



The A120 between Braintree and Marks Tey

– road users' experiences and desired improvements

August 2017

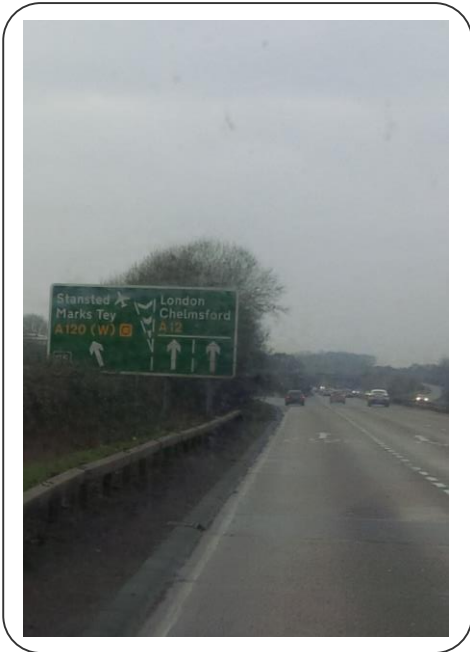


Introduction

Background and introduction

- Transport Focus is pleased to have been invited to work with Essex County Council, Suffolk County Council and Highways England to explore road users' experiences of, and desired improvements to, the stretch of the A120 (part of Highways England's Strategic Road Network (SRN)) running between Braintree and its junction with the A12 at Marks Tey.
- The objective was to ensure that road users' views are properly considered alongside other factors as proposals are developed which, it is hoped, will lead to investment in the A120 being included in the Road Investment Strategy (RIS) for 2020-2025.
- Illuminas, an independent market research agency, was commissioned to explore users' experiences and aspirations.
- The research consisted of two phases: a qualitative exploration of users' views on the A120, followed by a quantitative survey to gauge their opinions. This report contains Illuminas' presentations of the findings from each phase.

Report structure



All photographs in this report © Christine Bailey

	Page
Forewords	5
Transport Focus's conclusions and recommendations	9
Qualitative research findings	10
Quantitative research findings	52

Foreword from Transport Focus



This innovative research shows how the experiences and aspirations of road users can be collected when planning road improvement schemes.

It builds on work Transport Focus carried out to help Highways England develop its national Route Strategies, but has focussed on one particular stretch of road – the A120 between Braintree and Marks Tey.

We believe the approach used here will ensure that any resulting improvements to the A120 will better meet the needs of those who will use it than might otherwise have been the case.

Essex County Council, Suffolk County Council and Highways England are to be commended for their determination that what road users want is understood and plays a part in investment decisions.

Guy Dangerfield
Transport Focus

Foreword from our sponsors



The A120 is a strategic trunk route and one of only a handful which provides east to west connectivity. It is a crucial link to London Stansted Airport and several east coast ports. It is important to both residents and businesses in the Essex and Suffolk County Council areas, as well as being part of Highways England's portfolio of roads on the Strategic Road Network. Work is underway to examine improvements to the section between Braintree and the A12. This feasibility study is looking at route options and a wide range of local people, communities, district and parish councils have been consulted and are being engaged as the project develops.

This consultation provides hugely valuable local information. But it is vital we give the full context of the wider role that the A120 plays in connectivity and enabling prosperity and economic growth. The consultation alone may not adequately reflect this and the needs of users; especially those from outside the immediate area or making longer distance journeys.

Foreword from our sponsors (continued)



It also fails to segment thoughts between those travelling to work, in the course of work, using the route for leisure or indeed the needs of freight hauliers or coach operators. Such feedback is vital to show the needs of users in the round.

With this in mind and with the agreement of Highways England, Essex and Suffolk County Councils commissioned Transport Focus to undertake qualitative and quantitative surveys to ascertain:

- the impressions of the road from actual users
- their experiences of it
- their appetite for a range of improvements.

By adding the voice of those people who use the road it is anticipated that a holistic picture will emerge that can be taken forward and combined with the local consultation feedback on the actual proposals.

Chris Stevenson
Essex County Council

Peter Grimm
Suffolk County Council

Simon Amor
Highways England

transportfocus 



Conclusions and recommendations

Conclusions and recommendations

- Users of the A120 between Braintree and the A12 at Marks Tey believe that improvements are essential and need to be made quickly.
- They report often feeling frustrated, stressed and sometimes unsafe – largely down to this stretch of the A120 being single carriageway, but also because of congestion and the condition of the road surface.
- Many users contrast the stretch of the A120 between Braintree and Marks Tey with the dual carriageway section west of Braintree which is more to the standard they expect of a trunk road of such importance.
- This research provides strong evidence that road users would support the dualling of the A120 and, in the qualitative phase, there was general support for the building of a new dual carriageway (rather than attempting to upgrade the existing road) to reduce congestion, delays and the resulting frustration for users.

A120 Research – Qualitative phase Research Debrief

Prepared for: Transport Focus, Essex County Council and Suffolk County Council

Date: December 2016

PREPARED BY ILLUMINAS
a global team based in London, New York and Austin

Prepared in compliance with the International quality standard covering market research, ISO 20252 (2012), The MRS Code of Conduct, and the Data Protection Act 1998 by Illuminas, 183-203 Eversholt Street, London NW1 1BU, UK

T +44 (0)20 7909 0929 F +44 (0)20 7909 0921 E info@illuminas-global.com

www.illuminas-global.com



Contents

- 3 – Background, Objectives and Methodology
- 8 – Executive Summary
- 10 – Key Findings
- 19 – Summary of Improvements Desired
- 26 – Solutions
- 31 – The A120 Website
- 33 – Additional Detail: Group Profiles
- 40 – Summary and Next Steps

Background, objectives and methodology

Background

- The A120 is an important trunk road in Eastern England. It represents a vital part of the local infrastructure and is situated in one of the fastest growing parts of the country



- For a long time, it has been strongly argued that an improved A120 between the A12 at Marks Tey and Braintree would benefit road users, businesses and local residents. Key requirements are for safer and more reliable journeys and better infrastructure to help enlarge the labour market and boost local productivity
- Essex County Council (ECC) and Suffolk County Council (SCC) have an interest in ensuring that improvements to the single-carriageway stretch of the A120 between Braintree and Marks Tey are included in the Road Investment Strategy 2020. As part of this, ECC is leading a consultation exercise, alongside Highways England and Suffolk County Council, to determine users' improvement priorities for the A120
- With responsibility for representing the interests of road users using the SRN in England, Transport Focus, on behalf of Essex County Council and Suffolk County Council, commissioned a piece of research to ensure that road users' views are at the heart of the planning process for improvements to the A120



Objectives

The overall aim of the research is to develop a comprehensive understanding of the problems and issues experienced by motorised road users on the A120 between Braintree and Marks Tey (A12). This presentation forms the first part of a two stage programme. Qualitative research in stage one has identified key insight regarding users of the A120. Output from this qualitative stage will also inform the quantitative stage of research, including design of the questionnaire. The follow-up quantitative research will then be used to provide statistical robustness and veracity

Specific objectives:

- Providing a detailed understanding of road users' views about the A120, ensuring that any problems and issues with the road are fully explored
- Exploring road users' views on how these problems might be addressed, providing clear priorities for improvement
- Exploring reactions to potential improvements that could be made to the A120
- Gaining an in-depth understanding of the views of all different types of A120 users and any differences between audiences
- Providing a review of possible solutions



Focus groups

- 6 x 90 minute, qualitative **focus groups** with professional, business and leisure drivers
 - 2 x commuter/business users
 - 2 x leisure users
 - 1 x professional users
 - 1 x HGV users
- Groups contained 8 respondents
- All drivers had to use the A120 at least twice a month
- Professional and HGV drivers had to have recent experience of accessing Harwich and/or Stansted via the A120
- Commuter/business users and leisure users were split by frequent/infrequent use of the A120

Depth interviews

- 10 x 45 minute, qualitative **depth interviews** with motorcyclists and disabled drivers/passengers
 - 5 x Motorcyclists
 - 5 x Disabled drivers/passengers
- **Disabled passengers** primarily included those with coordination and mobility impairments
- 8 x 45 minute qualitative tele-depth interviews with fleet operators
- All fieldwork took place between 14th November and 6th December 2016



Research schedule

- The schedule of focus groups and definitions







LOCATION	GROUP NO	DEMOGRAPHICS	FREQUENCY	USE HARWICH/ STANSTED REGULARLY
Bishops Stortford	1	Professional	Frequent	Y
	2	Commuter/Business	Less Frequent	N
Braintree	3	Leisure	Less frequent	N
	4	Commuter/Business	Frequent	N
Colchester	5	Leisure	Frequent	N
	6	HGV	Frequent	Y

USER	DEFINITION
Commuter	People who use a car/van/motorcycle to get to and from their place of work
Leisure	People who use a car/van/motorcycle for shopping, visiting friends, entertainment, sport, holidays or day trips
Professional	Taxi drivers, delivery or courier vans etc.
Business	People who use a car/van/motorcycle to get to and from specific business activities: meeting clients/ conferences etc.
HGV	Driving either rigid or articulated vehicles of >3.5 tonnes

Executive summary – qualitative phase



The A120 presents drivers with a number of significant issues

-  Most drivers see the A120 as a **key component of the local infrastructure**
-  For many, it is **unavoidable for accessing regional airports, ports and key population centres**
-  However, most drivers find using it **difficult, stressful and at times dangerous**
-  There is felt to be far **too much congestion on the road** and journeys **are routinely slow and unpredictable**
-  Key issues are with **the overall design of the road**. The **single carriageway is insufficient for the volume of traffic**. The road is seen as **suffering from poor road layout and visibility** with a number of **dangerous junctions and roundabouts**
-  It compares poorly with other 'A' roads, being deficient in **a number of key characteristics, but most crucially in the fact that it is not a dual carriageway**
-  While there are **a range of remedial issues** that merit improvement, **the creation of a new road with a dual carriageway is regarded as the most effective solution** by all driver groups

Key findings - qualitative phase



Despite being a key part of the local infrastructure, most experiences of the A120 are negative

Positive experiences of the A120



- The A120 is an important part of the local infrastructure for all driver groups
- Many drivers also feel that the A120 provides the most convenient route in the wider area for accessing key hubs of business, population and transport, seeing it as potentially quicker than other roads such as the A12 or the rural 'B' roads
- Fleet operators consider the A120 to be the most suitable alternative to the A12 when congested
- In addition, drivers using the A120 in the late evening/night or early in the morning experience little/no congestion and journey times in these circumstances are felt to be within expectations

Key negatives of the A120



- At the same time, most people feel there is too much traffic on the A120
- Given the composition and design of the road most, if not all, drivers suffer from unreliable journey times and delays
- As a result many see the A120 as a very unreliable route and unpleasant to use, especially during the morning and afternoon rush hours
- Many also feel that journeys can at times be dangerous, highlighting the layout and design of the road as a key reason for this
- Experiences of the A120 are broadly similar for all drivers. That said, the impact of congestion and traffic delay on levels of comfort are worse for disabled drivers

"I will go as far up as Lincolnshire but obviously when we come specifically this way then the A120 is a good cut through." **HGV**

"Your journey should only take about 20 minutes."
Infrequent commuter/business

"There's far too much traffic and your speed is governed by the slowest vehicle on that stretch of road."
Professional

"The turning to Coggeshall is really dangerous, sharp bends, they come so quickly, it's a dangerous road if you're not careful."
Frequent commuter/business



Key issues: All driver groups feel that the primary issue with the A120 is that its design is unable to cope with the high volumes of traffic



Single carriageway road

Drivers feel that this single carriageway road is significantly over capacity, especially during morning and afternoon rush hours/school runs

- Overall traffic flow is negatively affected by slower moving vehicles
- People feel unable to overtake safely
- The presence of HGVs on a single carriageway road make some drivers fearful for their safety

"Your speed is governed by the slowest vehicle on that stretch of road, whether it's a tractor or an HGV or a slow taxi..."
Professional



As a result of problems with congestion, all groups report that most of their A120 journey times fall considerably outside their expectations

- In addition to over capacity, any incidents such as roadworks, adverse weather and accidents also have an extremely negative effect on congestion and on overall journey times

"It feels like the traffic has outgrown the road..."
Frequent commuter/business

Key issues: the layout and overall visibility of the road are considered poor



Layout and visibility

The A120 layout is characterised by a number of blind bends, turn-offs to rural roads and poorly designed intersections at villages/settlements. This layout causes sections of the road to be particularly congested and/or visibility for drivers to be poor

- Junctions and roundabouts cause a number of bottlenecks on the A120 which, at times of high volume, impedes traffic flow even further
- The lack of visibility on certain 'blind bends', junctions and roundabouts impacts severely on overall feelings of safety for drivers using the A120

Sections of the road are regarded as blackspots and seen as particularly dangerous and/or congested. These sections include:

- Roundabouts at Marks Tey, Marks Farm and Galleys Roundabout ('Galleys Corner')
- Junctions at Bradwell, Pattiswick and Coggeshall

"You have to slow down to get into Bradwell, then you have to slow down to get into Marks Tey. It just drives me mad."

Frequent commuter/business

"The junction at Coggeshall in regards to safety always makes me feel a bit nervous. You have cars and lorries hurtling in from every direction, it's a high speed limit and you never know when it's safe to pull out."

Infrequent commuter/business



Key issues: the lack of lighting on the A120 is seen as a factor that impinges on drivers' feelings of safety



Lighting

Outside of residential sections, much of the A120 is felt to be not well lit, with the stretch between Coggeshall and Bradwell regarded as particularly poor

Poor lighting is regarded as dangerous and impinges directly on drivers' feelings of safety especially for those who travel at night or experience adverse weather conditions

- Drivers are badly affected by the numerous sharp corners and blind bends on the road which are even harder to anticipate without lighting
- Drivers also risk being dazzled by other drivers using full beams to navigate the road in the dark
- Lack of cats' eyes also impedes drivers' ability to navigate roads safely

"There's no lights there on that crossroads from the beginning, there's very few cats' eyes as well."

Frequent commuter/business

"I probably had my full beams on the whole way. I had to, otherwise I would end up in the ditch! But I did feel a bit sorry for the other drivers getting dazzled by my headlights."

Professional

Minor areas for improvement: the condition of the road and road signs both require some improvement but are not regarded as particularly important by most users



The general condition of the road

All groups report some problems with the road surface. Incidents of bumps, potholes and broken tarmac are reported throughout the length of the A120 between Marks Tey and Braintree. There is a general feeling that the A120 has been neglected and received little or no investment over the years

- Many drivers feel similar roads in the area are much better maintained, and some drivers – especially HGV drivers and motorcyclists – feel the condition of the road is a significant issue

"If you've got a roll cage say full of yoghurts, it's quite easy for them to fly out of the yoghurts and smash all over the floor or turn to butter! We get quite a bit of that and that's all the nature of bumps and lumps in the road really."

HGV

Road signs

The provision and quality of signage on the A120 is broadly seen as OK. Some road signs suffer from poor maintenance and lack of lighting while certain sections are seen as well signposted - especially around Bradwell

While most don't regard signs as an important issue for improvement, some drivers do report problems with visibility. HGV drivers and those travelling at night are affected by signs hidden by trees and the lack of lit signs. This last factor is a direct effect of overall poor lighting

"It's just dreadful. I'd say its almost like the road has been forgotten. Some of the roads around are OK but this section of the A120 suffers from almost criminal neglect."

Infrequent commuter/business

Minor areas for improvement: whilst roadside facilities are considered basic they are OK; some drivers feel that the roadside verges are not particularly well maintained but don't see this as important



Roadside facilities

Drivers concede that there are a few garages in place, and one or two burger vans, but knowledge on what they offer is hazy

- There is a feeling that the A120 does not require large scale services due to its category
- Some drivers do feel that the A120 would benefit from a few more core facilities such as laybys and decent toilets

"I'd be happy with just a layby and a decent toilet."
Frequent leisure



Upkeep of the verges (litter, vegetation)

Some drivers (mainly leisure) feel that the condition of the roadside verges is poor and that the A120 compares badly with other roads in regard to issues around littering

However, most drivers show little interest in litter, feeling it is part of broader problem with general maintenance

"I don't think there's a massive litter problem but there is with vegetation, there's some of those very tight bends which would benefit from having the vegetation cut back a bit so you could see round it..."
Professional

Minor areas for improvement: roadwork management, preparedness for winter weather and drainage/freedom from water could all be improved, but are not regarded as significant issues for most drivers



Roadwork management

Most don't feel that roadwork management is something that affects them particularly badly over and above other more significant issues

- There is, however, some concern that improvements to the existing A120 will result in an increase in roadworks and in delays
- Whilst there are a few stretches of the road that are particularly badly affected by roadworks - such as around Bradwell - comments on this highlight the situation as no worse or better than on other roads
- Most drivers are primarily focused on ensuring that roadwork management is planned effectively so that roadworks fall outside of peak hours

"I don't think anywhere in this country is prepared for winter. The A120 is no worse than other roads, they do grit it."

Frequent leisure



Preparedness for winter weather

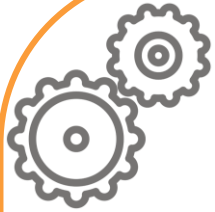
Comments are fairly generic – being no better or worse than other roads and by and large drivers are not adversely affected by the winter weather and/or do not see it as a significant problem on the A120

Drainage/freedom from surface water

Only one significant problem with drainage was recorded at Bradwell, which causes significant delays. Apart from this isolated incident, it is not considered a major issue



Planning journeys: methods and length of planning tend to vary by group of driver



Regular users:

- Regular users tend not to plan their journeys. Habitual use mean that this group have typically learnt the best possible routes and timings
- When faced with severe delays - recognised as being 'out of the ordinary' - they typically rely on local traffic news or real time information on their smartphones to help them plan alternative routes

Less regular users:

- Many of the less regular users have found, through trial and error, that they have to set aside additional time when they need to get to a timed event: e.g. the cinema or getting to a client meeting or catching a plane. This typically involves the addition of anything up to an hour to take into account the extensive congestion found on the A120

Professional and HGV users:

- Many are primarily dependent on their extensive knowledge whilst Satnavs are a secondary source of information for more complex routes/when alternative routes need to be found
- At times of severe disruption, HGV drivers are also provided with real time information from their heads of operation and logistics
- For Fleet Operators and HGV drivers in particular, the A120 is a **diversionary route** if the A12 is closed

"When we use Stansted, I'm always careful to allow an extra hour when I use the A120. I'd rather be having a G&T in the airport lounge than stressed out in a traffic jam!"
Frequent leisure





"It [Sat Nav] does come in handy, but you've got to know the roads because of the weight limits and if there's any low bridges or anything like that."

HGV

Summary of improvements desired – qualitative phase







High priorities for most drivers are around the design of the A120: the single carriageway, layout and visibility. Lighting is also of a high priority

User segment	Single carriageway	Layout and visibility	Lighting
Leisure 	Major problem for all groups Overcapacity causes congestion, poor journey times and unreliability The single carriageway also impacts on feelings of safety for leisure and commuter/business who have to share fast moving traffic with HGVs etc.	Major problem Negative impact on feelings of safety, especially around the numerous fast moving junctions. The layout also creates a number of 'blind bends' which impacts severely on visibility	Major problem Impacts severely on feelings of safety for both these groups, especially for those who travel at night or experience adverse weather conditions. Would want it as part of a new dual carriageway rather than a standalone improvement
Commuter/ Business 			
Professional 			
HGV 	To alleviate some of the congestion, it was felt that 'passing places' could be introduced at appropriate sections of the road. However, this was dismissed as a short term solution when a new dual carriageway was considered	Minor problem Most are able handle the poor layout but still see it as having negative consequences on their journey	Minor problem Especially for early/night drivers, but typically have less concern than other audiences
Priority for improvement	High priority	High priority	High priority







The following improvements are regarded as 'nice to haves': improvements in these areas are not seen as core priorities but are likely to benefit certain drivers

User segment	Condition of the road	Road signs	Roadside facilities
Leisure 	Minor problem Negative impact on perceptions of A120 reliability/safety	Minor problem Some evidence of neglect and lack of lit signs at night	Minor problem This group do require more core facilities such as toilets
Commuter/ Business 			Not seen as a problem
Professional 			Not seen as a problem
HGV 			Minor problem Some potential damage to stock/cost to business
Priority for improvement	Medium	Medium	Medium

The following have quite a low priority overall, though this differs slightly by audience



User segment	Upkeep of the verges	Roadwork management	Preparedness for winter weather	Drainage/freedom from surface water
Leisure 	Minor problem This group are affected by the amount of litter and want to see some improvement	Minor problem Recommendations for better management during peak hours	Not seen as a problem Typically felt to be gritted in the winter	Minor problem Some problems registered at Bradwell
Commuter/ Business 	Not seen as a problem	Not seen as a problem Didn't record any more roadworks than on other roads	Minor problem Regarded as worse in the winter with floods recorded at Bradwell	
Professional 			Not seen as a problem	Not seen as a problem
HGV 		Minor problem Negative impact on timings/cost	Minor problem Not gritted enough in the winter regarded as dangerous in parts	
Priority for improvement	Low	Low	Low	Low



How does the A120 compare with other 'A' roads?

- Overall, the A120 is seen as **more congested and of poorer quality** than other 'A' roads in the region
- Due to its limited **capacity and poor maintenance** it is **typically thought of as "more of a 'B' road"**

Key differences in characteristics:

Less capacity: two way single carriageway versus two way dual carriageway

Poor layout/visibility: the design of the A120 is seen as unplanned and cuts through a number of villages. As a result there are far more blind bends, hard to navigate junctions and roundabouts than on other 'A' roads

The A120 also lacks **sufficient lighting** outside of residential areas

The quality: overall felt to have far worse maintenance (road surface, litter, facilities etc.) than other 'A' roads

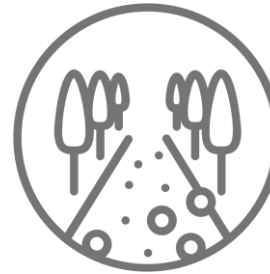


Key differences in experience:

More congestion: resulting in much longer journey times than for similar distances on other 'A' roads

A less safe experience: sharing lanes with HGVs, a number of 'blackspot' junctions, blind bends and roundabouts and poor lighting

A more basic 'B' road experience, lacking the advantages of other 'A' roads



"I just think of the A120 as a really old road. To me it feels old."

Frequent commuter/business

"It's a very poor quality 'A' road. It compares very badly to other 'A' roads in the area. Personally I don't really see it as an 'A' road, it's more a 'B' and a half."

Professional

"I don't think I've ever driven down an 'A' road like it, it's like going on a rollercoaster."

Frequent leisure

"Yeah the A12 is congested as well but it's a better road as in its got better surfacing, its wider, and it has lighting."

Frequent commuter/business



The experience of many drivers of the A120 between Stansted and Braintree provides a template for an ideal 'A' road

- With its dual carriageway, the A120 between Stansted and Braintree provides more capacity and faster, smoother moving traffic flow than the A120 between Braintree and Marks Tey

Experiences:

- Drivers reported that they experienced **far less congestion** on this stretch of road
- As a result they experience **far quicker journey times** and a **less stressful experience**
- They see it as **being better maintained** and **looked after**
- The **layout and** junctions are better, offering improved **visibility** and a **less dangerous experience**

"It's so much quicker isn't it?
There just seems to be less
traffic..."

Frequent commuter/business

"The whole drive and experience is better, you've got
better visibility, you can see for a mile down the road,
where here, especially at that part, you can barely see
200 yards sometimes in front of your face."

Professional

"There is never traffic on there.
It is the fastest part of my
journey."

Frequent leisure

"Fantastic bit of road that's been
properly looked after."

Frequent commuter/business



Whilst a certain amount of congestion is regarded as unavoidable, there are certain expectations of 'A' roads held by drivers



Capacity and layout:

- Straight, planned road, that doesn't cut through villages and towns
- Dual carriageway providing necessary width/capacity for traffic
- Laybys for emergencies, breakdowns and designated vehicles

"Capacity of the road is what causes the problems, it's a single track road, that makes it impossible to overtake."

Professional

Lighting:

- Properly lit roadways and road signs at night
- Cats' eyes to demarcate lanes



"If it's raining and it's dark and the road surface is crap, it's pretty dangerous in parts."

Frequent leisure



Maintenance:

- Well maintained road sides and surfaces: smooth roads, well kept road verges and sides

Facilities:

- Core facilities: toilets, franchised shops/cafes in garages (M&S, Costa, Starbucks)



"There's no facilities really suitable for lorries along there. There's certainly nowhere you can buy food or anything like that until you actually get to Braintree itself."

HGV

Solutions – qualitative phase

Considering all solutions to the key issues experienced by drivers on the A120



- Ultimately all groups end up at the same solution, which is to build a new dual carriageway
- Variability is found over whether there are intermediate steps taken on the way to this decision and/or if there are other issues that need addressing, notwithstanding the creation of a new road
- What tends to drive this difference in approach is regularity of use. More regular drivers who are most exposed to the A120 are more likely to go for the most radical solution, and give less attention to short term/intermediate points
- Notwithstanding this, there is an element of scepticism amongst all drivers as to any proposed improvements:
 - Concerns centre around resourcing availability and/or the political will
- There was a dismissal or lack of mention of any potentially detrimental environmental impact of building a new road across all users, including those living in areas local to the A120

"A great big lovely dual
carriageway."
Professional

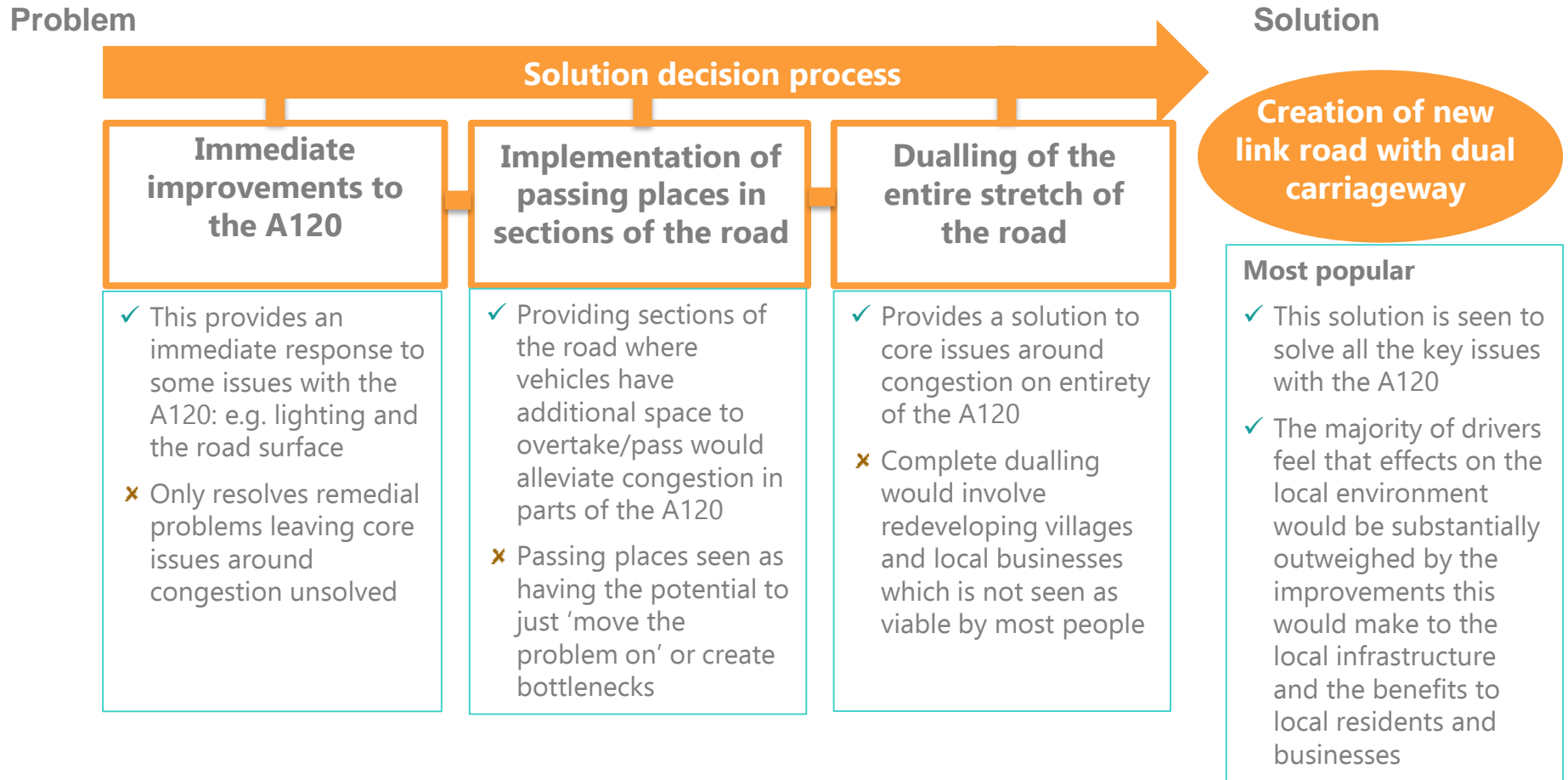
"This has been going on and on and on, making the road
a dual carriageway, where's it going to go, everyone's
saying not in my village, not near us, not this, not that."
Infrequent leisure

"The difficulty is the cost of
doing that, they'd just build a
new one wouldn't they?"
Professional



Drivers either consider then dismiss solutions sequentially before deciding on a new road, or arrive there immediately

A new alignment is the overall preference. Drivers feel that none of these incremental steps are of themselves sufficient to resolve the problems of the A120



Those who are the heaviest users of the A120, tend to go straight from problem to solution, without considering any of the intermediate steps



Testing improvements with A120 users – positive solutions

Solution	Commentary
✓ Addition of new link roads	<ul style="list-style-type: none">• Seen to alleviate congestion by reducing overall traffic flow• Provides safer and more direct connections for drivers
✓ Technological solutions	<ul style="list-style-type: none">• Helps drivers to plan alternative routes avoiding the A120• Good examples of the variable messaging signs seen at Colchester for approaches onto the A12• Many drivers feel that real time information delivered by smartphones is potentially more useful than variable messaging signs
✓ Ramp metering	<ul style="list-style-type: none">• Seen as a good way to alleviate congestion by managing the volume of cars introduced on to the A120 at key junctions• Potential to improve feelings of safety by potentially reducing accidents at intersections
✓ Variable priority junction signals at key junctions	<ul style="list-style-type: none">• Popular with many drivers who have experience of it and feel it works well• Only really benefits certain driver groups

"Yes, they [a messaging board] are useful. Now in Colchester if I'm going to the A12, they will tell you if there is an accident on the A12."

Infrequent leisure

"From the A120 from Braintree to just before the Teys there's ample space to build a link road. I think you could put the short link road in just to pick the A12 up round the back of Teys, you know."

HGV



Testing improvements with A120 users – negative solutions

Solution	Commentary
✘ Car share lanes	<ul style="list-style-type: none">• Most do not see this as a feasible solution as many drivers, especially professionals and HGV users, tended to make trips on their own or use their vehicle solely for business• Other driver groups are also not keen on the idea, seeing it as hard to orchestrate and more suited to smaller urban networks where all users lived in the same neighbourhoods
✘ Bus lanes	<ul style="list-style-type: none">• Some do see the scope of having lanes just for HGV drivers to improve feelings of safety for other users• But overall the limited capacity of the A120 renders this solution unworkable for most drivers who see it as increasing congestion
✘ A reversible lane or tidal flow	<ul style="list-style-type: none">• Some cited working examples of this at the Dartford crossing• Most feel it favoured certain driver groups over others• Others also feel that this had the potential to cause accidents• Most feel it is 'fanciful' and something that could only work in smaller urban networks

"It [bus lanes and tidal flow] works between big cities on a commuter basis but to be honest I don't think it would have any impact on the road that we're talking about."

Professional

"They've got three decent sized lanes and in the morning coming in the flow is two lanes, but there's signs every 10 meters and people still haven't got a clue what they're doing."

Professional

"If you are building two lanes anyway, an extra lane for a car share lane, you know, just do a dual carriageway."

Infrequent leisure

The A120 website

Reactions to the A120 website



Overview:

- The website is a surprise to many people
- Despite the surprise, most are pleased to know that it exists
- People feel that the website provides a good indication that Essex County Council is tackling the issues encountered by drivers on the A120

Key positives:

- For the most part, drivers feel that the website is concise and clear
- The information is relevant, they like the sections provided and they feel that the addition of illustrations enhances understanding

Areas for improvement:

- Many would not think to look at an Essex County Council website for this information
- As a result, many suggest that more needs to be done to publicise it
- Recommended communications include leaflets and roadside signs that displayed the web link

Additional detail: group profiles

Commuter/Business: group profile



- Regular commuter/business drivers tend to work in the local area and use the road daily, seeing the A120 as a key component of their working week
- Irregular commuter/business users use the A120 to access other parts of Essex or to get to business meetings in London every week

Specific Experiences

- Similar to all groups is a focus on the congestion experienced. Commuters are perhaps the most affected group due to the sustained level of impact on their working weeks
- Like the leisure group, they are also most likely to feel that the layout and visibility of the A120 is dangerous, with junctions such as Coggeshall and Bradwell labelled as blackspots
- Again, similar to the leisure group, they are most affected by the presence of HGVs on a single carriageway road which impacts on their feelings of safety
- This feeling of danger is further heightened by the lack of lighting

"There's one junction along that A120 which is horrible, I think it's the last one, the Coggeshall one."

**Frequent
commuter/business**

"If you're trying to get onto the main road, forget it, it's another accident."

**Frequent
commuter/business**

Key improvements suggested:

- There is real support to just get a new road built with a dual carriageway and proper lighting. This would solve all the key problems with the A120
- Key remedial improvements with the current A120 include: better lighting, more cats' eyes and laybys for accidents, car breakdowns, emergencies etc.



Leisure: group profile



- Regular leisure users see the A120 as key to accessing leisure facilities with sites such as Freeport Braintree directly accessible from the road
- Less regular leisure journeys on the A120 include trips to Stansted Airport and further afield locations such as London and Cambridge

Specific Experiences

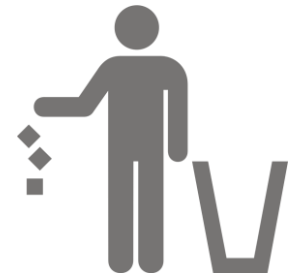
- Alongside other groups, leisure users regard the A120 as notoriously unreliable. As a result many have to set aside large amounts of additional time for routine trips to cinema or restaurant for example. Longer leisure journeys to Stansted and London require even more additional time set aside
- Similar to commuter/business users, the layout and design of the A120 impact negatively on feelings of safety: particularly around 'dangerous' junctions and presence of HGVs
- Interestingly, as a group, leisure users are the most affected by more 'superficial' issues such as litter and the perceived lack of core facilities
- Key **improvements** suggested:
 - In full agreement that a dual carriageway would solve issues but due to impracticality of dualling (i.e. affect on housing and businesses) feel the best solution is a new road
 - Most likely group to want immediate improvements to the A120. Examples include the road surface, the litter in the verges, and improvement in facilities such as toilets and franchised cafes

"Trucks use this stretch from the A12 to the M11, that is how they cut right across, that is their one road, and it is a nightmare."

Frequent leisure

"You introduce a dual carriageway at Galleys Corner. And then build a flyover over the top, as they did on the A12 in Chelmsford."

Frequent leisure





- HGV drivers tend to see the A120 as offering a more direct and convenient route from the ports of Felixstowe and Harwich when travelling west, rather than other roads in the area such as the A12
- HGV drivers also deliver to a number of business on and around the A120
- Use the A120 extensively outside of 'normal hours'

Specific Experiences

- With tight deadlines, congestion on the A120 is a real source of frustration for this group, particularly with the build-up of traffic impacting negatively on journey times and daily costs
- Most likely to be concerned about the impact of road surfaces due to the amount of fragile goods carried down the A120
- The poor layout and lighting also impacts on their ability to judge stopping distances and made them concerned for the welfare of themselves and other drivers

"It's all to do with deadlines, so of course if you hit roadworks or encounter any hold up that has a knock on effect."
HGV



Key improvements suggested:

- Like all groups, have a clear focus on dualling and the building of a new road
- Probably the most vocal on the need for improvements to lighting and the introduction of cats' eyes due to large number of early morning/late night trips
- Most likely to want improvements to road surface and facilities (though with roadside facilities, felt this was uniformly bad across the whole road network)

Motorcyclists: group profile



- Typically passionate about motorcycles and see it as more of a pursuit than just a way to get around
- Mostly use the A120 to get to and from work, seeing it as the most convenient route available

Key issues include:

- Frustration with the congestion on the A120, which they see as worse than on other roads
- This in turn impacts on their enjoyment of riding as they cannot 'filter through' traffic
- Key concern is for safety, with dangerous junctions leaving them most fearful
- Along with HGV drivers, the most likely of all groups to report issues with the road surface such as potholes and bends on the road

"I've had very dangerous moments on the A120 hitting the bumps. 2 Wheels have left the ground!"
Motorcyclist



Key improvements suggested:

- Broadly similar to other groups in regard to support for dualling and the building of a new road
- Like HGV users, also call for more bypasses around specific settlements on the A120 to avoid congested/dangerous junctions
- Most likely group to want immediate improvement to the road surface which they see as potentially very dangerous

"I'm always racking my brain for an alternative route, but I can't think of one."
Motorcyclist

Professional: group profile



- Professional drivers tend to have a high volume of trips to Stansted Airport
- They also see the A120 as providing a convenient route to and from Braintree and Colchester as well for further afield connections into Kent and London

Key issues include:

- The overall capacity of the road affected journey times which has a knock-on effect on the profitability of their work
- They are particularly vocal about severe congestion at Marks Farm caused by traffic from Stansted Airport
- Due to their experience of other roads, they are probably the most aware of the shortcomings of the A120 in comparison to other 'A' roads
- Whilst they pick up on the overall lack of maintenance on the A120, they are less bothered than other groups about issues such as litter, road signs, facilities etc.

"The traffic on that stretch of road can mean that it takes me twice as long to get the same money than at other times and on other roads. I try and avoid that route at certain times of the day because it's so congested."

Professional



Key improvements suggested:

- Key shortcomings of the A120 are focused on the single carriageway and lack of lighting
- Introducing 'passing places' that would help with some of the congestion and some of the worst bends
- Very clear that a new road is required
- Provide lots of clarity on why it was impossible to dual the current A120
- Typically less motivated by any other requirements for improvements

"You might as well just build a dual carriageway for the amount it'll [other improvements] will cost."

Professional

Fleet Operators: group profile



- Like all other user groups, fleet operators see the A120 as a key component of the local infrastructure
- They deliver to a number of businesses along it
- The A120 also offers a direct and convenient route west from the ports of Felixstowe and Harwich
- It can also be used as an alternative to the A12 when that particular road is congested

- Key **issues** include:

- Congestion at certain times of the day and bottlenecking
- Certain junctions flagged as dangerous, Coggeshall in particular
- Lack of roadside facilities for HGV drivers



- Key **improvements** suggested:

- Broadly similar to other groups in regard to dualling and the building of a new road
- More 'technical' solutions that come from fleet operators was that of improving the surrounding major national roads, such as the A12 taking pressure of this road and bypasses around specific settlements on the A120

"You should be doing this survey on the A12 instead! That's the real problem. If you sort the A12 out, you'll sort the A120 out because that's where the traffic comes from."

Fleet Operator

"Our drivers do need roadside facilities and this is the biggest problem for us on the road network in general. I'm not aware of any on the A120."








Fleet Operator

- Some fleet operators are complimentary about the scenic route offered on the A120 which gives their drivers a pleasurable drive when the road is empty (very early in the morning and in the middle of the night)

Qualitative summary



Qualitative summary

-  Most drivers see the A120 as a **key component of the local infrastructure**
-  For many, it is **unavoidable for accessing regional airports, ports and key population centres**
-  However, most drivers find using it **difficult, stressful and at times dangerous**
-  There is felt to be far **too much congestion on the road** and journeys **are routinely slow and unpredictable**
-  Key issues are with **the overall design of the road**. The **single carriageway is insufficient for the volume of traffic**. The road is seen **as suffering from poor road layout and visibility** with a number of **dangerous junctions and roundabouts**
-  It compares poorly with other 'A' roads, being deficient in **a number of key characteristics, but most crucially in the fact that it is not a dual carriageway**
-  While there are **a range of remedial issues** that do require improvement, **the creation of a new road with a dual carriageway is regarded as the most effective solution** by all driver groups



Detailed quantitative research findings

A120 Research – Quantitative phase

Research Debrief

Prepared for: Transport Focus, Essex County Council and Suffolk County Council

Date: March 2017

PREPARED BY ILLUMINAS
a global team based in London, New York and Austin

Prepared in compliance with the International quality standard covering market research, ISO 20252 (2012), The MRS Code of Conduct, and the Data Protection Act 1998 by Illuminas, 183-203 Eversholt Street, London NW1 1BU, UK

T +44 (0)20 7909 0929 F +44 (0)20 7909 0921 E info@illuminas-global.com

www.illuminas-global.com



Contents

- 3 – Background, Objectives and Methodology
- 8 – Executive Summary
- 12 – Road users' views about the A120
- 23 – Priorities for Improvement
- 32 – Solutions
- 40 – Summary and Conclusions
- 42 – Additional Detail
- 63 – Appendix: Questionnaire

Background, objectives and methodology

Background

- The A120 is an important trunk road in Eastern England. It represents a vital part of the local infrastructure and is situated in one of the fastest growing parts of the country



- For a long time, it has been strongly argued that an improved A120 between the A12 at Marks Tey and Braintree would benefit road users, businesses and local residents. Key requirements are for safer and more reliable journeys and better infrastructure to help enlarge the labour market and boost local productivity
- Essex County Council (ECC) and Suffolk County Council (SCC) have an interest in ensuring that improvements to the single-carriageway stretch of the A120 between Braintree and Marks Tey are included in the Road Investment Strategy 2020. As part of this, ECC is leading a consultation exercise, alongside Highways England and Suffolk County Council, to determine users' improvement priorities for the A120
- With responsibility for representing the interests of road users using the SRN in England, Transport Focus, on behalf of Essex County Council and Suffolk County Council, commissioned a piece of research to ensure that road users' views are at the heart of the planning process for improvements to the A120



Objectives and Approach

The overall aim of the research is to develop a comprehensive understanding of the problems and issues experienced by road users on the A120 between Braintree and Marks Tey (A12). This presentation forms the second part of a two stage programme.

Overarching objectives:

- Providing a detailed understanding of road users' views about the A120
- Exploring road users' views on how these problems might be addressed
- Gaining an in-depth understanding of the views of different types of A120 users
- Providing a review of possible solutions

The two part programme included a qualitative phase that identified key insights regarding use of the A120. This phase involved eight face to face focus groups and ten in-depth interviews with users of the A120

The output from this qualitative stage informed the quantitative research parameters, including the design of the questionnaire

The second stage quantitative research adds statistical robustness to the project, validating many of the findings from the qualitative stage. In total the research provided us with 2377 respondents.



Quantitative Method

- Illuminas used an intercept method, which included:
 - A self-completion paper survey, with reply paid envelope provided
 - Two shifts of interviewers positioned for around 12 hours per day, between 07.30 and 19.30
- Pre-designated sites for targeted fieldwork
 - Sites based on or near to the A120
 - Examples included: out of town supermarkets, truck stops, retail parks and petrol stations

SAMPLE PROFILE		
	Target	Completed
Car and Van	1,800	2,138
Motorcyclists	150	29
HGV	250	283

**There was a shortfall in motorcyclists due to poor weather conditions in the months of January and February when fieldwork was conducted*

A mix of journey purpose and demographics

- Locations used for fieldwork (Fieldwork was conducted from 9th January to 17th March 2017)

Aldi, Colchester	Harwich International Port, Harwich	Stansted Airport
Best Western, Marks Tey	J&S Accessories, Braintree	Tesco Centre, Braintree
Bikers' Café, Finchingfield	Marks Tey Railway Station, Colchester	The Co-op Galleys roundabout, Braintree
Braintree Town Centre	Rigby's Roadside Transport Cafe, Red Lodge, Suffolk	The Orwell Crossing Cafe, Ipswich
Colchester Railway Station, Colchester	Shell Sextons, Colchester	Witham Railway Station, Witham
Essex Bikers' Centre, Braintree	Shell Birchwood, Colchester	
Freeport Braintree, Braintree	Silverex Motorbikes, Braintree	



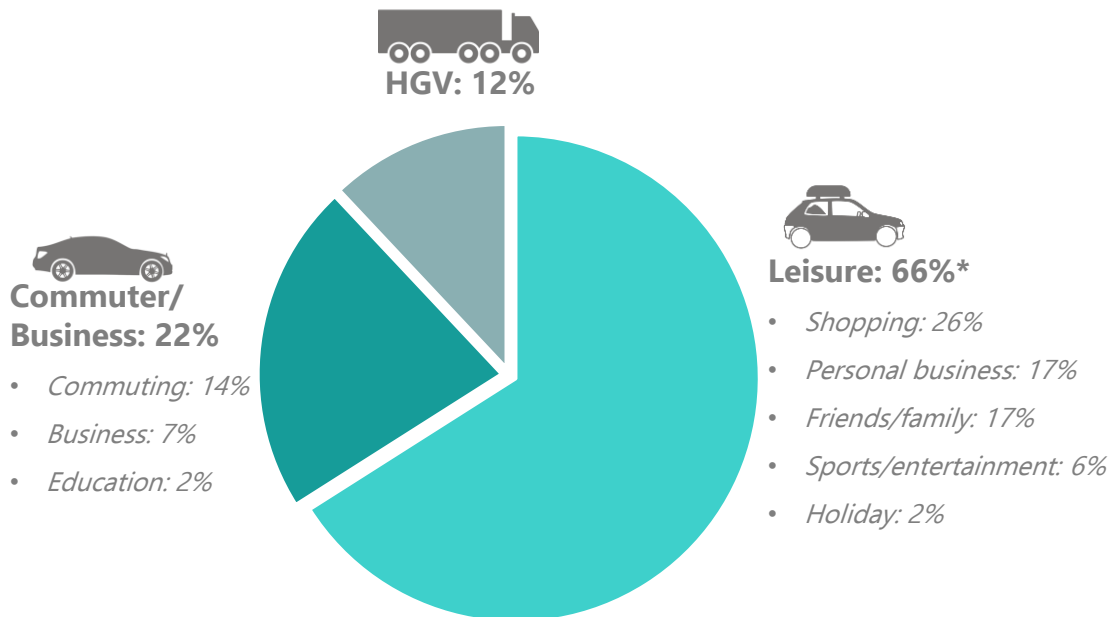
Breakdown by user type

We have chosen three key user groups to use for data analysis

- These groups are homogeneous within themselves, but are sufficiently differentiated from one another
- These groups also reflect the qualitative structure

67% of users lived **within 5 miles** or less of the A120. **34%** of users lived **more than 5 miles** from the A120

**Additional analysis of this in the Additional Detail section at the end of this document*



USER	DEFINITION
Leisure	<ul style="list-style-type: none"> People who use a car/van/motorcycle for holiday, shopping, visiting friends/family, entertainment, sport or personal business (hospital visits, in-branch visits etc.)
Commuter/Business (Excl. HGV)	<ul style="list-style-type: none"> People who use a car/van/motorcycle to get to and from their place of work/education Those who use a car/van/motorcycle for employer’s business (i.e. meeting clients/conferences) Those who use a car/van/motorcycle as part of their profession (i.e. taxi, delivery van) (Professional drivers, referred to in places in this report, are a significant but small subset that consist of taxi drivers and delivery drivers)
HGV	<ul style="list-style-type: none"> Driving either rigid or articulated vehicles of >3.5 tonnes

Throughout the analysis we will provide verbatim from the focus groups and in-depth interviews to back up the quantitative findings

**Adds up to more than the total due to rounding*

Executive summary – quantitative phase



Qualitative summary:

The A120 presents users with a number of significant issues



Most users see the A120 as a **key component of the local infrastructure**



Most users find using the A120 **difficult, stressful and at times dangerous**



For many, the A120 is **unavoidable for accessing regional airports, ports and key population centres**



There is felt to be far **too much congestion on the road** and journeys **are routinely slow and unpredictable**

Key issues:

- Single carriageway is insufficient for the volume of traffic
- The road is seen as suffering from poor road layout and visibility, with a number of dangerous junctions and roundabouts
- Compares poorly with other 'A' roads








- A number of remedial issues (e.g. lighting levels) need addressing

Solution:

- Creation of a new road with a dual carriageway is regarded as the most effective solution by all driver groups




Quantitative summary:

There is widespread agreement that improvements are needed; specifically, making the A120 a dual carriageway and improving junction layouts

-  18% of users are **very dissatisfied** with the A120 as it currently is and it is seen as **significantly worse** than other typical 'A' roads by 44% of users
-  Four in 10 users find the A120 **frustrating**, and a quarter of these actually **feel unsafe**
-  Traffic **congestion is the number one issue**, with too much traffic for the single carriageway to handle, compounded by slow moving vehicles using the road and confusing road layouts resulting in poor driving
-  There is clear agreement that improvements to the A120 are required, and need to happen as soon as possible
-  The key remedies identified are to make this stretch of the A120 **dual carriageway**, and to **improve roundabouts and junctions** to let through traffic move without congestion
-  **Users** are acutely aware that some of the **feeder roads are currently dangerous**
-  A120 drivers want to see communication about improvements on the ECC website, and this should be accompanied by letters and emails



Qualitative research indicated that the different user types share the same core priorities for the A120, but there is some variation in terms of second order issues

User segment	Key issues	Impact on journey	Improvements are consistent across all segments
Leisure 	Single carriageway causing congestion. Condition of road	Need to allow extra time to reduce stress. Less likely to experience bad traffic, as journeys are spread throughout the day	<ul style="list-style-type: none"> • Dual carriageway • Improve road surface quality • Improve congestion/reduce traffic flow • Improve junction safety and congestion
Commuter/ Business 	Single carriageway causing congestion and traffic jams	Dissatisfied with length of journey, particularly during morning commute. Drivers are often frustrated and stressed	
HGV 	Single carriageway causing congestion and traffic jams	Angry, annoyed. Joining the A120 from connecting roads is dangerous	

“From getting on at Braintree to the Marks Tey roundabout, either direction, there’s too much traffic, there’s far too much traffic.”
Leisure

“Capacity of the road, that is what causes the problems, the problem is it’s a single [carriageway] road, that makes it impossible to overtake.”
Commuter/Business

Road users' views of the A120 – quantitative phase

The A120 is seen as a poor road in comparison to other A roads, with many problems, resulting in a poor driving experience



There is much **dissatisfaction** with the A120; 39% are dissatisfied with the road

- In particular, road users are dissatisfied with journey times, which is highly correlated with overall satisfaction
- **Commuter/Business users are the most dissatisfied** driver group



The A120 is seen **as worse** than other A roads by 69% of users

- For many users, a likely comparison for this stretch of the A120 between Braintree and Marks Tey, will be with the upgraded stretch of the A120 just to the west of Braintree



Key issues for users of the A120 include:

- The **road type** (single carriageway rather than dual); 70% dissatisfied
- **Traffic jams**; 60% dissatisfied
- Condition of the **road surface**; 57% dissatisfied



When asked how they felt about driving on the A120, road users were most likely to feel **frustrated (38%)**. Just under a fifth feel **stressed (18%)** with this number rising to just under a quarter (22%) during morning rush hour



Over a quarter of drivers **felt fairly or very unsafe (28%)** on the A120. This number was lower for HGV drivers (13%)

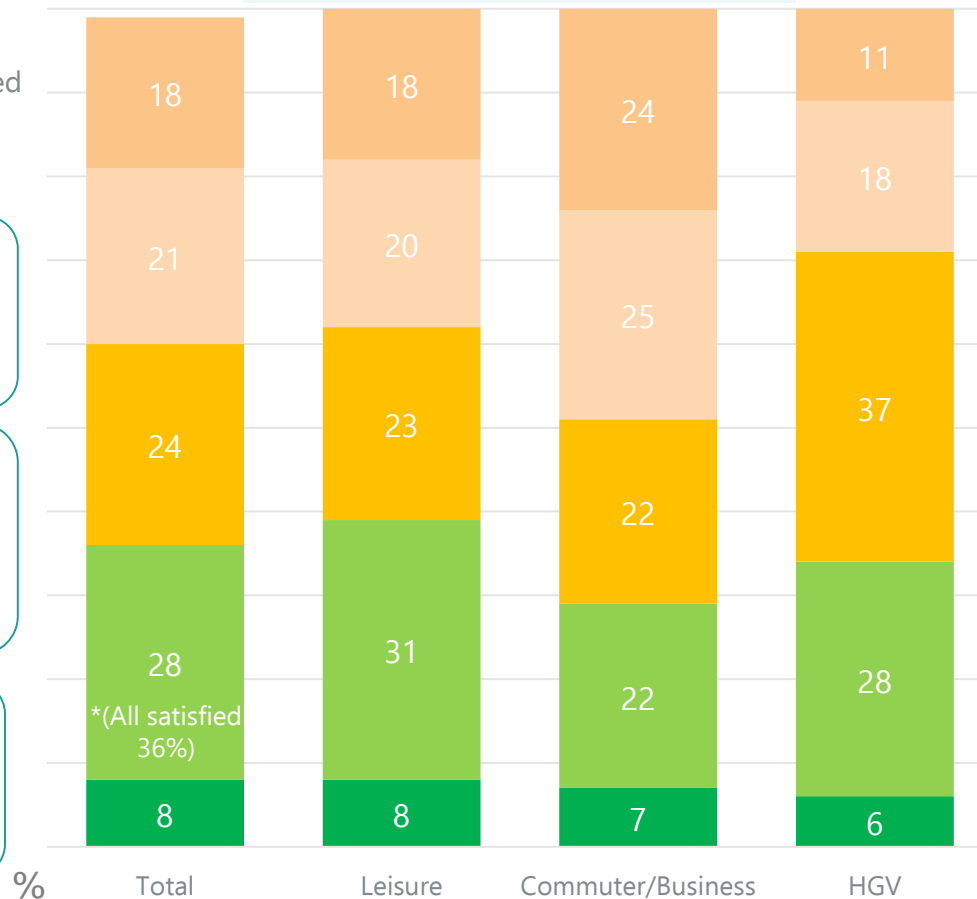


Overall satisfaction with the A120

Views about the A120 are polarised: over a third of users are satisfied, but two fifths are dissatisfied. Commuters/Business users are more likely to be dissatisfied with the A120 overall

- Very dissatisfied
- Fairly dissatisfied
- Neither satisfied nor dissatisfied
- Fairly satisfied
- Very satisfied

Overall Satisfaction with the A120



"There's far too much traffic and your speed is governed by the slowest vehicle on that stretch of road."
Commuter/Business

"The turning to Coggeshall is really dangerous, sharp bends, they come so quickly, it's a dangerous road if you're not careful."
Commuter/Business

"The road's been needing to be done for about 40 years; diabolical, very dangerous actually."
Commuter/Business

*The latest figures provided by the **NRUSS** study, indicate that nationally **90%** of trunk road users are satisfied. The figure for trunk road users in the South East is approximately the same at **91%**

Drivers who live **within 5 miles or less** are **less likely to be satisfied with the A120** than those who live between **5 and 24 miles from the A120**

Drivers who make **shorter journeys** (< 20 miles) are more likely to be satisfied

Frequent users of the A120 (once a week+) are less likely to be satisfied

Responses from the small **Professional group**, taxi and delivery van users, indicate that **satisfaction is lower** than the total but **in line with other Commuter/Business users**

Source: QA5. How satisfied were you with this journey on the A120?
 Base: Total (2474), Leisure (1515), Commuter/Business (527), HGV (281)
 Don't knows excluded. Total percentages do not make up 100% due to rounding

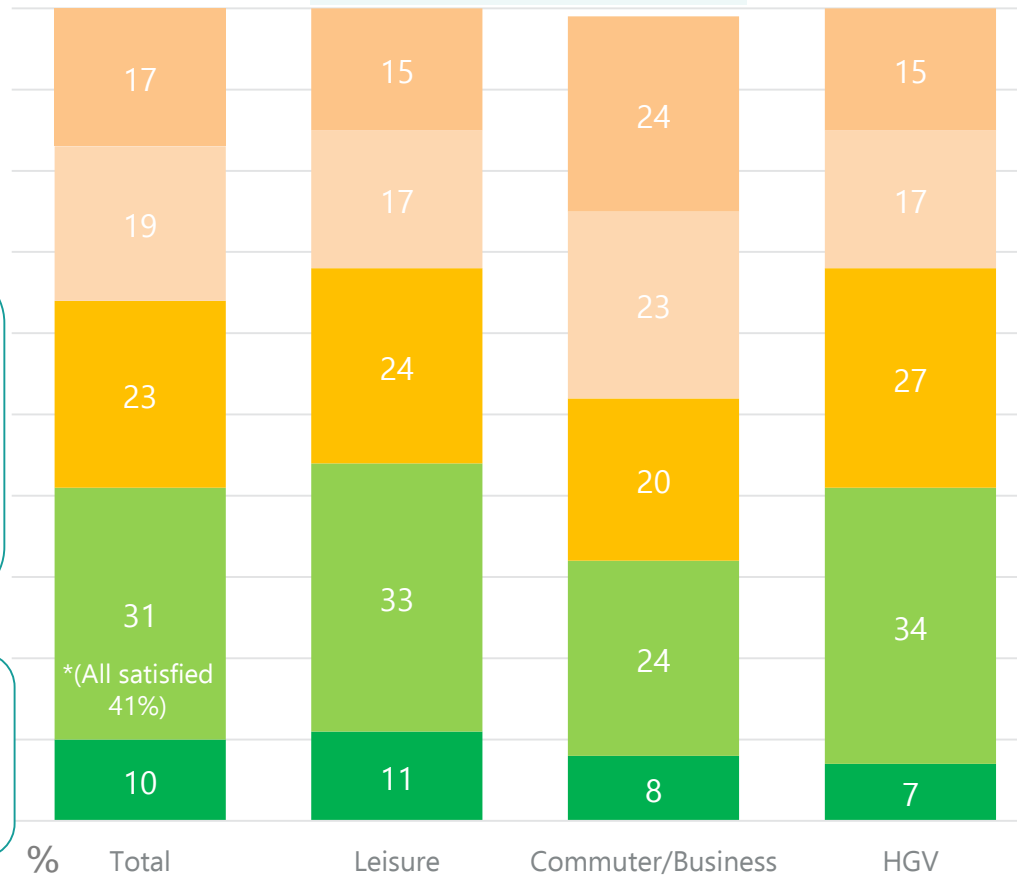


Journey times are particularly frustrating for Commuter and Business users

The perception of the length of journey is highly correlated with overall satisfaction: if there is less congestion, and traffic moves through the A120 section more quickly, then satisfaction with this stretch of the A120 improves. Leisure users are less concerned by the length of journey. Qualitative research indicated that Leisure users are less time pressured and tend to allow extra time to complete journeys

Journey Time Satisfaction

- Very dissatisfied
- Fairly dissatisfied
- Neither
- Fairly satisfied
- Very satisfied



*Latest figures provided by the **NRUSS** study, indicate that nationally, **90%** of trunk road users are satisfied with journey time. The figure for users in the South East is only **slightly lower at 88%**

Drivers who live within 5 miles of the A120 are **less satisfied** with journey times

Drivers who make shorter journeys are **less likely to be affected by congestion**, and so their **journey time is more satisfactory**

Frequent users of the A120 are **less likely to be satisfied with journey time**

Responses from Professional users are **in line with findings from all Commuter/Business users**

"Having three children, trying to get out of the door you think, 'Oh I'll leave early.' And your journey really should only take about 20 minutes on a good road. It actually takes half an hour."
Commuter/Business

"If we are having a luncheon, we plan it after the morning school rush and before the afternoon school rush."
Leisure

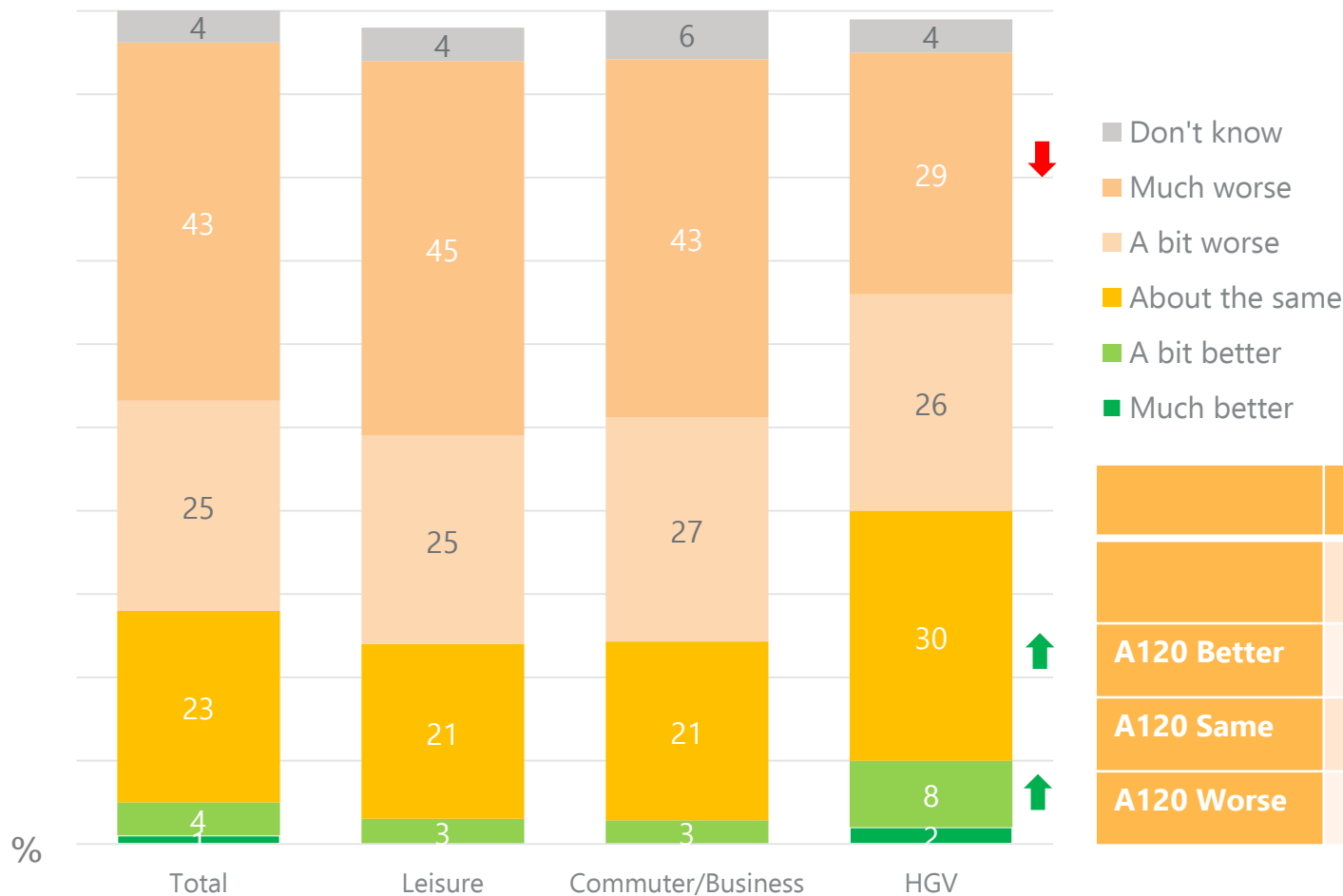
*(All satisfied 41%)

Source: QA4. How satisfied were you with how long your journey took on this occasion?
Base: Total (2478), Leisure (1518), Commuter/Business (527), HGV (282)
Don't Knows excluded - make up 0% of sample (n=2/2478)



The A120 is rated 'much worse' than other A roads

HGV drivers are slightly less unhappy than other drivers, but the majority are still not positive about the A120. Even those drivers who are currently satisfied with the A120 say that it is worse than other 'A' roads



Drivers who live **within 5 miles of the A120** are more likely to say that the A120 is worse than other A roads than drivers who live more than 5 miles from the A120

Frequent users of the A120 are more likely to feel it compares worse to other A roads

A higher percentage of Professional users (79%) feel the A120 is worse than other A roads

	SATISFACTION WITH THE A120	
	Satisfied (n=892)	Dissatisfied (n=961)
A120 Better	8%	1%
A120 Same	35%	10%
A120 Worse	55%	86%

↓ ↑ Significantly higher / lower than Total

Source: QA9. How do you think the A120 compares to other 'A' roads in the surrounding areas?
Base: Total (2473), Leisure (1512), Commuter/Business (529), HGV (282)

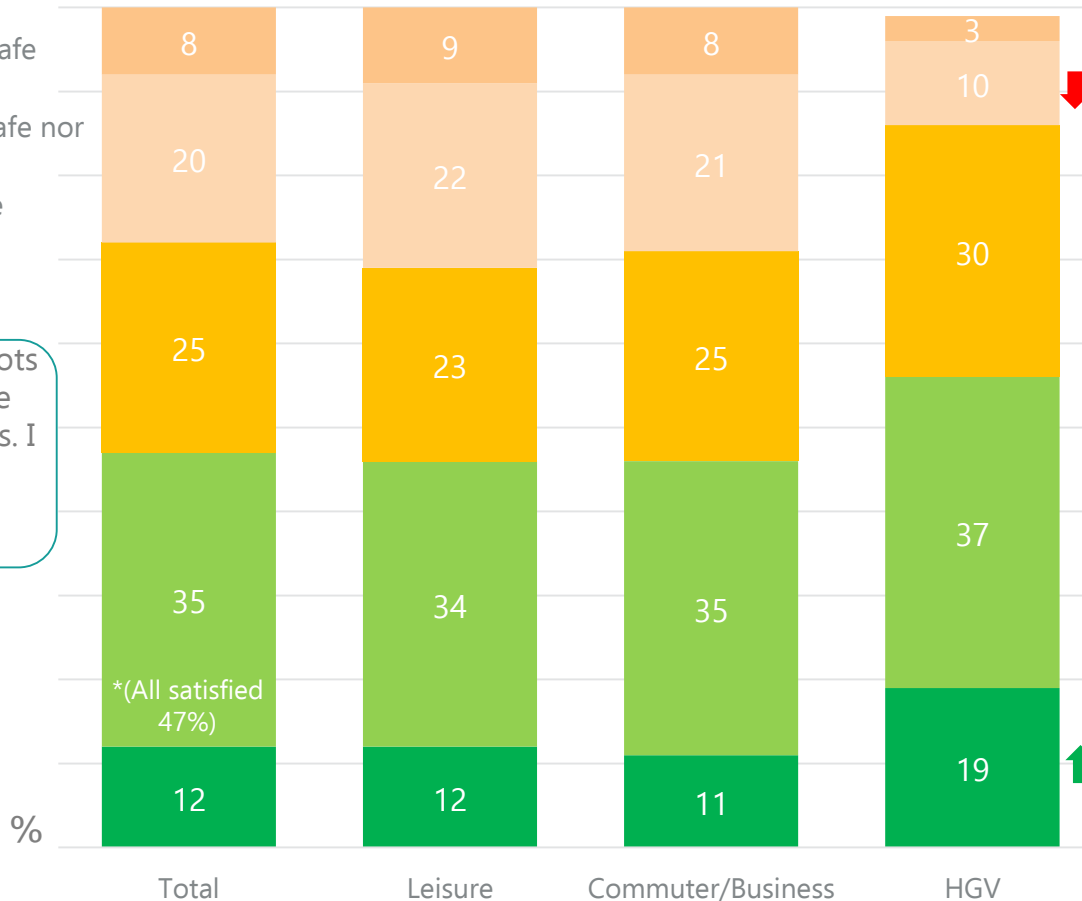


Over a quarter of users (29%) felt fairly or very unsafe on the A120

HGV drivers feel the safest of all groups, we can hypothesise that their professionalism and experience may make them feel less vulnerable than other groups

- Very unsafe
- Fairly unsafe
- Neither safe nor unsafe
- Fairly safe
- Very safe

Feelings of Safety



*Latest figures provided by the **NRUSS** study, indicate that nationally, **93%** of trunk road users felt safe. The figure for trunk road users in the South East region, **rises to 95%**

Frequent users of the A120 are more likely to **feel unsafe** than less frequent users

Feelings of safety amongst **Professional users** were **broadly inline with the Commuter/Business** group as a whole

"It is currently havoc, you can't get across the junctions safely. Improvements need to be made to the system so I can feel safer on the A120."
Leisure

"You get some absolute idiots at junctions that make the whole thing very dangerous. I don't feel safe on certain stretches of the A120."
Commuter/Business

"Widening the road would make a massive improvement to other people's safety. You would have less risk of people ploughing into each other."
HGV

%

*(All satisfied 47%)

Significantly higher / lower than Total

Source: QA7. How safe did you feel travelling on the A120
Base: Total (2476), Leisure (1514), Commuter/Business (530), HGV (283)



Over half of all users experienced congestion; related issues of slow vehicles and reduced speed limits are also common

Our hypothesis is that poor driving from other road users can be attributed to confusing lanes at junctions/roundabouts, and stressed drivers on the road

Experiences	Total
Traffic congestion	53%
Very slow vehicles	43%
Poor driving from other road users	37%
Speed limits <60/70 mph	36%
Roadworks / temp traffic lights	17%
Dangerous moment	14%
Weather related issues	8%
Breakdown (other vehicle)	5%
Road accident	5%
Diversion	4%
Road closure	4%
Breakdown (own)	1%
Other	7%
None of these	12%

Differences by sub group



Leisure users are **less likely** to experience *traffic congestion, speed limits* and *poor driving*

"When we use Stansted, I'm always careful to allow an extra hour when I use the A120. I'd rather be having a G&T in the airport lounge than stressed out in a traffic jam!"
Leisure



Commuter/Business users are **more likely** to experience *traffic congestion, very slow vehicles* and *poor driving from other road users*

"Your speed is governed by the slowest vehicle on that stretch of road, whether it's a tractor or an HGV or a slow taxi..."
Commuter/Business

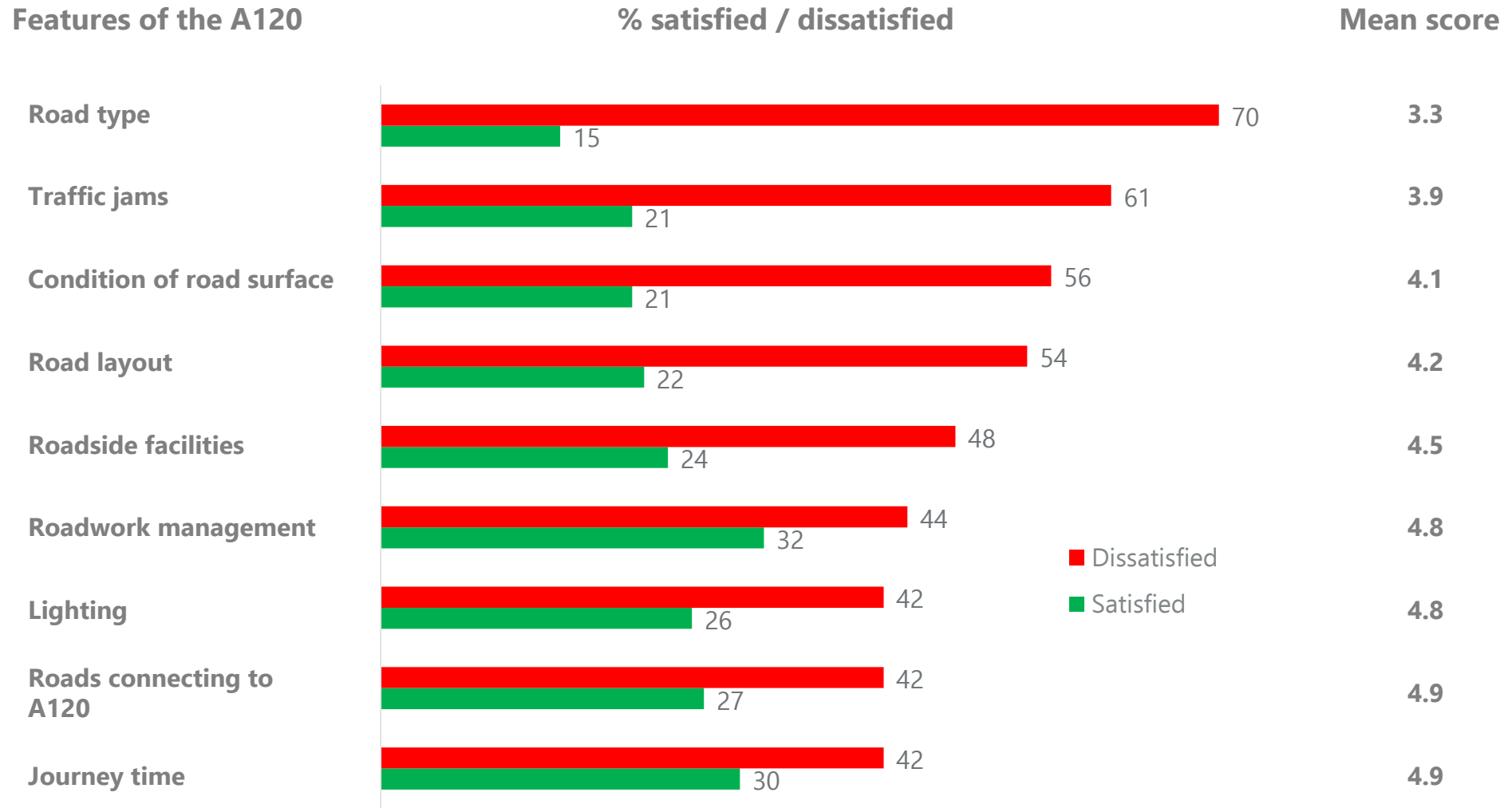


HGV users are **more likely** to experience *traffic congestion* and *speed limits*

"It's all to do with deadlines, so of course if you hit roadworks or encounter any hold up on the A120, that all has a negative effect on your journey."
HGV

Source: QA8. Which, if any, did you experience on this occasion on the A120?
Base: Total (2489), Leisure (1525), Commuter/Business (530), HGV (283)

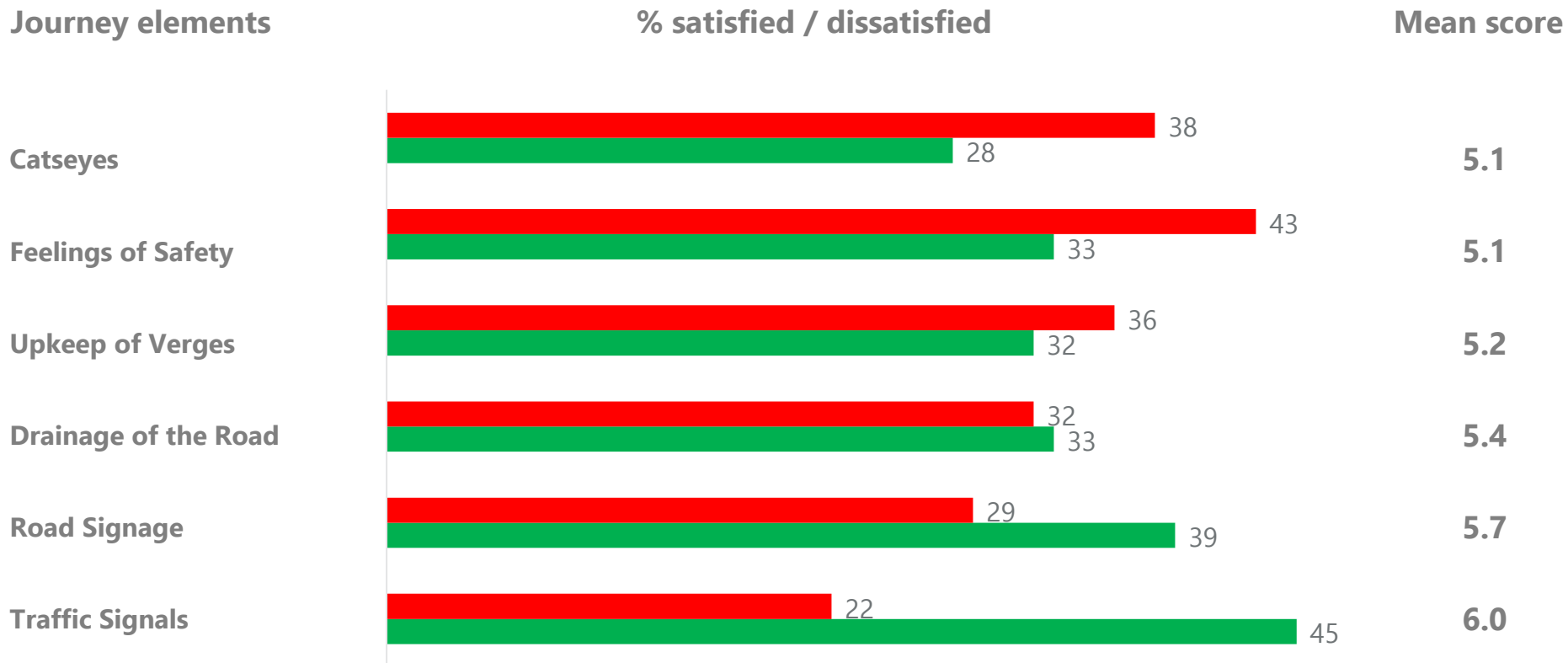
QA3 part 1: Users are least satisfied with road type (single carriageway) and traffic jams



Source: QA3. How satisfied were you with the following aspects on this journey on the A120? Base: Total answering per statement (2216-2451)



QA3 part 2: Users are most satisfied with traffic signals and road signs



Source: QA3. How satisfied were you with the following aspects on this journey on the A120? Base: Total answering per statement (2216-2451)



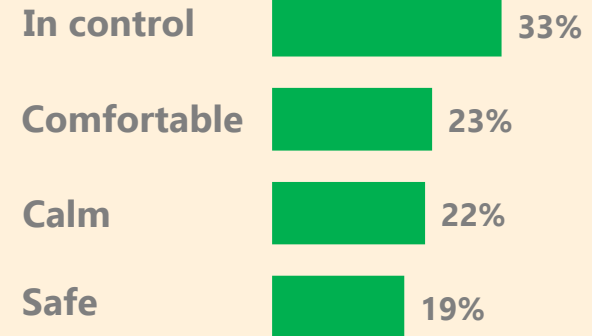
The emotion most felt by road users on the A120 is frustration

While many feel in control, 35% of users feel stressed and unsafe using the A120. Commuter/Business users are the most likely to feel stressed by their journey on the A120

Negative emotions (total)



Positive emotions (total)



Differences by sub group



Leisure: significantly less likely to be *frustrated, stressed or bored*, having shorter journeys



Commuter/Business: significantly more likely to feel *bored, frustrated and stressed*

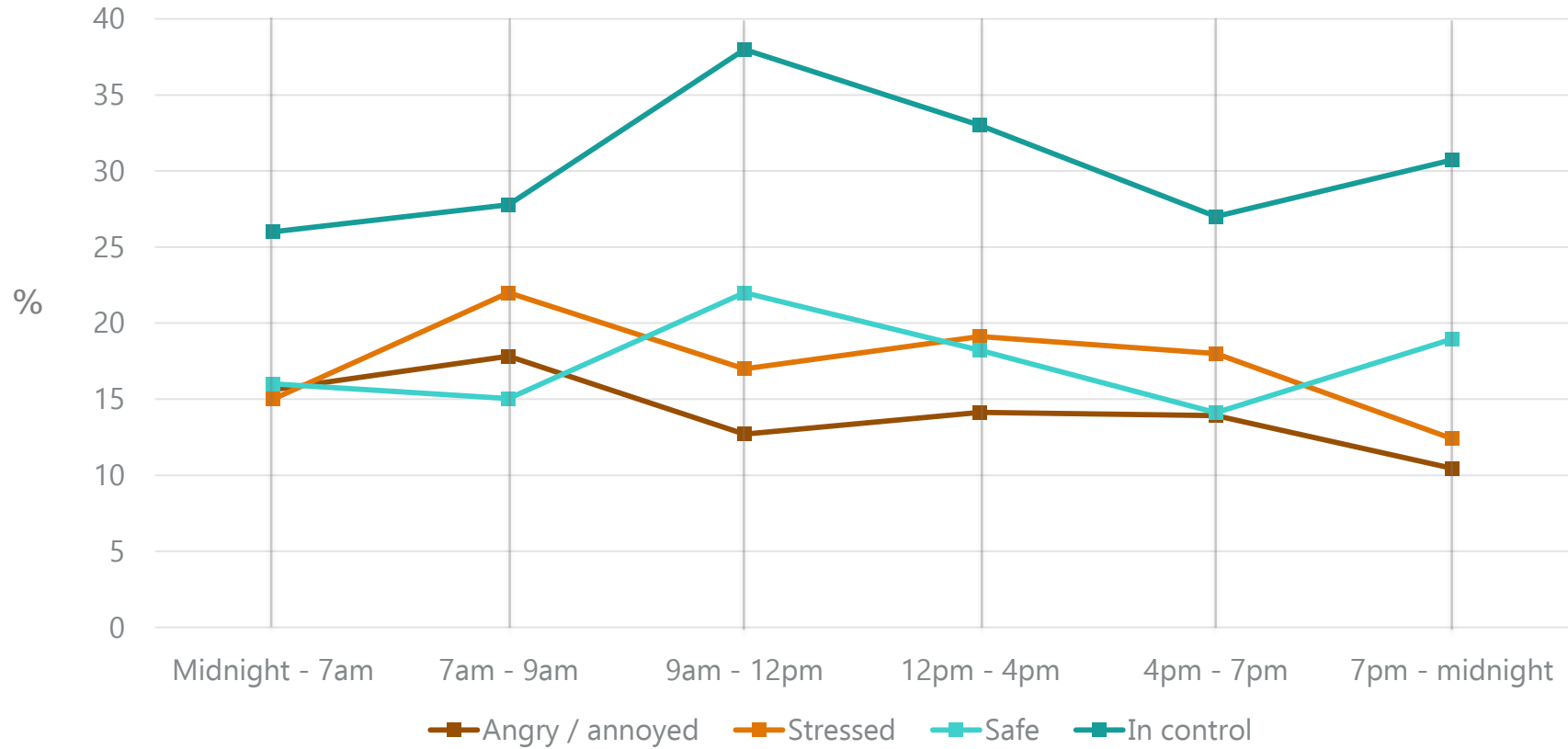


HGV: significantly more likely to feel *angry/annoyed*, but tend to feel *safer* than cars

Commuting hours, particularly the morning, are when A120 road users feel at their most stressed



Users feel safer late morning. However, feelings of safety are at their lowest 4-7pm when the light changes*





Source: QA6. Which, if any, of the following did you feel while on the A120? * Note: interviews conducted during winter. This may be less of an issue in the summer months.
Base: Travelled Midnight-7am (101), 7am-9am (450), 9am-12pm (948), 12pm-4pm (911), 4pm-7pm (533), 7pm-midnight (156)


Priorities for improvement – quantitative phase



Road type and layout are seen as being at the root of the A120's problems




-  Road users identify '**road type**' and '**road layout**' as areas that are in most need of improvement

-  Negative ratings for single carriageway and road layout correlate with congestion and dangerous moments, which in turn are correlated with feeling stressed, frustrated and unsafe

-  **Road type and layout are high priority for all road users**, however there are some differences in requirements amongst the driver segments. These include:
 - Leisure - roadworks management and roadside facilities
 - Commuter/Business - lighting and roads connecting to the A120
 - HGV - roads connecting to the A120



The qualitative research highlighted that priorities for most users are around the design of the A120: the single carriageway, layout and the road surface




User segment	Single carriageway	Layout – roundabouts, junctions	Condition of the road	Joining the A120
Leisure 	Major problem for all groups Overcapacity congestion poor journey times and unreliability	Major problem Negative impact on feelings of safety, especially around the numerous fast moving junctions	Minor problem	Minor problem
Commuter/ Business 	Feelings of safety for Leisure and Commuter/ Business	Minor problem	Minor problem	Major problem High impact on overall satisfaction with the road
HGV 		Major problem Concern around overall safety	Major problem potential damage to stock	Major problem Impacts feelings of safety
Priority for improvement	High priority	High priority	High priority	High priority

“The mornings are really busy. You get long queues down one lane of road. It can be very stressful getting to work.”
Commuter/Business

“I really don’t like the junction at Coggleshall, it’s a complete nightmare. You just don’t know if someone is going to pull out from nowhere.”
Leisure



Qualitative research also found the following improvements to be regarded as 'nice to haves': improvements in these areas are not seen as core priorities but are likely to benefit certain users

User segment	Lighting	Road signs	Roadside facilities	Upkeep of the verges	Roadwork management	Preparedness for winter weather	Drainage/freedom from surface water
Leisure 	Minor problem	Minor problem	Minor problem	Minor problem	Minor problem	Not seen as a problem Typically felt to be gritted in the winter	Minor problem
Commuter/ Business 	Major problem Especially for winter commutes around sunrise and sunset early/night drivers		Not seen as a problem	Not seen as a problem	Not seen as a problem	Minor problem	
HGV 	Minor problem		Minor problem		Minor problem	Minor problem	Not seen as a problem
Priority for improvement	Medium priority	Medium priority	Medium priority	Low priority	Low priority	Low priority	Low priority

"I've never noticed that the signage is particular bad."
Commuter/Business

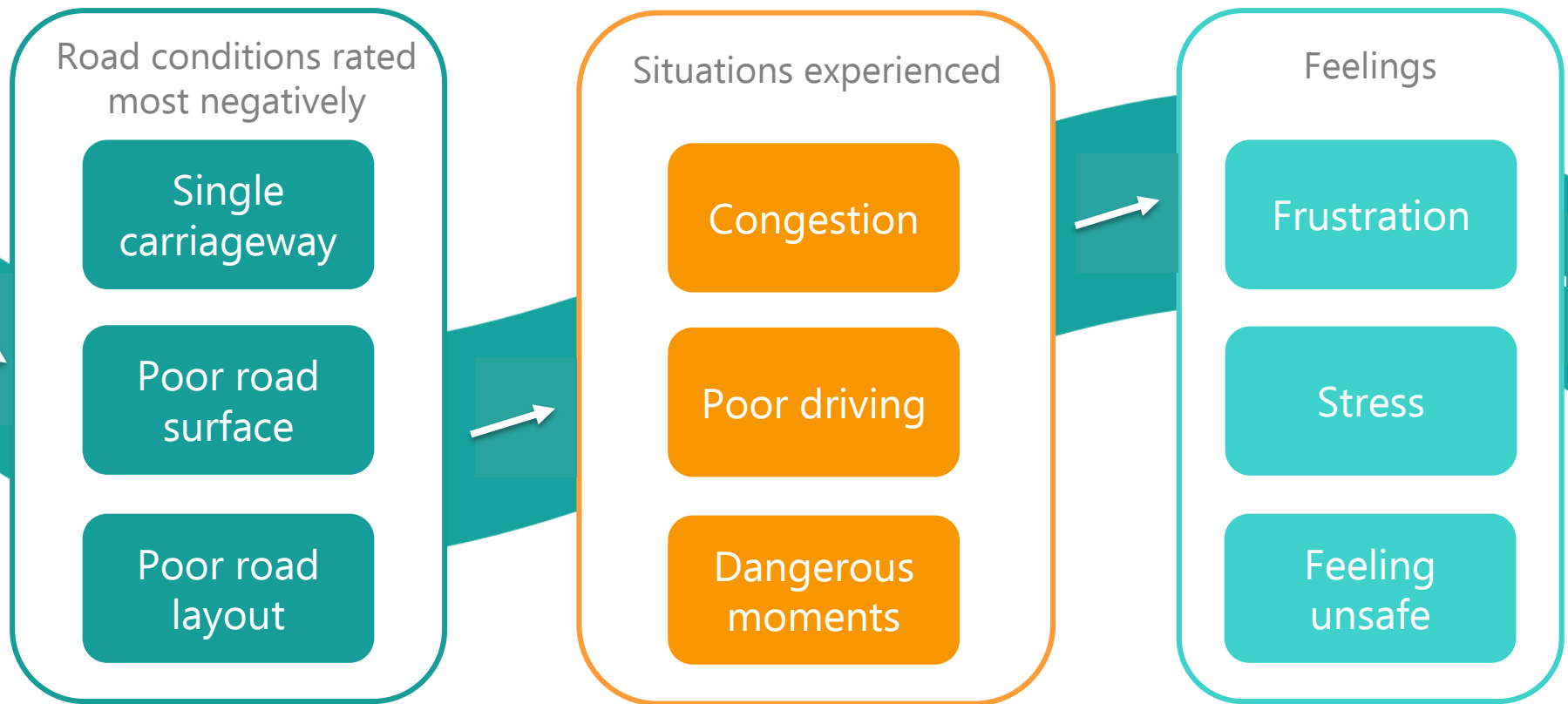
"I have noticed that some of the verges are quite unkempt and untidy with lots of litter."
Leisure

"At night, it can be an effort to see some of the signs – maybe they could be lit up?"
HGV



The quantitative evidence supports findings from the qualitative study, highlighting the correlation between road conditions, experiences and feelings

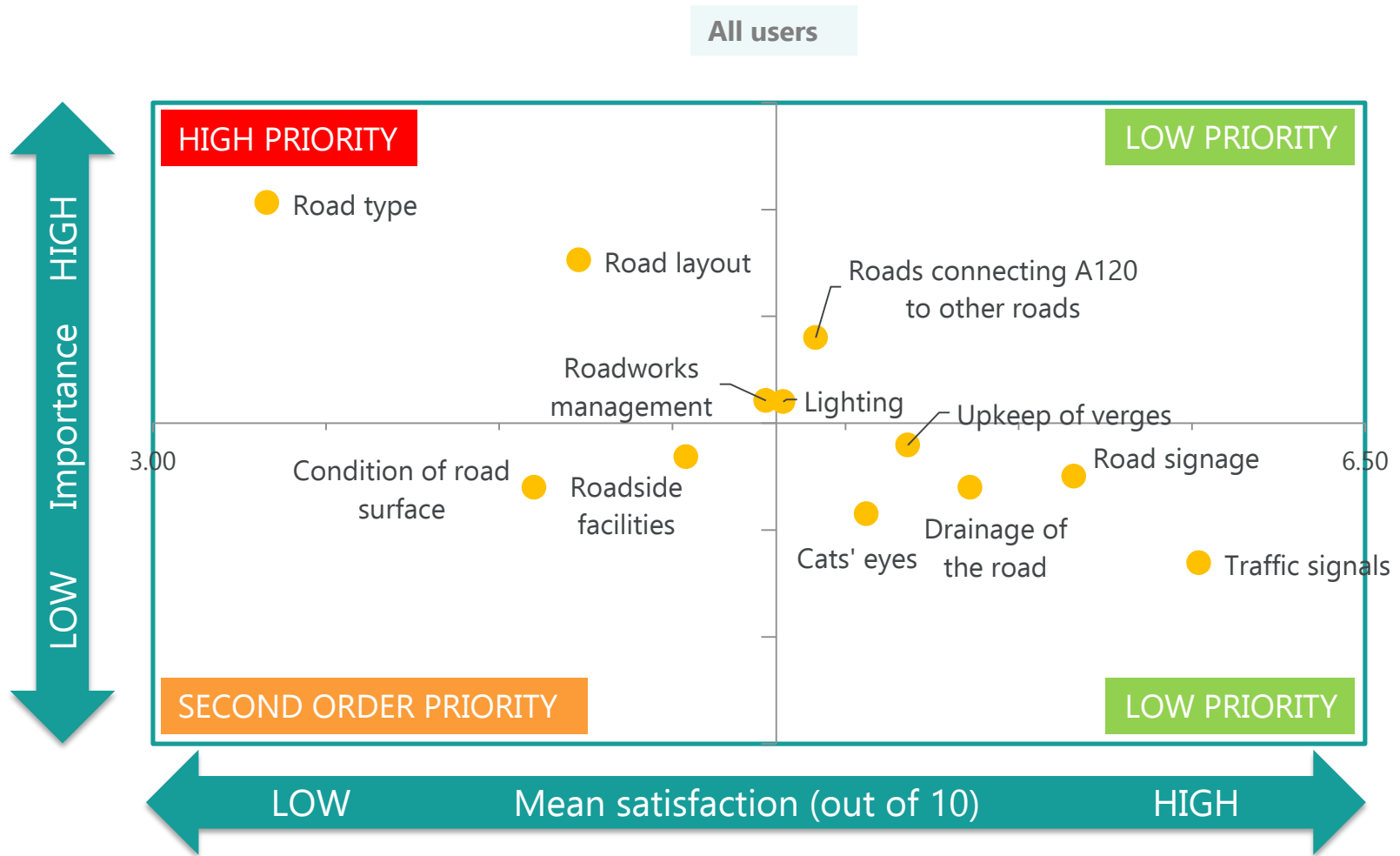
By analysing the results of those who reported being angry/annoyed at QA6 - we can link the effects of the current A120 road conditions on experiences and feelings. The results highlight that if a road user has rated one of the conditions (single carriageway, poor road surface and poor road layout) negatively they are highly likely to have experienced one negative situation at QA8 and as a result, feel frustrated/stressed/unsafe at QA6



Source: Correlations between QA3, QA6 and QA8. QA3 How satisfied were you with the following aspects on this journey on the A120? QA6 Which, if any of the following, did you feel while on the A120? QA8 Which, if any, did you experience on this occasion on the A120?
Base: Angry / annoyed at QA6 (325)

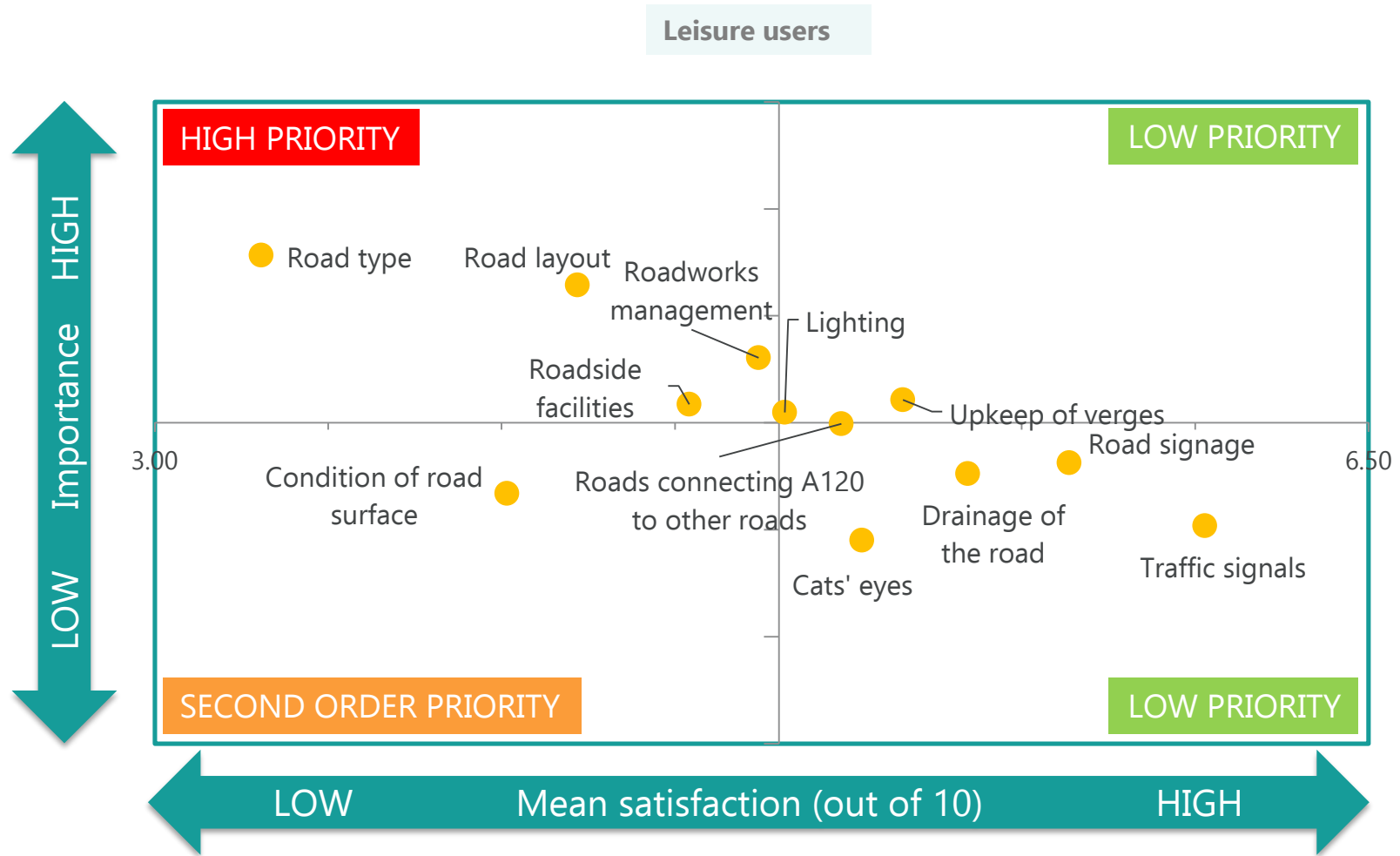


We have analysed which aspects have the greatest importance for overall driver satisfaction. These are: improve road type (dual carriageway), improve road layout (roundabout, junctions)



Source: QA3. How satisfied were you with the following aspects on this journey on the A120? QA5. How satisfied were you with this journey on the A120? Importance derived from correlating QA3 with QA5. Base: Total giving an answer to both questions (1962)

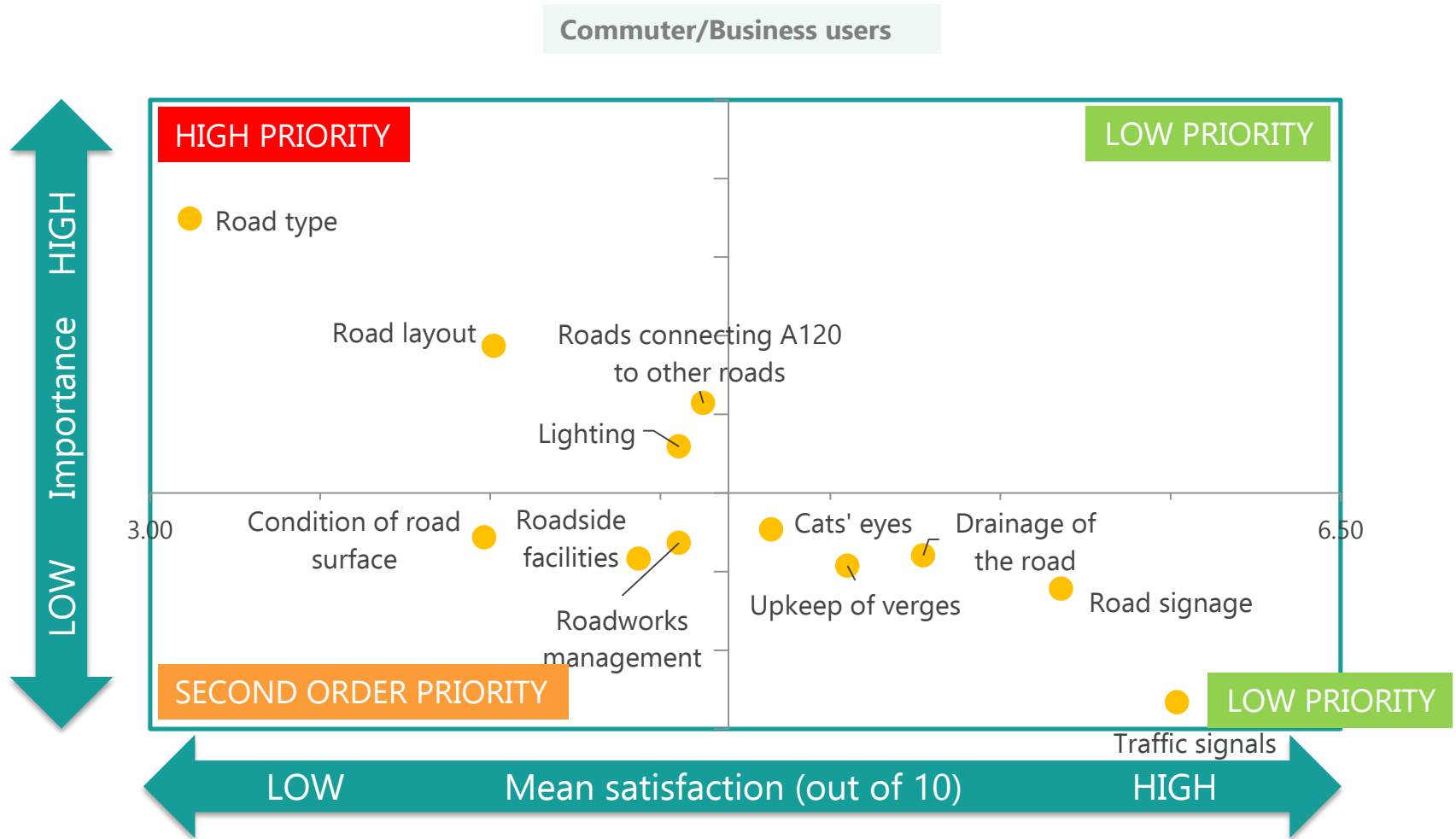
Improving the road type and layout remain the priorities for Leisure users, but improved roadside facilities would also help improve their overall satisfaction with the A120



Source: QA3. How satisfied were you with the following aspects on this journey on the A120? QA5. How satisfied were you with this journey on the A120? Importance derived from correlating QA3 with QA5. Base: Leisure users giving an answer to both questions (1173)



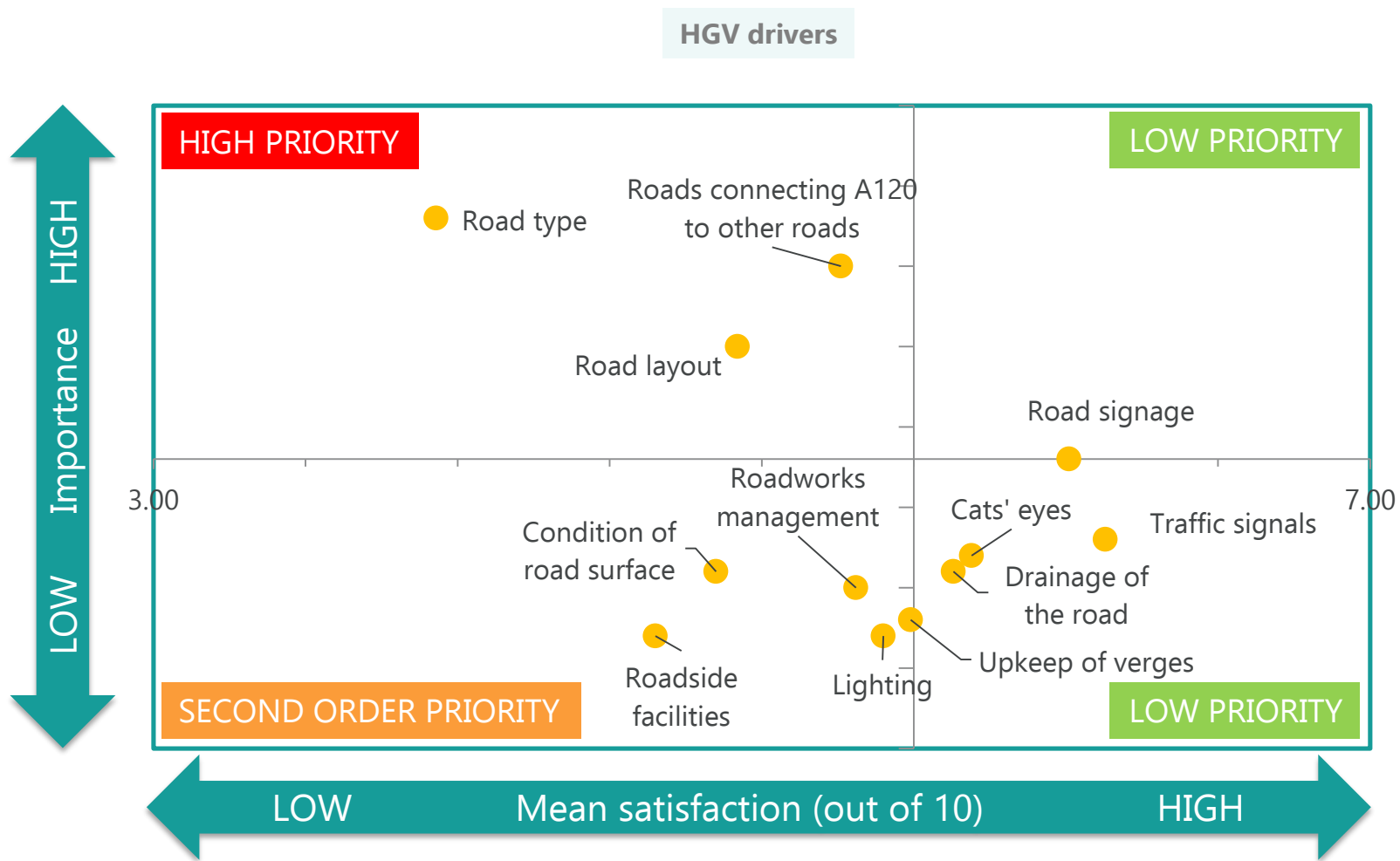
For Commuter/Business users, the knock-on effect of congestion and traffic jams to their journey time is of paramount importance. Connecting roads, and lighting are also key for this group



Source: QA3. How satisfied were you with the following aspects on this journey on the A120? QA5. How satisfied were you with this journey on the A120? Importance derived from correlating QA3 with QA5. Base: Commuter/Business users giving an answer to both questions (427)



HGV drivers need road layout improvements, including dual carriageway, but additionally want to see better connections when joining the A120



Source: QA3. How satisfied were you with the following aspects on this journey on the A120? QA5. How satisfied were you with this journey on the A120? Importance derived from correlating QA3 with QA5. Base: HGV users giving an answer to both questions (242)

Solutions – quantitative phase



Dualling is seen as the solution to the A120's problems and from the qualitative findings, the implication of this is to build a new road



Quantitative and qualitative findings both highlight **dualling as the desired solution** for all road users to the problems of the A120

- In the qualitative sessions, respondents tended to initially identify dualling as the solution to the A120's problems but once they had considered the logistical challenges of upgrading the existing road, concluded that dualling would only work in the context of an entirely **new road**



In the quantitative research, without the benefit of a rounded discussion, respondents simply select dualling as the solution to the issues they experience on the A120

- Thus **46% of respondents in the quantitative survey identified dualling** as the single most important improvement to the A120, with only 4% wanting a new road to be built

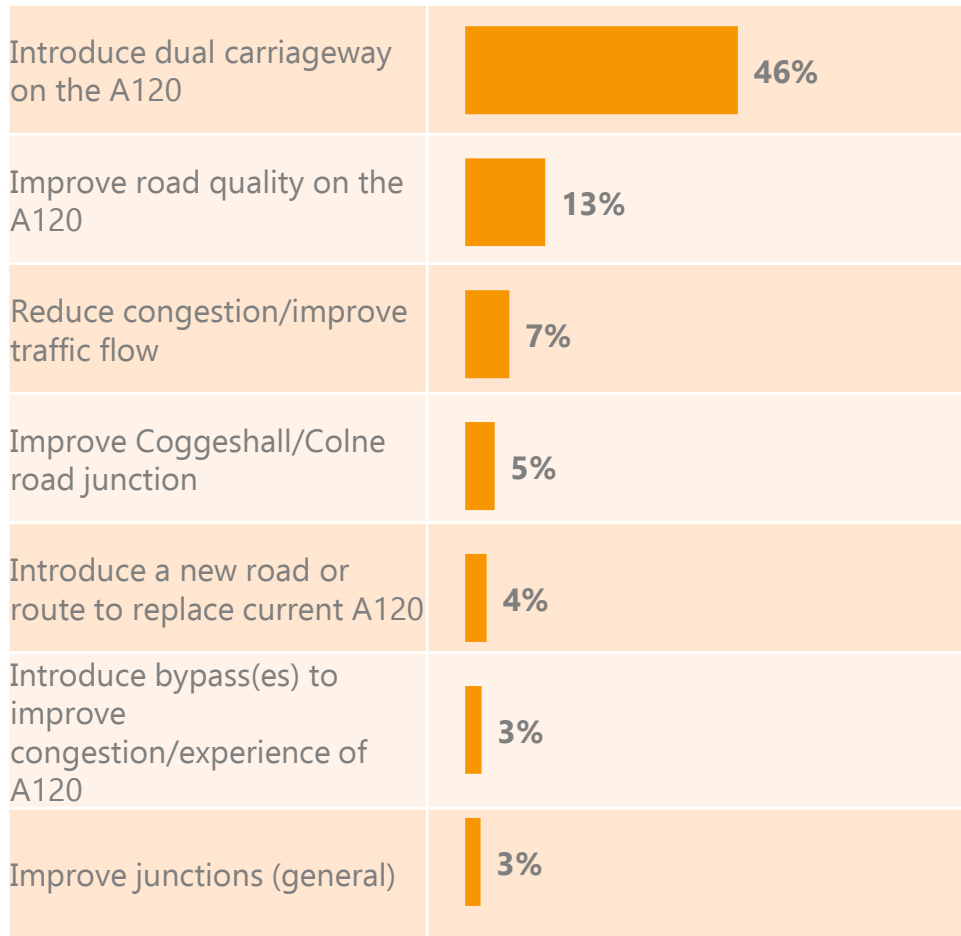


The perceived benefits of dualling are seen in terms of **reducing delay, congestion** and **improving safety** for road users

47% of respondents spontaneously suggested a dual carriageway as the key solution to problems on the A120. 4% of respondents spontaneously suggested a new road/route



By far, the most mentioned improvements asked for is a dual carriageway, road quality was the next most requested improvement. These top improvements requested were consistent across the user types



"The A120 needs to be upgraded to a dual carriageway immediately!"
Leisure

"The junction between Colne road and the A120 is very dangerous."
Leisure



"More safety is needed at junctions."
Commuter/Business

"Less congestion – especially at peak hours."
Commuter/Business



"The whole thing needs to be rebuilt as a dual carriageway."
HGV

"Just remove the junction at Coggeshall – its too congested and unsafe."
HGV




Two thirds of Professional users spontaneously suggested a **dual carriageway** as the one thing they would like to see introduced on the A120

Source: QB1. What one thing would you like to see improved on the A120?
Base: Total (2489) Verbatim is provided by coding open-ended answers at QB1



Reducing delays and congestion by upgrading to dual carriageway is seen as the primary requirement for the A120

These findings are similar across all audiences, however Leisure users are more likely to want to prevent lorries from passing through villages



	Mean importance scores (1 = least important, 6 = most important)	Leisure	Commuter/ Business	HGV
Reducing delays and congestion by upgrading the road to dual carriageway	5.1	5.0	5.0	5.4
Improving safety for road users	4.0	4.0	3.9	4.0
Providing a better road surface	3.8	3.8	3.8	4.0
Preventing lorries from passing through the villages along the route	3.1	3.2	3.1	2.4
Minimising impact on communities along the route	3.1	3.1	3.0	3.2
Minimising any impact on the landscape	2.6	2.6	2.7	2.5

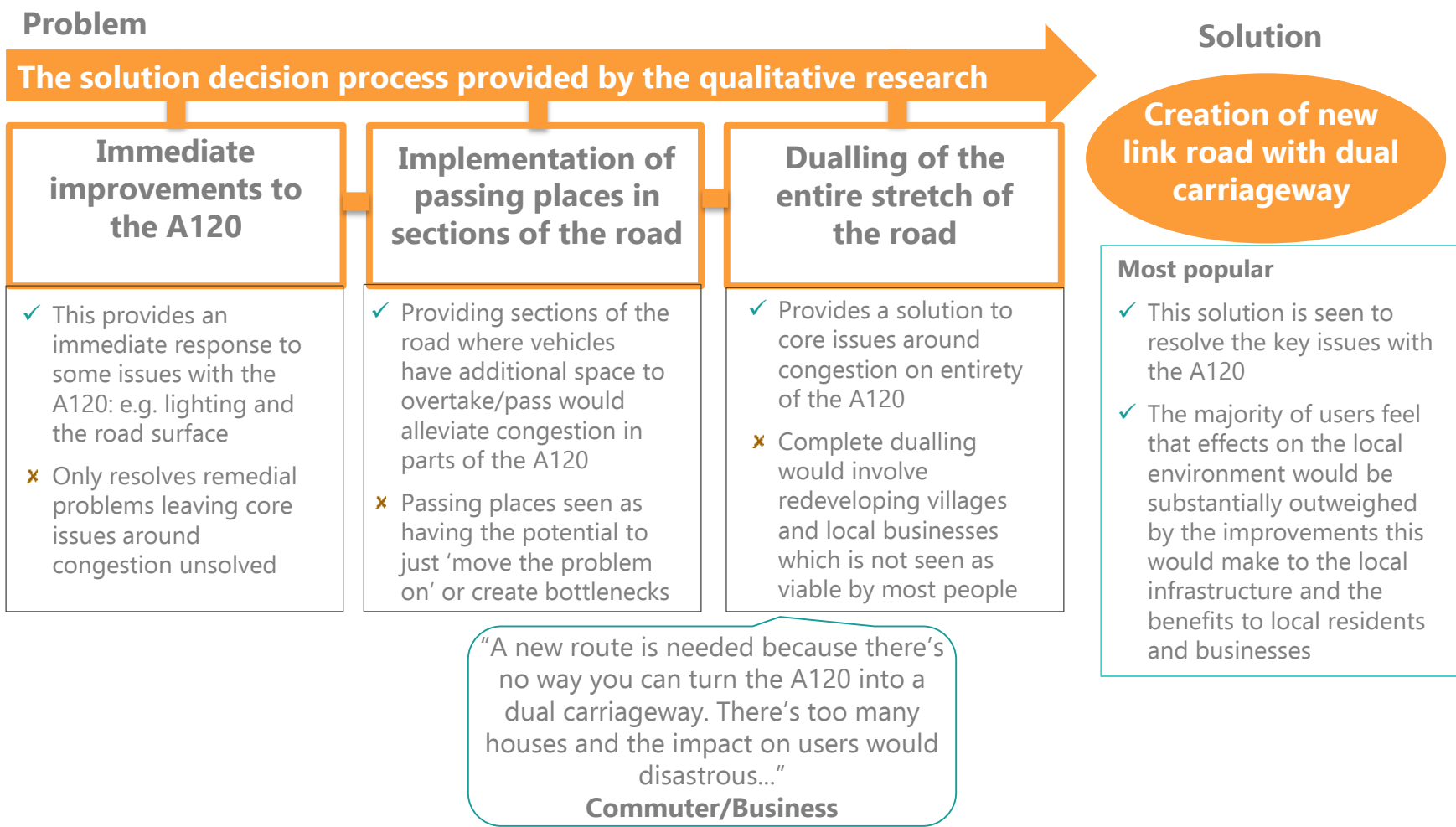
Professional users placed a similar degree of importance on upgrading to a dual carriageway as HGV users – higher than other Commuter/Business users

Source: QB2. In improving the A120, what priority should be given to the following outcomes?
Base: Total (2269), Leisure (1390), Commuter/Business (478), HGV (265)



Findings from the **qualitative research** showed that users felt a new road would resolve all the problems experienced on the A120 **but only after** all aspects of dualling the current road had been considered first

The **groups and depths** highlighted the thought process the users went through to identify a new road as the best solution to resolve the problems on the A120. The steps shown below highlight that the creation of a new road is seen as the best solution only after the negative aspects of dualling the existing road are taken into consideration

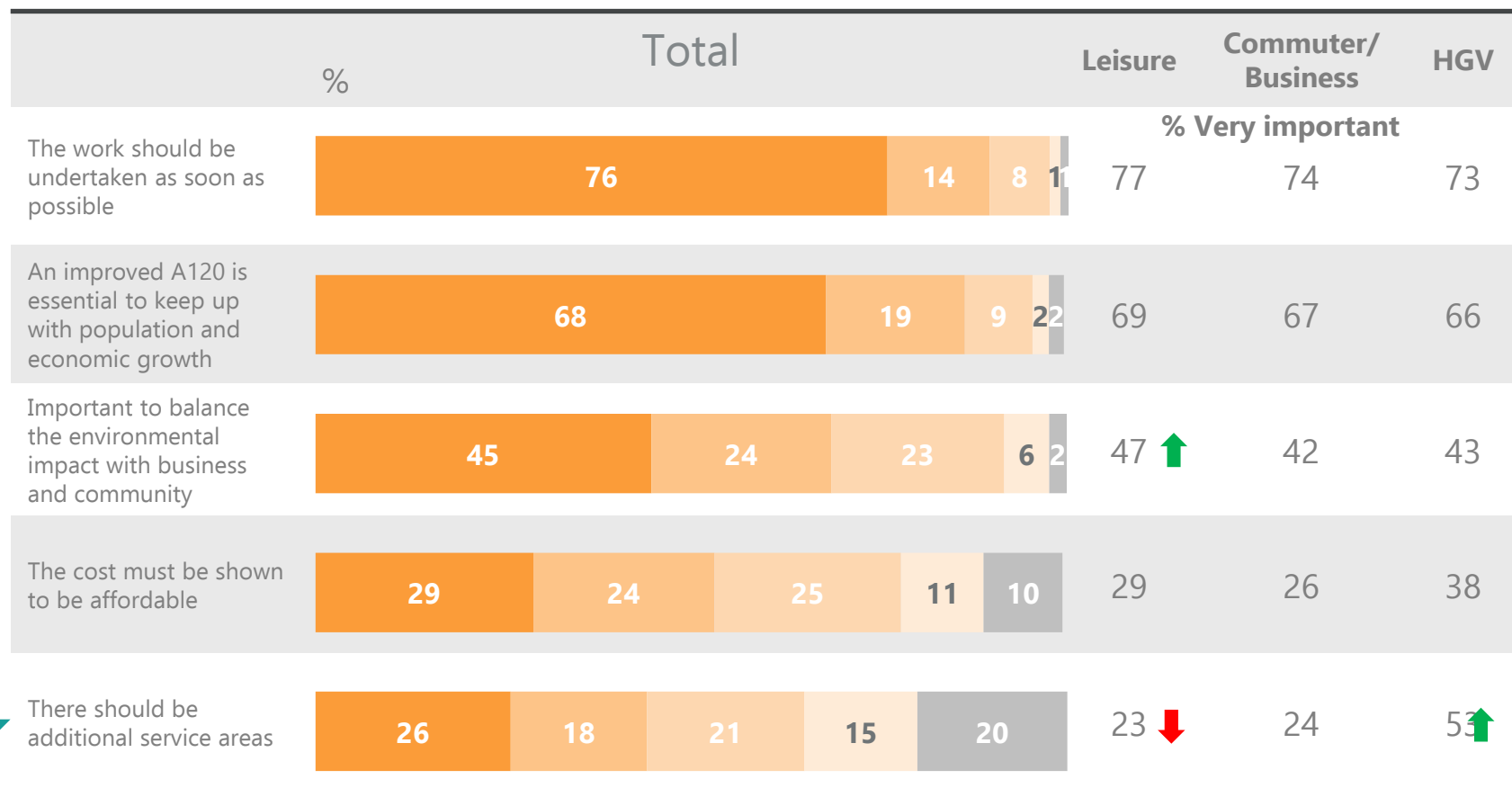




In addition, all users of the A120 are asking for expediency, and agree that works are essential

In addition, HGV users are asking for places to stop to be built into the improvements, be that service or rest areas. Leisure users, on the other hand, are more likely to consider the environmental impact of improvements to the A120

Descending in importance



■ 1 - Very important ■ 2 ■ 3 ■ 4 ■ 5 - Not at all important

↓ ↑ Significantly higher / lower than Total

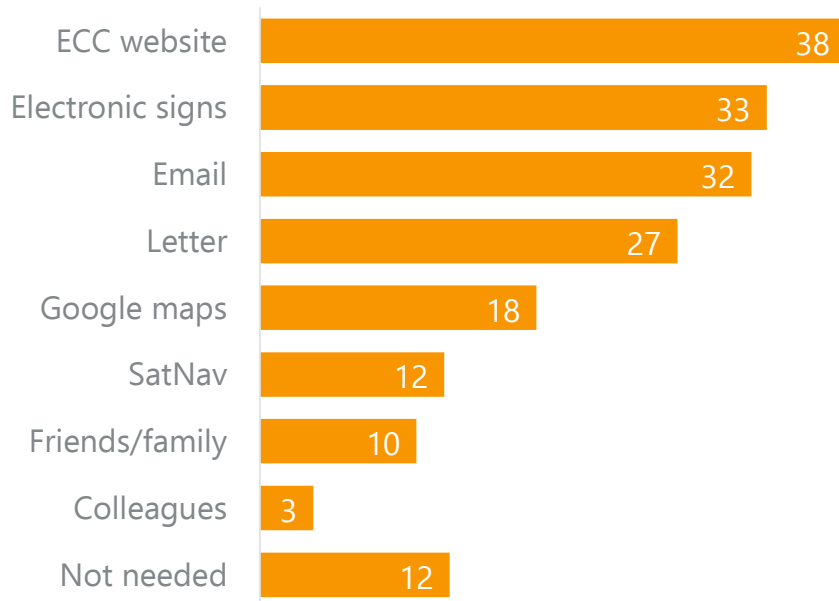
Source: QB3. How important to you personally are the following considerations?
 Base: Total exl no answer (2386-2489), Leisure (1524), Commuter/Business (531), HGV (283)



The ECC website is a natural place for the improvement information to sit but accompanying communication via email/letter could also help

SatNavs and google maps are used by a small but significant proportion of road users, particularly HGV users, and so it would be a useful addition to update these with the works throughout the programme if feasible. That said, electronic motorway signs would be key for those who don't always plan their journey

Best way to communicate information about potential improvements (Total) %



"I think something should be sent out, maybe something in the post, because people are not going to look on the website if they don't know about it, why would they search for something they don't know is there?"

Leisure



"I like the business case studies included on the website because you get a guide to how improvements are going from start to finish."

Commuter/Business



"The SatNav does come in handy, its up to date and we use it on a daily basis."

HGV





Likelihood of pre-planning does differ by audience

Leisure users: least likely to plan their journeys - typically this group are not 'time pressured' and can afford to make allowances for any extra time taken due to delays/disruptions on the A120

Business/Commuter: habitual use means that this group have typically learnt the best possible routes and timings, however when faced with severe delays - recognised as being 'out of the ordinary' - they may have to plan alternative routes

HGV users: typically under time pressure and dependent on SatNavs as a source of information for more complex routes/when alternative routes need to be found. At times of disruption, HGV drivers will also access real time information from fleet operators to help them re-plan journeys

Journey planning	Total	Leisure	Business/Commuter	HGV
Always	30	29	31	32
Frequently	29	27	29	32
Infrequently	19	20	22	13
Never	22	24	18	23



"I just assume its going to be busy because its our patch. It's basically busy in the morning and busy in th evening. I try and avoid those times. That's my planning!"

Leisure



"I'm going to the same place all the time, so I generally wouldn't plan. But if there is an accident I would put the SatNav on and reroute..."

Commuter/Business



"We have to plan routes that go around roadworks. Lots of things can have a knock on effect to your journey and you can end up having to divert down country lanes to make the delivery."

HGV







Source: QB5: How often do you typically pre-plan journeys to take into into account roadworks, road closures, congestion etc.?

Base: Total (2477), Leisure (1518), Commuter/Business (527), HGV (282)

Conclusions – quantitative phase



Conclusions – quantitative phase

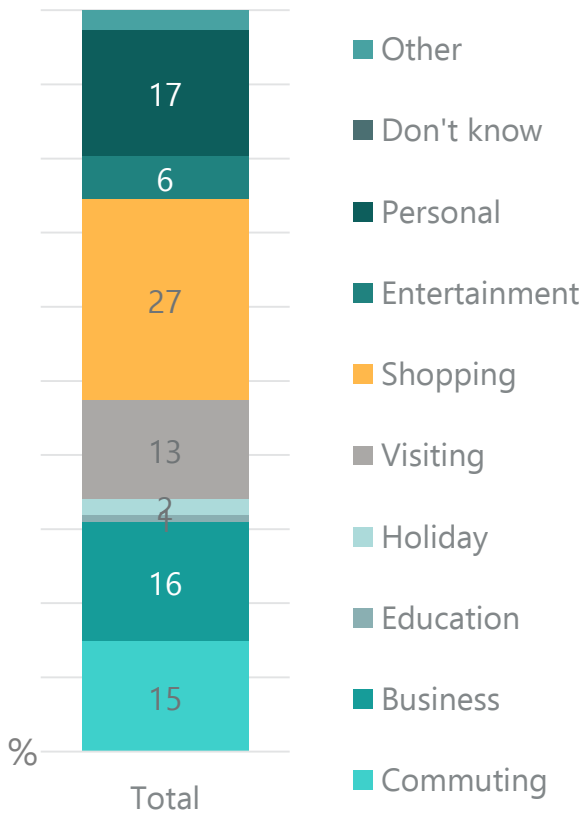
-  The A120 is seen as **a poor road in comparison with other A roads**, with many problems and providing a poor driving experience
-  Driving on the A120 leaves many users feeling **frustrated or stressed and a significant proportion of users feel unsafe**
-  The **road type** (i.e. single carriageway rather than dual carriageway) is seen as the most significant problem of the A120, but congestion and poor road surface are also major issues
-  It is believed that upgrading the A120 to dual carriageway will reduce delays and congestion
-  Qualitative findings indicate that after careful consideration of the positive and negative aspects of dualling the existing road, users typically feel that **a new road is the best solution**
-  All types of user agree that **works are essential** and are asking for **expediency in carrying them out**

Additional detail: Profile data

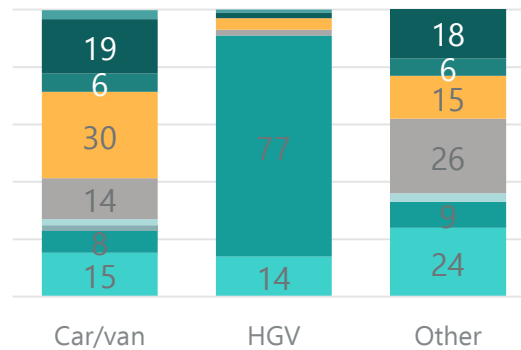


Journey: Main purpose of trip

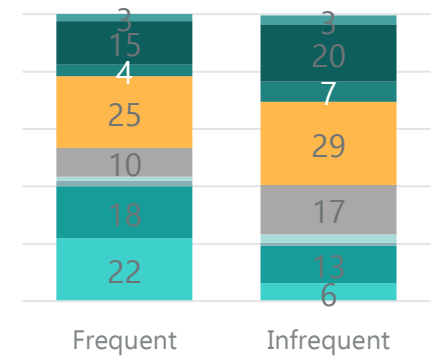
Total



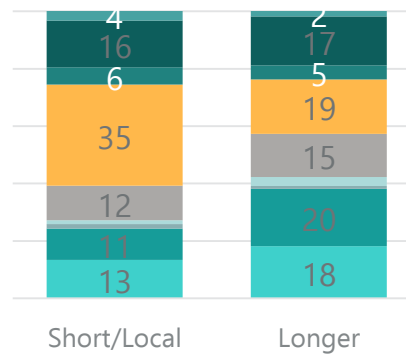
Vehicle



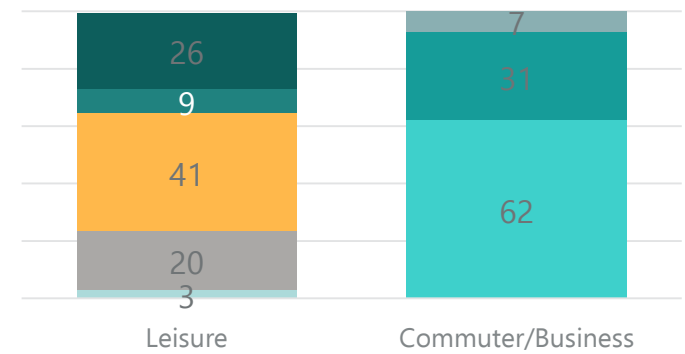
Frequency



Journey length



Reason for travelling

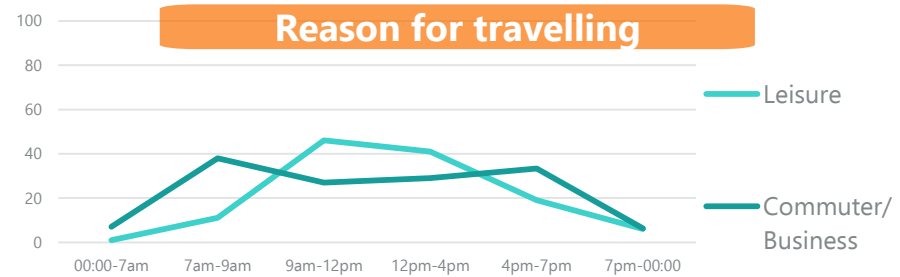
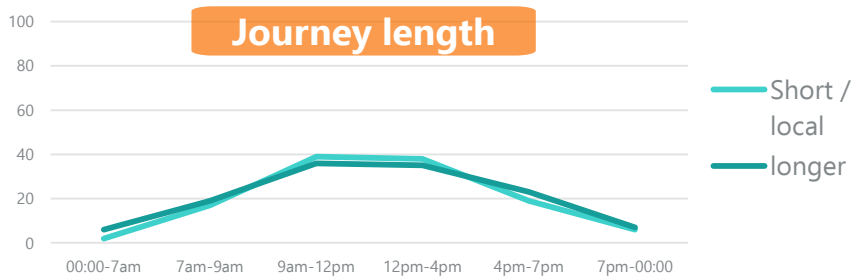
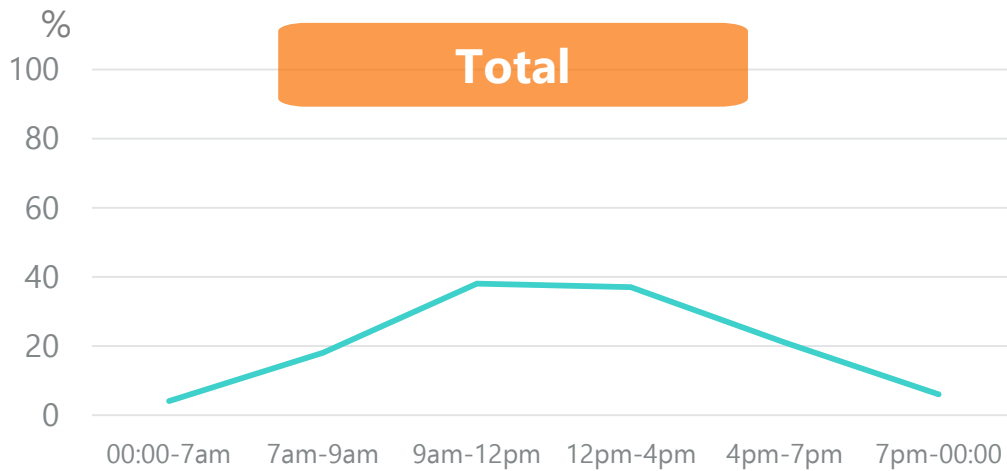
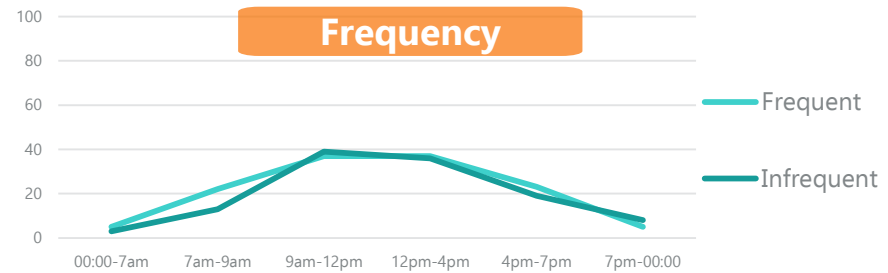
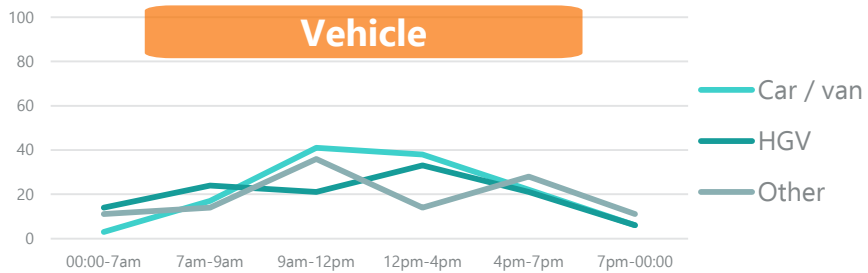


Source: QS4. What was the main purpose of this trip?

Base: Total (2409), Car/van (2090), HGV (283), Other (34), Frequent (1410), Infrequent (989), Short/Local (1031), Longer (1187), Leisure (1525), Commuter/Business (530)



Journey: Time of day

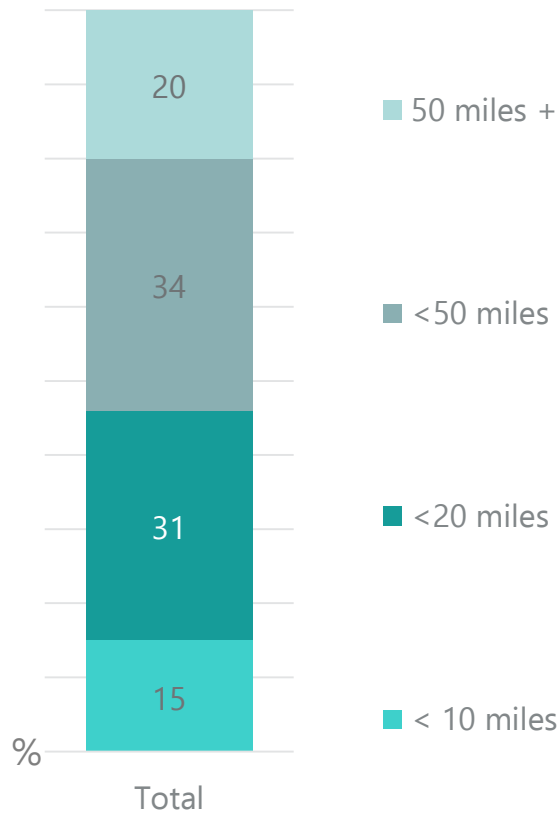


Source: QS3. What time of day was the journey made (select all options that apply)?
 Base: Total (2489), Car/van (2144), HGV (289), Other (36), Frequent (1462), Infrequent (1017), Short/Local (1053), Longer (1223), Leisure (1525), Commuter/Business (530),

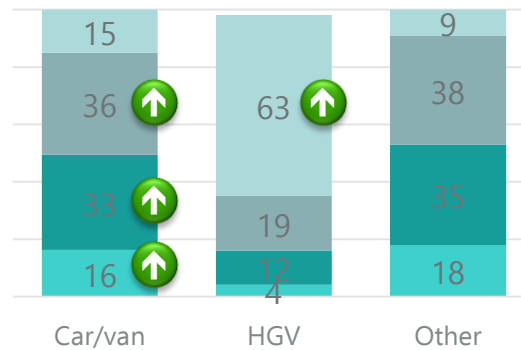


Journey: Miles

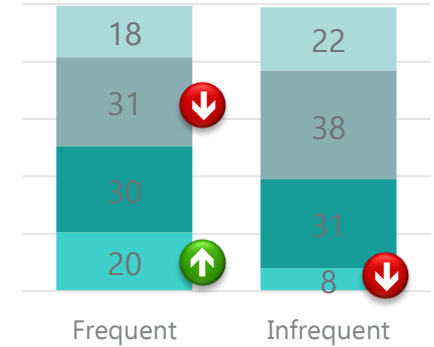
Total



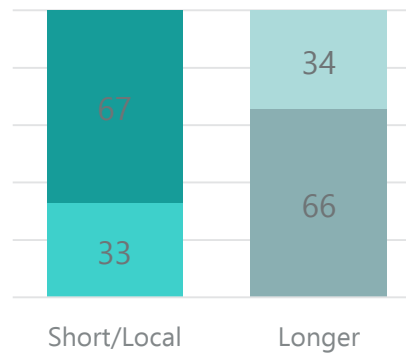
Vehicle



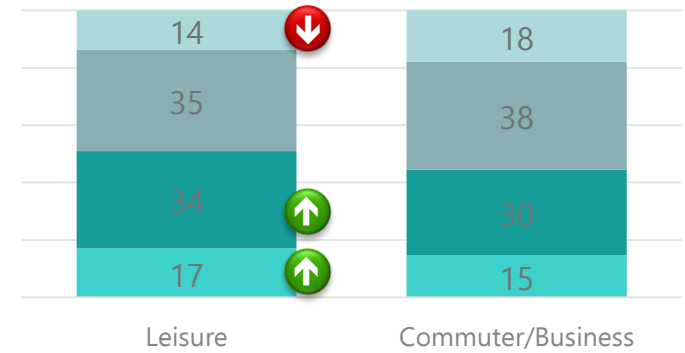
Frequency



Journey length



Reason for travelling

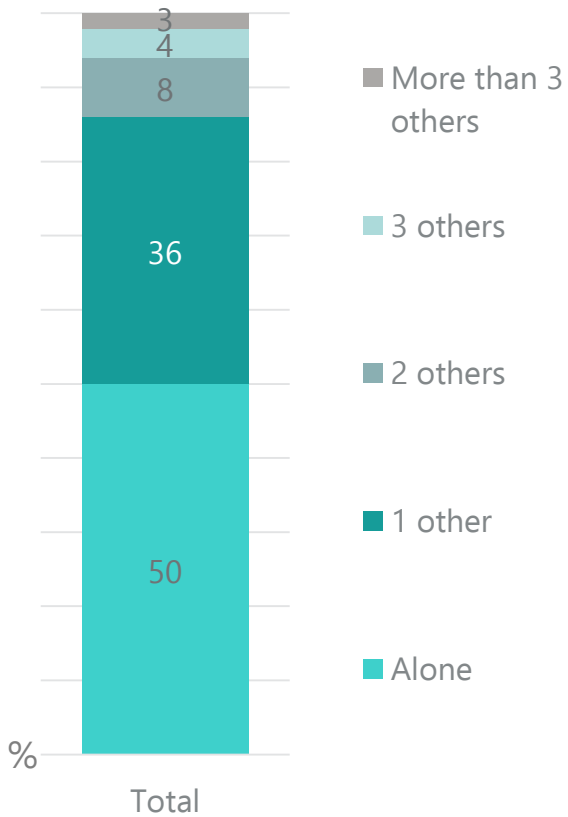


Source: QA1. Approximately how many miles in total was this journey?
 Base: Total (2292), Car/van (1975), HGV (267), Other (34), Frequent (1352), Infrequent (934), Short/Local (1053), Longer (1233), Leisure (1404), Commuter/Business (489),

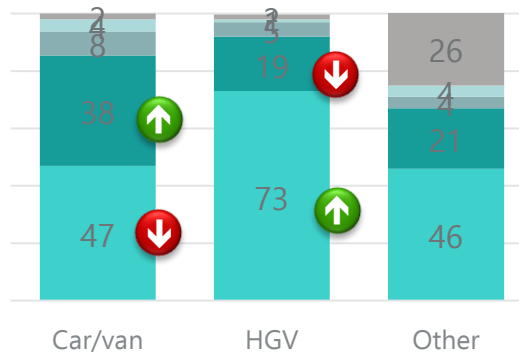


Journey: Travelling group

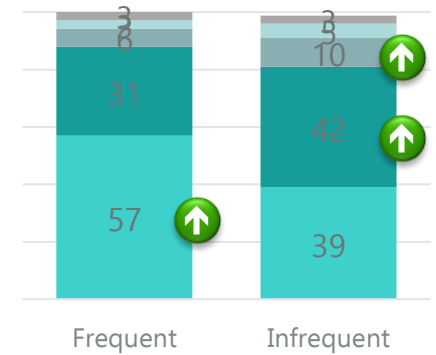
Total



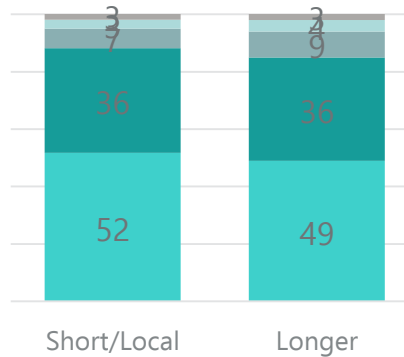
Vehicle



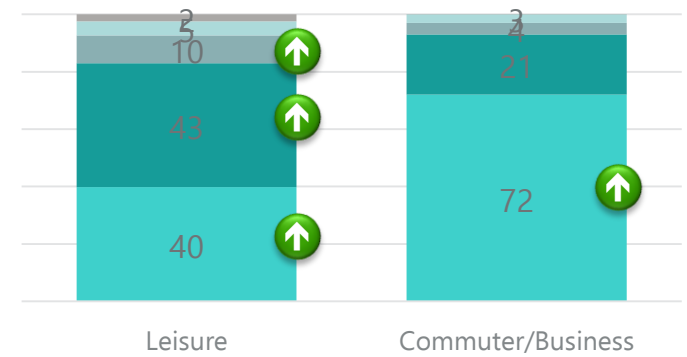
Frequency



Journey length



Reason for travelling



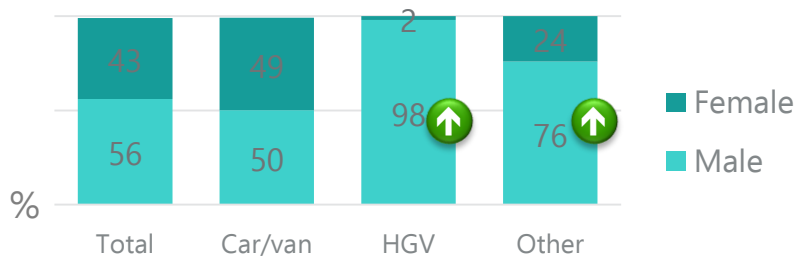
Source: QA2. Were you travelling...

Base: Total (2366), Car/van (2111), HGV (182), Other (70), Frequent (1374), Infrequent (789), Short/Local (1027), Longer (1160), Leisure (1508), Commuter/Business (515)

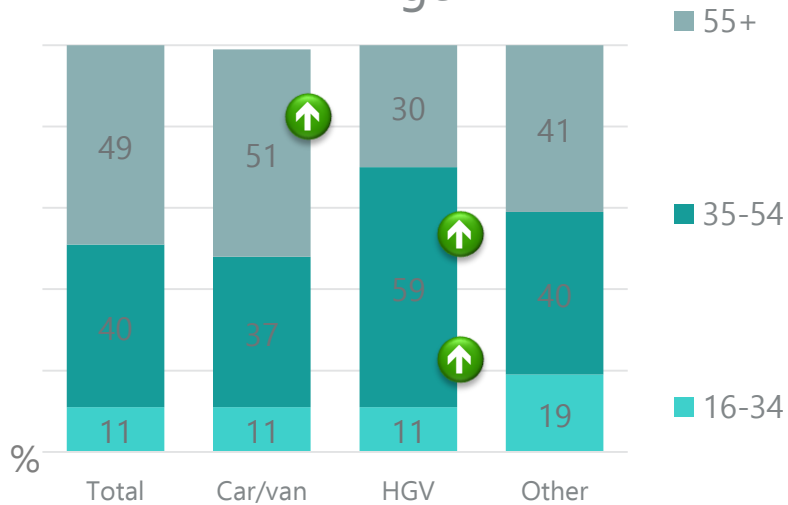


Demographics

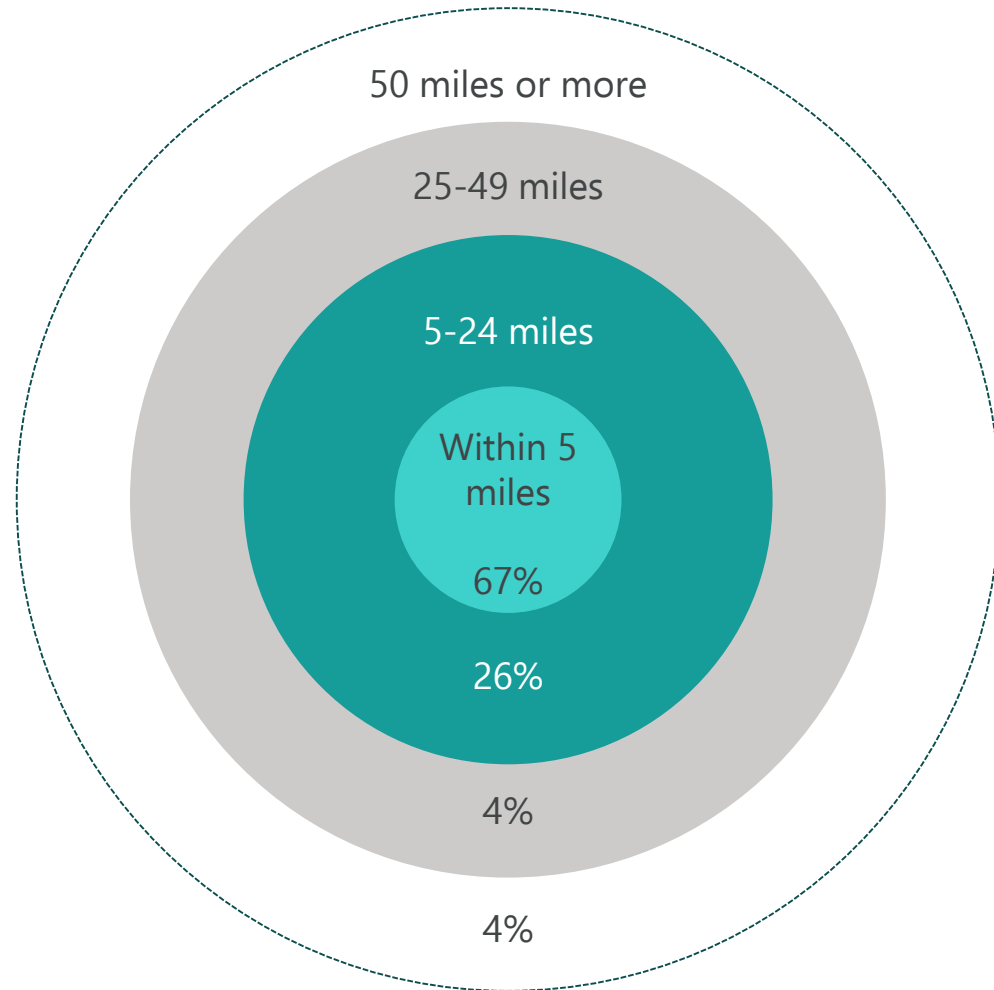
Gender



Age



Distance users live away from A120



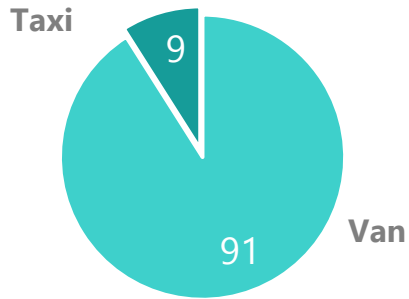
Source: QC1. Are you...?, QC2 Are you...?, QC5. Approximately how far from the A120 do you live?
 Base: Total (2395), Car/van (2138), HGV (210), Other (47)

Additional detail: Professional profile

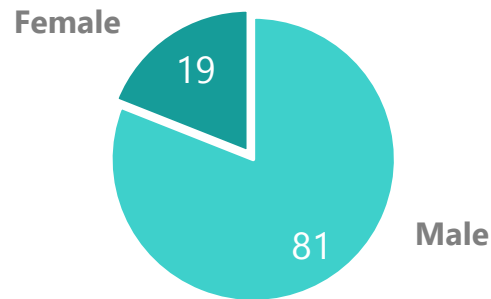
Professional: Profile



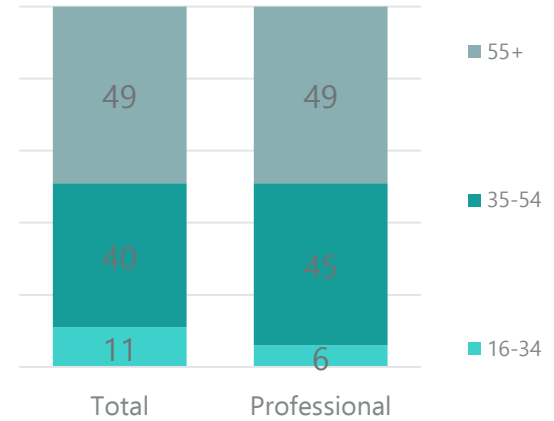
Vehicle



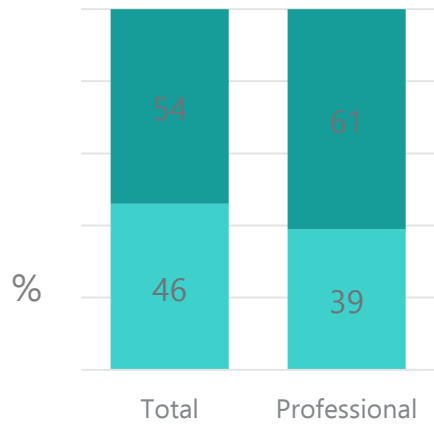
Gender



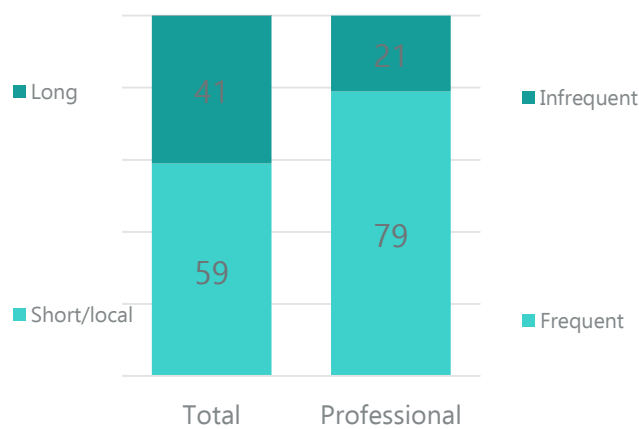
Age



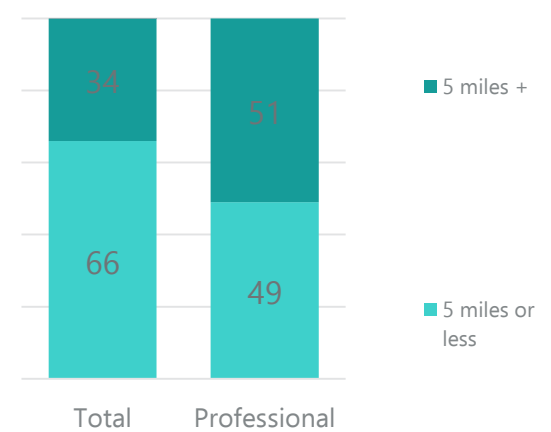
Journey length



Frequency



Distance users live away from A120



Base: Total (2409), Professional (47)

Additional detail: results
based on distance users live
from A120



The who live the closest to the A120 are more likely to give lower scores for features of the A120

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Traffic signals	6.0	6.0	6.1	6.2
Road signage	5.7	5.6	5.8	6.1
Drainage of the road	5.4	5.2	5.8	5.6
Upkeep of verges	5.2	5.0	5.4	5.5
Feelings of safety	5.1	4.9	5.4	5.9
Catseyes (the reflective road markers)	5.1	4.8	5.6	5.5
Roads connecting A120 to other roads (e.g. A12)	4.9	4.8	5.1	5.5
The time the journey took to complete	4.9	4.7	5.1	5.5
Lighting	4.8	4.6	5.3	5.4
Roadworks management	4.8	4.5	5.2	5.3
Roadside facilities	4.5	4.4	4.8	4.8
'Road layout (e.g. roundabouts, junctions etc.)'	4.2	4.0	4.7	5.2
Condition of road surface	4.1	3.8	4.7	5.0
Amount and length of traffic jams	3.9	3.7	4.3	4.6
Road type (i.e. number of lanes; single/dual carriageway)	3.3	3.0	3.9	4.2

Source: QA3. (Mean) How satisfied were you with the following aspects on this journey on the A120
Base: Total (2196-2489), Live within 5 miles (1629), Live between 5 and 24 miles (629), Live over 25 miles away (183)



Those who live the closest to the A120 are least likely to be satisfied with length of journey

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Very satisfied	10%	10%	10%	14%
Fairly satisfied	31%	29%	33%	39%
Neither satisfied nor dissatisfied	23%	24%	23%	20%
Fairly dissatisfied	19%	20%	18%	13%
Very dissatisfied	17%	18%	16%	15%
NET: Satisfied	41%	39%	43%	53%
NET: Dissatisfied	36%	37%	34%	27%

Source: QA4. How satisfied were you with how long your journey took on this occasion?
Base: Total (2478), Live within 5 miles (1643), Live between 5 and 24 miles (630), Live over 25 miles away (184)



Those who live 5 miles or more from the A120, are more likely to be satisfied with the journey overall

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Very satisfied	8%	8%	8%	11%
Fairly satisfied	28%	27%	31%	32%
Neither satisfied nor dissatisfied	24%	23%	27%	22%
Fairly dissatisfied	21%	22%	18%	21%
Very dissatisfied	18%	19%	16%	13%
NET: Satisfied	36%	35%	39%	43%
NET: Dissatisfied	39%	42%	34%	33%

Source: QA5. How satisfied were you with this journey on the A120 on this occasion?
Base: Total (2474), Live within 5 miles (1640), Live between 5 and 24 miles (630), Live over 25 miles away (183)



Those who live within 5 miles of the A120 are most likely to feel unsafe and worried/concerned and least likely to feel comfortable on the A120

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Frustrated	38%	40%	36%	24%
Unsafe	16%	19%	13%	9%
Worried/concerned	15%	17%	12%	10%
Stressed	18%	19%	16%	11%
Angry/annoyed	13%	14%	13%	12%
In control	33%	31%	34%	46%
Calm	22%	21%	23%	28%
Bored	15%	15%	13%	15%
Comfortable	23%	21%	25%	33%
Other - please specify	5%	5%	4%	3%
Safe	19%	17%	19%	31%
Did not feel anything	7%	8%	6%	2%
Frightened	3%	3%	3%	1%

Source: QA6. Which, if any of the following, did you feel while on the A120
Base: Total (2489), Live within 5 miles (1652), Live between 5 and 24 miles (632), Live over 25 miles away (184)



Those who live closest to the A120 are more likely to feel unsafe

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Very safe	12%	11%	11%	22%
Fairly safe	35%	34%	35%	43%
Neither safe nor unsafe	25%	23%	30%	20%
Fairly unsafe	20%	22%	18%	13%
Very unsafe	8%	9%	5%	2%
NET: Safe (Top 2 Box)	47%	45%	46%	65%
NET: Unsafe (Bottom 2 Box)	28%	31%	24%	15%

Source: QA7. How safe did you feel travelling on the A120?

Base: Total (2476), Live within 5 miles (1644), Live between 5 and 24 miles (629), Live over 25 miles away (182)



those who live closest to the A120 are more likely to have experienced a dangerous moment

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Traffic congestion	53%	55%	50%	40%
Very slow vehicles (e.g. wide loads, tractors etc.)	43%	45%	40%	36%
Poor driving form other road users (e.g. tailgating, road rage etc.)	37%	37%	35%	40%
Speed limits less than 60 (single carriageway) or 70 (dual carriageway) mph	36%	36%	35%	34%
Roadworks/temporary traffic lights	16%	16%	17%	15%
A dangerous moment	14%	16%	11%	5%
None of these	13%	12%	13%	18%
Weather related issues	8%	8%	9%	10%
Other - please specify	7%	8%	5%	3%
A road accident	5%	6%	4%	5%
Breakdown: other vehicle	5%	4%	6%	7%
Road closure	4%	4%	3%	4%
Diversion	4%	4%	3%	4%
Breakdown: own vehicle	1%	1%	0%	0%

Source: QA8. Which, if any, did you experience on the A120?

Base: Total (2489), Live within 5 miles (1652), Live between 5 and 24 miles (632), Live over 25 miles away (184)



Those who live closest to the A120 are more likely to feel the A120 compares worse than other A roads

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Much better	1%	0%	1%	2%
A bit better	4%	2%	6%	8%
About the same	23%	20%	25%	36%
A bit worse	25%	24%	30%	26%
Much worse	43%	48%	36%	26%
NET: Better	4%	2%	7%	10%
NET: Worse	69%	72%	66%	52%

Source: QA9. How do you think the A120 compares to other "A" roads in the surrounding areas?
Base: Total (2473), Live within 5 miles (1642), Live between 5 and 24 miles (628), Live over 25 miles away (182)



Those who live closest to the A120 are more likely to want to prevent lorries from passing through villages

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Reducing delays and congestion by upgrading the road to dual carriageway	5.1	5.0	5.1	5.2
Improving safety for road users	4.0	4.0	4.0	3.8
Providing a better road surface, free from defects and with good drainage	3.8	3.9	3.8	3.8
Preventing lorries from passing through villages along the route	3.1	3.2	2.9	2.7
Minimising the impact on communities along the route	3.1	3.1	3.0	3.1
Minimising any impact on the landscape, natural habitat and wildlife	2.6	2.6	2.6	2.6

Source: QB2. In improving the A120 what priority should be given to the following outcomes?
Base: Total (2269), Live within 5 miles (1509), Live between 5 and 24 miles (573), Live over 25 miles away (171)



Those who live closest to the A120 are more likely to feel it would be important to have additional service areas

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
The work should be undertaken as soon as possible	1.4	1.3	1.4	1.6
It is important to balance the environmental impact of the road with the interests of businesses and the community	2.0	1.9	2.0	2.1
The cost of improvements to the A120 must be shown to be affordable	2.5	2.5	2.5	2.3
'There should be additional service areas providing parking, fuel, toilets, food and drink'	2.9	3.0	2.6	2.3
An improved A120 is essential to keep up with population and economic growth in the area	1.5	1.4	1.6	1.7

Source: QB3. How important to you personally are the following considerations?
Base: Total (2489), Live within 5 miles (1652), Live between 5 and 24 miles (632), Live over 25 miles away (184)



Those who live closest to the A120 are the most likely to require information on improvements to the A120

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
I do not need any information	12%	10%	16%	15%
ECC website	38%	40%	36%	29%
Sat-nav	12%	9%	13%	30%
Google maps	18%	17%	19%	27%
Email	32%	36%	25%	18%
Letter	27%	33%	14%	9%
Electronic motorway signs	33%	30%	39%	45%
Colleagues	3%	3%	3%	4%
Friends and family	10%	12%	6%	2%

Source: QB4. In your opinion, what is the best way to communicate information about any potential improvements made to the A120?
Base: Total (2489), Live within 5 miles (1652) Live between 5 and 24 miles (632), Live over 25 miles away (184)



Those who live between 5 and 24 miles from the A120 are the least likely to always plan journeys

	Total	Live within 5 miles of A120	Live between 5 and 24 miles	Lives 25 miles+ away
Always	30%	33%	25%	30%
Frequently	29%	28%	30%	34%
Infrequently	19%	18%	22%	15%
Never	22%	21%	23%	21%

Source: QB5. When travelling on the A120, how often do you typically pre-plan your journeys?
Base: Total (2477), Live within 5 miles (1644), Live between 5 and 24 miles (629), Live over 25 miles away (184)

Appendix: Quantitative questionnaire

Quantitative questionnaire



Unique Respondent ID: _____
(To match with screener)

A120 ROAD USER SURVEY

Your Views Will Make A Difference

*Please help us to make essential improvements to the A120
by filling out this short questionnaire*

transportfocus 

 illuminas

transportfocus 

Thank you for agreeing to take part in this study to help inform essential improvements to the A120. This questionnaire will take approximately ten minutes to complete. As a thank you, you will be entered in to our cash prize draw where the top prize is £250 and the two second prizes are £100.

Transport Focus, the independent body responsible for representing the interests of those using England's motorways and major 'A' roads, have commissioned Illuminas, an independent market research agency, to undertake a research study that will inform improvements to the A120. Transport Focus is working with Essex and Suffolk County Councils to develop a comprehensive understanding of the problems and issues experienced by road users on the A120 between Braintree and Marks Tey (A12).

To answer the questions please tick the box next to the answer(s) that apply or write your answer in the space provided. When you have completed your questionnaire, please return it to us in the pre-paid envelope provided.

Illuminas adheres to the Market Research Society Code of Conduct. All information remains absolutely confidential and no individuals or organisations will be mentioned in our findings documents. We would also like to reassure you that there will be no sales follow-up.

Page 1 of 13

Quantitative questionnaire



This survey will refer throughout to the A120 between the A131 at Braintree and the A12 at Marks Tey. For your information, this section of road is coloured red in the map below:



Section A

YOUR MOST RECENT JOURNEY ON THE A120

Thinking about the journey we asked you about when you were given this questionnaire, please answer the following questions on your experience of the A120 between the A131 at Braintree and the A12 at Marks Tey in which you were the driver

QA1. Approximately how many miles in total was this journey? Please include all miles travelled, not just those on the A120 between the A131 at Braintree and the A12 at Marks Tey

Please write in the approximate length of the journey in miles. If you do not know how long the journey is, please write in 'don't know'

QA2. Were you...

Please select one option only

- Travelling alone
- Travelling with 1 other person
- Travelling with 2 other people
- Travelling with 3 other people
- Travelling with more than 3 other people

Quantitative questionnaire



QA3. How satisfied were you with the following aspects on this journey on the A120 between the A131 Braintree and the A12 at Marks Tey?

Using the boxes provided, please tick the relevant box between 1 and 10, with 1 being very dissatisfied and 10 being very satisfied

	Very dissatisfied					Very satisfied				
	1	2	3	4	5	6	7	8	9	10
Condition of road surface	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic signals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cats' eyes (the reflective road markers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roads connecting A120 to other roads (e.g. A12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drainage of the road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feelings of safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The time the journey took to complete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadworks management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road type (i.e. number of lanes; single/dual carriageway)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road layout (e.g. roundabouts, junctions etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount and length of traffic jams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upkeep of verges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

QA4. How satisfied were you with how long your journey took on this occasion?

Please select one option only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know/can't remember

QA5. How satisfied were you with this journey on the A120 between the A131 at Braintree and the A12 at Marks Tey on this occasion?

Please select one option only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

QA6. Which, if any of the following, did you feel while on the A120 between the A131 at Braintree and the A12 at Marks Tey?

Please select all options that apply

- In control
- Safe
- Comfortable
- Calm
- Bored
- Angry/annoyed
- Frustrated
- Worried/concerned
- Stressed
- Unsafe
- Frightened
- Other – please specify: _____
- Did not feel anything

QA7. How safe did you feel travelling on the A120 between the A131 at Braintree and the A12 at Marks Tey?

Please select one option only

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe
- Don't know

Quantitative questionnaire



QA8. Which, if any, did you experience on this occasion on the A120 between the A131 at Braintree and the A12 at Marks Tey?

Please select all options that apply

- Very slow vehicles (e.g. wide loads, tractors etc.)
- Speed limits less than 60 (single carriageway) or 70 (dual carriageway) mph
- Roadworks/temporary traffic lights
- Diversion
- Road closure
- Breakdown: own vehicle
- Breakdown: other vehicle
- A dangerous moment
- A road accident
- Traffic congestion
- Poor driving from other road users (e.g. tailgating, road rage etc.)
- Weather related issues
- Other – please specify: _____
- None of these

QA9. How do you think the A120 compares to other 'A' roads in the surrounding areas?

Please select one option only

- Much better
- A bit better
- About the same
- A bit worse
- Much worse
- Don't know

QA10. How often do you use the A120 between the A131 at Braintree and the A12 at Marks Tey?

Please select one option only

- 5 or more days a week
- 2-4 days a week
- Once a week
- Less than once a week but more than once a month
- Once a month
- Less than once a month but more than once a year
- Once a year
- Less than once a year
- First time I've used this road

Section B

IMPROVEMENTS AND SOLUTIONS FOR THE A120

QB1. What one thing would you like to see improved on the A120 between the A131 at Braintree and the A12 Marks Tey?

Please write in

QB2. In improving the A120 between the A131 at Braintree and the A12 at Marks Tey what priority should be given to the following outcomes? Please rank these proposed improvements from 1 to 6, with 1 being the consideration you think should be the top priority, 2 the second highest priority and so on.

Please write in the rankings from 1 to 6 next to each statement

Reducing delays and congestion by upgrading the road to dual carriageway

Preventing lorries from passing through the villages along the route

Minimising any impact on the landscape, natural habitat and wildlife

Providing a better road surface, free from defects and with good drainage

Minimising the impact on communities along the route

Improving safety for road users

Quantitative questionnaire



QB3. Still thinking about possible improvements to the A120 between the A131 at Braintree and the A12 at Marks Tey, how important to you personally are the following considerations.

Using the boxes provided, please tick the relevant box between 1 and 5, with 1 being very important and 5 being not at all important

	Very important			Not at all important	
	1	2	3	4	5
The work should be undertaken as soon as possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to balance the environmental impact of the road with the interests of businesses and the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cost of improvements to the A120 must be shown to be affordable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be additional service areas providing parking, fuel, toilets, food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An improved A120 is essential to keep up with population and economic growth in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

QB4. In your opinion, what is the best way to communicate information about any potential improvements made to the A120?

Please select a maximum of three options only

- I do not need any information
- ECC website
- Sat-nav
- Google maps
- Email
- Letter
- Electronic motorway signs
- Colleagues
- Friends and family

QB5. When travelling on the A120 between the A131 at Braintree and the A12 at Marks Tey, how often do you typically pre-plan your journeys to take into account roadworks, road closures, congestion etc.?

Please select one option only

- Always
- Frequently
- Infrequently
- Never

Quantitative questionnaire



Section C

SOME QUESTIONS ABOUT YOU

QC1. Are you...?

Please select one option only

- Male
- Female

QC2. Are you...?

Please select one option only

- 16-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-59
- 60-64
- 65-74
- 75-84
- 85+

QC3. Which of the following best describes the occupation of the chief wage earner in your household?

Please select one option only

- Professional/Senior Managerial
- Middle Managerial
- Junior Managerial/clerical/supervisory
- Skilled Manual (with professional qualifications/apprenticeship)
- Unskilled Manual (no qualification/not served an apprenticeship)
- Full-time student
- Retired
- Unemployed/between jobs
- Housewife/househusband
- Other – please specify: _____
- Prefer not to say

QC4. Are you...?

Please select one option only

- Working full time (35 or more hours per week)
- Working part time (under 35 hours per week)
- Student
- Housewife/husband
- Not working/not in education
- Retired

QC5. Approximately how far from the A120 do you live?

Please select one option only

- 5 miles or less
- Between 5 miles and 24 miles
- Between 25 miles and 49 miles
- 50 miles or more

QC6. Are you affected by any physical or mental health conditions or illnesses lasting or expecting to last 12 months or more?

Please select all options that apply

- Yes
- No

QC7. If you are affected by any health conditions or illnesses, what is the nature of your health condition or illness?

Please select all options that apply

- Vision (e.g. blindness or partial sight)
- Hearing (e.g. deafness or partial hearing)
- Mobility (e.g. only able to walk short distances or difficulty climbing stairs)
- Dexterity (e.g. difficulty lifting and carrying objects or using a keyboard)
- Learning, understanding or concentrating
- Memory
- Mental health
- Anxiety issues
- Stamina, breathing or fatigue
- Social or behaviour (e.g. associated with autism, attention deficit disorder or Asperger's syndrome)
- Wheelchair user
- Other – please specify: _____

Quantitative questionnaire



QC8. If you are affected by any health conditions or illnesses, does your condition or illness have an adverse effect on your ability to make journeys as a driver or passenger?

Please select one option only

- Yes, a lot
- Yes, a little
- Not at all

QC9. Do you hold a blue badge for disabled passengers?

Please select all options that apply

- Yes
- No



If you would like to be entered into the prize draw, please complete the contact details requested below. Unless you opt in for further research these personal details will **only** be used to contact you if you are the lucky winner of the prize draw.

Name: _____

Telephone number: _____

Email address: _____

Date: _____

Transport focus conduct a number of research studies every year. If you would like to participate in other research conducted by Transport Focus, please tick the box below.

- Yes**, I would like to participate in further research and I give permission for my personal details to be used to contact me for this purpose

THANK YOU FOR YOUR HELP IN COMPLETING THIS QUESTIONNAIRE

Please return the questionnaire by post in the pre-paid envelope provided.



The A120 between Braintree and Marks Tey – road users' experiences and desired improvements

For further information please contact:

Guy Dangerfield

Head of Strategy

guy.dangerfield@transportfocus.org.uk