

Riders, Walkers, Wheelers Strategic Road Network Research South West Region: A38 Devon Expressway

March 2024



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1

Background & Objectives



Background & Objectives

Introduction

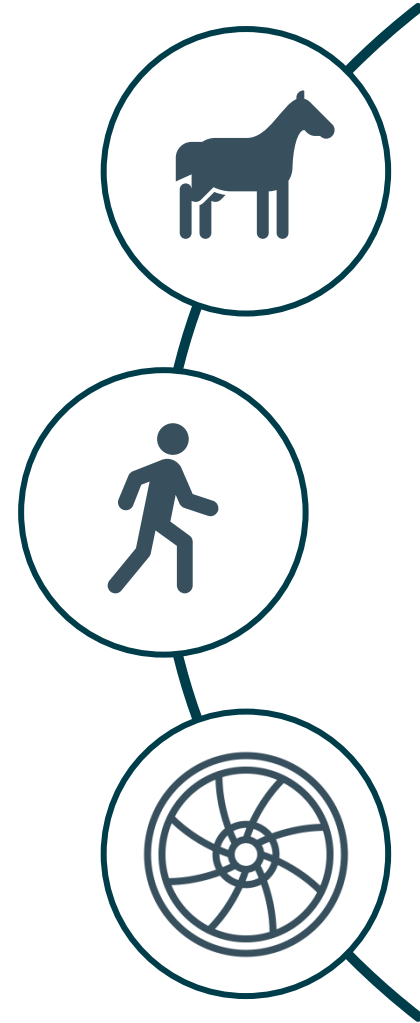
National Highways manage England's motorways and major 'A' roads, known as the Strategic Road Network (SRN). The SRN is a vital part of England's transport system, carrying a third of all passenger miles, despite only making up 2% of the road network.

Those who ride, walk or wheel play a vital role in the Department for Transport's Transport Decarbonisation Plan. Transport Focus, the transport user watchdog, therefore commissioned SYSTRA to undertake research into the experiences of riders, walkers and wheelers when travelling on, adjacent to or across the SRN.

Research was undertaken at the following locations in South West England:

- A38 Liskeard: Old Road Junction – Lantoom Quarry;
- A38 Devon Expressway: Lee Mill Industrial Estate – Ivybridge;
- A30 Penzance: Chy-An-Mor roundabout; and
- A30: Bodmin – Trewint.

This work builds on riders, walkers and wheelers research undertaken in other SRN regions. The South West provides an interesting context for this study, with 620 miles of motorway and strategic A-roads providing vital links for residents and businesses, including two crossing points into Wales, one of which is open to pedestrians and cyclists. The SRN is also an important element of the transport system for local tourism in the region, with 21.4 million visitors flocking to the South West annually.



Background & Objectives

Objectives

This research aims to increase understanding of what it is like to use the SRN in South West England as a rider, walker or wheeler, and provide practical, realistic recommendations to National Highways about improving the user experience.

This report

This report provides findings for the following location: **A38 Devon Expressway**. The report is structured as follows:

- Section 2 summarises our approach;
- Section 3 provides site audit and stakeholder engagement findings;
- Section 4 provides user research findings;
- Section 5 provides a findings summary; and
- Section 6 provides recommendations based on the findings.

Throughout the report, riders, walkers and wheelers are defined as follows:

- Riders – equestrians;
- Walkers – pedestrians, with or without a pram, buggy, wheeled frame or walking stick or any other mobility aid; and
- Wheelers – those using a bicycle, tricycle, tandem, scooter, mobility scooter/buggy or wheelchair.

Copyright notice: This report contains site images and videos taken by SYSTRA or provided by research participants. All imagery has been captured with participant consent. The maps provided throughout this report have been used in accordance with Open Street Maps terms of service.

A38 Devon Expressway (Lee Mill Industrial Estate – Ivybridge)

This is an area with a mixture of industrial estates and residency. Lee Mill industrial estate means HGVs go along the road from the east down beech road. There is a 5-year plan for a roundabout and it important to make sure wheelers and walkers are considered in the planning.

For the purposes of this research, the site was divided into **two** links:



2

Methodology



Methodology

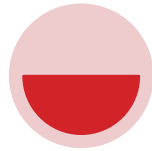
Approach overview

Stage 1: Site familiarisation



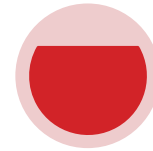
Stakeholder engagement

Online interviews and focus groups were undertaken with a range of stakeholders, to understand the sites in depth, including any key issues



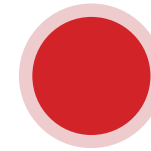
Systematic site audits

Using industry standard assessment criteria, on-site audits objectively evaluated the infrastructure available at sites for each of riders, walkers and wheelers



Accompanied journeys and interviews

Researchers completed accompanied journeys and interviews with site users, to understand user experiences when interacting with the sites



Digital ethnography task

Site users were invited to provide feedback on the site, in their own time, using an online interactive map

Stage 2: User Research

Methodology

Site familiarisation

Stakeholder engagement: The following stakeholder organisations provided feedback on the A38 – Devon Expressway:

- National Highways' local area teams;
- MP for South West Devon;
- South Hams District Council;
- PL21 Transition Town Initiative; and
- The British Horse Society.

This range of stakeholders ensured understanding of the issues from both the perspectives of user groups and of those responsible for maintaining the sites and making decisions about improvements.

Systematic site audits: The A38 – Devon Expressway was split into **two** separate sections ('links'), which were evaluated and scored during an on-site audit, using industry standard assessment criteria, specifically PERS (Pedestrian Environment Review System) for walkers, CLOS (Cycling Level of Service) for wheelers, and an adaptation of these for riders.

Each link received a score between +2 ('Very Good') and -2 ('Very Bad), with a score of 0 being neutral. This approach ensured a standardised assessment across all sites.

Whilst a standardised assessment was undertaken across all sites, this report highlights just the key outcomes from the A38 – Devon Expressway site audit. As a result, the outcomes reported differ across user groups and also differ in relation to other reports prepared for this South West England riders, walkers, wheelers research programme.

Methodology

User research

A wide range of users took part in user research on the A38 – Devon Expressway site:

Accompanied journeys and interviews	Online interactive map responses
<ul style="list-style-type: none">• 2 Walkers• 1 Wheeler	<ul style="list-style-type: none">• 4 Walkers• 10 Wheelers• 3 Unspecified

Baseline research and stakeholder engagement observed no known horse riding paths on, adjacent to or across the A38 Devon Expressway. This was confirmed during the site visit and no riders were observed using the route.

Further details of those who took part in the accompanied journeys are provided below:

Participant	User type	Age group	Frequency of site use	Gender	Disability status
1	Walker	31-64	Frequent*	Female	Mobility impairment
2	Walker	31-64	Frequent	Male	No disability
3	Wheeler	65+	Frequent	Male	No disability

*Frequent site users were defined as those who use the site at least once a week.

Methodology

User research

The following accompanied journeys were undertaken at the site:

- The first accompanied journey covered the entire route, with the participant cycling from the beginning of Link 1 (at Lee Mill industrial estate) to the end of Link 2 (Ivybridge town) and back again;
- The second accompanied journey was undertaken along Link 2, beginning at the eastern side of Link 2, and travelling along Link 2 towards Lee Mill industrial estate; and
- The final accompanied journey took place on Link 1 and Link 2, beginning in the middle of Link 1 and walking towards Ivybridge town.

Sample limitations should be noted, particularly the small sample size of the user groups recruited. As with all qualitative data, it should also be noted that:

- The sample of participants is self-selecting and therefore the findings do not aim to be representative of the site user population or road user groups; and
- The views and opinions reported are the views and perceptions of participants and are not necessarily factually correct.

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Site audits and
stakeholder
engagement



Summary

For each of the three user types in turn, this section of the report provides findings from the site audits, followed by stakeholders' views regarding the challenges, successes and suggestions for improvements.

The **challenges** and **successes** of each user group, as identified by stakeholders, are summarised below.



No provision of horse riding paths on, adjacent to, along or across the A38. The existing shared use path that runs adjacent to the A38 is too close to traffic to be used safely by riders.

No successes for riders were identified.



Whilst there is a path adjacent to the A38, the path is not wide enough to be shared between walkers and wheelers, there is no physical barrier between the path and the road and there are steep gradients, lack of lighting, overgrown greenery, noise and air pollution. There is also a lack of safe crossing points across the A38.

Majority of the path is direct and flat, and greenery between the path and industrial estate improves the visual appearance of the route.



Whilst there is a path adjacent to the A38, the path is not wide enough to be shared between wheelers and walkers, there is no physical barrier between the path and the road and there are steep gradients, lack of lighting, overgrown greenery, noise and air pollution. There is also a lack of safe crossing points across the A38.

Majority of the path is direct and flat, and greenery between the path and industrial estate improves the feel of the route. There is also good navigational signage for wheelers.

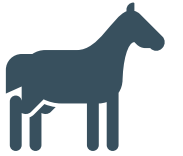
Provisions for riders

Site Audit Outcomes



Baseline research and stakeholder engagement observed no known horse riding paths on, adjacent to or across the A38 Devon Expressway. For this reason, a systematic site audit was not completed to assess provisions for riders.

Provisions for riders



Rider **challenges** and **suggested improvements**, identified by stakeholders who took part in this research, were:

Challenges

- No known horse riding paths on, adjacent to or across the A38 Devon Expressway were noted during stakeholder engagement.
- Shared use path is too close to the traffic on the A38 for riders to feel safe travelling along, so there is no demand from riders here.
- The backroads reportedly used by some riders are not designated for any group, and are still within the national speed limit, deterring riders.

Suggested improvements

- Stakeholders acknowledged that riders do not use the site and so no specific suggestions were put forward for dedicated rider infrastructure. Instead, stakeholders felt that suitable multi-use trails should be developed for use by all user groups, fully segregated from traffic to encourage riders to use these routes, if demand arose.

“If you say, we’ll have separate horse riding and walking and cycling routes, straight away where they can’t go in, you’re going to get people saying, well then, if we can’t put in segregated routes, then it’s not suitable for equestrians and the equestrians get bounced off the scheme.”
(Stakeholder)

“I’ve never seen horses on the Devon Expressway.”
(Stakeholder)



Provisions for walkers

Site Audit Outcomes



Key outcomes can be found in the table shown here. In summary, segregated shared foot and cycleways are available linking to key destinations on one side of the road only. Width of footways are below par with inconsistent surfacing. There is a lack of lighting across the site, with high levels of noise pollution present.

Link	Parameter	Provisions for walkers
1	Footway Location	Shared footway and cycleway on one side of the road, linking to Tescos (segregated)
	Footway Width	Width is between 0.8m-1.4m – should be 3m for a shared path.
	Segregation	Grass verge present
	Surface	Slippery surface in places and debris
	Lighting	Lighting towards the west, however not throughout
	Gradient	Some levels of steepness
	Wayfinding	Signage limited
	Quality	High levels of noise pollution
	Crossings	Some minor junctions present which require stop/start of the path to the east of Cadliegh Road, no tactile paving, all other access generally pedestrianised.
2	Footway Location	Shared footway and cycleway on one side of the road, linking to town centre (segregated). Accesses available on the other side of the road such as Endsleigh Garden Centre however no direct access - bridge across the B3213, however people want to use the most direct route
	Footway Width	Width is between 0.8m-1.4m – should be 3m for a shared path.
	Segregation	Grass verge present
	Surface	Mostly smooth surface, but muddy in places
	Lighting	Lack of lighting
	Maintenance	Overgrown root issues
	Wayfinding	Signage at start and end of link showing link is shared
Quality	High levels of noise pollution	

Provisions for walkers



Rider **challenges**, **successes** and **suggested improvements**, identified by stakeholders who took part in this research, were:

Challenges

- Lack of segregated walking and cycling paths may cause conflict between walkers and wheelers, as identified in the site audit outcomes.
- As confirmed during the site audit, overgrown greenery, narrow paths, poor-quality surfaces, lack of dropped kerbs, steep gradients in places, and lack of lighting may deter walkers from using the route.
- Noise and air pollution due to proximity with traffic on the A38.
- Lack of a physical barrier between shared-use path and the A38 is a safety risk.
- The roundabout near Ivybridge currently lacks active travel routes and has issues with tailbacks on the A38, which is a barrier to any active travel improvements.
- Lacks safe crossing points across the A38 for non-motorised user groups.
- Public transport infrastructure contributes to unattractiveness of walking route i.e. poorly maintained bus shelters.

“I’ve met quite a few people who say ‘It’s safer to drive, therefore I will go in my car, I’d like to cycle or walk’, so they drive half a mile.” (Stakeholder)

“Having the trees between the path and the road, that would be better.” (Stakeholder)

Successes

- Majority of the path is direct and flat.
- There is a line of trees between the shared use path and the industrial estate, improving the feel of the route.

Suggested improvements

- Build an underpass underneath the A38 to provide safe crossing.
- Provide a physical barrier between the shared use path and the A38, such as a line of trees.
- Improve bus facilities to make the area more welcoming for walkers accessing bus stops.



Provisions for wheelers

Site Audit Outcomes



Key outcomes can be found in the table shown here. In summary, segregated shared foot and cycleways available linking to key destinations on one side of the road only. Shared path width is under par creating conflict. There is lack of lighting across the site. There is some adequate signage, however it is inconsistent in places.

Link	Parameter	Provisions for wheelers
1	Cycleway Location	Shared footway and cycleway on one side of the road, linking to Tescos (segregated)
	Cycleway Width	Width is between 0.8m-1.4m – should be 3m for a shared path.
	Segregation	Grass verge present
	Surface	Slippery surface in places and debris
	Lighting	Lack of lighting
	Wayfinding	On-road signage present, but can be unclear that path is shared
2	Junctions	Clear cycle priority at minor junctions
	Cycleway Location	Shared footway and cycleway on one side of the road, linking to town centre (segregated). Unknown if bridge is for cyclist use
	Cycleway Width	Width is between 0.8m-1.4m – should be 3m for a shared path - conflict between wheelers and walkers
	Segregation	Grass verge present
	Surface	Mostly smooth surface, but muddy in places
	Lighting	Lack of lighting
2	Maintenance	Overgrown root issues
	Wayfinding	Signage at start and end of link showing link is shared

Provisions for wheelers

Rider **challenges**, **successes** and **suggested improvements**, identified by stakeholders who took part in this research, were:



Challenges

- Lack of segregated walking and cycling paths may cause conflict between walkers and wheelers.
- As confirmed during the site audit, overgrown greenery, narrow paths, poor-quality surfaces, lack of dropped kerbs, steep gradients in places, and lack of lighting may deter wheelers from using the route.
- Noise and air pollution due to proximity with traffic on the A38.
- The roundabout near Ivybridge currently lacks active travel routes and has issues with tailbacks on the A38, which is a barrier to any active travel improvements. Wheelers would struggle to cycle around the roundabout at Ivybridge at present, due to the multiple roads which feed into the roundabout.
- Lacks safe crossing points across the A38 for non-motorised user groups.
- Where Beech Road meets the A38 on the west side, wheelers are forced off the shared use path onto the main road.

“It’s not a pleasant roundabout because you’ve got like, multiple roads joining before you feed onto the roundabout, just very confusing as a driver, let alone a cyclist.”
(Stakeholder)

Successes

- Majority of the path is direct and flat.
- There is a line of trees between the shared use path and the industrial estate, improving the feel of the route.
- Good navigational signage.



Suggested improvements

- Build an underpass underneath the A38 to provide safe crossing.
- Extend the active travel path to continue past Beech Road (see picture).

4

User
experiences



Summary

This section of the report provides detailed feedback on each of the two links of the site in turn, based on the experiences of walkers, wheelers and local businesses. For each link we provide feedback on challenges, successes and suggestions for improvements. At the end of the chapter we provide feedback which was given for the site as a whole.

The key **challenges** and **successes** of each user group, identified by users, are summarised below.



Narrow path with lack of segregation, no physical barrier between users and A38, noise and air pollution, and overgrown greenery.

Connectivity between Ivybridge and Lee Mill industrial estate.



Narrow path with lack of segregation, no physical barrier between users and A38, noise and air pollution, poor surface quality, overhanging greenery, and poor lighting.

Largely segregated from road traffic, and segregated from walkers in some places.

Link 1

This section of the report provides user feedback on Link 1 which runs between Lee Mill Industrial Estate towards Ivybridge village, ending at the junction between Cadleigh Lane and the A38 Devon Expressway.





*“In the middle of the pitch black, I’m not gonna come down here cause they’re not gonna see me [...] I’ve never seen anyone later than sort of 5pm when I’ve been down here.”
(Walker, Accompanied Journey)*



“If you slipped and fell, or hit a tree that’s hanging down, it’s quite narrow. [...] There’s not even a little wall here to stop you.” (Wheeler, Accompanied Journey)



*“This isn't a *cycle path*, but a shared path, and it's FAR too narrow.” (Wheeler, Interactive Map)*

Challenges – user experiences

Challenges, identified by users who took part in this research, included:



Walkers

- Narrow path leads to user conflict, with wheelers in particular.
- Lack of physical barrier between walkers and traffic can make walkers feel unsafe.
- The grass verge is perceived to be too narrow, leaving walkers feeling exposed and unsafe (see picture).
- Noise pollution due to proximity to the A38.
- Overhanging greenery and uneven surface causes hazards to walkers.
- Path often has litter.

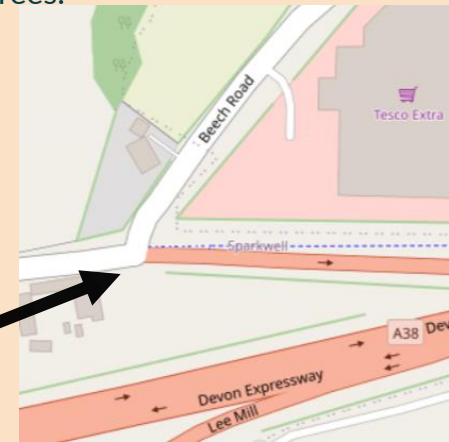


“[The journey was] not enjoyable because of the traffic.” (Wheeler, Accompanied journey)



Wheelers

- Lack of physical barrier between wheelers and traffic can make wheelers feel unsafe.
- Narrow path leads to user conflict (see picture) – with other wheelers and walkers, particularly for those using a recumbent, due to the additional width.
- Overgrown vegetation causes hazards to wheelers, particularly overhanging trees.
- Lack of a smooth surface makes cycling more challenging.
- Car headlights obscure vision when travelling in the dark.
- Noise pollution due to proximity to the A38.
- The junction of Beech Road and New Park Road feels dangerous due parked cars causing poor visibility and fast traffic.
- Lack of segregation from traffic at the beginning of Link 1 (on Beech Road).
- Path often has litter.



Tesco Junction (very busy)

“Every time you’re walking along here, you gotta always look out, cause you’ll always get cyclists.” (Walker, Accompanied journey)

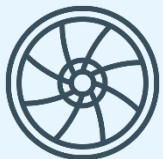
Successes – user experiences

Successes, identified by users who took part in this research, included:



Walkers

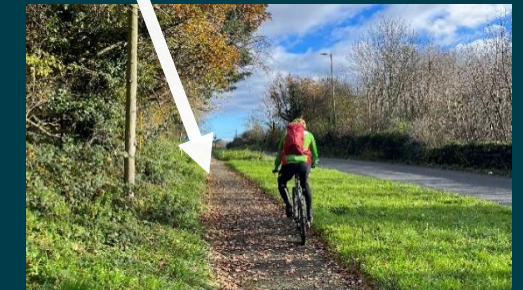
- The only positive identified by walkers was the fact that a route for walkers is available, and offers connectivity to Lee Mill industrial estate.



Wheelers

- The route is segregated from road traffic.
- The path is “fairly flat” meaning cycling along the route is easier for those of all abilities and fitness levels.

“The best element is I’m off the road. As you can see now, there’s 6, 7 cars coming down here, if I’m in amongst this traffic I’m concerned.” (Wheeler, Accompanied journey)



“I would say, if you live in Lee Mill, and you want to go to Ivybridge, this is a great path.” (Wheeler, Accompanied journey)

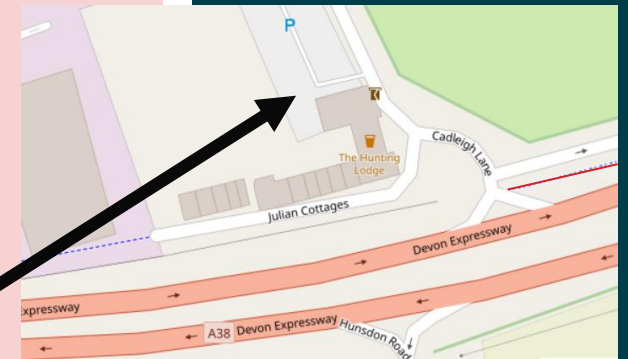
Suggested improvements from users

Suggestions for improvement, identified by users who took part in this research, included:



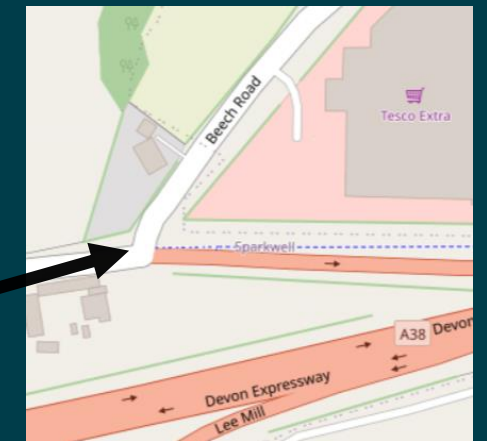
Walkers

- Provide a physical barrier between the shared use path and the traffic to reduce the risk of users slipping/falling into traffic, and improve feelings of safety.
- Improve signage to raise awareness of the route for walkers and ensure drivers are aware of the slip road at the beginning of Link 1.
- Provide regular maintenance of overgrown greenery and overhanging plants.
- Explore options for segregation between wheelers and walkers, though path width may limit possibilities.
- Improve lighting along the route.
- Introduce signalised pedestrian/pelican crossing at the junction where Link 1 begins to make it easier for walkers/wheelers to access the path.
- Re-route the shared use path where it meets Cadleigh Lane to above the parking area for the Hunting Lodge Pub, to avoid interacting with road vehicles.



Wheelers

- Provide a physical barrier between the shared use path and the A38 to improve feelings of safety.
- Widen the shared used path to improve access for wheelchairs, recumbent bikes, and prams, as well as for two wheelers to be able to pass each other.
- Provide regular maintenance of overgrown/overhanging vegetation to improve safety of using the path.
- Re-surface path to improve surface quality.
- Provide painted cycle lanes or off-road path for wheelers on Beech Road.
- Install traffic calming measures on Beech Road and Cadleigh Lane, particularly at the junction of Beech Road and the A38 Devon Expressway.
- Provide regular maintenance of the off-road path that links in to Tesco car park.



“When I first moved down here, I didn’t really realise how you could walk along here [...] Maybe signs, basic pedestrian signs, because I’ve not seen any signs that this is a cycle route [...], there’s nothing about pedestrians or anything like that.” (Walker, Accompanied journey)

Link 2

This section of the report provides user feedback on Link 2 which runs between the junction between Cadleigh Lane and the A38 Devon Expressway and Ivybridge town.





“The path isn’t the widest when its cleared but with the overhanging vegetation on one side and the ever encroaching grass on the other it get narrower each year, more frequent maintenance needed.” (Wheeler, Interactive Map)



**Hover over to see video*

“Pedestrians have to walk unprotected next to the A38.” (Unspecified, Interactive Map)



“Most of the path is narrow but particularly at end nearest Ivybridge.” (Walker, Interactive Map)

“ [The journey was] just a little bit difficult when a cyclist came [...] he comes, he slows down, I pulled into the side and he got passed. It’s not really wide enough for two cycles, never mind a disabled cycle, a pram or something like that.” (Wheeler, Accompanied journey)

Challenges – user experiences

Challenges, identified by users who took part in this research, included:



Walkers

- Noise pollution makes it more difficult to hear wheelers approaching.
- Air pollution makes walking along the path unpleasant.
- Narrow path leads to user conflict with wheelers in particular, exacerbated by overgrown greenery and cars parking on the pavement.
- There is no segregation between wheelers and walkers in sections, which is a safety concern particularly when wheelers are speeding up/down the path.
- Slippery path in places due to build-up of leaves and poor drainage.
- Signage is confusing - the signage on the path surface seem to indicate the path is for wheelers only, but the bollards at the start of the path indicate it is for shared wheeler and walker use.
- Some wheelers, particularly road cyclists, do not use the path provided but instead cycle on the road, which creates conflict with cars.
- Littering on the path and poor pavement quality in places (see top picture).



Wheelers

- Cycle gate at the end of Link 2 (near the roundabout; see bottom picture) is not accessible when cycling with a trailer, and does not effectively slow wheelers down as they cycle around it.
- Lack of physical barrier between wheelers and traffic can make wheelers feel unsafe.
- Narrow path leads to user conflict – with other wheelers and walkers, particularly for those using a recumbent, due to the additional width.
- Overgrown vegetation causes hazards to wheelers, particularly overhanging trees.
- Lack of a smooth surface makes cycling more challenging.
- Lack of lighting, and car headlights obscure vision when travelling in the dark.
- Noise pollution due to proximity to the A38.



Successes – user experiences

Successes, identified by users who took part in this research, included:



Walkers

- The footpath on Link 2 is wider than Link 1, and provides more separation from the traffic (see picture).
- The majority of the path feels safe and is not slippery.



Wheelers

- The cycle gate where the path meets the A38 is accessible for recumbents and other adapted cycles, which is uncommon for cycle routes in the area.
- The route offers segregation from traffic, and segregation from walkers in places.
- The path is “fairly flat” meaning cycling along the route is easier for those of all abilities and fitness levels.

“[The journey was] easy, easy for Devon, it’s flat.” (Wheeler, Accompanied journey)



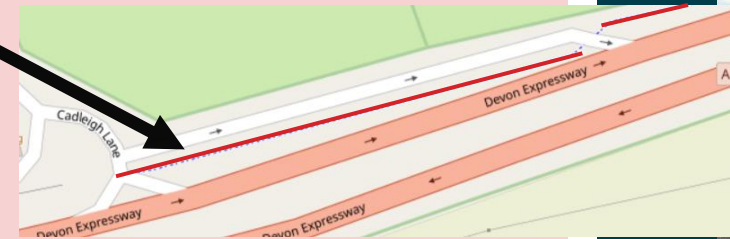
Suggested improvements from users

Suggestions for improvement, identified by users who took part in this research, included:



Walkers

- Improve parking signs and enforcement to prevent pavement parking, maintaining effective width of the path.
- Explore options for segregation between walkers and wheelers, though path width may limit possibilities.
- Provide better signage to indicate path use and to indicate that walkers and wheelers both have equal priority when using the route.
- Provide bins at the layby for drivers staying overnight to dispose of rubbish.
- Re-route the path to stay north of the layby, to avoid interacting with road traffic.
- Provide a foot bridge from Ivybridge to Endsleigh to allow easier access for walkers to Endsleigh.
- Improve maintenance and widen the pathway leading to Endsleigh garden centre (see picture).
- Provide a dog waste bin on Cornwood Road.
- Widen and extend pavements leading to the roundabout in Ivybridge.



Wheelers

- Provide a physical barrier between the shared use path and the A38 to reduce the risk of users slipping/falling into traffic, and improve feelings of safety.
- Widen shared use path (see picture) to improve access for wheelchairs, recumbent bikes, and prams, as well as to enable two wheelers to pass each other.
- Provide regular maintenance of overgrown/overhanging vegetation to improve safety of using the path.
- Re-surface path to improve surface quality.
- Improve lighting.
- Create a new link from the cycle path into Ivybridge through Sunnydale Close.
- Create a segregated cycle lane on Cornwood Road.
- Remove 'cyclists dismount' signs at the roundabout in Ivybridge and create a raised crossing over Woodland Road, with signed cyclist priority, to avoid use of the roundabout.



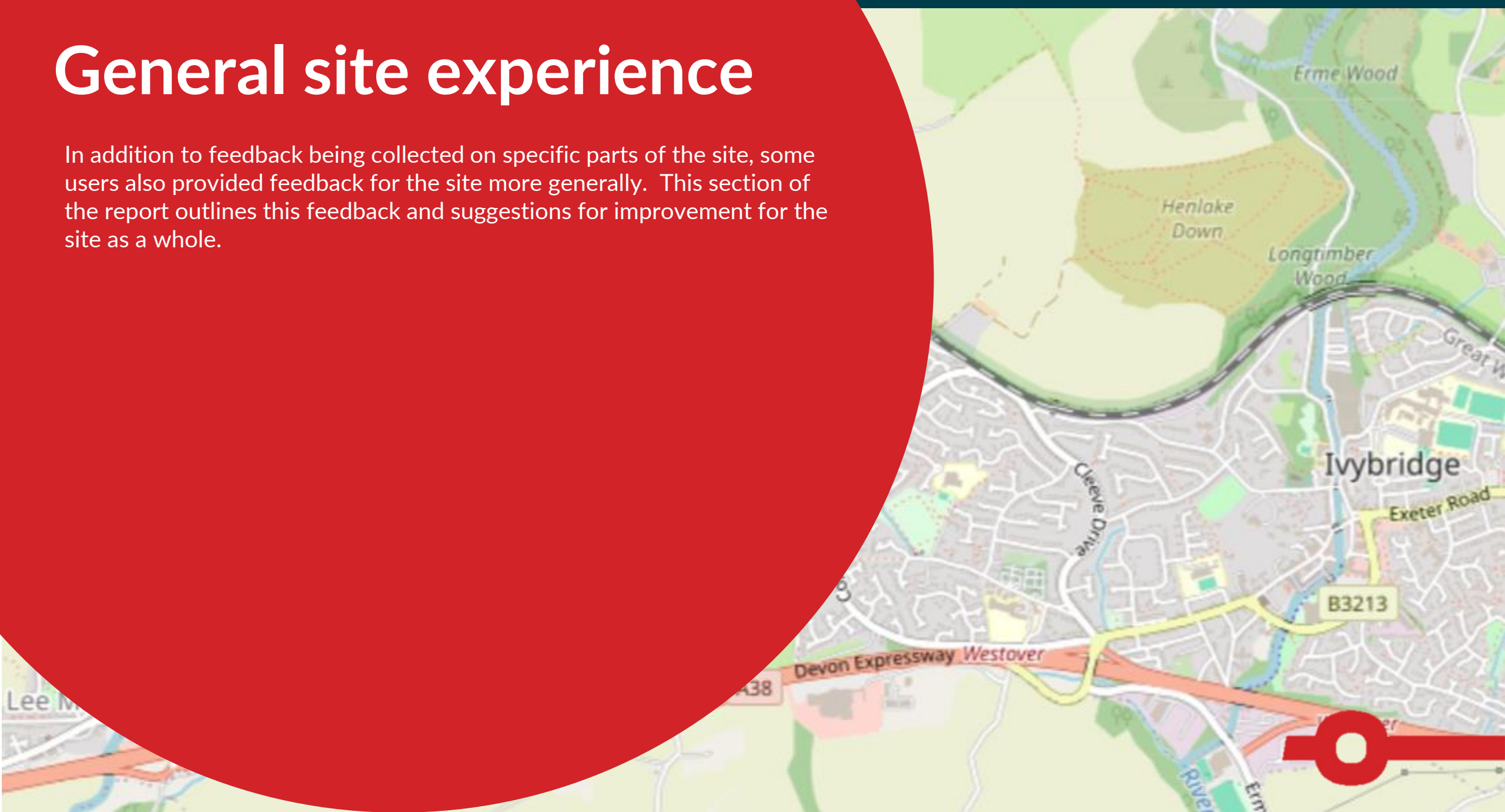
"It [referring to the path] should be a bit wider [...] It's not made for wheelchairs, prams, if somebody is walking with a pram. it's quite difficult, if you got a pram and I'm cycling here, I'm almost touching you [...] Even two cyclists, it doesn't leave a lot of space for error." (Wheeler, Accompanied journey)



"If there was a fence there [referring to a segregation between the path and the A38], I mean ideally there would be some sort of fence." (Wheeler, Accompanied journey)

General site experience

In addition to feedback being collected on specific parts of the site, some users also provided feedback for the site more generally. This section of the report outlines this feedback and suggestions for improvement for the site as a whole.



General feedback for site

General **challenges** and **successes**, identified by users who took part in this research, included:

Challenges

- Narrow path and lack of segregation between walkers and wheelers on shared use paths leading to user conflict.
- Lack of physical barrier between path and A38.
- Noise and air pollution.
- Overhanging/overgrown greenery and litter.
- Poor surface quality.
- Lack of lighting and car headlights obscure vision when travelling in the dark.
- Lack of segregated space for cycles away from cars at some points.
- Dangerous junctions.

Successes

- Route for wheelers is largely segregated from road traffic, and segregated from walkers in places.
- The route is generally flat, making it accessible to those of all abilities and fitness levels.
- The route offers connectivity between Ivybridge and Lee Mill industrial estate for walkers and wheelers.

Suggested improvements from users

Suggestions for improvement, identified by users who took part in this research, included:

- Provide a physical barrier between the shared use path and the traffic to reduce the risk of users slipping/falling into traffic, and improve feelings of safety.
- Explore options for segregation between walkers and wheelers, though path width may limit possibilities.
- Improve lighting along the route.
- Re-surface the path to improve surface quality.
- Provide regular maintenance of overgrown greenery and overhanging plants.
- Improve signage to:
 - Raise awareness of the route for walkers;
 - Ensure drivers are aware of the slip road at the beginning of Link 1;
 - Reduce pavement parking on Link 2; and
 - Indicate that the path is shared use and to indicate that walkers and wheelers both have equal priority when using the route.
- Introduce signalised pedestrian/pelican crossing at the junction where Link 1 begins to make it easier for walkers/wheelers to access the path.
- Re-route the shared use path to avoid interacting with road vehicles.
- Introduce traffic calming measures on Beech Road and Cadleigh Lane, particularly at the junction of Beech Road and the A38 Devon Expressway.
- Provide dog waste bins where needed, with Cornwood Road flagged as a key location.
- Provide additional cycle lanes and links, to improve access to Ivybridge town centre for wheelers.
- Provide a footbridge to facilitate access for walkers from Ivybridge to Endsleigh.

5

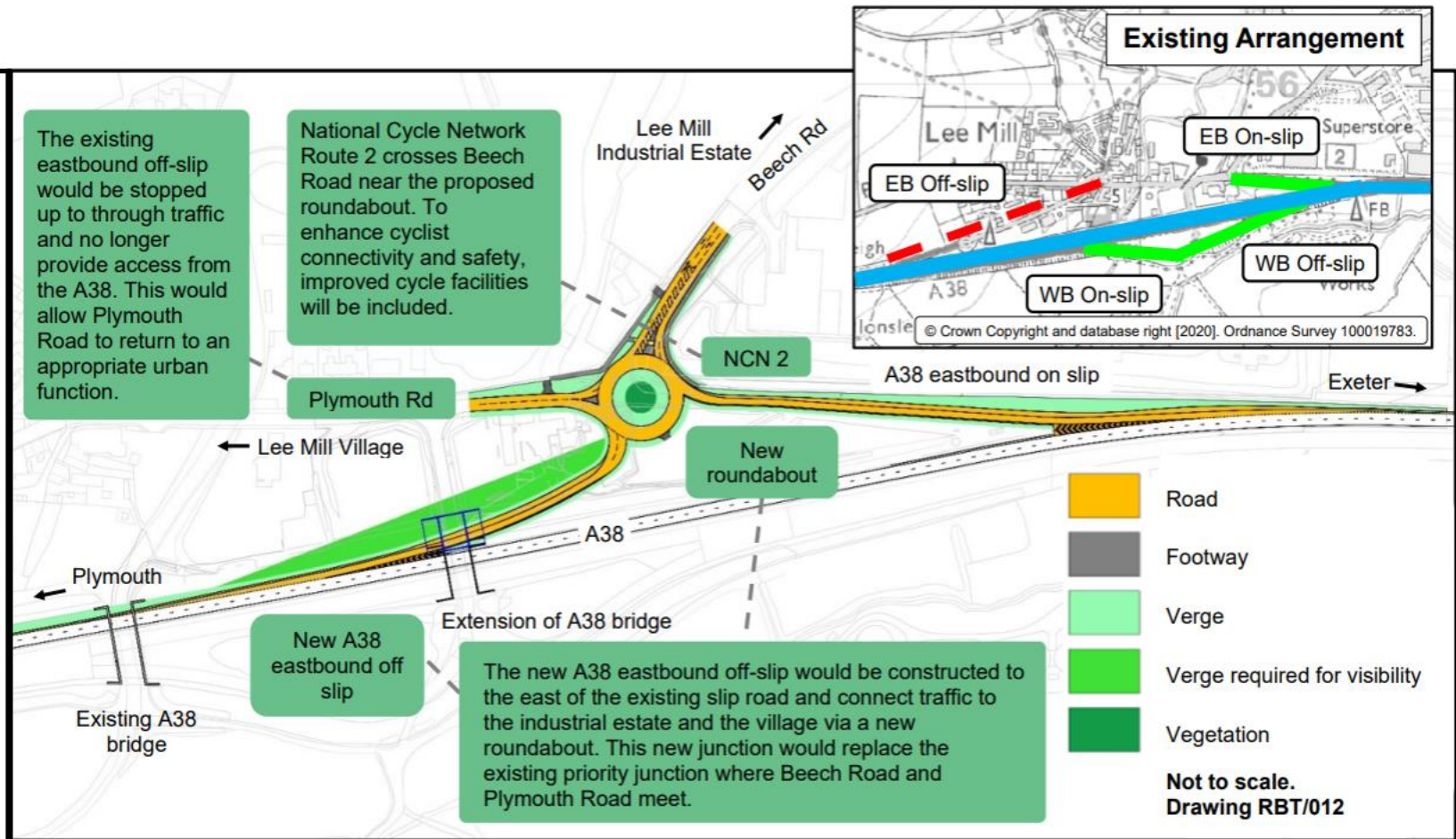
**A38 Lee Mill
Slip Road
proposal**



A38 Lee Mill Slip Road proposal

Stakeholders and site users were presented with the following information about the A38 Lee Mill slip road proposal, and asked for their views on the proposal.

- This section of the A38 (passing through the town of Ivybridge and the Lee Mill Industrial Estate) currently uses the historic Plymouth Road for traffic to exit the A38. This creates heavy traffic through Lee Mill village, leading to concerns over noise, air quality and road safety.
- In response to these concerns, Devon County Council have developed proposals for a new A38 slip road and roundabout, and traffic restrictions on the existing road to exit the A38, to reduce congestion and divert traffic away from Lee Mill village.
- Improved cycle connections are also proposed for the updated road scheme, with the National Cycle Network Route 2 running next to it, in addition to improved crossing facilities.



Views on A38 Lee Mill Slip Road proposal

Stakeholder feedback

- Stakeholders felt that the updated route would provide better connectivity for those travelling by active modes to Lee Mill village.
- Stakeholders also felt that the reduction in traffic volumes in Lee Mill village would:
 - Improve the overall experience of walkers using the roads; and
 - Provide the opportunity to widen existing footpaths to further improve walker experiences.
- However, there was a concern that it would not be possible for the National Cycle Network Route 2 to cross Beech Road near the roundabout, towards the northwest direction, due to the building work that is all over private land in that area.

“I don’t think [the proposal] would impact [travel behaviour], I think they’d still do the same as what they do regardless of what happens. You can do everything possible, but people are still gonna do whatever they wanna do.”
(Walker, Accompanied journey)

Site user feedback

- Those who had heard about the proposal had heard through local councillors, cycling campaign groups, and on social media.
- Participants were generally positive about the proposal, suggesting that it would:
 - Improve cycle connectivity to the A38 Devon Expressway site and beyond; and
 - Reduce traffic volumes in Lee Mill village.
- However, not all participants were concerned about current levels of traffic in Lee Mill village, and some felt that the proposal would not have an impact on travel behaviour as people would stick to their existing modes of travel.
- A suggestion was also made to include extended cycle lanes as part of the plan to improve the safety of cycling in the area.

6

Summary of Findings



Research objectives and approach

SYSTRA, commissioned by Transport Focus, conducted research on the experiences of riders, walkers, and wheelers along the A38 Devon Expressway in South West England. The research aimed to understand the experiences of these users when they make journeys along the A38, and to provide practical recommendations to National Highways for improving user experience.

The research approach involved online stakeholder interviews, systematic site audits, face-to-face accompanied journeys and interviews, and business interviews at the case study site, in addition to a digital ethnography task using an online interactive map. Stakeholders and systematic site audits provided an objective overview of the riding, walking and wheeling infrastructure available at the site, whilst user research identified how this translates to lived site experiences.

Summary of the site

Overall, findings from stakeholder engagement and site audits identified limited provisions for **riders** on the site, as no horse paths were identified on, adjacent to or across the A38 Devon Expressway.

Existing provisions for **walkers** were assessed to be relatively poor in the site audit across the entire route. Stakeholders identified significant challenges faced by walkers along the route, such as:

- Lack of segregation between users;
- Noise and air pollution;
- Overgrown greenery;
- Narrow paths; and
- Lack of a physical barrier between the path and the A38.

Existing provisions for **wheelers** were observed to be slightly better in the site audit. Stakeholders identified similar challenges for wheelers as they did walkers, with the addition of wheelers not having access to a continuous segregated cycle lane across the entire route, being forced onto the main road where Beech Road meets the A38.

Summary of user experiences

Findings from the user research highlighted the challenges experienced with walking and wheeling on-site, and aligned with the concerns identified during the site audit and stakeholder engagement. Common challenges for walkers and wheelers identified along the route included:

- Narrow paths causing user conflict between walkers and wheelers;
- Safety concerns relating to the lack of physical barrier between the shared use path and the A38;
- Poor maintenance of overgrown greenery and of path surfaces;
- Noise and air pollution due to the proximity to the A38; and
- Poor lighting.

Additionally, wheelers were concerned with being forced onto the road at certain points in Link 2, due to lack of segregated cycle lanes.

Users also identified an issue not previously identified during the stakeholder engagement and site visits, relating to dangerous junctions, due to fast cars and poor visibility resulting from pavement parking.

There were a limited number of successes identified during the user research, which reflected the successes identified during the site visit and stakeholder engagement. These included:

- The route for wheelers largely being segregated from road traffic;
- The route being relatively flat, given the geographical context; and
- The route offering connectivity via active modes between Ivybridge town and Lee Mill industrial estate.

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Recommendations



Recommendations for Improvements

Recommendations for improvements to the A38 Devon Expressway site, arising from the research, are provided below.

- Address **safety and security concerns**, by:
 - Widening the shared use path onto the grass verges, to reduce user conflict, whilst still leaving room for a more physical barrier between the shared use path and motorised traffic on the A38;
 - Introducing traffic calming measures on Beech Road and Cadleigh Lane, particularly at the junction of Beech Road and the A38 Devon Expressway;
 - Improving lighting along the route;
 - Introducing clear signage to show where the route is shared-use; and
 - Re-routing the shared use path to avoid interacting with road vehicles e.g., re-routing above the layby on Link 2.
- Improve **connectivity and ease of accessing** the route through:
 - Working with the local authority to provide additional links branching off from Link 2 to improve access to Ivybridge town centre;
 - Introducing additional crossings, both over the SRN and at the junction where Link 1 begins; and
 - Improve signage to make potential users aware of the route.
- Improve the **environment** on the path through:
 - Re-surfacing the path to improve surface quality;
 - Undertaking regular maintenance of overgrown greenery and overhanging plants; and
 - Providing dog waste bins along the route.

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