

Impact Assessment



Assessment of: Magdalen Road Permanent Changes

Service: Climate Change, Environment and Transport

Head of Service: Meg Booth

Version / date of sign off by Head of Service: 18 May 2022

Assessment carried out by (job title): Chris Burridge-Barney (Transportation Planning Officer)

1. Description of project / service / activity / policy under review

Changes to formalise and make permanent 'pop-up' measures to reallocate road space in Magdalen Road:

- Footway widening on north side of road
- Vehicular traffic flow reduced from two-way to one-way (westbound)
- Provision of contra-flow (eastbound) cycle lane
- Public realm improvements, including the provision of additional planters and cycle parking

2. Reason for change / review

Following the onset of the COVID-19 pandemic, 'pop-up' measures were delivered on Magdalen Road to support social distancing and encourage walking and cycling while capacity on public transport was restricted. It is now necessary to replace this 'pop-up' infrastructure with permanent works, to enhance the public realm on Magdalen Road whilst continuing to support active travel.

3. Aims / objectives, limitations and options going forwards (summary)

Aims/objectives

The objectives of the scheme include:

- Improving facilities for pedestrians and cyclists on Magdalen Road, encouraging use of active modes of transport for short trips
- Enhancing the public realm on Magdalen Road, supporting local businesses by improving the environment for potential customers
- Helping complete the E9 strategic cycle route, which links Newcourt and Pynes Hill with the Royal Devon & Exeter Hospital (Wonford) and Exeter city centre
- Tackling the Climate Emergency and supporting progress towards [Exeter Transport Strategy](#) objectives

Limitations

One limitation of the scheme is that it will restrict vehicular access to Magdalen Road, as traffic will be permitted in the westbound direction only, rather than in both directions, as was permitted prior to the introduction of the 'pop-up' measures. However, this is considered proportionate as a means of improving facilities for pedestrians and cyclists whilst still allowing some vehicular access to properties and businesses on Magdalen Road.

Conversely, another limitation is that the proposals will likely not reduce vehicular traffic as much as the "Low traffic neighbourhood" option included within the [2021 Consultation](#), which was supported by the greatest number of respondents. However, such a scheme would be considerably more expensive to deliver, meaning it would likely be necessary to remove the 'pop-up' measures and revert to two-way traffic whilst funding for the scheme is secured. This would undermine the benefits of the 'pop-up' schemes, by reducing the incentives to walk or cycle during the interim period before construction of a permanent scheme.

Options going forward

Alternative options include removing the 'pop-up' measures and permanently reverting to two-way traffic or delivering an alternative permanent scheme to reduce traffic on Magdalen Road. However, the former would conflict with the views of a significant majority of consultation respondents, who wished to reduce traffic on Magdalen Road, whilst alternative options are not considered to be as deliverable and/or as effectively satisfy the scheme objectives, as outlined in the [presentation](#) given to the Exeter Highways and Traffic Orders Committee in July 2021.

4. People affected, diversity profile and analysis of needs

Magdalen Road forms a neighbourhood centre for St Leonards, containing a grocery store, a public house, cafes/restaurants, a newsagents and other retail outlets, many of which are occupied by independent traders. As such, the proposals will likely impact many residents of the St Leonards area, as well as residents living elsewhere in Exeter, who may travel to Magdalen Road to visit specialist businesses (e.g. the Zero Waste store) or cafes/restaurants.

In the below analysis, the Exeter 009 Middle-Layer Super Output Area has been used as a proxy for the St Leonards neighbourhood, and its demographics (as of the 2011 Census) compared to those of Exeter, Devon and England overall.

Age

As shown below, the age profile of St Leonards was somewhat older than the Exeter average at the 2011 Census, with a smaller proportion of residents in the 0-19 age group and a higher proportion in the 65+ age group. However, there was a significantly smaller proportion of people in the 65+ age group than in Devon overall.

	St Leonards	Exeter	Devon	England
Total population	6,587	117,773	746,399	53,012,456
Age 0-19	21%	23%	21%	24%
Age 20-64	62%	62%	56%	60%
Age 65+	17%	16%	23%	16%

According to 2019 [National Travel Survey](#) data, younger people (aged 0-20) tend to be more reliant on walking and cycling than those aged 21-59 and older people (aged 60+), making 36% of trips by cycle or foot, compared with 26% and 23%, respectively. Conversely, older people tend to make a higher proportion by private vehicles (e.g. cars, vans and motorcycles) than those aged 21-59 and (to a greater extent) younger people.

Ethnicity

The ethnic diversity of St Leonards was significantly greater than that of Devon overall, with 3% being Asian/Asian British and a further 3% being from mixed/multiple ethnic groups, in comparison with 1% in each group in Devon overall.

	St Leonards	Exeter	Devon	England
Total population	6,587	117,773	746,399	53,012,456
White	93%	93%	98%	85%
Mixed/multiple ethnic groups	3%	2%	1%	2%
Asian/Asian British	3%	4%	1%	8%
Black/African/Caribbean/Black British	1%	1%	0%	4%
Other ethnic group	1%	1%	0%	1%

According to [UK Government data](#) (summarised below), people from mixed/multiple ethnic groups, people from other ethnic groups and Asian people make a higher proportion of trips by active modes (walking and cycling) than White people. Black people make a significantly higher proportion of trips by public transport (especially by bus) than the national average, whereas White people make the highest proportion of trips by car.

Proportion of trips, 2015-19 ¹	All	Asian	Black	Mixed	White	Other
Car	61%	52%	41%	48%	63%	48%
Active travel	28%	32%	30%	35%	27%	33%
Bus	6%	9%	19%	10%	5%	13%

¹ Data for some modes of transport was unavailable for some ethnic groups, so the remaining proportions have been normalised to sum to 100%, introducing a small degree of uncertainty.

Rail	3%	5%	7%	5%	3%	3%
Other	2%	2%	1%	0%	2%	0%

Health and disability

The proportion of people in St Leonards limited in their day-to-day activities was approximately in line with the Exeter and England averages, but slightly below that of Devon overall. The proportion of people in bad or very bad health was equal to the Exeter, Devon and England averages, but the proportion in St Leonards in good or very good health was greater than each of these averages.

	St Leonards	Exeter	Devon	England
Total population	6,587	117,773	746,399	53,012,456
Activities limited (a little/a lot)	17%	17%	20%	18%
Activities not limited	83%	83%	81%	82%
(Very) bad health	5%	5%	5%	5%
Fair health	11%	12%	14%	13%
(Very) good health	85%	83%	81%	81%

According to National Travel Survey data, on average, disabled people make considerably fewer trips by all modes (840 per annum) than non-disabled people (1,014 per annum). The proportion of trips by each mode is broadly similar for disabled and non-disabled people, except for cycle (non-disabled people make a greater proportion of trips) and local bus (disabled people make a greater proportion of trips).

Car/van availability

At the 2011 Census, over a quarter (26%) of households in St Leonards had no car or van, which significantly exceeded the Devon average of 17%, and was in line with the Exeter and national averages. 49% of households had one car or van, and a further 25% had 2+ cars/vans, a figure that is considerably lower than the Devon and national averages.

	St Leonards	Exeter	Devon	England
Total population	6,587	117,773	746,399	53,012,456
No car/van	26%	27%	17%	26%
1 car/van	49%	47%	44%	42%
2+ cars/vans	25%	26%	38%	32%

Gender

As in Devon and England overall, there were slightly more females than males in the study area at the 2011 Census. Information about other gender identities was not collected at the 2011 Census.

On average, females make fewer trips in total than males, at 734 per person per year versus 878 per person per year. The modal splits for these trips are mostly similar between the genders, except for local buses (outside London), which are used for 7% of females' trips, compared to just 4% for males.

5. Stakeholders, their interest and potential impacts

Local businesses are key stakeholders for this project, insofar as they stand to be impacted by changes in access to Magdalen Road, which may affect passing trade and loading arrangements, and may be impacted by changes in footfall resulting from public realm improvements. Therefore, consultation has been undertaken to ensure the scheme best meet traders' needs, for example in relation to the times of loading restrictions and the provision of planters and cycle parking.

The St Leonards Neighbourhood Association exists to make St Leonards a "thriving and pleasant place to live" and holds annual Christmas Fairs on Magdalen Road. Accordingly, the Association has provided feedback on the proposals for Magdalen Road and also highlighted knock-on impacts on other areas of St Leonards.

Political stakeholders include:

- The local member of Devon County Council, who is supportive of the proposals;

- Devon County Council as an organisation, the local highway authority responsible for delivering the scheme. The proposals would support the Council's objectives of tackling the Climate Emergency and encouraging walking and cycling within Exeter (as set out in the Exeter Transport Strategy); and
- Exeter City Council, the lower-tier authority within whose boundaries the scheme will be delivered.

The shared e-bike operator Co Bikes has a docking station immediately east of the scheme area, at the junction of Magdalen Road with College Road. The operator therefore stands to benefit from increased patronage if the scheme increases cycling levels within Exeter.

6. Additional research used to inform this assessment

Demographic data for the scheme area has been sourced from the 2011 Census, whilst data on the demographics of users of particular modes of transport was sourced from the National Travel Survey.

7. Description of consultation process and outcomes

A [public consultation](#) on high-level options for Magdalen Road was held in February-March 2021, with over 1,500 responses received. Nearly 75% of resident/visitor respondents agreed with reducing through traffic in Magdalen Road, but among traders, there was a 50:50 split for and against reducing traffic.

Considering feedback from this consultation along with the options' alignment with other objectives, at the July HATOC meeting it was resolved to progress a scheme to make the temporary arrangements permanent, i.e. with vehicular traffic restricted to one-way westbound. It was also resolved to consult further on the design of such a scheme.

This further consultation was conducted during February 2022, with feedback invited from local traders, the St Leonards Neighbourhood Association and the resident with vehicular access from Magdalen Road. 14 responses were received, which enabled revision of the parking and loading restrictions proposed under the Traffic Regulation Orders.

8. Equality analysis

Giving Due Regard to Equality and Human Rights

The local authority must consider how people will be affected by the service, policy or practice. In so doing we must give due regard to the need to: eliminate unlawful discrimination, harassment and victimisation; advance equality of opportunity and foster good relations.

Where relevant, we must take into account the protected characteristics of age, disability, gender, gender reassignment, pregnancy and maternity, marriage and civil partnership, sexual orientation, race, and religion and belief. This means considering how people with different needs get the different services they require and are not disadvantaged, and facilities are available to them on an equal basis in order to meet their needs; advancing equality of opportunity by recognising the disadvantages to which protected groups are subject and considering how they can be overcome.

We also need to ensure that human rights are protected. In particular, that people have:

- A reasonable level of choice in where and how they live their life and interact with others (this is an aspect of the human right to 'private and family life').
- An appropriate level of care which results in dignity and respect (the protection to a private and family life, protection from torture and the freedom of thought, belief and religion within the Human Rights Act and elimination of discrimination and the promotion of good relations under the Equality Act 2010).
- A right to life (ensuring that nothing we do results in unlawful or unnecessary/avoidable death).
- The Equality Act 2010 and other relevant legislation does not prevent the Council from taking difficult decisions which result in service reductions or closures for example, it does however require the Council to ensure that such decisions are:
 - Informed and properly considered with a rigorous, conscious approach and open mind, taking due regard of the effects on the protected characteristics and the general duty to eliminate discrimination, advance equality and foster good relations.
 - Proportionate (negative impacts are proportionate to the aims of the policy decision)
 - Fair
 - Necessary
 - Reasonable, and
 - Those affected have been adequately consulted.

[insert any cross-cutting or general responses to equality and diversity here, and delete this note...]

Characteristics	Potential or actual issues for this group. [Please refer to the Diversity Guide and See RED]	<p>How will the project / service / policy / activity:</p> <ul style="list-style-type: none"> eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary. advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps'). foster good relations between groups (tackled prejudice and promoted understanding), if relevant? <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the DCC Equality Policy?</p>
All residents (include generic equality provisions)	<p>Some residents may find that the length and duration of certain vehicular journeys are increased, due to the closures of Magdalen Road to eastbound vehicular traffic. In the case of journeys made by taxi, this may increase the costs of travel.</p> <p>The scheme may displace some traffic previously using Magdalen Road onto other local roads, potentially increasing traffic noise and pollution on these roads.</p>	<p>The scheme will almost certainly reduce traffic on Magdalen Road (compared to pre-COVID-19 levels), reducing levels of air pollution and traffic noise on this road. This in turn may reduce pollution-related harm to residents of the area.</p> <p>The scheme will help provide a safer route for cyclists between Exeter city centre, the Royal Devon and Exeter Hospital and Newcourt/Pynes Hill, reducing the risk of harm to existing cyclists, and encouraging more people to cycle, potentially reducing the social impacts of inactivity-related conditions such as obesity.</p> <p>By improving the public realm on Magdalen Road, the scheme may provide a more attractive environment for community activities (such as fairs), encouraging community participation.</p> <p>The permanent scheme will provide a significant betterment to the public realm when compared to the existing temporary scheme; for example, the footway will be physically widened, improving the pedestrian environment, particularly for wheelchair users. In contrast, the potential adverse impacts of</p>

<p>Characteristics</p>	<p>Potential or actual issues for this group.</p> <p>[Please refer to the Diversity Guide and See RED]</p>	<p>How will the project / service / policy / activity:</p> <ul style="list-style-type: none"> • eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary. • advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps'). • foster good relations between groups (tackled prejudice and promoted understanding), if relevant? <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the DCC Equality Policy?</p>
		<p>the permanent scheme will be broadly similar to those of the temporary scheme, as the moving traffic restrictions will be the same.</p> <p>The potential negative consequences of the scheme have been reduced by permitting westbound vehicular traffic on Magdalen Road, thus maintaining vehicular access to residences and businesses for those reliant on motor vehicles. In view of the legitimate aims of increasing levels of walking and cycling (in line with the County Council's Cabinet-adopted Exeter Transport Strategy) and tackling the Climate Emergency, these negative consequences are considered to be proportionate.</p>

Characteristics	Potential or actual issues for this group. [Please refer to the Diversity Guide and See RED]	How will the project / service / policy / activity: <ul style="list-style-type: none"> eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary. advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps'). foster good relations between groups (tackled prejudice and promoted understanding), if relevant? <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the DCC Equality Policy?</p>
Age	As noted above, older people (aged 60+) tend to make a higher proportion of trips by private vehicle than children/teenagers (aged 0-19) and people aged 20-59. Therefore, older people may be particularly impacted by the increases in vehicular journey lengths arising from this scheme.	Children may particularly benefit from this scheme, as children are particularly vulnerable to road safety issues associated with vehicular traffic . By reducing traffic on Magdalen Road, the scheme may give parents greater confidence in allowing their children to walk or cycle independently, aiding their development and wellbeing. The potential negative consequences of the scheme have been reduced by permitting westbound vehicular traffic on Magdalen Road, thus maintaining vehicular access to residences and businesses for those reliant on motor vehicles. In view of the legitimate aims of increasing levels of walking and cycling (in line with the County Council's Cabinet-adopted Exeter Transport Strategy) and tackling the Climate Emergency, these negative consequences are considered to be proportionate.
Disability (incl. sensory, mobility, mental health, learning disability, neurodiversity, long term ill health) and carers of disabled people	Some disabled people may be less able to walk or cycle, and so may be particularly reliant on cars and/or taxis. Therefore, some disabled people may be particularly impacted by the increases in	The scheme will physically widen the northern footway, increasing the usable footway space for wheelchair users compared to the temporary scheme (under which the footway is split over two levels). This should increase the ease with which wheelchair users can travel along Magdalen Road, removing barriers to participation in community activities.

<p>Characteristics</p>	<p>Potential or actual issues for this group.</p> <p>[Please refer to the Diversity Guide and See RED]</p>	<p>How will the project / service / policy / activity:</p> <ul style="list-style-type: none"> • eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary. • advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps'). • foster good relations between groups (tackled prejudice and promoted understanding), if relevant? <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the DCC Equality Policy?</p>
	<p>vehicular journey lengths arising from this scheme.</p>	<p>The scheme will formalise the changes to the street layout introduced through the temporary scheme, and will incorporate additional tactile paving. These measures may help people with certain disabilities, including sensory and learning disabilities, familiarise themselves with the street layout, and reduce anxiety associated with navigating the street.</p> <p>It is not proposed to include any disabled parking spaces as part of the scheme, as this would require a further reduction in the number of parking bays (over and above that proposed due to the widening of the bays), and thus may adversely impact access to local businesses. However, the proposed widening of the spaces may make it easier for some disabled people to enter and egress vehicles, thus the scheme will deliver a slight betterment compared to the existing situation. Furthermore, the orientation of the bays will encourage users to park with the rear of the vehicle adjacent to the footway, enabling wheelchair users to enter and egress via the rear of the vehicle (as under the existing arrangements).</p> <p>The potential negative consequences of the scheme have been reduced by permitting westbound vehicular traffic on Magdalen Road, thus maintaining</p>

<p>Characteristics</p>	<p>Potential or actual issues for this group.</p> <p>[Please refer to the Diversity Guide and See RED]</p>	<p>How will the project / service / policy / activity:</p> <ul style="list-style-type: none"> • eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary. • advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps'). • foster good relations between groups (tackled prejudice and promoted understanding), if relevant? <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the DCC Equality Policy?</p>
		<p>vehicular access to residences and businesses for those reliant on motor vehicles. In view of the legitimate aims of increasing levels of walking and cycling (in line with the County Council's Cabinet-adopted Exeter Transport Strategy) and tackling the Climate Emergency, these negative consequences are considered to be proportionate.</p>

Characteristics	Potential or actual issues for this group. [Please refer to the Diversity Guide and See RED]	How will the project / service / policy / activity: <ul style="list-style-type: none"> eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary. advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps'). foster good relations between groups (tackled prejudice and promoted understanding), if relevant? <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the DCC Equality Policy?</p>
Culture and ethnicity: nationality/national origin, ethnic origin/race, skin colour, religion and belief	N/A	People from non-White ethnic groups, particularly Asian people, people from mixed/multiple ethnic groups and people from other ethnic groups, are on average more reliant on active travel and less reliant on driving than White people. Therefore, the scheme may particularly benefit people from non-White ethnic groups, by prioritising walking and cycling over vehicular traffic. This may therefore particularly improve access to opportunities for non-White people, by removing barriers to travel.
Sex, gender and gender identity (including men, women, non-binary and transgender people), and pregnancy and maternity (including women's right to breastfeed)	N/A	By reducing traffic on Magdalen Road, the scheme is likely to make the area more conducive to cycling, which may help address the disparity in cycling levels between men and women, as road safety issues are a significant barrier to women cycling . This may enable women to access more opportunities by cycle, thus helping reduce wider gender imbalances, e.g. in employment.
Sexual orientation and marriage/civil partnership	N/A	N/A
Other relevant socio-economic factors such as family size/single	N/A	People in lower income groups are less likely to have access to a car or van, and are therefore more likely to be reliant on walking and cycling to access employment, education and leisure opportunities. Therefore, the scheme may

Characteristics	Potential or actual issues for this group. [Please refer to the Diversity Guide and See RED]	<p>How will the project / service / policy / activity:</p> <ul style="list-style-type: none"> • eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary. • advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps'). • foster good relations between groups (tackled prejudice and promoted understanding), if relevant? <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the DCC Equality Policy?</p>
people/lone parents, income/deprivation, housing, education and skills, literacy, sub-cultures, 'digital exclusion', access to transport options, rural/urban		<p>particularly benefit people from lower income groups, by prioritising walking and cycling over vehicular traffic. This may therefore particularly improve access to opportunities for people in lower income groups.</p>

9. Human rights considerations:

N/A

10. Supporting independence, wellbeing and resilience. Give consideration to the groups listed above and how they may have different needs:

In what way can you support and create opportunities for people and communities (of place and interest) to be independent, empowered and resourceful?

By reducing traffic levels on Magdalen Road, the scheme may give people greater confidence to travel independently, and/or give guardians greater confidence to allow their children to travel independently. For example, it may give children greater confidence to walk to school independently, or give women greater confidence to cycle independently (as noted above, road safety issues are a particularly significant deterrent to cycling among women). Therefore, the scheme may enable people to more easily and safely access opportunities, helping empower them.

In what way can you help people to be safe, protected from harm, and with good health and wellbeing?

By reducing traffic levels on Magdalen Road, the scheme may reduce the risk of harm from road traffic collisions, particularly for pedestrians and cyclists. It will also encourage higher levels of walking and cycling, thus improving the health and wellbeing of local residents.

In what way can you help people to be connected, and involved in community activities?

By reducing traffic levels on Magdalen Road, the scheme may make Magdalen Road more conducive to (formal and informal) community activities, for example by making it easier for residents to hold a conversation and facilitating outdoor dining. The scheme may therefore improve connections between community members.

11. Environmental analysis

An impact assessment should give due regard to the following activities in order to ensure we meet a range of environmental legal duties. The policy or practice does not require the identification of environmental impacts using this Impact Assessment process because it is subject to (please mark X in the relevant box below and proceed to the 4c, otherwise complete the environmental analysis table):

Devon County Council's Environmental Review Process	
Planning Permission	
Environmental Impact Assessment	
Strategic Environmental Assessment	

	Describe any actual or potential negative consequences. (Consider how to mitigate against these).	Describe any actual or potential neutral or positive outcomes. (Consider how to improve as far as possible).
Reduce, reuse, recycle and compost:	N/A	Where possible, the widened footway will re-use paving slabs and kerbing from the existing footway
Conserve and enhance wildlife:	N/A	The permanent scheme will incorporate additional planters, providing a habitat for wildlife
Safeguard the distinctive characteristics, features and special qualities of Devon's landscape:	N/A	N/A
Conserve and enhance Devon's cultural and historic heritage:	N/A	<p>The scheme may enhance the setting of certain historic buildings on Magdalen Road (such as 12 and 14 Magdalen Road, which are listed at Grade II*) by reducing volumes of traffic passing the buildings compared to the pre-COVID-19 arrangements. This may reduce the air pollution such heritage features are exposed to, and thus reduce pollution-related deterioration.</p> <p>The scheme will, as far as practicable, use construction materials which are in keeping with the surrounding townscape, for example in the use of similar paving slabs for the widened footway.</p> <p>The design team have contacted Historic England for advice on ensuring the scheme protects and enhances the</p>

		historic environment.
Minimise greenhouse gas emissions:	Certain vehicular routes may increase in length due to the prohibition of eastbound vehicular traffic on Magdalen Road, meaning emissions associated with certain individual journeys may increase.	<p>The scheme will improve facilities for pedestrians and cyclists and thus encourage greater uptake of zero-carbon modes of transport</p> <p>The introduction of additional plants on Magdalen Road will likely increase absorption of carbon dioxide from the atmosphere, reducing net greenhouse gas emissions</p>
Minimise pollution (including air, land, water, light and noise):	Certain vehicular routes may increase in length due to the prohibition of eastbound vehicular traffic on Magdalen Road, meaning emissions associated with certain individual journeys may increase.	<p>The scheme will improve facilities for pedestrians and cyclists and thus encourage greater uptake of zero-emission modes of transport</p> <p>The introduction of additional plants on Magdalen Road may improve local air quality, by filtering pollution</p>
Contribute to reducing water consumption:	N/A	N/A
Ensure resilience to the future effects of climate change (warmer, wetter winters; drier, hotter summers; more intense storms; and rising sea level):	N/A	N/A
Other (please state below):		

12. Economic analysis

	Describe any actual or potential negative consequences. (Consider how to mitigate against these).	Describe any actual or potential neutral or positive outcomes. (Consider how to improve as far as possible).
Impact on knowledge and skills:	The scheme may increase the length and duration of some vehicular routes to institutions offering education or training.	The scheme may make it easier and safer for potential employees to reach institutions offering education or training on foot or by cycle. This may mean that some people reliant on walking and cycling are able to access education or training they would have otherwise been unable or unwilling to travel to access.
Impact on employment levels:	The scheme may increase the length and duration of some vehicular routes to employment sites.	By improving facilities for pedestrians and cyclists, the scheme may make it easier to travel to nearby workplaces, such as the Royal Devon & Exeter Hospital (Wonford) on foot or by cycle, improving job opportunities for those reliant on walking and cycling.
Impact on local business:	The scheme will restrict vehicular traffic to one-way westbound, preventing use of Magdalen Road by eastbound vehicular traffic. This may reduce passing trade for some local businesses, and may also increase journey distances for vehicles loading/unloading.	The scheme is designed to improve the public realm, by reducing vehicular traffic, increasing the space available to pedestrians and providing additional planting. This may make Magdalen Road a more attractive destination for shopping and dining, which may increase footfall. This is supported by case studies from elsewhere in the country; for example, a report commissioned by Living Streets noted that “well-planned improvements” to public spaces can boost footfall and trading by up to 40%. The scheme will provide a contra-flow cycle lane and

		<p>additional cycle parking, thus improving cycle access to Magdalen Road. This may encourage more cyclists to travel to Magdalen Road for shopping and dining, which may increase footfall.</p> <p>By widening the northern footway, the scheme will provide additional space for outdoor dining (subject to licensing requirements). This may increase the seating capacity for cafes and restaurants, enabling them to increase turnover.</p> <p>The potential adverse impacts on businesses have been reduced as far as practicable by maintaining one-way vehicular access, thus ensuring those reliant on the car can continue to access shops on Magdalen Road. Additionally, in response to consultation feedback, the proposed loading bays will be usable at any time, providing additional flexibility for businesses receiving deliveries.</p>
--	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

13. Describe and linkages or conflicts between social, environmental and economic impacts (Combined Impacts):

Encouraging increased walking and cycling and reducing traffic on Magdalen Road will likely improve the public realm, delivering health and wellbeing benefits for users of Magdalen Road and potentially increasing footfall for local businesses. However, removing traffic from Magdalen Road completely, though offering the greatest environmental benefits, may make Magdalen Road more difficult to access for those reliant on a car, with associated adverse social and economic impacts. Therefore, the proposed scheme retains westbound vehicular access whilst providing a

contra-flow cycle lane and widening the northern footway, with the intention of optimally balancing the social, environmental and economic impacts of the scheme.

14. How will the economic, social and environmental well-being of the relevant area be improved through what is being proposed? And how, in conducting the process of procurement, might that improvement be secured?

The wellbeing of the area will be improved by:

- Widening the northern footway and providing a contra-flow (eastbound) cycle lane, encouraging greater use of active travel
- Providing additional planting and reducing traffic, improving air quality and reducing noise
- Increasing the attractiveness of Magdalen Road as a destination for shopping and dining trips, potentially boosting footfall

15. How will impacts and actions be monitored?

Changes to walking, cycling and vehicular traffic levels will be monitored through post-scheme traffic counts. Further engagement will be conducted with local traders and community organisations to evaluate the scheme's impacts on footfall and the public realm.