



sert Public Consultation

Summary of Feedback Received

Excerpt from December 2009 Report



4 Feedback

- 4.1 At each of the exhibitions, leaflets were available summarising the proposals. They also provided telephone, postal and email contact details for people to contact Officers on the *sert* project team. In addition, the leaflets contained a questionnaire that people were invited to fill out and hand in at the exhibitions or return via a Freepost address at a later date.
- 4.2 The questionnaire was designed to gauge current travel behaviour, the overall acceptability of *sert*, the appetite for supporting priority measures and views on the different characteristics of *sert*. The purpose of the latter questions was to provide public views on the different aspects of the scheme and ensure that the scheme is adequately designed to take account of these where appropriate. A section for general comment was included to provide the opportunity to give open-ended feedback on the proposals, areas of concern or improvements for the scheme. The questionnaire was also posted online.

Questionnaire Responses

- 4.3 1,748 questionnaire responses were received, of which 127 were online. Table 4-1 shows the number of responses received from each geographical area.
- 4.4 This represents a response rate of 1.6% of all leaflets distributed. Low response rates are fairly typical on non-controversial schemes, such as *sert*.

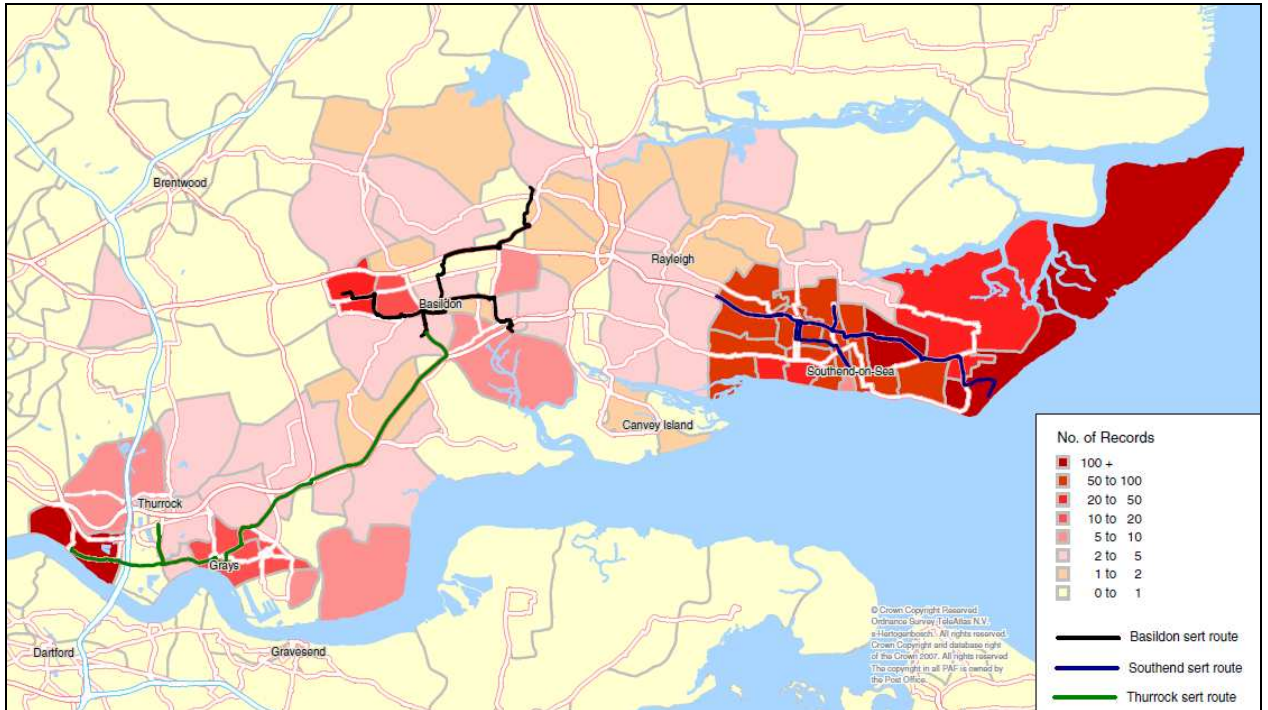
TABLE 4-1 LEVEL OF QUESTIONNAIRE RESPONSES FROM *sert* PUBLIC CONSULTATION

<i>Location</i>	<i>Leaflets distributed</i>	<i>Responses</i>
<i>Thurrock</i>	<i>5,000</i>	<i>138 (2.8%)</i>
<i>Southend</i>	<i>81,000</i>	<i>1,379 (1.7%)</i>
<i>Basildon</i>	<i>24,700</i>	<i>104 (0.4%)</i>
<i>Total</i>	<i>110,700</i>	<i>1,621 (1.5%)</i>

Note: This table does not include online responses

- 4.5 1,551 respondents specified postal codes within Thurrock, Southend and Basildon. Figure 4.1 shows the level of responses received in each postcode sector across the *sert* corridors.

FIGURE 4.1 QUESTIONNAIRE RESPONSES RECEIVED ALONG THE *sert* CORRIDORS



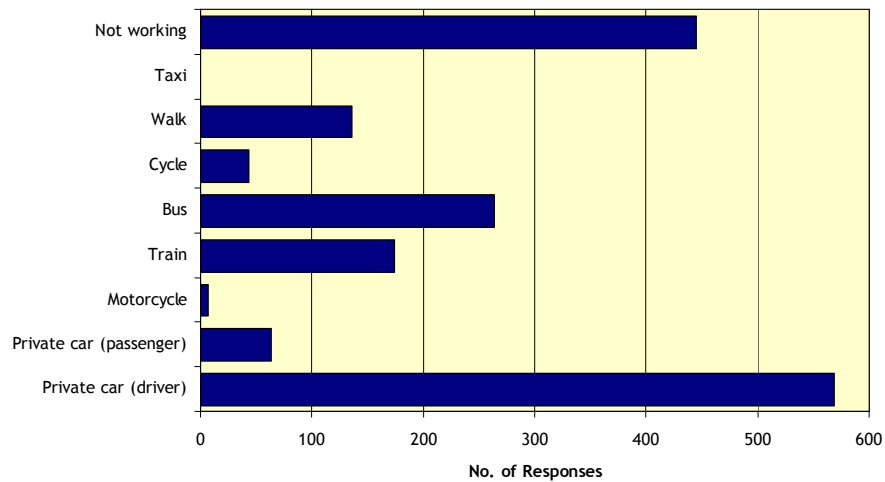
4.6 The responses were analysed as displayed below. Where respondents ticked more than one answer, all responses were counted in the analysis. Figures have been rounded to the nearest percentage.

4.7 Appendices A, B and C provide detailed consultation analysis for Thurrock, Southend and Basildon respectively.

Work based travel

4.8 Of the respondents that work, 50% travel by car (11% of which are passengers), 21% currently travel by bus, 14% by train, 11% walk and the remainder travel by motorcycle/cycle.

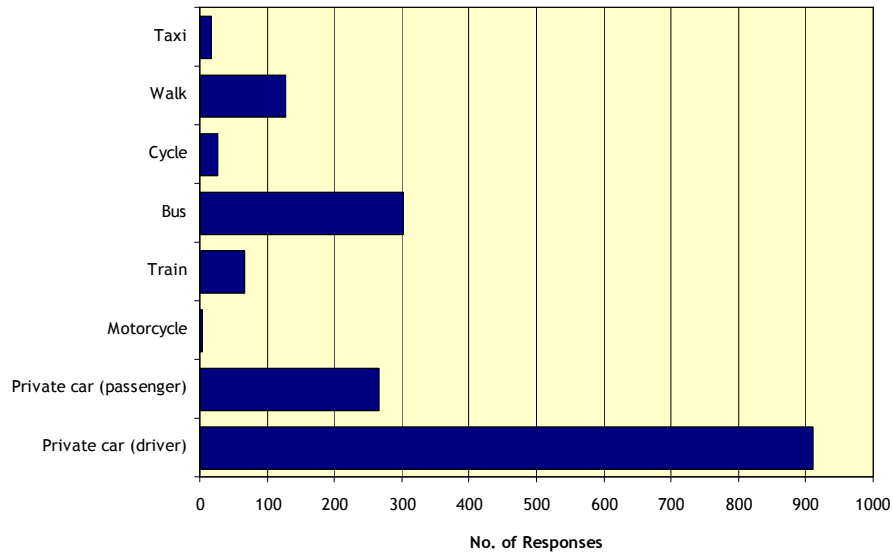
FIGURE 4.2 QUESTION 1. HOW DO YOU NORMALLY TRAVEL TO WORK/SCHOOL/COLLEGE?



Non-work based travel

4.9 For leisure activities, 69% of the respondents usually travel by car, 18% use the bus and the remaining 13% travel by train, cycle or walk.

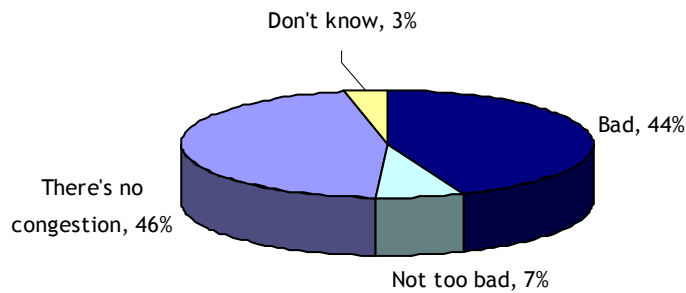
FIGURE 4.3 QUESTION 2. HOW DO YOU NORMALLY TRAVEL WHEN YOU GO OUT IN THE EVENINGS/WEEKENDS?



Traffic congestion

4.10 44% of respondents thought the congestion in their area was “bad”. Conversely, 46% of respondents said there was no congestion in their area, with an interim 7% classifying the situation as “not too bad”.

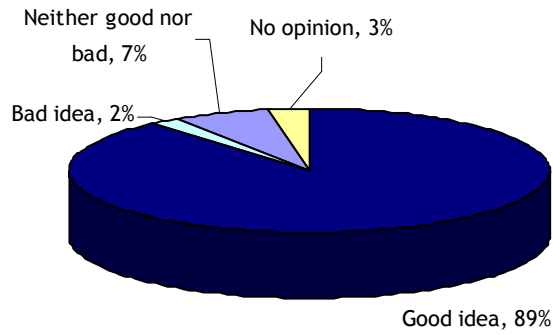
FIGURE 4.4 QUESTION 3. DO YOU THINK CONGESTION IN YOUR AREA IS?



Need for improved public transport

4.11 The vast majority of respondents (89%) considered better public transport a good idea, 2% thought it would be a bad idea and the remainder were indifferent.

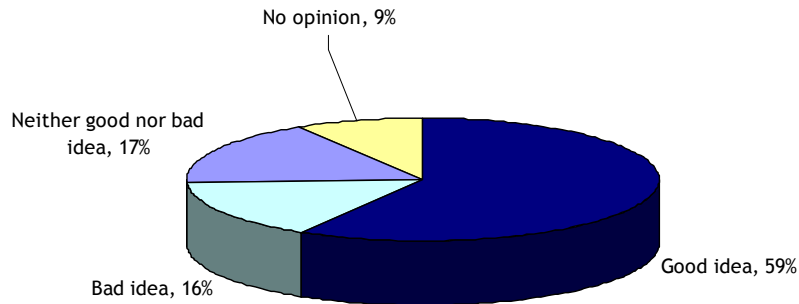
FIGURE 4.5 QUESTION 4. DO YOU THINK BETTER PUBLIC TRANSPORT WOULD BE?



***sert* instead of improvements to ordinary bus services**

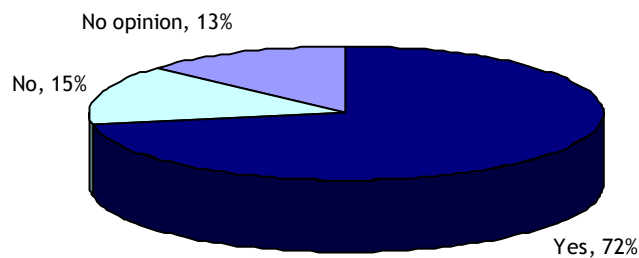
4.12 Over 1,000 people thought *sert* would be a better idea than improving ordinary bus services, whereas 273 thought it would be a bad idea. 299 respondents thought it would be neither good nor bad.

FIGURE 4.6 QUESTION 5. DO YOU THINK *sert* IS A BETTER IDEA THAN IMPROVING ORDINARY BUS SERVICES?



4.13 72% (over 1,260) of respondents were in support of bus priority measures to ensure journeys on the *sert* system are reliable. Only 15% opposed the notion.

FIGURE 4.7 QUESTION 6. WOULD YOU SUPPORT BUS PRIORITY MEASURES TO MAKE SURE JOURNEYS ON THE *sert* SYSTEM ARE RELIABLE?



sert features

4.14 Respondents were asked to rate how important specific features of **sert** were to them. These features included:

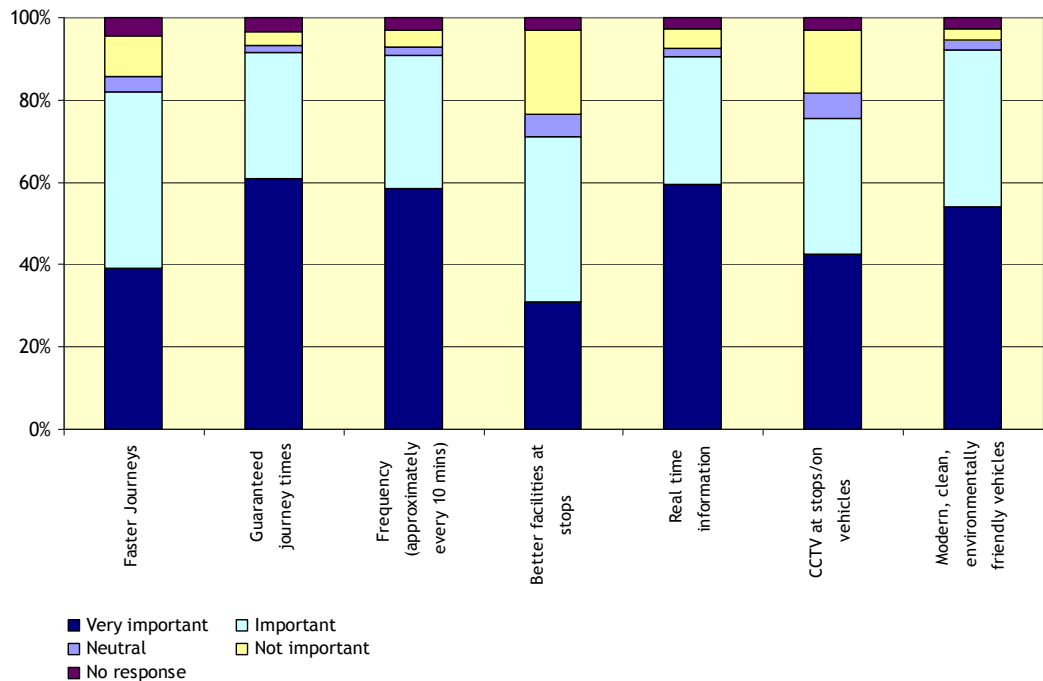
- Faster journeys;
- Guaranteed journey times;
- Frequency;
- Better facilities at stops;
- Real time information;
- CCTV at stops/on vehicles; and
- Modern, clean, environmentally-friendly vehicles.

4.15 Overall, the highest proportion of respondents (49%) considered every category as very important. Only 9% of respondents considered every category as “not important”.

4.16 The criteria considered most important by the public were guaranteed journey times, journey frequency and real time information. Over 60% of the respondents deemed these as very important.

4.17 The category of least importance overall was better facilities at stops, yet over 70% still considered this very important or important.

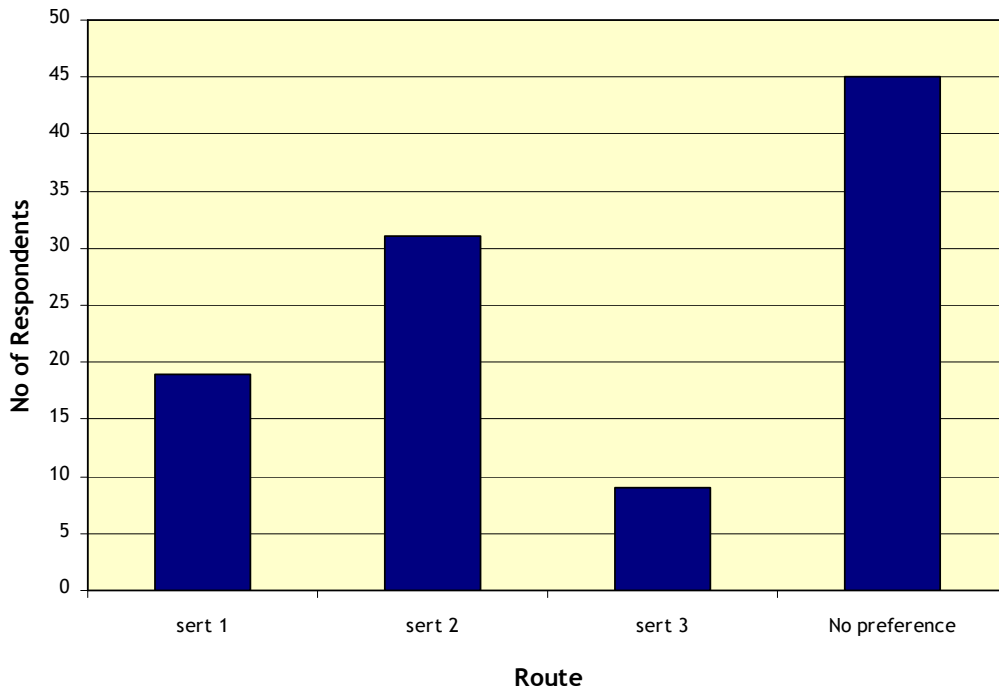
FIGURE 4.8 Question 7. How important do you think the following are for high quality public transport (sert)?



Corridor preference

4.18 An additional question was included in the Basildon consultation material, asking respondents to specify their preferred corridor. Over half of the respondents had no preference for a particular corridor or chose not to answer the question. Of those that did answer, **sert 2** (Laindon to Pitsea Rail Station) was the most popular, followed by **sert 1** (Wickford Rail Station to Basildon Hospital), followed by **sert 3** (Lakeside to Basildon Hospital).

FIGURE 4.9 WHICH ROUTE DO YOU PREFER?



4.19 The questionnaire also provided a section for people to provide comments. The responses are summarised in Table 4-2.

TABLE 4-2 SUMMARY OF COMMENTS RECEIVED IN QUESTIONNAIRES

DELIVERY	ROUTE (General)	ROUTE-SPECIFIC	OPERATIONAL	MODAL	CONSULTATION
<p>SOUTHEND</p> <p>Make improvements to existing bus services instead</p> <p>Concerns that it is a waste of money and improvements should be made to rail network, existing bus services or implementation of a relief road instead</p> <p>Concern over amount of local funding contributions required</p> <p>Concern that recession and government debt make this unaffordable now</p> <p>Concern that politicians will oppose bus priority, making <i>sert</i> undeliverable</p> <p>Concern that scheme will not get beyond planning stage and actually be delivered</p> <p>Belief that priority measures along whole route are required to beat congestion and be a viable alternative to the car</p>	<p>General support for principle of P&R, but concern over location and potential environmental impacts of P&R at Rayleigh Downs Road</p> <p>Suggestions for P&R at stations and Shoeburyness</p> <p>Concerns over poor parking strategy at Southend Hospital</p> <p>Concerns over implications of parking on both sides of road on Westbourne Grove on <i>sert</i></p> <p>Concerns over impact of existing congestion on Westbourne Grove, Prittlewell Chase, Priory Crescent Victoria Avenue, A13, A127 on reliability and journey times of <i>sert</i></p> <p>Concerns that routes are unlikely to be used by residents on a daily basis due to areas they serve. Suggestions of circular limited stop route instead</p>	<p>S1</p> <p>Support expressed for the preferred routes, the Kenilworth Road and Rayleigh Road options</p> <p>Suggestions that should link city centre to football ground</p> <p>Links to hospital supported</p> <p>Suggestions to extend to Shoeburyness via Thorpe Bay</p> <p>S1 route more heavily supported than S2</p> <p>S2</p> <p>Campfield Road option preferred to avoid congestion on High St and serve residents in South Shoebury</p> <p>Concern that does not link to town centre or hospital</p> <p>Concern that it is a poorly populated route</p> <p>Concerns over route using</p>	<p>Ensure integration with existing public transport - good interchanges, integrated ticketing, links with timetables</p> <p>Ensure fast and reliable journey times</p> <p>Existing bus fares seen as very expensive. Ensure cheaper fares on <i>sert</i></p> <p>Ensure disabled access</p> <p>Should have audio facilities for the blind</p> <p>Ensure evening and weekend services</p> <p>Ensure high frequency</p> <p>Safety and security required on vehicles</p> <p>CCTV is important</p> <p>Vehicles should be comfortable</p> <p>Ensure level Boarding</p> <p>Ensure Information system informing passengers of next stop</p>	<p>Concern that may impact on existing dwindling bus services</p> <p>New railways should be built in Thames Gateway</p> <p>Support for punitive measures to entice people out of cars</p> <p>Concern that <i>sert</i> won't be used, with empty bus lanes affecting other road users in congestion</p> <p>Prefer Trolleybus system</p> <p>Prefer guided bus system</p> <p>Prefer Tram</p> <p>Ensure integration with cyclists</p> <p>Suggestions that a relief road is required to properly alleviate congestion</p>	<p>Plans shown are too vague, should show stops and exact locations of P&Rs</p> <p>No mention of costs as a factor in questionnaire</p> <p>Concern that <i>sert</i> is a foregone conclusion and that consultation has no bearing on whether it is implemented</p> <p>Not enough space to make comments on the questionnaire</p>

DELIVERY	ROUTE (General)	ROUTE-SPECIFIC	OPERATIONAL	MODAL	CONSULTATION
Concern that there is not sufficient space to accommodate priority measures	<p>Suggestions of availability of parking near stops</p> <p>Concern over interchange between S1 and S2.</p> <p>Suggestions for interchange in town centre or at Southend Hospital</p> <p>Suggestions for North-South route and link between S1 and S2 along Victoria Ave</p> <p>Suggestions that seafront is served by <i>sert</i></p> <p>Suggestions for links to other areas such as Leigh and wider areas including London, Chelmsford, Basildon and Thurrock (Lakeside)</p> <p>Concerns about loss of green verges and trees</p>	Eastern Ave	<p>Stops should be weatherproof Ensure the vehicle can accommodate pushchairs and other baggage</p> <p>Bendy buses should not be used</p> <p>Provision and standard of existing bus services seen as very poor. Concern that <i>sert</i> may end up the same way</p> <p>Support for environmentally-friendly buses over existing buses</p>		
THURROCK	<p>The need for reliable and frequent bus services to Purfleet</p> <p>Concern that <i>sert</i> could make congestion worse on A13 if bus lanes were implemented</p> <p>Connection to other areas such as Aveley and Rainham</p>	There seemed to be no overriding preference for any particular sub-option consulted on	Price of fares may be too high	Concern about existing bus services	

DELIVERY	ROUTE (General)	ROUTE-SPECIFIC	OPERATIONAL	MODAL	CONSULTATION
<p>BASILDON</p> <p>Concern there will be low patronage</p>		<p>Suggestion for a <i>sert</i> service to run from Basildon to Southend</p> <p>Suggestion that a <i>sert</i> service should go to Billericay</p> <p>Suggestion that a <i>sert</i> service should run to Shenfield or Brentwood to connect with Crossrail</p> <p>Concern about congestion on Nevendon Road</p>	<p>Reassurance that disabled people would be able to use the system easily</p> <p>Concerns that fares would be expensive</p>		