

# Low Traffic Lewes Project: Visitors, Businesses and on-line Residents Survey February 2022



To help fund our work

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# Low Traffic Lewes Project

- We aim to
  - reduce the speed and volume of traffic on Lewes High Street (from Keere Street to Boots)
  - to make the High Street more attractive for visitors and residents to shop, socialise and enjoy.
- We carried out surveys of visitors, businesses and residents on-line in 2021.
- Here are the summary results.
- If you would like a copy of the full report of the visitors and business surveys carried out by independent research company IBP, email us at [lowtrafficlewes@gmail.com](mailto:lowtrafficlewes@gmail.com)

# Visitors' Survey

and comparison with Business Survey and  
residents on-line survey

310 visitors interviewed and 74 businesses completed the survey in August 2021 by IBP  
304 residents completed the on-line survey May-July 2021 advertised in Lewes News, to  
residents groups, on Precinct stalls and Cycle Lewes and Lewes Living Streets contact lists

# Businesses perception of their customers

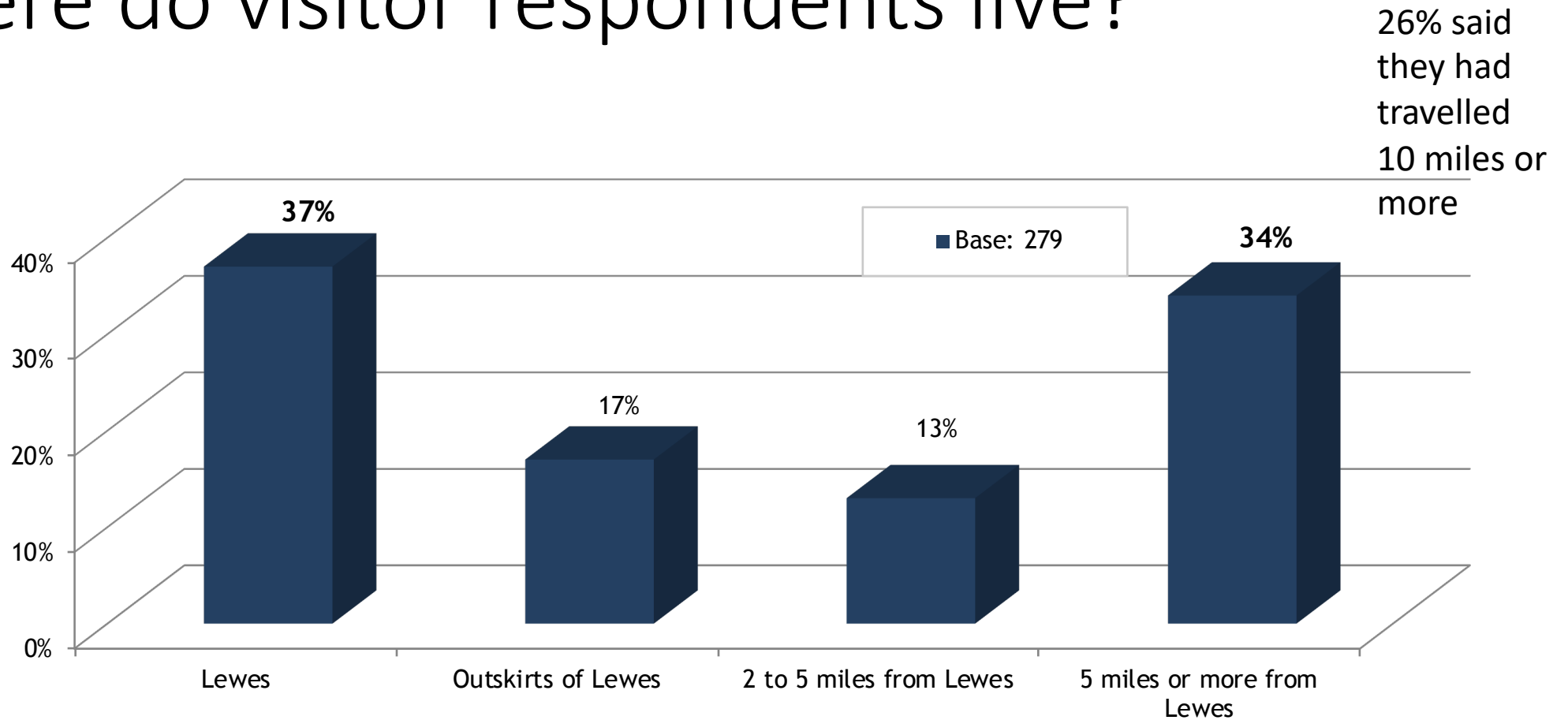
- Mostly in line with the visitors' survey
- But see a couple of exceptions identified
- Thanks to all those who took the time to respond

# Businesses who responded

- 59% retail
- 14% hospitality
- 7% consumer services
- 5% business services
- 43% on upper High Street/School Hill
- 30% on Cliffe High Street
- 11% off the upper High Street
- 5% off Cliffe High Street
- 3% on the Precinct

# Where do visitor respondents live?

23% said they had travelled less than half a mile



Businesses had a very similar idea of where their customers lived

# Main Mode of travel

(other modes sometimes used in brackets)

## Residents (on-line)

- 15% by car
- 69% by foot
- 2% by bus
- 0% by train
- 15% by bike
- 0% by taxi
- **86% Active travel**

## Visitors

- 51% by car (23%)
- 34% by foot (33%)
- 7% by bus (26%)
- 6% by train (11%)
- 2% by bike (16%)
- 1% by taxi (7%)
- **48% Active travel**

## Businesses thought visitors

- 52% by car
- 23% by foot
- 6% by bus
- 9% by train
- 3% by bike
- 3% by taxi
- **41% Active travel**

# Only a small % drivers park on the street (A significant number use supermarket car parks)

## Visitors survey

- 48% paid car park
- 39% supermarket car park
- 5% High Street in paid bay
- 3% on another Lewes road
- 5% other

## As perceived by businesses

- 75%
- 7%
- 7%
- 0%
- 11%



# What do people come to Lewes for?

(From Visitors survey)

## **Main reason**

- 50% shopping
- 12% using services
- 11% looking around
- 9% visiting friends or relatives
- 6% other social or leisure

## **Other reasons**

- 29% eating and drinking out
- 21% shopping
- 13% looking around
- 10% other social or leisure
- 6% visiting friends or relatives

# Most people don't pop into just one shop

(from visitors survey)

## How many shops visited

- 11% said one only
- 45% said two to three
- 23% said four to five
- 21% said five or more

## Time spent in the area (excluding supermarkets)

- 9% up to half hour
- 23% half to one hour
- 36% one to two hours
- 20% two to three hours
- 12% more than three hours
- **Average dwell time 96 minutes**

# Pedestrianised areas more popular

(from visitors survey)

## **% Respondents said they were visiting**

- 88% Precinct/Cliffe High Street
- 71% School Hill/High Street
- 16% Waitrose
- 12% Needle-makers

## **Areas where they spent most time**

- 39% said mostly Precinct/Cliffe
- 10% said mostly School Hill/High Street

- Only 38% of those interviewed in the Precinct/Cliffe High Street area said they were also visiting School Hill/High Street
- 76% of those interviewed on School Hill/High Street said they would also visit the Precinct/Cliffe High Street

# Nearly half visit twice a week or more

(from visitors survey)

- 14% five or more days a week
- 13% three to four days a week
- 20% two days per week
- 16% once a week
- 12% once a fortnight
- 21% less than once a month
- 5% this was their first visit

# Average spend per visit

## Visitors survey

- By car: £37.20
- By foot: £27.62

- Residents on-line survey
- By car £26.80
- By foot £20.70
- By bike £26

Local people/on foot spend less per visit but more per week – valuable repeat customers

### Visitors Survey £ per week

- **By foot** spend £65 per week
- **By car** spend £31.18 per week

(Note: too few **by bike** to give meaningful calculation)

### Residents survey - £ per week

- **By foot** spend £66
- **By car** spend £63
- **By bike** spend £68

# Suggested changes to upper High Street/School Hill

Change proposed	Net support		
	Visitors	Residents	Businesses
1. More planting	+73%	+82%	+63%
2. Hop on hop off bus	+57%	+47%	+40%
3. More bench seating	+59%	+69%	+39%
4. Wider pavements in places	+51%	+76%	+9%
5. Reduced vehicle traffic	+43%	+77%	+12%
6. More cycle parking	+38%	+70%	+25%
7. More tables and chairs outside cafés	+41%	+64%	+38%

# Suggested changes to upper High Street/School Hill

Change proposed	Net support		
	Visitors	Residents	Businesses
8. Slower traffic speeds	+35%	+78%	+45%
9. More pedestrian crossings	+31%	+61%	+15%
10. Taking out some on-street parking	+18%	+70%	-29%
11. Add cycle lane down School Hill	+3%	+56%	-42%
12. Measures to slow/reduce through traffic	+4%	+58%	-22%
13. A ban on through-traffic	-5%	+40%	-59%



Even visitor survey respondents coming by car gave positive rating to removal of on street parking bays

Change proposed	Net support		
	By car	By foot	Others
6. Reduce vehicle traffic	+26	+60	
10. Taking out some on-street parking	+10	+22	
11. Add cycle lane down School Hill	-20	+27	
12. Measures to slow/reduce through traffic	-14	+29	
13. A ban on through-traffic	-17	+10	

# Interest in electric bike/van delivery service (from independent local shops)

- 28% of visitors interested (more amongst younger visitors)
- 13% not sure
- 58% said not interested

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<https://www.cyclelewes.org.uk/>