

Public Consultation and Engagement Report

North Walney, Barrow-in-Furness,
Active Travel Scheme

July 2023



Executive Summary

Westmorland and Furness Council would like to create a network of safe, attractive, and well-connected routes across Barrow-in-Furness that provide people with more opportunities to walk, wheel and cycle. We want to provide routes that connect people to the places they want go, particularly for short everyday journeys such as to school, the shops or to work.

The council launched the Barrow-in-Furness Local Cycling and Walking Infrastructure Plan (LCWIP) in 2022. The LCWIP sets out a long-term plan for cycling, walking and wheeling improvements across the town and prioritises routes for development.

In progressing the LCWIP, the Council have developed initial designs for improvements for two areas identified within the plan. These are:

- **North Walney:** a 2.5km route from Jubilee Bridge to Earnse Bay, connecting communities on North Walney to the town centre and the new Earnse Bay Community Hub.
- **Abbey Road:** improvements on Abbey Road between Ramsden Square and Park Drive.

This is an exciting time for Barrow-in-Furness with thousands of additional jobs being created at BAE Systems, a new university campus and millions of pounds of Town Deal funding being used for schemes to regenerate Barrow town centre and the creation of new community hubs.

The proposed active travel improvements will support the development of sustainable travel infrastructure, providing safe and continuous routes through the town centre, connecting major employers, shops and facilities to surrounding residential areas.

The Council held a Public Consultation for both schemes between 19 May and 9 June 2023.

This report provides a summary of the analysis undertaken on the feedback received for the North Walney survey and focus group sessions.

A separate consultation report for Abbey Road has been prepared and can be found at:

<https://legacy.westmorlandandfurness.gov.uk/cyclingandwalking>

Approach to Consultation

The consultation sought opinions on the proposed active travel infrastructure improvements on North Walney between the Promenade and Earnse Bay.

The Council presented the information on the proposals within a 'Consultation Document'. This document provided; wider context on the background to the proposals, answers to frequently asked questions,

the consultation scope and further details on 5 key sections of the route. Attached to the Consultation Document was a survey with questions on the scheme proposals and large coloured plans for each option.

All documents were hosted on the Council's Cycling and Walking Programme webpage and printed versions could be collected from selected distribution points.

Consultees were asked to complete the survey either online, by accessing a link on the webpage or by completing a paper survey and returning to dedicated drop off points.

In addition to the survey, The Council led a series of focus group sessions with key stakeholder groups to seek feedback on the proposals. These groups included Women's Community Matters, Love Barrow Families, Furness Academy and Youth Ability. Feedback from the focus group sessions was recorded and incorporated within the consultation analysis.

Three public 'drop-in' events were held within the town and on Walney Island, providing the opportunity for members of the public and stakeholders to talk to Council Officers and feedback on the proposals.

A series of press releases and regular social media posts advertised the consultation period and timing/location of drop-in events. An extensive list of stakeholders were also notified by email.

The Consultation ran for a period of three weeks between Friday 19 May and Friday 9 June 2023.

Consultation Results

A total of **111** paper and online survey responses were received during the consultation period.

126 people attended the public consultation drop-in events.

78 people attended the focus group sessions.

Consultation Survey

51% of respondents 'strongly supported' or 'supported' the overall scheme for North Walney

48% of respondents 'strongly supported' or 'supported' proposals for The Promenade section (an improved crossing and short section of bi-directional cycleway).

56% of respondents 'strongly supported' or 'supported' proposals for the Vickerstown Park section (providing a shared use space by widening the existing path, resurfacing and adding low level lighting).

40% of respondents 'strongly supported' or 'supported' proposals for the Trent Vale section (introducing a 'quiet street' with speed reduction and signage).

49% of respondents 'strongly supported' or 'supported' proposals for the Mill Lane section (introducing a parallel crossing over Mill Lane).

51% of respondents 'strongly supported' or 'supported' proposals for the West Shore Road section (introducing a bi-directional cycle lane and improving crossings at side junctions).

Focus Group Feedback

Focus groups were an important part of the consultation process. It was an invaluable opportunity to meet and inform various groups within the community which are representative of the demographic of Barrow-in-Furness and to gather feedback outside of the drop-in events.

The comments gathered helped to inform specific elements of the design which would have a large impact on users, such as the position and type of pedestrian crossings, drop kerbs and tactile paving arrangements. It also helped to give more detail on the barriers to participation that some groups may face who want to cycle, walk, and wheel within their daily lives, and this feedback can also be fed back into the design process.

Other Feedback

A large number of suggested improvements and comments about the scheme were also submitted. These have been analysed alongside the other results from the consultation and will inform the further detailed development of the scheme.

These comments have been fed into the design so that it can now progress into the preliminary design stage. The scheme will also be presented to the Westmorland and Furness Council Furness Locality Forum for review and endorsement by local members.

Next Steps

The construction work on the scheme is planned to start in early 2024.

Contents

1. Introduction.....	6		
1.1 Background.....	6		
1.2 Proposed design options for North Walney	6		
2. Consultation Process.....	8		
2.1 Promotion of the consultation.....	8		
2.2 Ways to respond.....	10		
3. Results of the Public Consultation Survey.....	12		
3.1 Numbers engaging with the process	12		
3.2 Location of respondents.....	12		
3.3 Demographic split of respondents.....	13		
3.4 Quality of the consultation.....	15		
3.5 Overall support for the proposal.....	16		
3.6 Satisfaction with route sections	17		
3.7 Further comments on the proposed scheme	18		
3.8 Undertaking journeys by active travel.....	19		
4 Results of Focus Group Sessions	20		
4.1 Approach to focus group sessions and technical workshops.....	20		
4.2 Women’s Community Matters.....	21		
4.3 Love Barrow Families Group Sessions	21		
4.4 Barrow Deaf Association	22		
4.5 Furness Academy	22		
4.6 Youthability.....	23		
5 Results of Other Engagement Activities	24		
5.1 Consultation Drop-in Sessions	24		
Social Media Activity.....	24		
6 Feedback Response.....	25		
6.1 You Said, We Responded	25		
6.2 Next Steps.....	28		
Appendix			
Consultation Survey			

1. Introduction

1.1 Background

1.1.1 Westmorland and Furness Council would like to create a network of safe, attractive, and well-connected routes across Barrow-in-Furness that provide people with more opportunities to walk, wheel and cycle. To encourage active travel, the Council established a programme to identify, develop and secure funding to deliver high quality infrastructure improvements. This will be supported by behavioural change activities to give people the skills and confidence to travel more actively.

1.1.2 A key component of the programme is the development of Local Cycling and Walking Infrastructure Plans, commonly referred to as 'LCWIPs'. The Council launched the Barrow-in-Furness Local Cycling and Walking Infrastructure Plan (LCWIP) in 2022. The LCWIP sets out a long-term plan for cycling, walking and wheeling improvements across the town and prioritises routes for development.

1.1.3 The route identified on North Walney is part of a larger network of routes identified in the Barrow-in-Furness LCWIP. The route has been prioritised for delivery as it will provide a key connection for the residents of Walney to the town centre, linking to infrastructure recently implemented on Bridge Road and Michaelson Road. It will also provide a connection to the new Earnse Bay Community Hub.

1.1.4 The North Walney scheme has received £1.2million of funding from the government's Active Travel Fund 3 (ATF3). Grants from this fund come from central government and are for the sole purpose of supporting local authorities to develop cycling, walking and wheeling facilities in their local area. Revenue from Council Tax is not being used to fund the delivery of the improvements.

1.1.5 Initial designs for the improvements for North Walney have been developed by the Council, using WSP UK Ltd as the appointed designer on the scheme. Before formal approvals and consents are progressed, the Council undertook a public consultation to provide people with an opportunity to have a say on the proposals. Community engagement is an important part of the scheme development process, with the feedback received used to shape initial ideas and ensure that the proposals are the best that they can be.

1.1.6 This report summarises the feedback received through the public consultation for North Walney undertaken between 19 May and Friday 9 June 2023.

1.2 Proposed design options for North Walney

1.2.1 The route along North Walney includes a mix of single carriageway roads, off-road footpaths, and quiet residential streets.

- 1.2.2 The route requires crossing two single carriageway roads at The Promenade and Mill Lane. There is not currently any crossing provision on Mill Lane for cyclists, walkers, or wheelers, which can make it challenging during peak hours as cars often use this route to travel to Biggar Bank and Sandy Gap. There is currently a signalised crossing for pedestrians at The Promenade, but cyclists must dismount to cross.
- 1.2.3 There is currently no segregated provision for cyclists and those riding a bike must share space with drivers within the carriageway. This means cycling in amongst traffic for the length of the route. This may be intimidating for less experienced or more vulnerable cyclists. Some cyclists may opt to use the footways instead, which can cause issues for those walking and wheeling on the footway.
- 1.2.4 The section of off-road footpath is not currently a cycle path, although some do opt to cycle on it, which can cause conflict between users due to its limited width and poor surfacing.
- 1.2.5 Several key design elements for each section of the route were described within the scheme information provided for the consultation.
- 1.2.6 The table below summarises the key proposals presented as part of the consultation under each section.

	Key Design Principles
Section 1: The Promenade	The existing pedestrian crossing at the junction will be upgraded to a toucan crossing, incorporating signals for both pedestrians and cyclists. A bi-directional cycle lane will be introduced to one side of the road using space within both the existing footway and carriageway.
Section 2: Vickerstown Park	The existing path will be widened and resurfaced to a minimum of 3m to create a shared use path. Route signage and lighting will be provided with due consideration to the sensitivities of the site and the local environment.
Section 3: Trent Vale	A quiet street will be created by lowering the speed limit to 20mph along Trent Vale. Signage and road markings will also be improved.
Section 4: Mill Lane	A parallel crossing which combines a zebra crossing with an adjacent priority cycle crossing will provide a segregated space for both pedestrians and cycles to safely cross Mill Lane. The cycle crossing will be connected to a segregated bi-directional cycle lane which will be created from space in the existing verge and footway.
Section 5: West Shore Road	A 3m wide bi-directional cycle lane will be introduced from the junction with Mill Lane to Earnse Bay, using existing verge and footway space. The bi-directional cycle lane will be routed around the back of bus-stops along the route. On some side junctions raised crossings will be provided. Existing access to private driveways will be maintained.

2. Consultation Process

2.1 Promotion of the consultation

2.1.1 The public consultation was launched by the Council on Friday 19 May and ran for a three-week period, closing on Friday 9 June 2023. The consultation invited residents, businesses, users of North Walney and other interested parties to have their say on the design for the proposed improvements covering a 2.5km stretch between The Promenade and Earnse Bay.

2.1.2 Methods for promoting the consultation are detailed below.

Press releases

2.1.3 A press release was issued by the Council on 12 May 2023 one week prior to the launch of the consultation. The release provided information on the proposals for North Walney, dates for the upcoming consultation and further details of other development projects in the Barrow-in-Furness area.

2.1.4 A second press release was issued 19 May 2023 further publicising the launch of the consultation and encouraging engagement through the various channels made available.

2.1.5 These releases were picked up by local news outlets, for example, they appeared on the Westmorland Gazette and NWE Mail news sites.

Social media posts

2.1.6 Social media posts were issued via the Council's social media accounts for Facebook, Twitter and Instagram throughout the consultation period. The posts encouraged engagement in the consultation and directed people to the Council's website for further information. There were 41 posts submitted in total between 19 May and 9 June 2023.

Cycling and walking website

2.1.7 The consultation was advertised on the Westmorland & Furness Council Cycling and Walking website ([Cycling and walking | Westmorland and Furness Council](#)). The website was updated to host all information including.

- A digital copy of the Consultation Document: This document provided; wider context on the background to the proposals, answers to frequently asked questions, the consultation scope, and further details on 'key' design elements. Attached to the Consultation Document was a survey with questions on the scheme proposals.
- A digital copy of the route plan.
- A digital copy of computer-generated 3D images of the scheme
- A link to a 'SurveyMonkey' form where people complete the consultation survey online.

- Details of where paper copies of the Consultation Document and consultation survey could be dropped off and picked up.
- Details of the drop-in events that were held over the consultation period.

2.1.8 The website was available throughout the consultation period and then amended to notify people that the consultation had closed.

Notification emails

- 2.1.9 Notification emails promoting the launch of the public consultation were sent to a comprehensive list of stakeholders. These stakeholders were both internal and external to the Council.
- 2.1.10 Internal stakeholders included representative County Councillors from Cabinet and the Furness Locality Forum; plus, senior officers, the Project Delivery Group and Officers from teams across the Council from highways to heritage.
- 2.1.11 External stakeholders included a wide range of interests from MPs/politicians for the area, local Parish Councils, community groups, charities, educational establishments, and individual businesses. Other key stakeholders included the CLEP and other relevant interest groups (e.g. with business, environmental and transport interests) and the emergency services.

Partnership promotion

- 2.1.12 The Council approached several organisations to request that they publicise the consultation through their own communication channels. Organisations included Active Cumbria, #BrilliantBarrow, the University of Cumbria, BAE Systems, and the Bicycle Mayor of Cumbria. Information was provided on the ways to engage with the consultation, the drop-in events, and links to the consultation online survey.
- 2.1.13 In parallel to all the public consultation exercises described above, a large number of other stakeholders were engaged to determine their views and feed into the design process.

Drop-in events

- 2.1.14 Three drop-in events were held over the consultation period. Face-to-face consultation was an important element, offering the opportunity to review plans, speak with Council officers and technical design consultants and pick up paper copies of the consultation documents and surveys.
- 2.1.15 The events were held on the following dates, times and in the venues listed. They were open to all with no necessity to book a place or register:
- Tuesday 23 May - 12:00pm to 5:00pm at The Forum, 28 Duke Street, Barrow-in-Furness
 - Thursday 25 May – 12:00pm to 4:00pm at Barrow Library, Barrow-in-Furness

- Tuesday 6 June - 12:00pm to 4:00pm at The Roundhouse, Walney

2.1.16 In addition to the public events an additional session was put on exclusively for Westmorland and Furness Council Locality Forum members and #BrilliantBarrow Town Deal board members to attend. This was held on 23 May between 11:00am to 12:00pm at The Forum.

Consultation document paper copies

2.1.17 Printed copies of the consultation document, survey and route plans were distributed to the following collection points:

- Barrow Library, Ramsden Square, Barrow-in-Furness, LA14 1LL
- Walney Library Central Drive, Walney, Barrow-in-Furness, LA14 3HY
- The Forum, 28 Duke St, Barrow-in-Furness LA14 1HH

2.1.18 The above locations were also drop-off points for any completed paper surveys.

Focus group sessions and technical workshops

2.1.19 A series of technical workshops and focus sessions were held throughout the consultation. This allowed officers to discuss technical aspects of the proposals in more detail with different interest groups. These sessions included:

- Women's Community Matters
- Love Barrow Families
- Barrow Deaf Association
- Furness Academy
- with Youth-Ability.

2.1.20 The community groups invited us to attend one of their regular sessions in order to provide a more informal environment for people to view plans, provide feedback and be assisted with completing the surveys. This format meant that those people who may not have the opportunity to attend a general drop-in event could still provide input, and they could provide feedback which may be more specific to their particular needs.

2.1.21 The session with Furness Academy was part of the Student Council 'Student Voice' sessions. Council officers gave an overview of the consultation feedback and how it fed back into local governance. Students viewed plans and asked questions about the proposals.

2.2 Ways to respond

2.2.1 Members of the public and stakeholders were able to provide feedback on the proposals for North Walney in a variety of ways. This included:

- **Completing a consultation survey.** An online version of the survey was made available via a link on the Council's Cycling and Walking webpage (hosted by SuveyMonkey). Paper copies could also be collected and returned at selected pickup and drop off points.
- **Attending a drop-in session.** A summary of comments made to officers during the events were recorded.
- **Attending a technical working group or focus session.** A summary of comments made to officers during these sessions were recorded.
- **Replying to posts on social media.** Any replies, likes or shares were recorded

The public consultation survey

- 2.2.2 The public consultation survey consisted of eleven questions.
- 2.2.3 Questions 1 to 5 included 'about you' questions, which was requested so the Council could analyse the demographics of respondents and determine whether or not the responses were representative of the general population.
- 2.2.4 Questions 6 asked about the level of support for the overall scheme presented. Respondents were asked to select their level of support/satisfaction on a five-point scale; 'strongly support/satisfied', 'support/satisfied', 'no opinion', 'do not support/dissatisfied' and 'strongly do not support/satisfied'.
- 2.2.5 Question 7 asked about the level of support for each section of the route presented. Respondents were asked to select their level of support/satisfaction on a five-point scale; 'strongly support/satisfied', 'support/satisfied', 'no opinion', 'do not support/dissatisfied' and 'strongly do not support/satisfied'.
- 2.2.6 Question 8 asked whether the proposals for North Walney would encourage the respondent to take more active travel journeys in their daily life.
- 2.2.7 Question 9 provided a further open text box for any other comments respondents would like to make.
- 2.2.8 Question 10 sought to gather information on the quality of the public consultation, including whether the respondent felt they were provided with enough information on the proposals to respond.
- 2.2.9 A copy of the consultation survey is provided in Appendix A to this document.

3. Results of the Public Consultation Survey

3.1 Numbers engaging with the process

3.1.1 The consultation survey generated most of the feedback received during the consultation period, with a total of 111 responses. The online version of this form received a total of 96 responses and a further 15 completed paper copies were returned.

3.2 Location of respondents

3.2.1 A partial or full postcode was requested from all respondents completing the survey form. This was optional and respondents were able to skip the question if they did not wish to provide the information.

3.2.2 Table 1 adjacent summarises the partial postcodes of respondents, where provided.

3.2.3 The location from which the most responses were received was LA14 (Barrow-in-Furness and Walney Island) which equates to 85% of total responses. This is followed by LA13 (East Barrow-in-Furness and Roose) which equates to 10% of total responses.

Table 1 Location of respondents by partial postcode

Postcodes	Total	Location
LA9	1	Kendal
LA11	1	Grange-over-Sands
LA12	2	Ulverston, Newby Bridge, Bardsea, Broughton Beck
LA13	10	Roose, Stainton with Adgarley, Barrow-in-Furness (east)
LA14	87	Barrow-in-Furness (town) and Walney Island
CA25	1	Cleator Moor
Total	102	

3.3 Demographic split of respondents

Age range

3.3.1 Respondents were asked to select which age range category they fell into. This was optional and respondents were able to skip the question if they did not wish to provide the information. This question was applicable to respondents aged over 18 only.

3.3.2 109 out of 111 respondents provided an answer to this question and the results are summarised in Figure 1.

3.3.3 Respondents to the survey were predominantly from the higher age categories with 43% (47 respondents) aged 55 or older. There were a low number of responses from people in the youngest age range of 18-24, which only accounted for 5% (5 respondents) of the total.

3.3.4 No data was collected through the survey for respondents aged under 18-years old however, given only a few respondents to the survey skipped the question it can be assumed there were low numbers of respondents falling in this age band, if any. It should be noted that young (<18 years) people have been directly consulted in alternative ways during the consultation through the focus group sessions and their feedback has been summarised in section 4.

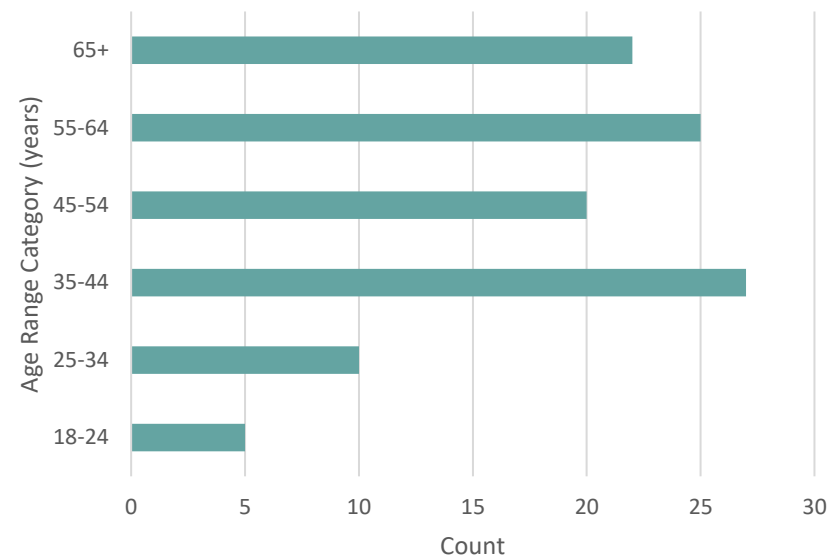


Figure 1 Chart showing age range categories selected by respondents

3.3.5 The local area of Barrow-in-Furness has an estimated population breakdown of 38% of people aged over 55 and 17% aged between 15-24 (Source: *Office for National Statistics, Population Estimates, 2019*). Therefore, the responses to the survey would appear to be skewed to some extent towards the older age ranges.

Interest in the consultation

3.3.6 Respondents were asked to select the reason for their interest in the consultation. Part a of the question focussed on reasons why people may be in the Barrow-in-Furness area. The survey

form offered respondents the choice of 10 categories (I live here, I work here, I study here, I live nearby, I own a business here, I do the school run here, I commute here, I do the shopping here, I'm here for leisure or other). Respondents were able to

select multiple categories. For those selecting 'other' a free text box was provided so respondents could specify another reason.

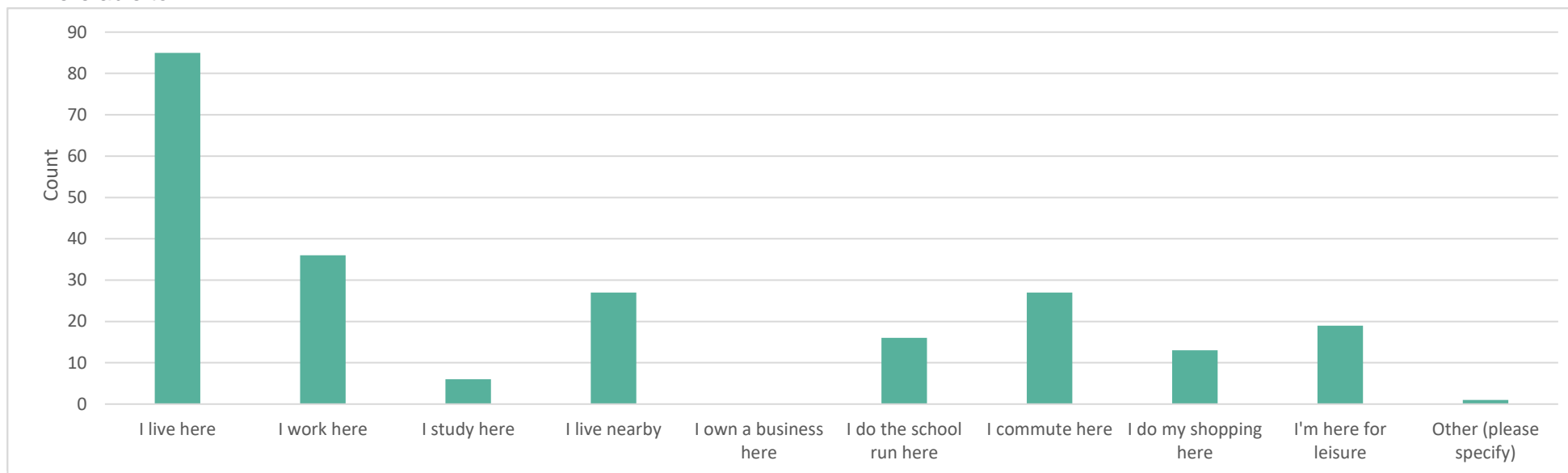


Figure 2 Chart showing interest in the consultation categories selected by respondents (reasons for being in the area)

3.3.7 108 out of 111 respondents provided an answer to this question and the results are summarised in Figure 2, above.

3.3.8 The largest number of respondents selected 'I live here' (79% of respondents, n.85 responses). The next most

3.3.9 selected category was 'I work here' (selected by 33% of respondents, n.36 responses).

3.3.10 Respondents were also asked their interest in the consultation in relation to their current or intended travel habits. Part b of

the question offered respondents the choice of 6 categories (walking, wheeling, cyclist, motor vehicle, taxi, other). Respondents were able to select multiple categories. For those selecting 'other' a free text box was provided so respondents could specify another reason.

3.3.11 108 respondents provided an answer to this question and the results are summarised in Figure 3, below.

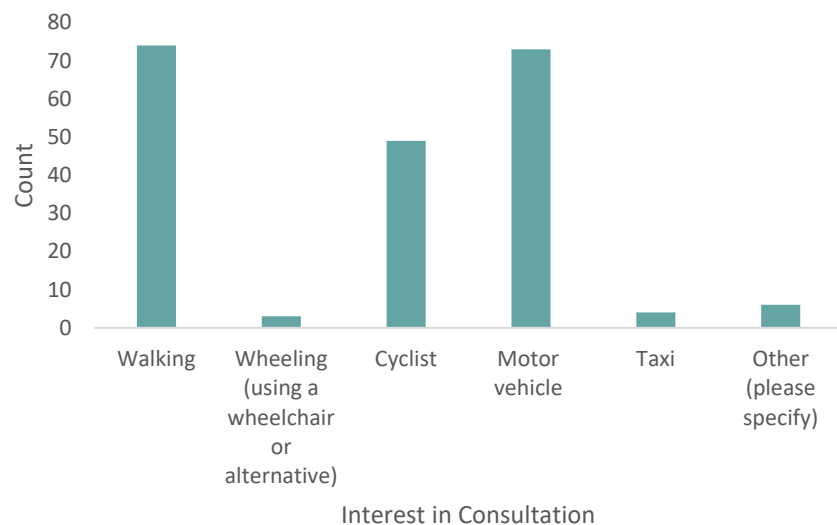


Figure 3 Chart showing interest in the consultation (intended or current travel habits)

3.3.12 The largest number of respondents selected 'walking' (69% no 74 respondents). Other commonly selected categories were 'motor vehicle' (68%, no. 73 respondents) and 'cyclist' (45%, no 49 respondents).

3.4 Quality of the consultation

3.4.1 The consultation survey asked a multiple-choice question seeking to assess the respondent's opinion on the quality and sufficiency of the information provided by the Council for the consultation and whether it allowed them to properly respond. This question was optional and could be skipped.

3.4.2 89 of 111 respondents answered this question and the results are summarised in Figure 4, below.

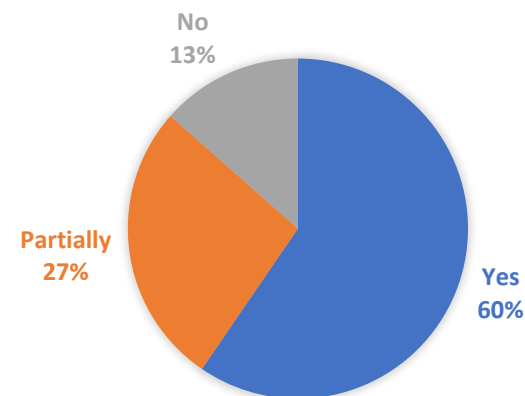


Figure 4 Chart showing percentage of respondents selecting categories in relation to the quality of the consultation information

3.4.3 Over two thirds of the respondents felt that the consultation process provided them with sufficient information to respond properly (60 %, no.53 respondents). 27% (no.24 respondents) felt that the consultation only partially provided enough

information, and 13%, 12 respondents) felt they had not been provided with enough information.

3.5 Overall support for the proposal

3.5.1 Respondents were asked if they supported the overall scheme that had been developed. A level of support on a five-point scale; 'strongly support', 'support', 'no opinion', 'do not support' and 'strongly do not support', could be selected for these questions.

3.5.2 89 out of 111 people provided a response for the question. Figure 5 below summarises the results.

3.5.3 51% of respondents either strongly supported or supported the overall scheme developed. 44% either strongly did not support or did not support the scheme, and 4% expressed no opinion.

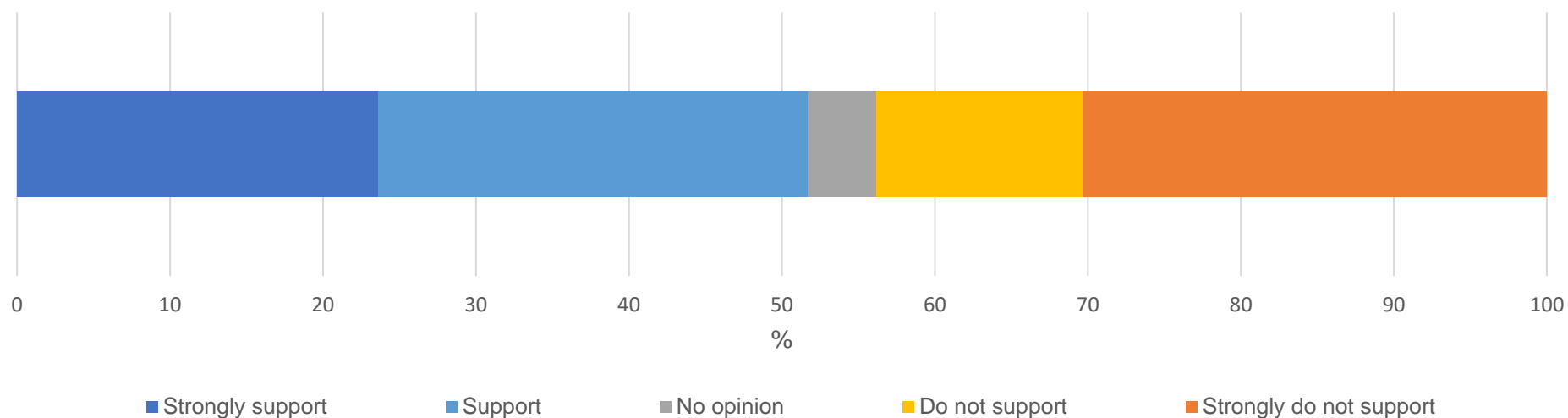


Figure 5 Chart showing overall support for North Walney scheme

3.6 Satisfaction with route sections

3.6.1 The survey asked respondents how satisfied they were with five sections of the route. A level of satisfaction on a five-point scale; 'very satisfied', 'satisfied', 'neither satisfied or dissatisfied', 'dissatisfied' and 'very dissatisfied', could be selected for these questions.

3.6.2 Respondents were asked to select their level of satisfaction against the following key design elements:

- Section 1: The Promenade
- Section 2: Vickerstown Park
- Section 3: Trent Vale
- Section 4: Mill Lane
- Section 5: West Shore Road

3.6.3 89 people out of a total of 111 respondents answered this survey question. Figure 6 summarises the results on page 18.

3.6.4 The level of satisfaction with each of the key design elements varied. 'Section 2: Vickerstown Park' received the highest levels of satisfaction across the three elements with 56% of respondents selecting that they were either 'very satisfied' or 'satisfied' with this element.

3.6.5 'Section 5: West Shore Road' received the highest levels of dissatisfaction with 37% of respondents selecting that they were either 'very dissatisfied' or 'dissatisfied'.

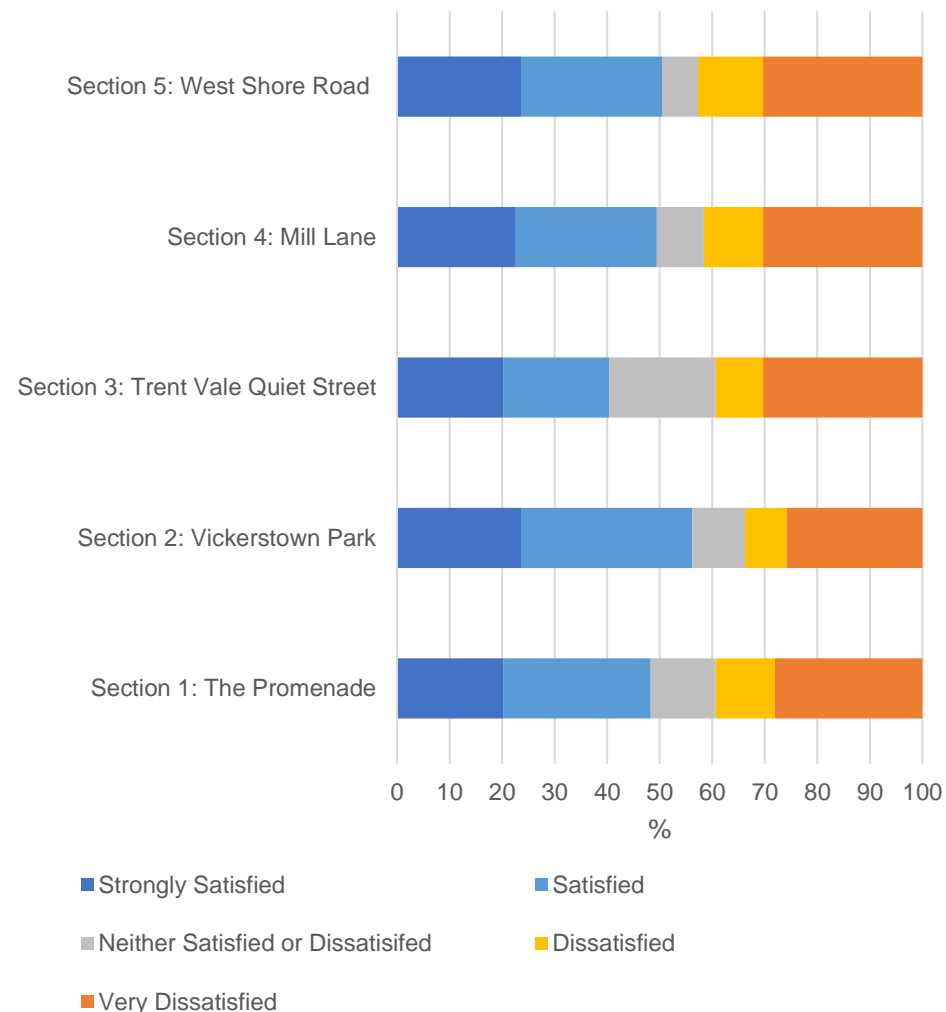


Figure 6 Chart showing satisfaction levels with sections of the route

3.7 Further comments on the proposed scheme

- 3.7.1 An additional 'free text' box was included in the survey for any additional comments relating to the overall scheme and the specific route sections for the scheme.
- 3.7.2 In analysing the feedback received, the Council has grouped individual comments within responses into 'themes'. The comments were marked as either a positive response, a neutral response or a negative response and then ranked to understand those that were most prevalent.
- 3.7.3 Where an individual's response had multiple comments covering different topics, the response was divided up and each comment assigned to a relevant theme.
- 3.7.4 57 respondents (51%) provided further comments about the proposed scheme. 6 responses were not relevant to the consultation.
- 3.7.5 99 individual comments were assigned to themes of which 19 were positive, 50 negative and 30 neutral.
- 3.7.6 The 5 most prevalent themes with positive feedback were as follows:

Ranking	Theme	No of comments
1	General feedback <i>i.e. reiterating satisfaction with the scheme</i>	12
2	Suggestions for other active travel developments/infrastructure	4
3	Safety of the design	1
4	Impact on Vickerstown Park	1
5	Lighting	1

- 3.7.7 The most prevalent themes with negative feedback for the scheme were as follows.

Ranking	Theme	No of comments
1	General feedback <i>i.e. reiterating dissatisfaction with the scheme</i>	10
2	Value for money	8
4	Safety of the design	6
4	Changes to motorised traffic flow	4
4	Potential conflict between cyclists and pedestrians	4
4	Impact on Vickerstown Park	4
4	Suggestions for other active travel developments/infrastructure	4

3.7.8 The theme which received the most positive comments was 'General Feedback'. The themes receiving the most negative feedback were 'General Feedback'. These comments generally reiterated respective levels of support for the proposals.

3.7.9 Of the neutral comments, many offered suggestions to improve the designs or aspects that they felt it was important for the design team to consider going forward. This included a need to ensure access for emergency vehicles, secure bike parking, clear signage, speed limits and suggestions for additional/alternative crossing points.

3.8 Undertaking journeys by active travel

3.8.1 Respondents were asked if the proposals for North Walney would encourage them to undertake more active travel journeys in their daily life. This was a multiple-choice question where respondents could select from; 'Much more, more, no change, less, much less'

3.8.2 89 out of 111 respondents answered this question. Results are summarised in Figure 7.

3.8.3 26% (n.22) of respondents felt that either or both options would encourage them to undertake more active travel journeys, 27% (n.23) felt the scheme would encourage them to take less or much less journeys and 47% (n.44) expected no change.

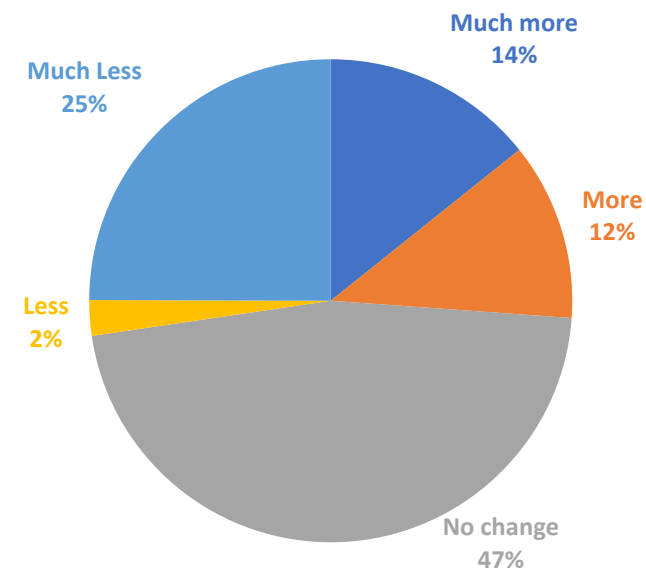


Figure 7 Chart showing the percentage of respondents that felt the proposals on North Walney would encourage them to undertake journeys by active travel.

4 Results of Focus Group Sessions

4.1 Approach to focus group sessions and technical workshops

- 4.1.1 A series of technical workshops and focus sessions were held throughout the consultation. This allowed officers to discuss technical aspects of the proposals in more detail with different interest groups. These sessions included attending:
- a drop-in session with Women's Community Matters
 - two weekly sessions at Love Barrow Families
 - a regular drop-in session at Barrow Deaf Association
 - a 'Student Voice' session at Furness Academy
 - a group session at Youth-Ability
- 4.1.2 The community groups invited us to attend one of their regular sessions in order to provide a more informal environment for people to view plans, provide feedback and be assisted with completing the surveys. This format meant that those people who may not have the opportunity to attend a general drop-in event could still provide input, and they could provide feedback which may be more specific to their particular needs.

- 4.1.3 Officers also consulted with a wide range of other officers within the Council in order to gather feedback and make use of their knowledge and expertise. Those consulted included the following:
- Planning
 - Traffic management
 - Highways network managers
 - Street maintenance
 - Traffic signals team
 - Community development team
- 4.1.4 The 'blue light' services (fire, police and ambulance) are also an important part of the consultation process for the development of the scheme. The consultation information was issued to representatives from each service and comments sought.
- 4.1.5 As the feedback sought from each of the groups was not focused on the survey questions, the comments were collated and reviewed to determine the key themes and priorities for each group.

4.2 Women's Community Matters

4.2.1 This group had an interest in the North Walney scheme as it was of relevance to their daily travel. Many of the attendees did not have access to a car and so walking and taking the bus were their regular modes of travel. Key themes that came out of the discussion were as follows:

- **Feeling of safety** – Participants raised concerns about the off-road section of the North Walney route as there is currently no lighting along the route.
- **Ease of navigating the road** – Some participants needed to use aids such as mobility scooters, so level access across side junctions was important to ease crossing. The width of level crossing points 'raised tables' was also discussed as many users travel side by side with young children who may be travelling on scooters etc.
- **Width of the footways** – The importance of maintaining space along the footway for people to walk two abreast along the route was highlighted, especially for those who have young families.
- **Tactile paving and pedestrian crossing points** – One participant was visually impaired and stressed the importance of adequate widths of tactile paving when crossing at junctions. They also added that beeping alongside the green lights allows them to cross more safely.

4.3 Love Barrow Families Group Sessions

4.3.1 Officers attended two sessions: the men's group and the mum's group.

4.3.2 Several attendees at the men's group were regular cyclists, using it as a primary means of transport or using alongside a car for daily journeys. The majority used a car for regular journeys.

4.3.3 The mum's group users mainly used walking, buses or the car. Key themes that came out of the discussion were as follows:

- **Driver behaviour towards cyclists** – Attendees who were regular cyclists often felt rushed and intimidated by poor driver behaviour, particularly at turns and junctions, and that more infrastructure schemes for active travel would help to feel more relaxed when cycling.
- **Maintenance of cycleways** – Several attendees commented on the importance of ensuring that the cycle lanes are well maintained throughout the year to extend the time they feel safe to cycle into the winter months. Some users stop using current cycle routes in Barrow during winter as they are concerned that they will have accidents.

4.4 Barrow Deaf Association

4.4.1 Officers attended a regular drop-in session at the Deaf Association and were supported by a BSL interpreter so that attendees could fully understand the plans and documents. Attendees lived/travelled in the town using a mix of walking, wheeling, bus and car for travel. Key themes arising from the discussion were as follows:

- **Position of the cycleways** – Participants explained that when walking, cyclists can pass closely on the footway and can't be heard so this can be alarming, but as deaf/hard of hearing cyclists it would be preferable to be in the footway as this would help them feel more separated from the traffic in the carriageway.
- **Width of footways** – Some participants of the group use mobility scooters, and so wide, level footways are vital to allow for independent and safe journeys, and to be able to move alongside carers or partners.
- **Side junctions and crossing points** -The group felt this was the most important aspect of the design to be able to choose active travel as a mode of transport in their daily lives. Raised tables and wide crossing points provide mean that the junctions can be crossed more quickly and easily.

- **Timings of pedestrian crossing signals** – Participants felt that standard zebra crossings can make them feel rushed as they worry that motorists will not give them the time that they need to cross.

4.5 Furness Academy

4.5.1 Officers attended a 'Student Voice' session at the academy, where students are invited to discuss key topics relating to PHSE. Students were in the KS3 age range, and used the bus, walked or cycled to school each day. Although most students do not travel from Walney to the Academy, many have family and friends on the Island.

4.5.2 Students commented on the scheme and chose a preferred option. Key themes arising from the discussion were as follows:

- **Safety of crossings** – Students felt that specific crossing points for cyclists and those walking and wheeling such as those proposed at Mill Lane help everyone to feel less rushed and have more space to cross.
- **Options for wider travel** – None of the students travelled to school from Walney, but some visited family and friends and so thought that having more routes would be good to give them more options for travelling.

4.6 Youthability

4.6.1 Officers attended a group for children and young people with disabilities. The group members had a range of additional needs and so their responses were often individual to their needs or those of their carers. Key themes arising from the discussion were as follows:

- **Provision for inclusive cycles** – Attendees highlighted the lack of current cycling provision that is wide enough for adapted or non-standard cycles, and so support any future development which could expand on the journeys that they currently take and that would be safe from vehicle traffic.
 - **Maintenance of lanes and footways** – Attendees highlighted the importance of level and well-maintained spaces to allow for those using wheelchairs to be able to travel easily.
 - **Provision for visually impaired users** – Attendees noted the importance of having a small height difference between the edge of the footway and the edge of the cycleway so that they could orientate themselves in the space with the edge of their feet or a cane. They also preferred zebra crossings with beeping sounds over islands.
- **Gradient of the Vickerstown Park section** – Users reported that some of the steeper sections of the Vickerstown Park section can be challenging for those using a self-propelled wheelchair.

5 Results of Other Engagement Activities

5.1 Consultation Drop-in Sessions

- 5.1.1 The drop-in events were attended by approximately 126 people. Notes were taken by council officers of any comments received and have been included in the analysis of open-ended responses.
- 5.1.2 Due to the wide-ranging nature of these comments, it was necessary to process all the submissions in order, where possible, to group similar comments together under topic themes.
- 5.1.3 Common themes arising from the comments received at the consultation drop-in sessions were:
- Feedback around other schemes or suggestions for additional routes
 - Driver Behaviour
 - Crossing arrangements and side junctions
 - Design principles for cyclists
 - General changes to motorised traffic flow
 - Potential for conflict between pedestrians and cyclists

Social Media Activity

- 5.1.4 The Council posted 15 Facebook posts during the consultation period which had 25,024 impressions and 74 shares. There were 36 comments made on these posts of which, 11 were negative, 8 positive and 18 neutral.
- 5.1.5 On Twitter the Council posted 13 tweets which had 10,545 total impressions and 54 shares. There were no comments made on these posts.
- 5.1.6 A total of 13 Instagram posts were placed which had 32 shares. There were no comments made on these posts.

6 Feedback Response

6.1 You Said, We Responded

6.1.1 This report summarises the results of all feedback received during the consultation process, with comments collated and grouped into similar themes.

6.1.2 The table below identifies key themes and provides summary responses, however there were many other suggestions which have been analysed and will be considered in the next stages of the scheme design:

Category	You said	Our response
Environmental Impact	<ul style="list-style-type: none"> Concern about the loss of the grass verges and the need to offset any ecological loss. Concern over the detrimental impact of the proposals on wildlife in the area, particularly through the Vickerstown Park. 	<p>A high-level ecological appraisal will be undertaken during the preliminary design stage to ascertain if there is a requirement to undertake a more detailed ecological survey of the scheme area and assess any loss to biodiversity.</p> <p>The Council will fully consider during the development of the design what can be done to conserve and enhance biodiversity. Landscaping proposals will be developed as part of the preliminary design.</p> <p>Best practice with regard to ecological protection will be adhered to during the construction phase.</p>
Impact on Vickerstown Park	<ul style="list-style-type: none"> Need for the park to be left unspoiled, for use by dog walkers, horse riders and walkers. Proposals through the park to be low impact, small and well maintained. 	<p>The scheme aims to balance the needs of all users. The Council has proposed a narrower shared use path through the park as opposed to a wider fully segregated route in recognition of the sensitivities of the area.</p>

<p>Safety of design</p>	<ul style="list-style-type: none"> • Safety concerns with the shared section of cycle path running through Vickerstown Park. Concerns that this section could be hazardous for pedestrians if not segregated and cyclists travel at speed. • Safety concerns around potential conflict with children using the park facilities. • Concerns that the path through Vickers town Park is too busy with pedestrians to introduce cyclists on to it. • The junction at the Ferry Hotel was considered to be dangerous. • Safety concerns with going through the park at night, particularly when people are on their own. 	<p>The scheme aims to balance the needs of all users of the route.</p> <p>The section within the Vickerstown Park will be made wider to help reduce the potential for conflict between cyclists and pedestrians. Full segregation however is not proposed as the path would need to be widened substantially (~5m) to achieve the required standards and would likely need significant retaining structures. In recognition of the environmental sensitivity of the park, shared use is proposed.</p> <p>The path will be lit with low level lighting to improve visibility at night and enable users to feel safer. It is hoped that the improvements will encourage more people to use the route which in turn will make people feel less isolated if travelling alone.</p> <p>The Council will consider alternative alignments for the route in the vicinity of the Ferry Hotel carpark due to the potential conflict with motor vehicles.</p>
<p>Suggestions for other developments</p>	<ul style="list-style-type: none"> • The crossing from Jubilee Bridge is particularly important and needs to be safe. • A need to extend the cycle path down to Vickerstown School entrance as there is no footpath/cycle path on that side of the road. • A need to consider extending the route further up The Promenade as it was felt this was a more obvious cycle route from North Scale to the Jubilee Bridge' • Improvements to the path up to the rugby club and doctors as these are too narrow and always flooded in winter. 	<p>In developing a Local Cycling and Walking Infrastructure Plan (LCWIP) the Council has identified a coherent network of routes that will target delivery funding over the next 15 years. The North Walney scheme is one component of a larger network that the Council has successfully managed to secure delivery funding for through ATF3. The Council is currently undertaking early-stage feasibility assessments on other connecting routes within the priority network, including Jubilee Bridge.</p> <p>Sections of cycling and walking infrastructure not falling within the prioritised network identified within the LCWIP will not be discounted however are unlikely to attract central government funding for their development and delivery.</p>
<p>Lighting</p>	<ul style="list-style-type: none"> • A need for adequate lighting along the scheme. • Lighting must be maintained. • The lighting will allow the route to be used during winter. 	<p>Sensitive low-level lighting will be provided along the route in Vickerstown Park. Lighting along the rest of the route will be reviewed for its suitability.</p>

Effect on Parking	<ul style="list-style-type: none"> Concerns about vehicle parking near The Ferry Inn Concerns over the impact/loss of boat trailer parking along The Promenade. 	<p>There will be no impact on parking along the Promenade itself past The Ferry Hotel as the route does extend beyond this point.</p> <p>Alternative alignments for the section of cycle lane from the Promenade junction to the entry to Vickerstown Park will be considered to avoid any loss of informal street parking and impacts on the Ferry Inn car park.</p>
Value for Money	<ul style="list-style-type: none"> A view that the money could be better spent on the maintaining the roads in general. Need for a cost benefit analysis to be completed for the scheme A view that the scheme is not worth the money 	<p>In applying for delivery funding for the scheme from central government Westmorland and Furness Council submitted Value for Money Assessments to support the bid. This information was evaluated by government and used to determine the grant award.</p> <p>The money awarded through the government Active Travel Fund 3 must be used for developing and constructing cycling, walking and wheeling improvements. It cannot be spent on road improvements or maintenance as the council receives separate funding for potholes and road maintenance.</p>
Consideration of Emergency Services	<ul style="list-style-type: none"> Concerns that the scheme will restrict access and cause delays for emergency services 	<p>The fire, police and ambulance services have been consulted on the preliminary design proposals and will continue to be engaged as the design develops. No significant concerns have been raised by these stakeholders to date.</p>
Changes to motorised traffic flow	<ul style="list-style-type: none"> Concerns that reducing the capacity for cars to freely travel will cause more congestion, not less Concerns that Mill Lane and West Shore Road have "pinch" points where traffic flow is impeded resulting in problems on both roads and an increase journey times. 	<p>The Council will undertake detailed junction modelling on the scheme following any amendments to understand the impact of the proposals on traffic flow through junctions.</p> <p>The crossings that will be introduced on Mill Lane is unsignalised, allowing traffic to flow freely unless cyclists and those walking/wheeling need to cross.</p>

<p>Maintenance</p>	<ul style="list-style-type: none"> • A need to implement a robust maintenance (sweeping, keeping the lights lit, etc) schedule. • Concerns that the section between Trent Vale and Vickerstown park is not well lit and poorly maintained, with overgrown with vegetation. • Views that if the route is well maintained more people will use it. 	<p>The scheme will fund maintenance for the first 12 months following the completion of the project, after which the scheme will be maintained as part of the overall highways network budget.</p> <p>Comments around maintenance of existing routes will be passed on to the Highways department within the Council.</p>
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6.2 Next Steps

- 6.2.1 The consultation process is an important part of the scheme's development and the views expressed, through the analysis of the consultation form returns and other replies, along with individual suggestions and comments have been recorded. These will all be considered and incorporated where practical and possible in the next stage of design.
- 6.2.2 The consultation feedback will be considered alongside other key factors in the design process such as budget, scope of the project and time taken to complete the construction phase.
- 6.2.3 The results of the consultation will be published to provide all stakeholders with the outcomes of the consultation.
- 6.2.4 The detailed design stage is due to be completed by Autumn 2023, with construction planned to start in early 2024 subject to the necessary approvals.

Appendix

Consultation Survey

Survey



1. Do you support the overall scheme that has been developed?

Strongly support Support No opinion Do not support Strongly do not support

2. How satisfied are you with the following elements of the scheme?

Section 1: The Promenade

Strongly satisfied Satisfied No opinion Dissatisfied Strongly dissatisfied

Comments

Section 2: Vickerstown Park

Strongly satisfied Satisfied No opinion Dissatisfied Strongly dissatisfied

Comments

Section 3: Trent Vale Quiet Street

Strongly satisfied Satisfied No opinion Dissatisfied Strongly dissatisfied

Comments

2. How satisfied are you with the following elements of the scheme, as indicated above? (cont.)

Section 4: Mill Lane

Strongly satisfied Satisfied No opinion Dissatisfied Strongly dissatisfied

Comments

Section 5: West Shore Road

Strongly satisfied Satisfied No opinion Dissatisfied Strongly dissatisfied

Comments

3. Would this concept design encourage you to take more active travel journeys in your daily life?

Much more More No change Less Much less

4. Do you have any further comments on the scheme?

5. Did we provide enough information for you to properly respond?

Yes Partially No

6. About you (over 18 years only)

Postcode:

Age range: 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65+

6. a) What is your interest in this consultation?

(Please choose all that apply)

I live here I work here I study here I live nearby I own a business here
 I do the school run here I commute here I do my shopping here
 I'm here for leisure Other

6. b) What is your interest in this consultation?

(Please choose all that apply)

Walking Wheeling Cyclist Motor vehicle Taxi
 Other (Please state)

If you would like to hear more about active travel schemes and updates in Barrow-in-Furness, please provide your email address:

The information you provide will be treated as confidential and will only be used for the purposes of the Barrow-in-Furness Active Travel consultation. For more information on how Westmorland and Furness Council will store your data, please read our Privacy Notice <https://bit.ly/3Myo2k2>.