

## WEBSITE FAQs

### Question 1: Won't this scheme just divert traffic elsewhere causing even more congestion on already busy roads?

It is fully recognised that congestion is an issue; the question is how best to reduce motor traffic congestion. The traditional idea, developed in the 1960s and 1970s, that by adding motor vehicle capacity we can resolve the problem of congestion has now been de-bunked. Evidence from capacity increasing schemes (where roads or junctions have been widened, timings changed to 'smooth' traffic queues, new roads constructed) show that those schemes typically become saturated within 5 years of construction and so (perhaps counter-intuitively) create additional car trips, additional pollution and greater congestion and shown little evidence of economic benefit to local communities. Traffic behaves more like a gas than a fluid, expanding to fill the space it is given.

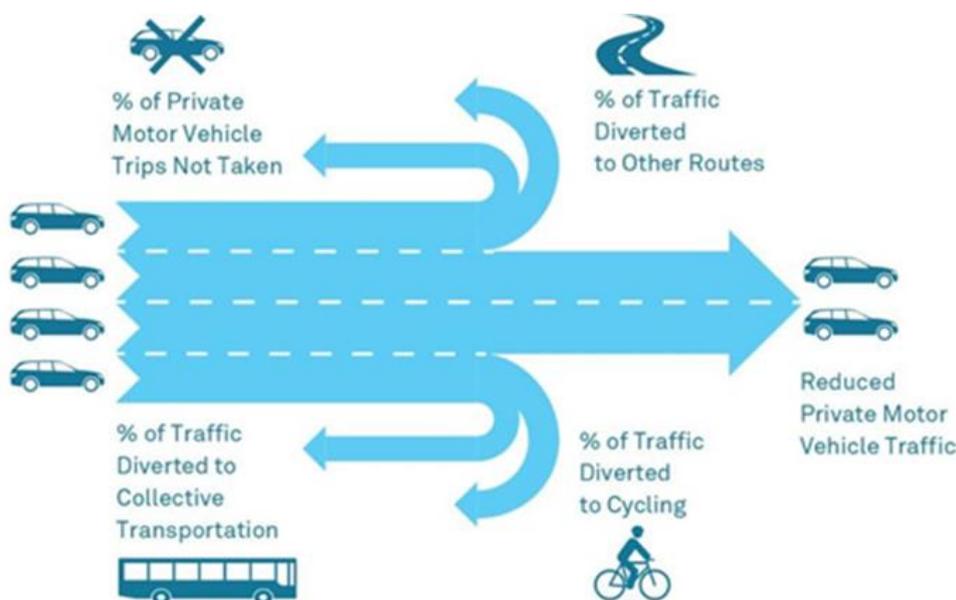
In other words, projects designed to reduce congestion via capacity expansion have not only often failed, but have frequently, at great cost to the tax payer, exacerbated the very problems they sought to resolve.

For further reading on how **motor traffic capacity schemes induce motor traffic** please see:

<https://www.transportforqualityoflife.com/u/files/The%20carbon%20impact%20of%20the%20national%20roads%20programme%20FINAL.pdf#:~:text=At%20present%2C%20the%20carbon%20impact%20of%20the%20roads,a%20scheme%2C%20and%20reported%20in%20the%20Environmental%20Statement>

<https://www.cpre.org.uk/wp-content/uploads/2019/11/TheZendZofZtheZroad.pdf>

<https://www.cycling-embassy.org.uk/sites/cycling-embassy.org.uk/files/documents/Traffic%20Impact%20of%20Highway%20Capacity%20Reductions-%20Assessment%20of%20the%20Evidence.pdf>



**Traffic Evaporation.** Research shows that when road capacity is shifted to other modes, some peak-period traffic disappears from the network. Drivers shift to other modes, make trips at other times, or shift destinations.

**Question 2: Why can't we just keep things as they are?**

Motor [traffic has risen steeply](#) in the last 10 years and even more so on minor roads. Satellite Navigation apps like Google Maps often route drivers down residential roads, increasing the traffic on the smaller streets we live in. As the number of motor vehicles increases, people feel less confident and less safe walking and cycling and this causes even more people to take to their cars. The main thing preventing parents from allowing their children to walk, cycle or scoot is fear that they will be injured or killed by motor traffic (rather than stranger danger or not having a bicycle). This is affecting the air we all breathe and means our children (and we adults) are discouraged from active forms of travel which help keep us all fit and healthy. If we take steps to reduce the amount of traffic on the roads more children feel safe to cycle or walk to school and then there are even fewer cars on the road.

**Question 3: What about Emergency Services?**

The emergency services have been consulted on this scheme and the project team have taken their comments into consideration in the design. Access to all properties is retained in this scheme.

**Question 4: How will the consultation process work?**

Public consultation will begin 23<sup>rd</sup> July. Residents, business owners and visitors to the area can give their feedback on the proposals. Consultation will close after an eight-week period on 17 September. This feedback will inform the final design which is constructed.

**Question 5: How will improvements on Cowslip Road work?**

In addition to introducing a pocket park, a vehicle restriction is also proposed to the section of Cowslip Road between Victoria Road and George Lane. The proposed restriction would prohibit access to the specified portion of Cowslip Road between Victoria Road and George Lane except for residents (who live in this section of Cowslip Road), deliveries, refuse and emergency vehicles. The proposed vehicle restriction would operate at all times. This will help reduce through traffic movements on this residential street.