

Wellingborough and Rushden Area LCWIP - Engagement Report

July 2024



Introduction and Contents

Introduction

This report is a summary of the engagement activities undertaken for the Wellingborough and Rushden Area Local Cycling and Walking Infrastructure Plan. Examples of responses are given along with the influence they have had on the development of the plan.

The engagement was led by Brightwayz, a local social enterprise, in collaboration with the rest of the project team - Pell Frischmann, Kier and North Northants Council.

It demonstrates how local voices have helped shaped the plan throughout the process.

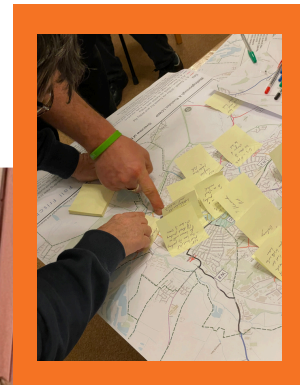
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Key Stakeholder Workshops

Three key stakeholder workshops were held throughout the development of the LCWIP to get the views and ideas from a range of local community-connected people.

- **Attendees** to the workshops included a mix of local town and parish councillors, local authority officers, campaigners and representatives from businesses and community organisations.
- **The first workshop was held prior to the start of the project** as a way of determining the scope and area to cover. Workshop and post-workshop feedback led to the plan area being extended to include towns such as Irthlingborough.
- **The second workshop was held prior to the initial route design** to help determine which routes should be included - where people go, want to go and what the current active travel barriers are. These decisions were also influenced by the early stage public engagement events. As a result 30 routes were identified and grouped into three areas - Wellingborough, Rushden and All Others.
- **The third workshop and a follow up email to key stakeholders who did not attend** took place once the draft routes had been designed and published via a survey for public comment and then amended following feedback. This workshop was mainly used to help identify priority routes.



Early Public Engagement

Five early-stage face-to-face public engagement activities took place to introduce the project, gather views and information and get local people on board from the start.



1. **Rushden Lakes, Jan 2024.** To attract locals to give feedback this was done alongside a free cycle service session by Brightwayz.

Key Feedback:

- Lack of safe route town to Rushden rugby club.
- Rides on path due to lack of cycle paths.
- Too many cars parked in Rushden High St - hard to get Blue Badge place.

2. **Nene Courtyard, Wellingborough, Jan 2024.** A lunchtime info stand attracted a low number of comments although they were high quality and detailed.

Key Feedback:

- Safe routes needed for schools and sports facilities.
- Better secure cycle parking needed in town.

3. **Asda, Rushden, Feb 2024** This high footfall spot enabled us to get views from a wide range of ages.

Key Feedback:

- Older people who used to cycle would again if routes were safer.
- Greenway is good but need better access.

4. **Wellingborough Eco Group, Feb 2024** Although based at Glamis Hall on the outskirts of the town, participants came from across the area attracted by the free cycle service as a half term activity.

Key Feedback:

- A good local map and promotion of cycle and walk routes is needed. (Potential quick win).

5. **Irthlingborough Parson's Green, Feb 2024.** In collaboration with the town council this event attracted a handful of local people.

Key Feedback:

- Safe route needed from town centre to Aldi (on A6).



A full report of these five sessions is available on request. The information gathered was used to help identify and design the 30 routes.

Assessing the Routes

The proposed network area was assessed on foot and by bike by the project team in two teams over three days. Current challenges were identified and potential measures for improvement. As well as structural features, the behaviour of road and footpath users was noted.

- Often cyclists were spotted using the pavement - this can indicate they don't feel safe cycling on the road. The challenge of cyclists and drivers having to share busy road space is shown here.
- Barriers too narrowly spaced prevent access by mobility scooters and wider cycles - or lead to 'desire line' shortcuts which damage the verge as shown here.



- Quality of paths varies considerably - uneven footpaths and lack of dropped kerbs create issues for those walking and using mobility scooters.

The information gained from this network audit was used to help develop the detailed route plans.

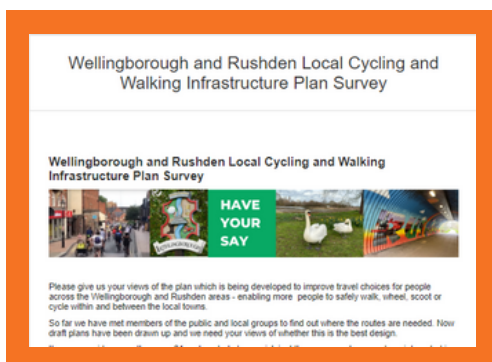
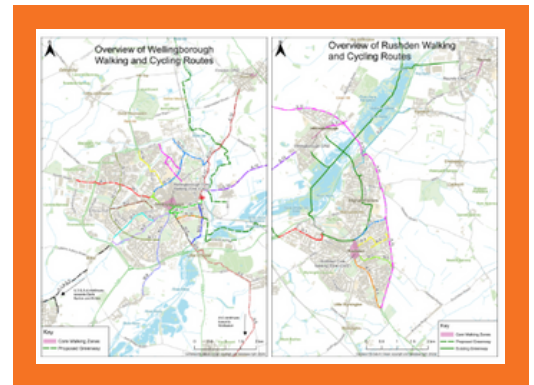
Online Survey

An overall network and draft designs for 30 routes were drawn up using information gathered in the early stage engagement, second stakeholder workshop and the route assessments.

- The proposed routes were published for comment and scoring via an online survey managed by Brightwayz throughout May 2024.
- Survey participants were asked to what extent they agree or disagree with the proposals on a scale between 1 (strongly agree) and 5 (strongly disagree) and could leave a comment.

Survey Results

Participation: 2,069 survey visits. 157 completed responses.
CSAT (Customer Satisfaction) score given to each route (strongly agree or agree as proportion of total responses) showed:



Most popular route plans were:

- 84% - Route A6 - Wellingborough, Irchester, Wollaston.
- 83% - Route A10 - Wellingborough railway station to Irthlingborough.
- 82% - Route RTC - Rushden town centre

Least popular route plan was:

- 54% - Route ICWZ - Irthlingborough town centre (note this route plan has been amended since as a result of public feedback).
- (See Appendix for all route scores).

Word Cloud from Final Question

Comments:

Top 10 words used:

routes, area, cycle paths, residents, improvements, Wellingborough, money, road crossings, idea, Rushden.

Word cloud containing various terms related to the survey, including: Higham Ferrers, greenway, Rushden/Wellingborough station, Wellingborough, minority, cyclist traffic, car drivers, parking, footpaths, resurfacing, scooter riders, point, link, cycling, improvements, routes, idea, towns, safety measures, footbridge, cycleways, priority, proposals, money, area, Rushden, A45, village, council, years, time, accidents, disruption, planning, cyclists, road crossings, waste, Stanwick, bike lanes, danger, Rushden Lakes, washbrook road, number.

Example comments on individual routes:

"I think more could be done to help people get to and from the industrial estates..."

"Clearer signage on the shared pedestrian/cycle paths is needed."

"I would like to see the new crossing areas supported with clear road markings."

"Parallel parking will mean less spaces on an already limited parking street. Agree with a pedestrian crossing."

"A safe route to connect Earls Barton to Wilby and Ecton would be fabulous."

Mid-Stage Public Engagement



Two further public events were held to gain views on the proposed plans.

These were in high footfall locations over the busy May bank holiday weekend - the Swansgate Shopping centre in Wellingborough and Rushden Lakes retail and leisure venue.

Promotion and Participation

To increase public awareness of the LCWIP project and encourage participation in the public events and survey, a series of promotional activities took place.



- The survey was promoted via facebook and other social media posts to and through local groups and businesses such as Rushden Lakes.
- A link to the online survey was shared and promoted through the North Northamptonshire Council official consultation platform. This was also featured in local press.
- Printed posters, information flyers and business cards featuring a QR code to the project landing page (with survey link) on the Brightwayz website were distributed via local networks, public engagement events and the key stakeholder workshops.
- The public events were also promoted by social media to and through the key stakeholder group.

You Said, We Did

Following feedback through our surveys, stakeholder sessions and public events, the draft plan has been adjusted and influenced in a number of ways:

1. Irthingborough residents were concerned about the proposal to change parking layout which would reduce the number of parking spaces to make the High Street footway wider. The benefits were not considered significant enough to justify the inconvenience to residents with already limited parking space so this plan was dropped.
2. Several respondents asked that mature trees should not be chopped down to make way for active travel routes. Where space is constrained due to trees, short sections of shared use have been proposed at this stage instead of segregated lanes. This will be reviewed at further design stages.
3. The removal of barriers was a concern for some as they help slow down cyclists and stop cars from accessing pedestrian paths. However, the barriers restrict those with cycles or mobility scooters from accessing routes. Rather than removing, proposals have been altered to replace them with LTN 1/20 compliant barriers.
4. Rushden town centre is in need of secure cycle parking and this has been included as part of the LCWIP report and should be considered for all schemes developed going forwards.
5. A request was received to make it easier and safer to cross the A509 from the bus stop to Redhill on the north side of Wellingborough. An improvement to the crossing was added to the plan.
6. An alternative to the Wellingborough Road cycle route for Rushden was suggested via the Greenway and Waitrose. This option has been noted for consideration when this route is taken forward for further design development.
7. The scored feedback means we have an idea of public priorities. For example a lot of positive feedback for the route to Wollaston shows a lot of public support for those proposed changes. This has formed a part of the prioritisation exercise outlined within the LCWIP.



Appendix: Route Scores

The following provides the CSAT (customer satisfaction) scores for each route as generated by the online survey as well as comments and related measures included in the Plan.

	Wellingborough and Rushden Area LCWIP Feedback Example Results	Highest to Lowest Agreement with Proposals			
Route Code	Route Name	CSAT Score	Comments from Respondents	Measures Included	Amendments following consultation
A6	Wellingborough to Irchester to Wollaston	84%	Much needed as a priority route, this is a long standing desire from Wollaston & Irchester.	Safe walk/cycle route	
A10	Wellingborough Railway Station to Irthlingborough	83%	We would be able to get rid of one of our cars as my husband could safely commute to Luton Airport by bike and train.	Safe walk/cycle route	
RTC	Rushden town centre (RTC)	82%	Don't forget cycle racks in the town centre so that people can lock up their bikes.		Cycle parking to be added to the town centre walk and cycle zone.
A11	Higham Ferrers to Rushden (south)	79%	Upgrading crossings is good	Improved and new bridge over A6, improved crossings	
R5	Newton Road (A6 - Newton Road Primary School)	78%	Definitely need some solution to the on-street parking problem.	Formalise on-street parking whilst maintaining provision for those without driveways	
R1	A45 - the existing Greenway, via Wellingborough Road	77%	Removal of the bollards will potentially cause problems for non permitted use. The access to the Greenway from Midland Road (far right of route map and not shown but part of Greenway plan) is essential as it is not safe walking along the Greenway. Your document states that the funding has been identified but this has been needing doing for many years. This should be prioritised as it is a safety issue. Also, suggestion of using alternative to Wellingborough road.	Remove bollards to improve accessibility.	Changed to 'upgrade bollards' to improve accessibility. Plan to access Greenway from Midland Road is on Greenway plan. For Wellingborough road route note added to consider alternative via Waitrose if plan is worked up.
R4	Bedford Road (A6 - Rushden town centre)	77%	Hard to walk or cycle to rugby club ground on Bedford Road but it is a very popular venue. (Quote from event)	Includes segregated cycle way from town centre to rugby club	
R7	John Clark Way (A6 - Rushden town centre)	77%	crossings/bridge to connect Rushden East will be needed	New bridge and other crossings proposed for future east side development	
A3 & A4	Wilby to Earls Barton to Ecton	77%	A safe route to connect Earls Barton to Wilby and Ecton would be fabulous.	Segregated cycleway proposed	
RCWZ	Centre of Raunds	76%	Too many parked cars	Better pedestrian crossings	
W11	Wellingborough town centre to Wellingborough Railway Station	75%	There needs to be even more improvements on the connection between the station all areas of the town.	Segregated cycleway and several crossings proposed between town centre and station	
W8 & W10	Embankment and Senwick Road Route - Irthlingborough Road	74%	This footpath is currently very narrow and I welcome this path for safe running along this route.	Segregated cycleway proposed	
R6	A6 Bridge to Rushden town centre, via Albert Road	74%	A crossing at Albert Rd on Rectory Road would be needed.	Proposed parallel crossing here.	
A11	Finedon to Irthlingborough	74%	Put a crossing on Diamond Way to Attley Way... access to Medical Centre, Dentist, Aldi, nursery and housing estate.	Crossing planned here.	
FCWZ	Centre of Finedon	73%	Very limited scope. Could a wider area in Finedon be looked at? In reality these are very minor changes and only in the very centre,	Scope of this LCWIP is limited but Finedon links to NN Greenway strategy.	

	Wellingborough and Rushden Area LCWIP Feedback Example Results	Highest to Lowest Agreement with Proposals			
Route Code	Route Name	CSAT Score	Comments from Respondents	Measures Included	Amendments following consultation
A11	Irthlingborough to Higham Ferrers and A.27 to Stanwick to Higham Ferrers	73%	We have been campaigning for years to get a safe crossing across. We live so near to Stanwick Lakes but it is so hard to get to. (quote from event)	Proposed cycle and pedestrian crossing across A45 to improve link from Stanwick to Stanwick Lakes. (with National Highways)	
W1	Sywell Road and Hardwick Road (Park Farm Industrial Estate - Broad Green)	72%	Crossing roundabout at end of Westfield Road (across ring road) by bike is okay at quiet times but not rush hour and there is also a lot of traffic from villages. (Event comment)	Proposed pedestrian and cycle crossing over Westfield Road	
W5	Croyland Cycleway (Northampton Road - Doddington Road)	72%	All the barriers need to stay as protection for pedestrians and to slow cyclists down.		Barriers to be upgraded rather than removed.
A12	Wellingborough Railway Station to Finedon	72%	I welcome this path having ran this route the footpath is very narrow, poor quality and unsafe	Segregated cycleway proposed along route.	
W7	London Road (Wellingborough town centre - A509)	70%	Don't touch any trees!	Mature trees to be retained along length of London Road	
WTC2	Wellingborough town centre connection with Gold Street and Hardwick Road	67%	The War Memorial junction is a nightmare for cyclists and pedestrians. Improvements need to prioritise safety.	New crossing into proposed new central refuge (replacing hatchings with improved public realm).	
W2	Brickhill Road (Queensway to Westfield Road)	67%	Bassetts park barriers are useful to pedestrians it stops people speeding down on bicycles especially right next to a children's play area where injuries my occur.		Barriers to be upgraded rather than removed.
W4	Northampton Road and Croyland Road	67%	Pavements missing dropped kerbs make journeys difficult for mobility scooter users.	Side road treatment with dropped kerbs along pedestrian desire lines to be included here (and elsewhere).	
W6	Doddington Road (Kingsway to Wellingborough town centre)	67%	As I cycle to work using doddington road this could improve safety and encourage more people to choose this type of travel.	Propsed segregated cycleway with short shared sections to avoid losing trees.	
W14	Nest Farm Road (Northern Way - Nest Lane)	67%	We need good cycle routes to and near schools	Two large academies and some primary schools nearby - mix of segregated and shared routes proposed.	

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W17	Part 1 of Queensway (Glenvale Park - Brickhill Road)	67%	Any places where cyclists join the carriageway need to be designed so the cyclists have to make sure it is safe for them to join and not just veer out into traffic.	Cyclepath proposed means no need to veer out into traffic.	
W15	Harrowden Road and The Pyghtle (Redhill Grange - Gold Street)	65%	I was rather hoping to see a connection from the bus stop at start of the hill up to Great Harrowden to take pedestrians off the A509 & underneath it making a connection between Glenvale Park & Redhill Grange & the cycleway that comes down from A5193 & the footbridge that starts near Kilborn Road - that is a major omission		Upgrade pedestrian crossing over A509 to connect bus stop to Redhill
WTC1	Wellingborough town centre	64%	Increasing pedestrian & safe cycling access will probably bring more residents from local areas around Wellingborough into the town for shopping.	Two way segregated cycleways proposed into town centre.	
W13	Gold Street, Nest Lane and Rixon Road	64%	This will help to improve cycling access between Finedon and Wellingborough, as the A510 between them both needs a cycle route next to (or near it). This would potentially allow cyclists to travel safely between Kettering & Wellingborough, via Burton Latimer & Finedon.	Mainly two way segregated cycleways proposed with some one-way due to space constraints and here uphill cycleway is provided.	
W17	Part 2 of Queensway (Brickhill Road - Doddington Road)	64%	Pleased there is route to Hatton Park	Segregated cycleway along Kingsway and Queensway	
ICWZ	Centre of Irthlingborough	54%	I do not agree with reducing the parking on the high street to widen a pathway. (Many similar comments were received via survey and by direct email).		The 'echelon to parallel parking' proposal for the High Street near Park Road has been dropped due to strong local views.

Alternatively download pdf spreadsheet from:
<https://workdrive.zohoexternal.com/external/797ae6de5e3c9ff03449c17fbb86239a1d8b58da2a8624b75b89b04e99927d36>