

Gainsborough Road Traffic Calming

Consultation Report

February 2024

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1 INTRODUCTION

1.1 Report Purpose

The purpose of this report is to document public engagement activities conducted in relation to potential traffic calming options on Gainsborough Road. The report outlines the consultation methodology, summarises the feedback received and outlines the next steps in the decision-making process.

1.2 Location

Gainsborough Road is located approximately 1 mile south of Warrington Town Centre, situated between Chester Road (A5060) to the west and Wilderspool Causeway (A49) to the east.

Gainsborough Road is predominantly residential, with approximately 160 properties, a small parade of shops at its centre, and offices at its eastern end (Wilderspool Park). It also serves several residential side roads.

A location plan is provided in Figure 1 below:

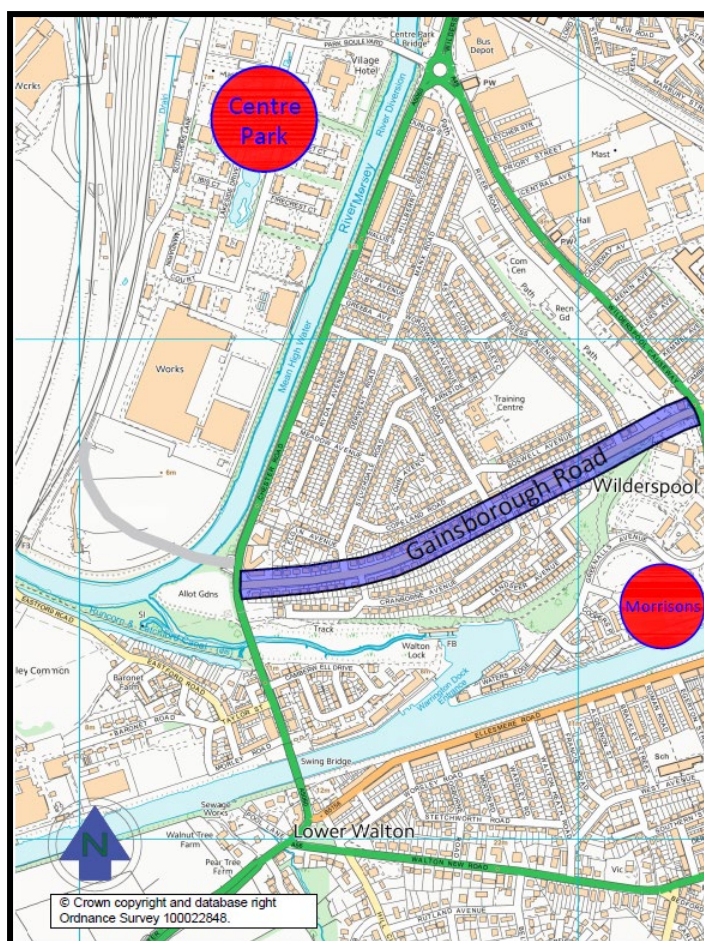


Figure 1 – Gainsborough Road Location Plan

1.3 The Issue

During the public consultation for Centre Park link road, concerns were raised by residents along and in the vicinity of Gainsborough Road about the impact of the new link road on traffic speeds, volumes, and routing in this area.

1.4 Previous Gainsborough Road Consultation - 2020

The Council held a public consultation regarding traffic calming options for Gainsborough Road in January and February 2020. Residents were invited to give feedback on the following options:

- **Option A: Monitor and Review** - Undertake further traffic surveys in 2021, 6 months post opening of Centre Park Link to establish any change in vehicle speeds, volumes, and distribution prior to the implementation of any traffic calming measures. Further public consultation would take place after the monitoring period to share the results of the monitoring surveys and any proposed measures.
- **Option B: Permanent Chicanes** - Implement chicanes along Gainsborough Road on a permanent basis.
- **Option C: Temporary Chicanes** - Implement chicanes along Gainsborough Road as in Option B on a temporary basis with surveys undertaken to monitor their effectiveness. Further public consultation would be undertaken to present the results of the monitoring surveys and gain feedback on whether residents would like the traffic calming measures installed permanently.
- **None of the above.**
- **I don't want traffic calming.**

A summary of the results is provided below:

- 118 residents participated in the drop-in public consultation events.
- 106 respondents completed the consultation feedback form.
- The majority of respondents (46%) indicated they would prefer Option A, monitor and review followed by Option C (21%), temporary chicanes.
- When considering the option preferences of those residents that live on Gainsborough Road only, the preferred option was tied at 27% for Option A and 27% for Option B, permanent chicanes.
- The survey data was also analysed for respondents who live on Gainsborough Road and on the side roads served by Gainsborough Road. The preferred option selected by this group was Option A (41%) followed by Option C (24%), temporary chicanes.

Based on the survey responses, Option A monitor and review was recommended. This option stated further traffic surveys would be completed 6 months after the completion of Centre

Park Link followed by a further public consultation to present the survey results and traffic calming options based on the evidence collected.

A copy of the consultation report can be viewed on the Councils website in the following location under the Gainsborough Road Consultation drop down header:

<https://www.warrington.gov.uk/centreparklink>

1.5 Recent Public Consultation - 2023

Unfortunately, a further consultation could not be completed 6 months after the opening of Centre Park Link due to the COVID pandemic. Reliable traffic data could not be collected during this time. Therefore, once traffic levels had been seen to stabilise, a second public consultation was held in June and July 2023. The consultation sought feedback from residents regarding the implementation of traffic calming measures along Gainsborough Road. Residents were asked whether they would support the installation of traffic calming chicanes or alternatively would they prefer other transport-related improvements along Gainsborough Road.

Details of the options are provided below:

- **Traffic Calming in the form of six chicanes along Gainsborough Road.** A plan showing the proposed locations of chicanes and signage is provided in Figure 2. A larger scale plan is shown in Appendix A.
- **Other transport related improvements.** Instead of using the available funding for traffic calming chicanes, it could be allocated to other transportation improvements such as pedestrian crossings or bus stop enhancements.

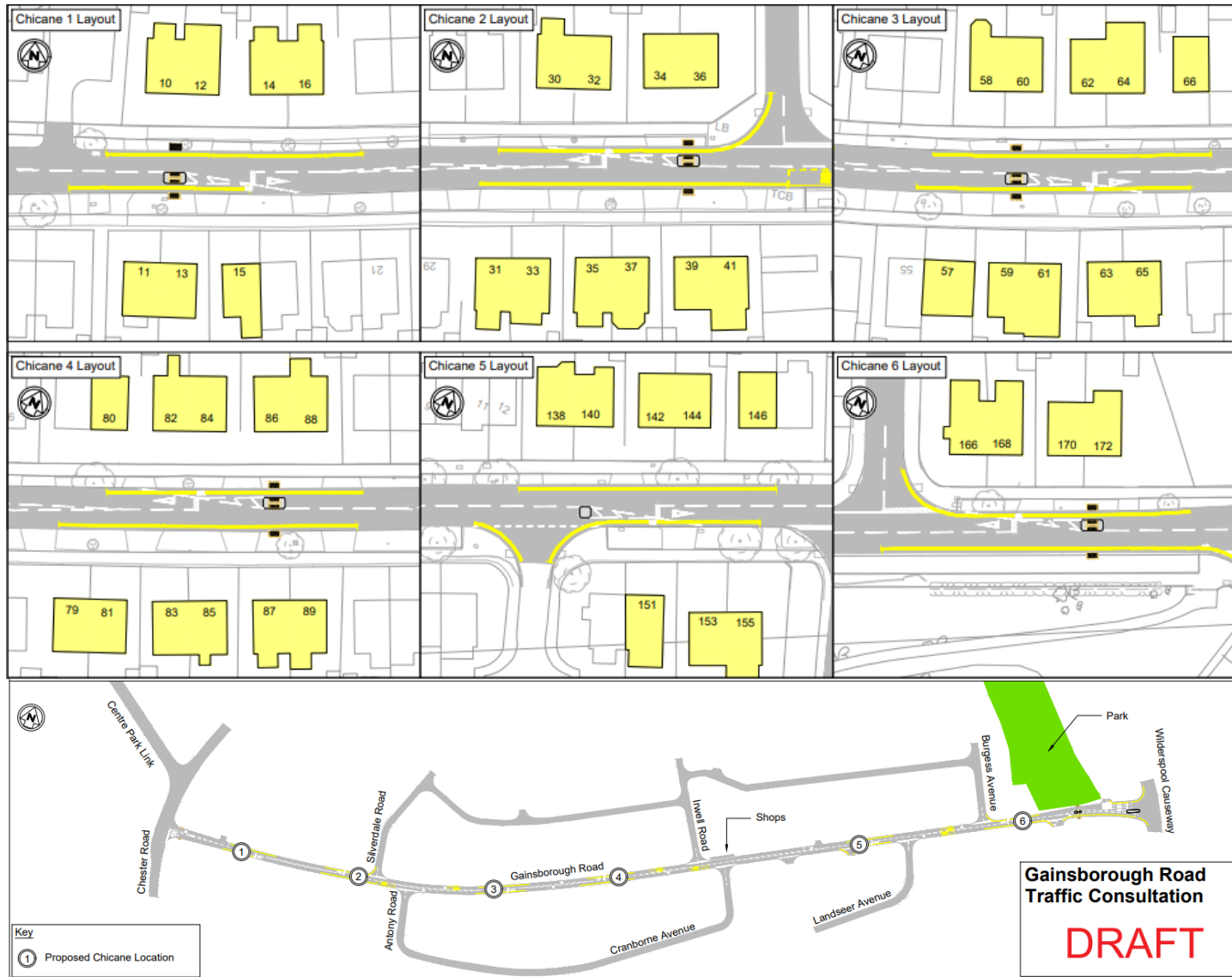


Figure 2 – Proposed location of chicanes

2 METHODOLOGY

2.1 Methodology

The consultation process applied to this scheme is consistent with the Government Communication Service recommended OASIS model (Figure 3), which is routinely followed by Warrington Borough Council.

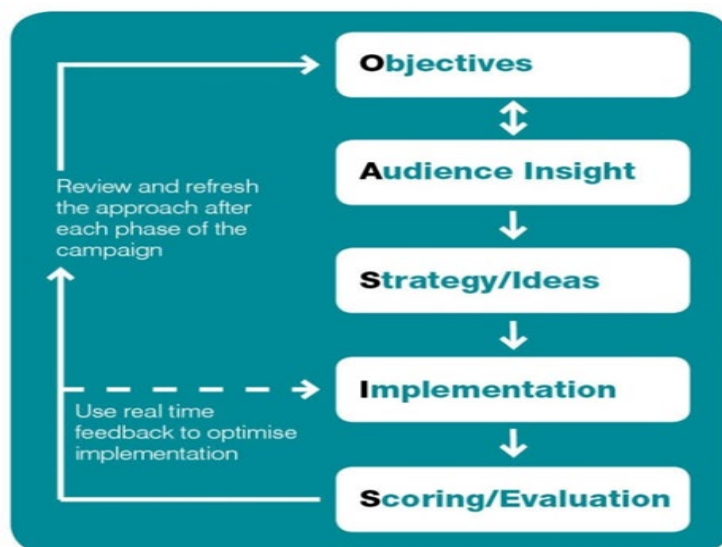


Figure 3 - The OASIS model

Each step shown in Figure 3 is discussed in sections 2.2 to 2.6 below.

2.2 Objectives

The objective of the consultation was to obtain feedback from residents on two potential approaches: one, to determine if residents want traffic calming measures along Gainsborough Road, and two, to identify other transport improvements they may be interested in.

- Implementation of traffic calming measures; or
- Implementation of any other transport improvements.

Residents were also given the option to state if they didn't know which measures should be implemented.

2.3 Audience Insight

The consultation aimed to reach the following target audiences:

- Residents living on Gainsborough Road
- Residents living in the vicinity of Gainsborough Road
- Local businesses
- Ward Councillors
- Local media

2.4 Strategy

The consultation strategy is built upon the need to ensure accurate, timely, and targeted communication through a variety of online and offline channels. Effective stakeholder engagement by the project team underpins this strategy.

The key messages of the consultation are as follows:

- Traffic calming options are being considered in response to concerns expressed by residents during the Centre Park Link consultation process.
- Resident feedback is crucial to inform the approach to the installation of any traffic calming measures or any other transport related improvements.
- A consultation report detailing the feedback received and the outcome of the consultation will be made publicly available.

2.5 Implementation

The consultation period took place between 22nd June 2023 and 24th July 2023. Table 1 outlines the implementation programme of this consultation activity.

Table 1 - Engagement Programme Overview

Milestone	Activities	Dates
Information distribution and project promotion	Ward Member Consultation briefing	12 th June 2023
	1300 promotional leaflets delivered to residents and businesses on and in the vicinity of Gainsborough Road.	22 nd June 2023
	Dedicated web pages on Council website with details of the proposals, details of the consultation events and an online feedback form	22 nd June 2023 till 24 th July 2023
	Email alerts to those stakeholders on the Centre Park Link email database, Ward Councillors and Parish Councils	22 nd June 2023
	Press release	22 nd June 2023
	Use of Council's Twitter and Facebook pages to promote the consultation events	Various dates between 22 nd June 2023 and 24 th July 2023
Public consultation events	WBC officers attended two exhibition events: one on a weekend (Saturday), from 10 am to 1 pm and another on a weekday (Wednesday), from 4 pm to 7 pm at St. Werburgh's Community Hub.	1 st July 2023 and 12 th July 2023.
Feedback deadline (Questionnaire and dedicated email address)	Submitted online or using a paper copy of the form available on request at the consultation events.	24 th July

2.5.1 Promotional leaflets

1300 copies of a promotional consultation leaflet were delivered to residents and businesses in the vicinity of Gainsborough Road. The leaflet provided information on the options, the purpose of the consultation, details regarding the timing and locations of public exhibition events, and instructions on how to provide feedback. The leaflets were delivered by an external distribution company, which conducted tracking operations to ensure that the leaflets were delivered correctly, as agreed upon.

A copy of the promotional leaflet is provided in Appendix B, and the distribution area is outlined in Appendix C. Additionally, copies of the leaflet were made available at the drop-in exhibition events for attendees to take with them.

2.5.2 Website

A dedicated project webpage was provided on the Council website at <https://www.warrington.gov.uk/consultations>. The webpage included information about the available options, a direct link to the feedback form, details regarding drop-in events, and contact information for reaching the project team. This ensured that those unable to attend the events could access the consultation materials online. A screenshot of the webpage is available in Appendix D.

A Council press release was also issued and can be found on the Council News webpage at <https://www.warrington.gov.uk/news>. A screenshot is provided in Appendix E.

Furthermore, residents had the option to raise consultation queries by emailing the Centre Park Link mailbox at cpl@warrington.gov.uk.

To provide ongoing updates regarding the consultation, a dedicated webpage has been established at the following location: <https://www.warrington.gov.uk/centreparklink>

The Warrington Guardian also featured an article on the consultation, and a screenshot of it is included in Appendix F.

2.5.3 Public Exhibition Events

Two consultation events were held in July 2023 as shown in Table 2. The aim was to arrange times to maximise attendance for as many of the target audiences as possible.

Table 2 - Public Exhibition Drop-in Events

Venue	Date	Times	Attendees
St Werburgh's Community Hub	Saturday 01/07/2023	10.00 to 13.00	37
St Werburgh's Community Hub	Wednesday 12/07/2023	16.00 to 19.00	36

The exhibitions featured seven display boards containing information about the options, as well as details on how to provide feedback to the project team. The display information can be found in Appendix G.

Council officers from the Transport Planning, Traffic Management, Road Safety, and Infrastructure Delivery teams staffed the events. Additionally, Ward Councillors were present at both events.

In total, the events attracted 73 attendees.

2.5.4 Promotion

In addition to promoting the events through leaflets and the project website, the exhibitions were also publicised through the following channels:

- Press releases were issued by the Council and made available on the Council News webpage (see Appendix E).
- Regular posts and tweets were shared on the Council's social media pages on Facebook and X (formally known as Twitter) (see Appendix H).
- Ward councillors received a consultation briefing note and briefing meetings in advance of the consultation, which included details of the proposed schemes and the consultation strategy.

2.6 Scoring/Evaluation

Feedback on the project proposals was gathered through various means:

- Online feedback questionnaires were made available on the Council's consultation page. The form consisted of thirteen questions, including three related to the project and ten mandated by the Equality Act, covering aspects such as age, gender, disability, and ethnic origin.
- Paper copies of the questionnaires were distributed at each exhibition and upon request for those without internet access. Approximately 30 paper copies were distributed at the two exhibition events, with 13 completed forms returned.
- Comments and inquiries were received through the Centre Park Link project mailbox.
- Consultations also took place through face-to-face conversations with members of the project team at the public exhibitions. Attendees were encouraged to complete a questionnaire.

A copy of the questionnaire is provided in Appendix I.

3 RESPONSES

Consultation feedback received is summarised in the sub-sections below.

3.1 Drop in events

The primary aim of the events was to inform attendees about their options, answer questions, and explain the feedback process. Attendees were encouraged to use the online or paper questionnaire to document their views.

Common questions posed to Council staff are documented in Table 3, along with responses provided by the project team staff on duty.

Table 3 – Drop-in event feedback

A summary of common themes of survey feedback and a corresponding action/response is provided in table 3 below.

Table 3: Drop-in Event Feedback

Common drop-in event comments		
Theme	Comment	Response/Action
Junction arrangement of Gainsborough Road, Chester Road, and Centre Park Link	Residents expressed concern regarding difficulty turning right out of Gainsborough Road at the junction of Gainsborough Road/Chester Road.	As part of the development of Centre Park Link, a number of options for the operation of the junction of Chester Road/Gainsborough Road were reviewed. Keeping the junction priority controlled as it is today, was found to be the best option for managing traffic and deterring through traffic along Gainsborough Road. More detail on the options reviewed is provided in Section 4.1.
Condition of Gainsborough Road	Residents expressed concern at the condition of the road surface.	Gainsborough Road to be re-surfaced, timing dependent upon the outcome of the consultation. More detail provided in Section 4.2
Crossing points on Gainsborough Road	Concerns around difficulties crossing Gainsborough Road and that there is a need for enhanced crossing facilities.	Residents were advised that there is funding ringfenced for improvements on Gainsborough Road and to specify what location they would like crossings to be provided within their questionnaire response.

Attendees were encouraged to complete the questionnaire to ensure that their views were documented.

3.2 Questionnaire responses

There were 328 responses to the questionnaire, 28 of them from residents of Gainsborough Road. Figures 4 and 5 below provides an overview of the respondents' locations, including those along Gainsborough Road and its vicinity. Please note the blue circles represent a postcode group rather than specific addresses.

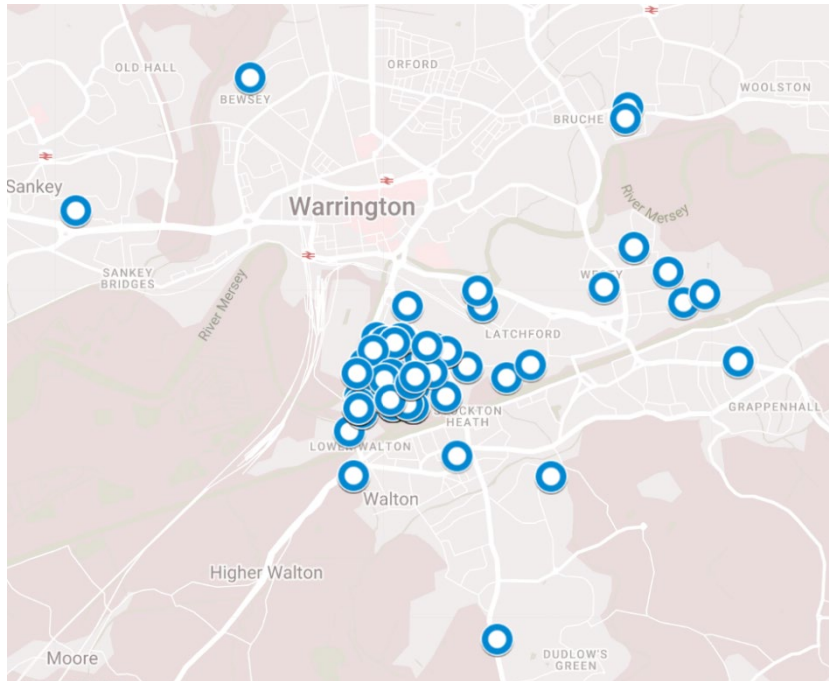


Figure 4 – All Respondent Locations

(Note: 2 respondents were from the Northwich and Manchester areas which are not visible on this map.)

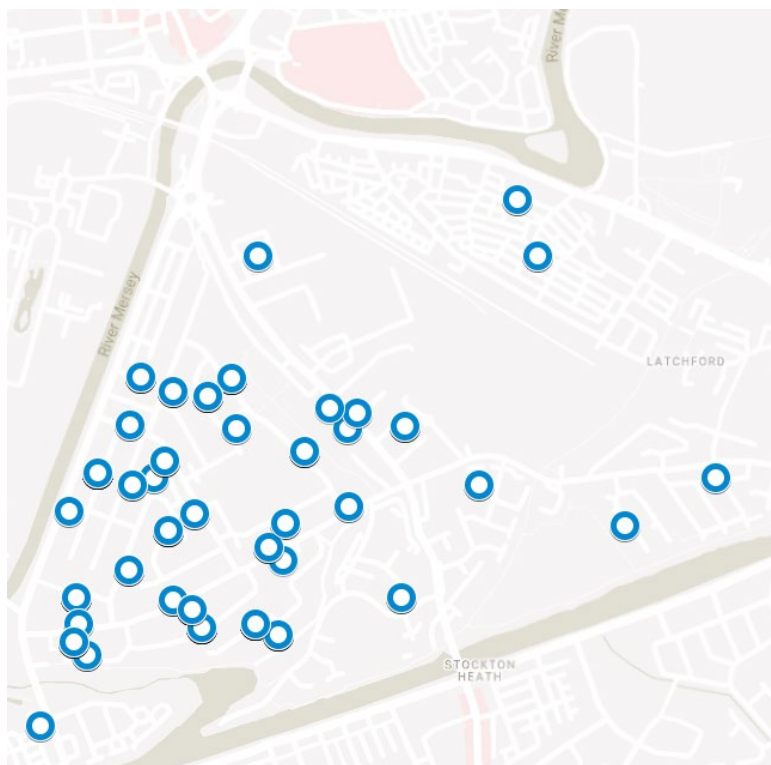


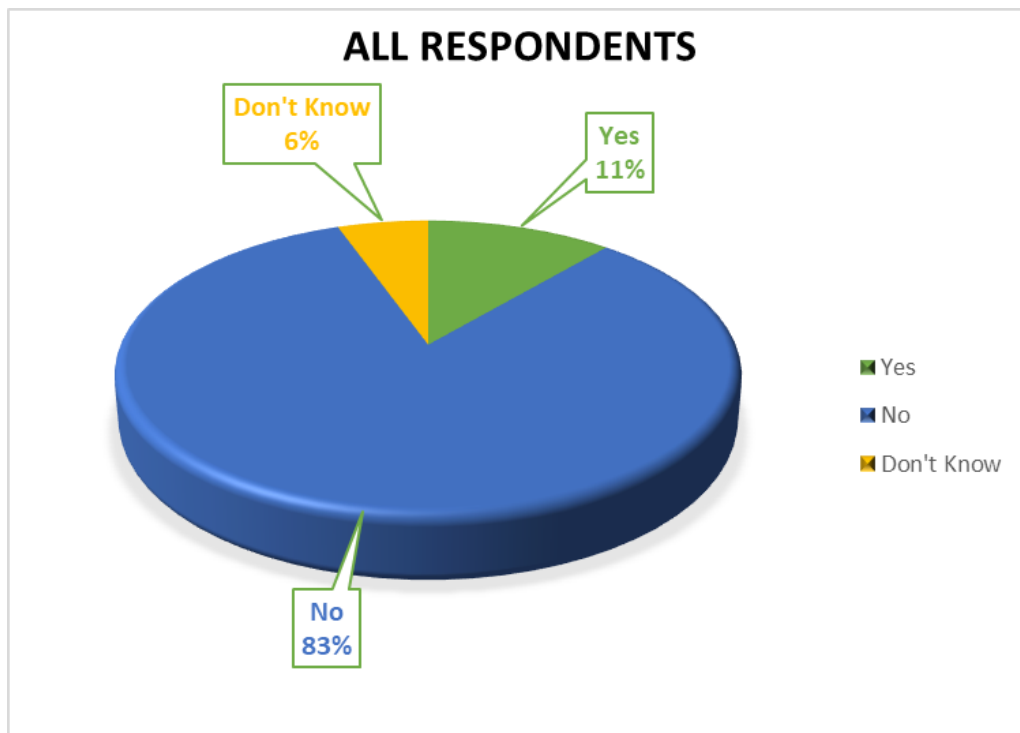
Figure 5 – Responses from residents of along and in the vicinity of Gainsborough Road.

A summary of the responses to the project related questions are presented below.

Question 1 – Would you like traffic calming in the form of chicanes along Gainsborough Road?

All Respondents

The majority (83%) of all respondents chose 'No' (indicating that they do not want traffic calming in the form of chicanes along Gainsborough Road). Only 11% expressed a desire to see traffic calming measures implemented, and 6% were uncertain whether they wanted any traffic calming measures along Gainsborough Road. These results are shown graphically in Figure 6.



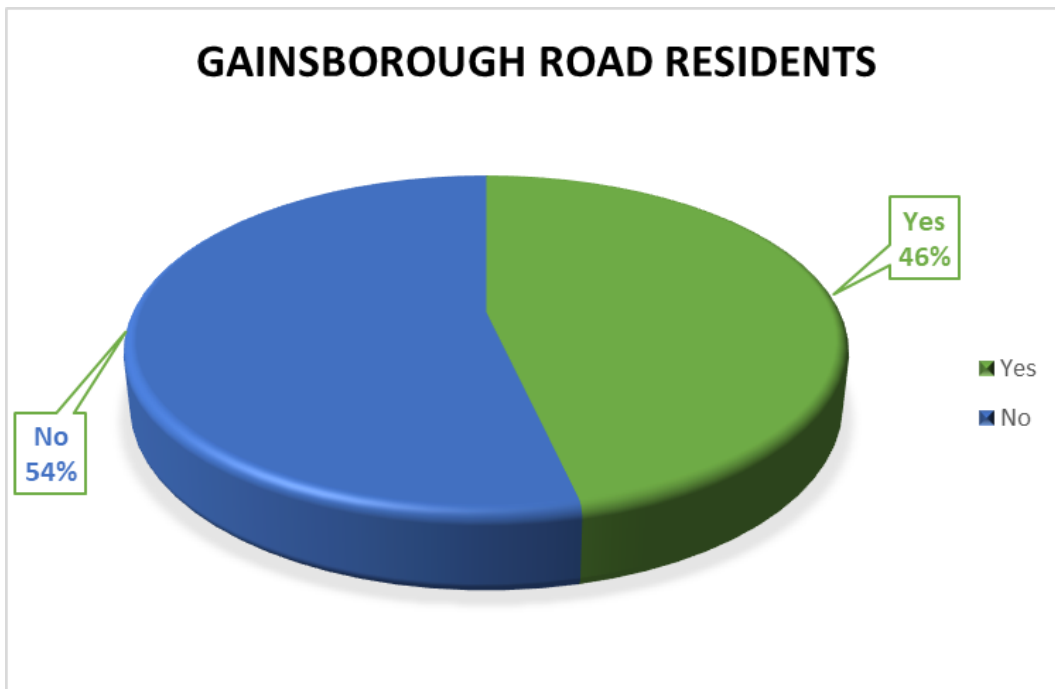
No. responses: 328

Figure 6: Feedback from all respondents on Traffic Calming measures on Gainsborough Road

Gainsborough Road Residents Only

When considering the preferences of those residents that live on Gainsborough Road, 54% (15) of participants said “No” for the traffic calming measures in the form of chicanes along Gainsborough Road and 46% (13) opted for “Yes” for traffic calming measures along Gainsborough Road. These results are shown graphically in Figure 7.

Note: Total number of properties on Gainsborough Road is approximately 160, meaning a response rate of less than 20% from properties on Gainsborough Road

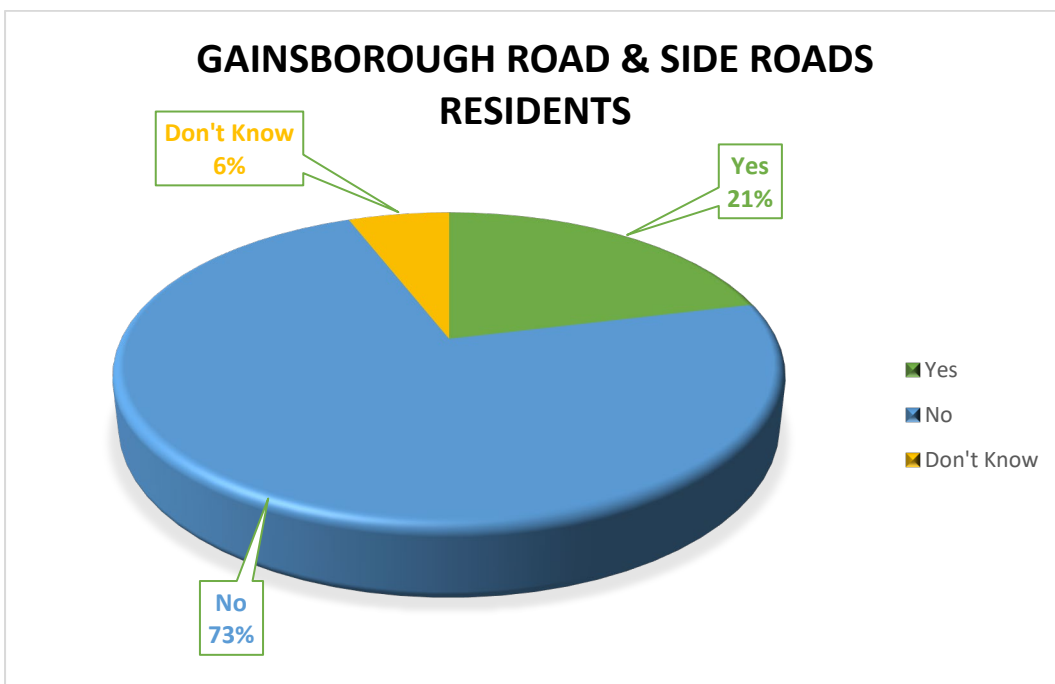


No. responses: 28

Figure 7: Responses from residents of Gainsborough Road

Gainsborough Road & Side Roads Residents Only

When combining the Gainsborough Road respondents with those who live on the side roads off Gainsborough Road, 73% of participants don't want any traffic calming measures, 21% do and 6% of participants 'don't know'. These results are shown graphically in Figure 8.



No. of responses: 85

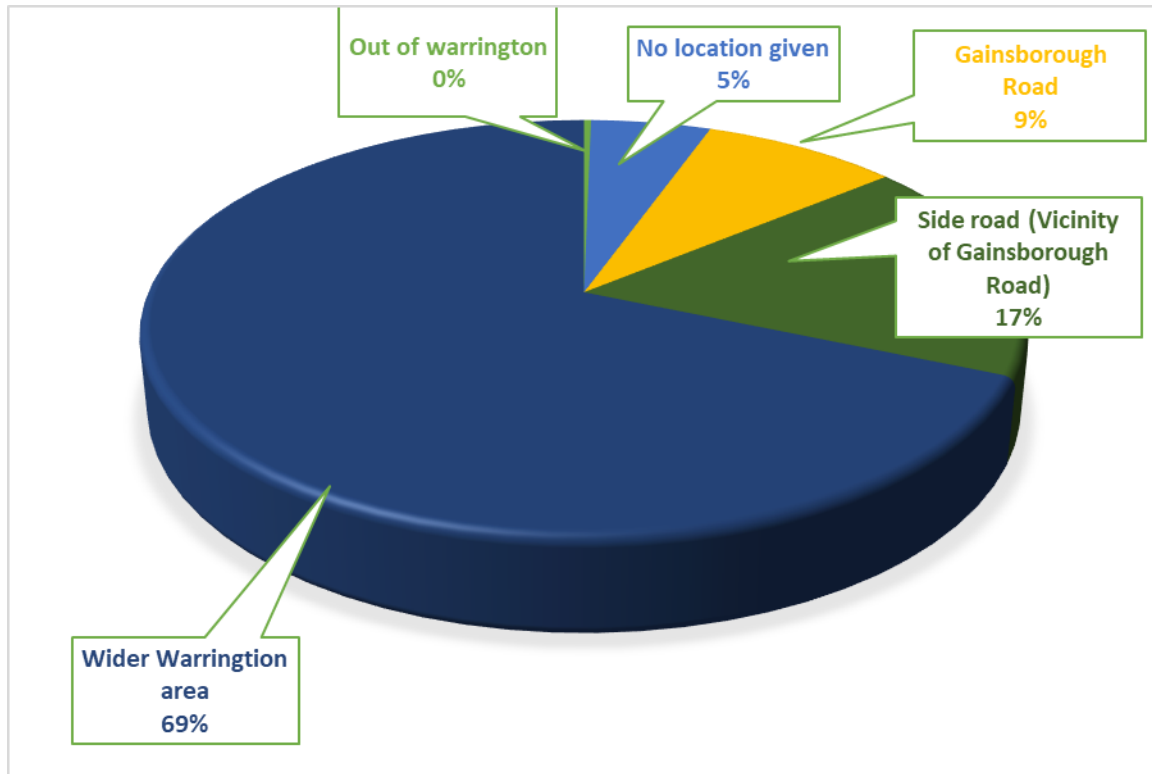
Figure 8: Responses from residents of along and in the vicinity of Gainsborough Road.

Question 2 – As an alternative to traffic calming chicanes, the funding available could be used for other transport measures such as pedestrian crossings, bus stop improvements etc. What transport related improvements would you like to see along Gainsborough Road and where?

Out of 328 respondents, 276 comments were submitted in response to Question 2. The responses have been grouped into common themes. The most common comments and their proposed actions/responses are set out below.

Comment	% of respondents	Response/Action
Traffic lights required at the Chester Road/Gainsborough Road junction	26%	As part of the development of Centre Park Link, a number of options for the operation of the junction of Chester Road/Gainsborough Road were reviewed. Keeping the junction priority controlled as it today was found to be the best option for managing traffic and deterring through traffic along Gainsborough Road. More detail on the options reviewed is provided in Section 4.1. ACTION: The Council will undertake a study to assess the impacts of implementing traffic signals at the Gainsborough Road/Chester Road following the settling of traffic flows post Covid.
It's difficult to cross Gainsborough Road/ Pedestrian Crossings are required/dropped kerbs are required	23%	ACTION: the Council will investigate the potential for crossing points and accessibility improvements along Gainsborough Road.
It is difficult turning right out of Gainsborough Road	9%	As part of the development of Centre Park Link, a number of options for the operation of the junction of Chester Road/Gainsborough Road were reviewed. Keeping the junction priority controlled as it today was found to be the best option for managing traffic and deterring through traffic along Gainsborough Road. More detail on the options reviewed is provided in Section 4.1. ACTION: The Council will undertake a study to assess the impacts of implementing traffic signals at the Gainsborough Road/Chester Road following the settling of traffic flows post Covid.
Speed cameras/enforcement is required	9%	ACTION: The Council will continue to liaise with Cheshire Road Safety partnership regarding speeding concerns
Reduction to 20mph desired	4%	As above.
No improvements required	4%	-

Question 3 – Please provide your house number and postcode. Collecting this information will allow feedback to be analysed by location. For example, residents of Gainsborough Road or in the vicinity of Gainsborough Road or elsewhere.



No. responses: 328

Figure 9: Responses from residents of along and in the vicinity of Gainsborough Road.

The chart above illustrates the location of survey respondents, 9% live on Gainsborough Road, while 17% live on the side roads served by Gainsborough Road.

Equality and Diversity Questions

The feedback questionnaire contained ten questions required under the Equality Act on age, gender, disability, and ethnic origin. Anonymous responses to these questions are provided in Appendix J. The consultation was intended to primarily target residents and businesses on and within proximity to Gainsborough Road, no other demographic was targeted.

4.0 FURTHER INFORMATION

This section provides additional information regarding the optioneering process carried out during the development of the Centre Park Link for the junction format of Chester Road/Gainsborough Road.

4.1 Gainsborough Road/Chester Road Junction Optioneering

Several options were considered for the format of the junction of Chester Road/Gainsborough Road:

- **Signalisation** - The option was dismissed due to the close proximity of the Link Road, as determined by the new bridge's location, to Gainsborough Road. The immediate vicinity of Gainsborough Road and the Link Road would not provide sufficient stacking space for waiting vehicles traveling northbound on Chester Road, as there would be two adjacent signalised junctions.
During the public consultation for the Centre Park Link scheme, several respondents suggested the need for traffic lights at the Chester Road/Gainsborough Road junction. However, there were also respondents who believed that Gainsborough Road might be used as a shortcut to access the new bridge. One of the key factors influencing the latter possibility is the priority given to the right turn from Gainsborough Road to access the new link road if the junction is signalised.
- **As existing with right turn ban out of Gainsborough Road** - The introduction of a right-turn ban at the junction of Gainsborough Road was dismissed partly due to the potential for Gainsborough Road traffic to use side roads as a through route, impacting overall access for local residents.
- **As existing** - Traffic modelling indicates that this option can accommodate predicted traffic flows, providing full access out of Gainsborough Road while discouraging through traffic. As a result, this option was identified as the preferred choice.

4.2 Resurfacing of Gainsborough Road

Patch re-surfacing was undertaken on Gainsborough Road two years ago. The full resurfacing of the whole road by the council is now partly dependent upon the timing of the installation of a HyNet pipeline in the area. HyNet is a Government project to install hydrogen pipelines across the north west to decarbonise energy usage. The Council is awaiting timescales of when the infrastructure will be installed across Warrington before the programme can be set for resurfacing works.

More information on HyNet can be found here: <https://www.hynethydrogenpipeline.co.uk>

5.0 SUMMARY AND NEXT STEPS

The Gainsborough Road traffic calming consultation period took place between 22nd June and 24th July 2023. Residents were asked whether they would support the installation of traffic calming chicanes or alternatively would they prefer other transport-related improvements along Gainsborough Road.

Details of the options are provided below:

- **Traffic Calming in the form of six chicanes along Gainsborough Road.** A plan showing the proposed locations of chicanes and signage is provided in Figure 2. A larger scale plan is shown in Appendix A; or
- **Other transport related improvements.** Instead of using the available funding for traffic calming chicanes, it could be allocated to other transportation improvements such as pedestrian crossings or bus stop enhancements.

The survey results show:

- The majority of respondents (83%) indicated that they were not in favour of the implementation of traffic calming measures in the form of chicanes, while only 11% of the participants were in support.
- When considering the option preferences of residents living on Gainsborough Road, only 13 of the participants were in favour of traffic calming measures in the form of chicanes along Gainsborough Road.
- Please note that 17 respondents, 5% did not provide their address and, therefore, cannot be included in the location analysis. However, they are accounted for within the overall analysis.
- Only 28 respondents (9%) live on Gainsborough Road.

Based on the survey responses, traffic calming in the form of chicanes will not be implemented due to the lack of majority support. However, the Council will undertake the following actions:

- Investigate the potential for crossing points along Gainsborough Road
- Continue to liaise with Cheshire Road Safety partnership regarding speeding concerns
- Undertake a study to assess the impacts of implementing traffic signals at the junction of Gainsborough Road/Chester Road following the settling of traffic flows post Covid.
- Consult with residents on the findings of the above.

APPENDIX A

Chicanes Plan



Gainsborough Road Traffic Consultation

Gainsborough Road Traffic Consultation

Chicane Pros and Cons

Pros	Cons
Can provide a potentially easier place to cross for pedestrians	Areas of on-street parking substantially reduced
Do not significantly impede emergency vehicle access	Generates queueing outside of residential properties
Effective at reducing speeds at peak times (see cons also)	Increases noise through braking and acceleration
May discourage through traffic	Potentially increases localised emissions and or pollution
	Increased cost of maintenance to the Council
	Can increase vehicle speeds during periods of low traffic volumes to 'beat' oncoming traffic
	Less effective at reducing speeds during periods of low traffic volumes

Find out more

We will be holding public exhibitions at the following dates and times:

Date	Time	Place
Saturday 1 July	10.00 to 13.00	St Werburgh's Community Hub, Boswell Avenue, Warrington, WA4 6DQ
Wednesday 12 July	16.00 to 19.00	St Werburgh's Community Hub, Boswell Avenue, Warrington, WA4 6DQ

Officers from the Council's transport team will be on hand to answer questions you might have. There is an online feedback form which you can complete to let us know whether or not you would like traffic calming measures implemented which can be found at the web page below or scanning the QR code

warrington.gov.uk/consultations

Alternatively, paper copies of the questionnaire will be available at the Consultation events. The closing date for feedback is the 24 July 2023.

If you require additional information, please contact the project team at cpl@warrington.gov.uk



Public Consultation

During the public consultation for Centre Park Link (CPL), concerns were raised by residents along and in the vicinity of Gainsborough Road regarding the impact of the new link road on traffic speeds, volumes and routing in this area.

A public consultation was held in January 2020 which asked residents whether they wanted to see traffic calming installed.

Based on the results and the majority view, a decision was made to monitor the impact of CPL once open and re-consult on the provision of traffic calming chicanes.

Although CPL opened in March 2021, the COVID pandemic lockdowns meant that meaningful traffic data could not be collected until recently.

A comparison of pre and post CPL traffic data along Gainsborough Road shows:

- an 8% reduction in traffic flows; and
- an increase in average speed of 2mph from 28mph to 30mph.

With regards to the impact of CPL on the wider network, a 30% reduction in traffic flows has been observed on Chester Road and Wilson Patten Street.

More detail is provided at www.warrington.gov.uk/centreparklink

Next Steps

Your feedback is requested on whether or not you would like traffic calming chicanes to be implemented along Gainsborough Road or alternatively the funding available is spent on other transport related measures such as pedestrian crossing points and bus stop infrastructure.

A chicane location plan and layout drawing are presented overleaf. These plans are also provided at: www.warrington.gov.uk/centreparklink



In addition, the pros and cons of chicanes can be found on the back page of this leaflet.



APPENDIX C

Consultation Leaflet Distribution Area



Gainsborough Road Traffic Consultation

During the public consultation for Centre Park Link (CPL), concerns were raised by residents along and in the vicinity of Gainsborough Road regarding the impact of the new link road on traffic speeds, volumes, and routing in this area.

A public consultation was held in January 2020 which asked residents whether they wanted to see traffic calming installed.

Based on the results and the majority view, a decision was made to monitor the impact of CPL once open and re-consult on the provision of traffic calming chicanes.

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- an increase in average speed of 2mph from 28mph to 30mph.

With regards to the impact of CPL on the wider network, a 30% reduction in traffic flows has been observed on Chester Road and Wilson Patten Street.

The Consultation

Your feedback is requested on whether or not you would like traffic calming chicanes to be implemented along Gainsborough Road or alternatively the funding available is spent on other transport related measures such as pedestrian crossing points and bus stop infrastructure.

A chicane location plan and pros and cons of chicanes are provided below:

Pros	Cons
Can provide a potentially easier place to cross for pedestrians	Areas of on-street parking substantially reduced
Do not significantly impede emergency vehicle access	Generates queuing outside of residential properties
Effective at reducing speeds at peak times (see cons also)	Increases noise through braking and acceleration
May discourage through traffic	Potentially increases localised emissions and or pollution
	Increased cost of maintenance to the Council
	Can increase vehicle speeds during periods of low traffic volumes to 'beat' oncoming traffic
	Less effective at reducing speeds during periods of low traffic volumes



Have Your Say

We will be holding public exhibitions at the following dates and times:

Date	Time	Place
Saturday 1st July	10.00 to 13.00	St Werburgh's Community Hub, Boswell Avenue, Warrington WA4 6DQ
Wednesday 12 th July	16.00 to 19.00	St Werburgh's Community Hub, Boswell Avenue, Warrington WA4 6DQ

Officers from the Council's transport team will be on hand to answer questions you might have.

An online feedback form can be completed [here](#) to let us know whether or not you would like traffic calming measures implemented.

Alternatively, paper copies of the questionnaire will be available at the Consultation events. The closing date for feedback is the 24th of July 2023.

If you require additional information, please contact the project team at cpl@warrington.gov.uk.

Have your say on traffic calming plans



Local people are being invited to share their views on plans to implement new traffic calming measures on Gainsborough Road.

Friday, 23 June 2023
Community | Transport

The council has launched a public consultation, asking people to have their say on proposals to introduce chicanes - features designed to help manage the average speed of vehicles - on the road.

During the public consultation for Centre Park link, concerns were raised by residents along and in the vicinity of Gainsborough Road regarding the impact of the new link road on traffic speeds, volumes and routing in this area.

A public consultation was held in January 2020, which asked residents whether they wanted to see

traffic calming installed.

Based on the results and the majority view, a decision was made to monitor the impact of Centre Park link once open and re-consult on the provision of traffic calming chicanes.

Although Centre Park link opened in March 2021, the COVID pandemic lockdowns meant that meaningful traffic data could not be collected until recently.

A comparison of pre and post Centre Park link traffic data along Gainsborough Road shows:

- an 8% reduction in traffic flows
- an increase in average speed of 2mph, from 28mph to 30mph

With regards to the impact of Centre Park link on the wider network, a 30% reduction in traffic flows has been observed on Chester Road and Wilson Patten Street.

Local people's feedback is now being requested on whether they would like traffic calming chicanes to be implemented along Gainsborough Road, or if they would prefer to see the available funding spent on other transport related measures, such as pedestrian crossing points and bus stop infrastructure.

You can get involved in the consultation by visiting warrington.gov.uk/consultations and completing the 'Gainsborough Road' survey.

There will also be two drop-in sessions at St Werburgh's Community Hub, Boswell Avenue, WA4 6DQ, where transport officers will be available to provide more information and answer questions.

The sessions take place on the following dates and times:

- **Saturday 1 July - 10am-1pm**
- **Wednesday 12 July - 4pm-7pm**

Paper copies of the survey will be available at these events.

Warrington Borough Council's Cabinet Member for transportation, highways and public realm, Cllr Hans Mundry, said: "Centre Park Link has been hugely beneficial for Warrington - but from the outset, we've been committed to listening to feedback from residents about the impact of the scheme on the Gainsborough Road area. This consultation is part of these ongoing discussions.

"Having begun these discussions in 2020, further consultation was delayed, in part by Covid and waiting for traffic flows to stabilise again.

"However, now that traffic levels have settled we are once again in a position to present the traffic data and get local people's views on potential traffic calming for the area.

"If you'd like to have your say, please take part in our online survey or pop along to one of our drop-in sessions."

The consultation closes on **Monday 24 July**. For more information, please contact the project team at cpl@warrington.gov.uk. Further details on the Centre Park link scheme can be found at warrington.gov.uk/centreparklink

Share



APPENDIX F

Warrington Guardian Press Release

Consultation on plans for chicanes on Gainsborough Road

26th June 2023

TRANSPORT



Consultation to allow residents to have their say on plans for chicanes on Gainsborough Road. Picture: Google Maps

By Nathan Okell

Chief Reporter

[@NathanOkell](#)

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15 Comments

RESIDENTS are being encouraged to have their say on plans to install traffic calming measures on a Warrington road.



Star Trek Fleet...

Star Trek Fleet Co...



Pensioners born before...

Hidden Hearing



Single over 50 in Warringt...

Here, older singles connect...
Ourtime



Forget The Lottery!...

Good Life Plus

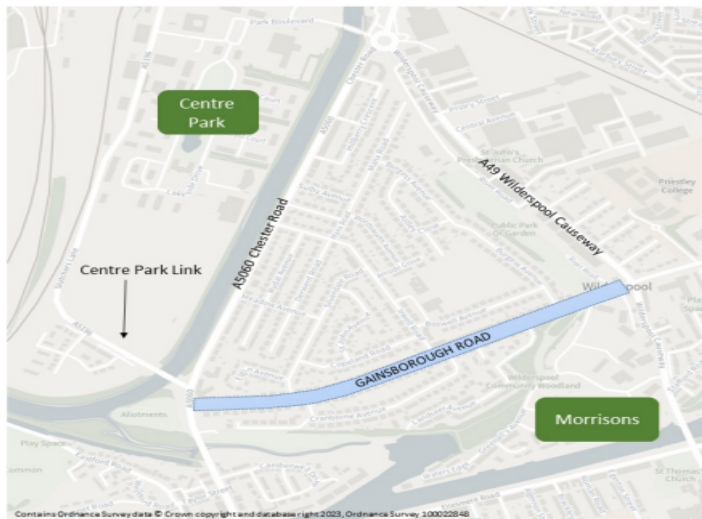
Recommended by [Outbrain](#)

Gainsborough Road traffic consultation

Purpose of Consultation

Background

During the public consultation for Centre Park Link (CPL), concerns were raised by residents along and in the vicinity of Gainsborough Road regarding the impact of the new link road on traffic speeds, volumes and routing in this area.



Previous consultation

A public consultation was held in January 2020 which asked residents whether they wanted to see traffic calming installed.

Based on the results and the majority view, a decision was made to monitor the impact of CPL once open and re-consult on the provision of traffic calming chicanes.

CPL opened in March 2021. The COVID pandemic lockdowns meant that meaningful traffic data could not be collected until recently. Traffic flows have now settled with a new baseline of circa 95% of traffic levels pre covid in Warrington.

Current consultation

This consultation sets out recently collected traffic data to allow residents to make an informed decision on whether or not they would like traffic calming along Gainsborough Road or alternatively utilise the funding for other transport improvements.

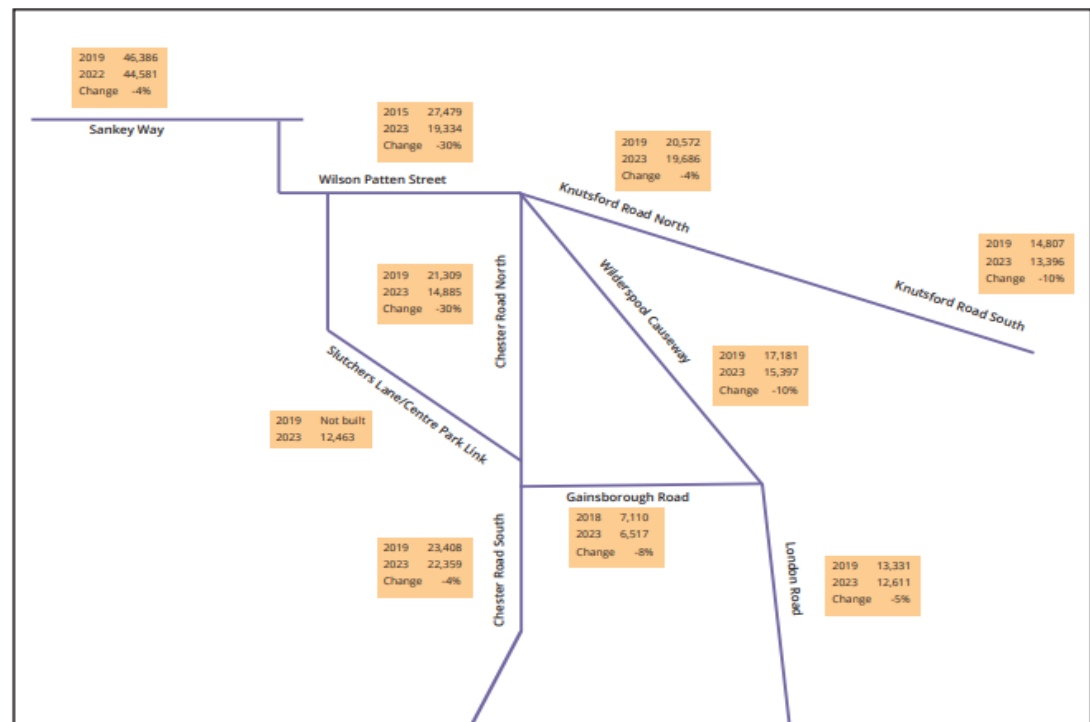
Gainsborough Road traffic consultation

Impact of CPL on the Wider Network

Centre Park Link opened in March 2021. Monitoring shows:

- A 30% reduction in traffic on Chester Road and Wilson Patten Street.
- A transfer of vehicles has occurred from Wilson Patten Street and Chester Road onto Centre Park Link (Slutchers Lane).
- A small reduction in general background traffic which is likely to be partially due to the effects of post-pandemic changes in behaviour such as increased home working.

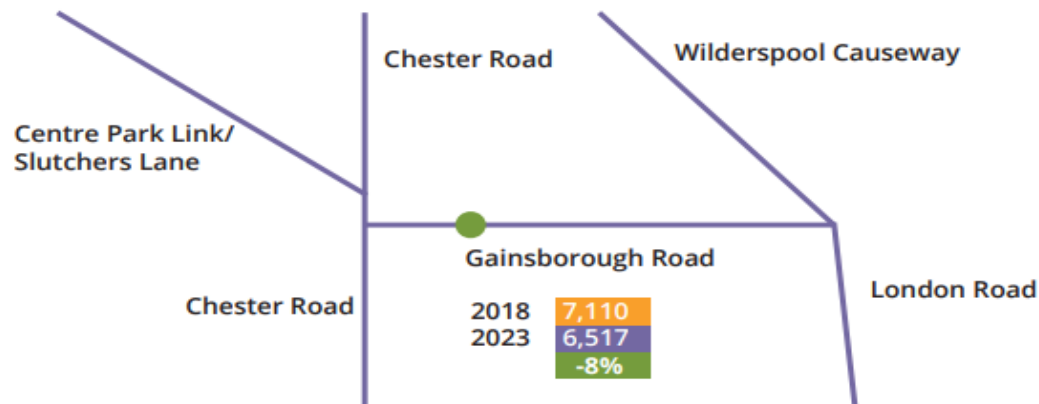
Weekday Average Traffic Flows (2-way)



Gainsborough Road traffic consultation

Impact of CPL on Gainsborough Road

Weekday Average Traffic Flows (2-way)



A comparison of pre (2018) and post (2023) CPL data reveals:

- An 8% reduction in two way traffic flows
- A 1% reduction in the percentage of large 3 axle HGVs and above
- A 3% reduction in the percentage of smaller 2 axle rigid HGVs
- An increase in average speed of 2mph from 28mph to 30mph



Example 2 axle Rigid HGV



Example 3 axle Rigid HGV

Gainsborough Road traffic consultation

Traffic Calming Option

Your feedback is requested on whether or not traffic calming chicanes are implemented along Gainsborough Road.

After a decision is made on the traffic calming (informed by your feedback), the highway maintenance scheme to resurface Gainsborough Road will then be programmed, either with or without the implementation of chicanes.



Example of typical chicane traffic calming

Pros and Cons of Chicanes

Pros	Cons
Can provide a potentially easier place to cross for pedestrians	Areas of on-street parking substantially reduced
Do not significantly impede emergency vehicle access	Generates queueing outside of residential properties
Effective at reducing speeds at peak times (see cons also)	Increases noise through braking and acceleration
May discourage through traffic	Potentially increases localised emissions and or pollution
	Increased cost of maintenance to the Council
	Can increase vehicle speeds during periods of low traffic volumes to 'beat' oncoming traffic
	Less effective at reducing speeds during periods of low traffic volumes



Gainsborough Road traffic consultation



Gainsborough Road traffic consultation

Other traffic calming options considered

A number of alternative traffic calming Options were considered but not recommended:

- **Vertical measures (speed humps/tables)** - Gainsborough Road is located on an old river bed with alluvium sub strata which would intensify noise and vibration from vertical measures.
- **Speed cameras** – The decision to implement cameras is not within the control of the Council. Historic evidence of speeding and accidents is required by the police to implement.
- **Digital Vehicle Activated Speed Signs** – Research shows that signs are effective for short periods of time and lose their effectiveness over time.

Gainsborough Road traffic consultation

Have Your Say

Thank you for taking the time to visit our exhibition today. We hope that you found it informative and that you have been able to ask the project team any questions you have.

Have Your Say

You are able to provide your views and comments by:

- Picking up a paper feedback form, completing this today and giving it to a member of the team;
- Logging on to www.warrington.gov.uk/consultations and completing the feedback form online; or
- Scanning the QR code



Please send all of your comments and feedback forms back to us by 24th July 2023.

If you require additional information, please contact the project delivery team at cpl@warrington.gov.uk

A consultation report will be available online following the close of the consultation in the following location:

<https://www.warrington.gov.uk/centreparklink>

APPENDIX H

Sample Social Media Posts

 **Warrington Borough Council**
Published by Orlo · June 23, 2023 ·

If you'd like to have your say on proposals to introduce chicanes on Gainsborough Road, designed to help manage the average speed of vehicles, please take part in our consultation. It runs until 24 July <https://orlo.uk/h9MKZ> ✓



11 83 comments 31 shares

Like Comment Share

APPENDIX I

Feedback Questionnaire



WARRINGTON
Borough Council

Gainsborough Road Consultation
Transport Planning Team
Environment & Transport Directorate
Warrington Borough Council
East Annexe
Town Hall
Sankey Street
Warrington
WA1 1UH

Public Consultation – Gainsborough Road

About the questionnaire

This questionnaire asks whether or not you would like traffic calming chicanes along Gainsborough Road and other alternative infrastructure. It should take about 5-10 minutes to complete. The closing date is the 24th July 2023.

This survey complies with all legislation governing the protection of personal information, including the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Any personal information you supply will remain strictly confidential and anonymous and will be held and used in line with the Data Protection Act 2018.

We will only use your personal information for the purpose for which it has been given. The information you provide through this survey will be kept secure and analysed by Warrington Borough Council. You can read our Privacy Notice at warrington.gov.uk which explains how we use personal information and how we will treat it.

If you have any concerns or questions about the survey, require the questionnaire in another language or format including large print, Braille, audio or British Sign Language or simply require assistance in completing the form please email equalities@warrington.gov.uk and we will be happy to help.

Questionnaire

1. Would you like Traffic calming in the form of chicanes along Gainsborough Road?

Yes

No

Don't know

2. As an alternative to traffic calming chicanes, the funding available could be used for other transport measures such as pedestrian crossings, bus stop improvements etc. What transport related improvements would you like to see along Gainsborough

Road and where?

Any personal information you supply will remain strictly confidential and anonymous and will be held and used in line with the Data Protection Act 2018. We will only use your personal information for the purpose for which it has been given.

3. Please complete the following:

Collecting this information will allow feedback to be analysed by location. For example residents of Gainsborough Road or in the vicinity of Gainsborough Road or elsewhere.

House number / name

Postcode (For example
WA1 2NH, WA13 0AB)

About you (optional)

These monitoring questions are optional and are for individuals only.

You do not need to answer any of the following questions if you do not wish to, and you will not be affected in any way if you choose not to answer any, or some, of the questions. Questions have 'prefer not to say' as a response option.

The reason why we ask you these questions is so we can:

- Make our council services open to everyone in Warrington
- Treat everyone fairly and appropriately when they use our services
- In consultations, make sure that we have views from all across Warrington
- The Equality Act 2010 makes these aims part of our legal duties. Your answers help us check that we have met the law and help improve our services.

Data Protection and Confidentiality

We comply with all legislation governing the protection of personal information, including the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). We will only use your personal information for the purpose for which it has been given.

1. Age. Please select one option.

Below 16

55-64

(If below 16, please state age in the box below)

16-24

65-74

25-34

75-84

35-44

85 or over

45-54

Prefer not to say

Age, if under 16

2. Gender. Please select one option.

Male

Non-Binary

Female

Prefer not to say

If you prefer to use your own term, please specify here

3. Is your gender identity the same as your sex registered at birth? Please select one option.

- Yes No Prefer not to say

4. What is your relationship status? Please select one option.

- Single Widowed
 Married In a same sex marriage
 Co-habiting In a same sex civil partnership
 Separated Prefer not to say
 Divorced

5. How would you describe your ethnic origin?

Please select one option and then one option from A-E.

- White (go to A)
 Asian or Asian British (go to B)
 Mixed or multiple ethnic groups (go to C)
 Black, Black British, Caribbean or African (go to D)
 Other ethnic group (go to E)
 Prefer not to say (go to question 6)

A. White

- English, Welsh, Scottish, Northern Irish or British
 Irish
 Gypsy or Irish Traveller

- Any other white background (please state)

B. Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background (please state)

C. Mixed or Multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed or multiple background (please state)

D. Black, Black British, Caribbean or African

- Caribbean
- African background (please state below)
- Any other Black, Black British or Caribbean background (please state)

E. Other ethnic group

- Arab
- Any other ethnic group (please state)

6. How would you describe yourself? Please select one option.

- Straight/Heterosexual Bisexual
- Lesbian/Gay woman Other sexual orientation
- Gay man Prefer not to say

7. Your religion or belief. Which group below do you most identify with? Please select one option.

- No religion or belief Jewish
- Christian (*Church of England, Catholic, Protestant and all other Christian denominations*) Sikh
- Buddhist Prefer not to say
- Hindu Any other religion.(please specify):
- Muslim
-

8. Are you currently pregnant or have you been pregnant in the last year? Please select one option.

- Yes No Prefer not to say

9. Outside of work is there anyone who relies on you for care and attention AND that you assist with their daily routine? Please select one option.

- Yes No Prefer not to say

9.1. If you answered yes to the above question, please indicate the circumstances. Please select all that apply.

- Child/Children Disabled adult/s
- Grandchild/Grandchildren Older person/people aged 70+
- Adult (18+) Prefer not to say

10. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Please select one option.

Yes a little

No

Yes a lot

Prefer not to say

10.1 If you answered 'yes' to the previous question, please state the type of impairment. If you have more than one, please tick all that apply.

Autistic Spectrum

Other Developmental Condition

Learning Disability/Difficulty

Physical Impairment

Long-standing illness

Sensory Impairment

Mental Health condition

Other (please specify):

Thank you for taking the time to answer this survey.









All the survey responses will be analysed and considered following the close of this consultation.




A consultation report will be produced at the end of the consultation period containing a summary of the results and the most common feedback given.

The report will be published on the council website at www.warrington.gov.uk/centreparklink



APPENDIX J

Equalities Monitoring Responses







1. Age. Please select one option.			
Answer Choices		Response Percent	Response Total
1	Below 16		0.00% 0
2	16-24		1.55% 2
3	25-34		6.20% 8
4	35-44		18.60% 24
5	45-54		19.38% 25
6	55-64		20.93% 27
7	65-74		23.26% 30
8	75-84		9.30% 12
9	85 or over		0.78% 1
10	Prefer not to say		0.00% 0
		answered	129
		skipped	199

2. Gender. Please select one option.			
Answer Choices		Response Percent	Response Total
1	Male		38.28% 49
2	Female		57.81% 74
3	Non-Binary		0.00% 0
4	Prefer not to say		3.91% 5
		answered	128
		skipped	200
If you prefer to use your own term, please specify here (2)			
1	She		
2	Merself		





3. Is your gender identity the same as your sex registered at birth? Please select one option.

Answer Choices		Response Percent	Response Total
1	Yes		98.41% 124
2	No		0.00% 0
3	Prefer not to say		1.59% 2
		answered	126
		skipped	202






4. What is your relationship status? Please select one option.

Answer Choices		Response Percent	Response Total
1	Single		12.50% 16
2	Married		53.13% 68
3	Co-habiting		17.19% 22
4	Separated		0.00% 0
5	Divorced		5.47% 7
6	Widowed		7.03% 9
7	In a same sex marriage		0.00% 0
8	In a same sex civil partnership		0.00% 0
9	Prefer not to say		4.69% 6
		answered	128
		skipped	200






5. How would you describe your ethnic origin? Please select one option.

Answer Choices			Response Percent	Response Total
1	White		96.88%	124
2	Asian or Asian British		0.78%	1
3	Mixed or multiple ethnic groups		0.00%	0
4	Black, Black British, Caribbean or African		0.00%	0
5	Other ethnic group		0.78%	1
6	Prefer not to say		1.56%	2
			answered	128
			skipped	200




6. How would you describe yourself? Please select one option.

Answer Choices			Response Percent	Response Total
1	Straight/Heterosexual		90.35%	103
2	Lesbian/Gay woman		0.88%	1
3	Gay man		1.75%	2
4	Bisexual		0.00%	0
5	Other sexual orientation		0.88%	1
6	Prefer not to say		6.14%	7
			answered	114
			skipped	214






7. Your religion or belief. Which group below do you most identify with? Please select one option.

Answer Choices			Response Percent	Response Total
1	No religion or belief		41.60%	52
2	Christian (Church of England, Catholic, Protestant and all other Christian denominations)		53.60%	67
3	Buddhist		0.80%	1
4	Hindu		0.00%	0
5	Muslim		0.00%	0
6	Jewish		0.00%	0
7	Sikh		0.00%	0
8	Prefer not to say		2.40%	3
9	Any other religion.(please specify):		1.60%	2
			answered	125
			skipped	203

8. Is there anyone who relies on you for care and attention AND that you assist with their daily routine?

Answer Choices			Response Percent	Response Total
1	Yes		20.63%	26
2	No		71.43%	90
3	Prefer not to say		7.94%	10
			answered	126
			skipped	202

8.1 If you answered yes to the previous question, please indicate circumstances. Please select all that apply.

Answer Choices			Response Percent	Response Total
1	Grandchild/Grandchildren		6.06%	2
2	Disabled adult/s		33.33%	11
3	Older person/people aged 70+		30.30%	10
4	Prefer not to say		21.21%	7
5	Other (please specify):		12.12%	4

9. Are you currently pregnant or have you been pregnant in the last year? Please select one option.

Answer Choices		Response Percent	Response Total
1	Yes	1.63%	2
2	No	97.56%	120
3	Prefer not to say	0.81%	1
		answered	123
		skipped	205

10. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Please select one option.

Answer Choices		Response Percent	Response Total
1	Yes a little	16.13%	20
2	Yes a lot	9.68%	12
3	No	64.52%	80
4	Prefer not to say	9.68%	12
		answered	124
		skipped	204

10.1 If you answered 'yes' to the previous question, please state the type of impairment. If you have more than one please tick all that apply.

Answer Choices		Response Percent	Response Total
1	Autistic Spectrum	3.03%	1
2	Learning Disability/Difficulty	3.03%	1
3	Long-standing illness	30.30%	10
4	Mental Health condition	15.15%	5
5	Other Developmental Condition	3.03%	1
6	Physical Impairment	51.52%	17
7	Sensory Impairment	3.03%	1
8	Other (please specify):	21.21%	7
		answered	33
		skipped	295