used in Area G should be defined e.g. is it within 1 mile? Much of the growth and development is outside of the towns and there is no idea of scale on this. This works better in areas that are within a reasonable walking distance of a service centre (2-3 miles) provided it's understood that the crossings best location may not be in the service centre.	3
Area G should include doctors, clinics, cycle routes.	2



<b>Measure 29 comments:</b>		<b>1</b>
Use of phrase 'town or village centre' is ambiguous and will likely disadvantage rural communities.		1
<b>Measure 30 comments:</b>		<b>4</b>
Measure 30 shouldn't use binary scores, but should be a sliding scale e.g. what if the employer is a major one like Astra Zeneca. The scores are not sensible – an employment site with 2 employees would rack up an extra 6 points compared to no employment site, which seems ridiculous.		2
What is the definition of an "employment site"? This needs explaining. A corner shop, hairdresser, pub are all employment sites, would these be included in this measure?		2
<b>Other comments</b>		<b>4</b>
A count of traffic would give a more meaningful measure		1
Provide crossings everywhere.		1
There should also be a measure for support from the employers on the sites, and whether they are able to contribute to funding even in a small way, and whether they have an Active Travel Plan (that may include this route).		1
Fix the roads, don't waste money on this.		1

## Area H – Protects and improves the environment

For “Area H – Protects and improves the environment”, 60% agreed that the measures were the right ones, and 57% agreed the proposed scores were appropriate.



### Comments About Area H

Survey respondents were asked if they had any comments about the proposed measures or scores for Area H.

In total, 40 comments made in response to this question have been analysed, and these comments have been grouped into categories and summarised below.

<b>Area H comments:</b>	<b>7</b>
General opposition to this Area. These criteria are unfair on small towns and villages where there are none of these, but they may still have a busy dangerous road, therefore these criteria are favouring more built-up areas only. Again this is urban-centric and effectively rules out any score for rural communities who have no access to these elements. It is a perverse section when considering the extensive rurality of Cheshire East Borough and the paucity of public transport in rural areas. An unnecessary section.	5
General support for this Area. Scores should be higher as compared others.	2
<b>Measure 31 comments:</b>	<b>4</b>
This measure duplicates measure 26, and so should be removed.	2
General opposition to this measure. It is biased in favour of locations where considerable investment has already occurred to the detriment of stand-alone crossings with potentially high value. Active travel for cyclists seem to be the only voice heard. Shoppers and other pedestrians needing to access doctors, dentists, social activities, hairdressers etc are not considered.	2

<b>Measure 32 comments:</b>	<b>5</b>
Scoring for measure 32 should be higher. Crossings to transport hubs by foot or cycle are incredibly valuable and directly stimulate modal shift to public transport. The score for measure 32 should be at least 20. Measures 32 and 33 should be the same.	3
General support for measure 32.	1
This measure shouldn't have binary scoring, there should be scoring for different and multiple transport types e.g. a train station with a taxi rank should score lower than one with a taxi rank, cycle hub, and bus stop.	1

<b>Measure 33 comments:</b>	<b>10</b>
Opposition to measure 33. School crossings should not gain so many points, as these tend to be on smaller and less busy roads where the need for a crossing might be less than on a major road with no school. The score could be considered too high as it's really hard to get a school crossing in place and is not only dependent on need but staffing and affordability so favours more affluent locations with very socially responsible residents – not needed.	2
Measure 33 should also consider if a school crossing HAS been in existence but is not currently for example due to the patrol person having retired and the replacement not yet recruited. This makes the need for the crossing even more important.	2
Measure 33 duplicates measures 18, 19 and 24 – Too much weighting is being given to schools in the framework.	2
Measure 33 should be a higher score.	1
It is unclear what is meant by a current school crossing in operation, is this a lollipop person?	1
Surely no crossing at all should score higher?	1
Traffic controls should not be used to 'replace' a manned school crossing. Children feel safer with manned crossings and should be preserved.	1

<b>Measure 34 comments:</b>	<b>6</b>
What is a AQMA site? Was this survey designed for the general public?	3
Opposition to measure 34. An area being an AQMA site should not be a reason not to have a road crossing.	2
Confusion as to why AQMA sites have lower scores.	1

<b>Other comments</b>	<b>8</b>
Definitions and explanations are needed to help guide people. The questions are unanswerable by a lay person who had no knowledge of the thinking in the mind of the question setter.	4
Fix the roads, don't waste money on this	2
The framework seems to be stacked against providing pedestrian crossings.	1
Cycling is too dangerous to do.	1

## Conclusions

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Overall it is extremely positive to see strong net support for the proposed strategy and prioritisation matrix – this reflects well on the amount of effort taken to put the strategy together.

Despite the strategy receiving strong net support, there is an enormous amount of detailed feedback received about the strategy and prioritisation matrix, and while much of this is summarised in the Executive Summary, consideration must be given to the detailed feedback included in the main report, to ensure the final strategy and prioritisation matrix accounts for all feedback received. Much of the feedback is incredibly detailed, and sometimes contradictory, so careful consideration will be needed as to where improvements to the strategy can be made. The formal written responses included in Appendix 1 especially will require detailed consideration.

Some respondents also called for the prioritisation matrix to be simplified, and so considering the feedback received, while also simplifying what has already been proposed will be a challenge. It is clear that some consultees did not understand the prioritisation matrix – care should be taken to explain the terms used in the matrix, and to set out how the matrix will be used, and to justify the scores included, as this is not clear to all.

There may also be significant measures that are missing from the matrix which may need to be considered for inclusion – some respondents were concerned that the matrix misses the point of why crossings are required, and there is a danger that if the measures are not comprehensive, and if the scoring is not balanced correctly, this will bias locations for new crossings towards some areas over others e.g. urban areas over rural ones, school locations over non-school locations etc. The matrix may need rigorous testing before it is brought into use.

Respondents did also raise some significant queries about a number of Areas and measures, particularly for Areas A, B and E which were rated lowest, and these Areas should probably be given most attention when reviewing the strategy in light of the consultation feedback.

## Appendix 1 – Email responses

In total 33 emails were received during the consultation. The comments made in these emails are summarised in the table below, with the 8 formal written responses and those received on behalf of organisations published further down.

<b>Request for a new ...</b>	<b>19</b>
...crossing at the crossroads of Badger Avenue and Frank Webb Avenue in Crewe. There are lots of accidents occurring at this junction, people use it "as a racetrack". There are lots of near misses and lots of cats have been killed here. This junction is used by children getting to school. Could a 20mph speed limit be imposed? Parking restrictions also need to be tighter. Please can you advise when the risk assessment was undertaken and, how often it is reviewed for the Frank Webb/Badger Avenue Junction? This email is in support of Councillor James Pratt's campaign to make the junction of Frank Webb Avenue and Badger Avenue safer for both pedestrians and traffic. The markings are also worn on the junction.	11
...crossing on Altrincham Road, Wilmslow, opposite Hickories	1
...crossing on Buxton Road in Disley for pedestrians, cyclists and horse riders using Upper and Lower Greenshall Lane.	1
...crossing on Cumberland Street in Macclesfield. This would enable an active travel route following the desire lines between town centre, Sainsbury's, West Park and the hospital, and would allow cyclists to avoid two extremely dangerous roundabouts at each end of Cumberland Street.	1
...crossing on the A533 outside the GP surgery in Sandbach. Cars drive very fast here and there have been a lot of near misses.	1
...crossing on the A538 Altrincham Road in Wilmslow, by the junction of Kings Road. An important link between south Wilmslow to Kings Road, Twinnies Bridge/The Carrs, Styal Mill, Handforth and Lacey Green.	1
...crossings on the A6 East of Disley. There are no crossing facilities whatsoever for about 1.4km between Redhouse Lane and Meadowside. There is a clear need for a Puffin crossing near the junction with Dryhurst Lane.	1
...intervention at Mossley crossroads in Congleton (crossroads at Biddulph Road, Leek Road and Reade's Lane). There are lots of near misses at this site, the lights turn too quickly to get across the road safely, it is not safe for children trying to get to school.	1
...traffic light in Macclesfield, at the crossroads of Oxford Road and Chester Road	1
<b>Comment that...</b>	<b>5</b>

...the current crossing in Chelford is dangerous. Cars are going too fast, cars parked on both sides of the street make it dangerous. There have been lots of near misses here. See the video as supporting evidence.	2
...improvements are needed at the Peacock roundabout and Park Road, near Newbold Way, Nantwich.	1
...the road surface along Sydney Road and Remer Street is terrible and needs repair.	1
...traffic calming measures are needed in Middlewich from the junction with Woodland Gardens towards Remer Street.	1

<b>Other comments</b>	<b>5</b>
An extra measure is needed in Area D - Amenity along the lines of "Would a crossing facilitate use of a countryside site / park?".	1
Car use in Cheshire needs to be reduced, if there were less cars then pedestrian crossings would not be required. Crewe is hazardous to pedestrians due to the volume of cars.	1
Consultation cynicism - Spending money on yet another survey which will no doubt be totally ignored. More tax payers money being frittered away.	1
General support for the strategy.	1
The survey is overly detailed.	1

<b>Formal written response on behalf of... (see appendix 1 for full responses)</b>	<b>8</b>
<p><b>Bollington Town Council – summary of feedback:</b> Bollington residents do not feel safe using uncontrolled crossings as drivers do not give way at these crossings, more safe crossing points should be introduced on the main B5090 road.</p> <p>Uncontrolled crossings could be improved by making their presence clearer to drivers by markings across the road.</p> <p>The prioritisation matrix on which future crossing locations will be based gives no justification for the measures or scores provided, with both being arbitrary, over complicated and not fit for purpose.</p> <p>The prime criteria to be considered should be the amenity, convenience and safety of the local community. The whole approach of the assessment matrix of Appendix A should be thoroughly reviewed from the perspective of pedestrians needing to cross the roads and the community using those roads.</p>	1
<b>Congleton Town Council - summary of feedback:</b>	1

Measure 1 - How can the scheme be adapted to take account of known risk, near misses or routes being actively avoided by parents because of the danger?

Measure 1 - Is it right to ignore collisions where the driver was under the influence of alcohol or drugs?

Measure 2 - Is it right to give so many more points to accidents where there has been a claim, rather than acknowledging all actions?

Measure 4 - It's a bit of chicken and egg if there were more safe crossings more people may choose to cycle or walk.

Measure 5 - Not sure why if there is a shared path they are marked down for a crossing point compared to where there is no shared path?

Area D - There is no sense of scale with the amenities – which makes it very simplistic. The section is biased towards schools. No definition given to 'close proximity'.

Measure 15 - More emphasis should be given to the hospitality industry.

Area E - Confusion over the scoring system.

Measure 21 - More weighting should be given to the voices of Town and Parish Councils.

Measures 27 & 28: How will "tartan rug" points be allocated?

Area F - Those with mobility issues and visually impaired should also be considered.

Measure 33 - Maybe this should consider if there has been a school crossing point in operation in the past 10 years and the school is still in place?

Measure 34 - Why are AQMA sites relevant?

General comments - How many points would a scheme need to score to be put forward to the next stage? It feels wrong that there needs to be accidents and injuries to make a risky crossing place qualify for assistance. How much funding will be allocated towards crossings?

**Councillor Robert Douglas - summary of feedback:**

1

<p>2 recommendations given:</p> <ul style="list-style-type: none"> <li>• the necessity for formal feedback to requests for new pedestrian crossings</li> <li>• the necessity for a pedestrian crossing on Jackson Road, Congleton for the safety of pupils of Eaton Bank Academy.</li> </ul>	
<p><b>Cycling UK - summary of feedback:</b></p> <p>Detailed discussion on the following sections of the strategy, with reference to how these impact on cyclists: 4.2.1 (Dropped kerbs), 4.2.2 (Dropped kerbs with pedestrian refuge), 4.3.1 (Zebra crossings), 4.3.2 (Parallel crossings), 4.3.3 (Signalised control crossings), and 4.3.8 (Advanced Cycle Signals).</p> <p>Measure 4 - I tend to disagree with this measure as no area in Cheshire East would score higher than 1. I recommend to set a more realistic target to score 3 points.</p> <p>Measure 4 - Should the scoring for this measure be the other way round?</p> <p>Measure 25 - What does “on CONFIRM” mean?</p> <p>Measures 27 &amp; 28 - What are the scores? I am unable to see it on the tartan rug.</p> <p>General comment - The document is called Crossing Facilities Strategy and in 1.1 also Pedestrian Crossing Strategy.</p>	<p>1</p>
<p><b>Holmes Chapel Parish Council - summary of feedback:</b></p> <p>Holmes Chapel Parish Council welcomes Cheshire East Council’s wish to produce a strategy, but have concerns that the matrix appears overly complex, confusing and not transparent.</p>	<p>1</p>
<p><b>Holmes Chapel Partnership - summary of feedback:</b></p> <p>Area A - The council shouldn't wait until someone dies before putting measures in place.</p> <p>Area B - If you have no infrastructure to promote sustainable travel, you score low, if you have no infrastructure to promote sustainable travel, people will not feel it is safe to cycle, so they don’t, so you score low.</p> <p>Area C - This prioritises large urban centres over smaller communities with equally dangerous crossing conditions.</p>	<p>1</p>



Area D - The points system here disadvantages small villages and towns in favour of larger urban centres.

Area F - Some Parish Councils have applied for Active Travel Funding and been turned down by Cheshire East Council. Points go to those areas that have already had investment in Active Travel, even though it was CEC policy to concentrate that where they have. This penalises small communities a second time round, which is doubly unfair.

Area H - If there was a School Crossing Patrol there may be less necessity for a Controlled Crossing! Some Parish Councils have applied for School Crossing Patrols but were turned down. We have no School Crossing Patrol, although it is desperately needed, but on this matrix we would lose 10 points towards a controlled crossing.

**Sandbach Town Council - summary of feedback:**

Introduction: The historical focus on pedestrian crossings for safety has led to a decline in active travel, with increased car usage in response to growing traffic levels. Despite climate and health considerations, crossing policies in Cheshire East have made limited progress in the past 14 years. New developments often fund crossings, but the distribution appears uneven, neglecting older areas with higher pedestrian demand.

Background and Policy Evolution: In 2011, there was a recognition of the environmental and health benefits of active travel, prompting a crossing policy. However, Cheshire East has made slow progress, especially in older areas. The 2020 pandemic emphasized the need for local active travel, but the current strategy falls short of addressing these concerns effectively.

Consultation Report Analysis:

Prioritization Matrix: The report acknowledges budget constraints and introduces a prioritization matrix. However, it seems biased towards school locations, potentially neglecting other important areas. Active travel and by implication climate change mitigation is not a priority of Highways budgeting.

Further Investigations: Criteria for assessing crossing types focus on safety and convenience, maintaining a car-oriented approach.

Changes to Crossing Type: Acknowledging legislative changes, the criteria for reviewing crossing types are thorough but appear to lack a defined process for consideration of other traffic management alternatives.

1

Development Sites: The inclusion of controlled crossings in development aligns with planning but may neglect existing areas with higher demand.

Appendix A Prioritisation Matrix Critique:

D - Amenity: Excluding rural areas and favouring town centres and schools may disadvantage active travel routes with longer journey times.

E & F - Neighbourhood Engagement and Local Concern: While community involvement is encouraged, the scoring system is rightly skewed towards car safety. Fact-based and community requests should be considerations more relevant than political.

G & H - Supporting Growth and Protects/Improves the Environment: These sections contribute to a holistic evaluation but seem biased towards car-oriented priorities, with over emphasis on existing active travel projects. Section G is the focus on embryonic active travel but 'nearby' is undefined.

Overall Assessment: The document is well-structured, but biases persist, reflecting historical prioritization of car-centric policies. It may evolve with budgetary alignment to council objectives. However, it falls short of being a comprehensive strategy for pedestrian safety and active travel promotion. The policy should align more closely with council objectives, prioritizing pedestrian safety and active travel; but choices quite rightly bias toward safety first (likely in practice safety only); a continuation of current policy. Considerations for active travel need more emphasis in the scoring criteria. Vague terms and unclear definitions should be addressed with a glossary for clarity. The 3-year cycle may result in delayed response to pedestrian needs, suggesting a need for more frequent assessments of possible lower cost alternatives. Budget constraints limit the potential impact of the policy in improving road safety and promoting active travel.

In conclusion, the policy has potential but requires refinement and alignment with council objectives for it to be truly effective in promoting pedestrian safety and active travel.

**Shavington-cum-Gresty Parish Council - summary of feedback:**

The Parish Council urges Cheshire East Council to uphold any existing agreements in place and complete the work as previously agreed.

1

## Formal email response #1 – Bollington Town Council

### Summary of consultation response:

Based on a Bollington Neighbourhood Plan survey, Bollington residents do not feel safe using uncontrolled crossings as drivers do not give way at these crossings. A large proportion of residents agree that more safe crossing points should be introduced on the main B5090 road. Uncontrolled crossings could be improved by making their presence clearer to drivers by markings across the road (of the zebra crossing type) as used in a number of continental countries and warning signs for the area that drivers should give way to pedestrians waiting to cross. The prioritisation matrix on which future crossing locations will be based gives no justification for the measures or scores provided, with both being arbitrary, over complicated and not fit for purpose. The prime criteria to be considered should be the amenity, convenience and safety of the local community. The whole approach of the assessment matrix of Appendix A should be thoroughly reviewed from the perspective of pedestrians needing to cross the roads and the community using those roads.

### Full response:

#### RESPONSE OF BOLLINGTON TOWN COUNCIL TO CHESHIRE EAST COUNCIL 'CROSSING STRATEGY CONSULTATION'

Cheshire East Council is currently holding a consultation on its proposed Pedestrian Crossing Strategy to determine priorities for the most deserving locations against available budget constraints. The present document sets out the response of Bollington Town Council to this consultation. It should be noted that a review of the Bollington Neighbourhood Plan is currently in progress and a Questionnaire/Survey has been issued to all residents which seeks their views on a wide range of issues including those concerning traffic and pedestrian movements and safety so that this response is informed by views from our community.

#### Types of Crossing

The strategy document firstly summarises the different types of crossing based on National Guidance and CEC practice. These are divided into uncontrolled crossings with dropped kerbs and no road markings, and a number of types of controlled crossings with combinations of signals and road markings.

For uncontrolled crossings the strategy states that drivers should give way to those waiting to cross the road. Along the main B5090 road through Bollington there appear to be 14 crossings 12 of which are “uncontrolled”. The experience of Bollington residents is that drivers do not give way to those waiting to cross the road at uncontrolled crossing points and that drivers are largely unaware of or ignore the presence of such crossings. As a result, uncontrolled crossings do not achieve their

objective as residents do not feel safe trying to cross the road at such crossings. In the current Bollington Neighbourhood Plan Update Questionnaire, 84.5% of respondents have replied 'Strongly agree or Slightly agree' to the proposition that 'More safe crossing points should be introduced on the main B5090 road'.

#### Proposed CEC prioritisation of requests

The basis of the proposed prioritisation of requests for crossings is an assessment matrix given in Appendix A of the document which sets out a scoring system based on eight criteria. No justification is given for either the criteria or the scores allocated to them. We consider the proposed system to be arbitrary, extremely over complex and not fit for purpose. The prime criteria to be considered should be the amenity, convenience and safety of the local community. Criteria such as 'sustainable travel', 'neighbourhood engagement', 'supporting growth' and improvement of the environment' are subjective issues requiring arbitrary judgement and are secondary to the principal requirements for crossings of safety and convenience. The whole approach of the assessment matrix of Appendix A should be thoroughly reviewed from the perspective of pedestrians needing to cross the roads and the community using those roads. It should be replaced by a system based on recommendations from local Town / Parish councils of need for a crossing and perceived safety by residents based on speed and numbers of vehicles and visibility to the proposed crossing point.

#### Concluding remarks

The current system of types of crossing and the proposed system of prioritisation are both unsatisfactory and unfit for purpose. A much cheaper and safer system can be obtained for uncontrolled crossings by making their presence clearer to drivers by markings across the road (of the zebra crossing type) as used in a number of continental countries and warning signs for the area that drivers should give way to pedestrians waiting to cross. This would also act as a significant traffic calming measure to reduce excessive speeds. Whilst the use of such a system would give substantial savings in costs and improvements in safety and convenience, prioritisation should be based on a case made by the local Town / Parish Council based on amenity, perceived safety and traffic/geometry data for proposed locations.

## **Formal email response #2 – Congleton Town Council**

### **Summary of consultation response:**

Measure 1 - How can the scheme be adapted to take account of known risk, near misses or routes being actively avoided by parents because of the danger?

Measure 1 - Is it right to ignore collisions where the driver was under the influence of alcohol or drugs?

Measure 2 - Is it right to give so many more points to accidents where there has been a claim, rather than acknowledging all actions?

Measure 4 - It's a bit of chicken and egg if there were more safe crossings more people may choose to cycle or walk.

Measure 5 - Not sure why if there is a shared path they are marked down for a crossing point compared to where there is no shared path?

Area D - There is no sense of scale with the amenities – which makes it very simplistic. The section is biased towards schools. No definition given to 'close proximity'.

Measure 15 - More emphasis should be given to the hospitality industry

Area E - Confusion over the scoring system.

Measure 21 - More weighting should be given to the voices of Town and Parish Councils.

Measures 27 & 28: How many will "tartan rug" points be allocated?

Area F - Those with mobility issues and visually impaired should also be considered.

Measure 33 - Maybe this should consider if there has been a school crossing point in operation in the past 10 years and the school is still in place?

Measure 34 - Why are AQMA sites relevant?

General comments - How many points would a scheme need to score to be put forward to the next stage? It feels wrong that there needs to be accidents and injuries to make a risky crossing place qualify for assistance. How much funding will be allocated towards crossings?

**Full response:**

Response from Congleton Town Council's Community Committee - Crossing Strategy

Congleton Town Councillors discussed Congleton Town Council's response to the Cheshire East Council consultation on the Crossing Strategy at a Community Meeting held on the 29th of February.

The Committee resolved that there should be a response to the paper raising the points raised in the Committee paper, in the discussion and raised at the Integrated Transport Working Group meeting held on the 28th of February.

An online response has been completed on behalf of the committee, but the form didn't allow for all the points raised, therefore we are also taking the opportunity to respond via letter. There was also a few points of clarification that the committee wanted to ascertain. They were:

1. The understanding of the points raised from the 'tartan rug' demographics. More points will be added for under 16s and over 65s – but it wasn't clear what the allocation would be. This would help us to conduct our own surveys to see which of the most needed and already identified crossing points needed in Congleton are likely to score the highest on the new ranking, if the proposal is adopted.
2. Is there any indication of how many points a scheme would need to score to be likely to be put forward to the next stage?
3. The new scheme appears to be very evidence-based, but how do you collate evidence around a perceived or actual risk. It feels wrong that there needs to be accidents and injuries to make a risky crossing place qualify for assistance to help pedestrians and cyclists.
4. Town and Parish Councils work closely with people across their community and know the areas which need to be addressed – more weighting should be given to the voice of the Town or Parish Council.
5. Can we expect in the next couple of years that most of the funding set aside for crossings will be used to upgrade current crossings that do not meet the needs of the equalities act?
6. Are Cheshire East Council highways actively exploring all funding opportunities to get new crossings installed. There are six crossing schemes in the approved Local Transport Plan all of which are needed, but not currently funded. Can the Town Council help support funding bids for these crossings

Crossings listed for Congleton in the Local Transport Delivery Plan.

- CO66 – Introduce a pedestrian crossing at the A34 Clayton Bypass near the fire station and Dane Street.
- C0124 – Installation of a pedestrian crossing on Rood Hill close to the junction of Daisybank Drive
- CO127 – Pedestrian Crossing at Mossley Traffic Lights
- CO130 – Controlled crossing at Eaton Bank
- C0132 - Pedestrian crossing at the Mount, A34 Newcastle Road
- CO133 – Improved surface and lighting at Tommy's Lane and a pedestrian crossing on Brook Street

Other points raised

Section A Casualty Reduction:

A. This measure only considers actual casualties and claims on a road. When local people are aware that an area is dangerous, action needs to be taken ahead of

casualties occurring. How can the scheme be adapted to take account of known risk, near misses or routes being actively avoided by parents because of the danger?

B. Is it right to give so many more points to accidents where there has been a claim, rather than acknowledging all actions. Most claims are settled out of court – would these count?

C. Is it right to ignore collisions where the driver was under the influence of alcohol or drugs? We would suggest that these should also be counted. Just because traces of drugs or alcohol may be found, the incident shouldn't be ignored.

### Section B – Sustainable Travel

D. It's a bit of chicken and egg if there were more safe crossings more people may choose to cycle or walk? This measure is weighted to help those areas where cycling or walking is already well established. These measures should also be about creating the change, rather than reactive.

E. Not sure why if there is a shared path they are marked down for a crossing point compared to where there is no shared path? If there is a path leading to a place where many people then have difficulty crossing the problem needs to be thought through – shared or not shared.

### Section C: Accessibility and Capacity

F. The section on footpaths assumes that there are appropriate footpaths in the area. There are some places in Congleton where there is a crossing needed but also a path needs to be installed to create a safe walking/ cycling route in an area that was rural and is now built-up due to the expansion of housing estates.

### Section D Amenity

G. There is no sense of scale with the amenities – which makes it very simplistic. The footfall will be very different for a small parade of shops versus a supermarket.

H. The section is biased towards schools, not a bad thing as safe routes to school need to be encouraged – but potentially 23 points in this section is for schools – with more points in other sections too. We would welcome Cheshire East making an upfront and positive push to create safe routes to schools across the borough. Don't hide it in the form. If this is a top priority say so.

I. We would like to see CEC give a bit more emphasis to the hospitality industry. Hospitality venues attract many visitors to our town during the day and evening and their requests for safe crossing points are valid. Congleton now has one of the most active evening economies in Cheshire East and the needs of these users needs to be considered.

J. No definition given to 'close proximity' - is this within ¼ mile, 200m? 5 minutes walk?

### Section E: Neighbourhood Engagement

K express concerns over a three-year period it is worth 10 points. If the Town Council supports an application it is worth 3 points. If the ward member supports it is worth 5. (If three ward councillors does that mean 15 points or still 5?). We believe Town and Parish Councils are well placed to know what is most needed in their locality, and CEC should use this 'most local tier' of local government to help with the decision making, rather than just allocating 3 points to its view out of 200 + points available.

### Section F: Local Concern

L. It would be useful to know the weighting given for the age demographics.

M. The number of people with mobility issues and visually impaired should be considered in addition to the characteristic of being under 16 or over 65.

### Section H – Protects and Improves the Environment

N. Not sure about the relevance of the AQM zones – I assume that the aim is to stop more traffic from idling– but is it right that pedestrians and those wishing to cross the road are penalised?

O. There are 10 points if there is a school crossing in operation. Maybe this should consider if there has been a school crossing point in operation in the past 10 years and the school is still in place? It's a role that seems to have been lost in many places due to budget cuts, but the fact that at one time funding was found to help people cross the road would indicate that help and assistance crossing that road is needed.

### Overall

Due to the financial state of Cheshire East Council, it feels as though the whole exercise is a bit futile as it appears that there will be very little funding available for crossings across the borough. Rather than making it almost impossible to reach the top of the pile to achieve funding, maybe CEC needs to consider what it really needed and then work out a plan to make those crossings happen?

The Town Council also feels it is crucial that planning for adequate crossings needs to be at the time of development, rather than fitting retrospectively. For areas still being developed we would urge Cheshire East Planning to ensure that opportunities are taken to upgrade crossings close to new estates to help residents to walk to local amenities.



We hope you find our comments useful. If a member of Highways team would like to explore any of the ideas raised in this response we would be happy to discuss and would like to contribute in a positive way to working towards safer and appropriate crossings in Congleton. Please contact the Town Council on 01260 270350 ext 1 or email [info@congleton-tc.gov.uk](mailto:info@congleton-tc.gov.uk) in the first instance.

Yours sincerely,

Chief Officer, Congleton Town Council.

## **Formal email response #3 – Councillor Robert Douglas**

### **Summary of consultation response:**

2 recommendations given:

- the necessity for formal feedback to requests for new pedestrian crossings
- the necessity for a pedestrian crossing on Jackson Road, Congleton for the safety of pupils of Eaton Bank Academy.

### **Full response:**

Dear Sir or Madam,

Please include as part of your responses to the Crossing Strategy Consultation 2023, the statement that I made at your November 2023 Highways and Transport Committee meeting, which is attached, including taking account of

- the necessity for formal feedback to requests for new pedestrian crossings
- the necessity for a pedestrian crossing on Jackson Road, Congleton for the safety of pupils of Eaton Bank Academy.

Many thanks.

**QUESTION FOR CHESHIRE EAST HIGHWAYS AND TRANSPORT MEETING  
23RD NOVEMBER 2023**

The Pedestrian Crossing Strategy makes no reference to consultation with or follow up engagement with local communities and organisations such as schools.

There should be formal procedures in place within this Strategy requiring feedback on the results of prioritisation matrices and future plans with those who have raised concerns about the lack of a pedestrian crossing.

Can we please include this feedback and follow up within this document to demonstrate that there will be dialogue between Cheshire East Council and local communities, which is so important.

On 22nd September, 2022, this committee discussed the necessity for safer school streets. The accident in 2022 in which a schoolgirl was knocked down on Jackson Road, which is just outside Eaton Bank Academy, was detailed on page 187 of that committee's agenda papers.

With the full support of the Headteacher of Eaton Bank Academy, Ed O'Neill, I advised this committee on 22nd September 2022 of the proposals that had been put forward to Cheshire East Highways to improve safety around Eaton Bank Academy, which included a zebra crossing to be installed on Jackson Road.

Eaton Bank Academy inform me that since then they have had little feedback on these proposals.

Can you please advise

- whether a prioritisation matrix for crossing facilities has been completed for Jackson Road, or if not, could one please be generated?
- Could the results of such a prioritisation matrix for Jackson Road be given to Eaton Bank Academy for further discussion as part of an engagement process given the necessity for such a crossing to be installed on Jackson Road?

Councillor Robert Douglas, 16th November, 2023.

## **Formal email response #4 – Cycling UK**

### **Summary of consultation response:**

Detailed discussion on the following sections of the strategy, with reference to how these impact on cyclists: 4.2.1 (Dropped kerbs), 4.2.2 (Dropped kerbs with pedestrian refuge), 4.3.1 (Zebra crossings), 4.3.2 (Parallel crossings), 4.3.3 (Signalised control crossings), and 4.3.8 (Advanced Cycle Signals).

Measure 4 – Disagree with this measure as no area in Cheshire East would score higher than 1. I recommend to set a more realistic target to score 3 points.

Measure 4 – Should the scoring for this measure be the other way round?

Measure 25 – What does “on CONFIRM” mean?

Measures 27 & 28 – What are the scores? I am unable to see it on the tartan rug.

General comment – The document is called Crossing Facilities Strategy and in 1.1 also Pedestrian Crossing Strategy.

**Full response:**

Dear Consultation team, thank you very much for making this consultation available.

Cycling UK's headline message: reduce pedestrian refuges

Please see my comments.

4.2.2 Dropped Kerb with a pedestrian refuge

The draft strategy fails to assess pedestrian refuges in relation to cycling. This is in contrast to the existing 2011 crossings policy which states that pedestrian refuges “can cause potential problems for the cyclist travelling along the road because of the reduced width available for motorised traffic to pass.” (page 1). Furthermore research [1] suggests that pedestrian refuges can cause significant stress for cyclists and appear to provoke negative attitudes about cyclists in drivers (as cyclists may obstruct them at the narrowing they create). Please see an example of the problems cyclists encounter.

[P48PPP overtakes through pedestrian refuge \(youtube.com\)](#)

The draft Strategy states pedestrian refuges “... narrow the carriageway which may also reduce speed of traffic.” However, there is no evidence to support the claim of reduced speed in the literature used, Traffic Signs Manual, Chapter 6, Traffic Control, or LTN 1/20. On the contrary, the fact that pedestrian refuges create a pinch-point means that drivers often speed up to try and narrowly overtake a cyclist just before the refuge.

Can you please provide literature confirming the speed reduction and under which conditions, i.e. with a narrow or wide gap or when the driver is held up by a cyclist?

The Traffic Signs Manual, Chapter 6, Traffic Control, states that “a minimum gap of 4 m is recommended”. This gap is generally not met, for example at any of the pedestrian refuges on Crewe Road in Haslington. It is met however, for example at the pedestrian refuge on Middlewich Road at Moorland Road in Sandbach. Cycling there is still very stressful, especially westbound, for a number of reasons.

Additionally, to avoid being held up by a cyclist drivers sometimes use the wrong side of the pedestrian refuge, increasing risk to pedestrians.

Pedestrian refuges do not provide any legal priority for pedestrians and are of very little use for pedestrians with impaired sight or mobility.

Instead, on a road with parked cars, I recommend to create a pedestrian crossing point with a build-out from the side of the road - and preferably to make drivers cross a raised table - rather than by creating pedestrian refuges. The attached DS.113 Southwark Council, Traffic Islands guidance states at 3.1.2.a for 30 mph roads that

“... pedestrian islands may be introduced where it can be demonstrated that one of the following threshold criteria are met”: “It can be demonstrated that the residual carriageway width after introduction of edge build outs could not be reduced to  $\leq$  8m.” (iv)

Overall, pedestrians deserve proper crossing points, i.e. either zebras or signalised crossings.

Further comment on this chapter:

Chapter 4.2.2, Dropped Kerb with a pedestrian refuge, follows 4.2.1, Dropped Kerbs.

### 4.2.1 Dropped Kerbs



***Figure 1 Example of a dropped kerb***

As chapter 4.2.2 is a continuation I would expect a photo similar to figure 1 Example of a dropped kerb (on what I assume is a straight road).

#### 4.2.2 Dropped Kerb with a pedestrian refuge



*Figure 2 Example of a dropped kerb with a pedestrian refuge*

However, figure 2 Example of a dropped kerb with a pedestrian refuge, is located at a T-junction. Whether pedestrian refuges reduce speed is a moot point, as mentioned above. However, figure 2 is not a good example for pedestrian refuges that "... narrow the carriageway which may also reduce speed of traffic.", mentioned immediately below figure 2. Car traffic in either direction slows down here significantly due to the corners and the requirement to give way at a T-junction, rather than due to the pedestrian refuge. I recommend using for example Crewe Road at Forge Fields in Wheelock/Sandbach which would be an example of a straight road, similar to figure 1.



Pedestrian refuges at controlled crossings

Pedestrian refuges should also be viewed in a critical way at controlled crossings. Figure 5 in 4.3.4 for example shows two pedestrian refuges in one picture, indicating how frequently they are used.



*Figure 5- Example of a Puffin Crossing*

As a local example I would like to show Old Mill Road at the entrance to the Capricorn development in Sandbach. A pedestrian refuge was installed at a toucan crossing, in my opinion unnecessarily, resulting in pinch-points for cyclists.





#### 4.3.1 Zebra Crossing

The draft Strategy states “Where gaps in traffic flows are few, and waiting times [for pedestrians, MB] long because people feel it may be hazardous to establish precedence, a Zebra crossing is likely to be unsuitable.”

I disagree and would like to use the zebra crossing on the A534 London Road in Elworth/Sandbach as an example. At around 18,000 vehicles a day this is a busy location, however I was unable to see that “people feel it may be hazardous to establish precedence.” The crossing worked well. However the zebra crossing was replaced by a puffin crossing a couple of years ago, at a cost of around £80,000. I felt that was unnecessary and would like to see a much stronger road safety case for choosing signalised crossings over zebra crossings. I understand Zebra crossings are around half the price of a signalised crossing.

#### 4.3.2 Parallel Crossing (zebra crossings for pedestrian and cyclists, MB)

I welcome this type of crossing.

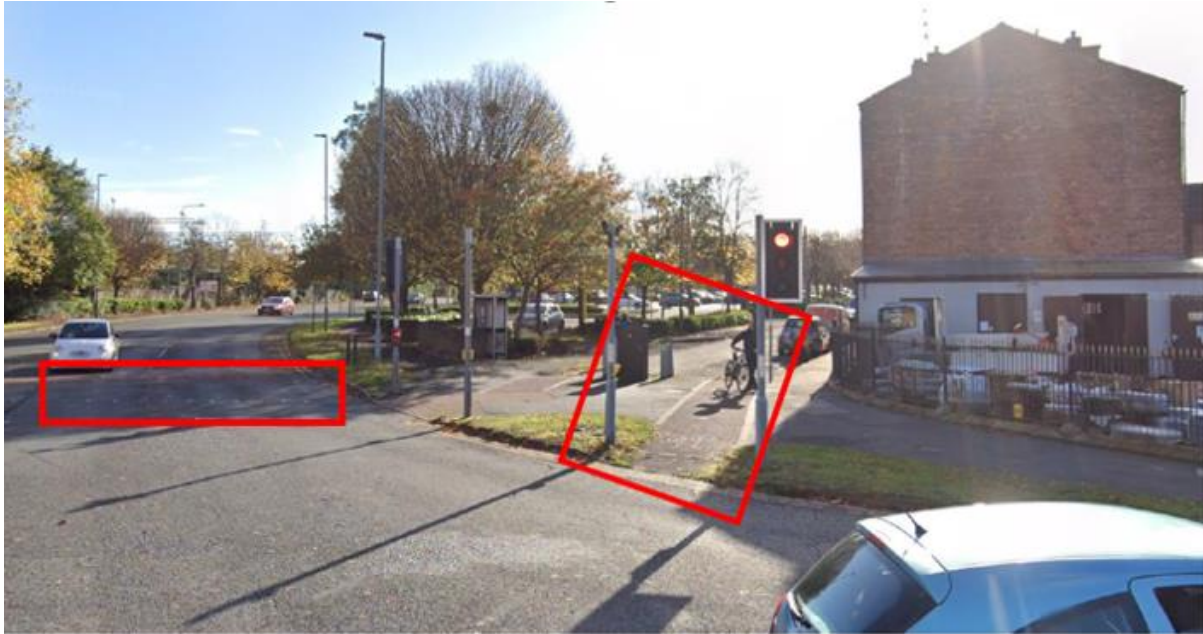
#### 4.3.3 Signalised control crossings

“Signalised Controlled Crossings are more suitable [than zebra crossings, MB] where:

The numbers of people crossing are high and delays to vehicular traffic would otherwise be excessive.”

I still recommend zebra crossings here as I see the “delays to vehicular traffic” as a side benefit, encouraging drivers to reassess their transport habits.

#### 4.3.8 Advanced Cycle Signals



**Figure 9- Example of Advanced cycle signals**

The location is Market Street/Vernon Way/Badger Avenue/Middlewich Street in Crewe and shows a wide Advanced Stop Line on Vernon Way to the left and a cyclist-only traffic light on the right at the end of Market Street (highlights made by MB)

I was unable to find the term Advanced Cycle Signals in the literature. In the draft Strategy they are explained by three sentences:

“These are used to connect cycle routes across or through junctions.” This would refer to the cyclist-only traffic light at the end of Market Street.

“The distinguishing feature is the use of detectors which differentiate for cyclists at an advanced stop line.” This would refer to the Advanced Stop Line on Vernon Way. LTN 1/20 mentions at 10.6.39 an “Early release” function and states “LLCS [Low level cycle signal] used in this way are programmed to turn green a few seconds before the main traffic. LLCS are generally used with an ASL ...” But that function is not available at either location here.



These crossings are purely for use by cyclists and are only found at signal controlled junctions.” This would again refer to the cyclist-only crossing at the end of Market Street.

The consultation asks for “Sections of the strategy to give feedback on”. Please see below:

Prioritisation Matrix Area B - Sustainable Travel:

“Measure 4: Propensity for cycling in the local area <https://www.pct.bike/>

Measure 4 scoring: Over 30% = 5, Between 20% and 30% = 3, Less than 20% = 1

On this measure I “tend to disagree” as no area in Cheshire East would score higher than 1. I recommend to set a more realistic target to score 3 points.

“Measure 5: Is there a shared use path at this location?”

Measure 5 scoring: Yes = 1, No = 6.”

I assume the scoring should be the other way round.

Prioritisation Matrix Area F - Local Concern

“Measure 25: Number of unique recorded resident and/or stakeholder concern for vulnerable road user safety on CONFIRM? (in past 3 years)”

What does “on CONFIRM” mean?

“Measure 27: Score for population in the ward 65 and over

Measure 28: Score for population in the ward 16 or under

Measure 27 [28] scoring: Matrix score has been derived from the tartan rug.” (Overviews of health and wellbeing ([cheshireeast.gov.uk](http://cheshireeast.gov.uk)))

What is the score? I am unable to see it on the tartan rug.

Finally a general comment. I notice the document is called Crossing Facilities Strategy and in 1.1 also Pedestrian Crossing Strategy.

Please don’t hesitate to contact me should you have further questions.

Regards, Cycling UK, Sandbach.

References

[1] Driver's perceptions of cyclists - TRL549 (Basford et al, 2002), The effect of road narrowings on cyclists - TRL621 (Gibbard et al, 2004), Road safety report no.100 – Interaction between speed choice and road environment (Jamson et al, 2008)

## **Formal email response #5 – Holmes Chapel Parish Council**

To Whom it May Concern

Holmes Chapel Parish Council wishes to make the following comment regarding the proposed Crossing Strategy:

Holmes Chapel Parish Council welcomes Cheshire East Council's wish to produce a strategy, but we have concerns that the matrix appears overly complex, confusing and not transparent.

## **Formal email response #6 – Holmes Chapel Partnership**

### **Summary of consultation response:**

Area A - The council shouldn't wait until someone dies before putting measures in place.

Area B - If you have no infrastructure to promote sustainable travel, you score low, if you have no infrastructure to promote sustainable travel, people will not feel it is safe to cycle, so they don't, so you score low.

Area C - This prioritises large urban centres over smaller communities with equally dangerous crossing conditions.

Area D - The points system here disadvantages small villages and towns in favour of larger urban centres.

Area F - Some Parish Councils have applied for Active Travel Funding and been turned down by Cheshire East Council. Points go to those areas that have already had investment in Active Travel, even though it was CEC policy to concentrate that where they have. This penalises small communities a second time round, which is doubly unfair.

Area H - If there was a School Crossing Patrol there may be less necessity for a Controlled Crossing! Some Parish Councils have applied for School Crossing Patrols but were turned down. We have no School Crossing Patrol, although it is desperately needed, but on this matrix we would lose 10 points towards a controlled crossing.

General comments – The scoring system seems biased towards larger communities. Another criterion would help redress the balance: Is the road a through road/ transit

route with no alternative road? There seems to be very little emphasis on supporting “latent demand” i.e. getting people out of their cars.

**Full response:**

Comments on the Prioritisation Matrix for Requests for Crossing Facilities

A Casualty reduction

This is the old criterion – something will be done once someone has died. Rather than trying to be proactive and prevent death or serious injury.

B Sustainable Travel

3 If you have no infrastructure to promote sustainable travel, you score low

4 If you have no infrastructure to promote sustainable travel, people will not feel it is safe to cycle, so they don't, so you score low

C Accessibility and Capacity

9 How many lanes are there? This clearly prioritises large urban centres over smaller communities with equally dangerous crossing conditions.

D Amenity

12-17 The points system here disadvantages small villages and towns in favour of larger urban centres. On the whole in the centre of larger towns residents do not have to compete with through traffic (not just cars but HGVs) in order to cross the road. Because the number of amenities is lower in smaller communities, the score would be correspondingly low but arguably the need for safe places to cross is greater.

F Local Concern

26 Holmes Chapel has applied for Active Travel Funding and been turned down on every occasion by Cheshire East Council. The points go to those areas that have already had investment in Active Travel and it was CEC policy to concentrate that on the towns. This is understandable when trying to get the maximum return on the investment but to penalise communities a second time round when requesting pedestrian infrastructure seems doubly unfair.

H Protects and Improves the Environment

31 See comment on 26 above.

33 If there was a School Crossing Patrol there may be less necessity for a Controlled Crossing! In Holmes Chapel we applied for a School Crossing Patrol on Macclesfield

Road and were turned down by CEC. We have no School Crossing Patrol, although it is desperately needed, but on this matrix we would lose 10 points towards a controlled crossing.

Overall deprivation score. Is this relevant? Either a road is too busy to cross safely or it's not, regardless of the economic standing of the community. If wealthier communities had the right to fund or part fund their own crossings (through the Parish/Town Council or crowdfunding) if they see the need, it would be more understandable. Reducing car use is surely the principle objective.

### General Comments

- The scoring system seems biased towards larger communities even though for the most part these have a bypass which takes away through traffic from the centre where people access amenities on foot.
- Another criterion would help redress the balance: Is the road a through road/transit route with no alternative road?
- There seems to be very little emphasis on supporting "latent demand" ie getting people out of their cars. People drive in Holmes Chapel because they perceive it as dangerous to walk and cycle – and often it is. All Cheshire East Council's promotion of Active Travel for health and environmental reasons is worth nothing, if it is almost never supported by infrastructure which enables these activities.

Holmes Chapel Partnership (vice Chair).

## **Formal email response #7 – Sandbach Town Council**

### **Summary of consultation response:**

Introduction:

The historical focus on pedestrian crossings for safety has led to a decline in active travel, with increased car usage in response to growing traffic levels. Despite climate and health considerations, crossing policies in Cheshire East have made limited progress in the past 14 years. New developments often fund crossings, but the distribution appears uneven, neglecting older areas with higher pedestrian demand.

Background and Policy Evolution:

In 2011, there was a recognition of the environmental and health benefits of active travel, prompting a crossing policy. However, Cheshire East has made slow progress, especially in older areas. The 2020 pandemic emphasized the need for local active travel, but the current strategy falls short of addressing these concerns effectively.

## Consultation Report Analysis:

**Prioritization Matrix:** The report acknowledges budget constraints and introduces a prioritization matrix. However, it seems biased towards school locations, potentially neglecting other important areas. Active travel and by implication climate change mitigation is not a priority of Highways budgeting.

**Further Investigations:** Criteria for assessing crossing types focus on safety and convenience, maintaining a car-oriented approach.

**Changes to Crossing Type:** Acknowledging legislative changes, the criteria for reviewing crossing types are thorough but appear to lack a defined process for consideration of other traffic management alternatives.

**Development Sites:** The inclusion of controlled crossings in development aligns with planning but may neglect existing areas with higher demand.

## Appendix A Prioritisation Matrix Critique:

**D - Amenity:** Excluding rural areas and favouring town centres and schools may disadvantage active travel routes with longer journey times.

**E & F - Neighbourhood Engagement and Local Concern:** While community involvement is encouraged, the scoring system is rightly skewed towards car safety. Fact-based and community requests should be considerations more relevant than political.

**G & H - Supporting Growth and Protects/Improves the Environment:** These sections contribute to a holistic evaluation but seem biased towards car-oriented priorities, with over emphasis on existing active travel projects. Section G is the focus on embryonic active travel but 'nearby' is undefined.

## Overall Assessment:

The document is well-structured, but biases persist, reflecting historical prioritization of car-centric policies. It may evolve with budgetary alignment to council objectives. However, it falls short of being a comprehensive strategy for pedestrian safety and active travel promotion.

The policy should align more closely with council objectives, prioritizing pedestrian safety and active travel; but choices quite rightly bias toward safety first (likely in practice safety only); a continuation of current policy.

Considerations for active travel need more emphasis in the scoring criteria.

Vague terms and unclear definitions should be addressed with a glossary for clarity.

The 3-year cycle may result in delayed response to pedestrian needs, suggesting a need for more frequent assessments of possible lower cost alternatives.

Budget constraints limit the potential impact of the policy in improving road safety and promoting active travel.

In conclusion, the policy has potential but requires refinement and alignment with council objectives for it to be truly effective in promoting pedestrian safety and active travel.

### **Full response:**

#### Response of Sandbach Town Council to Crossing Strategy Consultation 2024

Executive Summary and recommendations are [lower down]

Historically the only objective of a crossing was the protection of those crossing. In many places in the past years where traffic levels increased those who could travel on foot felt unsafe and moved to car travel as a safer and more convenient travel method. Of course, this in turn made those same roads more unsafe and increased this shift. So, for provisioning choices fewer users and more need. As car ownership became widespread often the criteria for number of current beneficiaries to a crossing scheme was not met, Increased road traffic meant more spend on roads and fewer places meeting pedestrian criteria for crossings outside of the very center of towns. Over the last 40 years the emergence of the 2-car family further fed this process.

The increasing awareness of the environmental and health impact evolved so that by the last policy considerations in 2011 it was identified a crossing policy would have a benefit to Cheshire East's aspirations for Climate change and Health improvement by residents leaving the car at home more and participating in active travel. Indeed, Central government also suggested improvements in crossing provision will give confidence for users to take up more active travel and should be a feature of provisioning by local councils.

And then in 2020 Covid made many move to homeworking and think about life choices for themselves including transport methods locally, active travel possibilities and the ease of these became more important to many.

Since identification of this active travel contribution of crossings Cheshire East has made little progress over the last 14 years despite having re-enforced its desires to combat climate change and support active travel.

Across Cheshire East we see crossing provision attached to new developments funded by site developers under S106 arrangements. Often these are in areas where a crossing of some type is provided on a forecast demand basis at the insistence of

planners and does not form part of an obvious larger active travel plan by Highways and appears not to meet any of the proposed or past criteria for council to fund a crossing.

Residents therefore see an unfair distribution of crossing provision where areas with busy roads in older developments do not figure in provision consideration, despite such provision being more sensible than that required of developers to service their developments. More sensible in older areas as these locations often support larger and often older populations and are more likely to be used for active travel as journey times are shorter, and usually form a waypoint on the active travel journey from newer developments into the town center.

That is not to say provision of crossings at new developments is not desirable it merely demonstrates a dual standard applied across the borough and a lack of priority shown by highways in funding such improvements adequately to date in favour of what seems a continuing obsession with prioritising funding of road development for car use above all else with Highways own main budget.

The amended policy attempts to address the issue of demand for crossings for active travel introduction, safety and confidence and retain its core safety first for current users agenda and at long last bring in formally suppressed demand for crossings and to factor in local support for the proposals.

The Consultation Report we note in sections ...

## 5.1 Introduction

This section provides a clear context for the need to prioritize pedestrian crossings due to self-imposed budget choices in favour of other spending areas politically described as budget constraints. It emphasizes the importance of a systematic approach to ensure consistency and efficient use of limited resources. Effectively could be re-worded as crossings, active travel and by implication climate change mitigation is not a priority of Highways budgeting.

## 5.2 Prioritisation

The introduction of a prioritization matrix is a systematic approach, which includes eight key areas for evaluation. The use of a point / percentile-based system to select locations for further investigation helps in resource optimization. The proposal is a light touch reworking of existing schemes which does begin to consider other factors.

While it quite rightly will continue to prioritise traditional safety issues if highways budget did expand to want to support active travel and crossings then this is a format to develop to support such a change in budget policy if this ever came to pass. The proposal offers a potential of 35% of points if petitioners are a school or educational establishment so is inherently biased to these locations which is understandable.

## 6 Further Investigations for prioritized requests

This section introduces criteria for assessing the type of crossing, considering safety, convenience, and accessibility. The inclusion of factors such as location, national guidance, benefits, costs, demand, and engineering judgment demonstrates a continuation of a car orientated approach to decision-making for budget allocation.

The issue of recurring intermittent peaks in traffic flow should feature in considerations. Road and motorway closures and accidents impact towns like Sandbach changing the whole safety dynamics of roads in minutes.

## 7 Changes to crossing type

Acknowledging legislative changes and the need to review crossing types is a proactive measure. The criteria for review, including visibility, pedestrian activity, collision data, and others, contribute to a thorough assessment.

Traffic Management including Refuges appears omitted from consideration / suggestions.

It may be possible to create more crossing opportunities by:

- the provision of a refuge or
- installing traffic calming measures or
- build outs or narrowing the carriageway (to reduce the crossing time).

## 8 Development Sites

The inclusion of controlled crossings in development sites aligns with the planning process. The requirement for a commuted sum for future maintenance from developers should ensure sustainable support for pedestrian facilities, regrettably this is and will be at the continued expense of existing older developments with greater need which will appear more expensive in the longer term. Such S106 funds are also far too often diverted from pursuing sustainable travel projects with a specific local benefit to borough benefitting road schemes as a matter of policy.

Within Appendix A Prioritisation Matrix we note.

Age demographics from highways of tartan rug point scoring is not detailed so comments are based around related weightings between sections and topics actually scored in the matrix.

## D- Amenity

This section excludes all rural and areas where active travel to amenity is possible but one assumes the 'close proximity' rule excludes most routes to places not in



close proximity. Therefore, active travel made possible by the existence of a crossing where journey time is not short is by default disadvantaged.

Clarification of this close proximity definition should be stated. The scoring system allocating 25% of points to this section and favours town centers and proximity to school locations and not routes just out of town suffering with traffic issues from passing and town bound traffic.

#### Highways E - NEIGHBOURHOOD ENGAGEMENT and F - LOCAL CONCERN

These sections provide a scoring system based on political and stakeholder support, school travel plans, and resident concerns. The inclusion of these factors should enrich the prioritization matrix and should offer community involvement in decision-making. However, the weighting of these areas is skewed towards a Highways decided car safety only agenda.

The fact ward member political support is scored a 5 and local resident petition requests a maximum 2 under we assume 'other political support' seems wrong.

Political support should not figure at all in a fact-based approach and resident petitioning is far more relevant.

The 'CONFIRM' system/process seems unknown to residents as a registration method for vulnerable users represents a 6% rating and seems a substitute to age profile assumptions.

This Confirm Enterprise Asset Management could be described as a physical item/location Customer Relationship Management system. How do residents register issues on this system?

#### Highways G - SUPPORTING GROWTH and H - PROTECTS AND IMPROVES THE ENVIRONMENT

These sections consider aspects such as links to town centers, employment sites, and environmental impact. They contribute to a holistic evaluation of the benefits and implications of installing a crossing facility.

Section G is the embryonic 6% only weighting toward active travel but only to 'nearby' locations.

Section H sounds impressive and merits 12% 'PROTECTS AND IMPROVES THE ENVIRONMENT' 'but in reality, can be seen as 'will a crossing support travel investment we have already made or is near a school'

## Overall Assessment

The document appears to be well-structured, with a systematic approach to prioritization and assessment. The inclusion of multiple criteria in the prioritization matrix and the consideration of various factors in the review process demonstrate a comprehensive if biased methodology. Regrettably it is still skewed to perpetuating historic crossing decisions but a format that could evolve to something more in line with councils policies if budgets were actually aligned with council policy objectives.

## Recommendations / Conclusion

The policy is regrettably falling short of its aspirations in detail and not the FULL crossings strategy many had hoped for, designed for pedestrian safety and also to encourage and enable active travel in existing communities where it is desired.

Regrettably it still shows a continuation of highways low prioritisation of crossing provision for health or active travel reasons unless it is part of other transport investments often part or mainly funded by central government and this is reflected in scoring.

As a rationed decision-based process on relative probability of accidents being likely or risk increasing the policy appears to work in this context and is rightly focused on schools which have specific traffic and safety issues. This is of course the prime historic purpose of a crossing, so this is to be welcomed.

As a 3-year cycle of consideration is planned it means once every 3 years a request could get on a short list of crossing projects to be investigated for progression. So effectively a 2 to 4 year at best request to delivery and only those fundable in the following year will be investigated.

More positively the suppressed demand or desire of local residents for active travel is noted by highways in this proposal but to a degree that it will not be acted upon without very significant elements of the current selection policy being applicable too. It does however offer a point of consideration that has not featured before and could be expanded in its importance in coming years.

The scoring criteria use of vague terms like 'close proximity' is an issue. Along with other terms that are unclear so a glossary would be useful for those entering the process. It is refreshing to see a recognition by highways of tartan rug socio economic differences in a policy. However, the weighting of this element is unclear.

The scoring process in a 'non-close to school' setting requires it seems travel destinations in close proximity on both sides of the road for higher scores so outlying communities without facilities of a significant scale' needing to cross busy 'feeder roads' to our towns facilities and shops will be scored lower and continue to be ranked lower on the priority list.

Budget Constraints are designated by the highways committee itself in spite of Cheshire East Council policy. The inability of Cheshire East Highways to offer any meaningful community delivery of the borough environment policy through Highways due to its continued funding choices is to be lamented. It is a missed opportunity to go along with a policy proposal that funded appropriately could make some if biased impact to improve road safety and active travel opportunity.

## Executive Summary

### Introduction:

The historical focus on pedestrian crossings for safety has led to a decline in active travel, with increased car usage in response to growing traffic levels. Despite climate and health considerations, crossing policies in Cheshire East have made limited progress in the past 14 years. New developments often fund crossings, but the distribution appears uneven, neglecting older areas with higher pedestrian demand.

### Background and Policy Evolution:

In 2011, there was a recognition of the environmental and health benefits of active travel, prompting a crossing policy. However, Cheshire East has made slow progress, especially in older areas. The 2020 pandemic emphasized the need for local active travel, but the current strategy falls short of addressing these concerns effectively.

### Consultation Report Analysis:

**Prioritization Matrix:** The report acknowledges budget constraints and introduces a prioritization matrix. However, it seems biased towards school locations, potentially neglecting other important areas. Active travel and by implication climate change mitigation is not a priority of Highways budgeting.

**Further Investigations:** Criteria for assessing crossing types focus on safety and convenience, maintaining a car-oriented approach.

**Changes to Crossing Type:** Acknowledging legislative changes, the criteria for reviewing crossing types are thorough but appear to lack a defined process for consideration of other traffic management alternatives.

**Development Sites:** The inclusion of controlled crossings in development aligns with planning but may neglect existing areas with higher demand.

### Appendix A Prioritisation Matrix Critique:

**D- Amenity:** Excluding rural areas and favouring town centers and schools may disadvantage active travel routes with longer journey times.

E & F - Neighbourhood Engagement and Local Concern: While community involvement is encouraged, the scoring system is rightly skewed towards car safety. Fact-based and community requests should be considerations more relevant than political.

G & H - Supporting Growth and Protects/Improves the Environment: These sections contribute to a holistic evaluation but seem biased towards car-oriented priorities, with over emphasis on existing active travel projects. Section G is the focus on embryonic active travel but 'nearby' is undefined.

#### Overall Assessment:

The document is well-structured, but biases persist, reflecting historical prioritization of car-centric policies. It may evolve with budgetary alignment to council objectives. However, it falls short of being a comprehensive strategy for pedestrian safety and active travel promotion.

The policy should align more closely with council objectives, prioritizing pedestrian safety and active travel; but choices quite rightly bias toward safety first (likely in practice safety only) ; a continuation of current policy.

Considerations for active travel need more emphasis in the scoring criteria.

Vague terms and unclear definitions should be addressed with a glossary for clarity.

The 3-year cycle may result in delayed response to pedestrian needs, suggesting a need for more frequent assessments of possible lower cost alternatives.

Budget constraints limit the potential impact of the policy in improving road safety and promoting active travel.

In conclusion, the policy has potential but requires refinement and alignment with council objectives for it to be truly effective in promoting pedestrian safety and active travel.

#### We Recommend Specifically

- Consider providing more details on the prioritization matrix definitions in Appendix A for clarity.
- Definition of 'close proximity' should be specified in distance or time.
- Additionally, periodic reviews of the entire process could ensure its continued effectiveness and relevance should be defined.
- Remove or reduce scoring of political considerations entirely in favour of resident petitioning with informal councillor representations.
- Describe how to register need on CONFIRM system.

- Describe the criteria that other road crossing methods and possibilities could be considered. E.g a request for a pedestrian crossing could be discounted on cost but a cheaper engineered solution like central refuge is possible and achieve a similar benefit. Will highways highlight the possibilities or do applicants need to request a specific crossing type?
- Expand or append the proposal with a request process or scoring matrix to include scenarios where highways would support externally funded or part-funded crossing engineering proposals including the provision of a refuge, installing traffic calming measures, build outs or narrowing the carriageway (to reduce the crossing time).
- Any carriageway narrowing, or refuge should be designed in a way to not unduly compromise the ease of passage for cyclists

## **Formal email response #8 – Shavington-cum-Gresty Planning Committee**

### **Full response:**

On 7 February 2024, the Shavington-cum-Gresty (Parish Council) Planning Committee reviewed the DRAFT Crossing Strategy 2024 and agreed to submit the following comment for consideration:

**RESOLVED:** That the Parish Council supported the following statement to be submitted as part of the Crossing Strategy Consultation 2024:

'That the Parish Council urges Cheshire East Council to uphold any existing agreements in place and complete the work as previously agreed.'

## Appendix 2 – The consultation material

# Crossing Strategy Consultation 2024

### Purpose of this consultation



Cheshire East Council's current crossing strategy was approved for adoption in December 2011, and sets out how locations for new pedestrian crossings in Cheshire East are identified.

The council is now consulting on an updated draft of its crossing strategy. The updated strategy proposes a consistent approach which the council will take to managing new and existing pedestrian crossings on the highway network.

### Reasons for updating the strategy

The demand for pedestrian crossings exceeds the council's available funding each year, meaning the council needs a consistent way of prioritising which locations should receive new crossings, and which should not.

Within the current strategy, assessments for new pedestrian crossings are mainly based on a simple formula which measures the level of traffic against the level of pedestrian activity in an area, to determine whether a pedestrian crossing is needed. This formula is called the PV<sup>2</sup> method, and is felt to be too simplistic.



Within the updated draft strategy, a new prioritisation matrix has been proposed to help assess where new crossings are needed. This prioritisation matrix consists of 8 areas, and incorporates a formal qualitative assessment of sites, as well as an informal consultation with the Ward Councillor/s and relevant Town or Parish Council. This new approach will also take into account local facilities that generate pedestrian trips, such as shops, schools and other community facilities.

The aim of the new proposed approach is to identify suppressed demand for crossings and to factor in local support for the proposals. This will provide a greater depth of information at an earlier stage in the assessment, to help inform decisions about where new pedestrian crossings should be located.



### Give your feedback

You can give your feedback on this consultation by:

- Completing this paper version of this survey and returning it to us using the freepost return envelope included in the consultation pack
- Completing this survey online at [consultation closed]
- Emailing [consultation closed]
- Calling [consultation closed]

This consultation will close on **[consultation closed]**.

## Contact us



For any queries about this consultation e.g. if you would like to receive this questionnaire in an alternative format, or submit your response in a different way, please email the Research and Consultation team at [RandC@cheshireeast.gov.uk](mailto:RandC@cheshireeast.gov.uk).

If you do not have email access call Customer Services on 0300 123 55 00, and they will forward your enquiry to us on your behalf.

## Keeping your data safe



Any personal information you give us will remain private, be stored securely, and be used in line with the Data Protection Act 2018. To read more about how we use your data read our Privacy Notice, a copy of which is included in the consultation pack.

## The draft strategy and prioritisation matrix

View a copy of the draft Crossing Strategy 202, a copy of which is included in this consultation pack. The proposed new prioritisation matrix can be found in Appendix A of this draft strategy.

The prioritisation matrix will be used to determine a score for potential pedestrian crossing locations, with the top percentile of locations then being investigated further using national standards for location assessment, possible crossing type and deliverability within the budgets available.

The top percentile of locations will be determined annually and taken forward as the annual program the following financial year. Locations that are then progressed to detailed design and implementation will be informed by the budgets available.

## Prioritisation Matrix Area A – Casualty reduction

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area A - Casualty reduction.

Area A – Casualty Reduction	Proposed scoring
Have there been any collisions (excluding driving under the influence related collisions) that have involved pedestrians or cyclists crossing the road?	Yes = 3 No = 0
Have there been any claims at this location?	Yes = 10 No = 0

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree    Tend to agree    Neither agree nor disagree    Tend to disagree    Strongly disagree    Don't know / Not sure

- ...the measures in Area A are the right ones?
- ...the proposed scores in Area A are appropriate?

**Do you have any comments about the proposed measures or scores for Area A?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area A *Write in below*



## Prioritisation Matrix Area B – Sustainable travel

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area B - Sustainable Travel.

Area B – Sustainable Travel	Proposed scoring
On a cycle route in the Transport Development Plans?	Yes in the TDP = 2 Cycle route but not in the TDP = 1 No cycle route = 0
Propensity for cycling in the local area <a href="https://www.pct.bike/">https://www.pct.bike/</a>	Over 30% = 5 Between 20% and 30% = 3 Less than 20% = 1
Is there a shared use path at this location?	Yes = 1 No = 6

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree    Tend to agree    Neither agree nor disagree    Tend to disagree    Strongly disagree    Don't know / Not sure

...the measures in Area B are the right ones?

...the proposed scores in Area B are appropriate?

**Do you have any comments about the proposed measures or scores for Area B?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area B *Write in below*

## Prioritisation Matrix Area C – Accessibility and capacity

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area C - Accessibility and Capacity.

Area C – Accessibility and Capacity	Proposed scoring
Footway provision	No footways = 0 Footway on 1 side only = 1 Footway on both sides with 1 side wider than the other = 2 Footway on both sides equal width both sides = 3
Is the road one way or 2 way?	One way = 1 2 way = 2
Is the road divided?	Yes = 3 No = 1
How many lanes are there?	Up to 2 = 1 Up to 4 = 3 Up to 6 = 5
Are there any obstructions to the footways? (e.g. street furniture)	Yes = 0 No = 4
Are there any civil engineering constraints at this location?	Yes = 0 No = 6

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree      Tend to agree      Neither agree nor disagree      Tend to disagree      Strongly disagree      Don't know / Not sure

...the measures in Area C are the right ones?

...the proposed scores in Area C are appropriate?

**Do you have any comments about the proposed measures or scores for Area C?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area C *Write in below*

## Prioritisation Matrix Area D – Amenity

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area D - Amenity.

Area D – Amenity	Proposed scoring
How many retail facilities are in close proximity? (e.g. shops, supermarkets, hair & beauty establishments)	Under 3 = 0 4 to 12 = 1 13 or more = 2
How many education facilities are in close proximity? (e.g. nurseries, schools, colleges, universities)	0 = 0 1 to 2 = 5 3 or more = 10
How many health care institutions are in close proximity? (e.g. doctors, hospitals, care homes, dentists)	0 = 0 1 to 3 = 5 4 or more = 10
How many hospitality facilities are in close proximity? (e.g. cafes, restaurants, takeaways, bars, hotels)	0 = 0 1 to 10 = 1 11 or more = 2
How many places of worship are in close proximity?	0 = 0 1 to 2 = 1 3 or more = 2
How many tourist attractions or leisure facilities are in close proximity? (e.g. museums, garden centre, gardens, historic Houses, gyms, parks, etc)	0 = 0 1 to 3 = 1 4 to 6 = 2 7 or more = 3
Would a crossing facility provide access to an educational establishment?	Yes = 10 No = 0
Is this location on a route to a Primary School?	Yes = 3 No = 0

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree      Tend to agree      Neither agree nor disagree      Tend to disagree      Strongly disagree      Don't know / Not sure

...the measures in Area D are the right ones?

...the proposed scores in Area D are appropriate?

**Do you have any comments about the proposed measures or scores for Area D?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area D *Write in below*

## Prioritisation Matrix Area E – Neighbourhood engagement

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area E - Neighbourhood Engagement.

Area E – Neighbourhood Engagement	Proposed scoring
Is there evidence of political support from a ward member?	Yes = 5 No = 0
Is there evidence of stakeholder support from a town or parish council?	Yes = 3 No = 0
Is there evidence of other political support?	Yes = 2 No = 0
Is there evidence of support from other organisations (e.g. resident associations, disability groups)	Yes = 5 No = 0
Is there a school travel plan to support a crossing facility?	Yes = 5 No = 0

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree    Tend to agree    Neither agree nor disagree    Tend to disagree    Strongly disagree    Don't know / Not sure

...the measures in Area E are the right ones?

...the proposed scores in Area E are appropriate?

**Do you have any comments about the proposed measures or scores for Area E?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area E *Write in below*

## Prioritisation Matrix Area F – Local concern

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area F - Local Concern.

Area F – Local Concern	Proposed scoring
Number of unique recorded resident and/or stakeholder concern for vulnerable road user safety on CONFIRM? (in past 3 years)	0 = 0 1 to 2 = 5 3 or more = 10
Does this location directly link into existing or proposed active travel schemes?	Links to an existing scheme = 10 Links to a proposed or scheme in design = 7 Links to a 'scheme on a 'wish list' = 4 Does not link to any active travel scheme = 0
Score for population in the ward 65 and over	Matrix score has been derived from the tartan rug. <a href="https://www.cheshireeast.gov.uk/council_and_democracy/council_information/jsna/overviews-of-health-and-wellbeing.aspx">https://www.cheshireeast.gov.uk/council_and_democracy/council_information/jsna/overviews-of-health-and-wellbeing.aspx</a>
Score for population in the ward 16 or under	Matrix score has been derived from the tartan rug. <a href="https://www.cheshireeast.gov.uk/council_and_democracy/council_information/jsna/overviews-of-health-and-wellbeing.aspx">https://www.cheshireeast.gov.uk/council_and_democracy/council_information/jsna/overviews-of-health-and-wellbeing.aspx</a>

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know / Not sure

...the measures in Area F are the right ones?

...the proposed scores in Area F are appropriate?

**Do you have any comments about the proposed measures or scores for Area F?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area F *Write in below*

## Prioritisation Matrix Area G – Supporting growth

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area G - Supporting Growth.

Area G – Supporting Growth	Proposed scoring
Will a crossing facility at this location help improve or provide a link to a town or village centre?	Yes = 5 No = 0
Will a crossing facility in this location help improve or provide a link to an employment site?	Yes = 5 No = 0
Size of employment site	10 or fewer employees = 1 Over 10 but fewer than 100 employees = 3 Over 100 employees = 5

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree      Tend to agree      Neither agree nor disagree      Tend to disagree      Strongly disagree      Don't know / Not sure

...the measures in Area G are the right ones?  
 ...the proposed scores in Area G are appropriate?

**Do you have any comments about the proposed measures or scores for Area G?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area G *Write in below*

## Prioritisation Matrix Area H – Protects and improves the environment

Within the Prioritisation Matrix, the following measures and scores have been proposed for Area H - Protects and Improves the Environment.

Area H – Protects and Improves the Environment	Proposed scoring
No. of other active travel measures the location ties into or links to	No other active travel measure = 0 1 other active travel measure = 1 2 other active travel measures = 2 3 or more active travel measures = 3
Would a crossing facility provide access to a transport hub? e.g. railway or bus station, bus stop, cycle hub or taxi rank	Yes = 5 No = 0
Is there a school crossing in operation at this location?	Yes = 10 No = 0
Is location an AQMA site?	Yes = 0 No = 2

**How strongly do you agree or disagree that...** *Tick one box only in each row*

Strongly agree    Tend to agree    Neither agree nor disagree    Tend to disagree    Strongly disagree    Don't know / Not sure

...the measures in Area H are the right ones?

...the proposed scores in Area H are appropriate?

**Do you have any comments about the proposed measures or scores for Area H?** This might include suggestions for extra measures or alternative scores which you feel should be included in Area H *Write in below*



## The full strategy

**Generally speaking, how strongly do you agree or disagree the proposed strategy should be adopted by Cheshire East Council? *Tick one box only***

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / Not sure

**If you wish to comment on any other aspect of the strategy, please do so below: *Write in below***

## About you

It would help us if you could answer the questions below - the information will be used to see if there are any differences in views for different groups of people. You do not need to answer any of the following questions if you do not wish to.

**How are you responding to this survey?** *Tick all that apply*

- As a resident of Cheshire East
- As a visitor to Cheshire East
- As a Cheshire East Council Ward Councillor
- As a Town or Parish Councillor
- As a Cheshire East Council employee
- On behalf of a group, organisation, club or local business
- Other (*write in below*):

**If you are responding on behalf of a group, organisation, club or local business, please write its name in the box below:** *Write in below*

**What is your home postcode?** We ask this so we can be sure we have obtained a range of views from across the borough *Write in below*

**What is your gender identity?** *Tick one box only*

- Male
- Female
- Prefer not to say
- Prefer to self describe (*write in below*)

**What age group do you belong to?** *Tick one box only*

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 and over
- Prefer not to say

**Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?** This includes problems related to old age. *Tick one box only*

Yes

No

Prefer not to say

**You have now reached the end of the survey, thank you.**

## Appendix 3 – Survey respondent demographics

### Gender

45% of survey respondents were female, 45% male.

Gender	Count	Percent
Female	52	45%
Male	52	45%
Prefer not to say	6	5%
-	5	4%
Cyborg	1	1%
<b>Total valid responses</b>	<b>116</b>	<b>99%</b>

### Age group

Survey respondent numbers by age group were as follows:

Age Group	Count	Percent
16-24	1	1%
25-34	8	7%
35-44	20	17%
45-54	16	14%
55-64	24	21%
65-74	28	24%
75-84	6	5%
85 and over	0	0%
Prefer not to say	7	6%
-	6	5%
<b>Total valid responses</b>	<b>116</b>	<b>100%</b>

### Health or disability status

Survey respondent numbers by health or disability status were as follows:

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? This includes problems related to old age.	Count	Percent
Yes	21	18%
No	85	73%
Prefer not to say	5	4%
-	5	4%

<b>Total valid responses</b>	<b>116</b>	<b>100%</b>
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