

# THE GEORGE ROUNABOUT – FERNSIDE ROAD

Poole town centre to/from  
Ferndown and Wimborne Route

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## Introduction

BCP Council, on behalf of Dorset Council and BCP Council, ran a consultation on the proposed changes and designs of the Transforming Cities Fund (TCF) programme. This consultation ran from:



**10 May 2021 – 14 June 2021**

This report details feedback received on the George Roundabout- Fernside Road section on the survey (which is on the Poole town centre to/from Ferndown and Wimborne route). The proposed changes on this section are:

- A new protected one-way cycle track on the western side of High Street North
- A signed quiet route along St Mary's Road with current restrictions to vehicle movement remaining at the junction of Garland Road and St Mary's Road
- An existing crossing on Longfleet Road relocated to near Shaftesbury Road
- A new protected cycle track on both sides of Longfleet Road between Shaftesbury Road and the Bird's Hill Road/Garland Road junctions
- Upgrades to existing crossing points
- More priority for cyclists and pedestrians at the junctions of Longfleet Road with Shaftesbury Road and Parish Road, and the junction of St Mary's Road with Garland Road
- Upgrades to the junctions of St Mary's Road and Longfleet Road with Fernside Road, including new traffic lights, new crossings and improvements to existing crossing points
- Changes to traffic signal timings at the junction of Longfleet Road and Fernside Road to improve bus journey times

## Methodology

The consultation was run online using BCP Council's engagement platform. The platform hosted accompanying information outlining the proposed changes and designs as well as some example images of what the proposed changes could look like. A survey was also hosted on the platform which allowed respondents to provide comments on any section of the four cycling routes. An option to request hard copy versions of the information and survey was also made available.

## Survey results



231 respondents

The respondent breakdown was as follows:

A resident living in or immediately around one of the routes	133
A BCP Council resident	149
A Dorset Council resident	29
A visitor to the area	2
Someone who travels through the area for work, leisure or other	119
Someone who owns/runs a business in the area	27
Someone who works in the area	68
A member of a local group or organisation	9
Other	33

*Note: respondents were able to select more than one category*

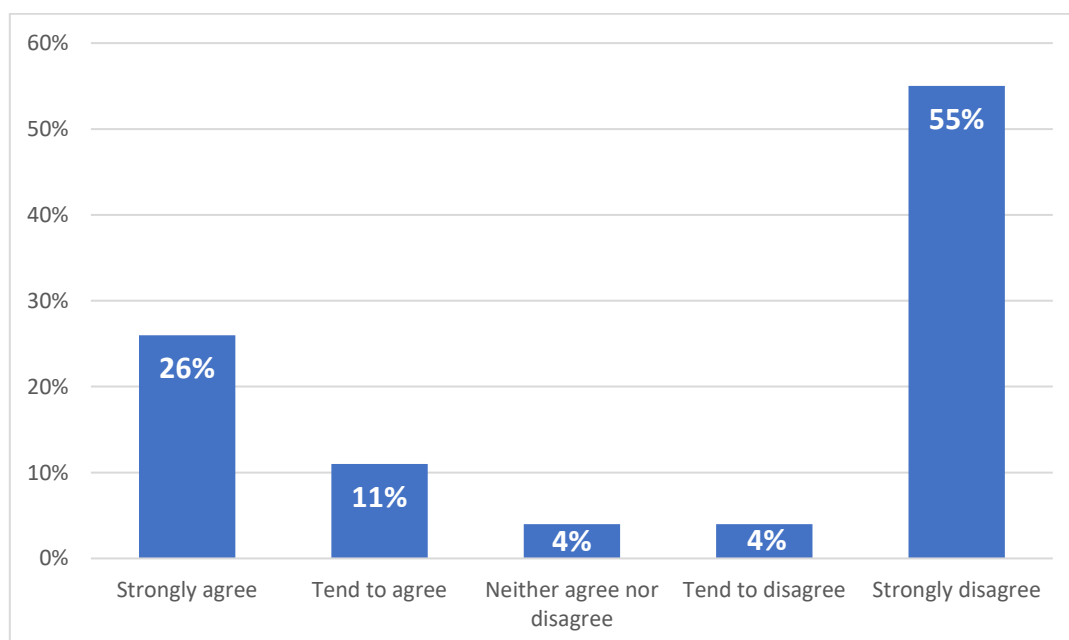
Figures in this report are presented as numbers of respondents who answered the question; this excludes 'don't know', 'not applicable' and 'no reply', unless otherwise stated.

Results are shown by mode of travel or equalities groups. The base number of respondents for some of these groups are low (less than 20); therefore caution should be taken when interpreting the results. Bases of less than ten are not shown.

### Overall, to what extent do you agree or disagree with the proposed changes in this section?

Just over one quarter of respondents (26%) strongly agreed with the proposals whilst over half of respondents (55%) strongly disagreed.

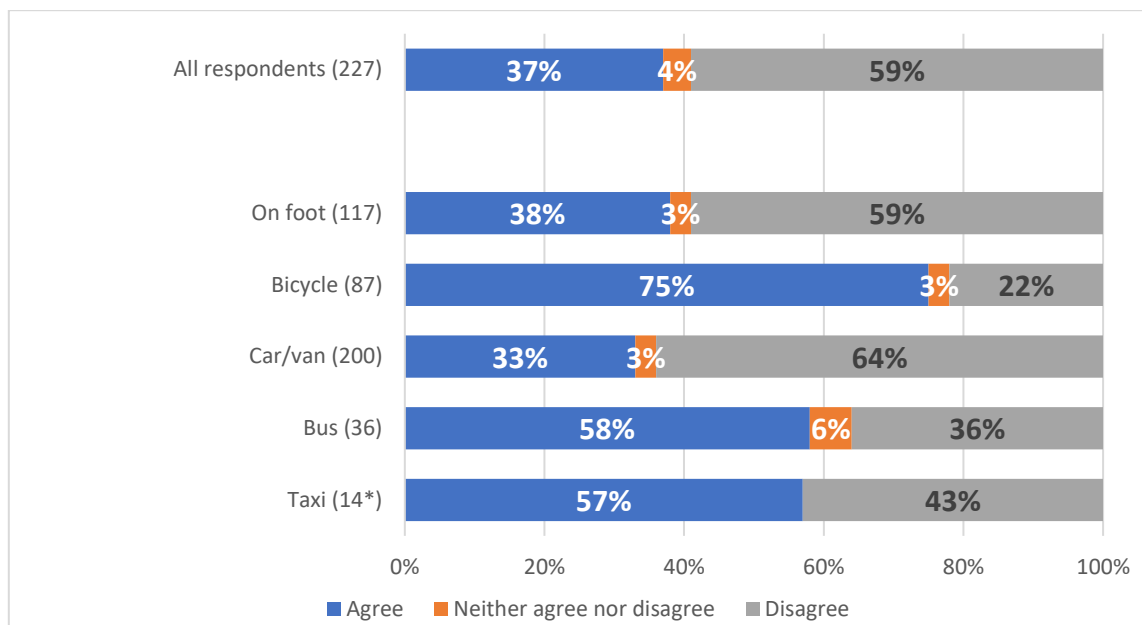
*Figure 1 – Overall agreement/disagreement levels for The George roundabout – Fernside Road (% respondents)*



*Base: All respondents*

Figure 2 shows agreement levels by mode of travel on the Poole town centre to/from Ferndown and Wimborne route. Respondents who travel by bicycle are most likely to agree with the proposed changes whilst those who travel by car/van are least likely to agree.

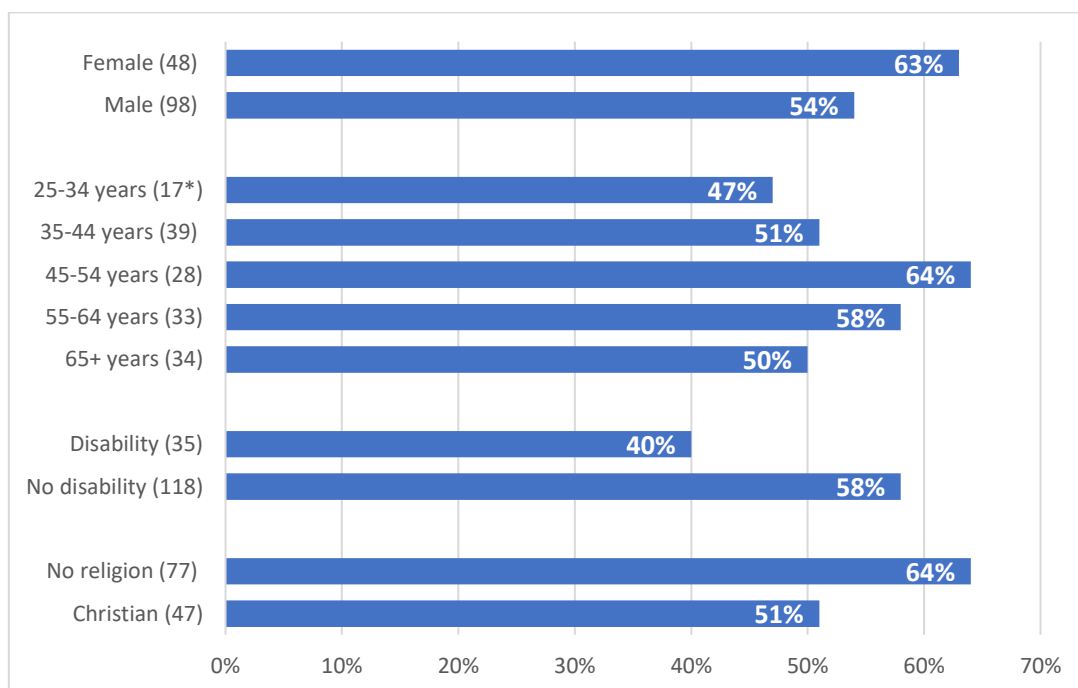
Figure 2 – Agreement/disagreement levels by mode of travel (% respondents)



Base: Variable as shown (\* denotes low base. Excludes modes of transport with a base of less than 10)

Figure 3 shows agreement levels by equalities groups. Ethnicity and sexual orientation have not been included due to low bases. There were no significant differences between groups.

Figure 3 – Agreement levels by equalities groups (% respondents)



Base: Variable as shown (\* denotes low base)



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## Comments



127 comments

Respondents were asked to explain why they agreed or disagreed with the proposed changes. Almost 130 respondents made a comment in relation to the George roundabout – Fernside Road.

Comments were exported into Excel and coded into categories. Qualitative research does not seek to quantify data, instead, its purpose is to provide deeper insights into reasoning and impact. The numbers of people mentioning the most prevalent codes are provided in this report to give an indication of the magnitude of response. Importantly, however, given the nature of the data, this does not provide an indication of significance or salience in relation to the question asked.

Figure 4 shows the themes of comments received. The most prevalent themes were design comment/suggestion, negative impact on traffic/road users and general agreement.

Figure 4 – Themes of comments

Theme	No. of comments
Design comment/ suggestion	37
Negative impact on traffic/road users	27
General agreement	20
Changes will improve safety	17
General disagreement	16
Disagree with protected cycle track	16
Agree with protected cycle track	16
Disagree with junction upgrade	14
Environmental factors	10
General cycle comment	10
Accessibility issue	9
Agree with junction upgrade	7
Health/Disability issue	6
Disagree with quiet route	4
Agree with traffic signal changes to improve bus times	3
Agree with quiet route	2
Disagree with shared paths	2
Other	1

Base: 127 respondents





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### Design comment/suggestion

Design comments and suggestions varied but there were several comments in relation to the route needing to be more joined up and improvements needed at George roundabout.



"There needs to be a cycle lane from the hospital back to the George roundabout and also a way of cycling round or across that junction. I know there are long term plans for that area but it's difficult to see how well this route works without knowing how that junction is going to be improved."



"I think that these routes would be great my biggest concern is the lack of a cycle connection from West quay Rd to the George roundabout."



"Goes from protected cycle lane to quite road back to protected cycle lane. Needs to be protected for the whole section. What happens to people cycling towards The George roundabout? The cycle lane just ends? Could protected cycle track be a different colour to the road to highlight it is segregated?"



"However the George Roundabout and bus station still presents a significant when travelling from Poole Park to Poole High School - choices appear to be get off and push or cycle on the pavement past the Lighthouse - is this right? Getting good and safe routes from Lower Parkstone to Poole High, as off road as possible, would seem to be a priority but things still seem fragmented around there."

### Negative impact on traffic/road users



"Although they look OK on paper these cycle lanes are barely used by cyclists and it will interfere too much with traffic flow causing more congestion and increased pollution by longer travelling times for cars and busses."



"There are aspects of this that are concerning, least of all that the use of HGV's and their purpose have not been taken into consideration in the survey. The majority of the Poole town centre to Ferndown/Wimborne is a major road into and out of Poole which is used constantly by delivery vehicles. Alternative routes will increase traffic/congestion/pollution and is costly for the operator. I appreciate the need for making cyclists lives easier, but I fear this may severely disrupt haulage operators. More so if weight limits are imposed on parts of the road. The other route is much less a problem but combined with the other, will make accessing customer sites problematic at best."



"These changes make the routes much less accessible for most of the population, will increase congestion and harm local services."



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### General agreement



"BCP Council have made major improvement plans for the area to cut down on the use of cars. This is very welcome and necessary for the health of us all."



"This can be a busy road - the improvements suggested will be of benefit to everyone."



"Excellent - great to see plans for better cycling infrastructure."