

Public consultation:
28 October – 8 December 2013



We need your views

Loughborough town centre is changing and we want your views about proposed changes to Market Place and Swan Street.



Scheme progress

In May 2013, work started on the inner relief road for Loughborough. The new road will enable general traffic to be removed from the existing A6 through the Market Place allowing the area to become a more attractive pedestrian-friendly area.



KEY

- New section of relief road
- New pedestrian priority area
- Existing pedestrian area
- Improved streets
- Existing section of relief road

Loughborough town centre

A key element of the scheme is whether buses should be allowed to travel through the Market Place once the town centre improvements are completed in autumn 2014.

Continued access for local bus services is an important consideration to achieve a balance between pedestrians and bus users.

Leicestershire County Council previously consulted on allowing buses through the Market Place in 2005. In early 2006, Cabinet resolved to undertake a trial of bus movements one-way (southbound) through Market Place when the inner relief road was finished.

Why are we consulting again?

It is nearly 8 years since the first consultation took place and due to the range of views for and against buses operating through the Market Place expressed to the county council, it has now been resolved to undertake a further consultation before a final decision is made on whether a bus trial should be introduced.

The purpose of this consultation is to seek views about the level of bus movements through the Market Place and to establish a preferred option for testing during the trial.

The experience from other parts of the country where buses operate in pedestrian priority (similar to 'shared space') areas will also be considered, along with the importance of bus passengers to the economy of Loughborough Town Centre.

What are we consulting on?

There are three possible options to consider, labelled A, B and C; more information about each option is provided on the following pages. The preferred option will initially be implemented on a trial basis, to provide time to assess whether the arrangements have been successful and to make any subsequent changes.

It is important to note that the following key elements of the town centre scheme would be delivered regardless of which option is chosen for the trial:

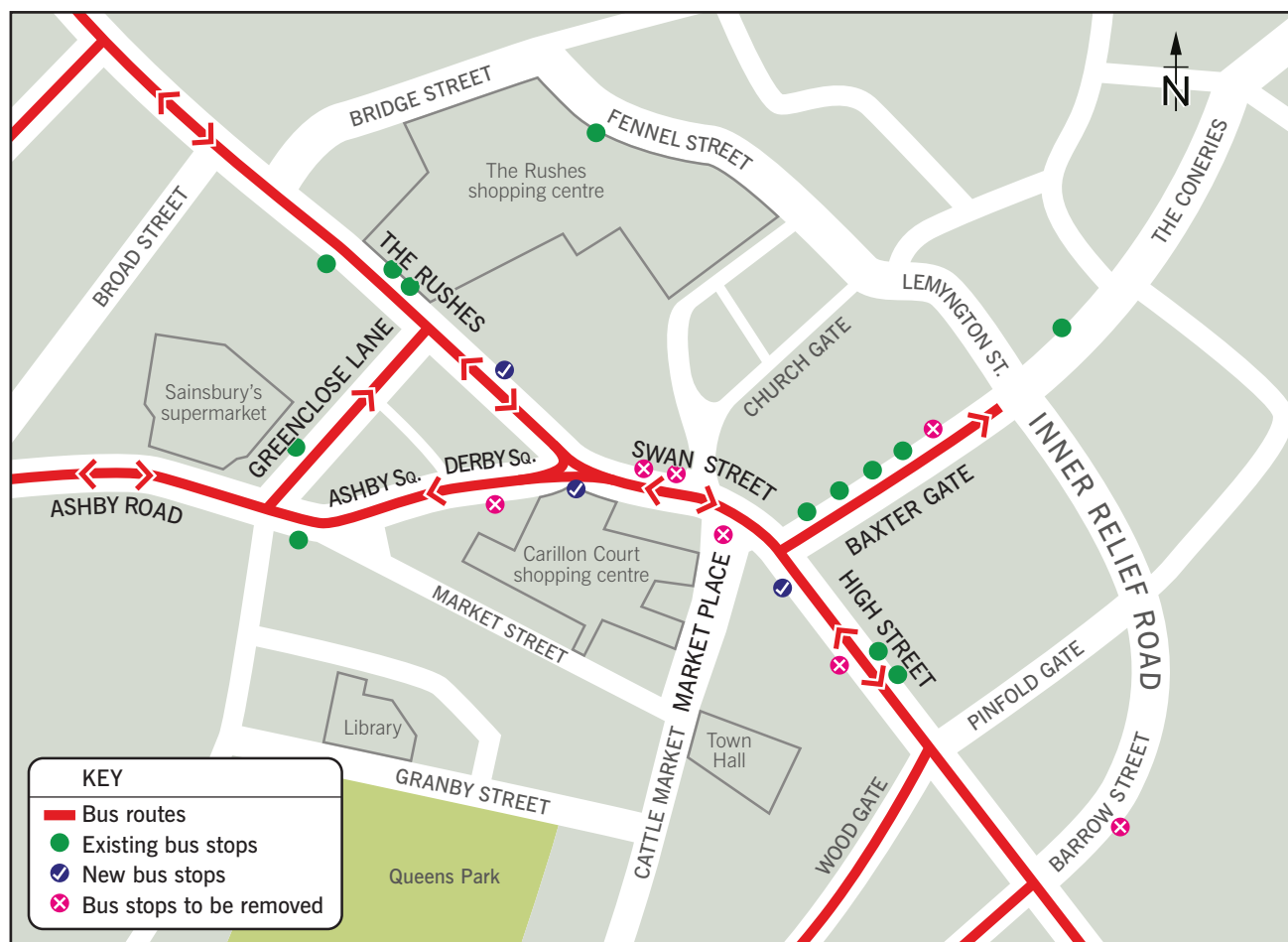
- Removal of all vehicles from the Market Place (up to 12,000 vehicles per day) with the possible exception of buses (under options A and B). Access would be permitted for service vehicles outside the peak shopping period between 10am and 4pm.
- Improvements to the Market Place and Swan Street (i.e. between The Rushes/Derby Square and Baxter Gate/High Street) to provide an attractive 'pedestrian priority' shared space with limited vehicular movements.
- Improvements and more spacious, high quality bus shelters at bus stops on High Street/Baxter Gate and The Rushes/Derby Square. This would include improved timetable/route information and clear signing with level boarding to help all passengers.
- The existing bus stops at the Market Place and Swan Street would be relocated to High Street and The Rushes (near Derby Square).



**See options
A, B and C overleaf**

Option A

Buses allowed through Market Place in both directions



Impact assessment

Bus services and passengers

- Both north and southbound buses would travel through the Market Place in single file (i.e. in one direction at a time) at walking pace.
- Loughborough's bus network would continue unchanged, using existing routes and serving bus stops very close to the town centre.
- Bus journeys through the town centre would be free from delays caused by using a longer diverted route.
- Local bus services would be attractive to passengers by offering close access to the town centre.

Pedestrians

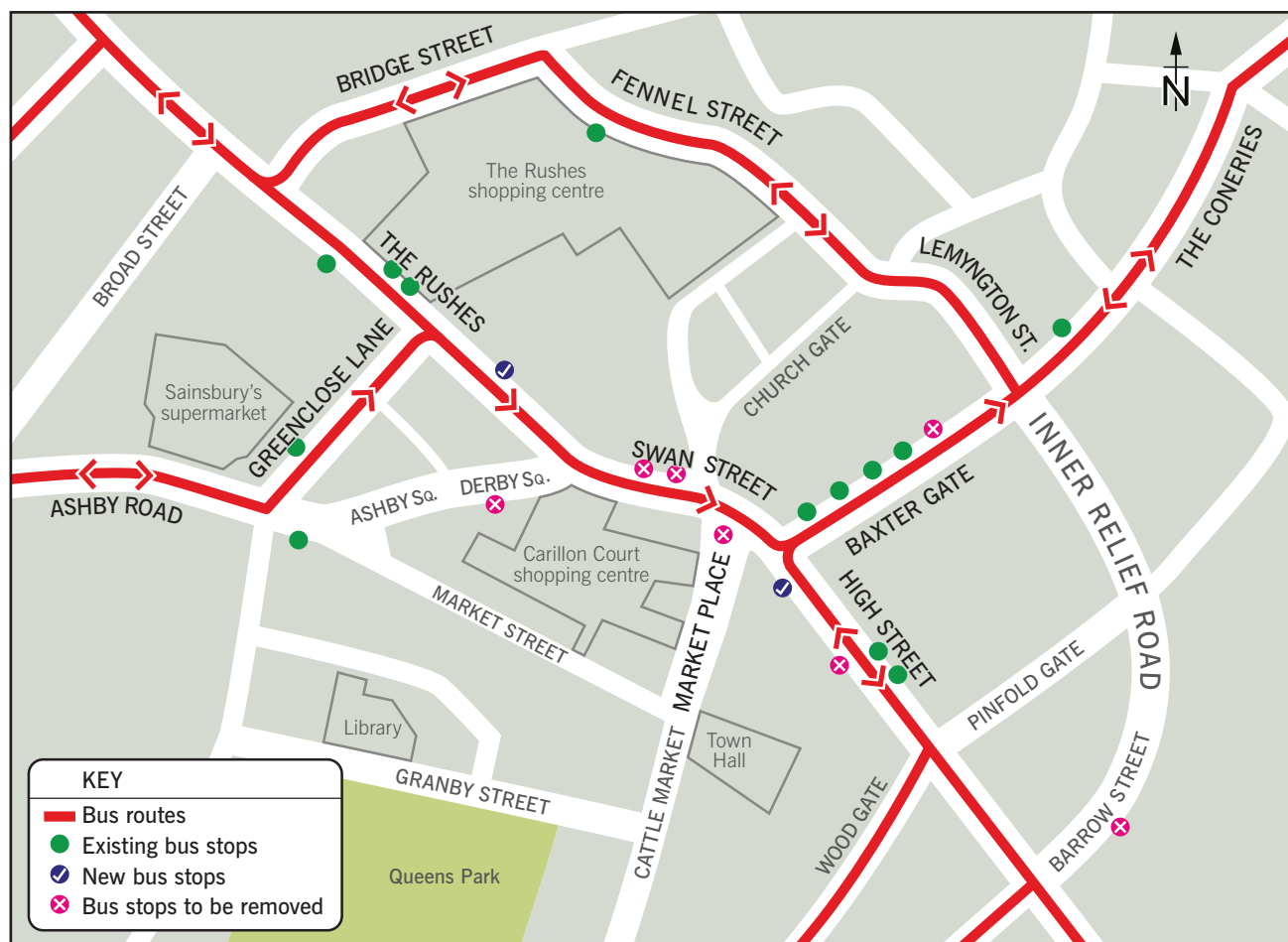
- Existing conflict between vehicles and pedestrians would be significantly reduced, as almost all current through traffic would be moved to the inner relief road.
- Based on current service patterns, 49 buses per-hour would continue to pass through the Market Place (northbound or southbound); less than one bus a minute.

Pollution and congestion

- Reduced exhaust emissions and noise in the Market Place as traffic levels significantly reduced.

Option B

Southbound buses only allowed through Market Place



Impact assessment

Bus services and passengers

- Southbound buses would travel through the Market Place at walking pace.
- Northbound local bus services which currently travel through the Market Place would be routed along Baxter Gate, Lemington Street, Fennel Street and Bridge Street.
- Northbound bus services would travel further due to this diversion; which would make local bus services less attractive.
- To compensate for any additional time on the diversion route, northbound bus services would not use bus stops on The Rushes and Derby Square.
- Less conveniently located bus stops may mean fewer passengers use local bus services to access the town centre.
- Viability of Loughborough's current bus network may be affected and services might reduce in frequency.
- Fares might increase and/or routes might be cut back in other areas.

Pedestrians

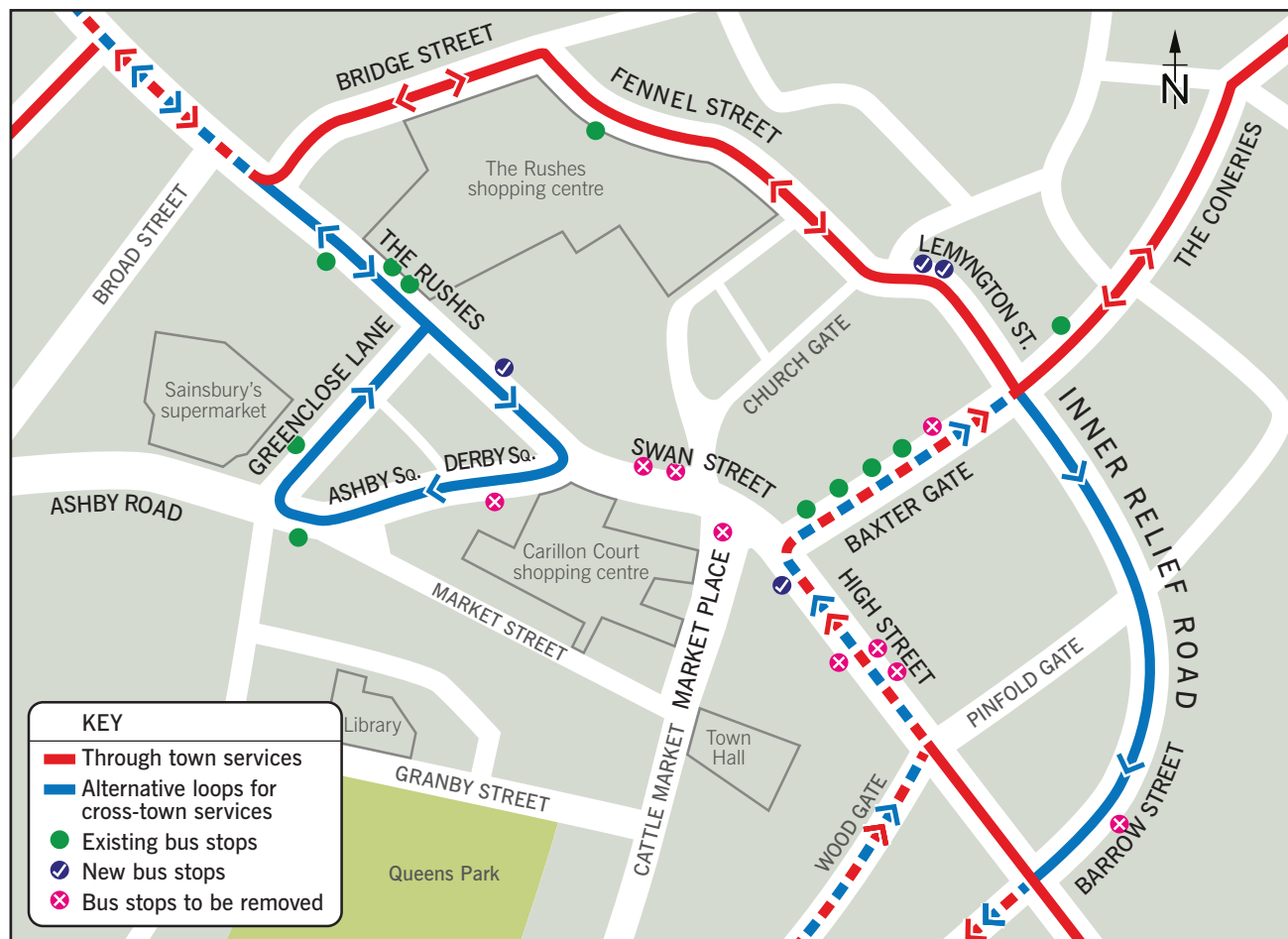
- Existing conflict between vehicles and pedestrians would be significantly reduced.
- Based on current service patterns, 29 buses per-hour would continue to travel southbound through Market Place; one bus every two minutes.

Pollution and congestion

- Reduced exhaust emissions and noise in the Market Place as traffic levels significantly reduced.
- Additional bus services using Baxter Gate could lead to traffic delays at the inner relief road junction.

Option C

No buses allowed through Market Place



Impact assessment

Bus services and passengers

- Market Place fully pedestrianised, with no buses travelling through Swan Street. All local bus services would be rerouted.
- Local bus services would have to travel further to continue providing the same level of service to the town centre.
- Longer distance through town bus services would be likely to serve one bus stop in the town centre each way. Northbound stops would be on High Street/Baxter Gate and southbound stops would be on Fennel Street/Lemyngton Street.
- Town services which currently operate through the town centre may have to be split, with revised services terminating in the town centre. This would provide good access to the town centre, with bus stops on High Street and Baxter Gate to the south and The Rushes and Derby Square to the north, but would cause existing cross-town bus links to be broken. This would mean a break in the journey and a walk between connecting services.
- Passengers would have to walk further and cross the inner relief road to reach the new southbound stops.

- Possible reductions in service frequency and increases in fares if longer routes, avoiding the Market Place, cannot be accommodated in current timetable cycles.
- Some neighbourhoods could lose their local bus services due to route alterations, designed to recover time lost through diversions.
- Potential reduction in the number of passengers using services to access the town centre, which may affect the long-term viability of Loughborough's current bus network.

Pedestrians

- No conflict between buses and pedestrians through Market Place; service vehicles would be allowed to access the Market Place outside the peak shopping period.

Pollution and congestion

- Exhaust emissions in the Market Place mostly eliminated due to the routing of all general traffic and buses on to the inner relief road.
- Additional bus services using Baxter Gate could lead to traffic delays at the junction with the inner relief road.

Ways to respond

Please respond to the consultation by filling in our questionnaire.
This can be accessed:

- **Online**

Visit the bus trial web page at www.leics.gov.uk/lborobustrial

- **By post**

Cut off the questionnaire attached to this leaflet and return
to the following freepost address:

Loughborough Bus Trial (Room 700)

Have Your Say

FREEPOST NAT18685

Leicester

LE3 8XT

General queries, comments or requests for additional copies of this leaflet
can be made to Bustrial@leics.gov.uk or by phoning 0116 305 0002.

What happens next?

There is a public exhibition during the consultation period at Loughborough
Town Hall on 21st, 22nd and 23rd November 2013. Staff from Leicestershire
County Council and bus company representatives will be on hand during the
exhibition to answer your questions.

Please submit completed questionnaires and/or general comments by
8th December 2013. Your comments are valued and these, together with
the completed questionnaires, will be considered by Leicestershire County
Council who will decide which option is trialled. It is planned to reach a
decision on the preferred option in early 2014.

The trial is due to start in late 2014 once the town centre improvements
have been completed, and its impact will be assessed over several months
against criteria on display at the exhibition.



Scan this QR code to visit
www.leics.gov.uk/lborobustrial

**Cut this section off
and return by post**

Tell us your views about the proposed changes to Market Place in Loughborough

Q1a Do you agree or disagree with our impact assessment of option A? *Please tick ONE box only*

Strongly agree

Agree

Neither agree
nor disagree

Disagree

Strongly disagree

Don't know

Q1b If you disagree, please specify why

Q2a Do you agree or disagree with our impact assessment of option B? *Please tick ONE box only*

Strongly agree

Agree

Neither agree
nor disagree

Disagree

Strongly disagree

Don't know

Q2b If you disagree, please specify why

Q3a Do you agree or disagree with our impact assessment of option C? *Please tick ONE box only*

Strongly agree

Agree

Neither agree
nor disagree

Disagree

Strongly disagree

Don't know

Q3b If you disagree, please specify why

Q4a Which, if any, of the options would you support? *Please tick ALL that apply*

Option A *Go to Q4b*

Option B *Go to Q4b*

Option C *Go to Q4b*

None of the above *Go to Q4c*

Don't know *Go to Q5*

Q4b Which is your preferred option?

Please tick ONE box only

Option A

Option B

Option C

(Continue to Q4c)

Q4c Why do you say this?

Q5 Do you have any other comments or suggestions?**Q6 What is your usual mode of travel to Loughborough town centre?***Please tick ONE box only*

- Bus, minibus or coach
- Taxi
- Motorcycle, scooter or moped
- Driving a car or van
- Passenger in a car or van
- Bicycle
- On foot
- Other

Q7 On average, how often do you come into Loughborough Town Centre?*Please tick ONE box only*

- Daily
- At least twice a week
- Once a week
- Fortnightly
- More than once a month
- Monthly
- Every couple of months
- Less frequently
- Never

Q8 What is your usual reason for visiting Loughborough Town Centre?*Please tick ONE box only*

- Shopping/access services
- Work/business
- Leisure/tourism
- Study/school/college/university
- Other (please specify below)

Q9 In what capacity are you responding to this survey? Please tick ONE box only

- Individual (resident/employee/visitor)
- Business
- Public sector organization
- Voluntary organisation/Charity
- Other (please specify below)

About You

Leicestershire County Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all sections of the community. To enable us to check that what we are providing is fair and effective, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you did.

Q10 Are you male or female? *Please tick ONE box only* Male Female**Q11 Do you have a long-standing illness or disability?** *Please tick ONE box only* Yes No**Q12 What was your age on your last birthday?** *Please tick ONE box only*

- Under 15 15-24 25-44 45-64 65-84 85 and over

Q13 What is your ethnic group? *Please tick ONE box only*

- White Mixed Asian or Asian British Black or Black British Other ethnic group

Q14 What is your full postcode?

If you require this information in an alternative version such as large print, Braille, tape or help in understanding it in your language, please contact 0116 305 0002.

ਜੇ ਆਪ ਆ ਮਾਭਿਨੀ ਆਪਨੀ ਆਖਾਮਾਂ ਸਮਝਵਾਮਾਂ ਥੋੜੀ ਮਦਦ ਈਝਰਾਂ ਡੋ ਤੋ 0116 305 0002 ਨੰਬਰ ਪਰ ਫ਼ੋਨ ਕਰਥੋ ਅਨੇ ਅਮੇ ਆਪਨੇ ਮਦਦ ਕਰਵਾ ਆਵਥਾ ਕਰੀਥੁੰ.

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਜਾਣਕਾਰੀ ਨੂੰ ਸਮਝਣ ਵਿਚ ਕੁਝ ਮਦਦ ਚਾਹੀਦੀ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ 0116 305 0002 ਨੰਬਰ ਤੇ ਫ਼ੋਨ ਕਰੋ ਅਤੇ ਅਸੀਂ ਤੁਹਾਡੀ ਮਦਦ ਲਈ ਕਿਸੇ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਦਵਾਂਗੇ।

এই তথ্য নিজের ভাষায় বুঝার জন্য আপনার যদি কোন সাহায্যের প্রয়োজন হয়, তবে 0116 305 0002 এই নম্বরে ফোন করলে আমরা উপযুক্ত ব্যক্তির ব্যবস্থা করবো।

اگر آپ کو یہ معلومات سمجھنے میں کچھ مدد درکار ہے تو براہ مہربانی اس نمبر پر کال کریں
0116 305 0002 اور ہم آپ کی مدد کے لئے کسی کا انتظام کر دیں گے۔

假如閣下需要幫助，用你的語言去明白這些資訊，請致電 0116 305 0002，我們會安排有關人員為你提供幫助。

Jeżeli potrzebujesz pomocy w zrozumieniu tej informacji w Twoim języku, zadzwoń pod numer 0116 305 0002, a my Ci dopomożemy.