

## CABINET

THURSDAY, 26TH SEPTEMBER, 2019

At 8.15 pm

in the

COUNCIL CHAMBER - TOWN HALL, MAIDENHEAD

### SUPPLEMENTARY AGENDA

#### PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
<b>6</b>	v. Maidenhead Station Enhancements: Queen Street Junction Arrangements	3 - 38

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Report Title:	<b>Maidenhead Station Enhancements: Queen Street Junction Arrangements</b>
Contains Confidential or Exempt Information?	No - Part I
Member reporting:	Councillor Johnson, Lead Member Infrastructure, Transport Policy, Housing and Property
Meeting and Date:	Cabinet – 26 <sup>th</sup> September 2019
Responsible Officer(s):	Hilary Hall: Interim Director of Adult Services and Deputy Director Strategy and Commissioning and Ben Smith: Head of Commissioning - Communities
Wards affected:	St. Mary's & Oldfield

www.rbwm.gov.uk



## REPORT SUMMARY

1. The Maidenhead Station Improvement Scheme is a package of measures to enhance pedestrian and cycle access; improve the public realm; accessibility and functionality of the station. It is a key transport infrastructure project that will help to unlock investment and support the regeneration of Maidenhead town centre which strengthens links between the station and the town centre.
2. In addition, it supports the delivery of Crossrail (now rebranded as the Elizabeth Line) and Thames Valley Berkshire Local Enterprise Partnership's goals delivering significantly towards both strategic and local transport objectives.
3. In order to maximise benefits, the Queen Street / A308 junction is redesigned, see Appendix A for Outline Design, with the right-turn for motorists from Queen Street removed to create improved facilities for pedestrians and cyclists.
4. The project is currently in the delivery phase and encompasses four main elements:
  - Converting Broadway to two-way working (complete).
  - Reconfiguration of the Queen Street junction (underway).
  - Upgrade to the station forecourt (programmed to commence October 2019).
  - Relocation of the station forecourt parking to Stafferton Way multi-storey car park (October 2019).
5. The overall project is valued at £4.5m and is majority funded by Thames Valley Berkshire Local Enterprise Partnership who have approved the business case for the overall scheme.
6. In response to concerns regarding the Queen Street reconfiguration, extensive engagement has been undertaken over recent months. This report summarises the outcome of the engagement and concludes that the overall benefits outweigh the understandable concerns and the scheme should continue to be delivered as approved in the original business case.

## 1. DETAILS OF RECOMMENDATION(S)

**RECOMMENDATION:** That Cabinet notes the report and:

- i) **Endorses that the junction improvements at Queen Street / A308 as previously approved as part of the business case and set out in Appendix A be delivered**

## 2. REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 The Maidenhead Station Improvement project is valued at £4.5m and is majority funded by Thames Valley Berkshire Local Enterprise Partnership. It is currently in the delivery phase and encompasses four main elements:
  - Converting Broadway to two-way working (complete)
  - Reconfiguration of the Queen Street junction to strengthen the pedestrian and cycle links between the station and the town centre (under construction / public engagement).
  - Upgrade to the station forecourt (programmed to commence October 2019).
  - Relocation of the 79 station forecourt parking spaces to Stafferton Way multi-storey car park (October 2019).
- 2.2 The business case and objectives for the project are focussed on walking, cycling, public transport and improvements to the public realm creating a gateway to the town centre. In order to fully realise these benefits, the Queen Street / A308 junction is re-designed, with the right-turn from Queen Street removed with the space reallocated for pedestrians and cyclists.
- 2.3 The new layout impacts motorists as those who turn right from Queen Street will be required to travel to Stafferton Way roundabout and return in the opposite direction. There has been understandable concern about these changes and extensive engagement has been undertaken to explain the implications and mitigations in parallel with public consultation.
- 2.4 A summary of key scheme benefits are:
  - Improved connectivity between the station and the town centre (4,756 pedestrian movements a day – 10.8 hours' time saving).
  - Enhancements for cyclists - increase of 250 cycle spaces linking to a new cross-town cycle route delivering outcomes set out in the 10-Year Cycle Strategy approved by Cabinet on 31<sup>st</sup> January 2019.
  - Better bus interchange - 7% of rail passengers interchange with bus services.
  - Improved road safety. There have been three serious and 14 slight casualties over a 5-year period up to 2017. It is projected that this will be reduced by 75% as opposing traffic movements are reduced.
  - Positive environmental benefits in terms of noise and air quality.
  - Enhanced public space as 79 parking spaces are replaced with short-stay; drop-off; taxi and disabled parking bays).
  - Area future proofed for increased demand for rail passengers. Annual passenger trips were 4.5m (2016) and are forecast to increase to 5.5m (2020) and to reach 8.03m by 2039 – this equates to more than 14,000 movements a day).

- 2.5 Encouraging the use of walking; cycling and public transport delivers environmental benefits which align and support the objectives of the 'Climate Change Emergency' declared by Council in June 2019.
- 2.6 Whilst these benefits are objective and clear, there is understandable concern from motorists about the impact on traffic flows; increased delay and journey times. This is recognised and the road network has been redesigned to enable motorists to exit the town via a right hand turn out of Broadway on to Frascati Way which offers choice, thereby reducing the volume of motorists who make the right-turn at Queen Street. Modelling forecasts a 75% reduction from an average of 415 vehicles in the afternoon peak to approximately 311. In addition, some journeys will benefit from reduced journey times due to the reconfiguration of the junction (for example: southbound journeys from the A4).
- 2.7 The operation of the town centre road network is complex and challenging to articulate. Therefore, engagement was undertaken through presentations to the Maidenhead Town Forum which were supported by communication and social media seeking to explain the overall implications. Two public consultation exercises have also been undertaken, the results of which are set out in Section 8 of this report.
- 2.8 The scheme was also introduced on a 'trial' basis on 8<sup>th</sup> July 2019 to enable users to experience the scheme in a 'live' environment.
- 2.9 Analysis of the face-to-face consultation (645 respondents) demonstrates strong support for this element of the project. Analysis of the online consultation (437 responses – 85% of which were motorists) demonstrates a lack of support.
- 2.10 Whilst the consultation responses vary (dependent upon user type), there is support for the project. Additionally, concerns around detriment to response times for the emergency services were fully tested as part of the consultation and are not significant.
- 2.11 On balance, the scheme benefits which support Royal Borough policy, combined with the consultation feedback and reassurance from the emergency services are sufficient to recommend that the scheme is delivered as agreed as part of the business case.

## Options

**Table 1: Options arising from this report**

Option	Comments
Deliver the junction improvements as approved as part of the business case and set out in Appendix A <b>This is the recommended option</b>	The design maximises benefits for pedestrians and cyclists; improves traffic flows and, in conjunction, with other scheme elements minimises the impact on motorists and delivers public realm improvements.

Option	Comments
Retain the existing junction layout and deliver the remainder of the project.  This is not recommended	This option does not deliver significant improvements for pedestrians and cyclists and does not achieve the business case objectives in terms of traffic flows and public realm enhancements
Modify the junction design to retain the right turn from Queen Street but deliver some benefits for pedestrians and cyclists  This is not recommended	This option would deliver only marginal benefits for pedestrians and cyclists and is not cost effective

### 3. KEY IMPLICATIONS

**Table 2: Key Implications**

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
Business Case objectives achieved	Base line benefits not achieved	Base line benefits achieved	Base line benefits exceeded	N/A	Annual review from scheme completion – first review April 2021

### 4. FINANCIAL DETAILS / VALUE FOR MONEY

- 4.1 Total scheme costs are £4.5m which is funded by the Thames Valley Berkshire Local Enterprise Partnership (£3,750,000) and the Royal Borough (£750,000) which forms part of the approved capital programme.
- 4.2 There are no direct implications as a result of this report as scheme costs include this element of the project and are integral to the overall budget build.
- Funding from the Local Enterprise Partnership was successfully secured following approval of a detailed business case which achieves a net-present value (NPV) / capital costs of 2.35. An outcome in excess of 2.0 is the indicative benchmark which attracts support and formal approval from the LEP. The NPV is calculated by assessing monetised benefits (for example: journey quality; physical activity and accidents) divided by capital costs. Full details are included in the business case which is available at as background paper.
- 4.3 If the cost benefit ratio is eroded, the business case will require reassessment which may result in funding being withdrawn or removed.

## 5. LEGAL IMPLICATIONS:

- 5.1 Section 62 of the Highways Act empowers councils, as highway authorities, to improve the highway at public expense.
- 5.2 The principle legislation for making a traffic regulation order (TRO) is the Road Traffic Regulation Act (1984). The procedures for creating a TRO are set out in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. In this case, non-statutory consultation have been undertaken before making a final decision. Such informal consultation is not a referendum and the decision ultimately rests with the council.

## 6. RISK MANAGEMENT

**Table 3: Impact of risk and mitigation**

<b>Risks</b>	<b>Uncontrolled risk</b>	<b>Controls</b>	<b>Controlled risk</b>
Thames Valley Berkshire LEP funding may be at risk if the scheme objectives within the approved business case are not delivered	HIGH	Delivery of the full scheme as approved in the business case will remove this risk	LOW
Continued dissatisfaction of a cohort of residents.	Medium	The scheme has been objectively assessed and communicated and supports key policies and strategies which has informed the recommendation to proceed	Medium

## 7. POTENTIAL IMPACTS

**Equalities:** The full business case assessed by Thames Valley Berkshire Local Enterprise Partnership included consideration of this element and is available as a background paper. The scheme has been designed to be fully accessible and inclusive.

- 7.1 **Climate change/sustainability:** This project delivers positive sustainability benefits and fully supports the Council motion to declare a climate emergency. The project is based on encouraging walking; cycling and use of public transport as an alternative to private car use which, in turn, is positive environmentally.
- 7.2 **Data Protection/GDPR:** There are no data protection impacts.

## 8. CONSULTATION

- 8.1 In order to make an informed decision on this element of the overall project an independent consultation has been undertaken to engage and gather views. The objectives were:
- Understanding residents' awareness of the project
  - Explore how residents travel through the junction and any appetite for changing their behaviours
  - Levels of support for this element of the project
  - What else, if anything, should be considered if the 'trial' changes were to be made permanent.
- 8.2 The sample size comprises 645 face-to-face interviews and 437 online response. The full report and analysis is set out in Appendix B.
- 8.3 In addition to the public consultation, this item was considered at the Maidenhead Town Forum on 17<sup>th</sup> June who requested details and information on the impact of the project across all highway users together with a clear understanding whether there was detrimental impact on emergency services. In addition further public consultation was agreed. The Town Forum received a further presentation on 24<sup>th</sup> July 2019 which provided detailed impact analysis; feedback from the emergency services (with the exception of South Central Ambulance Service) and feedback from the consultation. The forum concluded that feedback from the ambulance service was essential and that broader consultation and engagement was required to inform a final decision.
- 8.4 The Access Advisory Forum received a presentation on 9<sup>th</sup> September 2019. There was support for the overall project and objectives and a number of detailed observations and comments made. Each point made will be assessed and the detailed design modified as far as possible to address each point.
- 8.5 Engagement has been undertaken with the emergency services to fully understand any impact on these critical services. The response from each authority is set out below:
- **Thames Valley Police:** *'...the changes you wish to make in the vicinity of Maidenhead Railway Station will have little effect on the ability of Thames Valley Police to respond or get around the town centre in an emergency...The distance from the point of the closure to Stafferton Way roundabout is approximately 300 metres which should not unduly impact on Police response times...Closing this part of the junction may prevent future collisions at this location and, as you rightly pointed out, removing the right turn phase at the ATS will keep traffic flowing through the town centre...'*
  - **Berkshire Fire and Rescue:** *'...I have liaised with the crews at Maidenhead and can confirm that they have seen no immediate issues over this period of temporary closure...This is mainly helped by the new road opened in Stafferton Way giving us an alternate route to Grenfell Road...'*



- **South Central Ambulance Service:** *‘...In principle I don’t believe your proposal would have a huge impact on us. Crews would not normally routinely travel along Queen Street whilst responding, as it is more congested and less space to make progress, choosing the larger roads to be able to make best progress...If we are patient committed, we would most likely be taking the patient to Wexham, so would be ideally utilising the A308 towards Windsor to access the M4...I don’t believe we would routinely be hampered by an inability to turn right onto the A308. There will always be a situation where this would happen, but I suspect this would be the exception, not the rule...’*

## 9. TIMETABLE FOR IMPLEMENTATION

9.1 Implementation date if not called in: Immediate.

**Table 4: Implementation timetable**

Date	Details
October 2019	Works recommence to complete junction reconfiguration

## 10. APPENDICES

10.1 This report is supported by two appendices:

- Appendix A: Outline Design Layout
- Appendix B: Consultation Report

## 11. BACKGROUND DOCUMENTS

11.1 This report is supported by three background documents:

- Full Business Case – available at [https://www3.rbwm.gov.uk/download/downloads/id/3487/maidenhead\\_station\\_business\\_case.pdf](https://www3.rbwm.gov.uk/download/downloads/id/3487/maidenhead_station_business_case.pdf)
- Technical Note: Maidenhead Station Traffic Operation & Objectives
- Maidenhead Town Forum Minutes (17<sup>th</sup> June and 24<sup>th</sup> July 2019) – available at <https://rbwm.moderngov.co.uk/ieListDocuments.aspx?CId=157&MId=7527&Ver=4> and <https://rbwm.moderngov.co.uk/ieListDocuments.aspx?CId=157&MId=7401&Ver=4>

## 12. CONSULTATION (MANDATORY)

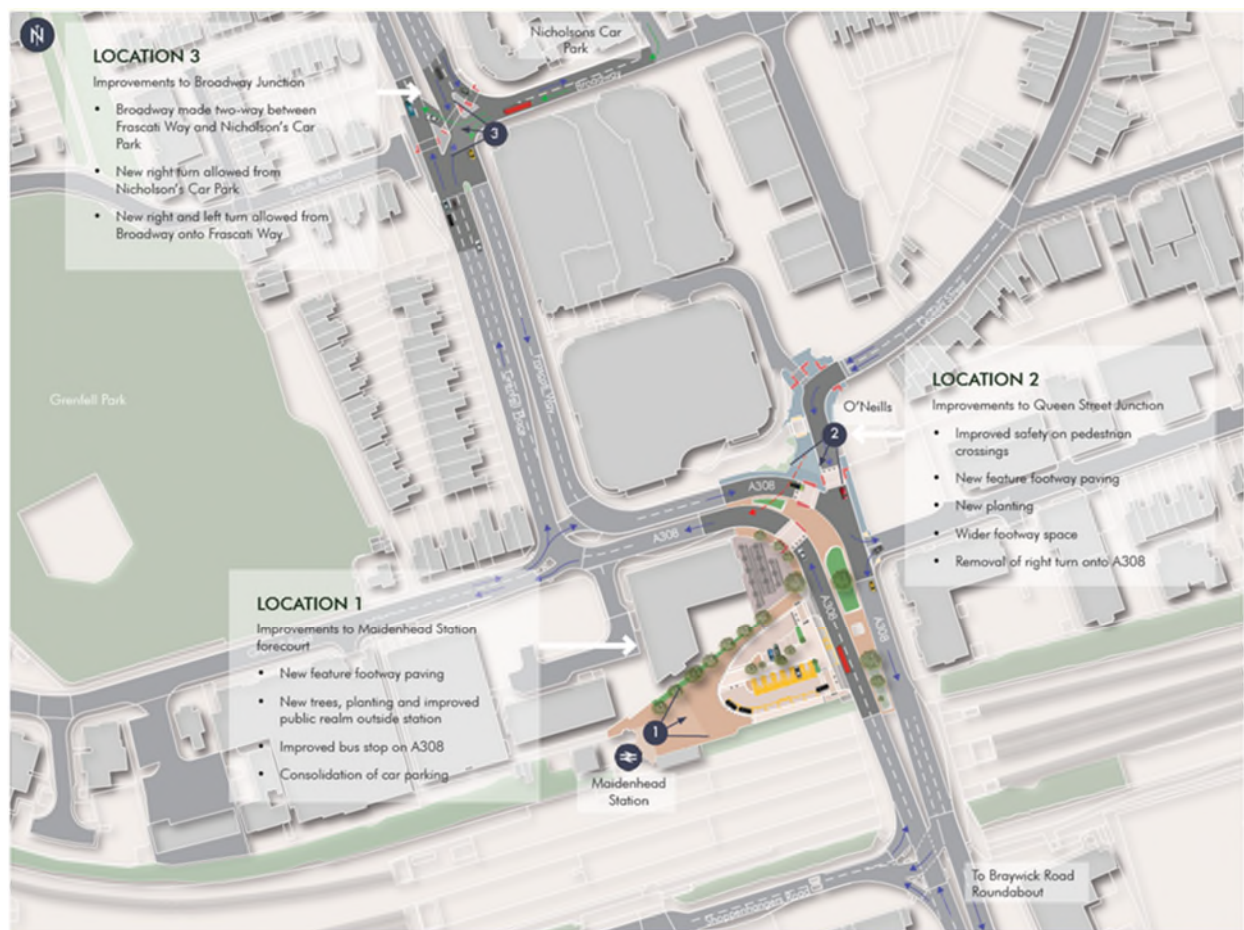
Name of consultee	Post held	Date sent	Date returned
Cllr Johnson	Lead Member for Infrastructure, Transport Policy, Housing and Property	11/09/19	13/09/19
Duncan Sharkey	Managing Director	09/09/19	10/09/19
Russell O’Keefe	Executive Director	11/09/19	
Andy Jeffs	Executive Director	11/09/19	13/09/19
Rob Stubbs	Head of Finance	11/09/19	
Elaine Browne	Interim Head of Law and Governance	11/09/19	16/09/19
Nikki Craig	Head of HR and Corporate Projects	11/09/19	13/09/19

<b>Name of consultee</b>	<b>Post held</b>	<b>Date sent</b>	<b>Date returned</b>
Louisa Dean	Communications	11/09/19	
Kevin McDaniel	Director of Children's Services	11/09/19	
Hilary Hall	Interim Director of Adult Services and Deputy Director of Commissioning and Strategy	07/09/19	08/09/19

## REPORT HISTORY

<b>Decision type:</b> Key decision: 24 <sup>th</sup> July 2019	<b>Urgency item?</b> Yes	<b>To Follow item?</b> Yes
Report Author: Ben Smith, Head of Commissioning: Communities		

## Appendix A – Outline Design Layout







**Queen Street Consultation**

**Royal Borough of Windsor and  
Maidenhead**

**Final report (Appendix B)  
September 2019**

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## Project details and acknowledgements

<b>Title</b>	Queens Street Consultation
<b>Client</b>	Royal Borough of Windsor and Maidenhead
<b>Project number</b>	19092
<b>Author</b>	Sophi Ducie
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# QUEEN ST / A308 CONSULTATION 2019 – EXECUTIVE SUMMARY

- ✓ RBWM looked to introduce a package of measures to enhance pedestrian and cycle access, improve the public realm, accessibility and functionality of the train station.
- ✓ As a part of the scheme, in July 2019, the council trialed the closure of the right-hand turn for vehicles exiting the Queen Street / A308 junction.
- ✓ To gather residents views, in late summer, on street surveys were carried out. Overall, 645 responses were received.

## HOW PEOPLE USE THE QUEEN ST / A308 JUNCTION...

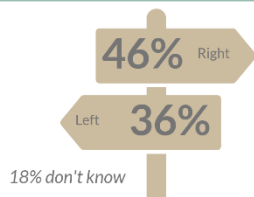
### TRAVELLING THROUGH THE JUNCTION...

**38%**   
travel by car

**35%**   
walk across

**10%**   
travel by bus

### TURNING OUT OF THE JUNCTION PRIOR TO THE TRIAL...



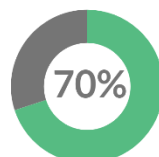
### HOW OFTEN PEOPLE USE THE JUNCTION...



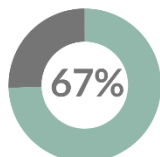
### MAIN REASON FOR DRIVING THROUGH THE JUNCTION...



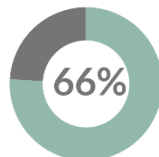
### LEVEL OF AGREEMENT THAT CLOSING THE RIGHT HAND TURN WILL...



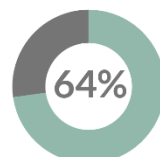
Improve connectivity  
between the station &  
the town centre



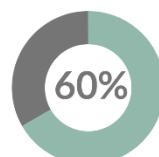
Make the area a  
better public space



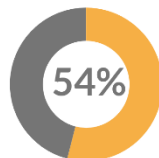
Make the area safer  
for pedestrians



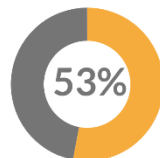
Make the area safer  
for cyclists



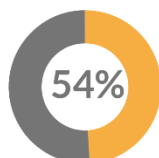
Improve the junction,  
compared to previous  
layout



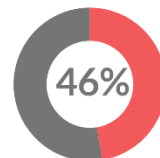
Help manage any  
increase in the no. of  
people using station



Encourage people to  
walk more



Encourage more  
cycling



Improve traffic flow  
through town

### IF THE CHANGE WAS MADE PERMANENT THE COUNCIL ALSO SHOULD CONSIDER...



Improving the phasing of the lights

30%



Have a dedicated drop off / pick  
up area

24%



More frequent public  
transport

21%

“The taxi drivers are a big problem  
there, they park wherever they like  
and drop off wherever.”  
“Traffic flow solutions  
elsewhere to alleviate  
congestion caused by this.”

## CHANGING BEHAVIOURS...

### IF MADE PERMANENT, WOULD CAR DRIVERS CONSIDER A DIFFERENT ROUTE..



What route  
would you take?

via Bath Road  
via Stafferton Way  
via York Road  
Go around the outskirts of town  
via A4  
via Walthrose  
via Castle hill  
via Broadway  
via Lidl  
Don't know

16



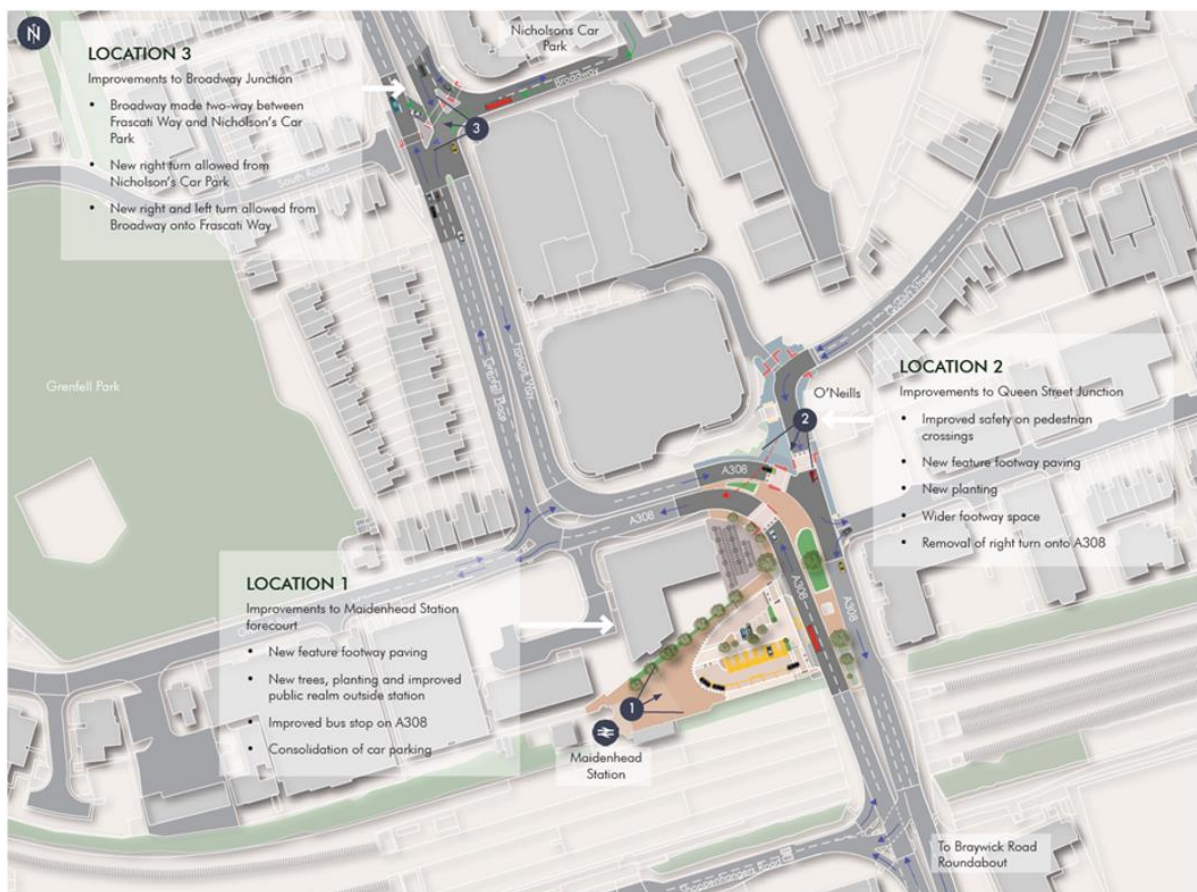
# Introduction

## Context

The Royal Borough of Windsor and Maidenhead is looking to introduce a package of measures to enhance pedestrian and cycle access, improve the public realm, accessibility and functionality of the train station. This is in support of the delivery of the Crossrail which is being rebranded as the Elizabeth Line (see location 1 on the map). The borough hopes that the scheme (known as the Maidenhead station scheme) will help to improve investment and support the regeneration of Maidenhead town centre.

As a part of the scheme, in July 2019, the council introduced a two-way system on the Broadway road. This allowed cars using the Broadway Nicholson's car park to turn left or right, resulting in users not having to travel through the city centre to access the A308, A4 or M4 (see location 2). In addition to this, the council trialled the closure of the right-hand turn for vehicles exiting the Queen Street / A308 junction (see location 3). The rationale for this was to benefit pedestrians and cyclists by creating more space and reducing crossing points.

### Maidenhead station scheme summary:



## Aim and objectives of the consultation

The council wanted to engage with a wide of residents to gather views on the trial changes to the Queen Street / A308 junction. The objectives were:

- Understanding residents' awareness of the trial
- Explore how residents travel through the junction and any appetite for changing their behaviours
- Levels of support for the trial
- What else, if anything, the council should consider if the change was made permanent.

This report presents the consultation results of the trial changes to the Queen Street / A308.

## Methodology

A 5-minute, face-to-face on-street survey was undertaken at selected locations between 19<sup>th</sup> August and 10<sup>th</sup> September 2019. This was conducted by trained social research interviewers, using an electronic tablet approach. Below presents a summary of the approach:

<b>Target population</b>	People in Maidenhead town centre
<b>Interview length</b>	Average of 5 minutes
<b>Survey period</b>	19 <sup>th</sup> August – 10 <sup>th</sup> September 2019
<b>Sampling method</b>	Convenience sampling
<b>Data collection method</b>	Interviewer administered face-to-face survey
<b>Total sample</b>	645

To make the research as inclusive as possible, an open online survey link was shared via the council's social media pages. Overall, 437 responses were received via the open online survey. As the online survey used a self-completion approach, results have been presented separately in Appendix A and where applicable, narrative has been added to main body of the report. Any commentary is highlight in a box due to the variation in methodologies. This should be taken into account when comparing the data.

## Sampling points

Interviewers were provided with a list of areas to carryout the research, such as; Maidenhead train station, the Queen Street and Broadway junctions and Nicholson's shopping centre.

**Map 1: Sampling points**



## Statistical reliability

It is impractical to gather the views of **all** the target population and therefore a 'sample' of the population was targeted, with the aim of generalising views back to those of the wider population. As a non-probability sampling approach was used, statistical significance testing is not appropriate. When interpreting the responses, the results should be seen as indicative of the wider population and any identified sub-groups, rather than representative.

## Analysis and reporting

Within the main body of the report, where percentages do not sum to 100 per cent, this is due to rounding. Similarly, percentages shown in charts and tables may indicate a  $\pm 1\%$  difference to the commentary and again will be due to rounding – the narrative values will be correct.

The analysis for agreement questions are reported for valid responses only, excluding residents who were unable to rate their level of agreement – 'don't know' was therefore classified as a non-valid response.

The 'base' or 'n=' figure referred to in each chart and table is the total number of people responding to the question with a valid response.

Where figures do not appear in a graph or chart, these are 3% or less.

# Findings

This section presents the findings from the research.

## Catchment area


Residents were asked to provide their full postcode so that we could understand the catchment area of the sample achieved.

- Three quarters (77%) of residents surveyed provided a postcode which fell within the Windsor and Maidenhead boundary, followed by neighbouring authorities of Slough, South Bucks and Wycombe (all at 3%).
- Of the Windsor and Maidenhead postcodes provided, 22% fell into the Oldfield ward, 14% in the Boyn ward and 12% in the Belmont ward.

- The majority (95%) of respondents who took part in the online survey lived in Windsor and Maidenhead.

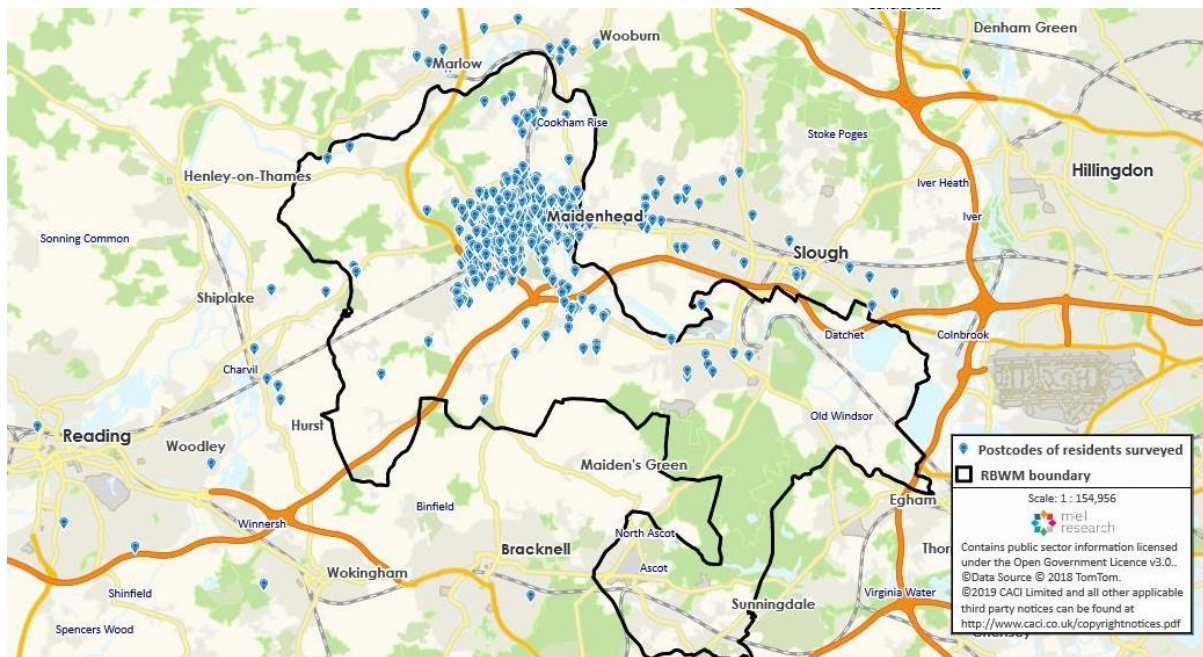
Map 2 overleaf presents the plotted postcodes of respondents.

**Table 1: District and ward catchment areas**

District	Count	%		RBW M s	Count	%
<b>Windsor &amp; Maidenhead</b>	<b>498</b>	<b>77%</b>		<b>Oldfield</b>	<b>109</b>	<b>22%</b>
Slough	21	3.3%		Boyn Hill	70	14%
South Bucks	20	3.1%		Belmont	60	12%
Wycombe	17	2.6%		Maidenhead Riverside	56	11%
Wokingham	10	1.6%		Furze Platt	46	9%
Reading	3	0.5%		Pinkneys Green	41	8%
Bracknell Forest	2	0.3%		Bray	32	6%
Southwark	2	0.3%		Cox Green	31	6%
West Berkshire	1	0.2%		Hurley & Walthams	27	5%
Cheshire East	1	0.2%		Bisham & Cookham	17	3.4%
East Hampshire	1	0.2%		Clewer South	3	0.6%
Islington	1	0.2%		Castle Without	2	0.4%
Chiltern	1	0.2%		Clewer North	2	0.4%
Hart	1	0.2%		Clewer East	1	0.2%
Weymouth & Portland	1	0.2%		Eton Wick	1	0.2%
Elmbridge	1	0.2%		<b>Total</b>	<b>498</b>	<b>100%</b>
Richmond upon Thames	1	0.2%				
Surrey Heath	1	0.2%				
Tunbridge Wells	1	0.2%				
Stockport	1	0.2%				
Unknown	60	9.3%				
<b>Total</b>	<b>645</b>	<b>100%</b>				



Map 2: Postcodes of respondents

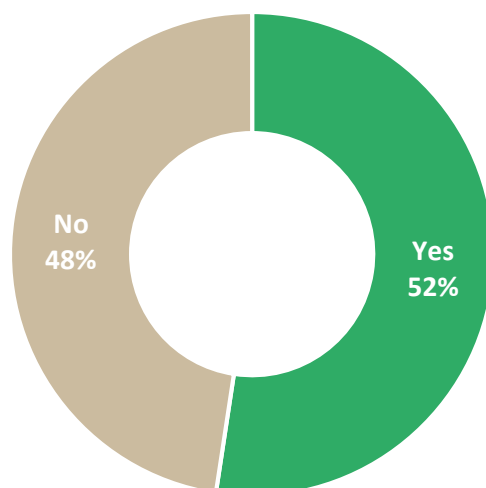


## Awareness

Residents were asked if before taking part in the consultation they were aware of the trial Queens Street changes. Results were fairly even split with 52% stating they were previously aware and 48% were not. Residents using the junction in motorised transport (car, bus, taxi) were more likely to be aware (60%), compared to walkers and cyclists (50%).

- A much higher proportion (82%) of online respondents were aware of the trial prior to taking part in the survey.

Figure 1: Awareness of the Queen street trial change (Base – 645)



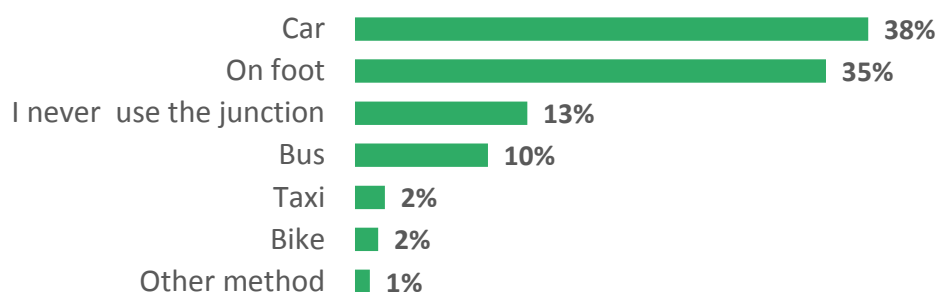
## Using the Queens Street / A308 junction

Residents were then asked what form of transport they normally take when using the Queen Street / A308 junction. Almost two fifths (38%) normally travelled through the junction by car, followed by around a third (35%) who walked. Just 10% travelled by bus, 2% used a taxi, another 2% by bike and 13% said they never use the junction.

- A much higher proportion (82%) of online respondents used a car to travel through the junction, with only 15% stating they walked.

**Figure 2: Transport type**

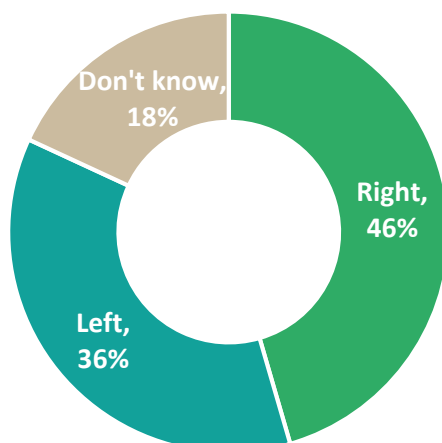
Base - 645



Residents who used the junction were then asked if they normally turned left or right out of the junction before the trial. Just under half (46%) said they normally turned right, 36% said left and 18% said they couldn't remember. People in motorised transport (47%) were more likely to say they used to turn right compared to those walking or cycling (9% said they turned right).

- Almost eight in ten (78%) of the online respondents said they used to turn right out of the junction prior to the trial change.

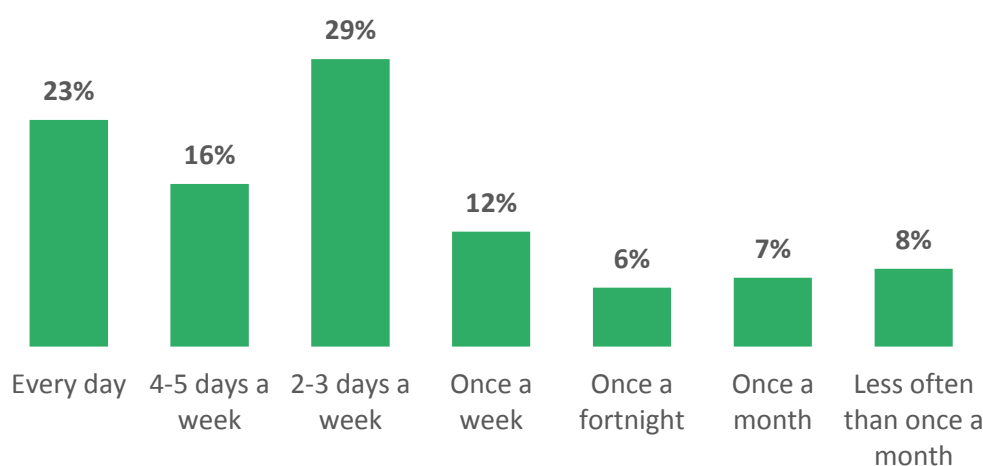
**Figure 3: Transport type (Base – 332)**



Residents who used the junction were asked how often they normally used it. Around a quarter (23%) said they used the junction every day, whilst 29% said they used it 2-3 days a week.

**Figure 4: Frequency of use**

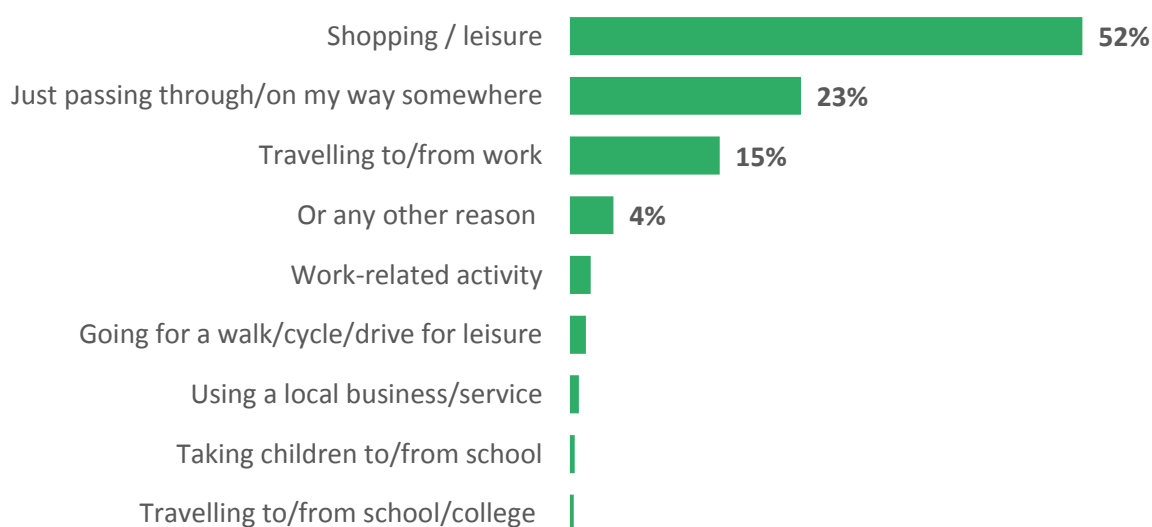
Base - 563



Residents were then asked what their main reason was for using the junction. Just over half (52%) said it was for shopping / leisure purposes. Whilst 23% said they used it as they were just passing through. A further 15% said they used it for travelling to and from work.

- Almost two fifths (38%) of respondents who completed the survey online said they travelled through the junction mainly for shopping/leisure and 30% said it was mainly for travelling to and from work.

**Figure 5: Main reason for using the junction (Base – 563)**



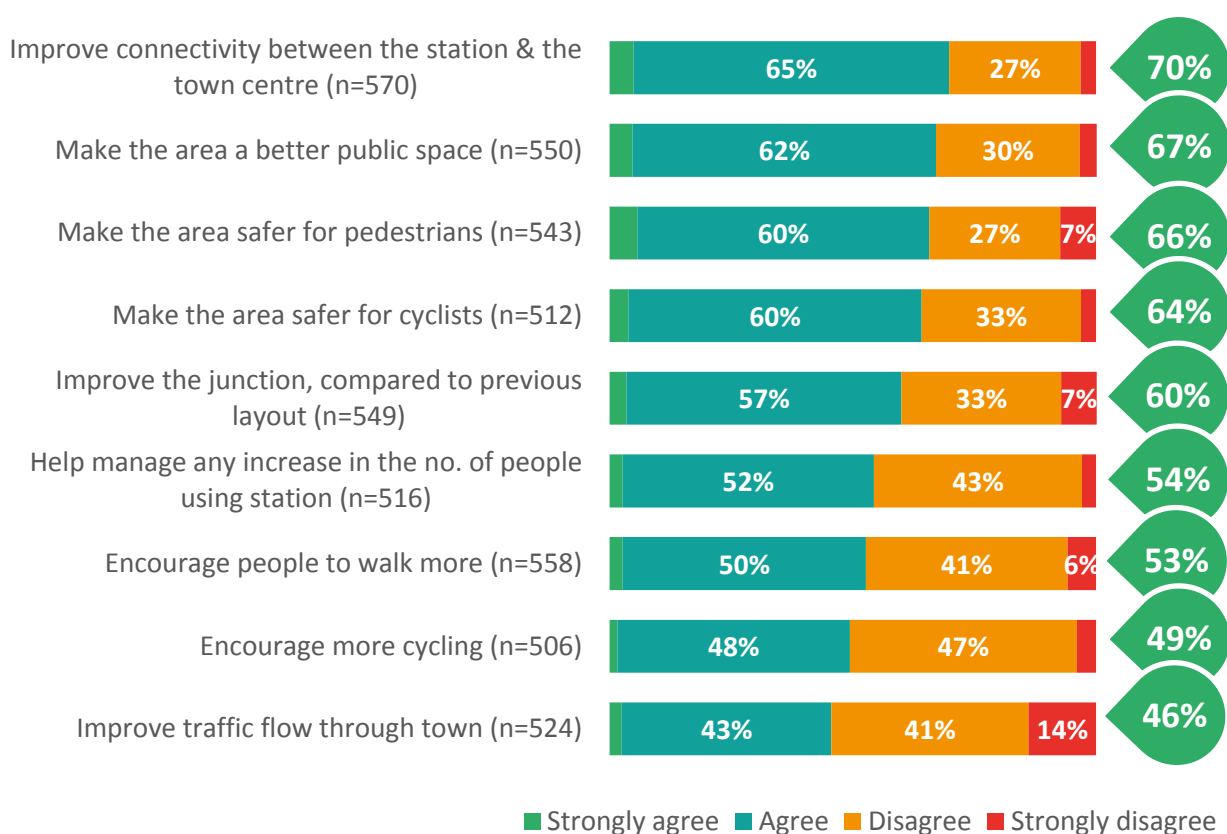


## Agreement with statements

Residents were provided with a series of statements and asked to what extent they agree or disagree that closing the Queen Street / A308 right hand turn will have on them.

- Respondents were more likely to agree that the change would improve connectivity (70%), make it a better public space (67%) and make the areas safer for pedestrians (66%) and cyclists (64%).
- Respondents were less likely to agree that the change will improve traffic flow through the town (46% disagreed), encourage more people to cycle (49%) and walk more (53%). Although respondents felt that the change would make the area safer for walkers and pedestrians, there are lower levels of agreement that it will change people's behaviour.

**Figure 6: Agreement that closing the junction will...**



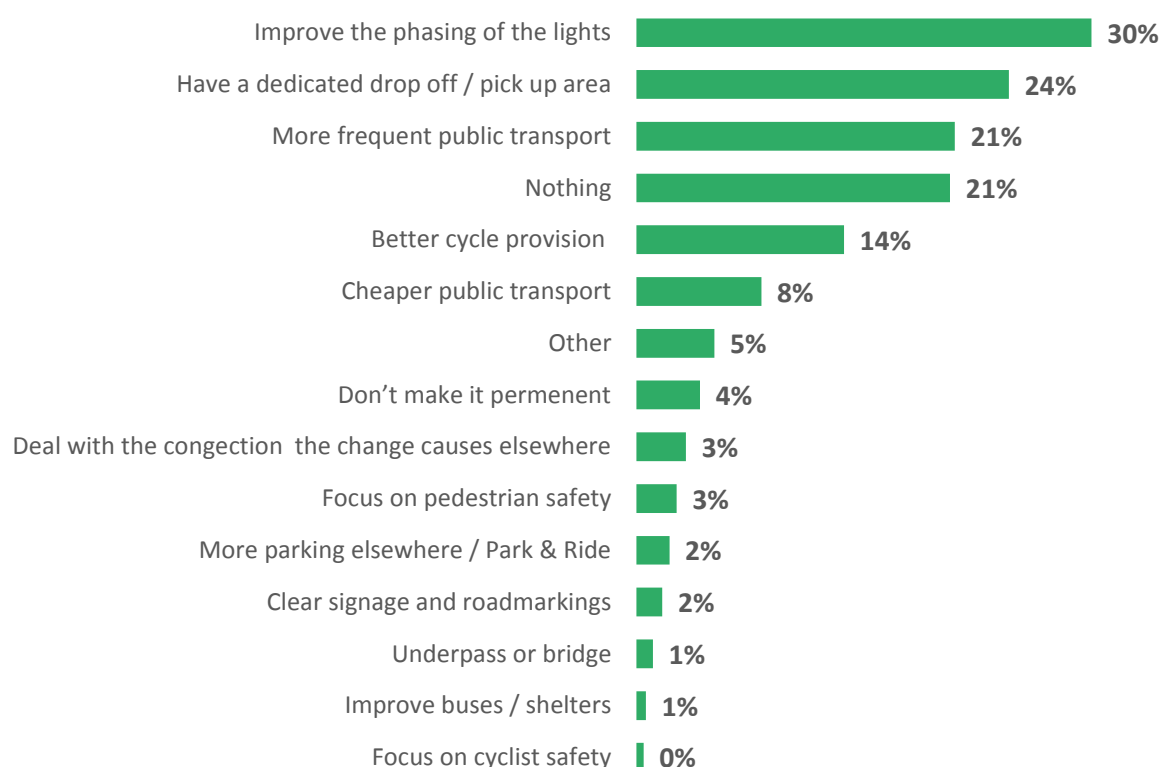
- There were higher levels of disagreement with all statements amongst respondents who completed the survey online, this may be due to the online sample being skewed towards those that drive cars and would be most impacted.

Next, residents were asked, if the council were to make the change to the Queen Street / A308 junction permanent, what else they thought the council should consider. Improving the phase of the lights was mentioned by almost a third of residents (30%). This was followed by having a dedicated drop off and pick up area (24%) and improving the frequency of public transport (21%).

- Likewise, respondents who completed the online survey also suggested aspects such as improving the phasing of the lights and having a dedicated pick up and drop off area.

**Figure 7: If the change is made permanent the council also should consider...**

Base - 645



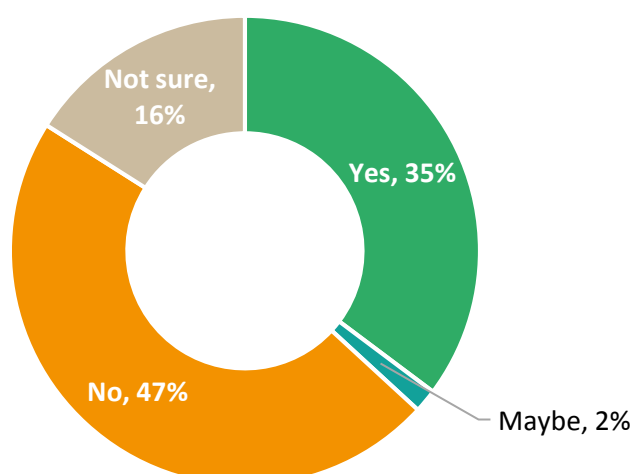
## Changes in behaviour

Residents who used a car to travel through the junction were asked if they would use an alternative route if the changes were made permanent. Almost two fifths (37%) said they would or would maybe consider changing their route if the changes were made permanent. Almost half (47%) said that they wouldn't and 16% weren't sure.

- Three in ten (30%) of respondents who completed the online survey said they would consider taking a different route. Followed by 10% stating 'maybe' and 37% stating that they wouldn't consider this.

**Figure 8: If the change is made permanent would car driver consider a different route...**

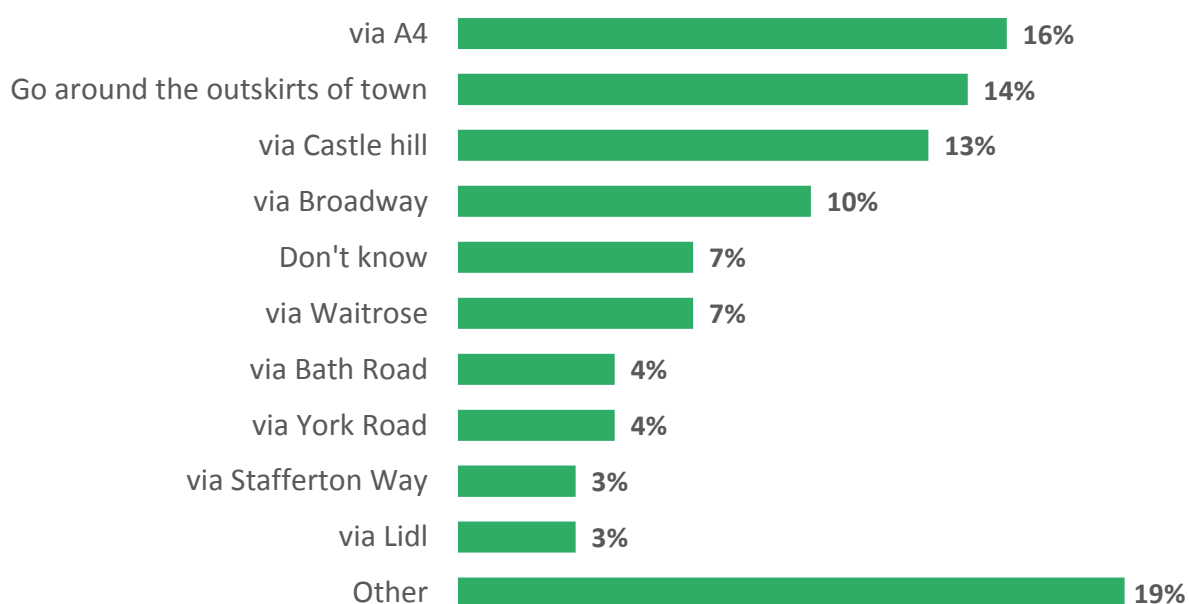
Base - 244



Residents who said they would consider taking a different route were then asked which route they'd consider. Around a fifth (19%) said they'd find another way, 16% said they would go via the A4, followed by 14% stating they would go around the outskirts of town.

**Figure 9: Alternative routes**

Base - 90



## Appendix A: Online responses

## Appendix B: Questionnaire

# Appendix A: Online responses

19092 RBWM Queens Street research [ONLINE] ANALYSIS

Page:1

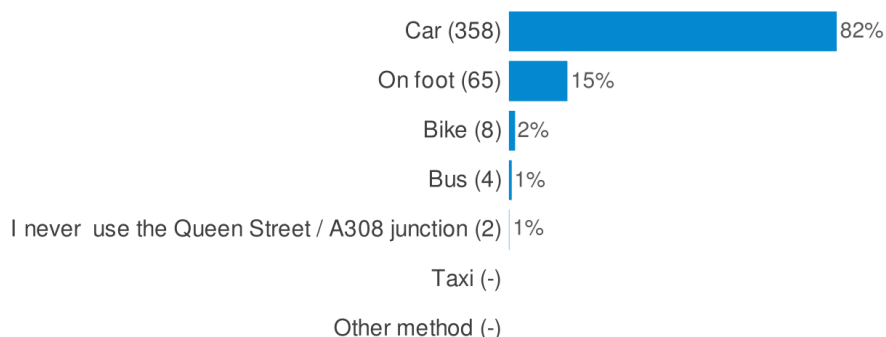
19092 RBWM Queens Street research [ONLINE] ANALYSIS

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

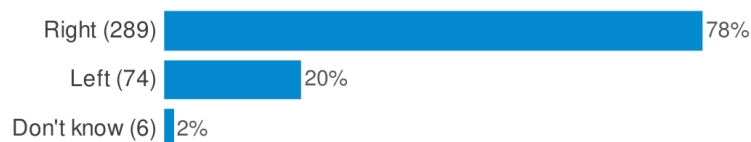
## Before today, were you aware of the trial?



## What form of transport do you normally take when using the Queen Street / A308 junction?



## Before the trial closure, did you turn left or right out of the Queen Street / A308 junction when travelling by What form of transport do you normally take when using th...? (Before the trial closure, did you used to turn left or ri...)

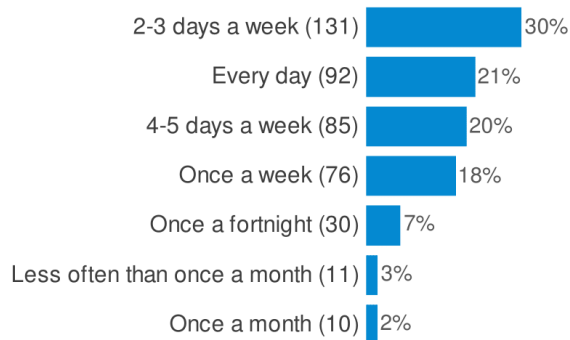


Snap

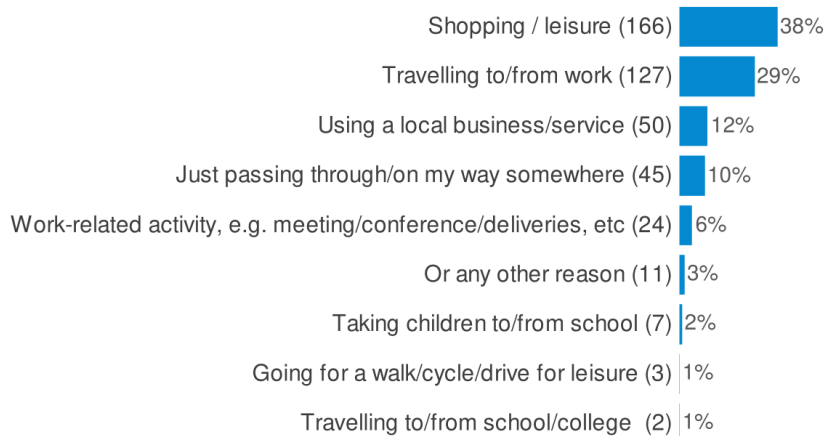
snapsurveys.com

19092 RBWM Queens Street research [ONLINE] ANALYSIS

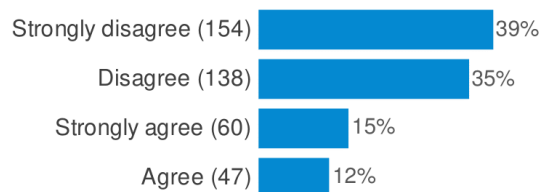
**How often do you use the Queen Street / A308 junction when travelling by What form of transport do you normally take when using th...? (How often do you use the Queen Street / A308 junction whe...)**



**What is your main reason for using the Queen Street / A308 junction? (What is your main reason for using the Queen Street / A30...)**

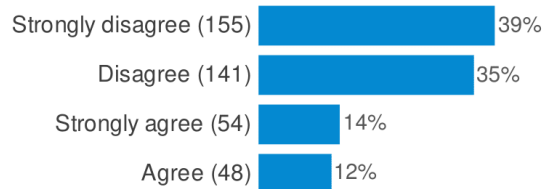


**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Make the area safer for pedestrians)**

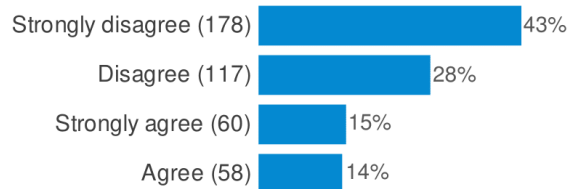


19092 RBWM Queens Street research [ONLINE] ANALYSIS

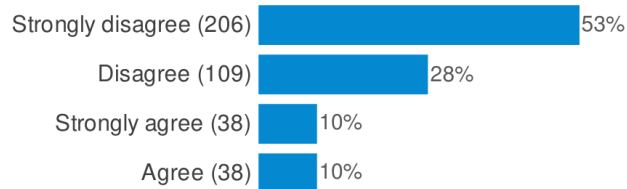
**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Make the area a better public space)**



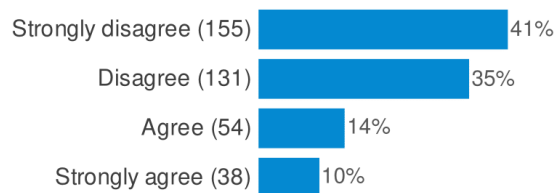
**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Improve connectivity between the station and the town centre)**



**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Encourage people to walk more)**

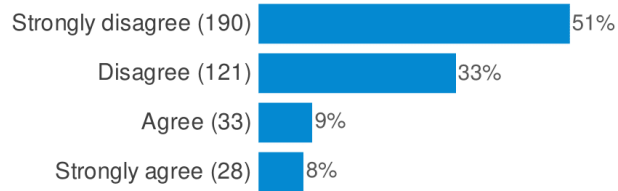


**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Make the area safer for cyclists)**

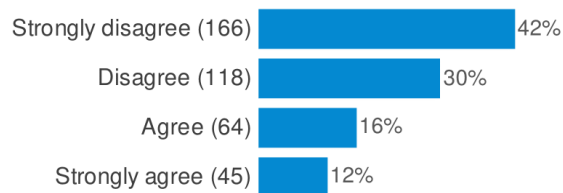


19092 RBWM Queens Street research [ONLINE] ANALYSIS

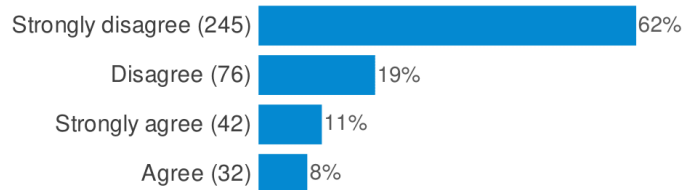
**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Encourage more cycling)**



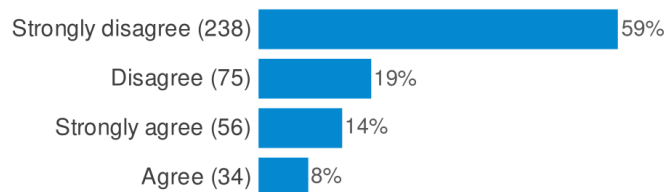
**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Help manage any increase in the number of people using the station)**



**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Improve traffic flow through the town)**



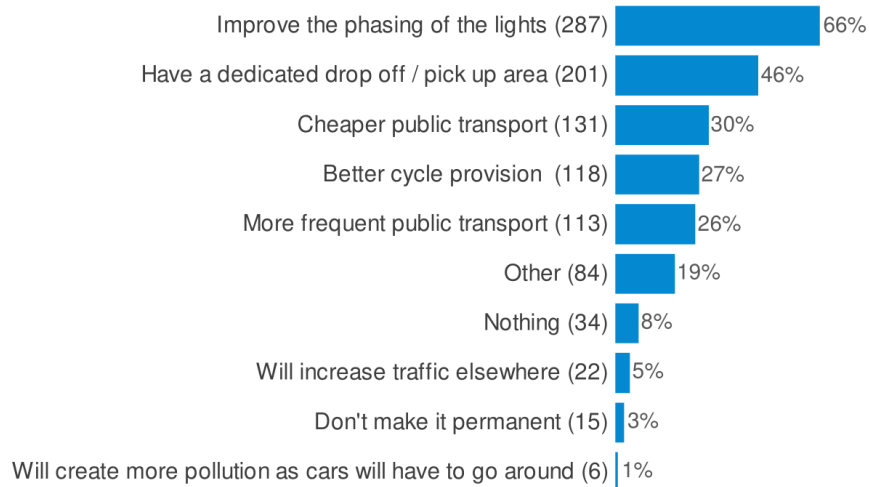
**To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will... (Improve the junction, compared to the previous layout)**



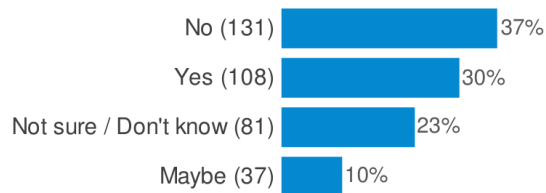


19092 RBWM Queens Street research [ONLINE] ANALYSIS

**If the council were to make the change to the Queen Street / A308 junction permanent, what else do you think they need to take into consideration? [TICK ALL THAT APPLY]**



**If the changes were to be made permanent, would you consider using an alternative route? (If the changes were to be made permanent, would you consi...)**



# Appendix B: Questionnaire

## 19092 RBWM Queens Street Research

Good morning/afternoon, my name is ----- from M·E·L Research and I we are carrying out a study on behalf of the Royal Borough of Windsor and Maidenhead [SHOW AUTH LETTER]. The Council wants to know what residents think about the trial changes to the Queen Street / A308 junction. Do you have 5 minutes to answer some quick questions please?

[IF YES] - Thank you - Just so you know, we work in line with the Code of Conduct of the Market Research Society. We hold all information securely and strictly in line with the Data Protection Act 2018 and General Data Protection Regulations (GDPR). [INTERVIEWER TO PROVIDE LEAFLET].

**[SHOWCARD A] In an effort to enhance pedestrian safety and accessibility, from July 2019 the Council is trialling the closure of the right hand turn for vehicles exiting the Queen Street / A308 junction. The aim is to benefit pedestrians and cyclists by creating more space and reducing crossing points.**

**Q1 Before today, were you aware of the trial?**

- ☐ Yes ☐ No

**Q2 What form of transport do you normally take when using the Queen Street / A308 junction?**

- ☐ Car  
☐ Taxi  
☐ Bus  
☐ Bike  
☐ On foot  
☐ Other method  
☐ I never use the Queen Street / A308 junction [GO TO Q6]

**Q3 Before the trial closure, did you turn left or right out of the Queen Street / A308 junction when travelling by {Q2}? [ONLY ASKED IF OPTIONS 1 to 4 SELECTED FOR Q2]**

- ☐ Right  
☐ Left  
☐ Don't know

**Q4 How often do you use the Queen Street / A308 junction when travelling by {Q2}?**

- |                                       |  |
|---------------------------------------|--|
| <input type="radio"/> Every day       | <input type="radio"/> Once a fortnight             |
| <input type="radio"/> 4-5 days a week | <input type="radio"/> Once a month                 |
| <input type="radio"/> 2-3 days a week | <input type="radio"/> Less often than once a month |
| <input type="radio"/> Once a week     |  |

**Q5 What is your main reason for using the Queen Street / A308 junction?**

- ☐ Travelling to/from work
 ☐ Using a local business/service
- ☐ Travelling to/from school/college
 ☐ Going for a walk/cycle/drive for leisure
- ☐ Taking children to/from school
 ☐ Just passing through/on my way somewhere
- ☐ Work-related activity, e.g. meeting/conference/deliveries, etc
 ☐ Or any other reason (please specify below)
- ☐ Shopping / leisure

**Q6 To what extent do you agree or disagree that closing the right hand turn from the Queen Street / A308 junction will...**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know /not sure
Make the area safer for pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make the area a better public space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve connectivity between the station and the town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage people to walk more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make the area safer for cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage more cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help manage any increase in the number of people using the station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve traffic flow through the town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve the junction, compared to the previous layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q7 If the council were to make the change to the Queen Street / A308 junction permanent, what else do you think they need to take into consideration? [TICK ALL THAT APPLY]**

- ☐ Improve the phasing of the lights
 ☐ Better cycle provision
- ☐ Have a dedicated drop off / pick up area
 ☐ Other, please specify below
- ☐ More frequent public transport
 ☐ Nothing
- ☐ Cheaper public transport

**Car drivers only**

**Q8 If the changes were to be made permanent, would you consider using an alternative route?**

- ☐ Yes
 ☐ No
- ☐ Maybe
 ☐ Not sure / Don't know

**Q9** [IF YES OR MAYBE], which route would you look at using?

**To make sure we are hearing from a wide range of people we'd like to ask some questions about you. These questions are optional but answering them will help us better understand what people tell us.**

**Q10** So that we can understand where people are coming from to visit the town centre, please may I have your full postcode?

**Q11** As part of our quality checking process, some of the people who answered the survey will be selected at random to answer a few quick questions. Could I please take either your email address - you will be sent a quick online form or telephone number - where someone will call you if necessary? This will not be passed to anyone else.

☐ Yes - Email

☐ No

☐ Yes - Telephone

**Yes - email** [hand over to resident to complete]

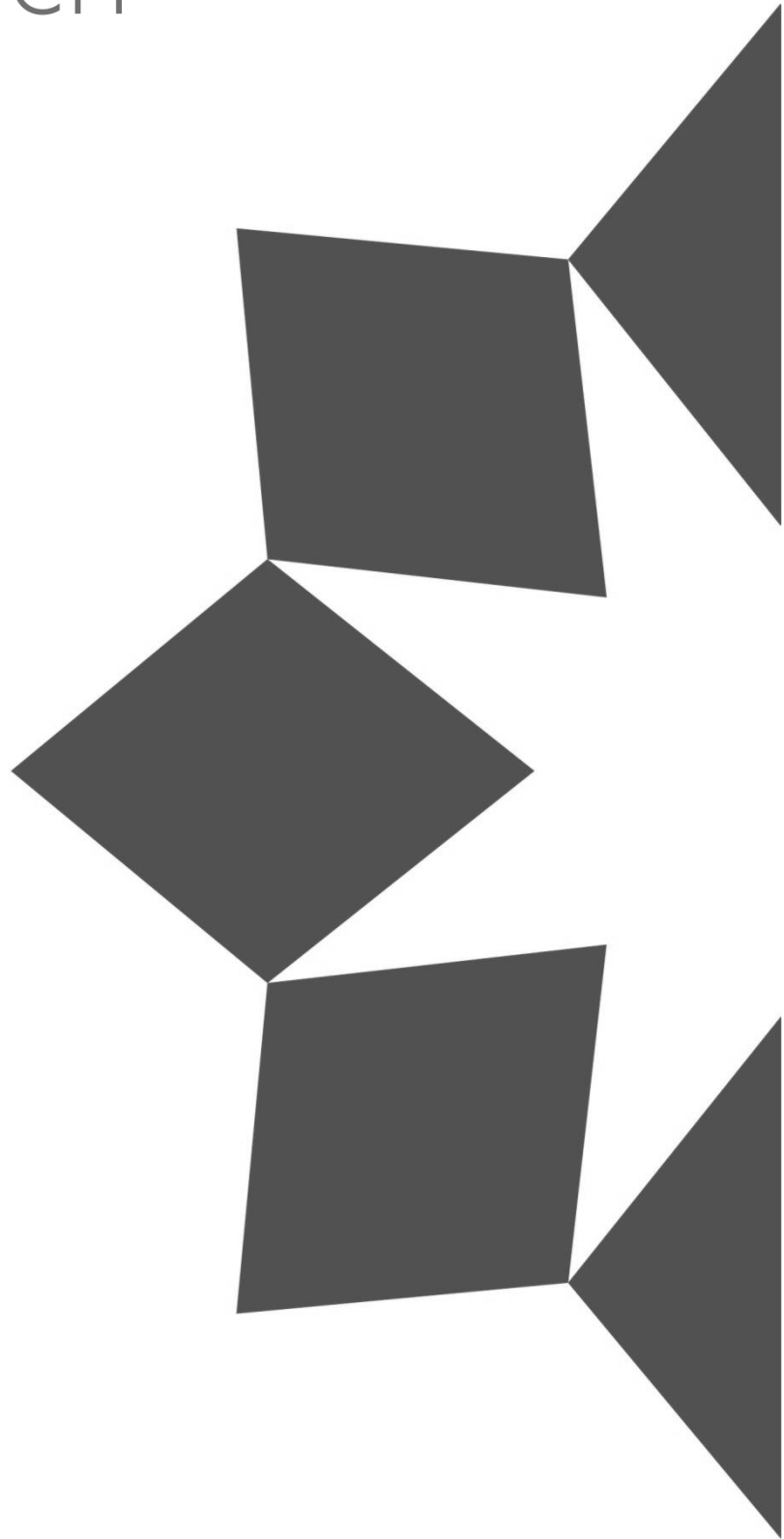
**Yes - telephone number?**

Can I take your **name** as well please?

**This is all the questions. Thank you for your time.**



m.e.l  
research



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