



**“Your Town-Your Choice”**  
**King Street Enhancements Consultation**  
**Results**  
**October 2015**

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**Cheshire East Council**

# **Purpose of the Consultation**

**To seek the views of residents and businesses on the updated design concept for the King Street Enhancement Scheme.**

**A questionnaire, based on 8 simple questions, tested our ‘mandate’ to make changes in the town linked to the scheme objectives.**

# Methods of Engagement

- **Staffed exhibitions**
- **Web page**
- **Social media - Twitter and Facebook**
- **Static exhibition in Knutsford Library**
- **Presentations**
- **Dedicated contact**



### Proposed King Street Enhancement Scheme

Your Town - Your Choice



Your Town - Your Choice  
Consultation Event

Proposed King Street  
Enhancements

Thursday 2nd July - 4pm until 8pm  
Friday 3rd July - 10am until 6pm  
Sunday 5th July - 10am until 4pm  
Friday 17th July - 10am until 6pm  
Saturday 19th July - 10am until 4pm



### Proposed King Street Enhancement Scheme

Your Town - Your Choice



### Proposed King Street Enhancement Scheme

Your Town - Your Choice

#### Scheme Objectives

- Enhance the vitality of the town centre and increase retail footfall
- Support the visitor economy
- Make the street more accessible for pedestrians and people with special mobility needs
- Maintain as much on-street parking as possible
- Maintain access for vehicles at all times
- Conserve and enhance the historic character of the street

You said	We did
<p><b>1. Improve Pedestrian Priority</b></p> <p>Improve pedestrian crossings including: <ul style="list-style-type: none"> <li>improved crossing lines</li> <li>improved crossing markings</li> <li>improved crossing lighting</li> <li>improved crossing signage</li> <li>improved crossing surface</li> </ul> </p>	<ul style="list-style-type: none"> <li>Improve crossings with 5m clear zone on the approach</li> <li>Improve crossings with 5m clear zone on the approach</li> <li>Improve crossings with 5m clear zone on the approach</li> <li>Improve crossings with 5m clear zone on the approach</li> <li>Improve crossings with 5m clear zone on the approach</li> </ul>
<p><b>2. Improve Traffic Management</b></p> <p>Improve traffic management including: <ul style="list-style-type: none"> <li>improved traffic signs</li> <li>improved traffic markings</li> <li>improved traffic signals</li> <li>improved traffic lights</li> <li>improved traffic cameras</li> </ul> </p>	<ul style="list-style-type: none"> <li>Improve traffic signs</li> <li>Improve traffic markings</li> <li>Improve traffic signals</li> <li>Improve traffic lights</li> <li>Improve traffic cameras</li> </ul>
<p><b>3. Improve Historic Context</b></p> <p>Improve context including: <ul style="list-style-type: none"> <li>improved street furniture</li> <li>improved street lighting</li> <li>improved street signage</li> <li>improved street art</li> <li>improved street landscaping</li> </ul> </p>	<ul style="list-style-type: none"> <li>Improve context including: <ul style="list-style-type: none"> <li>improved street furniture</li> <li>improved street lighting</li> <li>improved street signage</li> <li>improved street art</li> <li>improved street landscaping</li> </ul> </li> </ul>
<p><b>4. Improve User Experience</b></p> <p>Improve user experience including: <ul style="list-style-type: none"> <li>improved street furniture</li> <li>improved street lighting</li> <li>improved street signage</li> <li>improved street art</li> <li>improved street landscaping</li> </ul> </p>	<ul style="list-style-type: none"> <li>Improve user experience including: <ul style="list-style-type: none"> <li>improved street furniture</li> <li>improved street lighting</li> <li>improved street signage</li> <li>improved street art</li> <li>improved street landscaping</li> </ul> </li> </ul>

# Engagement

- **6800 Leaflets Delivered**
- **2 Press releases**
- **Exhibition available for 912 hours**
- **32 hours of one to one engagement**
- **Group discussions**
- **2745 people saw exhibition trailer**
- **735 one to one conversations**
- **23010 Social media viewings**

# Feedback

- **629 responses**

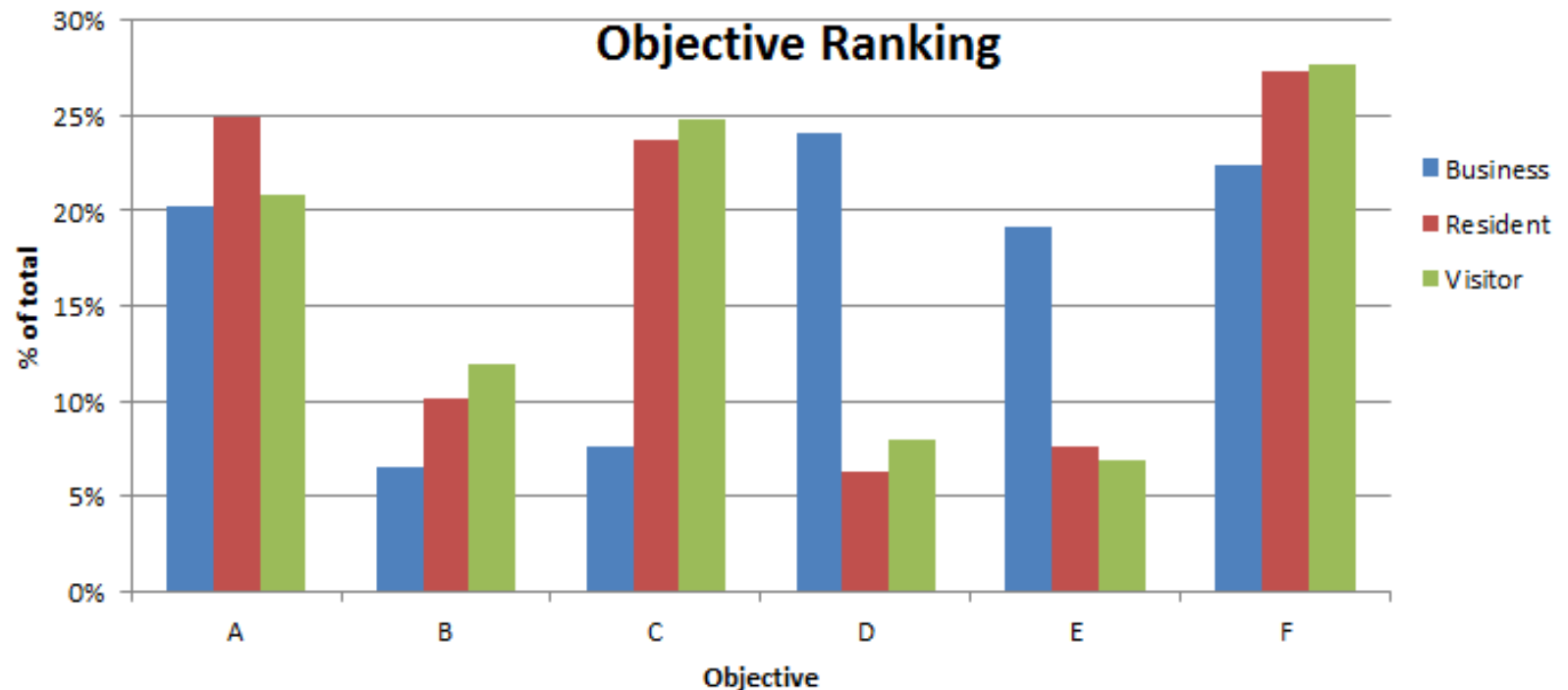
**Feedback sample made up from**

- **77% Residents**
- **10% Businesses**
- **6% visitors**
- **6% not specified**

**Level of engagement considered to be very good**

# Question 1

## Objective Ranking



- Objective A - Enhance the vitality of the town centre and increase retail footfall
- Objective B - Support the visitor economy
- Objective C - Create an accessible environment for pedestrians and mobility impaired
- Objective D - Maintain as much on-street parking as possible
- Objective E - Maintain vehicular access at all times
- Objective F - Conserve and enhance the historic character of the street

# Question 2

## Do you support the design concept?



- **71% Overall support for the scheme**
- **76% of residents or visitors**
- **91% support from 'quick voting'**
- **32% of businesses support scheme**
- **Business Focus Group almost unanimously against**
- **Town Council mixed level of support**



# Question 3

## Footway width outside Rose and Crown

- Overall 55% support for wider footpath and 1 on street space

### Separated to the respondents grouping

- 63% residents and 51% of visitors
- Business preference for narrow footway and more on street parking marginally greater at 30% with 23% wanting wider footways and less on street parking (1 space)

## **Question 4**

# **Width of Crossing Points**

**Supports the feedback from the December 2014**

- **63% of residents and visitors liked the design shown**
- **Nearly 66% of Businesses had no preference or did not express an opinion**

# **Question 5**

## **Regent St. Design Feature**

**Supports the findings from the December 2014 consultation**

- **Nearly 3 in 5 people did not want any design feature at the entrance to Regent Street, or left question blank.**

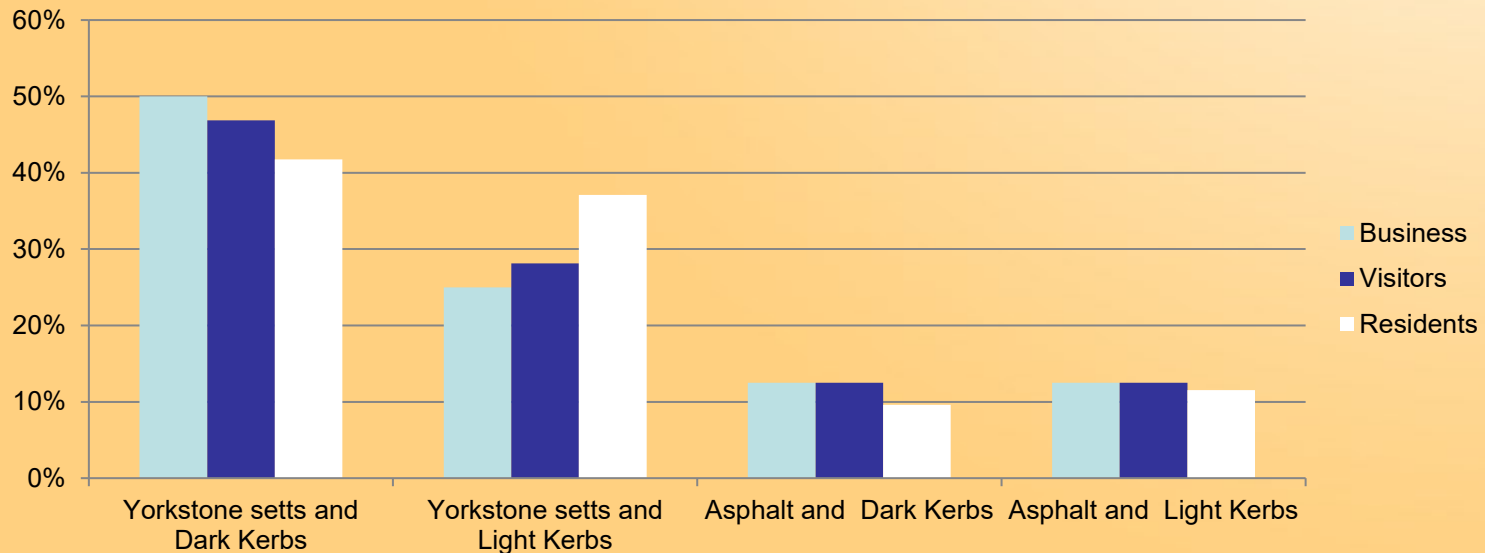
# Question 6a and b

## Use of original setts

- $\frac{2}{3}$ <sup>rds</sup> support for re-using the old setts as edge of carriageway demarcation and in the parking bays.
- For those that did not support re-using the setts concerns centred around maintenance issues and disabled accessibility.

# Question 7a and b Finished Appearance

- **'Quick voting' showed 43% preferred Yorkstone setts in the carriageway and dark kerbing**
- **Echoed by all separate groups**



# Question 8

## Other comments overview

- 307 of the feedbacks included either additional comments or were longer correspondence by email
- 9 Topics identified
- Third of all comments were for ‘something else’
- Quarter of comments by residents were supportive
- Nearly half of comments from businesses were for ‘ something else’

# Conclusion

- **Results support December 2014 Consultation**
- **Level of engagement very good**
- **Doesn't show a mandate for change in King Street**
- **Businesses support improvements but not the scheme consulted on**

## **Next Steps**

- **Town Council to consider alternative mechanism of supporting improvements in Knutsford**
- **Emerging Neighbourhood Plan would be a suitable process**
- **Scheme should deliver those objectives ranked highest as a minimum**
- **Focus on:**
  - Extent of scheme**
  - Scope of scheme**
  - Build period**

## **Next Steps (cont.)**

- **Scheme to have widespread support across all interest groups**
- **CEC can give advice on Highway matters**
- **Knutsford Town Council £15k contribution may be available to assist progression**