

ADEPT President's Awards 2024

Entry form

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Award category Shaping Places for People

Project Title Flag Lane Link scheme

Local authority entrant Cheshire East Council

Partner/s if applicable Ringway Jacobs

Headline summary (150 characters max.)

The Flag Lane Link scheme in Crewe, Cheshire, is a scheme that reduced congestion & improved access & journey times for all into a busy town centre.

Please note we need at least one supporting image per award submission. Upload your image/s below.







Video - please paste links to any video evidence here. (Leave blank if not relevant.)

<https://www.youtube.com/watch?v=tc4RPCX2-Is>

Shaping places for people: How was this project an innovative response to a significant concern? (150 words max.)

The Flag Lane Link scheme in Crewe is part of a package of projects supported by £14.1 million of funding from the government's Future High Streets Fund, linked Dunwoody Way to Delamere Street via Flag Lane and was completed ahead of schedule in 2023.

The project tackled significant concerns by innovatively addressing safety issues and congestion in the town centre.

Recognising the potential for accidents due to congestion and driver frustration, the project aimed to create a safer environment for pedestrians and road users. It also to improved journey times, enhanced accessibility, and boosted the local economy by making the town centre more inviting.

The scheme considered the needs of various stakeholders, including pedestrians, cyclists, and vulnerable road users, while minimising disruption to local residents during construction. The project effectively addressed concerns about safety, accessibility, and economic vitality, making it an innovative response to the challenges faced by the community.

Shaping places for people: Please give evidence of the quality of outcomes obtained from the project (for example improved/more efficient services, increased inclusivity for residents, futureproofing the service). (150 words max.)

The project delivered noticeable improvements as preliminary findings indicate a reduction in congestion and enhanced traffic flow in the town centre. Ongoing post-scheme monitoring will further support this

once travel patterns and behaviours stabilise.

The project's focus on sustainability resulted in a significant reduction of approximately 14 tonnes of CO₂ emissions, achieved through various eco-friendly construction practices. These included recycling, solar panelled welfare units and battery powered plant. LED poles were also installed at the zebra crossing instead of reflective stickers replacing the streetlighting column to save footway space and reduce street furniture.

Additionally, the project facilitated talent development, with a junior apprentice gaining practical experience across different construction phases.

The disposal of garden waste for a community centre contributed to a 30% increase in green space utilisation, enriching the local environment.

These statistics highlight the project's success in improving services, enhancing inclusivity, and futureproofing against environmental challenges.

Shaping places for people: Please give evidence of the level of collaboration between place and people services (both within the council and with external partners/providers). (150 words max.)

We collaborated extensively with residents, councillors and stakeholders as in our engagement report. We continued to work closely with residents to address safety concerns and added social value. Engaging residents early, encouraged feedback to help shape the design.

We conducted thorough traffic counts to guide the design, followed by on-site visits for discussions and decision making with the design and construction team, client and contractors. Early engagement was crucial in shaping the design, and modifications were made based on input from utility providers.

Collaboration extended to external partners, e.g Michael Barratt from TfL, renowned for his dedication to improving accessibility for vulnerable road users. His involvement included training teams and integrating principles into planning. The resulting design solution, including upgraded access junctions and segregated footways/cycleways, reflects the collaborative effort to enhance safety and accessibility for all road users, promoting sustainable transport options. The scheme addressed community needs while minimising disruption.

Shaping places for people: Please give evidence of the level of buy-in to the project or its goals from members of the local community, health and social care and external organisations. (150 words max.)

The project's goals aligned to community priorities including economic regeneration, improving traffic flow, and enhancing the town centre. Concerns about safety, congestion, and air quality were community interests helping to shape the scheme. Minimising disruption for residents and local businesses, ensuring accessibility for pedestrians, cyclists, and vulnerable road users shows a collaborative approach that considered the needs of diverse stakeholders.

Listening to local concerns, residents were worried about vehicles using the area as a cut-through, delivery route or turning point, potentially damaging their properties. We introduced an innovative strongwall barrier system between the site activities and residents' properties to stop vehicles making unnecessary movements and create a safe passing space for all.

A temporary cycle lane installed during work, provided dedicated access for pedestrians and cyclists. A first of its kind in Cheshire East, it was praised by local ACTive Travel members, who awarded us 'The Crewe Active Travel Award'.

Shaping places for people: Please give evidence of the use or consideration of new sources of investment to fund projects. (150 words max.)

The scheme was funded through the UK Government's 'Future High Street' fund which aims to rejuvenate and reshape town centres and high streets. Its primary objectives are to drive economic growth, enhance visitor experiences, and ensure long-term sustainability. The fund allocates financial support to local

authorities, empowering them to transform their high streets into vibrant community hubs. By empowering local authorities, the Future High Streets Fund contributes to the transformation of high streets, fostering vibrant and resilient communities. Cheshire East submitted a bid to the government's Future High Streets Fund in summer 2020 and received a successful award in June 2021. The formal grant offer from the government for £14.1m has been received, and work on a variety of transformative projects is progressing. The Flag Lane scheme improves permeability / ease of travel to the Town Centre from residential areas on the west side of Crewe.

All categories: please add anything else that supports your award entry

<https://www.cheshireeast.gov.uk/pdf/business/major-regeneration-projects/flag-lane/cec-flag-lane-link-engagement-report-c01-2dec21.pdf>