Local Transport Plan 3 (LTP3)

DRAFT

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Table of Contents

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Foreword

Why transport is important

Transport touches our lives every day. The ease by which we can get around can have a major impact on all aspects of people's lives. Transport is something that when done well, can provide many positive benefits for society, the economy, the environment and the individual.

It is an enabler of activity. It allows people to access a wealth of opportunities for work and leisure. Sustainable and efficient movement of people and goods is critical to the economic success of the city. It also links to a wider range of local and national objectives, such as improvements in health, quality of life, equality of opportunity, safety and security.

This strategy sets out the city of Southampton's strategy and policies to improve transport in the city over the next twenty years and identifies what we intend to do over the coming four years to deliver this strategy and these policies.

Chapter 1

Introduction

This is the Third Local Transport Plan ("LTP3") for the city of Southampton. It follows on from and builds on the progress of the first two Local Transport Plans. This LTP3 has two parts:

1. A twenty year transport strategy for the whole of south Hampshire including the cities of Southampton and Portsmouth as well parts of Hampshire including the Boroughs of Eastleigh, Gosport, Havant, Fareham, and parts of Winchester and Test Valley Districts; and

2. A four year implementation plan identifying transport schemes planned for delivery between 2011 and 2015 within Southampton, outlining the strategy and rationale for planned interventions, in the following broad topic areas:

    - Smarter Choices;
    - Active Travel;
    - Public Transport & Smart Cards;
    - Intelligent Transport, Network Management & Enforcement;
    - Road Safety;
    - Public Realm;
    - Highway Maintenance & Asset Management; and
    - Data & Monitoring.

This Local Transport Plan will be a continually evolving document (a "live" document) and will be reviewed and updated as appropriate to ensure its relevance in the future.

Working in Partnership with our Neighbours: The South Hampshire Joint Strategy

The LTP3 Strategy for South Hampshire forms the overarching transport policy of the three constituent Local Transport Authorities of Portsmouth City Council, Southampton City Council and Hampshire County Council, working together as Transport for South Hampshire (TfSH). This LTP3 strategy builds on the joint Solent Transport Strategy developed as part of the previous Local Transport Plan 2.

Transport does not respect boundaries and many millions of journeys each year cross the boundaries between the authorities. To improve many aspects of transport and address numerous area-wide issues will require all three authorities to work together.

Our vision is to create an environment that will better facilitate economic growth and private sector investment in the Solent area. Effective transport links help support the continued vitality and growth of, existing business, encouraging them to reduce their environmental impact,and will enable new businesses to develop and prosper. As a result there is a need to make the best use of the assets that the area already possesses (highly skilled people, world class businesses, outstanding higher education, and good quality of life) to achieve sustainable economic growth. This Local Transport Plan aims to support the work of the Solent Local Enterprise Partnershoip (LEP).

Integration with other Key Strategies

This section outlines the relationship between the strategies developed as part of Local Transport Plan 3 and other Southampton City Council policies and strategies. LTP3 is complimentary to many of these strategies, and work to achieve the outcomes of LTP3 will also aid achievement of targeted outcomes in other strategies.

The City of Southampton Strategy[1] underpins our aspirations for the development of the city over the next 20 years. The strategy sees Southampton as:

"The major city in central southern England, recognised as the region's economic, social and cultural driver, and building on its role as an international seaport, centre for cutting edge research and leading retail centre."

LTP3 will contribute much of the transport and mobility development required to support the aspirations of the City of Southampton Strategy.

Southampton's Local Development Framework (LDF)[2] was adopted in January 2010 and contains planning policies to guide the development and use of land in the city, together with reference to infrastructure and other requirements to support this development. The LDF proposes the provision of 16,300 residential units and 419,000M^2 of employment floorspace within the city of Southampton.

This level of development and population increase within Southampton will lead to an increase in the transport demand, both from residents within the city, and from an increased level of commuting into the city from the suburbs and surrounding areas.

The City Centre Action Plan (CCAP)[3], currently under development, will provide a plan for significant changes in the city centre area. This plan will detail measures taken in the city centre to cater for growth and development, tackling climate change, and development of an "urban renaissance". The Action Plan identifies the creation of various areas or "quarters" with a focus on specific types of activity being a principle vehicle for delivery. The CCAP will also be highly relevant to other strategy and implementation areas, such as Smarter Choices, Active Travel and Public Transport.

The South Hampshire Multi-Area Agreement (MAA)[4], and was agreed in July 2008. The MAA Transport Chapter focuses upon issues related to the highway network, including congestion and network resilience, signatories include the Highways Agency which control the Motorways and Trunk roads in the region.

A refreshed MAA was prepared early in 2010 and submitted to Government focussing on public transport. The new Transport Chapter led to the signing of a Rail Communications protocol with Network Rail and South West Trains and a formal Bus Partnership agreement with the South Hampshire Bus Operators Association (SHBOA). The Key outcomes being to increase capacity and ridership of the rail and bus networks.

Business in Southampton published "A Transport Vision for the Southampton Region" [5] in 2009 and identified that there needed to be a change in 'mindset' towards the issues of transport and Infrastructure, as well as the need for a collaborative approach by both the public and private sector to many of the transport issues in the city. Business in Southampton identified the need to influence modal shift and behaviour, raise awareness of smarter choices and support the development of Southampton port.

LTP3 aims to support the Southampton Local Neighbourhood Renewal Strategy[6] and estate regeneration within the city by improving access to transport and improving public realm. The plan aims to remove transport as a barrier to training, education and employment through the empowerment of modal choice.

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[1] http://www.southampton.gov.uk/council-partners/decisionmaking/plans/CoSS.aspx
[2] http://www.southampton.gov.uk/s-environment/policy/developmentframework/
[3] http://www.southampton.gov.uk/s-environment/policy/developmentframework/actionplan/
[4] http://www.communities.gov.uk/documents/localgovernment/pdf/992415.pdf
[5] http://www.businesssouthampton.co.uk/content/default.asp?PageId=2261&PrevPageId=154
[6] http://www.southampton.gov.uk/Images/Local%20Neighbourhood%20Renewal%20Strategy%202006-2010%20-%20Closing%20the%20Gap_tcm46-209081.pdf

The Health and Wellbeing Strategy[7] links to LTP3 in terms of needing to provide access to health services as well as being a tool in itself to promote health through the provision of attractive and safe walking and cycling networks and the promotion of active travel.

The Children and Young People's Plan[8] reflects the aims of the City of Southampton Strategy. LTP3 aims to facilitate access to social, educational and cultural opportunities for children and younger people.

Climate change affects quality of life and therefore has costs and benefits for individuals and for the private and public sectors. We are using resources and creating pollution and waste at unsustainable levels, at global, national and local levels. LTP3 aims to assist in reducing the carbon footprint of the city by using transport networks more effectively and promoting modal shift away from the private car, reflecting the aims of the Climate Change and Air Quality Strategy[9].

[7] http://www.southampton.gov.uk/council-partners/decisionmaking/plans/hwb/default.aspx
[8] http://www.southampton.gov.uk/council-partners/decisionmaking/plans/CYPP/
[9] http://www.southampton.gov.uk/s-environment/climatechange/

Overview of the city of Southampton

Lying on Southampton Water at the confluence of the Rivers Test and Itchen, Southampton is the principal city in central southern England and the third largest city in the South East outside London. The city covers an area of approximately 5,181 hectares. It is predominantly urban in character but with a greater amount of green space than is typical in a major UK city. The built up area extends to the administrative boundary around most of the city. The suburbs of West End and Hedge End form part of a continuous suburban area adjoining the city, whilst Totton, Eastleigh, Netley and Bursledon are separated from the city by only short undeveloped gaps. The population of Southampton is estimated at approximately 236,700[10]. Southampton is a multi-cultural city, with over 7% of residents from black and ethnic minority groups. The city is also home to over 40,000 students attending the two universities.

The city is a major regional centre for leisure, entertainment, cultural activities, shopping, higher and further education and healthcare. Research identifies the city centre as the top retail centre in the South East[11]. The role of the city centre is complemented by a network of smaller centres at Shirley, Portswood, Bitterne, Woolston and Lordshill and a number of local centres.

The City Centre needs to be supported in its role as a regional retail destination, and the viability of the various district centres across the city needs to be ensured to enable them to continue to provide facilities at a local level. Maintenance and improvement of transport links will be key to ensuring this.

Despite the city's overall prosperity there are significant pockets of severe deprivation where residents suffer from poor health, low qualifications, unemployment and higher crime rates. Average salaries in Southampton are below the regional average and the city has a high rate of residents who are economically inactive - almost one in eight residents of working age has no qualifications. There has been significant investment in the city's schools to raise educational attainment, which will contribute to reducing the rate of economic inactivity and deprivation.

Transport in Southampton

Southampton is a key national, regional and local transport hub. The location of Southampton at the centre of the Solent means that many trips within and across the Solent area pass through the city and its surrounding area. The City has a major international sea port, a key regional airport on its doorstep and is a major point of access to the Isle of Wight, all of which contribute to the economic health of the city which needs to keep moving.

The Port of Southampton is a key international gateway and handles one fifth of the UK's trade by value. The recently published Port Master Plan outlines growth in activity over the period to 2030. This anticipates significant growth in the key container, car, bulk product and cruise passenger businesses.

The M27 is the major link across the Solent area, passing to the north of the city. Four motorway junctions provide access to various parts of the city and its suburbs and connectivity with other motorways and major roads. The M27 is used by longer distance traffic along the south coast but also carries a significant number of local journeys in south Hampshire.

Southampton has a comprehensive local road network, with journeys between most parts of the city possible via reasonably direct routes, although routes for some journeys are constrained by the geography of the city. The main roads in the city are primarily radial routes focused on the city centre and linking out to the suburbs. Most of these roads are single carriageways, and some key routes suffer from significant congestion at peak times, with demand exceeding road capacity at certain locations and times. Despite new development, traffic flow in the city has not significantly increased in the last ten tears.

Walking and cycling are important modes for shorter journeys in Southampton. The city has a good track record of increasing the numbers of people cycling, and the numbers of residents walking and cycling on certain types of short journey (eg travel to school) is above the national average. There is considerable potential for a further shift from car use to walking and cycling for shorter journeys. The average commute distance in Southampton is one of the shortest of any authority in southern England.

[10] ONS Mid Year Estimate 2010
[11] Experian, 2007

Some 85% of public transport journeys in Southampton are made on the bus network. Three commercial operators provide the majority of services, and most major routes enjoy a good frequency of service during the day.

Southampton's rail network is generally focused on regional and inter-regional journeys, although many people do make short local journeys and more than seven million rail journeys start or end within the city each year. Southampton Central station is a major regional transport hub, and is the 6th busiest station in the south east region. Many workers in the city commute in from suburbs such as Eastleigh, Totton, Romsey and Swanwick by rail. Rail services to key commuter destinations and also to other major towns and cities, are generally priced similarly to to the cost of driving, but offer faster journey times and good levels of frequency and service.

The rail network is also an important means of moving freight between the port and onward destinations, particularly in the Midlands and north of England. The high level of freight and passenger demand puts significant pressure on track capacity, limiting potential for additional services, whilst some rail services at peak times suffer overcrowding.

Southampton International Airport is located just outside the city boundary, adjacent to Southampton Airport Parkway Station which serves the northern fringes of the city. The airport handles approximately 2 million passengers per year, and provides flights to around 50 destinations across Europe, on over 900 weekly flights. It is the main regional airport for central southern England, and is a major contributor to the local economy. Its continued success will be partly reliant on the local transport network.

The key challenge for Southampton

The city of Southampton's premier status as a key hub for employment, commerce, and services for the whole of South Hampshire will continue to grow over the lifetime of this strategy.

Although now superseded, the South East Plan identified South Hampshire as a growth point for economic development and planned considerable additional economic and residential development to help the Solent area fulfil its potential. The Partnership for Urban South Hampshire (PUSH)'s 20 year vision is for economic-led growth to make South Hampshire more prosperous, attractive and sustainable, offering everybody a better quality of life.

Based on current travel behaviour, the predicted population increase in Southampton alone will generate more than seven million additional journeys per year on the city's transport network, including additional in-commuting due to development in the city. The transport assessment of Southampton's LDF core strategy predicted increases in traffic of typically 10 to 20% by 2016, and 20-30% by 2031, on parts of the road network in the Southampton area. On a network that is already congested in certain places at certain times, such levels of growth cannot physically be accommodated by the car. Growth in traffic will inevitably occur and managing that growth will require non-car modes of transport to play a bigger role.

Therefore the challenge to meet the economic growth without unsustainable demand on the road network needs to be achieved through a greater role for the bus, using the network capacity within the system to better effect, smarter choices and continuing to deliver on road safety.

Chapter 2

South Hampshire Joint Strategy

This transport strategy sets out the shared approach to transport in South Hampshire to 2031. It has been developed jointly by the three Local Transport Authorities of Hampshire County Council, Portsmouth City Council and Southampton City Council, working together as Transport for South Hampshire (TfSH)[12].

This sub-regional strategy is also contained within the Hampshire County Council and Portsmouth City Council LTP3 documents. To help keep this joint strategy concise, it includes a number of hyperlinks, to a range of web pages where further explanation and detail is available. A brief glossary of terms has been provided.

Introduction to South Hampshire

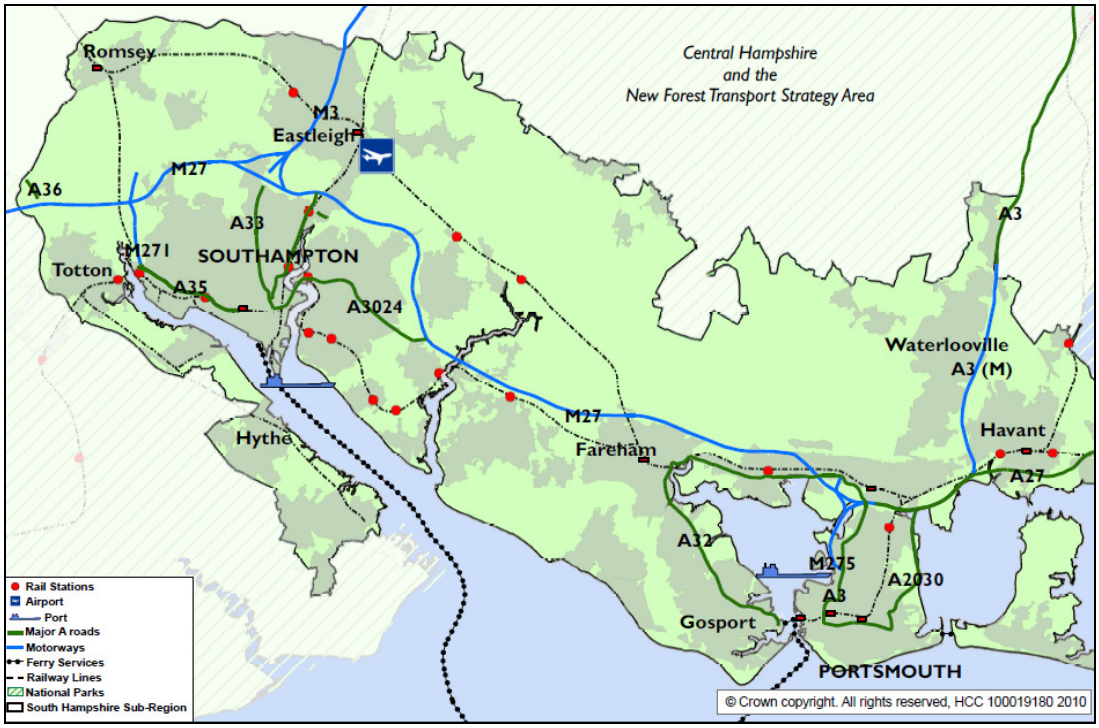
South Hampshire is the largest urbanised area in the south of England outside London. It is home to almost one million people and encompasses the cities of Portsmouth and Southampton, and the urban centres of Eastleigh, Fareham, Gosport, Havant, Hythe, Romsey and Totton. South Hampshire covers a land area of 221 square miles (572 square kilometres). The area is composed of a rich and diverse variety of environments, with 80% of its 170 mile (275km) coastline designated, either internationally or nationally, for its nature conservation value.

The South Hampshire economy has particular strengths in the sectors of business services, advanced manufacturing, logistics, marine, aviation and creative industries, and boasts world-class Higher Education institutions. However, the TfSH area's economic performance has historically lagged behind the South East average, and whilst some areas enjoy very strong economic performance, there are some localised pockets of deprivation[13]. Regeneration efforts are being focused on helping these deprived areas contribute more effectively to the performance of the sub-region as a whole. The Partnership for Urban South Hampshire (PUSH)[14] is working to address this through creation of new jobs, improving workforce skills and productivity, reducing levels of economic inactivity, and active involvement in the regeneration of urban centres.

South Hampshire benefits from extensive transport links by air, road, rail and sea to the rest of the UK and beyond, shown in *Figure 1* overleaf. Transport corridors in South Hampshire also provide the primary means of access from much of the UK to South East Dorset (including Bournemouth and Poole), and are the means of access to the Isle of Wight. South Hampshire contains three international gateways of vital importance to the UK economy. The Port of Southampton[15] is the second biggest container port in the UK by throughput and the busiest passenger cruise ship port in the UK, and also is a key route for the import and export of motor vehicles and bulk goods. The Port of Portsmouth[16] is a substantial freight and ferry port for cross-channel services, and the adjacent Naval Base and shipyard are of great importance to the economy. Southampton Airport[17] is the busiest airport in South Central England, serving a range of destinations across the UK, continental Europe and the Channel Islands.

[12] http://www3.hants.gov.uk/tfsh
[13] http://www.push.gov.uk/maa_draft_v_7_1a_submission_draftl_020707.pdf (see page 80)
[14] http://www.push.gov.uk/
[15] http://www.abports.co.uk/custinfo/ports/soton.htm
[16] http://www.portsmouth-port.co.uk/
[17] http://www.southamptonairport.com/

Figure 1 – Context Map of the South Hampshire area



How this Joint LTP3 Strategy was developed

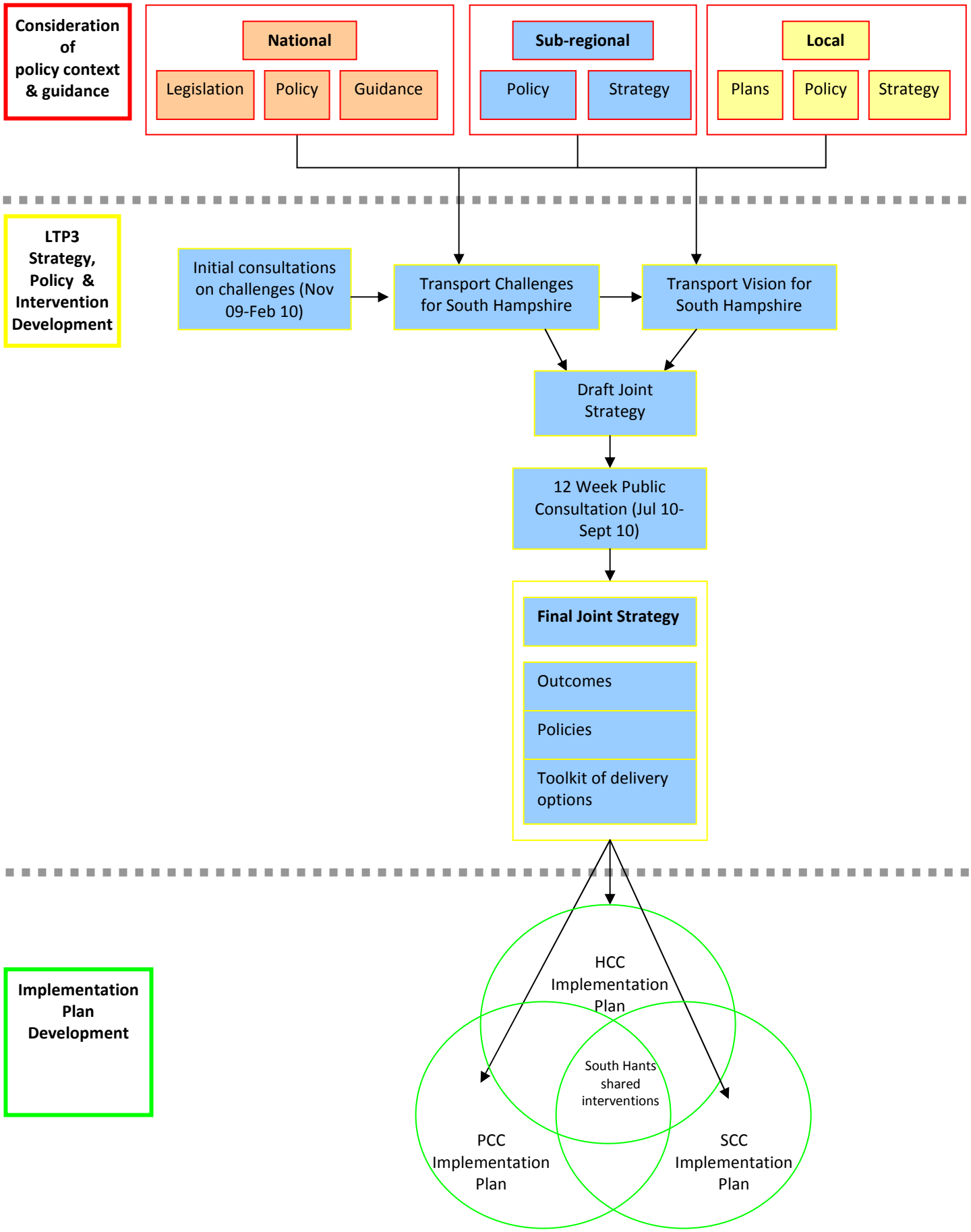
The three Local Transport Authorities (LTAs) of Hampshire County Council, Portsmouth City Council and Southampton City Council have an established record of working together to address strategic transport issues in the South Hampshire area. The South Hampshire Joint Strategy builds on the Solent Transport Strategy which formed part of Local Transport Plans of the three LTAs for 2006-2011. This joint working was strengthened further in 2007, by the establishment of Transport for South Hampshire (TfSH)[18] to plan transport improvements for the South Hampshire sub-region.

Figure 2 shows the main steps of the process through which the LTP3 Strategy was produced. The starting point was a thorough examination of all relevant legislation, policies and strategies, which informed initial consultations with elected members and key stakeholders in late 2009 to identify the key challenges facing the TfSH area. During the spring of 2010, the TfSH authorities developed a draft Strategy. This was published for consultation for a twelve-week period between July and September 2010. Following the close of consultation the Strategy was revised to take account of feedback from respondents, reflect the latest Government policy announcements and recognise the increasingly constrained funding environment. The abolition of regional government bodies, setting up of Local Enterprise Partnerships (LEPs)[19] and a new focus on localism will all influence how transport improvements are planned and delivered in the future.

The Department for Transport has rationalised the number of funding streams for transport. From 2011, Local Transport Authorities will be able to submit bids for funding from the Regional Growth Fund[20] and Local Sustainable Transport Fund[21]. The TfSH authorities intend to bid for resources from these new funding streams.

[18] http://www3.hants.gov.uk/tfsh
[19] http://www.communities.gov.uk/localgovernment/local/localenterprisepartnerships/
[20] http://www.bis.gov.uk/policies/regional-economic-development/regional-growth-fund
[21] http://nds.coi.gov.uk/clientmicrosite/Content/Detail.aspx?ClientId=202&NewsAreaId=2&ReleaseID=415581&SubjectId=36

Figure 2 –Joint LTP3 South Hampshire Strategy Development Process



Policy Background

The TfSH authorities are each required to have a current Local Transport Plan as a statutory requirement of the Local Transport Act (2008)[22]. The Joint Strategy has been informed by a framework of national, "sub-regional" and local policy.

The transport strategy for South Hampshire has taken into account national legislation, policy and guidance and a number of key sub-regional and local level plans and strategies, as outlined in *Table 1*, below. The flow diagram on the previous page illustrates how legislation and policies have informed the production of the Joint Strategy.

Table 1 – The National, sub-regional and local policy context

Level	Legislation, plan, strategy or guidance
National legislation, policy and guidance	The Stern review on the Economics of Climate Change[23] (October 2006); The Eddington Transport Study[24] (December 2006); The Local Transport Act 2008[25]; The Climate Change Act 2008[26]; Delivering a Sustainable Transport System[27], (November 2008); A Safer Way: Consultation on Making Britain's Roads the safest in the world[28] (April 2009); Guidance on Local Transport Plans[29] (July 2009); Low Carbon Transport: A Greener Future[30] (July 2009); The Coalition: Our programme for government[31] (May 2010); Local Growth: realising every place's potential[32] (October 2010); Healthy lives, healthy people: our strategy for public health in England[33] (November 2010); Decentralisation and Localisation Bill[34] (December 2010).
Sub-regional policies and strategies	Towards Delivery: The Transport for South Hampshire statement[35] (April 2008) Transport for South Hampshire Freight Strategy[36] (June 2009) Transport for South Hampshire Reduce[37] and Manage Strategies (consultation drafts); The South Hampshire Agreement - Multi-Area Agreement (MAA)[38] (March 2010).
Local plans, policies and strategies	Local Development Frameworks (LDFs) of local planning authorities [39];

[22] http://www.opsi.gov.uk/acts/acts2008/pdf/ukpga_20080026_en.pdf
[23] http://www.hm-treasury.gov.uk/sternreview_index.htm
[24] http://www.dft.gov.uk/about/strategy/transportstrategy/eddingtonstudy/
[10] http://www.opsi.gov.uk/acts/acts2008/ukpga_20080026_en_1
[26] http://www.opsi.gov.uk/acts/acts2008/ukpga_20080027_en_1
[27] http://www.dft.gov.uk/about/strategy/transportstrategy/dasts/
[28] http://www.dft.gov.uk/consultations/closed/roadsafetyconsultation/roadsafetyconsultation.pdf
[29] http://www.dft.gov.uk/adobepdf/165237/ltp-guidance.pdf
[30] http://webarchive.nationalarchives.gov.uk/+/http:/www.dft.gov.uk/pgr/sustainable/carbonreduction/low-carbon.pdf
[31] http://www.cabinetoffice.gov.uk/media/409088/pfg_coalition.pdf
[32] http://www.bis.gov.uk/assets/biscore/regional/docs/l/cm7961-local-growth-white-paper.pdf
[33] http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_121941
[34] http://www.communities.gov.uk/localgovernment/decentralisation/localismbill/
[35] http://www3.hants.gov.uk/tfsh-towards-delivery-april-2008.pdf
[36] http://www3.hants.gov.uk/tfsh/tfsh-freight-strategy.htm
[37] http://www3.hants.gov.uk/tfsh/tfsh-what-tfsh-does/tfsh-reduce.htm
[38] http://www.push.gov.uk/priorities/multi_area_agreement.htm
[39]
- Southampton LDF: http://www.southampton.gov.uk/s-environment/policy/developmentframework/
- Portsmouth LDF: http://www.portsmouth.gov.uk/living/3850.html
- Havant LDF: http://www.havant.gov.uk/havant-4302
- Fareham LDF: http://www.fareham.gov.uk/council/departments/planning/ldf/
- Eastleigh LDF: http://www.eastleigh.gov.uk/planning--building-control/planning-policy-and-design/planning-policies-and-design/local-development-framework.aspx
- Gosport LDF: http://www.gosport.gov.uk/sections/your-council/council-services/planning-section/local-development-framework/
- East Hampshire LDF: http://www.easthants.gov.uk/ehdc/planningpolicy.nsf/webpages/LDF
- New Forest LDF: http://www.newforest.gov.uk/index.cfm?articleid=6142
- Test Valley LDF: http://www.testvalley.gov.uk/default.aspx?page=4683
- Winchester City Council LDF: http://www.winchester.gov.uk/Business/Planning/LocalDevelopmentFramework/

Level	Legislation, plan, strategy or guidance
Local plans, policies and strategies(cont)	Hampshire County Council's Draft Economic Assessment[40] (final version due April 2011); Existing and emerging Local Authority Economic Development Strategies for PUSH[41], Hampshire, Portsmouth & Southampton The Sustainable Community Strategies of Hampshire[42], Portsmouth[43] and Southampton[44]; Corporate strategy of Hampshire[45], and Corporate Plans of Portsmouth[46] and Southampton[47]; Children and Young Peoples Plans of Hampshire[48], Portsmouth[49] and Southampton[50].
Infrastructure-related plans	Port of Southampton Master Plan[51] Southampton Airport Master Plan[52] South West Main Line Route Utilisation Strategy (RUS)[53] Freight Route Utilisation Strategy (RUS)[54] Strategic Freight Network(Network Rail/ DfT)[55]

No reference has been made in the policy table to the regional level, as this tier of planning has been abolished by the coalition government and is set to be replaced by a National Planning Framework. An increased focus on decentralisation and localism will mean more powers are devolved to a more local level. Regional Development Agencies are set to be replaced by Local Enterprise Partnerships (LEPs)[56]. A Solent LEP[57] covering the PUSH area and the Isle of Wight was announced in October 2010 as being one of twenty four LEP proposals across England that met the requirements of the Government, and was given the go-ahead to be formally established.

[40] http://www3.hants.gov.uk/business/economic_data/economicassessment.htm
[41] http://www.push.gov.uk/ed_strategy.pdf
[42] http://www3.hants.gov.uk/73496_sustain_communities_2.pdf
[43] http://www.portsmouth.gov.uk/media/CPT_Strategy_Vision_-_aspirations.pdf
[44] http://www.southampton-partnership.com/images/City%20of%20Southampton%20Strat_tcm23-196707_tcm23-249613.pdf
[45] http://www3.hants.gov.uk/corporatestrategy
[46] http://www.portsmouth.gov.uk/media/Corporate_Plan_2008_Final_30_July_08_(low_res)_web.pdf
[47] http://www.southampton.gov.uk/modernGov/mgConvert2PDF.aspx?ID=2461
[48] http://www3.hants.gov.uk/cypp-forweb.pdf
[49] http://www.portsmouth-learning.net/pln/custom/files_uploaded/uploaded_resources/2617/PORTSMOUTH_CYPP_2009-2011.pdf
[50] https://www.southampton.gov.uk/Images/3%2009%2021309%20CYPP%20FINAL%20PRINT_tcm46-233296.pdf
[51] http://www.southamptonvts.co.uk/portconsultation/files/SMP.pdf
[52] http://www.southamptonairport.com/assets/Internet/Southampton/Southampton%20downloads/Static%20Files/Southampton_masterplan_final.pdf
[53] http://www.networkrail.co.uk/browse%20documents/rus%20documents/route%20utilisation%20strategies/south%20west%20main%20line/37299%20swml%20rus.pdf
[54] http://www.networkrail.co.uk/browse%20documents/rus%20documents/route%20utilisation%20strategies/freight/freight%20rus.pdf
[55] http://www.dft.gov.uk/pgr/rail/strategyfinance/strategy/freightnetwork/strategicfreightnetwork.pdf
[56] http://www.communities.gov.uk/localgovernment/local/localenterprisepartnerships/
[57] http://www.push.gov.uk/news?id=9044&stdate=&pagetitle=Solent%20Local%20Enterprise%20Partnership%20gets%20go-ahead

Transport Vision for South Hampshire

Transport is an enabler of activity, allowing people to access a wealth of opportunities for work, education and leisure.

The movement of people and goods in efficient and sustainable ways helps to support the South Hampshire economy and protects, preserves and enhances the environment, can reduce greenhouse gas emissions, and contributes to a sense of place.

In addition, this also delivers against a wider range of local and national objectives, delivering improvements in health, quality of life, equality of opportunity, safety and security.

The vision of the TfSH authorities is to create:

> *"A resilient, cost effective, fully-integrated sub-regional transport network, enabling economic growth whilst protecting and enhancing health, quality of life and environment"*

This vision will be delivered through the set of fourteen transport policies detailed within this document.

To successfully deliver this transport vision for South Hampshire, there are seven key challenges that need to be tackled.

Challenges facing South Hampshire

The TfSH authorities have identified seven challenges as being significant issues that the transport strategy must address. These are set out in *Table 2* below. The challenges are not listed in any order of importance.

Table 2 - Challenges facing the South Hampshire Area

Challenge	Background
Securing funding to deliver transport improvements during what is expected to be a prolonged period of public-sector spending restraint.	Short-term funding for investment in transport will be extremely limited. Developer contributions are important sources of funding for essential transport infrastructure to support economic growth, and have become increasingly important in the current funding climate. In addition, the TfSH authorities need to work more closely with partners to identify and maximise use of alternative funding sources, including the Regional Growth Fund, and Local Sustainable Transport Fund, which will allocate resources through competitive bidding, and give consideration to Tax Increment Financing (TIF).
Ensuring the timely delivery of transport infrastructure to support housing and employment growth and regeneration opportunities.	Improvements to the transport system will be necessary in order to support growth identified within Local Development Frameworks and the associated additional trips. The TfSH authorities aim to accommodate these additional trips through sustainable modes wherever possible. Investment in sustainable modes will also encourage modal shift within existing trips. There are also local requirements for critical infrastructure to unlock and facilitate some planned development. The Government is set to establish a New Homes Bonus to reward local authorities that support new housing. It is also going to enable Local Planning Authorities (LPAs) to establish a Community Infrastructure Levy (CIL). This will serve as a funding mechanism to raise money from developers to fund development-related infrastructure in their area, as an alternative to the current arrangements. Whilst Portsmouth and Southampton City Councils are LPAs, Hampshire County Council is not, so this could affect its' ability to fund transport infrastructure.
Ensuring continued reliable transport access to the TfSH area's international gateway ports and airport.	The international gateway ports of Portsmouth and Southampton and the airport at Southampton rely on good access for both passengers and freight. In the medium to longer term, forecast growth in volumes of passenger and freight traffic originating from all three international gateways will be catered for by targeted investment to improve journey time reliability on strategic transport corridors. Rail will play an increasingly significant role, requiring both investment in new rolling stock and enhanced rail infrastructure.

Challenge	Background
Maintaining the existing transport network and its resilience to the effects of extreme weather events.	Climate change is expected to result in more unpredictable weather patterns including warmer, wetter winters and hotter, drier summers and more severe weather events. This will require changes in approaches to highway design, maintenance and assessment. The physical highway infrastructure deteriorates with age and use. Regular maintenance is required to ensure that it meets the needs of users of the highway network and enables the safe movement of people and goods by road. In a challenging funding climate, there is a need to ensure that value for money is maximised from investment in maintenance.
Widening travel choice to offer people reasonable alternatives to the private car for everyday journeys, and reducing the need to travel, moving towards a low-carbon economy.	The complex nature of journey patterns and travel to work across the sub-region has resulted in heavy reliance on the private car. To reduce this, there needs to be significant improvements in quality and affordability of public transport networks that are controlled by private operators. Walking and cycling must be encouraged as a more viable option for shorter journeys. The promotion of travel planning, flexible working and car sharing will be further developed. Car ownership levels tend to be lower in deprived areas and so these communities are more reliant upon public transport to access jobs and services. In rural areas it is often not possible to run bus services on a commercial basis, so lower-cost alternatives such as shared taxis need to be considered.
Managing the existing transport network to ensure that journey time reliability is maintained and improved to help support economic competiveness, regeneration, and growth.	Traffic levels are forecast to grow due to background increases in car journeys and trips generated by new developments. There will be a need to mitigate the impact of this forecast growth in travel, to ensure that the sub-region continues to be an attractive place to live and work, and to support the economy by safeguarding reliable access to the international gateways and employment sites.
Mitigating the adverse impacts of transport activity on people, communities and habitats.	Whilst transport is an essential enabler of activity, the movement of people and goods can result in adverse effects on the environment and communities. Transport activity is a major contributor to emissions of carbon dioxide and other greenhouse gases. Climate change is expected to result in more unpredictable weather patterns and increased risk of coastal flooding. Air quality and noise from transport are harmful to the health and wellbeing of communities. Transport corridors can also cause severance of communities and habitats. The South Hampshire sub-region contains a number of sites of high environmental value and importance.

Transport Outcomes

In order to deliver the transport vision for South Hampshire, the TfSH authorities have identified seven key outcomes, which are complementary to the corporate priorities of Hampshire, Portsmouth and Southampton. These outcomes define the policy framework for delivery. All of the seven outcomes are closely inter-linked and inter-dependent. Addressing one outcome may help address other outcomes. *Table 3* below details the outcomes and how they contribute to the policies. The challenges are not listed in any order of priority.

Table 3- Table of transport outcomes for LTP3

Outcome	Policies that contribute
Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling	H, I, J, K, L
Improved awareness of the different travel options available to people for their journeys, enabling informed choices about whether people travel, and how	H, I, J, L
Improved journey time reliability[58] for all modes	A, B, C, D, F, I
Improved road safety within the sub-region	D, G
Improved accessibility[59] within and beyond the sub-region	B, I, K, L, M, N
Improved air quality and environment, and reduced greenhouse gas emissions	E, F, H, K
Promoting a higher quality of life	C, D, E, G, H, I, L, M

[58] http://www.highways.gov.uk/business/19073.aspx
[59] http://www.dft.gov.uk/pgr/regional/ltp/accessibility/guidance/gap/accessibilityplanningguidanc3634

Transport Policies

The fourteen policies that follow (Policies A to N) set out the policy framework through which the TfSH authorities will seek to address the challenges. The philosophy of Reduce-Manage-Invest[60] is central for each proposed policy. This means the TfSH authorities will work to reduce the need to travel, maximise the use of existing transport infrastructure and deliver targeted improvements. A combined approach to delivering the policies will enable us to deliver the proposed transport vision, address the challenges and achieve the outcomes set out above. The policies constitute a package, with each policy contributing to and complementing the others. For each policy there is a toolkit of delivery options, from which each Local Transport Authorities will select the most appropriate for inclusion within their future Implementation Plans. Many of these delivery options will be common to each authority.

Policy A: To develop transport improvements that support sustainable economic growth and development within South Hampshire	
Why?	The transport network plays a vital role in supporting the economic prosperity of South Hampshire by ensuring people can go about their day to day activities of journeys to work, training, shopping, leisure and recreation. A well-functioning transport system enables people and goods to be moved sustainably, efficiently and reliably. Unpredictability of journey times and congestion increases costs to businesses and results in wasted time (and therefore money). New development brings with it additional demand for travel. It is essential that transport infrastructure in the vicinity of development sites is improved where necessary to support sustainable access to and from new developments.
How?	The TfSH authorities will develop closer partnerships and dialogue with businesses to ensure that transport improvements are geared towards improving economic prosperity and helping to unlock planned development sites. Part of this dialogue will involve encouraging businesses to contribute through match funding towards the cost of innovative transport improvements and solutions that would benefit them.
Delivery options	• Engage closely with the Solent Local Enterprise Partnership and business on transport issues; • Explore the potential of tax increment financing to help fund transport improvements; • Work with business sector to explore opportunities for sponsorship and match funding by commercial partners for schemes.
Outcomes	This policy will contribute to the following outcomes: • Improved journey time reliability[61] for all modes

[60] http://www3.hants.gov.uk/tfsh/tfsh-strategy.htm
[61] http://www.highways.gov.uk/business/19073.aspx

Policy B: Work with the Highways Agency, Network Rail, ports and airports to ensure reliable access to and from South Hampshire's three international gateways for people and freight	
Why?	The three international gateways serve a large hinterland. Making sure that people and goods can flow easily and reliably to and from these gateways will maximise their contribution to the wealth and health of the wider UK economy. The economic success of South Hampshire depends on maintaining or improving levels of journey time reliability on strategic road and rail corridors. Cross-Solent ferry services from both gateway ports provide vital access to the Isle of Wight.
How?	Decisions regarding investment in strategic transport corridors are taken by central Government using national budgets. The TfSH authorities will seek to influence investment decisions at national level, to ensure timely investment that will enable the best use to be made of existing transport infrastructure, and deliver new infrastructure or capacity where most needed to improve journey time reliability. The TfSH authorities will work to encourage a greater share of onward movement of container freight traffic is catered for by rail.
Delivery options	• Investigate the potential for Hard shoulder running[62] and variable speed limits[63] on the busiest sections of motorway; • Traffic lights at the busiest motorway onslips[64] to improve traffic flow; • Work towards a joint traffic control and information centre[65] and other partnership measures; • Improvements to quality and availability of travel information; • Continued develop of initiatives by South Hampshire Freight Quality Partnership; • Encourage port operators to develop Port Traffic Management Plans; • Ensure that appropriate infrastructure is considered to facilitate reliable access to and from Southampton International Airport; • Support measures to enable movement of more freight by rail.
Outcomes	This policy will contribute to the following outcomes: • Improved journey time reliability for all modes; and • Improved accessibility within and beyond the sub-region.

[62] http://www.highways.gov.uk/roads/projects/22988.aspx
[63] http://www.highways.gov.uk/news/25754.aspx
[64] http://www.highways.gov.uk/knowledge/17308.aspx
[65] http://www.romanse.org.uk/theteam.htm

Policy C: To optimise the capacity of the highway network and improve journey time reliability for all modes	
Why?	Increasing levels of congestion affect both the operation of strategic linkages which are often already at capacity, and journey time reliability, impacting on economic productivity across the sub-region.
How?	The TfSH authorities will work to better manage the existing highway network to ensure that existing capacity is optimised and used efficiently. This policy will maximise the throughput of the highway network for all users and modes. This will entail using traffic signal control and other highway technologies, helping to improve network management, and greater priority for buses. This will help to improve journey time reliability for all forms of travel and contribute to modal shift. Real-time traffic and travel information will be gathered and disseminated through a variety of sources and systems in a timely, efficient manner to enable people to make informed decisions about their travel choices.
Delivery options	• Upgrading and enhancing Urban Traffic Control systems[66] enabling bus priority and Real Time Passenger Information provision; • Improved road network monitoring and operation (for example junction improvements and re-allocation of road space); • Pre- and in-journey travel Information (using static[67] and mobile[68] media); • Improvements to Information Systems on the local highway network (e.g. Variable Message Signing); • Car Park Guidance Systems; • High Occupancy Vehicle[69] (HOV) Lanes; and • Investigating the removal of traffic lights at specific locations where evidence suggests that this would improve journey time reliability.
Outcomes	This policy will contribute to the following outcomes: • Improved journey time reliability for all modes; and • Promoting a higher quality of life.

[66] http://utmc.uk.com/index.php
[67] http://www.romanse.org.uk/technologies/VMS.htm
[68] http://www.romanse.org.uk/technologies/mobiledevices.htm
[69] http://www.konsult.leeds.ac.uk/private/level2/instruments/instrument029/l2_029summ.htm

Policy D: To achieve and sustain a high-quality, resilient and well-maintained highway network for all	
Why?	Physical highway infrastructure deteriorates with use and age and as a result requires regular maintenance to ensure that it meets the needs of users and provides for the safe movement of people and goods. The economy of the sub-region and well-being of its residents depends on having a well-maintained highway network that can cater for journeys. The effects of climate change will require the highway network to be more resilient to extreme weather conditions. Additionally, through improvements to street lighting, energy efficiency can be increased, which alongside recycling of highway materials and other methods will help reduce the carbon footprint of maintenance and operation of the highway.
How?	Each Local Transport Authority will tailor the delivery of highway maintenance to the particular needs of their own areas. Each authority has its own arrangements with highway maintenance contractors. However, as a general rule, investment in highway maintenance will be targeted where it is needed to ensure value for money whilst protecting and enhancing the condition of the network, so that it is better placed to cope with more extreme weather events and factoring in the "whole life costs" of highway assets.
Delivery options	• Transport Asset Management Plans; • Improved maintenance and energy efficiency of street lighting and traffic control systems; • Improved co-ordination of street works; • Improvements to highway drainage to better cope with heavy rainfall (for example Sustainable Urban Drainage Systems[70]); • Delivery of maintenance programmes for roads, bridges, pavements and cycle paths through highway maintenance contracts; • Maximising the recycling of highway construction materials.
Outcomes	This policy will contribute to the following outcomes: • Improved journey time reliability for all modes; • Improved road safety within the sub-region; and • Promoting a higher quality of life.

[70] http://www.environment-agency.gov.uk/business/sectors/36998.aspx

Policy E: To deliver improvements in air quality	
Why?	Congestion creates higher levels of air pollution as queuing traffic, especially in more restricted or confined spaces, generates higher concentrations of vehicle emissions. Poor air quality can create or exacerbate health and respiratory problems, for example asthma. Air Quality Management Areas (AQMAs) are places where pollutant levels exceed government thresholds. Twenty Air Quality Management Areas (AQMAs) have been identified within urban areas across the sub-region. The recent white paper on Public Health[71] indicates that by April 2013, unitary authorities and county councils will be given funding and responsibility for improving public health.
How?	The TfSH authorities will work with key partners, environmental health professionals and transport operators to mitigate the impacts of traffic on air quality. The principal causes of poor air quality will be addressed by implementing a strategic area-wide approach within each urban centre to minimise the cumulative effect of road transport emissions. This can be achieved through measures promoting modal shift towards public transport modes, walking and cycling, reducing single occupancy car journeys. Tackling congestion at hotspots can also improve air quality.
Delivery options	• Air Quality Management Areas[72] and Air Quality Action Plans; • Promotion of cleaner, greener vehicle technologies e.g. alternative fuels; • Car Share Schemes[73]; • Support for *Car clubs*[74] and similar schemes;
Outcomes	This policy will contribute to the following outcomes: • Improved air quality and environment, and reduced greenhouse gas emissions; and • Promoting a higher quality of life.

[71] http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_121941
[72] http://www.airquality.co.uk/laqm/information.php?info=aqma
[73] https://hants.liftshare.com/default.asp
[74] http://www.carplus.org.uk/car-clubs/benefits

Policy F: To develop strategic sub-regional approaches to management of parking to support sustainable travel and promote economic development	
Why?	The cost and availability of parking has considerable influence on travel choices and if not managed in a co-ordinated manner can act as a barrier to efforts to widen travel choice. If insufficient parking is provided or if prices are considered high, then parking can be displaced into residential areas further out from town centres. Provision of free staff workplace parking makes it less likely for people to choose to use alternative travel methods.
How?	The TfSH authorities will encourage better co-ordination between local authorities with responsibilities for car parking to improve the way existing parking is used and priced. Discounts can be offered to encourage car sharing, low-emission vehicles, mopeds and motorcycles. Park and ride sites offering lower cost parking than in urban centres can help reduce congestion and address poor air quality in the centres. It is important that parking management measures are implemented alongside improvements to sustainable travel modes to help increase the attractiveness and viability of these alternatives over private car trips, to support widening travel choice.
Delivery options	• Develop complementary policy approaches to parking; • Controlled Parking Zones; • Improved management and supply of residential parking; • Extended 'park and ride' network (both bus and rail based systems); • Improved parking at well-used commuter railway stations; • Car park management and guidance systems; • Workplace travel planning[75]; • Appropriate consideration of the needs of blue badge holders; • Ensure appropriate parking provision for motorcycles and mopeds • Enable and manage deliveries to and servicing of shops, offices and industrial units; • Investigation into appropriate parking provision for commercial vehicles • Introduce and develop car clubs[76]; • Provision of electric vehicle charging points within car parks.
Outcomes	This policy will contribute to the following outcomes: • Improved journey time reliability for all modes; and • Improved air quality and environment, and reduced greenhouse gas emissions.

[75] http://www.dft.gov.uk/pgr/sustainable/travelplans
[76] http://www.carplus.org.uk/car-clubs/benefits

Policy G: To improve road safety across the sub-region	
Why?	Road traffic collisions, as well as causing death, injury and distress to those involved, also result in wider costs to society in terms of the cost of providing healthcare treatment to those injured, and loss of productivity. Road traffic incidents create tailbacks and delays that adversely affect journey time reliability within the sub-region.
How?	Work to date has been effective at reducing incidences of speeding and unsafe road-user behaviour through education, engineering measures at sites with high casualty records and enforcement of speed limits. Reductions in speed limits and crossing improvements within built up areas have further improved the safety of vulnerable road users.
Delivery options	• Speed Management[77] measures; • Actively consider wider implementation of 20mph speed limits/ zones within residential areas; • Traffic Management measures; • Safer Routes to schools[78] schemes; • Road Safety education and training to improve road user behaviour.
Outcomes	This policy will contribute to the following outcomes: • Improved road safety within the sub-region; and • Promoting a higher quality of life.

Policy H: To promote active travel modes and develop supporting infrastructure	
Why?	Encouraging and making it easier for people to choose to walk or cycle for everyday journeys helps people to build physical activity into their routines, improving health and general well-being. Increasing the number of journeys undertaken by active travel modes will help to tackle obesity, reduce congestion and improve air quality.
How?	The TfSH authorities will work with health and activity partners, including public health teams, to develop a network of high-quality, direct, safe routes targeted at pedestrians and cyclists. Well-designed routes and secure cycle parking can be partly delivered through the planning system. Pro-active marketing and participative events will radically increase the profile and understanding of the benefits of active travel.
Delivery options	• A Legible South Hampshire project to provide integrated, high-quality information for public transport, walking and cycling; • Delivery of comprehensive walking and cycling networks (which could form part of a proposed 'Green Grid' – refer to glossary for more detail); • Delivery of walking and cycling measures identified within Town Access Plans; • Crossing improvements for pedestrians and cyclists; • Cycle hire scheme for urban centres; • Delivery of improved secure cycle parking facilities at key destinations; and • Support for the delivery of measures contained within Rights of Way Improvement Plans (ROWIPS).
Outcomes	This policy will contribute to the following outcomes: • Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling; • Improved awareness of the different travel options available to people for their journeys, enabling informed choices about whether people travel, and how; • Improved air quality and environment, and reduced greenhouse gas emissions; and • Promoting a higher quality of life.

[77] http://www.roadsafe.com/programmes/speed.aspx
[78] http://www.portsmouth.gov.uk/living/649.html

Policy I: To encourage private investment in bus, taxi and community transport solutions, and where practical, better infrastructure and services	
Why?	Improving the quality of public transport will widen travel choice, giving a viable alternative to the private car for certain everyday journeys such as those to work, shops, education, health and leisure facilities. For those without access to a car, buses and taxis are often the only realistic travel option for journeys to access goods and services. The large majority of bus services in South Hampshire are provided on a commercial basis by privately-owned operators. This means that the TfSH authorities must work with these operators in order to encourage provision of better bus services. As new jobs are created, more people will wish to access the city centres of Southampton and Portsmouth and it is essential that a good quality bus service is provided along main corridors. This will accommodate growth whilst reducing the overall carbon footprint of transport, and prevent deterioration of journey time reliability on main routes into urban centres.
How?	The TfSH authorities will work closely with commercial bus operators to help them plan and deliver service improvements and develop Bus Rapid Transit on a number of key corridors. This will help improve the reliability and attractiveness of bus services, making them a more viable alternative to the private car, with accurate and up-to-date information on how services are running. Taking advantage of advances in ticketing technology such as smartcards (already being introduced by some bus operators across their networks) will improve the affordability, convenience and attractiveness of buses. Management of taxi operators, and support for the voluntary sector in their provision of community transport services helps to meet transport needs that cannot easily be met by bus services.
Delivery options	• Development of a Bus Rapid Transit (BRT) network[79] and other innovative public transport solutions between main centres; • Bus Priority measures; • Development of a comprehensive premium urban bus network offering high frequency services using high-quality vehicles; • Improved strategic interchanges and high quality bus stop Infrastructure; • Delivery of public transport measures identified within Town Access Plans; • Park and ride network; • Improved travel information in user-friendly formats; • Measures to support taxi services such as suitably located taxi ranks; • Improved ticketing solutions, including smartcards and ticket purchase via mobile phones; • Support for Community Transport services.
Outcomes	This policy will contribute to the following outcomes: • Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling; • Improved awareness of the different travel options available to people for their journeys, enabling informed choices about whether people travel, and how; • Improved journey time reliability for all modes; • Improved accessibility within and beyond the sub-region; and • Promoting a higher quality of life.

[79] http://www3.hants.gov.uk/tfsh/bus-rapid-transit.htm

Policy J: To further develop the role of water-borne transport within the TfSH area and across the Solent	
Why?	The TfSH area already has a good network of ferry services, connecting coastal settlements. In addition, cross-Solent ferry services from both gateway ports provide vital access to the Isle of Wight for passengers and freight. Enhancing the integration between water-borne transport and other sustainable travel modes through improved interchanges will help widen travel choice and reduce peak hour congestion.
How?	The TfSH authorities will work to improve the quality of bus, taxi and cycle interchange facilities and information at ferry terminals, particularly at Town Quay in Southampton, The Hard in Portsmouth and Gosport.
Delivery options	• Development of improved transport interchange facilities for buses and taxis at ferry terminals; • Improved ticketing solutions, including smartcards and ticket purchase via mobile phones; • Ongoing dialogue with ferry operators to encourage delivery of passenger improvements; • Provision of secure cycle parking in the vicinity of ferry terminals; • Support for port operators in their aspirations to increase freight moved by short-sea shipping.
Outcomes	This policy will contribute to the following outcomes: • Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling; and • Improved awareness of the different travel options available to people for their journeys, enabling informed choices about whether people travel, and how.

Policy K: To work with rail operators to deliver improvements to station facilities and, where practical, better infrastructure and services for people and freight	
Why?	The rail network in South Hampshire is of strategic importance for both passengers and freight. There is potential to grow the modal share of rail for passenger and freight movements both within and beyond the TfSH area. This policy will seek to bring about a greater role for rail for local journeys within the area. Targeted improvements to rail can help this mode provide an attractive alternative to the car for peak hour commuter journeys to major employment areas.
How?	The TfSH authorities will work with the rail industry to encourage investment in improved station facilities, enhanced interchange facilities at main rail stations , and rail infrastructure such as track capacity, to make rail a more attractive option. Further investment in train services is also needed. The TfSH Rail Communications Protocol will be used to take forward improvements to the South Hampshire rail network, ensuring that more passengers and freight are carried by rail, and to improve rail service frequencies.
Delivery options	• Promote measures which will enable more freight to be moved by rail; • Re-opening freight-only lines for passenger use (such as the Waterside line between Totton and Hythe); • Improving rail access to Southampton Airport from the east and west; • Increasing capacity on the rail route between Eastleigh and Fareham; • Improved station and key city centre interchange facilities; • Improved cycle and car parking at well-used commuter railway stations; • Investigation of opportunities for park and ride using railway stations; • Working with train operators to deliver station travel plans; • Further development of Community Rail Partnerships[80] (CRPs); • Improved capacity for cycles, wheelchairs and pushchairs on trains; • Use of rolling stock suitable for the type of route across the network; • Exploring the feasibility of options for light rail in South Hampshire.
Outcomes	This policy will contribute to the following outcomes: • Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling; • Improved accessibility within and beyond the sub-region; and • Improved air quality and environment, and reduced greenhouse gas emissions.

[80] http://www.acorp.uk.com/Values%20of%20CPR's%20project.html

Policy L: To work with Local Planning Authorities to integrate planning and transport	
Why?	The location, scale, density and design of new development and the mix of land uses has a significant influence on the demand for travel. Encouraging development on brownfield sites close to existing shops and services, and supporting higher-density, mixed-use development, helps to reduce the need to travel and the length of journeys, and make it easier for people to walk, cycle or use public transport.
How?	The TfSH authorities will work with Local Planning Authorities across the area to encourage higher density and mixed-use developments to be located within main urban centres, in locations that are easily accessible by a range of travel methods. Planning authorities will be encouraged to locate new housing and employment development within close proximity. This will help reduce the need to travel and encourage the use of sustainable travel modes, thereby improving health and reducing carbon emissions. Good design of residential developments will ensure that key services are provided locally and that neighbourhoods are walkable, with good cycle and public transport links to nearby urban centres. Residential and workplace travel planning will be used to effectively manage the journeys created with development.
Delivery options	• The current and emerging Local Planning Authorities' Local Development Frameworks (LDF) infrastructure delivery plans will be developed alongside the Implementation Plan sections of the Hampshire, Portsmouth and Southampton Local Transport Plans; • Seeking developer contributions from new development to mitigate the impact of new development on existing transport networks; • Residential and workplace travel planning[81];
Outcomes	This policy will contribute to the following outcomes: • Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling; • Improved awareness of the different travel options available to people for their journeys, enabling informed choices about whether people travel, and how; • Improved accessibility within and beyond the sub-region; and • Promoting a higher quality of life.

Policy M: To develop and deliver high-quality public realm improvements	
Why?	The quality of streetscape can have a big influence on the vibrancy of a place and the way people use streets. Place-making initiatives and the development of 'Naked Streets' will provide a better setting for people friendly activity, providing a more user-friendly public realm for pedestrians, vulnerable road users and cyclists. Public Realm improvements using high-quality materials, where affordable and practical, will add to the character, feel and ownership of local places.
How?	Within cities, town and district centres, the TfSH authorities will reduce street clutter and make streetscape improvements using high-quality materials and street furniture to enhance the public realm and its accessibility.
Delivery options	• Reducing street clutter (such as pedestrian guard railing); • Streetscape enhancements (including lighting, paving, planting, and street furniture); • Delivering improvements that follow the design principles set out in current design guidance and informed by examples of best practice.
Outcomes	This policy will contribute to the following outcomes: • Improved accessibility within and beyond the sub-region; and • Promoting a higher quality of life.

[81] http://www.dft.gov.uk/pgr/sustainable/travelplans/work/

Policy N: To safeguard and enable the future delivery of transport improvements within the TfSH area	
Why?	A limited number of targeted highway and rail improvements have been identified which would serve to address problems of localised congestion, unlock development sites with highway access problems and tackle adverse impacts of traffic on quality of life in communities.
How?	Delivery of major schemes for highway improvements is dependent on funding decisions by Government and external contributors. The TfSH authorities will safeguard the routes of proposed highway improvements and continue to work with these agencies to secure funding for these schemes.
Delivery options	• Safeguarding of proposed strategic routes, such as the Botley Bypass and Western Access to Gosport, where heavy volumes of traffic through local communities cause problems of severance, noise and poor air quality; • Safeguarding land to enable developer-led access solutions to unlock Dunsbury Hill Farm and Eastleigh River Side for new employment uses; • Enabling developer-led road improvements to facilitate access to planned major development areas (such as North Whiteley); • Safeguarding land for developing a new motorway junction on the M275 serving Tipner, Portsmouth; • Investigating feasibility for provision of a bridge link from Tipner to Horsea Island (for all modes); and • Safeguarding land for new railway stations at certain locations, for example Farlington.
Outcomes	This policy will contribute to the following outcomes: • Improved accessibility within and beyond the sub-region.

Chapter 3

Introduction to the Implementation Plan

Overview

This implementation plan sets out in detail the proposals and measures that will be implemented over the next three years in order to achieve the goals outlined within the LTP3 strategy.

In developing this plan, we have identified that in order to achieve the city's capacity to deliver growth in a sustainable manner, some key areas of transport will need to be treated as a priority for development. Four areas have been identified which, working in concert, will help us keep Southampton moving despite a much increased demand for movement in the city created by increased residential, commercial and leisure development. These key strategy areas are:

- Bus Strategy (and Public Transport strategy in general);
- Smarter Choices Strategy;
- Intelligent Transport Systems Strategy; and
- Road Safety Strategy.

These strategy areas will be most effective when working in combination. It is felt that improvements in these areas represent our best approach to enabling future numbers of people and goods to move around without that making unacceptable demands on the operation of the existing transport network, land provision, environment, and also improving resident mobility and quality of life.

How we have decided what we can deliver in LTP3?

In a very challenging financial climate the City Council will look to maximise income from every available funding stream, working in partnership with other organisations and delivery partners to make improvements to transport in Southampton to the best of our ability. However, it must be recognised that available funding will not be at the levels seen in the previous five years.

We have examined a wide variety of different scheme proposals which we could deliver as part of this Implementation Plan. Delivery of all these schemes would require investment from SCC estimated at around £25 million for construction and a further £8 million for operation over the period of this implementation plan- in addition to the cost of operating and maintaining the existing transport network. We would also be forced to seek many millions of pounds from partners and local businesses to deliver these schemes which may not be feasible in the current economic situation.

It is a standard part of the planning process to eliminate schemes which do not deliver acceptable value for money and results, and this has been a particular focus for this LTP3 given that the available funding (set out in *Box 1* below) for this LTP3 period is particularly low.

Box 1- Available funding for transport schemes in LTP3 period

Local Transport Plan Settlement from DfT

	2011-2012	2012-2013	2013-2014 (indicative)	2014-2015 (indicative)	Sum 2011-2015 (indicative)
Transport Improvements	£1.90m	£2.027m	£2.027m	£2.851m	£8.805m
Maintenance	£1.923m	£1.845m	£1.702m	£1.623m	£7.093m
Total	£3.113m	£3.872m	£3.729m	£4.474m	£15.898m

Possible funding streams (not guaranteed):

Local Sustainable Transport Fund: Funding available to bid for in annual tranches from 2011 to 2015. SCC on its own could bid for up to £5m for a package of schemes, or as part of Transport for South Hampshire, could bid for a share of up to £50m worth of funding for schemes. Bid preparation is underway to support Active Travel and Smarter Choices strategies at the time of writing.

Regional Growth Fund: Bid for £6.8 million contribution toward upgrade of Platform Road/ Dock Gate 4 submitted to DfT in January 2011, awaiting decision at time of publication.

Developer Contributions: Developers seeking to build new developments within the city of certain types and above a certain type are required to provide essential transport infrastructure to mitigate the impact of their development, and in some cases, make a contribution to funding for more general improvements to the Transport Network. SCC will spend its current backlog of Developer Contribution funding during this period; it is anticipated that new developer funding during this period may be lower than in previous periods due to the depressed state of the economy and reduced levels of development in the short term.

Given this limited funding, we must be very selective about which transport projects we can deliver. It will therefore be more important than ever to ensure that we select the transport improvements which offer the greatest benefits and value for money to the City and its residents.

For this purpose, we have devoted considerable effort to developing a methodology to effectively assess schemes and aid in deciding which ones we can afford to progress. Each scheme will be assessed and scored within the following three stage process:

1. **Policy Goals** – Does the proposed scheme contribute to achieving the goals outlined within the LTP3 Strategy?

2. **Benefit Cost Ratio & Funding** – Does the proposed scheme offer value for money?

3. **Deliverability & Feasibility** – Is the proposed scheme deliverable?

Once the assessment process is complete, a score is calculated which determines the overall scheme priority. The final scores of all schemes will serve as a guide for establishing the LTP3 delivery programme.

How this Implementation Plan is Structured

The Implementation Plan is divided into seven Strategy Groups that cover different topics within the LTP3 Strategy. These are:

- Active Travel;
- Asset Management;
- Network Management, ITS and Enforcement;
- Public Realm;
- Public Transport & Smart Cards;
- Road Safety; and
- Smarter Choices.

A further section will examine Data Collection & Monitoring.

Each section within the implementation plan will:

- Introduce the strategy area/ theme and its importance;
- Specify how this strategy area supports the objectives and policies of our overarching South Hampshire Joint Strategy;
- Set the scene regarding the status of this theme in Southampton at present and what we have been doing to make improvements;
- Outline the future challenges for each theme;
- Outline evidence which has guided our identification of schemes to support this strategy in future;
- Identify the types of schemes we intend to progress during LTP3;
- Provide a programme of when we intend to carry out these specific schemes; and
- Outline how we will monitor the effectiveness of these schemes and collect data to inform future decisions in this strategy area.

A content summary for each Strategy Group is outlined overleaf.

Active Travel

Over half of all journeys are under two miles, a distance that can comfortably walked or cycled. Many people state that they would be willing to make their journey by foot or bike, but go on to say that they feel it isn't safe to do so. The Active Travel section will examine measures to provide safe walking and cycling infrastructure and promote Active Travel as a valid alternative to driving particularly over short distances.

This section also summarises the City's cycle strategy and outlines the Southampton City Cycle Network, showing the principal routes used by cyclists listing the measures needed to complete the network and highlighting where improvements are needed. This will assist in prioritising schemes for implementation.

Asset Management

Asset Management focuses on the installation and maintenance of the City's highway assets, namely roads, footways, structures, street lighting and traffic signals.

This section details the Transport Asset Management Plan (TAMP) which will provide an inventory of the City's Highway Assets following the award of various contracts to deal with the City's transport assets. This will be reviewed within the 2011/12 period by the City Council's Highways partner.

Network Management & Intelligent Transport Systems

The purpose of Network Management is to manage capacity on the road network to promote free flowing traffic and also to facilitate priority access for bus services enhancing the attractiveness of public transport within the City. This will be achieved through continuing to roll-out co-ordinated signalling and bus priority junctions.

Intelligent Transport Systems will also be used to inform the public via Variable Message Signs on the road network and Real Time Information at bus stops. The foundations for a comprehensive ITS network already exist with the City, but it will benefit from further development.

Public Realm

The Public Realm section focuses on achieving a significant step change in improving the street scene environment. This section identifies a number of high cost city centre schemes, district centre improvements and city wide programmes including Civic Centre Place, Charlotte Place, Oxford Street, Legible Cities and Central Station.

The Legible Cities program will see the installation of a city centre wide network of clear, easy to interpret mapping units. This will aid navigation around the City and improve accessibility for visitors and tourists.

Public Transport & Smart Cards

The Local Development Framework requires a 50% growth in bus patronage. This ambitious target will involve a co-ordinated approach between the local authority and the public transport operators within the city. Investment will be targeted at improved waiting conditions and Real Time Information at bus stops as well priority measures along public transport corridors such as reallocation of road space for bus lanes. In turn operators will be encouraged to invest further in vehicles that will improve the journey experience for the passenger and work in partnership with the council to improve journey time reliability.

A key priority will be the introduction of smart cards compatible with all bus services and potentially ferry services as well. The ability to store credit, daily/weekly passes and season tickets on a smart card greatly facilitates easy access to public transport without the need to worry about fare rises or having change available.

Road Safety

Despite good progress on reducing casualties, around 100 people are still killed or seriously injured on Southampton's roads annually. The Road Safety section will look at the measures proposed to reduce the occurrence of road traffic accidents. There is a need to continue the decrease of accident rates leading to

serious injury and loss of life. Preventing accidents will reduce the demand on emergency services and cut down on congestion caused through incidents.

Whilst engineering will remain a key aspect of the road safety strategy, the City Council will also seek to implement in a wide range of road safety initiatives including education and enforcement measures.

Smarter Choices

One of the greatest barriers to use of non-car modes is a lack of knowledge about the alternatives available. This section will focus on promoting Smarter Choices, a targeted marketing and promotional campaign aimed at developing more sustainable travel practices. Residents and commuters will be encouraged to use the travel option that is best for them instead of defaulting to the private car. We will also aim to encourage people to consider different routines such as car sharing and occasional home working.

A cornerstone in the Smarter Choices programme is Travel Planning. All major employers within the City will be encouraged to develop and implement travel plans, whilst the highly successful school travel plan programme will be developed further. Southampton City Council will work closely with employers and schools to ensure that travel plans are successfully implemented.

Data Collection and Monitoring

The Data Collection and Monitoring section will examine the methods used to collect data that will be used as an evidence base for supporting both current transport policy measures and the future decision making process. It will also highlight the methodologies adopted for measuring progress against the proposals outlined in the LTP3 Implementation Plan.

Further to this programme, a series of local indicators will be adopted to provide an overall picture of the transport network within Southampton including figures for bus patronage, road safety, highway condition and modal split. These will be updated on annual basis and be available to view on the Transport Policy pages on the Southampton City Council website.

LTP3 Delivery Programme 2011 – 2015

Highlights of our delivery programme are summarised overleaf in *Table 6*. The schemes we intend to deliver will be covered in greater detail within the individual Strategy Group sections. This programme will be “live” so that initiatives can be amended to meet the challenges during the period should circumstances change.

Schemes are arranged into three delivery periods:

- Between 2011 and 2013 for which central government funding is confirmed;
- Between 2013 and 2015 for which central government funding is indicative; and
- Post-2015, beyond the Implementation Plan period.

The schemes shown in the post-2015 period are those which we anticipate will be needed based on future development plans set out in the LDF core strategy and other planning documents, and those schemes which we cannot fund at present but which may be deliverable with future funding. These schemes are provided for information and will remain flexible in order to respond to future pressures and demands.

Table 6- List of Key schemes for LTP3

Which schemes do we want to list as key or "headline" schemes?

					Delivery- total values, £,000		
Area	**Scheme Type**	**Scheme Name**	**Partners/ Funding Sources**	**Priority**	**Phase 1- 2011-2012 (planned)**	**Phase 2- 2012-2015 (indicative)**	**Phase 3- 2015 to 2026 (provisional)**
			Data to be entered following identification of programme				

Chapter 4

Road Safety

Introduction

Since 2000, casualties on Southampton's roads have been steadily reducing. Over the same period the City Council has invested in highways schemes at known casualty "hot spots", promoted and campaigned for better road safety and been involved in working in partnership with Hampshire Police to enforce locations where there is excessive speeding.
Despite this activity around 100 people are still killed or seriously injured on Southampton's roads every year. This section of the LTP looks at how casualties might be reduced further and sets out a programme of activity over the period of the Implementation Plan.
The Road Safety Implementation Plan contributes towards local and sub regional strategies highlighted in *Table 7* below.

Table 7: Road Safety strategy contribution towards goals

	Goal/objective	**Contribution toward goal**
Local Goals	LG1: Bus patronage	■
	LG2: Bus as urban mode of choice	■
	LG3:People movement capacity of network	✓
	LG4: Awareness of travel options	✓
	LG5:Active travel as urban mode of choice	✓ ✓
	LG6: Fewer vehicle trips to CBD	■
Sub-regional objectives	SO1-Reduced dependence on the private car through more people choosing public transport, walking, and cycling	✓
	SO2-Improved awareness of travel options available to people for their journeys, enabling informed choices about whether people travel, and how	✓
	SO3-Improved journey time reliability for all modes	✓
	SO4-Improved road safety within the sub-region	✓ ✓
	SO5-Improved accessibility within and beyond the sub-region	■
	SO6-Improved air quality and environment, and reduced greenhouse gas emissions	■
	SO7-Promoting a higher quality of life	✓

Key

✓ ✓ - Strong positive
✓ - Positive
■ - Neutral/unknown
✗ - Negative
✗ ✗ - Strong negative

Outcomes

The Joint Strategy for South Hampshire identifies outcomes which form the policy framework for delivery of the LTP3. Policies and tools of most relevance to Road Safety are:

- Policy G: To improve Road Safety across the sub-region through such measures as speed management, road safety campaigns and changes in behaviour;
- Policy L: To work with planning authorities to better integrate land use planning and transport, for example through better standards of development and targeted travel plans for specific sites; and
- Policy M: To develop High Quality Public Realm through reduced street clutter and improved design techniques.

The main outcomes for the period of LTP 3 are:

- Provision of engineering measures to improve road safety where feasible;
- Increase in the number of targeted campaigns;
- Increase in the number of road safety training events; and
- Speed enforcement at locations identified.

Road Safety in Southampton

The Road Traffic Act 1998 (s.39) establishes a statutory road safety duty on Highway Authorities to investigate ways of achieving casualty reduction through engineering measures, enforcement activity and education.

Southampton has been largely successful in achieving the 2010 national road safety targets. However, we are still awaiting final casualty figures for 2010. Initial results suggest the Killed and Seriously Injured (KSI) target may not be met due to a rise in rates since 2007. Performance against targets is shown in *Table 8* and *Figures 3* and *4*. The DfT is currently developing a new road safety strategy but future targets for road safety are expected to be a local matter.

Table 8 – Road Safety Performance Against Targets Against Base Year

Target	By 2010	Actual in 2007	Actual in 2010
Killed and Serious Injuries (KSI's)	40%	36%	To follow
Child KSI's (0-15yrs)	50%	55%	To follow
Slight injuries	10%	30%	To follow

Figure 3 – Road Safety – Killed and Seriously Injured 2000- 2010

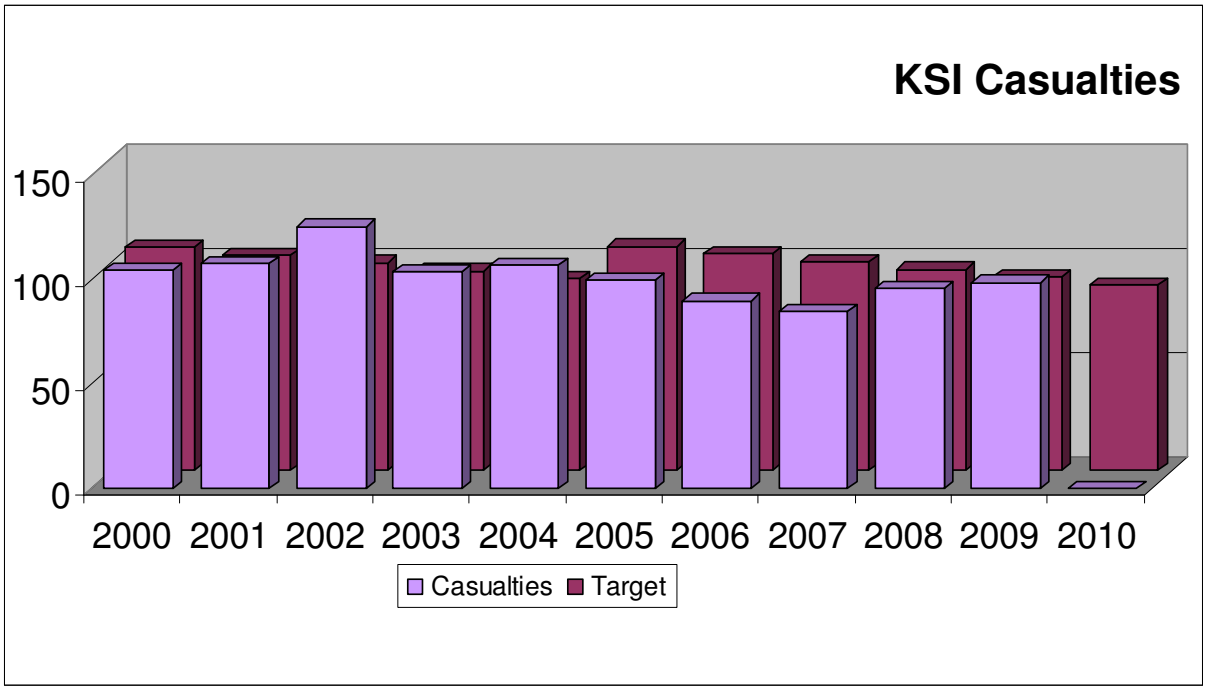
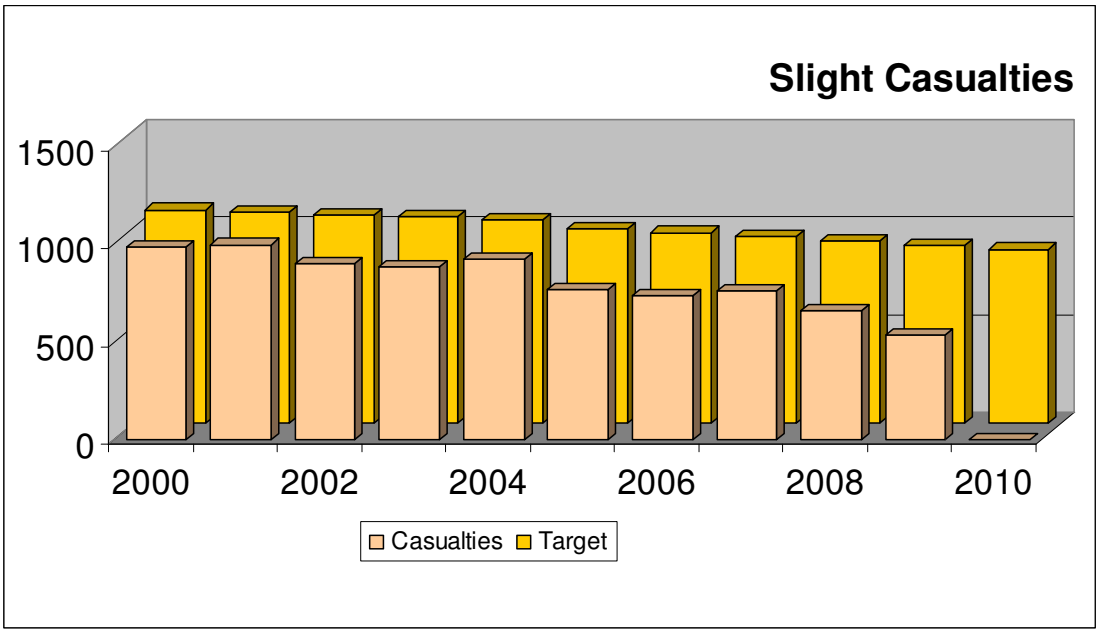


Figure 4 – Road Safety - Slight Injuries 2000-2010



LTP3 Challenge

Despite good progress on casualty reduction there remain some important challenges. These are:

- Challenge 1 - Engineering measures have now been employed at most "quick win" sites - delivering engineering solutions which are effective and provide good value for money at the remaining sites is a greater challenge;
- Challenge 2 - There are a number of groups that are disproportionately vulnerable to being a road safety casualty;
- Challenge 3 - That negative perceptions of road safety prevents people from walking or cycling;
- Challenge 4 - That future reduction in casualties will require a change in road user attitudes and behaviour; and
- Challenge 5 - Inappropriate speed of traffic remains a significant cause of many casualties and influencer of severity of many others.

Challenge 1: New engineering measures no longer offer such effective casualty reduction

Casualty reduction figures have stayed about the same since 2007 and may have reached a level where further improvements to the road infrastructure yields very limited casualty reduction benefit. This is because those sites and routes where there are clusters or high levels of casualties or defined patterns have already seen safety engineering projects designed to reduce casualties, generally to successful effect.

There continues to be scope for further engineering, but we have now approached a situation where the identification of sites requiring such treatment is increasingly difficult. Cluster sites are not as evident as they were in the past, and the numbers of Killed or Seriously Injured (KSI) incidents are now so low that it is difficult to identify specific locations with a serious safety problem at all. Some of the sites that remain also require more expensive or problematic solutions.

It is therefore likely that rates of return for future schemes will be lower than those achieved in the past. However, with an average accident cost of around £92,000 (2007 figure),engineering will remain an economically justifiable option in some instances.

Challenge 2: Some Groups are Disproportionately Vulnerable

Certain road user groups as shown in *Table 9* exhibit greater than usual levels of vulnerability. For several years campaigns and promotional activities have targeted these groups. This approach has proven effective and will continue to be a tool used to reduce casualties.

Table 9- Road Casualties by Mode (2005 – 2007)

Mode	Nationally	City of Southamtpon
Car users	**49%**	15%
Pedestrians	28%	**38%**
PTW	13%	23%
Children	7%	8%
Pedal cyclists	5%	15%
Others	4%	1%
Bus/Coach	0.5%	0%

In Southampton about 7 of 10 of those killed or seriously injured (KSI) KSI are male. In terms of age the largest KSI group (about 30%) are aged 15-24, with particularly large numbers of pedestrian KSI casualties in the 10-14 years age group. *Table 10* provides data on numbers of casualties in 2009 by age range, gender and mode, whilst *Table 11* displays the same breakdown for KSI casualties in 2009.

Table 10- Road Casualties by Mode, Age and Gender in Southampton (2009), All Casualties

Age	Peds	Cycle	PTW	Car	Other	Male	Female
0-4	6	0	0	2	1	6	3
5-9	12	3	1	4	0	13	7
10-14	**23**	3	2	6	0	28	16
15-19	22	13	**26**	47	0	**70**	38
20-24	8	**23**	11	**75**	2	56	**63**
25-29	9	10	11	46	0	36	40
30-34	13	10	12	40	3	44	34
35-39	8	14	6	32	3	39	24
40-44	5	5	10	33	3	31	25
45-49	4	4	8	32	1	28	21
50-54	3	5	7	18	4	23	14
55-59	3	3	3	17	2	17	11
60-64	2	5	3	15	3	15	13
65+	8	4	2	22	**8**	24	20
Total	126	112	102	389	30	430	329
2008	99	116	107	389	43	406	348

Table 11- Road Casualties by Mode, Age and Gender in Southampton (2009), KSI casualties

Age	Peds	Cycle	PTW	Car	Other	Male	Female
0-4	1	0	0	0	0	1	0
5-9	0	0	0	0	0	0	0
10-14	**5**	1	0	1	0	4	3
15-19	2	0	**6**	4	0	9	3
20-24	2	**6**	4	6	0	**13**	**5**
25-29	2	2	1	3	0	5	3
30-34	3	1	2	0	0	5	1
35-39	2	**6**	0	3	1	**10**	2
40-44	1	1	**5**	1	0	6	2
45-49	0	1	4	1	1	5	2
50-54	2	2	4	0	0	6	2
55-59	0	3	1	0	0	3	1
60-64	0	0	0	1	0	0	1
65+	3	2	2	2	0	6	1
Total	23	25	26	22	2	73	26
2008	27	19	22	22	3	60	33

Future road safety activity will concentrate on the vulnerable groups revealed by analysis like this. As a result, tools like adult and child cycle training, powered two wheeler campaigns and targeting certain younger age groups will be key features of road safety activity in the future.

Negative Perceptions of Road Safety

Road safety is a key element of this transport strategy. The future economic success of the city and health of its residents will be positively influenced by more people walking and cycling. Fear of safety issues surrounding walking and cycling is a barrier to this happening. In order to encourage uptake of active modes it will be necessary to equip users of these modes with the appropriate skills and develop confidence.

The CTC have reviewed the work of various organisations and researchers and have produced striong evidence that the benefits of walking and cycling far outweigh the risks[82], whilst the DfT Sustainable Travel Towns work estimated that health benefits of increased levels of walking and cycling were at least three times the value of increased accident numbers (but lower accident rates) with increased levels of walking and cycling[83]. It is important that these facts are used and communicated in an accessible way to help market that walking and cycling are safe and healthy solutions.

Change in Attitudes & Behaviour

Appendix 6 which supports this chapter shows how road user behaviour (linked to attitudes and general road awareness) is the biggest common factor in most casualties. Influencing behaviour will require a cultural change in attitudes of all road users. Measuring the effectiveness of behaviour change road safety campaigns is difficult and expensive to undertake, but with declining effectiveness of engineering approaches, these behavioural change approaches may now be the most effective way in which significant casualty reduction will be achievable.

Inappropriate Speed

Inappropriate speed remains a key cause of many casualties. It also has a significant impact on severity of accidents when they do occur. Speed enforcement offers a solution where there are known hot spots for speed related casualties. Unlike issues such as driver attitudes, speed enforcement is a relatively simple solution which has been shown to have halved the numbers of accidents at locations where enforcement occurred. *Table 12* shows the effectiveness of speed enforcement within Hampshire and the Isle of Wight.

Table 12- Effectiveness of Speed Enforcement Across Hampshire and IOW

		Casualties at site prior to enforcement		Casualties at site with enforcement			
		3 Year Baseline	Annualised Baseline	Apr 07 - Mar 08	Apr 08 - Mar 09	Apr 09 - Mar 10	3 years compared to baseline
Hampshire	Fixed cameras	56.0	18.7	4.0	4.0	6.0	**-75.0%**
Hampshire	Mobile cameras	279.0	93.0	47.0	34.0	46.0	**-54.5%**
Hampshire	All cameras	335.0	111.7	51.0	38.0	52.0	**-57.9%**
Isle of Wight	Fixed cameras	31.0	10.3	2.0	7.0	3.0	**-61.3%**
Isle of Wight	Mobile cameras	29.0	9.7	3.0	6.0	5.0	**-51.7%**
Isle of Wight	All cameras	60.0	20.0	5.0	13.0	8.0	**-56.7%**
Portsmouth	Fixed cameras	33.0	11.0	5.0	5.0	7.0	**-48.5%**
Portsmouth	Mobile cameras	15.0	5.0	3.0	6.0	4.0	**-13.3%**
Portsmouth	All cameras	48.0	16.0	8.0	11.0	11.0	**-37.5%**
Southampton	Fixed cameras	33.0	11.0	5.0	5.0	6.0	**-51.5%**
Southampton	Mobile cameras	24.0	8.0	5.0	4.0	6.0	**-37.5%**
Southampton	All cameras	57.0	19.0	10.0	9.0	12.0	**-45.6%**
All	Fixed cameras	153.0	51.0	16.0	21.0	22.0	**-61.4%**
All	Mobile cameras	347.0	115.7	58.0	50.0	61.0	**-51.3%**
All	All cameras	500.0	166.7	74.0	71.0	83.0	**-54.4%**
Total		**500.0**	**166.7**	**74.0**	**71.0**	**83.0**	**-54.4%**

[82] http://www.ctc.org.uk/resources/Campaigns/0711_CP_Healthbenefits_digest.doc
[83] http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2010/02/091223-cdts-bcr-analysis-final-edit.pdf

As of August 2010 there were 7 fixed speed camera and 4 mobile speed enforcement locations in the City. In Southampton speed camera enforcement only takes place where there are a significant number of casualties caused by speed with revenue going direct to the treasury, not the highway authority.

The cost of undertaking speed camera enforcement is around £100,000 per annum, and this saves around 12 KSI casualties and many more slight injuries and collisions per year on Southampton's Roads. At typical average casualty values, these casualty savings are estimated to be worth more than £900,000. The cost- benefit of enforcement is therefore very high, suggesting this activity should be prioritised.

There are some instances where communities have requested speed enforcement because of local concerns about the speed of traffic. In such cases, vehicle activated speed signs may be installed or some mobile speed enforcement may be carried out.

Other measures designed to influence speed include speed limit changes and associated engineering measures. The council has invested significant sums of funding over the year in 20mph zones outside schools. Evaluation of these schemes has shown them to deliver limited actual benefits other than an improved perception of safety. Casualties have been unaffected and there is no evidence that more children walk or cycle as a direct result. During LTP3 the City Council will undertake a review of our approach to speed engineering outside schools, retail centres and residential areas to identify what measures might be most effective and over what areas they should be delivered.

Evidence, Tools and Measures

In addition to the evidence supporting our Road Safety strategy provided in the previous section, we have been able to estimate the monetary cost of accidents taking place in the city and produce an estimate of the monetary value of casualty savings produced by the LTP2 road safety programme.

The DfT publish standard methods of calculating the community cost of casualties which includes loss of productivity and health costs. It does not include the wider social impact. The average cost of a road accident in Southampton, using DfT values for 2007, is just under £92,000. A fatality is costed at £1.6m - £1.8m.

Using this methodology, in 2008 Southampton had 621 accidents (5 fatal, 87 serious and 529 slight). The total cost to the local community of these accidents is estimated at £38,657,100.

Cost Benefit of Prevention

Based on the reduction in casualties achieved in 2009 from a base level at the start of LTP2, it is estimated that the total annual benefit of prevention of road accidents in 2009 was £15,820,000. The annual cost of direct expenditure on road safety activity varies but is approximately £500,000 per year in Southampton. This gives a very high estimated rate of return at current values, exceeding 30:1.

Effectiveness of Different Types of Measures

The cost and benefits of different road safety tools and activities are listed in *Table 13* below. The cost-benefit ranges are based on evidence presented in *Appendix 4*. The assessment is based on knowledge of costs and effectiveness at achieving the road safety challenges listed above.

Table 13 - Priority for road safety measures based on and estimated cost and effectiveness (see also Appendix 4)

Enforcement	**Cost**	**Cost-Benefit Range**	**Priority**
Camera Enforcement	100k per annum	2-3	1
Driver Awareness training	Self Financing	3-5 (est)	1
Engineering			
Low cost site specific	£0-5k	3-5	1
Medium Cost site specific	£5- 25k	3-5	2
High cost site specific	Over £25k	2-3	4
Area wide or route specific treatments	Over £25	2-3	3
20 MPH zone outside schools, no traffic calming	Under £5k each	3-5	5
20 MPH zone outside schools w traffic calming	Over £50k	2-3	5
Other speed areas (residential, district centre)	Over £100k	1-2	Investigate with possible pilot scheme
Vehicle Activated Signs	£5-25k per unit (inc. installation)	2-3	3
Education			
School Crossing Patrols	£250k whole service (60 officers)	3-5 (est)	2
Education activities in schools	£25k per annum	3-5 (est)	1
Child and adult cycle training	Less than £50k per annum	3-5	1
Local Campaigns	£25k per annum	3-5 (est)	1
Regional Campaigns	Over £50k	2-3 9est)	1

It remains unclear if area wide speed zones or limits would be cost effective. Evidence from Portsmouth where such a scheme has already been implemented suggests that in certain conditions

there are safety benefits. It is intended that during LTP3 a pilot site or area will be identified and a scheme delivered to evaluate the potential of wider 20mph speed zones or limits within the city for later implementation.

Programme

The road safety programme has been drafted based on known LTP allocations for the 2011-2013 period and indicative allocation for the 2013-2015 period. It is also based on the council continuing investment in providing revenue funding for officer posts including the school crossing patrol service and road safety data analysis. The planned programme for Road Safety is shown overleaf in *Table 14*.

It should be noted that engineering measures are required in response to changing geographical patterns of road casualties. The need for them is therefore demand led and cost is related to the solution required. It is therefore not possible to give a detailed estimate of costs beyond year 1 of the implementation plan. In addition there are two schemes which require a review and design phase before commitments can be made to implement, namely the area wide speed scheme and regional campaign work. All years other than year 1 are indicative allocations only.

Table 14- Programme of Road Safety Schemes

Strategy Area	Scheme Name	Delivery			
		Confirmed 2011/2012	Indicative 2012/2013	Forecast 2013/2014/2015	Beyond 2015
Road Safety	Safer Roads Partnership	✔	✔	✔	
	Vehicle Activated Signs (VAS)		✔	✔	
	Safety Engineering Schemes	✔	✔	✔	
	Area Speed Reduction	✔		■	
	Safety Promotion & Training	✔	✔	✔	
	School Crossing Patrols	✔	✔	✔	
Other Areas					

Evaluation and Monitoring

Core indicators

Success against road safety challenges will continue to be monitored and evaluated using several core indicators. In the absence of national targets and a current lack of clarity on what national indicators will be required for road safety we propose to continue calculating performance against the existing indicators as set out below in *Table 15.*

Table 15- LTP3 Road Safety indicators and targets

Target	Reduction by 2010 from LTP2 base	Actual reduction in 2007 from LTP2 base	Actual reduction in 2010 from LTP2 base
All Killed and Serious Injuries (KSI's)	40%	36%	To follow
Total Child Casualties	50%	55%	To follow
Slight injuries	10%	30%	To follow

During LTP3 the number of people killed or seriously injured (KSI) will drawn from data provided by Hampshire Constabulary via the Key Accident database. The National Indicator practice of reporting the figures solely as a percentage change will no longer be used. Instead the annual figure will simply be shown as a three year average (using a three year average figure gives a more accurate representation of ongoing trends).

References

1. DfT A Safer Way Consultation Report 09/27 June 2009: A Safer way: consultation on making Britain's roads the safest in the world
2. DfT A Safer Way Consultation Report 09/27 June 2009: A Safer way: consultation on making Britain's roads the safest in the world
3. *Reported Road Casualties Great Britain 2009 Annual Report*
4. DfT A Safer Way Consultation Report 09/27 June 2009: A Safer way: consultation on making Britain's roads the safest in the world

Chapter 5

Public Transport

Introduction

Over the next twenty years demand for travel is expected to rise by seven million trips a year within Southampton. Most of these new trips and some existing ones will need to be accommodated on public transport because there is not enough space on the roads for people to make them by car.

Around a quarter of peak period trips and a fifth of off-peak trips in the city are made using public transport. A quarter of journeys to work are less than 2km in length and three-quarters are less than 10km. Consequently, there is considerable potential for use of public transport to increase. In addition 30% of households in the city do not have a car available and a further 45% only have one car. As a result public transport (particularly buses) is one of the key elements of this LTP. This includes a Bus Strategy which has the challenging goal of increasing bus patronage by 50% over the next 20 years, The South Hampshire Bus Operators Association have signed a formal agreement to work with local authorities to increase patronage by 5% year on year.

To make this happen we will need to significantly improve bus services, enhance and improve local rail stations and services, develop complementary land use and parking policies, provide greater integration of ferry services with other public transport, develop the role of taxis and private hire in supporting the local economy and provide cost-effective provision of community transport services for those unable to use regular transport.

The Public Transport Implementation Plan aims to work towards the objectives and goals of the local and sub regional strategies highlighted in *Table 16* below:

Table 16: Public Transport strategy contribution towards goals

	Goal/objective	**Contribution toward goal**
Local Goals	LG1: Bus patronage	✔ ✔
	LG2: Bus as urban mode of choice	✔ ✔
	LG3: People movement capacity of network	✔ ✔
	LG4: Awareness of travel options	✔
	LG5: Active travel as urban mode of choice	■
	LG6: Fewer vehicle trips to CBD	✔ ✔
Sub-regional objectives	SO1: Reduced dependence on the private car through more people choosing public transport, walking, and cycling	✔ ✔
	SO2: Improved awareness of travel options available to people for their journeys, enabling informed choices about whether people travel, and how	✔
	SO3: Improved journey time reliability for all modes	✔ ✔
	SO4: Improved road safety within the sub-region	✔
	SO5: Improved accessibility within and beyond the sub-region	✔
	SO6: Improved air quality and environment, and reduced greenhouse gas emissions	■
	SO7: Promoting a higher quality of life	✔

Key

✔ ✔ - Strong positive
✔ - Positive
■ - Neutral/unknown
✘ - Negative
✘ ✘ - Strong negative

Outcomes

The Joint Strategy for South Hampshire identifies outcomes which form the policy framework for delivery of the LTP3. These focus on modal shift to public transport and active travel to reduce car dependence, improving awareness of travel options, improving journey time reliability and road safety, and improving accessibility, air quality and quality of life for all. To deliver these outcomes, a series of policies have been developed, with each policy contributing to and complementing the others. For each policy there is a toolkit of delivery options, from which the most appropriate will be included in this Implementation Plan. Policies and tools of most relevance to public transport are:

- Policy C: highway capacity optimisation, improved journey time reliability – traffic signals enabling bus priority and real time information, pre- and in-journey travel information, high occupancy vehicle lanes;

- Policy F: parking management, sustainable travel, economic development – improved parking at well-used railway stations and enforcement of parking restrictions;

- Policy G: active travel modes and supporting infrastructure – integrated, high-quality public transport, walking and cycling information through a Legible South Hampshire project;

- Policy H: To deliver high-quality road-based public transport networks that are accessible, easy to use and are supported by appropriate priority measures;

- Policy I: encouraging private investment in public transport – Bus priority, premium high frequency urban bus network, improved strategic interchanges and high quality bus stop infrastructure, improved and user-friendly travel information, improved ticketing (e.g. smartcards, ticket purchase via mobile phones), support for taxis and Community Transport; and

- Policy K: investment in rail improvements – passing loops to improve rail freight capacity, re-opening freight only lines for passenger use, improving rail access to Southampton Airport from the east and west, increasing capacity on the route between Eastleigh and Fareham, improved station and key city centre interchange facilities, station travel plans, Community Rail Partnerships, improved cycle/wheelchair/pushchair capacity, employment of suitable rolling stock.

Public Transport in Southampton

Public transport in Southampton takes many forms from bus to ferry. The following section sets the scene.

Bus

Following a decline in bus patronage in Southampton since deregulation in 1986, there has recently been modest growth in bus usage (2% over 3 years), much of which is associated with the national concessionary free travel scheme.

There are two large bus operators in the city and a number of smaller operating companies. Together they carry around 20 million journeys a year or 85% of all public transport trips to work in the city, which is twice the average for the South East as a whole. However, buses have only a 12% share of the city's work trips and so more can be done to encourage motorists to travel to work by bus and assist in reducing peak time congestion.

The City Council work with bus operators to improve the bus network with operators running the services and the Council providing shelters, some travel information, and the road infrastructure.

Concessionary Fares

The English national concessionary fare scheme was introduced in April 2008 to enable people over 60 years of age to travel free on any local bus services in England. 35,000 concessionary passes are currently in active use within the City. However, the scheme has placed considerable stress on the City Council's budget from which operators are reimbursed for carrying concessionary passengers.

Supported Bus Services

Where bus services are not provided commercially, The City Council funds services considered necessary to provide essential links to employment, health, education and retail locations. The City Council has identified eleven Priority Neighbourhoods where deprivation and low car ownership justify targeted investment in services. An overriding principle for evening and Sunday supported services is that they will reflect the daytime commercial network. The City Council currently supports some scheduled bus services, mainly covering evenings, Sundays and bank holidays. There are also some stand-alone daytime supported services but this number is declining.

Rail

Rail plays an important role linking the city to the wider South Hampshire sub-region and beyond and provides a viable alternative to car on a number of important sub-regional corridors. The local role of rail is important particularly as local journeys have grown considerably in recent years.

Southampton Central station handles three-quarters of all rail passenger traffic within the city with over 5.5 million journeys per year. It is a key regional and national hub and a major interchange location. Over the LTP2 period the City Council has invested around £255,000, including contributions toward new waiting rooms, an extended north side ticket hall and bus access improvements. A major scheme bid for £2.4 million from the government's National Stations Improvement Programme (NSIP), and part funded by the City Council to carry out significant interchange to the south side of the station is due to start in 2011.

Southampton Airport Parkway is located outside of the city boundary and handles demand generated by the airport and locations in northern Southampton. The station handles around 18% of the rail passenger traffic in the city. The station has been progressively improved, with the addition of a new accessible footbridge, covered walkways, cycle parking and a multi-storey car park as well as excellent bus links from the north of the city.

The City Council have invested in projects including; new lighting and waiting shelters at Bitterne, Redbridge and Sholing, a major refurbishment and restoration at Swaythling, and new lighting, a replacement footbridge and repaint at Woolston. St Denys provides an interchange point between rail lines, while Woolston provides frequent bus links to Ocean Village and will become an increasingly important station with the development of Woolston Riverside. There are considerable capacity

constraints on the local network including track and signal capacity on the Winchester and Netley lines, platform capacity at Southampton Central and junctions such as St Denys.

Rail services from stations in Southampton enable direct access to much of the south east of England, and to key destinations in other regions. Rail connects Southampton to south coast destinations including Bournemouth, Chichester and Brighton, and major locations such as London, Birmingham, Manchester, Bristol and Cardiff and Gatwick Airport. All local stations have at least an hourly train service in each direction, with additional stopping services in the peak hours.

The number of passengers using rail services in Southampton grew by 37% between 2004 and 2009, with a 52% increase at local stations. Passengers using Sholing, Redbridge and Millbrook more than doubled, although the numbers involved are relatively small. Woolston and St Denys have seen the greatest total growth in passengers, percentage growth is however relatively modest and these stations are in particular in need of improvement.

Passenger Ferries

Ferry services play an important role in local and sub-regional transport. Around 40% of passenger traffic between the Isle of Wight and the mainland passes through Southampton. The ferry services operating from Town Quay are:

- The high speed passenger-only service to the Isle of Wight (West Cowes), which runs half-hourly every day, and carries around 1.2 million passengers per year;
- The hourly passenger/vehicle ferry service to the Isle of Wight (East Cowes), which has increased passenger numbers from 1.5 million in 2001 to 1.9 million in 2009;
- Southampton – Waterfront (Hythe) ferry, which provides a competitive alternative to bus routes to the Waterside area; the half-hourly service handles around 434,000 passengers per year.

A high speed ferry service has previously operated from Portsmouth during Boat Show week. This provided a 45-minute journey time – faster than competing rail services – but passenger demand has not been sufficient to enable this to run on a more permanent basis.

Cruise Port Passenger Traffic

Southampton is established as the UK's leading cruise port, handling around 80% of the UK's cruise passengers. The port has expanded significantly to accommodate a rapid growth in cruise passengers, from 250,000 in 1998 to almost a million by 2009. While this growth has required network management measures to avoid impacts on the road network, there are positive impacts for the local economy resulting from the additional spend by cruise passengers, particularly those who stay overnight. Although most cruise passengers arrive by road, many arrive by rail and air.

Coaches, Taxis and Private Hire

Coaches and taxis are very important modes of transport used by cruise passengers and together make up the majority of journeys into and out of the cruise terminals. Taxi services play an important role providing transport on routes or at times when other modes are ineffective or uneconomical. Southampton has a mix of hackney carriages and private hire vehicles, each vehicle covering around 60,000 miles per year. Hackney carriages are distinct by being white in colour, not needing to be pre-booked and having fares regulated by the City Council.

Under the Town Police Clauses Act (1847) the number of hackney carriage licences can be limited by the licensing authority. The Transport Act (1985) retains this limitation unless there is significant unmet demand. The City Council limits licences to 263 (one per 879 of the population) although there are no controls on the numbers of private hire vehicles. More than 550 vehicles are licensed by the City Council and minimum quality standards are controlled by licence conditions.

The number of wheelchair accessible taxis (both hackney carriage and private hire) in the city is around 60, around 7% of the total fleet. On average over 60% of hackney carriages and 57% of private hire vehicles carry up to five disabled persons per week.

Coach and Taxi ranks are provided for operations, and include:

- Coach Parking is located at:

- Herbert Walker Avenue near to West Quay Palmerston Road, near West Quay & IKEA;
- Canute Road, near to the amenities of Ocean Village; and
- Platform Road, near to the Archaeology Museum and Maritime Museum.

- Coach Stops and Bays are located at:
  - Blechynden Terrace near to the Mayflower Theatre; and
  - Platform Road.

- Main taxi ranks serving the night time economy at London Road, Above Bar Street (near New Road) and Bedford Place (Lower Banister Street) - these ranks are marshalled on Friday and Saturday nights;
- Main taxi ranks in the day at Central Station (north and south sides), Above Bar (near New Road) and High Street;
- Private ranks at Town Quay and at Leisure World;
- Ranks at locations such as West Quay, provided by the operators of those locations.

A demand study in 2009 showed there are around 16,000 weekly rank departures with an average of 2 passengers per taxi. London Road is the busiest area, accounting for 21% of departures. Average waiting time is 3 minutes, the longest being 15 minutes at the Mayflower Cruise Terminal. There are two periods of peak demand, at the end of the morning peak and after midnight. There is some demand for additional ranks (particularly at St Mary's and Ocean Village) and shelters.

Community Transport

Community transport services provide access to public transport for those unable to use conventional public transport. In addition to a range of tailored services to medical and welfare facilities, Southampton Care Association operates two main services. Dial-A-Ride is a city-wide service with 2,400 registered users, making around 13,000 journeys (mainly shopping and leisure) each year, using a fleet of 3 buses at the cost of over £150,000 per year. Plus Bus is operated with two buses, providing local trips in the Thornhill regeneration area concerned with education, social welfare and community activities and group hire across the city. Both services require pre-booking two days in advance of travel.

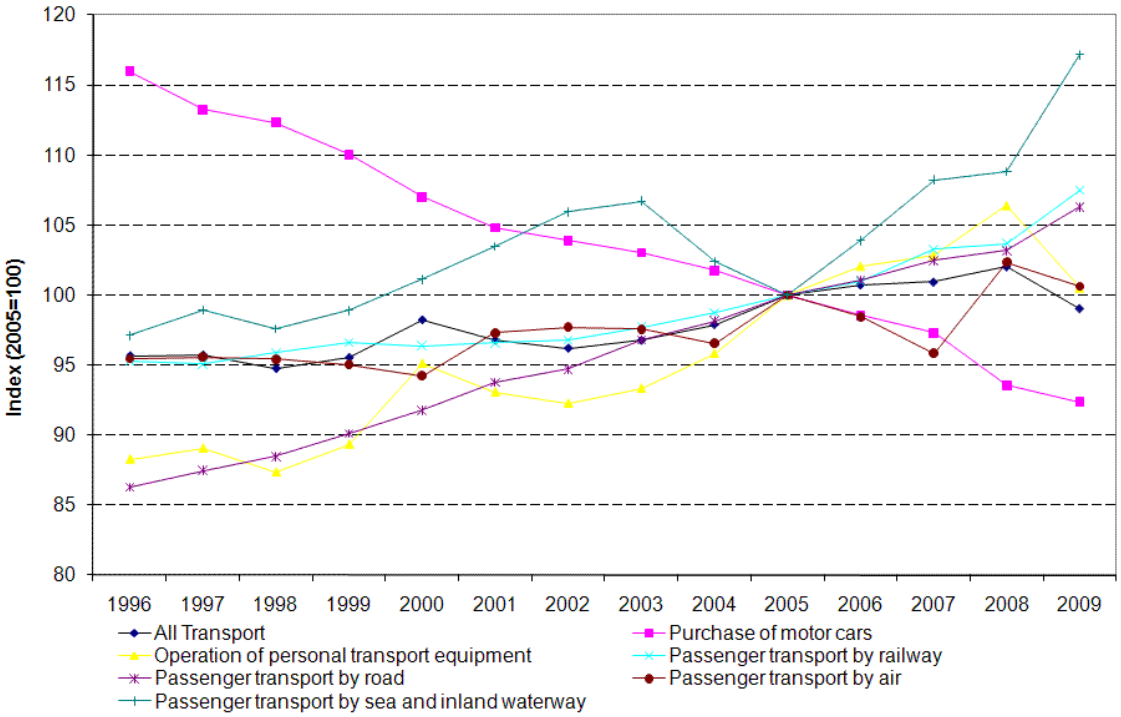
LTP3 Challenge

This transport plan and its ability to influence economic success of the city are dependent on there being a significant increase in public transport use of the next twenty years. The biggest threats to increased patronage of public transport can be summarised as cost, quality and convenience.

Cost

The graph in *Figure 5* below was produced by the European Environment Agency and represents the relative costs of different forms of transport over time. It clearly shows that car ownership has become cheaper over time when compared to rising real terms costs for public transport.

Figure 5- Relative costs of various transport modes, 1996 to 2009



Quality

Public transport needs to be seen as and become a "quality" mode of transport. For example travel by rail is generally seen as a convenient, quick, reliable and comfortable option, and has a generally good perception in the eyes of the public. As a result rail passenger growth in the city is very healthy.

The perception of the bus by non users is a different story, and buses- particularly on certain routes, have a poor public perception. Reality differs from this perception on many routes, as significant investment has provided cleaner, smarter and more comfortable vehicles. Unilink has increased annual patronage from 1m to over 3m passengers in less than 6 years. The bus company's investment in quality buses, easy ticketing and payment arrangements as well as driver training has meant that over 95% of passengers are satisfied with the service. Similar improvements in patronage following investment in high quality vehicles have been observed on some Bluestar routes.

The challenge will be to make all bus services aspire to high levels of quality. This will require:

- Introduction of smartcards and effective multi-operator ticketing, to enable shorter bus dwell times, more effective competition with the car, and affordable;
- A modern, attractive bus fleet and effective marketing and information to attract new passengers;
- Improve bus waiting environment
- Improve the information available at stops, on the web, by smart phone etc

Similar issues apply in some measure to taxi, coach and other forms of public transport.

Convenience

Bus users tell us they are most concerned about reliability and journey time. These can be addressed through simplification of routes, bus priority measures, the wider use of smartcard technology, making accessing bus information easier and traffic management measures.

In essence the challenge for the bus network is for one that is:

- Is punctual & reliable;
- Has extensive bus priority measures in place;
- Suffers from less delays in the network through bus journeys being prioritised;
- Is easy to understand and use with information available through a variety of media;
- Offers direct routes along main corridors being ideal for work and leisure;
- Has well informed and well trained staff;
- Provides an attractive alternative to the car

Evidence, Tools, and Measures

This section sets out success stories in improving and promoting public transport which have informed our plans for LTP3. It also sets out the types of measures we will pursue to deliver against the challenges for LTP3 that have been identified.

Bus

Understanding Passenger Needs

Understanding the views and experiences of current and potential users is vital to network development. Extensive engagement is required involving the business community, residents, employers and others. This needs to be structured so that deficiencies in the bus offer can be remedied and users will be attracted to the services once improvements have taken place. An ongoing communication strategy will be needed to explain how and why improvements are taking place and gain feedback from local people throughout.

Regular surveys of both users and non-users will gauge how the bus offer is perceived. Passenger Focus will have an increasingly important role in this process through their ongoing survey programme which provides a wealth of independent information. The best methods of communication including mobile and internet whilst the quality of services will need to be reviewed including surveys of vehicles, staff and facilities.

Working in Partnership with Bus Operators and Passengers

To bring about the growth required in public transport will require us to have effective partnerships between passenger, bus operators and the City Council. Good partnerships can help operators justify investment in services but this requires commitments from the City Council to do their bit by keeping bus routes as free flowing as possible and providing good infrastructure like quality bus stops and shelters.

We already have strong partnerships with the operators. As a result they are all committed to improving their services and increasing bus users. First, is the largest operator in the City and in 2010 invested over £15 million in a new state of the art bus depot and introduced a substantial number of newer vehicles. The second largest operator is Go South Coast and has recently improved some of its services and has been rewarded by increased ridership. Bluestar's "Star Quality" marketing campaign and new vehicles saw 12% growth in six months on the Southampton to Winchester service and was recognised by the Bus Industry Awards in 2009. UniLink has sustained substantial growth over a number of years and improved its frequencies in response, together with complete replacement of its fleet with new, high quality buses. The City Council and the University have supported this growth with investment in the new University bus interchange completed in 2011.

There are numerous regulatory and voluntary types of partnerships. At the moment there exists an umbrella Voluntary Quality Bus Partnership (QBP) which sets out a common understanding of how to work in partnership. However it does not require any formal or binding commitment from any party. Moving forward we will review this way of working and consider if more formal partnerships with some binding commitments have a role to play in the City. This is beneficial to operators, who are private companies with a commercial drive, because it will allow them to make longer term investment decisions. However, it will require the local authority to commit to infrastructure provision over the short to medium term. The Government's Local Sustainable Transport Fund presents an opportunity to do just that.

Examples of Successful partnerships

Voluntary partnerships have been used to engender cooperative working between operators. In response to a perceived excess of buses in Oxford city centre, two operators now offer a co-ordinated service which is clearer and simpler to use, and more resource efficient. This recognises that the principal competition is between bus and car.

Quality Bus Partnerships have been successful in locations such as Brighton and Hove, where a combination of branding, ticketing, coherent network and highly visible real time information has

resulted in patronage growth of around 5% per annum for several years, contributing to a 12% reduction in city centre car traffic over 3 years. A QBP in Hastings St Leonards has achieved growth of 18% over four years and a 32% increase in multi-journey ticket sales.

A major bus improvement partnership project launched as Coventry Primelines[84] in 2009 has seen investment in low floor, easy access buses, a fleet-wide vehicle tracking system, real time information displays at over 200 bus stops, and a variety of bus priority measures. As a result, reliability has increased by 26% and punctuality improved by 40%.

Smartcards and Ticketing

Southampton has been one of the leading authorities in the smartcards field and is also the first authority in the County to have an online registration system for concessionary pass holders. Apart from making payment easier for users and presenting a more modern image, smartcards can substantially speed up boarding times at stops, which will reduce journey times overall. The data obtained through smartcards can be used to help plan service changes and if linked with other initiatives such as cycle hire or car parking could assist in influencing travel behaviour and modal choice.

A fully integrated system could include other transport services such as ferries, bridge tolls and local rail. Further development could include other non-transport applications such as local authority facilities.

Southampton is working with TfSH to devise a smartcard scheme covering the whole of South Hampshire. This is important for Southampton as many journeys into the city originate from beyond its boundaries.

Fares can be confusing and off-putting, especially for new users, and information on fares is not widely available. Ticketing presents problems for users and operators, and substantial efficiency savings can be achieved by introducing new payment systems. While sustaining revenue is important for operators, development of new ticketing and fare arrangements is fundamental to growth and can improve revenue streams.

Examples of success

The introduction of the Oyster card along with simplified fares, better vehicles and frequency improvements has led to around a third more public transport journeys in London since 2000.

Ticketing initiatives can also bring about growth in patronage. As of January 2009 passengers in the West Midlands can buy multi-operator bus tickets through the Payzone consumer payment network, encompassing a wide range of retail outlets. Sales of these tickets have increased by 25% among adults, while child ticket sales have risen by 37%. Simple integrated ticketing can also bring benefits, most notably patronage growth. London's Travelcard and simplified fare structures have been estimated to contribute around a third of the total growth in bus usage in the capital but with large public subsidy.

Bus Improvement Corridors

Bus users have told us they want quick and reliable journeys. The tools available to do this involve investing in measures on high frequency city corridors that reduce journey times for buses and design out delays. Measures that do this are called bus priority measures and include bus lanes, bus gates, changes to traffic signals and "virtual" priority measures. These latter technological solutions are relatively cheap.

In partnership with operators we have identified the following improvement corridors:

- Shirley Corridor (Including Millbrook)
- Avenue Corridor

[84] http://www.centro.org.uk/corporateinformation/publications.aspx

- Portswood Corridor; and
- Northam Corridor (Including Itchen/Woolston)

In addition to physical measures on corridors, changes to services will be the key to future success. By providing simple but high volume services on core corridors the bus can become a viable option for large volumes of people. Making irregular services more frequent and simplifying service patterns will also help make services convenient.

Waiting for the Bus

The waiting experience is almost as important as the journey itself. Good quality shelters seating and appropriate information and next bus displays are part of the "whole package" approach the City wish to deliver. The roll-out of DDA compliant raised kerbs is well advanced and will be completed within the Implementation Plan period.

A programme of bus stop infrastructure improvements is ongoing, with over half of the city's bus stops equipped with raised kerbs and bus stop clearways to assist passenger boarding. A further programme of works starting in late 2010 will increase coverage to 80% with completion of the programme expected within the Implementation Plan period. A new bus shelter contract which commenced in early 2011 will deliver new opportunities for improving shelter facilities.

Information

Southampton pioneered the use of RTI systems through the ROMANSE project in the early 1990s. The RTI system is covered more extensively in the Network Management, ITS & Enforcement section of the Implementation Plan.

Making Buses Easier to Use

Through Quality Bus Partnerships (QBPs), the principal operators are investing in more environmentally friendly vehicles. Providing more environmentally friendly buses will continue to be a key aim in reducing pollution. Whilst the most modern buses do produce low levels of harmful emissions, this sometimes comes at the expense of increased fuel consumption and maintenance demands. Low floor accessibility will be achieved throughout the bus fleet by 2017 in order to comply with the Equalities Duty**.**

Integration of Transport Modes

Timetables need to be co-ordinated and new fare systems designed to help make changing between modes easier. The physical arrangements for bus interchange at rail stations should be improved along with timetabling and information to help rail travellers from outside the city to use local buses for onward connections. This can be assisted by clear branding of services that provide high frequency connections to rail stations, similar to the branding of buses providing connections to Midland Metro tram stops in the West Midlands.

Local hubs could be developed around rail stations with good bus connections such as Woolston and Swaythling. District centres such as Shirley and Portswood provide a focus for activity and bus facilities should have greater prominence. Southampton Airport Parkway Station also provides an important gateway to the city at a highly accessible location. Other partners such as hospitals may emerge to ensure that bus services meet their needs.

City Centre Interchange

Considerable changes are planned for the City Centre as part of the City Centre Masterplan. Bus interchange arrangement will be reviewed as a result of the need to provide greater capacity in the future. The bus will however play an even larger role than it does now as a result of the nticipated increased demand for travel. On some corridors into the City the bus already carries as much as 37% of all city travellers. This illustrates just how big a role the bus already plays in supporting the vitality and viability of the city centre.

As part of the City Centre Masterplan an improved interchange arrangement will be identified creating a focus for services within a viable city centre. It is likely that this provision will concentrate around the Vincent's Walk/Pound Tree Road area which will need to be remodelled to allow for the additional buses the city centre will need to accommodate. Increased capacity at this location will enable the number of ad-hoc bus layover areas in the city centre to be reduced.

Southampton Central Station at Wyndham Place forms a key hub within the city for many bus services but the interchange provision is confusing and badly laid out. We are developing plans to improve the interchange arrangements between rail and bus and enhance the links to the city centre. The cost of these works is likely to be beyond the scope of current funding availability and so new funding opportunities are being investigated, including the possibility of bidding to deliver the scheme via the Local Sustainable Transport Fund.

Supported Bus Services

A 2010 review of supported bus service provision has assessed existing services in relation to local transport policy objectives, accessibility to key facilities, subsidy per passenger trip and patronage levels. Services have been categorised as high priority (maintain), medium priority (review) and low priority (withdraw or revise). These recommendations are incorporated into the Implementation Plan. Schemes such as taxi-bus linking residential areas to local rail stations have previously been considered and such schemes may take on greater importance if the supported bus network is reduced.

Rail

Improvements to passenger rail services that may be expected over the lifetime of LTP3 are outlined in the London & South East Main Line Route Utilisation Strategy (RUS), with proposals for improvements to the rail network in the Solent area being particularly of relevance. Potential improvements under consideration in the RUS include:

- New or extended and enhanced services, including changes to timetables enabling more and faster trains between Portsmouth and Southampton, as well as more trains serving certain stations including suburban stations in the east of Southampton and better timetabling of local services;
- Better links between Southampton Airport and the east;
- Possibility of additional cross-country services between Southampton and Reading/ Birmingham;
- Possibility of increased service frequency between Southampton and Salisbury;
- Possibility of reopening of the Hythe & Marchwood line to passenger services, creating a new link between Waterside and Southampton;
- Increased capacity on services into London from the south coast in the longer term, perhaps involving operation of longer trains into the former London Waterloo International terminal;
- Increased numbers of longer freight trains capable of hauling greater numbers of tall containers, and in the longer term, provision of additional infrastructure to support this;
- Targeted improvements to station facilities and provision of increased car parking capacity in some locations; and
- Significant improvements to Southampton Central Station including increased passenger and train capacity, led by the station's location as the cornerstone of the Major Development Quarter, providing a visible arrival point and enhanced bus interchange and walk connections to the city centre.

The scope of the RUS document covers the period to 2026. Some of these improvements may be delivered in the long term rather than during the lifetime of this implementation plan. Committed improvements in the years to 2015 include:

- Improvements to Southampton Central station including works to the south side entrance area and bus interchange remodelling scheduled for 2011 onwards that will improve passenger flow;

- Opening of a new 326 space car park at Southampton Airport Parkway in 2011;

- Changes to the operation of the Southampton-Chichester-Brighton service to operate in one direction via Southampton Airport Parkway, providing for the first time a direct link between Southampton Airport and the east; and

- Operation of increased numbers of longer and larger container trains from Southampton Docks.

Some of these proposals are located outside the city boundary but will have a significant impact on rail transport within the city and are important to the delivery of the South Hampshire Joint LTP Strategy.

The Three Rivers Rail Partnership comprises local authorities, the rail industry and local communities focused on promoting rail and local bus services along the Romsey – Eastleigh – Southampton – Salisbury route. It operates a station adoption scheme and consideration is being extended to include Woolston, Bitterne and Sholing, so covering all local stations in the city.

Ferry & Bus Interchange

Building on the enhancements to bus/ferry interchange at Town Quay, improvements to interchange facilities for the Hythe and Isle of Wight ferries including secure cycle parking to provide multi-modal interchange are required. Depending on further development of Town Quay there is potential for improved integration at a relocated ferry terminal.

Coach, Taxi and Private Hire

Through Quality Partnerships with taxi companies, three interventions have been identified:

- 100% CCTV coverage of the Hackney Carriage and Private Hire Fleet by 2015;

- Every licensed vehicle to be Euro5 Diesel compliant by 2018, with 75% compliant by the end of the Implementation Plan period;

- A review of taxi rank provision in City Centre; and

- A review of coach parking provision in City Centre in light of emerging new developments.

St Mary's and Ocean Village have been identified as locations where additional taxi ranks may be of benefit. Also the police consider that there needs to be a greater number of hackneys serving the night time economy. The Southampton Hackney Association (SHA) are against introducing a policy of derestriction but favour additional taxi ranks and increased capacity at High Street (Walkabout), Central Station (north side), Terminus Terrace extension and Oxford Street.

Complementary use of parking supply, cost and management

The City Council has potential to influence the relative costs of public transport to other modes through the way in which in manages parking costs and supply. However, a significant proportion of the parking supply within the City Centre is outside of the control of the authority. Over time however, the city council can influence parking availability as development takes place by controlling the number of city centre parking spaces allowed in new city centre developments. This is covered in more detail in the Network Management, ITS & Enforcement section.

Programme

An indicative programme of investment in schemes providing improvements to public transport has been developed and can be found overleaf in *Table 17*, with a planned/ indicative programme for the Implementation Plan period (2011 to 2014) and an aspirational programme for beyond this period. All schemes in this LTP3 which will provide benefits to public transport have been outlined in this programme.

Table 17- Programme of Public Transport Schemes

Strategy Area	Scheme Name	Delivery			
		Confirmed 2011/2012	**Indicative 2012/2013**	**Forecast 2013/2014/2015**	**Beyond 2015**
Public Transport	Bus Stop Improvements	✔	✔	✔	
	Traveline	✔	✔	✔	
	Bus Priority- Corridor 1	✔			
	Bus Priority-Corridor 2		✔		
	Future Bus Priority Corridors			✔	
	City Centre Interchange			■	
	Smart Cards		■	■	
	Southampton Central Station Enhancements	✔			
	Station Partnerships Minor Works	✔	✔		
	St Denys Station Improvements		■	■	
Other Areas					

Evaluation and Monitoring

Further information in available within the Data and Monitoring section. However a summary of the evaluation is set out thought the following city and local indicators.

City Indicators

Modal Split

This indicator will use the data from the Modal Split surveys to show Modal Split by each of the six principal corridors during the am peak demonstrating shift to buses.

Bus Patronage

Bus Patronage data is collected from all operators and will give a broad indication of the bus patronage trend when measured over a period of time and reflects progress against measures implemented as part of the Public Transport strategy.

Bus Punctuality – Frequent Services (Quarterly)

Rather than a percentage figure, punctuality for Frequent Services is reported as Average Excess Waiting Time i.e. the period of time a passenger has to wait in excess of 5 minutes for a bus to arrive. The data is collected via the Real Time Information System based at ROMANSE.

Local Indicators

Bus Punctuality (non frequent services)

This indicator will help identify progress on measures such as bus priority, network management interventions, and timetable enhancements intended to help increase bus punctuality. Bus punctuality for non frequent services has been chosen as an indicator as this is a more relevant indicator for the typical bus user- poor punctuality on frequent services is generally less noticeable to users than poor punctuality on infrequent routes.

% of Public Transport Journeys made via Smart Card (Annually)

This indicator will be an effective reflection of progress in this regard and will be calculated from data provided by operators.

Overall Satisfaction with Public Transport Services (Biannually)

The figure offers a guide as to how buses are viewed within the Local Authority and Southampton City Council can work with local bus operators to further improve bus services on offer.

In addition to monitoring overall delivery considerations will be given to benchmarking with other local authorities to assess delivery and identify best practice.

Chapter 6

Network Management, Intelligent Transport Systems (ITS) and Enforcement

Introduction

The Traffic Management Act 2004 places a duty on highways authorities to ensure "expeditious" movement of traffic. However, network management is not just about "Keeping the City Moving" it also involves ensuring the transport systems is safe, that users make well-informed choices and that the environmental impact of travel can be minimised.

In light of funding constraints and the forecast increased in travel demand, effective network management is regarded as one of the key elements of this LTP. Studies show that the effective use of network management tools can reduce delays and journey lengths by as much as 40% in an urban area.

The Network Management, ITS & Enforcement Implementation Plan aims to work towards local and sub regional strategies highlighted in *Table 18* below:

Table 18- Network Management, ITS and Enforcement strategy contribution towards goals

	Goal/objective	**Contribution toward goal**
Local Goals	LG1: Bus patronage	✔ ✔
	LG2: Bus as urban mode of choice	✔ ✔
	LG3:People movement capacity of network	✔ ✔
	LG4: Awareness of travel options	✔
	LG5:Active travel as urban mode of choice	■
	LG6: Fewer vehicle trips to CBD	✔ ✔
Sub-regional objectives	SO1-Reduced dependence on the private car through more people choosing public transport, walking, and cycling	✔ ✔
	SO2-Improved awareness of travel options available to people for their journeys, enabling informed choices about whether people travel, and how	✔
	SO3-Improved journey time reliability for all modes	✔ ✔
	SO4-Improved road safety within the sub-region	✔
	SO5-Improved accessibility within and beyond the sub-region	✔
	SO6-Improved air quality and environment, and reduced greenhouse gas emissions	■
	SO7-Promoting a higher quality of life	✔

Key

✔ ✔ - Strong positive
✔ - Positive
■ - Neutral/unknown
✘ - Negative
✘ ✘ - Strong negative

Outcomes

The Joint Strategy for South Hampshire identifies outcomes which form the policy framework for delivery of the LTP3. Policies and tools of most relevance to Network Management and ITS are:

- Policy B: To optimise the capacity of the highway network and improve journey time reliability for all modes;
- Policy D: To deliver improvements in air quality;
- Policy H: To deliver high-quality road-based public transport networks that are accessible, easy to use and are supported by appropriate priority measures; and
- Policy I: encouraging private investment in public transport – Bus priority, premium high frequency urban bus network, improved strategic interchanges and high quality bus stop infrastructure, improved and user-friendly travel information and improved ticketing (e.g. smartcards).

Network Management in Southampton

In Southampton network management is split in three functions with Intelligent Transport Systems being operated through the City Council's ROMANSE centre; road and streetworks management by Balfour Beatty, our highways service partners; and parking management and enforcement through the City Council's Parking Team.

Road and Streetworks Management

A team of staff from Balfour Beatty manage, coordinate and enforce works undertaken on the highway by utility companies and the council's own contractors. This involves planned and emergency works.

Information on how we manage our road and streetworks, along with live information on roadworks, can be found at the Romanse website[85].

Intelligent Transport Systems

Intelligent transport Systems (ITS) have been a tool used in Southampton for some time. ITS system and traffic control facilities are based at the ROMANSE office. Among a wide range of services, the office manages the city's traffic signal systems, provides information to road users including car parking availability, real time roadwork and bus schedule information, and monitors road conditions using cameras to allow manual changes to be made to traffic flows through the traffic signal system. A key part of the system is the ability to prioritise one type of traffic over another, such as maximising flows on a main road over a side road, or prioritising bus movements over car traffic.

Parking Enforcement, Management and Policy

The City Council are responsible for parking enforcement on-street and also operate a number of car parks. Controlled parking areas, resident parking schemes and other restrictions are implemented where there is a community need, road safety concern or traffic management issue. The overriding principle behind the service is to provide a community benefit not to raise revenue.

Managing the quantity, price and location of car parking is linked to encouraging more sustainable travel patterns and supporting a thriving local economy. In some cases the two appear to conflict with each other so getting the right balance is very important. However the majority of parking supply is in private ownership which limits the control the council has on parking.

More information on parking in Southampton is available at our Parking Services website[86].

Our Responsibilities as a Council and How ITS Can Help

Air Quality

Southampton City Council has a statutory duty under the Local Air Quality Management (LAQM) process as set out in Part IV of the Environment Act (1995). The LAQM process places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether or not the air quality objectives are likely to be achieved. Where exception of these objectives is considered likely, the local authority must then declare an Air Quality Management Area (AQMA) and prepare an Air Quality Action Plan (AQAP) setting out the measures it intends to put in place in pursuit of the objectives.

In addition, Southampton City Council has made a corporate commitment to improving air quality through the adoption of its Air Quality and Climate Change Strategy.

[85] http://southampton.romanse.org.uk/
[86] http://www.southampton.gov.uk/s-environment/roadsandparking/parking/

Southampton has a network of 5 automatic, real time monitoring stations and approximately 55 diffusion tubes in the city, to monitor local air quality in pursuit of compliance with the air quality standards.

Whilst not the sole cause of poor air quality or the designation of AQMA's, the increasing demand for travel could impact negatively on air quality if this is not dealt with through effective projects to deal with the travel demands of growth and development in a sustainable manner.

In 1997, when it was launched, the Urban Traffic Management & Control (UTMC) Programme envisaged that with good air quality data, through a combination of modelled predictions and current readings, traffic control systems could be used to help mitigate problems caused by vehicle emissions. There have been advances in monitoring technology and the understanding of atmospheric effects, but effective techniques are still under development.

Network Management

To meet the requirement of the Network Management Duty, various ITS measures can help make maximum use of the highway and therefore schemes within the ITS family will be developed as part of and in addition to:

- Traffic Growth: Data of how the highway is used will be collected and inform scheme development. This is covered in the Data & Monitoring chapter and measures promoted through the smarter choices and public transport to achieve modal shift will also aim to reduce traffic growth;

- New Development: Through the development control process traffic generation will be assessed and measures taken to reduce transport impact upon the site including the use of travel plans being adopted as part of new developments. The continued production of main route growth simulation models will also be used to assist the understanding of the impact of new developments upon the highway network;

- Public Transport: The adoption of the bus strategy and working with bus operators and other interested parties to improve journey time reliability, bus priority and the public transport product;

- Freight Transport: Ensuring container traffic is kept to designated routes and that the use of rail for fright movement is further encouraged. These designated routes have been developed with the Port Industry and are identified as the A33, A3024 and A355. This will include;

- Dealing with incidents in real time and managing planned events using the ROMANSE function to deal with incidents as they happen as well as ensuring winter gritting routes with appropriate priority to public transport routes.

LTP3 Challenge

There are three main challenges associated with network management. They are:

- Keeping the city moving;
- Reducing the environmental impact of travel; and
- Affordability of ITS schemes and maintenance.

In light of forecast traffic growth from development and existing residents travelling more there is a need to improve and maintain our current systems and ways in which we manage roadworks. Associated British Ports and Dubai Ports World are two of the largest businesses in the City and operate the port. They depend on the western approach into the city to be fairly congestion free to allow import and export trade to flow in and out of the docks freely and for cruise passengers to be able to catch their ships on time. For them this corridor is of critical importance to their business. It is also the same corridor by which many people access the retail and leisure offers of the city. The challenge of keeping these routes open to allow the economy to thrive will require the City to manage the network effectively.

There is currently an overprovision of car parking in the city centre as occupancy rates rarely exceed 60% of supply. In addition parking charges compare very favourably to our surrounding cities and urban areas. Whist this is seen as a strength by the local retail economy, without future parking restraint the redevelopment proposed in the Core Strategy may lead to unacceptable levels of traffic congestion on the routes entering the city centre.

Southampton currently has eight Air Quality Management Areas (AQMA). Using network management and ITS systems to reduce the carbon and air quality impact of transport is challenging. We have the ability to use the system to make carbon reduction savings already but to really push this we may have to make difficult decisions about which users get priority, and when. By using systems to actively prioritise buses we can influence people to use buses whilst at the same time not significantly affecting other transport modes.

The ROMANSE control room is currently carrying out a trial to predict air quality and introduce strategies to make changes to signal timings in the Bevois Valley area of the city. The trial is using data from bespoke air quality monitoring units together with live traffic data.

Affordability of intelligent transport systems is an issue as they tend to be expensive to maintain and improve. Over the LTP 3 period ways of reducing the costs of the system will need to be found including reducing some service provision, redesigning systems such as real time bus information to be more cost-effective, and considering the benefits of combining traffic control centres across the South Hampshire area.

Evidence, Tools, and Measures

Intelligent transport systems can be expensive to run but the benefits to the community are significant. Without them the transport network would operate significantly less effectively. *Tables 19* to *21* are taken from academic studies and show the impact that measures already delivered in Southampton can have.

Table 19- Reduction in Journey Time through Introduction of Managed Traffic Signal Systems

Measure	AM peak	PM peak
Reduction in journey time %	18%	26%
Reduction in delay %	39%	48%

Source: Transport Research Laboratory 1984/85

Table 20 – Effect of Introduction of Car Park Guidance

Measure	%
Reduction in time searching for a parking space	50%
Reduction in fuel consumption in searching for a parking space	6-15%*
Percentage of drivers modifying their route due to information provided	7-12%*

Source: Converge Project 2000 *dependent upon time of year

Table 21– Effect of Introduction of Bus Priority

Measure	%
Reduction in bus fuel consumption %	13%
Reduction in bus emissions %	25%
Reduction in journey time for each intersection seconds	-9.5%

Source: Transport Research Laboratory

The systems are not infallible and over time if they were not monitored and managed they would degrade and become less effective. They need human intervention which requires tools like traffic modelling, live CCTV and Automatic Number Plate Recognition (ANPR) Cameras to allow modifications to be made. They are called systems because they need various different management tools to be joined together to create an effective tool. As such the business case for them is stronger when they are considered together.

Travel information

One of the benefits of having a system in place is that it provides access to lots of traffic information. The information can be provided on street (as with bus and car park occupancy display), radio, or over a range of other internet and mobile internet based media.

The benefit of providing car park occupancy information on street is clear in the table above but for buses we have asked passengers what they thought of the real time information at bus stops and over 85% were very or fairly satisfied with the information.

Air Quality

The integration of the LAQM real time monitoring network and UTMC, could offer a broader base of data for each activity. This could present new opportunities in managing traffic and improving air quality. Examples

might include introducing alternative phasing of traffic lights during periods of poor air quality, to reduce the impact of exhaust gases in the most susceptible areas.

The monitoring network could be used to predict periods of poor air quality allowing targeted measures to be taken when most needed. This might include promoting alternatives to private transport modes by discounting rates for rail and buses.

ITS Tools and measures for LTP3

Signals

Signal systems need to be regularly assessed to make sure that where ITS applications are used they are utilising the junction to keep traffic moving and providing the correct priority where this exists. In some locations traffic signals may no longer be required and when not fulfilling a need will be removed. In other locations there may be a need to install signals to better deal with traffic and improve the capacity of junctions and the highway as a whole.

The traffic signal systems also manage the integrated provision of pedestrian and cycle crossing facilities which are required as part of the walking, cycling and road safety initiatives that the council aspires to promote.

UTMC Upgrades

Upgrades at the following locations will better aide the flow of traffic whilst facilitating bus priority:

- U1 Winchester Rd/Romsey Road/Teboura Way
- U2 The Avenue; and
- U3 City Centre Northern Ring Rd.

In addition to UTMC and Bus Priority locations (below), signals at the following locations will also be examined in terms of congestion and capacity and improvements made where appropriate:-

- Charlotte Place Roundabout;
- Thomas Lewis Way;
- West Quay Road;
- The Avenue;
- Cobden Avenue; and
- Canute Road with associated bus priority.

Bus Priority

The need for bus priority has been developed in partnership with bus operators and as a result of studies and the following locations have been identified and is included in Appendix 7. The detail and type of schemes may change over time subject to changes in bus services operated or other reasons.

Bus Priority schemes during the LTP3 Implementation Plan period will concentrate upon main corridors to improve reliability and punctuality of buses along the following corridors:-

- City Centre (including Central Station/Wyndham Place, Civic Centre Place and Platform Road/Queens Terrace);

- Shirley Corridor (including Four Post Hill & Shirley Centre);
- Avenue Corridor (minor improvements);
- Portswood Corridor (including Portswood Road); and
- Northam Corridor (including Portsmouth Road and Lances Hill)

Whilst it may be appropriate to implement these on a junction by junction basis, it is expected that the measures identified would be most effective when implemented on a corridor by corridor basis in partnership with the bus operators.

It is anticipated that the delivery of these bus priority measures as well as other bus and RTI initiatives will be done in partnership between the City Council and the bus operators through a Punctuality Improvement Partnership (PIP) which will tackle issues such as reliability and punctuality, traffic rule enforcement, customer service and other initiatives to grow bus use in the area.

Real Time Information

The way in which public transport information is provided to people on street is changing and getting cheaper. Over the implementation plan period and linked to the public transport smartcard scheme we aim to modernise the existing real time information system to improve its functionality, and allow all bus operators to use the system, whilst reducing costs.

RTI Refreshment & Improvement Approach

SCC intend to develop a plan based on renewal of the RTI system by early 2013 to cater for all operators, cross border operation and mobile, personal service development which also includes bus priority on major junctions.

This refreshed system need to be backward compatible with existing on street equipment but also be able to be extended across the TfSH area to future-proof the system. It will also be necessary to ensure that the system is usable by all operators. Any refreshed system would be able to provide predictions, bus priority and information using existing operator systems which would provide initial data. This would be developed alongside the web and mobile based applications to improve information.

Car Parking & Guidance Systems

Car park guidance system technology has recently been augmented by the arrival of reliable parking bay management systems. A red or green light above each bay indicates if the bay is free or not, and display boards at the top of each ramp indicate the number of free spaces on each floor. This reduces the need for drivers to circulate so much around multi-storey car parks, saving energy and reducing emissions.

There are 28 signs around the city centre giving information on 16 of the 41 car parks. The system covers the largest car parks and all but three car parks on the system have capacities of over 200 spaces. The system works by monitoring ingoing and outgoing movements through loop detectors.

Any expansion of the Car Park Guidance system in the LTP3 period will be through developer contributions at new developments within the vicinity of the facility.

Highway CCTV

The ROMANSE CCTV system is solely intended for road network management. The initial system has been significantly enlarged since this time to allow for areas of the network which have expanded due to new development, such as West Quay and St Mary's Stadium.

As the system in Southampton is fairly extensive, any major extension of the system over the plan period is unlikely. New CCTV sites at new developments can be added to the system through, funded from developer contributions.

Journey Time Monitoring, ANPR & In-Journey Information

The ROMANSE control room has access to journey time data via 30 Automatic Number Plate Recognition (ANPR) cameras covering the key corridor routes into the city centre. The ROMANSE website provides full featured and dynamic information for the main routes into Southampton. Signs on the approaches to the City Centre (UVMS) provide traffic information, advance notification of road works and events, and diversion instructions.

The introduction of the Traffic Management Act 2004 introduced civil traffic enforcement powers for local authorities. Enforcement of car parking and bus lanes can be undertaken. Other moving traffic contraventions such as Yellow Box Junction, Banned Turns, Wrong Way Driving, Parking / Loading, over weight and over height cannot not be enforced yet outside of London as no Statutory Instrument has been passed.

Develop Web-Based Mobile Apps

There is potential to generate income by providing information in two stages:

- Stage 1: Port current content to mobile web friendly website, smartphone apps, etc.
- Stage 2: Integrate other information, e.g. rail departures, journey planners

The city already has an extensive data set available for transport applications to be developed with minimal additional work to our systems. A web based solution will allow access via the net from various mobile devices and can link to other applications (national rail, highways agency etc) through links and is available to all with web access from their device rather than proprietary systems.

Parking standards and control

The LDF Core Strategy Policy CS19 states that all development must have regard to the parking standards which will be set out in a separate Supplementary Planning Document (SPD) for the car, cycle, lorry, motorcycle and the amount of disabled parking bays during the first part of the Implementation Plan period. The SPD will also identify the circumstances when a Travel Plan and / or Transport Assessment will be required.

The need for new parking restrictions is reviewed on a case by case basis. New schemes will be implemented in response to demand and community need.

Park and Ride

The current over-supply of car parking in the city centre means that a city centre serving park and ride facility would likely be poorly used. To make a city centre park and ride viable will require a significant growth in city centre commercial development accompanied with little or no provision of additional parking. However, a suburban park and ride serving areas of the city with significant existing parking capacity issues is potentially viable. A site serving either or both of the University of Southampton and Southampton General Hospital may be a commercially viable opportunity. Due to set-up and running costs, the City Council will be looking for commercial companies to take advantage of this opportunity.

Enforcement

Development of Enforcement strategy, with initial focus on the issues associated with:

- Bus lane enforcement and bus priority ;

- Moving Traffic Enforcement (including yellow box junctions, banned turns, wrong way driving, parking/loading when the law allows the Council to undertake this);
- 20mph zones and yellow line parking (including bus stops, clearways, junctions and district centres) possibly using mobile units.

The role of ROMANSE

In this implementation plan ROMANSE will be central in our efforts to:

- Refresh the RTI systems bringing all major operators and where feasible smaller operators on board;
- Prioritise movements at some junctions in favour of certain bus routes – the criteria for which will be agreed with operators and stakeholders – on junctions to improve journey times for buses with nil detriment to cars on main corridors;
- Provide improved information to all users of the transport network; and
- Reduce overall revenue cost to the city council.

Whilst some measures may be able to be introduced on a "junction by junction" basis, it will be appropriate to package a series of junctions together so that a particular corridor benefits.

Improved flow of traffic, including the use of signals to actively manage the highway along with more reliable journey times of buses will assist modal shift towards non car modes having a positive impact on air quality across the city.

Programme

Table 22 provides a planned/ indicative programme for development of ITS systems in the city for the Implementation Plan period (2011 to 2014), and provides an aspirational programme for beyond this period. All schemes in this LTP3 which are linked to ITS, network management, and enforcement have been outlined in this programme.

Table 22- Programme of Network Management, ITS and enforcement schemes

Strategy Area	Scheme Name	Delivery			
		Confirmed 2011/2012	**Indicative 2012/2013**	**Forecast 2013/2014/2015**	**Beyond 2015**
Network Management, ITS, Enforcement	Signal Modernisation and Upgrades	✔			
	Congestion Reduction	✔			
	Real Time Information	✔	✔		
	Modelling	✔	✔	✔	
	Itchen Bridge Automation	✔			
	Minor Schemes	✔	✔	✔	
	Moving Traffic Enforcement				
	Bus Measures		✔		
	Platform Road & Dock Gate 4 scheme design	✔	✔		
	Platform Road and Dock Gate 4 Implementation			■*	■*
	M271 Redbridge RA			✔	■
	Port Transport Plan Measures		✔		

Strategy Area	Scheme Name	Delivery			
		Confirmed 2011/2012	Indicative 2012/2013	Forecast 2013/2014/2015	Beyond 2015
	Parking Measures		✔	■	
Other Areas					

*- Delivery in 2013-2015 subject to obtaining Regional Growth Fund funding. If funding is not obtained, scheme will not be delivered until beyond 2015.

Monitoring & Evaluation

City Indicators

Peak Period Traffic Flows (Annually)

Peak Period Traffic Flow will show the amount of traffic using the City's six principal road corridors during the am and pm peaks

Bus Punctuality – Frequent Services

It is proposed to use the monitoring of Frequent Services as the principal indicator of bus punctuality within Southampton. Rather than a percentage figure, punctuality for frequent services is reported as Average Excess Waiting Time i.e. the period of time a passenger has to wait in excess of 5 minutes for a bus to arrive. This data is collected via the Real Time Information System based at ROMANSE.

Local Indicators

Peak Period Journey Times

This indicator will be monitored by measuring journey times in peak periods along the City's six primary road corridors. This will be done using the ANPR system based at ROMANSE, which is able identify the period of time it takes for individual vehicles to travel the length of the corridor. An average journey time is then used for the purpose of providing the Peak Period Journey Time.

Bus Punctuality – Non Frequent Services

This indicator will reflect the impact of poor traffic flows on bus corridors. Non-frequent services are used because they are more time dependent and subsequently it is more apparent if a service is running late. The indicator will be measured using the Real Time Information System based at ROMANSE and will use data from the principal bus corridors. The figure will be assessed in conjunction with the figure for Peak Period Journey Times to establish whether poor bus punctuality occurs at the same time as periods of congestion.

Chapter 7

Smarter Choices

Introduction

Smarter Choices are a collection of techniques, interventions, measures, or tools based around persuasion, and provision of information, intended to encourage greater use of sustainable travel modes by widening choice. The support for Smarter Choices measures grew after the publication of a 2004 Department for Transport (DfT) research study called "Smarter Choices: Changing the Way We Travel". This document provides significant evidence of the effectiveness of such measures in reducing and managing travel demands

Within this Local Transport Plan 3, Smarter Choices are considered to be one of the most important elements of our strategy. Smarter Choices has a direct impact on the success of many other transport schemes and has been repeatedly demonstrated to provide far better effectiveness and value for money than highway infrastructure schemes.

Because of this, Smarter Choices projects support progress towards many of our local and sub-regional goals and outcomes. *Table 23* summarises the contribution of Smarter Choices towards these goals and outcomes.

Table 23- Smarter Choices strategy contribution towards goals and objectives

	Goal/objective	**Contribution toward goal**
Local Goals	LG1: Bus patronage	✔
	LG2: Bus as urban mode of choice	✔ ✔
	LG3:People movement capacity of network	✔
	LG4: Awareness of travel options	✔ ✔
	LG5:Active travel as urban mode of choice	✔ ✔
	LG6: Fewer vehicle trips to CBD	✔ ✔
Sub-regional objectives	SO1-Reduced dependence on the private car through more people choosing public transport, walking, and cycling	✔ ✔
	SO2-Improved awareness of travel options available to people for their journeys, enabling informed choices about whether people travel, and how	✔ ✔
	SO3-Improved journey time reliability for all modes	✔
	SO4-Improved road safety within the sub-region	✔
	SO5-Improved accessibility within and beyond the sub-region	✔ ✔
	SO6-Improved air quality and environment, and reduced greenhouse gas emissions	✔ ✔
	SO7-Promoting a higher quality of life	✔ ✔

Key

✔ ✔ - Strong positive

✔ - Positive

■ - Neutral/unknown

✘ - Negative

✘ ✘ - Strong negative

Outcomes

Smarter Choices helps deliver progress against the outcomes identified in the Joint Strategy for South Hampshire. Smarter Choices measures support, and are supported by, the following transport policies for South Hampshire:

- Policy C: To optimise the capacity of the highway network and improve journey time reliability for all modes;
- Policy E: To deliver improvements in air quality;
- Policy G: To improve road safety across the sub-region;
- Policy H: To promote active travel modes and develop supporting infrastructure; and
- Policy I: To encourage private investment in bus, taxi and community transport solutions, and where practical, better infrastructure and services.

Smarter Choices in Southampton

The concept of Smarter Choices in it current, wide-reaching form has developed relatively recently. Widespread recognition and adoption of Smarter Choices and measures within (such as Travel Plans) has only occurred in the last decade. The first major Smarter Choices initiatives in Southampton were launched under LTP2.

Workplace Travel Plans

In 2005, Southampton City Council developed a workplace travel plan. Since the introduction of this plan, single occupancy vehicle use for journeys to and from work have reduced from 51% to 35.6%. Many more council employees now choose to walk, cycle, and use public transport to get to work. This has resulted from improved facilities and incentives.

A number of other organisations in Southampton have implemented travel plans including Carnival UK ltd, The Maritime and Coastguard Agency, Ordnance Survey, IKEA, The Quays leisure centre, Basepoint, Timeline, KPMG and the University of Southampton. Cycling and car sharing have proven popular alternatives to lone driving at the Ordnance Survey, which is likely due to the location of their previous office site. It remains to be seen if this success can be continued at the new Ordnance Survey site in Adanac Park. In February 2010, Southampton University launched a Travel Plan which set a 5 year target of reducing single occupancy vehicle use by 6%. This ambitious and wide reaching plan includes measures to increase levels of walking, cycling, use of public transport and use of powered two wheelers. The Travel Plan also extends to introduction of new rules and guidance regarding staff business travel choices.

The Southampton Travel Planners network, a forum for local travel planners, that meets twice a year, is supported by Southampton City Council and is currently chaired by Southampton University. This network is working to spread knowledge and skills in Travel Planning throughout the Southampton Business community.

Site specific travel planning advice is also provided through the Transport Alliance (a local partnership between the Chamber of Commerce, Hampshire Economic Partnership and Business Southampton) to deliver travel plans covering large employers in the City and clusters of smaller businesses that have similar geographical issues. Organisations can apply for a grant of up to £5000 for measures that support the travel plan. These grants must be match funded and meet best value criteria

We intend to review our current travel plan guidance to make it more integral to the development control process, to reflect national guidance, and to encourage consistency in standards with nearby local authorities, particularly Hampshire County Council and Portsmouth City Council.

School Travel Plans in Southampton

Since 2006, the proportion of pupils walking to school has increased by about 5%. This is approximately an extra 800 pupils walking each school day, or around 156,800 extra pupil journeys on foot each year. Car use for the journey to school has dropped by about 5% in the same period, indicating a substantial modal shift from children traveling to school by car to walking to school. Making the assumption that the average journey from home to school is 0.5 miles and the same reduction has been made for the journey home, this equates to 29 tonnes of CO2 saved per year. There has also been a 27% increase in the numbers of pupils travelling to school via car-share. Additionally, cycling levels have stayed static- an achievement considering that levels of cycling have generally declined nationwide.

All state schools in Southampton have produced a travel plan and Southampton City Council supports the development of school travel plans by working in partnership with schools to implement plans and initiatives to encourage more students to walk, cycle or use the bus. Schools are incentivised to have travel plans so that they can access funding for cycle shelters or other travel infrastructure that helps them deliver the plans

Training and Safety

Southampton City Council, in partnership with British Cycling and Sustrans, offer three active travel safety training courses in addition to those available through projects such as Street Tread. These courses are:

- “Footsteps” child pedestrian training for pre-school children;
- “Footsteps….moving on” training for reception class school children;
- “Go ride” cycle training for year 5 school pupils; and
- “Bikeability” training for year six pupils, which follows on from the “Go Ride” course.

These courses are intended to both encourage walking and cycling and engender safe walking and cycling behaviour amongst children from a young age. All courses are provided by professional trainers, generally to small groups of children and on some courses, their parents. The two cycle training courses have been outsourced to Cycle Solutions, an arm of British Cycling, and have benefited from a £16,000 grant from the Department for Transport to boost the numbers receiving this training. In 2011-12 the Government has confirmed that Southampton City Council will receive £60,000 for Bikeabilty Training.

Over the LTP2 period, the following numbers of children have received training:

- “Footsteps” and “Footsteps…moving on” pedestrian training: 5,315 children; and
- “Go ride” and “Bikeability cycle training: over 1,872 children

Cycle Promotion and Marketing

Our experience shows us that promotion of cycling supports the development of new infrastructure and plays a crucial role in encouraging behaviour change. Continued investment in smarter choices measures is critical to encouraging new cyclists as this equips children and adults alike with the knowledge, confidence and desire to cycle. Southampton City Council have organised and hosted several successful promotional activities including the 2010 Skyride, the Annual Big Bike Celebration, and a range of smaller local and city centre events. Further details on promotion and marketing of cycling is detailed in Chapter 8.

LTP3 Challenge

Smarter Choices is closely linked to other strategy areas within this implementation plan, particularly Active Travel and Public Transport. To encourage behavioural change and shift to these modes, addressing challenges in each of these strategy areas is particularly important. There is no point encouraging people to walk or cycle if the barriers to walking and cycling simply prevent people from using these modes.

Challenges specific to Smarter Choices and the encouragement of behavioural change and modal shift include:

Achieving Modal Shift

The economic and environment challenges we face require people who travel to use sustainable modes or travel less.

Meeting this challenge will require a change in attitude and behaviour. Whilst we have a good level of data on travel behaviour in the City it is still difficult to fully understand why people choose to travel in the way that they do. A key challenge is get a better understanding of attitudes and behaviour and then design targeted incentives and schemes which help bring about modal shift and reduced travel demands.

Modal shift will also be encouraged by providing a better offer for each mode, through Active Travel infrastructure and marketing, and improvements to Public Transport.

Tackling obesity and poor health

Marketing and promotion needs to be designed to highlight the health benefits to individuals that can be achieved through undertaking the recommended amount of exercise. This challenge ties in closely with Smarter Choices initiatives, travel plans and school travel plans which aim to encourage healthy travel habits from a young age.

Appendices 8 to *10* shows how we intend to meet this challenge by:

- Establishing a better of understanding of attitudes;
- Developing insights into what moves and motivates the travelling public;
- Designing and delivering targeted initiatives;
- Funding activity; and
- Developing partnerships.

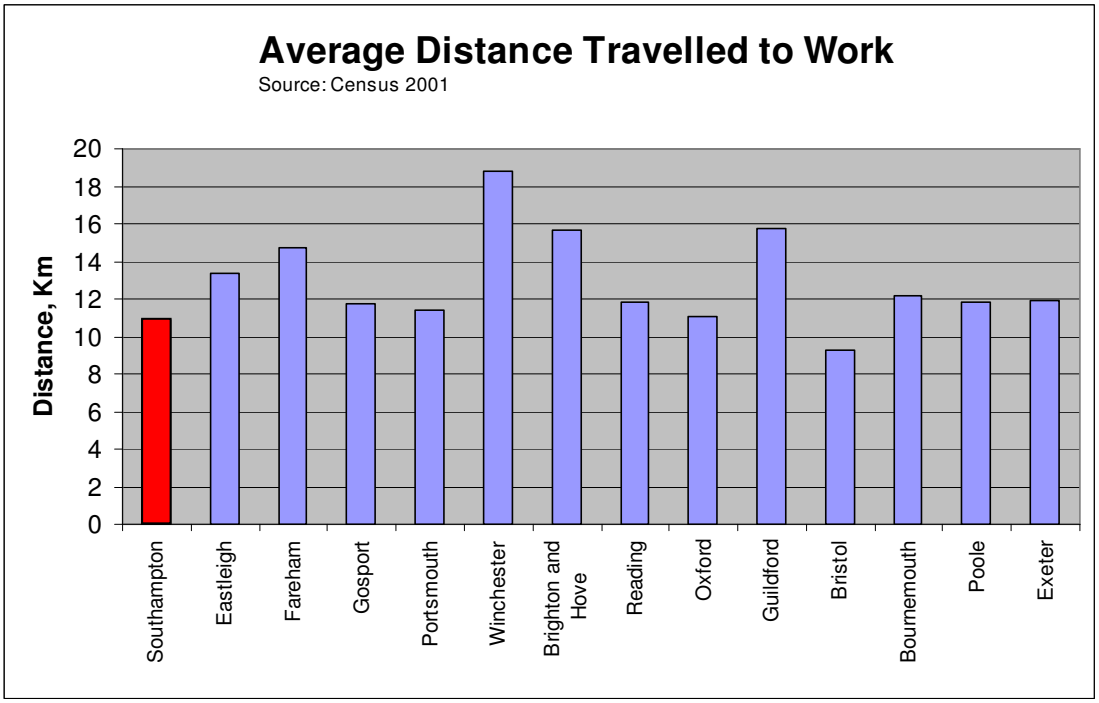
Evidence, Tools and Measures

Why Should Smarter Choices Work For Southampton?

The dense urban nature of city and extensive public transport, cycling and pedestrian networks means that most trips within the city are fairly short. In addition to this, the road network capacity is constrained in places which effectively "locks in" the benefits of investing in alternatives. In addition a high proportion of Southampton's population are students. These groups are generally more likely to use active modes

Southampton residents, on average, commute a shorter distance than residents of almost any other town or city on the south coast, as shown in *Figure 6* below.

Figure 6- Travel to work distances in Southern England



This short average commute distance is indicative of a large proportion of Southampton's residents working and living within the city. In 2001, of 97,500 residents in employment, 64,200 (66%) worked within Southampton. Thus a majority of the journeys to work (the most common type of journey) made by residents remain within the city. These short, local journeys are the types of journeys where public transport, walking and cycling can compete with the private car as a practical alternative.

Figure 7 (overleaf) shows the levels of commuting by mode on corridors into the City. Whilst car trips are the majority, bus and walking trips are high showing the importance these modes have now for many city residents and visitors. In recent years there has been an increase in the number of people walking, cycling and using public transport to travel into the city centre suggesting that previous transport plans have been successful.

Figure 7- City Centre AM peak commuters and modal splits by corridor

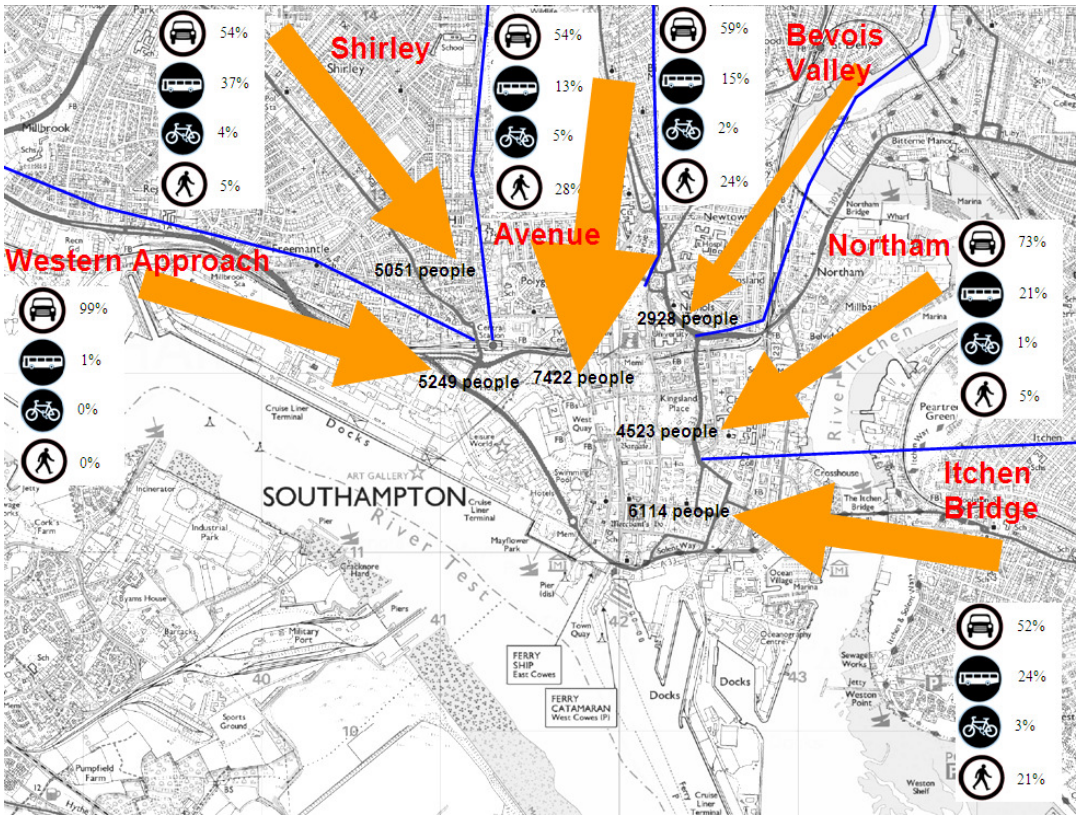
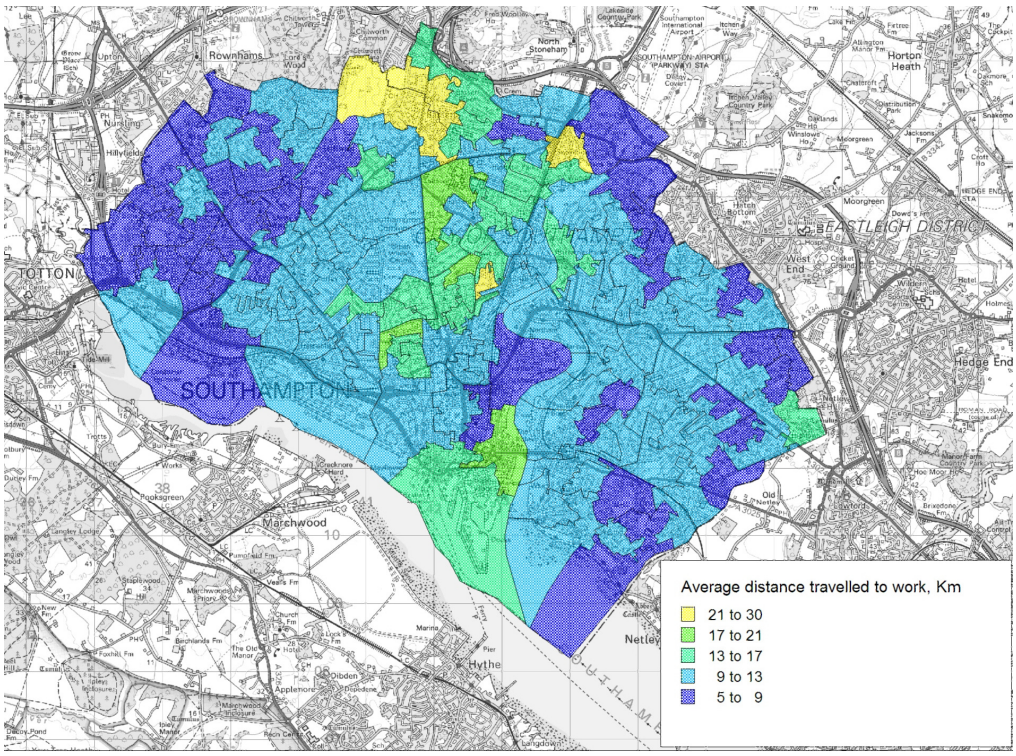


Figure 8 (below) shows how average commute distances vary across the city. Areas with shorter average commute distances to the east and west of the city are indicative of areas where most residents work locally, and are areas where a targeted Smarter Choices campaign would be likely to be most successful. A greater proportion of residents in the centre and north of the city are likely to out-commute, particularly northbound. It may be more difficult to achieve modal shift amongst these commuters.

Figure 8- Average distance traveled to work, 2001



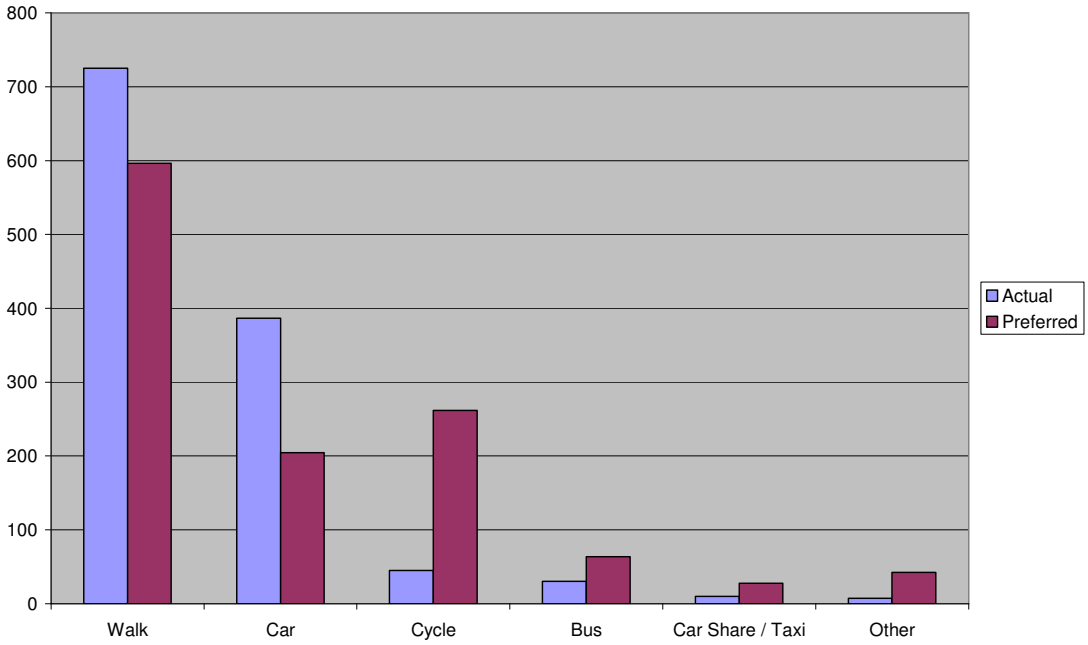
School Travel and Potential for Smarter Choices and Modal Shift

There is also evidence that there is a desire for modal shift amongst residents, particularly children. Whilst campaigns such as the Southampton Cycle Challenge and more general resident surveys have enabled us to identify potential to assist and encourage residents to make smarter travel choices, the strongest evidence for potential for modal shift has come from our School Travel Plan projects.

Evidence collected from our School Travel Plan project (see also Active Travel chapter) shows that a majority of children already travel to school by active modes, and indeed numbers of children traveling to school by active modes in Southampton compares very favourably to the national average.

There is still plenty of potential for more progress. In particular, school travel plan surveys have shown that many children would prefer to cycle to school but do not do so, whilst these survey results also show that approximately half of those who travel to school by car would prefer to travel to school using another mode (*Figure 9*).

Figure 9- school children's actual and preferred modes of travel



About 17% of all school journeys within the city are still by car and take ten minutes or less. All these journeys could easily be made on foot or by bike and we aim to encourage this to happen. There is even more potential for increased levels of walking amongst primary school pupils: 52% of all car journeys to primary schools are over a distance of under 0.75 miles, a distance that could be walked in 15 minutes or less.

Research has shown that children who walk or cycle to school are healthier and generally happier with their school travel experience than those who are driven.

There is a pressing need to encourage mode shift and active travel amongst children (and their parents) both to combat traffic congestion, and also most importantly to tackle the city's high incidence of childhood obesity. The National Child Measurement Programme of England in 2008/09 determined that in Southampton 20.7% of Children in reception year were either overweight or obese, as were 30% of those in year 6. These figures are around 10% greater than the Hampshire average, and are a cause for serious concern.

How we can meet our challenges and encourage Smarter Choices

Smarter Travel Southampton

From 2004 to 2009 the DfT funded the 'Sustainable Travel Town' programme, which saw the roll-out of smarter choices measures in Darlington, Peterborough and Worcester. From 2006 to 2009 Transport for London (TfL) funded a borough-wide programme, which focused on changing the travel habits of residents in the London Borough of Sutton.

Appendix 8 reviews the outcomes of the schemes in Darlington, Peterborough, Worcester and Sutton. Southampton City Council, in conjunction with various public and private sector partners, are developing a Local Sustainable Transport Fund (LSTF) bid to gain funding to implement a "Smarter Travel Southampton" scheme along similar lines to the schemes in the Sustainable Travel Towns programme. *Appendix 9* lists the types of Smarter Choices schemes which SCC would consider operating should LSTF funding be obtained whilst *Appendix 10* sets out how a Smarter Travel City Southampton project might eb delivered. .

Workplace Travel Plans

We will continue to deliver workplace travel plans though the Transport Alliance. In addition we will seek to implement new development control standards.

School Travel Plans

Although 100% of state schools have travel plans there is a need to improve the quality and effectiveness. To this end we will seek to implement a new school travel plan gold silver and bronze award rating.

Residential Travel Plans

Residential travel plans are concerned with journeys made from a single origin (home) to multiple and changing destinations. Residential travel plans are required for all new housing developments over 50 units.

Active Travel Promotion, Marketing and Information

Following on from the success of many of the cycling and active travel events Southampton City Council have staged in previous years, it is our intention to seek to continue to host and support events such as Skyride and Skyride local rides, Southampton Cycle Campaign Rides, Big Bike Celebration; and Cyclo-cross racing at the Sports Centre.

We will also organize smaller community and city cycling events as opportunities and funding allow. We have been offered £300,000 by British Cycling towards construction of a new tarmac loop track for cycle racing events, which we will deliver by 2013. This will cement the city's position as a major host of cycle sport events. Studies to identify the best location for this the track will be conducted as part of the Southampton Cycle Strategy development process.

We aim to continue to market a variety of walking and cycling schemes including:

- Continuing to support Street Tread during its final year of operation and seeking to continue support of the project after expiry of initial funding;
- Running the Southampton Cycle Challenge in conjunction with our partners at the CTC, Sustrans, and other organizations;
- Working with British Cycling with Cyclo Cross events and the schools Go Ride scheme;
- Publicity publications, such as the city cycle map, events guide, and safety literature;
- We are also providing funding towards a cycle journey planner element of the Transport Direct website that went live in December 2010; and
- Provision of (and updates as appropriate to) the Southampton Cycle Map.

Our ongoing successful marketing and promotion initiatives will form a key part of any "Smarter Travel Southampton" scheme, which would work to build on the events and initiatives we have so far established.

Training and Safety

What??

Bikeability funding and cycle training

What??
Bikeability (Funding in LSTF)

Safety training and marketing can help build user confidence. The provision of dedicated infrastructure also helps improve safety for cyclists and pedestrians, particularly at crossings and other conflict points.

Programme

An indicative programme of investment in Smarter Choices schemes has been developed and can be found overleaf in *Table 24*, with a planned/ indicative programme for the Implementation Plan period (2011 to 2014) and an aspirational programme for beyond this period. All schemes in this LTP3 which will contribute towards our Smarter Choices Strategy have been listed in this programme.

Table 24- Programme for Smarter Choices in Southampton

Strategy Area	Scheme Name	Delivery			
		Confirmed 2011/2012	**Indicative 2012/2013**	**Forecast 2013/2014/2015**	**Beyond 2015**
Smarter Choices	Site Specific Advice	✔	✔	✔	
	Personalised Journey Planning	✔	✔	■	
	Southampton Central Station Travel Plan		■		
	Travel Plan DC Guidance				
	Smarter Travel Southampton- development	✔			
	Smarter Travel Southampton- delivery		■*	■*	
Other Areas					

* Delivery of Smarter Travel Southampton scheme is highly dependent on obtaining funding from the Local Sustainable Transport Fund. If funding is not obtained, delivery of this scheme may not be possible.

Evaluation and Monitoring

Missing.

Chapter 8

Active Travel

Introduction

Active Travel is a term used to describe modes of transport which involve expenditure of energy by the user. The two active modes of greatest relevance to everyday travel are walking and cycling, and these modes are the focus of this chapter. More than 10% of the city's population normally walk or cycle to work and many residents use these modes for other journey purposes and for recreation and exercise.

Southampton City Council has a positive track record of encouraging people to cycle and walk more, with an observed 10-20% increase in cycling levels over the last 5 years across the city. This stands in contrast to the national average levels of cycling which has been static or declining over the same period. More than 20% of people access the city centre on foot on some of the main corridors of access.

Southampton has one of shortest average journey to work distances in the country, and given that active modes are best suited to short trips, we will aim in LTP3 to encourage many more people to walk and cycle to work.

On a local level, increasing uptake of Active Travel in the city will have a positive impact on many of the goals of this Local Transport Plan. Progress toward many of the sub-regional objectives for transport will also be achieved through increased infrastructure provision, marketing and promotion, and numbers of events for active modes. The contribution of investment in Active Travel to progress towards local and subregional goals and objectives is outlined in *Table 25* below:

Table 25- Active Travel strategy contribution towards goals

	Goal/objective	**Contribution toward goal**
Local Goals	LG1: Bus patronage	■ or ✔
	LG2: Bus as urban mode of choice	✔ ✔
	LG3:People movement capacity of network	✔ ✔
	LG4: Awareness of travel options	✔ ✔
	LG5:Active travel as urban mode of choice	✔ ✔
	LG6: Fewer vehicle trips to CBD	✔ ✔
Sub-regional objectives	SO1-Reduced dependence on the private car through more people choosing public transport, walking, and cycling	✔ ✔
	SO2-Improved awareness of travel options available to people for their journeys, enabling informed choices about whether people travel, and how	✔
	SO3-Improved journey time reliability for all modes	✔ ✔
	SO4-Improved road safety within the sub-region	✔ ✔
	SO5-Improved accessibility within and beyond the sub-region	✔ ✔
	SO6-Improved air quality and environment, and reduced greenhouse gas emissions	✔ ✔
	SO7-Promoting a higher quality of life	■ or ✔

Key

✔ ✔ - Strong positive ✔ - Positive ■ - Neutral/unknown ✘ - Negative ✘✘ - Strong negative

Outcomes

The Joint Strategy for South Hampshire identifies outcomes which form the policy framework for delivery of the LTP3. These focus on modal shift to public transport and active travel to reduce car dependence, improving awareness of travel options, improving journey time reliability and road safety, and improving accessibility, air quality and quality of life for all. To deliver these outcomes, a series of policies have been developed, with each policy contributing to and complementing the others. For each policy there is a toolkit of delivery options, from which the most appropriate will be included in this Implementation Plan. Policies which investment in Active Travel will support include:

- Policy A: To develop transport improvements that support sustainable economic growth and development within South Hampshire. Provision of active travel infrastructure as part of new development, linking new development with existing areas, and within existing areas will all act to support sustainable economic growth as well as progress towards most local and sub-regional objectives.

- Policy E: To deliver improvements in air quality. Modal shift from single occupancy car use to walking and cycling takes cars off the road and reduces emissions, improving air equality and reducing our carbon footprint.

- Policy G: To improve road safety across the sub-region. Investment in active travel infrastructure such as pedestrian crossings and cycle lanes will help improve the perception of and actual levels of safety for these vulnerable road users. Increased numbers of pedestrians and cyclists will also improve safety for each individual user through “safety in numbers”.

- Policy H: To promote active travel modes and develop supporting infrastructure. This chapter is primarily concerned with delivery of schemes in support of this policy.

- Policy M: To develop and deliver high-quality public realm improvements. Improved public realm in the city and district centres will help improve the ease and safety of walking and cycling in these areas, making active modes a more attractive proposition.

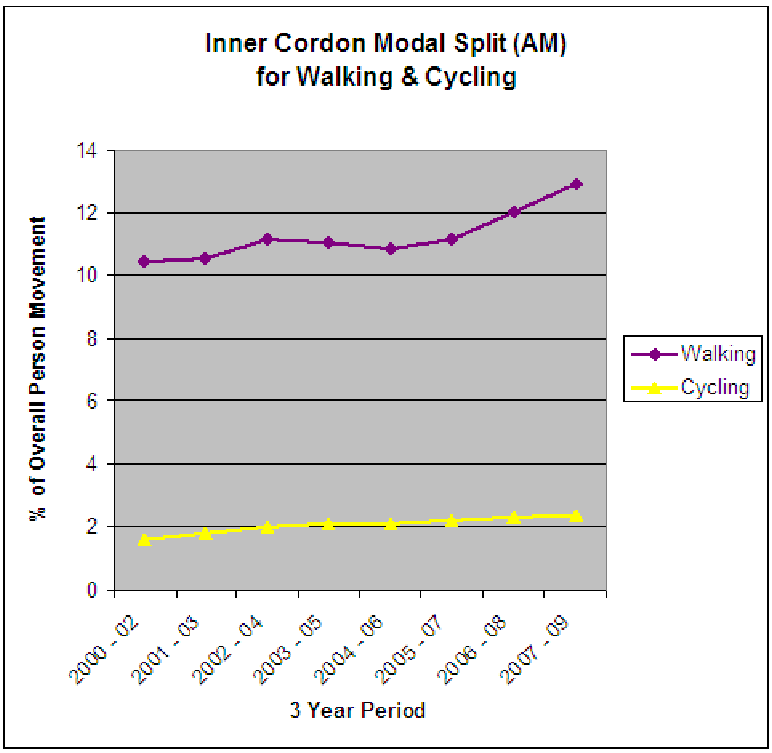
Active travel in Southampton

Active travel statistics and trends in the city

The City has been actively investing in infrastructure and promotion to support walking and cycling for over a decade. As a result Southampton has made gradual positive progress in encouraging more people to walk and cycle over the period between 2005 and 2010, despite a general downward trend in walking and cycling in the UK (excluding London) over this period.

These trends are in contrast to national trends, where both walking and cycling have been declining. Some 2.6% of Southampton's resident population cycle to work and 8.1% walk to work [87]. *Figure 10* shows data from our annual morning peak Inner Cordon survey. This shows that journeys on foot into the city centre now make up 13% of all trips into the city centre, up from 10.2 % in the 2000 to 2002 period[88]. The proportion of trips by bike into the city centre has also slowly but steadily increased to 2.2%.

Figure 10- Inner cordon modal split trend 2000 to 2009

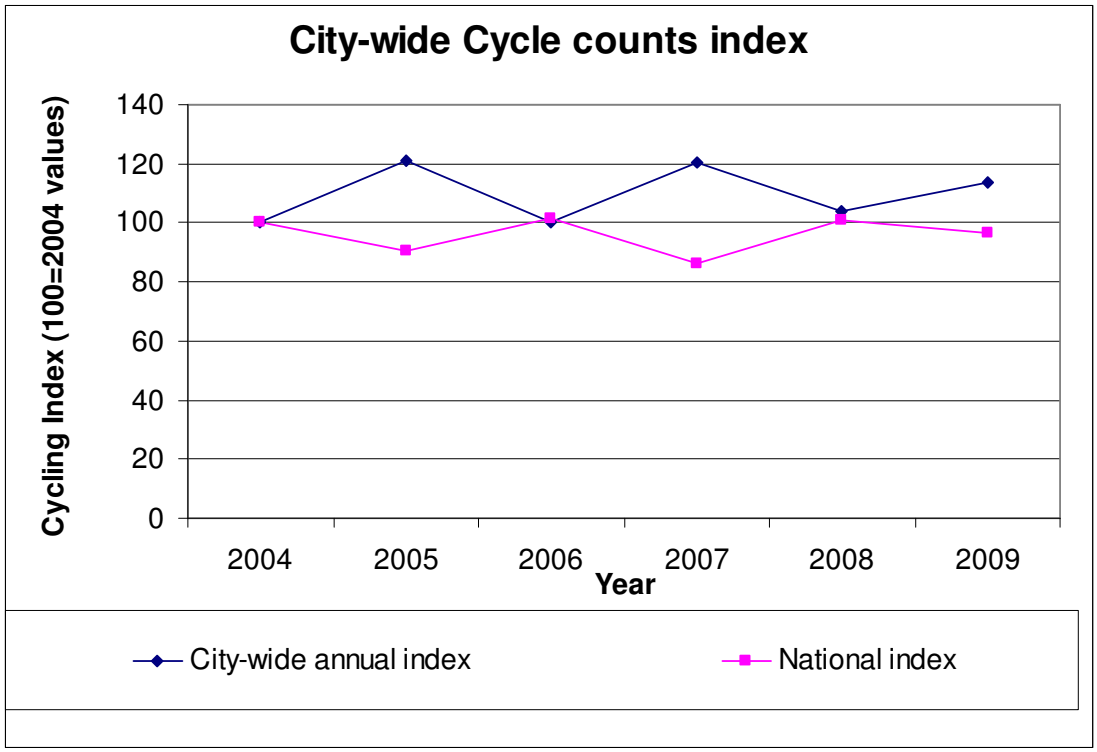


In addition to this, data from our automatic cycle counters shows steady but fluctuating numbers of cyclists over the past 5 years (*Figure 11,* overleaf), with numbers of cyclists generally at or above the national average. Although this trend has fluctuated at some locations, other locations such as Cobden Bridge have shown continuous growth with as much as a 70% increase in cycle traffic over five years. City-wide, we estimate that cycle traffic has increased by around 10 to 20 percent since 2004.

[87] 2001, ONS. Census data http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=276856&c=Southampton&d=13&e=9&g=411988&i=1001x1003x1004&m=0&r=1&s=1289474262976&enc=1&dsFamilyId=125

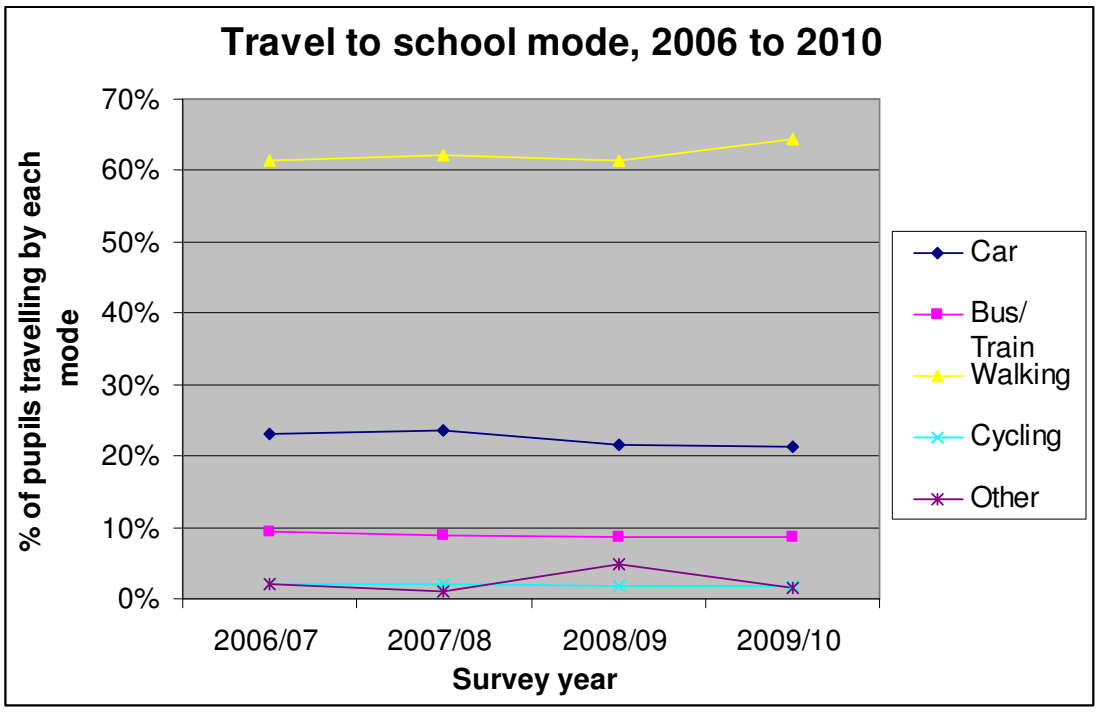
[88] Cordon survey 2008 data

Figure 11- Cycle count index, 2004 to 2009



School travel survey data presented in *Figure 12* (below) suggests parents and children have gradually been shifting from travelling to school by car to walking since 2006. Nearly 65% of all children walk to school in Southampton at present.

Figure 12- School travel statistics, 2006 to 2010



Active Travel improvements and initiatives delivered in Southampton during LTP2

During the implementation of LTP2, many schemes providing additions to the walking and cycling network have been successfully completed. As well as cycle routes and pedestrian schemes, we have invested in promotion and marketing projects. This aimed at encouraging walking and cycling and raising awareness, together with safety training schemes and provision of funds and organisation for major events in the city

The City Council has also worked in Partnership with Sustrans and with Hampshire County Council to promote cycling and walking across the city boundary by providing several routes for pedestrians and cyclists which help link Southampton with neighbouring local authority areas.

This section summarises progress made by SCC and our partners in the development of Active Travel over the LTP2 period. More details are available in *Appendix 11*.

Infrastructure schemes

Connect2 Horseshoe Bridge Boardwalk

Our flagship active travel project during LTP2 has been the creation of a new shared use pedestrian/ cycle "boardwalk" beside the River Itchen, between Northam and Horseshoe Bridge, St Denys. This boardwalk provides new leisure and recreation route opportunities for walkers and cyclists and also enables waterfront access to the public. It also provides a critical missing link on National Cycle Network route 23, and also means that many local journeys in the area can avoid roads with heavy traffic. The boardwalk was delivered as part of Sustrans Big Lottery Funded "Connect2" project. The overall cost of the scheme was £1.5 million, of which over £450,000 was from the Sustrans Project.

DIY Streets

SCC has started to implement a project in St Denys called "DIY Streets", in partnership with Sustrans. Residents will be involved in designing the layout of their roads to incorporate more community space for leisure and play, incorporate shared space principles, and improve walking and cycle links between schools and communities. Sustrans are providing £135,000 worth of funding for the project. Construction work will take place in early 2011.

Cycle Parking Improvements

Southampton City Council has improved and increased well-designed and attractive cycle parking at many locations across the city during the LTP2 period. Provision of sufficient, attractive and secure cycle parking is an important factor in encouraging potential cyclists to ride to various destinations. We regularly monitor use of city centre cycle parking and have provided additional stands where demand has exceeded supply in various locations such as district centres, doctors surgeries, numerous schools, and a number of major places of employment.

Promotion schemes

Street Tread

The Street Tread project, worth £1million over three years, is a walking and cycling promotion project running in deprived parts of the City including Weston, Woolston, St Denys and Thornhill. Street Tread is funded by Southampton City Council, the local NHS Primary Care Trust, and Sustrans with Lottery funding. Through Street Tread, we run a range of walking and cycling activities including adult and children cycle training, led walks and cycle rides, bike maintenance and promotional events for schools, workplaces and communities.

The project has been highly successful since its launch in 2008. It has:

- Exceeded its target of involving 5,000 people in activities by 2011;

- Met its targets met more than one year early;
- Enabled more than 7,400 people to benefit from activities and services provided by Street Tread (as of November 2010);
- Enabled over 1000 participants to become substantially more physically active; and
- Recruited and trained 32 volunteers to run the project's health walks, cycle rides, and training programme.

An analysis of the economic benefits of the scheme (primarily health benefits) in Weston suggests it has a Benefit-Cost ration (BCR) of 16:1. In other words, Street Tread is delivering an estimated £16 million of benefits for the investment of £1 million.

Southampton Cycle Challenge

In summer 2010 Southampton was one of 13 areas chosen by the CTC (Cyclists Touring Club - National cyclists' organization) to run a "workplace cycle challenge" initiative. The Southampton Cycle Challenge was an innovative web and social media-based competition encouraging people to cycle to work. Essentially the challenge took the form of a competition between different workplaces to see who could get the most staff to cycle to work. Over 1300 cyclists logged over 11000 trips equating to 98000 miles. This programme will run during 2011

Events

Big Bike Celebration

This is a joint Southampton City Council and Sustrans promotional event which operates annually as part of the Street Tread project. In Bike Week 2009, the event attracted over 2000 people, whilst the 2010 event attracted an attendance of over 3,000, who took part in bike skills sessions, bike maintenance and group cycle rides, as well as try out riding various "normal" bikes as well as having a go at riding some more unusual bicycles.

Skyride 2010

On the 25th July 2010, thousands of cyclists took over the boulevards and parklands of Southampton as part of the national 2010 Sky Ride events. This involved closure of six miles of roads between the Bargate and The Common. The event attracted an estimated 10,000 riders. Participants were treated to a wide variety of bike-based fun and events at several locations on the circuit, as well as live music and entertainment. The Skyride was one of the largest events to take place in the city during 2010, and significantly raised the profile of cycling in the city.

LTP3 Challenge

The key challenge for the development of Active Travel in Southampton is overcoming the barriers which discourage or prevent people from walking or cycling more.

Physical Barriers

Physical barriers include busy roads, large roundabouts which can physically prevent walking and cycling, and sections of routes where no right of way exists ("missing links"). Cycle routes, pedestrian crossings and similar schemes help to eliminate physical barriers. It is possible to design new road schemes with pedestrians and cyclists in mind, and this is already done where possible. Modifying our existing infrastructure to remove physical barriers is a slow and expensive process, but it is our intention to do this over time where practical.

There is a high demand for development of a high quality, continuous, coherent cycle network that would encourage significantly greater uptake of cycling as well as delivering benefits for pedestrians. Funding and developing such a network in the city is a significant challenge, but will be necessary to develop cycling to the levels we believe Southampton has the potential for.

Perception Barriers

Perception is probably the most significant barrier to increased walking and cycling. There are many reasons why people do not cycle, with many citing concerns such as "it's dangerous", "you get wet if it rains" , "it takes too long", and "you cannot cycle and still dress smart" as reasons why they cannot cycle or walk more.

Fear of injury is probably the most significant perception barrier. Tackling these perceptions is partly possible through infrastructure, training and marketing, which are within control of Southampton City Council. However for cycling to become the norm, a cultural change will be required which we can only seek to contribute towards and encourage .

One of the common misconceptions it that walking and cycling are slow. For a compact city like Southampton most journeys in the city centre are far quicker by walking and cycling than any other mode. Making more people aware of the time and cost savings of active travel is a key challenge.

Regarding safety for pedestrians and cyclists, increasing numbers of cyclists on the road in itself helps increase safety. As an example, since 2000, there has been a 91% increase in levels of cycling in London, yet the number of casualties per year has fallen 33%. This means that each individual cyclist is now around 2.9 times less likely to be involved in an accident than in 2000. A similar effect has been observed in numerous other locations.

Active Travel to tackle obesity and poor health

Some 26% of adults in Southampton are classed as obese (the national average is 24%) and 78% of adults regularly fail to undertake the advised 30 minutes of physical activity four times per week. Southampton NHS trust spends an estimated £3.7 million per year treating illnesses due to physical inactivity.[89] Improved activity is also linked to mental health and quality of life

Cycling has been stated as the governments 'best buy' for tackling Obesity, in a House of Commons select committee report on health[90].

"Normalizing" active travel to make it an accepted part of our daily routine is a key tool for addressing poor health of parts of the population. A key challenge for this LTP3 is to increase the levels of active travel amongst sections of the population suffering from obesity and other health problems linked to a sedentary lifestyle.

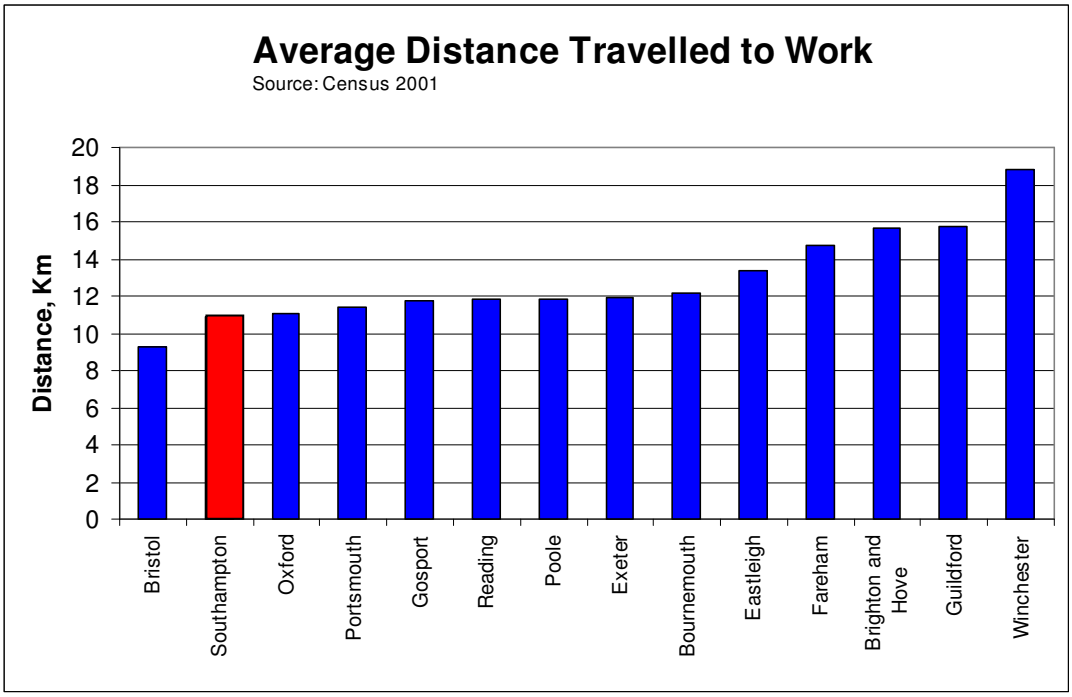
[89] http://www.southampton.gov.uk/modernGov/mgConvert2PDF.aspx?ID=2152
[90] http://www.publications.parliament.uk/pa/cm200304/cmselect/cmhealth/23/2302.htm

Evidence, Tools and Measures

Southampton's Active Travel Potential

The potential to increase levels of walking and cycling in Southampton is good. This is because Southampton has one of shortest average journey to work distances of any comparable city in the South of England, as shown in *Figure 13*. The average journey to work made by people working in the city is just 10.9 kilometres. 55% of residents live less than 5km from their place of work[91]. Many residents have journeys to work within the city that could easily be walked or cycled. The "average" 10.9 kilometre commute is itself about a 40 minute cycle ride at an average speed, making this a feasible cycle commute distance for many riders.

Figure 13- Average Travel to Work Distances, Southern England



Similarly, there is considerable potential for modal shift for children's journeys to school. The School Travel Surveys have shown that:

- 83% of children live within I mile of school; and
- 50% of children who are driven to school travel 0.75 miles or less.

As well as these short commute distances which make active travel more feasible for the journey to work, travel surveys have shown that many children want to travel using active modes more than they currently do:

- 31% of children are driven to school;
- 17% want to be driven to school;
- 4% of pupils cycle to school; and
- 22% of pupils who don't cycle want to cycle but do not do so due to barriers- perceived or real.

[91] 2001, ONS. Census data

Data collected from the 2010 Southampton Cycle Challenge has improved our understanding of factors influencing modal shift and travel preferences amongst commuters in the city. About 50% of the participants described themselves as new cyclists or very infrequent cyclists, yet three out of four of this group already owned a bicycle, meaning that much of the population already has access to the tools needed to engage in active travel. The post-challenge survey showed that 46% of participants had been cycling more regularly after the challenge. Further analysis shows that a considerable number of new cyclists are cycling more regularly, having been encouraged to do so during the challenge. Many of these cyclists reported having developed their confidence in cycling over this period. This in itself is good evidence that well-designed promotion and encouragement can help create modal shift.

Health benefits of Active Travel

The health benefits of Active Travel are associated with an increase in physical activity and easier maintenance of a healthy weight. In Southampton 26% of the adult population are classified as obese and as a consequence are at a risk of various types of illness[92]. A 2008 survey found that only 21% of adults in Southampton did 3 or more sessions of 30mins physical activity per week, and 45% of adults did less than 30 minutes per week[93]. Lack of time and money[94] were the two most frequently reported reasons for residents of Southampton failing to achieve the recommended 5 sessions of 30 minutes exercise per week[95]. Walking and cycling short journeys can fulfill the objectives of being cheap (or free), convenient and easy to incorporate into daily routine. Walking or cycling as part of a daily commute in urban areas is often faster than driving or using public transport, as well as being cheaper.

Regular walkers and cyclists enjoy significant health and fitness benefits compared to users of other modes. Travelling by active modes can have a real impact on the prevention of illness and is a significantly cheaper way of dealing with health issues than treating illness. It is widely known that the best way for individuals to attain the recommended levels of physical activity is to make it part of daily routine. Walking or cycling to work, school or local shops is an ideal way to do this.

Cyclists and pedestrians are at more risk of being involved in an accident than any other group of road users apart from motorcyclists, and increasing their numbers may result in greater numbers of casualties. However studies have shown that the benefits of cycling outweigh the risks by 20:1[96]. There is also evidence to show that higher cycling levels results in lower casualty rates[97]. This is because with increased numbers of cyclists:

- Drivers are more aware of cyclists;
- Drivers are more likely to be cyclists themselves; and
- There is greater political will to improve cycling conditions.

Economic benefits of Active Travel

Traffic congestion remains one of the greatest threats to economic success of the City. Achieving the growth aspirations of the City without congesting our roads further will require existing and new residents, workers and visitors to walk and cycle more and use the car (particularly as a single occupant) less.

A substantial body of evidence points towards Active Travel as providing excellent value for money. The DfT recommend that costs and benefits associated with health care, improving journey ambience, reduction in congestion, changes in road accident, reduced fuel tax revenue for treasury and reduced absence from work associated with better health are considered when assessing the value of transport schemes. The benefit cost ratios of a range of active travel schemes can be found in *Appendix 4*. However as an example, the research undertaken as part of the Cycling Demonstration Towns has shown that pessimistic Cost Benefit Ratios of 2.6 to 3.5 should be achievable, with more optimistic

[92] CGOU Dad. Healthy Weight, Healthy Lives: A Cross-government strategy for England. London2008.
[93] AS. Active Southampton - Action Plan 2009. 2009
[94] SCPCT. Health and Lifestyle Survey. 2006
[95] DoH. At least five week: Evidence on the impact of physical activity and its relationship to health. London2004.

[96] Hillman M., 1994, Cycling: Towards health and safety. BMA, London
[97] CTC- Safety in numbers http://www.ctc.org.uk/desktopdefault.aspx?tabid=5225

estimates of 6 to as high as 12 being possible. A majority of this economic benefit is valued by reduced healthcare costs.

Additionally, walking is the cheapest form of short-distance travel, whilst cycling is relatively cheap compared to most alternative modes. The financial benefits of these modes for the users compared to public transport and driving may be significant. Cycling in particular can allow quite substantial distances to be covered, and may enable journey opportunities in situations where there is no public transport or car alternative for the user. Cycling in this regard is seen as a very affordable way of improving people's access to employment and services.

Despite all of these advantages, there are numerous barriers and disincentives to use of active modes. Users of active modes often have to contend with infrastructure which tends to give priority to motor traffic, as well as in some instances suffering greater levels of concern over personal safety. The single most requested improvement amongst cyclists is provision of more dedicated cycle lanes. There may also be a lack of information regarding routes and facilities, whilst some may find a lack of cycle parking or changing facilities at destinations may be a hindrance. Whilst many of these issues can be addressed, some, particularly the vulnerability of active travel users to the weather, are difficult to overcome.

Cycling Demonstration Towns

Although there has been a steady decline in national Active Travel rates over the years[98], some towns and cities have observed significant increases in cycling. In 2007 the DfT Cycling Demonstration Towns project invested £7m to show how intensive applications of cycle infrastructure measures and promotion could achieve significant increases in cycling.

Results three years into the project show an average increase in cycling of 27% in these towns. As a result, the program was extended to include 11 more towns and the UK's first Cycling Demonstration City[99]. Southampton bid to be selected for this project but despite being short listed was unsuccessful. However Southampton has continued to increase cycling levels despite this.

The conclusion that can be taken is that whilst Southampton has very considerable potential for many more trips to be made on foot or by bicycle, and whilst marketing and promotion measures are likely to have some effect in encouraging this modal shift, provision of better infrastructure, particularly at areas with actual or perceived safety problems, is required to maximise the potential for shift to active modes.

How we will invest in Active Travel

We plan to continue to invest in successful Active Travel schemes as well as initiating various new schemes benefitting pedestrians and cyclists during the LTP3 period. Because Active Travel is closely linked with our Public Realm and Smarter Choices strategy it is recommended that readers also refer to these chapters in order to get a fuller picture of our plans for scheme delivery during LTP3. This chapter deals primarily with Active Travel infrastructure. Marketing and training are addressed in the Smarter Choices chapter.

Strategic Cycle Network and Infrastructure

We have developed an emerging plan for development of a strategic cycle network in the city. The network presented in *Appendix 12* of this document is a draft version, which will be refined in light of a planned data collection project.

The outline network (subject to review) has been designed to provide good quality, safe and continuous cycle facilities on all the major radial routes from the suburbs into the city centre. It also provides a number of links between various suburbs and key destinations, hubs, within the suburbs such as district centres, the university, and Southampton Airport, together with a network of routes intended to provide enhanced cycle priority routes to the General Hospital.

The review will follow several principles including:

[98] DfT National Travel Survey 2009- http://www.dft.gov.uk/pgr/statistics/datatablespublications/nts/latest/nts2009-03.pdf
[99] DfT/Cycling England. 2009. Analysis and Synthesis of evidence of the effects of investment in six cycling demonstration towns.

- Identify a core strategic network with either existing high cycle flows or with potential to increase;

- Identify a priority list of routes from the suburbs into the City Centre and to major trip attractors like the areas of work including the General Hospital and University campuses;

- Consider the relative needs of targeted cycle users. Different design requirements apply to commuter focused routes, than to routes where leisure cyclists make up a significant user group;

- Identify gaps and locations within the existing priority cycle network that are critical barriers constraining user growth; and

- Take full advantage of available funds from external organisations such as Sustrans.

We will continue our programme of providing missing links, advance stop line "ASL bike boxes" at traffic signals to improve safety and priority for cyclists at signaled junctions. We will also continue to deliver a wide range of infrastructure improvements funded through Section 106 agreements with developers.

Cycle training

We will continue to operate our successful existing cycle training schemes from internal and external funding. Please refer to the Smarter Choices chapter for more details on cycle training.

Cycle Parking

We will continue our programme of monitoring use of city centre cycle parking and providing new or re-located parking to meet demand. We will also continue to provide cycle parking at other locations such as district centres and public facilities (e.g. doctors' surgeries). We will also continue to require that, in line with our parking standards, all new developments provide cycle parking and or secure storage. We will refresh our parking standards and set new guidelines requiring developers to provide better designed and more accessible cycle parking wherever possible.

Pedestrian Facilities

The City is actively seeking to radically improve the quality of the public realm and pedestrian environment with schemes like London Road and the QEII Mile. These are outlined in the Public Realm section. In certain locations severance or road safety concerns will require the city to consider specific improvements like pedestrian crossings. All requests for crossings are prioritized using an industry standard. We will continue to deliver crossings improvements as resources allow.

Any highway scheme that is constructed must be compliant with Disability Discrimination Act (2005) requirements regarding pedestrian accessibility. This generally means that all highway schemes must upgrade existing pedestrian crossings and footways within the scheme boundary to minimum current standards.

Wherever possible, we will seek to design-in improved pedestrian and cycle facilities as part of all highway schemes such as junction improvements, road layout changes, or new accesses.

Safer Routes to Schools

We will continue to fund our Safer Routes to Schools programme in partnership with Sustrans, including infrastructure improvements to enable children to walk and cycle to school more safely. This includes infrastructure such as pedestrian crossings, signage, and cycle facilities.

Marketing, Promotion Information and Events

Events intended to market and promote walking and cycling will continue to be run. Please refer to the Smarter Choices chapter for more details on these events and how they might tie in with future Smarter Choices programmes.

Programme

The programme for implementation of active travel schemes in *Table 26* sets out what Southampton City Council intend to do over the next four years and into the future to develop Active Travel within the city.

Table 26- Programme of Active Travel Schemes

Strategy Area	Scheme Name	Delivery			
		Confirmed 2011/2012	**Indicative 2012/2013**	**Forecast 2013/2014/2015**	**Beyond 2015**
Active Travel	Missing Links	✔	✔	✔	
	Cycle Parking	✔	✔	✔	
	Safer Routes to Schools		■		
	Cycle Infrastructure- Cobden Bridge	✔			
	Cycle Infrastructure- Riverside to Horseshoe Bridge	✔			
	Cycle Infrastructure- Future Schemes/ Strategic Cycle Network		✔	■	
	Developer-Funded Infrastructure Schemes	✔	✔	✔	
	Crossings	✔	✔	✔	
	Marketing & Promotion	✔	✔	✔	
	Quality Monitoring	✔	✔	✔	
Other Areas					

Evaluation and Monitoring

Text ???

Chapter 9

Asset Management

Introduction

Overview of Asset Management in Southampton

The role of the Highway Authority as asset manager is governed by an extensive range of legislation. In relation to highway maintenance, much is based on statutory powers and duties contained in legislation and precedents developed over time as a result of claims and legal proceedings. Even without specific powers and duties, highway authorities have a general duty of care to users and the community to maintain the highway in a condition fit for its purpose. These considerations directly affect the levels of service that the council provide by establishing minimum levels of service that must be provided, complementing and supporting the delivery of the Local Transport Plan.

The Asset Management approach during LTP3 will work towards local and sub regional strategies highlighted in *Table 27* below.

Table 27: Asset Management strategy contribution towards goals

	Goal/objective	Contribution
Local Goals	LG1: Bus patronage	✔
	LG2: Bus as urban mode of choice	✔
	LG3:People movement capacity of network	✔
	LG4: Awareness of travel options	
	LG5:Active travel as urban mode of choice	
	LG6: Fewer vehicle trips to CBD	
Sub-regional objectives	SO1-Reduced dependence on the private car through more people choosing public transport, walking, and cycling	
	SO2-Improved awareness of travel options available to people for their journeys, enabling informed choices about whether people travel, and how	
	SO3-Improved journey time reliability for all modes	✔
	SO4-Improved road safety within the sub-region	✔
	SO5-Improved accessibility within and beyond the sub-region	✔
	SO6-Improved air quality and environment, and reduced greenhouse gas emissions	
	SO7-Promoting a higher quality of life	

✔ ✔ - Strong positive
✔ - Positive
- Neutral/unknown
✘ - Negative
✘ ✘ - Strong negative

There are approximately 370 miles of roads that are managed and maintained as public highway but the Highways and Parking Services Division, of which:

- 48 miles are principle roads (A class roads) constituting 13% of the network;
- 42 miles are classified roads (B & C class roads) – (11%)
- 281 miles are unclassified roads (76%)

There are also 734 miles of footway, of which:

- 6 miles categorised as prestige or primary walking routes, for example a pedestrian precinct or main shopping area (1%);
- 106 miles categorised as category 2 footways, for example walking routes to schools and major interchanges etc (14%)
- 528 miles categorised as category 3 & 4 footways, such as local residential footways (72%);
- 94 miles are stand alone footways, remote from the road and mostly housing paths & links between residential blocks etc (13%).

The estimated gross replacement cost asset value for roads and footways is £450 million. The overall rate of deterioration is between 1.80% and 3%. This represents an annual investment need to maintain the steady state of between £5.2 million to £8.8 million. The total capital expenditure for roads and footways in 2009/2010 was £7.3 million.

Southampton City Council has entered into a Partnership with an external provider, Balfour Beatty WorkPlace to deliver their Highways Services. The contract commenced in October 2010 and is initially for 10 years.

Southampton City Council signed a 25 year Street Lighting PFI contract with Tay Valley Lighting (Southern Electric Contracting) which commenced in April 2010. The contract covers the design, installation, and maintenance of the City's 28,000 street lights, illuminated signs, and bollards. During the first 5 years of the contract the Service Provider (Southern Electric Contracting) will under take a Core Investment Programme, replacing some 16,500 lamp columns, and converting 10,500 existing lighting units to 'white' light lanterns. By 2015 the City will have all 'white' lighting, which has better colour rendering, meaning the general public, pedestrians, and motorist etc, will be able to distinguish colours at night, this will also assist and enhance CCTV picture quality for security or safety cameras.

The Council entered into the Strategic Services Partnership (SSP) with Capita in October 2007. As part of this partnership highways structures and bridges are kept safe in accordance with statutory requirements and providing specialist advice on repair or new projects.

There is a need to ensure that new development needs to take account of whole lifetime cost of managing the asset reducing the cost to the council. The main challenge for managing the highway asset over the period of the LTP is for a transport system which assists the economic growth of the city region, is accessible to all and allows for a safe and usable environment, managing what we have with less money.

Transport Asset Management Plan (TAMP)

The Traffic Management Act 2004 places a statutory duty on Highway Authorities to manage their networks with the objectives of minimising congestion and unnecessary delays. Well maintained traffic signal installations whose operation is coordinated with other Network Management activities can help the City Council comply with legislation.

The Transport Asset Management Plan (TAMP) is a "living" document that details how all of the city's highways assets are managed now and in the future, identifies aspects for improvement across the service area and provides tools to make more informed decisions and justify the need for additional investment. The TAMP complements and supports the goals and objectives of LTP3, to ensure that our highway assets are managed and maintained in the most efficient way for the benefit of the highway asset

Through the HSP the TAMP will be refreshed during the early part of the LTP3 period to take account of whole-life approach to works to ensure a lean and efficient service delivery with the aim of making efficiency savings of 20% which will be ploughed back into the service. This will be published in due course.

An integrated approach to work prioritisation will be developed thought the period of the Implementation Plan to ensure service resilience and recovery with an in intelligence led approach to integrate utilities, street lighting PFI, structures and street works to reduce delays on the network. These efficiencies will be reported through the HSP reporting procedures.

Further information on the TAMP can be found at the link below:-

http://www.southampton.gov.uk/s-environment/roadsandparking/roadsmaintenance/tamp.aspx

Chapter 10

Public Realm

Introduction

What is Public Realm?

Public Realm can be described as:

'… space which relates to all those parts of the built and natural environment where the public has free access. It encompasses: all the streets, squares, and other rights of way, whether predominantly in residential, commercial or community/civic uses; the open spaces and parks; and the public/private spaces where public access is unrestricted (at least during daylight hours) ' [100]

Within Southampton, the public realm predominantly consists of the street and road network. However, the city also includes many other features that from an important part of the public realm. This includes open spaces, including the Central Parks and The Common.

Why is the Public Realm Important?

In order to retain and increase their economic vitality, towns and cities have to compete directly with out of town developments. They must become more attractive places for people to live, work, shop and spend their spare time. At a national level, Government have recognised that vibrant and successful town and city centres are an essential component of the national economy.
It is now recognised that the provision of high quality and well designed public realm is an essential component of an overall package of measures to make towns and cities vibrant and economically successful. This attracts people to visit, stay and spend time (and ultimately money) in a location, increasing economic performance and attracting further inward investment.

Whilst economic development is a key objective for improving the public realm, there are also a number of significant transport and wider benefits that result from public realm enhancements. The Public Realm Implementation Plan aims to work towards local and sub regional strategies highlighted in *Table 28* (overleaf). It has a positive impact on all Local Goals and Sub-Regional objectives.

[100] *Caring for Quality* by Office for Deputy Prime Minister, 2004

Table 28- Public Realm strategy contribution towards goals and objectives

	Goal/objective	Contribution toward goal
Local Goals	LG1: Bus patronage	■ or ✓
	LG2: Bus as urban mode of choice	✓
	LG3:People movement capacity of network	✓
	LG4: Awareness of travel options	✓
	LG5:Active travel as urban mode of choice	✓ ✓
	LG6: Fewer vehicle trips to CBD	✓
Sub-regional objectives	SO1-Reduced dependence on the private car through more people choosing public transport, walking, and cycling	✓ ✓
	SO2-Improved awareness of travel options available to people for their journeys, enabling informed choices about whether people travel, and how	✓
	SO3-Improved journey time reliability for all modes	✓
	SO4-Improved road safety within the sub-region	✓ ✓
	SO5-Improved accessibility within and beyond the sub-region	✓
	SO6-Improved air quality and environment, and reduced greenhouse gas emissions	✓
	SO7-Promoting a higher quality of life	■ or ✓

✓ ✓ - Strong positive
✓ - Positive
■ - Neutral/unknown
✗ - Negative
✗ ✗ - Strong negative

Outcomes

The Joint Strategy for South Hampshire identifies outcomes which form the policy framework for delivery of the LTP3. Policies and tools of most relevance to Public Realm are:

- Policy A: To develop transport improvements that support sustainable economic growth and development within South Hampshire;
- Policy E: To deliver improvements in air quality;
- Policy G: To improve road safety across the sub-region;
- Policy H: To promote active travel modes and develop supporting infrastructure; and
- Policy M: To develop and deliver high quality public realm improvements.

Public Realm in Southampton

Introduction

Significant levels of investment have been made in the Public Realm in Southampton over the last few years. This funding has been primarily targeted in the City Centre, but has also included enhancements to Shirley Town Centre and Portswood District Centre.

Whilst the main focus of public realm enhancements is focused on the city, town and district centres, the City Council has also established appropriate standards to ensure that new residential developments across the city meet certain quality standards in relation to public realm.

City Centre Public Realm Policy Framework

Over the last ten years, the City Council has established a comprehensive policy framework that has identified and enabled the delivery of a number of key city centre public realm projects.

In 2000, the City Council adopted the City Centre Urban Design Guide as Supplementary Planning Guidance. This identified a number of key areas for public realm improvements, including areas around the Civic Centre, the Precinct, Bargate, Mayflower Park and Queen's Park. In 2004, building on the Urban Design Guide, the City Council adopted the North South Spine Strategy, which outlined a comprehensive strategy for enhancing the public realm along the key street through the city centre, linking the Cultural Quarter around the Civic Centre through the main Precinct to the waterfront at Town Quay. The North South Spine is now known as the QE2 Mile. In addition, the Streetscape Manual aims to ensure the consistent use of good quality streetscene materials, to enhance the public realm.

Further enhancements to the public realm and improved linkages across the city centre, particularly in the east-west direction and to / from the Waterfront, are proposed through the City Centre Masterplan currently being developed and will inform the City Centre Area Action Plan.

City Centre Public Realm Projects

Following the establishment of the policy framework, a number of important public realm projects were implemented during LTP2. These are examined in detail in this section. Importantly, these projects cover a wide range of cost interventions.

London Road Improvement Scheme

The award winning London Road Improvement Scheme was the first major city centre public realm project delivered during the first part of the LTP2. London Road is a traditional busy high street, with a range of shops, banks, bars, takeaways and restaurants. .

The £1.3m Improvement Scheme, completed in 2008, fundamentally changed the design of the street. With the aim to reduce the speed and impact of traffic the scheme consisted of the following key elements:

- Clutter free design minimising the use of conventional road markings and signs;
- Revised echelon car parking on alternate sides of the road, allowing change in road alignment, to remove historic straight alignment;
- Enhanced pedestrian facilities including the provision of wider repaved footways using high quality materials and informal crossing points throughout the scheme;
- Removal of southbound through traffic to improve bus priority and reduce conflict with pedestrians and cyclists;
- Environmental enhancements, including additional street trees and artist designed seating; and
- Legible City pedestrian signing.

Some positive key outcomes of the scheme have been:

- A one third reduction in all accidents and no recorded serious injury accidents in the two years since completion of the scheme (although accident rates have not reduced over the wider area);
- 55% reduction in southbound traffic flow, with northbound traffic flow also reduced by 31%;
- Average 7% reduction in speed northbound, 15% southbound;
- New investment in retail units in the street (e.g. new Tesco Express store, refurbished Co-op store); and
- Significant increase in amount of public and private seating in the street.

London Road has been nationally recognised as an example of good street design. It is one of five featured case studies in the recently published Manual for Streets 2. London Road won the 2010 Urban Transport Design award and was Highly Commended in the 2009 IHT Manual for Streets and 2010 PUSH Quality Places awards.

QE2 Mile

The adoption of the North South Spine Strategy in 2004 had established the priority for substantially enhancing the public realm along this key route, which runs through the heart of the city centre.

Public realm enhancements on the QE2 mile are now substantially complete. These include the following key measures:

- Significant hard landscaping project in Guildhall Square, creating an important event space in the heart of the Cultural Quarter;
- Shared surface scheme at Holyrood Church;
- Widened footway provision in the Lower High Street from East Street to Town Quay in the Old Town

Whilst these works are relatively recent, there are a number of recent private sector investments that have come forward along the route including:-

- The comprehensive refurbishment of the Dolphin Hotel;
- Expansion of the restaurant quarter around Holyrood Church; and
- Opening of new leading brand convenience retail stores.

Bedford Place

Bedford Place is located in the north of the city centre, close to London Road. It has important daytime and night time functions with the northern section containing a number of high quality speciality shops and the southern section dominated by bars, restaurants and takeaways.

In 2010 a public realm enhancement scheme was implemented in although with a much more limited budget but is a good example of what can be achieved in a more challenging funding environment.

Bedford Place is a narrow street and the main focus of the project was to improve the pedestrian environment. Specific measures include:

- Widened footways in key locations;
- Narrowing junctions to reduce pedestrian crossing distances;

- Repaving poor condition footways;
- Retaining existing sections of footway in good condition; and
- Resurfacing the carriageway

Clutter Reduction Project

The Clutter Reduction Project is a low cost public realm project, which has focussed on removing unnecessary street clutter. Since 2005, the City Council has removed over 1km of pedestrian guard railing, primarily in the city centre, but also bollards and signs.

Where pedestrian guard railing has been removed, the pedestrian injury accident record has been monitored. Initial evidence suggests that removing pedestrian guard railing has led to a deterioration in pedestrian safety.

Removing unnecessary street furniture is generally positive for maintenance, as such features no longer need to be maintained. However, care needs to be taken to ensure that the removal of street furniture does not allow vehicle over runs to damage footways.

Although clutter reduction can be implemented at very low costs compared to many public realm initiatives, it can still significantly enhance the visual appearance of the streetscene.

Legible City Project

The Legible City project, which began as a European funded project, aims to provide comprehensive, high quality information for people visiting and travelling around Southampton. This includes the provision of appropriate information at all parts of a person's journey, from the pre-planning stage through to the actual visit. There is a clear emphasis on promoting the use of alternative modes to the private car, particularly walking. Key aspects of the project include:

- Production of high quality city centre maps, available to visitors at key city centre locations (e.g. tourist information office, hotels);
- Provision of city centre maps online at the *Visit Southampton* website;
- Development of suite of pedestrian wayfinding signs with installation of pilot project as part of London Road Improvement Scheme; and
- Production of detailed map and guide to Southampton Common.

Following the pilot project in London Road, the first phase of the comprehensive city centre wayfinding signs will be implemented in 2011.

LTP3 Challenge

Public Ream improvements are a key component of the overall LTP3 Strategy and have very strong linkages with encouraging the use of Active Travel modes and have the potential to deliver Road Safety benefits. As was illustrated in Section 2, Southampton has successfully made considerable investment in public realm interventions and this should be built on during LTP3.

A key challenge for LTP3 is to deliver the appropriate transport interventions, which will support and facilitate the significant economic growth proposals in Southampton, which are focused in the city centre. Public realm has more than one role, in this regard. As a transport intervention, it can help to encourage greater use of alternative modes to the private car, which will be essential to accommodate the increasing levels of travel demand particularly to, from and within the city centre and other key destinations across Southampton. However, it is also an important tool in making the city centre and other locations attractive and vibrant places, which in itself can help bring forward the inward investment that will stimulate and deliver the economic growth aspirations. This does not happen overnight and is an incremental and ongoing process, for which clear evidence has been provided from Copenhagen by Jan Gehl (see *Appendix 14*). The evidence from Copenhagen also clearly highlights the incremental and additional benefit of creating a comprehensive network of high quality streets and spaces.

Whilst LTP3 contains a defined programme of Public Realm schemes, a key challenge is to ensure the principles of good street design inherent in public realm schemes are applied universally to all transport projects. At a national level, Manual for Streets and the Manual for Streets 2 Companion documents now provide the appropriate design framework for non-trunk roads. For the first time, there is a comprehensive, high quality street design guidance, which can be used as an alterative to the Design Manual for Roads and Bridges. On this basis the following policy approach is defined for the street design of all roads in Southampton.

The *Manual for Streets* and *Manual for Streets 2 Companion* documents will be used as the default design guidance for all scheme proposals on the street and highway network in Southampton. Designers will have to provide specific justification for the use of alternative design guidance.

One key challenge is to ensure that improvements to the public realm do not compromise the efficient operation of public transport within the city, particularly bus routes and services. In order for public transport to be the mode of choice, particularly for journeys to and from the city centre, good accessibility into the heart of destinations will be important. The ongoing development of the City Centre Master Plan will need to give careful consideration to this issue.

Maintenance is a key issue, which needs to be considered in detail through the development of public realm projects. In the current economic climate, there is greater pressure than ever before on local authority funding. It is therefore important that any investment in the public realm is undertaken on a whole life cycle costed basis. This should work on the principle of providing additional capital investment at the time of implementation, if this can clearly demonstrate a reduced need for ongoing maintenance costs over the lifetime of the scheme.

Evidence, Tools & Measures

Appraising Public Realm Projects

The traditional appraisal process for transport projects calculates the various costs and benefits of a project to determine its overall Benefit : Cost Ratio (BCR). The process was originally developed when transport investment was dominated by major road schemes. The monetary costs and benefits of such projects have been well defined for many years and include, for example, injury accidents, journey time changes and fuel costs.

In addition to the factors noted above, public realm schemes have a much wider range of potential benefits. These include, for example, improved pedestrian ambience, local economic benefits and encouraging modal shift towards active travel modes (including wider health benefits). However, until recently, there has been little evidence to define these benefits quantitatively and they have generally only been defined anecdotally or qualitatively.

This lack of empirical evidence prevents these wider benefits from being fully considered in the BCR calculations. In the current funding climate, there is an even greater emphasis on BCR values, when considering priorities for transport investment, to ensure that available funding is spent on the most cost effective interventions. It is therefore important that as many of the wider benefits of public realm projects are quantified and included within the BCR.

Evidence on the benefits of implementing public realm projects has been drawn from a range of sources. However, Transport for London (TfL) appears to have made significant progress in this area. Following detailed research, TfL has now released of a basic level Valuing Urban Realm Toolkit for public realm projects, which calculates the overall costs and benefits of a scheme, to define its BCR.

The actual impact of public realm projects covers a wide area and evidence will be drawn into the following key areas:

- Pedestrian Ambience - public realm projects is to enhance pedestrian environment;
- Economic Benefits - In enhancing the environment of a street or place, this will normally attract additional inward investment and increase the value of business and residential property adjacent to the scheme, people will spend more time in the area and new spaces created;
- Transport Impacts – Reduced accidents and reliable journey times;
- Active Travel Impacts - shift the balance in street design towards promoting active travel modes, particularly pedestrian movement; and
- Other Benefits - including for example, reducing crime and use of the space for leisure purposes

More detailed consideration of the Evidence Base relating to these factors is shown in *Appendix 13*.

Key Benefits of Public Realm Schemes

The available evidence base in relation to the implementation of public realm projects clearly identifies the key benefits, which can be achieved through the delivery of these projects. Many of these benefits are quantifiable and can therefore be directly included within BCR calculations. The identified quantifiable benefits are:

- Pedestrian Ambience;
- Economic Benefits, with the caveat that increases in residential and commercial property values along the street are not a public benefit that contributes to BCR;
- Journey time savings for both vehicle passengers and pedestrians, although the impact is unlikely to be significant, compared to a major road scheme, where this is often the most important factor;

- Road safety benefits for schemes that are implemented in streets with a poor road safety record that could be improved; and

- Active Travel benefits with the primary benefit related to improvements in the physical fitness of the population, with other less significant benefits around congestion reduction and environmental enhancements.

There are also a number of other benefits, which have not been quantified at this stage (e.g. crime reduction). However, as the evidence base relating to public realm projects improves over time, these benefits may be quantified and could be considered directly within the BCR calculations, rather than a separate qualitative assessment. However, future, more advanced editions of TfL's *Valuing Urban Realm Toolkit* will contain a number of qualitative factors.

These findings demonstrate that many public realm projects are capable of delivering either high or very high value for money. The evidence base demonstrates that schemes offering the best value for money are likely to have the following characteristics:

- Existing high numbers of pedestrians and cyclists, with the potential to further increase the volumes of these Active Travel modes;

- A poor safety record, which can be improved; and

- A poor pedestrian and cycling ambience, which can be improved.

Balancing these benefits will be the cost of implementing a scheme. Here, the choice of materials is paramount. In broad terms, higher quality materials will be used in higher profile and / or historical locations. Southampton's Streetscape Manual follows this approach with, for example, the use of natural stone in the Old Town, but concrete paving slabs elsewhere. It is important many of the key quantifiable benefits can be delivered without using excessively expensive materials. Therefore, higher cost materials, such as natural stone, should only be used where this can be justified on environmental and / or economic benefit grounds and in particular, streets and spaces which would have a significant "place" function.

Improving Southampton's Public Realm During LTP3

This section examines the specific public realm interventions proposed for implementation during LTP3. As a current focus for existing activity and future economic growth, the city centre is also a significant focus for public realm investment. However, it is important that public realm enhancements are also implemented in other important locations of activity across Southampton, particularly District Centres, which form an important focus for local activity across Southampton.

However, creating high quality streets and places should be a principle, which is applied throughout. As outlined in Section 5 above, all scheme proposals, including new developments, should follow the principles of high quality street design. This should ensure that improving and enhancing the public realm is inherent in the delivery of the whole capital programme across Southampton and not just within the explicit projects outlined in this section.

QE2 Mile

The QE2 mile project was substantially completed during LTP2. However, one key outstanding element of this project is the implementation of a permanent scheme around the Bargate. A low cost interim scheme was implemented approximately five years ago, which removed through traffic from the Bargate and created the shuttle worked bus only route connecting Bargate Street with Hannover Buildings. This has created a substantial new public space south of the Bargate, which is now used for regular events, including a weekly market.

Implementation of a permanent scheme using high quality materials is likely to progress during LTP3, although this will be dependent on potential redevelopment options to the east and west. As the permanent scheme does not provide any additional transport functionality, it would not be funded directly using LTP funding and it is anticipated that the scheme would be funded by a combination of developer contributions and City Council monies.

Funding is also allocated in the short term for potential measures to manage traffic movements in and around Guildhall Square, should this prove necessary.

East West Spine

Following on from the north to south focus of the QE2 mile, the East West Spine aims to substantially enhance the public realm on the key east-west route across the city centre from the railway station in the west, through the Cultural Quarter around the Civic Centre, towards Solent University and Six Dials in the east. High priority elements of the East West Spine proposed for investment in the first four years of LTP3, include Civic Centre Place, which is the comprehensive remodelling of the road layout in and around the Civic Centre to create a much more pedestrian friendly environment and reduce the dominance of road traffic. Public realm enhancements are also proposed in front of the Sea City Museum, which is a key destination within the Cultural Quarter and due to open in 2012.

The Civic Centre Place scheme aims to remove through traffic from Civic Centre Road / New Road and divert this onto the Inner Ring Road via Havelock Road, Cumberland Place, Brunswick Place and Charlotte Place. This will remove through traffic from the central core, where there are particular road safety problems.

North of Central Station Improvements

Complementary to the East West Spine is the need to substantially enhance the public realm to the north side of Central Railway Station. This is part of an incremental approach to improve and enhance Central Station and will follow on from committed short term enhancements to the South Side. The ultimate aspiration is to comprehensively redevelop the station area as a key part of the Major Development Quarter, with a focus of high density office development is this highly accessible location.

Key elements of the North of Central Station Improvements include the consolidation of surface level car parking into a new multi-storey car park to create land for redevelopment and to create a high quality public realm and public transport interchange. The works would create a high quality pedestrian route from Central Station towards the Cultural Quarter, linking in with the proposed East West Spine works at Civic Centre Place. This is project is proposed to be a key part of a comprehensive Local Sustainable Transport Fund bid for South Hampshire.

Oxford Street

Oxford Street is an economically vibrant part of the night time economy with a concentration of high quality bars and restaurants, which supports approximately 400 jobs. The public realm in the street is currently relatively poor and a comprehensive improvement scheme is proposed to maintain and enhance the street. This will create a shared surface scheme, creating more space for the bars and restaurants to spill out into and activating the street.

Old Town Public Realm

Low cost improvements to the public realm will be implemented in the short term. These include works outside the recently renovated Tudor Merchant's House and the extension of the existing 20mph zone through the recently completed QE2 Mile enhancements in Holyrood to link with the existing scheme in French Street.

Legible Cities Project

A short term priority for the Legible City project will be ongoing delivery of the on street wayfinding maps and signing in the city centre. During LTP3, the project should its continuous expansion to create a truly Legible City. This will involve working across modes and a particular area of consideration should be the development of high quality, comprehensive and consistent public transport information.

Civilising the Ring Road

Some sections of the Inner Ring Road have a poor environment for pedestrians and cyclists, creating severance problems, which can deter the use of Active Travel modes by local residents, who live in close proximity to the city centre. Emerging work on the City Centre Master Plan has identified that civilising the Inner Ring Road to create a number of City Streets, should be a high priority.

It is anticipated that much of this work will take place post 2015 and will often be tied into development opportunities. In the shorter term, the proposals to remove through traffic from Civic Centre Place and divert this via the northern section of the Inner Ring Road could further exacerbate pedestrian severance issues. Consideration will therefore be given to whether additional measures should be implemented to address these problems.

Bitterne District Centre

Following investment in Shirley Town Centre and Portswood District Centre, Bitterne District Centre is a high priority for investment to improve accessibility and enhance the public realm.

Woolston District Centre

The development of the major Centenary Quay employment and residential development will provide S106 contributions to improve and enhance the public realm and implement measures to accommodate the increased travel demands from the new development.

Clutter Reduction

An ongoing programme of clutter reduction is proposed. This will aim to remove unnecessary street furniture and signing, which will reduce the ongoing maintenance liability for such measures. Investigations will be made to assess whether the scrap value of the furniture can be used to fund its removal, to effectively allow the project to be self funded.

Programme

The programme for implementation of Public Realm schemes in *Table 29* sets out what Southampton City Council intend to do over the next four years and into the future to develop Active Travel within the city.

Table 29- Programme of Public Realm Schemes

Strategy Area	Scheme Name	Delivery			
		Confirmed 2011/2012	**Indicative 2012/2013**	**Forecast 2013/2014/2015**	**Beyond 2015**
Public Realm	Rising Bollards	✔			
	Civic Centre Place (design)	✔			
	Civic Centre Place (implement)		■	■	
	Oxford Street	✔	✔		
	Old Town Public Realm	✔			
	Sea City Museum	✔			
	North of Central Station Improvements	✔	■	■	
	Legible Cities- Phase 2	✔			
	Legible Cities- Further Development		✔	■	
	District Centres- Bitterne	✔	■	■	
	District Centres- Portswood		✔	■	
	Clutter Reduction		✔	✔	

Chapter 11

Data Collection and Monitoring

Introduction

Data collection and analysis plays a key role in transport planning. It is used to identify and define problems, support the decision making process in resolving these issues and monitor the success of the transport plan.

The DfT guidance on monitoring performance and setting targets for LTP3 was given as follows;

> *"Authorities should consider as they develop their Plan what performance indicators are most appropriate for monitoring it, and what targets might be set to incentivise and secure delivery. Performance monitoring should be an integral part of managing the LTP programme. A strong LTP will include ambitious target setting, clear trajectories and close monitoring of delivery.*
>
> *In considering appropriate indicators, authorities are encouraged to discuss with other authorities, especially within their region, what standard indicator definitions may enable them and the wider transport community to benchmark their performance.*
>
> *A robust monitoring framework is likely to include not only the transport and transport-related NIs in the LAA process, but additional voluntary targets and indicators that are relevant to the locality and to the specific goals and challenges the authority has identified."*

It was subsequently announced in 2010 that National Indicators would no longer be collected by Central Government (except for a limited number still considered of National interest) and that Local Authorities should focus on collecting data that will be beneficial to their area.

We have used this indicator refresh to review the data that is collected to ensure that it is cost effective and relevant. We will provide an updated monitoring strategy in the 2011/12 period to report on LTP2 progress.

Outcomes

The desired outcomes of the LTP3 Data Collection and Monitoring program are as follows;

- To justify and provide the evidence for what SCC will deliver
- To monitor schemes that have been implemented to highlight success or otherwise of measures
- To monitor progress against the LTP3 strategy and Implementation Plan
- To report on results of data collection and monitoring in a manner that engages members of the public, relevant council services, interested parties and partnership authorities

Review of LTP2 Monitoring Program

LTP2 identified a series of Mandatory & Local Indicators that would be monitored throughout the five year period of the plan. There was also a series National Indicators that were to be reported annually to Central Government. There was inevitably some overlap between the National Indicators and those already proposed by LTP2.

The LTP2 Monitoring program was largely successful in reporting on the series of indicators indentified above. Progress Reports were published assessing the delivery of LTP2 against these defined targets and can be viewed on the Southampton City Council website.

The key lesson carried forward into LTP3 has been to develop indicators that are sourced from data collected to support other objectives of the Implementation Plan. This ensures that resources are not used solely for the purpose of tracking indicators.

LTP3 Data Collection and Monitoring Programme

The focus of the programme is to support the other sections of the Implementation Plan by developing an evidence base that identifies and/or supports a need for intervention measures.

Data Collection by Strategy Area

Active Travel

A comprehensive study of the routes and corridors frequently used by cyclists will be carried out in the 2011/12 period. This will take the form of a one-off survey asking cyclists to highlight the routes they use on a map, identify any problem areas and suggest routes they would use if facilities for cycling were provided. This will enable cycling intervention measures to be targeted at locations where they can provide the highest benefits.

To complement this process, cycle counts will be carried out to determine levels of cycling along the key corridors identified by the survey. Where possible this will be done using automatic counters, although ad hoc manual surveys may be used where it is appropriate to do so. The location of both automatic and manual counts will be identified as part of the Traffic Data Review.

Ad hoc surveys, both manual and automatic will be used to monitor and evaluate new schemes once they have been implemented. The methodology of the survey will vary depending on the scheme.

Asset Management

The Transport Asset Management Plan (TAMP) serves as the principal guide by which areas of the City's transport infrastructure (including roads, footways, structures, street lighting and traffic signals) are identified and prioritised for maintenance. In this regard, the TAMP will effectively double up as a monitoring document and no further data collection or monitoring work will be proposed for this section. The condition of the highways and footways will be monitored by means of City and Local Indicators.

Network Management & Intelligent Transport Systems

Prior to the implementation of measures that will improve the efficiency of the PT network (e.g. bus priority measures) a comprehensive study will be carried out of the area that will benefit from the improvements. This will take into account the impact of the measures on traffic flows in other locations i.e. creating free flowing traffic in one section of road may cause congestion at another junction. For this reason, a review of public transport infrastructure will be carried out on a corridor by corridor basis. As part of these studies, bus journey times and traffic flows will be surveyed before and after implementation measures to gauge the success of the schemes.

Public Realm

All public realm works will be preceded by a careful evaluation of the area to be improved. The methodology for each evaluation will be tailored to specific projects but commonly there is an emphasis on consulting people who use that public space. Following implementation, further evaluation is carried out to assess the success of the scheme against specific objectives of the proposal alongside the public response.

Public Transport & Smart Cards

There is great scope for collection of public transport related data that would offer a better understanding of passenger needs, required improvements to infrastructure and the overall efficiency of the network.

Although overall satisfaction with the public transport network is monitored via passenger surveys carried out by Passenger Focus, this does not generally contain constructive data on where exactly passengers feel improvements could be made and more importantly what improvements they would respond to. It is proposed that SCC will work in partnership with local public transport operators to carry out targeted surveys of passengers as part of a programme of engagement that will remedy genuine concerns where feasible and attract users back to public transport.

Smart Cards will facilitate data collection across a wide range of subject areas and provide detailed accessible information on patronage levels by route, date and time. This can be cross checked against demographic information provided by passengers when the application for the Smart Card was made. Passengers benefit because cash is not required to pay for fares and they will be aware of the cost of the journey before they pay. They will also benefit from multi-ticket offered by operators that reduce real fare cost. The operators see boarding times reduced as the driver spends less time dealing with cash transactions and the journeys become quicker and more reliable. In this respect, it will be worthwhile carrying out a survey of journey/boarding times before the introduction of Smart Cards and with subsequent follow up surveys as their use becomes more widespread.

Patronage figures for individual routes such as supported services are analysed by SCC and the operator concerned for the purpose of setting the level subsidy required (if any) and whether the route is viable. Naturally this is commercially sensitive information and is not discussed in the public arena.

Road Safety

Road traffic accident data is provided by Hampshire Constabulary and reported to Southampton City Council's Accident Analysis and Investigation Officer. The officer inputs the data into Key Accident Database from which a range of reports can be produced. The data consists of the location of the accident, the people and vehicles involved and the extent of any injuries. Some data as to the cause of the accident may also be available although this may not be reliable.

This data is collated and plotted to establish any patterns of accidents occurring. If accident 'black spots' can be identified, then measures to resolve the cause of accidents can be proposed and implemented.

Casualty reduction is also carried out through partnership working with the Police, the Safer Roads Partnership and other groups which aim to address road user behaviour and attitudes through a combination of publicity, education, engineering and enforcement. Best practise is subsequently shared with other Local Authorities to draw out the most productive approach.

Smarter Choices

Progress against the Smarter Choices objectives is reflected by the extent of Modal Shift achieved by the measures implemented. To some extent this will be shown by the Modal Split data reported as part of the City Indicators. However, Modal Split data focuses largely on the City Centre and would not account for measures implemented in other parts of the City. This particularly applies to travel plans for the University, the Hospital and many of the City's schools. Carrying out a survey of this nature for the entire City is impractical, so Modal Split for businesses and schools will be monitored using iTrace and the School Census respectively.

Overall public attitudes towards Smarter Choices will be monitored by carrying out a telephone survey of the City's population both prior to the implementation of Smarter Choices programme and after the proposed measures have been introduced.

General Data Collection

Traffic Counts

The traffic count programme is not directly related to any particular aspect of the LTP3 Implementation Plan, but the data provided can be used to support all aspects of the strategy. The wide range of traffic counts currently carried out within the Local Authority area provide valuable data for establishing traffic trends flows, cycling levels and modal split along different sections of the road network. All future traffic counts will be delivered by the HCC Monitoring Partnership. These are as follows;

12 Hour Counts

A manual survey carried out annually across 31 sites on the City's road network. The survey records the numbers of vehicles by category in both directions for one 12 hour period at each survey point. The

sites are not all counted on the same day. Indeed the survey days can be spread throughout the year, although holidays and weekends are avoided.

Modal Split Count

A further manual survey carried out annually at sites along both an outer and inner cordon. This survey focuses solely on modes used by commuters (i.e. cars, buses, cycling and walking) and records both the number of vehicles and the number of people within each one (estimation is required for some modes such as buses). Inbound traffic is recorded between 07:00 – 09:00 whilst outbound traffic is monitored during the 11:00 – 13:00 and 16:00 – 18:00 periods.

Automatic Traffic Counters

There are 6 automatic traffic counters at fixed locations on the road network. They have a limited ability to differentiate between types of vehicles but are in constant operation so data can therefore be requested for any period of time at these locations.

Cycle Counters

There are also 6 automatic cycle counters at fixed locations on the cycle network. They only record numbers of cyclists, but as with the Automatic Traffic Counters the counters are in constant operation.

Traffic Data Review

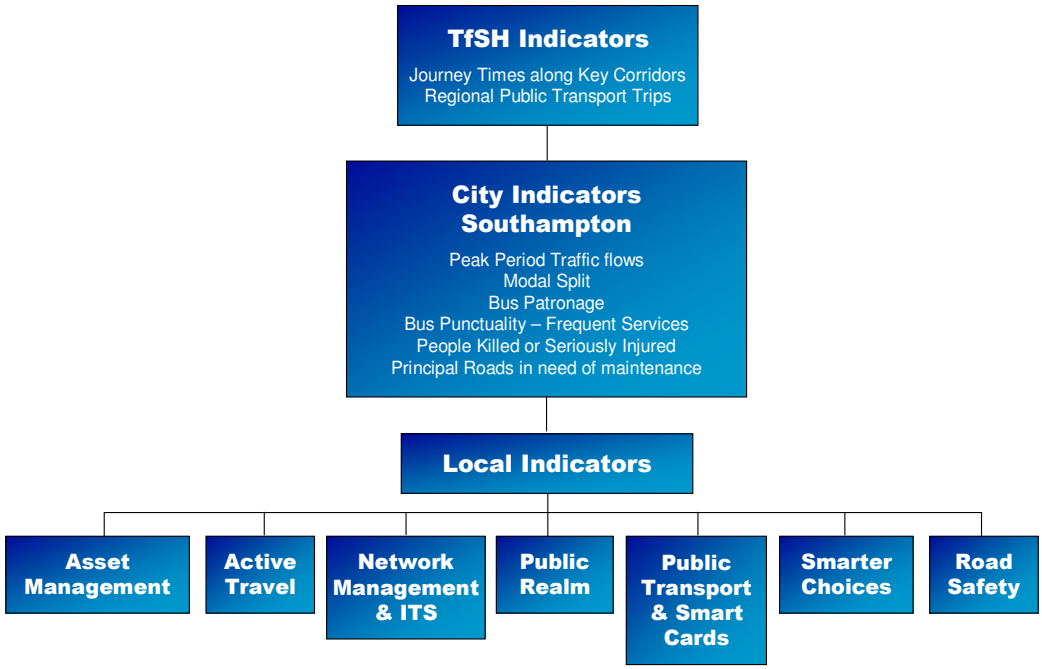
It is proposed that a Traffic Data Review will be carried out as part of the LTP3 Implementation Plan within the 2011/12 period. It will assess what automated counters and manual surveys are currently used, the costs involved and the value of the data produced. This will include an assessment of the methodologies for the 12 Hour counts and the Modal Split counts.

The Traffic Data Review will include recommendations for changes as appropriate. Where financially viable these will be carried out in parallel to the existing methodology for a limited period to allow for a consistent interpretation of results.

LTP3 Indicators

The indicators collected and monitored as part of the LTP3 are collected to show progress against regional, city and local indicators as represented in *Figure 14*.

Figure 14- LTP3 Indicator Structure



TfSH Indicators

These will broadly monitor progress against the proposed Joint Strategy. The TfSH Indicators will examine journey times along key corridors and number of public transport trips within South Hampshire. The methodologies and targets for these targets are discussed more fully in the TfSH Strategy document.

City Indicators

This is a core set of 6 indicators that will provide a snapshot of Southampton's transport network in terms of traffic flows, modal split, bus patronage and punctuality, road casualties and highway condition. It is intended that these will be reported annually and will be readily viewable on the SCC website.

Peak Period Traffic Flows (Annually)

Peak Period Traffic Flow will show the amount of traffic using the City's six principal road corridors during the am and pm peaks (07:00 – 09:00 and 16:00 – 18:00 respectively). The figures (which will be reported by corridor) are valuable for establishing actual traffic flow trends rather than reacting to a perceived view of congestion problems within the City. The figure is currently drawn from data collected during the 12 Hour Counts.

Modal Split (Annually)

The Modal Split data is used to demonstrate the success of the LTP in getting people to switch from the car to more sustainable modes, such as walking, cycling and public transport. This indicator will use the data from the Modal Split surveys to show Modal Split by each of the six principal corridors during the am peak. Consequently, it also shows the corridors where the LTP has been the most effective.

Bus Patronage (Annually)

Bus Patronage data is collected from all operators who run buses within the city boundary. It is always assumed to be an approximate figure as the data collection methodology, particularly for cross boundary trips and the ticket systems used vary from operator to operator. However, the figure provided can give a broad indication of the bus patronage trend when measured over a period of time and reflects progress against measures implemented as part of the Public Transport strategy. With the introduction of Smart Cards the data should become more accurate.

Bus Punctuality – Frequent Services (Quarterly)

It is proposed to use the monitoring of Frequent Services as the principal indicator of bus punctuality within the Southampton. Frequent Services are most likely to be used by the City's population for everyday travel because of the convenience offered by bus services available every 10 minutes. The routes for all Frequent Services are also largely contained with the local authority boundary and are therefore not affected by external problems. Rather than a percentage figure, punctuality for Frequent Services is reported as Average Excess Waiting Time i.e. the period of time a passenger has to wait in excess of 5 minutes for a bus to arrive. The data is collected via the Real Time Information System based at ROMANSE. It is expected that the method of collection will change when the RTI system is upgraded and smartcard readers are implemented on buses.

No. of People Killed or Seriously Injured (Annually)

The number of people killed or seriously injured (KSI) is reported to show progress against measures implemented as part of the Road Safety programme and is drawn from data provided by Hampshire Constabulary via the Key Accident database. The National Indicator practice of reporting the figures solely as a percentage change will no longer be used as this was both deceptive and confusing. Instead the annual figure will simply be shown as a three year average (using a three year average figure gives a more accurate representation of ongoing trends).

No. of Child Casualties (Annually)

The No. of Children Killed or Seriously Injured has become such a low figure that is no longer possible to make a significant impact on the trend. Instead the total No. of Child Casualties will be reported with the aim of reducing all road traffic accidents involving children regardless of the injuries sustained. The figure will be sourced from data collected via the Key Accident database.

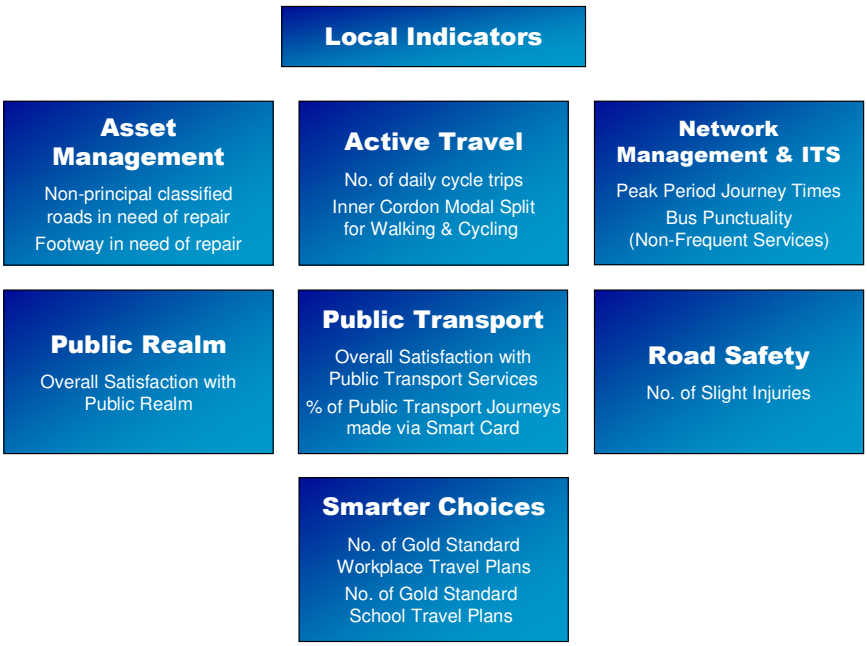
% of Principal Roads and Non-principal Classified Roads where maintenance should be considered (Annually)

The level of highway maintenance required is reported as a percentage figure for three different classifications of road - Principal Roads, Non-principal Classified Roads and Non-classified Roads. For the City indicators, the figures for Principal and Non-principal Classified Roads will be reported (Non classified Roads will be reported as an Asset Management Indicator). The data is collected by use of a vehicle fitted with scanning equipment which makes an annual pass of the City's highway network picking up defects in the road surface. The results are considered as part of the highway maintenance program to highlight the progress made by resurfacing and repair work and identify areas where further work is required.

Local Indicators

These will monitor progress of the LTP3 Implementation Plan. Each section has 2 to 3 indicators that will reflect progress against the measures implemented during the 3 year time period. These will be flexible and may evolve or change over time depending on the focus of the Implementation Plans. The indicators identified for this purpose are shown in *Figure 15* and are discussed further below.

Figure 15- LTP3 Local Indicators



Active Travel

Average Number of Daily Cycle Trips

This indicator will be drawn from 6 automatic cycle counters. The location of these counters will be determined as part of the Traffic Data Review with a focus on locations that funnel cyclists from a range of different routes. This will ensure that increases in cycling can subsequently be monitored across as wide an area as possible. It is accepted that not all cycling trips are counted, but the aim is to adopt a consistent approach with survey points that will capture the reaction to cycling infrastructure changes, promotional activity and other measures.

Inner Cordon Modal Split for Walking and Cycling

This indicator will use data from the modal split counts focusing on walking and cycling trips crossing the Inner Cordon in the am peak. This will reflect the willingness to adopt active modes of travel particularly among commuters who live and work within the City who are the key target group for walking and cycling measures.

Asset Management

% of Unclassified Roads where maintenance should be considered

Although this indicator may appear similar to "% of Principal and Non-principal classified roads where maintenance should be considered", the methodology for providing a result is based on a detailed visual inspection rather than vehicle based scanning equipment. The trigger point for a maintenance need is also lower than that for principal and non-principal classified roads. However, it is recognised that these roads are important for City residents and the results are incorporated into the TAMP to identify areas where work is required.

% of Footway where maintenance should be considered

Footway maintenance is central to the provision of an attractive and safe pedestrian environment. The monitoring of this environment is carried out by means of a detailed visual inspection to identify any areas in need of repair which are subsequently incorporated into the TAMP.

Network Management & Intelligent Transport Systems

Peak Period Journey Times (Quarterly)

This indicator will be monitored by measuring journey times in peak periods along the City's six primary road corridors. This will be done using the ANPR system based at ROMANSE, which is able identify the period of time it takes for individual vehicles to travel the length of the corridor. An average journey time is then used for the purpose of providing the Peak Period Journey Time. No data on individual vehicles is stored or subsequently used for other purposes.

Bus Punctuality – Non Frequent Services (Quarterly)

This indicator will reflect the impact of poor traffic flows on bus corridors. Non-frequent services are used because they are more time dependent and subsequently it is more apparent if a service is running late. The indicator will be measured using the Real Time Information System based at ROMANSE and will use data from the principal bus corridors. The figure will be assessed in conjunction with the figure for Peak Period Journey Times to establish whether poor bus punctuality occurs at the same time as periods of congestion. Indeed the relevant data will ideally be analysed from the same weekly period for both indicators.

Public Realm

Overall Satisfaction with Public Realm (Annually)

MORI Surveys are conducted annually to establish the public's level of satisfaction with their local area, including street layout, parking facilities, public transport interchanges and overall condition of the footway and assist prioritising areas for improvement. The data also highlights where these schemes have been successful or if further improvements are required.

Public Transport & Smart Cards

Overall Satisfaction with Public Transport Services (Biannually)

Passenger Focus carries out bi-annual surveys which record the extent to which users are content with the quality and frequency of public transport service provision. The figure offers a guide as to how buses are viewed within the Local Authority and Southampton City Council can work with local bus operators to further improve bus services on offer.

% of Public Transport Journeys made via Smart Card (Annually)

The introduction of Smart Cards offer many potential benefits including speeding up bus boarding times, reducing overall cost of fares through multi-ticket purchasing and offering comprehensive data on public transport use. Whilst use of Smart Cards within the City is at a very early stage, they are used for concessionary fares across all operators and Uni-link operates a fully functioning Smart Card for tickets on their services. It is expect that use of Smart Cards will become more widespread, but this is partially reliant on effective partnership working between local authorities and public transport operators. This indicator will be an effective reflection of progress in this regard and will be calculated from data provided by operators.

Smarter Choices

No. of Gold Standard Work Place Travel Plans (Annually)

Data monitored used iTrace will be used to allocate a Gold, Silver or Bronze standard for employers within the City. Bronze shows that an employer has adopted a Travel Plan approved by Southampton City Council. Silver shows that the organisation's travel plan is being actively implemented. Gold is reserved for organisation that can clearly demonstrate significant Modal Shift.

No. of Gold Standard School Travel Plans (Annually)

In a similar manner, data collected from the School Travel Census will be used to allocate a Gold, Silver or Bronze standard for each of the City's schools. The methodology used for judging the standard achieved is the same as that for Work Place Travel Plans.

Attitudes towards Smarter Choices (Every 3 Years)

A mechanism for evaluating attitudes and travel behaviour will be formulated in the early stages of LTP3. Due to the cost of the survey method, this will probably only be reported every three years.

Road Safety

No. of Slight Injuries (Annually)

The number of slight injuries is reported to show progress against measures implemented as part of the Road Safety programme and is drawn from data provided by Hampshire Constabulary via the Key Accident database. As with KSIs, the annual figure will be shown as a three year average (using a three year average figure gives a more accurate representation of ongoing trends).

Programme

The Data Collection programme will be largely delivered by three agencies; Hampshire County Council, the Highways Service Partnership and ROMANSE. Some data will also be collected directly by Southampton City Council's Travel and Transport Policy Team.

Appendix 14 sets out a programme for the datasets that will be collected during LTP3, and the timescales during which this data will be collected. Appendix B sets LTP indicators, past and present performance of these indicators, and the targets we have set for modal share during LTP3.

Evaluation & Monitoring

The tables outlining the relationship between LTP2 performance and the new LTP3 indicators are shown in *Appendix 15*. The final data for the 2010/11 period is not yet available. This will be reported in the 2011/12 period and will then be used to establish meaningful baseline and target figures for each LTP3 indicator. These will be published together with a full end of LTP2 period report in the early stages of the 2011/12 period. LTP3 performance will subsequently be updated as appropriate on the Southampton City Council website.

Southampton City Council will look to carry out a biannual review of the LTP3 indicators to look at whether they are still relevant and review the data collection methodology to see whether it can be done in a more cost effective manner.