

Meole Active Travel Quarter

Report on Public Survey

March 2024



1 Background and Methods

Shropshire Council has recently announced plans to create an 'Meole Active Travel Quarter' in support of its ambitions to unlock the potential of Shrewsbury within the next ten years. The Meole Active Travel Quarter aims to address long-standing needs from the local community, who have emphasized the desire for real change and improved road safety throughout Meole.

The Meole Active Travel Quarter proposes a redesign of the public highway at identified locations across the Meole ward, to empower individuals to choose walking, wheeling and cycling by improving accessibility and connectivity across the local highway network. It is comprised of the following improvement schemes:

- Bank Farm Road: active travel quarter – upgrade the existing cycling amenities to create an active travel corridor.
- Roman Road Roundabout: enhancement works – revise the roundabout's layout to increase movements and capacity with further measures, including two new toucan crossings (with artificial intelligence) and an enhanced footway.
- Longden Road / Mousecroft Lane: improvement scheme – improve pedestrian and cyclist connectivity with the construction of a new road hump and reallocation of footway to segregated route.

Shropshire Council has undertaken several facets of an engagement programme with local residents to garner public feedback on these plans. As part of this engagement, a public survey was designed and made available on the council's Get Involved page from Friday, 1st March through Friday, 15th March 2024. In this survey, members of the public living in and around the Meole area were asked about their current experiences with active travel in these areas, and their thoughts about planned improvements.

This report summarises the findings of this survey, along with some feedback emailed directly to the Feedback and Insight Team via the TellUs inbox about the proposals. Quantitative results were analysed and are presented below in figures using MS Excel. Qualitative (open-ended) responses were analysed and grouped thematically, and examples of comments representing these themes are also presented in the report.

This report proceeds in the following sections:

- **Section 1: Background and Methods** (this current section), which provides a brief overview of the engagement project as a whole and the public survey specific to this report.
- **Section 2: Respondents** provides an overview of the age, gender identity and preferred method of travel of those responding to the surveys.
- **Section 3: Bank Farm Road** presents findings about respondents' thoughts on active travel along this route and what improvements might be made.
- **Section 4: Longden Road/Roman Road** presents findings about respondents' thoughts on active travel along this route and what

improvements might be made.

- **Section 5: Additional Feedback** summarises responses to the final open-ended question to the survey, respondents were invited to provide feedback overall on active travel along these routes. Additionally, this section summarises the feedback provided by respondents through email correspondence to the TellUs inbox.
- **Section 6: Summary and Conclusion** provides a brief summary of the survey findings and some conclusions about how the feedback might inform the proposals going forward.

2 Respondents

238 respondents completed the survey and 11 individuals sent email or postal correspondence related to the consultation.

Not much information was gathered about respondents' identity, as geographic proximity was presumed to be close to the Meole area and other demographic factors were not necessarily pertinent to the survey and its findings.

However, respondent age and gender identity were requested and are summarised in **Figures 1 & 2**. These factors are helpful in determining whether the age groups responding to the survey are representative of those members of the public who might typically use active travel methods. Additionally, gender identity is important as there are certain types of active travel such as cycling that those identifying as female are less likely to engage in due to barriers they can face.¹ Thus females are a particularly important source of feedback for improving the uptake of active travel.

As **Figure 1** demonstrates, most respondents (85%) were of working age (between the ages of 25 and 64), so presumably represent the key audience for those the council is seeking to encourage for more active travel.

Additionally, as **Figure 2** demonstrates, females represent a slight majority

Figure 1: Respondent Age

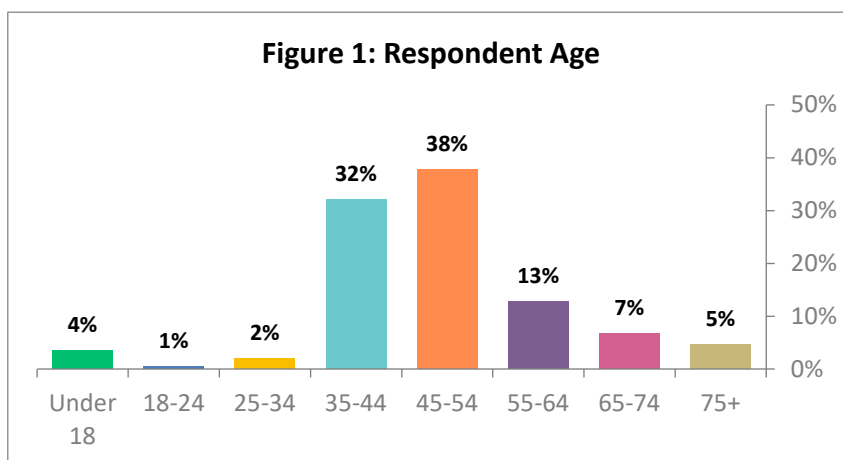
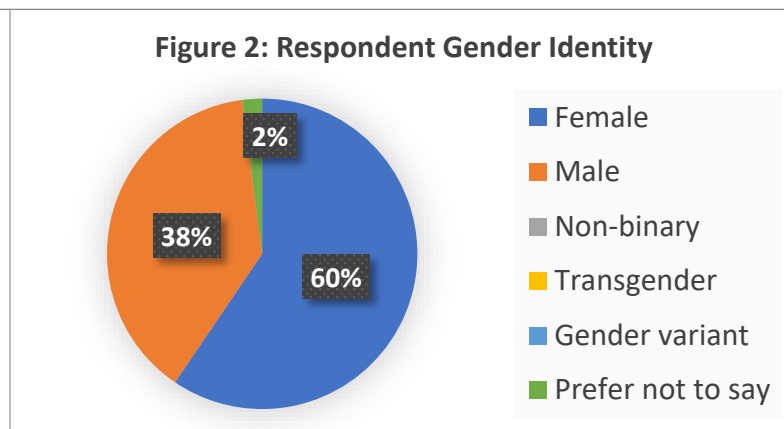
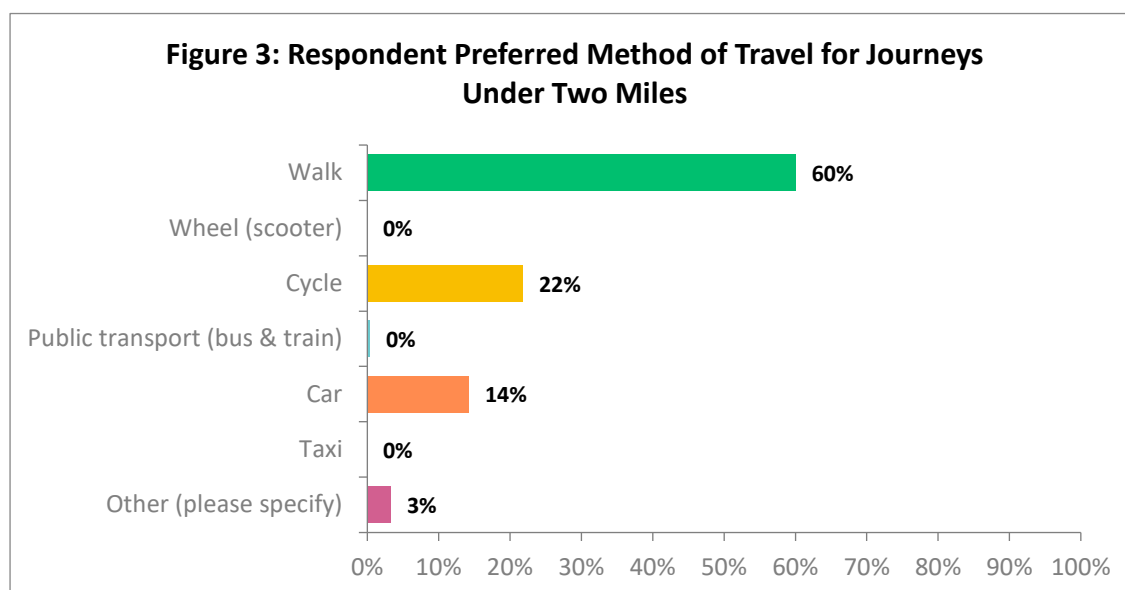


Figure 2: Respondent Gender Identity



¹ For more information on the so-called 'Pedal Gap' see [this report conducted by Lime Micromobility](#).

(60%) of those responding to the survey, so the views of females who actively travel or who might be the target of plans to improve active travel are well represented in the survey in that sense.



Finally, respondents were asked about type of travel they currently prefer to use for short journeys (distances of under 2 miles). As the results in **Figure 3** demonstrate, most of the survey respondents already use active travel on a regular basis, as walking was the methods preferred by most (60%) for short journeys. Cycling was also popular, as 22% of respondents said they travel this way for short journeys. 14% of respondents said they use car to make short journeys.

“Other” responses to this question included wheelchair, running and mixed methods of transport.

3 Bank Farm Road

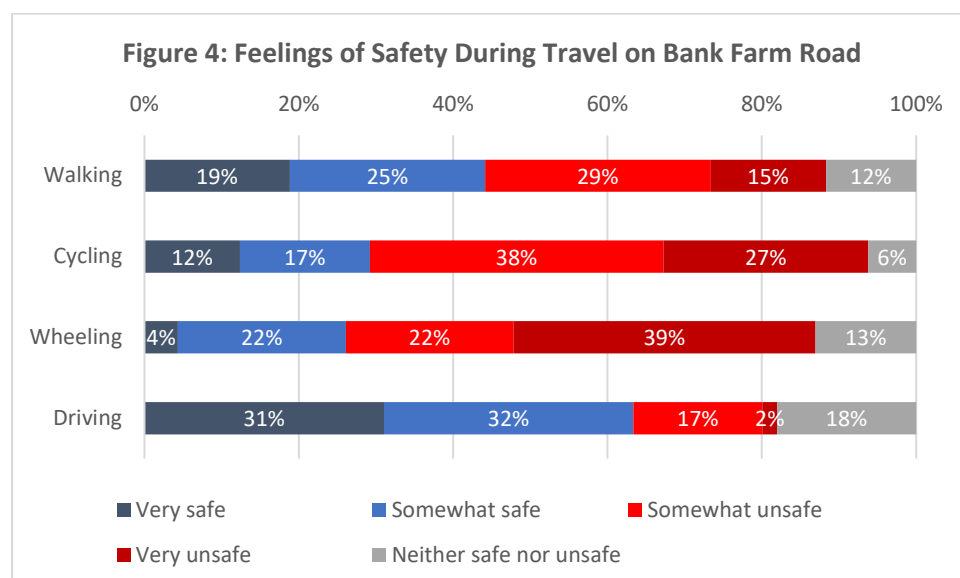
Respondents were asked a series of questions about their experiences traveling on Bank Farm Road using different methods of transport such as active travel or car. Some respondents do not travel along this route or do not use the specified methods of transport. Those respondents who said they have used a particular method of travel are listed in **Table 1**.

Table 1: Respondents Who Have Used Travel Method – Bank Farm Road

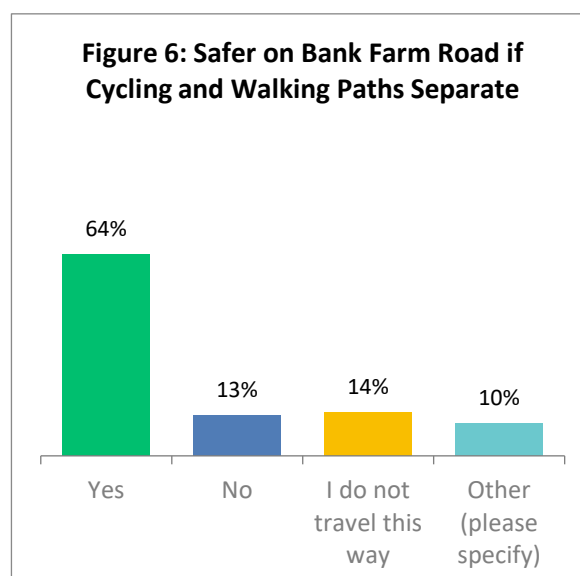
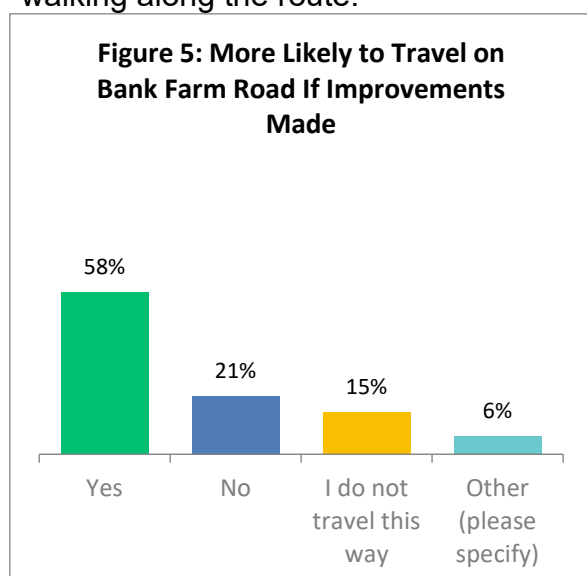
Method	Number
Walking	154
Cycling	113
Wheeling (scooter)	23
Driving	161

Respondents were specifically asked about how safe they feel traveling along the Bank Farm Road route using these active travel methods or driving, and so those

who said they use the method of transport shared their feelings about safety along the route using that method. In other words, only those who have used a particular method of transport along Bank Farm Road are included in the results about feelings of safety using this method. These results are summarised in **Figure 4**.



Most respondents reported feeling safe along Bank Farm Road when driving on the route. However, for active travel on the route, the story is different. A majority reported feeling “somewhat unsafe” or “very unsafe” when cycling (65%) or wheeling (61%), and an equal percentage of respondents felt unsafe as felt safe (44%) when walking along the route.



Respondents were asked further questions about whether changes might make a difference to their feeling of safety along Bank Farm Road. These responses are summarised in **Figures 5 & 6**

A majority of respondents (58%) said they would be more likely to travel on Bank Farm Road if improvements were made. Additionally, 64% of respondents said that they would feel safer along this route if cycling and walking paths were separated.

“Other” responses to this question included 7 respondents making comments about having no other option but to travel along this route, 3 respondents saying they have no issues with Bank Farm Road, and 2 respondents saying that additional improvements are needed to make this route safe.

Respondents were then invited to provide open-ended suggestions as to what might be improved along the Bank Farm Road route. 94 respondents answered this question, and these responses were thematically grouped. Some responses included more than one theme so there are a total of 161 instances of themes mentioned over the 94 responses. These themes are presented in **Table 2**, and themes are discussed in more depth below with examples provided.

Table 2: What Could Be Improved – Bank Farm Road

Theme	Count	%
Reduced speed limits	29	18%
Improvements to cycling lanes	27	17%
Traffic calming measures	20	12%
Improved/additional safe crossing points	19	12%
Concern for school children / increased education and awareness	17	11%
Improvements to walking paths	14	9%
Separate walking and cycle paths	15	9%
Considerate parking/drop off at schools	7	4%
No changes required	3	2%
Other	10	6%

18% of respondents wanted to see a **reduced the speed limit** through the area to improve safety. For example:

- “More effective car speed control, speed bumps, 20mph limit.”
- “Speed limit dropping to 20mph.”
- “Reducing the speed limit to 20mph.”
- “The speed limit must be reduced. The newly installed speed reminder at the junction of Stanhill Road is mostly ignored.”

17% of respondents noted that they wanted to see **improvements to cycling lanes** along Bank Farm Road. For example:

- “The cycle path is very unsafe due to crossing all the side roads, cars not indicating and travelling at speed. If you are travelling down from Priory school you can’t see any cars coming out of six acres until you are in the road due to the bend and bushes. I know of a couple of incidents here involving cyclists.”
- “Clear and continuous cycle lanes.”

Similar to the comments about reducing speed, 12% of respondents also suggested some form of **traffic calming measures** in the area. For example:

- “Traffic calming or road restrictions/closure during school opening and closing times.”
- “Speed humps and or speed camera to slow speed of cars down.”
- “Speed bumps near the Priory and the shops.”
- “Traffic calming to reduce speed from roundabout on Radbrook Road.”

12% of respondents suggested that **improved/additional safe crossing measures** are needed. For example:

- “Better crossing facilities as during peak hours it can become chaotic and difficult to safely cross.”
- “Safer crossings for children nearer priory school.”
- “Crossing by Co-op.”
- “More crossing points.”

Unrelated to road improvements, 11% of respondents discussed **concern for school children and a need for increased education and awareness** as an important factor to improve safety. For example:

- “Both schools need to be more proactive about the behaviour of their pupils when going to and coming out of school. Pupils regularly step out onto the roads with no thought to passing cars especially at the crossing by Priory. Cyclists are even more dangerous especially boys and they have no regard for anyone else apart from themselves. I regularly have to do emergency stops as they suddenly dart out into the road and cycle dangerously not observing road markings etc.”
- “Reckless schoolchildren doing wheelies on their bikes with no lights.”
- “Educate cyclists to also travel slower and to realise they also have a responsibility to keep drivers and pedestrians safe. Anecdotally this is children biking to and from school too fast and without consideration of pedestrians.”

9% of respondents said that **improvements to walking paths** are needed. For example:

- “All pavements wider and lighting.”
- “Parts of footway on south side of Bank Farm Road are in poor state of repair, leading to risk of trips and falls.”

9% of respondents also said that **separate walking and cycle paths** are needed. For example:

- “For walking - more distance from cycle lane.”
- “I think that there is wide enough pavements on Bank Farm Road but it could be improved with clearer delineation between cycling and pedestrians.”

4% of respondents expressed concern over **inconsiderate parking/drop off at schools** by parents of pupils. For example:

- “Shropshire Council need to mark yellow lines all along Longden Road as parents picking up children park dangerously with no regard to other road users. They also park in bus lanes meaning buses have nowhere to drop people off.”

A very small percentage (2%) of respondents said that **no change was needed**. For example:

- “Infrastructure is already there. No need to waste money.”

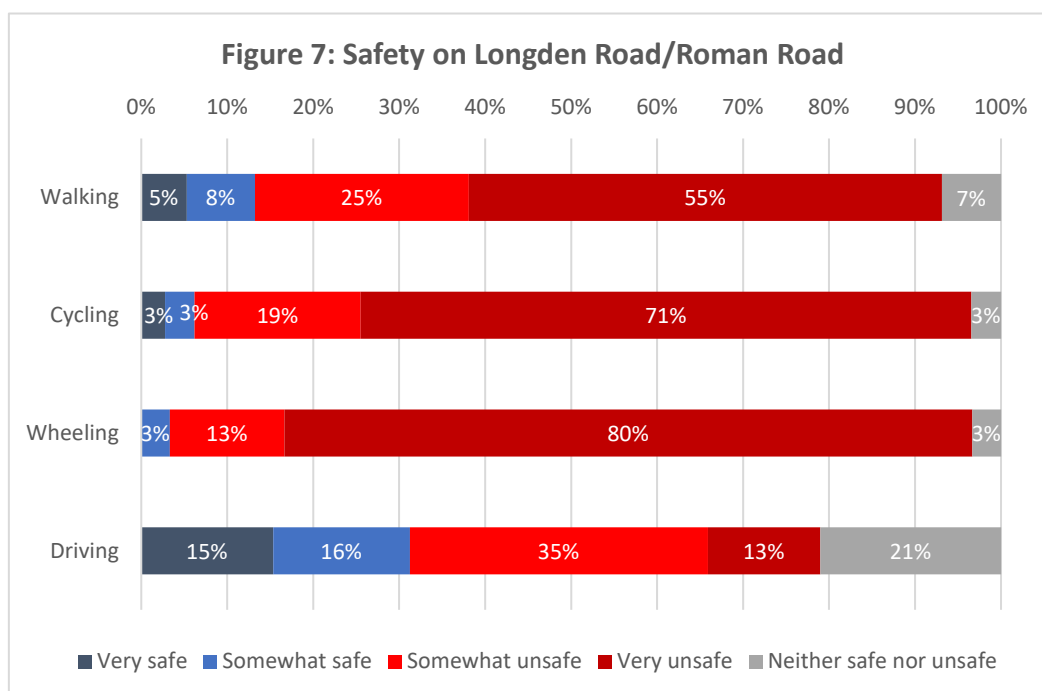
4 Longden Road/Roman Road

Respondents were asked a series of questions about their experiences traveling on Longden Road/Roman Road using different methods of transport such as active travel or car. Some respondents do not travel along this route or do not use the specified methods of transport. Those respondents who said they have used a particular method of travel are listed in **Table 3**.

Table 3: Respondents Who Have Used Tavel Method – Longden Road/Roman Road

Method	Number
Walking	189
Cycling	145
Wheeling (scooter)	30
Driving	176

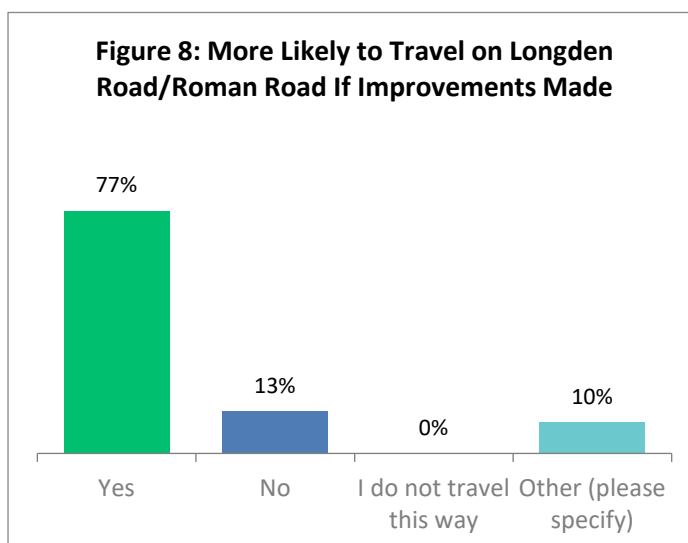
Respondents were specifically asked about how safe they feel traveling along the Longden Road/Roman Road route using these active travel methods or driving, and so those who said they use the method of transport shared their feelings about safety along the route using that method. In other words, only those who have used a particular method of transport along Longden Road/Roman Road are included in the results about feelings of safety using this method. These results are summarised in **Figure 7**.



Respondents using all methods of travel report feeling less safe along Longden

Road/Roman Road than they feel along Bank Farm Road (see Figure 4 above). Cyclists and wheelers report the highest levels of feeling “somewhat unsafe” or “very unsafe”. These numbers are also very high among walkers (80%) and even a large minority of drivers (48%) report feeling “somewhat unsafe” or “very unsafe” along this route.

When asked whether they would be more likely to travel along the Longden Road/Roman Road route if improvements were made, 77% of respondents said that they would be (see Figure 8).



“Other” responses included respondents saying they would have to travel this way regardless of changes (11), and 2 saying that they would only use the route more often if it were actually safer.

Respondents were then invited to provide open-ended suggestions as to what might be improved along the Longden Road/Roman Road route. 161 respondents answered this question, and these responses were thematically grouped. These themes are presented in Table 4, and themes are discussed in more depth below with examples provided.

Table 4: What Could Be Improved – Longden Road/Roman Road

Theme	Count	%
Additional / Improved crossings	43	27%
Safer crossing at roundabouts / remodelling roundabouts	27	17%
Reduced vehicle speeds	27	17%
Better provision for cycling	26	16%
Better provision for walking	11	7%
Reduction in traffic	9	6%
Traffic calming measures	3	2%
Nothing required	1	1%
Other	14	9%

The largest theme (touched on by 27% of respondents) discussed the need for **additional/improved crossings** on this route. For example:

- “Zebra crossing at least. Over a thousand children twice a day have to utilise this very busy roundabout. The same could be said for Porthill roundabout and Mytton Oak roundabout with the amount of children using these routes to and from school.”
- “The school children don’t have a choice and they need more assistance as it’s an increasingly busy road and roundabout.”

Somewhat relatedly, 17% of respondents said that **safer crossings at roundabouts**

or remodelled roundabouts to make them safer for walking/cycling. For example:

- “Re-modelling the roundabout to improve safety for pedestrians and cyclists rather than increase throughput of motor vehicles is essential. Re-modelling the transitions for cyclists around the roundabout.”
- “The roundabout should be removed and replaced with a cyclops junction so it's safer for school pupils at Meole and Priory to get to school.”
- “Size of roundabout- too small for the volume of traffic at peak times.”
- “The approach to the roundabout from Longden Road is narrow and congested at busy times of the day. At school pick up and drop off it's down to the kindness of other drivers to allow children to cross the road. This is very unsafe as from Roman Road approach there are two lanes and often the inside lane traffic travels faster up to the roundabout not knowing the car in the outer lane has stopped to allow children to cross.”

As with Bank Farm Road, 17% of respondents felt that **reduced vehicle speeds** would improve safety along the Longden Road/Roman Road route. For example:

- “The speed of the cars on this road is very fast. Lots of children walk along this road to school and there are no pedestrian crossings here. Just seems like a terrible accident waiting to happen.”
- “Speed control - not many cars stick to the limit along there.”

A fairly large theme among respondents (16%) commenting about the Longden Road/Roman Road route was that there needs to be **better provision for cycling**. For example:

- “Safer cycle routes and wider pavements.”
- “Continuous cycle routes clearly marked.”
- “Cycle path is dreadful- I cycle along their daily and go on the road. I am as quick as the cars but it's risky as car drivers think you should be on the dreadful cycle path.”
- “Dedicated cycle way especially near schools.”
- “Cyclists and pedestrians need to be better segregated from vehicular traffic and the adoption of a CYCLOPS orbital cycle lane roundabout would be the safest and best option for all users.”

7% of respondents also want to see **better provision for walking** along this route. For example:

- “The path quality is awful, in some cases the camber from driveways is too steep. The path next to Shrewsbury School is muddy and narrow.”
- “There's not enough room for all especially at the start and end of school. Walkers and cyclists paths are very narrow and poorly maintained.”
- “The hedges all along Roman road (residents) need to be instructed that they must trim back. It encroaches on pavement. The banks need to be maintained. Too much mud stop children from walking on that side and encourages them to take risks by walking only on tarmac or worse then forces the cyclists to go onto grass which is nearest to roads. Far too narrow!! You

should force pedestrians the left side pavement and the right side to cyclists. It's unbelievable that someone hasn't had a fatal accident, it is only a matter of time! So many children walk and this should be encouraged but improvements are long overdue. My youngest now cycles via Radbrook which I notice more and more are doing, it takes longer but is much safer."

6% of respondents suggest that **reductions in traffic** are necessary in the area, especially during peak travel times for improving safety. Some provide specific suggestions to improve this. For example:

- "Maybe Priory could let individual years come out of school at different times so there isn't hundreds of pupils doing out at the same time."
- "Get the schools to provide drop-off points within their grounds to stop gridlock and do something about the children riding their bikes recklessly and with no lights on them."

2% of respondents suggest implementing **traffic calming measures**, for example:

- "Speed bumps."

Finally, one respondent said that no changes to the route are needed.

5 Additional Feedback

Additional Feedback on Survey

As the final question of the survey, respondents were asked whether they had any additional comments about their journeys in the Meole area. 139 respondents answered this question. Their responses were grouped thematically, and these themes are summarised in **Table 5**.

Table 5: Additional Feedback on Meole Travel

Theme	Count	%
More consideration required for safety/children's safety	30	22%
Disagree with proposals/does not meet the need/go far enough	25	18%
Need to enforce speed restrictions/reductions	16	12%
Maintenance of roads, signs and environment required	12	9%
Education/training required for road safety for children	11	8%
Additional crossings required	10	7%
Parking issues / restrictions required	10	7%
Reduction in traffic	10	7%
Separation required for cyclists and walkers	6	4%
Other	9	6%

The largest theme, touched upon by 22% of respondents in their answers to this question, was that **more consideration is required for safety or children's safety** generally. For example:

- “Schools need to be more proactive about the behaviour of their pupils and parents.”
- “Completing on behalf of a student at Priory School. Longden Road island and approaches to the two secondary schools is very busy and therefore dangerous for students travelling by foot and by bike. Further plans need to be put forward to enable a safer travel to school for young people.”
- “The area is polluted and dangerous. Given that there are 2 secondary schools in the immediate vicinity, the lack of action to address safety concerns is a scandalous dereliction of duty by the council and MP.”
- ““Please consider redesigning the plans to go further to make these roads safer for children wanting to walk or cycle to and from school as there are still gaps and potential danger points.”
- “This is an accident waiting to happen - it has been ignored for too long and will only be a concern when we lose a child life. This is not acceptable. 2 schools, rush hour traffic, narrow pavements, bikes on pavements, groups of pedestrians and arrogant car drivers who do not care about their speed. Please do something.”

18% of respondents made the point that they **disagree with the proposals, mainly because they do not meet the need or go far enough**. For example:

- “The plans made aren't far reaching enough. There needs to be more thought given to the safety of our children, particularly in the Longden road area.”
- “The junction for Meole village is getting worse. Far too much traffic coming from that cross junction, people taking ill thought risks because they are waiting for too long. You then have a pedestrian crossing and I think it causes more risk from drivers bad judgments. This should be looked into as to whether a roundabout isn't a safer option.”
- “Your proposal for Longden Rd from Traffic island travelling to Bank Farm Drive is missing. It's the main thing don't dodge it because it's difficult.”
- “I would urge redesign their plans to go further to make these roads safer for children wanting to walk or cycle to and from school as there are still gaps and potential danger points built into your proposals.”
- “Longden Road is very unsafe for pedestrians, cyclists and motorists. Tackle that road please.”
- “Please, please rethink your plans. You need children to be as safe as possible on their journeys to and from school. Redesign the road layouts to make them safer, especially from Longden Road.”
- “The hill up from Coleham needs consideration. Due to the incline cyclists are often slow and unsafe, often veering out into the road on the way up causing safety concerns and delay.”
- “The junction going into Meole Brace Priory is way too narrow and far more hazardous than any of the areas covered under the plan.”

12% of respondents said that there is a **need to enforce speed restrictions that are in place or to make speed reductions** in the area. For example:

- “It's very busy road quite a high speed limit with how busy the paths are and schools close by.”
- “Speed limits are not adhered to.”

9% of respondents touch upon the need to deal with **maintenance of roads, signs and environment** in the area. For example:

- “The Longden Road is in terrible condition with pot holes and uneven surfaces. The cycle paths cannot even be seen as they are no longer visible. This road is a disgrace.”
- “Meole village need mirrors. Church Rd need signs, down traffic ALWAYS think they have right of way, when up traffic does.”
- “The pot holes are awful for both cars and cyclists.”
- “The hedges etc should be regularly maintained as they often narrow the footway and cycle way.”

8% of respondents made the point that **education/training is required on road safety for children** in order to improve the safety of travel in the area. For example:

- “Children on bikes have no respect for pedestrians. Greater education on cycling safely with more consideration for pedestrians especially the elderly and those with young children.”
- “The main area of concern is poorly equipped students who cycle to school (either no helmet or no road awareness). I have nearly hit several students who have not bothered to look before cycling across grange road, when I have called the priory school reception to let them know they say it's not their responsibility to ensure students are aware of the Highway Code. So regardless of any improvements that are made to the roads it will not improve safety unless adequate road safety training is given to students and all students that cycle to school have to prove they have completed the training/test.”

7% of respondents said that **additional crossings are required** in the area. For example:

- “The bridge across the Reabrook is very narrow. A small improvement would be to construct a pedestrian bridge on the north side, liken the one on the south side. The road lanes could thereby be widened a little, and pedestrian use would be safer.”
- “Crossing by Sweetlake needs putting in.”
- “A crossing for the childrens safety at the Meole roundabout is paramount. Another crossing near the south Hermitage exit onto Londgen road is also essential for those families travelling to Nesscliffe nursery with toddlers and for teenagers crossing to Priory. It is a fast stretch of road and hard to cross at busy times.”

7% of respondents talk about **parking issues or restrictions to parking being required** along the routes. For example:

- “Parents park illegally around the local schools on a daily basis. Additional restrictions need to be implemented to improve this.”
- “Too many cars are pulling up to drop children off outside the entrance to Priory without any restrictions - both on Longden Road and Bank Farm Road this causes risks for students who are trying to walk and cycle to school.”

7% of respondents want to see **reductions in traffic** along the routes. For example:

- “The road infrastructure cannot cope with the 2 schools and mainly the amount of cars.”
- “Volume of traffic from Sweetlake too much, it needs to be diverted away from Bank Farm Road.”
- “Move the ambulance station from a highly dangerous and congested school area.”

Finally, 4% of respondents used this space to make further comments about the need for better **separation required for cyclists and walkers**. For example:

- “Sharing a path with cyclists is a recipe for disaster when walking especially when the school children are coming and going.”
- “The proposed shared use footpaths on Bank Farm Rd and at the Londgen Rd/Roman Rd roundabout have the potential to be dangerous for school children, both on bikes and on foot, during the busy periods before and after school.”

Feedback Submitted by Email and Post

11 members of the public sent detailed feedback on the proposals regarding the Meole Active Travel Quarter via email and post to the Feedback and Insight Team. This feedback was sent in full as it came in to the Active Travel Team, but the themes of this correspondence is also summarised here as they included key themes that different somewhat from the feedback in the survey. Some of the correspondence had more than one theme overlapping, and so **Table 6** is a summary of the number of times a theme was mentioned over the 11 pieces of correspondence.

Table 6: Themes in Correspondence on Meole Active Travel Quarter

Theme	Count
Proposals inadequate to deal with the problem	6
Proposals will make things worse	4
Insufficient consultation	4
Proposals are positive changes	2
Proposals will waste money	1

Six of the correspondents used their email or letter to make the point that the proposals for the Meole Active Travel Quarter are inadequate for dealing with the travel problems facing the area. Examples of these comments included:

- “The current proposals do not adequately keep safe the most vulnerable road users – schoolchildren, pedestrians and cyclists – despite these safety concerns being the ostensible reason for the changes. These vulnerable road users should have priority over other road users where there are two large

secondary school in such close proximity. In particular protected cycle movements have been badly neglected by these plans and it seems priority is being given to keeping the road traffic moving at the Longden Road / Roman Road roundabout at the expense of the safety of others. The proposals for the Longden Road / Stanley Lane / Mousecroft Lane junction are wholly inadequate and there is no footpath along Mousecroft Lane to enable access to Sweetlake Meadow.”

- “The schemes shown in drawings 1,2 and 3 in the consultation appear helpful but fall short of what I believe was originally proposed. In particular, improvements to Longden Road between Roman Road and Stanley Lane are not shown.”

Four of the correspondents made the point that the proposals will actually make travel problems in the Meole area worse, rather than better. Examples of comments such as this include:

- “Having just looked at the plans for the proposed "improvements" at the junction of Stanley Lane and Longden Road, I'd like to be assured that the proposed raised road hump there will not be as extreme as those on Oteley Road. If they are, then resident motorists will no doubt take to using Vicarage Road and Meole Crescent as the only way to exit the area, resulting in much greater traffic flows on the smaller roads in the area. Also, the proposed Toucan Crossing at the junction of Bank Farm Road will no doubt lead to more queues at the Longden Road/ Stanley Lane/ Bank Farm Road junctions, especially at busy times.”
- “I have no doubt whatsoever that the scheme for the island in Roman Road will result in an increase in vehicles using the road as a “rabbit run”. Car drivers in either Longden Road or Roman Road will avoid any queue and increasingly use Old Roman Road.”

Four correspondents were concerned about the level and method of public consultation on the proposals being inadequate. Examples of these comments include:

- “Fifteen days of consultation is insufficient for a full and open discussion of the proposals.”
- “We have completed your online survey. We found it limited in its scope and direction. The principles it espouses are limited to three particular schemes with no consideration of others or the real consequences of any of the proposals. Unfortunately it appears to be only a token to justify the three proposals.”
- One respondent submitted a list of 10 questions about the consultation process, which included several questions about the timing of publication of the proposals and the attendance and publicity of engagement events.

Two correspondents made comments about the proposals bringing about positive changes. For example:

- “I am pleased to note that there are plans to improve safety along routes in and around Meole.”
- “It is my view that overall the proposals to improve cycle infrastructure in the Meole Active Travel Quarter are positive, and I would expect all the

infrastructure to adhere to current best practice and to LTN 1/20 in particular.”

One correspondent said that the proposals would be a waste of public funds. For example:

- “We (as long standing residents of Bank Drive West) oppose this scheme and would preferably scrap the entire project, as it represents a complete waste of money. The proposal appears to be primarily driven by the Council’s priority of “Boosting the local economy” at the expense of the well-being and convenience of the local residents in the Radbrook/Collegefields estate.”

The correspondent then goes on to suggest ways that improvements that they believe might be made at much lower cost.

6 Summary and Conclusion

Summary of Key Findings:

Respondents:

- A total of 238 individuals responded to the survey and 11 others sent in detailed correspondence by email or post to the Feedback and Insight Team in relation to the Meole Active Travel Quarter proposals. Most respondents (72%) currently walk or cycle for short car journeys (under 2 miles).

Bank Farm Road:

- Most respondents reported feeling safe along Bank Farm Road when driving on the route. However, for active travel on the route, the story is different. A majority reported feeling “somewhat unsafe” or “very unsafe” when cycling (65%) or wheeling (61%), and an equal percentage of respondents felt unsafe as felt safe (44%) when walking along the route.
- A majority of respondents (58%) said they would be more likely to travel on Bank Farm Road if improvements were made. Additionally, 64% of respondents said that they would feel safer along this route if cycling and walking paths were separated.
- Respondents suggested various improvements for Bank Farm Road, such as reducing speed limits, upgrading cycling lanes, installing traffic calming measures, adding safe crossing points, and separating walking and cycling paths.

Longden Road/Roman Road:

- Respondents using all methods of travel report feeling less safe along Longden Road/Roman Road than they feel safe on this route, and they feel less safe overall on this route than on the Bank Farm Road route.
- Most respondents (77%) say they are more likely to travel on Longden

Road/Roman Road if improvements are made.

- Respondents suggested various improvements for Longden Road/Roman Road, such as adding or improving crossings, remodelling roundabouts, reducing vehicle speeds, providing better facilities for walking and cycling, and reducing traffic.

Additional feedback on Meole Travel:

- Survey respondents expressed concerns about the safety of children and pedestrians in the area, and some disagreed with the proposals or felt they were insufficient. They also mentioned the need for speed enforcement, road maintenance, parking restrictions, and road safety education.
- Email and postal correspondents raised questions around the insufficiency of the proposals as well as questions about whether the consultation around the proposals was adequate.

Conclusion

Many thanks are extended to the 238 survey respondents and those 11 members of the public who took the time to send in detailed feedback via email or postal correspondence. Though summaries of major themes appearing in comments are primarily presented in this report, it should be noted that all comments were provided in full to the Sustainable Travel Team for review to be taken into account in their planning. In addition to this feedback, the Sustainable Travel Team will also take into account the responses of 377 students surveyed at Meole Brace and The Priory schools as well as members of the public who participated in engagement events.

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