

Hertfordshire County Council

Active Travel Fund: High Street, Old Town, Stevenage

Consultation Report

Final | May 2024

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1 Introduction

1.1. Purpose of this document

- 1.1.1. This report documents the approach taken for the formal consultation held on the Council's proposed improvements to High Street, Old Town Stevenage, as part of the Active Travel Fund (ATF).
- 1.1.2. The consultation took place between 22 February and 17 March 2024. As well as presenting the feedback received during the consultation period, the report also sets out the Council's responses to the key themes that have emerged. Funding

1.2. Funding

- 1.2.1. In May 2023, Hertfordshire County Council was awarded £4.6 million by Active Travel England to deliver new walking and cycling projects across the county.
- 1.2.2. This was in addition to the £9 million awarded in November 2020 and May 2022, which has already supported the delivery of other active travel schemes across the county.
- 1.2.3. The funding enables the delivery of projects that make it easier and safer for people to walk, cycle and wheel, and create more pleasant places for everyone to enjoy and spend time. The projects support the Council's commitment to sustainable travel, improving the health and wellbeing of communities, making towns cleaner, less congested and better places to live, work and visit.

1.3. Background to the consultation

- 1.3.1. Projects funded by the Active Travel Fund require meaningful engagement with local communities to help shape design work and enable better informed decision making.
- 1.3.2. To meet these requirements and use community views to inform design development, the Council has undertaken a two-stage approach to consultation for the proposals on High Street, Old Town, Stevenage.

EARLY ENGAGEMENT IN 2023

- 1.3.3. An initial engagement exercise was held in 2023 and involved workshops and online meetings with various groups in the local area, including the business community and schools.
- 1.3.4. In May 2023, the initial proposals were presented for comment to the public. Feedback was gathered by two primary means:
 - A survey, completed online via SmartSurvey
 - ArcGIS Story Map: an online platform presenting maps, graphics and information in an engaging way, where members of the public could drop 'pins' with their comments about various opportunities and challenges in the area.

- 1.3.5. During the public engagement period, 331 responses to the survey were received and 52 comments were left on the interactive map function on the ArcGIS Story Map page.
- 1.3.6. Overall, 70% of respondents stated they 'strongly supported' or 'supported' the improvements to make the High Street a more pleasant place to visit. 60% of survey respondents stated that they 'strongly supported' or 'supported' the improvements to make it easier to walk, wheel or cycle.
- 1.3.7. The outcome of the engagement was collated in a summary report which was published on the Council website (<https://www.hertfordshire.gov.uk/media-library/documents/highways/major-schemes/high-street-old-town-stevenage-early-engagement-summary-and-report.pdf>). This feedback was considered by the design teams and informed decision making on the development of the proposed designs ahead of the formal consultation period held in 2024.

1.4. About the proposals

- 1.4.1. Hertfordshire County Council identified specific objectives that directed the approach to consultation, which aim to:
- Create safer, easier to use spaces for people walking, wheeling and cycling.
 - Improve health, air quality, road safety, the local economy and reduce traffic congestion.
 - Support the objectives in the Local Transport Plan and Sustainable Hertfordshire strategy to increase the number of journeys by bicycle and foot across the county.
- 1.4.2. Following the feedback received during the initial engagement exercise in 2023, the High Street proposals were further developed. The proposals presented to the public for formal consultation in February and March 2024 included:
- Creating a 'plaza' style area near TJ's Café and Simmons Bakers, with wider pavements, plants and trees and potential for more seating.
 - Installing new raised zebra crossings to encourage lower vehicle speeds on the High Street and make it easier and safer for people to cross.
 - Increasing the number of disabled parking bays.
 - Rearranging some of the on-street parking spaces as parallel bays along the southbound side of the carriageway, to make the High Street safer for all users.
 - Providing new parallel parking bays along the southbound side of carriageway (these bays would function as parking spaces during the day and a taxi rank at night).
 - Installing new tactile paving at junctions and crossing points throughout.
 - Reorganising crossing points between High Street and Primett Road.
 - Upgrading the existing bus stops with new bus shelters, more space and improved access.
 - Installing a new southbound bus stop.

- 1.4.3. The proposed improvements form part of a longer-term vision to make it easier for everyone to get to, from and around Stevenage. This includes projects to improve walking and cycling facilities on North Road between the Old Town and the Lister Hospital (completed in February 2024), and at Graveley T-junction (February-May 2024) and in between, with the onset of new residential and industrial development (now under construction).

2 Consultation approach

2.1. Consultation period

2.1.1. The public consultation on the proposals at High Street, Old Town, Stevenage took place between 22 February 2024 and 17 March 2024.

2.2. Consultation purpose

2.2.1. The primary purpose of the consultation was to seek the opinions on the proposals of local communities, other key stakeholders, including elected representatives, and all other interested parties. The feedback received will help inform the County Council's decision making on how to progress with the proposals.

2.3. Materials and channels

2.3.1. A range of materials were produced for the consultation to help respondents understand the proposals and submit informed comments. These were subsequently promoted via a number of communication channels to raise awareness and encourage participation to the widest possible audience. These materials and channels are described below.

2.4. Project information and materials

WEBSITE

2.4.1. Information about the consultation was published on the County Council consultation page: www.hertfordshire.gov.uk/ActiveTravelFund.

2.4.2. The webpage represented the single repository for all information about the consultation. All channels and methods used for raising awareness, as detailed in Section 2.8, directed the public to this page, which provided:

- An overview of the funding.
- A link to the online survey.
- Date of consultation close.
- A link to the Story Map page for further details.

2.4.3. A screenshot of the consultation page is shown in Appendix 1 – Website.

2.4.4. The Active Travel Fund web page, which contains information about all the active travel projects across the county that are under construction, proposed, coming soon or completed, also contained a section on the High Street consultation, under 'Proposed Projects'. This contained a summary of the proposals and included a link directing viewers to find out more via the Story Map page, a link to the online survey and date of consultation close.

2.4.5. During the consultation period, the High Street section on the webpage received more than 900 visitors.

STORY MAP

- 2.4.6. An ArcGIS Story Map was produced to provide detailed information on the High Street proposals.
- 2.4.7. A Story Map is an online platform presenting maps, graphics and details in a visual and engaging manner including:
- An overview of the proposals and project timeline
 - Key themes from the initial engagement exercise
 - The key features of the design on an interactive map
 - Public-facing mapping and a visualisation of the proposals
 - General arrangement technical drawings
 - Link to the survey
- 2.4.8. The Story Map is available at:
<https://storymaps.arcgis.com/stories/890a3bef5fdd405f9a3866668abb4897> and an example copy can be found in Appendix 2 – Consultation Page.
- 2.4.9. During the consultation period, the Story Map page received a total of 949 views.

PUBLIC-FACING MAPPING

- 2.4.10. To help prospective respondents understand the proposals in more detail, a public-facing map was produced. This was a simplified version of the general arrangement drawings, which paired back the technical detail to ensure that people were more easily able to understand the proposed improvements.
- 2.4.11. The map was hosted on the Story Map page as a PDF available for download. It was also displayed on the banners at the drop-in information events held during the consultation period. The public-facing map is included in Appendix 3 – Public-facing map.

VISUALISATIONS

- 2.4.12. Five computer-generated images (CGIs) were created, offering a visual guide for how the completed improvements could look. These CGIs were housed on the Story Map page and used across various promotional materials, including social media, press release and on the banners displayed at the drop-in information events. Copies of the visualisations can be found in Appendix 4 - Visualisations.

2.5. Engagement with key stakeholders

EMAIL TO LOCAL ELECTED REPRESENTATIVES

- 2.5.1. Emails were sent to local elected representatives upon the launch of the consultation (22 February 2024) to inform them of the start of the consultation and provide a description of the High Street proposals.

- 2.5.2. The email included the URL to the website and encouraged the elected representatives to share the information with their constituents, as well as participating in the consultation themselves. The county and district councillors contacted are listed in the table below.
- 2.5.3. A briefing was also carried out in February 2024, in advance of the consultation launch, with local Councillors.
- 2.5.4. A copy of the email can be found in Appendix 5 – Email to Council Members.

Table 1: List of Members

Councillor	Contact
County Councillors	Cllr Phil Bibby
	Cllr Sharon Taylor
	Cllr Robin Parker
	Cllr Graham Lawrence
	Cllr Adam Mitchell
District Councillors	Cllr Jim Brown
	Cllr John Duncan
	Cllr Loraine Rossati
	Cllr Lloyd Briscoe
	Cllr Graham Lawrence

STAKEHOLDER EMAIL

- 2.5.5. An email was issued upon the launch of the consultation (22 February 2024) to 188 local representative groups and bodies, local schools, Lister Hospital, businesses and organisations, who act as intermediaries to wider communities.
- 2.5.6. The emails encouraged recipients to share the details of the consultation amongst their networks and encourage participation. A copy of the email can be found in Appendix 6 – Stakeholder email.
- 2.5.7. A reminder email was also during the week before the close of consultation (13 March 2024). A copy of the reminder email can be found in Appendix 7 – Reminder Email.

LOCAL SCHOOLS

- 2.5.8. Three schools located within close proximity of the proposed scheme (Barclay Academy, John Henry Newman School and Thomas Alleyne Academy) were contacted separately by email with information about the consultation and to offer a briefing presentation or workshop with school staff or students.
- 2.5.9. A response was received from Thomas Alleyne Academy and a workshop was set up with a small group of sixth form students on 23 April 2024. Although the session took place after the consultation closed due to availability of school staff, the feedback received has been considered alongside the other responses received during the

consultation. More information on the outcomes of the session is provided in Section 3.5.

2.6. Drop-in events

2.6.1. Two in-person drop-in events were held on the High Street during the consultation period:

- Thursday 29 February, 3–7pm in the Cromwell Hotel, High Street, Stevenage
- Wednesday 13 March, 3–7pm in Holy Trinity Church, High Street, Stevenage

2.6.2. These events provided the opportunity for people to find out more and ask the project team any questions. There were approximately 80 attendees across the two events.

2.6.3. Banners were displayed at the events providing background information, scheme aims, a map detailing the proposed improvements and visualisations offering an indication of what the completed scheme could look like. Copies of the banners can be found in Appendix 8 – Event banners.



An image of the consultation drop-in event in the Holy Trinity Church, Stevenage.

2.6.4. The location of the event on 13 March was incorrectly detailed on the printed postcards used to promote the consultation. The High Street Methodist Church, which is approximately 90 metres away from the Holy Trinity Church, was listed as the event location. As this error was noted after the postcards had been printed and delivered, the Methodist Church was contacted to let them know of the error. On the day of the event, posters were placed at the Methodist Church, notifying people of the correct venue including walking directions. A staff member was present on the door of the Methodist Church for the first two hours of the event to redirect people. The project team also received two email enquiries about the error in location, which were responded to individually.

2.6.5. Below is a summary of the main themes of comments raised during drop-in events:

- General recognition that previous feedback had been considered and people could see how the proposals had developed accordingly.
- Comments were raised about the parking area outside Tesco and if anything could be done.
- There were some suggestions for 20 mph zone along the High Street.
- Concerns that removal of the mini roundabout would be more dangerous for cyclists heading south.

- A suggestion that taxi parking could be moved to Drapers Way.
- Concerns from local residents that permanent seating would encourage people to loiter and be loud at night.
- Positive comments about the CGIs in helping people understand how the proposals could look.

2.7. Promotional channels

POSTCARDS

- 2.7.1. A postcard was sent to 2,007 properties located near to the scheme area to promote the consultation with residents.
- 2.7.2. As well as raising awareness of the consultation, the postcard included timescales of the consultation, and how the recipient could access further information.
- 2.7.3. Copies of the postcard and the distribution area to which it was sent can be found in Appendix 9 – Postcard to residents/businesses and Appendix 10 – Postcard distribution area.

SOCIAL MEDIA

- 2.7.4. Social media channels hosted by Hertfordshire Highways (Facebook and X, formerly Twitter) were used to promote the consultation, provide details about the proposals and inform the public on how to share their opinions. The Facebook posts were reposted by Stevenage Borough Council and Stevenage Old Town Business & Community Partnership.
- 2.7.5. The figures from each of the social media channels are presented below:
 - X (Previously Twitter): 21 tweets, 17,014 total views and 184 engagements (likes, shares and comments)
 - Facebook: 12 posts, 91,222 total views and 415 engagements (likes, shares and comments)
- 2.7.6. Examples of the social posts can be found in Appendix 11 - Example social media posts.

PRESS UPDATE

- 2.7.7. A press update was shared with local media, with an article published in The Comet during the consultation period. A copy of the article can be found in Appendix 12 – The Comet Article.

2.8. Responding to the consultation

ONLINE SURVEY

- 2.8.1. The online survey was the main mechanism through which respondents could submit their feedback to the consultation. It was hosted on SmartSurvey, a web-based survey tool, and accessible via the Active Travel Fund project webpage and consultation page.
- 2.8.2. The survey was structured to give participants the opportunity to share their overall views on the proposals, as well as their extent of support for each aspect of the proposal. Two open-ended questions also provided space for participants to suggest features they'd like to see in the proposed new plaza area and to share any further comments or details about the proposals in general.
- 2.8.3. A copy of the survey can be found in Appendix 13 – Survey.
- 2.8.4. A printed copy of the survey was available on request. Similarly, the questionnaire was available in alternative formats, such as large print or braille, on request. No such requests were received.

OTHER WRITTEN RESPONSES

- 2.8.5. A dedicated mailbox (ATFconsultation@hertfordshire.gov.uk) was utilised during the consultation as a means of contacting the project team and to gather email responses.
- 2.8.6. Five emails were received through the project mailbox during the consultation period. Two of these were general enquiries relating to the error in the publication of the drop-in event. Three of the emails were responses to the consultation, and these responses have been summarised in Section 3.4.
- 2.8.7. In addition to the email address shown above, the following contact details were provided for members of the public to get in touch with any queries regarding the consultation or the proposals:
 - Telephone: 0300 123 4040
 - Post: Hertfordshire County Council, County Hall, Pegs Lane, Hertford, SG13 8DQ
- 2.8.8. No responses or queries were received via phone or post.
- 2.8.9. Hard copy versions of the consultation materials were available on request via these contact details. However, no requests were received.

2.9. Response analysis and methodology

- 2.9.1. The Online responses were processed directly through the SmartSurvey portal, before the data was downloaded into a spreadsheet, with the results of this analysis presented in the series of charts and tables which follow in subsequent sections.
- 2.9.2. The survey contained both closed questions, where respondents could select one or more choices from the options provided, and two open questions inviting free-text responses. The latter require further analysis, which is summarised in Section 2.11.

2.10. Coding free-text responses

- 2.10.1. The consultation survey contained two free-text questions which provided valuable insight into respondents' opinions.
- 2.10.2. Free-text responses require further analysis through a process called 'coding' to identify common high-level themes and enable the categorisation of comments in 'codes'. The codes can then be analysed quantitatively to identify the most frequently recurring areas of comment.
- 2.10.3. The code frame is a list of the codes which represent the broad range of comments raised by respondents. This is created by reviewing a sample of the responses and identifying common themes, each of which is given a unique code or number. The code frame can be found in Appendix 14.
- 2.10.4. Both the code frame and the coding underwent a quality assurance check to ensure consistency and accuracy throughout the process.

3 Responses to the consultation

3.1. Responses received

3.1.1. In total, 161 completed surveys were received and 156 of these were via the online SmartSurvey. Five paper responses were received during the drop-in events, which were inputted directly into the online survey so they could be analysed consistently.

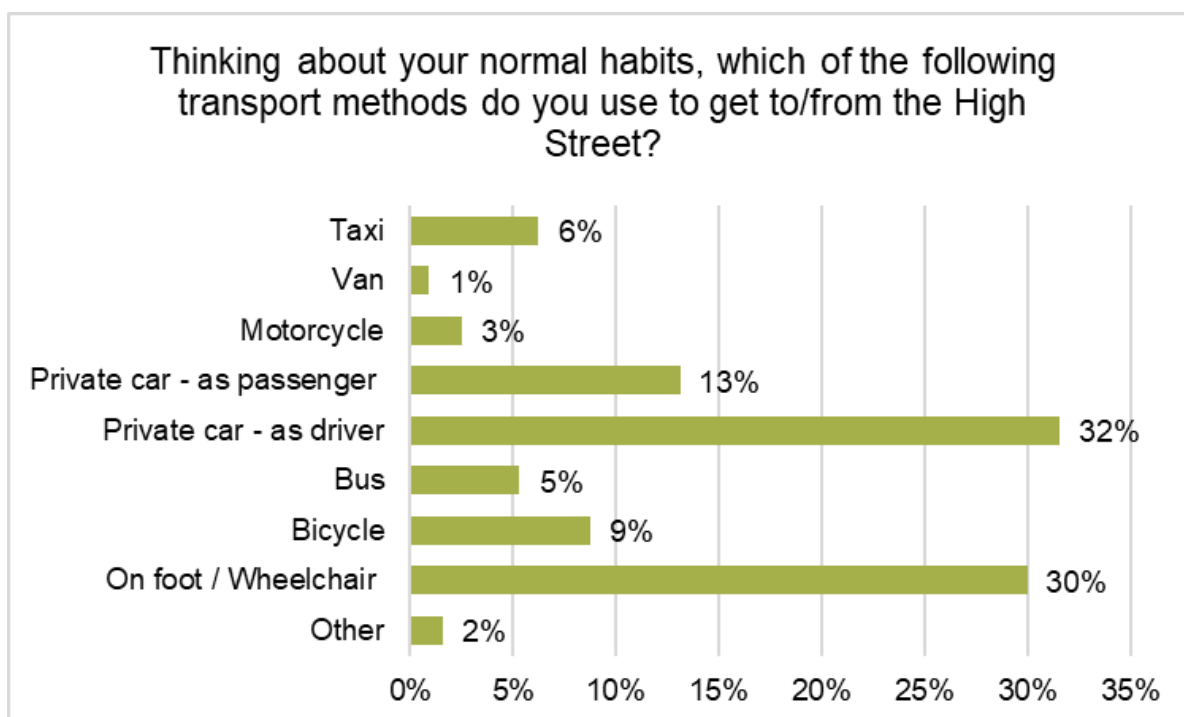
3.2. Survey results

TRAVEL HABITS AND PERCEPTIONS OF THE HIGH STREET

3.2.1. The first section of the survey was around perceptions of the High Street and feedback on the proposals. Percentages, where included, have been rounded to the nearest whole number and, as such, may not always equal 100.

3.2.2. The first question asked respondents which transport methods they use to get to/from the High Street. Respondents could choose more than one option. Overall, 320 responses were received, with driving private car (32%, 101 responses) and on foot/wheelchair (30%, 96 responses) being the most popular answers. Full details can be seen in Figure 1.

Figure 1 – Travel habits to and from the High Street



Base: total number of responses to the question (n: 320) from 161 individual respondents, as people were able to select multiple options

3.2.3. Respondents who selected that they drive to the High Street by taxi, van, motorcycle or car were given the option to answer Question 1a, which asked where they usually park when visiting the High Street. Respondents could choose more than one option. Of the 151

responses, the most popular place to park was on the High Street (on-street) (55%, 83 respondents). Full details can be found in Figure 2.

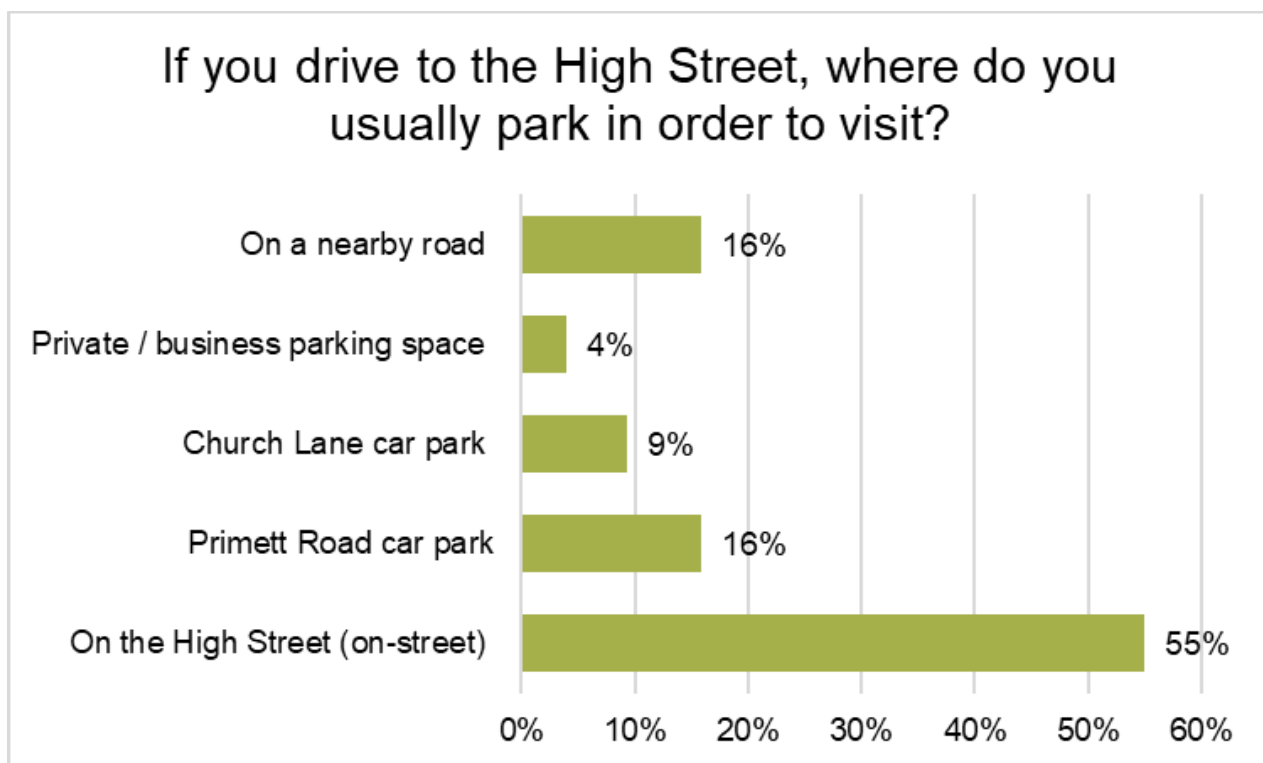
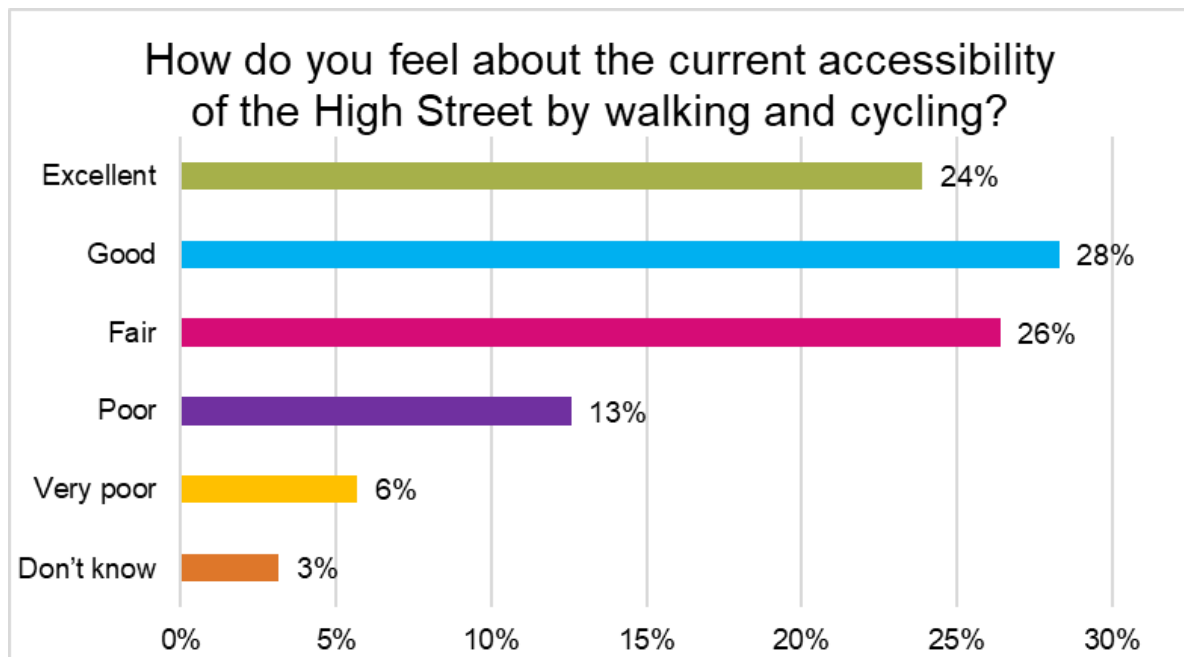


Figure 2: Parking habits on the High Street

Base: total number of responses to the question (n: 151) from 110 individual respondents, as people were able to select multiple options

- 3.2.4. Question 2 asked respondents to indicate what they thought about the current accessibility of the High Street by walking and cycling. They were asked to respond using a five-point scale ranging from 'very poor' through to 'excellent', as well as a 'don't know' option.
- 3.2.5. Of the 159 responses, 28% (45 respondents) believed accessibility is good, 26% believe it is fair and 24% answering that it is excellent. Full details can be found in Figure 3.

Figure 3 - Thoughts on the current accessibility by walking and cycling



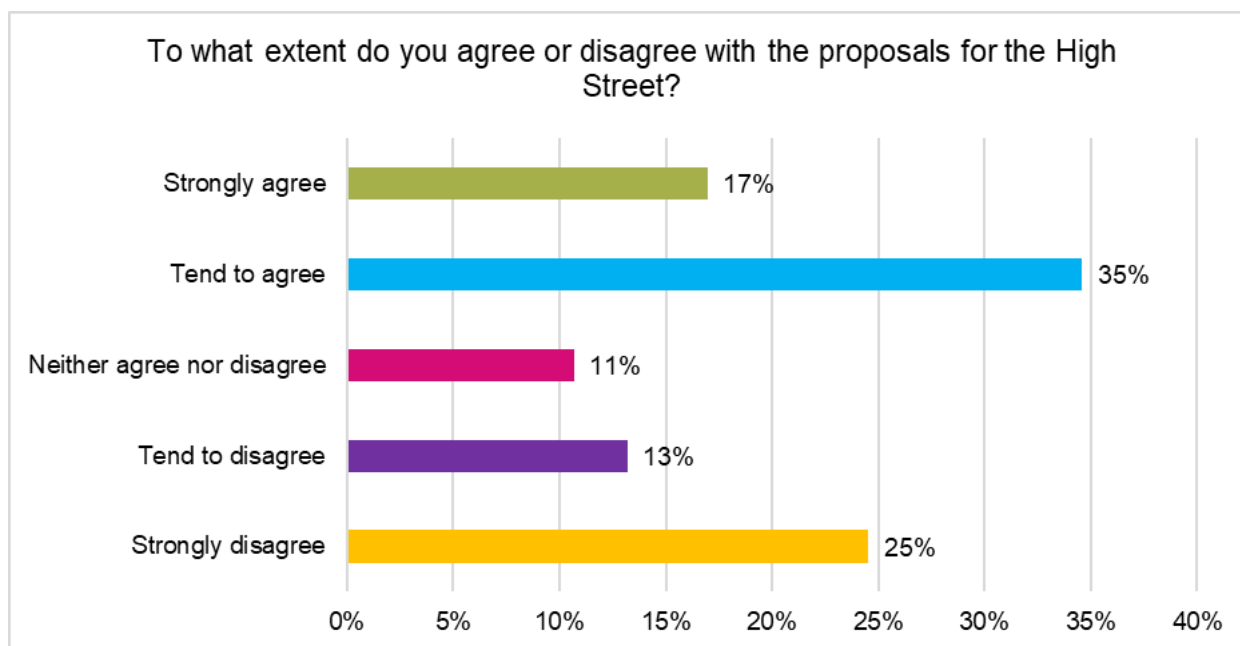
Base: all who responded (n: 159)

FEEDBACK ON THE PROPOSALS

3.2.6. Question 3 asked respondents to what extent did they agree or disagree with the proposals for the High Street. Respondents were asked to respond using a scale from ‘strongly agree’ to ‘strongly disagree’.

3.2.7. Of the 159 respondents who answered, the majority, 52% (82 respondents), agreed with the proposals for the High Street to some extent. 11% neither agreed nor disagreed. Overall, 38% of respondents (60 respondents) disagreed with the proposals to some extent. Full details can be found in Figure 4.

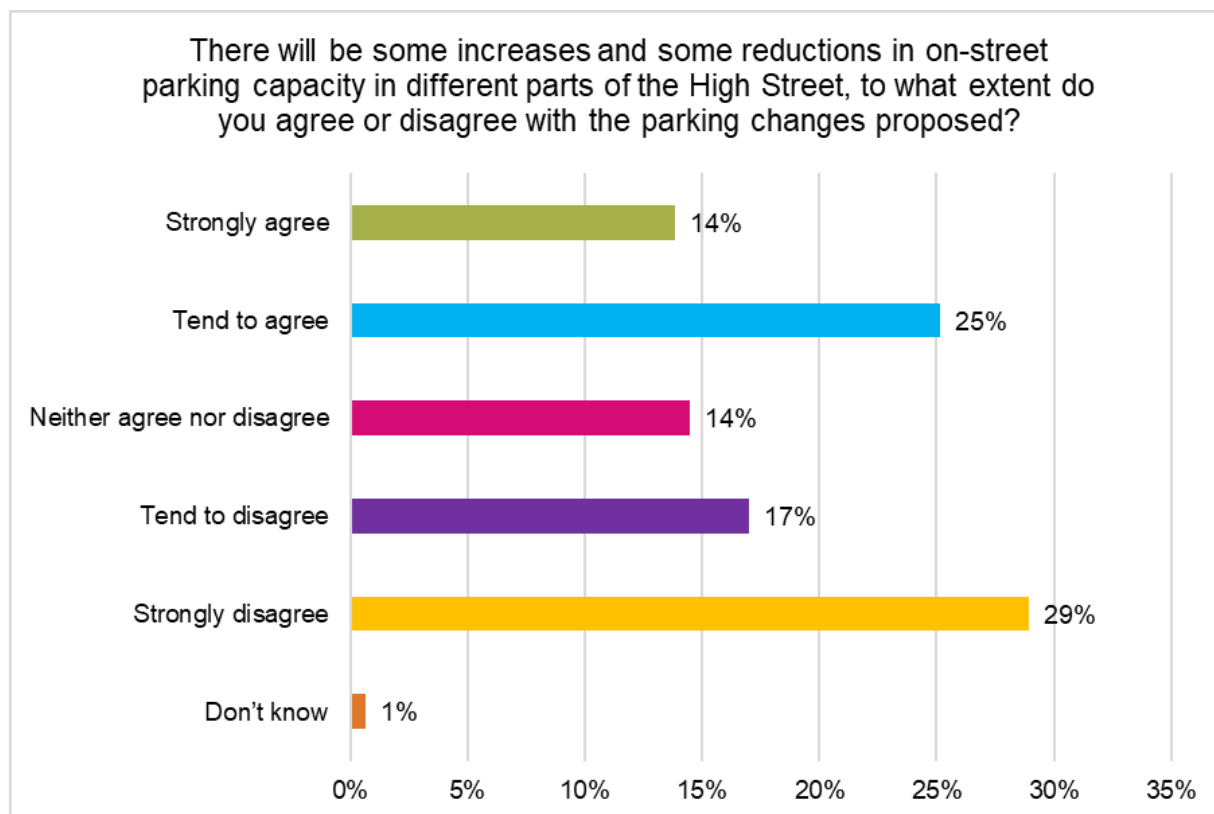
Figure 4 – Extent of agreement towards the proposals for the High Street



Base: all who responded (n:159)

3.2.8. Question 4 of the survey asked respondents what they thought of the parking changes proposed. A total of 46% (73 respondents) disagreed to the parking changes proposed to some extent, whilst 39% (62 respondents) agreed to some extent. 14% neither agreed nor disagreed with the changes. Full details can be found in Figure 5.

Figure 5 – Extent of agreement with the parking changes proposed



Base: all who responded (n: 159)

3.2.9. Question 5 asked respondents to what extent they agreed or disagreed with improvements in the northern part of the High Street. The question focused on five key features of the design, including:

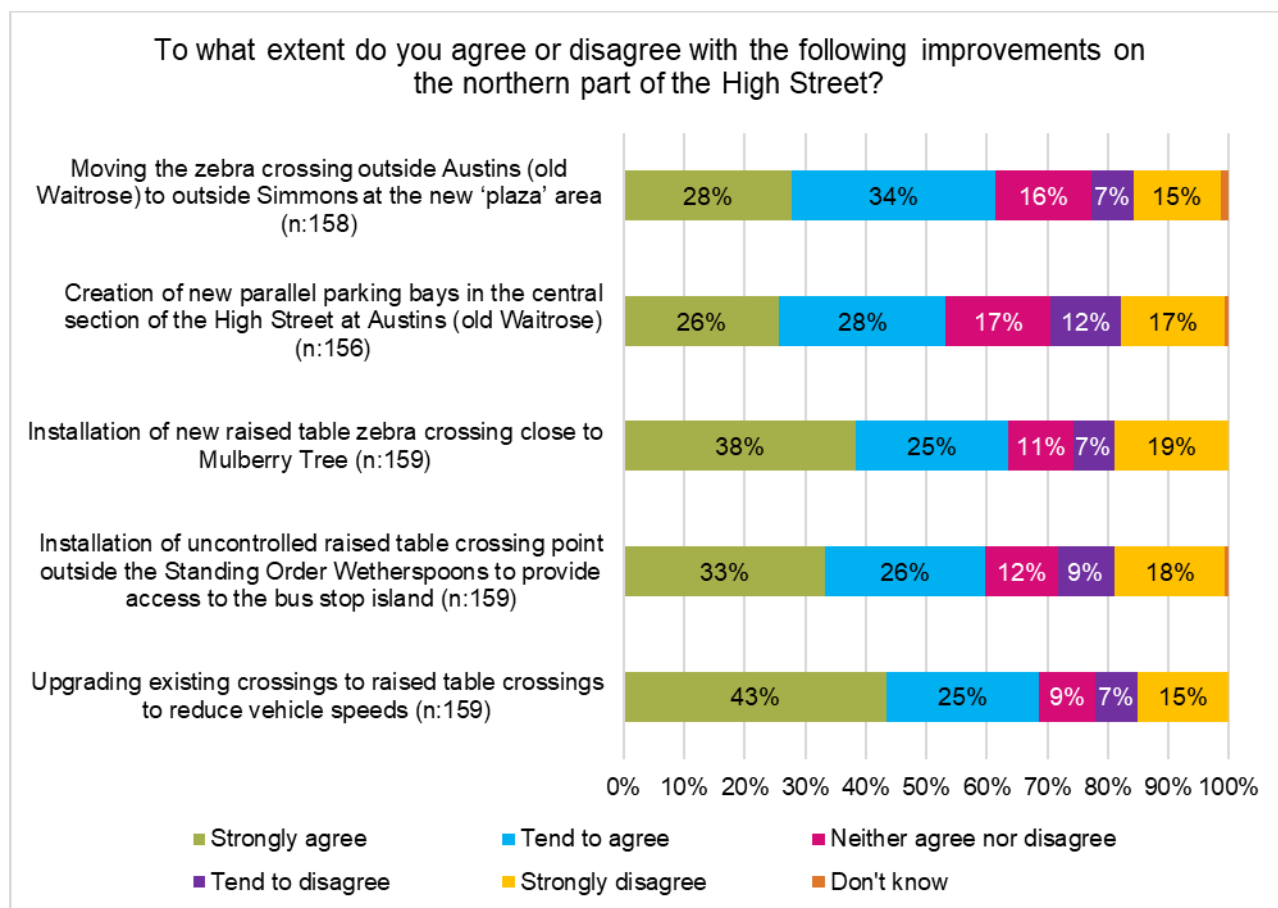
- Moving the zebra crossing outside Austins (old Waitrose) to outside Simmons at the new 'plaza' area
- Creating new parallel parking bays in the central section of the High Street at Austins (old Waitrose)
- Installing a new raised table zebra crossing close to Mulberry Tree
- Installing an uncontrolled raised table crossing point outside the Standing Order Wetherspoons to provide access to the bus stop island
- Upgrading existing crossings to raised table crossings to reduce vehicle speeds

3.2.10. Overall, there was a high level of support for all the proposed features. The three features which received the most support (largest total number of 'strongly agree' and 'tend to agree' responses) were:

- Upgrading existing crossings to raised table crossing to reduce vehicle speeds (68%, 109 respondents)
- The installation of new raised table zebra crossing close to Mulberry Tree (63%, 101 respondents)
- Moving the zebra crossing outside Austins (old Waitrose) (62%, 97 respondents)

3.2.11. The feature that received the lowest support was the creation of new parallel parking bays in the central section of the High Street (54% tending to agree or strongly agreeing, 83 respondents), although this aspect still attracted more agreement to some extent than disagreement. Full details can be found in Figure 6.

Figure 6 – Extent of agreement to the proposed improvements in the northern part of the High Street



Base: all who responded regarding each feature (n: as shown)

3.2.12. Question 6 asked respondents to what extent did they agree or disagree with improvements in the southern part of the High Street. The question focused on seven key features of the design, including:

- Installation of new zebra crossing on Letchmore Road
- Removal of the roundabout at Letchmore Road and introduction of a give-way junction
- A new southbound bus stop would be installed outside Perfect Pizza (115 High Street)
- New shelter installed at the existing northbound bus stop opposite Spice Rouge Restaurant
- Existing perpendicular parking outside the Red Lion converted to parallel parking
- Relocation of disabled parking spaces outside Simmons slightly south to outside Morrisons and increased from two to three

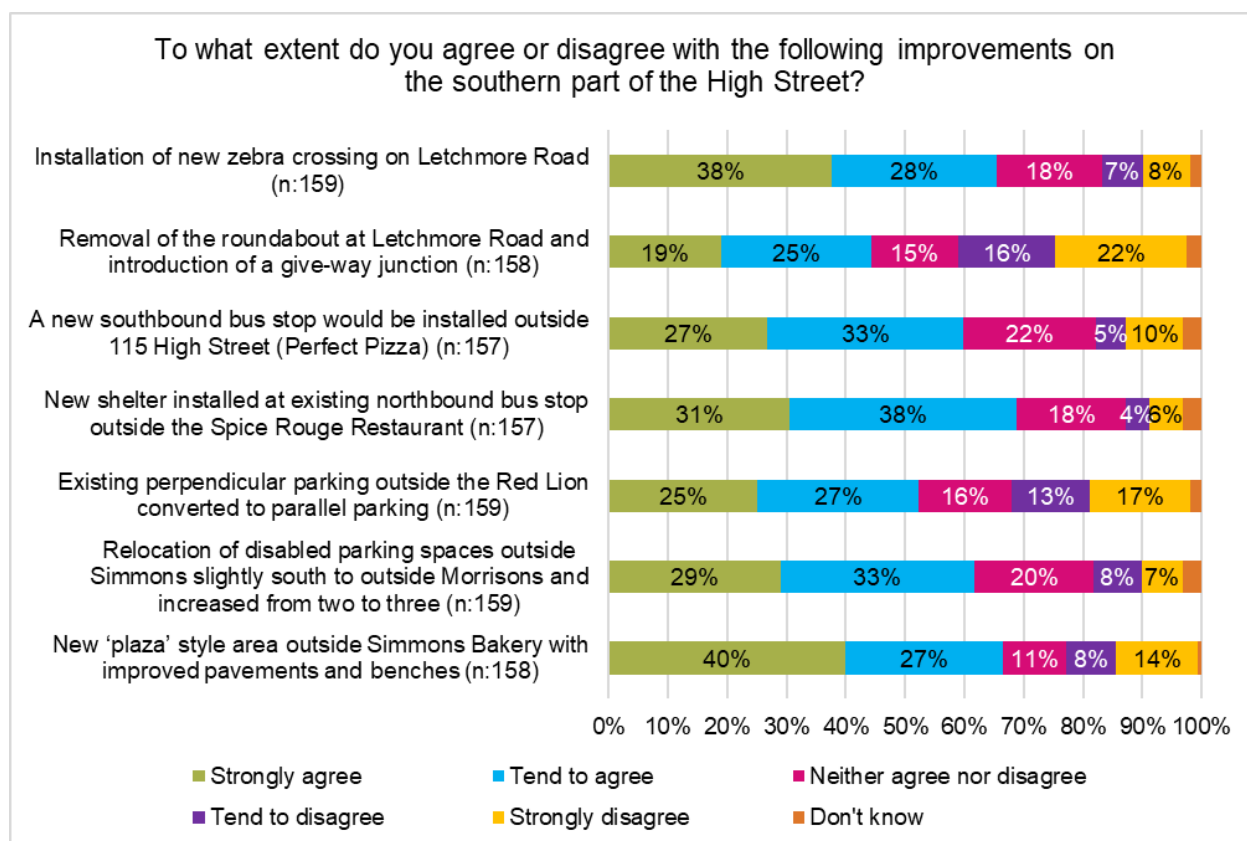
- New ‘plaza’ style area outside Simmons Bakery with improved pavements and benches

3.2.13. Overall, there was a high level of support for all the proposed features. The three features which received the most support (largest total number of ‘strongly agree’ and ‘tend to agree’ responses) were:

- A new shelter at the northbound bus stop (69%, 108 respondents)
- The installation of a new zebra crossing on Letchmore Road (66%, 105 respondents)
- A new ‘plaza’ style area outside Simmons Bakery with improved pavements and benches (67%, 105 respondents)

3.2.14. The feature that received the lowest support was the removal of the roundabout at Letchmore Road and introduction of a give-way junction (44% tending to agree or strongly agree, 70 respondents). Full details can be found in Figure 7.

Figure 7 – Extent of agreement with proposed improvements to the southern part of the High Street



Base: all who responded regarding each feature (n: as shown)

FACILITIES IN THE PLAZA AREA

- 3.2.15. Question 7 was a free text question asking respondents what features they would like to see in the proposed new plaza area. Of the 161 respondents via the online survey, 106 answered this question. Some responses had multiple comments relating to different features, resulting in a total of 259 coded comments.
- 3.2.16. The most frequently recurring codes for the proposals have been included in Table 1 below. The percentages are based on the total number of coded comments. The full coding table showing all coded features and themes can be found in Appendix 15.
- 3.2.17. The most commonly requested feature was new trees, greenery and planting, which received 53 mentions amounting to one fifth of all coded comments. Suggestions included using native plant species and plants that are low maintenance and cost, and some people commented that the greenery and planters should be well maintained by the Council, which is currently an issue with existing planters.
- 3.2.18. The second most frequently recurring feature was more benches in the plaza area, which accounted for 16% of all coded comments (42 comments). Some respondents suggested picnic benches or tables where people could eat, whereas others suggested seating for the customers of Simmons and TJs. The third most frequently recurring theme was a request for more bins, including recycling, with 32 mentions (12%).
- 3.2.19. Some respondents (7 comments, 3%) suggested that antisocial behaviour is currently an issue and that there may be a rise in people congregating if seating is increased, and therefore suggested that seating should not be permanent.

Table 2 – Question 7 most frequently recurring codes

Feature/theme	No. of coded comments	% of coded comments
New trees, greenery and planting in general	53	20%
More fixed benches	42	16%
More bins including recycling	32	12%
More seating in general	26	10%
Introduce secure cycle parking	22	8%
Area doesn't need to be extended, it's fine as it is	15	6%
Anti-social behaviour is current issue / could be worsened	7	3%
Improve access by flattening the pavement	6	2%
More tables and chairs outside Simmons and TJs specifically	5	2%
Existing cycle parking isn't used	5	2%

Base: total number of coded comments (n: 259)

ADDITIONAL FEEDBACK AND COMMENTS

- 3.2.20. Of the 161 respondents who participated in the survey, 112 chose to respond to Question 8, which asked if they had any additional comments about the proposal.
- 3.2.21. Some responses had multiple comments relating to different themes, resulting in a total of 236 coded comments. The percentages below are based on the total number of coded comments.
- 3.2.22. Table 3 presents the most common high-level themes that were mentioned by respondents. The full coding table showing all coded themes can be found in Appendix 16.

Table 3 –Question 8 most frequently occurring themes

Theme	No. of coded comments	% of coded comments
Suggestions for alternative parking	18	8%
Suggestions on additional features	16	7%
Suggestions for speed features	12	5%
More free parking needed	12	5%
Cost and value for money	12	5%
Leave as it is	11	5%
Cycle improvements	10	4%
Support plans overall	9	4%
Against parking proposals	9	4%
Fully pedestrianised	9	4%

Base: total number of coded comments (n: 236)

- 3.2.23. The highest proportion of coded comments related to parking proposals, followed by requests for additional features. A summary of the most frequently recurring themes is presented below, including suggestions made by respondents and some examples of verbatim comments.
- 3.2.24. Suggestions on alternative parking (8%)**
- 3.2.25. As shown in Table 2, the most frequently recurring theme was suggestions for alternative parking proposals (8% of all coded comments, 18 mentions).
- 3.2.26. Some respondents suggested that the free parking should be reduced to 90 minutes, whilst some supported extending the proposed parallel parking along the entire High Street. Others suggested reviewing the kerb heights at parking spaces and equalising the space available for parking on both sides of the street.
- 3.2.27. Examples of comments in this category include:

- *"I would prefer that all perpendicular parking was removed and only parallel parking remained."*
- *"It is very disappointing to see that there has not been a bigger reduction in perpendicular parking. This is currently the main deterrent for me to cycle along the High Street. If I cycle towards the middle of the road to ensure that I am visible to drivers about to reverse out, I have to endure the impatience of drivers behind me."*

Suggestions on additional features (7%)

- 3.2.28. The second most frequently recurring theme was comments around additional features for the High Street (7% of responses, 16 coded comments). Some residents suggested they would like the proposals to be taken further and to include more features celebrating the history of the High Street.
- 3.2.29. In relation to crossing points, respondents raised concerns around removing the well-used crossing outside the old Waitrose site, stating this crossing should be kept in addition to the new crossings, and some comments requested more crossing points including at Church Lane, Walkern Road and further along Letchmore Road.
- 3.2.30. Some respondents also suggested they would like more lighting on the High Street and the connecting streets to Primett Road car park to make it feel safer at night and encourage use of the car park.
- 3.2.31. Examples of comments include:
- *"I would like to see an additional zebra crossing on Letchmore Road (where the electricity sub-station is across to Holy Trinity church)."*
 - *"Everything is great you have proposed. Maybe something for kids to see or look at would be nice."*
 - *"I would like to see a zebra crossing installed at the north end of the high street to help pedestrians cross Walkern Road when on the east side of the high street."*
 - *"Is it enough of a change? Don't we need more trees and a bit more celebration of the history of the high street, some big, outdoor, cool art showing what the high street used to look like positioned at the right places so you can compare to today, some signs telling its history."*
 - *"Additional 'daylight' street lighting at the junction at Letchmore Road and Pound Avenue, the area in Church Lane behind Dominoe (sic) Pizza where people cut through to the High Street and also Pound Avenue (south side) below Hammond Close."*
 - *"The plaza in front of Simmons Bakers is an example of a place that would benefit significantly from adjacent pedestrian prioritized street (sic), which would more or less extend the plaza across the road."*
- 3.2.32. A further 4% of comments mentioned a fully pedestrianised High Street, utilising Primett Road for through traffic and car parks, and suggest that this would make the High Street more appealing for shoppers and improve safety.

Suggestions for speed features (5%)

3.2.33. 5% (12 coded comments) of comments mentioned suggestion for speed features in addition to those proposed. Suggestions included reducing the speed limit and introducing more traffic calming measures, making the car park area outside Tesco Express one-way to improve safety and improvements to road markings at side junctions.

3.2.34. Comments on speed features:

- *“A 20mph speed limit is essential though I would support a 10mph limit.”*
- *“A few speed humps along high street near costa coffee and near Austins and Cromwell hotel.”*
- *“Raised crossing points are an excellent idea, most particularly to reduce the traffic speed as much as possible. In my view, the general speed of traffic is too high and, in all honesty, through traffic is the biggest headache. If you can make the speed really slow, it'll make it safer and discourage drivers from using the high street as a through route.”*

More free parking needed (5%)

3.2.35. 5% of respondents (12 coded comments) suggested that more free parking is needed and had concerns around the removal of parking on the High Street. Respondents stated that the free parking is a benefit of the High Street and useful for dropping into shops, and some suggested that no parking spaces should be lost as a result of the proposals.

3.2.36. Suggestions also included making Primett Road car park free to encourage parking in this under-used car park and changing the free parking on the High Street to 90 minutes (instead of 2/3 hours).

3.2.37. Comments included:

- *“There are massive underused car parks on Primett Road these should be free and there would be no need for High street parking.”*
- *“The car park at the back of old [Waitrose – sic] should be revamped and made into free parking for all with may be reserved Bays for some businesses.”*

Cost and value for money (5%)

3.2.38. 5% (12) of coded comments related to cost, including queries about the Active Travel Fund as well as suggestions that funds are allocated elsewhere within the Council.

Keep it as it is (5%)

3.2.39. 5% (11) of coded comments suggested that the High Street should be left as it is.

Cycle improvements (4%)

3.2.40. 4% of respondents would like to see improvements for cyclists as part of the proposals. Suggestions around improving cycling included improving road markings for cyclists,

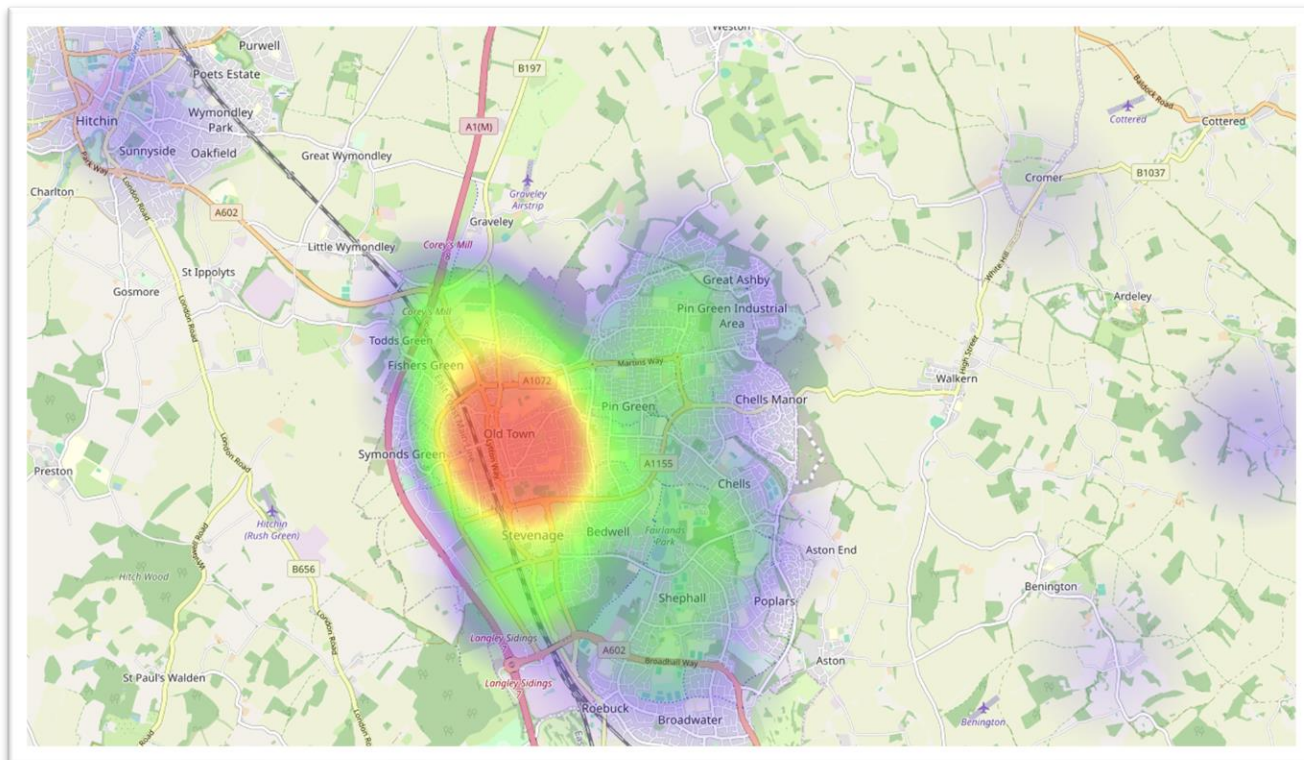
introducing covered cycle parking that is accessible from the road, improving the cycle access across the Tesco Express parking area to improve connectivity with North Road, and rearranging more parking to parallel to improve safety. Some suggested that removing the Letchmore Road roundabout will make it more unsafe for cyclists wishing to carry on from the High Street, as they will have to perform a right-turn manoeuvre.

3.2.41. Example of comments include:

- *“The cycleway to North Road that starts at the parking lot of Tesco Express and the pharmacy is not connected to the high street, but ends up on a parking lot.”*
- *“All cycle parking should be directly accessible from the road with dropped kerbs and no need to manoeuvre cycles between parked cars.”*
- *“A significant proportion of the attention in the design goes towards free parking in a high street. This does not encourage active travel and only caters to current business owners, not towards future higher value businesses that might benefit significantly from more space for pedestrians and cyclists.”*

ABOUT THE RESPONDENTS

3.2.42. Within the final section of the survey, respondents were asked about the capacity in which they were responding and how they found out about the consultation. Percentages are



rounded to the nearest whole number and, as such, totals may not equal 100.

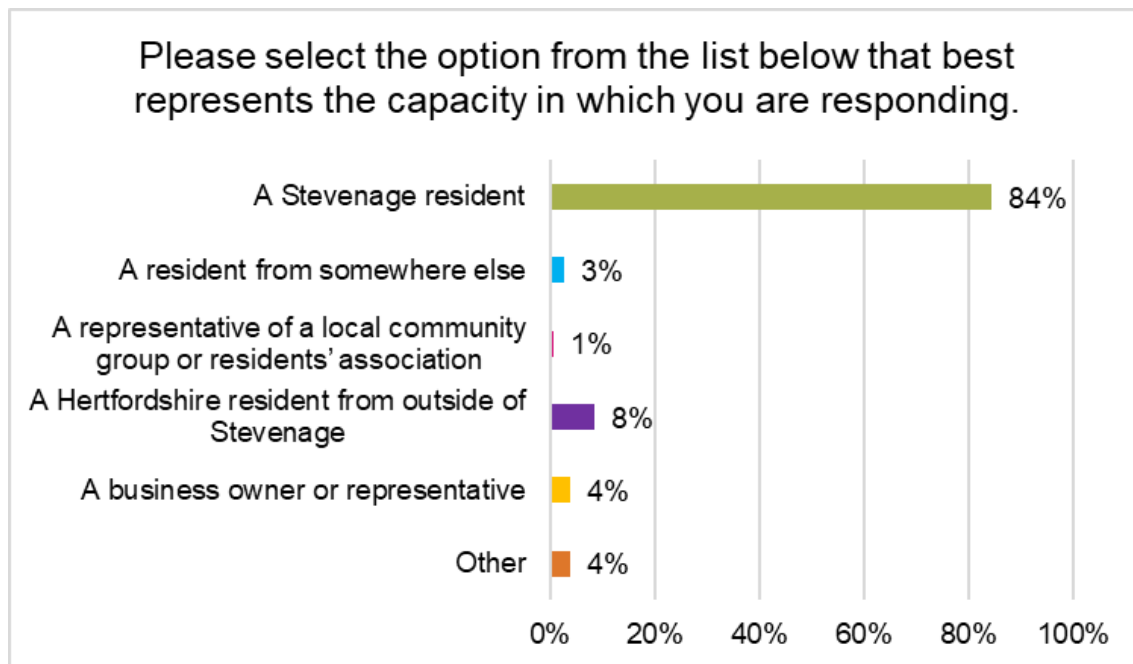
3.2.43. Question 1 of this section asked respondents to provide the first part of their postcode. 155 respondents left a full or part postcode. A total of 112 (72%) of the respondents had a SG1 postcode (North Stevenage including Old Town), whilst 30 (19%) had an SG2 postcode (South Stevenage). The heatmap in Figure 8 shows the indicative areas where most

respondents left their postcode (red indicates the areas with the most respondents).

Figure 8 - Postcode heatmap

3.2.44. Question 2 of this section asked respondents about the capacity in which they were responding. The majority of respondents were Stevenage residents (84%, 129 respondents). Full details can be seen in [Figure 9](#).

Figure 9 - In what capacity are you responding?



Base: all who provided a response (n:159)

3.2.45. Question 3 asked respondents if they were responding on behalf of an organisation (business, community group, residents' association, council or any other organisation) to name the organisation. Overall, seven responses were received. These included:

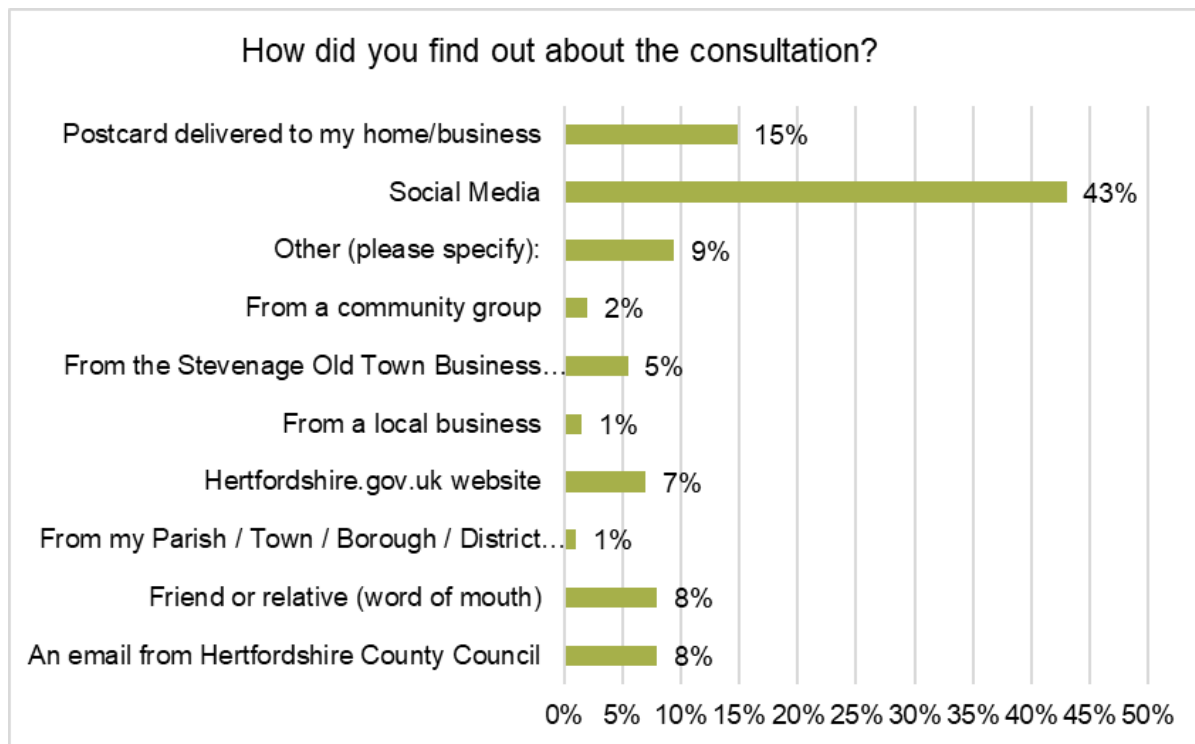
- Adult Education Organisation
- Bus Users Group Stevenage
- Countryside Ski & Climb
- Felicity James Developments Ltd
- Instone Memorials
- Sectra Ltd
- Stevenage EA limited trading as Hunters Stevenage

3.2.46. Question 4 asked respondents how they found out about the consultation. Respondents were asked to select all methods that applied. Social media received the largest response with 43% of the overall responses (87 responses). Postcards delivered to the respondents houses or businesses was the second most popular response (15%, 30 responses). The next most popular option was other (9%, 19 responses). Those who chose 'other' included:

- Comet Newspaper / Website
- Thomas Alleyne Academy
- Cycling UK Stevenage

3.2.47. Full details can be found in Figure 10.

Figure 10 - How did you find out about consultation?



Base: all responses received (n:202) from 158 respondents who answered the question

3.3. Other written responses

3.3.1. A total of three written responses were received by email. Responses received were from two organisations and one local resident.

3.3.2. A response was received to the consultation inbox from the Friends Of Stevenage High Street. Their main points of feedback have been summarised below:

- Disagree with the proposal to remove parking spaces outside numbers 63-71 High Street where three of the busiest shops are located and request that the former kerb line is restored.
- Support the proposals to make car parking parallel outside numbers 80-92 to avoid vehicles obstructing the carriageway, as long as further parking places are created.
- Suggest restoring parking spaces blocked by temporary pavements and canopied constructions.

3.3.3. Eastern Counties Section of Showmen's Guild asked that the needs of the Charter Fair are taken on board during the proposal design and would be happy to liaise with HCC about their needs.

3.3.4. A further email was received by a local resident suggesting that residents should be offered the option of permit parking on Haycroft Road, due to the increased visitor parking on the road in recent years due to Old Town parking changes.

3.4. Engagement with Thomas Alleyne Academy

3.4.1. Following successful engagement with the Thomas Alleyne Academy's Student Council last year, the project team visited the school again to deliver a small workshop with seven Senior Prefects who are in the sixth form. The Senior Prefects group act as an intermediary group for other students at the school and raise issues and opportunities on behalf of other students.

3.4.2. The workshop was set up as a discussion format around the topics of active travel and to explore the students views on the proposals for the High Street. The topics and feedback that were discussed included:

- What students think of the idea of 'active travel' suggesting that this relates to walking, cycling, using public transport.
- Many students at the school cycle along North Road on the new cycle lane that was complete earlier in 2024.
- The group were positive about the plaza area, where many younger students use to meet up with friends and mentioned that the benches outside Costa are well used, so more benches would be good.
- The group mentioned that cycling improvements are needed on the High Street, with some commenting that it is difficult to cycle currently, dealing with parked cars, moving vehicles and pedestrians. One student mentioned that they would prefer segregated cycle lanes.
- Positive comments around making the High Street a destination rather than somewhere to travel through.
- Feedback around fast vehicle speeds on the High Street, and traffic flow issues at school times when many students cross on the existing crossing points. Some vehicles do not stop at crossing points near Cromwell Hotel causing safety issues.
- The team asked how the project can engage younger audiences and students, suggestions included attending school assemblies, engage with older students at school who may be more interested, focus on impacts that will affect students

An image of the workshop with Senior Prefects at the Thomas Alleyne Academy



4 Responses to issues raised

4.1. Introduction

- 4.1.1. We have considered all comments received through the consultation. This section summarises the key themes that emerged. Responses have been provided to the key sentiment and feedback that has been collected through the drop-in events, survey responses and written responses.
- 4.1.2. Responses to the key feedback themes and issues are detailed in Table 4 below.

4.2. Responses

Table 4 – Responses to issues raised

Theme	Hertfordshire County Council's response
General support and opposition:	
General support for the overall proposals (52% agree / strongly agree with the proposals):	We welcome the overall support for the scheme, in particular the support for the new raised crossings and plaza area. The comments of support have been noted as part of the process to determine the outcome taken forward.
Some opposition towards the proposed parking changes (46% disagree / strongly disagree with the parking changes)	We note that there is slightly more opposition than support in relation to the proposed parking changes. There would be some parking spaces lost as part of our proposals to make it easier and safer to walk, wheel and cycle on the High Street and these have been offset as far as practicably possible. The project aims to create a better environment on the High Street, with reduced vehicle speeds and better facilities for those choosing to walk, wheel and cycle.
Suggestions for the plaza area:	
Respondents would like to see more trees, planting and greenery as well as more benches and seating for local cafes.	The results of the survey question about the plaza area will be taken into account when designing the plaza area, including the type of features and planting that will go into the area.
Request for covered cycle parking in the plaza area	The results of the survey question about the plaza area will be taken into account when designing the plaza area, including the location and type of cycle parking in the area.
More benches and seating could lead to a rise in anti-social behaviour	This will be considered as we design the plaza area and, in discussion with Stevenage Borough Council, we will look at options such as installing CCTV in the area.

Theme	Hertfordshire County Council’s response
Suggestions on alternative parking:	
The free parking on the High Street should be limited to 90 minutes	The parking durations for the free on-street parking are set by Stevenage Borough Council. The suggestions and feedback resulting from this consultation will be shared with the Borough Council.
The width of carriageway and kerb heights should be addressed to improve parking	To address the overall profile of the High Street would be a major undertaking with implications for drainage and buried services (gas, water, electricity etc). The cost of this would be significant and wouldn’t contribute to the primary objective of the scheme, which is to improve walking and cycling in the High Street.
The parallel parking should be extended on the entire High Street	It is the Council’s general policy to avoid ‘end-on’ parking on our roads. However, to replace all of the parking on the High Street with parallel spaces would greatly reduce the number of spaces available. This is a very sensitive issue for local businesses and residents who have been vocal in wanting to retain on-street parking. In our design we have tried to strike a balance between competing needs and to retain as much on-street parking as possible.
Suggestions on additional features:	
The car park outside Tesco Express should be made one-way to improve safety for vehicles and cyclists entering from the cycle lane	It is accepted that changing the arrangement outside Tesco may be beneficial for drivers, but there would be less benefit for pedestrians and cyclists. The one-way operation would require the zebra crossing to be moved, with implications on parking and for access to the cycle routes. The time and associated costs required to develop and implement this change would be significant and wouldn’t greatly contribute to the primary objective of the scheme, which is to improve walking and cycling in the High Street.
Suggestions for additional crossings on nearby roads	The suggested locations currently sit outside of the project boundary, which is primarily the Old Town High Street. However, the feedback and suggestions have been shared with the relevant department within HCC.
Concerns around removal of the mini-roundabout by Letchmore Road	We are mindful of the implications of removing the mini-roundabout, particularly for cyclists. We are working on the design, which will be subject to review and Road Safety Audit, and are confident this will result in a design that successfully balances the needs of all road users.

Theme	Hertfordshire County Council’s response
More lighting is needed on the High Street and on the route to the Primett Road car parks	The installation and locations of additional lighting will be considered by the design team.
Taxi rank could be relocated to Drapers Way	We are continuing discussions with Stevenage Borough Council and will consult in line with the Local Government (Miscellaneous Provisions) Act 1976 regarding the possible relocation of the taxi rank. As part of this exercise, we will look into the feasibility of relocating it to Drapers Way.
More free parking needed:	
Primett Road car park should be made free to encourage people to park there	The parking charges at Primett Road are set by Stevenage Borough Council. We have been in discussion with the Council and have secured a discount for a number of businesses on the High Street so their staff can park at a reduced rate.
The number of free on-road parking spaces lost should be minimised	Since last year when we presented our early proposals, we have committed to minimising the number of spaces lost, by looking at areas where spaces can be added, including by the old Waitrose site. A number of spaces would be lost through the reconfiguration of some spaces from perpendicular to parallel to improve safety for vehicles and cyclists, as well as to install some key infrastructure, including a new crossing point to connect to the plaza area.
Suggestions for speed features:	
The speed limit should be reduced to encourage lower vehicle speeds.	The project proposes physical measures to encourage lower vehicle speeds including installing raised crossing points on raised humps.
More speed bumps and traffic calming should be used to slow vehicle speeds.	The project proposes four new raised table crossings on the High Street to encourage lower vehicle speeds, which we believe to be sufficient. Once constructed, vehicle speeds will be monitored to determine if there has been a reduction in vehicle speeds. Any further speed management and traffic calming may be considered and implemented post-monitoring.
Cost:	
The funds for the proposals should be allocated elsewhere	We have received funding for the project proposals from the Government’s Active Travel Fund. The funding pot was created by the government and designed to support the development of longer-term active travel projects. The grant is ring-fenced so is only available to invest in dedicated cycling and walking facilities across the county.

5 Summary and next steps

5.1. Feedback summary

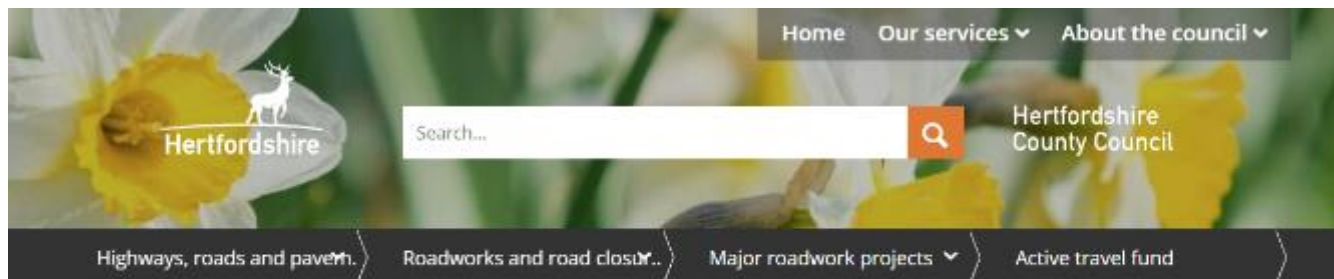
- 5.1.1. The public consultation on the proposals at High Street, Old Town, Stevenage took place between 22 February and 17 March 2024. During the consultation period, 161 survey responses and three other written responses were received.
- 5.1.2. A range of materials were produced for the consultation to help respondents understand the proposals and submit informed comments. Two in-person drop-in events were held during the consultation period on Thursday 29 February and Wednesday 13 March.
- 5.1.3. Following the consultation close, analysis was conducted on the survey responses. Overall, the majority of people, 52% (82 respondents), tended to agree or strongly agree with the proposals for the High Street. There was less support for the proposed parking changes, with overall 46% tending to disagree or strongly disagree with the proposals.
- 5.1.4. The consultation survey allowed respondents to provide their view on specific elements on the southern and northern parts of the High Street proposal. The majority of respondents agreed with the specific elements, in particular the installation of new raised zebra crossings as well as the proposed plaza area.
- 5.1.5. Respondents were given the opportunity to contribute their ideas for the plaza area, with new planting and greenery and fixed benches emerging as the most popular suggestions, as well as covered cycle parking.
- 5.1.6. The final question on the survey asked respondents if they had any further comments. Comments on parking were the more recurring theme with respondents making suggestions on alternative parking. Other popular themes included speed reduction measures, requests for more free parking and cycling improvements.

5.2. Next steps

- 5.2.1. All comments received during the consultation will be considered to help inform any changes to the final detailed design.
- 5.2.2. Once a decision has been made, further statutory processes may be necessary such as the publication of Traffic Regulation Orders. These will be published on the Council's website. If the project and final designs are approved, then construction is anticipated to start in Spring 2025.

Appendices

Appendix 1 – Website



Improving walking and cycling across Hertfordshire (Active Travel Fund and Capability Fund)

Active Travel England's active travel fund have awarded us £9 million since November 2020, plus a further £4.6 million in May 2023 which we're using for schemes in Digswell, Hemel Hempstead, Hertford, Watford, Welwyn Garden City and Wheathampstead (due to be underway by spring 2024).

These support the objectives in our [Local Transport Plan](#) and [Sustainable Hertfordshire strategy](#) to make it easier and safer to walk, wheel and cycle. This will improve health, air quality, road safety, the local economy and traffic congestion.

- Under construction >
- Proposed projects >
- Coming soon >
- Completed projects >

Stevenage – High Street, Old Town

We are proposing improvements to the High Street in Old Town, Stevenage.

The project aims to:

- create a safer, more pleasant place for everyone to enjoy and spend more time
- make it easier and more convenient for people to walk, wheel and cycle in the area

Feedback from our early engagement period in May/June 2023 was reviewed and published, and helped to develop our designs: [High Street Old Town Stevenage - Early engagement \(PDF 1.63Mb\)](#)

We're now reviewing feedback received during our public consultation period held in February/March 2024.

[More about the High Street, Old Town, Stevenage scheme](#)

Appendix 2 - Consultation page (StoryMap)



Print

Back

How to use

This page sets out information about Hertfordshire County Council's proposed improvements to the High Street in Old Town, Stevenage.

Scroll down to find out more.

We held a public consultation on the proposals in February/March 2024. Thank you for your feedback, which we are now reviewing.

Project Overview

Hertfordshire County Council is proposing improvements to the High Street in Old Town, Stevenage.

The aims of these improvements are to:

- Make it safer and easier to get around - particularly when walking, wheeling and cycling or using public transport.
- Create a safer, more pleasant space for people to enjoy and spend time.

Funded by Active Travel England's active travel fund, these improvements form part of a longer term vision to make it easier for everyone to get to, from and around Stevenage.

This includes projects to improve walking and cycling facilities on North Road between the Old Town and the Lister Hospital (due to be completed in February 2024) and at Graveley T-junction (February-May 2024).

The story so far

The Old Town High Street designs have been developed following early engagement throughout 2023.

- 2020-2023**
The Council secured funding through the government's Active Travel Fund.
- January-May 2023**
We held **workshops** and online meetings with **local businesses and schools** to understand the opportunities and existing issues on the High Street.
- May-June 2023**
We invited the public to provide feedback on the initial design ideas via an online **survey** and two in-person **drop-in events**.
- June 2023 onwards**
We **reviewed all feedback** and continued to speak to Stevenage Borough Council and local businesses to help develop the proposal.
- February 2024**
Formal public consultation was launched. We invited everyone to have their say on the proposed improvements via an online survey and drop-in information events.

What is important to you?

Over the last year we have been speaking to the local community and collecting feedback about what they would like to see on the High Street.

Key themes from early engagement

Key themes from early engagement



The results from our early engagement in 2023 show that:

- 70% of people either strongly support or support the improvements so that the High Street is a more pleasant place to visit.
- 60% of people either strongly support or support improvements which would make it easier to walk, wheel and cycle.



Within our early engagement exercise in 2023, you told us:

- **More crossing points** and **lower speed limits** were important to encourage people to spend time and walk or cycle to the High Street.
- **Free parking** on the High Street is very important to residents and businesses.
- Students would like to see more **areas to meet with friends**, and **wider pavements**.
- Businesses wanted reliable **parking provision for their employees**.
- Requests for more **disabled parking spaces** and **improved accessibility**.



Experiences of the High Street

Gobi, local resident

"As a wheelchair user, getting around the High Street can be difficult with few crossing points and a lack of dropped kerbs. The disabled parking spots outside the bakery can be difficult to use as a wheelchair user as they are on an incline with one small, steep dropped kerb to access the pavement from the parking space. Improvements to make it easier to walk, wheel and cycle and navigate between both sides of the street will be well received."



Siobhan, local resident

"Good quality pavement space is required when walking with my guide dog – in some areas on the High Street, the pavements are narrow and it's hard to navigate in tight spaces or identify any new features such as A-frames, bike racks or benches which may be temporary or permanent fixtures. For pedestrians who are blind or visually impaired it's important to have features that give plenty of warning such as tactile paving when we're coming up to road crossings, and it's even better if this can go as far back on the pavement to give us enough time before we reach crossing points."

The Proposals

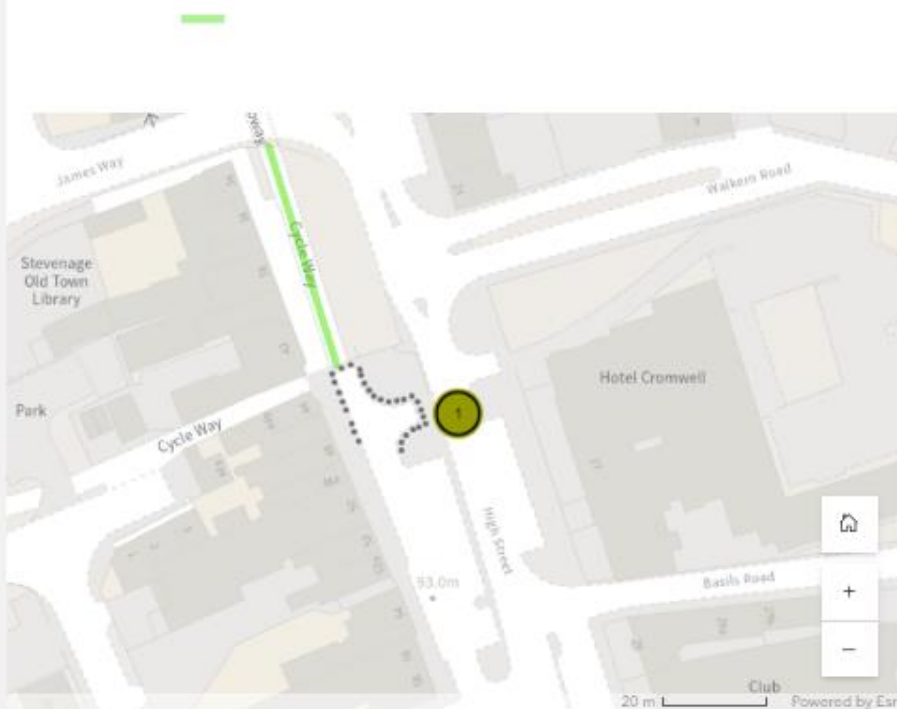
What would the High Street look like?

As a result of our proposals, you can see what the High Street improvements could look like below:



Scroll down to learn more about the improvements we propose on the High Street:

Indicative Cycle Network



1. Accessible crossing

The existing zebra crossing outside The Cromwell Hotel would be upgraded to a raised table zebra crossing, improving accessibility between High Street and Primett Road via Bell Lane.

This would also encourage lower vehicle speeds approaching the High Street from the gyratory to make walking and cycling safer and more attractive.

2. Footway and bus stop improvements

The southbound bus stop would be relocated slightly to provide space for the new zebra crossing to the south. A new bus shelter would also be installed and a small raised table crossing point outside the Standing Order pub would be introduced to improve access to the bus stop.

A new raised table zebra crossing would be installed to the south of the island to improve access to the bus stop and encourage lower vehicle speeds on the High Street.

3. 'Plaza' style area outside Simmons Bakers

The footway in this area would be widened to create a 'plaza' style area for people to meet and spend time. The existing disabled parking spaces would be relocated slightly to the south and increased from two to three.

A new raised table zebra crossing would be installed close to Simmons, providing an accessible crossing point between Church Lane, Middle Row, Drapers Way and Primett Road.

The existing part time taxi rank would be relocated further north.

Dropped kerbs and tactile paving will be introduced at both ends of Drapers Way, improving walking accessibility along the High Street to and from the Primett Road car parks.

4. Bus stop improvements at the southern end of High Street

A new southbound bus stop would be installed outside 115 High Street.

The paving at the existing northbound bus stop outside 112 High Street would be widened and a new bus shelter would be installed, making it safer for passengers.

5. New road markings at Letchmore Road

The mini-roundabout at the corner of Letchmore Road and High Street would be removed and a new road layout would be introduced. Vehicles entering the High Street at the southern approach, from the A602, would be required to give way. As with the measures described above at the northern entrance to the High Street, this also would encourage lower vehicle speeds.

The existing zebra crossing on High Street would be upgraded to a raised table zebra crossing, and the existing uncontrolled crossing on the corner with Letchmore Road would be upgraded to a zebra crossing, improving walking connections north and south to and from the High Street.

Parking on the High Street

The feedback from early engagement showed concern around impacts on the free on-street parking along the High Street, used by many visitors to shops who told us they have 'drop-in' customers.

Following constructive discussions between HCC, Stevenage Borough Council (SBC) and The Stevenage Old Town Business & Community Partnership (SOTBCP) throughout 2023, SBC brokered an agreement with SOTBCP to provide discounted off-street parking for High Street businesses through a bulk order scheme. This scheme began on 1 December 2023 to run for at least one year. This has helped to free up around 25 on-street parking spaces for those visiting the High Street. We would like to extend our thanks to both SBC and SOTBCP, who will take this new agreement forward.

On-street parking will remain and will continue to be free.

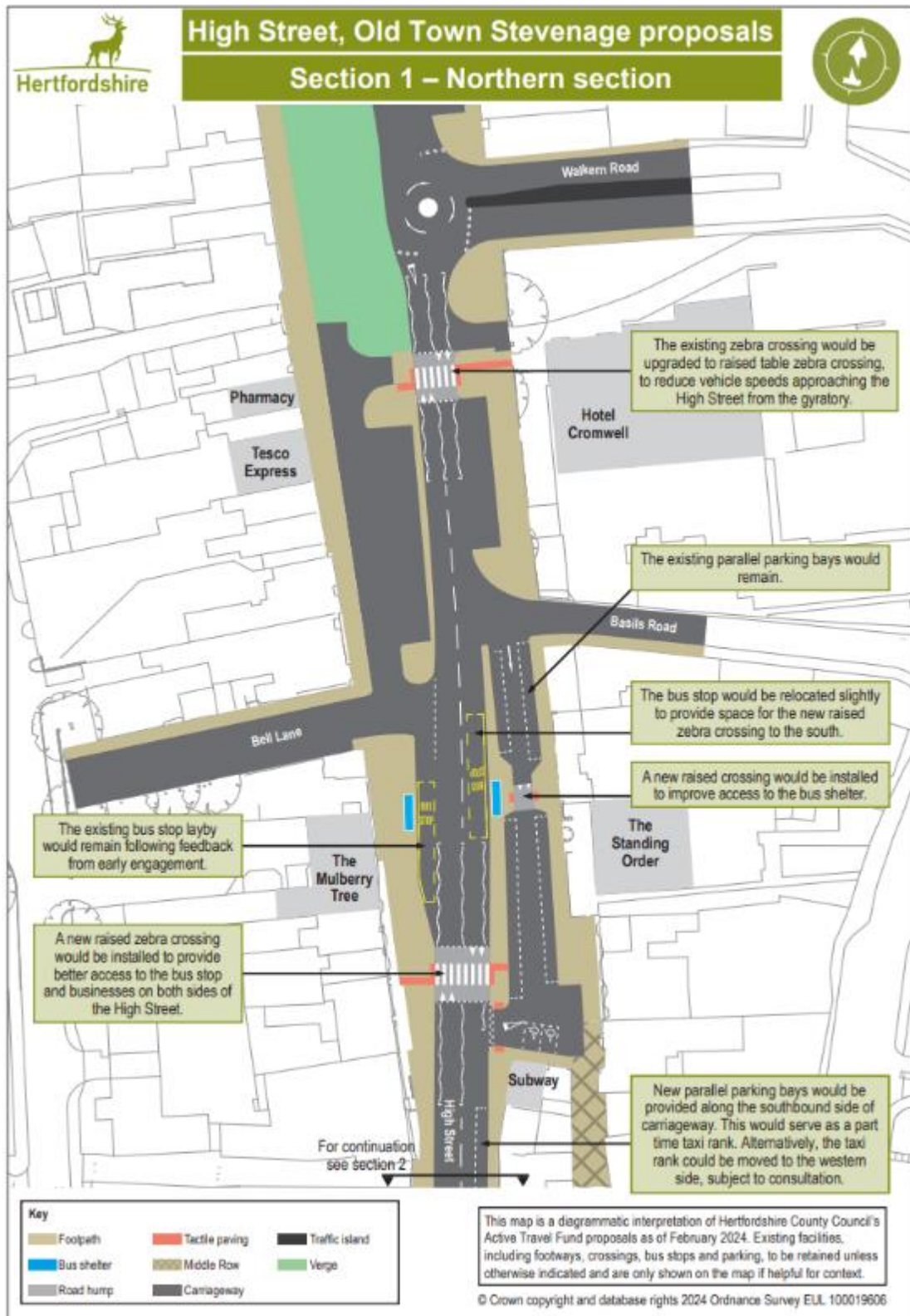
However, the proposals to revise the road layout would result in a net loss of up to five parking spaces. This would include the addition of one new disabled parking space along the entire length of the High Street.

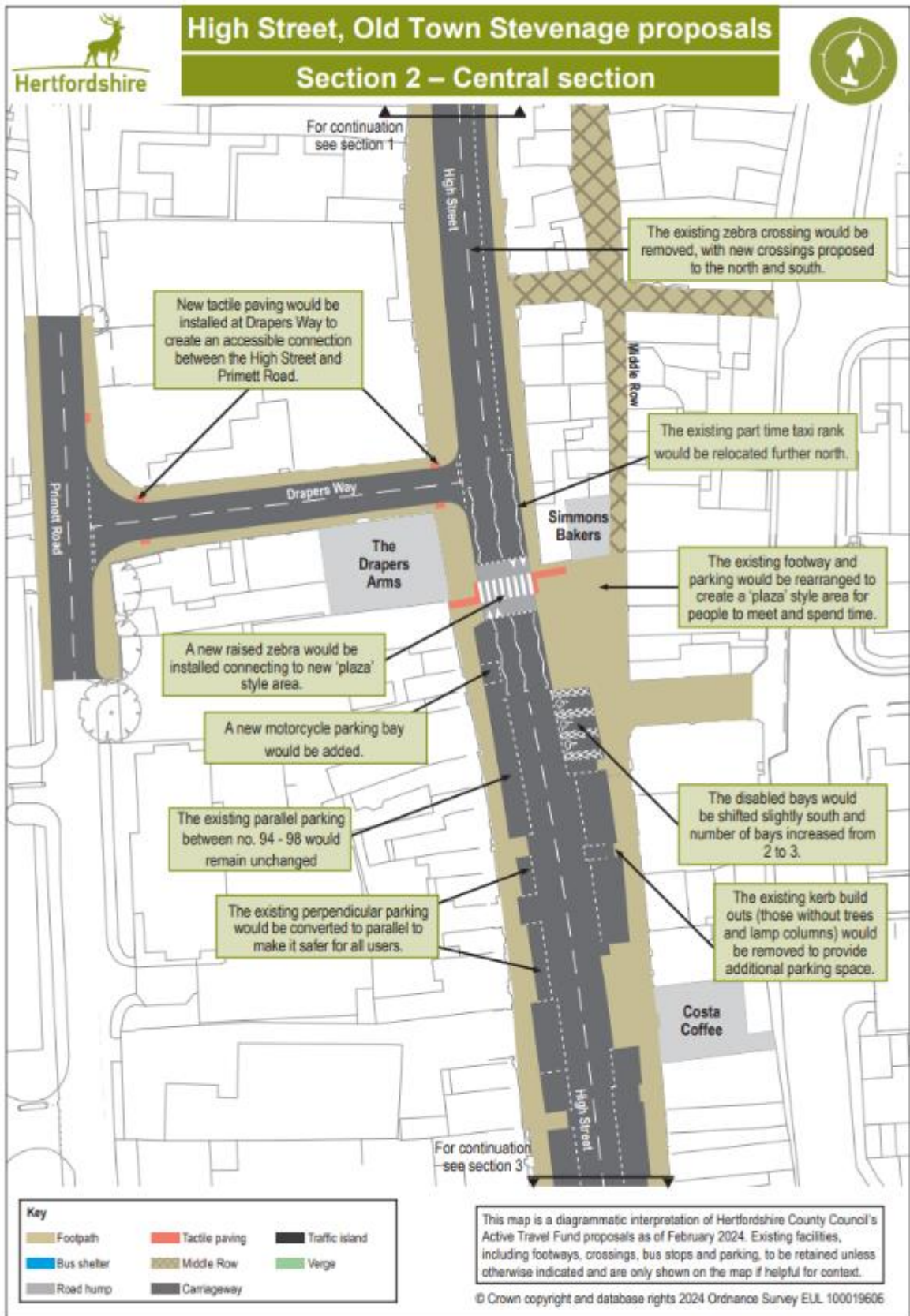
The following table explains the fine detail of the changes shown in our detailed drawings.

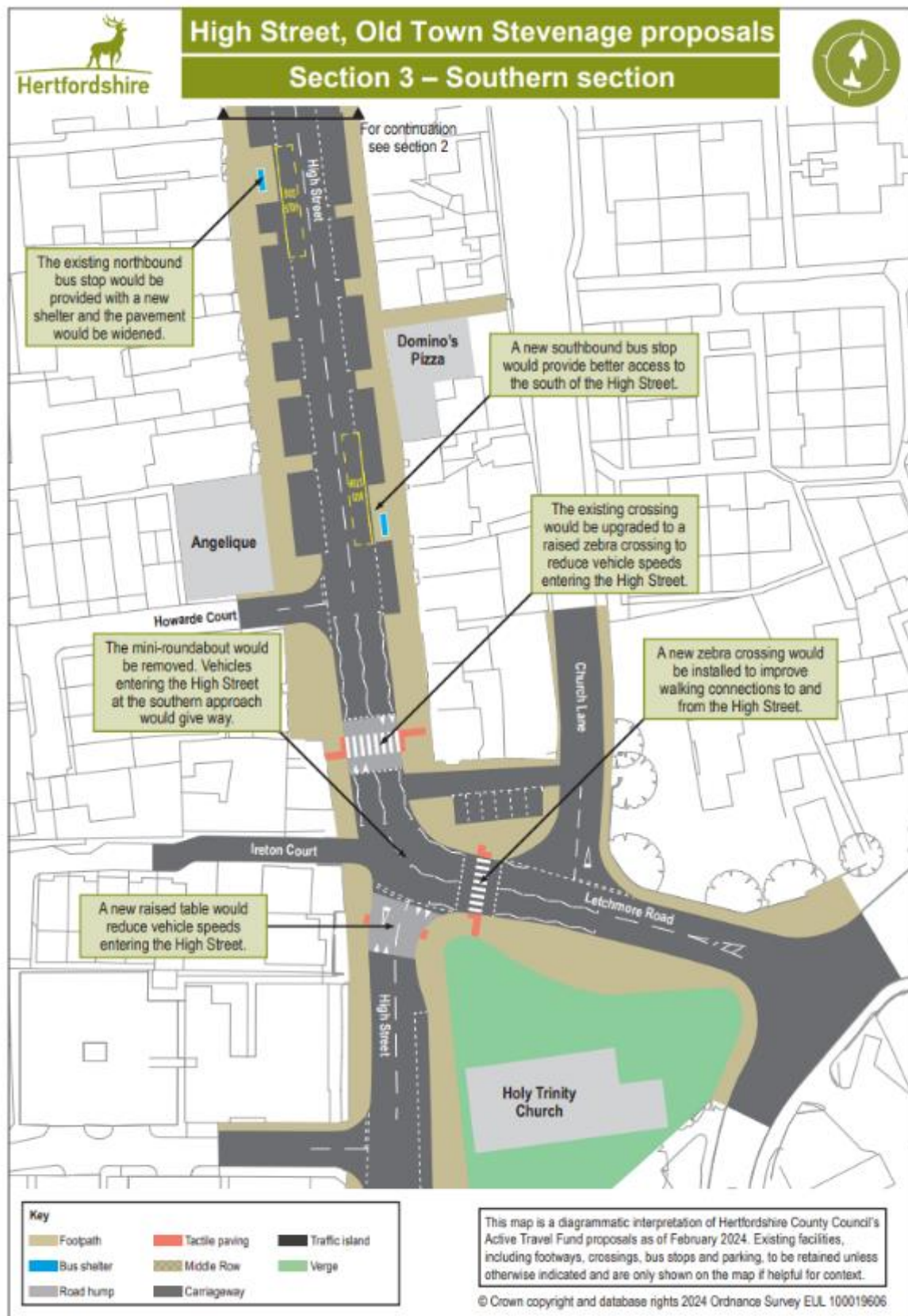
Location	Detail	Parking spaces gained / lost
The Standing Order pub (eastern side of High Street)	Parking outside the Standing Order pub would be rearranged to make space for the new crossing, with no spaces lost.	0
Opposite Austin's (Old Waitrose) (eastern side of High Street)	New parallel parking bays would be installed on the eastern side of the High Street, opposite Austin's (old Waitrose). This would create 12 new spaces which would also serve as a part time taxi rank. Alternatively, the taxi rank could be moved to the northbound western side, subject to consultation.	+ 12
Just south of Simmonds Bakers (eastern side of High Street)	To make extra space on the pavement around the new plaza, around six parking spaces would be lost.	- 6
Just south of Simmonds Bakers (eastern side of High Street)	The two disabled bays would become three, and would be moved around 10 metres south, and we would take the opportunity to redesign the kerb heights to make access to/from those bays easier.	+ 1 (disabled bay)
Red Lion (western side of High Street)	The proposed new crossing outside the Red Lion would result in a loss of three parking spaces. The parking outside the Red Lion is currently designed and marked as parallel, but is often misused as perpendicular. There are no plans to make any changes to the remaining parking bays at this location so would not result in any further loss in parking spaces.	- 3
No. 94 – 98 High Street (western side of High Street)	The existing perpendicular parking would be rearranged to parallel. This would result in seven parking spaces being lost.	- 7
Between Simmonds Bakers and Costa Coffee (eastern side of High Street)	Between the plaza area and Costa Coffee, some kerb bollards on the eastern side of the road (those without trees and lampposts) would be removed to create four additional parking spaces.	+ 4
Spice Rouge (eastern side of High Street)	The addition of a new bus stop southbound outside Spice Rouge, and enhancements to the existing stop northbound, could result in the loss of up to six spaces.	- 6

We would also welcome input on whether a disabled space(s) should be introduced in other parts of the High Street.

Appendix 3 – Public-facing map









Appendix 4 – Visualisations





Appendix 5 – Email to Council Members

Sent: Consultation <ATFConsultation@hertfordshire.gov.uk>
22 February 2024 14:25
Subject: Hertfordshire County Council's consultation on proposed improvements to High Street, Old Town Stevenage.

Dear Council Member,

Further to our engagement with local businesses, schools and residents throughout 2023, Hertfordshire County Council is now seeking feedback on proposed improvements to the High Street in Old Town, Stevenage.

Consultation is open until the end of Sunday 17 March 2024.

The proposed improvements aim to make it safer and easier to get around – particularly when walking, wheeling, cycling or using public transport – and to create a safer, more pleasant space for people to enjoy and spend time.

Funded by Active Travel England's active travel fund, the proposals include new accessible crossing points and speed reduction measures, footway and bus stop improvements, and a new 'plaza' style area outside Simmons Bakers.

More information is available online: www.hertfordshire.gov.uk/activetravelfund

We will be hosting two drop-in events on the High Street where you can find out more about the proposals and ask the project team any questions you may have:

- **Thursday 29 February**, 3pm – 7pm in Cromwell Hotel (Bourchier Suite), High Street, Stevenage SG1 3AZ
- **Wednesday 13 March**, 3pm – 7pm in Holy Trinity Church, High Street, Stevenage SG1 3DB

We encourage you to share information about this public consultation with your residents, stakeholders and through other channels.

If you have any further queries, please contact the project team on ATFConsultation@hertfordshire.gov.uk.

Kind regards,



Active Travel Fund Team

County Hall, Pegs Lane, Hertford, SG13 8DE, Postal Point: CHN115

T: 0300 123 4047

E: ATFConsultation@hertfordshire.gov.uk

[Our vision](#) is to create a cleaner, greener and healthier Hertfordshire, guided by our RISE values

We improve
Residents' lives

We work with
Integrity

We act
Sustainably

We champion
Equality & fairness

Appendix 6 – Stakeholder email

Sent: Consultation <ATFConsultation@hertfordshire.gov.uk>
22 February 2024 14:32
Subject: Hertfordshire County Council's consultation on proposed improvements to High Street, Old Town Stevenage.

Dear Stakeholder,

Further to our engagement with local businesses, schools and residents throughout 2023, Hertfordshire County Council is now seeking feedback on proposed improvements to the High Street in Old Town, Stevenage. Our proposals have been informed by the feedback received by stakeholders throughout 2023, and we are pleased to share our updated designs.

Consultation is open until the end of Sunday 17 March 2024.

The proposed improvements aim to make it safer and easier to get around – particularly when walking, wheeling, cycling or using public transport – and to create a safer, more pleasant space for people to enjoy and spend time.

Funded by Active Travel England's active travel fund, the proposals include new accessible crossing points and speed reduction measures, footway and bus stop improvements, and a new 'plaza' style area outside Simmons Bakers.

More information is available online: www.hertfordshire.gov.uk/activetravelfund

We will be hosting two drop-in events on the High Street where you can find out more about the proposals and ask the project team any questions you may have:

- **Thursday 29 February**, 3pm – 7pm in Cromwell Hotel (Bourchier Suite), High Street, Stevenage SG1 3AZ
- **Wednesday 13 March**, 3pm – 7pm in Holy Trinity Church, High Street, Stevenage SG1 3DB

We encourage you to read our proposals and feedback with your views on the proposed changes to the High Street.

If you have any further queries or would like to receive materials in an accessible format, please contact the project team on ATFConsultation@hertfordshire.gov.uk.

Kind regards,



Active Travel Fund Team

County Hall, Pegs Lane, Hertford, SG13 8DE, Postal Point: CHN115

T: 0300 123 4047

E: ATFConsultation@hertfordshire.gov.uk

[Our vision](#) is to create a cleaner, greener and healthier Hertfordshire, guided by our RISE values

Appendix 7 – Reminder Email

Sent: Consultation <ATFConsultation@hertfordshire.gov.uk>
13 March 2024 09:22
Subject: One more week to have your say on proposed improvements to High Steet, Old Town Stevenage.

Good morning,

Consultation on the proposed improvements to the High Street in Old Town, Stevenage, is open for one more week. Have your say via our [online survey](#) before the end of Sunday 17 March 2024.

The proposed improvements aim to make it safer and easier to get around – particularly when walking, wheeling, cycling or using public transport – and to create a safer, more pleasant space for people to enjoy and spend time.

Funded by Active Travel England’s active travel fund, the proposals include new accessible crossing points and speed reduction measures, footway and bus stop improvements, and a new ‘plaza’ style area outside Simmons Bakers.

More information is available online: www.hertfordshire.gov.uk/activetravelfund

Our second drop-in event is being held today. Find out more about the proposals and ask the project team any questions you may have:

We

- **Wednesday 13 March, 3pm – 7pm** in Holy Trinity Church, High Street, Stevenage SG1 3DB

encourage you to read our proposals and feedback with your views on the proposed changes to the High Street.



If you have any further queries or would like to receive materials in an accessible format, please contact the project team on ATFConsultation@hertfordshire.gov.uk.

Kind regards,

Appendix 8 – Banner design

Improvements to High Street, Old Town, Stevenage

Update on the project

Hertfordshire County Council consulted you in 2023 with initial proposals and sketch drawings. We received over 300 responses – thank you for your time and your support.

Having reviewed your input, we have developed some technical drawings and 3D images to show the proposals for the High Street in detail.

The aims of these improvements are to:

- Make it safer and easier to get around – particularly when walking, wheeling, cycling and using public transport.
- Create a safer, more pleasant space to enjoy and in which to spend time.

This project is fully funded by the Department for Transport’s Active Travel Fund, and construction would take place in mid-2025.

Find out more about our ideas and tell us your views on our initial proposals at: www.hertfordshire.gov.uk/activetravelfund



Our survey closes at the end of Sunday 17 March 2024



For more information about the improvements visit: www.hertfordshire.gov.uk/activetravelfund



Improvements to High Street, Old Town, Stevenage

Map of proposed improvements



For more information about the improvements visit: www.hertfordshire.gov.uk/activetravelfund



The story so far...

2020 - 2023

The Council secured funding from Active Travel England

January – May 2023

We held workshops and meetings with local businesses and schools to understand opportunities and existing issues.

May – June 2023

We invited the public to provide feedback on the initial design ideas via an online survey and two in-person drop-in events.

What you told us...

- Supportive of the early proposals (70% support)
- More crossing points needed for accessibility, as well as more disabled parking spaces
- Businesses want reliable parking for employees
- Improvements should represent the historic character of the area and be mindful of town events
- Wider concerns around changes to free parking

We have committed to reducing the loss of parking as well as providing additional disabled parking spaces. Parking will remain free on the High Street.

June 2023 onwards

We reviewed your feedback and used this to inform development of detailed designs

22 February – 17 March 2024

Formal public consultation – have your say on the detailed proposals for the High Street.

For more information about the improvements visit
www.hertfordshire.gov.uk/activetravelfund



Improvements to High Street, Old Town, Stevenage

What would the High Street look like?

Improvements on the northern section

The bus stop outside Wetherspoons would be relocated slightly to provide space for a new zebra crossing to the south. A new bus shelter would also be installed, connecting to the pavement with a raised table crossing point.

A new raised table zebra crossing would be installed to the south of the island. One new disabled space would be added in this area.

New parking bays

New parallel parking bays are proposed on the southbound side of the High Street, opposite the old Waitrose / new Austin's site. The taxi rank could be moved to the northbound side, subject to consultation.



For more information about the improvements visit
www.hertfordshire.gov.uk/activetravelfund



What would the High Street look like?

'Plaza' style area outside Simmons Bakers

We propose widening the pavement to create a 'plaza' style area, that could include more trees and planting, seating and cycle parking. The existing disabled parking spaces would be relocated to the south and increased to three.

A new raised table zebra crossing would be installed close to Simmons, providing better access to Drapers Way. This would replace the current crossing outside the old Waitrose.

Some parking will be changed to parallel parking outside the Red Lion to improve safety.



We are interested in your views on what you would like to see in this space



For more information about the improvements visit:
www.hertfordshire.gov.uk/activetravelfund



What would the High Street look like?

Bus stop improvements

A new southbound bus stop would be installed for access to the southern end of the High Street. The paving at the existing northbound bus stop outside would be widened and a new bus shelter installed.

New Road markings at Letchmore Road

The mini-roundabout at the corner of Letchmore Road would be removed and a new road layout would be introduced. Vehicles entering from the southern approach, from the A602, would be required to give way.

The existing uncontrolled crossing on the corner with Letchmore Road would be upgraded to a zebra crossing

On-street parking will remain free of charge

There will be an overall net loss of 5 spaces on the entire High Street, with the addition of 1 new disabled space.



For more information about the improvements visit:
www.hertfordshire.gov.uk/activetravelfund



Appendix 9 – Postcard to resident and businesses

Improvements to High Street in Old Town, Stevenage



Comments invited until 17 March 2024
www.hertfordshire.gov.uk/activetravelfund

Return Address
Highways 1st Floor Opp Room 251
Hertfordshire County Council
County Hall
Pegs Lane
Hertford
SG13 8DN

Account Postage GB
AC04569650500

Delivered by


2



Have your say on our detailed designs

Hertfordshire County Council has made progress on the proposed improvements to the **High Street, Old Town, Stevenage**. We want to create a safer, more pleasant place for everyone to enjoy and spend time, and make it easier for people to walk, wheel and cycle in the area.

Find out more about our ideas and tell us your views on our detailed design proposals.

The Occupier
68 SISH LANE
STEVENAGE
SG1 3LR

Project aims:



Create a safer, more pleasant place for everyone to enjoy and spend more time



Make walking, wheeling and cycling easier and more convenient

Your feedback from 2023 has helped us to develop detailed designs, through understanding what matters most to people all along the High Street. We want to share our updated proposals with you, and we would like to hear your feedback.

Find out more and have your say at:
www.hertfordshire.gov.uk/activetravelfund

Drop-in engagement events

Come along to one of our drop-in events, find out more about our detailed proposals and ask our project team any questions you may have.



Thursday 29 February,
3pm – 7pm
Cromwell Hotel, Bouchier Suite

Wednesday 13 March,
3pm – 7pm
High Street Methodist Church

For information in an alternative format, or to receive a paper copy of our questionnaire, please contact us:
ATFConsultation@hertfordshire.gov.uk or telephone: 0300 123 4047




Appendix 10 - Postcard distribution area



Appendix 11 – Example social media posts

Hertfordshire Highways
26 February · 🌐

We've developed detailed proposals on improvements to the #HighStreet in Old Town, #Stevenage and would like to hear your feedback during our public consultation open until 17 March 2024: <https://bit.ly/4bRs01P>. Your opinions matter to us. #GetActive Stevenage Borough Council



High Street, Old Town Stevenage


👍 🤔 😬 10 23 comments 11 shares

👍 Like 💬 Comment ➦ Share

Hertfordshire Highways
13 March at 11:00 · 🌐

Find out more about our proposal for the #HighStreet in #OldTown #Stevenage at our drop-in event, where you can also ask the project team any questions.

Come join us today (13 March) at Holy Trinity Church, High Street, Stevenage, SG1 3DB from 3-7pm. For more info: <https://bit.ly/4bRs01P>



**High Street, Old Town Stevenage
Drop-in event - 13 March**

1 share

👍 Like 💬 Comment ➦ Share

Appendix 12 – The Comet article

Stevenage Old Town: High Street revamp plans advance

23rd February

HERTFORDSHIRE COUNTY COUNCIL PLANNING AND DEVELOPMENT TRANSPORT STEVENAGE



By Christopher Day
Reporter
ChrisDay96

Share

No Comments

Plans to revamp the High Street in Stevenage's Old Town have advanced to the next stage.

Hertfordshire County Council want to make it safer and easier to get around, and create a safer and more pleasant space for people to spend time.

A public consultation last year **found** that people valued free parking and supported the introduction of more crossing points and lower speed limits. There were also requests for more parking for employees and people who are disabled.

The council has now come forward with revised proposals following that consultation.

**Get involved
with the news**

Send your news & photos

Most read Commented

Appendix 13 – Copy of survey

Hertfordshire County Council High Street, Old Town, Stevenage Improvements

Share your views on the proposals:

Please ensure you have reviewed the proposal information before completing the questionnaire.

The consultation is open from Tuesday 20th February until 11:55pm on Sunday 17th March 2024.

Data and privacy

Your details will be held in accordance with our privacy policy and the Data Protection Act 2018 (incorporating GDPR). We and WSP, our consultants who will be analysing consultation responses on our behalf, will only use your data for the purposes of keeping you updated on the Stevenage Old Town proposals.

- Thinking about your normal habits, which of the following transport methods do you use to get to/from the High Street?

	Tick
On foot / wheelchair	
Bicycle	
Bus	
Private car – as driver	
Private car – as passenger	
Motorcycle	
Van	
Taxi	

Other, please specify:

Q1a. If you drive to the High Street, where do you usually park in order to visit?

	Tick box
On the High Street (on-street)	
Primett Road car park	
Church Lane car park	
Private / business parking space	
On a nearby road	

- How do you feel about the current accessibility of the High Street by walking and cycling?

Excellent	Good	Fair	Poor	Very poor	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. To what extent do you agree or disagree with the proposals for the High Street?

Please select one option.

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. There will be some increases and some reductions in on-street parking capacity in different parts of the High Street, to what extent do you agree or disagree with the parking changes proposed?

Please select one option.

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. To what extent do you agree or disagree with the following improvements (running from north to south)?

Please select one option per feature. This question is optional.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Upgrading existing crossings to raised table crossings to reduce vehicle speeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Installation of uncontrolled raised table crossing point outside the Standing Order Wetherspoons to provide access to the bus stop island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Installation of new raised table zebra crossing close to Mulberry Tree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creation of new parallel parking bays in the central section of the	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
High Street at Austins (old Waitrose)						
Moving the zebra crossing outside Austins (old Waitrose) to outside Simmons at the new 'plaza' area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. To what extent do you agree or disagree with the following improvements (running from north to south)?

Please select one option per feature. This question is optional.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
New 'plaza' style area outside Simmons Bakery with improved pavements and benches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relocation of disabled parking spaces outside Simmons slightly south to outside Morrisons and increased from two to four.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existing perpendicular parking outside the Red Lion converted to parallel parking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New shelter installed at existing northbound bus stop outside the Spice Rouge Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A new southbound bus stop would be installed outside 115 High Street (Perfect Pizza).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Removal of the roundabout at Letchmore Road and introduction of a give-way junction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Installation of new zebra crossing on Letchmore Road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. What would you like to see in the new plaza area outside Simmons? E.g. More benches, bins, cycle parking, raised beds, planters etc.

Please describe what you would like in the area below. This question is optional.

8. Do you have any additional comments about the proposals?

About you

The following questions will help us to understand the range of people who have submitted responses and analyse the data we receive. The information you provide will not be used for any purpose other than assessing responses.

1. Please provide the first 5 letters/numbers of your postcode

2. Please select the option from the list below that best represents the capacity in which you are responding. *Please select one option.*

- A Stevenage resident
- A Hertfordshire resident from outside of Stevenage
- A resident from somewhere else
- A business owner or representative

- A representative of a local community group or residents' association
- On behalf of a Parish / Town / District Council in an official capacity
- A Borough or County Councillor
- On behalf of an educational establishment, such as a school or college
- On behalf of a charity, voluntary or community sector organisation (VCS)
- Other (*please specify*): _____

3. If you are responding on behalf of an organisation (business, community group, residents' association, council or any other organisation), please tell us the name of your organisation.

4. How did you find out about the consultation? (*Please select all that apply*)

- Postcard delivered to my home/business
- An email from Hertfordshire County Council
- Social media (Facebook or Twitter)
- Friend or relative (word of mouth)
- From my Parish / Town / Borough / District Council
- Hertfordshire.gov.uk website
- From a local business
- From the Stevenage Old Town Business and Community Partnership
- From a community group
- Other (*please specify*): _____

Appendix 14 – Coding framework

Table A.1 – Coding framework for Questions 7 and 8.

Question 7 – What would you like to see in the plaza area

Code ID	Coded theme
	Design - additional features
DES-001	Additional design features requested
DES-002	Artwork and visual installations
DES-003	CCTV
DES-004	Covered areas to protect from all weather elements
DES-005	Designing out crime must be consider
DES-006	Fixed benches
DES-007	Increased lighting
DES-008	Introduce secure cycle parking
DES-009	More seating in general
DES-010	More bins including recycling
DES-011	More tables and chairs outside Simmons and TJs specifically
DES-012	Move existing benches
DES-013	No permanent benches / seating
DES-014	Play areas for children
DES-015	Space for street food sellers
	Environmental
ENV-001	New trees, greenery and planting in general
ENV-002	Should have native plants, shrubs and trees / native bees, butterflies and other wildlife
	Feel and wellbeing
FEE-001	Anti social behaviour is current issue / may be worsened
FEE-002	Improvements should create a pleasant environment
FEE-003	More seating will give people an opportunity to sit and enjoy fresh air
	Parking
PAR-001	Existing cycle parking isn't used no more is needed as there is no demand
PAR-002	Locate cycle parking elsewhere as it can be intrusive
PAR-003	More disabled spaces need to be available
PAR-004	More parking spaces
PAR-005	Parking is difficult currently
PAR-006	Should not lose any parking spaces/ reduced parking could impact businesses
	Accessibility
ACC-001	Improve access for wheel chair users/all users by flattening the pavement as it is a steep slope
	Concerns
CON-001	Area doesn't need to be extended, it's fine as it is

CON-002	Concerned about the people that may use the plaza, could be off putting to some
CON-003	If area is improved/ seating is added it could encourage bad behaviours such as littering, street drinking etc.
CON-004	The suggested area for the plaza is not welcoming
	Maintenance
MAIN-001	Needs to be better maintained
MAIN-002	Low cost maintenance features / Council don't have money to maintain
	Thoughts
THO-001	If area can be kept clear of ASB it will be welcomed

Table A.2 Question 8 – Any other additional comments

Code ID	Coded theme
	Overall comments
OVER-011	Support plans overall
OVER-012	More needed
OVER-013	Leave as it is
OVER-014	Maintenance
OVER-015	Against plans overall
OVER-016	Safety
OVER-017	Impact to surrounding areas
	Comments on Bus Stops
BUS-001	Support bus stop improvements
BUS-002	Comments relating to positions of bus stops
BUS-003	Accessibility of bus stops
BUS-004	Design features of bus stops
BUS-006	Against bus stop proposals
	Comments on High Street
HIGH-001	More seating
HIGH-002	Against features
HIGH-003	Suggestions on additional features
HIGH-005	Suggestions for speed features
HIGH-006	Comments on roundabout
HIGH-007	More Zebra crossings needed
	Comments on Taxis
TAXI-001	Support current taxi rank
TAXI-002	More information needed
TAXI-003	Suggestions for taxi
	Environmental
ENV-001	More trees, greenery, landscaping
ENV-002	Mindful of existing nature
	Parking
PARK-001	More free parking
PARK-002	Suggestions for alternative parking
PARK-003	More disabled parking

PARK-004	Against parking proposals
PARK-005	For parking proposals
PARK-006	Parking - other
PARK-007	More parking removal
	Current issues
CURR-001	Comments on existing pavements
CURR-002	Cars too fast
CURR-003	Current Safety issues
	Other
OTH-001	Comments on different areas
OTH-003	Not related to the scheme
	Consultation
CON-001	Comments on survey
	Cost
COS-01	Cost / value for money
	Active Travel
ACT-001	Against cycling
ACT-002	Cycle improvements
ACT-003	Fully Pedestrianised

Appendix 15 - Question 7 full frequency coding table

Table A.3 – Full coding table showing the features / themes and the number of coded comments for each. Percentages have been rounded to the nearest whole number.

Code description (features / themes)	No. of coded comments	% of coded comments
New trees, greenery and planting in general	53	20%
Fixed benches	42	16%
More bins including recycling	32	12%
More seating in general	26	10%
Introduce secure cycle parking	22	8%
Area doesn't need to be extended, it's fine as it is	15	6%
Anti-social behaviour is current issue / may be worsened	7	3%
Improve access by flattening the pavement as it is a steep slope	6	2%
More tables and chairs outside Simmons and TJs specifically	5	2%
Existing cycle parking isn't used no more is needed as there is no demand	5	2%
Concerns around increased seating leading to people congregating	5	2%
Additional design features	4	2%
Covered areas to protect from all weather elements	4	2%
Improvements should create a pleasant environment	4	2%
Needs to be better maintained	4	2%
Low cost maintenance features / council don't have money to maintain	3	1%
CCTV needed	2	1%
Increased lighting	2	1%
No permanent benches	2	1%
Space for street food sellers	2	1%
Artwork and visual installations	2	1%
More parking spaces	2	1%
Move existing bench	1	0%
Play areas for children	1	0%
Should have native plants, shrubs and trees / native bees, butterflies and other wildlife	1	0%
Locate cycle parking elsewhere	1	0%
Total	259	100%

Appendix 16 – Question 8 full frequency coding table

Table A.4 – Full coding table showing the sub-themes and the number of coded comments for each. Percentages have been rounded to the nearest whole number.

Code description	No. of coded comments	% of coded comments
Suggestions for alternative parking	18	8%
Suggestions on additional features	16	7%
Suggestions for speed features	12	5%
More free parking	12	5%
Cost / funding	12	5%
Leave as it is	11	5%
Cycle improvements	10	4%
Support plans overall	9	4%
Against parking proposals	9	4%
Fully Pedestrianised	9	4%
Comments on different areas	8	3%
More parking should be removed	7	3%
Against features	7	3%
Parking – other comments	7	3%
More needed	6	3%
Against plans overall	6	3%
More Zebras	6	3%
Maintenance	5	2%
General safety	5	2%
Impact to the surrounding areas	5	2%
More disabled parking	5	2%
For parking proposals	5	2%
Current safety issues	5	2%
Not related to the scheme	5	2%
More seating	4	2%
More trees, greenery, landscaping	4	2%
Cars drive too fast	4	2%
Against bus stop proposals	3	1%
Comments on roundabout	3	1%
Mindful of existing nature / environment / materials	3	1%
Comments relating to positions of bus stops	2	1%
Support current taxi rank	2	1%
More information needed	2	1%

Code description	No. of coded comments	% of coded comments
Comments on the survey	2	1%
Against cycling	2	1%
Support bus stop improvements	1	0%
Accessibility of bus stops	1	0%
Design features of bus stops	1	0%
Comments on existing pavements	1	0%
Total	236	100%