

# Public Document Pack

## Council

Wednesday, 20th March, 2019  
at 2.00 pm

### MEMBERS' ROOM DOCUMENTS

This meeting is open to the public

#### Members

#### Contacts

Democratic Support Officer

Claire Heather

Tel: 023 8083 2412

Email: [claire.heather@southampton.gov.uk](mailto:claire.heather@southampton.gov.uk)

## MEMBERS' ROOM DOCUMENT

Agendas and papers are now available via the City Council's website

### 10 **CONNECTED SOUTHAMPTON TRANSPORT STRATEGY 2040** (Pages 1 - 254)

Report of the Cabinet Member for Transport and Public Realm seeking approval of the Connected Southampton Transport Strategy 2040, attached.

Tuesday, 12 March 2019

SERVICE DIRECTOR, LEGAL AND  
GOVERNANCE

# CONNECTED SOUTHAMPTON

Transport Strategy 2040



# Connected Southampton 2040

## Transport Strategy

March 2019

# Contents

|   |    |
|---|----|
| Executive Summary .....   | 1  |
| Introduction .....  | 11 |
| Our Big Ideas for 2040 .....  | 12 |
| Where are We Now? Travel in Southampton Today .....                           | 14 |
| A Well-Connected City and a Gateway for Trade .....                           | 16 |
| Investing in Transport.....   | 20 |
| Where Are We Going? Southampton’s Challenges to 2040 .....                    | 22 |
| Delivering strong and sustainable economic growth .....                       | 22 |
| Improving people’s health and quality of life .....                           | 24 |
| Improving the quality of Southampton’s environment.....                       | 27 |
| Improving Transport Reliability .....   | 29 |
| How Do We Get There?.....   | 32 |
| What Is Connected Southampton .....   | 32 |
| Developing Connected Southampton .....  | 33 |
| What Influences Connected Southampton.....                                    | 34 |
| What Connected Southampton Influences.....                                    | 35 |
| Where Do We Want to Be? The Vision for Transport in 2040.....                 | 36 |
| Strategic Goals and Themes of Connected Southampton .....                     | 37 |
| Where Do We Want to Be? The Place Based Approach .....                        | 44 |
| The Key Places .....  | 44 |
| Travel in these Key Places in 2040.....                                       | 45 |
| City Centre.....  | 46 |
| Economic Drivers.....   | 48 |
| Neighbourhoods.....   | 49 |
| City Region .....   | 50 |
| How Will We Get There? The Connected Southampton Transport Strategy 2040..... | 52 |
| Successful Southampton.....   | 53 |
| Successful Southampton: A Connected City .....                                | 53 |
| Successful Southampton: An Innovative City .....                              | 67 |
| Successful Southampton: A Resilient City.....                                 | 79 |
| A System for Everyone.....  | 83 |
| A System for Everyone: An Attractive City .....                               | 83 |
| A System for Everyone: An Inclusive City .....                                | 99 |

|   |     |
|---|-----|
| A Better Way to Travel .....  | 103 |
| A Better Way to Travel: A Healthy and Active City .....               | 103 |
| A Better Way to Travel: A Zero Emission City .....                    | 114 |
| How Will We Get There? Delivering Connected Southampton .....         | 121 |
| Investment.....   | 121 |
| Prioritisation.....   | 122 |
| Delivery .....  | 122 |
| How We Are Doing? Monitoring and Evaluating.....                      | 130 |
| Keeping Connected Southampton – Transport Strategy 2040 updated ..... | 132 |
| Appendix A .....  | 133 |
| Stakeholder Summary .....   | 133 |
| Appendix B .....  | 135 |
| The Strategic Environmental Assessment (SEA).....                     | 135 |
| Appendix C: Glossary .....  | 136 |

## Executive Summary

Over the next twenty years Southampton will be transformed with our bold and ambitious plans that will change the look and feel of the city. These plans will increase the number of people wanting to work and live here. During that time 24,000 new jobs will be created and there is a need to provide over 19,000 homes in Southampton. To support this a well-functioning transport system is important for Southampton's future success. This growth and transformation provides us with the opportunity to plan and invest in better and innovative transport infrastructure.

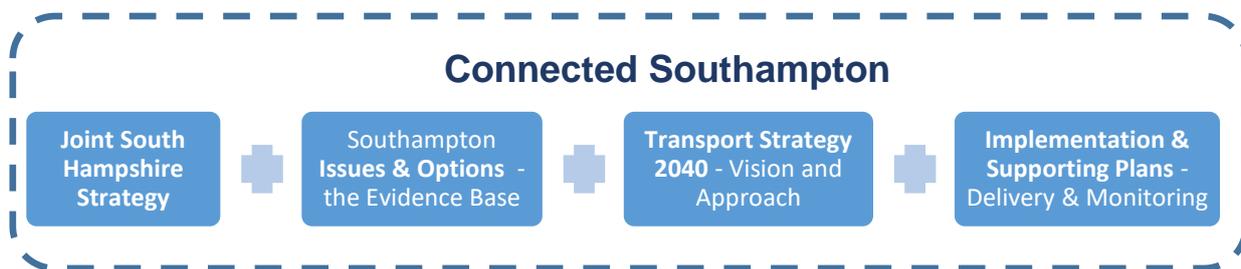
As well as economic growth, Southampton faces other challenges around addressing social inequalities, an ageing population, its geographical constraints, and air pollution. The city contains some of the most deprived areas and highest concentrations of air pollution in the country. The geography of Southampton is vital in its' success with the Port, but the two rivers also create challenges for how people get around.

To make Southampton a modern, liveable and sustainable place to reside, work and visit, the transport system needs to support the economy by reducing congestion, work for everyone, reduce the barriers to jobs and opportunities, improve the environment and people's quality of life, and deliver more people friendly streets and neighbourhoods.

### What is Connected Southampton?

We have a statutory duty to prepare a Local Transport Plan (LTP), and ensure it is then kept updated as required, to outline our strategic approach to managing and delivering transport now and in the future, and to set out where we intend to invest resources in transport schemes and initiatives. National guidance requires that a LTP consists of a long-term strategy and a short-term Implementation Plan – detailing our investment programme. We are taking this opportunity to produce a new LTP for Southampton – **Connected Southampton** – to ensure that our transport policies, strategy and delivery plans better reflects and support the bold and ambitious plans for sustainable and clean growth over the next twenty years.

Connected Southampton will become the umbrella transport planning document for the city, and it consists of a number of component parts that together provide a LTP for Southampton.



These parts are:

- **Joint South Hampshire Strategy** – the 14 Solent wide policies;
- An **Issues & Options** evidence base that reviews what progress has been made in improving transport in the city since 2011, and looks at the transport challenges facing the city using evidence from modelling, data from a number of sources including traffic, socio-economic, air quality, public health, education and public transport operators, and transport implications of other long-term Council plans (such

as the Local Plan, Economic Development, Health & Well-Being and Clean Air Strategies), then identifies future challenges and a range of options that could be delivered in response to these;

- This document – the **Transport Strategy 2040** – that sets out the long-term vision and approach for transport planning and investment through to 2040, setting out our policies and strategy for how transformational transport planning and implementation will support the growth ambitions and meet the challenges identified over the next twenty years. It sets out the approach for how this vision will be turned into reality by focusing on three strategic goals providing guidance clear policy framework for how different travel modes will evolve, the different approaches that will be taken in different localities and places, and how we will use innovation to contribute towards an inclusive and economically successful city;
- The short-term **Implementation Plans**, published every three years, that provide information on how the Transport Strategy will be delivered showing projects that will be delivered and the sources of funding (reviewed annually), and monitor and evaluate how we are progressing on meeting our vision; and
- A series of themed **Mode or Place Supporting Plans** that support the Transport Strategy to provide more detail on how we would deliver in these areas to support the overall Connected Southampton approach. This will cover areas such as Cycling, Walking, Parking, Public Transport, Connected-Intelligent Transport Systems, Inclusive Transport, Asset Management, the City Centre, Local Neighbourhoods or Economic Hubs.

To gather views and feedback from people, stakeholders and businesses on our ideas and approach for transport we carried a public consultation exercise on the draft Transport Strategy 2040 in 2018. The feedback we received was analysed and has helped to shaped and confirm the Transport Strategy. Individual schemes and projects will be consulted on separately when they a brought forward.

## Big Ideas for 2040

We have some big ideas for improving how people travel in and around Southampton in 2040:

- The **Southampton Mass Transit System** that covers the city and linking into the wider area that transforms the public transport experience. It will bring all elements of public transport together to form a coherent, integrated system focussed on the customer. Its aim will be to allow people to travel easily around and across Southampton on high quality vehicles that are reliable – enabled by high levels of priority through the most congested corridors. It will feature rapid sections which have a frequent ‘metro’ level of service that in the future could even be automated and united with a system that allows people to make and pay for their journeys seamlessly;
- A **Liveable City Centre** where people want to live, work and spend time in and travel in sustainable ways that enables the growth of the City Centre as the social, economic and cultural hub. Transport will facilitate this by creating routes that are easy for people to walk, cycle or use the Mass Transit System, and attractive, vibrant public spaces where people can enjoy meeting and interacting. Through traffic that does not need to pass through the City Centre and will be reassigned to more appropriate routes. The supply of car parking that is still necessary to support a vibrant city will be consolidated and reduced;

- **Active Travel Zones** in local neighbourhoods that improve local areas and widen travel and mobility choices. These would seek to encourage people to walk and cycle for short trips, by implementing measures that discourage through traffic, and seek to create an environment that is attractive and social. In Local and District Centres Local Mobility Hubs are created with a range of alternative mobility options (e-bike share, car share, alternative fuels) and local consolidation points;
- A network of **Park & Ride** sites that serve the places where people work and go for leisure or retail including the City Centre. These would be at both strategic locations on the edge of the city and as part of the Local Mobility Hubs further in – where people can park and continue to their destination by bus, cycle, walking or car-share;
- The comprehensive **Southampton Cycle Network** which makes Southampton a true cycling city by enabling people to cycle safely from their front door to where they want to go;
- A **Zero Emission City** that looks to reduce emissions from traffic towards zero by supporting alternative fuels and intelligent management of traffic so that Southampton is a clean and healthy city; and
- **Better Connectivity**, enabling the growth and smooth operation of the main employment areas in Southampton, such as the Port, industrial areas, the Hospitals and Universities, by ensuring that they have efficient, modern and reliable transport connections within and beyond the city.

## Southampton's Challenges to 2040

Looking ahead to 2040, transport in Southampton will have to respond to and identify effective solutions to four main challenges.

### Delivering strong and sustainable economic growth

Southampton has bold and ambitious plans for growth that will impact on the transport network and that the transport network will need to support. With 24,000 new jobs being created which could see 30,000 more people living in Southampton – the equivalent to adding a town the size of Windsor. This growing population will require places to live, meaning that from 2015 to 2040 we will need to build 19,450 new homes. Some of this planned growth has begun but rest is to come.

Alongside the City's developmental growth, the Port of Southampton envisages a doubling of throughput, so by 2035 it could be handling 95% more cruise passengers, 63% more containers and over 100% more automotive exports – also 80% more traffic to the Isle of Wight. Southampton Airport has plans to double the number of passengers and flights through it by 2037. The clinical and knowledge sectors of the city will grow with Universities and Hospitals creating more high-skilled jobs.

To meet the **Sustainable Growth** challenge, we will need to focus:

- Improving public transport connectivity and priority into Southampton to make it mode of first choice, and intercepting car trips at the edge of the city and transfer to public transport;
- Maintaining reliable and efficient access to the Port, Airport, Economic Drivers & City Centre;
- Develop low, then zero emission, freight and logistic consolidation centres;
- Ensuring the transport asset is well-managed; and
- Making best use of new and innovative technologies like Mobility as a Service (MaaS).

## Improving people's health and quality of life

Across Southampton there is a significant variation in people's healthy life expectancy and quality of life. There are pockets of deprivation in the city with 11% of the population living in the top decile of the most deprived in England. People living in these areas often have lower levels of car ownerships and because many are close to busy roads they can experience higher levels of air pollution.

This has led to a great variance in people's healthy life expectancy with people living in the more deprived areas, with people living in the more deprived areas living up 8½ years less than those in the more affluent areas.

The population is also aging with predictions that there will be a third more people aged 65 or over in Southampton by 2038, and that a third of those will have three or more long-term medical conditions. This is alongside the estimated two-thirds of adults being classified as being either overweight or obese.

While the frequency and number of reported casualties on the roads is decreasing, levels still remain higher than the England average. With children and those walking and cycling more likely to be involved in collisions with higher severity of injury.

To meet the Health & Quality of Life challenges, we will need to focus on:

- Offering a range of viable and affordable travel options that enable people to have the opportunity to get to jobs, training and other activities;
- Support the aging population with flexible and inclusive mobility options;
- Enable good and reliable transport access to leisure and health care facilities;
- Make Southampton a place where people can easily and safely get around; and
- Continue to reduce casualties from transport collisions towards zero focusing on safety of children and people walking and cycling.

## Improving the quality of Southampton's environment

Southampton has some high concentrations of air pollution, particularly for NO<sub>x</sub>, PM<sub>2.5</sub> and PM<sub>10</sub>. In Southampton, exposure to particulate matter contributes to an estimated 110 early deaths a year – or 5.6% of all deaths, compared to the national average of 5.3%. Road transport is identified as a major contributor to poor air quality, with emissions from road transport at hotspots such as M271 Redbridge Roundabout accounting for 66% of all emissions. Due to this Southampton has been directed by Government to develop plans to reduce emissions to below international limit levels in the shortest possible time, and transport has a key role to play in this.

Southampton is the biggest retail and leisure destination in central southern England, with West Quay attracting over 17m visitors each year. How the city looks and operates is important for people to take a good impression of Southampton.

There are over 16,500 public car parking spaces in the City Centre, with the majority located on the western side. During the week, on average, the car parks are at two-thirds capacity. This supply of car parking acts as an attractor and can harm efforts to promote sustainable and active travel. However, sensitive and well located car parking is needed to support a vibrant City Centre.

To meet these Quality of Environment challenges, we will need to focus on:

- Moving towards a Zero Emission City as technology and regulations change, by working with public transport, taxi and fleet operators to help them to continue to improve their fleets;

- Make the City Centre a Liveable place by redistributing and reprioritising highway space to create spaces and routes for people to walk and cycle;
- Improve connections from neighbourhoods to Local and District Centres; and
- Encourage people to walk and cycle more often, particularly for short journeys, and to public transport as part of longer journeys.

### Improving Transport Reliability

Congestion is an issue for Southampton and the wider Solent area, where vehicle speeds currently are around 32% slower than the national average. Congestion costs the Southampton economy around £100m per year and impacts on the reliability of bus services – one service takes 30 minutes longer in the peak period compared to off peak. As the city grows, journey times could increase further with one main corridor forecast to see an increase in journey times at peaks times of 127%.

Southampton has complex two-way travel flows to and from neighbouring towns in the City Region. Roughly as many people travel into Southampton for work as travel out of it, the level of self-containment has dropped from 66% in 2001 to 56% in 2011. The two-way flows are strongest between Southampton and Eastleigh with over 21,000 journeys each day, and the majority are by car.

With the forecast for 42,000 homes and 472,000m<sup>2</sup> of employment space required in the City Region between 2016 and 2036 these travel flows will increase. It is estimated that there could be 275,000 more trips being made each morning – 10% more than now.

To meet these transport reliability challenges, we will need to focus on:

- Working with neighbouring authorities and national agencies and partners to develop plans for investment in the nationally important infrastructure and links, and ensure that transport and development planning is co-ordinated;
- Work across Solent authorities to develop technology links to share data and manage traffic;
- Work closely with Hampshire to develop walking, cycling and public transport networks to safely connect Southampton with neighbouring towns and villages; and
- Continue to develop and deliver tools and measures that reduce the pressure on the transport network at peak times.

### The Vision for Transport in 2040

The challenges that Southampton faces in the future mean that Connected Southampton needs a bold long-term vision for improving transport over the next twenty years. We need to plan for sustainable growth, ensure that transport can support everyone who wants to get around Southampton, readdress the balance between vehicles and people, offer viable and affordable alternatives to car-based travel, and work to reduce the negative impacts of travel on communities by supporting new and innovative ways of providing transport services. To do this, we need to plan what our transport system will be capable of over the next twenty years and invest in improving it to maximise what it can deliver and support.

The vision we are taking for Connected Southampton is to **change from seeking to maximise the movement of vehicles to instead focus on improving the efficiency of transport corridors and places and making it easier for people to get about by a range of different travel choices.**

There will be difficulties in delivering this both practically with significant disruption whilst any project is built, and for any decisions that will need to be made that may benefit some people's way of travelling and disbenefit others with this shift away from cars. Throughout

the design, consultation and construction process we will make sure that the needs of everyone are considered and that the transport system is as inclusive as possible.

## Strategic Goals and Themes of Connected Southampton

To meet the challenges, achieve the vision for transport and the wider Council's strategic objectives we have identified three strategic goals that are supported by a number of themes. These all interconnect with each other, and together will deliver that vision and is shown below.



The three strategic goals are:

**A Successful Southampton** – using transport improvements to support the sustainable economic growth of Southampton by preparing, investing and maximising how an already congested transport system operates, so it becomes connected, innovative, and resilient, providing connections to where people want to go enabling people and goods to get around easily.

**A System for Everyone** - making Southampton an attractive and liveable place to improve the people's quality of life, so that everyone is safe, and has inclusive access to transport regardless of their circumstances.

**A Better Way to Travel** - supporting people in changing the way they move around the city, by widening their travel choices so they can get around actively and healthily and travel moves towards becoming 'zero emission'.

## A Place Based Approach

We recognise that there is no one size fits all approach to planning for and delivering transport improvements in Southampton. A scheme that may work well in one part of the city may not necessarily be successful, applicable or cost-effective in another part of the city. The nature and intensity of travel patterns vary across different parts of Southampton. There are very diverse characteristics within different areas of the city too. We will need to adapt our approach to meet the needs of these different areas.

There are four key places we will focus on are:

- The **City Centre** - encompasses a series of areas with different functions - the retail core around Above Bar Street, High Street, East Street and West Quay, the high concentration of leisure and heritage activities in West Quay South and Old Town, the cultural focus of Guildhall Square, light industrial employment activities along West Quay Road, as well as locations for education and health facilities with Solent University, City College and the Royal South Hants Hospital. It extends west to the transport interchange hub at Southampton Central Station, and south as far as Town Quay. It includes the Coach Station and areas such as Castle Way and Vincent's Walk where many bus services terminate.
- **Economic Drivers** – are the main focal points of economic and employment activity in Southampton outside of the City Centre. They include The Port of Southampton, the Hospitals - Southampton General and Royal South Hants, the Universities – University of Southampton and Southampton Solent University. There are also other areas where economic activity occurs such as Itchen Riverside, Woolston Centenary Quay, Millbrook, and Adanac Park.
- **Neighbourhoods** – Southampton is a diverse city and is made up of a series of distinctive, local neighbourhoods and communities with their own unique character, where residents identify themselves with, care passionately about and spend a large part of their lives. They can be centred on the Town and District Centres of Bitterne, Lords Hill, Portswood, Shirley, and Woolston, or in more discrete areas centred on a school or community facility like a park. All have their own characteristics, demographics and attributes depending where they are in the city.
- **City Region** - Southampton sits at the heart of an area that includes Totton, Eastleigh, Chandlers Ford, Hedge End & Botley, and Hamble. Cross boundary travel journeys between the city and the wider City Region are largely made by private car. Most freight and goods is moved by van and HGV. High volume roads such as the A33, A35, M271, M27 and M3 and parallel rail corridors provide direct routes between these urban areas and the city. Strategic gaps, the rivers and the M27 also physically separate Southampton from these areas

The people-focused approach we are taking for **Connected Southampton** is based on moving people and goods rather than focusing individual transport modes, will mean that each of the four spatial areas will change incrementally over time.

## The Connected Southampton Transport Strategy

The strategy builds on our 2040 vision and is structured the three strategic goals. Within each of the strategic goals, we have set out a number of supporting themes that help outline our approach in more detail and provide a clear policy framework.

### A Successful Southampton

To support the sustainable economic growth of Southampton we will use transport investment to prepare and maximise how the already congested transport system operates so it becomes connected, innovative and resilient, provides the connections to the places where people want to go enabling them and goods to get around easily. This will be achieved through three themes:



A **Connected City** with fast, efficient transport options available that effectively and reliably connect people with the places they want to go



An [Innovative City](#) that takes advantage of innovative technologies and fresh thinking to help Southampton lead the way.



A [Resilient City](#) that has a well-managed, efficient and resilient transport network that performs well and people can depend and rely on.

To do this we will make travelling by public transport easy, efficient and reliable through the development of a transformative Southampton Mass Transit System. This will be a high-quality system comprising of various types of public transport. To maximise the effectiveness of this system, a re-think will be required on how road space is used, so it can provide priority for people using public transport. To encourage more people to use the public transport system we will change how car parking is provided and managed and support new Park & Travel options. To keep Southampton moving we will look to fully exploit new innovative applications for new technologies to widen mobility choices and accessibility. To keep the city moving and businesses growing we will provide reliable travel connections to our major economic employment hubs like the Port, City Centre, Hospitals, and Universities.

The areas for focus of transport investment and important projects are:

- Development of the high quality, efficient Southampton Mass Transit System to link Southampton and neighbouring areas together, which will consist of a mix of rail, rapid bus, ferry, taxi, demand responsive transport, and a Mass Rapid Transit (e.g. a Bus Rapid Transit system, high frequency local rail, light rail or tram);
- Investment in road and rail connections to the City Centre on radial routes coming into it;
- Improved, efficient access to the Port of Southampton as it grows and changes by both rail and road;
- Better and efficient access to the Hospitals, Universities, Itchen Riverside, Woolston, Millbrook and Adanac Park employment area, and to employment areas within the wider Travel to Work Area;
- Sustainable access to the Local and District Centres;
- Development of multi-modal interchanges with rail at Southampton Central Station, in local areas like Woolston, and with ferries at Town Quay;
- Development of the infrastructure to create a Smart City that uses technology to help efficiently and effectively manage traffic and demand; and
- A well-managed and maintained transport asset (e.g. roads, pavements, bridges, signs and bus shelters), where maintenance-related renewal work is planned and delivered to ensure the continued future reliability of these assets.

### A System for Everyone

We will seek to make Southampton an attractive place that improves the quality of life for residents and workers in the city, ensuring that the transport system enables everyone to get equal, safe and fair access to opportunities regardless of their circumstances, and they are treated equally. This will be achieved through three themes:



An [Attractive City](#) that is modern and vibrant where people are proud to live, work and enjoy visiting.



A [Safe City](#) that reduces the number of people killed or injured on the transport system towards zero.



An [Inclusive City](#) that has an accessible and inclusive transport system providing a good range of realistic mobility options.

We will do this by seeking to transform the look and feel of streets and places and by considering the mobility needs of people from all walks of life and backgrounds and improving levels of safety whilst travelling around. Transport contributes towards the city being a thriving place where people want to live, work and spend time. This means whether people are walking, on a bike, have mobility or other restrictions, use a bus or train, or using a vehicle – they can access each form of travel easily, they are respected, safe and have an equal share in the transport system.

To do this, some of the important projects we will focus on include:

- Within the core of the City Centre, extensive priority and road space will be given to people travelling by public transport, walking and cycling, thereby reducing the need for travel by car through the City Centre;
- Change the look and feel of the City Centre by improving the public realm to make the city an attractive place with key projects around the Bargate, on Queensway-Bernard Street, route from Southampton Central Station via Western Esplanade to Town Quay, and in the District Centres;
- Meeting the needs of all transport users so people are able to access employment, training and leisure opportunities;
- Developing 'Mobility as a Service' through improved technology and partnerships;
- Focusing safety improvements in hotspots or clusters to move towards having no killed or seriously injured incidents; and
- Targeting certain safety and security behaviours.

### A Better Way to Travel

We will support people to make better travel choices around how they move about the city, by widening their travel choices so they can get around actively and healthily and transport heads towards becoming 'zero emission'.

This will be achieved through two themes:



An Active and Healthy City that is easy to get around with joined up networks for active travel to promote healthy lifestyles and has vibrant people friendly liveable neighbourhoods.



A Zero Emission City that is moving towards having zero emissions from transport delivering cleaner air and reduced emissions.

•

We will look to transform people's travel habits increasing levels of walking and cycling, enabling more residents to live healthy and active lives. This will include investing in measures to make it easier and safer to walk and cycle within neighbourhoods and for trips to the City Centre and the Economic Drivers with safe direct routes that go where people want them to go. This will have benefits for air quality as well and where vehicles are needed we will encourage greater uptake of alternatively fuelled low emission vehicles and different ways of using them.

To do this, some of the important projects we will focus on delivering include:

- Completing the Southampton Cycle Network so is better and easier to cycle for most journeys around Southampton using a comprehensive network of safe, high-quality cycle routes;
- Developing Active Travel Zones in local neighbourhoods that provide easy access to local services on foot and by bike, helping to create more liveable communities;
- Making it easier and safer to get around on foot, offering attractive routes and making good use of green infrastructure; and
- Moving towards a Zero Emission transport system with supporting infrastructure and any measures to regulate or restrict more polluting vehicles.

By applying all of these goals and themes, we will look to transform and redefine how people travel around the city up to 2040.

## **Delivering Connected Southampton**

Connected Southampton covers the next twenty years to 2040. There are schemes that can be delivered in the short term and others that will require more detailed longer term planning.

The Council recognises that this an ambitious twenty year strategy for transport Southampton and we cannot deliver all of the ideas in Connected Southampton alone. We will need the support of other organisations ranging from central Government, TfSE, Solent LEP, Highways England, Network Rail, the Port, SHBOA, bus, rail and ferry operators, neighbouring authorities, local and national voluntary groups, specialist transport groups such as Living Streets and Sustrans, as well as private companies and developers, to work together to deliver the identified schemes. This collaboration will be vital to ensure that the transport network is able to realise the ambition for transformative transport that supports Southampton's sustainable growth.

We will prioritise schemes as they different lengths of time and costs to develop, and they will progress through a project lifecycle at various times depending on their scale. BY prioritising them we can investing time and money in developing the schemes that will achieve the vision and outcomes sought. However, there may be times where we need to package up schemes to achieve the maximum benefit or work with partners across the Solent area.

Full detail of projects being designed and delivered or that will be developed will be set out in a series of three year Implementation Plans. The current Implementation Plan covers the period from 2015 to 2018, with the next one covering the period from 2018 to 2022.

## Introduction

Over the next twenty years Southampton will be transformed with our bold and ambitious plans that will change the look and feel of the city. These plans will increase the number of people wanting to work and live here. During that time 24,000 new jobs will be created and there is a need to provide over 19,000 homes in Southampton. To support this a well-functioning transport system is important for Southampton's future success. This growth and transformation provides us with the opportunity to plan and invest in better and innovative transport infrastructure.

As well as economic growth, Southampton faces other challenges around addressing social inequalities, an ageing population, its geographical constraints, and air pollution. The city contains some of the most deprived areas and highest concentrations of air pollution in the country. The geography of Southampton is vital in its success with the Port, but the two rivers also create challenges for how people get around.

To make Southampton a modern, liveable and sustainable place to reside, work and visit, the transport system needs to support the economy by reducing congestion, work for everyone, reduce the barriers to jobs and opportunities, improve the environment and people's quality of life, and deliver more people friendly streets and neighbourhoods.

The Council's Strategy seeks to make **'Southampton a city of opportunity where everyone thrives'** and contains the following four outcomes:



The quality of the transport system in Southampton will play an important part in making these outcomes a reality. This will be achieved through improving people's access to travel options, connecting them to job opportunities within the economic drivers – our main areas of employment, promoting sustainable and healthy travel, rethinking how highway space is used with a focus on making best use of the finite space we have, giving people confidence to travel independently, and taking advantage of advances in travel innovation and new technology.

**Connected Southampton** is our long-term umbrella transport policy that looks forward to 2040. It sets out the approach for how transport will meet the challenges that Southampton will face and proposes how we intend to plan, invest and manage transport in the city. It identifies our priorities for improving local transport to help make Southampton a more attractive city to invest in and improve the quality of life for all residents, visitors and businesses.

While there is a good level of certainty on the number of new homes and jobs that we need to plan for, there are various unknowns that could affect the future demand for travel as technology advances, such as new forms of personal and shared mobility and autonomous vehicles. We need to be aware of these factors and potential disruptive technologies and ensure we are well positioned to use them to our advantage as part of the strategy to meet the challenges.

## Our Big Ideas for 2040

### BOLD AND AMBITIOUS



Offices / workspace  
110,000 sq m by 2026, up to  
300,000 sq m longer term



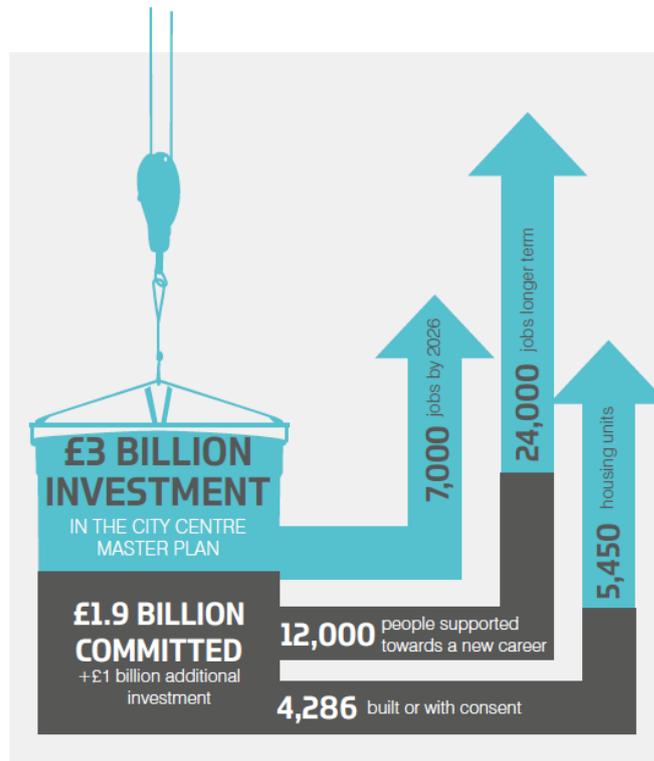
Retail 90,000 sq m by 2026,  
150,000 sq m longer term



Leisure / food and drink  
up to 30,000 sq m



Hotel up to 650 bed spaces



To help make Southampton's bold and ambitious plans for growth for the future a reality, the transport system will need to be flexible and adaptable to help ensure that everyone is able to share in and benefit from the future success of the city. There will be challenges for transport arising from the plans for growth and investment, as well how transport can help tackle the social inequalities we see in our city and poor air pollution. Also, the rapid pace of change will mean that there will be new technologies around mobility that we need to take advantage of. To meet these challenges Connected Southampton is setting out some equally big transport ideas.

These big transport ideas for 2040 are:

- The **Southampton Mass Transit System** that covers the city and linking into the wider area to transform the public transport experience. It will bring all elements of public transport together to form a coherent, integrated system focussed on the customer. Its aim will be to allow people to travel easily around and across Southampton on high quality vehicles that are reliable – enabled by high levels of priority through the most congested corridors. It will feature rapid sections which have a frequent 'metro' level of service that in the future could even be automated. Away from the main corridors, routes will then spread out across the city by either bus or other demand responsive provision. Where routes or modes intercept, interchange between them will be easy and united with a system that allows people to make and pay for their journeys seamlessly;
- A **Liveable City Centre** where people will want to live, work and spend time in and travel in sustainable ways that enables the growth of the City Centre as the social, economic and cultural hub. Transport will facilitate this by creating routes that are easy for people to walk, cycle or use the Mass Transit System, and attractive, vibrant public spaces where people can enjoy meeting and interacting. Through traffic that does not need to pass through the City Centre and will be reassigned to more

appropriate routes. The supply of car parking that is still necessary to support a vibrant city will be consolidated and reduced;

- **Active Travel Zones** in local neighbourhoods that improve local areas and widen travel and mobility choices. These would seek to encourage people to walk and cycle for short trips, by implementing measures that discourage through traffic, and seek to create an environment that is attractive and social. In Local and District Centres Local Mobility Hubs are created with a range of alternative mobility options (e-bike share, car share, alternative fuels) and local consolidation points;
- A network of **Park & Ride** sites that serve the places where people work and go for leisure or retail including the City Centre. These would be at both strategic locations on the edge of the city and as part of the Local Mobility Hubs further in – where people can park and continue to their destination by bus, cycle, walking or car-share;
- The comprehensive **Southampton Cycle Network** which makes Southampton a true cycling city by enabling people to cycle safely from their front door to where they want to go;
- A **Zero Emission City** that looks to reduce emissions from traffic towards zero by supporting alternative fuels and intelligent management of traffic so that Southampton is a clean and healthy city; and
- **Better Connectivity**, enabling the growth and smooth operation of the main employment areas in Southampton, such as the Port, industrial areas, the Hospitals and Universities, by ensuring that they have efficient, modern and reliable transport connections within and beyond the city.

Connected Southampton, as our long-term umbrella local transport plan, is the mechanism for setting out how we will help to transform the ways in which people move around Southampton. However, the full financial cost of implementing all the policies and schemes set out in Connected Southampton adds up to a big number and will require long-term funding at a scale that is beyond what has been available previously. To bridge this gap, we will need to continually seek to secure external funding from the Government, Sub-national Transport Bodies, Solent LEP, developers and other sources. We may need to explore options for generating additional transport funding locally, so that the ambitions of Connected Southampton can be delivered.

Transport challenges and travel patterns ignore administrative boundaries and stretch beyond Southampton and the Solent region. In order to tackle these challenges effectively and to deliver Connected Southampton we need to strengthen our existing partnership working with other organisations with responsibility for transport and with businesses, schools and residents. We will continue to collaborate with neighbouring authorities, including Hampshire County Council and work together effectively across our boundaries with bodies such as Transport for the South East (TfSE), Highways England, Network Rail, Solent Transport, the Port, and the train, bus and ferry operators.

# Where are We Now? Travel in Southampton Today

To prepare for the future we need to understand where we are today. Some key facts and statistics on Southampton's travel patterns today are.

**+16,000**



Over 16,000 vehicles enter the city centre during the morning peak

**1.4%**



this has decreased by 1.4% since 2010

**↑ 8.3%**



with the number of buses increasing by 8.3%

**£71bn**

The Port is important and is the largest for exports to non-EU markets worth £70bn



...and the UK's busiest for cruise passengers with 1.7m last year

**1.7m**

The number of cyclists on the road has increased slowly since 2010



but the proportion is low at:

**1.2%** of all traffic



**21.2m ↑ 17%**

Bus patronage is strong with 21.2m journeys made almost 17% higher than 2011



**↑ 15%**

Rail patronage has grown by 15% since 2011 but is starting to decrease



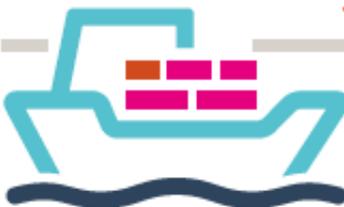
The total number of casualties on the roads has remained constant over the past five years

As many people commute out of the city for work – 41,300, as commute into Southampton – 41,900



**10,000**

The annual Let's Ride is one of the biggest in the country and regularly attracts over 10,000 participants onto the city's streets



**3.4m**

A gateway to the Isle of Wight with 3.4m people travelling by ferry

**16.5%**

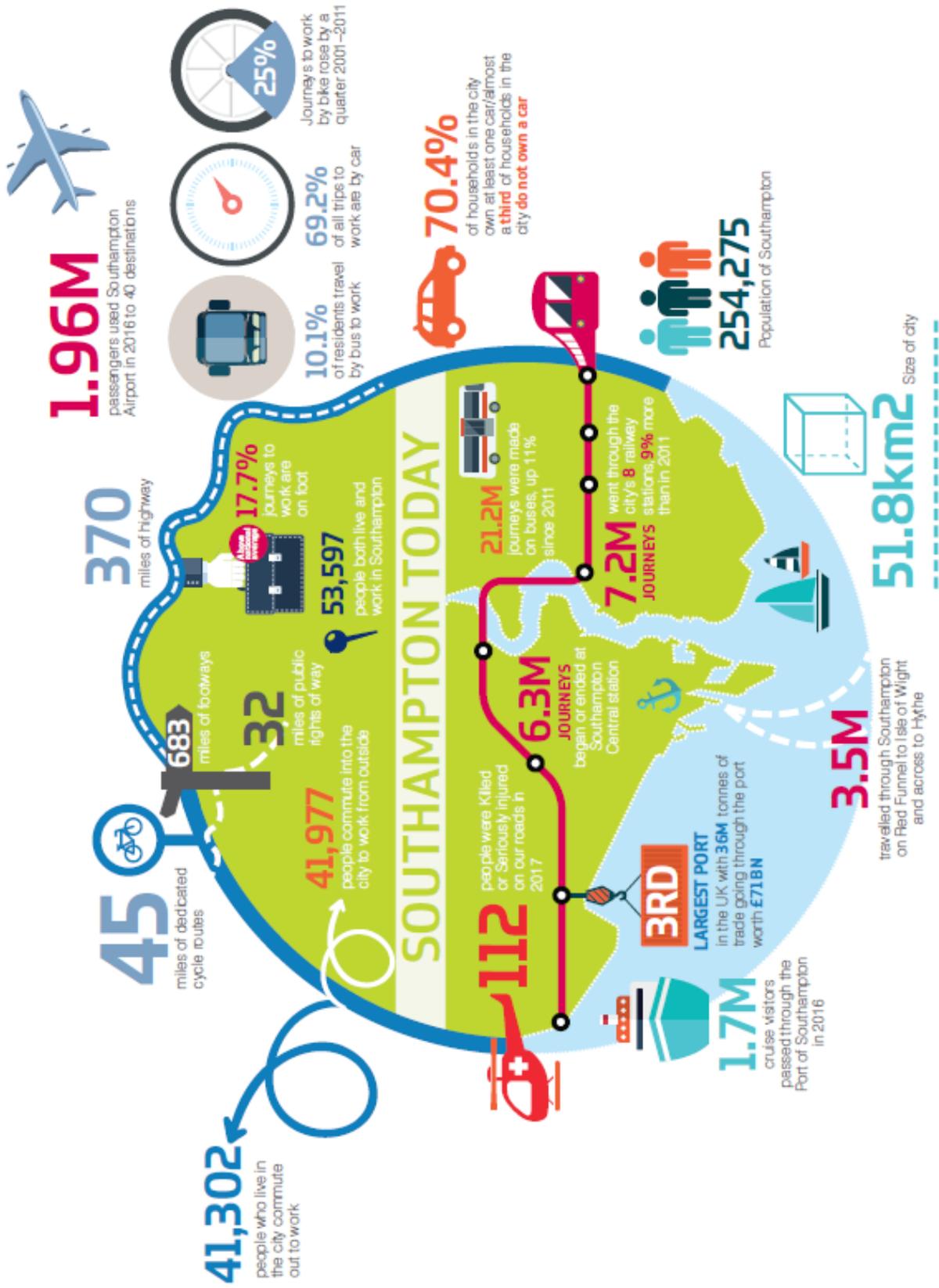
16.5% of people walk to work. Up 41% since 2001



**22,500**

22,500 car parking spaces in the city centre with only 68% used most days





## A Well-Connected City and a Gateway for Trade

Southampton is well connected to international, national and local transport networks – by water, by air, by rail and by road. It sits at the heart of the south coast and is one of the UK's main international gateways for trade through the Port of Southampton. Southampton is also important for the Solent as the largest city, major University and Hospital services as well as a large retail and leisure draw.



The Port of Southampton is a major deep-sea port on Southampton Water with significant national and global economic importance. It provides a gateway for businesses across much of southern and central England to global markets for the import and export of goods – forming a main stop on the key international shipping routes that operate between Shanghai and Rotterdam. It is the UK's 3<sup>rd</sup> busiest Port for cargo with trade in 2017 with 36m tonnes of cargo passing through, and is the busiest for exports to non-EU markets worth £36bn. The Port handles a variety of cargoes ranging from vehicles (900,000 per year), bulky items, and containers (over 1m containers a year), to scrap metal, aggregates, and fruit.

The Port is also the UK's premier port for the cruise industry, in 2017 1.7m passengers beginning or ending their cruise in Southampton, this accounts for 86% of all cruise passengers in the UK and makes Southampton the busiest port for cruises in Northern Europe.



The Port of Southampton is the UK's **3<sup>rd</sup>** largest employing **15,000** people,

In **2017** it handled **1.7m** people on cruises, Over **1m** containers **900,000** vehicles, **1.3m** tonnes of bulk cargo, and **857,000** vehicles to the Isle of Wight

All worth **£71bn** to the UK

There are nationally important road and rail freight commodity corridors connecting the Port and Southampton with its' hinterland and to the Midlands, North West and the wider London and the South East area for automotive exports and deep-sea container imports and exports. UK businesses who import or export goods by HGV via the Port rely on the good quality strategic road links via the A34-M3-M27-M271 for the effective transport of their goods. This corridor is particularly important for links from manufacturing centres in the Midlands for the automotive trade, but also retailers who have large distribution warehouses in the Midlands and have stock imported in containers. HGV flows form a high proportion of the traffic using the A34, accounting for 20% traffic using it. Within Southampton, the last mile to the Port after leaving the Strategic Road Network, the A33 and A3024, need to be of similar level of reliability to enable reliable fluid movement.

Southampton is the only active rail-connected port in the Solent area, with around 30 freight trains per day (about a third of cargo traffic from the Port) passing through the Port carrying containers and vehicles, each freight train carries the equivalent of 38 HGVs. The main rail freight route from Southampton is via Basingstoke, Reading and Oxford to the Midlands and onwards to the North West via the West Coast Main Line.

Southampton Airport is another international gateway to the Solent and sees almost 2 million passengers a year travel through it. It is connected to 40 different destinations across the UK and Europe. While focused on the leisure market it does provide connections for businesses to UK hubs. Passenger numbers using the airport continue to grow and it is an important international gateway for the city and Solent. The adjacent Southampton Airport Parkway is an important bus, coach and rail interchange hub with cycle links to the surrounding areas of Swaythling and Eastleigh, and to the University of Southampton.

The Strategic Road Network around Southampton provides national and local connections. The M27 provides the important road connection between Southampton and Portsmouth, with sections carrying over 146,000 vehicles a day. The M27 suffers from chronic levels of congestion and delay during peak hours with the section between junctions 5 and 8 in the top 10% worst performing sections on England's strategic road network. As a result, journey time unreliability on the M27 frequently results in delays on other parts of strategic and local road networks and adding to costs for businesses based in the Solent area. It is estimated by TfSE that delays caused by congestion on the M27 and A27 corridor cost business and freight £500,000 per km of congested route. The M27 also has a dual role balancing strategic connections and supporting local journeys, it supports a substantial proportion of short hop trips, with around 28% of journeys involving 'hops' of one or two junctions.



Southampton Airport handled **1.96m** passengers in 2016 flying to **40** destination in UK and Europe.

Contributes **£160m** to UK economy.

**1.84m** people use Southampton Airport Parkway station.

The M3 provides important connections northwards from the City towards Winchester, Basingstoke and London and via the A34 to the Midlands and North West and suffers from congestion between junctions 14 (Southampton) and 9 (Winchester). West of Southampton the M27 and the A31 connects Southampton with Bournemouth and Poole via the New Forest National Park, with onward links towards Weymouth and the south west. The A36 provides connections to Salisbury and Bristol. At peak times, and during popular holiday times, all these routes suffer from seasonal traffic congestion.

The A27 corridor, which skirts to the north of Southampton and parallels the M27 along much of its length, provides a supporting role to the M27. The A27 is also expected to experience worsening levels of congestion, affecting journey time reliability.

Southampton is well served by the rail network, benefiting from frequent passenger rail links to London, Portsmouth, Bournemouth, Bristol, Brighton, Birmingham and the north. Rail journey times from Southampton to London are between 80 and 100 minutes. These journey times are longer than for cities located further away from London than Southampton such as Coventry, Norwich and Leicester. At a local level there are fast, frequent rail links to Bournemouth, Fareham and Winchester, but the frequency of rail services to both Portsmouth and Eastleigh are much poorer. Journey times by train to Portsmouth are slow and train services are infrequent with currently only two direct trains per hour taking between 45 and 60 minutes to do the 20 mile journey from city centre to city centre.



Southampton Central station is the busiest in the city with **6.5m** journeys beginning or ending there.

Through all eight stations in Southampton **7.3m** journeys were made in 2017 – 9% more than in 2011.

The busiest suburban stations are St Denys, Swaythling and Woolston.



Southampton's bus network carried **21.2m** people in 2017 an increase of **11%** from 2011.

People in Southampton made **84** journeys per head in 2017 I- the **6<sup>th</sup>** highest outside London and major cities.

The busiest corridors for bus services are Shirley Road, Itchen Bridge and Bitterne Road.

Bus usage is growing in Southampton with 21.2m people using then in 2017. Buses provide inter urban connections between Southampton and the surrounding towns and villages. Some places have excellent connections with good journey times such as Totton and Eastleigh. But to certain parts bus services are slow and infrequent particularly those linking to Hedge End and Botley, both located just beyond the M27 motorway. Buses are also subject to being caught in congestion and this impacts on journey times and reliability. As a result, there are heavy flows of car-based trips made in both directions.

Southampton's main highway network is focused around a limited number of radial routes into the city from the suburbs and wider Hampshire area, which results in the concentration of traffic flows onto these



**30,827** people travel into the City Centre between 7 and 10 each morning

**58%** are in cars

**19%** travel by bus

**13%** travel in on foot

**2%** cycle, and

**7%** travel in by rail and ferry

The **three busiest** corridors are A33 Mountbatten Way, A3024 Northam Road and A3057 Shirley Road.

main routes. The A35 Redbridge Causeway, M271 and A33 Redbridge Road-Millbrook Road West corridors provide the main access into Southampton City Centre and Port, from the M27, the west and north west of the city, as well as wider from the M27 and M3, and carries 32% of all traffic coming into the city. These routes connect Totton, the New Forest, Romsey to Southampton General Hospital and City Centre. The A33 Bassett Avenue-The Avenue is the main corridor into the city from the north from Chandlers Ford and from Winchester via the M3 and passes close to the University of Southampton. The A335 Thomas Lewis Way is the main road into the city from Eastleigh and Southampton Airport via M27 Junction 5. The A3024 and A334 Northam Road-Bitterne Road West-Bursledon Road corridor is the main route into the city from the east with routes from Hedge End, Botley and Bursledon crossing the M27 at Junctions 7 and 8. This is the second busiest corridor for traffic and carries 25 buses

per hour at peak times. The A3025 Portsmouth Road, via the Itchen Toll Bridge, provides the main route into the city from Netley and Hamble. The A35 Winchester Road-Tebourba Way connects The Avenue with Redbridge Road and is a key route to and from Southampton General Hospital.

Cycling has increased in popularity as a way of getting around the city, with 25% more people cycling to work in 2011 compared to 2001. This compares well to some places like Plymouth, Stoke and Derby but lags behind Hull, Brighton and Portsmouth. Only 2% of traffic on the roads is cycles.

The main corridors for cycling are Shirley Road, The Avenue and via the Itchen Bridge, where up to 7% of people on those corridors are cycling. However, the network of cycle facilities is disjointed and varies in quality, there are routes that cross out of Southampton to Totton, Chandlers Ford and Eastleigh but none towards Hedge End and Botley. The mass participation 'Let's Ride' cycling event, held each summer, attracts more than 10,000 people, suggesting that more people would be willing to cycle in Southampton if cycling infrastructure was improved.

Southampton is also home to the regionally important Southampton General Hospital in Shirley which has 11,500 members of staff and sees almost 750,000 patients a year, generating 24-hour movements from emergency services, patients and staff, and the Royal South Hants Hospital located close to the City Centre.

Every day during term time, 33,000 pupils attend the 69 primary schools and 23 secondary schools in the city. A quarter of primary school pupils and 19% of secondary are driven by car to the immediate vicinity of the school with the rest use more sustainable forms of travel.



Cycling is increasing with **6,000** people cycling across the city each day, and Let's Ride attracts **10,000** people each summer.

**25%** more people cycle to work than in 2001.

The busiest corridors for cycling are Winchester Road, Shirley Road, Itchen Bridge and The Avenue.

## Investing in Transport

Southampton has an excellent track record in delivering transport projects. Between 2011 and 2018 a total of **£114m** was invested in transport infrastructure, facilities and initiatives. In the next few years, and beyond, more investment is being committed for further transport improvements that will continue to transform the city.



£13m Platform Road gyratory for new access to Port at Dock Gate 5 to reduce delays.



My Journey behaviour change and events programme that promotes sustainable and active travel for journeys to work and school



New innovative cycle infrastructure that is starting a transformation in facilities for people to cycle safely and conveniently on.

Improving the image of the bus with real time information on board and at stops, Wi-Fi, USB charging and clean buses



£6m to create attractive gateways and interchanges at Southampton Central Station and to the City Centre.



A major programme of road resurfacing and traffic signal upgrades including A33-A35 Millbrook Roundabout.

This funding has come from a variety of sources including Local Transport Plan grant and competitive funding from central Government (both DfT and DEFRA), Solent LEP's Regional Growth Fund, contributions from new developments, and working with third parties such as

the bus operators, Highways England and Network Rail. As well as direct investment to improve the quality and reliability of the local bus network, working closely with public transport operators, Southampton has benefitted from a strong and unique partnership between the Council and bus operators through South Hampshire Bus Operators Association (SHBOA).

This co-ordination and partnership working have delivered a variety of transport projects in Southampton that have helped people get around sustainably and easily, supporting the city's growth. These investments have ranged from small scale cycle facilities, wider reaching behaviour change campaigns and road safety enhancements, to bus customer experience improvements, large public realm and significant highway improvements.

# Where Are We Going? Southampton's Challenges to 2040

Looking ahead to 2040, transport in Southampton will have to respond to and identify effective solutions to these main challenges.

Delivering strong and sustainable growth - new homes, jobs and regeneration

Improving people's health and quality of life

Improving the quality of the environment - better air quality and place

Improving transport reliability - better journeys

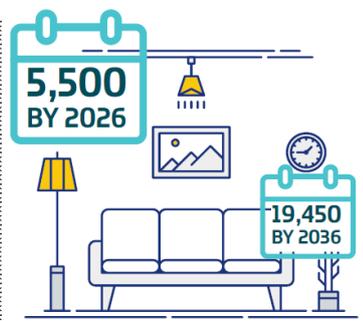
## Delivering strong and sustainable economic growth

Southampton has bold and ambitious plans for growth over the next two decades with over £3bn expected to be invested in the city by 2036 creating 24,000 new jobs with 7,000 being created by 2026. As a consequence of all this planned development and new jobs, this will see 30,000 more people living in Southampton, equivalent to the size of Windsor. This growing population will require places to live, meaning there will be an urgent need to build more homes and 19,450 are planned to be delivered in Southampton between 2016 and 2036, with another 23,190 in the surrounding area. Some of this planned growth has begun

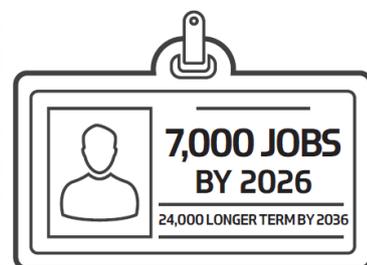
Southampton is set to grow



Population will increase by 30,200



New Homes – 5,500 in the city centre by 2026, City Wide Local Plan by 2036 19,450



Generating Jobs – 7,000 by 2026, 24,000 longer term by 2036

to be delivered but with the rest to come. Since 2010 there has been a 2.1% decrease in traffic flows whilst at the same time bus passenger numbers have gone up by over 10%.

Alongside the City's developmental growth, the Port of Southampton envisages a doubling of throughput by 2035, this level of activity would see increases of 95% in cruise patronage, 63% growth in the number of containers handled, a 102% rise in the number of vehicle exports, and an 80% increase in the volumes of vehicles and passengers travelling to and from the Isle of Wight via ferry services to Cowes.

Southampton Airport, while just outside of the city, has plans that by 2037 there will be double the number of passengers using it.



Southampton Airport wants to more double its operations:

By **2037** it could be handling **5m** people flying, over **57,000** flight movements, and **1,500** people employed

The clinical, knowledge and digital sectors of the city's economy already contribute over £1bn to the economy and all are set to invest and grow. Both universities and the two hospitals have plans to grow, offering considerable opportunities for life sciences and technology. Over £500m of investment is planned by the two Universities to develop their research, clinical and digital specialities, generating a high-skilled and well-qualified pool of graduate workers that can be recruited by businesses based in the city and wider travel to work area, addressing skills gaps and enabling vacancies to be filled.

Aided by this increase in jobs and there being more people living and working in Southampton, the Solent LEP forecasts the city will experience growth in Gross Value Added (GVA) of 2.8% each year. By 2030, this could mean that the city's economy could be worth £8.64bn. However, recently Southampton's economy has grown at a rate slower than for the South East region as a whole. This has led to the emergence of a productivity gap in Southampton with GVA per head 16% lower in the city than the South East average.

These increases in jobs and population, through planned growth and development means that by 2040 there could be demand for additional 74,000 people trips on Southampton's transport network – 11% more than now. Of those new trips 53% of those could still be made by car. To keep traffic at the same levels as today, this would mean that almost 40,000 of the additional trips would need to be made by public transport, walking or cycling. If all these new trips were made by car then levels of congestion and journey times would significantly worsen, acting as a brake on the growth and productivity. Failing to address congestion, which is already estimated to cost the economy £100m a year would have a negative impact and could see an estimated 22,000 fewer jobs created across the Solent.

As well as increasing congestion and journey times not reducing the amount of car trips will continue to cause pollution, making streets unsafe and unpleasant places to be, increase severance in our communities, and delay bus and freight journeys.



The Port of Southampton is set to double its throughput:

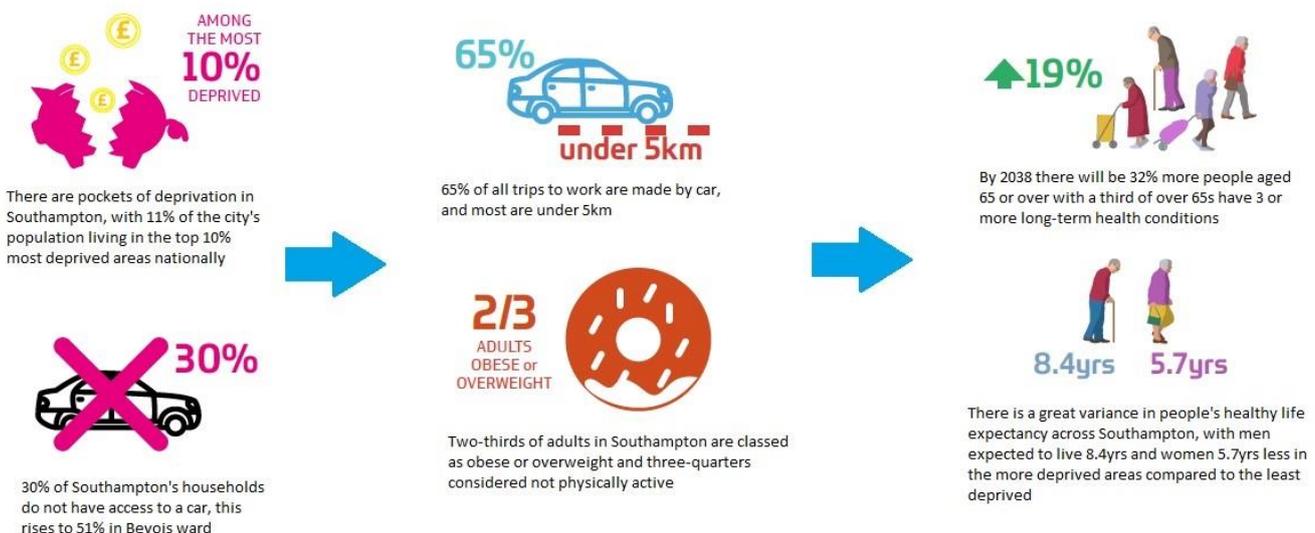
By **2035** it could be handling **3.46m** people on cruises, Over **3m** containers, **1.8m** vehicles, **2.6m** tonnes of bulk cargo, and **1.5m** vehicles to the Isle of Wight

To meet the **Sustainable Growth** challenge, we will need to focus on:

- Reducing the growth in the amount of traffic coming into Southampton by improving public transport connectivity and by intercepting car trips into the city from further afield at the edge of the city and transferring them to public transport, cycling or walking to get more sustainable travel patterns;
- Maintaining reliable and efficient access to the Port, Airport, Economic Drivers, and the City Centre from the national transport networks;
- Restructuring and reallocating road space on the highway network so it can support more trips by sustainable and active ways;
- Developing options for consolidating freight and logistics on the edge of the City and delivering goods and support services in clean low-emission ways;
- Developing a high-quality innovative public transport system that supports sustainable growth by making it a mode of first choice on a network that is reliable, prioritised, integrated and inclusive;
- Ensuring that the transport asset is in a good condition and can accommodate the demands placed on it; and
- Looking at making best use of new innovative technologies to exploit their full potential.

## Improving people's health and quality of life

Across Southampton there is a significant variation in people's healthy life expectancy and quality of life. Southampton remains the most deprived city in the South East. There are pockets of deprivation with 11% of the city's population living in the top decile of the most deprived areas in England. People living in these areas, which are either close to the City Centre or are located on the edge of the city, have lower levels of car ownership, and because many are close to busy roads they can experience higher levels of air pollution.



In the last decade, Southampton has become relatively more deprived. It has gone from being the 81<sup>st</sup> most deprived local authority, out to 326, to the 67<sup>th</sup> most deprived. Further compounding any existing gaps in earnings, currently people living in Southampton earn £60.00 less per week than those who live outside and work in the city.

| IMD 2015<br>Southampton | Household<br>Doesn't Own<br>Car | Method of Travel to Work |       |     |     |
|-------------------------|---------------------------------|--------------------------|-------|-----|-----|
|                         |                                 | Walk                     | Cycle | Bus | Car |
| 10% most deprived       | 42%                             | 15%                      | 4%    | 14% | 54% |
| 10% least deprived      | 16%                             | 16%                      | 7%    | 5%  | 54% |

People living in the more deprived areas of Southampton, are less likely to own their own car, and they are more likely to walk or take the bus to find or get to work. They need affordable public transport and the ability to cycle or walk to local services, leisure opportunities and to fight exclusion.

Levels of cycling to work are currently the highest in areas that are either more affluent or in those that have lower levels of car ownership. These areas are located close to the City Centre around Bevois ward (9% cycle to work) or closer to major employment hubs such as the University in Highfield ward (8.7%). At the other end of the scale, areas with the lowest levels of cycling include Sholing and Harefield wards have less than 2% cycling to work, both are located towards the eastern edge of the city, with pockets of deprivation, and a hillier topography.

As the population grows it is also aging. Predictions suggest that there will be a 32% increase in the number of people aged 65 or over living in Southampton by 2038, in addition a third of over 65s are likely to have three or more long-term medical conditions. It is estimated that 2% of the city's adult population will have some level of learning disability, which could be higher amongst vulnerable groups. Transport has a vital role in providing mobility and services required by an aging population to help people maintain their independence. For example, public transport needs to be affordable and accessible, and that bus services connect them to opportunities to interact with other people, or that parking is suitably located at destinations. It is important that transport services are designed and delivered to better meet the needs of people with physical, cognitive or sensory deficits.

The spatial pattern of health inequalities and participation in physical activity seen within the city is similar to that of social and economic deprivation. There are a number of contributory factors to poor health, but deprived areas' close proximity to the main transport routes can exacerbate the underlying causes of poorer health and lack of activity through poor air quality, noise and severance. If the infrastructure and opportunities are not available for active travel this can hinder building activity into people's daily routines. Poverty and deprivation also can, in some cases, be linked with a higher risk of excessive weight as well as a dependency amongst those with poorer health on car travel for shorter trips.

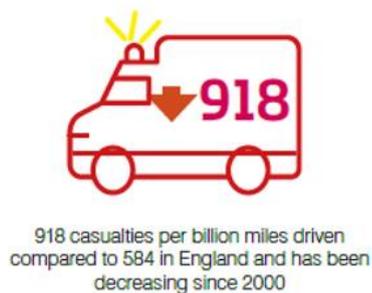
There is great variance in people's health and life quality across Southampton, with those in more deprived areas expected to live shorter lives than those living in less deprived areas. Men are expected to live 8.4 years less and women 5.7 years in the more deprived neighbourhoods compared to the least deprived.

An estimated two-thirds of adults in Southampton are classified as being either overweight or obese, and a quarter of Southampton's adults are considered not physically active enough (they are not meeting the Chief Medical Officers' recommendation of participating in 30 minutes of moderately intensive activity three times per week. Nearly 60% of adults feel socially isolated, highest in the South East region, which has adverse impacts on mental health and wellbeing. Physical inactivity increases the risk of many physical and mental health conditions including diabetes, dementia, stroke, heart disease, breast and colorectal cancer, and depression.

Levels of childhood obesity within the city are higher than the national average, with 35% of Year 6 children classified as overweight or obese. Today's children are the first generation that is expected to live more of their lives in ill health from chronic diseases than their parents.

Without change these demographic, health and socio-economic changes and trends will place pressure on the transport system as people will place different demands on using and accessing it compared to today. By planning and creating a transport system that is affordable and accessible, that provides the infrastructure, training and opportunities for people to walk, cycle or take public transport more this will help to reduce isolation and exclusion, and by swapping car journeys for one taken by walking or cycling there will be multiple benefits for individuals and society. These range from reducing the risk of developing or exacerbating health conditions, improve mental health, help people out of work get to job and training, and can address absenteeism from work, relieve pressure on healthcare facilities, improve air quality, and improve levels of productivity at work and school. Transport can also be part of a holistic approach to increasing physical activity beyond the journey to work or school, but in getting more people into healthier lifestyles.

The number and frequency of reported casualties on the roads has been decreasing since 2000, but road casualty levels still remain higher than the England average. For children this rises to nearly twice the national rate. The number of people who were injured while walking or cycling has increased, as people who cycle are often disproportionately more likely to be involved in collisions and the severity of injury can be higher – 18% of all collisions in Southampton have involved someone cycling or walking. As traffic levels increase, both the number travelling in vehicles and on bikes, the number of cycle related incidents is likely to increase as well unless investment is made to provide well designed facilities that segregate cyclists from motorised traffic.



It is estimated that many more near misses involving people cycling go unreported, in 2011 41% of respondents to the Southampton Cycle Survey reported a near miss while cycling but only 15% reported them to the Police.

To meet these **Health and Quality of Life** challenges, we will need to focus on:

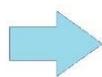
- Offering a range of viable and affordable travel options that help and enable people to have better connections to jobs, training and other opportunities that are essential for having a good quality of life, particularly in the more deprived areas of Southampton;
- Reducing the negative impacts of transport, such as air pollution, noise and severance on our deprived communities;
- Supporting the aging population with flexible and inclusive mobility options that help people to remain independent, in good health and have access to social networks, for longer;
- Enabling good and reliable transport access to leisure and health care facilities; Increasing the levels of walking and cycling to boost physical activity with high quality, continuous, easy to navigate infrastructure and messages that support this;
- Creating Mobility Hubs in District Centres providing a range of travel and mobility options that can provide accessible options for those who do not have a car or have restrictions;
- Making the City Centre a place where people can safely and easily get around and enjoy spending time, where access by car is restricted, whilst providing for access for those who need it;
- Supporting regeneration and development in the city's housing estates and District Centres so they become service hubs for the local community, helping to reducing need for making longer more expensive trips into the City Centre or further afield;
- Ensuring that the needs of people with physical or mental impairments are addressed when designing and planning transport improvements and services, so that everyone can access the services and opportunities they need safely and conveniently; and
- Continuing to reduce casualties from transport accidents towards zero – with a focus on safety of people walking, cycling and children.

## Improving the quality of Southampton's environment

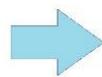
Southampton has high levels of air pollution, particularly for NOx and PM<sub>2.5</sub> and PM<sub>10</sub>. Nationally it is estimated that particulate matter alone contributes to the equivalent of 50,000 premature deaths per year costing society, businesses and the NHS £60bn a year. In Southampton, exposure to particulate matter contributes to an estimated 110 early deaths a year – or 5.6% of all deaths, compared to the national average of 5.3%. Around 2,000



In 2020 road transport is predicted to be responsible for 60-70% of nitrogen dioxide emissions in Southampton



The economic impact of air pollution in the UK is estimated to be £20 billion annually



Poor air quality is responsible for 110 early deaths each year which could be prevented



79% of people think air quality is a problem in Southampton

people are adversely affected by the impacts of road noise in Southampton often from the M27 or main arterial corridors such as the A33 Redbridge Road-Millbrook Road West.

Road transport has been identified as a major contributor to the poor air quality in Southampton. Hotspots include the M271 Redbridge Roundabout where the 60,000 vehicles a day contributes 66% of nitrogen oxides (NOx) emissions, with HGVs accounting for 55% of those road emissions. This high mark of pollution is adjacent to one of the most deprived neighbourhoods in Southampton, demonstrating the link between high levels of pollution and areas of poverty and poor health. Reducing exposure to manmade pollution can improve average life expectancy of people living in the UK by seven to eight months.

Southampton was identified initially by DEFRA as one of the five urban areas in England, outside of London, which is likely to experience continued exceedance of internationally agreed air quality limits in 2020. To address this, DEFRA has requested that Southampton produce a plan to help bring it within the required air quality limits for NOx as quickly as possible. The Council has produced a comprehensive package of measures that will aim to bring about compliance.

Southampton is the largest retail and leisure destination in central southern England. West Quay sees over 17m visitors each year and the city hosts many large events that attract tens of thousands of visitors. The largest include the Southampton Boat Show, sporting events and cultural events. How the city looks and operates is important for people to have a good impression of Southampton to keep people coming back.

However, the development of Southampton over time and recently the dramatic growth in internet shopping has had a big impact on the City Centre – particularly for retail. Parking is necessary to support a vibrant city, but too much or poorly located can have adverse impacts in car trips and on enabling and encouraging people to travel sustainably or actively. In the City Centre there are over 16,500 publicly available spaces with the majority located on the western side. During the week on average the car parks are at two-thirds capacity, at the weekend the busiest are at 80% but others are underutilised at this time. Changing consumer habits are forcing City Centres, and local District Centres to adapt their offer to retain trade customers or risk being left behind. Developing the 24 hour economy and increasing the number of people living in the City Centre will help to keep these areas vibrant, and transport will be needed to serve them.

The City Centre has some attractive green and civic spaces that are real assets for the City, including the Central Parks, Western Esplanade and Guildhall Square, but the function and look and feel of many other streets and spaces is dominated by the movement of traffic. Here space is skewed towards the needs of vehicles over people.

Many of our Local and District Centres are important destinations and often are located on the main road corridors. This means that they cater for both local and through traffic and businesses based in these centres are reliant on good transport connections and local parking to thrive. However, this duality means that they can be dominated by heavy traffic, causing pollution, noise and severance, and these centres can be poorly connected to the surrounding area for those who would access on foot or by cycling. For example, Shirley District Centre is a major hub for local people with a wide range of services, but it located on a busy road with the highest frequency of bus services in the city. This means that while vibrant it is severed, there are clusters of collisions and injuries, and inappropriate parking or loading can delay buses. Having a range of transport modes to get to these locations, a good range of local services and shops, and a high-quality environment there has a key role in supporting the continued success of these Centres.

Transport has an important role in helping Southampton to become a modern, green and attractive city by reducing pollution, how it is served and how it looks and operates. As more development is built, the challenge will be to continue to serve these areas; while also creating a Liveable City that is a successful, vibrant and attractive place, where people feel safe, want to relax and enjoy themselves, spend their free time and money within and where they can get around easily, without the car dominating streets. Changing the way in which traffic, people and goods circulate within and around the City and District Centres, so they become more people focused could have a big difference on the quality of the environment and people's enjoyment of it.

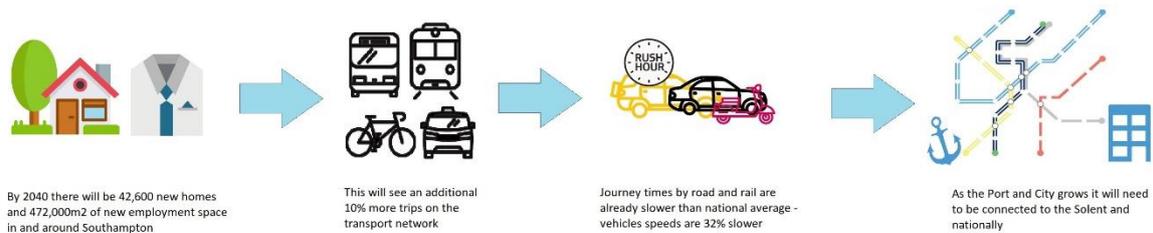
To meet these **Quality of Environment** challenges, we will need to focus on:

- Moving towards a Zero Emission City as technology and regulations change, by actively enabling and encouraging ultra-low and zero emission vehicles;
- Working with public transport operators to help them to continue improving their fleets so they become largely ultra-low and then zero emission towards 2040;
- Encouraging greater ownership of electric vehicles with a publicly accessible network of charging points across the city in car parks, new developments and on-street;
- Supporting businesses and the community through a Clean Air Network to encourage uptake of initiatives and travel behaviours which support improvements in air quality;
- Making the City Centre Liveable place by redistributing and reprioritising highway space to create spaces and routes for people where they can live, work, meet, spend time and make use of the services and opportunities on offer there;
- Working with developers on integrating new developments into the City Centre with high-quality accessible public spaces, routes for cycling and walking, and constrained levels of parking;
- Improving connections for walking, cycling and public transport to and between the Local and District Centres as the focal points for developing Active Travel Zones;
- Encouraging more people to cycle more often, particularly for short journeys, through implementation of the Southampton Cycle Network that makes cycling safer and easier via delivering a comprehensive network of well-designed routes linking where people live to where they residential areas to destinations people want to go; and
- Enabling people to walk more often by providing accessible, attractive and safe routes to District Centres, schools and local shops and services with clear, well signed routes so people can walk both for leisure and as a way of getting around.

## Improving Transport Reliability

Congestion is an issue for Southampton and the wider Solent area. The Solent experiences very slow average journey times compared to the rest of the country, with vehicle speeds currently around 32% slower than the national average.

Cars take up a lot of space relative to the number of people they can move around, and a strong reliance on such a space-inefficient mode of transport has meant that Southampton's roads are very congested. This has made travel around the city slow, frustrating and unreliable for all users of the road network. As the City grows journey times could increase significantly – with the A33 Millbrook Road West forecast to see an increase in peak time journeys of 127%.



Congestion and unpredictable travel times could make Southampton a less attractive place to live and work. It costs businesses time and money as well as exacerbating poor air quality. If not addressed, these impacts will not just be felt by people travelling in cars, but by those traveling on buses, and on businesses where their goods and materials are delayed in traffic. By 2040 it is estimated that in lieu of investment, congestion on the M27-A27 corridor will cost business and freight around £1.2m per kilometre of congested route.

Buses services are particularly adversely affected by congestion. 85% of all public transport journeys are made by bus. The average speed of some buses is as low as 8mph in peak times and some bus journeys can take 30 minutes longer to travel the same route during peak periods compared to in the off peak. Making the bus more reliable and offer faster journey times relative to the car is essential if the bus is to play its' full part in catering for the increases in demand for travel from growth and changes in demographics. Continued and worsening traffic congestion would act as a constraint on this and would further erode the attractiveness of the bus compounding the issues further.

While there is investment being made to provide more capacity at pinch points on key routes this only addresses congestion in the short term. The topography (rivers and hills) and in parts of the city the closeness of buildings limits the scope for providing new highway capacity in a cost-effective way. There may be scope to build new highway capacity in certain locations as parts of the city are redeveloped such as West Quay Road. However, the focus of improvements needs to be on improving the reliability of the network and moving people and goods more efficiently using the space and transport corridors already available. This needs to be by improving the reliability of the public transport and having more people travel sustainably and actively, and by consolidating freight and deliveries.

Southampton has complex two-way travel flows to and from neighbouring towns in the wider Solent area. Roughly as many people travel into Southampton for work as travel out of it – 41,300 in and 41,900 out, with 56% of people living and working within the city, this has fallen from 66% in 2001. These level of cross boundary flows is strongest flows between Southampton and Eastleigh with over 21,000 two-way journeys daily, and Eastleigh residents account for 20% of Southampton's labour force. This reflects the geographic locations, of trip generators such as employment areas. As house prices have increased, people are moving house less frequently, and people are changing their jobs more often, which often results in people's commuting distances increasing. Since the 1980s, much new office floorspace created has been in out-of-town business parks and light industrial areas near the motorways. These are harder to serve by public transport.

With the forecasts for 42,600 homes and 472,000m<sup>2</sup> of employment space in the wider Southampton City Region between 2016 and 2036 these travel flows will increase with an estimated 275,000 trips being made each morning – a 10% increase from now. To ensure that these new trips are made sustainably, these homes and jobs will need to be connected to well-maintained and reliable networks where people can easily walk, cycle or take public transport. With the level of predicted growth both within and beyond the city, additional

platform capacity at Southampton Central station is likely to be required during the 2020s or 2030s.

With the expected growth of the economy of the wider Solent area, the transport connections between Southampton, Fareham and Portsmouth will become increasingly important. When looking at comparator areas in the UK, journey times by rail between the two cities take longer and the total length of Strategic Road Network in the Solent is considerably less.

Southampton is an important gateway to the Isle of Wight, so the cross-Solent ferry connections depend on good onward transport links. By 2035 there could be 1.54m vehicles making ferry trips on the Southampton to Cowes routes, an increase of 80% from today. These poor connections and long journey times are identified by business as a constraint on growth and labour market fluidity and if they get worse it will be a throttle on jobs growth.

As the Port grows the corridor from Southampton towards the Midlands will continue to be important, both for road and rail. Rail freight will continue to play an important role for movements to and from the Port and increasing rail freight's mode share is dependent on delivery of strategic infrastructure schemes to improve capacity on the rail corridor to the Midlands via Reading, to cope with both passenger and freight growth. The A34-M3-M27 corridor will need to be resilient and targeted additional capacity improvements will be required to deliver additional capacity which will help improve journey time reliability for HGV movements.

Looking further into the future, we need to be planning for ensuring that the benefits of these wider Solent area and strategic schemes are not eroded. Therefore, it will be important to work with local, regional and national partners to plan the next stages of investment required on the strategic corridors that connect Southampton with the City Region, Solent and rest of the country.

To meet these **Reliability** challenges, we will need to focus on:

- Moving with neighbouring, sub-regional, regional, and national agencies and partners to develop plans for investment in the national important infrastructure and links;
- Working with neighbouring planning authorities to ensure that transport and development planning is coordinated;
- Working with neighbouring Solent authorities on developing technology links to share data and information to manage traffic dynamically;
- Working closely with Hampshire County Council on developing strategies and schemes for walking, cycling and public transport to safely connect Southampton and the surrounding towns for employment, leisure and education journeys;
- Co-ordinating and promoting electric and alternative fuel strategies for the city; and
- Continuing to develop and deliver tools and measures that reduce the pressure on the transport network at peak times and capitalise on and build upon the My Journey behaviour change campaign, to promote and encourage more people to make their trips healthy by clean and active travel.

# How Do We Get There?

## What Is Connected Southampton

Connected Southampton is the umbrella local transport planning policy for the city. It recognises the transport challenges faced by Southampton and sets out our aspirations for improving transport in the city over the next twenty years. It provides a Southampton specific local transport plan that translates the Solent policies and applies them to the city. It should be read in conjunction with the Joint South Hampshire Transport Strategy, which consists of shared policies across the Solent sub-region, as summarised in the box below.

### Joint South Hampshire Strategy – The Joint Policies

- A** – To develop transport improvements that support sustainable economic growth and development in South Hampshire;
- B** – Work with Highways England, Network Rail, the Ports and Airports to ensure reliable access to and from South Hampshire’s International Gateways for people and freight;
- C** – To optimise the capacity of the highway network and improve journey time reliability for all modes;
- D** – To achieve and sustain a high quality, resilient and well-maintained highway network for all;
- E** – To deliver improvements in air quality;
- F** – To deliver strategic sub-regional approaches to management of parking to support sustainable travel and promote economic development;
- G** – To improve road safety across the sub-region;
- H** – To promote active travel modes and develop supporting infrastructure;
- I** – To ensure private investment in bus, taxi and community transport solutions, and where practical, better infrastructure and services;
- J** – To further develop the role of water-borne travel within the Solent Transport area and across the Solent;
- K** – To work with rail operators to deliver improvements to station facilities, and where practical, better infrastructure and services for people and freight;
- L** – To work with Local Planning Authorities to integrate planning and transport;
- M** – To develop and deliver high-quality public realm improvements;
- N** – To safeguard and enable future delivery of transport improvements within the Solent Transport area.

This document is an evidence-led overarching transport strategy and provides the basis upon which mode or place specific strategies and plans are to be developed that will support it. These supporting plans will go into more detail about what we will plan to do for a specific mode or place and set out delivery programmes. Connected Southampton will also inform other Southampton non-transport specific plans such as the Clean Air Strategy and Local Plan.

We have a statutory duty to prepare a Local Transport Plan (LTP), and ensure it is then kept updated as required, to outline our strategic approach to managing and delivering transport now and in the future, and to set out where we intend to invest resources in transport

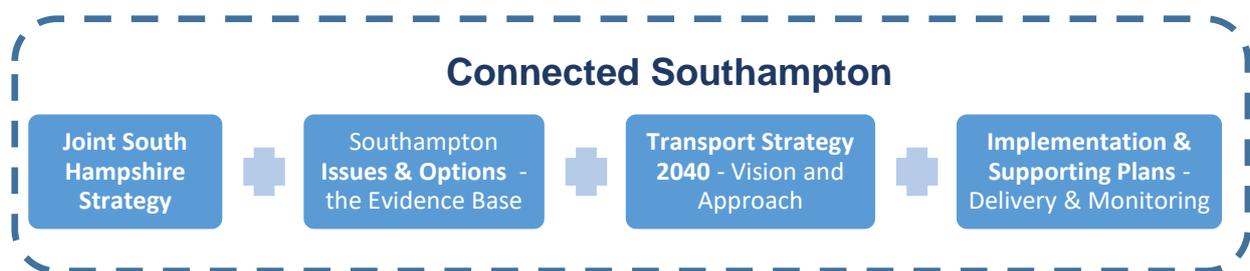
schemes and initiatives. National guidance requires that a LTP consists of a long-term strategy and a short-term Implementation Plan – detailing our investment programme. We are taking this opportunity to produce a new LTP for Southampton – **Connected Southampton** – to ensure that our transport policies, strategy and delivery plans better reflects and supports our bold and ambitious plans for sustainable and clean growth over the next twenty years.

The purpose of Connected Southampton is to:

- Set out the role and purpose of the LTP and its relationship with the Council Strategy and vision of “A City of Opportunity Where Everyone Thrives”;
- Provide an evidence led LTP Transport Strategy for Southampton that explains the strategic approach and guiding principles for transforming transport in the city;
- Set out the specific components of the Transport Strategy and how to achieve the vision;
- Provide an overview of how much it will all cost, how it will be paid for and how it will be delivered; and
- Set out how we will ensure that Connected Southampton is delivering what is expected of it.

## Developing Connected Southampton

Connected Southampton will become the umbrella transport planning document for the city, and it consists of a number of component parts that together provide a LTP for Southampton.



These parts are:

- **Joint South Hampshire Strategy** – the 14 Solent wide policies;
- An **Issues & Options** evidence base that reviews what progress has been made in improving transport in the city since 2011, and looks at the transport challenges facing the city using evidence from modelling, data from a number of sources including traffic, socio-economic, air quality, public health, education and public transport operators, and transport implications of other long-term Council plans (such as the Local Plan, Economic Development, Health & Well-Being and Clean Air Strategies), then identifies a range of options that could be delivered in response to these challenges;
- This document – the **Transport Strategy 2040** – that sets out the long-term vision and approach for transport planning and investment through to 2040, setting out our policies and strategy for how transformational transport planning and implementation will support the growth ambitions and meet the challenges identified over the next twenty years. It sets out the approach for how this vision will be turned into reality by focusing on three strategic goals providing guidance clear policy framework for how different travel modes will evolve, the different approaches that will be taken in

different localities and places, and how we will use innovation to contribute towards an inclusive and economically successful city;

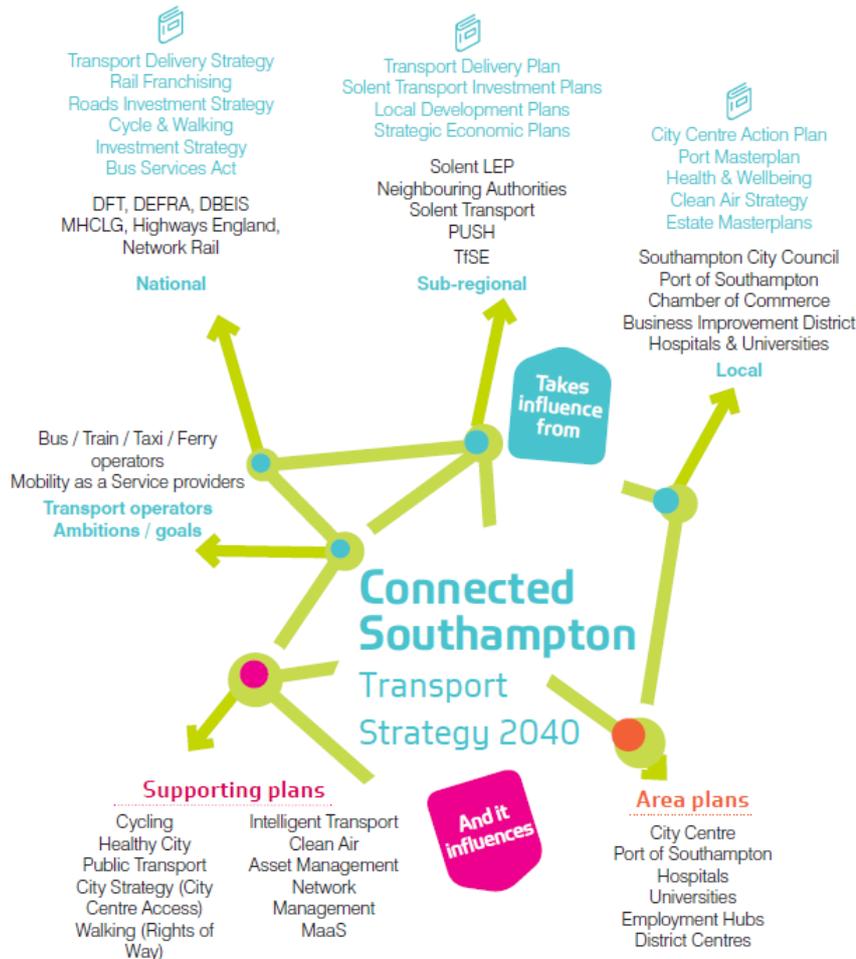
- The short-term **Implementation Plans**, published every three years, that provide information on how the Transport Strategy will be delivered showing projects that will be delivered and the sources of funding (reviewed annually), and monitor and evaluate how we are progressing on meeting our vision; and
- A series of themed **Mode or Place Supporting Plans** that support the Transport Strategy to provide more detail on how we would deliver in these areas to support the overall Connected Southampton approach. This will cover areas such as Cycling, Walking, Parking, Public Transport, Connected-Intelligent Transport Systems, Inclusive Transport, Asset Management, the City Centre, Local Neighbourhoods or Economic Hubs.

To gather views and feedback from people, stakeholders and businesses on our ideas and approach for transport we carried a public consultation exercise on the draft Transport Strategy 2040 in 2018. The feedback we received was analysed and has helped to shape and confirm the Transport Strategy. Individual schemes and projects will be consulted on as they are developed to ensure that we are giving people, businesses and stakeholders in Southampton opportunities to look at and comment on the detail of proposals before they are constructed. The 'How We Are Doing' section sets out how we plan to monitor and evaluate progress towards meeting the vision and how we can take advantage of new trends or innovations.

## What Influences Connected Southampton

As the overarching local transport plan for Southampton, Connected Southampton is influenced by several different policies and strategies produced by the Council and other organisations. Connected Southampton will in turn influence and support decision-making and policy in a number of other areas within the Council and outside it. These range from the long-term land use plans within the Local Plan, Environmental Plans such as Flood Risk Management, Joint Health & Well-Being Strategy, and Clean Air Strategy.

External influences come from a variety of sources ranging from the national level - including central Government, Highways England and Network Rail, through regional bodies such as Transport for the South East (TfSE) to sub-regional and local bodies such as the Solent Local Enterprise Partnership (LEP), the South Hampshire Bus Operators Association (SHBOA), Partnership for South Hampshire (PUSH), and Solent Transport as well as our neighbouring authorities. As well as these public and strategic bodies, Connected Southampton is also influenced by the long-term plans, aspirations and proposals from transport operators (bus, rail, ferry, taxi, community transport), the Port of Southampton, Southampton Airport, and major employers and businesses (the Universities, Hospitals, West Quay and Go!Southampton – the Business Improvement District for the City Centre).



## What Connected Southampton Influences

As Connected Southampton sets the long-term vision for improving local transport, it is going to influence and help to shape a number of key Council strategies, policies, plans in the coming years. It provides the transport policies and priorities which need to be taken account of within the Local Plan, Joint Health & Well-Being Strategy, and the environmental aims in the Clean Air Strategy.

However, this strategy does more than simply set a strategic direction for transport and travel that informs these high level strategies. The strategy extends beyond moving people and goods between places to also seek to re-shape the look and feel of areas within the city to help make it a place where people are proud to live and work. A place where they want to spend time and money, that is inclusive, where they can easily access opportunities to and enjoy a good quality of life, and where the impact of transport on the environment is reduced.

As well as setting the long-term approach for improving transport in the city it also provides a framework for development of a series of supporting plans and strategies for individual modes or places. We have started with a ten-year Cycle Strategy, and a new Public Transport Plan, these will be followed by plans for Parking, Connected Intelligent Transport Systems (C-ITS), Inclusive Transport and Walking and an updated Transport Asset Management Plan. Area plans will be developed for areas such as around Southampton General Hospital and the Port. These Supporting Plans will set out more detailed plans for investment and projects that will be delivered for these modes and areas.

# Where Do We Want to Be? The Vision for Transport in 2040

The challenges that Southampton faces in the future mean that Connected Southampton needs a bold long-term vision for improving transport over the next twenty years. We need to plan for sustainable growth, ensure that transport can support everyone who wants to get around Southampton, readdress the balance between vehicles and people, offer viable and affordable alternatives to car-based travel, and work to reduce the negative impacts of travel on communities by supporting new and innovative ways of providing transport services. To do this, we need to plan what our transport system will be capable of over the next twenty years and invest in improving it to maximise what it can deliver and support.

Our **transport vision** for the Southampton of 2040 focusses on:

- Enabling people and goods move around our growing city easily, efficiently and safely around the city, more space is given over to people walking, cycling or travelling by public transport, helping to reduce people's dependence on the car for their everyday journey by making these more viable and attractive;
- Improving the attractiveness of public spaces and streets to support growth, improve health and wellbeing and enable sustainable growth;
- Tackling inequalities through improving accessibility and by designing transport improvements so that they meet the needs of everyone in society and that everyone can get around more safely and easily;
- Working with partners and stakeholders to invest in reliable, high quality connections between national and regional road and public transport networks that support our main economic employment hubs;
- Taking advantage of new and innovative technology to enable the transport network to operate as efficiently as possible, helping to accommodate new trips generated by growth without increasing levels of congestion; and
- Reducing the level of emissions from transport towards zero.

Previous transport strategies were structured around individual modes without looking at how to develop strategies for how transport can support sustainable place-making and regeneration. Over time this has led to schemes and designs of transport infrastructure that focussed more on providing an excess of space for motor vehicles, with insufficient attention and thought given to designing streets and developments that meet the needs of people across the city. Over time, this has led to increasing dependence on the private car for around two thirds of trips. This heavy dependence on private cars has created congestion, severance of communities, contributed to poor health and air quality, and marginalised those who do not have access to a car.

Given that there is a finite amount of space available for moving vehicles, having a focus on encouraging people to travel sustainably and actively using more space-efficient forms of transport allows us to plan travel within the City more effectively, efficiently and innovatively so it can continue to be a successful and thriving place into the future. In practice this will be a shift away from planning for each individual transport mode separately (car, freight, rail, ferry, bus, cycle, and walk) to planning for how people, businesses and goods move around and how to create vibrant, successful places. We will do this by increasing the number of people travelling on public transport, enabling more people to walk and cycle for short trips or with public transport for longer ones, supporting clean urban living in a liveable place. We will foster mobility options that support people in get around inclusively, safely, and actively,

and provides an attractive environment that is special and distinct to Southampton. There is still a role for road transport as it supports businesses and enables people to access opportunities, but it will cease to be the default mode of choice.

The vision we are taking for Connected Southampton is to **change from seeking to maximise the movement of vehicles to instead focus on improving the efficiency of transport corridors and places and making it easier for people to get about by a range of different travel choices.**

The outcome of this different and forward-thinking approach is that traffic will be less dominant, people will have the opportunities to get to where they want to go using a range of different convenient travel options, the City is cleaner and healthier, and no one is disadvantaged or excluded from using realistic transport options.

There will be difficulties in delivering this both practically with significant disruption whilst any project is built, and for any decisions that will need to be made that may benefit some people's way of travelling and disbenefit others with this shift away from cars. Throughout the design, consultation and construction process we will make sure that the needs of everyone are considered and that the transport system is as inclusive as possible.

## Strategic Goals and Themes of Connected Southampton

To meet the challenges, achieve the vision for transport and the wider Council's strategic objectives we have identified three strategic goals that are supported by a number of themes. These all interconnect with each other as shown below. To make sure we know we are on the right track we will be measuring a number of factors, as set out in the 'How We Will Do It' section. This provides the framework for how we will collect measure data to show our progress towards achieving the three strategic goals and the overarching vision.



The three strategic goals for Connected Southampton will help to transform the Southampton so it can respond to the challenges identified and turn the vision into reality. Each of the strategic goals have supporting themes to help outline our approach and provide a clear policy framework for travel and transport in Southampton up to 2040.

They are:

**A Successful Southampton** - To support the sustainable economic growth of Southampton we will use transport investment to maximise how the already congested transport system operates so it becomes connected, innovative and resilient, and provides the connections to the places where people want to go enabling them and goods to get around easily. Comprising of three themes:



A **Connected City** with fast, efficient transport options available that effectively and reliably connect people with the places they want to go



An **Innovative City** that takes advantage of innovative technologies and fresh thinking to help Southampton lead the way.



A **Resilient City** that has a well-managed, efficient and resilient transport network that performs well, and people can depend and rely on.

**A System for Everyone** - making Southampton an attractive and inclusive place to improve the people's quality of life, so that everyone is safe, and has equal access to transport regardless of their circumstances. Comprising of three themes:



An **Attractive City** that is modern and vibrant where people are proud to live, work and visit.



A **Safe City** that reduces the number of people killed or injured on the transport system towards zero.



An **Inclusive City** that has an inclusive transport system providing a good range of realistic mobility options.

**A Better Way to Travel** - supporting people in changing the way they move around the city, by widening their travel choices so they can get around actively and healthily and travel heads towards becoming 'zero emission'. Comprising of two themes:



An **Active and Healthy City** that is easy to get around with joined up networks for active travel to promote healthy lifestyles and has vibrant people friendly liveable neighbourhoods.



A **Zero Emission City** that is moving towards having zero emissions from transport delivering cleaner air and reduced emissions.

In the 'How We Will Get There' section each of the strategic goals will be expanded on with the policies and actions demonstrating how it contributes to meet the strategic goal. Doing this will mean different things to different groups of people. So by 2040 people will find that their travel experiences will be very different to what they see today. This gives an idea of the sorts of changes people can expect to see as a result of the Strategy being put into practice over the next ten and then twenty years.

For each strategic goal during the **2020s** the different groups will see:

|  | I'm a Resident  | I'm a Commuter   | I'm a Business   | I'm a Visitor  |
|--|---|--|--|--|
| <p><b>A Successful Southampton</b></p>  | <p>The frequent new Southampton Mass Transit System (SMTS) is available on three corridors. It gets me to Central Station and the main shopping and leisure destinations easily from where I live, and I can charge my device at my seat.</p> <p>I can pay for one ticket on my device or by contactless easily that I can use on buses, rail and ferries.</p> <p>There is a Park &amp; Ride to the Hospital used by staff and visitors (who don't now park in nearby streets), and I can use it at the weekend to travel into the city.</p> <p>More job opportunities are open to me in locations that I can easily get to by bus.</p> | <p>With the frequent SMTS I can see that it is better to make journeys by bus or rail. This is making me consider leaving my car at home one or two days a week and taking the bus or train instead.</p> <p>I can use one ticket for bus, rail and ferry</p> <p>There are more reliable journey times at Redbridge Roundabout, Swaythling and along Bursledon Road-Bitterne Road West meaning less time in traffic and more time at home</p> | <p>The improvements at Redbridge Roundabout, Swaythling and on Bursledon Road-Bitterne Road West mean I get goods on time and I am able to grow my business.</p> <p>Information on traffic conditions means good aren't delayed.</p> <p>City Centre is well serviced.</p> <p>I can have access to a growing pool of skilled workers as the transport network improves labour market performance.</p> <p>I can use consolidation centres for my deliveries for the last mile.</p> | <p>I can see a new way of getting around Southampton emerging that are clear and easy</p> <p>I can use a Park &amp; Ride at the weekends that is cheaper than parking in the City Centre.</p> <p>The city is a pleasant lively place for me to visit.</p>  |
| <p><b>A System for Everyone</b></p>   | <p>I feel safe and able to use the SMTS regardless of my personal circumstances or whether I have a disability</p> <p>Some roads in the City Centre have been changed helping to make it easier for me to walk and cycle.</p> <p>Spaces in the City Centre are attractive like around the</p>   | <p>I can use a shared bike scheme to get around to work</p> <p>The City Centre starts to feel like a place where I want to spend time and work like new quality spaces around the Bargate.</p> <p>I can join an incentive scheme which can give me benefits if I walk, cycle or use the bus.</p>   | <p>There has been investment in public spaces in the City Centre which have a high quality look and there has been an increase in people spending money and time here.</p> <p>The economy is becoming more vibrant.</p>  | <p>On my visit I experience a welcoming city that has attractive spaces such as around the Bargate and really showcases the historic City Walls well, that does not feel dominated by vehicles.</p> <p>It is easy and enjoyable for me to find my way around Southampton. I am able to explore and discover the main</p> |

|  |   |  |   |   |
|--|---|--|---|---|
|   | <p>Bargate and start to make me feel proud of Southampton.</p> <p>I know if I drive in I may have to walk further from car parks – there isn't the need for me to drive in.</p> <p>If I am disabled there is the SMTS is easy and simple for me to use, and if I need to drive I can still get into the City Centre conveniently</p> <p>The District Centres are changing and have become more pleasant and vibrant, attracting new retailers and activities.</p> <p>Local Pop-Up Street activities have started in my neighbourhood.</p> <p>The roads are becoming safer to cycle or walk along.</p> | <p>There is parking in the City Centre but from some I may have to walk further.</p> <p>I increasingly don't need to drive to work as I have quick, attractive alternatives.</p>   | <p>Parking is provided if I need it but seeing more staff walk, cycle and travel on SMTS.</p>   | <p>quarters of the city using the map boards and directional signs and get around easily on foot or by hired bike.</p>  |
| <p>A Better Way to Travel</p>   | <p>An Active Travel Zone is being set up in my neighbourhood which provide easy access to local services on foot, reducing traffic, and seeing investment in the local area.</p> <p>I have started to leave the car at home and cycling more as I can cycle safely on segregated cycle facilities into and out of the city along the main routes such as Western Route – starting to feel healthier.</p> <p>There is less pollution in the city.</p>  | <p>I now cycle to work more often using the new cycle freeways instead of driving my car</p> <p>I have excellent information available to me about the alternatives to the car and the routes I can use.</p> <p>I am feeling healthier as a result of walking and cycling more often.</p> <p>I have now (or am thinking about) investing in a low emission vehicle as I know there are plenty of well-located charging points.</p> | <p>I have a happier and healthier workforce who are absent less and arrive at work energised.</p> <p>I have invested in new low emission business vehicles and am seeing reduced running costs from these vehicles</p> <p>Local businesses like mine are benefiting from increasing spend by local residents.</p> | <p>I can see that Southampton is now a cycling city with attractive routes such as The Avenue, that I want to use.</p> <p>It is a good and enjoyable place for me to walk and see attractions. It is easy to navigate around helping me feel relaxed.</p> <p>I am able to charge my electric vehicle without worry during my visit.</p> |



For each strategic goal during the **2040s** the different groups will see:

|  | I'm a Resident   | I'm a Commuter   | I'm a Business  | I'm a Visitor   |
|--|--|--|---|---|
| <p><b>A Successful Southampton</b></p>  | <p>I am making regular use of the well-developed Mass Transit System now in operation across most parts of the city. I know I will travel on comfortable, clean, modern and efficient vehicles with a turn up and go frequency on the main corridors, and that I can use it to get to the city, out to nearby towns like Eastleigh or to work.</p> <p>I can use one ticket on any form of transport using my debit card or on my device knowing my maximum fare will be capped.</p> <p>Using public transport is easy for me as private transport, regardless of my circumstances or whether I have any sort of disability.</p> <p>Regeneration and new development has improved the city. I can quickly and easily go by SMTS to the city centre or my District Centre to shop, eat and find places to stop and rest, and street design feels part of a whole and fits with the character of the area and I don't need a car to go there.</p> | <p>I use the SMTS to get to work rather than drive, knowing that it will get me there on-time, quickly and reliably every day.</p> <p>The main corridors have priority or are segregated so I know that the SMTS will not be delayed in traffic congestion.</p> <p>A wide range of high quality jobs are available to me in the city that are easy to get to and I may now have chosen to live in the city closer to my workplace.</p> | <p>With the SMTS I have access to a wider pool of workers who have the right skills, who I am able to employ if I need to recruit and expand my business.</p> <p>Goods my business produces and services I offer to customers are moved efficiently and cleanly.</p> <p>Major roadworks on strategic routes are all undertaken at the least disruptive times and I am kept informed of progress in delivery of phases and the diversionary routes.</p> <p>The main transport corridors are reliable and resilient so people and goods aren't caught in unplanned disruption or unexpected congestion.</p> | <p>I am able to use the network of Park &amp; Ride sites on the edge of the city and I can use the MTS to get around this vibrant city using technology to get a ticket that meets my needs and that I can purchase and use easily.</p> <p>Parking is located on the periphery of the City Centre but because of the other excellent travel choices open to me, I don't necessarily need to use it.</p> <p>If I arrive by train, there is a modern interchange at Southampton Central station with easy onward bus connections locally.</p> |
| <p><b>A System for Everyone</b></p>  | <p>I enjoy coming into the City Centre as there are no cars in the central core area, making it</p>  | <p>The city is a great place to work with attractive streets and public spaces where I enjoy spending</p>  | <p>Southampton is an attractive a place to set up my business – investment has been made in</p>   | <p>The City Centre is far less dominated by cars than it used to be, with really good</p>   |

|  | I'm a Resident   | I'm a Commuter  | I'm a Business   | I'm a Visitor   |
|--|--|---|--|---|
|                                       | <p>a pleasant place to walk around and spend time.</p> <p>I enjoy living in Southampton as it is a vibrant city with thriving local centres</p> <p>I can get around safely and I am treated with respect regardless of my personal circumstances or whether I have any sort of disability</p> <p>There is pride in Southampton – This is Our Home.</p>   | <p>lunchbreaks and time after work.</p> <p>The transport network looks and feels good to get around on and I feel safe cycling or walking to work.</p> <p>People respect and are courteous towards people as they move around.</p>                            | <p>the environment supporting higher footfall for retailers and restaurants and has meant I find it easier to recruit and retain staff</p> <p>The economy is thriving and I can make use of new technologies to transport my goods about and make deliveries to customers.</p> | <p>pedestrian links from Southampton Central station to the new hub of the city area. Interchange and bus travel is very easy and I feel safe.</p> <p>There are festivals and events going on throughout the year that encourage me to return again and the attractive streets and spaces mean I spend more time and money during my visits to Southampton.</p> |
| <p><b>A Better Way to Travel</b></p>  | <p>I no longer need to own a car (or more than one) as my local area is an Active Travel Zone where the streets are safe and has attractive spaces well-designed for people to walk and cycle around.</p> <p>If I do need to drive there is a clean zero emission vehicle available nearby to hire or rent through the local travel hub.</p> <p>I am frequently cycling and walking using the safe completed coherent network that crosses the city - so I can cycle to work or walk the children to school.</p> | <p>I cycle to work every day on the completed cycle network and I want to cycle more in my spare time.</p> <p>If I need a vehicle they are all zero emission.</p> <p>The area around work is clean and is a space where people can meet, linger and work.</p> | <p>I have access to a healthy and productive workforce with much reduced levels of absenteeism.</p> <p>Delivery costs are low as I am using a zero emission hub offering cargo bikes as well as electric vehicles to move goods around.</p>                                    | <p>Southampton is a great cycling city with an excellent cycle network that enables me to explore attractions and different quarters in the city by bike.</p> <p>The air is clean and the city is a great place to walk about easily.</p> <p>If I do drive (in my electric car), I know there is a network or alternative fuel points and the air is clean.</p> |

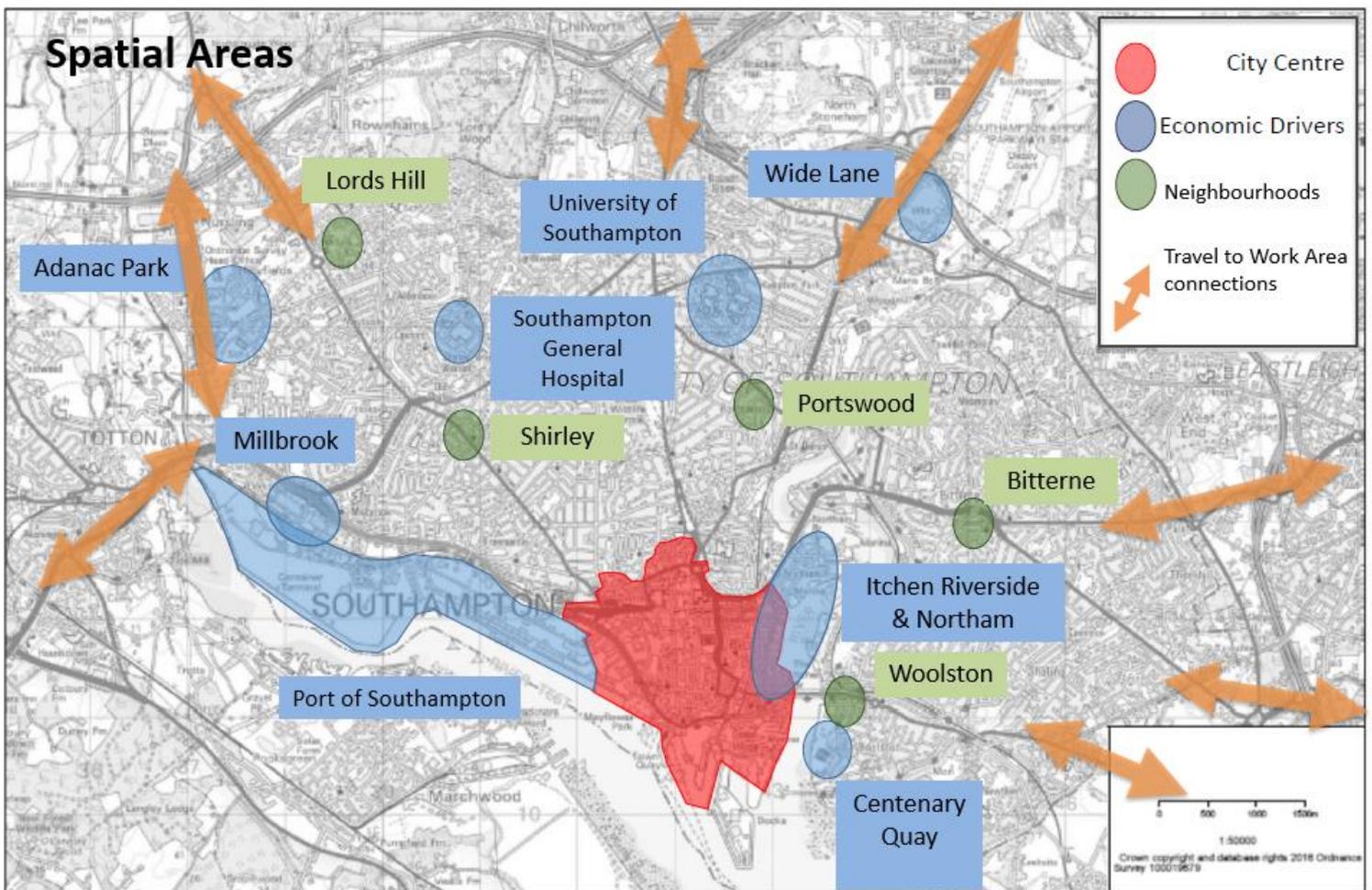
# Where Do We Want to Be? The Place Based Approach

For Connected Southampton we are taking a place-based approach to applying the Transport Strategy. Each of the spatial areas have different travel and transport needs and will required different ways of planning and investing in transport.

## The Key Places

We recognise that there is no one size fits all approach to planning for and delivering transport improvements in Southampton. A scheme that may work well in one part of the city may not necessarily be successful, applicable or cost-effective in another part of the city. The nature and intensity of travel patterns vary across different parts of Southampton. There are very diverse characteristics within different areas of the city too. We will need to adapt our approach to meet the needs of these different areas.

We have identified four distinct places that perform a variety of roles in Southampton that are shown in the map below.



The four places are:

- The **City Centre** - encompasses a series of areas with different functions - the retail core around Above Bar Street, High Street, East Street and West Quay, the high concentration of leisure and heritage activities in West Quay South and Old Town, the cultural focus of Guildhall Square, light industrial employment activities along West Quay Road, as well as locations for education and health facilities with Solent University, City College and the Royal South Hants Hospital. It extends west to the transport interchange hub at Southampton Central Station, and south as far as Town Quay. It includes the Coach Station and areas such as Castle Way and Vincent's Walk where many bus services terminate.
- **Economic Drivers** – are the main focal points of economic and employment activity in Southampton outside of the City Centre. They include the Port of Southampton, Southampton General Hospital campus, University of Southampton, Itchen & Northam Riverside, Wide Lane, Woolston, Millbrook, and Adanac Park.
- **Neighbourhoods** – Southampton is a diverse city and is made up of a series of distinctive, local neighbourhoods and communities with their own unique character, where residents identify themselves with, care passionately about and spend a large part of their lives. These neighbourhoods in many cases are located close to the District Centres of Bitterne, Lords Hill, Portswood, Shirley and Woolston, or smaller suburban attractors like parades of shops, schools, community centres and parks.
- **City Region** – Southampton sits at the heart of an area that includes Totton, Eastleigh, Chandlers Ford, Hedge End & Botley, and Hamble. This larger area can be considered a 'City Region' that has a population of over 437,000 within which the majority of people do most of their commuting to and from for work, leisure and education. Cross boundary travel journeys between the city and the wider City Region are largely made by private car. Most freight and goods is moved by van and HGV. High volume roads such as the A33, A35, M271, M27 and M3 and parallel rail corridors provide direct routes between these urban areas and the city. Strategic gaps, the rivers and the M27 also physically separate Southampton from these areas.

## Travel in these Key Places in 2040

Each of the key places of the City Centre, Economic Drivers, Neighbourhoods and City Region will change incrementally over time. For each key place we need to acknowledge that there are different travel needs and requirements of the people who live, work and visit them.

The types of travel in each of the places are different based around the needs people and businesses in those areas. Walking and cycling is more appropriate at the neighbourhood and City Centre level but also have a role to play for some City Region journeys. Longer distance rail, ferry, coach and car trips are more appropriate at the beyond City Region level.

| Level of Personal Travel | Spatial Area                               |             |             |                    |
|--------------------------|--|-------------|-------------|--------------------|
|                          | Neighbourhood/City Centre/Economic Drivers | Southampton | City Region | Beyond City Region |
| Walking                  | Shaded                                     |             |             |                    |
| Cycling                  | Shaded                                     |             |             |                    |
| Demand Responsive        |  | Shaded      |             |                    |
| Rapid Bus                |  | Shaded      |             |                    |
| Bus                      | Shaded                                     |             |             |                    |
| Rail                     |  |             | Shaded      |                    |
| Ferry                    |  |             | Shaded      |                    |
| Car                      |  |             | Shaded      |                    |
| Park & Ride              |  |             | Shaded      |                    |
| Powered Two Wheeler      |  |             | Shaded      |                    |
| Coach                    |  |             | Shaded      |                    |
| Airport                  |  |             |             | Shaded             |
| Port                     |  |             |             | Shaded             |

Types of Personal Travel in each Spatial Area

A common thread across all the spatial areas is the need for connections that truly enable users of all backgrounds, disabilities, and needs, such as vulnerable road users to access them. This would require good innovative design, use of technology, and sufficient stakeholder and public engagement on any emerging plans.

## City Centre

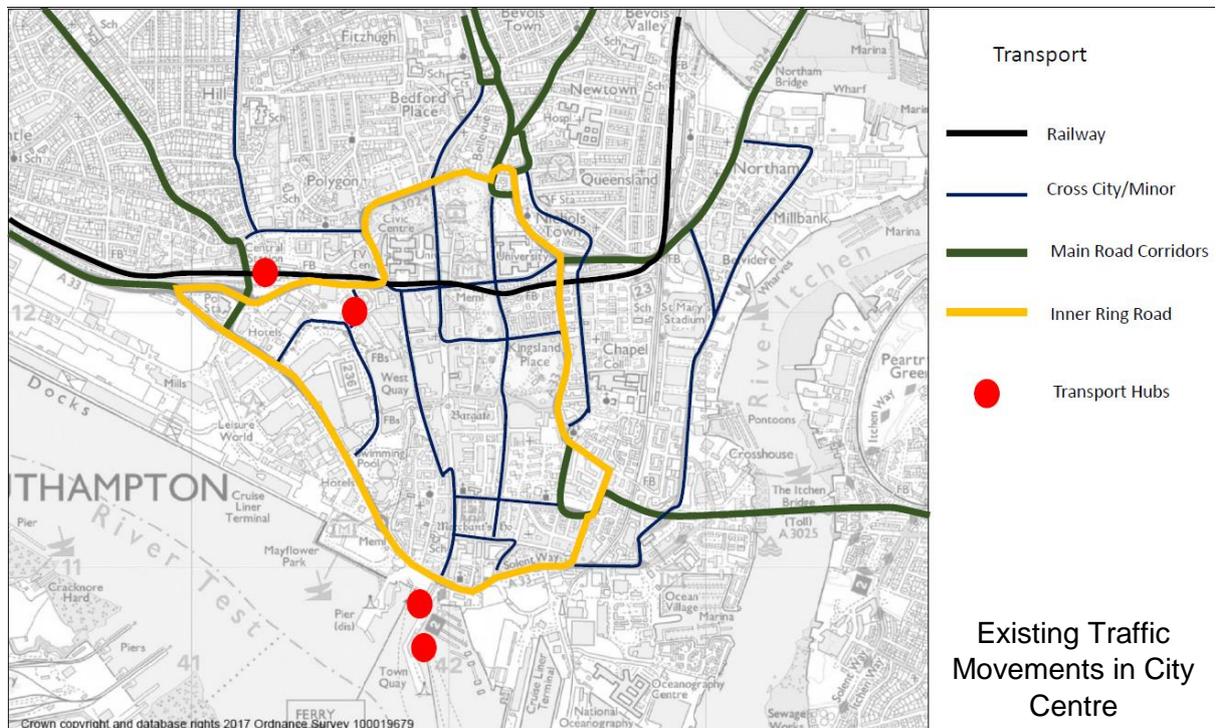
Over the past decade the City Centre has increasingly become a place where people want to live – with the Bargate ward seeing the greatest increase in population in Southampton – and growing as the economic and retail heart of the city. The City Centre has a multi-faceted transport role - as a major trip generator from economic activities and employment, a major retail and leisure destination, and as a place where people live.

Currently the City Centre is easily accessed by car with some major roads that pass through the City Centre, being used by through traffic which often doesn't have a need to be there. This detracts from the quality and vitality of the area. Some routes play a necessary and strategic role providing important access to the Port's Eastern Docks and Town Quay for the Isle of Wight ferries. Other routes cross the City Centre and act as direct and convenient routes for traffic that don't have a destination in the City Centre detracting from the environment.

There is a high level of car parking which is clustered to the west of the City Centre that caters for commuters, shoppers and other visitors. The location and quantum does mean that traffic heading to these car parks is funnelled into certain routes such as West Quay Road. On certain days when there are events or cruise ship arrivals and departures, traffic levels and congestion increases.

The Inner Ring Road performs a role in connecting the main road corridors with the key destinations. The sections around the north and west of the city centre are more heavily used than the eastern section. As these roads accommodate large volumes of traffic means that there is a relatively small amount of space for pedestrians and it is difficult to provide good quality cycle routes.

Bus services come into the City Centre but they cluster in a number of locations and unless you are a regular user familiar with them, the locations of stops for alighting and boarding can be confusing. The busier transport hubs, such as Central Station, Town Quay and the Coach station, are on the edge of the City Centre and have poor pedestrian connections to the main destinations. For example, the shortest route from Southampton Central to West Quay shopping centre is currently through a large car park. This doesn't create a good first impression of Southampton and does little to encourage people to walk, cycle.



Looking forward to 2040, the City Centre will continue to be the focus for residential, economic and leisure development. The population will continue to increase and more jobs will be created. This means that more housing will be required, with 5,500 completed by 2026. With the intention that this growth is being delivered in a sustainable form the transport network in the City Centre will need to change, so this growth can be accommodated without increasing traffic volumes, congestion, severance, air pollution and noise.

By 2040 the **City Centre** will need to:

- Change the relationship between how people and traffic move about and develop a strong place-based people-focus approach that increases the amount of space and routes for people walking, cycling or using public transport;
- Reduce the amount of air and noise pollution;
- Not be as easy to drive through without having a reason to be there with the Inner Ring Road performing a strategic function for moving traffic around the City Centre rather than through it;
- Have attractive and connected walking and cycling routes linking through a high-quality public realm that is welcoming, clean, attractive and safe place to be at all times;
- Be the hub for public transport where it is easy to cross the City Centre by bus and interchange between services and other modes of transport;
- Have high-quality gateways at Southampton Central station and Town Quay where people can easily change between different modes of transport - rail, bus, Park & Ride, ferry, coach, taxi, cycles and car, and are connected with the City Centre with onwards walking, cycling and public transport routes;
- Be inclusive so that everyone can get around with good provision for those who are not able to get around easily;
- Be developed so that the planned developments are integrated into the City Centre and cohesive, high-quality public spaces, walking and cycling routes with no increase in number of vehicle trips but more people trips;
- Look at how freight and servicing comes into the City Centre and how it will be managed intelligently;
- Provide alternative access routes and arrangements to the existing destinations of West Quay, Ikea and the Port; and
- Look at the amount and location of car parking so it can still support the vibrancy of the City Centre but also as a way of supporting other sustainable and active ways of ...

## Economic Drivers

The Economic Drivers, such as the Port, Universities, Hospitals and Business Parks, all face a number of common access and travel challenges. They share the same requirement for transport to be reliable, accessible and efficient, both for getting staff to and from work, access to as wide a skilled labour pool as possible, and for moving goods, services and materials in and out. Congestion impacts on the viability and success of each Economic Driver and this in turn impacts on the productivity of the city.

Recognising this there will have to be focussed investment in the transport connections so that all the planned growth, renewal and regeneration can be achieved in a sustainable way, by reducing congestion, improving access to labour markets, delivering cleaner air and help to increase workforce productivity and reduce staff turnover. To do this, we will need to working with the Economic Drivers to plan and improve transport access and connections by road, rail and water.

The existing main transport arteries and access routes will be used efficiently, and where appropriate targeted new access improvements will have been delivered. There will have been investment in and support for cleaner and more efficient vehicles that need to serve them. Each area will be connected with high quality routes and facilities for people getting

there by cycling or walking. Better, attractive and more inclusive public transport links from high frequency core routes and Park & Ride facilities will have been delivered. Full use will have been made of innovative new techniques and technologies to ensure that goods and services are able to move freely. Continued in-depth support will have been provided to businesses and staff to enable travel them sustainably and healthily both to work and through workplace travel planning and consolidation of deliveries and services.

By 2040 the **Economic Drivers** in Southampton will need to:

- Have excellent and reliable transport connections that support to planned levels of growth by road and where possible rail, particularly from the Port of Southampton for cargo and cruise passengers;
- Use Travel, Consolidation & Delivery Service Plans and associated behaviour change programmes to manage how staff and goods come to the sites in ways that reduces the demand for cars and parking;
- High quality, segregated and safe routes for people walking and cycling to and within them;
- Be directly connected to a high-quality public transport system that provides direct routes from rail stations, Park & Rides, the City Centre and where people live;
- Benefit from an integrated seamless Mobility as a Service (MaaS) system;
- Be well integrated into the local area in and reduce impact on the local environment and residents;
- Support alternative fuels with facilities to charge and consolidate; and
- Develop flexible Demand Responsive Transport (DRT) services to provide inclusive access for everyone that fills in the gaps outside traditional public transport operating hours and provide access for those with mobility restrictions to the Hospital sites.

## Neighbourhoods

Across Southampton there is a wide variety of neighbourhoods ranging from the tightly packed terraced streets close to the City Centre to the more spacious suburbs close to the M27. In between is a mix of places and locations but while unique each neighbourhood have very similar characteristics and transport issues. There is often a community focal point whether this be a parade of shops, park, school, place of worship or other community facility. Transport issues can cover volumes and speeds of traffic, access to public transport, car ownership, parking, the ability to walk and cycle safely, how easy it is to get around, and many more.

As the places where people live, neighbourhoods, will inevitably be the start and end point for most journeys. While not the main focus for growth they will experience changes over the next twenty years and our existing neighbourhoods in 2040 will still play an important role in the life of the city. There will be socio-economic changes like an increasing older population, or growing school numbers that will put differing pressures and needs on the transport system.

We will need to look at neighbourhoods individually and work with the communities there to change and meet their future mobility needs, so they can shape how they would like to see the place where they live work.

By 2040 the **Neighbourhoods** in Southampton will need to:

- Be designed to make it easier to get around neighbourhoods actively and healthily by walking and cycling to reduce the dependence on cars for local trips;
- Provide a place where people can easily access a range of shared mobility services and local delivery consolidation points;
- Have excellent cycle and walking connections to local destinations including schools, leisure centres, parks, shops, and public transport routes;
- Improved wayfinding signage to make it easier to navigate around by foot and by bike;
- Improve how Local and District Centres appear with better public realm, cycle and walking access, and connections to public transport;
- Change how road space is used, moving from predominantly for parking to be where activities and play can take place; and
- Provide safe routes for children and parents to walk, scoot and cycle to school.

## City Region

The City Region is characterised by the close interaction between Southampton and the surrounding communities within Hampshire – which taken together function as a City Region with a population of over 437,000 people. This has created complex journey patterns where 80% of all journeys between Southampton and these towns and suburban areas are made by car. Much land use change over the past 30 years in the area around the M27, beyond the city boundary has delivered low density suburbia and out of town business parks and retail parks. Commuting patterns from these areas are polycentric and in many cases, bus and cycle routes don't follow where people's journeys go.

The significant future growth and development in the City Region will see over 20,000 new homes built, and people living there will look to Southampton to access services, jobs and opportunities. This will put additional pressure on the road networks and we need to work with neighbours on developing effective and transformative transport solutions so that attractive and viable alternatives to the car are provided.

To achieve this transformation of cross-boundary transport networks and links will require strong and close collaboration with our partners including Solent Transport, Hampshire County Council, the neighbouring Planning Authorities, Network Rail, Highways England and Solent LEP, and transport operators and infrastructure providers.

By 2040 the **City Region** will need to:

- Served by a high quality public transport system of bus, rail and ferry corridors that provides a high-quality Metro level of service that connects places and communities together and to the City Centre and the Economic Drivers;
- Improved connections by rail to Portsmouth, London, Bournemouth, the Midlands and beyond to provide a real alternative to the private car for longer trips;
- Be linked to an integrated seamless mobility service that uses the latest platforms for buying travel across all modes;
- High quality segregated cycle routes that connects the city with Hampshire to reduce severance due to the M27 and M271 motorways and railway lines;
- Use new and emerging technologies and services for mobility effectively including means of integrating together autonomous vehicles with methods of buying multi-modal travel services;
- Have Travel Plans, Travel Demand Management and Delivery Service Plans and associated behaviour change programmes to encourage active, clean and healthy travel;
- Have reliable Connections to the Strategic and Major Road Networks that are optimised to be as resilient and reliable as possible and provide comprehensive connections nationally; and
- Develop sustainable patterns and forms of new development in areas around Southampton, that are designed to be well-served by public transport and cycle networks increase the number of people coming into the city but not the number of car trips.

# How Will We Get There? The Connected Southampton Transport Strategy 2040

The Connected Southampton Transport Strategy is the long-term strategy for transport in Southampton to 2040, and we will explain what each of Connected Southampton’s strategic goals and their themes will seek to achieve and how we will get there. We will set out the transport policies and projects required for each goal and how they will support the development and changes in each spatial area and for people in Southampton.

The three strategic goals and their themes are:

1. **Successful Southampton**
  - A Connected City
  - An Innovative City
  - A Resilient City
2. **A System for Everyone**
  - An Attractive City
  - A Safe City
  - An Inclusive City
3. **A Better Way to Travel**
  - A Healthy & Active City
  - A Zero Emission City



## Successful Southampton

Our ambition for Successful Southampton is to support the sustainable economic growth of Southampton by using transport investment to maximise how the already congested transport system operates so it becomes connected, innovative, and resilient, providing connections to where people want to go enabling people and goods to get around easily.



The themes for Successful Southampton are:

A Connected City with fast, efficient transport options available that effectively and reliably connect people with the places they want to go;

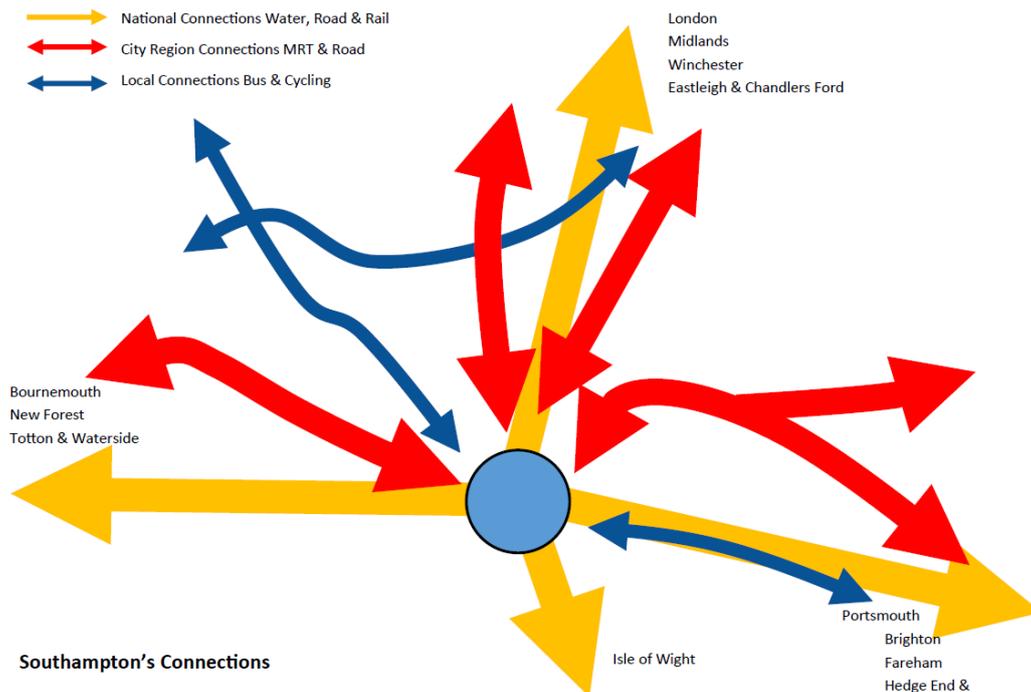
- An Innovative City that takes advantage of innovative technologies and fresh thinking to help Southampton lead the way; and
- A Resilient City that has a well-managed, efficient and resilient network that performs well, and people can depend and rely on.



### Successful Southampton: A Connected City

A successful Southampton will be one that supports economic growth and productivity by connecting people, goods and places both in and beyond the city together. Connectivity refers to using transport to join people with the places they want to go to easily. We need to ensure that we plan our investment in transport infrastructure in such a way as to create conditions for strong sustainable economic growth and improved productivity that will shape Southampton's future.

The economy of Southampton heavily depends on its' good strategic road and rail connections with other cities and towns in the Solent area and beyond including with London and the Midlands. As well as these good connections to other parts of the UK, Southampton offers strong maritime connections with other ports across the globe and to the Isle of Wight. These land and sea networks are closely interlinked and rely on each other to work effectively. Through working closely with the Port, Hampshire County Council, Highways England and Network Rail we can develop effective strategies and invest in projects to improve and strengthen these good connections.



These existing connections provide the basis for developing a strong transport network that can support Southampton's growth and success as a city. However, we know that there is finite highway space to do this. As the city develops and new homes and jobs are created in Southampton and the surrounding area, we will need to plan for how this growth can be accommodated on the transport network. To enhance connectivity over the next 20 years, our focus will be on developing a world class public transport system, working with others to develop and enhance those regional and national connections, and provide targeted investment to improve highway capacity and efficiency.

To maintain and improve the important regional and national connections we will continue to work with the DfT, TfSE, Solent LEP, PUSH, SHBOA, Hampshire County Council and Solent Transport to collectively make the case for investment to improve connectivity. Securing and delivering investment in these connections will be vital for industry supply chains and for the efficient operation of the Solent area's labour market. We will work with these bodies to help identify priority transport infrastructure improvements that will support connectivity and increased productivity in the Solent.

These various different plans and strategies have identified the following connectivity priorities for the Southampton, wider Solent and UK:

- Improved access to the Port of Southampton by ensuring that the routes connecting the UK's major manufacturing and freight logistics hubs to the Port are reliable to ensure it can optimise its position, efficiently and effectively so it can take advantage of changes in trade;
- Strengthen the connectivity between Southampton and Portsmouth by enhancing the movement corridors between the two cities to encourage closer interaction, improve journeys times and frequency – particularly for rail and public transport, and adopting future technologies;
- Strengthen connections to the Isle of Wight; and

- Strengthen connections within the City Region in order to attract businesses, link people with jobs and encourage sustainable patterns of living and working.

In the short term there are major projects planned to improve connectivity to the City Centre, Economic Hubs and City Region:

- Better and more reliable connections to the Port from the Strategic Road Network at M271-A33 Redbridge Roundabout providing more capacity for traffic travelling to and from the Port;
- Major maintenance works at A33-A35 Millbrook Roundabout to maintain access to the Port, Southampton General Hospital and Millbrook Industrial Estates;
- Improving traffic signal operations and capabilities to make journeys more reliable for traffic towards the City Centre and University of Southampton on A335 Stoneham Way between the M27 at Junction 5 and A35 Burgess Road;
- Improving the operation and interactions of traffic signals along A3024 Bursledon Road to provide bus priority and access to Itchen Riverside and the City Centre;
- Working with Highways England to improve journey times for traffic entering Southampton from the east via M27 Junction 8 and A27 Windhover Roundabout; and
- The Highways England led M3 (junction 9 to 13), M27 (Junctions 4 to 11) Smart Motorways and M3 Junction 9 projects will improve the reliability and capability of the M3 and M27 so they can provide the strategic access to the Port, Airport and South Hampshire.

The approach for **Connected City** theme is to plan and invest in transport infrastructure to support and continue the sustainable growth of Southampton in these areas:

- Developing a Mass Transit System for Southampton,
- Investing in Road and Rail Connections, and
- Managing Freight, Servicing and Logistics.

| What a Connected City means for the Spatial Areas in 2040   |  |  |  |
|---|--|--|--|
| City Centre   | Economic Drivers   | Neighbourhoods   | Travel to Work Area  |
| The hub of the Southampton Mass Transit System (SMTS) that gets as close to city's core as possible with excellent access, priority and space given over to it particularly crossing the Inner Ring Road, on main spines New Road-Civic Centre Place, Portland Terrace, Castle Way, Bernard Street and Queensway.   | Improving access to the Port of Southampton by road and rail with capacity and safety schemes on M3-M27-M271-A33, additional rail freight capacity locally and further afield. | Interchanges at District Centres or with rail stations   | Targeted highway improvements such as improving junctions or pinch points on the network where capacity has been identified as a constraint to flows, pedestrian & cycle accessibility, public transport and access employment or unlock development areas |
| Supporting growth in the City Centre by enhancing the Inner Ring Road so it connects commuter corridors and provide access to the Central Business District including a strategy for West Quay Road that recognises the importance of this route to the development of this area including potential realignment. Targeted junction improvements at Six Dials, Threefield Lane, Charlotte Place, and Northern Ring Road around the Parks. | Connected to the SMTS with additional capacity and priority on Rapid Bus corridors into the City Centre for transformational public transport schemes such as Park & Ride.     | Links in the SMTS network at the District Centres with Local Mobility Hubs that have a range of options for travel | Additional capacity and improved journey time reliability on M3 and M27 through Smart Motorways programme, capacity improvements at junctions with M27 at Junction 5, 7 & 8 and Windhover Roundabout   |
| East-West Spine (New Road-Civic Centre Road), West Quay Road and Portland Terrace become core public transport and active travel only routes, particularly through the Parks and West Quay reconnecting them, supporting development, and increasing the public realm.  | Targeted highway improvements at junctions and pinch points on the network that have been identified as constraints to connect the City Centre and the Economic Drivers.       | Link buses that come in from residential areas to Rapid corridors to create high frequency corridors               | Better public transport system based on a Mass Transit System that links rail, bus, taxi and ferry between Southampton and Hampshire   |
| A multi modal interchange at Southampton Central station between  | Replacement and widening of A3024 Northam Rail Bridge as key part of the SMTS Bitterne Corridor and  |  | Work with TfSE, Highways England and Network Rail to improve wider   |

**What a Connected City means for the Spatial Areas in 2040**

| <b>City Centre</b>  | <b>Economic Drivers</b>   | <b>Neighbourhoods</b> | <b>Travel to Work Area</b>  |
|---|---|-----------------------|---|
| rail, coach and SMTS with onward connectivity to the City Centre                | provide enhanced access to City Centre, Port and Itchen Riverside, speeding up journey times for buses.   |                       | connections to the Midlands, London & the North   |
| New ferry terminal and interchange at Town Quay.                                | Future access points for the Port cargo and cruise terminals for active travel, rail and road through Port Access Plan  |                       | Improved access to Southampton Airport by Mass Transit System, rail and active modes.                                       |
| SMTS Hubs at key locations where people can access and change between services. | Targeted works to improve access routes to Southampton General Hospital – Dale Road, Coxford Road, Lordswood Road, Winchester Road/Hill Lane for all modes.     |                       | Improved connectivity to Portsmouth by rail and road  |
|   | Improve access to Adanac Park/Brownhill Way, Millbrook Industrial Estate, University of Southampton, Solent University and other Economic Drivers by all modes. |                       | Improved reliability of access to M3, M27 and M271 junctions and better bus, walking and cycle links across these motorways |
|   | A defined Local Road Network which have a focus on movement and plans to maintain connectivity.   |                       | Schemes on any defined part of the Major Road Network (MRN) in Southampton and Hampshire                                    |

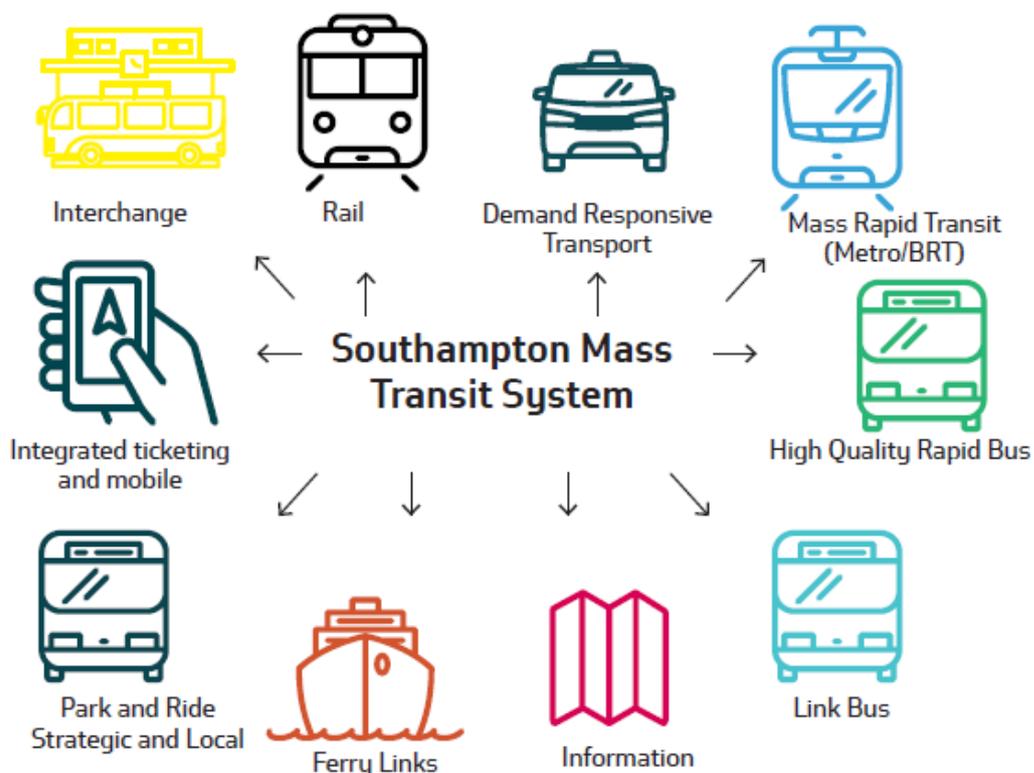


## A Connected City: Developing the Southampton Mass Transit System (SMTS)

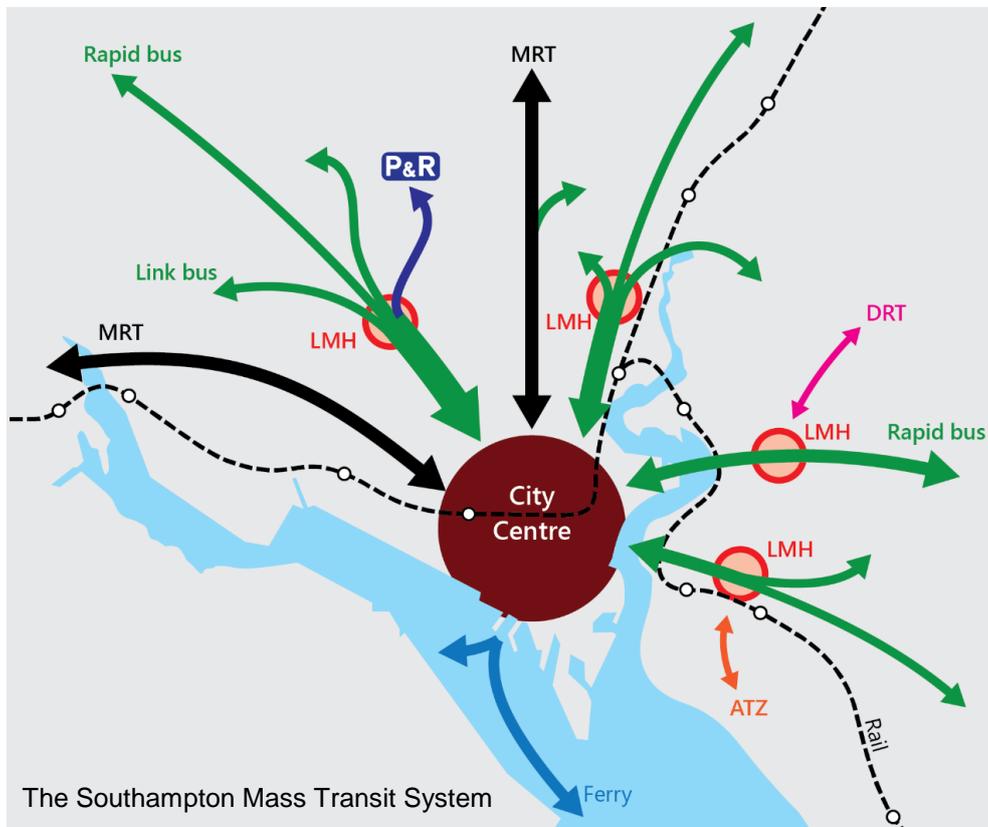
To support Southampton into the future we need to plan and invest in a world-class public transport system that is integrated, innovative, inclusive and low emission. This will be the Southampton Mass Transit System (SMTS) that is a multi-modal layered and integrated public transport system, provide a step-change in public transport connectivity, and will contribute towards tackling the city's transport, environmental, growth and social challenges. This will build on the recent success and investment being made in Southampton's public transport Southampton to ensure that the number of people travelling by bus, rail and ferry continues to grow, it is a genuine alternative to the car and is inclusive for all.

The SMTS is not defined by a specific mode but by what it is – a number of separate elements and types of mobility that are combined. The SMTS needs to provide an excellent frequency of service, be fast, frequent, integrated, reliable, accessible, easy to use, comfortable for all, and looks to reduce the impact on the environment. It will need to be underpinned by a multi-modal multi-operator intelligent travel ticket product that makes use of the latest technology to make sure it is easy to use and inclusive. The aim would be for the SMTS to be marketed as one public transport entity applying a unified brand.

The backbone of the SMTS will be the Mass Rapid Transit (with a rail 'metro' style service or bus-based Rapid Transport), Rapid Buses and Link Buses. This core offer will be complemented by local and regional rail services, Park & Ride and ferries. Where Link Bus services aren't commercially viable, Demand Responsive Transport (DRT) can infill and provide more bespoke demand-driven services. Where the SMTS operates each corridor will have its own 'level of service agreement' that defines what each corridor will seek to achieve (e.g. journey times, punctuality, service quality, priority etc) and how it fits into the SMTS network.



Physical infrastructure is not the only way that we will look to deliver this system. To the SMTS user it will appear integrated and seamless with an efficient set of ‘back office’ systems supporting it that will form the basis for a Mobility as a Service (MaaS) offer, even though the service is delivered by a variety of different providers.



The main features of the SMTS are:



Rail – providing the quickest, easiest choice for travelling longer distances outside the Southampton City Region to areas of economic activity such as London, the Midlands and North, commuter journeys within it and connections to Portsmouth, Salisbury, Bristol, Bournemouth, Brighton and Reading



Mass Rapid Transit (train/tram/metro/bus rapid transit) - connecting Southampton to the City Region to support areas of housing and economic growth in Eastleigh, Chandlers Ford, Hedge End, Fareham, Totton and the Waterside. This will be a combination of a ‘metro’ level of frequency of rail services with direct, attractive, frequent and fast services on road using a tram or Bus Rapid Transit that has the an excellent level of priority and segregation. This allows journey times to be consistent and reliable and when combined with other elements of the SMTS provide a ‘turn up and go’ frequency, whilst minimising the environmental impact.



Rapid Bus - high frequency, high capacity bus corridors that follow the main arterial and radial routes from the City Centre to the neighbourhoods and to towns beyond within Hampshire. There is the option that services on these routes could be limited stop for commuter or intra-region journeys, so as to provide direct, fast end-to-end journey times that are similar to those by private car. Link Buses could then supplement by providing infill stopping patterns. These corridors are being looked at holistically from end to end using punctuality data to analyse what needs to be done to provide priority at pinch points and other measures, so that they can provide the high quality service and faster journey times necessary in order to attract people from their cars.

Potential Rapid Bus corridors could include along Redbridge–Millbrook Roads, Shirley Road, Portswood Road & St Denys Road, Northam-Bitterne-Bursledon Road and Portsmouth Road and extend into Hampshire. They will link with other modes through Local Mobility Hubs in the Suburban/District Centres, with the Southampton Cycle Network, rail network and link to the Active Travel Zones. The objective will be to ensure journey times are quicker than a baseline with improved reliability through priority, the image of and satisfaction levels with the bus, reduce environmental impact by moving to towards low, then zero, emission vehicles, and having enhanced waiting and interchanges facilities.



Link Bus – accessible feeder bus services that fill in the gaps across the city and feed onto the main Rapid Bus corridors complementing those services.



Ferry Links – basis for a network of short journey ferry services along Southampton Water and to the Isle of Wight



Park & Ride – by development of strategic sites that capture journeys on the outskirts of the city and transport people on high quality priority routes – either on Rail, Mass Rapid Transit or Rapid Bus to the Economic Drivers or City Centre. For Park & Ride to attract users and be cost-effective, there will need to be changes to parking availability and pricing within the City Centre and restrictions that reduce ease of access by private car. In the short term, Strategic Park & Ride solutions that serve some of the Economic Drivers have been developed. We will look to are support steps by institutions that have constrained parking and access, such as Southampton General Hospital and University of Southampton to provide off-site parking options for their staff, including at Adanac Park.

Local Mobility Hubs – in District Centres these are points where people can access a range of travel and mobility options, ranging from the SMTS to e-bikes, low-emission cargo vans, click & collect points, and shared mobility. The payment options for the SMTS will include the ability to access these services and hubs.



Demand Responsive Transport - encompassing bespoke door-to-door transport services, such as Dial a Ride services for those with mobility impairments, taxi services and flexible minibuses. These will complement the SMTS creating the support network of bespoke services that will be vital for an aging population and will need to use technology intelligently so that no one is left out.

Developing bespoke services that only operate if there are customers who have booked to travel and can vary their routes to collect or drop off passengers – these could serve edge of town business parks and low density residential areas which are not economic to serve efficiently using conventional bus services.



Intelligent Ticketing (Mobility as a Service) – the whole system is underpinned by a more flexible and integrated travel offer. This will be based around a pre-purchase model where people can buy their travel regardless of mode, and is not just constrained to public transport services but includes future initiatives, EV charging, Council and other mobility services. In the short term it needs to acknowledge that there are differences between operators and how people of different needs can uses the SMTS and pay for it. Ticketing needs to be fast, easy to use and understand, secure, and meet the needs of the passenger.



Interchanges – in the City Centre, District Centres and locations such as Port, Airport, the Universities and Hospital. They need to be easy, simple and reliable so that travel across the city is common and can be done from any starting point. New interchanges are planned for Southampton Central Station (to better connect rail with regional coaches, taxis, cycles on the south side) and at Town Quay (for

ferries with bus, taxi and cycle), University of Southampton, and in the vicinity of Portland Terrace and Castle Way in the City Centre.



Information – a clear, accurate information and display system that goes across all elements of the public transport journey – approaching the stop, at the stop (via at stop screens or on mobile devices), on board and at the destination. As technologies and services change, we will look at ways to evolve mobile and dynamic information – geo-locating, Wi-Fi as standard (5G), and clear promotion, branding and user interfaces.

The SMTS will present the opportunity for a comprehensive and integrated system where changing between travel modes is easy, seamless, intelligent, fairly priced and vehicles are clean, low-emission and offer a high quality customer experience and level of service. It will need to be accessible and inclusive for all where everyone can use it regardless of any disability and where technology doesn't exclude anyone.

**Policy C1: Southampton Mass Transit System** – over the next twenty years the Council, working with bus, rail and ferry operators and neighbouring councils will develop the SMTS as a world class public transport system for Southampton that offers an attractive and viable alternative to travelling by private car. The SMTS will be multi-layered and integrating different modes together seamlessly. It will be innovative, inclusive and low emission.

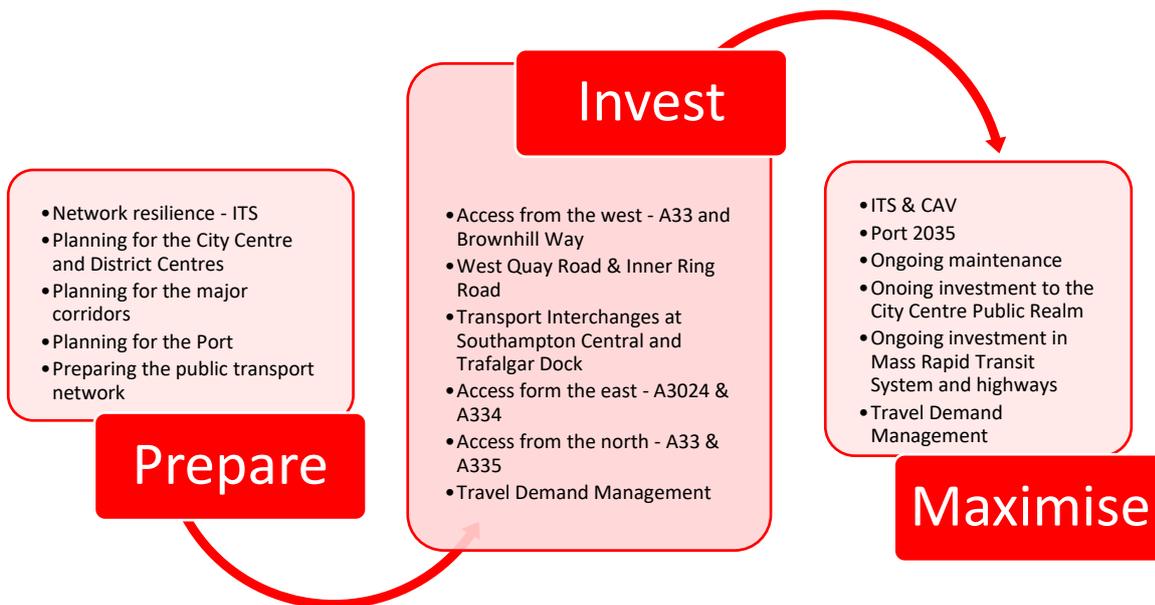
The detail of the SMTS will be explored further in the supporting Southampton Public Transport Plan.



## A Connected City: Investing in Road and Rail Connections

Southampton’s excellent national and regional connections whether they be roads, rail, or water are a vital part of the city’s success. To continue to get people, goods and services into, and around Southampton, we need to prepare the transport network for the future. The network is going to see 74,000 new trips being made on in by 2040 and over half are still expected to be by road. So we need to prepare not just physical interventions, but operational and behavioural ones as well. Once implemented, these improvements need to see continued investment in maintenance and support so the benefits of this growth are not eroded.

The approach to do this will be to **prepare** the road, rail and water networks for growth by understanding how well they perform and operate now, how the connections and spatial areas are going to develop to 2040 and what the impact of this growth and land-use change will be. This will look at how resilient they are expected to be with traffic growth and what capacity, changes or investment would be required to allow these connections to function effectively. Once this evidence has been prepared we can then seek funding for targeted **investment** in the connections, acknowledging that there is limited space for completely new routes. To keep the connections working and sustainable we will then **maximise** and optimise what the network can do further through technology and operational and behavioural interventions to ensure that it operates as efficiently and reliability as possible.



As the City Centre grows and changes it will be important to maintain and improve the existing connections to it. The Inner Ring Road has a vital role to play in this as it can move people and goods effectively to the right part of the City Centre without the need to travel through it. In its current form and function, use on different sections varies considerably. The busier section like West Quay Road experience delays and poor air quality particularly at busy times. To enable the Inner Ring Road to perform its strategic traffic distribution role better, we need to look at it holistically and think about how it can be used and improved not just for capacity but to support regeneration and place-making of the Mayflower Quarter and Western Gateway areas. Currently, high traffic volumes around Western Esplanade, Havelock Road and Cumberland Place causes severance and pollution and acts as a

considerable and unfriendly barrier for people wanting to get into the City Centre on foot or by bike.

We are proposing to develop solutions to improve the Inner Ring Road in sections:

- West Quay Road – including options for realignment to the west to release the opportunity to downgrade the existing West Quay Road so to connect future development on Western Gateway with Southampton Central station hub the rest of the City Centre both east and south, and provide a sustainable transport led corridor. The realigned road will provide reliable connections to the Port, Western Gateway, Royal Pier and City Centre.
- Western Esplanade and the Southampton Central Station SMTS Hub;
- Cumberland Place-Brunswick Place-Havelock Road (north of the Central Parks) to work better;
- Kingsway-Threefield Lane; and
- Town Quay-Platform Road.

For each section of the Inner Ring Road we will carry out detailed studies and develop initial designs in close consultation with stakeholders.

**Policy C2: Inner Ring Road** – over the next twenty years we will improve the operation and function of inner ring road so it can accommodate strategic traffic flows reliably, whilst enabling a reduction in traffic volumes within the city core, and supporting the delivery of regeneration opportunities and interchange improvements.

As the Economic Drivers grow and intensify, they will require in-depth planning and investment to ensure that their aspirations are not stalled. In the near term, improvements are being made to the A33, A335 and A3024 to improve traffic flow and journey time reliability, but continued planning and investment will be required to these corridors and others to ensure that they can continue to move people and goods. We can use tools that are available now to help to manage the network within its current constraints and upgrading it so it is resilient but our major corridors require holistic longer term plans. This will be focused an approach that moves people and goods on certain corridors seamlessly and sustainably.

The important areas we will be preparing and investing in are:

- Planning access to the Port of Southampton as it grows and changes, both by rail and road including A33 corridor;
- Planning and improving access to the Hospitals, Universities, Northam & Itchen Riverside, Woolston and Adanac Park-Brownhill Way Economic Drivers as these develop and change;
- Access to and from Southampton to the wider City Region, particularly between the city, suburbs and in Totton, Chandlers Ford, Eastleigh, Hedge End & Hamble;
- The resilience of the network with asset renewals at Northam Rail Bridge; and
- Access to and within the District Centres.

We will also look to maximise the transport network by:

- Looking at accesses to the Port beyond 2035;
- The efficiency of ongoing highway maintenance programmes to keep the city moving;
- The delivery of future stages of a Southampton Mass Transit System;

- Using C-ITS and preparing for future transport such as Connected or Autonomous Vehicles; and
- Using Travel Demand Management and supporting programmes of behaviour change initiatives and information to reduce people's need to travel.

Transport connections to the Solent area are also important. Investment is needed to improve connections between Southampton, Fareham and Portsmouth, improve connectivity to the Isle of Wight, and further afield, so to provide people and businesses with better access to the labour markets, to help improve productivity the Solent economy. Working with partners, we will jointly plan and invest in schemes that help to reduce journey times, make them reliable, and encourage more people to travel sustainably. This includes investment to improve capacity on the M3, M27, A27 & A326 corridors and on the rail network. It includes partnerships with bus, rail and ferry operators to improve interchange and punctuality and working with Economic Drivers, businesses and neighbouring authorities to improve sustainable travel modes.

**Policy C3: Investing in Road and Rail Connections** - over the next twenty years we will work with our partners to develop Southampton's transport connections so that the city can build on its excellent national and regional connections and support its international gateway Port and Airport, enable the regeneration and sustainable growth of the City Centre, and provide reliable, high-quality connections to our economic drivers and the City Region.

Further details will be provided in various studies for the City Centre, City Centre Access & Movement Strategy, Area Access Plans and working with developers and other promoters on integrated land use and transport planning.



## A Connected City: Managing Freight, Servicing & Logistics

Getting goods and services around the city reliably and efficiently, and to onward destinations across the wider country, for businesses and logistics customers is an important part of the function of Southampton's economy. The Port of Southampton is at the heart of the City economy's transport and logistics sector and accounts for 16% of the city's economic output. One example of how important this sector is can be seen at A33/A35 Millbrook Roundabout, where 11% of traffic using it is Heavy Good Vehicles (HGVs) going to the Western Docks, via Dock Gate 20.

For the Port to continue to function as an efficient 24 hour operation that meets the needs of its' customers, it require reliable access. Its' activities also require management so as to reduce its' impact on businesses and local residents and manage traffic and air pollution it generates. Increasing the level of cargo moved by rail forms part of this but reliable access by road will remain critical for the smooth operation of the Port.

The approach of placing a greater emphasis on making the City Centre and neighbourhoods liveable places for people, means that a balance is required to ensure we continue to support businesses in their daily operation. To achieve this, flexible delivery mechanisms can be used. This could mean that deliveries or services to local businesses are 're-timed' to be outside peak hours or use delivery consolidation sites for last mile logistics. This will help allow busy shopping streets in the City Centre and District Centres, without purpose built delivery service yards, to be prioritised for people during the day with the majority of deliveries and servicing can be carried out outside of busy times.

The very rapid growth in online shopping and home delivery services has led to a big increase in the number of Light Goods Vehicles (LGVs) on the network. These mostly operate outside of peak commuting hours but have an adverse impact on congestion and air quality. 'Click and collect' services can also put additional trips on the network or pressure on short term parking if not associated with other trips. In recent years there has also been a rise of internet takeaway delivery traffic using cars, scooters, mopeds and cycles. This reduces the need for the individual to travel to a store to buy their goods and take them home, but it has resulted in more LGVs on the road making multiple drop offs and collections from central stores or depots.

**Policy C4: Freight and Last-Mile Logistics** – over the next twenty years the Council will look to work with partners to develop technology that supports dynamic routing of freight, enables greater consolidation of deliveries the Sustainable and Local Distribution Centres and supports a move towards smaller low and zero emission vehicles for last mile logistics to reduce the impact on both traffic and air quality, whilst still ensuring that customers receive a convenient, timely and efficient service. The Clean Air Network (CAN) and Delivery and Servicing Plans (DSPs) will be promoted to businesses.

The policy measures that the Council will promote and seek to deliver for Managing Freight, Servicing and Logistics are

|                                 |  |
|---------------------------------|--|
| Consolidated Freight Deliveries | The Sustainable Distribution Centre (SDC) was set up by the Council in 2012, as part of a solution to last mile logistics by using a location outside of the city and using smaller more efficient vehicles to take packages onwards to the final destination. Current users include the Council, the NHS through Southampton General Hospital and the University of Southampton. However, the service is currently under- |
|---------------------------------|--|

|                                     |  |
|-------------------------------------|--|
|                                     | used and we need to continue to grow its use by encouraging other businesses, such as the Port and City Centre businesses, to use it. To reduce impacts further, smaller local SDCs in District Centres or neighbourhoods that use electric vans or e-bikes to take goods to front doors or businesses will be developed as part of Local Mobility Hubs.   |
| Delivery and Servicing Plans (DSPs) | These are a way for businesses to proactively manage deliveries to reduce the number of delivery and servicing trips, particularly in the morning peak. These can save time, improve reliability within the supply chain, improve safety and reduce impact on the environment with less harmful emissions. DSPs will be conditioned as part of planning permissions and work in conjunction with an employer's Workplace Travel Plan to ensure that all transport activities are efficient, cost-effective and embed sustainable freight practices.  |
| Dynamic Freight Traffic Control     | By using dynamic routing to guide HGV drivers onto optimal routes for their deliveries to help reduce emissions, such as when they are accessing destinations in and around congested parts of the city. If funding opportunities arise, we will explore if there is a case to develop and test a pilot system in Southampton. Other options for flexible use of freight include changing the use of kerbside loading throughout the day using smart sensors, laybys that are bookable online and changing the times of when vehicles can service a retail or commercial area so that they do so outside of the main hours when people are in those locations. |
| Last Mile Logistics                 | Working with partners and enterprises we will look at encouraging more last mile deliveries to be made by bike, e-cargo bike or zero emission vehicle. These would operate from a Local Mobility Hub or SDC and provide opportunities for zero emission deliveries. They would form a key part of the service delivery for organisations such as the Council, or operate in the City Centre or neighbourhoods as part of Active Travel Zones.  |
| Clean Air Network                   | Will be used to help support small and medium size businesses to trial electric and alternative fuelled vehicles, so they can assess and better quantify any cost savings  |



## Successful Southampton: An Innovative City

Southampton has a good track record in being innovative when it comes to transport and using data and systems to make it easy to get around, and promote sustainable and active modes. A network of projects such as ROMANSE traffic management, real-time information at bus stops and next stop on buses, Enhanced Variable Message Signs, smart traffic sensor units and the SolentGo multi-modal smartcard have built a good platform.

Looking ahead to 2040, the future of mobility could look very different with the advances in technology such as Connected and Autonomous Vehicles (CAV), Mobility as a Service (MaaS), and disruptive mobility platforms creating an exciting and unknown world. We will need to be prepared to take advantage of these emerging and different technologies and applications so it can benefit Southampton. This will be vital in creating a successful Southampton so we can meet the growth and environmental challenges and create a city where everybody can get around.

The future of mobility will be around data, connectivity, automation, new modes, and changing people's attitudes and behaviours. Taking advantage of this will help to support the city continued growth, meet people and businesses demands for their future mobility, support future network operations and mitigate their impacts. Testing and adopting new technologies and platforms to manage transport proactively and encourage travel by other modes forms part of the Innovative City approach.

The main thrust will be to continue to develop Smart City infrastructure for transport to create a system of sensors, data points, and devices that are all connected. Having this fine grain of data will drive forward the move towards more intelligent management of the transport network providing the Council and partners with the tools to make decisions in real-time when, and generate further learning so systems can adapt.

Alongside the infrastructure the Mobility as a Service (MaaS) market is growing. Traditional methods of transport planning are not going to be enough in the future and we will need to take on different and innovative ideas. MaaS is once such tool based in a virtual and integrated environment to make getting around simple and easy. Using the data and systems in already place and aggregating them into once place the MaaS platform can be used to personalise and broaden people's travel and mobility options. MaaS becomes a single platform for people's mobility needs where they have information, the ability to pay and tailor their travel in once place. This is then sustained and can help to build people's confidence around traveling in Southampton.

As part of an integrated and layered transport system we can expect to see a continuation of new and disruptive transport technologies broadening personal and shared mobility options. Known as floating transport these are app or technology based and cover operations such as Uber, short-term car hire (e.g. BMW's DriveNow or Daimler's Car2Go), and floating or dock less cycle hire schemes (e.g. YoBike or NextBike). These use apps to book the service and can open up opportunities for people to access transport without owning a vehicle outright. While providing this new capability for people to get around we will need to work with these bodies to ensure that they do not accidentally exclude people and they deliver a reliable service to an agreed standard.

It is unclear how quickly Connected and Autonomous Vehicles (CAVs) will become alternatives to private car ownership as the technology and legislation is emerging. However, we need to be prepared for increases in CAVs and take advantage of changes and broadening of technology and legislation, but need to be aware of the impact of these forms personal mobility will have on safety for their users and other transport users.

Implications for the way streets and spaces are designed, interaction with partially sighted people, and how much parking is required.

Growth in and creating a Liveable City Centre and changes in vehicle ownership patterns will place differing demands on parking both in new developments and on-street. Continued increases in the amount and location of parking is a threat to how the network operates generating more trips and hinders sustainable travel. However, suitable and sympathetic parking is crucial to support the City Centre's role as an employment, retail and leisure hub.

Currently there are over 16,500 publically available car parking spaces in the City Centre with a dominant supply on the west. On a weekday maximum occupancy levels are on average 68%, meaning there can be just over 5,200 spare spaces. Smart and balanced parking has an important role to play in supporting the City Centre but an oversupply is an attractor for people to drive and is not an optimal use of the city's land. The provision of the parking stock in the City Centre needs to be rationalised and managed to reduce demand, support inclusive and sustainable and clean travel but also to create spaces in the City Centre where people want to go. Parking will need to have sufficient and convenient provision for disabled people and EV charging facilities.

Alongside parking in the City Centre, parking is also important for the Local and District Centres. With many of these located on busy transport corridors they have a mix of through and destination traffic that wishes to park. Location of off-street and turnover of on-street parking is vital to support vitality but also keeping traffic, particularly buses, moving. Technology and pricing can help to manage how the parking operates and locations could be consolidated. The development of Local Mobility Hubs can reduce the need for multiple trips and support local businesses.

The approach for **Innovative City** is to plan and invest in innovative solutions and technologies that help to support Southampton as it grows and to mitigate the impact on the environment, in these areas:

- Smart City Infrastructure,
- Mobility as a Service, and
- Smarter Parking.

| What An Innovative City Means for each Spatial Area   |   |   |   |
|---|---|---|---|
| City Centre   | Economic Drivers  | Neighbourhoods  | Travel to Work Area   |
| A Smart City Centre that uses data to collate a wealth of information that can be analysed to manage traffic conditions, provide bus priority, smarter parking with real time bay availability, and smart EV charging.  | Have Smart City Corridors that uses cooperative data collection from traffic and provides information back to them to pre-empt traffic movements and allow them to proactively plan their operations, provide priority for buses, have next generation VMS installed to provide information back to users, ability to evolve to accommodate Connected Vehicles. | Innovative and smart parking in District Centres that manage demand and congestion  | Connecting the Smart City Corridors into Totton, Chandlers Ford, Eastleigh and Hedge End and further afield to Portsmouth, Winchester and Dorset.   |
| Smarter management of car parking through sensors, apps and technology, variable parking charges depending on emissions or capacity – apps to managing access to the car parks (both on-street and off-street) with electronic signing that provide information on capacity.  | Using the Smart City infrastructure to help with parking pressures on constrained sites to provide information back to users.   | Develop Local Mobility Hubs that become local centres of economic activity to minimise the need to travel by car.                 | City to city connectivity linking with Highways England, Hampshire County Council and Portsmouth City Council to share data on traffic levels and journey times to develop consistent messaging and network management. |
| Intensification of City Centre development without having a net increase in the parking levels by working with site promoters to develop schemes that seek to minimise increases in trips by private car, have no or constrained parking provision particularly where there is excess capacity already present in the area and complement existing land uses. | Developing new methods of managing parking with incentives and options such as workplace parking levies, capped parking levels or legal agreements.   | Develop a MaaS package for people in Southampton that provides an integrated platform for information, payment and travel options | Coordination of Urban Traffic Control systems with neighbours to ensure Solent-wide integrated network management.  |

| What An Innovative City Means for each Spatial Area  |   |  |  |
|--|---|--|--|
| City Centre  | Economic Drivers  | Neighbourhoods   | Travel to Work Area  |
| Rationalisation and relocation of the existing car parking to a Parking Ring to reduce the excess number of car parking spaces so that parking is more appropriate, discourages unnecessary trips and supports the development of some sites for alternative uses.   | Partnerships with businesses on opening up data about traffic to help these sites plan operations                       | Using ITS to optimise the network around neighbourhoods that provides priority for people walking, cycling and on public transport | Develop a MaaS package for the City Region and Solent that provides an integrated platform for information, payment and travel options |
| Providing real time travel and traffic information back to businesses and public through on-street, online and mobile on traffic conditions, road safety and supporting behaviour change campaigns.  | Using existing ITS to optimise the network around the sites to provide bus priority and for people walking and cycling. |  |  |
| Rationalise traffic signals within the Inner Ring Road as part of the wider liveable city approach reducing unnecessary through traffic including standalone signalised crossing points.   |   |  |  |
| Technology used to restrict access to the City Centre at certain times of the day to promote walking, cycling and public transport but also to enhance the air quality. Achieved by controlling car traffic except for residents, public transport and EV/ULEVs. If vehicles not meeting these standards want to access they must pay and the number of times they want to access is limited across the year or pay for annual access. |   |  |  |



## An Innovative City: Smart City Infrastructure

Having accurate and real time data is an important component of creating a Smart City and where the information can be used to manage the transport network allowing it to support growth, reduce pollution and enable better travel choices. The Smart City Infrastructure enables a wealth of real-time data to be sourced from a wide range of places and used to develop proactive plans to deal with events, provide information back to users on conditions or safety, help manage demand and space, and promote non-car modes. The data can be anonymous come from mobile crowdsourcing ways such as GPS trackers, smart sensors, social media posts, mobile phones, and CCTV.

Smart City Infrastructure can be made of many different components and has a number of outcomes.

|  |  |   |
|--|--|---|
|  <p><b>Improving Performance</b><br/>Knowledge about real time conditions can assist to make decision about operations and behaviours</p> |  <p><b>Access to Richer Data</b><br/>Understanding travel behaviours, demands and make forecasts</p>                            |  <p><b>Reducing need to travel and transport goods</b><br/>Supporting the advances in digital communications</p> |
|  <p><b>Reducing impact on environment</b><br/>Less stationary or stop-start traffic</p>   |  <p><b>Improving the customer experience</b><br/>Easy to use integrated payment and real time travel information platform</p> |  <p><b>Internet of Things</b><br/>A network of sensors and connected devices that provide data</p>             |

**Policy I1: Smart City Infrastructure** – over the next twenty years we will plan and invest in innovative Smart City solutions and technologies that help to support Southampton as it grows and to mitigate the impact of transport on the environment, this includes infrastructure to monitor transport networks and prepare for technological changes in travel.

|   |   |
|---|---|
| The policy measures that the Council will promote and seek to deliver for <b>Smart City Infrastructure</b> are: |   |
| Smart City Corridors  | Developing infrastructure along the main transport corridors to enable data and communications to be shared between connected vehicles and sensors along a corridor with a central information hub. The infrastructure would be based on a network of sensors such as Internet of Things, wireless networks or mobile/GPS data and would collate the data. Data can then be analysed in the hub along with other external data and information and messages can be relayed back to the network. These |

|  |  |
|--|--|
|  | <p>messages could be visible ones such as displays showing expected journey times, information about events or roadworks, or promotion of alternative modes. Non-visible messages would be linked to bus priority or traffic signals to optimise operations. This could also use real time air quality data to adjust the signal timings to reduce emissions from stop-start conditions.</p>   |
| <p>Connected &amp; Autonomous Vehicles</p> | <p>As an emerging area this provides an opportunity as well as a threat to how people will get around Southampton in the future. Risks are that there may be more vehicles on the network that are still operating on tyres and they could interact with vulnerable users. However, they can make multiple trips a day for different users as part of a shared economy reducing need for excessive highway and parking space. We will need to be prepared to be flexible and look at accommodating these new technologies and modes using them to benefit people in Southampton. The legislative and legal framework is being developed by central Government and we will continually assess how this applies in Southampton.</p>  |
| <p>Intelligent Transport Systems (ITS)</p> | <p>This continues to form the backbone of the Smart City infrastructure to manage traffic and space, provide space places for people walking and cycling to cross, priority to buses at signals, and ways of getting information out to people on the roadside. To manage and influence traffic we will continue to improve and upgrade the existing Intelligent Transport System (ITS) systems. We will focus on the congestion hotspots around main traffic signal areas to provide smooth traffic flows and include bus priority where needed. This would involve co-ordination of signals between different junctions through the Smart City infrastructure and control systems to allow enhanced communications with each other optimising how a junction works, people can crossing the road and providing buses with priority. This would include updating the existing Urban Traffic Management System to keep it working effectively.</p> |
| <p>City to City Smart Connectivity</p>     | <p>We will look to combine and coordinate a sensor network for data collection, strategies and ITS to understand real-time conditions on the wider transport network in Hampshire, Portsmouth, Isle of Wight and on Highways England and Network Rail's network to inform travellers about conditions to help them plan journeys and widen their travel choices.</p>   |

Further detail on Smart City will be set out within a future supporting Connected and Intelligent Transport Systems (C-ITS) Plan.



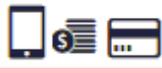
## An Innovative City: Mobility as a Service (MaaS)

Looking ahead to the future, the traditional methods of transport planning and provision won't be enough. New technologies and techniques offer significant potential to make paying for travel and making and 'blending' journeys using different modes easier and could get close to matching the convenience and simplicity of travelling by private car.

With an predicted 11% increase in the number of trips in Southampton by 2036 over now and with numbers of car trips into the city centre declining, there is now an excellent opportunity to provide a simple and integrated system that pulls together information, incentives and payment systems into one digital platform so people can conveniently plan, pay for and take seamless journeys. Currently the transaction for travel is between the user and individual transport operators. While SolentGo is a multi-operator ticket, the benefits of using it are quite limited and as it currently stands it is a premium offer. There has been an increase in convenient payment mechanisms and fare pricing structures on public transport and in car parks but the systems aren't fully integrated or interoperable.

The growth of smart phone apps and ability to pay on the go is changing the local travel market, creating the opportunity to develop multi-modal data platforms that aggregate data from operators and providers into one simple place. These are then flexible enough to tailor a personal journey and travel planning package – much like a mobile phone contract with core product and add-ons. This puts travel services in one place where they can be personalised. An individual can buy a travel 'package' that they pay for once, or have a monthly charge, which can be used for travel on a variety of modes, and can plan all their journeys in one place. This is known as Mobility as a Service (MaaS).

The various elements of MaaS are set out below.

|  |   |   |
|--|---|---|
|  <p><b>On the Move</b></p> <p>Journey planning that is simple, digital and mobile</p>           |  <p><b>Mobile Payment</b></p> <p>Cashless, pay for all services, available for all</p> |  <p><b>Trans-mobility</b></p> <p>Multiple modes and different journeys</p>   |
|  <p><b>Soft Mobility</b></p> <p>Providing information on the quick, reliable and best route</p> |  <p><b>Interoperable Mobility</b></p> <p>Going from one mode to another</p>            |  <p><b>Active Mobility</b></p> <p>On the most sustainable or active mode</p> |

Developing this would widen the choice and availability of travel to a greater number of Southampton's population and businesses, and as a consequence see a reduction in congestion and parking need. This would be affective in areas with lower car ownership, more deprived areas, or in high density developments with reduced parking provided. We would seek to support the introduction of these MaaS products in Southampton through effective partnering with stakeholders and developers. We would also work with Solent and South Hampshire partners to attempt to deliver MaaS more widely throughout the Solent.

A MaaS platform for Southampton and the wider Solent area would support people making more flexible transport journeys across a wide range of travel choices. MaaS is about improving the user experience, improving information, satisfying demand and promoting

sustainable travel. It could cover rail, bus, ferry, taxi, shared car, shared bike, EV charging, Local Mobility Hubs, parking, and other services. By supporting the ability to travel on a variety of modes and across different operators with one payment it reduces barriers around cost, convenience, and paying multiple times for multiple journeys. As a multi-modal package MaaS can be adjustable depending on need.

We would also work with Solent partners to seek to deliver MaaS widely through the Solent region so journeys in Southampton can go to Portsmouth without the need to buy multiple tickets. We would look to develop the SolentGo platform as the basis for MaaS, the first steps would be to collate data and information before developing the payment system and any app based platform. These need to be development in partnership with operators, technology providers and end users from all aspects of society to ensure the user experience is quality but also that no one is left out from using MaaS. Careful consideration will need to be given to how all demographic groups and service users can have access to these digital innovations without being left behind. A proportion of people will not have access to a smartphone or mobile data, so it is important that these people are not excluded or left behind from the benefits offered by MaaS.

We will develop a Southampton MaaS package using a portal (typically a mobile app) that collates data and information into one repository along with the mechanisms for improving information, booking, and payment. This will enable people to access and pay for transport services on demand as an alternative to car ownership, either on a 'pay as you go' or a fixed price or capped bundles basis. These are the elements that will combine into the Southampton MaaS package.

**Policy I1: Mobility as a Service (MaaS)** – over the next twenty years we will plan and invest, along with stakeholders and partners, in innovative Mobility as a Service (MaaS) applications to support Southampton as it grows by developing a platform for the city that covers the range of mobility options available.

|   |   |
|---|---|
| The policy measures that the Council will promote and seek to deliver for <b>Mobility as a Service</b> are: |   |
| On the Move   | Making journey planning simple with an improve user experience so people know the length of time their journey will take, how reliable it is and whether it is on time. We will need to ensure that our current journey planner (myjourneysouthampton.com) is fit for purpose and able to deal with new mobility means so it can form the core of the MaaS package.   |
| Payment   | Increasingly operators are investing in cashless operators (contactless or mobile) as ways of collecting fares, reducing security concerns about cash, and improving journey times. MaaS would enable this to go further by enabling people to buy travel services as a package across different users before they travel. MaaS would need to be interoperable across different operators and modes with the latest payment technology. |
| Transmobility   | Enables multiple journeys across multiple modes. Expanding SolentGo so that other modes and methods of travel can be added to the platform so the MaaS system is interoperable, integrated and simple to use on public transport, in a taxi, for a shared bike or a shared car.   |
| Soft Mobility   | Using geolocation in get real time information and maps so users can navigate easily through the city's transport network and so information can be provided direct to them   |

|                    |  |
|--------------------|--|
| On Demand Mobility | App based providers of transport services are stimulating new models of demand responsive bus services. In a number of areas operators are exploring ways to use apps to deliver more personalised and flexible passenger transport services, for areas that are difficult to serve by commercially operated conventional bus. These areas could include residential areas without the density to support a traditional bus service, or an outlying business park that is off a main public transport corridor. The service would link from a hub such as a District Centre or a Transit Hub to these areas. |
| Active Mobility    | Includes incentives to encourage active travel and integrates cycling and walking within the MaaS platform.  |

Alongside the MaaS platform there are a number of traditional and new methods for personal travel, known as shared or floating mobility. These range from established car clubs, liftsharing to electric car sharing or bike sharing. The common factor is that these provide flexible short-term options for travel and support those who don't have access to their own personal transport.

|              |   |
|--------------|---|
| Car Clubs    | These provide to access a car or light van for short-term hire, without the high cost or parking difficulties associated with owning a vehicle. Vehicles are based in key locations, or in a Floating Car Club anywhere, for hire to members via an online, mobile or telephone booking systems. We will seek to continue to work with, promote and look to extend the Southampton Car Club as viable. We will also look to work with major developers and employers to develop their own Car Clubs – particularly for sites that are constrained or are being developed as low car or car free. The Southampton Car Club will be expected to be part of any Southampton MaaS package.  |
| Liftsharing  | These aim to encourage individuals to share private vehicles for particular journeys, such as commuting to work, to reduce the number of cars on the road. Schemes are either operated publically online or within an organisation. These can sometimes be almost at a public transport scale, such as minibuses for schools collecting up to 8 children. Through Local Mobility Hubs we will look to develop both formal and informal car sharing with information, vehicle charging points. It will need to be interoperability with the MaaS platform, and integrated into journey planning.   |
| Bike Sharing | These are short-term cycle rental schemes that enable cycles to be picked up from one location and returned to another location when the user has finished their journey. There are currently two primary types of model one is using a self-serve docking station often for a number of bikes (akin to the London Santander scheme), and once hired they need to be returned to any other bicycle station. The alternative is floating 'dock less' scheme where bikes can be hired via mobile apps and are located on-street in locations shown on the app's map. Once a journey is finished can be 'parked' anywhere, or in a designated geo-tagged location. We will continue to work with them and any others, to a code of conduct to ensure sustainability and integrate into the Southampton MaaS package. |



## An Innovative City: Smarter Parking

Parking can have a considerable influence on personal travel choices and if it isn't managed sustainably can act as a barrier to widening travel choices and increase congestion. With the predicted amount of trips potentially coming forward there could be additional demand for parking. The highway network in Southampton has a finite amount of space to accommodate the trip growth if more parking in the City Centre and at Economic Drivers is provided. Provision of too much parking can result in large increases in traffic and discourage travel by public transport or cycling, acting as a constraint on creating a more sustainable city.

In 2018, there were 16,500 publically accessing car parking spaces across the City Centre spread between 56 city centre car parks – and of these around 60% are not controlled by the Council and on-street Pay & Display parking bays. Currently, within car parks across the City Centre during the week, the maximum occupancy levels do not exceed 68% - meaning there are at least 4,000 spaces available at any given time.

We will take a balanced approach to parking that helps to create a Liveable City Centre that is vibrant by actively looking to rationalise and relocate parking close to the Inner Ring Road within multi-storey facilities. Parking has a role in supporting the City Centre and District Centres and if there is insufficient parking, there can be overspill into neighbouring areas. If parking prices are low, then encouraging travel by other modes (including any future Strategic Park & Ride) becomes more challenging.

Standards for the provision of parking in new developments is dealt with through a separate Supplementary Planning Document (SPD), the current standards are being reviewed to align them more closely with the ambition of Connected Southampton being a successful, healthy and sustainable city.

**Policy I3: Smarter Parking** – over the next twenty years we will take a balanced and smarter approach to management and provision of car parking, particularly in the City Centre, managing the supply and demand of parking intelligently and taking a balanced approach so to not increase levels through consolidation of existing parking provision to the Inner Ring Road and limiting it in new developments.

The policy measures that the Council will promote and seek to deliver for **Smarter Parking** are:

|                          |  |
|--------------------------|--|
| City Centre Parking Ring | To support a Liveable City Centre, there is a need to reduce and rationalise the amount and location of car parking. Parking can support the city Centre but its location, convenience and price can increase car trips at the detriment of sustainable modes. Some public car parks in the City Centre are small surface car parks, accessed via narrow streets which are unsuitable for larger volumes of traffic and add to congestion and pollution. Surface level car parking in certain parts of the City Centre detracts from the quality of the cityscape and is an inefficient use of land. For the Liveable City Centre the amount of parking provision in the City Centre will be reduced over time, enabling new development and re-purposing of space. Parking in smaller surface level car parks will be relocated to multi-storey locations on the edge of the City Centre adjacent to the Inner Ring Road on a 'Parking Ring' as routes within the City Centre |
|--------------------------|--|

|                                 |  |
|---------------------------------|--|
|                                 | <p>itself are changed or access restrictions introduced. People would be encouraged to use the car parks located on the Parking Ring and they would be accessed directly from the Inner Ring Road. Surface car parks would be consolidated into single structures allowing the sites to be opened up for redevelopment. The Parking Ring will be well signed and through EVMS provide information on capacity, location and size of car parks as well as managing traffic circulation.</p> <p>The location of on-street car parking bays will forms part of the rationalisation as the City centre road layout changes. Changing these spaces will mean additional space for people walking and cycling can be created. Where on-street parking is provided it will be in locations where disabled people can park and have convenient walkable onwards routes into the core of the City Centre. The on-street bays will also have capacity for EV charging infrastructure.</p>  |
| Smarter Parking Management      | <p>Offering greater flexibility by using smart sensors and technologies to allow for different uses for road space at different times of day. This could be as a loading bay in the early morning, then as additional traffic lanes at peak times, or on-street parking bays at other times. Sensors can provide real-time availability of spaces with information provided back to users on where spaces are, availability and how long they have left. They can also assist in efficient enforcement.</p> <p>The level of demand for existing publically accessible car parking can be managed through changing the level of parking charges as well as variable pricing based on the level of demand. For example, currently, there are lower parking charges in the evening to help support the evening and night time economy. The cost of City Centre and District Centre parking will need to be priced competitively to support the use of Park &amp; Ride services to attract people to use it.</p>   |
| Motorcycle, Coach & HGV Parking | <p>Motorcycles needs to have secure spaces to park and we will continue to provide dedicated secure motorcycle parking in the City Centre. This will need to be monitored and increased if demand and circumstances dictate. As the number of electric or alternative powered motorcycles increases we will work to develop a network of charging points.</p> <p>Coaches are used by visitors and schools in the city for trips and as a service to bring cruise passengers to the terminals within the Docks. There is limited space available for coaches to set down, wait and pick up in the City Centre that does not hinder traffic movement or cause other problems. Events at the Mayflower Theatre, Arts Complex and St Mary's Stadium mean that at certain times coaches need to be accommodated while not in use. Identified coach parking locations in Chapel, Herbert Walker Avenue and close to the Mayflower need to be reviewed as the City Centre changes. The relocation of the Regional Coach Station to Central Station Interchange may provide an opportunity for better coach parking.</p> <p>HGVs currently do not have any dedicated parking facilities that are close to the Port, a HGV Park is provided in Woolston District Centre. Satellite HGV parking is available within Rownhams Service Area on the M27 and at various locations on the M3 and A34. Under the Port's Vehicle Booking System HGVs have an allocated time to enter the Port. If a HGV is early there is increases in circumstances of inappropriate parking on residential or other roads, which can cause safety and environmental issues. Working with the Port to ensure that HGVs know not to park on</p> |

|                 |  |
|-----------------|--|
|                 | residential or other roads (e.g. Third Avenue) and look at measure that restrict or manage HGV parking.  |
| Legible Parking | To create a consistent brand and look to all Council-owned car parks to provide an enhanced visitor experience to take into account the reasons why people come into the City Centre. This will be done with clear mapping, signing, maintenance, information and innovative ways to show availability of parking spaces (using VMS and direction signing/lights within the car parks) to promote or direct people to some of the lesser utilised car parks. As more mobile and contactless cashless ways of paying become widespread paying for on and off-street parking will need to ensure that the technology is available linked to the MaaS platform. |

Further detail can be found in the Southampton Car Parking Plan – a supporting plan to this strategy.



## Successful Southampton: A Resilient City

Having a resilient transport network means that it is able to accommodate the daily demands placed on it. An important part of this is to ensure that it is well-maintained and that the road surface and equipment such as traffic signals, street lights, drainage, or bus stop infrastructure operates efficiently, reliably and accurately. A poorly maintained transport network can create congestion either from an unsuitable asset condition or through unplanned road works and delays, which cost businesses and individuals through reduced productivity, increased journey times, increased fuel consumption, delayed deliveries and damage to vehicles. The performance of the network should not be overwhelmed or degraded by extremes of weather, traffic incidents and planned events.

The approach followed to date has been to minimise degradation of the state of the city's highways by applying funding to areas that require urgent investment through the annual inspection programme. Routine maintenance has been prioritised on a visual basis and decisions around the impact and long-term strategy have not been enough to meet people's expectations. This, in some cases, has led to an infrastructure maintenance deficit where the level of reliability of the transport network could deteriorate over time and in certain circumstances the number of defects could increase, resulting in the need for all road users having to undertake their journey via a different route or mode.

It is vital that an integrated approach is taken to managing the transport network based on good evidence and sound engineering judgement, so it has enough capacity and is adequately maintained over its lifetime. To do this the Council has a Transport Asset Management Plan (TAMP) which sets out the approach for how the transport asset is to be managed to maintain an efficient and sustainable network. New technology is helping us with a better and more in-depth understanding of the asset and developing innovative ways of maintaining it.

| What A Resilient City Means for each Spatial Area   |  |  |  |
|---|--|--|--|
| City Centre   | Economic Drivers   | Neighbourhoods   | Travel to Work Area  |
| Ensure that main radial routes into and around the City Centre are well-maintained and that signal-controlled junctions are working to their optimum level. | Ensure that the main routes into the economic drivers are well-maintained and that signal-controlled junctions are working to their optimum level. | Take account of the maintenance requirements of greater numbers of light goods vehicles using residential roads to make e-commerce deliveries. | Make use of Variable Message Signage in neighbouring local authority areas to inform road-users undertaking cross-boundary journeys of planned roadworks and special events. |
| Variable Message Signage (VMS) and social media is used to warn road-users of dates of planned roadworks and special events.                                | Development of Travel Demand Management packages for major road work events.   |  | Development of Travel Demand Management (TDM) packages for major road work events.   |
| Roadworks by utility companies is co-ordinated with highway maintenance schemes to minimise duration of disruption and prevent multiple sets of roadworks.  | Where possible, seek to undertake major road resurfacing work overnight to minimise disruption to road users.                                      |  |  |
| Development of Travel Demand Management packages for major road work events.  | Major maintenance renewal at A33-A35 Millbrook Roundabout for access to the Port.  |  |  |
| On major highway routes serving the City Centre seek to undertake major road resurfacing work overnight to minimise disruption to road users.               | Replacement and widening of A3024 Northam Rail Bridge to provide resilient access to City Centre, Port and Itchen Riverside                        |  |  |

To achieve improved resilience of the transport network, we have a number of aspirations:

- Develop sustainable long-term financial arrangements – the way that funding is being allocated from central Government for highway maintenance is evolving with forward visibility of money based on needs and incentives around continual improvements. It is envisaged that an extra £6.3m per year is required to maintain Southampton’s transport infrastructure. To bridge the funding gap, additional money will be requested from sources such as Solent LEP, the DfT Major Maintenance Challenge Fund and the maintenance Incentive Fund adjustment based on the Council’s own assessment and audit of progress;
- Ensuring continued reliable access to transport gateways – vital for the performance of the Port and Airport as they rely on good access for passengers and freight;
- Continue a programme of major asset renewals on key structures such as A3024 Northam Rail Bridge and A33 Redbridge and Millbrook Flyovers, and pedestrian/cycle bridge to maintain a connected and coherent active travel network;
- Using intelligent and connected vehicle sensors and technology to develop and enrich our evidence base so materials and resources can be targeted in the most effective way;
- Maintaining the resilience of the network to deal with extreme weather events, rising sea levels and more frequent winter conditions associated with climate change;
- To widening travel choices to offer alternatives making walking and cycling a natural choice for everyday journeys and reduce reliance on the private car the infrastructure needs to be in a good condition;
- Ensuring reliable journey times – to support economic growth and the level of development in Southampton, the network will need to be safeguarded against deterioration and provide reliable access to the core parts of the city.

To meet these challenges the TAMP will need to apply the Well Managed Highways approach through a series of principles around an integrated intelligence led approach, to ensure service resilience and recovery along with stakeholder views to understand people’s priorities for maintenance spend. These considerations directly affect the levels of service that must be provided, complementing and supporting the delivery of the [Connected Southampton – Transport Strategy 2040](#).

**Policy R1: Well-Managed Highway** – over the next twenty years we will continue to apply the principles of Well-Managed Highways so that our transport asset is of the highest quality and well maintained, with renewals to key pieces of infrastructure, to support the economic performance of the city, create a positive impression of the city for visitors and shoppers, and deal with the negative impacts of transport on the environment.

|  |   |
|--|---|
| The policy measures that the Council will seek to deliver for a <b>Resilient City</b> are: |   |
| Taking a Whole Life Cost   | Ensure that this approach is taken to asset management costs – which considers all the maintenance work that will be needed over the lifetime of the asset to keep it in good condition |
| Providing a defined level of service   | For maintaining principal roads, structures, drainage systems, the Southampton Cycle Network and footways to support economic growth and widening travel choices                        |

|                                      |   |
|--------------------------------------|---|
| Investing in innovative technologies | For ITS systems, smart asset management sensors and deploying drones to assess the condition of bridges or structures to help intelligently plan our maintenance programmes |
| Continual improvement                | To management and delivery of maintenance projects, ensuring efficient working and improved value for money to meet the financial challenges                                |

## A System for Everyone

Making Southampton an attractive and inclusive place to improve people's quality of life so that everyone is safe, and has equal access to transport regardless of their circumstances.



The themes for A System for Everyone are:

- An **Attractive City** that is modern and vibrant where people are proud to live, work and visit;
- A **Safe City** that reduces the number of people killed or injured on the transport system towards zero; and
- An **Inclusive City** that has an inclusive transport system providing a good range of realistic mobility options.



### A System for Everyone: An Attractive City

How the City looks, how people get around and how well-maintained its' streets and public places are is important to its economic and social well-being. A city that it is attractive and places people at the heart of what it does can help to foster a sense of civic pride, reduce inequalities, and can act as a catalyst for inward investment. Transport has a role to play in this, not just by moving goods around to service the various activities that go on in a city but also by prioritising different modes of transport and creating high quality streets and public places. By applying high quality urban design and movement principles that place the needs of people at the centre of urban planning and transport improvements, this can make a place vibrant and enjoyable.

As well as improving public spaces and public realm, making an attractive city is about balancing and planning the ways in which people, vehicles and goods can move around and through the City Centre. The City Centre has a variety of types of roads and streets which have different functions. These functions have an influence on how the City Centre operates and looks. Some streets need to have a focus on movement (of vehicles), whilst others have a focus on place (people). Those streets that are focused on movement can be a deterrent for people walking or cycling due to severance, noise and pollution. These streets are well-signed for vehicles and carry high volumes of traffic. In some cases, certain streets enable traffic to pass directly through the core of the city, despite these vehicle movements not needing to do so. To make the City Centre more attractive and to create more space for people that supports a Liveable City Centre the balance on some streets needs to move away from a focus on movement towards place. In these cases, through traffic movements would be restricted except for buses and taxis, and access into the City Centre would only

be only be for those with a purpose there and people can easily and safely get around walking or cycling.

This more balanced approach to city streets is required as the City Centre continues to be the focus of development. The City Centre Action Plan envisages that from 2015 to 2026 5,500 homes are required in the City Centre. To date, half of this development has occurred and encouragingly, this has been achieved without an increase in traffic. As the remaining development is implemented and with further development expected to come forward to 2040 we need to see an 11% reduction in traffic to make this development sustainable, in terms of trips generated not worsening current levels of congestion. People will still want and need to come to the City Centre we need to have as many of these trips made by walking, cycling or on public transport as possible. This development needs to be integrated into the City Centre with attractive streets and public spaces that connect different quarters and areas of the city together. Within these new developments, it will be necessary to restrict provision of car parking. Given the frequent, dense bus networks in the city centre and close proximity to shops, services and amenities, there is less need to own a car. If access for traffic remains as is and envisaged parking levels are applied with constraints for moving by walking, cycling or public transport it will negatively impact on the City Centre's viability, not be sustainable, and detracts from the public spaces.

As part of the planning for the City Centre to 2040 we will need to acknowledge that it needs to be supported not just as a place to live, but as the main retail and cultural hub for the wider City Region. This means that transport will need to service it outside of traditional hours, delivery and servicing routes will need to be provided, public transport will come as close in as possible and parking will need to balance supply against sustainable travel. These should balance the aspiration for a Liveable City Centre against the functional requirements of supporting a vibrant City Centre.

Over recent years, good progress has been made to improve the public realm and create better spaces for people in the City Centre with new public spaces and routes around Southampton Central Station, Kingsbridge Lane, West Quay South, Guildhall Square and in Oxford Street. It is estimated that for every £1 invested in a public realm improvement scheme, there is a further £5 of wider investment from businesses to support it.

Building on the recent investment the public realm in the City Centre, as funding allows, we will look to continue to connect the public spaces and streets together. This will need to be in partnership with developers and other agencies to expand the delivery. We will also look beyond the City Centre into local neighbourhoods and District Centres. This will help the quality of the public realm within these parts of the city to be transformed and enable areas that look tired to be revitalised, stimulating new, vibrant forms of economic activity.

By 2040, the look and feel of Southampton, and the City Centre, will be changed so that it is a more attractive and modern place with spaces and streets designed to facilitate shorter trips by foot or bike. Shopping streets will be places where people want to linger and spend time and money. Working with stakeholders such as developers and businesses, redevelopments can be designed to be easily accessed by sustainable forms of travel and have attractive public spaces designed in.

| What An Attractive City Means for each Spatial Area  |   |   |   |
|--|---|---|---|
| City Centre  | Economic Drivers  | Neighbourhoods  | Travel to Work Area   |
| Development that is integrated into the urban fabric and constrains the need for solo car ownership such as CBD, Western gateway, Royal Pier, and other City Centre locations.   | Development of links that can prioritise movement of goods and people alongside improved walking, cycling and public transport connections.   | Pop-Up Streets and School Streets and other activities that encourage people to stay and spend time and for children to play safely – continuation of the Metamorphosis toolkit.  | Support for routes that are links to move high volumes of people and goods connecting to public transport interchanges which have high quality public realms – Central Station, Woolston - in the city through improved public transport connections between Southampton and other urban settlements and suburbs. |
| An attractive and modern public realm that showcases the heritage and story of Southampton with new public realm spaces around the Bargate, City Walls, and the Parks Providing places for people to spend time.   | Continue Legible City wayfinding to these sites.  | Change to the look and feel of local areas support the regeneration of local District Centres with more local facilities to facilitate people's shorter journeys to be made by walking, cycling or public transport – supporting the Active Travel Zones.   |   |
| The Inner Ring Road has been made into a suitable environment so it can fulfil its role as a main link for moving traffic around the City Centre, but also providing priority and safe routes for people to cross and reduce severance along West Quay Road, Cumberland & Brunswick Places, Western Esplanade and Threefield Lane. | A modern and attractive public realm as the sites have grown and changed, integrating them into Southampton and to constrain the need for solo car trips there, cohesive routes for people walking and cycling to and throughout the sites. | Apply 'link and place' approach in District Centres with the public realm making attractive places. This could include footway widening, developing an image or approach for that area with a suite of materials, wayfinding, street art etc. Where 'place' is the priority more ambitious works will be implemented to put people first. |   |
| A revaluation of the function of streets and places in the City Centre to 'civilise' them to create places that don't need to move vehicles but can move people by promoting walking and cycling including New Road-Civic Centre Road, Portland  | Greening of sites with attractive and sustainable green infrastructure  | Greening of local streets with attractive and sustainable green infrastructure, and developing local pocket parks in place of parking spaces  |   |

|  |  |  |  |
|--|--|--|--|
| Terrace-Castle Way, Bernard Street, Queensway, and the Old Town  |  |  |  |
| A greener city with additional planting and landscaping to complement the public realm   |  |  |  |
| West Quay, Above bar and the new Mayflower Quarter, Western Gateway & Royal Pier developments are seamlessly connected together and with the rest of the City Centre and towards the Port and Town Quay with cohesive and comprehensive walking and cycling routes, and high quality public spaces in the new development that create a sense of place and people focus. |  |  |  |



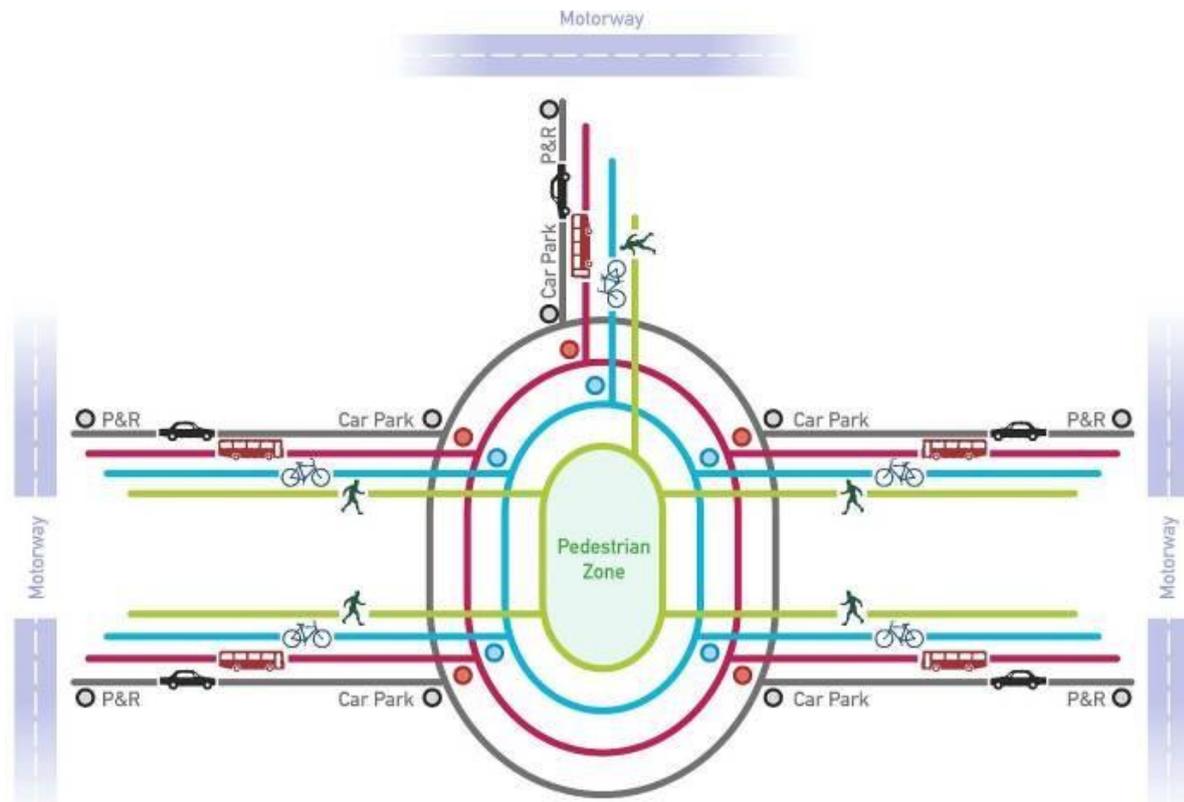
## An Attractive City: A Liveable City Centre

A Liveable City Centre is about developing a place that is where people will want to live, work and spend time and money. Liveability refers to the higher quality of life experienced by people in a city around health, mixed land uses, sustainability, social equity, more economic opportunities, comprehensive public transport provision, security and resilience. Generally the scale of good design of successful city centre living is at a human level to meet the many functions social, economic and cultural that the City Centre has to offer. Through integrating land-use and transport planning, it seeks to develop a place which is vibrant, has spaces for people to meet and interact, in an attractive welcoming environment that becomes somewhere people want to live, work and spend time and money.

Transport can help to achieve this by changing how people get around and how highway space is used. Currently most road space is in favour of moving cars, vans and HGVs around rather than enabling people to get around sustainably. The approach will be to alter how the highway and public space is used, so to promote sustainable, healthy and active travel.

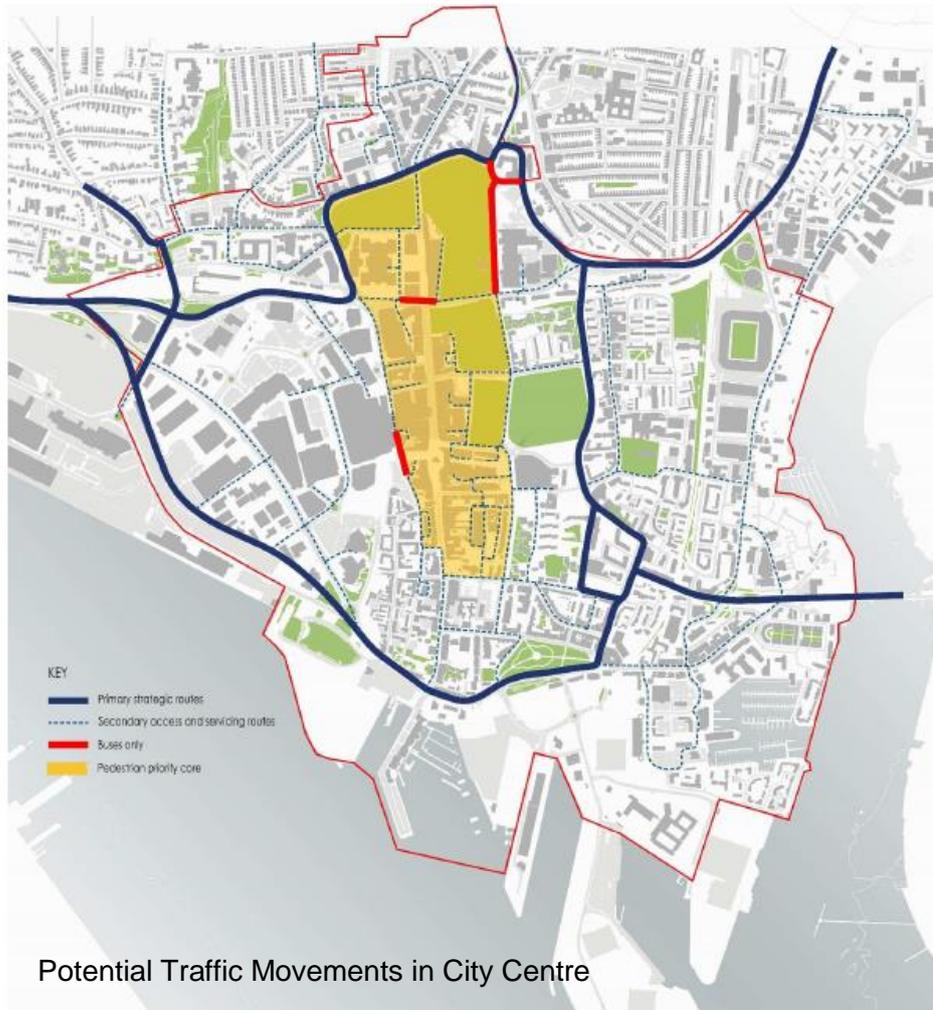
The City Centre will be changed so that this relationship between people and vehicles is altered so that people have more space and priority to move about. This will be with more pedestrianised space at the core of the city around Above Bar Street and the Bargate with new and vibrant public spaces. On other roads and streets we will provide safe and pleasant routes for walking and cycling and change priorities for traffic. Public transport and taxis will have priority and will serve this new larger car-free core of the City Centre. Unnecessary through road traffic movements will be removed and reassigned to more appropriate routes, and on routes in the City Centre the amount of space available for the movement of traffic can be reduced.

To reduce and remove those unnecessary traffic the City Centre will be divided into a series of discreet zones so that through traffic trips are removed. From the Inner Ring Road access will be provided into a zone but not between zones. To travel between zones, vehicles apart from cycles, and sometimes buses, taxis, disabled, and necessary vehicles, will need to use the Inner Ring Road. To do this some roads in the heart will be completely closed to all traffic and some roads close to this core will only be open to permitted vehicles. Cycle routes will cross the City Centre that connect the radial Southampton Cycle Network routes together and provide a dense series of safe routes throughout the City Centre. The transport hubs will be connected with high quality routes and ability move between different modes. Access for zero emission vehicles, those with mobility impairments and for freight and servicing will be retained and will be managed sensitively. The Inner Ring Road will need to perform its role effectively so that traffic on the arterial routes come to the Inner Ring Road which is able to efficiently distribute people to the main destinations. Parking will be relocated to a 'Ring' of car parks adjacent to the Inner Ring Road. The overall quantity of spaces will be reduced and new developments will be expected to be well-integrated into the City Centre and be car free or 'low car'. This transformation will enable high-quality, vibrant streets and public spaces that showcase the best of Southampton to be created.



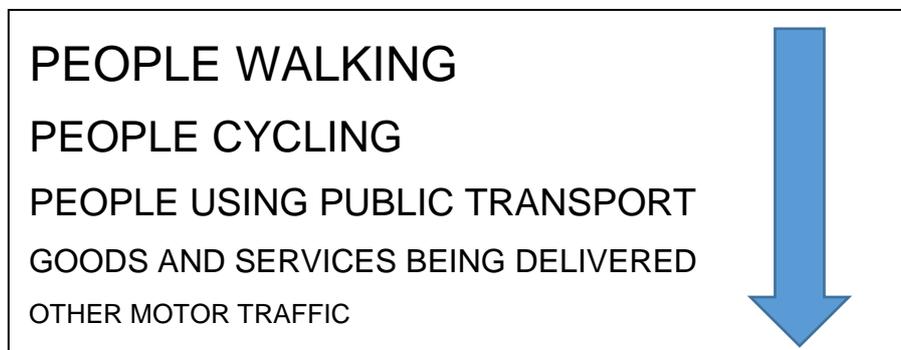
By adopting this approach, a Liveable City Centre will achieve outcomes of supporting the local economy, improving the environment and health, enhance accessibility and inclusivity and enable sustainable mobility. By creating more vibrant streets and public spaces, levels of air pollution and noise from traffic will be reduced, people walking will not encounter problems of severance or fear caused by traffic and wide roads, routes for those who cannot easily walk will be convenient and safe, and the City Centre environment will be more attractive.

It is intentionally planned to evolve over time develop into a place which is vibrant, has spaces for people to meet and interact, in an attractive welcoming environment that becomes somewhere people want to live, work and spend time and money.



As well as developing the Liveable City Centre we will look to change how transport corridors and roads function across Southampton.

When looking at streets and spaces in the City Centre and local neighbourhoods the following hierarchy is to be considered so that a balanced and sustainable approach is taken to spaces. This will help to ensure that the right function of a place is developed and preference is given to the appropriate end users.



To do this streets will be categorised into one of two types. Some streets will be categorised as 'links' where the movement of vehicles is the main and most important function. Away from these primary strategic routes, the majority of streets will be categorised as 'places' –

where the easy circulation of people is the most important function. This approach is known as 'Link and Place' and has been applied to the design of streets successfully in London, Birmingham and helped to shape Southampton's Streets and Spaces Framework. As the City Centre changes we will need to take into account the different needs and access requirements of everyone.

Streets that are classed as 'links' will have a focus on vehicle movement and will be primary strategic routes. This will include the Inner Ring Road and routes to the City Centre and from these 'links' routes will go to parking or servicing locations. A 'link' will not cross the City Centre forcing all through traffic to use the Inner Ring Road. They may also give buses and taxis more importance and priority, such as dedicated lanes or access. We will need to design these routes so that they are not dominated by their function but provide safe, convenient routes for people on foot or cycling to cross and don't add to severance between the City Centre and the surrounding areas.



In the other streets that are focused on 'place' the priority will change to people creating healthy, attractive and vibrant environments for people to live, work and rest. Streets classed as 'places' will consist of the majority of streets in the City Centre. There will be a strong link between the urban planning and transport planning to ensure that new developments are well connected to and integrated with other parts of the City Centre and do not isolate anyone. 'Places' will see a reallocation from road traffic to people walking, cycling and using public transport. This will be through diversion, reduction or restriction of general traffic, sensitive and well design streets that encourage more spaces to be, and facilities for cycling.

This 'Link and Place' approach over time will change the look and feel of not just the City Centre but the District Centres and local neighbourhoods too, as more streets are designed with a clear 'place' focus. Moving out from the City Centre the principle can be applied to roads and spaces across Southampton so they are enhanced and are more in line with people's aspirations.

The Liveable City Centre and Link & Places principles are explained in more detail in the Streets & Spaces Framework and in the supporting plan - Movement, Access and Public Realm Strategy for the City Centre.

**Policy A1: Liveable City Centre** – where streets within the Inner Ring Road are progressively redesigned to primarily meet the needs of people, who will have more space to get around on foot, cycling or from public transport, using well-designed, attractive streets, public spaces and parks that are vibrant and connected together and pleasant to spend time in. Over time, through movements by cars, vans & HGVS will be discouraged except for where necessary for servicing and accessibility, and car parking will be rationalised and consolidated in locations close to the Inner Ring Road.

**Policy A2: The ‘Link and Place’ approach is applied in District Centres and Neighbourhoods** – where streets within District Centres and neighbourhood centres are progressively redesigned with a clear ‘place’ focus that encourages people to get around on foot, cycling or from public transport and where motor vehicles are less dominant, allowing for more social interaction and community events and activities.

The policy measures that the Council will promote and seek to deliver for an **Liveable City Centre** are:

City Centre Accessibility

Servicing to shops, offices, parking and homes will continue, but the access from the Inner Ring Road will only be to certain ‘zones’. General traffic will not be able to travel between ‘zones’

World Class Streets & Places

As part of an ambitious public realm enhancements in New York – a World Class Streets programme was developed to re-look at the city’s public realm. The initiatives consist of elements around public squares, boulevards, complete streets, safe streets, public art, coordinated street furniture and promoting streets for pedestrians and cycling. The programme ranged from public spaces such as Times Square to street corners that were partially or fully pedestrianised. To get public and transport buy parts of the Square were temporarily closed off with minimal traffic management and used as pop-up streets – seating, planting.

Within the Inner Ring Road we will create a series of ‘places’ removing the need for traffic to drive through the City Centre without having a reason to be there. Streets will be redesigned so they provide for people walking, cycling or on public transport, so they can continue to penetrate to service the retail, leisure and employment cores. They will be designed with the needs of everybody regardless of circumstance or disability from the outset. Streets will be hybrid of uses so they can be used in versatile ways – for travel, eating, drinking, socialising, rest, play, entertainment or markets.

This approach could be applied to through routes such as New Road-Civic Centre Road, Portland Terrace-Castle Way or Queensway-East Park Terrace so that they provide access for buses, cycling and walking, additional low speed environment. Other streets in the City Centre such as the Old Town would be reshaped so they are less

|                       |   |
|-----------------------|---|
|                       | <p>dominated by cars with less space and for parking, more pocket spaces and parks, and opening up routes so people can walking and cycling can get around easily and safely. Ways of doing this include adjusting widths with narrowing and closures, bus/cycle only sections of road, expanded pedestrian only areas, having a high quality street scene (trees, benches, art etc). Reducing or removing motorised traffic will enable a review of the need for traffic lights and formal crossings in the City Centre - allowing for their removal. Changes to traffic patterns and flows will provide priority for public transport and allow cycling to become more attractive and safer.</p>  |
| <p>Pop-Up Streets</p> | <p>Within the city, community groups are able to request temporary street closures for street parties or other events. Events such as royal weddings or Clean Air Day have led to street parties in some parts of the city. Extending this idea, we would welcome ideas from community groups for Pop-Up Street activities, such as temporarily removing parking bays to provide 'pocket parks' or areas to sit or for children to play. As part of the EU Metamorphosis project, we worked with residents in Sholing to look at making changes to street layouts to make them more pedestrian friendly. This involved trialling changes to street layouts using temporary 'street kit' of interlocking sections that can be filled with planting. We will continue to work with community groups to develop and pilot these ideas.</p> |
| <p>Street Scene</p>   | <p>On-going programme to reduce the amount of clutter on street by removing unnecessary street furniture (railings, bins, posts etc) and signing, which will reduce the ongoing maintenance liability for obsolete or unnecessary assets. The Streetscape manual continues to provide guidance on design, standards, or placement of any new street furniture.</p>  |

## An Attractive City: Environment

How streets and places look and levels of traffic have a large impact on people's perceptions about Southampton. As a consequence of car-centred policies pursued over several decades, the improvements to the transport network have been geared towards prioritising and maximising the flow of vehicular traffic. This has resulted in the majority of road space, being allocated for the movement of vehicles and often narrow pavements, particularly in streets around the City Centre, such as the Inner Ring Road. This focus on catering for maximising flow of motor vehicles, has caused severance effects, pollution and noise from traffic, created an unpleasant street environment for people. These are not places that people would choose to spend time in or enjoy sitting outside in.

In contrast, the Old Town and much of the City Walls offer character and interest. These areas are historic and attractive places for pedestrians to walk around and enjoy. Using transport schemes to enhance the street scene with paving, lighting, drainage, seating, shade, information and others that make spaces engaging and highlight important or historic buildings. These can also have public and street art installations that add to the environment or provide an informative context. New public spaces such as Western Esplanade between West Quay and Town Quay will provide a transport connection for walking and cycling between these two destinations, but with design will also provide an attractive and appropriate setting for the historic City Walls.

By investing in more people-friendly streets then this will benefit the whole of the City Centre. The street scapes will need to be designed so that they are attractive and use soft landscaping to soften the appearance of streets providing shelter and shade. Soft landscaping could include additional street trees, planting and grasses. While it is a busy and major transport artery, parts of West Quay Road have planting and trees that aim to make it a less transport dominated space. The Streets & Spaces Framework and City Centre Movement & Access Strategy provide good design guidance and case studies for how increasing green coverage improves air quality, well-being and biodiversity. This also helps to re-prioritise the space from cars to creating the attractive healthy people-centred streets that are a vital component of a Liveable City Centre.

These principles should also be incorporated in new developments so that they can seamlessly fit into the city's streets and spaces.

Alongside the physical environment, transport has an impact on the natural environment from water, landscapes, historic areas to ecology and the atmosphere. When developing and designing improvement projects, the impacts on these areas are assessed. A focus on good design and minimising adverse environmental impacts will help ensure that Southampton becomes a modern and attractive place where people enjoy walking around and spend time exploring different parts of. When an infrastructure scheme is designed and maintained the environmental impacts need to be minimised.

Along with planting and good design additional green infrastructure can be implemented that will enhance streets and spaces. Where possible green walls should be installed. These are where climbing vegetation and landscaping is grown on walls adjacent to roads to act as absorption and barrier to air and help to cut noise pollution from traffic. In neighbourhoods we will look at way of increasing street greenery through additional trees or 'wild planting' of native species, these could be in filtered permeability measures or by increasing verge planting close to a school. These could form part of ATZs and be adopted by the community to maintain in the long-term.

As part of scheme design we will seek ways to include Sustainable Urban Drainage Systems (SUDS) or soakaway points in the street and urban spaces, or as part of traffic calming or vegetation planting.

**Policy A3 –Environment** – over the next twenty years we will look to continue to invest in creating an attractive street environment with street art, lighting, planting trees, soft landscaping and other green infrastructure measures such as Green Walls and Sustainable Urban Drainage Systems will be encouraged.



## A System for Everyone: A Safe City

Safety of people using and interacting with the transport network remains important and there is a need to continually decrease the number and severity of casualties. Across Southampton we will be prioritise safety improvements where there are clusters of collision hotspots or along corridors to push casualty levels towards zero.

However, there are still locations where collisions occur and some users are disproportionately affected given their relative mode share. This is particularly true for people on motorbikes who are involved in 12% of recorded collisions or those cycling who are involved in 16%. This is despite their mode shares only being 0.9% and 1.4% respectively of all daily traffic. This may be masking a truer number as 41% of respondents to the 2011 Southampton Cycle Survey said they were involved in an incident but only 13% reported it to the Police.

Schemes for making Southampton a Safe City can be applied across the whole of Southampton and in the specific spatial areas – City Centre, Economic Drivers, Neighbourhoods and the Travel to Work Area, and all types of schemes.



## A Safe City: Improving Road Safety

The approach for road safety will be to continue to make Southampton a safe city to travel around by applying an evidenced based approach using data and crowd-sourced information to develop the safety programme around engineering, education and enforcement.

Individual schemes will be designed around the more vulnerable users of the network to provide them with sufficient space and time to get around. The implementation of the Southampton Cycle Network and by providing more space for people walking will look to create a safe spaces so we can reduce the risks – both perceived and actual when moving about by bike and foot. These spaces will need to be designed so that the interaction between people walking or those with mobility issues and people cycling is minimised.

The areas outside and arounds schools and colleges will continue to be a focus. These often experience concentrations of activity at the start and end of the school day, and while there has been a reduction in numbers of child casualties the rates are still double the England average. Continuing to encourage people, both children, parents and staff, to walk, cycle or scoot to school instead of travelling by car will remain a key part of the approach. This will be done through education and enforcement of restrictions and the development of new techniques such as Local School Zones or School Streets, where restrictions or closures can be implemented at school times to create the safe conditions for active travel. This has started at some schools in the city and through partnerships with schools we will look to expand the programme.

As well as the physical environment, education of all users is a vital component of the approach. Working with partners and stakeholders we can continue to evolve the behaviours of people so that they feel safe and act safely. There is a rising number of incidents involving people using smart phones and not being aware of their surroundings, education and the layout of the environment both play an important part in reducing incidents.

How people perceive their own personal security when using the transport system in the city matters, whether this is at a bus stop, walking along a footpath, parking their bike, or in a car park. The quality of design of both transport schemes and the urban environment plays an important part in perceptions of safety and working with and through our partners, we will look to ensure that Southampton becomes a safer place.

We also need to ensure that the transport network is as inclusive and safe for all. People with mobility problems or other hidden impairments can feel unsafe getting around if facilities are poor or not designed well. Advances in technology can help to make the environment a safer place by reducing barriers both physically and virtually, for example using mobile apps and on-street sensors to provide real-time two way journey and environmental information directly to visually impaired users to improve accessibility and safety.

**Policy S1: Improving road safety** –over the next twenty years we will work towards there being no casualties on Southampton’s transport system, by making Southampton a safer place for people to travel around, particularly by walking, cycling and public transport, with reduced fear and positive perceptions of safety regardless of personal circumstances or disability. We will prioritise improvements using a range of data, and will work with schools on road safety education and in partnership with the Police will carry out enforcement.

The policy measures that the Council will promote and seek to deliver for a **Safe City** are:

|                    |                             |   |
|--------------------|-----------------------------|---|
| <b>Engineering</b> | Integrated Safety Corridors | <p>Taking a holistic approach to road safety along a corridor or in an area, either through investigating longer sections of road combining several accident clusters or locations and that looks a wider causes and impacts. Alternatively, working with other modes or projects to achieve shared objectives and extend value for money (e.g. working on a public realm scheme that includes significant pedestrian and cyclist safety measures). The benefit of taking this approach is that all users and a wider remit is taken and it can incorporate other schemes. This will include reviews of speed limits and lowering where possible.</p>   |
|                    | Safety Schemes              | <p>Continuing to develop and implement an evidence led safety programme based on a consistent approach for identifying and analysing isolated or small cluster accident hotspots using three year trends. Once causes and trends have been identified and assessed we will seek to implement the most appropriate and feasible engineering solution. These range in size and type and will be tailored to individual locations but could include street or area wide speed restrictions, changes in road layouts (either by changing how the road looks and feels creating a ‘shared space’, or formal traffic calming features), new or improved pedestrian or cycle crossing facilities (formal signals, zebra, tiger (for cycles), or island refuges), enforcement and electronic/variable message signs. In neighbourhoods individual safety schemes could form part of the toolkit for Active Travel Zones or Cycle Quietways.</p> |
|                    | Local School Zone           | <p>Encouraging more children to walk, scoot or cycle to school more often we will continue to work with schools in particularly with the pupils to incorporate their views in the options and designs. Through this process we can develop schemes that provide safer routes and spaces outside schools that outline the issues and then plan for what changes could be made to create a Local School Zone. A Local School Zone (LSZ) seeks to create an area around a school that can influence road user behaviour, reduce speeds and create an environment and routes where children can get to school safely and easily.</p> <p>This builds on the work we have been doing to create safe play spaces in streets designed jointly with pupils and staff and our existing schools engagement and planning programme.</p>   |

|             |                     |   |
|-------------|---------------------|---|
|             |                     | Options for a LSZ could include the feasibility of piloting innovative initiatives such as a timed exclusion zone around the school where access is only for those walking or cycling or living there, activities that aim to reclaim the streets for playing, ways of reducing or enforcing inappropriate parking around the school gate, fun and engaging trails to the schools, or expansion of staffed school crossing patrols. |
|             | Innovation          | Making use of new and emerging technologies that can help to make surroundings safer for all, particular focus on those with visibility or mental disabilities.   |
| Education   | Specific Programmes | Continuing to working with partners such as Hampshire Police, community groups, or schools on a range of initiatives including Safer Roads Partnership, Speed Enforcement and changes to speed limits on main corridors and in neighbourhoods, Driver Awareness Training, Cycle Safety Campaigns such as 'Close Pass', and 'Be Bright, Be Seen' (run annually in October when the clocks change),                                   |
|             | Targeted Programmes | Raising awareness of using Smart Phones when driving, cycling or walking and interaction with other people, campaigns looking at specific vulnerable users (such as people cycling, walking or on motorcycles), and different user groups (such as those with mobility restrictions, younger children or older people)  |
| Enforcement | Enforcement         | Continue to work in partnership with Hampshire Police to enforce speed limits and through any local powers using cameras bus lanes, school zigzags and other restrictions as permitted.   |



## A System for Everyone: An Inclusive City

Southampton is a diverse city but it also unequal. Home to people of different religions, ethnicities and social backgrounds; parts are among the most deprived neighbourhoods in England, where people can live up to 8½ years less than those living in the more affluent. People in these deprived areas often adjacent to major transport corridors, are more like to be affected by health conditions which can be exacerbated by poor air quality or lack of physical inactivity. They are also three times more likely to travel by bus to work or be in households without a car.

It is important that people of different backgrounds and abilities do not encounter barriers that cause them difficulties or restrict their options for travelling around. We need to ensure that people from all backgrounds can access the same employment, health, leisure and education opportunities. When delivering projects we need to plan services so that the needs of all regardless of personal circumstances or disability are included from the beginning. We must consider how each will affect people of all ages, ethnicities, religious backgrounds, genders, sexual orientation, levels of physical mobility, mental health & learning disability, and social and economic backgrounds.

We will work with all communities within the city to help ensure that transport is available to link them to jobs, health, training, leisure and local services. In partnership with the community and voluntary sector and transport operators, we will look to develop affordable, innovative and sustainable alternatives to private car ownership, including car/bike sharing, demand responsive transport, and develop e-mobility and smart mobility solutions.

While the population is relatively young, lower than the South East average, Southampton is ageing. By the end of the 2030s there could be a third more people aged 65 or over living in the city. To support an ageing population we need to have flexible and inclusive mobility options to keep people independent for longer. This includes looking at how new mobility services can complement existing public transport and demand responsive transport (DRT) systems, how easy and legible it is to walk around, and how the greater reach of e-mobility can extend the range of cycling as a way of getting around.

| What An Inclusive City Means for each Spatial Area   |  |  |   |
|--|--|--|---|
| City Centre  | Economic Drivers   | Neighbourhoods   | Travel to Work Area   |
| The Liveable City Centre is an inclusive place where people are able to get around with well-maintained pavements and spaces, crossing facilities and legible wayfinding. Spaces are well designed so everyone is included | Bespoke flexible on-demand responsive public transport services in Southampton with local businesses and operators to link deprived areas with job and skills opportunities. | Neighbourhoods are inclusive places where people are able to get around with well-maintained pavements, crossing facilities and legible wayfinding. Spaces are well designed so everyone is included | Joint working with neighbouring authorities to reach underrepresented communities and disabled groups on inclusive transport                                      |
| Provide inclusivity improvements at public transport stops and interchanges for people with disabilities both visible and not  | Provide inclusivity improvements at public transport stops and interchanges for people with mobility restrictions.   | Use the Active Travel Zones to work with older people or underrepresented groups and communities to encourage more active travel.  | Pilot app based flexible demand responsive public transport services in Southampton with local businesses and operators that can link people with jobs            |
| Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive or Community Transport or taxi services.  | Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive or Community Transport or taxi services.            | The SMTS is inclusive and accessible for all regardless of circumstances or disability   | The SMTS is inclusive and accessible for all regardless of circumstances or disability.   |
| Sufficient facilities for disabled people to park, including EV charging, and get around a Liveable City Centre that doesn't exclude them  | Improve the routes to the Hospitals and health facilities for disabled and older people with services and a new interchange at Southampton General                           | Work with providers of shared mobility services to encourage expansion across neighbourhoods to assist in infilling gaps in the SMTS for all that links to jobs, healthcare and education            | Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive or Community Transport or taxi services. |
| Develop technology that can help to make sense of the physical environment and guide/assist visually or other impaired people  |  | Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive or Community Transport or taxi services.                                    |   |



## An Inclusive City: Where Transport Works for Everyone

We need to make Southampton’s transport system inclusive, so that it can cater for everyone’s needs whether they are on low incomes or affluent, young or old, at all life stages and people of different ethnic backgrounds and for those with diverse mobility and health needs. People’s access needs and requirements are not the same, therefore we need to ensure that we consider the needs of all people in Southampton so that they have access to suitable and realistic transport options in order to access opportunities and are able to have a good quality of life. We need to consider the needs of all groups and backgrounds when planning transport so that everyone can access wherever they need to go in a safe and efficient way. The access requirements of disabled people, both hidden and visible, may be different to more able people and we must ensure transport options are viable accessible for all.

Residents in areas of high levels of deprivation have fewer opportunities to access jobs, health care and leisure opportunities. Residents in these areas can encounter higher levels of air pollution, and live closer to major roads which sever their communities.

To create an inclusive transport network we need to move from infrastructure and service design that is retrofitted to achieve accessible transport, to services and improvements that are designed in dialogue with disabled people and other user groups so that their needs are identified up front and can then be met. This takes a holistic approach to the wider range of measures and can support everyone regardless of their circumstances or disability.

Into the future, Autonomous Vehicles and Mobility as a Service (MaaS) both have the potential to help support and change the way disabled and older people travel. Through active engagement and consideration of needs we can ensure that these changes and new technologies can benefit people and don’t accidentally ‘design out’ the sections of society that would most benefit.

| The policy measures that the Council will promote and seek to deliver for an <b>Inclusive City</b> are |   |
|--|---|
| Personal Mobility  | Making walking and cycling inclusive and open for all. Designing the city so everyone can get around with dropped kerbs, well-maintained and pleasant environment and legible wayfinding and technology that helps older people or people with disabilities to get around independently. Enable and encourage more people from different ages, backgrounds and abilities to get into cycling through e-bikes, adapted bikes, Wheels to Work and training. Design cycle facilities with needs of different types of bikes in mind. |
| Linking areas and people together  | Particularly areas of social deprivation with job opportunities, bespoke services that can be used by older people through community transport or other services that provide routes to healthcare, shops, social and leisure activities  |
| Information and Awareness  | To open up more information and data on accessible journey planning information such as real time availability of services (e.g. low floor buses, accessible taxis), equal access to information through apps and with operators to continue to make information before and during journeys   |

|  |   |
|--|---|
|  | accessible like audio-visual next stop/bus announcements, make a digital representation of the environment with sensors to help visual impaired people, and supporting disabled and those with learning difficulties with advice and travel planning to boost their confidence and ability to travel independently.   |
| Public and Demand Responsive Transport | Help to keep public transport affordable with bus and rail passes in partnership with operators and SHBOA. Work with providers and taxis to develop more accessible vehicles and on bespoke schemes that can connect areas that have a poor traditional bus service with key destinations for jobs, healthcare and skills. Work with communities to develop services that can keep people independent longer and feel included.   |
| City Centre                            | Making sure that as the City Centre changes that it is still accessible for everyone and that people are not excluded from getting around it. Having disabled parking facilities with EV charging in locations that provide safe and convenient access to the retail, cultural and other services that they want to get to. Any changes to the layout of roads to increase space for people walking and cycling will need to be designed with the needs of people with physical and mental impairments. The environment will be well-maintained reducing trip hazards or barring ways for people to get around with wayfinding and technology that can help people to make sense of where they are. |
| Physical infrastructure                | Parking for disabled people at the beginning and end of their journeys needs to be provided. Any Parking Standards will have minimum requirements for disabled parking spaces in new developments, and on-street spaces provided on a case-by-case basis. Streets and spaces across the City including in neighbourhoods, new development and the Economic Drivers to be designed to be inclusive and accessible for all from the outset.   |

An Inclusive Transport Plan for Southampton will be developed that provides more detail on how transport schemes can be created with suitable and realistic options for everyone.

## A Better Way to Travel

Supporting people in changing the way they move about by widening their travel choices so they can get around actively and healthily and travel in the city moves towards zero emissions.



The themes for A Better Way to Travel are:

- A Healthy and Active City that is easy to get around with joined up networks for active travel to promote healthy lifestyles and creates vibrant people friendly liveable neighbourhoods , and
- A Zero Emission City that is moving towards having zero emissions from transport delivering cleaner air and reduced emissions.

### A Better Way to Travel: A Healthy and Active City



Having a healthy city is important in tackling the challenges around inequality, inactivity and low productivity. Creating a place that is cohesive, easy and simple to get around by walking and cycling can help to promote clean, healthy and active lifestyles that improve the quality of life for Southampton's residents, businesses and visitors.

We know that there are areas of the city with high levels of pollution, low levels of physical activity and poor health conditions. Often the causes are interlinked with transport being a contributor but transport is also be part of the solution. Developing people-friendly streets and places that provide a better way to get around with more people to walk and cycle will help to tackle those challenges and create a sustainable city into the future.

By 2040 Southampton will have seen a transformation in provision for people walking and cycling that has put them at the forefront of how people get around. More people will be able to get around actively regardless of their circumstances or disability where walking and cycling is the first choice for local journeys and combined with public transport for longer journeys. In areas where people live we will look to transform them so that they become safe, accessible and pleasant places to walk and cycle to local destinations rather than drive and work to reduce and remove unnecessary through traffic. These neighbourhoods will become Active Travel Zones that take this ethos and by working with the local communities and businesses apply it to a targeted area of the city.

The approach for A Healthy and Active City is to plan and invest in innovative solutions and technologies that transform Southampton helping people and goods to get around on foot or bike to support healthy lifestyles, support sustainable development and to improve the city's environment, in these areas:

- Active Travel Zones,
- Cycling,
- Walking, and
- Travel Planning and Smarter Travel Choices.

| What A Healthy & Active City Means for each Spatial Area  |  |   |  |
|---|--|---|--|
| City Centre   | Economic Drivers   | Neighbourhoods  | Travel to Work Area  |
| Creation of Car Free Zones within the Inner Ring Road, achieved by reallocating road space for walking, cycling and public transport, limiting access to those who need it or to certain areas. | Having the SCN connect with the economic drivers with high quality cycle infrastructure as part of the freeway level of the hierarchy. | Create networks of Active Travel Zones focused around active travel with priority for walking, cycling and enabling community events - compact and connected to services located locally, helping to contribute to regeneration and support air quality improvements. | Delivering the Southampton Cycle Network (SCN) and a walking network that connects across the boundaries providing safe, direct and connected routes into Southampton's economic driver areas. |
| Development of the City Centre as the hub for the SCN with east-west and north-south cycle corridors and easy cycle priority off them.  | Increased marketing and awareness campaigns and travel planning.   | Increased marketing and awareness campaigns and travel planning.  | Improvements to walking and cycling connections to train/ SMTS stations and could see reallocation of road space that gives cycles and pedestrians safe space.                                 |
| Increased marketing and awareness campaigns and travel planning.  | Cycle parking hubs at key locations.   | Cycle parking hubs at key locations, and providing cycle parking for those that don't have access to places to store bikes.   | Intercepting traffic before it reaches the City Centre via Park and Ride or cycle routes that connect the wider area with Southampton.   |
| Legible City and Cycling wayfinding and information.  | Legible City and Cycling wayfinding and information.   | Legible City and Cycling wayfinding and information.  | Increased marketing and awareness campaigns and travel planning.   |
| Travel plans with employers and schools that consider the access needs of students, staff and visitors.   | Implementing behaviour change, travel training, and education programmes with businesses.  | Travel plans with schools and colleges that consider the access needs of students, staff and visitors.  | Cycle parking hubs at key locations.   |
| Cycle and walking priority access to the interchanges at both Southampton Central and Trafalgar Dock.   | Travel plans with employers and schools that consider the access needs of students, staff and visitors.                                | Advisors to help people to get into work by Personalised Journey Planning and travel training.  | Implementing behaviour change, travel training, and education programmes with businesses.  |
| Implementing behaviour change, travel training, and education programmes with communities and businesses.   |  |   | Travel plans with employers and schools that consider the access needs of students, staff and visitors.  |
| Cycle parking hubs at key locations.  |  |   |  |



## A Healthy and Active City: Active Travel Zones

Active Travel Zones (ATZs) will be set up in neighbourhoods across Southampton as a means of encouraging and enabling people to travel healthily and sustainably in their local communities and neighbourhoods. ATZs seek to create an environment where more people can make local trips on foot or by bike, can get around easily in an attractive reduced traffic place, and then link with public transport networks easily for longer ones, rather than getting in the car. Too often, residential areas can be dominated by traffic either passing through or a large amount of space is taken up by cars parked on streets, reducing the amount of space available for people get around by foot, with a pushchair or mobility aid, or by bike, and doesn't allow for meeting and playing.

Transport will be central to realising the transformation that an ATZ can deliver. Improvements that shape how people move to and around the area and change how the highway space is used to be less dominated by car will help make it attractive. This could be achieved by improving local routes for walking and cycling, incentivising active travel, reducing or removing traffic, and creating attractive places in the heart of communities.

An ATZ is built around the following areas:

|  |   |   |
|--|---|---|
|  <p><b>Healthier Streets</b></p> <p>Reducing traffic volumes and speeds and encouraging more cycling and walking</p>   |  <p><b>Filtered Permeability</b></p> <p>Removing through traffic on residential streets except for people walking or cycling, adjoining routes would be focused on traffic</p>  |  <p><b>Improving Travel Choice</b></p> <p>Residents feel safer walking or cycling for shorter journeys or using the SMTS for longer ones</p>                          |
|  <p><b>Travel Planning &amp; Information</b></p> <p>Advisors who work with people to provide information and support on walking, cycling and public transport</p> |  <p><b>Local Mobility Hubs</b></p> <p>Providing alternative travel options in a hub that include Car Sharing, Zero Emission Vehicles, bike sharing, charging points, 'click &amp; collect' delivery collection hubs and link to the SMTS</p> |  <p><b>Attractive Places</b></p> <p>Changing streets so more planting, play streets, pop-up events, street parties, and spaces for people to rest can be created</p> |

To be considered for becoming an ATZ, a neighbourhood will need to meet this criteria:

- Is there a distinct neighbourhood identity or something that people can relate to?
- Are there any trip attractors such as a District or Local Centre, school or college, a park, a community or health facility that can become a Local Mobility Hub?
- Is there a mix of trip purposes such as to school?

- Is it in close proximity to an existing transport hub or corridor?
- Is there a local flow of people that is suitable for walking and cycling journeys?
- Is there a network of local roads that are suitable for developing a “mesh concept” of filtered permeability, is parking a constraint, or are traffic volumes or speed high?
- What are the socio-economic, e.g. car ownership levels, health etc, circumstances?
- Is there a willingness for community engagement and political leadership?

Once identified the neighbourhoods will be prioritised against these criteria and available funding.

An ATZ could be defined anywhere in Southampton, but primarily they will be centred on a District or Local Centre or another types of trip generator such as a school, health facility, park or community hub. The process for developing an ATZ and the initiatives that support them starts with a willing community.

Developing an ATZ and helping the people who live there to make different travel choices will be a collaborative process through engagement with communities that live there.

Each ATZ will need a Champion who will lead on assessing, developing and implementing the ATZ in partnership with businesses, community groups and residents. This will be the link between the Council and the community and make sure that the local views are taken into account.

This co-designing will mean that local issues, input and ownership will be there from the beginning of the process. The co-design will use a governance system that has a champion who can co-ordinate between the Council, Local Members, local business, schools, and residents so that there is a shared vision for the kind of place that people want and will be proud to live in.

Using ATZ Community Engagement teams we can start to understand what the community aspirations and issues are, and looking at the hard traffic and other data helps to shape it. This analysis will look at carrying out research into finding out how people live and move about in the area.

As the ATZ develops, is implemented and once completed the Community Engagement team will work with the community to incentives and make best use of the new ATZ. Once each ATZ is implemented we will continue to engage with people living and working there so that they are supported and encouraged to continue to make sustainable travel choices for the long-term.

During the first years of Connected Southampton we will aim to pilot the first phase of ATZs and by analysing the outputs from this we can learn and refine the concept before rolling out the programme into subsequent areas of the city.

**Policy HA1: Active Travel Zones** – over the next twenty years a series of ATZs will be implemented across Southampton to provide a new form of urban living and mobility and create communities that people are proud to live in.



## A Healthy and Active City: Cycling

Having more people cycling is important for a healthy and active Southampton. Between now and 2030, Southampton will be transformed into a true Cycling City where it is safe, easy and attractive to cycle and that cycling is normal for short trips, and combined with public transport for longer ones. By 2040 the Southampton Cycle Network will be well established forming the basis for cycling in Southampton making the city a place where getting around by bike for a variety of trips is easier than driving. Cycling has many positive benefits and vital for meeting our challenges around congestion, sustainable economic growth, physical inactivity, air pollution and social inequalities.

**Policy HA2: the Southampton Cycle Network** – complete delivery of the Southampton Cycle Network so that the city is a place where getting around by bike for a variety of trips is direct, easy, safe and convenient. This will lead to continuous growth in active travel by bicycle within the city, so that cycling becomes a ‘normalised’ everyday activity that improves the health and wellbeing of city residents. This will contribute towards reducing congestion, supporting sustainable economic growth and address air pollution and social inequalities.

We have already made good progress in developing the necessary infrastructure and supporting promotion and training but to achieve that vision further work is planned.

In the medium term we want to see a 10% increase annually in the number of cycle journeys made each day to increase cycling’s mode share. This means that initially by 2030 15% of all the people coming into the City Centre each morning will be doing so by bike.

To achieve this we will focus on these three areas:

- Make Southampton a **better place to cycle** through delivery of the Southampton Cycle Network (SCN), delivery of the network’s initial 14 corridors (split between Freeways on the higher volume direct routes and Cityways supporting them), Quietways in areas where people live, and making cycling accessible in parks and open spaces. The network is formed of various levels which connect people from their front door to the main routes and on to their final destinations using different types of facilities and levels of segregation. Following these initial corridors, we will continue to invest in the other corridors identified in the SCN, as above, and in the areas where people live to make them cycle friendly;
- Make Southampton a **safer and easier to cycle** by supporting ongoing projects working with businesses and schools to train new and experienced cyclists, working with the Police to improve cycle safety and security, and a new approach wayfinding and mapping cycle routes in the city with consistent branded signing and up to date maps both paper and online; and
- Continuing to **inspire people to cycle** with events and communities that promote cycling as a normal way of getting around. This includes the centrepiece Southampton Cycle Festival covering the closed street ‘Let’s Ride’, and community cycle activities that help those who haven’t cycled or are less represented such as ethnic minorities or women. Engaging with businesses and schools to develop, support and develop travel plans that emphasise the benefits of cycling.



In the short term we have started to make a significant investment in cycling through the development, and delivery of the SCN, and a supporting programme of cycle promotion, training and awareness raising activities. This is aimed to start to make it better, simpler and easier to get around Southampton by bike for everyone.

Cycling Southampton 2017-2027 provides more detail on the aspirations for cycling in Southampton and a rolling three year Cycle Delivery Plan.



## A Healthy and Active City: Walking

Walking is a vital component of the transport system and is an essential part of most people's journeys. Walking will be established as a mode of choice for local journeys, and combined with the SMTS for longer ones. People will choose to walk because it is safe, fast and helps to keep them healthy and active. To do this Southampton will be made easier and more attractive to get around on foot and for those with mobility restrictions.

Currently 17% of people who work in Southampton walk to work and 4,000 people walk into the City Centre each morning with 2,000 more from Southampton Central and Town Quay. This is 20% of all people coming into the City Centre and it has gone up by 50% since 2001. Once people have parked their car or get off a bus they will often walk to their final destination and this will increase the number further. There has been recent investment in both the City Centre's public realm and in good quality walking routes and facilities across the city that has made it simple and easy to walk.

We will work towards identifying and developing a walking network across Southampton that is safe, direct, inclusive, easy to use and pleasant to encourage walking for everyday trips. These will range from having well-maintained routes so that they are of a high quality, removing obstructions that make walking difficult, providing spaces and locations for rest, routes to schools, improving the connections from the Port, interchanges and SMTS into the City Centre, and re-focusing streets towards people walking rather than dominated by the car.

As the City Centre develops we will develop the walking environment with Strategic Walking Routes that are new high quality spaces directly linking to key destinations. These Strategic Walking Routes will link places together such as from Southampton Central Station through to West Quay and Mayflower Park, or provide access across barriers such as the railway or river are part of this approach.

New developments will need to have walking embedded in them and provide walking access to and through them and be focused towards people rather than vehicles. They can provide opportunities for access to areas previously hidden or severed such as the waterfront, to the Central Parks from Guildhall Square, or the City Walls alongside the Bargate. This can maximise the health and socio-economic benefits from these changes for new and existing residents.

The programme being developed for the City Centre through the Movement, Access and Public Realm Plan will implement these as part of a holistic approach for the City Centre combining land use, urban realm and transport planning.

Supporting the new walking routes we will continue to invest in the public realm and with the Legible City wayfinding system.

Having a well-designed and maintained streets and high quality public realm can add economic value – it is estimated that for every £1 invested in the public realm it generates £5 in inwards investment. Making the environment and networks inclusive and accessible for all will mean that older people or those with disabilities are not excluded from getting around. Being well-maintained and legible will mean that barriers or fear from trips or vehicles won't reduce mobility. This reinforces creating a walkable city that is attractive and easy to get around as part of the Liveable City approach.

Clear signing and maps have been developed and installed across the City Centre and out into the rest of Southampton. This provides a clear and legible way of getting around the city

and is useful for visitors and residents alike. This is important as many people walking around Southampton are visitors, there are more cruise ships calling mid-cruise and 17 million people a year visit West Quay. Outside the City Centre, legible wayfinding can open up and link places such as parks, green spaces, District Centres, neighbourhoods and leisure or exercise routes. We will look at how technology can help people to navigate around with orientation sensors, signage and accessible apps.

Walking is not just about the City Centre. It is important to ensure that communities across the city have access to good and safe routes and places to walk, to do this we need to remove barriers so everyone can get around by looking at the walkability of corridors and neighbourhoods. Taking this approach will mean that the needs of people walking and those with disabilities are included from the start. This will include looking at simple measures such as installing a safe place to cross, widening a short path along desire lines to SMTS stops or ensuring accessibility for those with mobility restrictions, new signalised crossings on a route to a school, or reducing and enforcing speed limits. We can expand this approach to make sure that links and routes through parks and public spaces are improved to encourage more people walk for leisure

Work with schools, communities particularly residents in deprived areas, and businesses is important to provide people with the information and opportunities to walk more. Focusing on communities where levels of inactivity are highest we can help to break down barriers to walking and promote healthy and active lifestyles that can reduce obesity. Activities could include led-walks, park or communities walks, Walk to School Week or Walk to Work week.

Increasing the number of children travelling to school by active modes is important to reduce the impacts of obesity and air quality. As part of the approach for schools we will investigate and pilot School Street Zones. This involves the part time closure of streets outside school entrances at the beginning and end of the school day. Doing this allows the spaces outside schools to become traffic free and facilitates safe walking to school and activities such as street parties or play streets. They can be supported by information campaigns, enforcement and fun trails that make walking to school fun and enjoyable. This has been trialled at schools in Old Town, Sholing and Lordshill with success.

Southampton also has a Public Rights of Way network (PRoW) covering footpaths and bridleways, these provide short convenient walking links in neighbourhoods, or provide access to enjoy the surrounding countryside. They will need to be maintained and signed so they can form an important part of the transport system. This can encourage more people to walk and explore their neighbourhoods and open spaces. Through the PRoW Improvement Plan we define the rights of way network and set out how it will be managed and invested in.

**Policy HA3 – Walking** – over the next twenty years we will develop and assess an accessible walkable network and spaces for Southampton that creates strategic routes and new spaces for walking across the city to establish walking as a mode of choice because it is safe, fast, healthy and inclusive.

Further details on walking and the development of and investment in the walking network and activities will be set out in the Local Walking Improvement Plan.



## A Healthy & Active City: Smarter Travel Choices

Providing people with the right information, tools and skills so they can choose to make journeys sustainably, healthily and actively will support the investment in a Liveable City, ATZs, SMTS, and cycling and walking networks. This will provide people with the confidence to travel independently and open up opportunities for work, leisure or education, get people to increase their levels of physical activity, and reduce exclusion and isolation.

Smarter Travel Choices are the tools and techniques available to help encourage people to travel more. Approaches followed range from very targeted initiatives, such as working with individuals to provide them with confidence to travel independently, working with businesses to plan for how staff and goods get to site, or providing people with the training and information so they can travel sustainably, to large scale travel marketing initiatives that use social media, websites or apps to run challenges that reward those who try out sustainable ways of getting around.

My Journey is the well-established sustainable travel brand across South Hampshire, set up in 2011, it is used for all marketing, promotion and training activities. It is well known with a third of Southampton residents recognising the brand and associating it with sustainable travel. The My Journey work has involved close partnership with schools and workplaces to help staff, or students and customers choose healthier and active ways of travelling. We have helped long term unemployed people who don't have access to a car to travel to training or interview opportunities and have encouraged people who depend on their car to try out public transport or use new sections of walking or cycling infrastructure.

Working with communities, schools, businesses and organisations we can encourage people to make sustainable travel choices, making these modes the mode of first choice. This will equip people with the necessary tools and skills to travel healthily and actively. Promotion of alternative ways of travelling around to the car is an important part of creating a more liveable city with streets that are geared towards people movement of people efficiently, set out in the vision. It will also seek to help those people whose lives and employment prospects are constrained by the affordability and availability of travel.

We will continue to seek funding to enable campaigns and programmes of work with communities, schools and businesses to continue. We will also look to work with specific groups such as deprived areas, older people or hard to reach groups to seek to broaden their travel availability and options.

One area we will explore is the development of a Travel Demand Management (TDM) programme, this is similar to work done in London ahead of the 2012 Olympics and rolled out in other cities for large scale events. This would be targeted at major events in Southampton that are likely to cause delays and congestion, for example major planned roadworks that have a long duration. We know that several projects proposed as part of the Successful Southampton strategic goal will bring disruption to the transport system while these projects are being constructed. The TDM programme would work to provide reliable,

up to date travel information, help to keep the city moving, promote alternative modes and timings for travel, and work with businesses to minimise disruption to their operations.

**Policy HA4 – Smarter Travel Choices** – over the next twenty years we will look to continue the My Journey Smarter Travel Choices approach to work with local communities, schools and businesses on travel planning, behaviour change campaigns and events, and look at innovative and new ways of reinforcing the messages about sustainable and active travel.

The policy measures that the Council will promote and seek to deliver for **Smarter Travel Choices** are:

|   |   |
|---|---|
| <p>Personalised &amp; Community Travel Planning</p> | <p>Door-to-door engagement with residents to discuss their existing travel habits and requirements. This enables advisors to provide information and advice on the range of healthy and active travel options available, so people can make suitable use of sustainable modes, particularly for short trips. This approach works best when linked to promotion of new infrastructure and will form an integral part of the Active Travel Zones (ATZ) approach. Targeting households either on key sustainable transport corridors, households within 200-300m of new transport infrastructure, those in an ATZ, close to air quality hotspots, and areas with a high proportion of households which have been identified as being most likely to respond positively to behavioural change measures. We will seek to roll this out as part of the ATZs and support wider programmes across the city using external funding.</p>  |
| <p>Workplace Travel Planning &amp; Network</p>      | <p>Working with businesses across the city through the Workplace Travel Plan Network, set up in 2011, to provide a forum for businesses and local authorities to come together and share experience and best practice around Workplace Travel Planning. Workplace Travel Planning aims to help businesses and their staff travel to work and move goods sustainably and actively, as part of an approach to reduce single occupancy car journeys to work. This is done by promoting the alternatives of public transport, walking, cycling and promote alternative ways with an organisation specific car club/pool cars, all supported by improved facilities, awareness campaigns and incentives. The Southampton Workplace Travel Plan Network has good relationships with over 50 organisations in and around in the city with many larger businesses in the city have long standing adopted travel plans including SCC, Port, Universities, General Hospital, Ikea, West Quay, Ordnance Survey and Carnival. We will continue to work with the Workplace Travel Plan Network and other organisations or businesses who want to join, expand it to work with smaller businesses who aren't currently engaged.</p> |
| <p>School Travel Planning</p>                       | <p>The school run places significant pressure on the local highway network, particularly around school gates, that have knock on effects on air quality, safety and congestion. Schools are incentivised to develop School Travel Plans that look to encourage pupils, parents and staff to travel sustainably to school – by bike, by scooter, on foot or by public transport. Having a School Travel Plan in place schools can receiving funding for cycle/scooter parking, safety improvements, and other travel infrastructure and support to implement the Travel Plans. This is done through in-depth engagement and support to achieve modal shift by accreditation (ModeShift STARS) and activities such as training, Bikelt, challenges, and intensive promotions (Walk to School Week). We have been successfully working in partnership with all school in Southampton and we will continue</p>  |

|                                       |  |
|---------------------------------------|--|
|                                       | with this and look at new initiatives include Play Streets, Beat the Street, School Streets that look to make the area around schools safer and more inclusive places during and outside school times.   |
| Incentivising Active & Healthy Travel | Alongside the promotion, and marketing and travel information providing people with incentives to try new travel habits. We have carried this out previously through Commuter Cycle Challenges, Clean Air Day, StepUp Southampton all of which have proved successful. To continue the long term approach we are open to other initiatives and innovations that promote positive changes in people's travel behaviours long term. This could be carried out alongside interventions into ATZs or when a new section of infrastructure is opened. |



## A Better Way to Travel: A Zero Emission City

Having clean air is essential for a healthy quality of life, yet people living in Southampton, like many other cities, can be exposed to potentially harmful levels of pollutants. People in the more deprived areas of the city are more likely to be close to our major transport arteries and exposed to higher concentrations of air pollution. They are more likely to have health conditions and be reliant on public transport to get around to work or for other reasons. Children in schools and nurseries are also more likely to be impacted from transport related air pollution.

There are many different types of pollutants that can affect the air we breathe, and the negative effects of poor air quality occurs at every stage of life. Exposure to particulate matter (both PM2.5 and PM10), which are fine particles including soot and dust from road traffic, can cause the most serious health problems among those susceptible groups with pre-existing lung or heart disease, the elderly and children. There is evidence that short and long-term exposure to particulate matter causes respiratory and cardiovascular illness and even death. Particulate matter is predicted to contribute to an estimated 110 early deaths in Southampton each year. Source apportionment work has identified that road transport is one of the largest contributors to air pollution in Southampton, followed by industry and the Port. The Council is committed to improving air quality in Southampton and through the Clean Air Strategy we have adopted a package of measures to improve air quality, but can't deliver the necessary improvements alone.

Southampton has been identified by DEFRA as one of five cities in England outside of London that is predicted not to meet EU limits on nitrogen dioxide (NO<sub>2</sub>). The Council has been directed to publish a plan that will ensure compliance with level levels for NO<sub>2</sub> in the shortest possible time. This will focus on exploring and enabling measures to increase the uptake in electric and alternative fuelled vehicles, promoting and investing in the walking and cycling networks, and ways to support low-emission smaller freight vehicles for deliveries and servicing through consolidation centres and the Local Mobility Hubs.

This is the first step towards cleaner air in Southampton, and Connected Southampton will support this by continuing to move the transport system towards zero emission in the long-term. During the timeframe of this strategy, the Government has indicated that traditional petrol and diesel fuelled vehicles will be phased out by 2040, with alternative fuels becoming more prevalent. We need to be prepared for this and are developing ways of enabling and encouraging ways to support greater uptake of electric and alternative fuelled vehicles.

To support this shift to alternative fuelled vehicle we will need to develop the necessary facilities, networks and mechanisms for charging or powering them. This will cover supporting taxis, buses, and Demand Responsive Transport on the journey to become low, and then zero, emission as technology advances. We are starting this with the roll-out of a Southampton Electric Vehicle Charging Network, the initial focus is in Council-owned car parks and on-street, then working with others to plan and deliver a comprehensive network of charging points across the city. As regulations change and opportunities arise for increasing the electric vehicle charging at home, alongside the Government grants already available for this, we will seek to support this to ensure that the network is as comprehensive and compatible as possible.

As well as supporting the transition to alternative fuels we will continue to invest and support alternative ways of getting around that are less polluting. The SMTS will be designed so it supports low, then zero, emission vehicles and we will continue to promote the benefits of walking and cycling to improve air quality.

We will continue to work with and support businesses to develop Delivery Service Plans (DSPs) and to investing in cleaner low or zero emission vehicles for their own fleet. We are changing the Council's own fleet to zero emission as the technology allows. As well as support for changing fleets we will work with businesses on their operations and through the DSPs develop new ways of transporting and receiving goods. The Sustainable Distribution Centres and Local Mobility Hubs are part of a network of logistics points that help to make the last mile to people's front door zero emission. We are also raising awareness about the impacts of air pollution and ways that businesses and communities can reduce their impact through the Southampton Clean Air Network.

| What A Zero Emission City Means for each Spatial Area   |  |  |   |
|---|--|--|---|
| City Centre   | Economic Drivers   | Neighbourhoods   | Travel to Work Area   |
| A Zero Emission Zone for all traffic within the Inner Ring Road to support a Liveable City Centre.                          | A Low or Ultra Low Emission City for all traffic.  | A Low or Ultra Low Emission City for all traffic.  | A Low or Ultra Low Emission City for all traffic.   |
| Measures to support greater uptake of low or zero emission buses, taxis and Demand Responsive Transport vehicles.           | Increase in amount of freight coming into the Port by rail and on freight powered by alternative fuels.  | Last mile logistics or deliveries by smaller zero emission vehicles or bikes from District and Local Centres or Consolidation Points | Businesses have support from the Clean Air Network.   |
| Measures to support low or zero emission & small freight vehicles for last mile logistics and Sustainable Freight Logistics | Support for electric or alternative fuelled vehicles with necessary charging infrastructure both on site and for those accessing the sites.        | Develop zero emission 'Click and collect' points as part of the Local Mobility Hubs  | Zero emission car clubs and shared cars for workers, residents and visitors.                                |
| Businesses have support from the Clean Air Network.   | Measures to support low or zero emission & small freight vehicles for last mile logistics and servicing and development of Delivery Service Plans. | Served by the low, then zero, emission SMTS  | Served by the low, then zero, emission SMTS   |
| Zero emission car clubs and shared cars for workers, residents and visitors.  | Businesses have support from the Clean Air Network.  | Removing and reducing through traffic in residential areas as part of Active Travel Zones  | Links to the SCN and local walking networks   |
| Greener streetscape and public spaces   | Zero emission car clubs and shared cars for staff.   | Improving the street scape with planting and green open spaces.  | Last mile logistics or deliveries by smaller zero emission vehicles or bikes Regional Consolidation Centres |
| High quality cycling and walking networks throughout the City Centre  | Served by the low, then zero, emission SMTS  | Links to the SCN and local walking networks  |   |
| Served by the low, then zero, emission SMTS   | Links to the SCN and local walking networks  |  |   |

|  |   |  |  |
|--|---|--|--|
| Southampton EV & Alternative Fuel Charging Infrastructure on-street and in car parks on the Parking Ring | EV charging points provided and part of the city wide network |  |  |
| EV charging is incorporated into all new developments  |   |  |  |



## Zero Emission City: Towards Zero Emission Transport

The implementation of the Clean Air Strategy will seek opportunities to enable travel by alternative modes, new ways of getting goods and services into the City, and use alternative fuels as ways of achieving this. As engine technologies changes with the growth of electric and alternative fuels the emissions of NO<sub>2</sub> will reduce. However, there will still be other harmful pollutants, such as particulate matter (both PM10 and PM2.5) which can come from transport.

The Clean Air Strategy takes a holistic approach to improving Southampton's air quality through partnership working with a package of measures to encourage behaviours that support improvements in air quality. The transport measures that Connected Southampton can assist with delivering include:

- Encouraging uptake of low and zero emission vehicles with a network of charging infrastructure, discounts for parking or for tolls on Itchen Bridge and new technologies;
- Working with public transport operators to support them on development of a fleet that enters the City Centre is zero emission as possible;
- Improving transport and freight delivery systems that are innovative and use new technologies and alternative fuels, and flexible delivery times;
- Continuing to support sustainable and active transport through My Journey awareness & behavioural change campaigns;
- Supporting taxi operators and other businesses in reducing their transport emissions
- Incentivising the use of cycling and walking; and
- Within the Council changing the fleet to increase the number Ultra-Low Emission Vehicles (ULEV) or Electric Vehicles (EV) for operations – building on the first vehicles purchased.

We will continue to encourage people to travel more using sustainable forms of transport – particularly by public transport, bike or on foot, as these produce low or no emissions. The SMTS will be low emission initially and then work towards zero emission, and by delivering the Southampton Cycle Network and the walking network we can create the safe spaces where people can walk and cycle. Through our work with schools and businesses and My Journey campaigns, we are encouraging people to walk or cycle more, particularly for those shorter journeys. The changes to become a Liveable City Centre will remove through traffic, only allowing necessary traffic in and giving more space to people walking and cycling which will reduce air pollution across the City Centre. We have to balance this against potential negative impacts of additional traffic on the Inner Ring Road and the impact on people living along and using it.

By 2040, the development of a Liveable City Centre we offer the opportunity to explore and enable it to become Zero Emission Zone (ZEZ). As technology advances and becomes affordable coupled with the necessary supporting infrastructure we can facilitate people and operators to move to zero emission forms of transport. This ranges from providing the opportunities to charge vehicles to working with developers to make sure that new developments have provision for charging, are integrated into the city for walking and cycling, and reduce the need for parking. People living and working there will have options for zero emission vehicles or other forms of shared mobility if they require it. We will need to work with stakeholders to develop supportive policies, incentives and infrastructure.

The SMTS long-term will be zero emission and we will work with operators to use vehicles that are produce no emissions and help to clean the air we breathe. Supporting the City Centre's economy will be vital and it will still need to be serviced with deliveries, removing

waste and getting those who have mobility problems in. Through Delivery Service Plans and a network of Consolidation Centres we can break down loads and consolidation them onto more appropriate smaller zero emission vehicles for the last leg into the City Centre.

We will use Smart City Infrastructure to monitor both traffic conditions and localised pollutant levels, and with cross-reference to other data such as climatic, be able to implement strategies to keep traffic moving efficiently to reduce stop-start conditions and air pollution.

**Policy Z1 – Zero Emission City** – over the next twenty years we will look to continue to develop the Southampton EV Charging Network and promote the use of other clean fuels, continue to incentivise businesses to move towards a low then zero-emission vehicle fleet as technology allows, and explore the scope to implement a Zero Emission Zone for the City Centre.

**The policy measures that the Council will promote and seek to deliver for a Zero Emission City are:**

|                                     |   |
|-------------------------------------|---|
| Zero Emission Zone (ZEZ)            | As the technology and legislation allows us as Zero Emission Zone for the City Centre could be developed. This would limit all vehicles from coming into a zone who are not zero emission. Early ZEZs have been set up in London and Oxford and we will monitor and assess how this could be realised in Southampton working with stakeholders.   |
| Intelligent Transport Systems (ITS) | Use of real time air quality data to influence how traffic signal controls operate so that they are responsive to changes in pollution and traffic levels, by gating traffic outside of an area of poor air quality. We will look to use ITS and monitoring to restrict access to certain vehicles or modes on days where air pollution levels are severe, to help encourage active travel and an improvement in air quality.   |
| EV & New Developments               | We will facilitate electric vehicle infrastructure by ensuring that there is provision for electric vehicle charging in new developments  |
| Zero emission bus, taxi & DRT       | We will look to establish local policies which complement national policies and legal requirements on the roll out of zero emission bus, taxi and DRT vehicles locally working with local operators, including retrofitting older buses.  |
| Supporting Businesses               | We will look at scope to provide targeted help and support to local businesses to incentivise them to upgrade their fleets to low and then zero emission vehicles, and supporting the implementation of charging facilities.  |
| Southampton EV Charging Network     | To address challenges around range anxiety and availability of charging infrastructure a 24 hour publically accessible network of charge points should be established. The Southampton EV Charging Network will need to meet current and future demand from plug-in electric vehicles. The majority of vehicle charging currently takes place at home or at work where users can leave vehicles charging for a length of time. An extensive public charging infrastructure should seek to provide a service that fills the gap around shorter more convenient charging – akin to fuel stations. The network will need to be interoperable between other networks in the UK so that users can charge their vehicles anywhere without being members of that network. It could also be linked to the Smart and Connected City infrastructure. The infrastructure will be provided at key destinations where a variety of activities take place, located conveniently where consumers need it and would encourage a |

|  |   |
|--|---|
|  | <p>good turnover of spaces. Locations being considered in a first pilot phase includes Council-owned City Centre car parks, the Universities and at Southampton Central Station. Subsequent phases will focus on installing charging points in taxi ranks and neighbourhood 'Mobility Hubs' which can be accessed by fleet, employees or visitors</p> |
| <p>Other Ultra Low Emission Technologies</p> | <p>Alongside EVs the Council will need to be open to other Ultra Low Emission technologies such as hydrogen, bioethanol, bio-methane /gas or used cooking oil. Support opportunities and funding research, implementation and uptake of alternative fuel technology, particularly for public fleet, buses and within the Port.</p>                    |

## How Will We Get There? Delivering Connected Southampton

Connected Southampton covers the next twenty years to 2040. There are schemes that can be delivered in the short term and others that will require more detailed longer term planning. Everything is dependent on funding and this section sets out how we are proposing to deliver the outcomes and on the ultimate transport vision for Southampton.

The Council recognises that this an ambitious twenty year strategy for transport Southampton and we cannot deliver all of the ideas in Connected Southampton alone. We will need to the support of other organisations ranging from central Government, TfSE, Solent LEP, Highways England, Network Rail, the Port, SHBOA, bus, rail and ferry operators, neighbouring authorities, local and national voluntary groups, specialist transport groups such as Living Streets and Sustrans, as well as private companies and developers, to work together to deliver the identified schemes. This collaboration will be vital to ensure that the transport network is able to realise the ambition for transformative transport that supports Southampton's sustainable growth.

We acknowledge that the ideas and schemes set out in this Strategy are high level. For some areas and modes more detailed supporting plans will be produced going into more detail and guidance.

To deliver Connected Southampton effectively we will need to have:

- A prioritised pipeline of transport schemes that have been robustly prioritised with a strong business case and delivered to a high standard;
- Maintenance standards that ensure all aspects of renewal and repair are managed in line with the Well Managed Highways approach to have a resilient and reliable transport network; and
- An effective and attractive range of travel choices and information to support modern life and businesses.

## Investment

The Strategy will help to deliver transformative change for how people move around Southampton. However, it is clear that the Strategy adds up to a big number and will require long-term funding beyond what has been available previously. Southampton and the wider Solent area and partners have a good track record when bidding for funding from central Government, but this funding has been ad hoc and short-term which is impact on delivering the transformation.

To date the main sources of funding for transport investment have come from:

- LTP Integrated Transport and Highway Maintenance Block grants from DfT;
- Major submissions for specific funding from central Government and others;
- Solent Growth Deal;
- Partners such as Highways England, Network Rail, and bus and rail operators;
- The Council's own resources including parking and enforcement income;
- Community Infrastructure Levy and Section 106 contributions from Developers;
- City Deal;
- Other bids to funding sources such as EU, InnovateUK, and Sustrans; and
- Other private investment.

The level of grant funding from central Government is currently known and helps to inform our 3-year Implementation Plans and annual spend on smaller scale transport schemes.

The additional funding we will need to deliver on the vision will help to deliver the larger scheme in the medium term. There may be a need in the future to investigate different ways of generating funding ourselves, either through new governance models, powers that we have already, or taking opportunities for localised ring fenced charging. These will be investigated and consulted on as and when it is appropriate.

## Prioritisation

Schemes take different lengths of time and costs to develop and will go through the project lifecycle at various times depending on their scale. Prioritising them will help so we can invest time and money in developing the schemes that will achieve the vision and outcomes sought for. However, there may be times where we need to package up schemes to achieve the maximum benefit. This could mean working in partnership with colleagues across the Council or across the Solent area.



As seen in recent times as technology changes things can change rapidly and we need to be agile enough to respond and embrace new technologies and ideas as opportunities arise. This will mean that prioritisation will need to be an ongoing process to ensure we take advantage of new opportunities, technology and practice.

## Delivery

This is a summary of the proposed schemes we have identified in Connected Southampton for the period to 2030. The schemes with a 'Status' of C are committed schemes where the funding is in place and delivery is expected to commence shortly. The Schemes with a 'Status' of P are proposed projects where development work is required to establish what is feasible and can be delivered and where a package of funding has yet to be put into place.

The key to the symbols in the table are as follows:

|              | Symbol | Meaning              |
|--------------|--------|----------------------|
| Spatial Area | CC     | City Centre          |
|              | ED     | Economic Driver      |
|              | NB     | Neighbourhood        |
|              | CR     | City Region          |
| Status       | C      | Committed            |
|              | P      | Planned              |
|              | A      | Aspiration           |
| Time         | S      | Next 5 Years         |
|              | M      | By 2030              |
|              | L      | By 2040              |
| Value        | £      | Under £1m            |
|              | ££     | Between £1m and £5m  |
|              | £££    | Between £5m and £20m |
|              | ££££   | Over £20m            |

## A Successful Southampton

|  | Project  | Spatial area | Status | Time     | Value |
|--|--|--------------|--------|----------|-------|
| A Connected City   | Developing Southampton Mass Transit System (SMTS)  |              |        |          |       |
|  | Develop the Southampton Public Transport Strategy  | All          | C      | S        | -     |
|  | SMTS Rapid Bus Priority Network corridors Phase 1 (Shirley, Portswood-St Denys)                          | All          | C      | S        | ££    |
|  | SMTS Rapid Bus Priority Network corridors Phase 2 (Woolston, Bitterne)                                   | CC           | C      | S        | £££   |
|  | SMTS Mass Transit Corridors  | All          | A      | M-L      | ££££  |
|  | SMTS Southampton Central Multi-Modal Interchange Phase 1 (Southside)                                     | CC           | P      | S        | £££   |
|  | SMTS City Centre Hubs  | CC           | P      | S        | ££    |
|  | SMTS Town Quay Multi-Modal Interchange (Ferry)   |              |        |          |       |
|  | City Centre East-West Spine Multi-Modal Corridor (Six Dials to Civic Centre Place)                       | CC           | P      | S        | £££   |
|  | Bargain Farm Park & Ride   | ED           | P      | S        | ££    |
|  | SMTS District Centre Multi-Modal Interchanges Phase 1 (Lordshill & Bitterne)                             | NB           | P      | S        | £     |
|  | SMTS District Centre Multi-Modal Interchanges Phase 2 (Shirley, Portswood & Woolston)                    | NB           | A      | M        | £     |
|  | SMTS Economic Driver Multi-Modal Interchanges (SGH & University)   | ED           | P      | S        | £     |
|  | Develop Local Mobility Hubs in key District Centres  |              |        |          |       |
|  | SolentGo MaaS  |              |        |          |       |
|  | Northern Park & Ride (Stoneham Way-Southampton Airport Parkway)  | ED           | P      | M        | ££    |
|  | Eastern Park & Ride (adjacent to A3024 corridor)   | CR           | A      | M        | ££    |
|  | Investing in Road & Rail Connections   |              |        |          |       |
|  | A33-A35 Millbrook Roundabout Major Maintenance   | ED           | C      | S        | £££   |
|  | M271-A33 Redbridge Roundabout Capacity Enhancements  | ED           | C      | S        | £££   |
|  | M3 and M27 Smart Motorways Programme   | CR           | C      | S        | ££££  |
|  | M27 Southampton Junctions (M27 Junction 8 & A27 Windhover Roundabout)                                    | CR           | C      | S        | ££££  |
|  | Solent Travel Demand Management  | CR           | P      | S        | ££    |
|  | A3024 Eastern Access to Southampton Phase 1 (Bursledon Road)   | CR           | C      | S        | ££    |
|  | A3024 Eastern Access to Southampton Phase 2 (Bitterne Road West)   | CR           | P      | S        | £££   |
|  | A3024 Eastern Access to Southampton Phase 3 (Northam Road and Northam Rail Bridge)                       | CR           | P      | M        | ££££  |
|  | Realignment of West Quay Road and down grading of existing route to a sustainable transport led corridor | CC & ED      | P      | L        | ££££  |
|  | New accesses into the Port   | ED           | P      | L        | ££££  |
|  | Measures to improve access to the Port from Port Access Plan   | ED           | P      | S        | ££    |
|  | Measures to improve access to Hospitals from Hospital Access Plan  | ED           | P      | S        | ££    |
|  | Measures to improve access to Adanac Park-Brownhill Way employment area                                  | ED           | P      | M        | £££   |
|  | Measures to improve access to Itchen Riverside & Woolston employment areas                               | NB           | P      | M        | ££    |
| Targeted highway improvements such as improving junctions or pinch points on the network | CR   | P            | S      | £ - ££££ |       |

|   |  |         |   |    |      |
|---|--|---------|---|----|------|
|   | Improve reliability of access to the M27 and M271 motorways and reduce travel times on routes crossing them  | CR      | P | M  | ££   |
|   | Improve access to Southampton Airport via SMTS and by rail from Portsmouth and wider Solent area   | ED      | P | M  | ££££ |
|   | Development of schemes on the Major Road Network (MRN) in Southampton  | CC & ED | P | M  | ££££ |
|   | Managing Freight, Servicing & Logistics  |         |   |    |      |
|   | Sustainable Distribution Centres (Strategic)   | ED      | P | M  | ££   |
|   | Sustainable Distribution Centres (Local)   | NB      | P | S  | £    |
|   | Delivery Service Plans   | ED      | C | S  | £    |
|   | Dynamic Freight Control  | CC & ED | A | M  | ££   |
| An Innovative City  | Smarter Parking  |         |   |    |      |
|   | Smarter Parking Sensors and new parking direction C-ITS on arterial and Inner Ring Road  | CC & ED | P | S  | £    |
|   | Smarter management of on-street parking spaces through sensors, apps, signing and technology   | CC & ED | P | S  | £    |
|   | Working with developers to combine land use and transport planning to intensify land use in the city centre in ways that minimise additional demand for travel by private car and have constrained parking provision | CC      | P | S  | ££   |
|   | Develop the Parking Ring of car parks near to the Inner Ring Road to relocate and consolidate parking  | CC      | P | S  | ££   |
|   | Manage and provide motorcycle and coach parking and taxi ranks that can be used for other uses at other times  | CC      | P | S  | £    |
|   | Smart City Infrastructure  |         |   |    |      |
|   | Develop the C-ITS network with sensors for collating real time information on traffic and back office systems  | All     | C | S  | £    |
|   | C-ITS to provide real time travel and traffic information to users through EVMS and direct to vehicle messaging  | All     | P | S  | ££   |
|   | Remove traffic signals within the Inner Ring Road to provide sustainable transport led priority streets  | CC      | P | S  | ££   |
|   | C-ITS to restrict and manage vehicles accessing the City Centre core to certain types at certain times of the day  | CC      | P | M  | £    |
|   | Smart City Corridors programme   | ED & CR | P | S  | ££   |
|   | Develop a Mobility as a Service (MaaS) platform that builds on SmartCities and SolentGo  | All     | P | S  | ££   |
|   | Manage demand for parking for the economic drivers where sites are constrained, with remote park and ride provision for staff, capped parking levels or legal planning agreements                                    | ED      | P | S  | £    |
| Improve sharing of traffic data and co-ordinate traffic signal control between the city, Hampshire, Portsmouth and Highways England | All  | P       | S | ££ |      |
| A Resilient   | A Resilient City   |         |   |    |      |
|   | Ensure that the transport asset is maintained in line with Well-Managed Highways approach  | CC & ED | P | S  | £££  |
|   | Travel Demand Management packages during major planned roadworks   | All     | P | S  | ££   |
|   | C-ITS infrastructure for monitoring road surface conditions – winter, water, surfaces etc  | All     | C | S  | £    |

| A System for Everyone |   |              |        |             |       |
|-----------------------|---|--------------|--------|-------------|-------|
|                       | Project   | Spatial area | Status | Time Period | Value |
| An Attractive City    | A Liveable City Centre  |              |        |             |       |
|                       | Adapt inner ring road so it fulfils its role of moving traffic around the City Centre, but also provide easier routes for people to cross and reduce severance.   | CC           | P      | S           | ££    |
|                       | Restrict vehicular access to streets inside the inner ring road (e.g. New Road-Civic Centre Road, Portland Terrace-Castle Way, Bernard Street, Queensway, and the Old Town) to create a car free zone that prioritises access for those using buses, community transport, taxis, cyclists and pedestrians – applying ‘informal street’ design characteristics | CC           | P      | S           | £££   |
|                       | Create a liveable city centre that is people focussed, applying a ‘link and place’ approach and best practice guidance to help design world-class streets and public realm  | CC & NB      | P      | S           | £££   |
|                       | Add additional tree planting and landscaping, public art, places to stop and rest and areas for play to complement improvements to the public realm   | CC & NB      | P      | S           | ££    |
|                       | Ensure the Central Business District redevelopment (Toys R Us area) is well-connected to the rest of the City Centre with comprehensive walking routes, high quality public spaces in the new development that creates a sense of place and is people focussed  | CC           | P      | S           | £££   |
|                       | Ensure that new development in the city, including Very Important Projects are attractive in layout and link well to bus corridors and surrounding areas by bike and on foot and have limited amounts of new parking where there is spare capacity available nearby   | CC           | P      | M           | £££   |
|                       | Provide clear, well lit, signed routes for people walking and cycling within and to the port and other employment, health and education campuses with adequate cycle parking.   | ED           | P      | S           | ££    |
|                       | Support and work with local communities who want to deliver street closures and have pop-up events.   | NB           | P      | S           | £     |
| A Safe City           | Improving Road Safety   |              |        |             |       |
|                       | Deliver a programme of engineering measures to reduce risk of casualties at road traffic incident hotspots  | All          | C & P  | S           | £     |
|                       | Continue to deliver road safety education programmes to raise awareness of how unsafe/inconsiderate behaviour adversely affects other road users  | All          | P      | S           | £     |
|                       | Deliver safety improvements in the vicinity of schools to improve safety for pedestrians  | CC & NB      | C & P  | S           | £     |

An Inclusive City

| An Inclusive City |   |         |   |   |    |
|-------------------|---|---------|---|---|----|
| An Inclusive City | Support improvements at bus stops to improve accessibility for people with physical impairments   | All     | P | S | ££ |
|                   | Promote services provided by community transport volunteer groups including dial-a-ride and car-based services aimed at older people and those with mobility restrictions and the support the provision of accessible taxi services | All     | P | S | £  |
|                   | Work with dockless cycle scheme operators and car clubs to encourage expansion to serve deprived parts of the city.   | CC & NB | P | S | £  |
|                   | Pilot app-based flexible demand responsive bus services working with businesses and bus operators   | All     | P | S | ££ |
|                   | Community engagement and co-design of Active Travel Zones and quietway cycle improvements and in creating informal spaces for play and rest in local areas  | NB      | P | S | £  |
|                   | Community Cycle Officers working with hard to reach or underrepresented groups and communities, in areas of inequality to encourage more cycling and walking  | NB      | P | S | £  |

| A Better Way to Travel   |   |              |        |             |       |
|--|---|--------------|--------|-------------|-------|
| Project  |   | Spatial area | Status | Time Period | Value |
| A Healthy & Active City  | Active Travel Zones   |              |        |             |       |
|  | Create networks of Active Travel Zones in Neighbourhoods that encourage active travel for short local journeys with priority measures for walking, cycling that will improve health and air quality.  | NB           | P      | S           | ££    |
|  | Cycling   |              |        |             |       |
|  | Measures to encourage and promote more walking and cycling through travel plans, My Journey campaigns, led rides and walks and special events   | All          | C/P    | S           | £     |
|  | Work with schools and communities to deliver measures that reduce school-related congestion, improve air quality and promote healthy, active travel   | All          | C/P    | S           | £     |
|  | Deliver cycle parking hubs at key locations   | All          | P      | S           | £     |
|  | Complete the Southampton Cycle Network – providing 14 high quality cycle routes in the city, working with Hampshire County Council to extend to neighbouring towns and urban areas                    | All          | P      | M           | £££   |
|  | Provide improved cycle and walking priority access to the new transport interchanges at both Southampton Central and Trafalgar Dock that reduces severance impacts of Western Esplanade and Town Quay | CC           | P      | S           | ££    |
|  | Intercept traffic before it reaches the City Centre with a variety of Park and Ride or Cycle facilities that connect to the city centre and employment hubs   | All          | P      | S           | ££    |
|  | Walking   |              |        |             |       |
|  | Provide good quality walking and cycling connections to train stations and MRT stops, which may see reallocation of road space that gives cycles and pedestrians safe space                           | All          | P      | S           | £     |
|  | Smarter Choices   |              |        |             |       |
|  | Run behaviour change, travel training and personal travel planning programmes with communities and businesses including residents of new developments   | All          | C      | S           | £     |
| Develop Travel plans with employers and schools that consider access needs of staff, pupils and visitors | All   | C            | S      | £           |       |

|                      | Project  | Spatial area | Status | Time Period | Value |
|----------------------|--|--------------|--------|-------------|-------|
| A Zero Emission City | A Zero Emission City   |              |        |             |       |
|                      | Work with the port to increase the number of containers and vehicles that are transported to and from the port by rail & support longer freight trains.                                | ED           | C      | S           | £     |
|                      | Develop network of electric vehicle charging points in a range of locations to meet growing future demand and support businesses in choosing electric vehicles                         | All          | P      | S           | ££    |
|                      | Work with car clubs to promote membership and encourage them to offer more electric vehicles   | All          | P      | S           | £     |
|                      | Work with the port, hospitals, universities and bus, coach and taxi operators to encourage zero and ultra-low emission fleets  | All          | P      | S           | £     |
|                      | Consider evolving Clean Air Zone into a Zero Emission Zone, learning from experience elsewhere, including Oxford.  | CC           | P      | M           | £     |
|                      | Develop and promote networks of green infrastructure (open spaces, parks, wooded areas, nature reserves, waterfront areas and country parks) to support quality of life and well being | All          | P      | S           | £     |

## How We Are Doing? Monitoring and Evaluating

We need to understand whether the policies and projects we are delivering are having the right effect and helping to deliver the vision.

We already collect a variety of transport data in Southampton, ranging from data on road traffic volumes travelling around the city through traffic surveys and a series of permanent vehicle and cycle counters. The development of the Smart City infrastructure will enable us to obtain real-time data on traffic volumes and journey times and share this with users of the network. We also receive information from bus operators about monthly passenger numbers and where bus services are experiencing delays. We also make use of rail industry figures of the estimated number of passengers using rail stations each year, based on ticket sales data. Through this data, and through other data collected for Connected Southampton supporting strategies, we will monitor how effective the delivery of schemes is in achieving changes to how people travel.

For monitoring of cycling, we have a four year partnership with Sustrans to participate in the Bike Life data collection and monitoring programme. In considering prioritisation of road safety schemes, road traffic incident data is assessed. As part of the current Access Fund and 'My Journey' projects we work with the Centre for Sustainable Travel Choices (consisting of the Council, Sustrans and the University of Southampton) to monitor and evaluate the effectiveness of schemes within those programmes.

Monitoring data will be used to produce progress reports and communicate with a range of stakeholders. This will include a Connected Southampton progress report as part of the Implementation Plan cycle submitted to the Council. As well as providing updated monitoring information the report will also be able to make changes to the strategy if it is not delivering as we expected. This will support effective oversight of delivery of Connected Southampton.

In developing Connected Southampton's vision we identified three strategic goals that we want to achieve for the city. For each of these goals there are aims and outcomes that we will want to see. We will measure how we are doing in achieving each of the outcomes through a number of 'measures' set out below. Further detail on these measures, including the baseline data on which we will be gauging performance against, can be found in the Implementation Plans.

| Strategic Goal         | Theme            | What we are aiming to achieve                  | Outcome  | Measure  |
|------------------------|------------------|--|--|--|
| Successful Southampton | A Connected City | Increase in access to jobs, skills and markets | Reduced congestion                                 | Traffic flows on main corridors                                    |
|                        |                  |  | Better access to jobs by sustainable transport     | Sustainable transport catchment – City Centre and Economic Drivers |
|                        |                  | Increase in access to services                 | Better access to services by sustainable transport | Sustainable transport catchment – District Centres                 |
|                        |                  | Efficient and sustainable movement of goods    | Reliable journey times                             | Journey times for traffic by mode                                  |
|                        |                  | Efficient and sustainable movements of people  | Reliable journey times                             | Journey speed by mode<br>Public transport patronage levels         |

| Strategic Goal         | Theme                   | What we are aiming to achieve   | Outcome  | Measure  |  |
|------------------------|-------------------------|---|--|--|--|
|                        | An Innovative City      | Economic growth in Southampton  | Transport unlocking new homes and jobs                       | Number of jobs and homes delivered                                 |  |
|                        |                         |   | Transport supporting productivity                            | Increase in GVA/Head   |  |
|                        |                         | Increase in employment  | More people employed in Southampton                          | Number of jobs created   |  |
|                        |                         | Increase in community linkages  | Better public transport reliability                          | Journey times by public transport                                  |  |
|                        | A Resilient City        | A resilient and well maintained network   | Better roads, cycle and footways                             | Percentage of roads in need of structural maintenance              |  |
|                        |                         |   |  | Percentage of cycle facilities in need of maintenance              |  |
|                        |                         |   |  | Percentage of footways in need of maintenance                      |  |
| A System for Everyone  | An Attractive City      | Increase in the perception of the attractiveness and quality of the urban environment | People see Southampton as a good area to visit and invest in | Perceptions around the attractiveness of the public realm          |  |
|                        | A Safe City             | An increase in road safety  | Improved road safety   | Road safety killed and seriously injured                           |  |
|                        | An Inclusive City       | A fair and equal transport system   | Transport is affordable for all users                        | Perceptions around affordability of transport                      |  |
| A Better Way to Travel | A Healthy & Active City | Increase in physical activity   | More people taking part in physical activity                 | Percentage of people classified as overweight or obese             |  |
|                        |                         | More people travelling by active modes  | More people walking and cycling                              | Number of walking and cycling trips                                |  |
|                        |                         | More people using active modes for short trips  | More people walking and cycling for trips under 3 miles      | Length of trips made by walking and cycling                        |  |
|                        |                         | More people travelling by non-car modes   | More people walking, cycling and on public transport         | Percentage of mode share for walking, cycling and public transport |  |
|                        | A Zero Emission City    | Air quality is improved   | Reduction in air pollution from transport                    |  | Recorded levels of NO <sub>2</sub>         |
|                        |                         |   | Better availability of alternative fuel sources              |  | Number of Electric Vehicle Charging Points |

## Keeping Connected Southampton – Transport Strategy 2040 updated

We will regularly review the whole of the Connected Southampton as Southampton's Local Transport Plan, including this Transport Strategy 2040, the Implementation Plans and the individual Supporting Mode and Area Plans. This will enable us to reflect on what has been achieved, how development changes the city, new funding opportunities, changes in governance, and changes in Government priorities and guidance. The monitoring and evaluation framework explained previously is part of the policy and project lifecycle and this is important so we can identify the most appropriate and beneficial projects for Southampton for future versions of the Transport Strategy. A key point for this review is during the production of the three year Implementation Plans.

This will ensure that the whole of Connected Southampton as the LTP remains relevant and fit for purpose as the umbrella transport planning document for Southampton and allows us to achieve the bold growth ambitions for Southampton.

## Appendix A

### Stakeholder Summary

During early 2018, the Council held a series of workshops with a range of stakeholders. Discussions have taken place with these stakeholders to seek views and feedback on the proposed strategic goals and eight objectives. During the spring of 2018 and subsequently as part of the formal consultation over the summer of 2018, we have engaged with:

Hampshire Chamber of Commerce

Hampshire County Council

Local bus operators

Local employers – including West Quay shopping centre, Solent NHS trust, port businesses, Solent University, the National Oceanography Centre and transport planning consultants

Neighbouring Borough and District councils

Solent Local Enterprise Partnership

Solent Transport

Southampton Cycle Forum

South Western Railway

Generally the response towards the goals and objectives was positive and various helpful improvements were suggested that have been incorporated into the consultation draft.

During the formal consultation period we will be encouraging these stakeholders to respond to the questionnaire survey.

The Local Transport Act 2000 requires Local Transport Authorities to consult on their LTPs with:

- Bus operators
- Highways Agency
- Lower tier authorities (in the case of upper tier authorities)
- Public transport users groups
- Rail operators (i.e. Network Rail and Train Operating Companies)

The Act also requires local transport authorities to consult such others as they consider appropriate. Government guidance suggests that this might include the following, although this is not an exhaustive list:

- Airports and Ports
- Community and voluntary sector
- Community Rail Partnerships
- Crime and Disorder Reduction partnerships
- County Sport and Physical Activity Partnerships (CPSAPs)
- Disabled person groups
- Environmental NGOs
- Freight Transport Association
- Integrated Youth Support Services
- Jobcentre Plus
- Local Access Forums
- Local businesses and business groups - Chambers of Commerce, Economic partnerships, Emergency partnerships & Trade Associations (e.g. British Retail Consortium, Road Haulage Association)
- Local Education Authority and universities.
- Local and Regional Play Partnerships
- National Parks and Park Authorities
- Neighbouring authorities (including across national borders)
- Parish and Town Councils

- Planning authorities
- Primary Care Trusts, as well as including NHS and private hospitals
- Representatives of older people
- Representatives of children and young people
- Representatives of women's groups
- Rural Community Councils
- Statutory environmental bodies – Natural England, Environment Agency and English Heritage
- Taxi and private hire vehicle companies and organisations
- Tourist Board
- Youth Forums
- Youth Opportunity Fund panels

## Appendix B

### The Strategic Environmental Assessment (SEA)

- During the preparation of the joint LTP3 Strategy for South Hampshire, a comprehensive SEA was undertaken in 2010 to assess the impact of the 14 policies and the series of delivery option schemes that sit beneath these at a high level. This SEA assessed 70 different proposed schemes against the ten SEA objectives. The ten SEA objectives cover Biodiversity; Population; Human Health; Flora and Fauna; Soil; Water; Air; Climate; Material assets; Cultural heritage (including archaeological and architectural heritage); Landscape; and the interrelationship between these factors. The SEA reports are available on the Local Transport Plan 3 webpage.
- This SEA suggested that for most of the proposed schemes and projects, their delivery was likely to bring a range of positive environmental effects related to the full range of SEA Objectives. These include through limiting traffic growth; facilitating modal shift from car journeys to public transport, walking and cycling; improving accessibility to services and facilities; supporting enhancements to the public realm; promoting social inclusion; and encouraging the use of healthier modes of travel.
- Of the 70 schemes assessed, eleven of these raised potential negative and uncertain effects against the SEA Objectives. These eleven were then subject to more detailed assessment to consider the nature of adverse impacts and consider potential mitigation measures.
- The majority of the 74 projects that we are proposing to deliver as part of this LTP4 strategy are ones that were assessed as part of the SEA work for the LTP3 Joint Strategy. Additional schemes that are proposed as part of this LTP4 Strategy were not assessed in 2010/ 2011 include Active Travel Zones, Mobility as a Service, and a Clean Air Zone. A high level screening assessment has been undertaken on the impacts of these additional projects against the ten SEA objectives and this suggests the impact of these four projects will be broadly positive.
- Therefore, given this high level of overlap, we have concluded that the previous SEA assessments undertaken for LTP3 are still valid for the LTP4 Strategy and the high level screening assessment of the additional four projects suggests all positive environmental effects and no adverse ones.
- The LTP3 Joint Strategy SEA and final Environmental Report are available alongside this draft Strategy on the [southampton.gov.uk](http://southampton.gov.uk) website.

## Appendix C: Glossary

| Term                               | What it means   |
|------------------------------------|---|
| Active Travel                      | Modes of travel which require physical activity, for example, walking and cycling.  |
| Active Travel Zones                | Residential neighbourhoods within which priority is given to the movement of people and where spaces to sit, play and socialise are created and where through traffic vehicular movements are discouraged through physical measures.  |
| Air Quality Management Area (AQMA) | An identified area where various air pollutant levels breach national limits, requiring concerted action and initiatives that seek to address and improve air quality.  |
| Autonomous Vehicles                | Vehicles that perform at least some of the driving tasks themselves. How autonomous a vehicle is depends on how much it can do (e.g. steering, acceleration, braking) and how much responsibility the driver retains (e.g. performing some driving functions just monitoring or being free to do other things).   |
| Blue Badge Scheme                  | Is designed to assist people with severe mobility problems, registered blind people and people who drive a motor vehicle regularly and have a severe disability in both arms, making it very difficult or impossible to operate parking meters, to park close to where they need to go (either in disabled parking spaces or other on-street locations).  |
| Bus Priority                       | Measures that can be used to improve the speed and reliability of bus services; such as bus lanes, changes to rights of way and alterations to traffic signals at junctions, usually by giving buses priority over other road vehicles.   |
| Department for Transport (DfT)     | The Government department that is responsible for developing policies and guidance for improving transport networks and providing funding to Highways England, Local Enterprise Partnerships, Local Transport Authorities for transport improvement projects and behaviour change programmes. It also sets strategic direction and funding to the railways and manages competitive bidding processes for award of rail franchises and projects, such as the High Speed 2 rail improvement.  |
| Car Dependency                     | The reliance on cars to get around – either by habit, or because street environments have been planned around car use, or because walking, cycling and public transport alternatives are not available or are not appealing enough.   |
| City Centre Action Plan            | Illustrates potential developments that could be delivered within Southampton City Centre over the period to 2030 - including seven Very Important Projects involving regeneration of development sites, identifies 13 city centre quarters, and sets out the urban design principles that should be applied within new development.  |
| Clean Air Zone (CAZ)               | Are areas where there is a focus on improving air quality by reducing the levels of harmful nitrogen dioxide to levels that are compliant with legal standards within the shortest possible time. Southampton, Birmingham, Leeds, Nottingham and Derby are the first cities outside of London being required by government to assess the need for a Clean Air Zone because levels of nitrogen dioxide are persistently above required European Union legal standards. The Council are expected to introduce a Clean Air Zone before 2020 that will include measures to reduce nitrogen dioxide levels to a level that are compliant with EU law. Those measures may include a charging scheme or other means of promoting a switch to cleaner travel behaviours. A formal public consultation |

| Term                                | What it means  |
|-------------------------------------|--|
|                                     | process is currently underway where the Council is seeking views on the Clean Air Zone.  |
| Community Infrastructure Levy (CIL) | A non-negotiable charge levied on developers which allows the Council to help fund infrastructure needed to support the development of an area in line with local development plans.   |
| Connected Vehicles                  | Vehicles that can communicate with other vehicles and/ or infrastructure.  |
| Connectivity                        | The general term for how easy it is for people to get to places, jobs, homes and services.   |
| Cycle Strategy                      | The Council has published a Supporting Plan setting out how it intends to improve cycling infrastructure in Southampton to 2027 by creating a network of Freeways and Quietways to make it a world class cycling city.   |
| Demand Responsive Transport         | is a user-oriented form of passenger transport characterised by flexible routes and smaller vehicles operating in shared-ride mode between pick-up and drop-off locations according to passengers needs.   |
| Developer Contributions             | The Council negotiates and secures funding from developers to mitigate the impact of development on the transport network. This funding will continue to be sought through planning obligations and the Community Infrastructure Levy to fund necessary transport improvements and to negate the impact of new development on the transport network in Southampton and our neighbouring authorities. |
| Dial-a-ride transport               | A door-to-door transport service for disabled or older people who might find conventional public transport services unsuitable or difficult to use.  |
| Disability                          | As defined by the Equality Act 2010, a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on a person's ability to do normal daily activities. The social model of disability defines disability as the effect of the barriers, discrimination and disadvantages faced by disabled people, not the impact of their specific impairment.                          |
| District Centres                    | The places within suburban parts of Southampton that provide access to a range of commercial, cultural and civic activities, including shopping, leisure, employment, entertainment, culture, and social and community facilities – (e.g. Woolston, Bitterne, Portswood & Shirley).  |
| Electric Vehicle                    | A vehicle that uses an electric motor for propulsion comprising ones that run solely on batteries, as well as plug-in hybrid electric vehicles that have an attached petrol or diesel engine to power the battery engine.  |
| Euro Standards                      | EU standards that define maximum air pollutant emissions for new vehicles sold within EU member states. These range from Euro 1-6 for light vehicles and Euro I-VI for heavy vehicles.   |
| Evening peak                        | The period in the afternoon and evening when travel demand is highest (4pm-7pm).   |
| Filtered Permeability               | Neighbourhoods within which priority is given to the movement of people and where spaces to sit, play and socialise are created and where through traffic vehicular movements are discouraged through physical measures.   |
| Freight Consolidation Centre        | A centre where deliveries can be brought for more efficient onward movement to their final destinations. It enables organisations and planning authorities to improve operational efficiency, resulting in reduced congestion, fewer delays and improved safety.   |
| Freight Operating Companies (FOCs)  | The companies that operate freight services on Britain's railway network – including DB Cargo and Freightliner.  |

| Term                               | What it means   |
|------------------------------------|---|
| Heavy goods vehicle (HGV)          | A motor vehicle (such as a truck or lorry) with a maximum gross vehicle weight of more than 3.5 tonnes.   |
| Highways England                   | The government-owned company responsible for the operation, maintenance and improvement of England's motorways and major A roads. These motorways and 'trunk roads' form the strategic network of roads used to move people and freight around the country.   |
| Hybrid vehicle                     | A vehicle that utilises batteries and electric traction motors in conjunction with the internal combustion engine.  |
| Intelligent Transport System (ITS) | Is a group of traffic technologies linked by internet-based communication methods. An example of an ITS would be road sensors collecting traffic flow data and passing data to traffic lights which would allow for dynamically controlled phasing as traffic levels fluctuate throughout the day.  |
| Interchange                        | The act of changing between different services or modes of transport during a journey, and/or the facility at which the change occurs, such as a rail-bus station.  |
| Killed or Seriously Injured (KSI)  | A standard metric used to measure levels of road safety.  |
| Light Commercial Vehicle (LCV)     | A commercial vehicle (e.g. a van) with a gross vehicle weight of no more than 3.5 tonnes.   |
| Local Transport Act (2008)         | Is an act of Parliament that enables local authorities to better manage bus services, consider introduction of road charging schemes, and also outlines the requirements for delivery of Local Transport Plans.   |
| Local Transport Authorities (LTAs) | A Local Authority responsible for the operation, management and development of the highway network (excluding trunk roads and motorways, which are the responsibility of the Highways Agency) within its area. LTAs are also generally responsible for funding socially necessary bus services where they cannot be run on a commercial basis and maintenance and improvement of highway and transport infrastructure (excluding infrastructure under control of Highways England, Network Rail, and the private sector). |
| Local Transport Plan (LTP)         | LTPs are statutory documents required by the Transport Act 2000 and the Local Transport Act 2008. It sets out Southampton's transport strategy and outlines a programme of measures to be delivered over the short, medium and long term. The strategy covers all types of transport including public transport, walking, cycling, cars and freight.  |
| Mass Transit System                | A high quality system of public transport, which combines rail with rapid bus, mass rapid transit (such as tram or light rail or bus rapid transit), local bus, Park & Ride, demand-responsive transport and ferry that has easy interchange and smartcard ticketing.   |
| Mixed-use development              | Development for a variety of activities (office, housing, leisure) on single sites or across wider areas such as town centres.  |
| Mobility as a Service (MaaS)       | The use of a portal (typically an app), to access and pay for transport services such as shared and public transport as required, as an alternative to private car ownership. This may be on a 'pay as you use' basis or may have fixed price or capped bundles. The transport services could include bus and rail travel, taxis, cycle and car hire.   |
| Modal Split or share               | The proportion of journeys made by a particular type of transport. For example, a modal share of 70% for cars means 70% of journeys are made by car.  |

| Term                                    | What it means  |
|---|--|
| Modes of transport                      | Different ways of travelling such as by car, train, bus, motorbike, cycling, and walking.  |
| Monitoring and Evaluation               | The approach that the Council will take to assess whether schemes that have been implemented have helped to contribute towards the three strategic goals and the eight themes of the Connected Southampton – Transport Strategy 2040   |
| Morning Peak                            | The period in the morning when travel demand is highest (7am-10am).  |
| My Journey                              | The local behaviour change campaign for the Southampton, Portsmouth and Hampshire area that promotes and encourages greater use of public transport, walking and cycling for everyday journeys and provides help to employers and schools to implement their Workplace or School Travel Plans.   |
| Network Rail                            | Is the owner and operator of the UK's national rail infrastructure (track, signalling, stations, car parks and land)   |
| Nitrogen oxides (NO <sub>x</sub> )      | A generic term for nitrogen dioxide (NO <sub>2</sub> ) and nitrogen monoxide (NO) – the latter can form NO <sub>2</sub> in the atmosphere. Euro standards set NO <sub>x</sub> vehicle emissions limits.  |
| Park & Ride                             | Car parking facilities, usually in an edge of town location, with public transport links into the town centre or key destinations.   |
| Parking restrictions                    | Measures to manage who and when can use kerbside space on the highway. These could include single yellow lines, double yellow lines, loading bays, on street Pay and Display parking bays and residents parking (permit holder) schemes. Councils are obliged to consult with local residents and other relevant road users before introducing controlled parking or residents' parking schemes. This will normally involve conduct local parking surveys to measure stress on the local road network. |
| Public Realm                            | Publically accessible space between and within buildings, including streets, squares, forecourts, parks and open spaces.   |
| Quietways                               | Are a planned network of radial and orbital cycle routes throughout the city. Linking key destinations, they will follow direct back-street routes, through parks and along waterways. Each Quietway will form a continuous route for cyclists. These routes will overcome barriers to cycling, targeting less confident cyclists who want to use low-traffic routes, while also providing for existing cyclists who want to travel at a more gentle pace.   |
| Real Time Passenger Information systems | These use Automatic Vehicle Location technology to pin point bus location on the highway network and provide an estimated time of arrival at stops, interchanges and termini. This information can be provided on at-stop screens, on mobile phones or on information kiosks.  |
| Section 106 Agreements                  | These agreements confer planning obligations on persons with an interest in land in order to achieve the implementation of relevant planning policies as authorised by Section 106 of the Town and Country Planning Act 1990.  |
| Shared Mobility                         | A form of personal travel in which users share access to vehicles rather than privately owning them.   |
| Smarter Choices                         | Are techniques for influencing people's travel behaviour, and encouraging them to make greater use of more sustainable travel options. Such techniques include school, workplace and individualised travel planning, promoting public transport services through as travel awareness campaigns, setting up websites for car share schemes, supporting car clubs and encouraging working at home and video-conferencing.  |

| Term                                | What it means  |
|-------------------------------------|--|
| Smart Motorway                      | Is a section of motorway in Great Britain that uses active traffic management (ATM) techniques to increase capacity by use of variable speed limits and hard shoulder running at busy times, to help smooth traffic flow.  |
| Solent Local Enterprise Partnership | Is a sub-regional organisation that was set up as a partnership between the private and public sectors to act as a catalyst for economic growth within the Solent area. LEPs aim to provide strategic leadership in their areas to set out local economic priorities and prominently feature private sector representation. LEPs address a range of economic growth related issues, such as planning, housing, local transport and infrastructure, employment, skills, and inward investment. The two LEPs in Hampshire are Solent LEP and Enterprise M3 LEP |
| Train Operating Companies (TOCs)    | The companies that run rail passenger services, leasing and managing stations from Network Rail. TOCs are the consumer face of the rail industry, and generally apply for franchises to run specific routes from the Department for Transport. The London Overground franchise is managed by Transport for London. TOCs normally lease trains from rolling stock companies.  |
| Travel Plan                         | A management strategy for a site (e.g. an office, business park or school) that encourages active, efficient and sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies the package of measures needed for improvement.   |
| Trip                                | A one-way movement from one place to another to achieve a single main purpose. Trips may be further sub-divided into journey stages.   |
| Urban realm                         | The area between building alignments, including public spaces next to streets. Streets make up the greatest part of the urban realm.   |
| Zero emission transport             | Transport that produces zero harmful exhaust emissions, including Particulate Matters (PM), Nitrogen Oxides (NOx), Nitrogen Dioxide (NO <sub>2</sub> ), Carbon Monoxide (CO) and Carbon Dioxide (CO <sub>2</sub> ).  |



This page is intentionally left blank

**Local Transport Plan 4 & Highways Major Projects – Communications Action Plan Draft**

| Week 1<br>23 July –<br>29 July   | Week 2<br>30 July –<br>5 Aug  | Week 3<br>6 August –<br>12 August  | Week 4<br>13 Aug –<br>19 Aug   | Week 5<br>20 Aug –<br>26 Aug  | Week 6<br>27 Aug –<br>2 Sept   | Week 7<br>3 Sept –<br>9 Sept   | Week 8<br>10 Sept –<br>16 Sept  | Week 9<br>17 Sept –<br>23 Sept   | Week 10 & 11<br>24 Sept –<br>7 Oct  | Week 12<br>8 Oct<br>16 Oct  |
|--|---|--|--|---|--|--|---|--|---|---|
| <p style="text-align: center;"><b>LTP CONSULTATION<br/>OPENS<br/>Weds 25 July</b></p> <p><b>News Release:</b></p> <ul style="list-style-type: none"> <li>Opening the LTP4 consultation – send to all local and regional press - an update of release sent following approval at cabinet on Weds 18 July</li> </ul> <p><b>Website:</b></p> <ul style="list-style-type: none"> <li>LTP survey landing page</li> <li>FAQs</li> <li>News release web page</li> </ul> <p><b>Social Media:</b></p> <ul style="list-style-type: none"> <li>Mirror announcement copy – link to consultation: Facebook, Twitter, LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>Your City, Your Say</li> <li>City News</li> <li>Community News</li> <li>Business News</li> </ul> <p><b>VIPs (see separate list):</b></p> <ul style="list-style-type: none"> <li>Email to be sent from Mike Harris, Deputy Chief Exec, PO to draft covering note</li> </ul> | <p style="text-align: center;"><b>The Soton<br/>Context (30 Jul)<br/>&amp; Big Idea 1<br/>Mass Transit<br/>System (4 Aug)</b></p> <p>Post map and stat graphic to highlight top level challenges and opportunities.</p> <p>Followed by focus on first of our 7 big ideas at end of the week.</p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News</li> <li>Community News</li> </ul> | <p style="text-align: center;"><b>Major Projects<br/>the 1-3 Year Plan</b></p> <p><b>Timings TBC dependent on when info available and progress on website</b></p> <p><b>News Release:</b></p> <ul style="list-style-type: none"> <li>Overview of upcoming work and reasons for it – expect disruption</li> </ul> <p><b>Website:</b></p> <ul style="list-style-type: none"> <li>New highways landing page with city map and graphics for major schemes</li> <li>Links to detail pages for major projects: Millbrook etc</li> <li>News release web page</li> </ul> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News weekly</li> <li>Roadworks list</li> </ul> | <p style="text-align: center;"><b>Big Idea 2<br/>Liveable<br/>City Centre</b></p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News</li> <li>Community News</li> </ul> | <p style="text-align: center;"><b>Big Idea 3<br/>Active Travel<br/>Zones</b></p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News</li> <li>Community News</li> </ul> | <p style="text-align: center;"><b>Big Idea 4<br/>Cycling<br/>Network</b></p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>Standing item in City News weekly bulletin</li> </ul> | <p style="text-align: center;"><b>Big Idea 5<br/>Park &amp; Ride</b></p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News</li> <li>Community News</li> </ul> <p><b>Events</b></p> <p>Tues 4 Sept – Civic C drop in event - Committee Rm 1 (12noon-6pm).</p> | <p style="text-align: center;"><b>Big Idea 6<br/>Economic<br/>Drivers</b></p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News</li> <li>Community News</li> </ul> <p><b>Events</b></p> <p>Sat 15 Sept Shirley Library 10am – 1pm</p> | <p style="text-align: center;"><b>Big Idea 7<br/>Zero Emissions</b></p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News</li> <li>Community News</li> </ul> <p><b>Events</b></p> <p>Wednesday 19th September Portwood Library – 4pm - 7pm</p> | <p style="text-align: center;"><b>Millbrook Roundabout<br/>START OF WORKS</b></p> <p><b>News Release:</b></p> <ul style="list-style-type: none"> <li>Reminder of upcoming works with finer details on diversions</li> <li>Spokesperson to be available for broadcast media</li> <li>Consider photocall if feasible</li> </ul> <p><b>Website:</b></p> <ul style="list-style-type: none"> <li>Full updates made to the Millbrook web pages</li> <li>News release web page</li> </ul> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News weekly</li> <li>Roadworks list</li> </ul> <p><b>Events (LTP only)</b></p> <p>Sat 29 Sept Bitterne Library 10am -1pm</p> <p><b>Outdoor:</b></p> <ul style="list-style-type: none"> <li>Consider billboard ads for our strategic transport and major projects message</li> </ul> | <p style="text-align: center;"><b>LTP CONSULTATION<br/>CLOSES<br/>Tuesday 16 October</b></p> <p><b>Social media:</b></p> <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> <p><b>Email:</b></p> <ul style="list-style-type: none"> <li>City News</li> <li>Community News</li> </ul> |

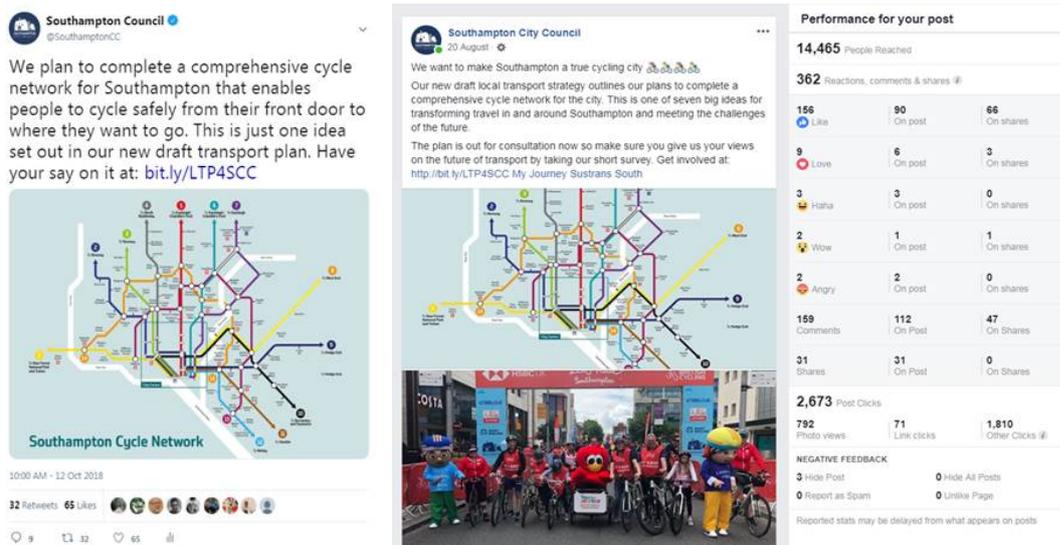


### Social Media Feed Examples

During the consultation period on the Connected Southampton Transport Strategy 2040 a number of social media posts were made through the Southampton City Council (SCC) Facebook, Twitter and LinkedIn pages. E-Alerts were also sent out via the Your City Your Say email address. These posts covered launch of the consultation period, reminders about consultation events, and themed posts on the 'Big Ideas'.

| Facebook                   |                                    |  |
|----------------------------|------------------------------------|--|
| Posts                      | Impressions (number of times seen) | Engagements (clicks, shares, comment, reactions) |
| 10                         | 68,500                             | 13,577   |
| Twitter                    |                                    |  |
| 14                         | 136,254                            | 3,659  |
| LinkedIn                   |                                    |  |
| 5                          | 13,586                             | 786  |
| Your City Your Say         |                                    |  |
| Stories included in emails |                                    | Clicks   |
| 15                         |                                    | 1,757  |

Examples of social media posts on SCC Facebook page.



Breakdown of the reach of the Big Idea posts. The most received referred to the ambition to turn Southampton into a True Cycling City. It should be noted that it may not be subject that increased engagement but the imagery or video used, for example Park & Ride has a simple picture of a sign but still went far, whereas Economic Drivers was low until a time lapse video of Redbridge Roundabout from Redbridge Towers was added and hits increased.

| Twitter – LTP4 Idea Posts |             |             |
|---------------------------|-------------|-------------|
| IDEA                      | Impressions | Engagements |
| Mass Transit System 1     | 5742        | 155         |
| Mass Transit System 2     | 5079        | 89          |
| Liveable City Centre      | 6332        | 338         |
| Active Travel Zones       | 7026        | 295         |

|  |        |      |
|--|--------|------|
| Active Travel Zones 2                            | 2431   | 53   |
| Park & Ride                                      | 21,602 | 323  |
| Cycling City 1                                   | 26,462 | 1063 |
| Cycling City 2                                   | 18,572 | 879  |
| Economic Drivers 2                               | 4857   | 76   |
| Economic Drivers 1                               | 27,179 | 103  |
| Zero Emission City (cancelled due to CAZ issues) | 0      | 0    |

| <b>Facebook – LTP4 Ideas</b>                     |              |                      |                      |                 |
|--|--------------|----------------------|----------------------|-----------------|
| <b>IDEA</b>                                      | <b>Reach</b> | <b>+ve Reactions</b> | <b>-ve Reactions</b> | <b>Comments</b> |
| Mass Transit System                              | 9040         | 35                   | 1                    | 29              |
| Liveable City Centre                             | 8494         | 87                   | 1                    | 42              |
| Active Travel Zones                              | 6627         | 66                   | 0                    | 28              |
| Cycling City                                     | 14,465       | 167                  | 5                    | 37              |
| Park & Ride                                      | 8851         | 178                  | 0                    | 53              |
| Economic drivers                                 | 4259         | 14                   | 0                    | 12              |
| Zero Emission City (cancelled due to CAZ issues) | 0            | 0                    | 0                    | 0               |

The LTP4 consultation was also promoted via the MyJourney social media channels.

| <b>Facebook</b> |   |   |
|-----------------|---|---|
| <b>Posts</b>    | <b>Impressions (number of times seen)</b> | <b>Engagements (clicks, shares, comment, reactions)</b> |
| 7               | 1,345                                     | 32  |
| <b>Twitter</b>  |   |   |
| 7               | 2,717                                     | 48  |

Examples of MyJourney social media posts

**My Journey**  
Published by Victoria Doyle [P] · 12 October at 15:56 · 🌐

The consultation on Southampton City Council's latest draft transport strategy closes on Tuesday 16 October. Read more about the strategy and take the questionnaire at <https://www.southampton.gov.uk/r.../transport-policy/ltp4.aspx>



SOUTHAMPTON.GOV.UK  
**Connected Southampton - Transport Strategy 2040 (draft LTP4 strategy)**  
Easy access to key online services, news and information from Southampton City Council

470 People reached      19 Engagements      [Boost Post](#)

1 share

👍 Like      💬 Comment      ➦ Share      🌐

Write a comment... 📷 📎 📧 📧

**My Journey Hampshire**  
@MyJourneyHants

Our draft transport strategy for Southampton is now open for public consultation. We're holding our next drop-in consultation event this Wednesday at Portswood Library from 4-7pm - come along to ask questions and share your views. Find out more at [bit.ly/LTP4SCC](http://bit.ly/LTP4SCC)

**CONNECTED SOUTHAMPTON 2040**

2:06 PM · 17 Sep 2018

3 Retweets   3 Likes   [LTC](#) 🇸🇨 🇸🇨 🇸🇨

🗨️ 3    📍 3    📊

[Add another Tweet](#)

This page is intentionally left blank

**Connected Southampton – Transport Strategy 2040  
– Consultation feedback and response**

**Contents**

Introduction ..... 2

    Aims ..... 2

    Consultation principles ..... 2

    Consultation methodology ..... 3

        Questionnaire ..... 3

        Meetings and public drop-ins ..... 4

        Additional feedback channels ..... 4

        Promotion and communication ..... 4

Summary of Consultation feedback ..... 5

    Overall respondents ..... 5

    Breakdown of questionnaire respondents ..... 5

        Rating current travel and transport provision within Southampton ..... 9

        Agreement or disagreement with the vision for transport in Southampton ..... 10

    Broad long-term goals ..... 12

        A Successful Southampton ..... 12

        A Transport System for Everyone ..... 20

        Changing the Way People Travel ..... 28

        Impacts of the proposed Local Transport Plan ..... 34

    Qualitative written feedback from questionnaires, letters, emails and social media ..... 36

        Comments expressing disagreement and giving alternatives or suggestions to the proposed local transport plan ..... 36

        Comments expressing general agreement with the proposed local transport plan ..... 57

        Comments expressing agreement with elements of A Successful Southampton ..... 57

        Comments expressing agreement with elements of A System for Everyone ..... 63

        Comments expressing agreement with elements of Changing the Way People Travel ..... 66

        Comments on the potential negative impacts of the proposed local transport plan ..... 70

        Comments on the potential positive impacts of the proposed local transport plan ..... 72

        Other comments related to local transport plan ..... 73

    Public engagements, meetings and verbal feedback ..... 75

    Feedback on the consultation process ..... 77

Conclusion ..... 79

## Introduction

1. Southampton City Council undertook public consultation on the draft Connected Southampton Transport Strategy 2040 (Southampton's Local Transport Plan). The consultation ran for 12 weeks between 25 July 2018 and 16 October 2018.
2. Southampton City Council have a statutory duty to prepare a Local Transport Plan for the city and to keep it up to date. The Council are proposing a new draft Local Transport Plan called Connected Southampton - Transport Strategy 2040. This draft document sets out a long term vision for how people and goods will move around Southampton over the next twenty years. The strategy sets out how Southampton City Council and partners propose to deliver a variety of transport projects that will contribute towards making Southampton a more successful, healthy, and sustainable city. This will support the plans for the growth and transformation of Southampton and will set out what transport success will look like for all different types of travel in 2040.
3. The proposed draft Connected Southampton Transport Strategy 2040 was discussed at Cabinet on 17 July 2018 and the Cabinet agreed that the proposed new draft should be consulted on with key stakeholders and the public before final decisions are taken.
4. This report summarises the aims, principles, methodology and results of the public consultation. It provides a summary of the consultation responses both for the consideration of decision makers and any interested individuals and stakeholders. It both supplements and contextualises the summary of the consultation included within the Cabinet report.

## Aims

5. The aim of this consultation was to:
  - a. Communicate clearly to residents and stakeholders the proposed draft Connected Southampton Transport Strategy 2040.
  - b. Ensure any resident, business or stakeholder who wishes to comment on the proposals has the opportunity to do so, enabling them to raise any impacts the proposals may have.
  - c. Allow participants to propose alternative suggestions for consideration which they feel could achieve the objective in a different way.
  - d. Provide feedback on the results of the consultation to elected Members to enable them to make informed decisions about how to best progress.
  - e. Ensure that the results are analysed in a meaningful, timely fashion, so that feedback is taken into account when decisions are made.
6. The consultation was not a vote, it enabled participants to read about the preferred option, answer questions and make comments that will enable a final decision to be made. Decision makers need to consider the representations made during the consultation period but a majority view will not necessarily dictate the final decision. It is also important to note that the consultation is just one element that will feed into the final position.

## Consultation principles

7. The council takes its duty to consult with residents and stakeholders on changes to services very seriously. The council's consultation principles ensure all consultation is:
  - a. Inclusive: so that everyone in the city has the opportunity to express their views.
  - b. Informative: so that people have adequate information about the proposals, what different options mean, and a balanced and fair explanation of the potential impact, particularly the equality and safety impact.

- c. Understandable: by ensuring that the language used to communicate is simple and clear and that efforts are made to reach all stakeholders, for example people who are non-English speakers or disabled people.
  - d. Appropriate: by targeting people who are more likely to be affected and using a more tailored approach to get their feedback, complemented by a general approach to all residents, staff, businesses and partners.
  - e. Meaningful: by ensuring decision makers have the full consultation feedback information so that they can make informed decisions.
  - f. Reported: by letting consultees know what was done with their feedback.
8. Southampton City Council is committed to consultations of the highest standard, which are meaningful and comply with the following legal standards:
- a. Consultation must take place when the proposal is still at a formative stage
  - b. Sufficient reasons must be put forward for the proposal to allow for intelligent consideration and response
  - c. Adequate time must be given for consideration and response
  - d. The product of consultation must be carefully taken into account.
9. Public sector organisations in Southampton also have a compact (or agreement) with the voluntary sector in which there is a commitment to undertake public consultations for a minimum of 12 weeks wherever possible. This aims to ensure that there is enough time for individuals and voluntary organisations to hear about, consider and respond to consultations. It was felt that a 12 week consultation period would be the best approach.

## **Consultation methodology**

10. Deciding on the best process for gathering feedback from stakeholders when conducting a consultation requires an understanding of the audience and the focus of the consultation. It is also important to have more than one way for stakeholders to feedback on the consultation, to enable engagement with the widest range of the population. Previous best practice was also considered in the process of developing the consultation methodology.
11. The agreed approach for this consultation was to use a combination of online and paper questionnaires as the main basis, supported by a range of meetings and public drop-in sessions. Feedback was also received through emails and letters.
12. It was felt that it was important to provide face to face contact with consultees to provide clarity and answer any questions. The public drop-in or stakeholder sessions were designed to both increase awareness of the consultation but also to answer questions. Those who attended were also encouraged to complete a questionnaire to capture their feedback.
13. This approach of open consultation, supported by a wide range of communications ensured that as many people as possible were aware of the issues and could have their say if they chose to.

## **Questionnaire**

14. The main vehicle for gathering feedback through the consultation was a combination of online and paper questionnaires. Questionnaires enable an appropriate amount of explanatory and supporting information to be included in a structured questionnaire, helping to ensure respondents were aware of the background and detail of the proposals. It was deemed the most suitable methodology for consulting on this issue.

## Meetings and public drop-ins

15. To support the questionnaires, a range of engagement events were run across the city from the 4 September to 29 September. In total there were seven separate engagement events (4 public drop-in events, a staffed exhibition at the sustainable city expo conference, and 2 briefings to businesses and other groups). The aim of these were to give people the opportunity to find out more about the local transport plan, have questions answered and thoughts discussed with officers and complete the consultation questionnaire. In total around 70 people engaged with this programme of events.

## Additional feedback channels

16. Any emails addressed to senior officers or Cabinet members were collated and analysed as a part of the overall consultation.

17. Respondents to the consultation could also write letters to provide feedback on the proposals.

## Promotion and communication

18. Throughout the consultation, every effort was made to ensure that as many people as possible were aware of the proposed Connected Southampton – Transport Strategy 2040 and had every opportunity to have their say.

19. Particular effort was made to communicate the proposals in a clear and easy to understand way. This was achieved by including key information within the questionnaire and signposting to supporting information. This included the following which were hosted on a focused area of the council website:

- a. Draft of the Connected Southampton – Transport Strategy 2040
- b. Equality and Safety Impact Assessments
- c. Questionnaire

20. The Connected Southampton – Transport Strategy 2040 consultation was included in 15 Southampton City Council Stay Connected e-alerts. These e-alerts resulted in 1757 clicks through to further information and the questionnaire.

21. Twitter, Facebook and LinkedIn was used to promote the consultation. There were 10 posts about the Connected Southampton – Transport Strategy 2040 consultation on Facebook, 14 tweets and 5 LinkedIn posts. These promotions were on the Southampton City Council accounts. My Journey Southampton also promoted the Connected Southampton –Transport Strategy 2040 consultation on Facebook and Twitter. My Journey posted about the consultation 10 times on Facebook and tweeted about it 7 times.

22. The 7 public events that were run as a part of the consultation programme were also used as an opportunity to encourage people to take part.

## Summary of Consultation feedback

### Overall respondents

23. Overall there were 1413 separate written responses to Connected Southampton – Transport Strategy 2040 consultation.
24. The majority of responses were received through the consultation questionnaire; 1394 in total. Additional written responses were also received through emails and letters. The breakdown of all written responses is shown within table 1 below.

| Feedback route                   | Total number of responses |
|----------------------------------|---------------------------|
| Questionnaire (Paper and online) | 1394                      |
| Letters or emails                | 19                        |
| <b>Total</b>                     | <b>1413</b>               |

*Table 1*

25. In addition to written responses to the consultation, there were a number of public engagements and meetings in which verbal feedback was provided.
26. All written and verbal feedback received is summarised within the following section.

### Breakdown of questionnaire respondents

27. A number of questions were asked within the questionnaire to find out a bit more about the respondents to help contextualise their response.
28. The first question asked respondents what their interest in the consultation was. Figure 1 shows the breakdown of responses to this question. Please note percentages add up to more than 100% as respondents could select multiple options. A total of 1168 respondents (84%) were interested in the consultation as residents of Southampton. The second highest proportion of respondents were commuters within Southampton; a total of 402 (29%) selected this option. A further 221 described themselves as commuters in to Southampton, 131 said they were a resident of Hampshire, 91 respondents said they were a member of a community group or organisation, 87 were responding as a business or organisation, 23 were political members and a further 52 respondents selected “other”.

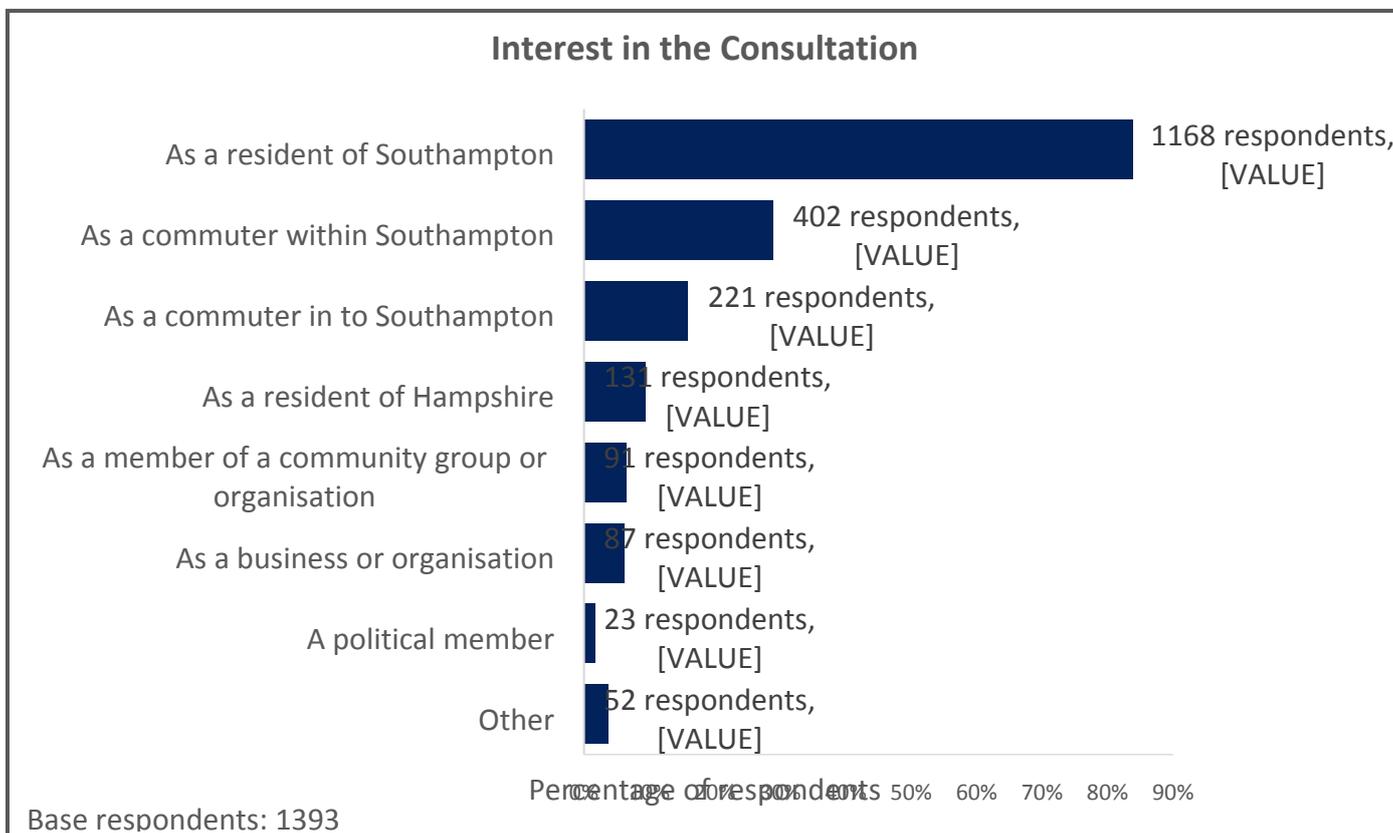


Figure 1

29. Figure 2 shows the sizes of the business or organisations by the number of employees. A total of 31% of respondents said they worked within a business or organisation with between 10 and 149 employees. Another 20% of respondents said they worked within a business or organisation with between 1 and 9 employees. 17% of respondents worked within a business or organisation with more than 750 employees.

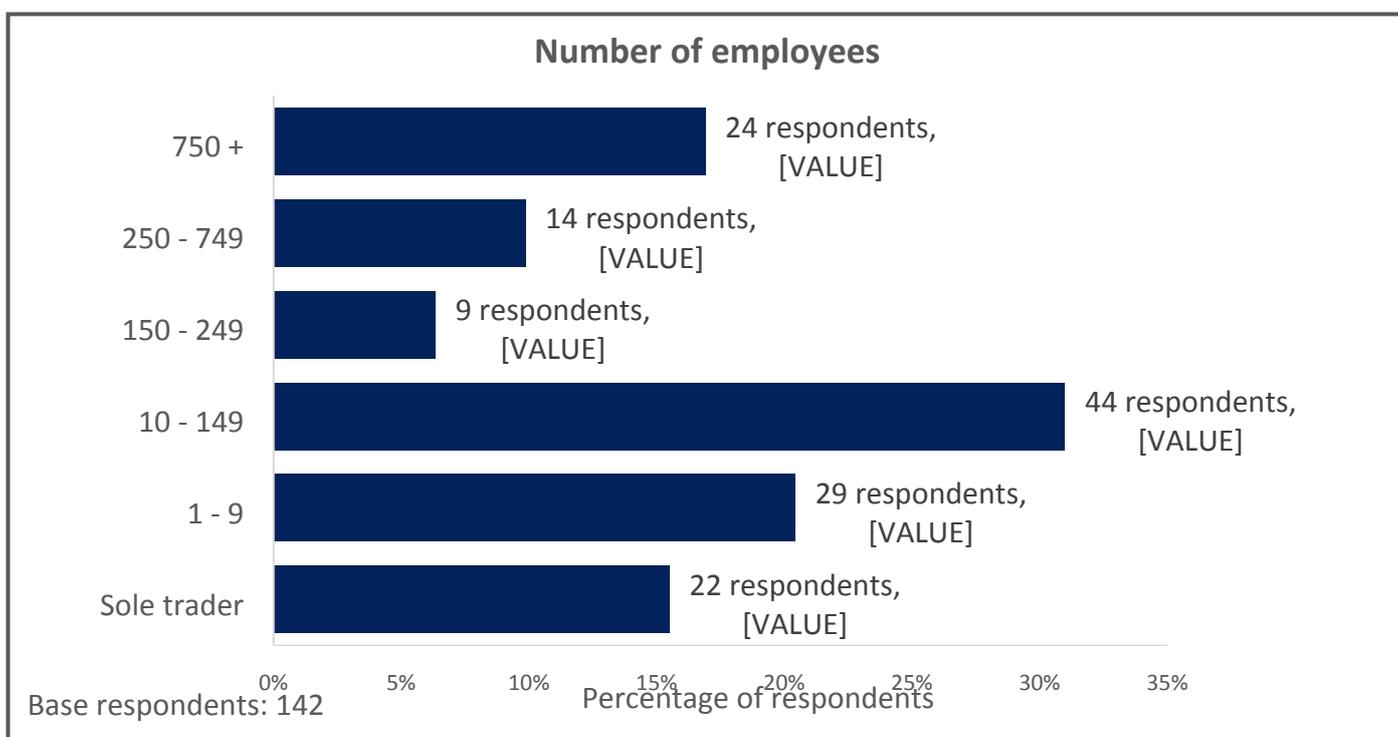


Figure 2

30. Figure 3 shows how respondents to the consultation questionnaire best described their gender. 739 respondents described themselves as Male, 591 respondents described themselves as Female and a further 8 respondents in another way.

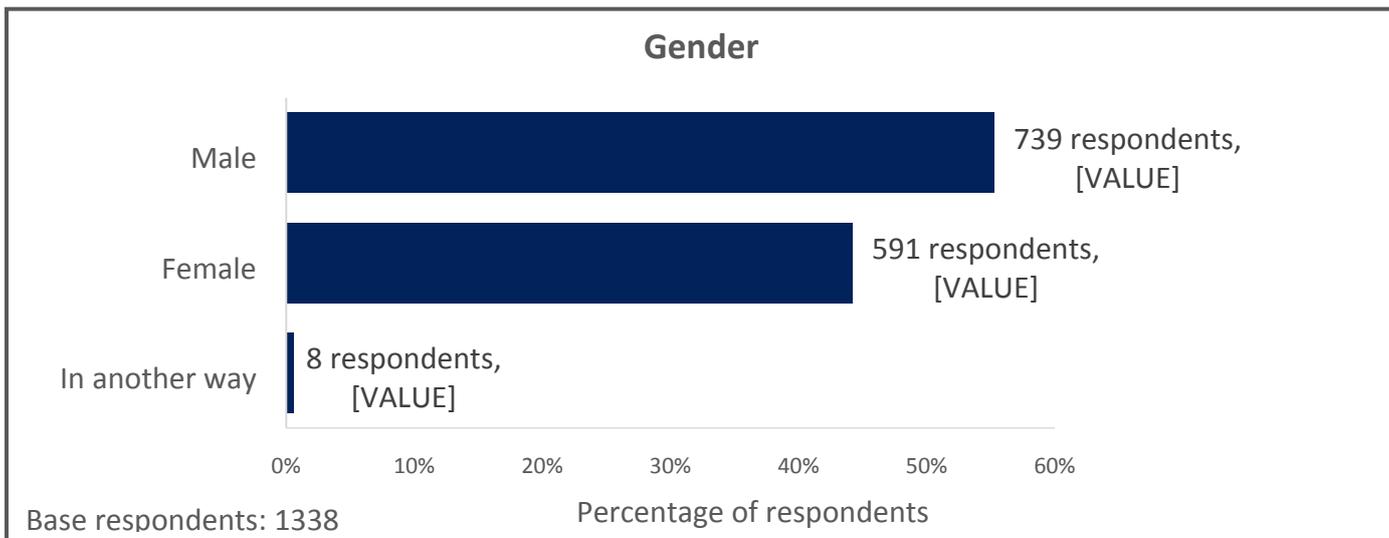


Figure 3

31. Respondents were also asked their age as shown within figure 4. The highest proportion of respondents were between the ages of 25 and 74 which comprised 92% of respondents. Categories with lower numbers of respondents were under the age of 25 and over the age of 75.

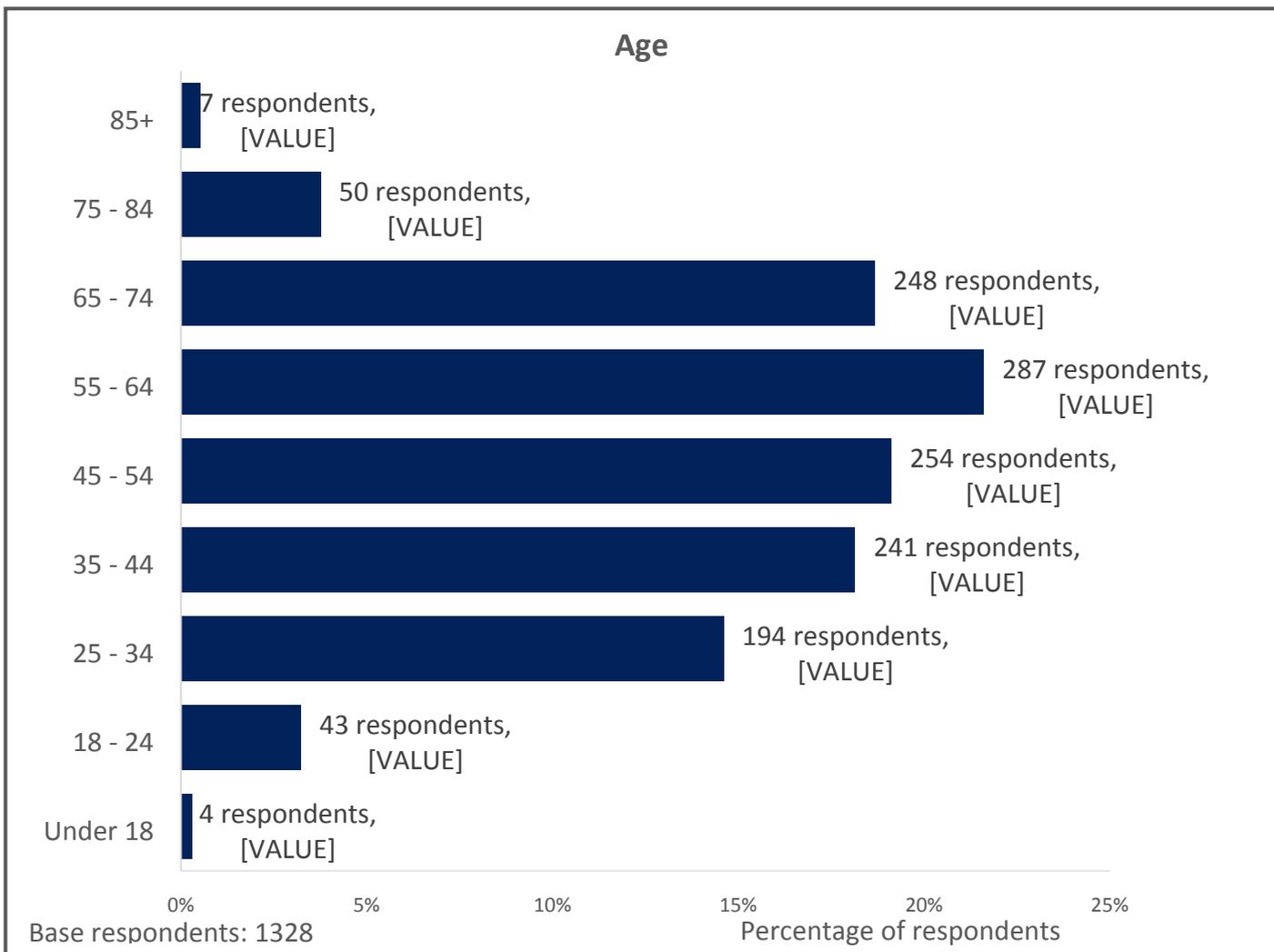


Figure 4

32. Respondents were also asked their ethnicity in the about you section of the questionnaire. Figure 5 shows that the highest proportion of respondents (97%) described themselves as White. A further 1% of respondents described themselves as Asian or Asian British; 0.2% Black, African, Caribbean or Black British; 1% mixed or multiple ethnic groups and 0.5% as another ethnic group.

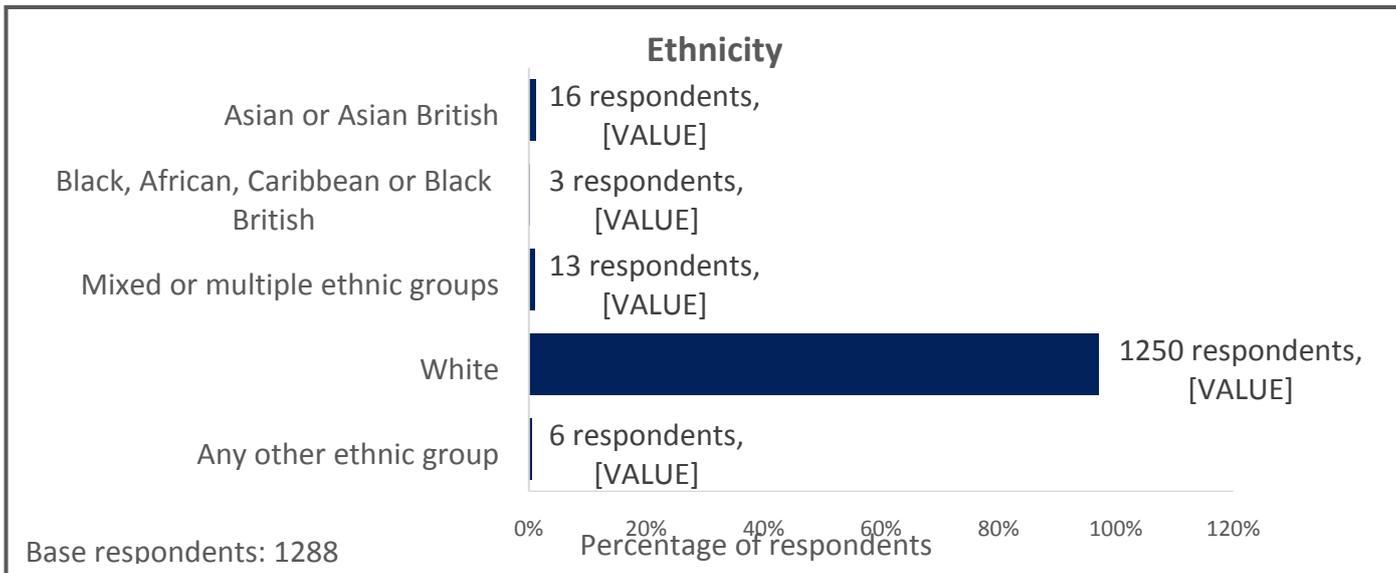
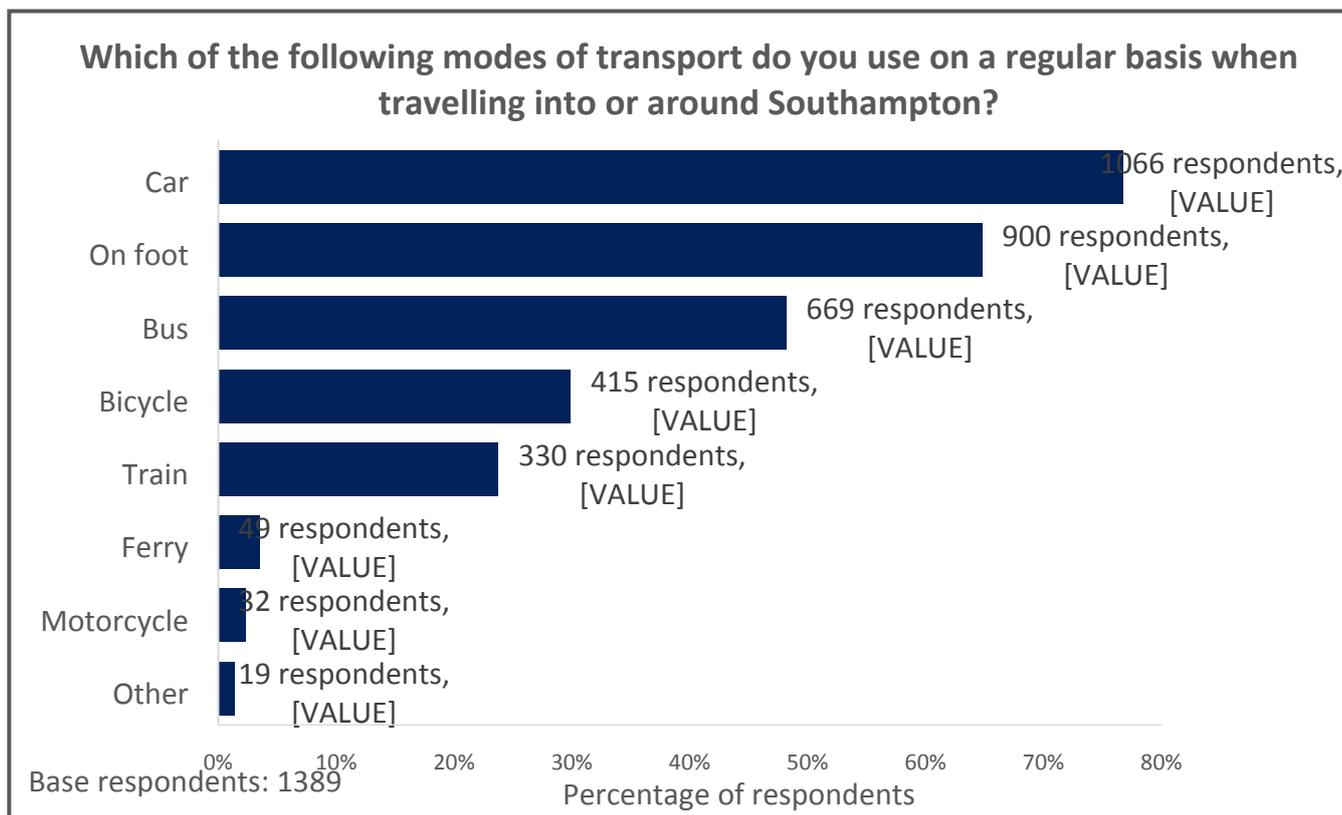


Figure 5

33. The final question asking for more information about the respondents themselves asked them which modes of transport they use on a regular basis when travelling into or around Southampton. The results of this questions are shown in Figure 6. Please note percentages add up to more than 100% as respondents could select multiple options. The mode of transport selected by the most number of respondents was travelling by car; this was selected by 1066 (77%) of respondents. The next most common mode of transport was travelling on foot, selected by 900 respondents (65%). A total of 669 (48%) respondents said they regularly travel by bus into or around the city. A further 415 travel by bicycle, 330 by train, 49 by ferry, 32 by motorcycle and a further 19 respondents selected "other".



## Rating current travel and transport provision within Southampton

34. The first part of the questionnaire asked respondents how they would rate the current travel and transport provision within Southampton. This was broken down into 9 categories to be individually rated and are shown in Figure 7. The most highly rated current transport provision is access to rail stations with 47% of respondents rating this as either good (42%) or very good (5%) compared to 21% who rated access to rail stations as either poor (16%) or very poor (5%). The most poorly rated current transport provision was the roads and congestion. More than three quarters (76%) of respondents rated the roads and congestion as either poor (42%) or very poor (33%), whilst 8% rated them as either good (7%) or very good (1%). Other categories where the transport provision was rated by more respondents as good than poor include access to cruise or ferry terminals (41% rated this either very good or good), quality and frequency of buses (38% rated this as either very good or good), walking facilities including road crossings (37% rated this as either very good or good), and information on active ways of travel (25% of respondents rated this as good or very good). In comparison, the cost and availability of parking, cycling facilities and transport in the city for people with physical or mobility impairments were rated by more people as poor than good. (45% of respondents rated the cost and availability of parking as either poor or very poor, 49% rated cycling facilities as poor or very poor, and 27% said the transport in the city for people with physical or mobility impairments was either poor or very poor.)

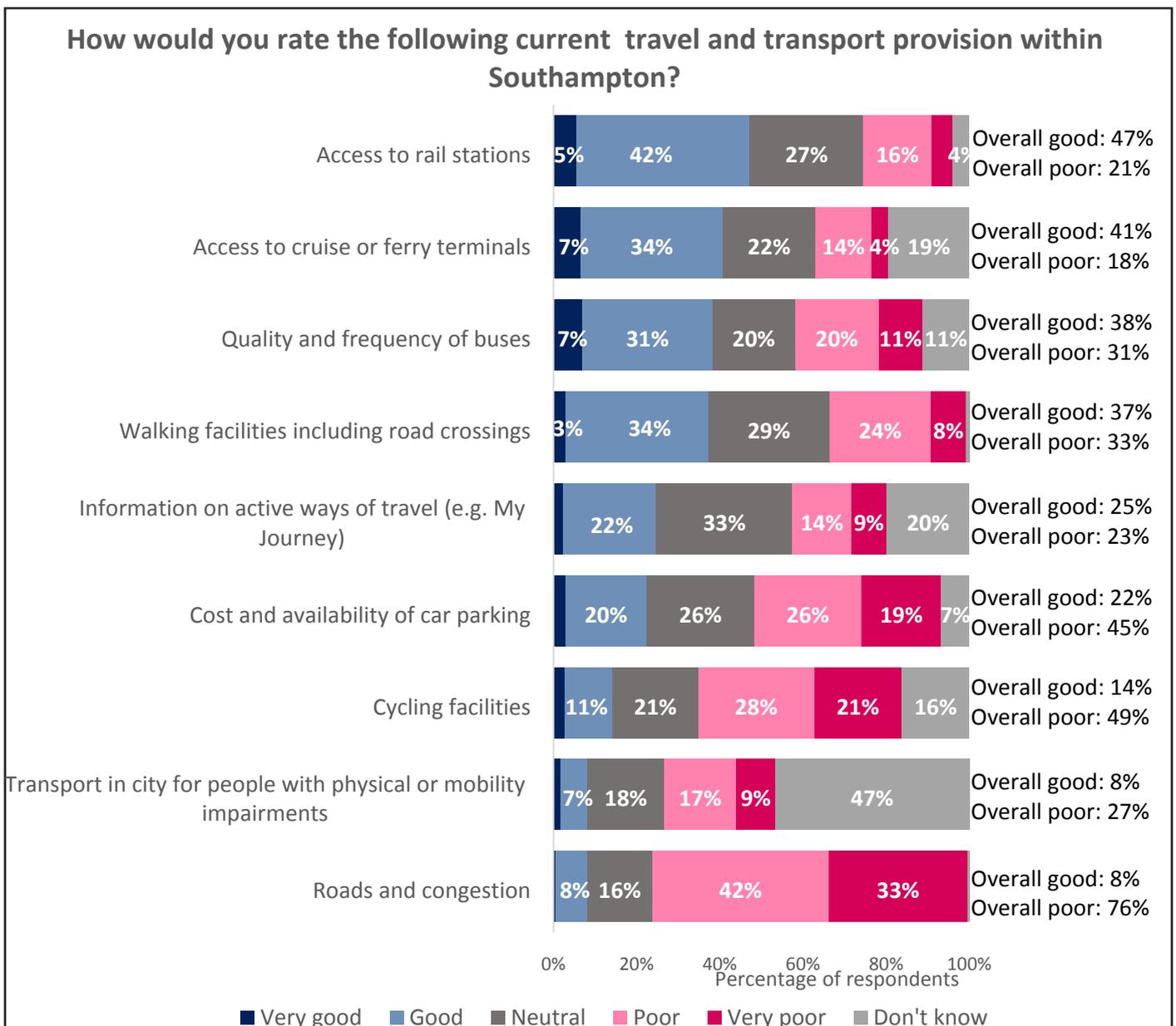


Figure 7  
Page 161

## Agreement or disagreement with the vision for transport in Southampton

35. The Connected Southampton – Transport Strategy 2040 has a vision for how transport will look in Southampton in 2040. The vision focuses on: *Creating a liveable city where people and goods can move easily, efficiently and safely. Priority will be given over to public transport, active travel, and spaces for people, but there will still be a role for road based transport in supporting the economy of the city in providing connections to our main economic hubs. Technology and innovative practices will be introduced to enable the transport network to operate as efficiently as possible, helping to accommodate new trips generated by growth without increasing traffic.*

36. Respondents were asked to what extent they agreed or disagreed with this vision for transport in Southampton. Figure 8 shows the results of this question.

37. A total of 77% of respondents expressed agreement with the vision for transport in Southampton by 2040. Of this, 29% strongly agreed and 48% agreed with the vision. A further 13% neither agreed nor disagreed with the vision. The remaining 10% of respondents expressed disagreement with the vision; of which 7% disagreed and 3% strongly disagreed.

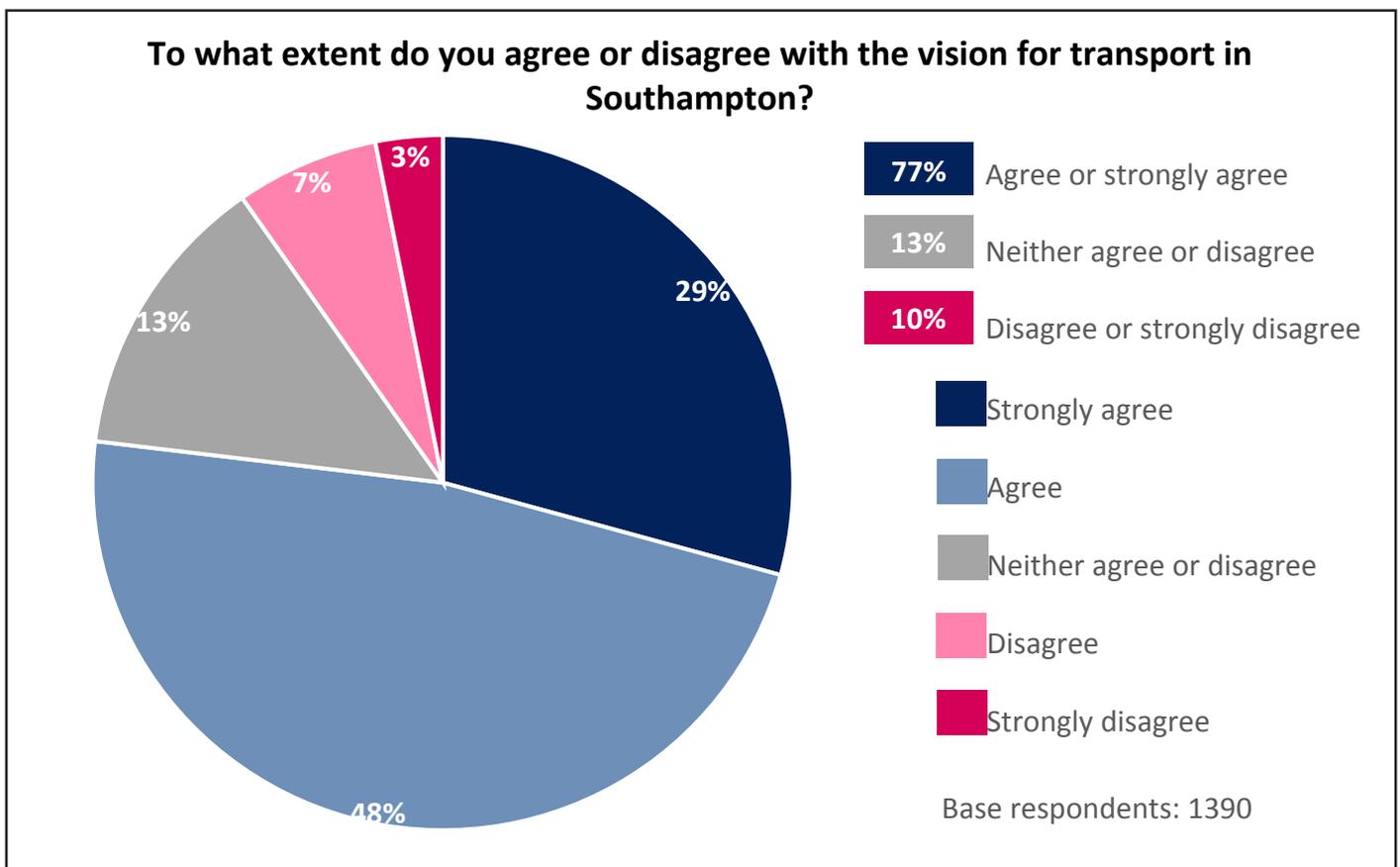


Figure 8

38. Figure 9 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the vision for transport in Southampton. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## Vision for transport - Further analysis

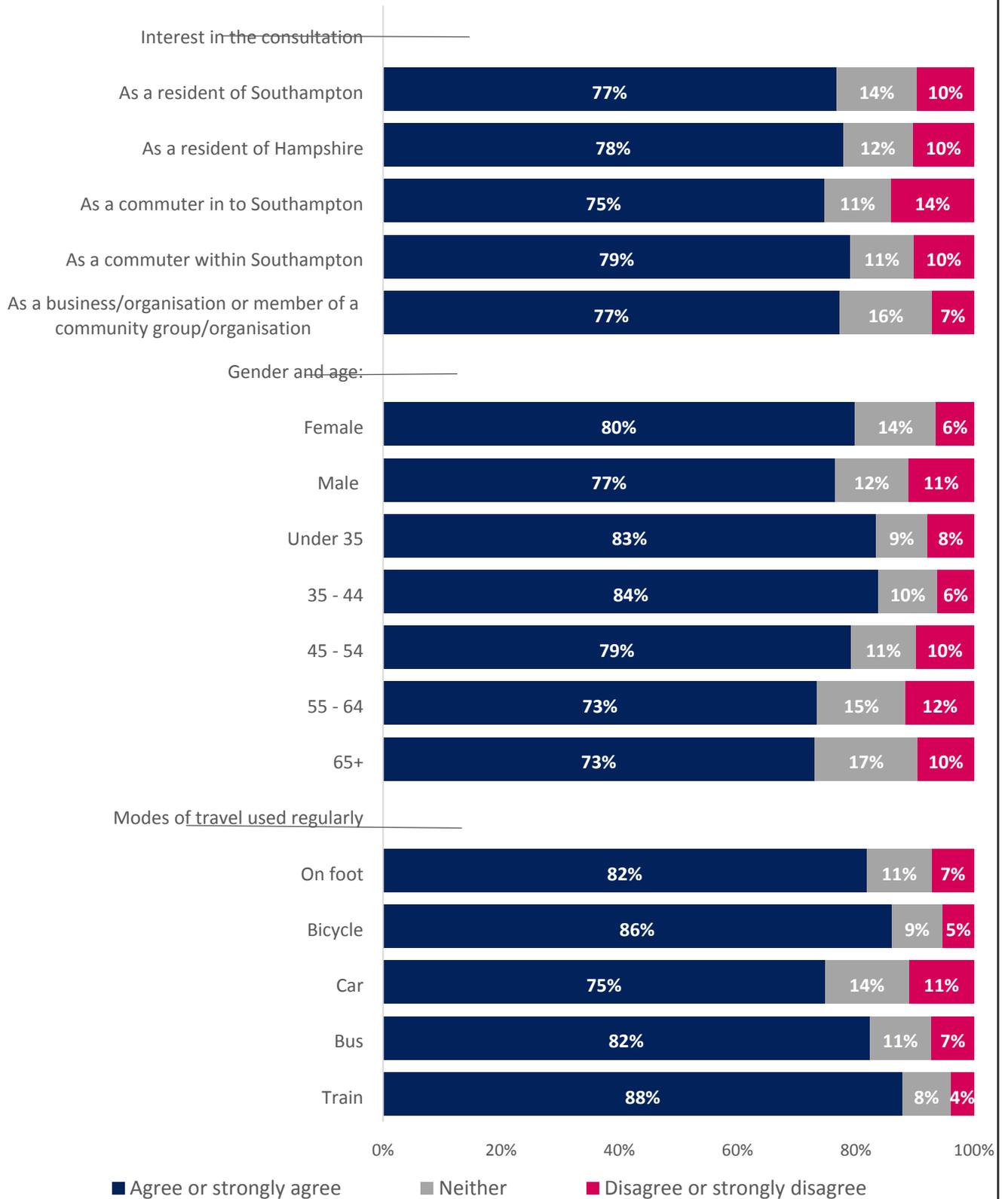


Figure 9

## Broad long-term goals

39. There are three broad long-term goals which support the vision for Connected Southampton – Transport Strategy 2040. These are:

- A Successful Southampton
- A Transport System for Everyone
- Changing the way people travel

40. Within each goal there are a further series of themes. Across the 3 goals there are 8 themes. The themes give a description of what the city will aim to be like alongside plans to achieve this. The consultation questionnaire asked respondents what they thought of each broad goal as well each of the 8 themes across the goals. The following sections will now summarise the results of the questions within each broad goal and its associated themes.

### A Successful Southampton

41. A Successful Southampton goal aims to support sustainable economic growth in Southampton by planning, investing and maximising the way the transport network operates so it is efficient, innovative, modern, resilient and fit for purpose, serving the places where people want to go, enabling people and goods to get around easily.

42. Respondents were asked to what extent they agreed or disagreed with the goal of ‘A Successful Southampton’ within the Connected Southampton – Transport Strategy 2040. Figure 10 shows the results of this question.

43. Overall 88% of respondents expressed agreement with the goal of a successful Southampton. Of this, 40% strongly agreed and 48% agreed. A further 8% of respondents neither agreed nor disagreed with the goal. The remaining 4% of respondents expressed disagreement with the successful Southampton goal, of which 2% strongly disagreed and 2% disagreed.

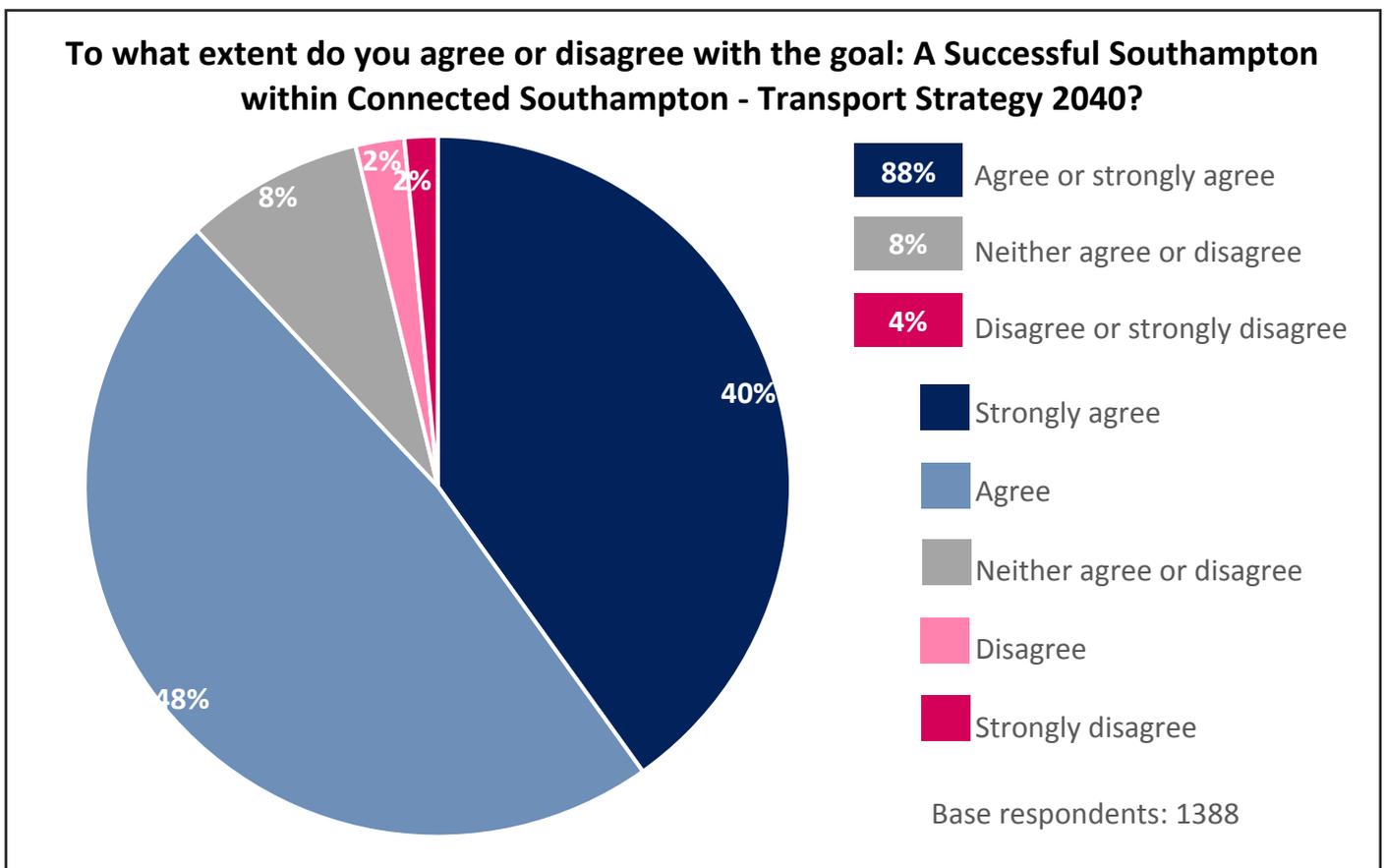


Figure 10  
Page 164

44. Figure 11 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the goal of a Successful Southampton. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

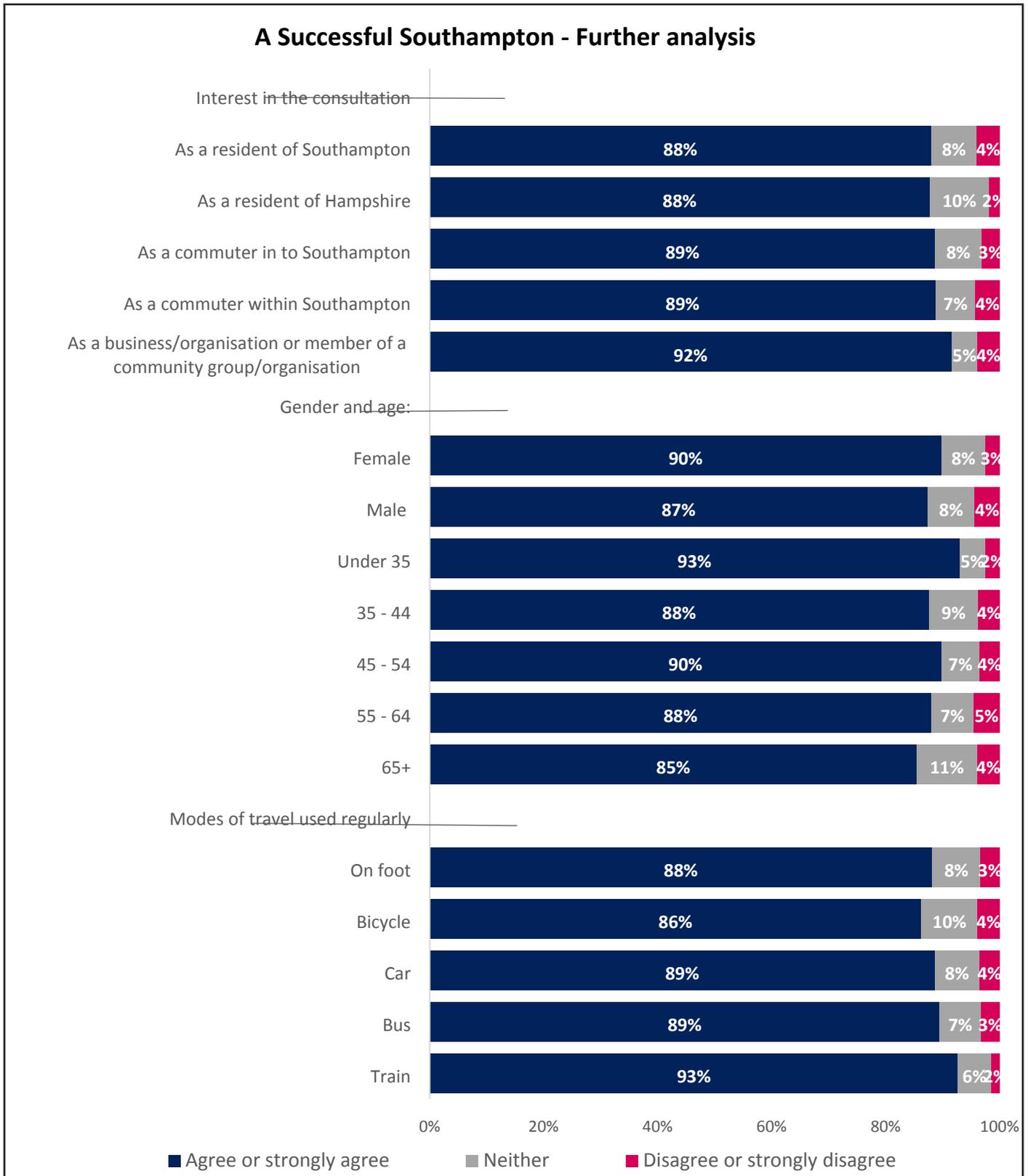


Figure 11

## A Connected City

45. The theme of a connected city is described as a city where people and places both within and beyond the city are connected together to support sustainable economic growth.
46. The respondents were asked to what extent they agree or disagree with the theme of 'A Connected City' within the Successful Southampton goal. Figure 12 shows the results of this question.
47. A total of 87% of respondents said they agreed with the connected city theme (38% agree, 49% strongly agree). Another 6% neither agreed nor disagreed with the theme whilst the remaining 6% disagreed with the theme. Of this 4% disagreed and 3% strongly disagreed.

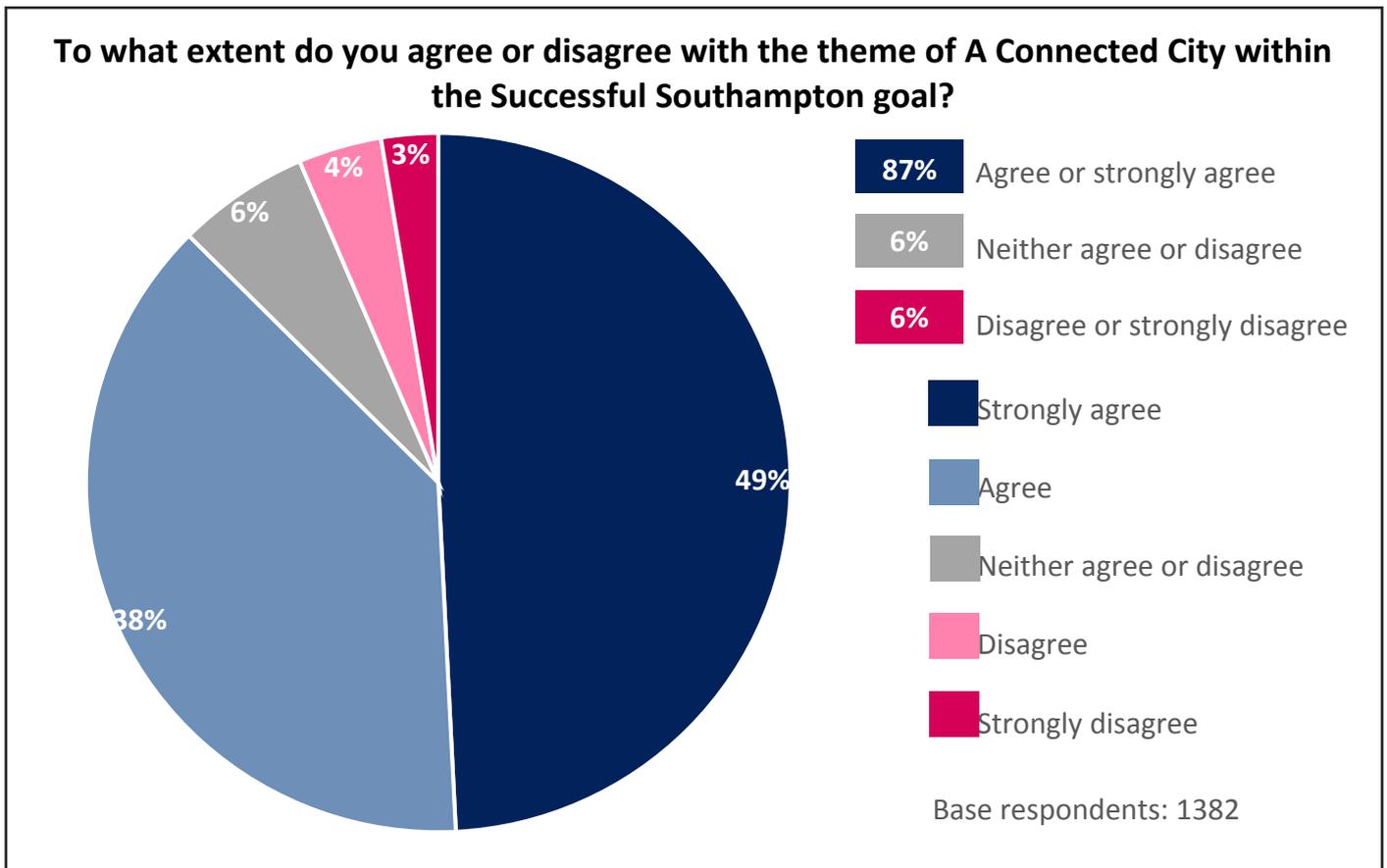


Figure 12

48. Figure 13 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of a Connected City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## A Connected City - Further analysis

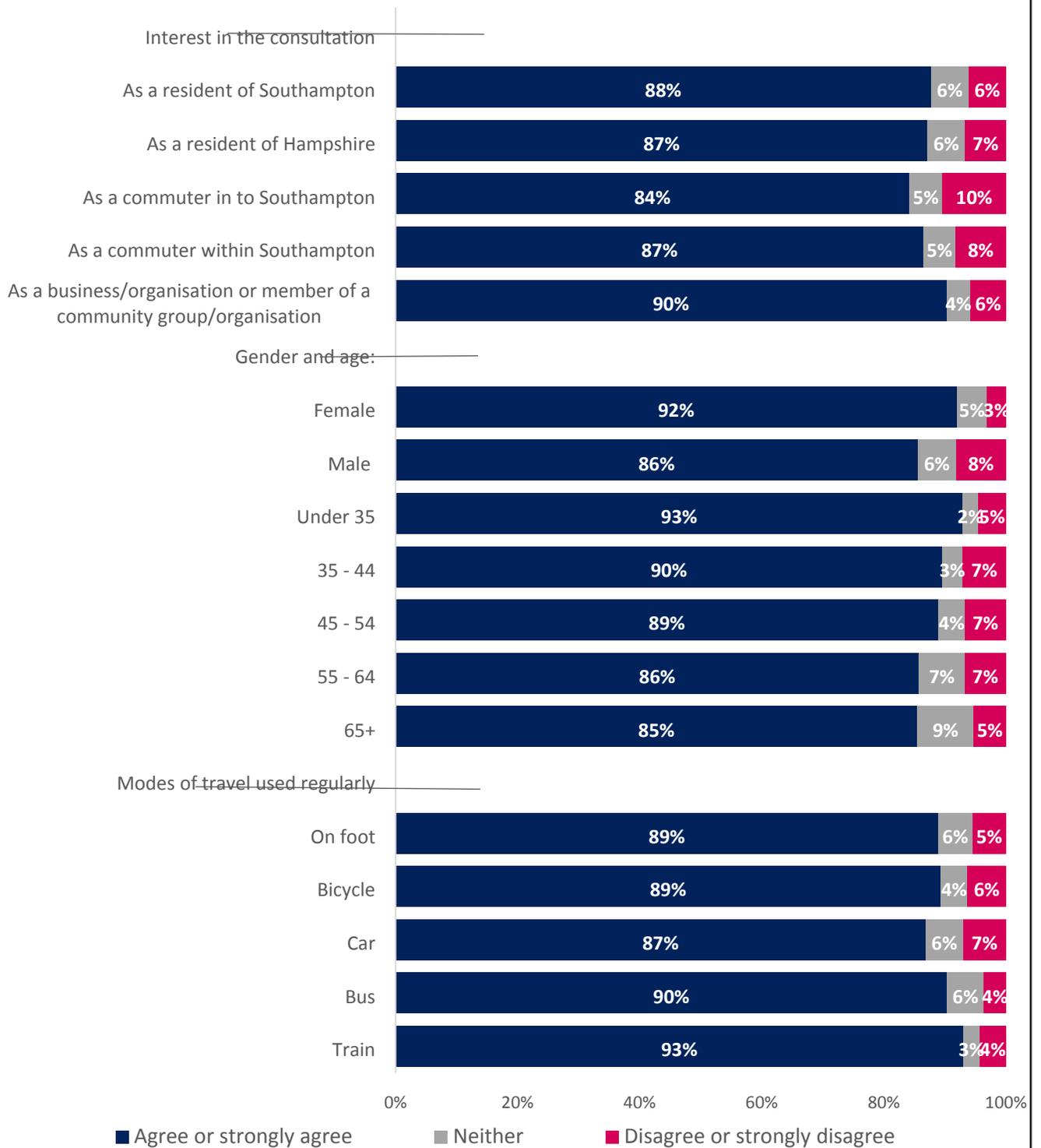


Figure 13

## An Innovative City

49. The theme of an innovative city is described as a city that uses new smart technologies and fresh thinking to help Southampton lead the way.
50. The respondents were asked to what extent they agree or disagree with the theme of 'An Innovative City' within the Successful Southampton goal. Figure 14 shows the results of this question.
51. Overall, 34% of respondents strongly agreed with the innovative city theme and 39% agreed. This represented a total of 73% that either agreed or strongly agreed with the innovative city theme. A further 11% of respondents neither agreed nor disagreed with the theme. Combined together, 15% of respondents said they disagreed (10%) or strongly disagreed (5%) with the innovative city theme.

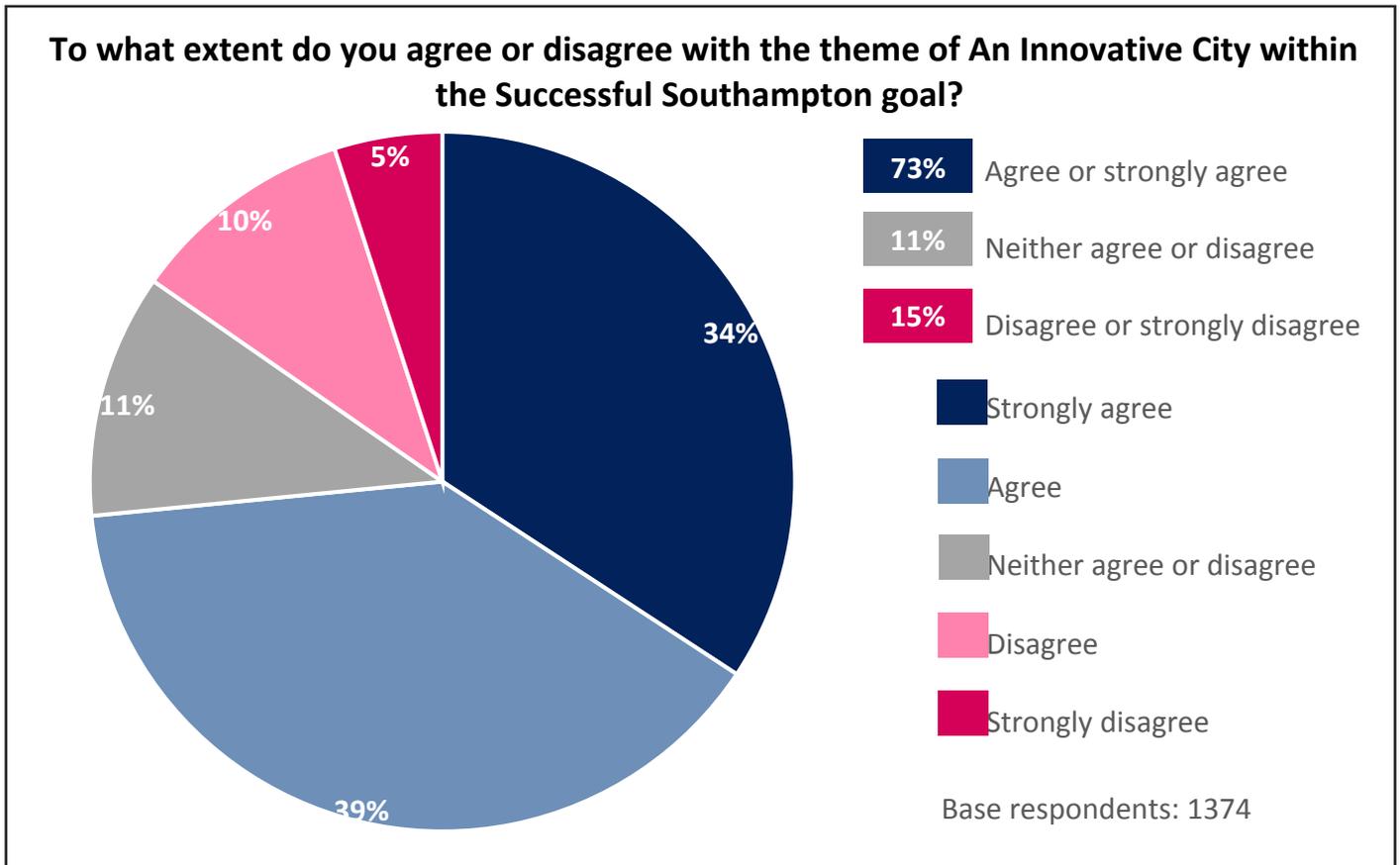


Figure 14

52. Figure 15 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of an Innovative City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## An Innovative City - Further analysis

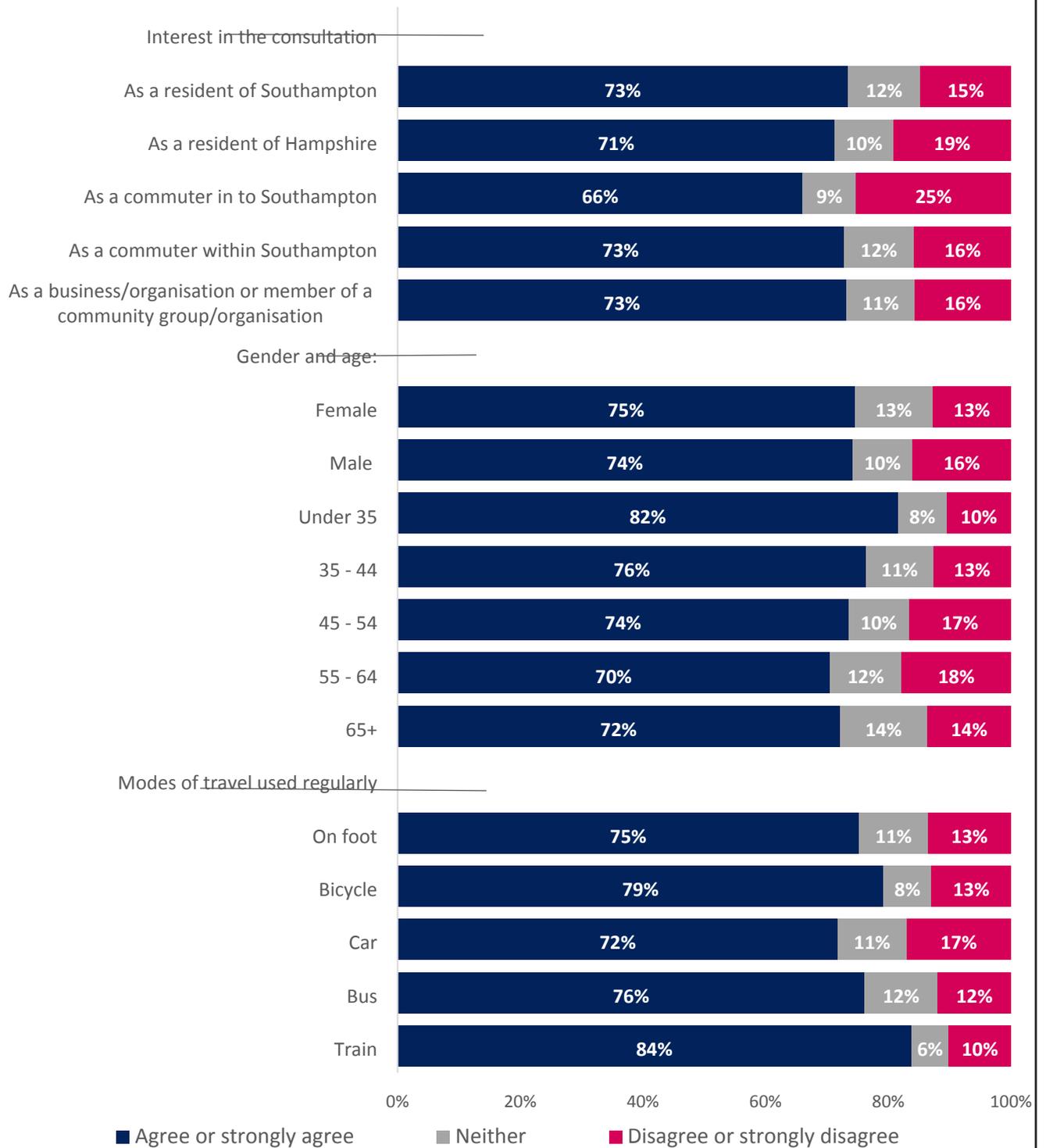


Figure 15

## A Resilient City

53. The theme of a resilient city is described as a city that supports the ways that people get about with a well-managed, maintained and more reliable transport network.
54. The respondents were asked to what extent they agree or disagree with the theme of 'A Resilient City' within the Successful Southampton goal. Figure 16 shows the results of this question.
55. In total 88% of respondents voiced their agreement with the theme of a resilient city. Of this 39% agreed and 49% strongly agreed. Another 8% of respondents neither agreed nor disagreed with this particular theme. The remaining 4% of respondents expressed disagreement with the resilient city theme, of which 2% disagreed and 1% strongly disagreed.

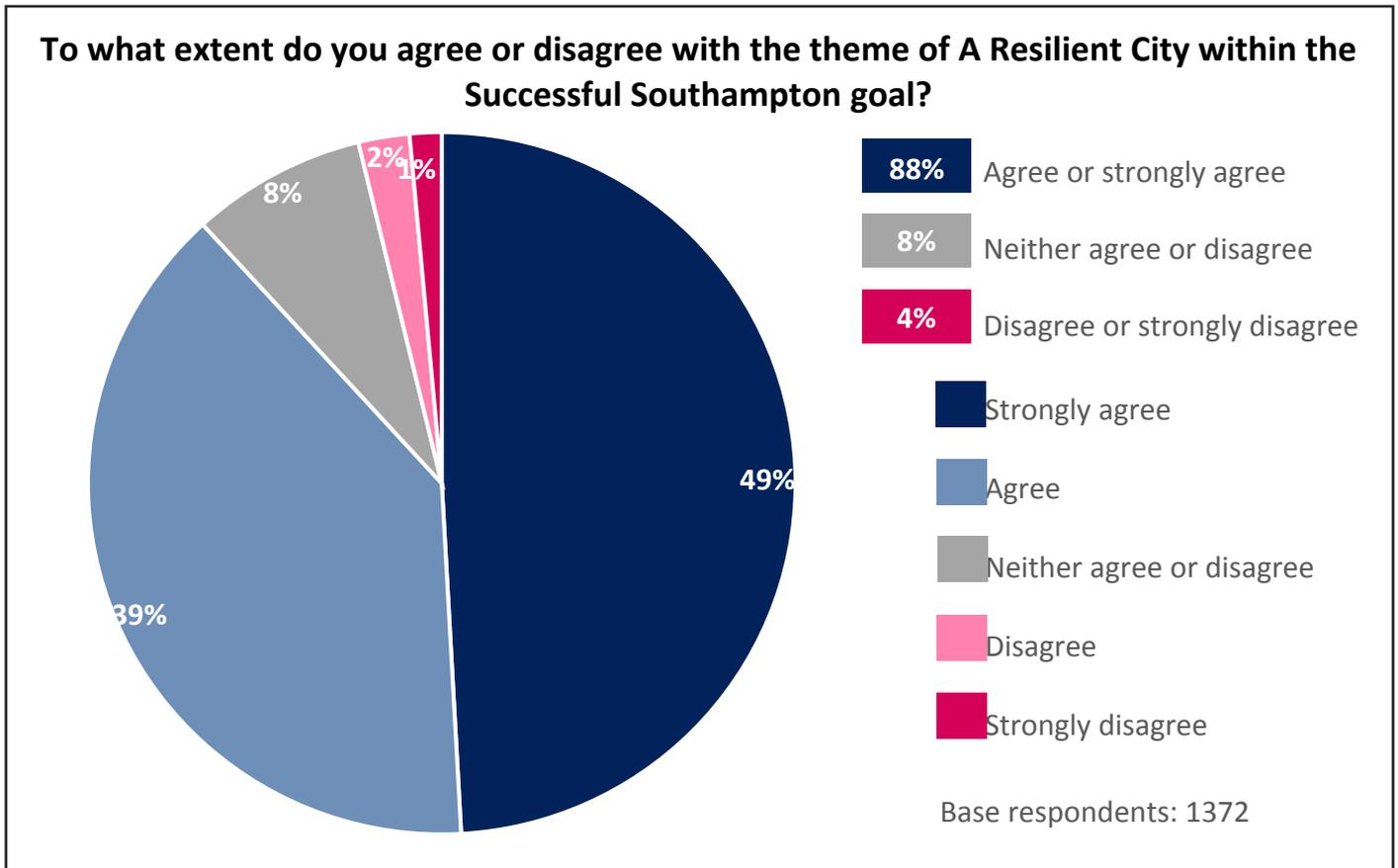


Figure 16

56. Figure 17 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of a Resilient City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## A Resilient City - Further analysis

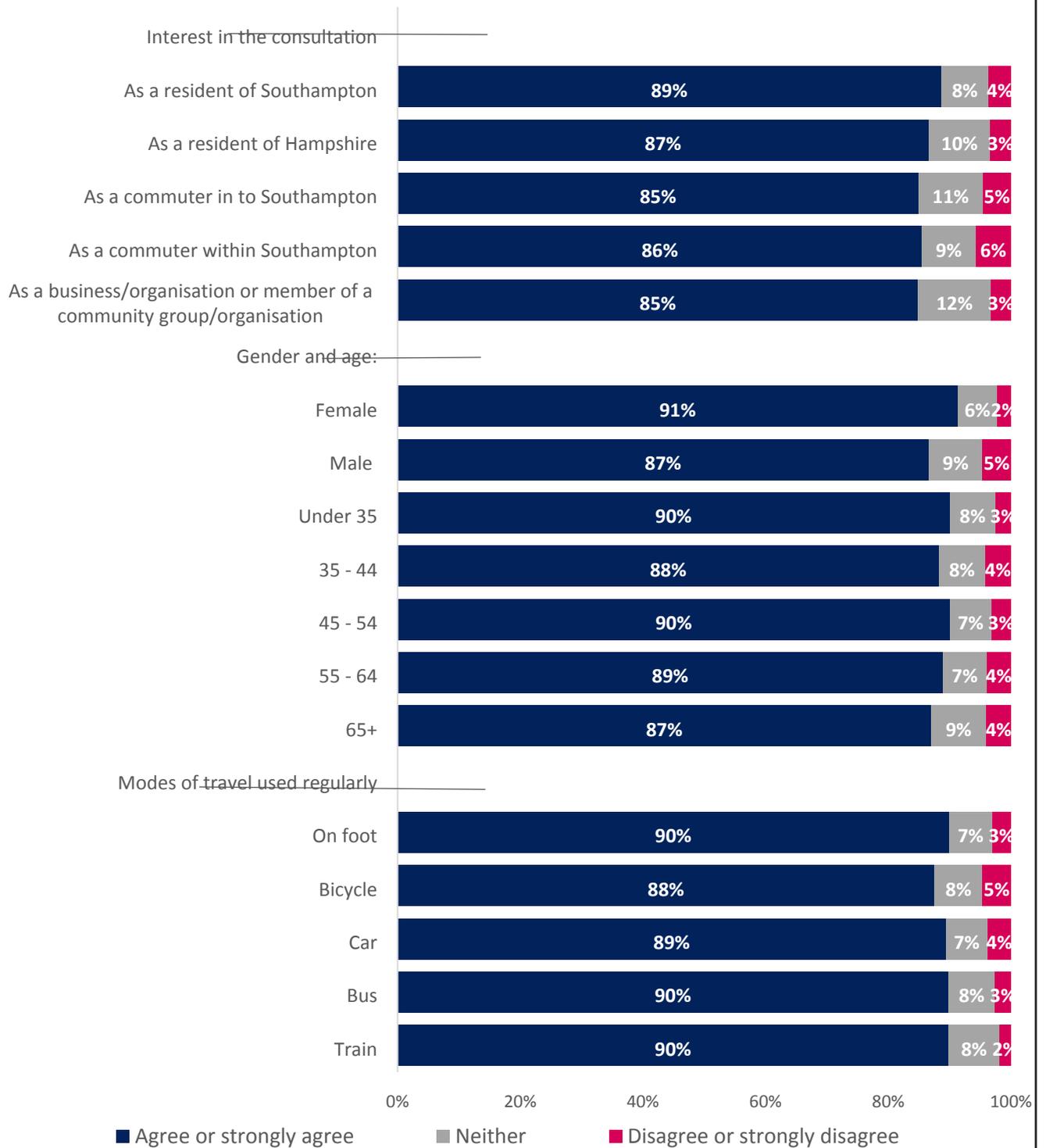


Figure 17

## A Transport System for Everyone

57. A transport system for everyone goal aims to make Southampton an attractive place that improves the quality of life for residents and workers in the city, ensuring that the transport system enables everyone to get equal, safe and fair access to opportunities regardless of their circumstances, and they are treated equally.
58. Respondents were asked to what extent they agreed or disagreed with the goal of 'A transport system for everyone' within the Connected Southampton – Transport Strategy 2040. Figure 18 shows the results of this question.
59. A total of 88% of respondents expressed agreement with the goal of a transport system for everyone, of which 48% strongly agreed and 40% agreed. Another 8% of respondents neither agreed nor disagreed with the goal. A further 4% of respondents expressed disagreement with the goal of a transport system for everyone. Of this 2% disagreed and 2% strongly disagreed.

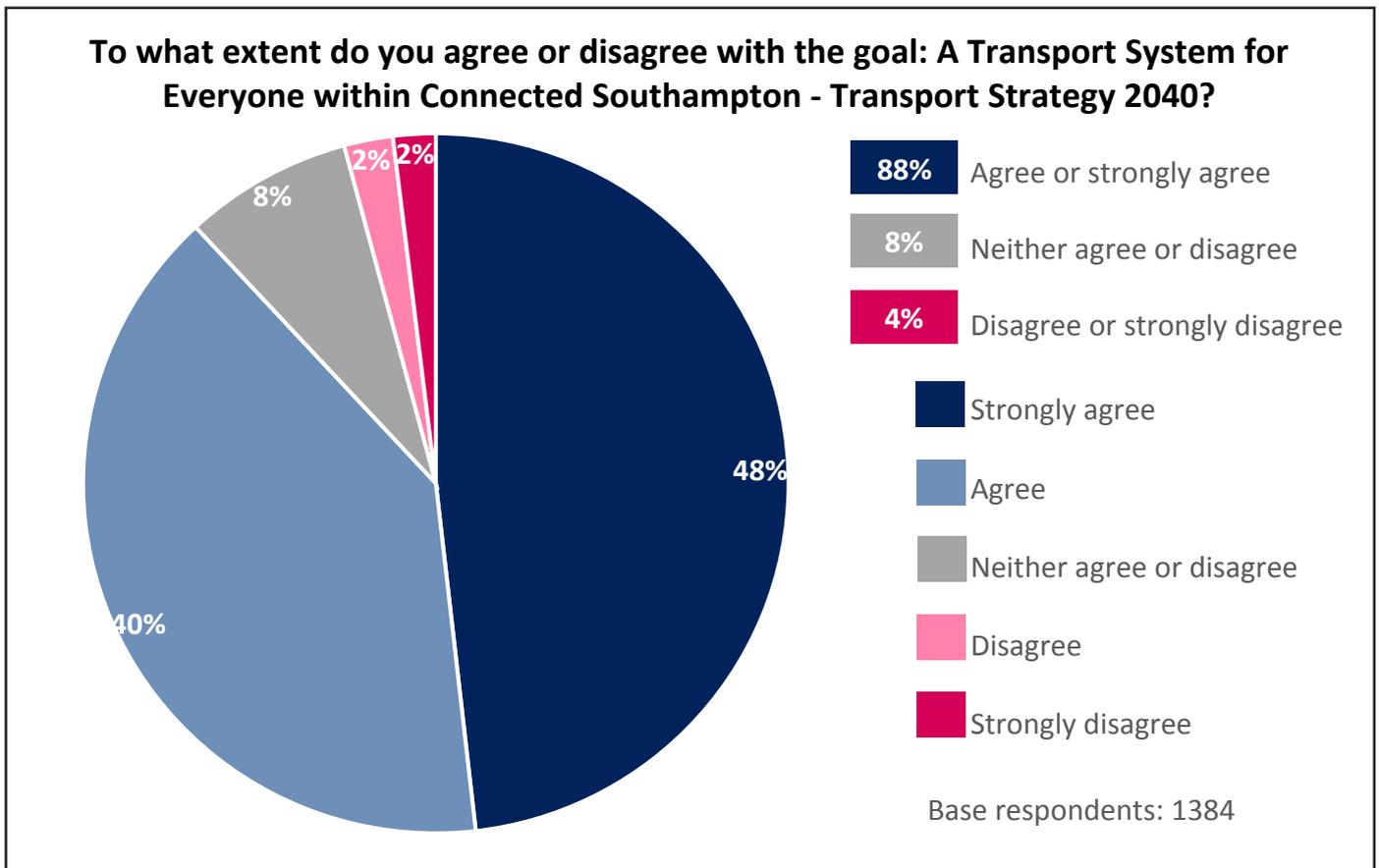


Figure 18

60. Figure 19 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the goal of a Transport System for Everyone. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## A Transport System for Everyone - Further analysis

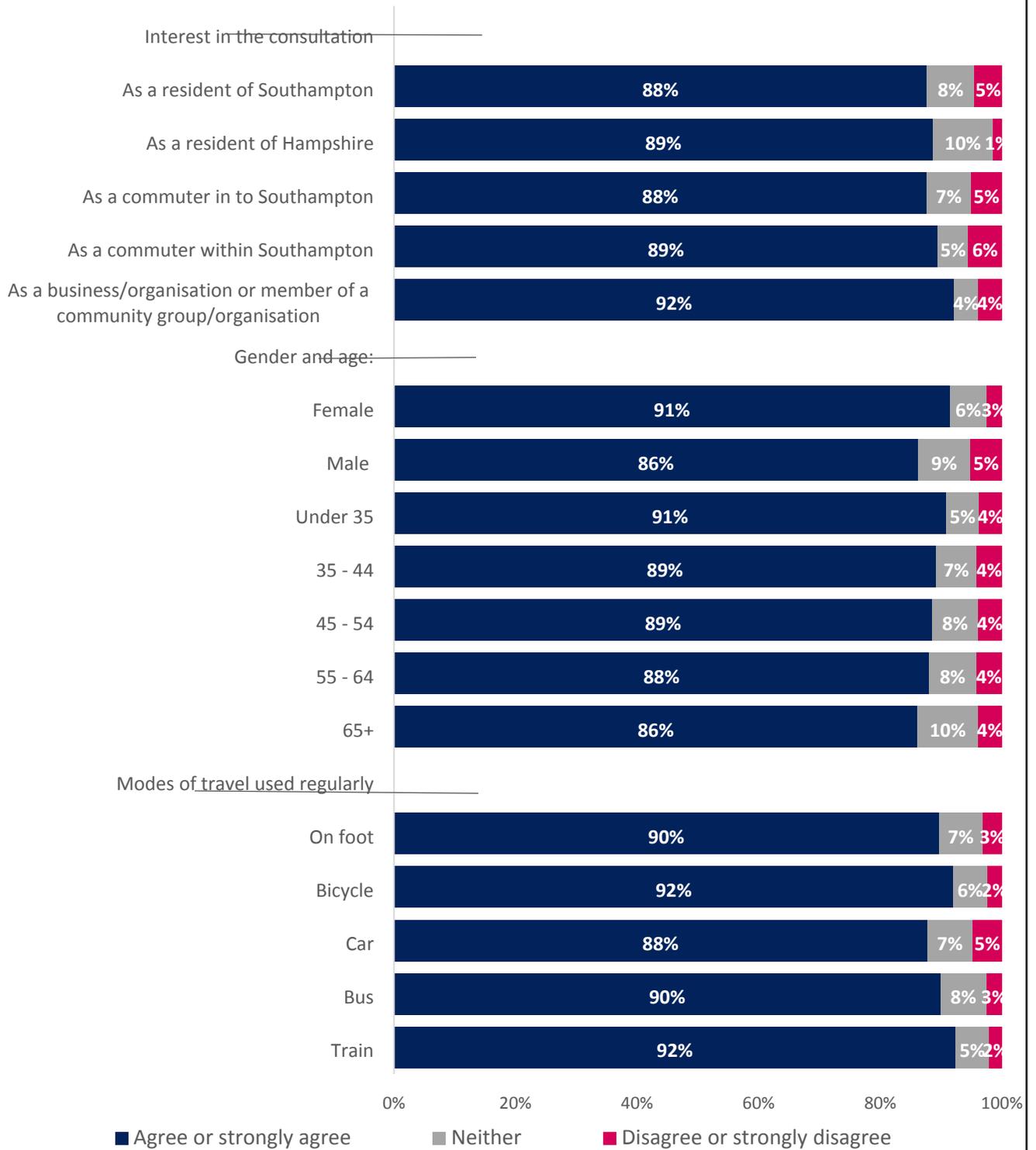


Figure 19

## An Attractive City

61. The theme of an attractive city is described as a city that is a modern and attractive place where people are proud to live and work and enjoy visiting.
62. The respondents were asked to what extent they agree or disagree with the theme of 'An Attractive City' within the goal to have a transport system for everyone. Figure 20 shows the results of this question.
63. Over half (52%) of respondents said they strongly agreed with the attractive city theme. Combined with the 36% of respondents who said they agree, a total of 88% of respondents expressed agreement with the theme. In comparison, 5% of respondents voiced their disagreement with the attractive city theme. Of this 3% disagreed and 2% strongly disagreed. The remaining 7% of respondents neither agreed nor disagreed.

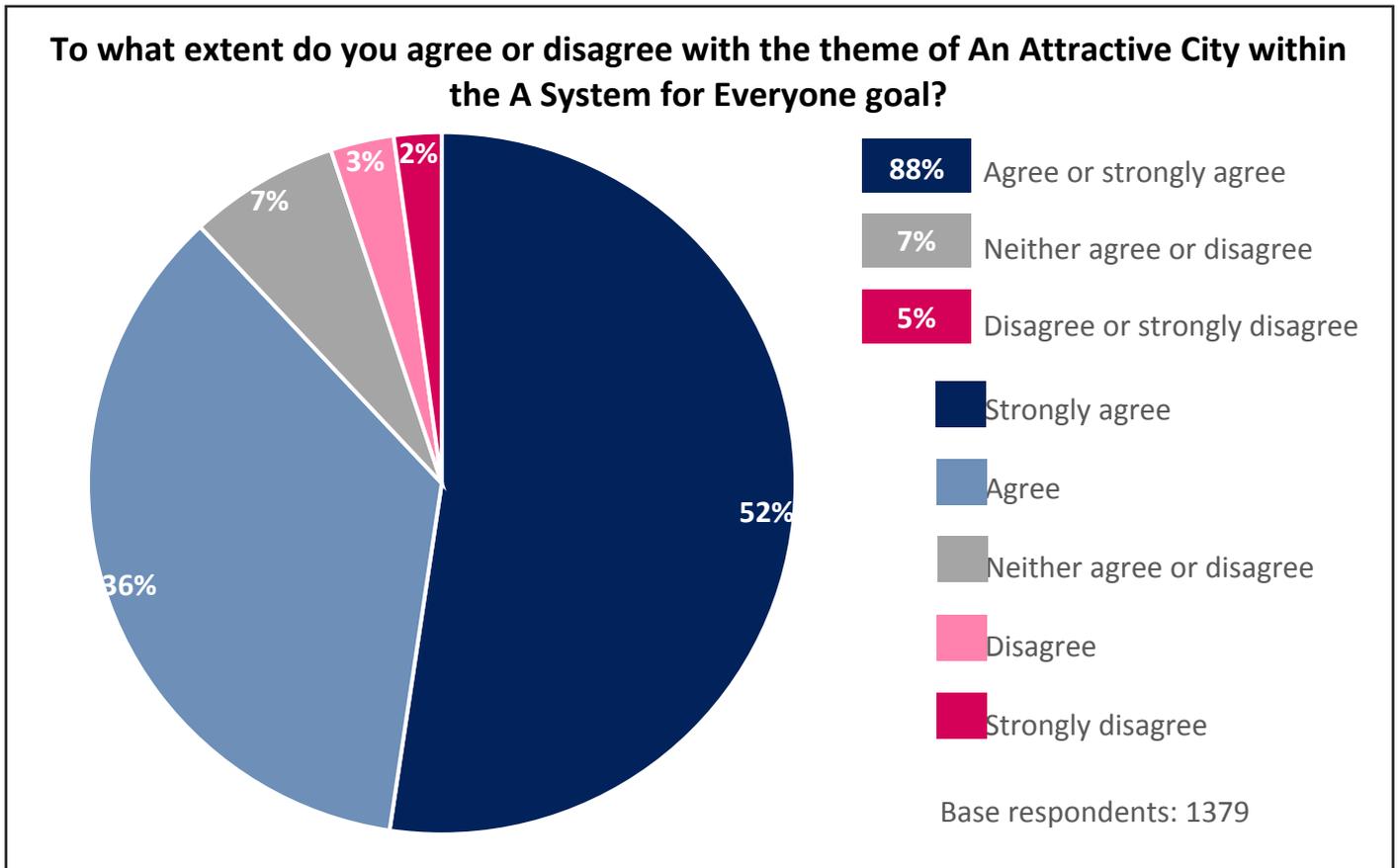


Figure 20

64. Figure 21 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of an Attractive City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## An Attractive City - Further analysis

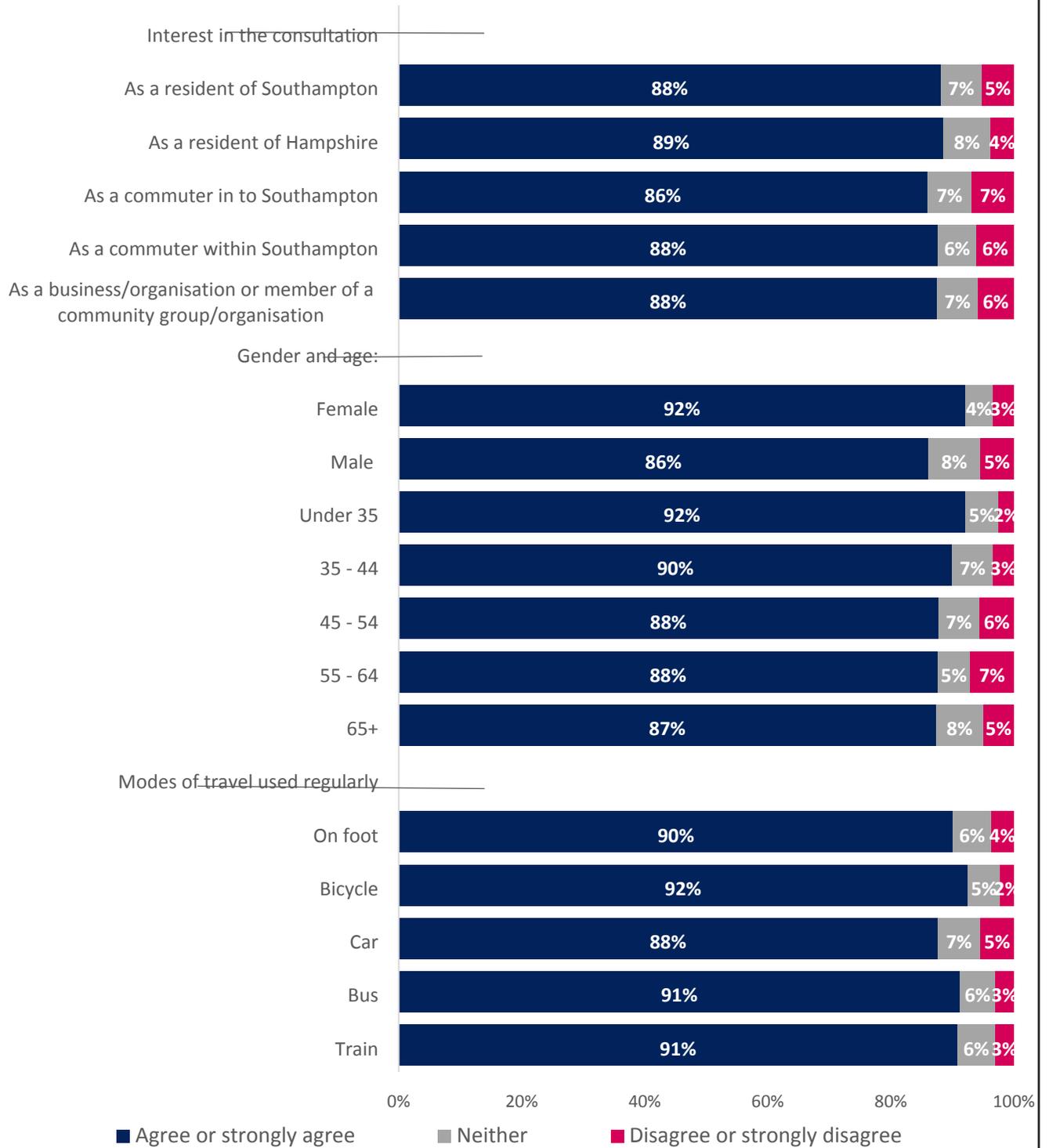


Figure 21

## A Safe City

65. The theme of a safe city is described as a city that is safe, that is reducing the number of people killed or injured on the transport system towards zero.
66. The respondents were asked to what extent they agree or disagree with the theme of 'A Safe City' within the goal to have a transport system for everyone. Figure 22 shows the results of this question.
67. The majority (89%) of respondents said they agreed to some extent with the safe city theme, of which 36% agreed and 53% strongly agreed. A combined total of 4% of respondents either disagreed or strongly disagreed with the safe city theme. Of this 2% disagreed and 2% strongly disagreed. The remaining 7% of respondents neither agreed nor disagreed.

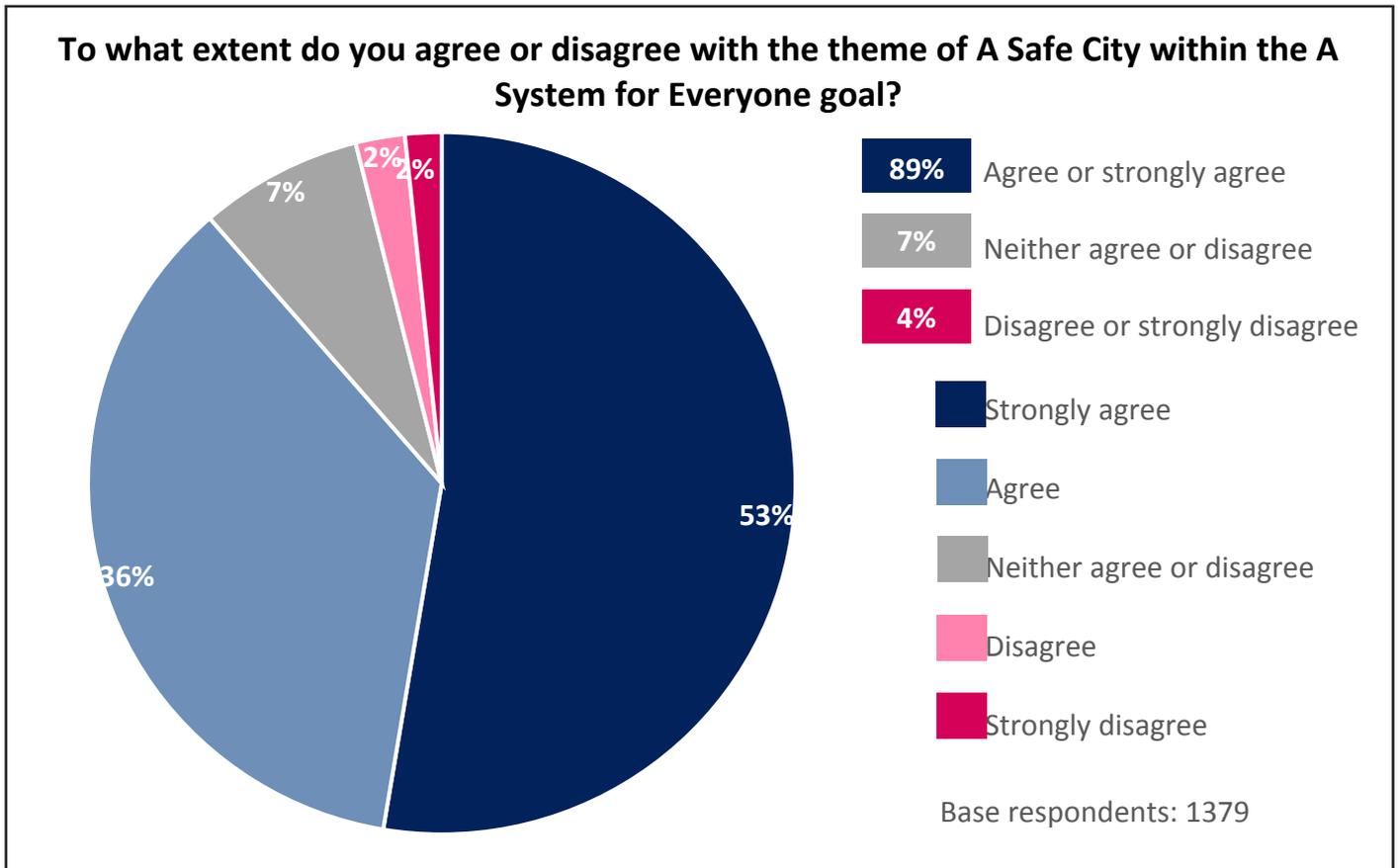


Figure 22

68. Figure 23 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of a Safe City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## A Safe City - Further analysis

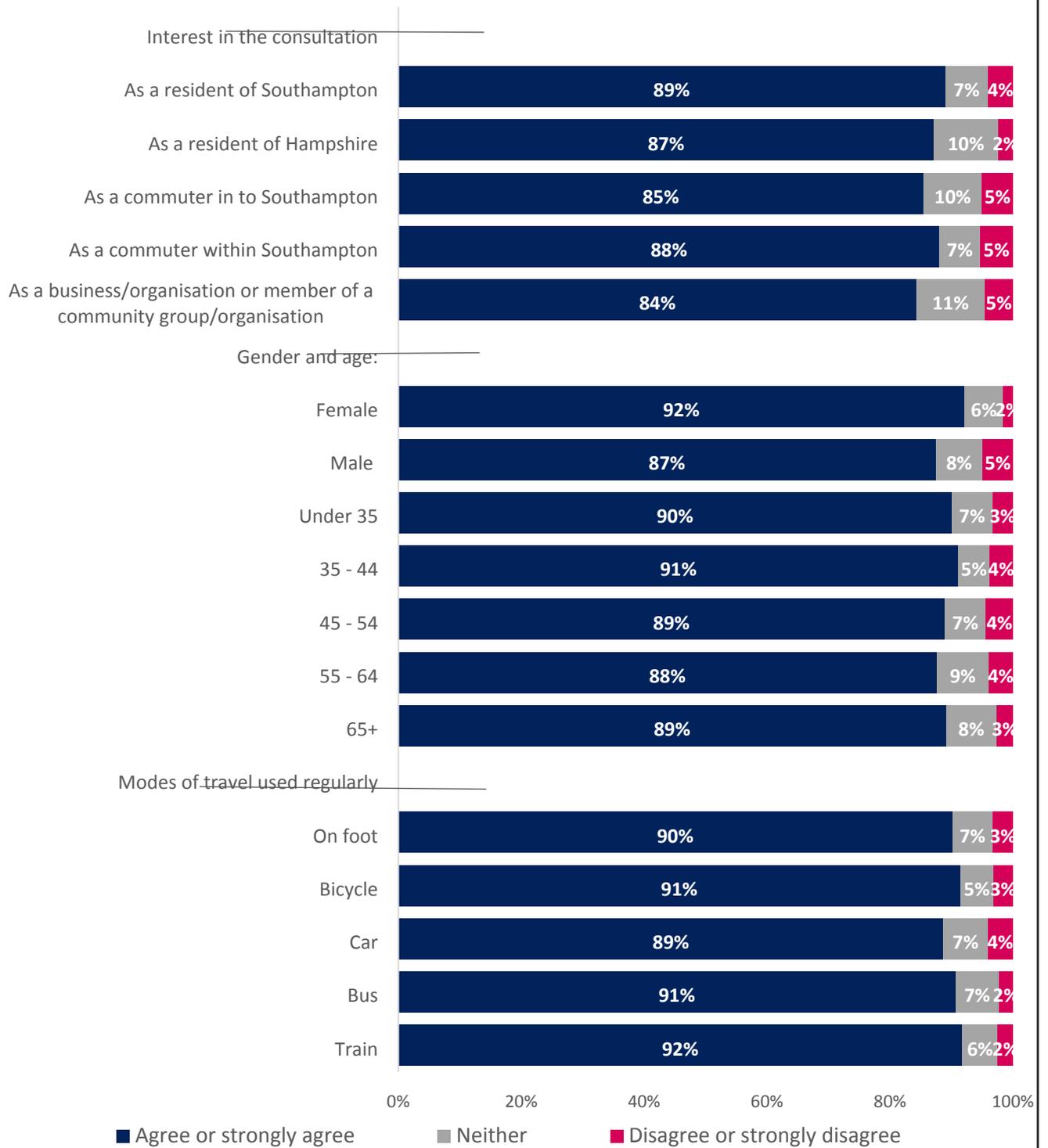


Figure 23

## An Equitable City

69. The theme of an equitable city is described as a city that offers a good range of mobility choices and is accessible to all.

70. The respondents were asked to what extent they agree or disagree with the theme of 'An Equitable City' within the goal to have a transport system for everyone. Figure 24 shows the results of this question.

71. Overall 87% of respondents either agreed or strongly agreed with the equitable city theme. This was broken down into 37% of respondents that agreed and 50% that strongly agreed. A further 8% of respondents neither agreed nor disagreed with this theme. The final 5% of respondents said they disagreed on some level with the equitable city theme. This 5% was made of 3% who disagreed and 2% who strongly disagreed.

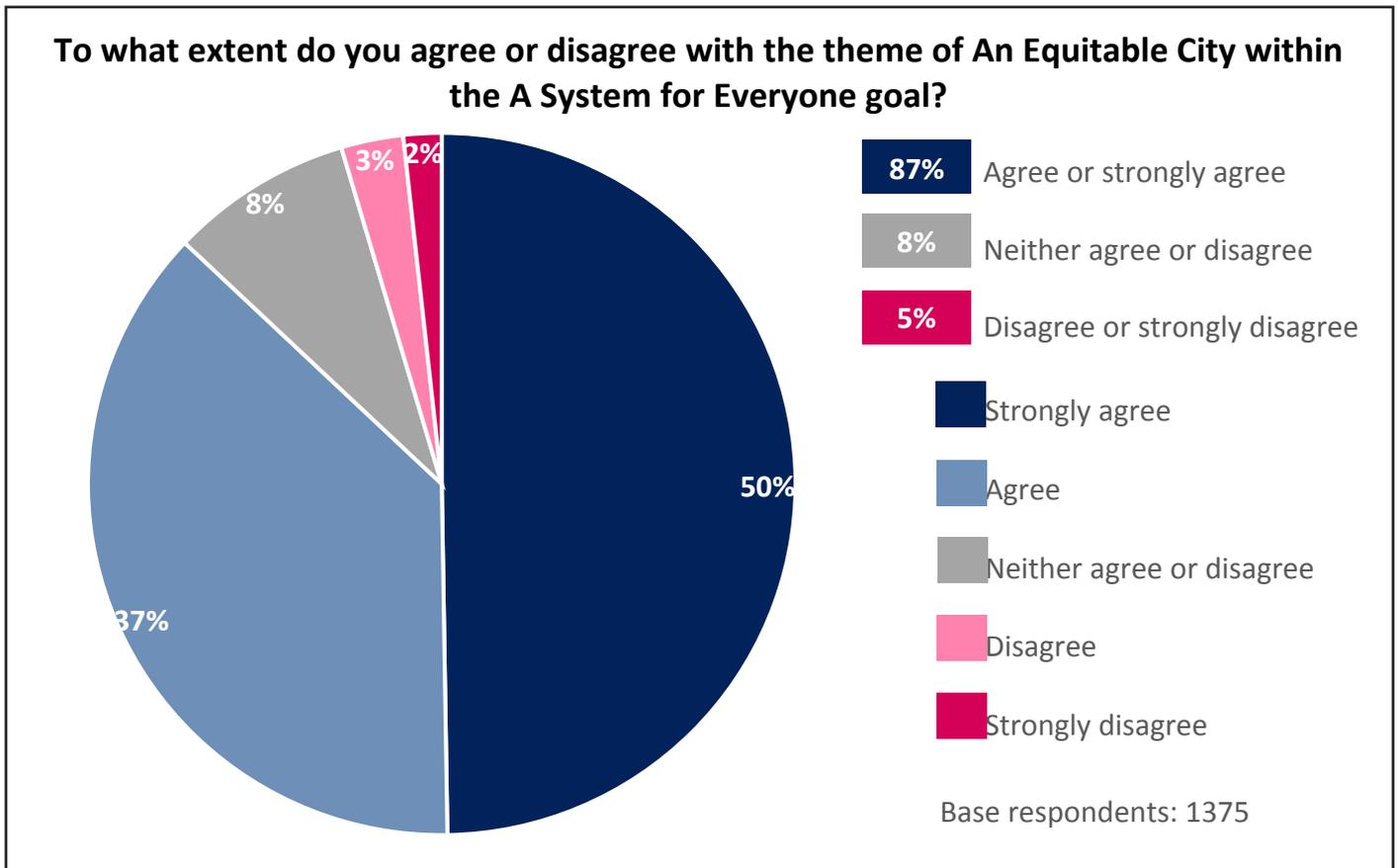


Figure 24

72. Figure 25 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of an Equitable City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## An Equitable City - Further analysis

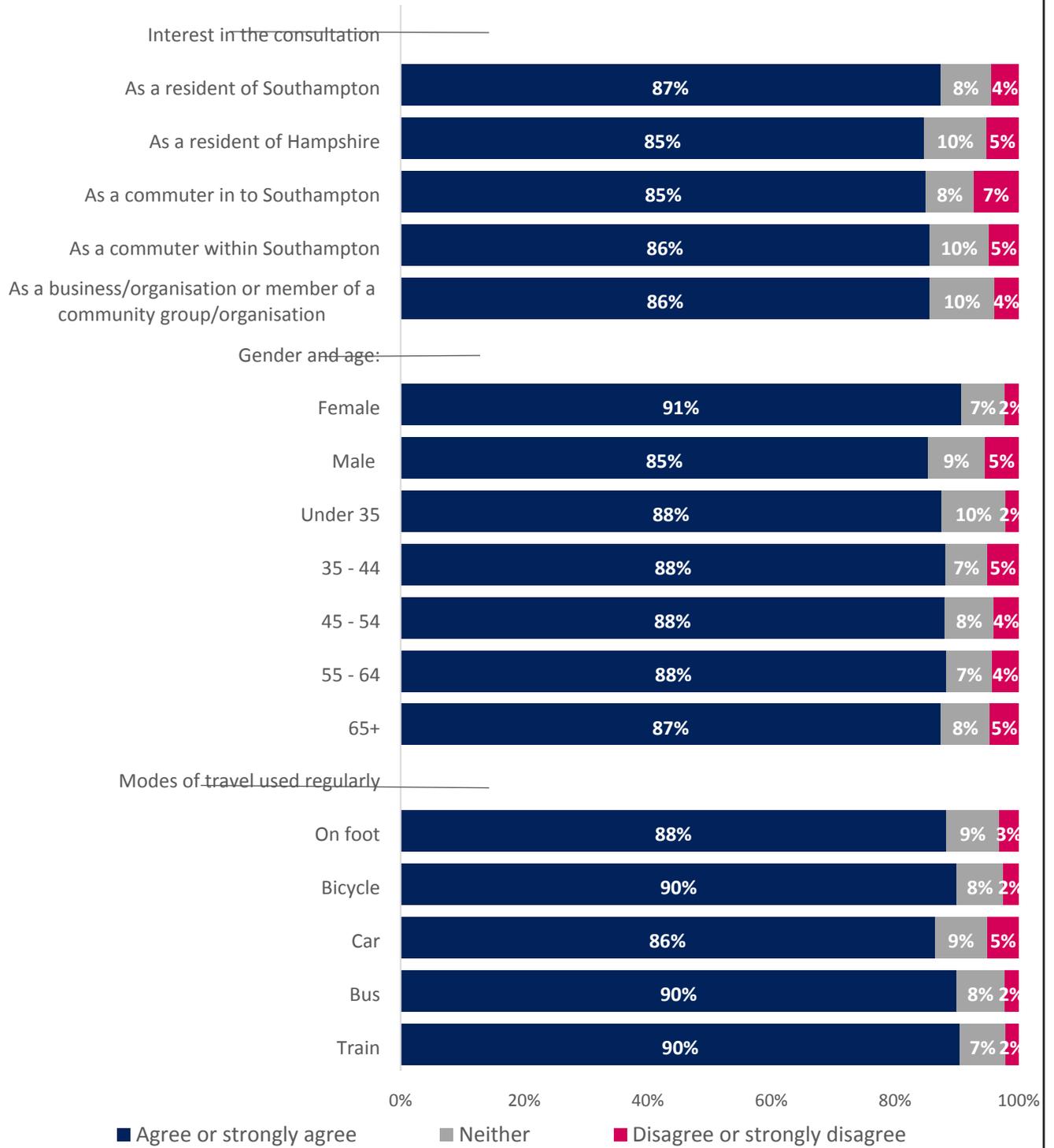


Figure 25

## Changing the Way People Travel

73. Changing the way people travel goal will support people to change the way they travel, by widening their travel choices so that getting around more actively and healthily becomes attractive, easy and convenient and zero emission forms of transport are increasingly the norm.

74. Respondents were asked to what extent they agreed or disagreed with the goal of 'Changing the way people travel' within the Connected Southampton – Transport Strategy 2040. Figure 26 shows the results of this question.

75. In total 81% of respondents expressed agreement with the goal to change the way people travel with 33% agreeing and 47% strongly agreeing with this particular goal. Disagreement was expressed by 10% of respondents. Of this 6% said they disagreed and 4% said they strongly disagreed with changing the way people travel as a goal. The remaining 9% of respondents neither agree nor disagree with the goal.

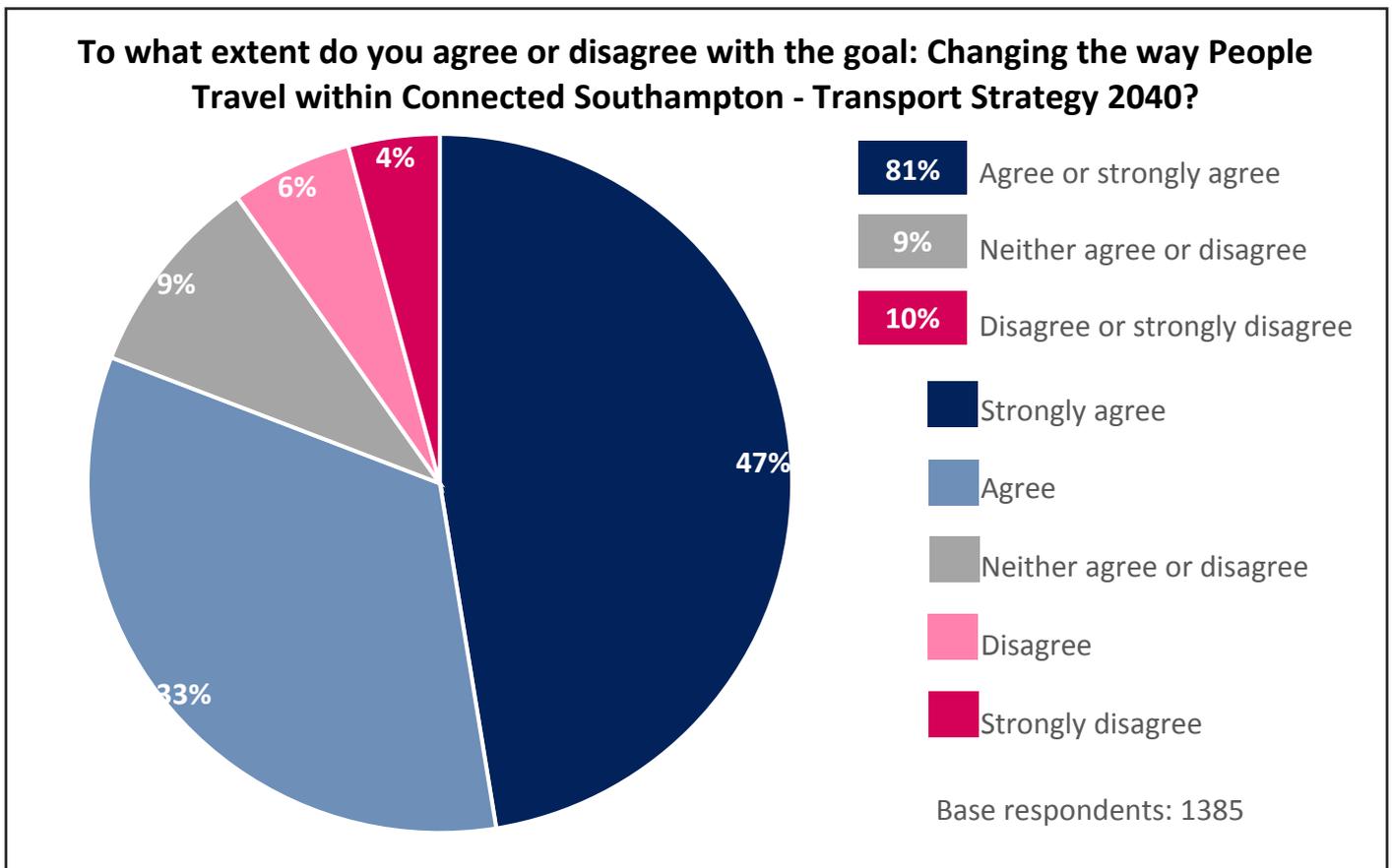


Figure 26

76. Figure 27 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the goal of Changing the Way People Travel. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## Changing the way people travel - Further analysis

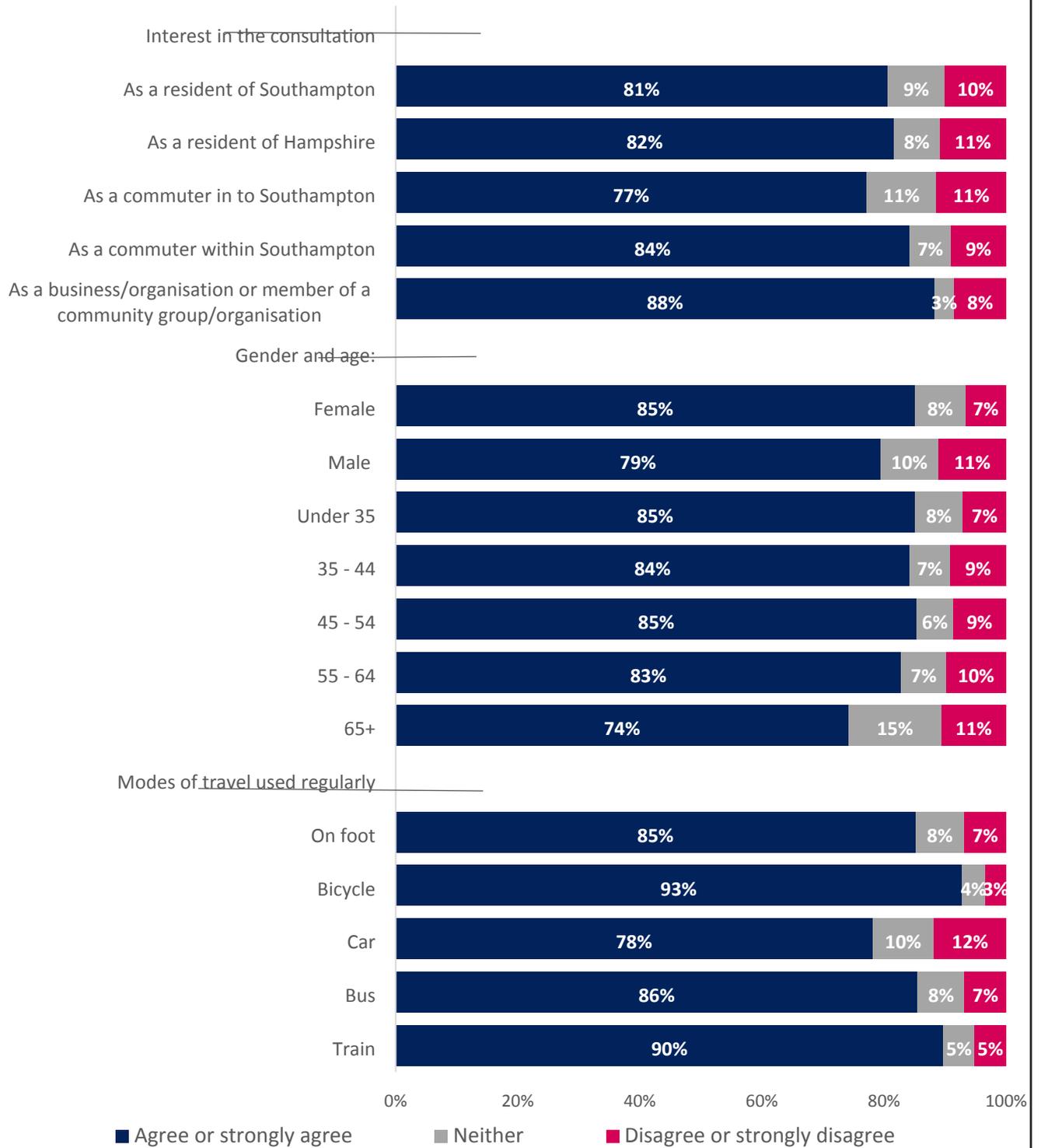


Figure 27

## A Healthy and Active City

77. The theme of a healthy and active city is described as a city that offers a good range of mobility choices and is accessible to all.
78. The respondents were asked to what extent they agree or disagree with the theme of 'A Healthy and Active City' within the goal of changing the way people travel. Figure 28 shows the results of this question.
79. A total of 86% of respondents said they agreed on some level with the theme of a healthy and active city. This can be broken down into 31% who agreed and 55% who strongly agreed. In total, 7% of respondents said they neither agreed nor disagreed with this theme. The remaining 7% voiced their disagreement with the healthy and active city theme, of which 4% disagreed and 3% strongly disagreed.

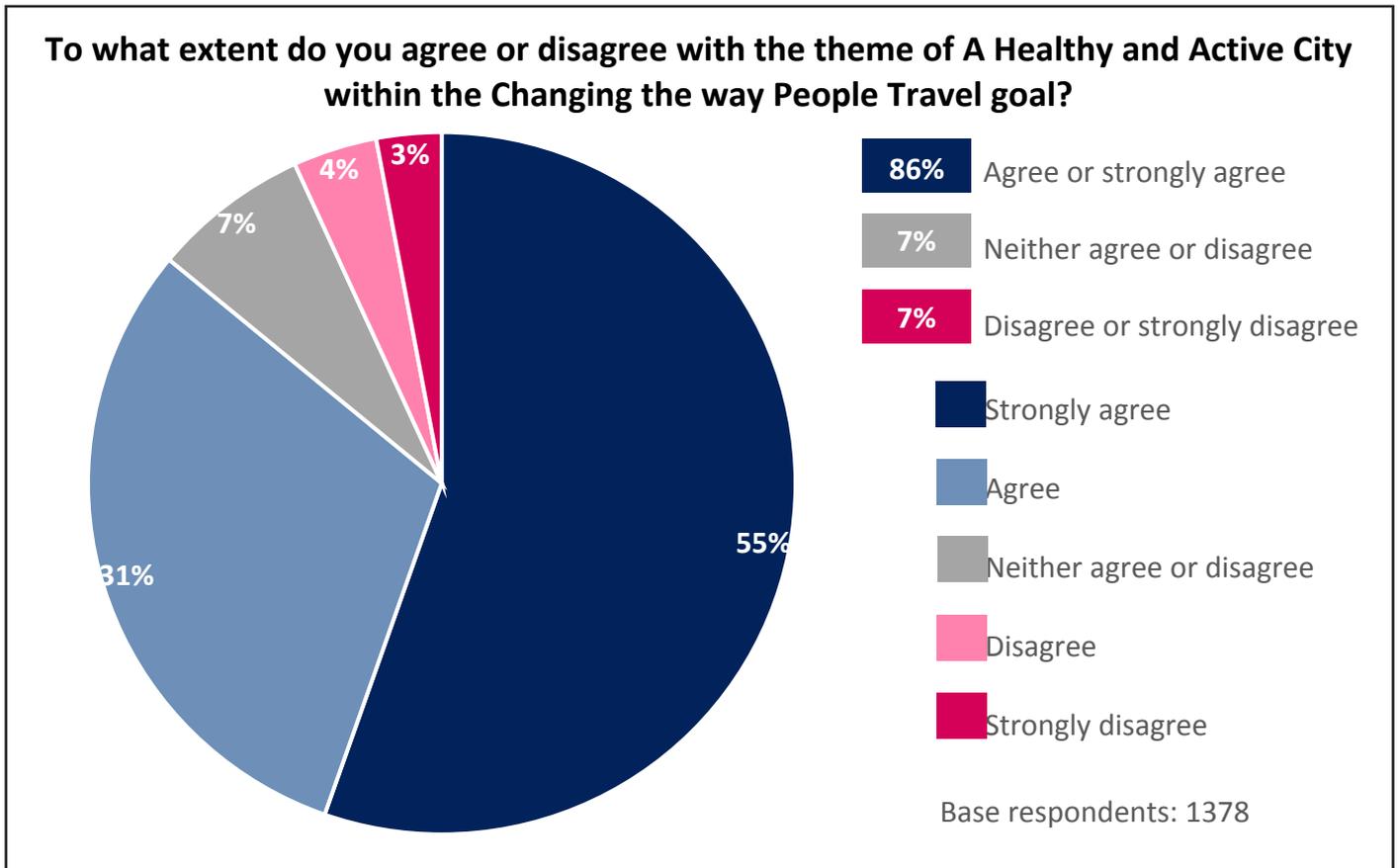


Figure 28

80. Figure 29 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of a Healthy and Active City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## A Healthy and Active City - Further analysis

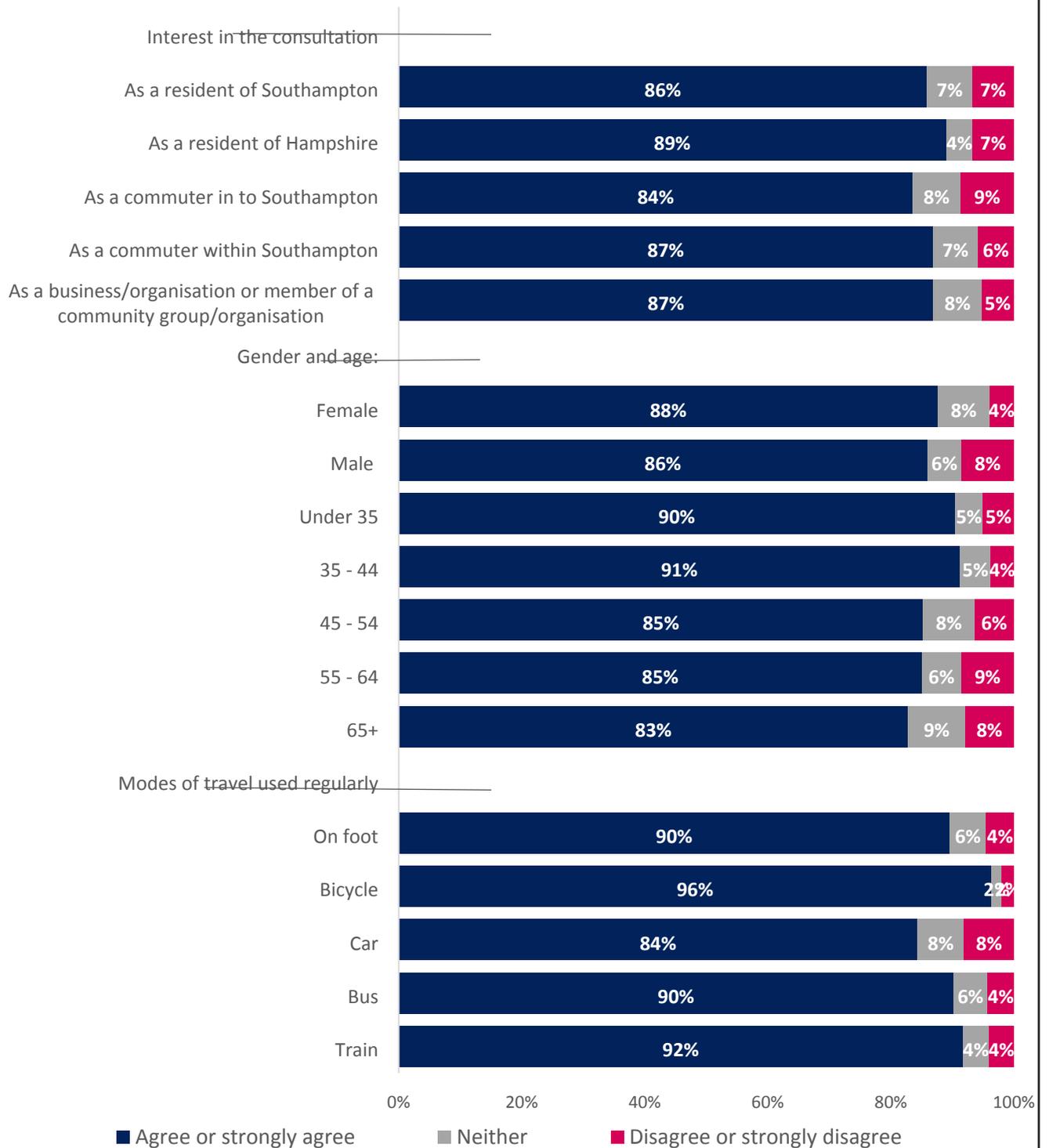


Figure 29

## A Zero Emission City

81. The theme of a zero emission city is described as a city that moves towards zero emission forms of transport becoming the norm, making the city a cleaner, more pleasant place.
82. The respondents were asked to what extent they agree or disagree with the theme of 'A Zero Emission City' within the goal of changing the way people travel. Figure 30 shows the results of this question.
83. Overall, 75% of respondents voiced their agreement with the zero emission city theme. Of this, 28% agreed and 47% strongly agreed with this particular theme. A further 12% of respondents neither agreed nor disagreed with the theme. The final 13% of respondents expressed disagreement with the zero emission city theme. When broken down, 7% of respondents disagreed and 5% strongly disagreed with the theme.

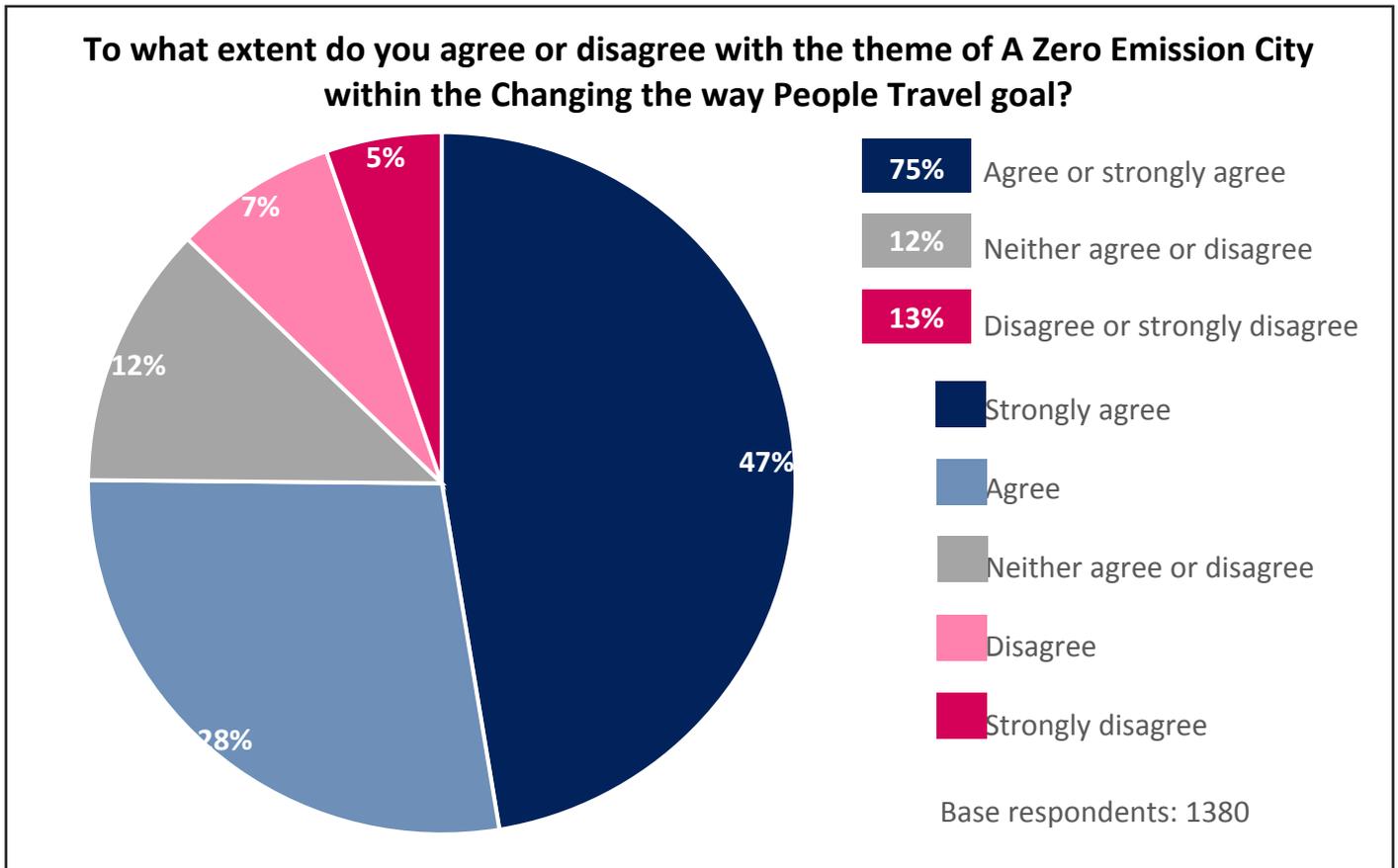


Figure 30

84. Figure 31 shows the breakdown of results by different groups of respondents for overall agreement or disagreement with the theme of a Zero Emission City. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## A Zero Emission City - Further analysis

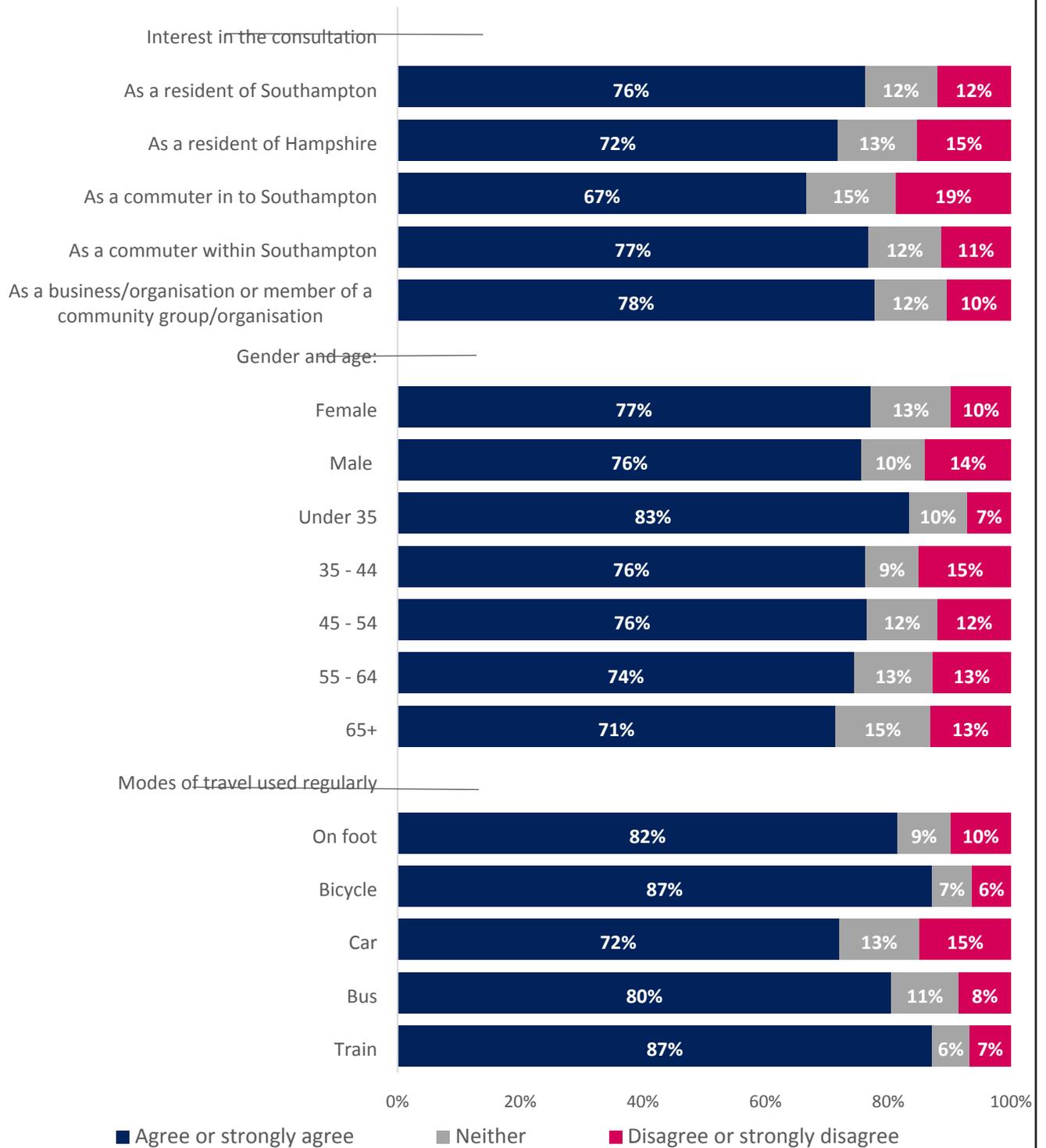


Figure 31

## Impacts of the proposed Local Transport Plan

85. Respondents were asked what the impacts would be on them or their community if the Connected Southampton Transport Strategy 2040 were implemented. Figure 32 shows that 83% of respondents felt that the impact of the transport strategy would be positive. Of this 37% felt it would be very positive, 31% fairly positive and 15% slightly positive. In comparison, 9% of respondents of felt that the impact of the transport strategy would be negative. This is broken down into 3% of respondents who said it would be very negative, 3% fairly negative and 3% slightly negative. Of the remaining 8% of respondents, 4% felt there would be no impact from the transport strategy and 3% did not know what the impact would be.

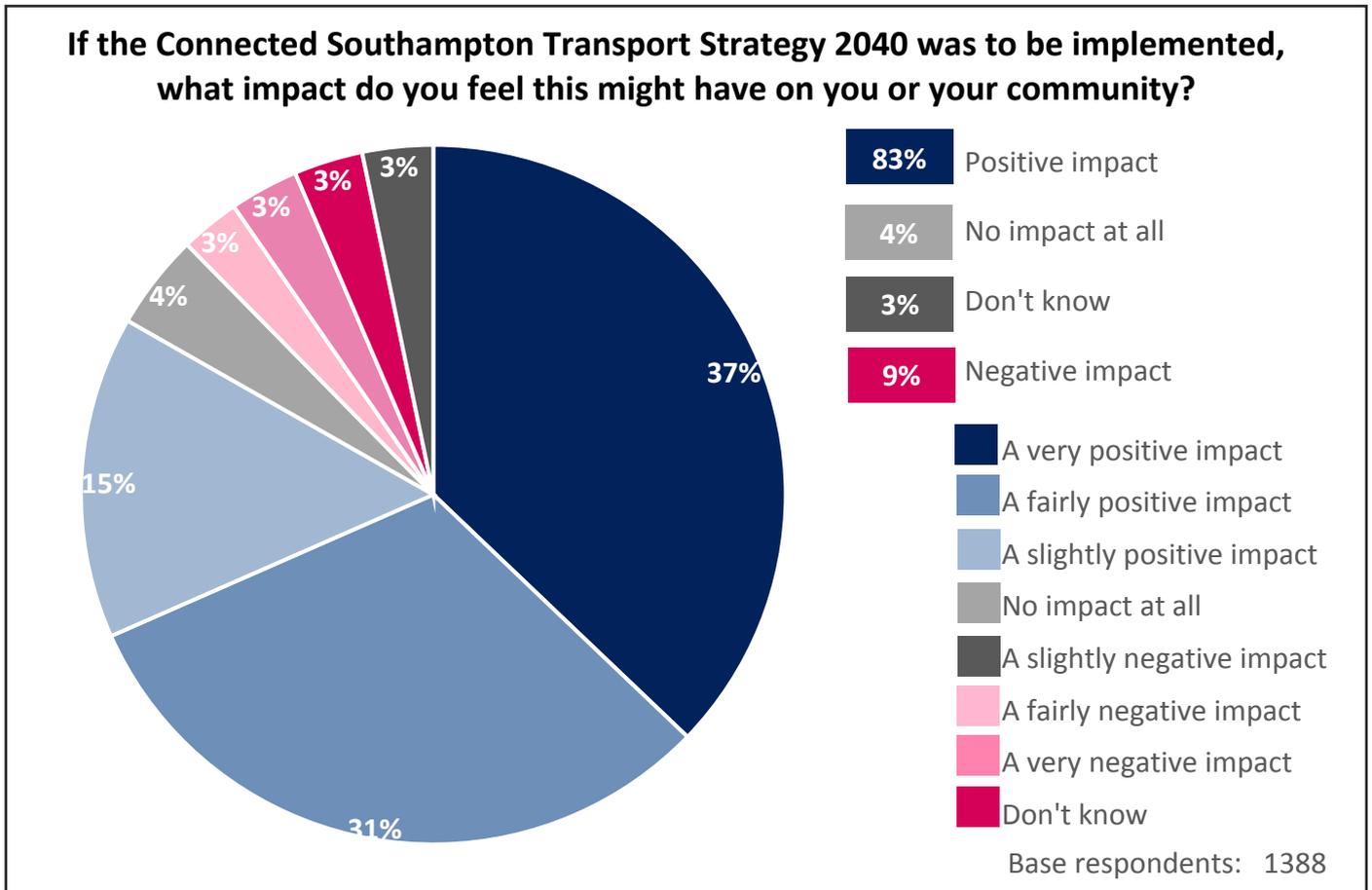


Figure 32

86. Figure 33 shows the breakdown of results by different groups of respondents regarding potential impacts of the transport strategy. Groups that the question has been broken down by include: interest in the consultation, gender, age and modes of travel.

## Potential impact of the Transport Strategy - Further analysis

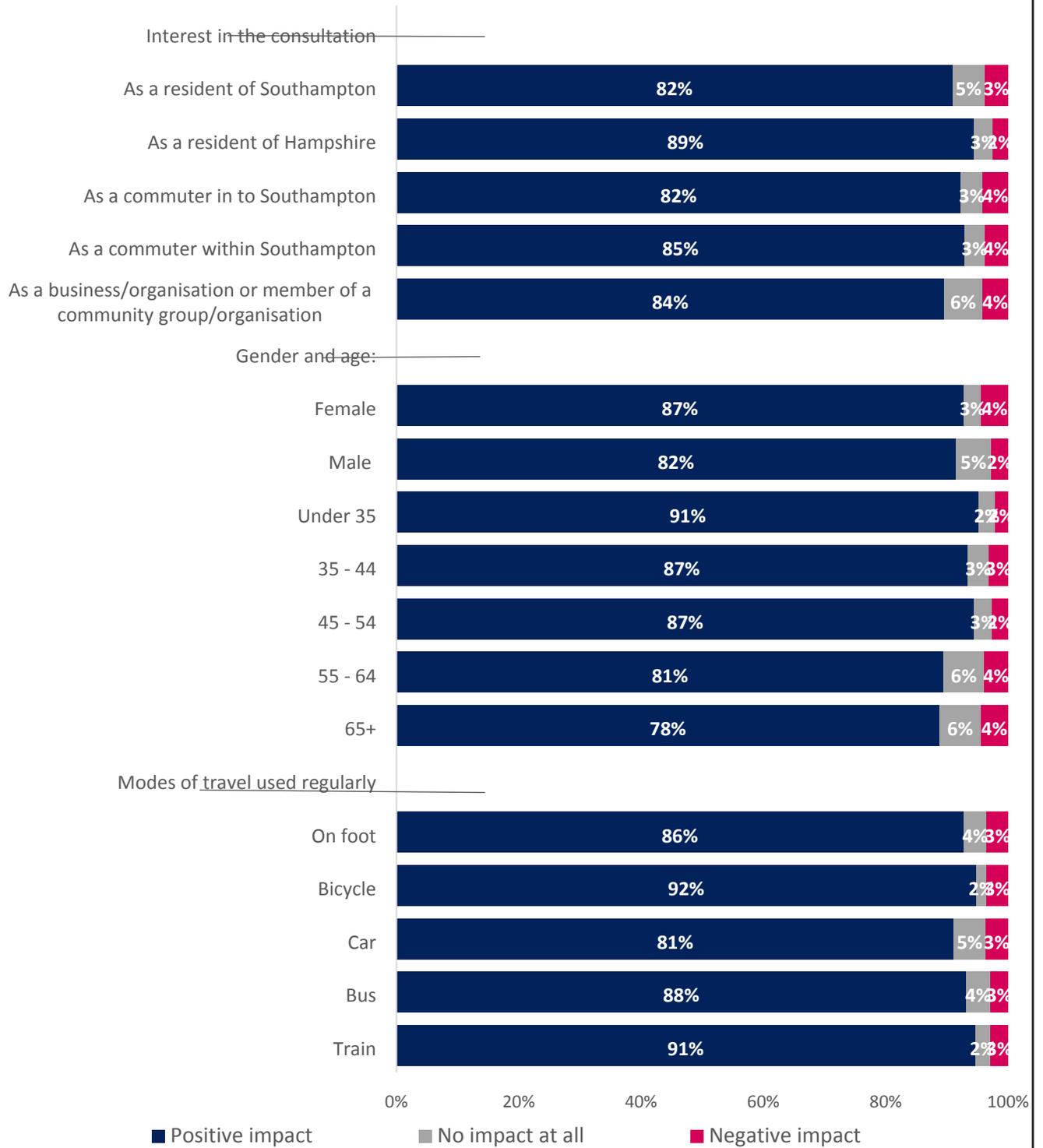


Figure 33

## Qualitative written feedback from questionnaires, letters, emails and social media

87. Respondents could provide written feedback to the consultation through a number of different routes. There were a number of opportunities throughout the questionnaire in which respondents could write a free text response. In addition anyone could provide feedback in the form of letters and emails.
88. All written responses and questionnaire comments have been read and then assigned to categories based upon similar sentiment or theme. Written responses to the consultation were assigned to 95 separate categories. Individual responses that raised a number of different points would be assigned to multiple categories. The report has also endeavoured to outline all the unique suggestions gathered as a part of the consultation. The following section provides further detail on these categories and the numbers of respondents that raised that theme within their response.
89. Points raised within the written feedback to the consultation generally fell into one of 8 broad themes. These were:
- a. Comments expressing disagreement and giving alternatives or suggestions to the proposed local transport plan
  - b. Comments expressing general agreement with the proposed local transport plan
  - c. Comments expressing agreement with elements of the A Successful Southampton goal
  - d. Comments expressing agreement with elements of the A System for Everyone goal
  - e. Comments expressing agreement with elements of the Changing the Way People Travel goal
  - f. Comments on the potential negative impacts of the proposed local transport plan
  - g. Comments on the potential positive impacts of the proposed local transport plan
  - h. Other comments related to proposed local transport plan

### Comments expressing disagreement and giving alternatives or suggestions to the proposed local transport plan

90. The comments expressing disagreement and giving alternatives suggestions have been broken down into 5 sub-themes. These were:
- a. General disagreements
  - b. Disagreement with specific elements of the proposals
  - c. Public transport suggestions and alternatives
  - d. Road related suggestions and alternatives
  - e. Other suggestions and alternatives for the local transport plan
91. The following section provides further detail on these sub-categories.
92. Figure 34 shows the comments expressing general disagreement with the local transport plan as opposed to specific elements of the proposals. The most frequently mentioned disagreement arose from doubts that the proposals would be successful or ever happen (alluded to by 68 respondents). The next two most frequently mentioned disagreements were over costs of implementation and a need for more immediate, short term plans. These two categories were both raised by 54 respondents.

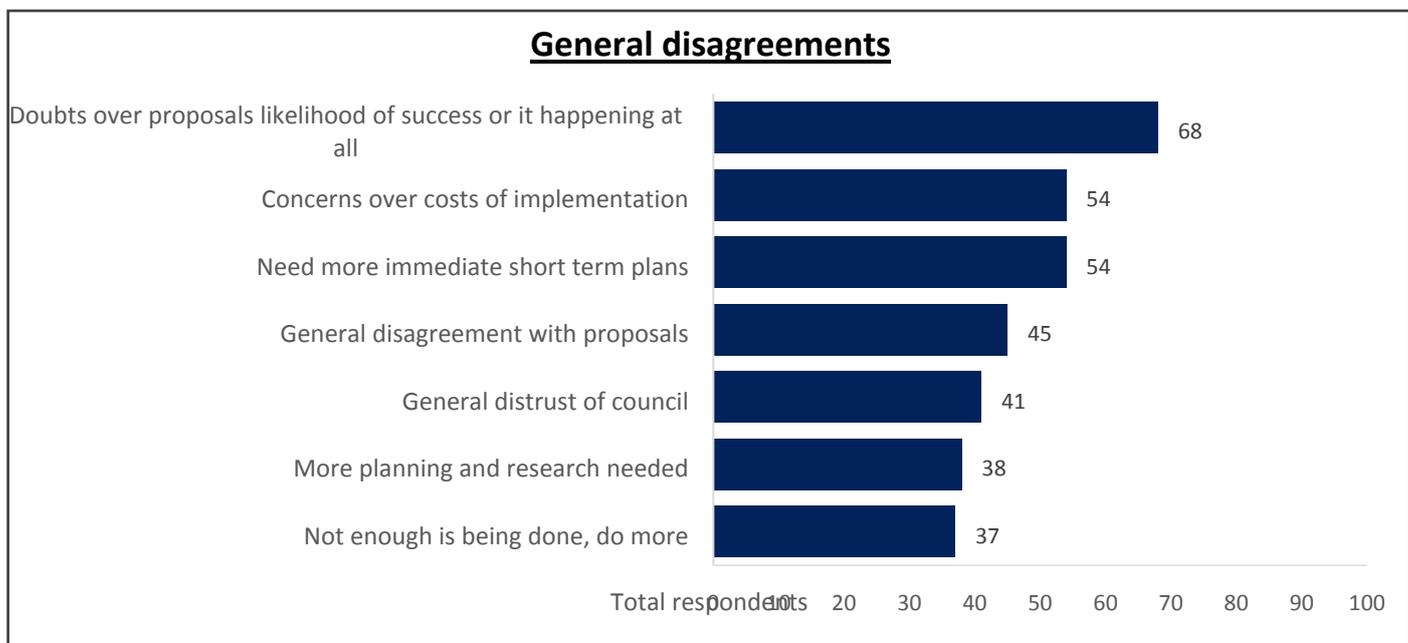


Figure 34

93. Table 2 shows any unique comments given for each category within the general disagreements sub-theme.

| Category  | Unique comments or suggestions  |
|---|---|
| <b>Doubts over proposals likelihood of success or it happening at all</b>   | <i>Do not think plans given will be successful in achieving goals.</i>  |
|   | <i>This will not be successful because you cannot plan for 20 year's time. How and why the population travel could be completely different and therefore need a different infrastructure by then.</i> |
|   | <i>Not sure there is the surrounding infrastructure to support a zero emission zone for example a good enough electric vehicle infrastructure nationally.</i>   |
|   | <i>Do not believe this will ever succeed in knocking car as king.</i>   |
|   | <i>This will not be successful across the city as some areas and communities will get more funding than others, creating disparities.</i>   |
|   | <i>Concerns about how problems arising during implementation of these plans will be dealt with.</i>   |
|   | <i>This won't succeed in improving Southampton as residents don't care enough to look after it.</i>   |
|   | <i>Doubt that Southampton can be attractive - it just isn't that kind of city.</i>  |
|   | <i>These sorts of plans have been thought of before and then not carried out - have some follow through this time!</i>  |
|   | <i>This could change or be scrapped when political landscapes change both locally and nationally.</i>   |
|   | <i>Doubts over the practicalities of proposals. They are idealistic and unrealistic and won't be implemented properly or left unfinished.</i>   |
|   | <i>With current budget restrictions, these are unlikely to happen.</i>  |
|   | <i>Businesses will get their way, to the detriment of residents and this will not happen.</i>   |
| <i>Southampton is so far behind some other cities across the country and world that they will never have a good transport system, let alone lead the way on it.</i>   |   |
| <i>Some of the proposals in this plan are beyond the realms of the local authority or local partners. (E.g. having a fully integrated ticket system linking to rail would require a national ticketing system.)</i> |   |
| <b>Concerns over costs of implementation</b>  | <i>Value for money these proposals must be considered before being progressed.</i>  |
|   | <i>The city maintenance and development of infrastructure needs to be cost effective.</i>   |
|   | <i>All this will cost too much, more than the council has.</i>  |
|   | <i>Will council tax increase to cover these costs?</i>  |
|   | <i>Where is all the funding for this coming from all of a sudden?</i>   |

|  |   |
|--|---|
|  | <i>EU funding for transport projects will be lost soon.</i>   |
|  | <i>Will the BID help to fund this?</i>  |
|  | <i>Concerned about loss of revenue from parking if vehicular access is going to be restricted. Need a way to recover this lost revenue.</i>   |
|  | <i>Revenue from clean air zone, parking and workplace levies should be used to subsidise public transport.</i>  |
|  | <i>Define how much financial and other resources will be allocated to the three long-term strategic goals and eight related themes throughout the plan period.</i>  |
|  | <i>Clarify whether there are plans to allocate specific amounts of financial and other resources to defined geographic areas during the plan period.</i>  |
|  | <i>Whilst the desire seems apparent for the City Council's aspirations in this strategy, as ever there has to be a concern about the level of funding needed to develop and maintain the plan's objectives. How will City Council secure initial and ongoing funding to deliver its strategy?</i>   |
| <b>Need more immediate short term plans</b>  | <i>These proposals should have happened years ago and should already be in place.</i>   |
|  | <i>Something needs to be done sooner - get going on this now.</i>   |
|  | <i>These proposals should be in a short term plan.</i>  |
|  | <i>Plans that will improve air quality need to be implemented ASAP as the current timeframe is too long - it will not reduce emissions in time.</i>   |
|  | <i>Set plans of what will happen before 2040 (so say by 2020, 2030 etc.).</i>   |
|  | <i>Road maintenance should be done well before 2040.</i>  |
|  | <i>Surely a tram system could be developed in the next 5 - 10 years not 40.</i>   |
|  | <i>A Park and Ride has been needed for 10 years, it needs to be put in ASAP to lower air pollution now.</i>   |
|  | <i>Implement zero emission in zone in the near future not long term.</i>  |
| <b>General disagreement with proposals</b>   | <i>Disagree with these 'proposals' as many of them are already happening. (E.g. A lot of freight consolidation is already done by the courier firms who make deliveries for multiple small clients and the larger companies with their own fleets managing deliveries so that all deliveries in a similar area take place on the same day, avoiding special trips.)</i> |
|  | <i>Some of these ideas clash with each other or will struggle to work cohesively or do not work with other plans the council and other organisations have.</i>  |
|  | <i>Should be using money for other public services like: care for the elderly, youth services, reduce council tax, reduce poverty, build homes, improve services.</i>   |
|  | <i>The council should focus on its current obligations instead of making grand plans for things that they may struggled to do.</i>  |
|  | <i>A lot of these ideas are things that were being done previously but have been cut due to lack of funding.</i>  |
|  | <i>This plan does not seem suitable for Southampton, almost more appropriate for Winchester or Romsey.</i>  |
|  | <i>Proposals are too generic and corporate.</i>   |
|  | <i>This proposal reads like a paper exercise to satisfy government targets.</i>   |
|  | <i>Start again - redo the entire strategy.</i>  |
|  | <i>Disagree with these proposals as they are hoping to grow Southampton, which would make things worse.</i>   |
|  | <i>These proposals are to improve things that are awful and should be better already not to move the city forward.</i>  |
| <i>The proposals do not involve genuine improvements for cyclists and pedestrians.</i>   |   |
| <i>Council should improve its own service and make efficiencies within the council before trying to achieve these proposals.</i> |   |
| <b>General distrust of council</b>   | <i>Don't trust council to actually do what is proposed - they have a history of making plans which are never fulfilled.</i>   |
|  | <i>This is all just words and no action will be taken. It is just trying to justify jobs.</i>   |
|  | <i>Council will not go through with this and will cave to other pressures (e.g. from the port).</i>   |

|  |  |
|--|--|
|  | <i>The council is only out to make money and some proposals (for example workplace levy) will end up as a cash cow.</i>  |
|  | <i>The council do not have residents' best interests at heart.</i>   |
|  | <i>The council do not know what they are doing.</i>  |
|  | <i>Council can't do anything right.</i>  |
|  | <i>Council are dragging its feet with this and the approach to this will be half-hearted.</i>  |
|  | <i>This will take the council too long to do.</i>  |
|  | <i>Cannot see how council's attitude will suddenly change to put all of this in motion.</i>  |
|  | <i>Make sure the people working on this are good at their job.</i>   |
| <b>More planning and research needed</b>   | <i>This is all aspirational. The strategy is appropriate but a tactical plan needs to be developed so that it can be delivered.</i>  |
|  | <i>Go back to the drawing board and come up with more practical ideas.</i>   |
|  | <i>Come up with some more ambitious and innovative proposals for the long term.</i>  |
|  | <i>Need an overall more structured plan of how to develop the whole city, not piecemeal.</i>   |
|  | <i>There needs to be a more detailed cost-analysis for proposals.</i>  |
|  | <i>Research needs to done into the impacts of the proposals for example impacts of shopping and retail.</i>  |
|  | <i>Use evidence based planning principles to assess and quantify the potential impacts of the proposed policy/scheme interventions.</i>  |
|  | <i>Use evidence based planning principles to identify and quantify the locations and associated population groups (within and outside the SCC administrative boundary) which are expected to be beneficiaries and losers from individual and collective policy/scheme interventions. For identified losers policy/scheme redesign accompanied by improved mitigation measures should be considered which seek to reduce and ideally eliminate the dis-benefits of proposed interventions ensuring that individual interventions and by extension the overall plan as a whole offers equality of opportunity for all.</i> |
|  | <i>Run pilots of these proposals.</i>  |
|  | <i>Create measurable targets.</i>  |
|  | <i>Check your research that your basing decisions upon is accurate and reliable. (E.g. Not sure statement that young people living in the city centre prefer public transport is necessarily true)</i>   |
|  | <i>Learn from and research other progressive cities (e.g. Rotterdam).</i>  |
|  | <i>Look into what works well both here and elsewhere already and replicate.</i>  |
|  | <i>More research on people's travel behaviours should be done to inform plans.</i>   |
|  | <i>Talk to people and communities about what they need.</i>  |
|  | <i>More planning for rapid transit system.</i>   |
|  | <i>Take a more considered approach to a non-road transport system.</i>   |
| <i>Develop more plans involving new technology like electric buses or dustbins.</i>  |  |
| <i>The transport system must work alongside the physical and social environment of the city - these two different types of planning are not exclusive of each other (i.e. how a person can travel about the city, influences the physical environment and their social one).</i> |  |
| <i>Use data to make decisions and develop this policy as opposed to making decisions before knowing what the need is.</i>  |  |
| <b>Not enough is being done, do more</b>   | <i>These plans are not enough to achieve the goals you want.</i>   |
|  | <i>The plans are not bold enough - take a stronger stance and be more visionary.</i>   |
|  | <i>Do not just tinker and try to fix previous mistakes; have a local transport plan that transforms the city.</i>  |
|  | <i>Do more by standing up to businesses etc. that oppose this change.</i>  |
|  | <i>Do more to achieve goal of a healthy and active city, current proposals are not enough.</i>   |
|  | <i>The zero emission activities are not enough to improve air quality.</i>   |

|  |  |
|--|--|
|  | <i>Not enough is being done to help electric vehicles take off.</i>                              |
|  | <i>Insufficient proposals to improve and encourage cycling.</i>                                  |
|  | <i>This does not go far enough in making the city equitable for those with reduced mobility.</i> |
|  | <i>Will need more resource to implement and enforce some of these proposals.</i>                 |
|  | <i>Policy needs to be bolder in managing car parking provision.</i>                              |

Table 2

94. Comments that disagreed with specific elements of the proposals are given in Figure 35. The specific element most often disagreed with was the development and encouragement of electric vehicles (by 93 respondents). The next most frequently disagreed with element of the proposals were the plans to reduce the amount of car parking in the city (mentioned by 70 respondents). Some respondents (66) believed the proposals were too heavily focused on road transport when there should be a move away from cars as the main mode of transport.

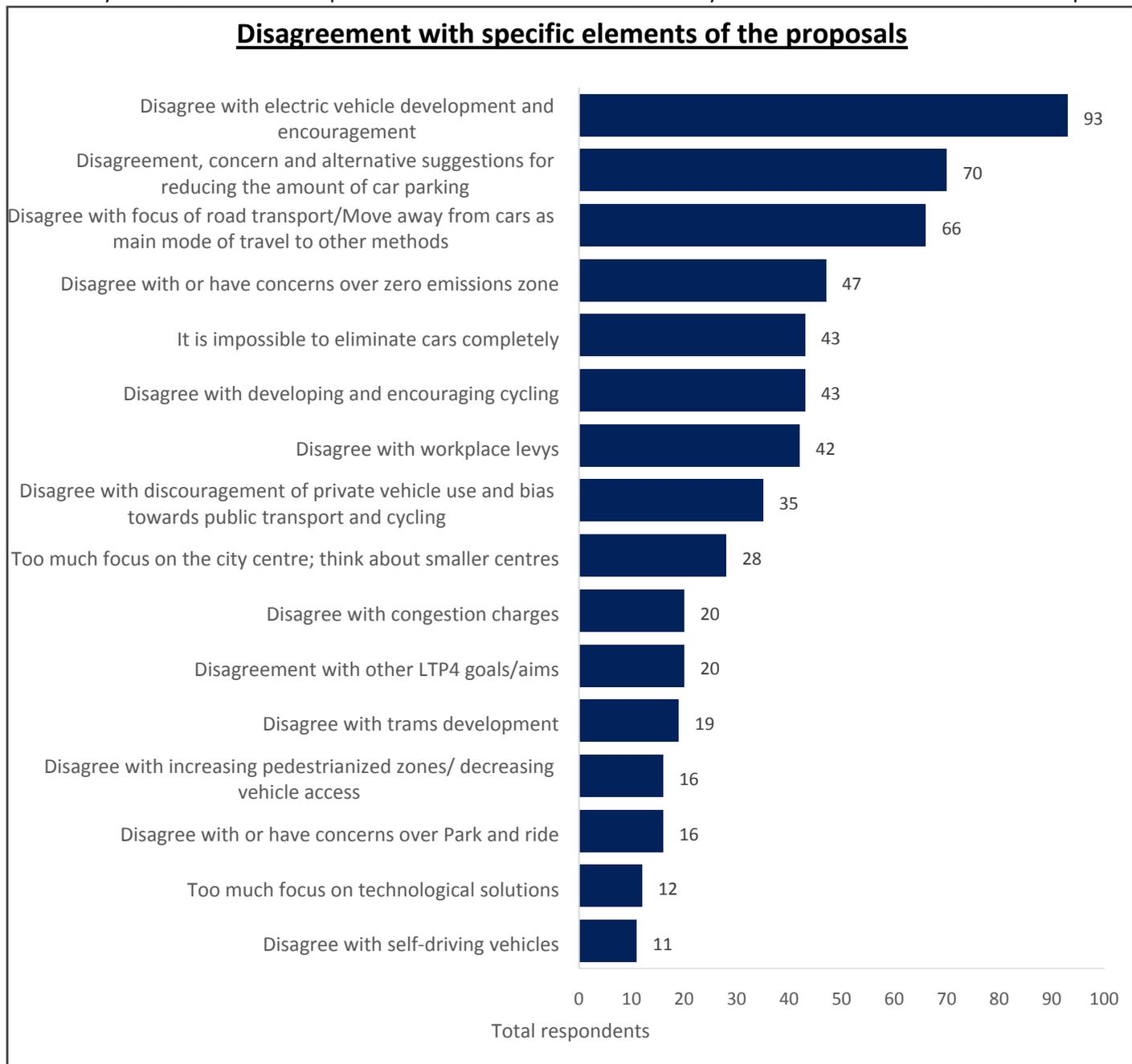


Figure 35

95. Table 3 shows any unique comments given for each category within the disagreements with specific elements of the proposals sub-theme.

| Category | Unique comments or suggestions |
|----------|--------------------------------|
|----------|--------------------------------|

|   |   |
|---|---|
| <b>Disagree with electric vehicle development and encouragement</b>   | <i>For the majority electric vehicles are too expensive. The council should not be encouraging, incentivising or subsidising the already well off to benefit</i>  |
|   | <i>Electric cars are not solving pollution issues, they are just moving them as they still need to get power from somewhere</i>   |
|   | <i>The construction and scrapping of electric cars creates more pollution than can be saved by their use. Little infrastructure for the end of life batteries in the cars is in place. Child labour is used for elements in battery construction.</i> |
|   | <i>Electric vehicle batteries are expensive to dispose of.</i>  |
|   | <i>Electric vehicles are not popular enough to warrant developing their infrastructure</i>  |
|   | <i>Electric vehicle infrastructure must be developed nationally first</i>   |
|   | <i>Electric car technology is too underdeveloped and impractical for mainstream use</i>   |
|   | <i>Electric vehicles cannot do long distance journeys yet</i>   |
|   | <i>Electric vehicles are still an space inefficient way of moving people</i>  |
|   | <i>Electric vehicles are not zero emissions</i>   |
|   | <i>There are quicker, more effective ways of improving air quality</i>  |
|   | <i>Electric cars do not resolve issues around congestion and road maintenance or road safety</i>  |
|   | <i>Impractical to have charging in places with on-street parking</i>  |
|   | <i>Who is paying for electricity at public charging points?</i>   |
| <i>Encouraging electric vehicles may actually encourage more driving as the fuel is so cheap</i>  |   |
| <b>Disagreement, concern and alternative suggestions for reducing the amount of car parking</b>   | <i>Disagree with cutting the number of parking and increasing car parking costs</i>   |
|   | <i>Makes no sense to reduce car parking spaces when you are expecting an increase in cars</i>   |
|   | <i>Once you remove car parks you cannot replace them</i>  |
|   | <i>Car parking may not be full but on-street parking is very full.</i>  |
|   | <i>Disagree with reducing parking in the city - especially for HGVs that need to park close to their delivery points</i>  |
|   | <i>Should not reduce the amount of car parking without providing alternative transport methods like park and ride etc. or improving current public transport system</i>   |
|   | <i>There is not enough car parking as it is, should be increasing parking. Create a city wide residents parking scheme to allow residents to park anywhere for free</i>   |
|   | <i>Need for more suitable parking, current parking is not adequate for increasing number of larger vehicles (SUVs and people carriers)</i>  |
|   | <i>Should create more out of town parking to reduce problems on the roads</i>   |
|   | <i>Need more car parking for disabled permits and also more enforcement of permit only as disabled permits are on the increase</i>  |
|   | <i>Disagree with this as it will make parking difficult or expensive</i>  |
|   | <i>Disagree with decreasing the number of disabled spaces as it will make it difficult for disabled individuals to get to town</i>  |
|   | <i>Should not decrease car parking in the city centre dedicated to or near residential buildings and areas as it then is difficult for those residents to park and people they know to visit</i>  |
|   | <i>Disagree with reducing park and increasing costs as it could put people off coming to Southampton</i>  |
| <i>Less parking in the city will push more people to park in small residential roads just outside of the city which cannot cope with it</i> |   |

|   |  |
|---|--|
|   | <p><i>Should not reduce parking or increase charges to the extent that those living far Southampton and commuting in have to reevaluate their employment in the city</i></p> <p><i>This will be challenged by others</i></p> |
| <p><b>Disagree with focus of road transport/Move away from cars as main mode of travel to other methods</b></p> | <p><i>Most of investment is still going towards road travel improvements. The proposals are still too focused around cars. Road travel should only get funding if there is any left over</i></p>                             |
|   | <p><i>Most of investment is still going towards road travel improvements. The proposals are still too focused around cars. Road travel should only get funding if there is any left over</i></p>                             |
|   | <p><i>Only way to get people out of their cars is to make them</i></p>   |
|   | <p><i>Discourage use of car and encourage other modes of transport by charging people more tax the more they drive</i></p>   |
|   | <p><i>Make the journey by car longer than the journey by public transport or bike</i></p>  |
|   | <p><i>Reward and incentivise single car or no car households</i></p>   |
|   | <p><i>Regular traffic or car free days in the city</i></p>   |
|   | <p><i>Money should be mainly invested in active travel</i></p>   |
|   | <p><i>Encourage alternative travel</i></p>   |
|   | <p><i>Putting the needs of people – not cars – at the heart of your plans is the right thing to do.</i></p>  |
| <p><b>Disagreement or have concerns over zero emissions zone</b></p>  | <p><i>What does a zero emissions zone mean in practice?</i></p>  |
|   | <p><i>This is a non-starter and unrealistic</i></p>  |
|   | <p><i>Zero emissions zone will be unsuccessful until other air pollution issues are addressed like port pollution, HGVs, delivery vans</i></p>   |
|   | <p><i>A zero emissions zone should be a bonus not an essential, something that is encouraged rather than enforced</i></p>  |
|   | <p><i>Concerned that residents will not have enough time to prepare for a zero emissions zone</i></p>  |
|   | <p><i>Concerned this zone will be used to sneak in a congestion charge</i></p>   |
|   | <p><i>This will never happen. It is not possible for all residents to own and charge an electric car</i></p>   |
|   | <p><i>A zero emissions zone would penalise those who cannot afford an expensive electric car</i></p>   |
|   | <p><i>Zero emissions zone should be the city centre only and not surrounding areas like Bitterne, Woolston and Shirley</i></p>   |
|   | <p><i>A zero emission zone is not possible in the city centre - perhaps around schools or residential areas?</i></p>   |
|   | <p><i>A zero emissions zone would damage the city centre, shopping and businesses</i></p>  |
|   | <p><i>Disagree with penalising residents who live in the city centre and own a car</i></p>   |
|   | <p><i>Disagree with zero emissions zone because it will hinder local people who still need to drive around</i></p>   |
| <p><i>Diesel cars should not be penalised in a low emissions zone</i></p>                                       |  |
| <p><b>It is impossible to eliminate cars completely</b></p>   | <p><i>Some people need cars (e.g. for their work, because they have a disability, because they have autism, because they have a family</i></p>   |
|   | <p><i>People will still want to get around using their own transport</i></p>   |
|   | <p><i>When it continues to be faster, cheaper and more convenient to drive, people will continue to drive</i></p>  |
|   | <p><i>Only when cars are more expensive than other modes will there be change</i></p>  |
|   | <p><i>Some people who own cars have to use it for all travel in order for it to pay its way</i></p>  |
|   | <p><i>People will not stop driving cars in the foreseeable future</i></p>  |

|   |  |
|---|--|
|   | <i>Car ownership and use is on the increase not decrease</i>   |
|   | <i>More options for cars journeys now (e.g. Uber, driverless, car clubs etc.)</i>  |
|   | <i>People won't give up private transport if other forms don't make them feel safe</i>   |
|   | <i>Because of idea driving footfall into the city</i>  |
|   | <i>Take into consideration that some people live in rural areas with very little or no public transport options and cannot walk or cycle</i>             |
| <b>Disagree with developing and encouraging cycling</b>   | <i>The majority of people do not cycle and so there will not be enough people cycling to make the cost of all this worthwhile</i>                        |
|   | <i>Not everyone can cycle</i>  |
|   | <i>Not everyone likes cycling</i>  |
|   | <i>British weather is not ideal for cycling</i>  |
|   | <i>Cycling for all journeys by all is not going to happen.</i>   |
|   | <i>Cycling will not help the ageing population who will not want to cycle</i>  |
|   | <i>It is unrealistic for families to cycle</i>   |
|   | <i>There is too much bike theft and vandalism to be worth developing cycling</i>   |
|   | <i>Improving cycling on roads (e.g. adding cycle lanes) will make the traffic worse, as there will be less space when the roads are already too busy</i> |
|   | <i>Cyclists end up not using things created for them anyway and instead cycle with the traffic or on pavements</i>                                       |
|   | <i>Cyclists should pay towards road that they use</i>  |
|   | <i>Cycling is a danger to other people like pedestrians. Cycling should not be expanded at the expense of pedestrians</i>                                |
|   | <b>Disagree with workplace levys</b>   |
| <i>This will be too high a cost for businesses to pay</i>   |  |
| <i>This may push businesses outside of the city</i>   |  |
| <i>Will impact small businesses and charities more</i>  |  |
| <i>Only charge for newly built car parks, businesses won't want to pay extra for something they built on their own land</i> |  |
| <b>Disagree with discouragement of private vehicle use and bias towards public transport and cycling</b>                    | <i>It is unfair to penalise private car owners, help them instead</i>  |
|   | <i>Do not implement measures to cut down private car use without first establishing and improving the alternatives</i>                                   |
|   | <i>This strategy favours public transport and cycling, and is punishing private car users</i>  |
|   | <i>This is just another way to tax drivers</i>   |
|   | <i>Travelling home on public transport or active travel is impractical for: people working shifts; families</i>  |
|   | <i>If pushing people to buy electric cars then why discourage private car ownership</i>  |
|   | <i>Unfair to penalise drivers of diesel when they were encouraged to buy them by the government</i>  |
|   | <i>Don't demonise the car when it is planning that has led to such dependence upon it</i>  |
|   | <i>Disagree with using punitive measures on private car users as a way of pushing people to a new way of travelling</i>                                  |
| <b>Too much focus on the city centre; think about smaller centres</b>   | <i>Only city centre is ever maintained and developed</i>   |
|   | <i>Make plans and develop for entire city not just centre</i>  |
|   | <i>Don't forget or ignore the suburbs!</i>   |
|   | <i>This plan ignores the East of the city</i>  |
|   | <i>Invest in smaller centres too: Bitterne, Woolston, Shirley</i>  |
|   | <i>Transport should help local centres to thrive as well as the city centre. Currently all public transport routes are going into the city centre</i>    |

|   |   |
|---|---|
|   | <i>Create mass transit system that connects outlying areas with each other not just to the city centre</i>  |
| <b>Disagree with congestion charges</b>   | <i>Congestion charges will move the container and cruise business and therefore traffic away from city, losing trade for the city</i>   |
|   | <i>Residents shouldn't have to pay a congestion charge</i>  |
|   | <i>Would not want congestion charges to impact buses</i>  |
|   | <i>Would just be used as a council cash cow</i>   |
| <b>Disagreement with other LTP4 goals/aims</b>                                  | <i>Disagree with reducing rat runs as this could just worsen traffic and pollution</i>  |
|   | <i>Disagree with car clubs - they have been tried and failed. Waste of time and are too expensive</i>   |
|   | <i>Disagree with electric car clubs</i>   |
|   | <i>Disagree with improving access to the city as there is already enough provision for mobility impaired</i>  |
|   | <i>Disagree with improving access to airport - already well connected</i>   |
|   | <i>Disagree with freight consolidation encouragement as it is already happening within private companies</i>  |
|   | <i>Disagree with last mile deliveries being completed by rail - surely it should be done by electric-powered vehicles?</i>  |
|   | <i>The attractive public spaces plan will create resentment in those areas of the city that will not receive anywhere close to the funding of these zones. In fact most residential areas will look shabby and unkempt in comparison.</i> |
|   | <i>Disagree with buses being the mass transit system</i>  |
|   | <i>Do not over-develop park, let them be truly wild to be a true escape from the city landscape</i>   |
| <b>Disagree with trams development</b>  | <i>Too expensive to implement and change all the infrastructure when it is not that necessary or worth the expense</i>  |
|   | <i>This has already been thought of and scrapped before</i>   |
|   | <i>Won't work on existing roads - where would they go?</i>  |
|   | <i>Maintenance of tramways will be too costly and disruptive</i>  |
|   | <i>Trams are slow</i>   |
|   | <i>Tracks are a problem for cyclists</i>  |
|   | <i>Can be dangerous - cannot stop or swerve away</i>  |
|   | <i>Trams won't solve issue of connecting outer areas of Southampton</i>   |
| <i>Disagree with tram, or light and heavy rail development</i>                  |   |
| <b>Disagree with increasing pedestrianized zones/ decreasing vehicle access</b> | <i>If you are preparing for electric and self-driving vehicles already then there is no need to reduce vehicles in the city as pollution will no longer be an issue</i>   |
|   | <i>It is already difficult and lengthy to travel across the city without reducing access for vehicles</i>   |
|   | <i>This will worsen traffic</i>   |
|   | <i>This will make things more difficult for disabled people needing to use cars</i>   |
|   | <i>Pedestrianised zones should not reduce access for delivery vehicles</i>  |
|   | <i>This will reduce the accessibility and routes available for buses</i>  |
| <b>Disagree with or have concerns over Park and ride</b>                        | <i>These pedestrianised zones should not cut parts of the city off for cars</i>   |
|   | <i>Park and ride won't work in the city, just like it doesn't work in Salisbury</i>   |
|   | <i>A park and ride seems unnecessary</i>  |
|   | <i>Bus usage is low and so park and rides may not get used</i>  |
|   | <i>This will just create a lot of unattractive cars park on the outskirts of the city coming in</i>   |
| <i>Park and ride still doesn't help those who are disabled</i>                  |   |
| <i>Park and ride won't solve issues of connections to district centres</i>      |   |

|  |   |
|--|---|
|  | <i>Park and ride often are just linear routes from outside the city to the centre and not across or around city's</i>   |
|  | <i>Concerned of negative effects of park and ride for other road users and green spaces</i>   |
|  | <i>Concerned about the locations of Park &amp; Ride as any proposed site will increase traffic and subsequent air pollution in that area (this includes increased traffic on the strategic road network)</i>  |
|  | <i>Concerns over practicalities of bringing in a park and ride</i>  |
|  | <i>Should not be a cost to public funds, or a cash cow for the council</i>  |
|  | <i>Park and rides can have high ongoing costs</i>   |
|  | <i>Park and rides could generate car trips across the city to reach park &amp; ride sites, rather than encourage city residents to use their neighbourhood local bus routes or cycling and walking</i>  |
|  | <i>Financial and political capital can get abstracted from open-for-all public transport and moved exclusive-to-car-users park &amp; ride systems. Witness the level of bus priority park &amp; ride bus services have versus regular local bus services have in other major cities</i> |
| <b>Too much focus on technological solutions</b> | <i>Technology is developing too fast to bother implementing the mentioned technology as they will be out of date by the time you implement them</i>   |
|  | <i>Smart technologies means more cost</i>   |
|  | <i>Some concerns about public privacy using cameras for monitoring traffic</i>  |
|  | <i>Some concerns that smart technologies will be used to fine those who do not comply</i>   |
| <b>Disagree with self-driving vehicles</b>       | <i>Concerns over safety of self-driving vehicles</i>  |
|  | <i>Autonomous vehicles are not appropriate for Southampton</i>  |
|  | <i>Disagree with spending money preparing for something that is not a guaranteed thing yet</i>  |
|  | <i>Self-driving vehicles threaten jobs in the public transport sector</i>   |

Table 3

96. Figure 36 shows the comments giving alternatives and suggestions to the local transport plan for public transport. A recommendation and desire to improve the buses in the city was expressed by 172 respondents. The second most frequently suggested idea for public transport was to make it cheaper (mentioned by 91 respondents). The next most frequently mentioned suggestion was too see an improvement in public transport in general (by 90 respondents).

## Public transport suggestions and alternatives

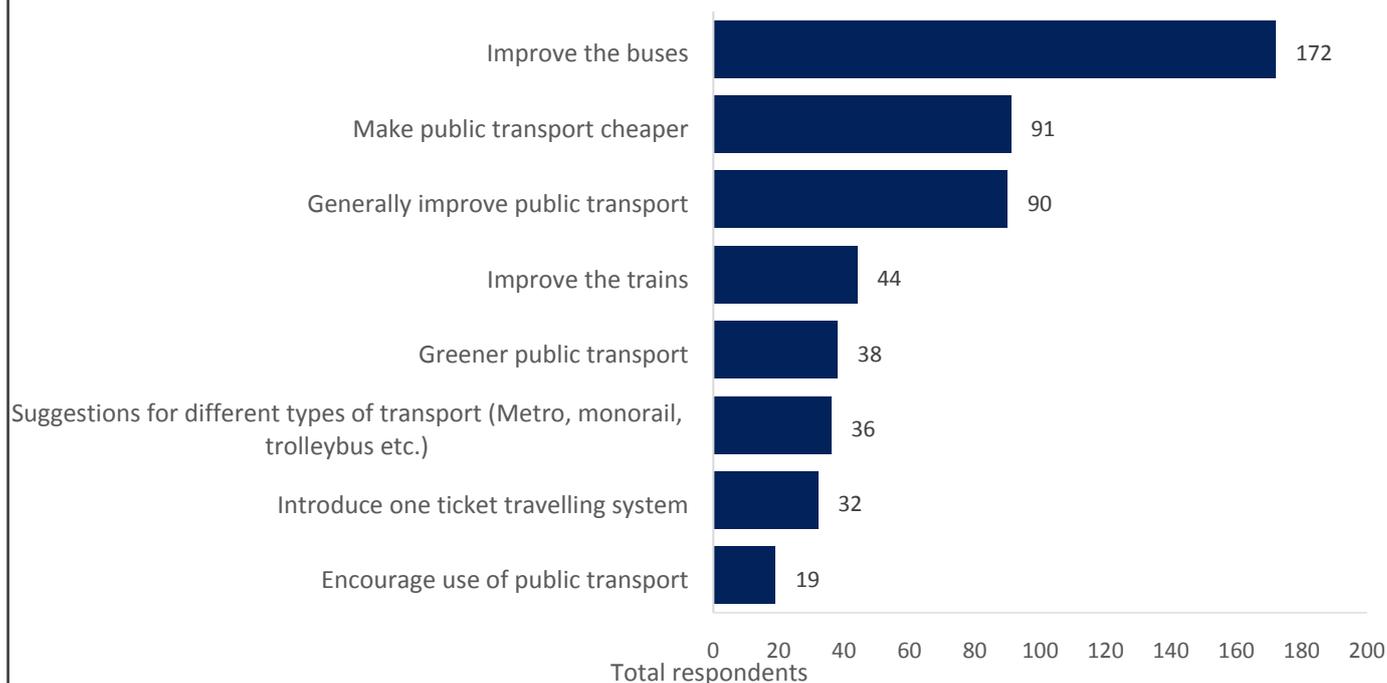


Figure 36

97. Table 4 shows any unique comments given for each category within the public transport suggestions and alternatives sub-theme.

| Category   | Unique comments or suggestions  |
|--|---|
| <b>Improve the bus service</b>   | <i>Current bus service is poor.</i>   |
|  | <i>Buses should be: on time; reliable; easy to use.</i>   |
|  | <i>There should be a comprehensive and bigger bus network.</i>  |
|  | <i>Create bus routes to all amenities (e.g. hospitals, train stations, airport shopping centres, leisure places and attractions etc.).</i>  |
|  | <i>Better integrated bus systems to train stations and park and ride.</i>   |
|  | <i>Create bus routes to and between other parts of the city that are not the centre including: Bassett; Maybush; Portswood, Shirley, Sholing, St Marys; Weston; Woolston; Upper Shirley; Winchester Road.</i> |
|  | <i>Create bus routes that go beyond the city boundary and into rural areas. (e.g. Totton, Marchwood, New Forest, Hythe, The Isle of Wight, Ashurst, Botley, Hedge End, Chilworth, Nursling.</i>               |
|  | <i>Create shorter and more direct bus routes.</i>   |
|  | <i>Stop bus companies cutting routes from areas where people live and need buses (e.g. Ocean Village, Briton Street) and only running profitable routes.</i>  |
|  | <i>Bus services should be more balanced across the city, not too many in one area and nothing in another.</i>   |
|  | <i>Reduce the number of buses in some areas to avoid: too many empty buses driving around; several buses on the same route following each other.</i>  |
|  | <i>Run a more frequent bus service (every 10 minutes on all routes), some places only have one an hour.</i>   |
|  | <i>Buses running later into the evening, earlier in the morning and more frequently on weekends.</i>  |
|  | <i>Run a special bus service on match days.</i>   |
| <i>Improve conditions of bus: heating for the winter; air conditioning for the summer; modern payment options; not overcrowded; 2 doors so people can simultaneously board and alight; more space for prams and disabled access;</i> |   |

|   |   |
|---|---|
|   | <i>more double decker buses; automatic lowering of bus for disabled and elderly.</i>  |
|   | <i>More priority for buses on roads (more bus lanes and bus only routes, traffic lights set to let buses go through).</i>   |
|   | <i>Make bus lanes for buses only at certain times of day.</i>   |
|   | <i>More bus stops.</i>  |
|   | <i>Make sure all bus stops have a layby so that they do not stop the traffic going past the bus when stopped.</i>   |
|   | <i>Bus companies need to improve their communication so that everyone can get the information they need (This includes of changes, timetables, ticket options and current bus locations).</i>     |
|   | <i>Get rid of poor bus companies (i.e. Xelabus, First Bus).</i>   |
|   | <i>Stop bus companies having the same numbered routes.</i>  |
|   | <i>Make bus companies have a unified pricing system (so all fares cost the same across bus companies).</i>  |
|   | <i>There are too many bus providers. Have just one provider or a system like Transport for London to reduce unnecessary competition and encourage transport in less profitable areas.</i>         |
|   | <i>To encourage the use of bus passes, they should be available at all times and not restricted to after 9.30 a.m. - hospital appointments don't start after 10.00 a.m.</i>                       |
|   | <i>Provide shuttle bus services from public transport hubs (for big employers of the city like the docks and cruise ships).</i>   |
|   | <i>Have at call bus routes.</i>   |
|   | <i>Stop vehicles parking in bus lanes.</i>  |
|   | <i>Better planning for alternative bus routes when original locations are unavailable.</i>  |
|   | <i>Community should be involved in bus provision and be consulted about proposals to remove bus services.</i>   |
|   | <i>Develop a wider South Hampshire Bus Priority Network.</i>  |
| <b>Make public transport cheaper</b>                                  | <i>Public transport needs to be cheaper than driving and parking to encourage its use over a car.</i>   |
|   | <i>Subsidised public transport and fares.</i>   |
|   | <i>The cost of public transport is currently prohibitive.</i>   |
|   | <i>Cheaper rail travel.</i>   |
|   | <i>Make it cheaper to travel by rail across the city.</i>   |
|   | <i>Make taxis cheaper (especially for disabled).</i>  |
|   | <i>Have a flat rate fare for all public transport across city.</i>  |
|   | <i>Make public transport free for job seekers.</i>  |
|   | <i>Make buses free.</i>   |
|   | <i>Cheaper bus fares in the evening to encourage people to use buses to get to entertainment venues.</i>  |
| <i>Could make bus passes a 50p fare to subsidise cost for others.</i> |   |
| <b>Generally improve public transport</b>                             | <i>Public transport services are currently poor.</i>  |
|   | <i>Public transport needs to be: convenient, easy to use, accessible to all, efficient, easily accessible, cheap, regular, faster than driving.</i>   |
|   | <i>Improve resilience of public transport (e.g. to weather/climate change, loss of power etc.).</i>   |
|   | <i>Improve customer service of public transport.</i>  |
|   | <i>Public transport should improve their communication with different ways to access information. (Communication should improve on timetables, routes, current public transport status etc.).</i> |

|                                 |   |
|---------------------------------|---|
|                                 | <i>Improve public transport conditions which are currently old, dirty and overcrowded to be safe, comfortable in all weathers, clean and provide modern payment methods.</i>  |
|                                 | <i>Make public transport feel safer at night with CCTV, more staff and staff training to deal with ASB.</i>   |
|                                 | <i>Create a cohesive, connected public transport network that covers the entire city and connects at a regional scale.</i>  |
|                                 | <i>Public transport should not be run with profit in mind but for the help and convenience of residents.</i>  |
|                                 | <i>Have more space on public transport for disabled or provide disabled only public transport.</i>  |
|                                 | <i>Allow dogs on public transport so dog owners can use it.</i>   |
|                                 | <i>Have a designated rail/ tram/ goods vehicle system for cruise passengers to get to outside the city centre and to city centre attractions from the terminals and connecting public transport (avoiding the city centre).</i>   |
|                                 | <i>Cities with good public transport systems: Manchester; London.</i>   |
|                                 | <i>Put public transport into public ownership, the Solent region equivalent of Transport for London.</i>  |
|                                 | <i>Current private companies running public transport are not running an adequate service because for them it is about making a profit not providing a service.</i>   |
|                                 | <i>Joined up and integrated transport systems to allow people to travel around the city without using cars.</i>   |
|                                 | <i>Integrated rail and bus timetables.</i>  |
|                                 | <i>Access to public transport should always be easier than access to the private car.</i>   |
| <b>Improve the trains</b>       | <i>Improve frequency of trains.</i>   |
|                                 | <i>Run more trains more frequently, particularly local based services to be like the London Overground (e.g. Stopping services from Eastleigh to the New Forest and Fareham).</i>   |
|                                 | <i>Run trains later in the evening.</i>   |
|                                 | <i>Open Terminus station to develop the east of the city and encourage cruise ship passengers to travel by train.</i>   |
|                                 | <i>Have a station in Nursling along the Southampton Romsey line.</i>  |
|                                 | <i>Improve train speed and frequency between Southampton and: Salisbury, Exeter, Plymouth, Heathrow, and Portsmouth.</i>  |
|                                 | <i>Make trains cheaper.</i>   |
|                                 | <i>Make trains and stations nicer environments.</i>   |
|                                 | <i>Improve car parking at train stations.</i>   |
|                                 | <i>Re-instate the rail line from Hythe and Fawley to Southampton to hopefully free up the Marchwood By pass. Bring in new stations, regular trains and bike storage at stations.</i>  |
|                                 | <i>Heavily invest in the existing rail network in the city and plans for rail improvements. (E.g. invest in ticketing, stations, track capacity, interchanges, deliver metro style services, support network rail's mini route utilisation strategy, have rail better cater for cruise ships luggage and passengers.)</i> |
| <b>Greener public transport</b> | <i>Introduce low emission public transport.</i>   |
|                                 | <i>Electric stop start technology for buses.</i>  |
|                                 | <i>Low or no emissions buses.</i>   |
|                                 | <i>Get rid of diesel buses.</i>   |
|                                 | <i>Electric buses.</i>  |
|                                 | <i>Solar powered buses.</i>   |
|                                 | <i>Have sustainable transport available to all across the region.</i>   |

|  |   |
|--|---|
| <b>Suggestions for different types of transport (Metro, monorail, trolleybus etc.)</b> | <i>Take advantage of the waterways/ivers as a way of transport with ferry links and commuter boats which are cheaper and faster than cars (e.g. Hythe ferry or a ferry to Ryde on the Isle of Wight).</i> |
|  | <i>Monorail.</i>  |
|  | <i>Underground/subway.</i>  |
|  | <i>Light rail system.</i>   |
|  | <i>Introduce or consider a trolley bus (buses powered by overhead electric power lines) or battery powered trolley buses to reduce fumes in street.</i>   |
|  | <i>Cable car from Bitterne to City centre.</i>  |
| <b>Introduce one ticket travelling system</b>  | <i>Like Solent Go but for just Southampton.</i>   |
|  | <i>Promote current ones like Solent Go and promote any new ones.</i>  |
|  | <i>Like an oyster card.</i>   |
|  | <i>For all public transport.</i>  |
|  | <i>One ticket authority across Hampshire. Can work on zones.</i>  |
|  | <i>Or at least get bus companies to charge the same cost fares.</i>   |
| <b>Encourage use of public transport</b>   | <i>Incentivise use of public transport generally.</i>   |
|  | <i>Create more and cheaper car parking around outer city train stations to encourage people to park there and get the train in to the city centre.</i>  |
|  | <i>Encourage use of public transport through work places.</i>   |
|  | <i>Encourage more people that work in the city centre to use public transport more, perhaps with a subsidised annual pass.</i>  |
|  | <i>Reduce the bus pass to 60 to encourage older people to use it more.</i>  |
|  | <i>Encourage use of public transport by students.</i>   |

Table 4

98. Figure 37 shows the themes of comments where respondents gave suggestions or alternatives to the local transport plan that were road related. The most frequently raised suggestion was to improve the road structure (mentioned by 50 respondents). There was a suggestion that the traffic and congestion in the city needs to be better managed; this was raised by 42 respondents. The third road related suggestion raised by the most respondents was to create a route specifically for dock traffic or to ban dock traffic from city roads (by 35 respondents).

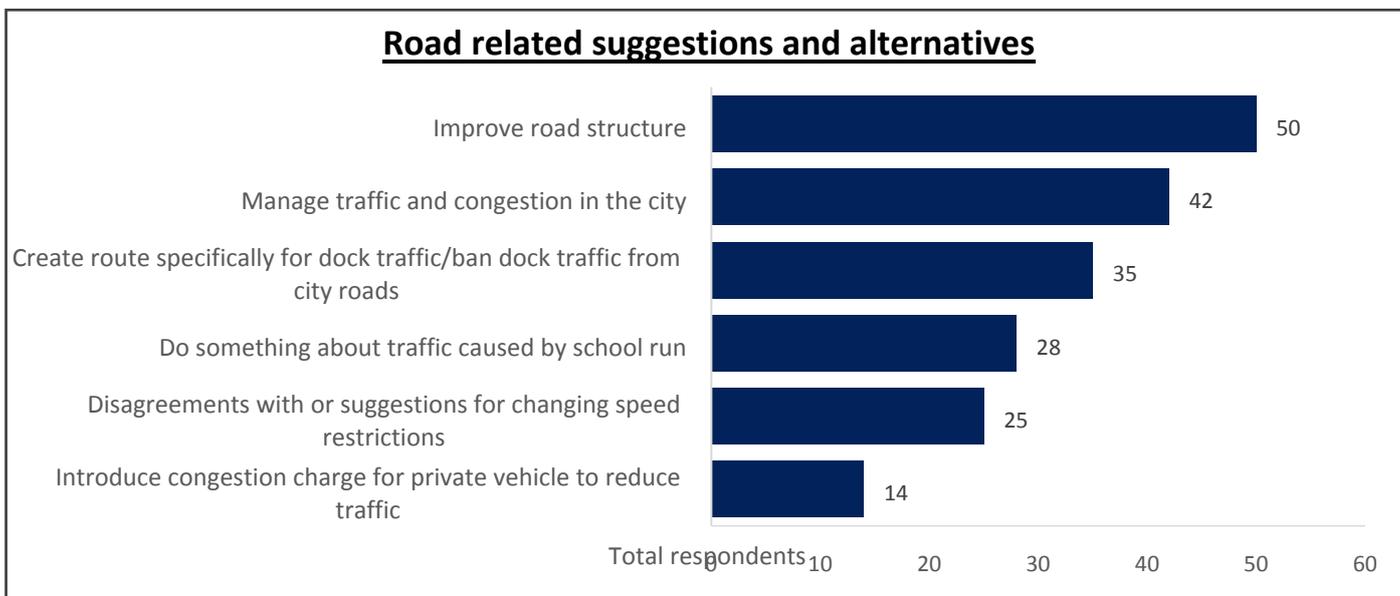


Figure 37

99. Table 5 shows any unique comments given for each category within the road related suggestions and alternatives sub-theme.

| Category   | Unique comments or suggestions   |
|--|--|
| <b>Improve road structure</b>  | <i>The 19th century road infrastructure of Southampton is not made to withstand the current or predicted increase in levels of traffic. It needs to be improved.</i>   |
|  | <i>Improvements to the motorways including access to them and a road structure that can support the incoming traffic from several motorway junctions across the city.</i>  |
|  | <i>Identify and reduce impact of bottlenecks and pinch points (e.g. Shirley Road and bus lanes; Bassett Avenue; M271 up to J3 of M27; Portsmouth Road; Burgess Road; Hill Lane; The Avenue; Regents Park Road/A33', at railway bridges on main routes).</i>                              |
|  | <i>Improve road structure for crossing the river as they create natural pinch points and surrounding area (e.g. make Woodmill lane a two way bridge; bridges across to Hythe; do something about the backups caused by Itchen Toll Bridge, make bridges inbound AM and outbound PM).</i> |
|  | <i>Create ring roads and bypasses around outside of city.</i>  |
|  | <i>Improve road systems around the docks to be able to cope with multiple cruise and container ships in dock at one time.</i>  |
|  | <i>Improve major roads.</i>  |
|  | <i>Wider roads with more lanes to have more cars and better flow (e.g. at Itchen bridge).</i>  |
|  | <i>Make bus lanes an extra lane for all traffic/less or no more bus lanes.</i>   |
|  | <i>Underground road routes.</i>  |
|  | <i>More smart roads.</i>   |
|  | <i>Look at road structure of other cities for inspiration: Basingstoke.</i>  |
|  | <i>Create a southern exit route from the city.</i>   |
|  | <i>Put in a one way system around the parks.</i>   |
|  | <i>Improve road markings.</i>  |
|  | <i>Don't introduce a one way system.</i>   |
| <i>Improve Redbridge causeway and other key routes between Southampton and New Forest. The role of road based transport is critical to the city's economy. It is imperative that we work together with others to ensure road connectivity and access is maintained and improved. (E.g. The Surface Access Forum Initiative are a partnership looking at wider strategic port access in conjunction with LTP4.)</i> |  |
| <b>Manage traffic and congestion in the city</b>   | <i>More efficient access and egress for those arriving in cars would help cut down on the gridlock which can be created along by the docks.</i>  |
|  | <i>Manage or potentially reduce the amount of commercial and heavy vehicle traffic.</i>  |
|  | <i>More yellow box junctions to avoid gridlocking.</i>   |
|  | <i>Remove cycle lanes on roads to add extra lanes for traffic.</i>   |
|  | <i>Take away restrictions and traffic calming measures to let traffic flow and reduce congestion.</i>  |
|  | <i>Reduce the traffic trying to cross the river.</i>   |
|  | <i>Sort out Millbrook road, St Marys stadium, Itchen Bridge.</i>   |
|  | <i>Recent efforts to resolve congestion has been slow and a refreshed approach to tackling these needs to be developed.</i>  |
|  | <i>Initiatives and measures that will help manage or reduce the increasing number of vehicle trips being made or reduce congestion are welcomed.</i>   |
| <b>Create route specifically for dock traffic/ban dock traffic from city roads</b>   | <i>Create a route specifically for port traffic with a direct routes from the port to the motorway and vice versa.</i>   |
|  | <i>Create route for cruise passengers to get to the docks from outside the city.</i>   |
|  | <i>Ban HGVs and port traffic from: The Avenue; Winchester Road; city centre, Western Esplanade.</i>  |
|  | <i>Ring road around city into the docks.</i>   |
|  | <i>Limit HGVs and coaches to specific routes around the city (e.g. motorways and dual carriageways only).</i>  |

|  |   |
|--|---|
|  | <i>Distribution hubs outside city for goods to be unloaded and locally distributed using vans.</i>  |
|  | <i>Put height barrier over the Avenue.</i>  |
| <b>Do something about traffic caused by school run</b>                   | <i>Encourage children to walk or cycle to school to reduce traffic during the school run. Only allow children to attend schools within walking/cycling distance.</i>  |
|  | <i>More formal, organised 'walking buses' for primary school children would be helpful - better for children's health, parents' convenience, and the environment.</i> |
|  | <i>Walking rewards.</i>   |
|  | <i>Make sure every child can safely walk to school without needing adult supervision.</i>   |
|  | <i>More cycle storage facilities at schools and nurseries.</i>  |
|  | <i>Work with schools to discourage parents from driving their children to school.</i>   |
|  | <i>Make school buses cheaper to encourage their use.</i>  |
|  | <i>Park and ride for primary schools.</i>   |
|  | <i>Increased public transport frequency around school pick up/drop off.</i>   |
| <b>Disagreements with or suggestions for changing speed restrictions</b> | <i>Better enforcement of speed restrictions.</i>  |
|  | <i>Reduce speed limit in some areas (Bassett Avenue).</i>   |
|  | <i>Slower speeds and speed bumps along residential roads to stop rat running.</i>   |
|  | <i>More 20 mph restrictions on residential roads and built up areas which are not main routes.</i>  |
|  | <i>10mph speed restrictions around schools and hospitals.</i>   |
|  | <i>Put speed limit up in some areas as limit causes frustration and does not improve safety: Mountbatten Way and Redbridge road.</i>                                  |
| <b>Introduce congestion charge for private vehicle to reduce traffic</b> | <i>Remove traffic calming measures to improve traffic flow.</i>   |
|  | <i>Introduce congestion charge for private vehicles to reduce traffic, allowing public transport easier access around the city.</i>                                   |
|  | <i>Use congestion charge to subsidise cost of public transport.</i>   |
|  | <i>Congestion charge for using Itchen bridge between 07:00-18:00.</i>   |

Table 5

100. Figure 38 shows the themes of any other suggestions and alternatives for the local transport plan. A heavier focus on pollution and the environment and in particular emissions from the port were the most frequently raised suggestions amongst the other suggestions and alternatives (both of these themes were raised by 90 respondents). There were a number of other suggestions and disagreements that did not fit into any other theme mentioned by 89 respondents. Any suggestions and disagreements that are unique within this category have been explained in further detail in table 6 of unique comments.

## Other suggestions and alternatives for the local transport plan

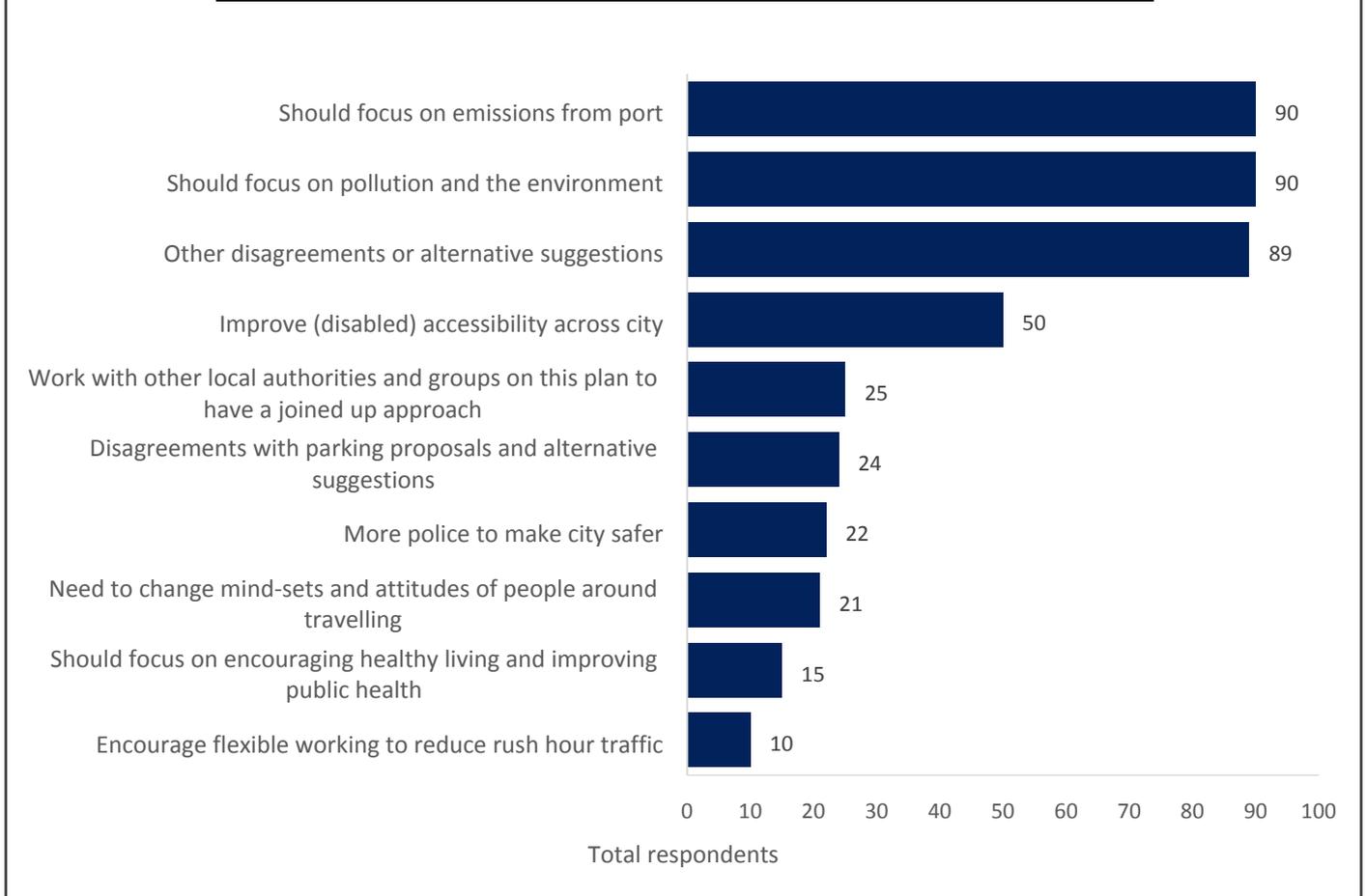


Figure 38

101. Table 6 shows any unique comments given for each category within the other suggestions and alternatives for the local transport plan sub-theme.

| Category  | Unique comments or suggestions  |
|---|---|
| <b>Should focus on emissions from port</b>  | <i>This needs to be done if you are to achieve a zero emissions zone.</i>   |
|   | <i>Move port or cruise terminals to outside city.</i>   |
|   | <i>Provide ship to shore power (like HM Naval base in Portsmouth).</i>  |
|   | <i>Charge or tax port owners and users.</i>   |
|   | <i>Have rules about energy use in port.</i>   |
|   | <i>Consider pollution contribution from cruise ships.</i>   |
|   | <i>A more strategic schedule for large vessels arriving and leaving Southampton to reduce periods of emission congestion.</i>   |
|   | <i>Protect last green bit of Southampton and stop Dibden Bay being developed into another bit of the dock.</i>  |
|   | <i>The port needs to develop a surface access plan to the Port for staff and visitors - staff accessing the site by other means than the car will free up space for more suitable site development, ensure the best use of land and assist modal share targets.</i> |
| <i>How will the extra traffic caused by cruise ships and increased rail freight causing more congestion at level crossings be better mitigated?</i> |   |
| <b>Should focus on pollution and the environment</b>  | <i>Do something about noise and air pollution.</i>  |
|   | <i>This strategy needs to join up with the clean air strategy as air quality is poor in the city and so must be considered when looking at transport.</i>   |
|   | <i>Need to act as soon as possible to improve air quality.</i>  |
|   | <i>One of the priorities should be reducing the number of people who suffer from COPD and asthma that is worsened by air quality.</i>   |

|   |  |
|---|--|
|   | <i>More sensors and monitoring of air quality and share the results with residents.</i>  |
|   | <i>Educate in schools about air quality.</i>   |
|   | <i>More investment into renewable energy and taking advantage of sustainable energy sources (e.g. geothermal energy, installing solar panels on buildings).</i>  |
|   | <i>Look into provision for alternatively fuelled vehicles (e.g. hydrogen fuel; LPG).</i>   |
|   | <i>Implement speed restrictions and other traffic calming measures to reduce speed, noise and air pollution.</i>   |
|   | <i>Take action on idling.</i>  |
|   | <i>Tax or ban highly polluting cars (e.g. old diesel cars or 'Chelsea tractors').</i>  |
|   | <i>Stop people using residential areas as routes to the city centre in rush hour as causes high pollution.</i>   |
|   | <i>Do something about taxis.</i>   |
|   | <i>Get companies to use smaller LEVs for deliveries.</i>   |
|   | <i>Do something about refrigerated lorry companies causing pollution (get them to move out of the centre).</i>   |
|   | <i>Local transport plan should focus on sustainable travel.</i>  |
|   | <i>Use Amsterdam as model of sustainable transport.</i>  |
|   | <i>Encourage tech companies and transport companies to trial new electric/clean tech like in Milton Keynes that will encourage investment and green tech transport in the city, without council cost.</i>  |
|   | <i>Focus on other causes of pollution to cars (e.g. the airport, diesel trains).</i>   |
|   | <i>Do something about industrial pollution.</i>  |
|   | <i>Concerned that airport is proposing an extension to increase the number of flights whilst SCC is trying to reduce emissions.</i>  |
|   | <i>Ban bonfires.</i>   |
|   | <i>Introduce smoke free zones.</i>   |
|   | <i>Install sound barriers should be installed to reduce noise pollution (e.g. along the M27 where it borders the city; Thomas Lewis Way).</i>  |
|   | <i>Invest in buses as they take cars off the road to improve air quality, congestion and are better for the environment than cars.</i>   |
| <b>Other disagreements or alternative suggestions</b> | <i>Do something about Itchen bridge - traffic is bad. (Potentially increase the price for non-residents to use the bridge whilst retaining resident discount would be helpful or make it free to cross.)</i>   |
|   | <i>Wasting money on interactive signs - we already have signs that are fine.</i>   |
|   | <i>The city needs change on a massive scale, complete demolition of current road networks and adjacent buildings to create a transport system capable of handling the capacity of future populations.</i>  |
|   | <i>Keep any redesigning of transport infrastructure very simple and easy to navigate.</i>  |
|   | <i>Southampton university has a strategy document, describing how it sees itself developing over the next few years. Have you involved the University in discussions about their role (c 25k students) in the City's transport strategy?</i>   |
|   | <i>Don't rush into anything: it's better to take longer and get it right, rather than rush and spend the next few years tinkering and amending. Leave room for further adaptation as the needs and requirements change over time.</i>  |
|   | <i>Consider partnerships with universities and technology suppliers to develop solutions to delivering mass transit and innovation. (E.g. The Science park would be interested in contributing to the delivery of the local transport plan, particularly of demand responsive transport, park and ride and electric vehicles.)</i> |
|   | <i>A map showing all attractions and travel options (routes, stops and stations, bike hire etc.) across the city. Provide a digital and physical versions.</i>   |
|   | <i>Please ensure that buses and delivery vehicles are barred from any "pedestrian priority areas" between 08:00 and 18:00; it doesn't work elsewhere, why should it here?</i>  |
|   | <i>Limits, restrictions or charges on student cars.</i>  |

|  |   |
|--|---|
|  | <i>There is too much focus on students (these things will benefit students not an ageing population).</i>   |
|  | <i>Move all of the student accommodation to the outskirts and student can walk or ride bikes to the university. By doing this, the student accommodation could be rebuilt as proper homes for people who either work in the city, or are restricted through not being fit or young enough to walk or ride for any distance.</i>   |
|  | <i>Encourage older people to move closer to the city centre.</i>  |
|  | <i>Much is made of older people yet very little offered to improve quality of life.</i>   |
|  | <i>Disagree with increasing buses as they are now a source of congestion and pollution in their own right.</i>  |
|  | <i>How about 'A Desirable City' - A city that welcomes and nurtures new businesses, creates opportunities and supports industry to thrive with better logistical capabilities. I think we need to attract and encourage innovative businesses to set up base within Southampton, which can create jobs and future prosperity.</i>   |
|  | <i>Make use of out of town business parks close to airport and rail links so less commuters coming into city.</i>   |
|  | <i>Move businesses where customers need to drive to outside city centre or do not cut them off to people (e.g. Red Funnel, Ikea or John Lewis).</i>   |
|  | <i>A levy/ charge should be introduced for households with multiple vehicles (so an increasing residential parking charge for every vehicle above one).</i>   |
|  | <i>Stop lorries unloading or loading at certain times of day (i.e. rush hour).</i>  |
|  | <i>Dedicated HGV parking to prevent them parking by the side of the road. Lorry park for parking and other amenities for lorry drivers.</i>   |
|  | <i>Don't hit the motorist when they were encouraged to buy diesel cars.</i>   |
|  | <i>Also has any thought been given for people to make voluntary donations to certain aspects of this transport strategy?</i>  |
|  | <i>Improve My Journey app: For one it doesn't contain the name of the area it pertains to - Travel Southampton or Travel Solent would be better (depending on the area covered). It should offer: - Live travel information for all transport options (train, tram, bus, walking and cycling options) - Live service disruption information.</i>  |
|  | <i>Need to effectively communicate with public about plans going forward.</i>   |
|  | <i>Close more roads if they will not cause traffic issues.</i>  |
|  | <i>There is potential, with an increase in public transport usage that incidents of harassment or sexual assault which have plagued other cities such as Paris and London could increase - provision for tackling this and being aware of the potential risks to women and people in minorities is important.</i>   |
|  | <i>Delivery companies provided by the city so people can get goods homes.</i>   |
|  | <i>Disagree with being forced to change lifestyle (e.g. to have a healthier lifestyle).</i>   |
|  | <i>Put consideration into routes used by emergency services - these can be unsafe and should be reviewed.</i>   |
|  | <i>Undo some of the damage done by previous planning.</i>   |
|  | <i>Disagree with reducing the diversity of travel options in the city.</i>  |
|  | <i>Disagree with current improvements to road like using motorway hard shoulders.</i>   |
|  | <i>The Council should cap the number of private cabs in the city.</i>   |
|  | <i>To make this vision possible in even a limited way will require proper joined up thinking from all the major city services not just a transport plan.</i>  |
|  | <i>Do not continue to build more housing developments which increase the population to a size that the road and transport infrastructure cannot cope with.</i>  |
|  | <i>There should be changes on a national level.</i>   |
|  | <i>It will be important to involve the community in the whole process of developing public spaces and planning transport systems, and making sure that all areas of the city are considered. Spending time and effort on this in the planning stages will mean the projects deliver what the people who live in Southampton actually want and need, as well as bringing communities together and creating a sense of civic ownership and pride.</i> |

|  |   |
|--|---|
|  | <i>Do something about skateboarders.</i>  |
|  | <i>Do more to encourage motorcyclists: more parking facilities; permit them to share bus lanes. (They are good for traffic reduction.)</i>  |
|  | <i>Create legal or policy framework supporting and embedding the prioritisation of walking, cycling and public transport in all planning and development decisions.</i>   |
|  | <i>Allow and plan infrastructure for use of Segway's and other personal electric vehicles (e.g. disability scooters).</i>   |
|  | <i>Expanding the runway at Southampton Airport over the M27 to enable larger aircraft to use the Airport and ensuring the surrounding transport links can cope with the increase in traffic.</i>  |
|  | <i>There should be some consideration in this strategy of drones as transport.</i>  |
|  | <i>Increase the emphasis on an integrated multi-modal corridor approach to scheme design, development, delivery and monitoring for transport corridors within and crossing the Southampton City Council administrative boundaries.</i>  |
|  | <i>A single smart 'card' access to the mass transit system fits with today but by 2040 will they still be used? Already operators who have smartcard systems are shifting customers to mobile ticketing. Using smart card systems in the local transport plan seems obsolete and the SolentGo+ concept needs rethinking.</i>  |
|  | <i>The plan should incorporate the trend for moving from vehicle ownership to leasing and sharing more.</i>   |
| <b>Improve (disabled) accessibility across city</b>                  | <i>To improve accessibility all areas of the city must have all options of travel available (cycling, walking, public transport and driving).</i>   |
|  | <i>Access for disabled residents needs to be throughout the whole city, not just within the city centre itself - you need to be able to get to the city in the first place, and then home again.</i>  |
|  | <i>Improve disabled access in the following areas: Northam; St Mary's; Holyrood.</i>  |
|  | <i>Make a public transport system that works for wheelchair users/disabled.</i>   |
|  | <i>Subsidise public transport for disabled.</i>   |
|  | <i>Improve buses for those with disabilities by: having more seating on buses for those with disabilities, having proper seats at bus stops, having tactile or audio signs at bus stops, drivers always lowering the bus at stops, allowing people with disabled bus passes to use it before 9am, enforcement and education of disabled spaces on buses being primarily for those with disabilities over prams.</i> |
|  | <i>Improve rail travel for wheelchair users by: having ramps at every station, more lifts at stations, don't insist that those with disabilities must call ahead.</i>   |
|  | <i>Disability transport companies should link up.</i>   |
|  | <i>Improve provision and access for disabled drivers.</i>   |
|  | <i>There needs to more sensible use of parking Bays for those with disabilities.</i>  |
|  | <i>Do not prejudice the city environment towards the able-bodied.</i>   |
|  | <i>More drop kerbs (at bus stops that are in good condition) and better maintained pavements.</i>   |
|  | <i>Ensuring that dropped kerbs in pavements are opposite each other. This is essential for wheelchair and mobility scooter users.</i>   |
|  | <i>The city needs significantly better options for the visually and hearing impaired. Ensure all crossings have green man show, sound and a spinny option for those that are visually impaired.</i>   |
|  | <i>Ban on things being on pavement in way of pedestrians, especially those with reduced mobility or visual impairments.</i>   |
|  | <i>Improve access to buses for all.</i>   |
|  | <i>Make it easier for parents with buggies and children to use public transport.</i>  |
|  | <i>Improve accessibility for the elderly as well.</i>   |
|  | <i>Given priority to vulnerable users.</i>  |
| <i>Scooter routes for mobility scooters.</i>                         |   |
| <i>Involve those with limited mobility in the planning for them.</i> |   |
| <i>Look into improving access to special schools.</i>                |   |

|   |   |
|---|---|
| <b>Work with other local authorities and groups on this plan to have a joined up approach</b> | <i>Work with other councils and other organisations (like the South Hampshire Bus Operators Association and Solent Transport) to improve transport options together and create solutions that benefit each other and cross boundary journeys made easy.</i>                     |
|   | <i>Solent-wide coalition of local authorities to fight for funding and the right decisions to be made by bigger companies like Highways England, Department for Transport and LEPs.</i>   |
|   | <i>To build a cycle network going in and out of the city.</i>   |
|   | <i>Make connections between southern towns and cities faster.</i>   |
|   | <i>Southampton is the natural centre of a local transport system which should extend across Salisbury, Bournemouth, Portsmouth, Winchester etc. We should be running regular 20 min trains through this network for the benefit of everybody in this area under one system.</i> |
|   | <i>There should be recognition of the work and partnerships of the Solent Local Authorities and South Hampshire Bus Operators' Association.</i>   |
|   | <i>The Council must actively work with surrounding local authorities to mitigate and plan for improved public transport/cycling/pedestrian/rail access from growth areas emerging through the Local Plan process.</i>   |
|   | <i>Work with the University of Southampton as they are a large employer who would like to play an active role in this</i>   |
| <b>Disagreements with parking proposals and alternative suggestions</b>                       | <i>Do something about the high cost of parking as parking charges are already too high and should not increase.</i>   |
|   | <i>Remove parking charges in the evening and reduce in the day.</i>   |
|   | <i>Need more car parks.</i>   |
|   | <i>Make car parking free to encourage more people to the centre to shop.</i>  |
|   | <i>Increase car parking charges in the city centre to push people towards park and ride instead.</i>  |
|   | <i>Do something about the issues of on street parking which are not addressed.</i>  |
|   | <i>Building carparks underground or high will also save space and will also create more space for roads, infrastructure and new buildings.</i>  |
|   | <i>Ensure SATNAV maps distinguish between short term and long term parking facilities.</i>  |
| <b>More police to make city safer</b>   | <i>A Safe City is a policing issue and they are stretched to breaking point. Give them more funding to do their job properly.</i>   |
|   | <i>More police to make the city safer.</i>  |
|   | <i>Increase police presence in the city parks to improve safety of walkers.</i>   |
|   | <i>Improve the police service.</i>  |
|   | <i>Make the city safer from crime - road traffic is not a safety issue.</i>   |
|   | <i>Improve parking enforcement.</i>   |
|   | <i>Improve policing of road crime (e.g. speeding, using a phone whilst driving, abandoned vehicles, untaxed and uninsured vehicles being driven).</i>   |
|   | <i>More proactiveness from the police on enforcing parking, littering, fly tipping, car dumping bikes on pavements to make area a well maintained, attractive place.</i>  |
| <b>Need to change mind-sets and attitudes of people around travelling</b>                     | <i>Need to change mind-set so people will choose public transport or active travel before car.</i>  |
|   | <i>Educate people to understand the benefits to the city and making themselves healthier by changing the way they travel and the poor health consequences of cars.</i>  |
|   | <i>Enforce a change in travelling habits.</i>   |
|   | <i>Need a societal change in attitude towards cycling.</i>  |
|   | <i>Get motorists to realise that the less people who drive the better the traffic will be.</i>  |
|   | <i>Drive out anti-social road rage.</i>   |
| <i>Invest in education and promotion of alternative travel.</i>                               |   |

|   |  |
|---|--|
|   | <i>More education about the impacts of pollution and how Southampton's travel is changing (e.g. walking increasing).</i>   |
|   | <i>Target schools and young people in particular who can be influenced to have different attitudes when they become adults and encourage their parents to change too.</i>  |
|   | <i>Promote and educate within universities as well.</i>  |
| <b>Should focus on encouraging healthy living and improving public health</b> | <i>Invest in health (physical and mental) for adults and children before making the city attractive.</i>   |
|   | <i>The city should focus on creating transport systems that improve public health.</i>   |
|   | <i>Design the city to encourage healthier lifestyles.</i>  |
|   | <i>Get workplaces to encourage healthy living and lifestyles.</i>  |
| <b>Encourage flexible working to reduce rush hour traffic</b>                 | <i>Encouraging employers to offer flexible working so that people can start and finish work at different times to reduce the number of people travelling in rush hour.</i> |
|   | <i>More flexibility to work from home then reducing the number of commuters.</i>   |
|   | <i>If internet providers improved their network, more people could work from home.</i>   |

Table 6

### Comments expressing general agreement with the proposed local transport plan

102. A total of 107 respondents expressed some level of general agreement with the proposed local transport plan. The following table presents the unique comments within this category.

|   |   |
|---|---|
| <b>General agreement with the proposed local transport plan</b> | <i>The proposals look promising and ambitious.</i>  |
|   | <i>Agree with diversifying forms of transport.</i>  |
|   | <i>Strategy is constructive and thought out.</i>  |
|   | <i>Stand your ground against those who oppose these changes and move away from the car.</i>   |
|   | <i>The proposals are positive and encouraging.</i>  |
|   | <i>Agree with the vision for transport in Southampton by 2040.</i>  |
|   | <i>Agree with direction for proposed strategy.</i>  |
|   | <i>Support aims and objectives with a shift towards public transport, walking, cycling and a reallocation/reprioritisation of road space.</i> |

Table 7

### Comments expressing agreement with elements of A Successful Southampton

103. Figure 39 shows the themes of comments that expressed agreement with elements of the Successful Southampton goal. The element that the most respondents expressed agreement with was introducing a Park and Ride (by 168 respondents). The second most agreed with element within the Successful Southampton goal was to improve connections and access to key locations across the city which was mentioned by 121 respondents. The third element most often agreed with was the introduction of a tram (by 88 respondents).

## Agreement with elements of A Successful Southampton

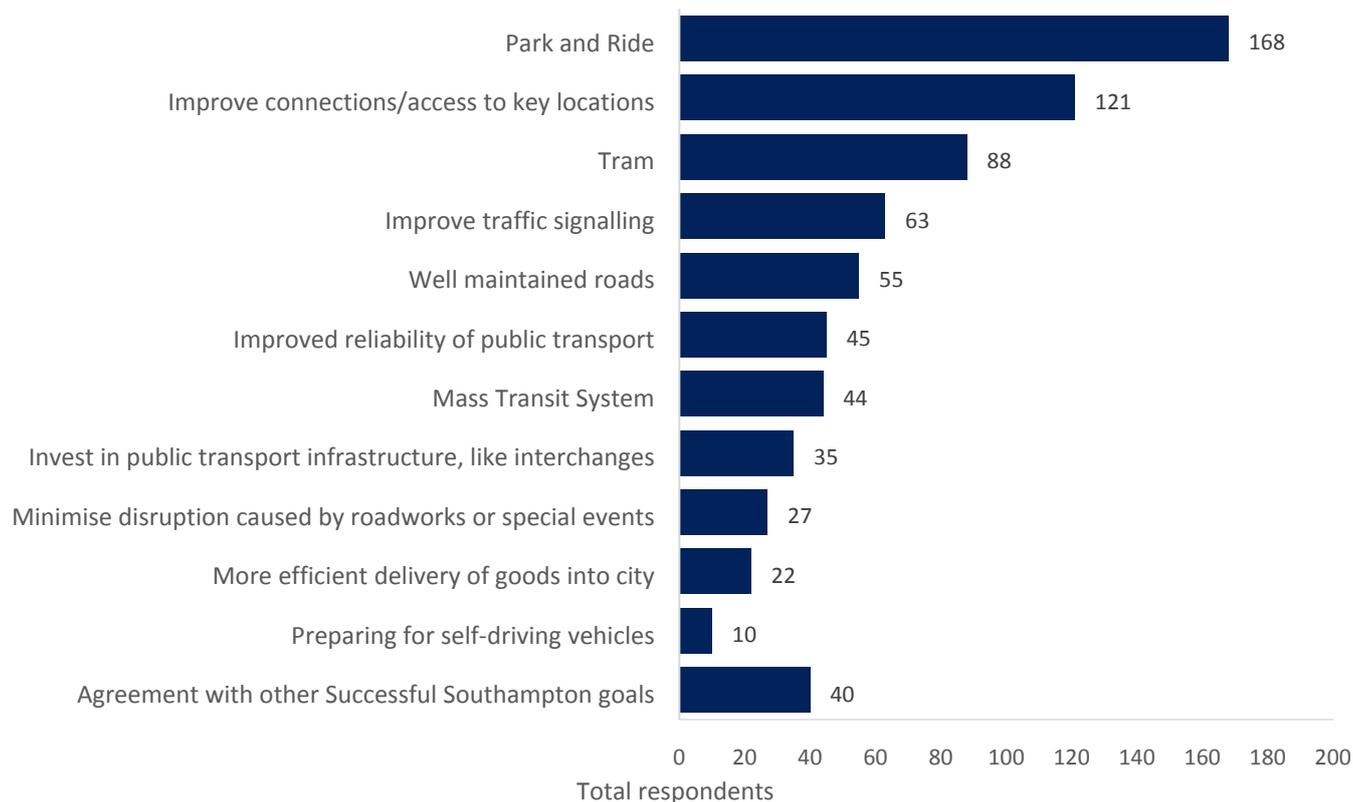


Figure 39

104. Table 8 shows any unique comments given for each category within the agreement with elements of the goal of a successful Southampton theme.

| Category   | Unique comments or suggestions   |
|--|--|
| <b>Park and Ride</b>                               | <i>Destinations and sites for park and ride: St Mary's stadium; Bedford Place; Retail parks; East and west of city; Adanac Park; Stoneham Lane; West of city; North of city; East of city; Nursling; docks; Mount pleasant; J5 of M27, M271; J3 of M27; General Hospital; cruise terminals; Chilworth.</i> |
|  | <i>For commuters and businesses.</i>   |
|  | <i>To transport cruise ship passengers and their luggage to docks from out of city long stay car parks.</i>  |
|  | <i>Ensure Park and Ride is affordable. (E.g. Make it cheaper for a family to use park and ride than drive; free for local residents; subsidised cost.)</i>   |
|  | <i>This must be well organised.</i>  |
|  | <i>Park and ride should be for inside and around the city not just from the outside into the city.</i>   |
|  | <i>Agree with park and travel concepts as a way to move local travel off the strategic road network (M3, M27, M271 and A36).</i>   |
|  | <i>Agree with setting up a park and ride.</i>  |
|  | <i>Agree with providing park and ride for staff and visitors to the hospital.</i>  |
| <b>Improve connections/access to key locations</b> | <i>Improve connections to areas surrounding city, beyond Southampton border and other local authorities.</i>   |
|  | <i>Between East and West of the city.</i>  |
|  | <i>Improve connections to local centres.</i>   |
|  | <i>Improve cross city connections and routes, not just routes into and out of the city.</i>  |
|  | <i>Locations to improve connections to include: Airport; Bassett Green; Bitterne; Botley; Bournemouth; city centre, coach station; the docks; Dorset; General Hospital; Hamble; Hedge end; the Isle of Wight; Lordswood; New Forest; Ocean village; parks;</i>   |

|                                   |   |
|-----------------------------------|---|
|                                   | <p><i>Romsey; Shirley; Sholing; St Marys football stadium; Swaythling; Totton; train stations; University of Southampton; Upper Shirley; Weston; Woolston.</i></p> <p><i>There should be better connections for crossing the river (e.g. bridge from Southampton to Hythe; ferries from Woolston to Ocean village and town).</i></p> <p><i>Improve connections to places like: schools and colleges; new and existing industrial estates; business districts; residential areas (especially those with an older population).</i></p> <p><i>Improve public transport connections to more areas. No public transport dead zones should exist. There should be a comprehensive public transport network across the city.</i></p> <p><i>No one should be isolated or unable to get to services like doctors due to lack of public transport. Ensure health centres and etc. are near public transport connections.</i></p> <p><i>There should be interconnecting stops and hubs between different routes and public transport modes.</i></p> <p><i>Some places in Southampton have village level transport links.</i></p> <p><i>Reopen train line to Northam and Fawley to improve connections to there.</i></p> <p><i>Connectivity of the docks and the city is vital to ABP's viability and functionality as a port facility which serves the local, regional and national area economically.</i></p> |
| <b>Tram</b>                       | <p><i>Places for trams to cover: St Denys; Redbridge; Docks; University; Ocean village; train stations; ferry terminals; Shirley high street; Lordshill; waterfront; docks.</i></p> <p><i>Tram should run from East to West and North to South.</i></p> <p><i>A tram system that runs frequently and is cheap.</i></p> <p><i>Build a tram network on core commuter routes.</i></p> <p><i>Circular tram route.</i></p> <p><i>Build a tram along the old or even existing rail lines.</i></p> <p><i>Bring the trams back to lower air pollution, increase tourism, reduce traffic and provide a well-connected and reliable public transport.</i></p>   |
| <b>Improve traffic signalling</b> | <p><i>Current traffic light system does not allow traffic to flow, causes congestion.</i></p> <p><i>Reduce amount of traffic lights.</i></p> <p><i>Turn off traffic lights (all the time or in off peak times).</i></p> <p><i>Make traffic signals smart.</i></p> <p><i>Make sure traffic light timings are correct, have them in waves or in sync with each other rather than stop start.</i></p> <p><i>Change some of the traffic light systems: Avenue; Burgess Road; Itchen Bridge; Commercial Road/Havelock Road; Winchester Rd.</i></p> <p><i>Replace some roundabouts with traffic lights.</i></p> <p><i>Replace traffic lights with zebra crossings to improve traffic flow.</i></p> <p><i>Synchronise the pedestrian lights with the traffic lights, many of them currently aren't in sync.</i></p> <p><i>Cut back plants obstructing view of traffic lights.</i></p> <p><i>For buses to be the new mass transit system, traffic signals will need to be improved to benefit public transport.</i></p>   |
| <b>Well maintained roads</b>      | <p><i>The roads are currently in a poor state.</i></p> <p><i>Improving current state of roads and keeping them well maintained should be a priority.</i></p> <p><i>Get a better contractor to fix roads than Balfor Beatty.</i></p> <p><i>Sort the forward plan for highways maintenance.</i></p> <p><i>Fix with better materials so that roads last longer.</i></p> <p><i>Review state of entire road if fixing one pothole but there are several on same road - more efficient than temporary pot hole repair.</i></p> <p><i>Roads that need maintenance work: Millbrook Road West; Shirley.</i></p> <p><i>Fix potholes.</i></p> <p><i>Reinforce roads near bus stops to prevent continuous needs to resurface them.</i></p>  |

|   |   |
|---|---|
|   | <i>Although maintaining roads is supported, this should not be a priority, as better roads are likely to increase as opposed to decrease traffic.</i>   |
| <b>Improved reliability of public transport</b>                     | <i>The buses are too slow and never on time.</i>  |
|   | <i>Public transport running regularly later into the evening and on weekends.</i>   |
|   | <i>Improve the reliability of public transport.</i>   |
|   | <i>Improve timetable of public transport to allow shift workers to use them.</i>  |
|   | <i>Bus lanes (no cars allowed) to allow buses to arrive on time.</i>  |
|   | <i>Priority traffic lights for buses to allow buses to move around city better.</i>   |
|   | <i>Make sure public transport is quicker than driving.</i>  |
| <b>Mass Transit System</b>  | <i>A cohesive public transport network across city, focusing on population centres like Woolston, Bitterne, the Avenue and Shirley.</i>   |
|   | <i>Mass Transit System to extend across south coast or Hampshire and connecting to intercity trains. Southampton can be the centre of a regional mass transit system.</i>                       |
|   | <i>The mass transit system must be rail based.</i>  |
|   | <i>Consider bike routes as a mass transit system.</i>   |
|   | <i>To transport cruise ship passengers to and from docks from out of city car parks.</i>  |
|   | <i>Affordable weekly, monthly and yearly tickets for mass transit system.</i>   |
|   | <i>Provide seating and bus timetables at all bus stops.</i>   |
|   | <i>Mass Transit System should be mixed use (e.g. a mix of trains, buses, park and ride etc.).</i>   |
|   | <i>Agree with the development of a high quality Mass Rapid Transit for Southampton and the wider area which transforms the travel experience of users.</i>                                      |
|   | <i>Link this development to the Solent LEP Strategic Transport Plan and its proposed Solent Light (rail).</i>   |
| <b>Invest in public transport infrastructure, like interchanges</b> | <i>Current bus 'interchanges' like Vincent's Walk, Above bar and national express coach station are too small and inadequate.</i>   |
|   | <i>Improving public transport infrastructure should be priority.</i>  |
|   | <i>Have a central bus station/interchange to find connecting services in one place.</i>   |
|   | <i>Have a railway station at: the docks, St Mary's stadium, Terminus station for the cruise passengers and east side of the city.</i>   |
|   | <i>Transport hub near the railway station for coaches, buses and taxis (perhaps built on the old Toys R Us site).</i>   |
|   | <i>Have several strategically placed hubs across city to connect all to each other. So hubs to city centre, Shirley, Portswood etc.</i>   |
|   | <i>Reinstate the rail line from Hythe and Fawley to Southampton.</i>  |
|   | <i>Repurpose multi-storey car parks into hubs for public transport.</i>   |
|   | <i>Move coach station to easily get in and out of the city. Also connect coaches to ferry port interchanges.</i>  |
| <b>Minimise disruption caused by roadworks or special events</b>    | <i>Utility companies needing to do works requiring road works should coordinate to do all work at same time to stop having to dig up road multiple times.</i>                                   |
|   | <i>Ensure road repairs are kept up to date, delivered on time and to budgets. If they overrun on timescales for the work, the contractors should be penalised.</i>                              |
|   | <i>Do not schedule too many roadworks to happen at the same time.</i>   |
|   | <i>Events causing road closures are becoming a nuisance and should be banned. Everyday users should be given some priority.</i>   |
|   | <i>Ensure roads can cope with peak travel times for example with simultaneous events on like cruise ships and football match.</i>   |
|   | <i>Don't run football matches at the same time as cruise ships being in dock.</i>   |
|   | <i>Provide a bus service to cope with football matches. With dedicated buses between the train stadium and station and free bus tickets to reduce the driving and parking near the stadium.</i> |
|   | <i>This would need doing if there will be more support for communities with events and street closures.</i>   |

|   |   |
|---|---|
|   | <i>Balance the management of events with the wider negative impact on the residential population.</i>   |
|   | <i>Use intelligent transport systems/ROMANSE for temporary road changes for road works or events.</i>   |
| <b>More efficient delivery of goods into city</b>   | <i>Bring more goods in by freight train.</i>  |
|   | <i>Extend freight train delivery network with additional stations.</i>  |
|   | <i>Take freight from trains to final destination using electric vehicles.</i>   |
|   | <i>Have a designated rail/ tram/ goods vehicle system for container ships avoiding the city centre.</i>   |
|   | <i>Reduce lorries to and from the port.</i>   |
|   | <i>Make all delivery vans zero emission.</i>  |
|   | <i>Warehouses outside of city centre to drop off goods to be delivered in the city.</i>   |
|   | <i>Lorry parks outside City with rail links to move freight to docks.</i>   |
|   | <i>Get the port to link the HGV booking system more effectively.</i>  |
|   | <i>Understand importance of freight in the city and so support this aim and think a comprehensive freight strategy should be developed.</i>   |
|   | <i>Rail is an important part of connectivity for the port as a lot of the movement through the port comes through the rail network and should be encouraged by the council. (E.g. the council can support the current Redbridge Train Lengthening Project which will reduce the unit cost of freight by rail as a modal share thereby creating a more efficient freight delivery).</i>  |
|   | <i>Agree with improving efficiency of goods delivery by: having restrictions for certain types of deliveries, greater consolidation and freight forwarding depots on the outskirts of the city, last mile deliveries, Click and Collect points for Amazon etc. and future deliveries by drones and autonomous vehicles etc.</i>   |
| <i>Put in infrastructure for growing delivery industries like Deliveroo.</i>  |   |
| <i>All employers should be required to create active and ongoing Delivery Service Plans and larger employers should be required to develop internal consolidation plans for deliveries.</i> |   |
| <b>Preparing for self-driving vehicles</b>  | <i>Allow google and BMW and similar companies to trial their self-driving car scheme.</i>   |
|   | <i>The council could consider creating a council run self-driving electric vehicle scheme for people over a certain age (e.g. see google pods that allow completely autonomous, voice activated pods for aged and disabled people to pick up and drop off in and around town). These should preferably be council run/managed to ensure they are kept free and safe.</i>  |
|   | <i>Develop a self-drive car hub for people to hire self-drive vehicles.</i>   |
|   | <i>Develop autonomous buses.</i>  |
| <b>Agreement with other Successful Southampton goals</b>  | <i>Agreement: manage traffic and congestion with cameras and sensors (e.g. Cameras in bus lanes and bus stops to stop people blocking them with cars or delivery vehicles; At traffic lights which are ignored; TAG system for Itchen bridge for auto payment to improve traffic flow; Expanding the use of technology to enforce compliance with laws and regulations, cutting down on dangerous and disruptive behaviours such as speeding, illegal parking, blocking pavements and cycle paths and motorists failing to stop behind advanced stop lines.).</i> |
|   | <i>Agreement: provide information about condition of roads.</i>   |
|   | <i>Agreement: considering a workplace parking levy and potentially use the profits for future transport projects. (E.g. For businesses with over a certain number of car parking spaces, to get people to reconsider how they travel.)</i>  |
|   | <i>Agreement: Ensure signal-controlled junction are working well with traffic (reduce the number of signal-controlled junctions; ensure all lights give priority to major routes in rush hour; review roundabout outside Lidl warehouse in Nursling; traffic lighted junction on Thomas Lewis way crossing with St Denys road).</i>   |
|   | <i>Agreement: prioritise public transport (do this in terms of both money and funding).</i>   |
|   | <i>Agreement: using smart technologies to manage the transport network (e.g. using it to prioritise public transport on the roads).</i>   |

|  |  |
|--|--|
|  | <p><i>Agreement: reduce number of parking spaces in city and managing demand for parking (reduce parking permit for all roads within the city boundary; review car parking capacity and cost; make car parks more expensive to discourage use; Manage demand for parking by increasing car parking costs (during the day and free after 6 or 7pm).</i></p> |
|--|--|

*Table 8*

## Comments expressing agreement with elements of A System for Everyone

105. The comments expressing agreement with elements of the goal to have a system for everyone are presented as categories in figure 40. The most agreed with element of the system for everyone goal was to improve attractiveness of streets and public space (by 90 respondents). There was also concurrence with the proposal to provide clear, well-lit and signposted routes for walking and cycling, by 83 respondents. Investing in public spaces and making them attractive was the element of the system for everyone goal with the third highest consensus, with 53 respondents commenting on this.

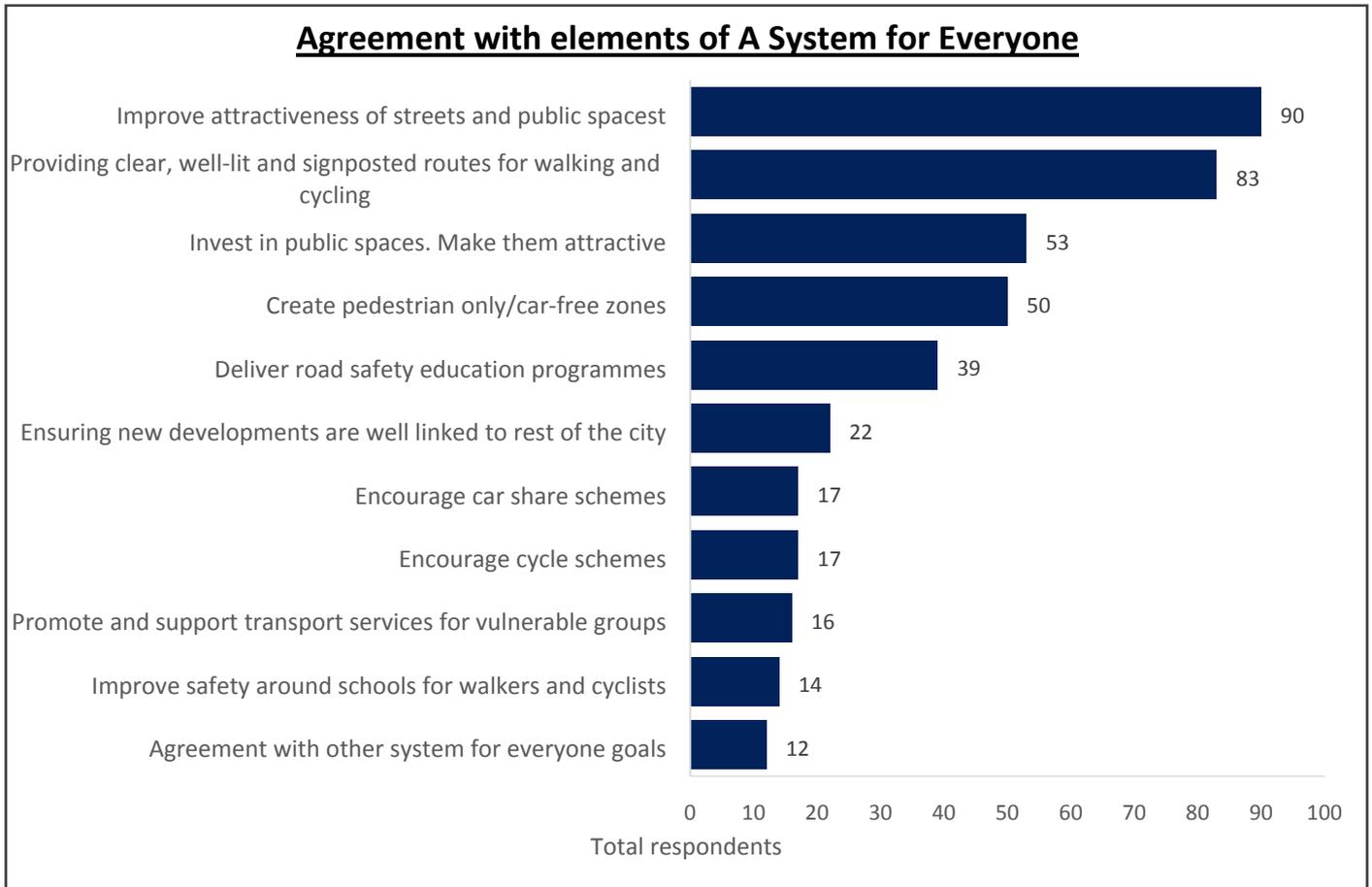


Figure 40

106. Table 9 shows any unique comments given for each category within the agreement with elements of the goal a system for everyone.

| Category   | Unique comments or suggestions   |
|--|--|
| <b>Improve attractiveness of streets and public spaces</b> | <i>Delivering a plan that makes these areas nicer and safer for people to live in is also, if not more, important than having pretty shops and cafes for those with extra expendable income.</i> |
|  | <i>Pedestrianised areas should be well used, decorated and landscaped and thought given to the use of the areas as performance spaces, for community use or market activities.</i>               |
|  | <i>Improve attractiveness of: Bitterne, Woolston, areas with a lot of HMOs (Shirley, Freemantle, Portswood).</i>   |
|  | <i>Stop outdoor seating for restaurants on narrow pavements.</i>   |
|  | <i>More park benches and seats for people to stop and rest, especially in pedestrian zones.</i>  |
|  | <i>Fix pavements.</i>  |
|  | <i>Increase street cleaning (e.g. remove graffiti, clear up chewing gum and dog mess, get rid of urine smell, clear up litter).</i>  |
|  | <i>Clear up litter and campaigns to discourage littering and more litter bins.</i>   |

|  |   |
|--|---|
|  | <p><i>Stop charging for tip as this has made attractiveness of streets and public spaces decline.</i></p> <p><i>Do something about street homelessness and drug use.</i></p> <p><i>Don't approve building of things that will detract from attractiveness of city (e.g. Biomass).</i></p> <p><i>Plant more trees and plants and maintain them so they do not look messy (e.g. wildlife zones, roundabouts).</i></p> <p><i>More art pieces in public places which could be done by community groups or students.</i></p> <p><i>Provide an improved artist impressions of what healthy streets will look like as part of an attractive city drawing upon best domestic and international practice.</i></p>  |
| <p><b>Agreement: providing clear, well-lit and signposted routes for walking and cycling</b></p> | <p><i>Make sure routes are clearly defined.</i></p> <p><i>Make sure all pavements are well maintained and smooth to enable easy travel on wheels.</i></p> <p><i>Clear any subways that flood and build more of them. Also add mirrors in them.</i></p> <p><i>Remove street furniture that obstructs a clear path.</i></p> <p><i>Stop motor vehicles parking on pavements in the way of pedestrians or on grass verges.</i></p> <p><i>Improve street lighting for walking at night to places. Current street lighting is poor.</i></p> <p><i>Make it safer to walk at night, especially in parks.</i></p> <p><i>Clear, safe, convenient and effective pedestrian crossings. Priority given to pedestrians on crossings with reduced waiting times and extended time to cross.</i></p> <p><i>Pedestrian crossings should have green man, audible signal and countdown to warn signals are changing.</i></p> <p><i>More crossings for pedestrians to safely cross roads (e.g. Holyrood road junction between Bernard St, St Michaels St and High St; London Road; Civic centre road; West Quay Road; Southern Road; A33; Woolston Bridge).</i></p> <p><i>Clearly sign post cycling routes.</i></p> <p><i>Signposts, especially those for tourists are in a shocking state and only in English.</i></p> <p><i>Improve signage around city walls.</i></p> <p><i>Pedestrian and cycling routes protected and away from busy roads, potentially with a plant screen.</i></p> <p><i>Provide alternative routes for pedestrians and cyclists when roadworks force a change in route.</i></p> |
|  | <p><i>Currently the city is not attractive. Above bar and precinct are unattractive.</i></p> <p><i>Southampton has been too poorly developed to be made attractive. It is a lost cause.</i></p> <p><i>Develop Southampton's identity.</i></p> <p><i>Public spaces that should gain investment and be made more attractive: Town Quay, Mayflower park, The pier, The waterfront, Above bar.</i></p> <p><i>Put more thought into design of new developments so they are both attractive and fit within the surrounding area instead of trying to improve it after its been built.</i></p> <p><i>Consider how online shopping is changing the needs of the centre and adjust accordingly.</i></p> <p><i>Make more of Southampton as a historical city, playing to the strengths of the city walls. Have more information about the historical town and design shop fronts to fit with it and space that showcases them. Make the walls a tourist attraction with up to date signs and even an audio guide.</i></p> <p><i>Modernise city.</i></p> <p><i>Increase the number of open spaces with trees and plants.</i></p> <p><i>Create a good balance in public spaces of commercialised space and celebrating the existing community and culture within Southampton.</i></p>   |

|  |  |
|--|--|
|  | <i>Create more community spaces and entertainment areas in city centre, not just retail.</i>   |
|  | <i>Invest in public spaces for children.</i>   |
|  | <i>Improve public spaces and venues for tourists (including an information centre).</i>  |
|  | <i>Create transport museum (perhaps on waterfront).</i>  |
|  | <i>Extend pavements to allow cafes/ restaurants and pubs to expand out.</i>  |
|  | <i>More public toilets.</i>  |
|  | <i>City centre can be more attractive by doing something about the beggars, homeless, itinerant traders and food markets.</i>  |
|  | <i>An attractive has easily accessible public and private transport which is not dominating its surroundings. To achieve this something needs to be done about dominating bus and taxi congestion on QE2 Mile and around station.</i>  |
|  | <i>Invest in people focused spaces (retail, food history etc.).</i>  |
| <b>Create pedestrian only/car-free zones</b>   | <i>Like and agree with the idea of pedestrian only areas.</i>  |
|  | <i>Pedestrianize the city centre.</i>  |
|  | <i>Pedestrianize: Shirley high street, Portswood, Victoria road, Woolston, East Park Terrace, Palmerston Road, East Street, Commercial road (outside Mayflower theatre), down to Holyrood Church, from West Quay down to the waterfront, Portland Terrace, New Road, Bargate Street.</i> |
|  | <i>No-go for vehicles zones around schools and hospitals.</i>  |
|  | <i>Make the whole city traffic free.</i>   |
|  | <i>Severely restrict the use of private cars within the city boundaries, reducing the number of streets they can drive down.</i>   |
|  | <i>Only allow buses or taxis on the city centre roads.</i>   |
|  | <i>Cyclists should be banned from pedestrianised areas too.</i>  |
|  | <i>Pedestrianised areas should be for cyclists as well.</i>  |
|  | <i>Only create pedestrianised centre if there is a park and ride put in place.</i>   |
| <b>Deliver road safety education programmes</b>  | <i>Road safety for pedestrians, encouraging them to use crossings and wait for the signal.</i>   |
|  | <i>For those that pose the most danger - car drivers, HGV drivers.</i>   |
|  | <i>Cycle road safety education programmes both for drivers and cyclists.</i>   |
|  | <i>Put bus drivers on cyclist awareness courses.</i>   |
|  | <i>Campaigns to stop bad behaviour on the roads.</i>   |
|  | <i>Posters to discourage using mobile devices when driving.</i>  |
| <b>Ensuring new developments are well linked to rest of the city</b>   | <i>In partnership with the university to offer cycle safety courses.</i>   |
|  | <i>Ensure new developments have good cycling and walking routes in them and connecting them to the rest of the city.</i>   |
|  | <i>Make sure new developments have the amenities they need to reduce the need to drive to these places (e.g. shops, GP surgeries) or build them in already existing economic centres.</i>  |
|  | <i>Ensure the waterfront developments are well linked to the rest of the city.</i>   |
|  | <i>New housing developments need to think about how their development joins up with the existing pavements, infrastructure in a more sensitive manner and not just dump the new houses on land with little thought to the current or future residents.</i>                               |
|  | <i>Encourage business parks to form on the edges of the city with easy access to arterial roads.</i>   |
|  | <i>New developments need to have more parking spaces, as they currently do not have enough and residents end up parking on the street and clogging up roads.</i>   |
|  | <i>Consider and plan for impact of new developments on traffic, ensure new developments are well linked and flow well by road.</i>   |
| <i>Consider the current new developments and plans and their potential impact. (E.g. housing South of Romsey, Hedge End, Stoneham Park, North of Totton,</i> |  |

|   |  |
|---|--|
|   | <i>Marchwood and Fawley waterside and commercial developments in Adanac park, port, airport, housing development proposed for Marchwood.)</i>  |
|   | <i>All developments of housing, education, health or industry should have living Travel Plans with appropriate and ongoing development and enforcement.</i>  |
| <b>Encourage car share schemes</b>                                  | <i>Providing a car club like the Co-Wheels Car Club operated in Eastleigh and various cities around the UK. If such a service was available it may persuade those who don't use their cars often to give them up completely provided cars were available at reasonable rates just for the times when they were needed.</i> |
|   | <i>Apps like BlaBlaCar which allows people to arrange car shares and driver to be paid a small amount for this.</i>  |
|   | <i>Make it quicker for car sharers to travel (e.g. car sharing lane or multiple occupant cars permitted to use bus and taxi lanes).</i>  |
|   | <i>These car share schemes should be on the outskirts of the city and extend beyond the Southampton boundary where public transport coverage is limited.</i>   |
|   | <i>Charge single occupant cars to enter city and car sharing gets free entry.</i>  |
|   | <i>Locations for car share schemes (Bitterne).</i>   |
|   |  |
| <b>Encourage cycle schemes</b>                                      | <i>More information and promotion of YoBike (e.g. how to use it).</i>  |
|   | <i>Expand the YoBike area.</i>   |
|   | <i>Have a YoBike station in the docks.</i>   |
|   | <i>Create pick up and drop off points for cycle hire schemes or docking stations to reduce vandalism of bikes.</i>   |
|   | <i>Have management of cycle hire schemes.</i>  |
|   | <i>Subsidise the bike hire scheme.</i>   |
|   | <i>Electric bike hire scheme.</i>  |
|   |  |
| <b>Promote and support transport services for vulnerable groups</b> | <i>These groups should be able to get a bus from anywhere - currently bus routes favour those living in certain areas like Thornhill and Lordshill.</i>  |
|   | <i>Dementia and learning difficulty friendly public transport run by operators and staff who have been trained.</i>  |
|   | <i>Do not cut the over 60s bus pass.</i>   |
|   | <i>Please consider mobility buses for disabled people to reach day centres and other activities.</i>   |
|   | <i>More support for children who are also a vulnerable group, especially when travelling.</i>  |
|   | <i>More bus stops so those with mobility restrictions can get a bus from where they live.</i>  |
|   | <i>Ban people parking in bus lanes or bus stops as disabled people then struggle to get on and off the bus.</i>  |
|   | <i>Involve older people in developing these services.</i>  |
|   |  |
| <b>Improve safety around schools for walkers and cyclists</b>       | <i>Make it safe enough for children to get to school on their own.</i>   |
|   | <i>20mph speed limits near schools.</i>  |
|   | <i>Traffic around schools.</i>   |
|   | <i>Make crossings near schools safer.</i>  |
| <b>Agreement with other system for everyone goals</b>               | <i>Agreement: support communities with events and street closures.</i>   |
|   | <i>Agreements: reducing risk of casualty at road traffic incident hotspots (more speed cameras; listen to residents who report roads with incident hotspots).</i>  |
|   | <i>Agreement: improve accessibility at/to bus stops for people with physical impairments (more seating at bus stops; clear visual and audial signals for stops on buses; careful installation of ramps at bus stops so as not to be a trip hazard).</i>  |

Table 9

## Comments expressing agreement with elements of Changing the Way People Travel

107. Figure 41 shows the themes of comments that expressed agreement with elements of the goal to change the way people travel. There was a consensus for improving cycling routes expressed by 241 respondents. Improving

cycling in general was the next most agreed with element of the changing the way people travel goal, with 112 respondents expressing agreement in comments with this plan. The third most agreed with element of the changing the way people travel is to encourage and promote active travel (by 71 respondents).

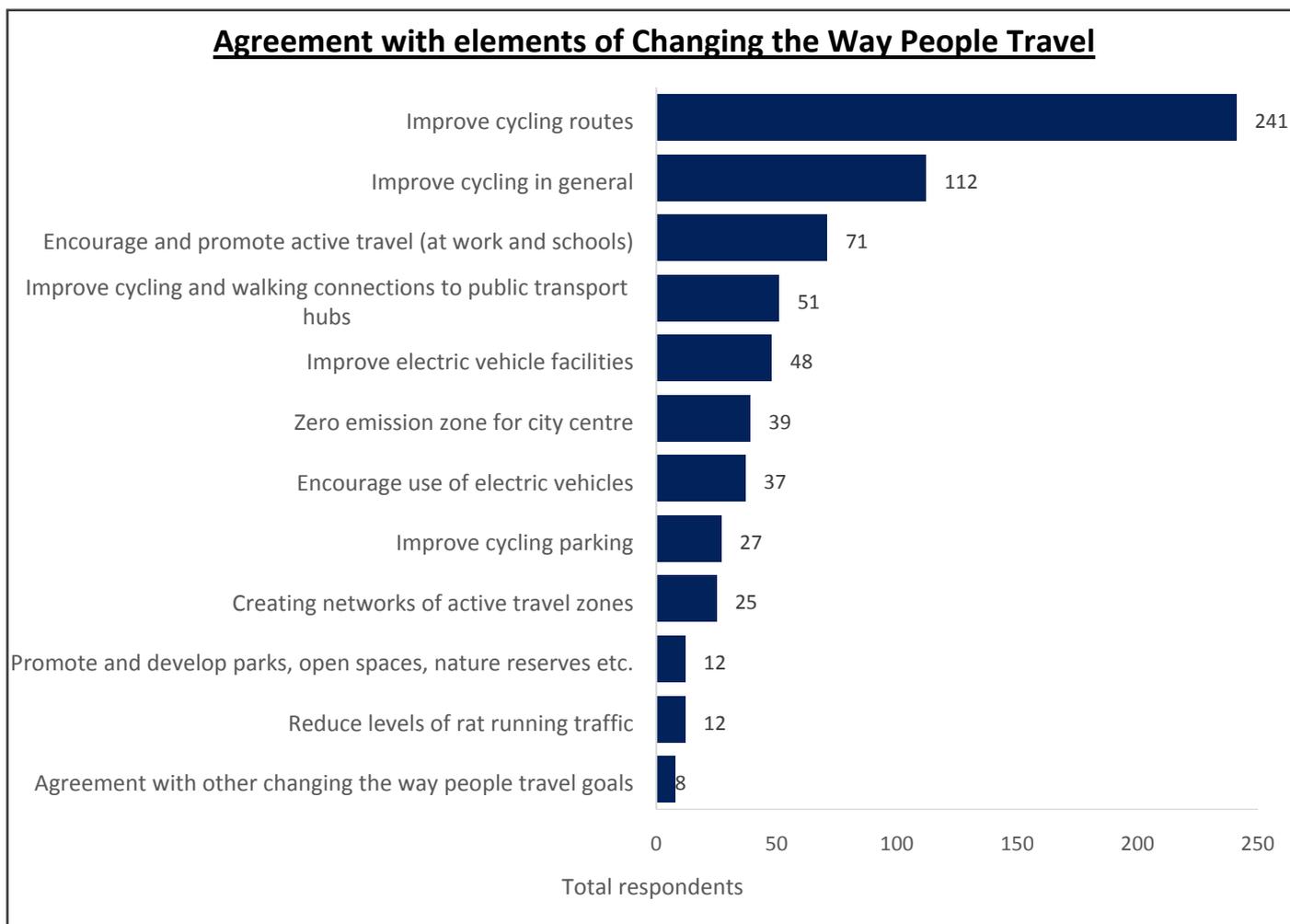


Figure 41

108. Table 10 shows any unique comments given for each category within the agreement with elements of the goal to change the way people travel.

| Category               | Unique comments or suggestions  |
|------------------------|---|
| Improve cycling routes | <i>Maintain existing cycle paths, some are currently poorly maintained - (fix potholes); sweep cycle paths of debris; have a long term maintenance plan in place.</i>   |
|                        | <i>They need to be safe and convenient.</i>   |
|                        | <i>Building up the cycle network should be a high priority.</i>   |
|                        | <i>Improve cycling across the entire city not just around schools and the city centre.</i>  |
|                        | <i>Improve and expand the cycle network to be comprehensive and complete: more routes that are all connected in a large network as opposed to disjointed parts on all major routes and beyond the city boundary.</i>  |
|                        | <i>More joined up approach rather than - here is some spare wide bit of road let's build a cycle lane to meet targets.</i>  |
|                        | <i>Cycle routes to improve: A35 from Totton to Southampton; Shirley; City centre; Bassett; Highfield; Itchen bridge; Northam bridge; London road; Nursling; The Avenue; Winchester Road; Shirley Towers; Thomas Lewis Way; St Denys Road; Bitterne Road West; Athelstan Road; 6 dials; Swaythling junction; docks; Test lane/Redbridge Road; Lordshill.</i> |
|                        | <i>Make cycle lanes bigger (they are too narrow, need more space on the road, need to be wide enough for use by adapted bikes and cargo bikes).</i>   |
|                        | <i>Create dedicated and segregated cycle routes away from roads and pedestrians. (There could be barriers along cycle routes to stop cars going into them; clearly mark cycle lanes to stop cyclists going</i>  |
|                        | <i>Page 219</i>   |

|   |   |
|---|---|
|   | <i>on pedestrian paths; resurfacing a road and painting some lines as cycle lanes are not good enough; cycle routes do not need to necessarily follow roads.)</i>   |
|   | <i>Enforce use of cycleway. Ban cyclists from using pedestrian pavements or roads.</i>  |
|   | <i>Put cycle lanes on pavements rather than on narrow roads where there isn't space.</i>  |
|   | <i>Cycle lanes should not go through public open spaces.</i>  |
|   | <i>Some cycle lanes just end, forcing cyclists into heavy traffic.</i>  |
|   | <i>Have all pedestrians and cyclists on the left side of the pavement to avoid collision.</i>   |
|   | <i>Create cycle highways and build provisions for cars around this as a lesser priority.</i>  |
|   | <i>Design junctions and traffic lights to let cyclists go first and have cycle only areas.</i>  |
|   | <i>Improve traffic light sensors to pick up cyclists as well.</i>   |
|   | <i>Make cycling routes safe enough to ride with children.</i>   |
|   | <i>Stop vehicles parking in cycle lanes.</i>  |
|   | <i>Stop motorcycles using the bike lanes.</i>   |
|   | <i>Improving cycling infrastructure is the only way to increase cycling rates.</i>  |
|   | <i>Places to look at for inspiration to improve cycle routes: London, Denmark, Netherlands, Amsterdam, Copenhagen.</i>  |
|   | <i>Involve cyclists in the development of cycle routes.</i>   |
| <b>Improve cycling in general</b>   | <i>Make Southampton a safer place to cycle so that anyone would feel comfortable cycling.</i>   |
|   | <i>Provide information about cycling like route maps and info on repair shops.</i>  |
|   | <i>Allow bikes on public transport.</i>   |
|   | <i>Free bike doctors.</i>   |
|   | <i>Implement strategies to reduce cycle theft (e.g. better policing).</i>   |
|   | <i>Payment schemes for bikes.</i>   |
|   | <i>Provide more public charging points for e-bikes.</i>   |
|   | <i>Let cyclists have priority or equal right of way on the road and at junctions.</i>   |
|   | <i>Implement traffic calming measures to make it safer for cyclists like speed restrictions and signage (e.g. along roads coming off Hill Lane like Radway road and Wilton Crescent).</i>   |
|   | <i>Improve behaviour between cyclists and other road users (namely motorists) towards one another and avoid conflict.</i>   |
|   | <i>Separate cyclists, pedestrians and cars using curbs between each area.</i>   |
|   | <i>Consider a cycling licence/proficiency scheme to take a compulsory safety course and carry the licence.</i>  |
|   | <i>All bikes must have a warning device to be used when approaching cyclists.</i>   |
| <i>Look to cities with high cycling rates for inspiration.</i>                    |   |
| <b>Encourage and promote active travel (at work and schools)</b>                  | <i>Incentivise cycling.</i>   |
|   | <i>Promote cycling and its benefits: cheaper, faster, and easier. Free parking and close to where you want to go</i>  |
|   | <i>Encourage electric bikes, perhaps with rental or try before you buy schemes</i>  |
|   | <i>Incentives to buy bikes like discount sales</i>  |
|   | <i>Run cycle safety campaigns for cyclists: on pavements; encouraging them to use their bells</i>   |
|   | <i>Education cyclists about what they should be wearing (e.g. high vis, helmets and lights after dusk)</i>  |
|   | <i>Provide facilities to practice and take part in free road training for cyclists</i>  |
|   | <i>Subsidise cost of walking schemes (perhaps from a private vehicle congestion charge)</i>   |
|   | <i>Work with schools to encourage young people and their family to change attitudes and adopt lifestyle changes to rely less on cars and cycle more. Make sure funding is there for schools to provide facilities for children to cycle to school</i> |
|   | <i>Encourage children to walk to school</i>   |
|   | <i>Promote and educate on how to cycle safely at school including cycle safety lessons</i>  |
|   | <i>Encourage young people to cycle</i>  |
|   | <i>Promote and encourage at universities as well</i>  |
|   | <i>Promote cycle to work schemes and incentives for active travelling to work</i>   |
| <i>Work with businesses to introduce reward schemes for walking/cycling</i>       |   |
| <i>Discount cost of Park &amp; Ride for businesses to get employees to use it</i> |   |

|  |  |
|--|--|
|  | <i>My Journey should target small-medium enterprises</i>   |
|  | <i>Make active travel easier for employees by providing the right facilities (i.e. showers, lockers etc.)</i>  |
|  | <i>Encouraging working within a walkable or cycling distance</i>   |
|  | <i>Talk to pedestrians and cyclists and involve them in planning</i>   |
|  | <i>Advertise My Journey more widely - it is not very well known</i>  |
|  | <i>Continue to grow and develop the Sustainable Travel Expo</i>  |
|  | <i>One organisation to promote cycling, walking and healthy eating to make message clear and simple</i>  |
|  | <i>Replacing car parking spaces with bike racks allows workplaces to cater for a greater number of their employees, while also encouraging prospective cycle commuters to make the switch</i>  |
| <b>Improve cycling and walking connections to public transport hubs</b>  | <i>Improve routes and maintain paths for pedestrians</i>   |
|  | <i>Improve the safety in parks so that you feel safe walking through them (e.g. The Common)</i>  |
|  | <i>Do more to encourage walking and protect pedestrians</i>  |
|  | <i>Make it more pleasant to walk as often pedestrians have to along main roads</i>   |
|  | <i>Widen pavements</i>   |
|  | <i>Walking routes and pavements for people with limited mobility to walk needs to be improved. Some slopes are so steep they can be impossible to walk up, or leave you very tired. If you are out in a wheelchair on your own you have no chance and so usually end up having to take the long way round.</i> |
|  | <i>All cycling and walking routes must have priority over roads</i>  |
|  | <i>Green corridors to walk and cycle along to bus stops, train stations etc.</i>   |
|  | <i>Improve cycling and walking connections across the river (e.g. the Itchen bridge is awful to walk or cycle across)</i>  |
|  | <i>More cycling and walking crossings points</i>   |
|  | <i>More covered walkways and shelters from rain</i>  |
|  | <i>Make sure bus stops are close to pedestrian crossings to allow people to safely cross to and from bus stops. (e.g. At bus stops near the Chilworth roundabout on Bassett Avenue)</i>  |
|  | <i>Open up the waterfront to more walking/cycling routes (accepting that it is not possible in the docks areas. Join up the major areas of the city (West Quay, Parks, and Waterfront) with a strategic set of walking/cycling routes.</i>   |
| <i>Work on walking and cycling improvements separately as they are two separate entities that should be consider and developed separately.</i> |  |
| <b>Improve electric vehicle facilities</b>   | <i>More charging points: for flats; for new developments; for all homes</i>  |
|  | <i>Power stations and the grid need to be prepared for increase in electric vehicle use</i>  |
| <b>Encourage use of electric vehicles</b>  | <i>Incentives for electric vehicles</i>  |
|  | <i>Create an easy way to buy and pay for an electric car. Also make it cheaper to buy an electric car</i>  |
|  | <i>Make electric vehicles tax free</i>   |
|  | <i>Free parking for electric cars</i>  |
|  | <i>Free use of Itchen toll bridge for electric cars</i>  |
|  | <i>Discounted or free charging</i>   |
|  | <i>Provide electric vehicles to be shared by charities and small businesses for their collections and deliveries</i>   |
|  | <i>All taxis to be electric within a year</i>  |
|  | <i>Council should have electric vehicles for their fleet to set an example</i>   |
|  | <i>Incentives for driving instructors to buy electric vehicles</i>   |
| <b>Improve cycling parking</b>   | <i>Cycle parking needs to be secure, in good locations and easily usable</i>   |
|  | <i>Increase amount of cycling parking facilities available</i>   |
|  | <i>Under cover cycle parking</i>   |
|  | <i>At railway stations</i>   |
|  | <i>For those living in shared houses or houses converted to flats</i>  |

|   |  |
|---|--|
|   | <i>When building new developments, plan for cycle parking to be plentiful and visible to all for security</i>  |
|   | <i>Develop an app to show you where cycle parking is available</i>   |
|   | <i>Cycle parking suitable for adapted and cargo bikes</i>  |
|   | <i>Replace car parking with cycle parking</i>  |
| <b>Creating networks of active travel zones</b>                     | <i>Southampton is already a good place for walking</i>   |
|   | <i>Cycling and walking routes/provision should be a priority</i>   |
|   | <i>Prioritise active transport</i>   |
|   | <i>Need to encourage or even enforce use of these active travel zones and networks</i>   |
|   | <i>Green space commuter corridors for walking and cycling would be good</i>  |
|   | <i>Establish walking routes/active travel routes between zones not just within each zone. (I.e. routes between district centres and city centre)</i>   |
|   | <i>Make cycling and walking connections segregated from each other</i>   |
|   | <i>Prioritise a joined up walking network to allow people to live a healthy and active lifestyle without being threatened by cyclists.</i>   |
|   | <i>Police and fine cyclists using pedestrian pavements</i>   |
|   | <i>Create cycle super-highways likes London</i>  |
|   | <i>Make the University an active travel zone</i>   |
|   | <i>Make Thomas Lewis Way a linear park/cycling and walking corridor with public transport too</i>  |
|   | <i>Remove on-street parking in active travel zones but still ensure deliveries and disabled access is possible</i>   |
| <i>Agree with the creation of active travel zones</i>               |  |
| <b>Promote and develop parks, open spaces, nature reserves etc.</b> | <i>The parks are very good</i>   |
|   | <i>Protect the parks</i>   |
|   | <i>Clean up the parks</i>  |
|   | <i>If more green spaces are planned with more beds for trees and plants, it is ESSENTIAL that they are MAINTAINED!</i>   |
|   | <i>Close off roads between and around parks completely to motor transport to make a huge traffic free central park that can be used for outdoor events</i>   |
|   | <i>Do something similar to Eastleigh Council: encouraging the use of their parks and open spaces with the park sports scheme which they run every school summer holiday, with discounted sports sessions run in the parks for children and adults.</i>   |
|   | <i>Ideas for developing the parks: more play areas; outdoor gym spaces</i>   |
| <b>Reduce levels of rat running traffic</b>                         | <i>Agree as this will: reduce risk of accidents; improve pollution both air and noise; reduce stress and abuse amongst public; reduce need to maintain and fix roads being used as rat runs</i>  |
|   | <i>Put restrictions on side roads to reduce rat running</i>  |
|   | <i>Create more alternative routes to rat running</i>   |
|   | <i>Make residential roads, no through traffic except cycles and walking (and provision for bus routes or emergency access)</i>   |
| <b>Agreement with other changing the way people travel goals</b>    | <i>Agreement: involve local communities in the planning and promotion of active travel. (Communicate any big changes to cycling provisions and priority access to driving community)</i>   |
|   | <i>Agreement: promote electric car clubs (encourage this among elderly. For example have a shared electric vehicle at retirement complexes as older people may need a car to keep their independence but only use it for short and not very often. Sharing some is better than having one each</i> |
|   | <i>Agreement: encourage use of low emission vehicles (Make it mandatory for all taxis to be hybrid; Incentives for low emission vehicles: like cheaper or free parking; Help small businesses convert to zero emission vehicles)</i>   |

Table 10

### Comments on the potential negative impacts of the proposed local transport plan

109. Figure 42 gives the categories considered to be negative impacts of the proposed local transport plan. Of the negative impacts mentioned, the most frequently mentioned was the potential negative impacts of the economy and businesses (by 51 respondents). There was also concern expressed by 48 respondents on the potential

negative impacts on vulnerable people like people who are disabled, on a low income or the elderly. There were 17 respondents that mentioned that many current residents and people using Southampton’s transport systems will not be around in 2040 to see the changes proposed in the local transport plan. 28 respondents mentioned other negative impacts.

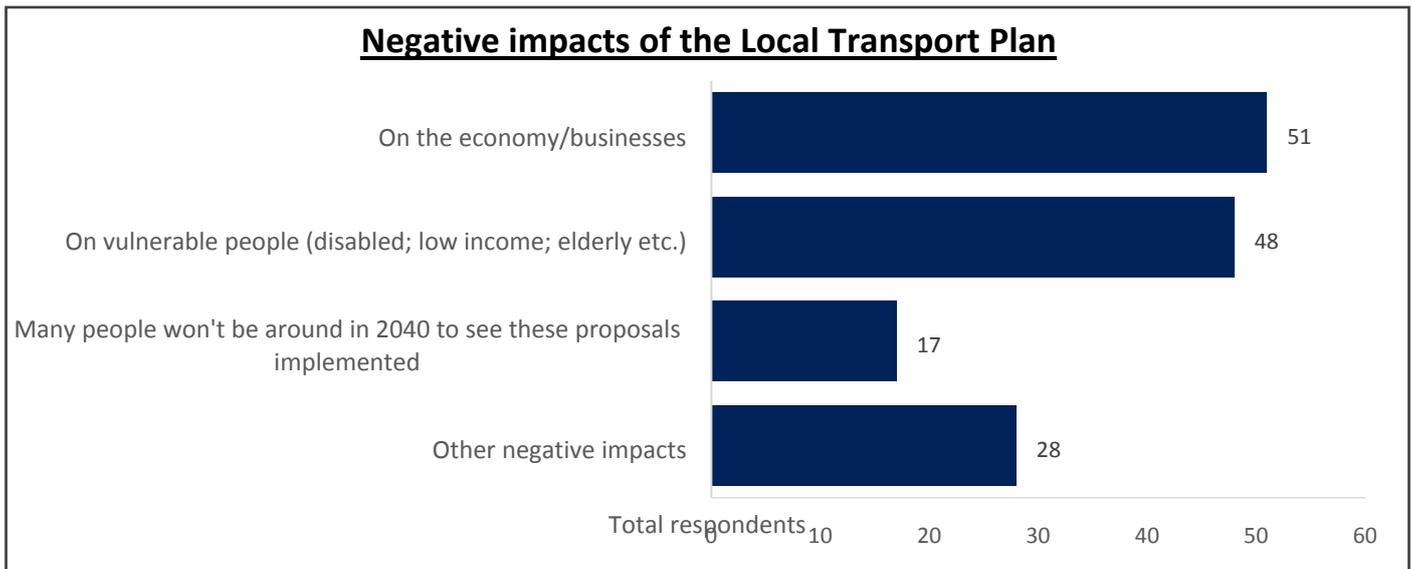


Figure 42

110. Table 11 shows any unique comments given for each category within broad theme of negative impacts of the local transport plan.

| Category  | Unique comments or suggestions  |
|---|---|
| <b>On the economy/businesses</b>  | <i>Penalising car drivers could impact trade and the financial success of the city</i>  |
|   | <i>Businesses will move away if a workplace levy is introduced</i>  |
|   | <i>People stop coming to the centre for leisure if: parking is reduced; zero emissions zone is implemented</i>  |
|   | <i>Zero emissions zone will impact businesses and shops in city centre - harder to get deliveries, reduction in footfall, they may eventually move away from city centre</i>  |
|   | <i>Protect the port</i>   |
| <b>On vulnerable people (disabled; low income; elderly etc.)</b>                    | <i>A shift of focus away from cars to alternative travel may make it difficult for some groups. For example those on low incomes may struggle with the costs of alternative travel to car or logistical difficulties for those with physical impairments to use alternative travel to cars</i>  |
|   | <i>Affect older people: isolate them; disruption from implementing these proposals could cause make older people's lives more difficult, proposals are for travel that may be difficult for the elderly like cycling and walking</i>  |
|   | <i>The plan does not go far enough to provide for people with disabilities</i>  |
|   | <i>Ensure all changes take into consideration those with disabilities and not carried out at the expense of them. For example: More pedestrianised zones may make it more difficult for those with disabilities to get around; less city centre parking may make it more difficult for those with mobility issues to travel; a push towards active travel and public transport and away from cars may isolate and trap those with disabilities in their homes; more street furniture could become a hazard for those that are visually impaired</i> |
|   | <i>Improving buses or installing a tram will not improve things for wheelchair users</i>  |
|   | <i>A low emission zone could penalise those on low incomes who cannot afford a cleaner car</i>  |
| <i>Penalising the motorist is simply the social cleansing of poorer car drivers</i> |   |

|  |  |
|--|--|
| <b>Many people won't be around in 2040 to see these proposals implemented</b>  | <i>Many of the city's current residents will not be around in 2040 to see the changes proposed</i>   |
|  | <i>It should be achieved before 2040 as many people currently paying for this will not reap the rewards</i>  |
| <b>Other negative impacts</b>  | <i>Cost of this development must not be passed down to consumer through increased public transport costs</i>   |
|  | <i>The cost of workplace levies and less parking/higher parking costs will be passed onto the customer</i>   |
|  | <i>It will cost more to go into the city centre</i>  |
|  | <i>This will worsen traffic and make it harder and more expensive to travel and park</i>   |
|  | <i>Less parking in the city will push more people to park in small residential roads just outside of the city which cannot cope with it</i>                            |
|  | <i>City charges and penalties on main routes will encourage more rat running</i>   |
|  | <i>Concerned of negative effects of mass transit system, park and ride and improving access to specified locations will have for other road users and green spaces</i> |
|  | <i>Negative impact: disruption caused trying to put these proposals in place</i>   |
|  | <i>Please consider people who live in and around the city (such as next to hospitals) and that they are not negatively impacted by any proposals</i>                   |
|  | <i>Negative impact on tradesman needing to find parking across city to do their job</i>  |
|  | <i>Improved travel networks, green spaces and active travel opportunities will cause house prices to rise and gentrification to take place</i>                         |
|  | <i>Concern that mass rapid transit could adversely impact on the rural landscape and character of surrounding area and local authorities</i>                           |
| <i>Concern over the protection of special areas of conservation (e.g. wildlife areas or historical sites etc.)</i>     |  |
| <i>Concerns that these proposals may negatively impact on train and bus services to rural areas around Southampton</i> |  |

Table 11

### Comments on the potential positive impacts of the proposed local transport plan

111. Comments referring to positive impacts of the local transport plan have been categorised and presented in Figure 43. One of the potential positive impacts mentioned most frequently was a reduction in traffic (by 24 respondents). The improvement in the environment and air quality was also considered a potential positive impact by 20 respondents. Of the positive impacts the third most frequently mentioned was the improvement in the health of the population as the city becomes more active.

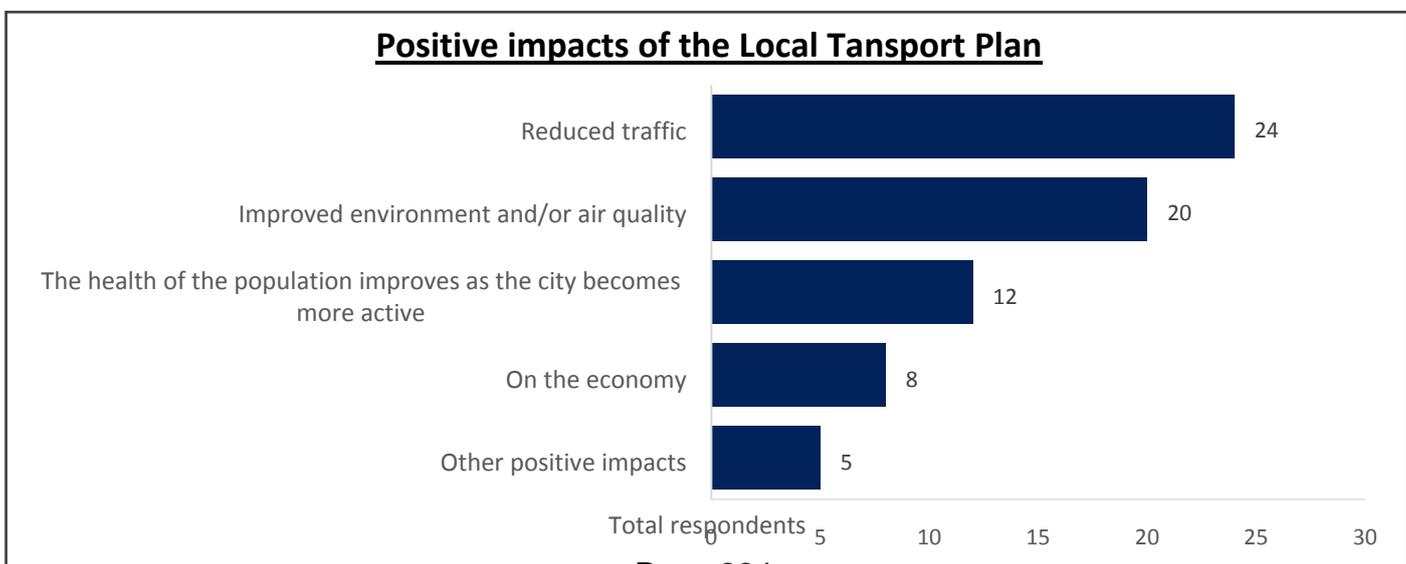


Figure 43

112. Table 12 shows any unique comments given for each category within broad theme of positive impacts of the local transport plan.

| Category   | Unique comments or suggestions  |
|--|---|
| <b>Reduced traffic</b>   | <i>With the introduction of a park and ride</i>   |
|  | <i>With an improvement in the cycling infrastructure</i>  |
|  | <i>With mass transit linking to the cruise terminals</i>  |
|  | <i>Following an improvement in public transport</i>   |
| <b>Improved environment and/or air quality</b>   | <i>Improvement in air quality</i>   |
|  | <i>Improvement in environment</i>   |
|  | <i>Will make city environment more attractive to live in</i>  |
| <b>The health of the population improves as the city becomes more active and healthy</b> | <i>It could improve people's health through exercise and lowering vehicle fumes causing asthma in children</i>  |
|  | <i>The plan provides a good basis for a healthier city</i>  |
|  | <i>The cycling and walking development will give people the opportunity to make healthier choices</i>   |
|  | <i>This will encourage people to be more active</i>   |
|  | <i>Presenting people with viable alternatives to the car can help to improve people's physical health and mental wellbeing</i>  |
| <b>On the economy</b>  | <i>Increase in tourism</i>  |
|  | <i>This will attract investment to the city and help it realise its potential to be a modern regional economic hub.</i>   |
|  | <i>Presenting people with viable alternatives to the car can help to improve people's productivity in the workplace</i>   |
| <b>Other positive impacts</b>  | <i>City will be more accessible and connected</i>   |
|  | <i>The space of places for cars to park no longer being used can be revived into something else (e.g. more space for cyclists or more houses in a new development)</i>        |
|  | <i>Reduction in road accidents</i>  |
|  | <i>Southampton will become a leading walking and cycling city in Britain and globally</i>   |
|  | <i>The city will rise to the top of Global Liveability rankings as cities that have invested in good public transport solutions and active travel options are key to this</i> |

Table 12

### Other comments related to local transport plan

113. A total of 60 respondents made a comment on the local transport strategy itself. The unique comments and suggestions related to this are summarised in table 13.

|   |  |
|---|--|
| <b>Comments on the overall local transport strategy</b> | <i>These proposals are full of buzz words and jargon</i>   |
|   | <i>Proposals are vague and could have been clearer and given more specific detail about what these plans mean and how they differ to Southampton's current situation.</i>  |
|   | <i>The strategy seems to neglect some fundamental details in how it is going to deliver some of this. How are you going to achieve these goals?</i>  |
|   | <i>Produce detailed implementation, delivery, resourcing and risk assessment plans for each proposed policy/scheme within the plan. Then produce firm targets to accompany the desired outcomes and associated indicators which will be used to assess and monitor the overall success of the plan and in particular the three long-term strategic goals and eight related themes.</i> |

|  |
|--|
| <i>Plan and consultation is all too high level, aspirational and “pie in the sky”. A tactical plan with more practical proposals needs to be developed which are more likely to happen</i>   |
| <i>The proposals are the same old ideas that are always given with no real overarching vision.</i>   |
| <i>The structure of the strategy could be improved (e.g. move car share schemes and cycle schemes to 'safe city', update the out of date elements like removing reference to the rejected Southampton, Portsmouth, Isle of Wight Combined Authority.)</i>  |
| <i>People will not disagree with such generic proposals</i>  |
| <i>The impact of these proposals are unknown and impossible to determine</i>   |
| <i>How is this proposal child friendly and how will it be delivered to children? There needs to be explicit information about how children will be affected as currently children and families are left out of this proposal</i>   |
| <i>The strategy should acknowledge that some of this is reliant on and can be impacted by other forces and powers beyond the local authority (i.e. Highways England, LEPs and Department for Transport, developments in other local authorities)</i>   |
| <i>Consider how wider transport developments may impact Southampton's travel habits and infrastructure and how it relates to this local transport strategy (e.g. The Heathrow rail link and enhanced rail infrastructure)</i>  |
| <i>Consider what impact the changes in cityscape and new developments will have on transport within the strategy, both within the city and beyond the boundary. (e.g. the location of the city centre is moving westwards, away from bus locations and yet this strategy makes buses key as transport in the city)</i> |
| <i>Waste of money coming up with these proposals</i>   |
| <i>The vision and work on this local transport plan are good and it is a well-structured and put together strategy.</i>  |
| <i>The city planning has always been piecemeal as opposed to large scale re-planning of infrastructure</i>   |
| <i>Nothing will come of these proposals or consultation</i>  |
| <i>The plan should better consider and link to related plans and strategies like the Southampton Masterplan process and public transport strategy which is not yet complete. (This includes plans that are not by the council like the Southampton Airport Draft master Plan)</i>                                      |
| <i>Create a workable strategy to that can be used to gain funding</i>  |
| <i>The strategy document should not have any franchising on the document</i>   |
| <i>This strategy demonstrates a limited knowledge of the public transport network and operations in the city</i>   |
| <i>In the Travel to Work Area, Marchwood should be specifically referenced as a key area for those travelling for work between Marchwood and Southampton.</i>  |
| <i>The local transport strategy should recognise and celebrate the successes, innovation and investment in transport in the city that has already happened. (e.g. GoSouthCoast's considerable investment and innovation)</i>   |

Table 13

114. There is some overlap between the local transport plan and the proposed clean air zone, both in terms of content and the dates for these consultations overlapping. This resulted in comments related to the clean air zone made by 53 respondents. Table 14 gives the unique comments related to the clean air zone.

|                                |  |
|--------------------------------|--|
| <b>Clean Air Zone comments</b> | <i>Why is this not joined up with the clean air zone consultation?</i>   |
|                                | <i>The current clean air zone policy does not match these goals</i>  |
|                                | <i>This local transport plan should have a wider vision to improve air quality</i>   |
|                                | <i>Approve of the clear links between the local transport strategy and the clean air agenda in the city</i>  |
|                                | <i>Comments relating to charging within the clean air zone: charge all polluting vehicles, charge private cars not just buses, exempt residents from the charge, exempt emergency service workers with start/finish times when public transport doesn't run, exempt disabled drivers from the charge, charge diesel vehicles</i> |
|                                | <i>Impacts of the clean air zone: business and trade will go elsewhere, negative impact on the economy, this will increase the cost of public transport and driving a private vehicle</i>  |
|                                | <i>Suggestions related to the clean air zone: use the charges to subsidise public transport or park and ride, living walls and rooftop gardens to combat air quality</i>   |
|                                | <i>Agree with the clean air zone (Make Southampton great again, somewhere to be proud of)</i>  |
|                                | <i>Disagreements with clean air zone charging: technology is already improving car emissions so air pollution will already improve without clean air zone charge, this just another tax,</i>   |
|                                | <i>How would you help charities and small businesses that need to access the city centre with vans?</i>  |
|                                | <i>Agree that air quality needs to be tackled and a clean air zone could do this but buses should be treated as part of the solution not the problem</i>   |

Table 14

## Public engagements, meetings and verbal feedback

115. In total there were seven separate engagement events, 4 public drop-in events, a staffed exhibition at the sustainable city expo conference, and briefings to businesses and other groups where feedback was received to support the consultation process. The range of engagements are outlined below:

| <b>Date and time</b>            | <b>Event</b>   | <b>Location</b>   | <b>Number of attendees</b> |
|---------------------------------|--|-------------------|----------------------------|
| 4 September 2018 (11:30-18:30)  | Public drop-in   | Civic Centre      | 20                         |
| 15 September 2018 (10:00-13:00) | Public drop-in   | Shirley Library   | 6                          |
| 19 September 2018 (16:00-19:00) | Public drop-in   | Portswood Library | 8                          |
| 29 September 2018 (10:00-13:00) | Public drop-in   | Bitterne Library  | 12                         |
| 12 September 2018 (10:00-15:00) | Sustainable City Expo conference (exhibition at event)                       | NST City          | 20                         |
| 19 September 2018               | Southampton Clinical Commissioning Group's (CCG) Consult and Challenge group | N/A               | N/A                        |
| 27 September 2018               | Breakfast briefing for businesses at Go!Southampton                          | N/A               | N/A                        |

Table 15

116. In total around 70 people engaged with this programme of events. The events gave people the opportunity to find out more about the local transport plan, have questions answered and thoughts discussed with officers and complete the consultation questionnaire.

117. During the course of these events some feedback was gathered and the main themes were:
- A need for big change with one project that transforms city transport, not just lots of little projects with limited impact.
  - It is difficult to predict how people will travel and what transport will be like 20 years from now. (E-commerce is changing retail business, drones could play a bigger role in delivery of goods etc.)
  - Online home shopping deliveries to properties on streets with residents parking/ yellow lines cause delays to buses.
  - Support for the Council in efforts to promote sustainable travel for short journeys.
  - The Highways England proposals for the A3024 corridor (making it easier for more vehicles to use the corridor) goes against many of the principles of the draft strategy. This needs to be considered.
  - Keep public up to date on these plans.
  - Southampton needs a Park and Ride system. They work well in other cities and many have them. (The site could be near Junction 8.)
  - Support proposals for a Mass Rapid Transit System.
  - Support expressed for bringing in metro lines, trams, or trolleybuses etc. This is a good idea that would help make it easier to get around city, potentially reduce emissions and change people's perceptions.
  - A lot more investment is needed to transform the city and make a comprehensive and safer cycling network.
  - Good progress on improving public spaces and cycling networks have been made already (e.g. the QEII Mile, Guildhall Square, and the Boardwalk National Cycle Network route to St Denys).
  - Should invest in safe segregated cycle routes, away from the road and pedestrian pavements.
  - Make wide pavements shared use paths.
  - People should be allowed to cycle on pavements as long as they are considerate of other users – take away the no cycling prohibitions everywhere.
  - Cycling routes are too disjointed.
  - Places to improve and maintain cycling routes to make them safe: Bullar road; A3024, The Avenue, Spring Crescent, Lawn Road, Dukes Road, Hill Lane, Bitterne, University, Woodmill Bridge, Portswood road, Hedge End.
  - Keep cycling routes well maintained.
  - Improve signs and maps for cyclists to know which way to go.
  - Need to educate and enforce against cycling dangerously (e.g. without lights after dark or cycling fast on pavements).
  - Allow and enable cyclists to turn right where buses can.
  - Widen roads to allow buses to stop without holding up traffic.
  - Support for "dualling" of Northam Road railway overbridge.
  - Support expressed for liveable city centre proposals.
  - Support idea of a better bus/rail interchange (locations include the south side of Central Station and Albion Place/ Castle Way).
  - Improve the signage, information and maps available for people to understand the bus service and find their way.
  - Bus real time information screens are not always working correctly.
  - Smaller buses should be used at off-peak times.
  - Run buses later into the evening.
  - Improve bus service in general to make it more attractive than driving.
  - Make public transport cheaper. (E.g. make it affordable for a family to get the bus, perhaps make it free for children and cheap for 16-25 year olds to get the bus.)
  - Quality of bus services in the city is very good.
  - Need to invest in continuous bus lanes.
  - Please don't increase the hours of operation of bus lanes.

- Plusbus is a brilliant product and needs to be better promoted.
- Bus services are slow, inconvenient, unreliable and infrequent.
- Bus routes need to be improved – connecting across the city, to amenities like hospitals and to more places in the city, not just the main areas. (E.g. Harefield, Merry Oak, Itchen.)
- Make travelling by public transport easier and more practical for people with disabilities. (E.g. improving bus stops).
- Need to integrate different transport systems together better, including ticketing products.
- Bus operators should accept each other’s tickets.
- Traffic wardens need to enforce the Residents Parking Areas (e.g. near university).
- Do something about the traffic and congestion from the school run. (E.g. encourage more parents to walk children to school, have a monitoring car outside school at pick up and drop off to deter parents parking illegally). (St Marks, Shirley and Merry Oak have school run congestion problems.)
- Maintain and improve pavements and crossings for pedestrians.
- Discourage the high number of car trips that are single occupancy car journeys.
- Port should contribute towards road improvements and maintenance.
- There are too many traffic lights in the city and they are not optimised, resulting in unnecessary delays and pollution of idling vehicles. Traffic lights need to be synchronised and adaptive to congestion and real time ROMANSE traffic control centre invested in for them to be delivering the best service.
- Maintain roads (e.g. fix potholes).
- Disagree with taking road space away from general traffic and allocating it to cyclists or buses with bus or cycle lanes as it just worsens congestion.
- Agree with a need to reduce the supply of car parking in the city centre.
- Reducing car parks by closing small car parks could just add to the congestion of the larger car parks or stop people coming into the city altogether.
- Cost of car parking in the city is far too cheap – this encourages car travel.
- More needs to be done to encourage modal shift and on a short term basis.
- More people a year travel cross-Solent on Red Funnel than cruise passengers pass through the city yet hardly gets a mention in the media (so people forget about it). Red Funnel / SCC need to market this more/make more of the importance of these vital transport connections.
- All new developments need to be designed well, with the needs of pedestrians and cyclists in mind.

118. Many of these topics will have also been raised through other channels as a part of the consultation but in the interest of transparency they have also been summarised here.

## Feedback on the consultation process

119. Southampton City Council are committed to make the whole consultation process as transparent and fair as possible. As a part of this commitment, any feedback on the consultation process itself received during the course of the consultation is gathered together here.

120. Overall, out of the 1413 people or organisations who took part in the consultation, 53 commented on the consultation process itself.

121. Table 16 summarises the unique comments and suggestions given about the consultation process.

|   |  |
|---|--|
| <b>Comments on consultation process</b> | This questionnaire is biased to give results the council wants.  |
|   | This questionnaire is poorly designed and confusing.   |
|   | The questionnaire provides too much information.   |
|   | Ensure you engage children and young people and make consultations more engaging and approachable to them. |

|  |   |
|--|---|
|  | The council won't listen and will just do what they want to anyway, regardless of public's views.   |
|  | More publicity needed of this consultation to get more engagement, including engagement for those not online.   |
|  | The questions are too general and high level to be able to answer.  |
|  | The questions don't give a chance to show opinion of both proposed goals and method to achieve goals.   |
|  | The way questions are asked makes it difficult to show what you exactly agree or disagree with because lots of points have been put together.                     |
|  | The consultation gives no chance for people to give views on the how these proposals/goals will be achieved.  |
|  | There needs to be more detailed information on the strategy (e.g. on the rapid transit system; reduction of casualties in accident hotspots, zero emission zone). |
|  | The questionnaire is very formulaic and does not give opportunity to make significant comments.   |

*Table 16*

## Conclusion

122. Southampton City Council sought views on the proposed Connected Southampton – Transport Strategy 2040. The consultation ran for 12 weeks from 25 July 2018 to 16 October 2018.
123. As this report has demonstrated, the consultation was extensively promoted throughout the period leading to good levels of engagement.
124. In total there were 1413 responses to the consultation. Of this 1394 responded to the consultation questionnaire and all other submissions were made via emails, letters or in public meetings.
125. All questionnaire results have been analysed and presented in graphs within the report. In addition all written responses to the consultation were read and comments assigned to a category based upon similar sentiment or theme and descriptions have been provided of each category within the report.
126. In conclusion, this consultation allows Cabinet to understand the views of residents and stakeholders on the proposed local transport plan that has been consulted on. It represents the best possible summary and categorisation of all the feedback received through the consultation period. Therefore it provides a sound base alongside the other information to inform a final decision.

This page is intentionally left blank

| Code  | Description   | Comments   | Response   |
|---|---|--|--|
| <b>A - General Comments</b>                         |   |  |  |
| A1  | Comments on consultation: generally                   | <p>Proposals are too vague to fully understand what they mean. SMART objectives would have helped</p> <p>Biased survey to give results the council wants</p> <p>People won't disagree with these general proposal - we need space to give views on the how</p> <p>Listen to people, which you don't</p> <p>The impact of these proposals are unknown and impossible to determine</p> <p>Some parts of themes you can agree with whilst also disagree with other parts</p> <p>These proposals are a bit pie in the sky (empty promises) create more practical proposals that are more likely to happen</p> <p>These proposals are full of buzz words and jargon</p> <p>The proposals are the same old ideas that are always given with no real overarching vision.</p> <p>The city planning has always been piecemeal as opposed to large scale replanning of infrastructure</p> <p>This questionnaire is poorly designed and confusing</p> <p>Waste of money coming up with these proposals</p> <p>Consultation is a waste of time, will ignore responses they don't want to hear</p> <p>Structure of strategy could be improved (e.g. move car share schemes and cycle schemes to 'safe city')</p> <p>Have something been done to engage who do not have access to the internet?/This consultation needs more engagement that is not online</p> <p>Make the proposals clearer and more specific</p> <p>More publicity needed of this consultation to get more engagement</p> <p>Consultation questions are too general to be able to answer</p> <p>Questions don't give chance to show opinion of both proposed goals and method to achieve goals</p> <p>Consultation is biased. Only interested and asks about opinion of proposals themselves not how they will be achieved</p> <p>You will just do what you want to anyway, regardless of public's views</p> <p>Nothing will come of these proposals or consultation</p> <p>Make sure you engage young people and get their views</p> <p>Too much information in the survey</p> <p>Thank you for carrying out this work, and for the vision to make Southampton a better place to live. It's much appreciated.</p> <p>Nothing is mentioned about the implementation and plans for progression. How are you going to achieve these goals?</p> <p>Some of these goals don't really mean anything</p> <p>The way questions are asked makes it difficult to show what you exactly agree or disagree with because lots of points have been put together</p> | <p>Noted. Clarification on the consultation and the non-internet options in Final Consultation Report</p> <p>Document will have a Plain English check and minor structural adjustments to improve flow and readability</p>                             |
| A2  | Comments on the consultation: more information needed | <p>Give more detail on: the rapid transit system; reduction of casualties in accident hotspots</p> <p>Give specific ways of HOW you are going to achieve these proposals</p> <p>Acknowledge that some of this is reliant on other forces and powers beyond the local authority (i.e. Highways England, LEPs and Department for Transport)</p>  | <p>Noted. This will be expanded on in the How We Will Do It (Delivery) section</p>   |
| A3  | Clean Air Zone comments                               | <p>To combat air quality living walls and rooftop gardens with hives signs be amazing, local businesses should have incentives.</p> <p>This local transport plan should have a wider vision to improve air quality</p> <p>Disagree with charges</p> <p>Business and trade will go elsewhere</p> <p>Tax cars</p> <p>Any charge could affect pensioners without cars or those living on the outskirts of the city as it could increase cost of public transport or cost to drive if private vehicles are charged</p> <p>Charging lorries or private cars with destroy city's economy</p> <p>How would you help charities and small businesses that need to access the city centre with vans?</p> <p>Restrict diesel vehicles with charges like in London</p> <p>Should not be ignoring cars and penalising buses</p> <p>Exclude residents</p> <p>Current policy does not match these goals</p> <p>Fine for NOx emissions</p> <p>This is just another tax</p> <p>Technology is already improving car emissions so air pollution will already improve without clean air zone charge</p> <p>Emergency service workers are unable to use public transport due to start and finish times. Possibly have exemption from any emissions tax</p> <p>Make Southampton great again, somewhere to be proud of</p> <p>Using charges to subsidise public transport and park and ride</p>   | <p>Reference to the Clean Air Zone will be consistent with final Council decision (due in Jan 19) and ensure that synergies with aspirations of the Clean Air Strategy are retained.</p> <p>Reference to other pricing/charging are to be removed.</p> |
| <b>B - Disagreement and alternative suggestions</b> |   |  |  |
| B1  | General disagreement                                  | <p>Use money for public services like: care for the elderly, youth services, reduce council tax, reduce poverty, build homes, improve services</p> <p>Many of these proposals are already happening</p> <p>The council should focus on its current obligations instead of making grand plans for things that they may struggle to do</p> <p>A lot of these ideas are things that were being done previously but have been cut due to lack of funding</p> <p>This plan does not seem suitable for Southampton, almost more appropriate for Winchester or Romsey</p> <p>Proposals are too generic and corporate</p>  | <p>Noted</p>   |
| B2  | General distrust of council                           | <p>You are only out to make money</p> <p>Don't trust council to actually do what is proposed</p> <p>Council dragging its feet with this</p> <p>This will take the council too long to do</p> <p>The council cannot fulfill its current duties, let alone these proposals</p> <p>The council do not have residents best interests at heart</p> <p>The approach to this will be half hearted</p> <p>The council has a history of planned that are never fulfilled - why is this any different?</p>   | <p>Noted</p>   |
|   |   | <p>Question practicalities of proposals. Seems unrealistic</p> <p>This could change or be scrapped when political landscapes change both locally and nationally</p>  |  |

|    |  |   |   |
|----|--|---|---|
| B3 | <b>Doubts over proposals likelihood of success or happening at all</b> | <p>Not sure there is the surrounding infrastructure to support a zero emission zone for example a good enough electric vehicle infrastructure nationally</p> <p>Businesses will get their way, to the detriment of residents and this will not happen</p> <p>With current budget restrictions, these are unlikely to happen</p> <p>The goals are too idealistic so won't be implemented properly or left unfinished.</p> <p>These sorts of plans have been thought of before and then not carried out</p> <p>Worry that some areas and communities will get more funding than others creating disparities</p> <p>Residents of Southampton don't care enough to look after the environment around them so why bother improving it?</p>   | Noted   |
| B4 | Not enough is being done, do more                                      | <p>Do more to achieve goal of a healthy and active city, current proposals are not enough</p> <p>The zero emission activities are not enough to improve air quality</p> <p>Will need more resource to enforce some of these proposals</p> <p>The plans are not bold enough</p> <p>These plans will not make it safer or more attractive to cycle</p> <p>Playing catch up with mistakes made in local transport planning decades ago. We must NOW correct the mistakes and design a good planned transport system for the future</p> <p>These plans are too timid - not doing enough</p> <p>These plans are not enough to achieve the goals you want</p> <p>Take a stronger stance</p>   | Noted. Reference to the Clean Air Zone will be consistent with final Council decision (due in Jan 19) and ensure that synergies with aspirations of the Clean Air Strategy are retained.  |
| B5 | Need more immediate short term plans                                   | <p>Something needs to be done sooner - get going on this now</p> <p>These proposals should have happened years ago and should already be in place</p> <p>Surely a tram system could be developed in the next 5 - 10 years not 40</p> <p>A Park and Ride has been needed for 10 years, it needs to be put in asap to lower air pollution now</p> <p>These proposals should be in a short term plan</p> <p>Implement these plans asap to improve air quality quickly</p> <p>These could have in a much shorter time frame than is proposed</p> <p>Set plans of what will happen before 2040, so say by 2020, 2030 etc.</p> <p>Road maintenance should be done well before 2040</p> <p>Implement zero emission in zone in the near future not long term</p> <p>This time length is too long - it won't reduce emissions in time (IPCC report said by 2030)</p>   | The How We Will Do It (Delivery) Section sets out how the Strategy will be delivered including mechanisms, funding and governance. A short term 3 year Implementation Plan for 2019-2022 will be produced in second half of 2019 to align with current funding.   |
| B6 | More planning and research needed                                      | <p>More planning for rapid transit system.</p> <p>This is all aspirational. The strategy is appropriate but a tactical plan needs to be developed so that it can be delivered</p> <p>More detailed cost-analysis for proposals</p> <p>Go back to the drawing board and come up with more practical ideas</p> <p>Research needs to be done into the impacts of the proposals for example impacts of shopping and retail</p> <p>Come up with some more ambitious proposals for the long term</p> <p>Learn from other progressive European cities</p> <p>Get more information about where people want and need to travel to inform plans</p> <p>More ambitious planning</p> <p>Be more innovative - these are all inside the box, conventional, predictable ideas that have been tried and done before</p> <p>More radical planning and research</p> <p>More research on people's travel behaviours should be done</p> <p>Talk to people and communities about what they need</p> <p>Run pilots of these proposals</p>   | The Issues & Options paper provides robust evidence and background into transport trends and patterns in Southampton. Officers consistently looking for best practice that can be applied in Southampton.   |
| B7 | Concerns over costs of implementation                                  | <p>EU funding for transport projects will be lost soon</p> <p>The city maintenance and development of infrastructure needs to be cost effective</p> <p>All this will cost too much</p> <p>Where is all the funding for this coming from all of a sudden?</p> <p>Will council tax increase to cover these costs?</p> <p>Get the BID to help fund this</p>  | The How We Will Do It (Delivery) Section sets out how the Strategy will be delivered including mechanisms, funding and governance. A short term 3 year Implementation Plan for 2019-2022 will be produced in second half of 2019 to align   |
| B8 | Disagree or concern with reducing the amount of car parking            | <p>Should not reduce the amount of car parking without providing alternative transport methods like park and ride etc.</p> <p>Decreasing the number of disabled spaces will make it difficult for disabled individuals to get to town</p> <p>There is not enough car parking as it is, should be increasing parking. Create a city wide residents parking scheme to allow residents to park anywhere for free</p> <p>Should not reduce parking or increase charges to the extent that those living far Southampton and commuting in have to reevaluate their employment in the city</p> <p>Need for more suitable parking, current parking is not adequate for increasing number of larger vehicles (SUVs and people carriers)</p> <p>Need more car parking for disabled permits and also more enforcement of permit only as disabled permits are on the increase</p> <p>Should create more out of town parking to reduce problems on the roads</p> <p>Will put people off coming to Southampton when people should be encouraged to visit</p> <p>Will make parking difficult or expensive</p> <p>Makes no sense to reduce car parking spaces when you are expecting an increase in cars</p> <p>Less parking in the city will push more people to park in small residential roads just outside of the city which cannot cope with it</p> <p>Once you remove car parks you cannot replace them</p> | Removing and reducing parking and changing the ability for traffic to travel around the city is a key part of the Strategy to make Southampton a people focused environment where it is easier to get around on foot, walking, cycling. Car travel will still have an important role with disabled parking and access a key consideration with strategies and plans to reflect this. The An Equitable City section to be amended to have a focus on Inclusivity and Accessibility |
| B9 | Disagree with electric vehicle development                             | <p>Electric cars are only affordable for wealthy, should not be encouraging, incentivising or subsidising for just the already well off to benefit</p> <p>For the majority electric vehicles are too expensive and too impractical to own</p> <p>Electric vehicles cannot do long distance journeys yet</p> <p>Questions over how green provision of electricity for these vehicles actually is</p> <p>Until people can charge electric vehicles in a matter of minutes as opposed to longer then encouraging electric vehicle development remains impractical. Inefficient battery technology</p> <p>There are quicker, more effective ways of improving air quality</p> <p>Electric car technology is too underdeveloped and impractical for mainstream use</p> <p>Electric cars are not solving pollution issues, they are just moving them as they still need to get power from somewhere</p> <p>Electric cars do not resolve issues around congestion and road maintenance or road safety</p>  | Noted. Promotion and supporting alternative fuels is part of Clean Air Strategy and LTP closely reflects the aspirations of   |

|     |   |   |   |
|-----|---|---|---|
|     | and encouragement   | <p>The construction of electric cars creates more pollution than can be saved by their use. In addition the electricity has to be generated to run the vehicles, renewables such as wind farms are totally insufficient. Little infrastructure for the end of life batteries in the cars is in place. Child labour is used for elements in battery construction.</p> <p>Electric vehicles are no zero emissions</p> <p>Impractical to have charging in places with on-street parking</p> <p>Electric vehicle infrastructure must be developed nationally first</p> <p>electric vehicle batteries are expensive to dispose of.</p> <p>Encouraging electric vehicles may actually encourage more driving as the fuel is so cheap</p> <p>Who is paying for electricity at public charging points?</p> <p>Electric vehicles are not popular enough to warrant developing their infrastructure</p> | and LTP closely reflects the aspirations of that  |
| B10 | Disagree with focus of road transport/Move away from cars as main mode of travel to other methods | <p>Encourage alternative travel</p> <p>Most of investment is still going towards road travel improvements. The proposals are still too focused around cars. Road travel should only get funding if there is any left over</p> <p>Money should be mainly invested in active travel</p> <p>A 'successful southampton' focuses too much on road transport</p> <p>Only way to get people out of their cars is to make them</p> <p>Make the journey by car longer than the journey by public transport or bike</p>   | Noted. The approach in the Strategy is to support non-car travel but acknowledges that there is still a role of road based transport to support the economic, inclusivity and operational needs of the City   |
| B11 | Disagree with self-driving vehicles   | <p>Concerns over safety of self-driving vehicles</p> <p>Autonomous vehicles are not appropriate for Southampton</p>   | Noted.  |
| B12 | Disagree with trams development   | <p>Too expensive to implement this. Not worth the expense</p> <p>Won't work on existing roads - where would they go?</p> <p>Tracks are a problem for cyclists</p> <p>Maintenance of tramways will be too costly and disruptive</p> <p>This has already been thought of and scrapped before</p> <p>Trams are slow</p> <p>Can be dangerous - cannot stop or swerve away</p> <p>This will cost a lot of money to change all the infrastructure when it is not that necessary</p> <p>Trams won't solve issue of connecting outer areas of Southampton</p>   | Noted. Trams not explicitly mentioned as a solution but as a potential component of the Southampton Mass Transit System.  |
| B13 | Disagree with or have concerns over Park and Ride   | <p>Park and ride often are just linear routes from outside the city to the centre and not across or around city's</p> <p>Bus usage is low and so park and rides may not get used</p> <p>Park and ride won't solve issues of connections to district centres</p> <p>I am very concerned about the locations of Park &amp; Ride. I currently live on Hamble Lane in Eastleigh and our local station is one proposed site. Currently air pollution on the lane is much higher than Southampton City so any increase in traffic here is not welcome for me or my young children.</p> <p>Park and ride wont work in the city, just like it doesn't work in Salisbury</p> <p>This will just create a lot of unattractive cars park on the outskirts of the city coming in</p> <p>Concerned of negative effects of park and ride for other road users and green spaces</p> <p>Seems unnecessary</p>  | Noted.  |
| B14 | Disagree with increasing pedestrianised zones/  | <p>It is already difficult and lengthy to travel across the city without reducing access for vehicles</p> <p>These pedestrianised zones should not cut parts of the city off for cars</p> <p>Make it more difficult for disabled people needing to use cars</p>   | Noted. An Equitable City section to be amended to have a focus on Inclusivity and Accessibility   |
| B15 | Disagree with zero emissions zone   | <p>This is a non-starter and unrealistic</p> <p>Diesel cars should not be penalised in a low emissions zone</p> <p>Zero emissions zone will kill the city's shopping, seriously disadvantage other valuable things such as cultural activities, and drive people elsewhere,.</p> <p>This will never happen. Too many flat blocks with residents who cannot charge their cars overnight</p> <p>Zero emissions zone will be unsuccessful until port pollution is addressed</p> <p>Concerned this zone will be used to sneak in a congestion charge</p> <p>This will hinder local people who still need to drive around</p> <p>What does a zero emissions zone mean in practice?</p> <p>A zero emissions zone would damage the city centre, shopping and businesses</p> <p>A zero emissions zone would penalise those who cannot afford an expensive electric car</p>                            | Noted. A Zero Emission City is about supporting the development and implementation of low and then zero emission vehicles as and when technology advances.  |
| B16 | Disagree with developing and encouraging cycling  | <p>Not enough people cycle to make the cost of all this worthwhile</p> <p>The majority of people don't cycle</p> <p>Cycling should not be expanded at the expense of pedestrians</p> <p>Cycling for all journeys by all is not going to happen.</p> <p>Cyclists end up not using things created for them anyway and instead cycle with the traffic or on pavements</p> <p>Cycle lanes means less space for other traffic, causing more congestion</p> <p>Roads already have too much traffic let alone adding cyclists to it</p> <p>Not everyone can cycle</p> <p>Not everyone likes cycling</p> <p>Cycling will not help the ageing population</p> <p>Improving cycling on roads will make the traffic worse</p>   | Noted.  |
| B17 | Disagree with workplace levys   | <p>Only charge for newly built carparks, businesses wont want to pay extra for something they built on their own land</p> <p>Workplace levys will just encourage drivers to park on free residential streets</p> <p>This will be too high a cost for businesses to pay</p> <p>This may push businesses outside of the city</p> <p>Will impact small businesses and charities more</p>   | Noted. Reference to Workplace Parking Levys to be removed.  |
| B18 | Too much focus on the city centre   | <p>Invest in smaller centres too: Bitterne, Woolston, Shirley</p> <p>Transport should help local centres to thrive as well as the city centre</p> <p>Don't forget or ignore the suburbs!</p> <p>Only city centre is ever maintained and developed</p> <p>Make plans and develop for entire city not just centre</p> <p>This plan ignores the East of the city</p> <p>Even public transport routes is all going to the city centre</p>   | Noted. The City Centre is the main focus of development and economic growth, however the District Centres and local neighbourhoods where people live are just as important. The development of Active Travel Zones is one area focusing on local issues |
| B19 | Too much focus on   | Smart technologies means more cost  | Noted   |

| ID  | Topic  | Comments  | Notes   |
|-----|--|---|---|
| B20 | technological solutions<br>Too much focus on public transport and cycling/not fair to private car owners | Some concerns about public privacy using cameras for monitoring traffci<br>Seems a little one sided to public transport and cycling, not so fair to private car owners.<br>Car owners should not be penalised<br>Travelling home on public transport or active travel is impractical for manual labourers tired after a long, physically tiring shift<br>Should not make car drivers out as the bad guys<br>Help private car motorists - don't penalise them<br>If pushing people to buy electric cars then why discourage private car ownership  | Noted. See B10.   |
| B21 | Disagree with congestion charges   | Congestion charges will move the container and cruise business and therefore traffic away from city, losing trade for the city<br>Residents shouldn't have to pay a congestion charge<br>Would not want congestion charges to impact buses<br>Would just be used as a council cash cow  | Noted. Reference to Congestion Charges to be removed.   |
| B22 | Should focus on encouraging healthy  | Investing in health (physical and mental) for adults and children before making the city attractive<br>Design city to encourage healthier lifestyles  | Noted. Forms integral part of Strategy and An Active City   |
| B23 | Should focus on pollution and environment  | Get funding to upgrade buses to electric start ones<br>More sensors and monitoring of air quality and share the results with residents<br>This strategy needs to join up with the clean air strategy<br>Do something about noise and air pollution<br>Do something about taxis<br>Install solar panels on buildings<br>Implement speed restrictions and other traffic calming measures to reduce speed, noise and air pollutior<br>Tax 'chelsea tractors'<br>Air quality is poor in the city so must be considered when looking at transport<br>Do something about pollution from airports and flights over Southampton<br>Focus on other causes of pollution, not cars<br>Do something about industrial pollution<br>Need to act asap to improve air quality<br>Use Amsterdam as model of sustainable transport<br>Do something about idling vehicles. Ban idling<br>More investment into renewable energy<br>Get companies to use smaller LEVs for deliveries<br>Do something about refridgerated lorry companies causing pollution (get them to move out of the centre)<br>Concerned that airport is proposing an extension to increase the number of flights whilst SCC is trying to reduce emissions<br>One of the priorities should be reducing the number of people who suffer from COPD and asthma. Encouraging environmentally sustainable travel and a safe environment for the residents of, and visitors to Southampton. something radical needs to be done about polluting vehicles in Southampton, particulate loads and unhealthy transport is killing the residents. We have a thermal heating plant and this could be utilized more making energy and transportation more environmental robust and sustainable. We need more electric charging points and less reliance on fossil fuels to power our vehicles.<br>Educate in schools about air quality | Noted. Reference to the Clean Air Zone will be consistent with final Council decision (due in Jan 19) and ensure that synergies with aspirations of the Clean Air Strategy are retained.                        |
| B24 | Should focus on emissions from port  | Provide ship to shore power (like HM Naval base in Portsmouth)<br>Move port or cruise terminals to outside city<br>Protect last green bit of Southampton and stop Dibden Bay being developed into another bit of the dock<br>This needs to be done if you are to achieve a zero emissions zone<br>Charge port owners and users<br>Have rules about energy use in port<br>Consider pollution contribution from cruise ships<br>Tax polluting ships   | Noted. Through close partnership working with ABP and through CAN/Travel Plan Network to reduce emissions from Port.  |
| B25 | Encourage use of public transport  | Incentivise use of trains, and public transport generally<br>Create more and cheaper car parking around outer city train stations to encourgae people to park there and get the train in to the city centre<br>Encourage more people that work in the city centre to use public transport more, perhaps with a subsidised annual pass   | Noted. Key part of Strategy is encouraging greater use of public transport and supporting patronage growth  |
| B26 | Make public transport cheaper  | Needs to be cheaper than driving and parking<br>Subsidised public transport<br>The cost of public transport is currently prohibitive<br>Cheaper rail travel<br>Make it cheaper to travel by rail across the city<br>Make taxis cheaper (especially for disabled)<br>Have a flat rate fare for all public transport across city  | Noted. Public transport is operated commercially or through franchising from DfT. Work with operators on making it more accessible and using innovative and new payment methods.                                |
| B27 | Agreement: Improve bus service (cost)  | should be cheaper than driving to encourage people to use it over a car<br>Subsidise bus fares<br>Make buses free   | Noted. As B26   |
| B28 | Agreement: Improve bus service (frequency)   | More frequent buses to more affluent areas<br>There should be buses every 10 minutes on routes<br>Improve bus schedule to avoid: too many empty buses driving around; several buses on the same route following each other<br>Bus service is rarely on time<br>Some areas only have one bus an hour and they do not run in the evening<br>Have buses running later into the evening and earlier in the morning<br>Bring back bus routes that have been cut<br>There should be a comprehensive bus network<br>Bus services should be more balanced across the city, not loads in one area and nothing in another   | Noted. The A Connected City section sets out the Southampton Mass Transit System to make a step change in the Public Transport network. SCC works in partnership with bus opertors to improve service provision |
|     |  | First Bus are diverting routes away from areas where people live and need buses (e.g. Ocean Village, Briton Street)<br>Create route: between Shirley and Bassett; down Hill Lane from Upper Shirley to central station; Bassett and town; between Totton and Southampton General Hospital; North of city and city centre; Portswood and Shirley; along Winchester Road (currently only one); more routes through St Marys; Sholing; East to West and vice versa; Maybush; Nursling industrial estate; bus routes from Weston to all areas of the city; Hedge end; Botley; Ashurst; Between Southampton General Hospital and areas surrounsing Southampton like Totton, Marchwood and Hythe, IOW)<br>Don't just run routes that are profitable   |   |

|     |   |   |   |
|-----|---|---|---|
| B29 | Agreement: Improve bus service (routes)   | <p>More cross city routes from local areas</p> <p>More bus stops and put them routes further out of city</p> <p>Shorter and more direct bus routes</p> <p>Better planning for alternative routes when original locations are unavailable</p> <p>Consider and research where people want to travel to and from to create routes that cover journeys people are wanting to make.</p> <p>Stop bus companies from cutting routes</p> <p>More bus lanes</p> <p>Keep running services into rural areas</p> <p>Fairer distribution of bus routes</p> <p>Reduce services in areas with too many buses</p> <p>Stop bus companies have same numbered routes</p>   | Noted. Bus services are commercial operations, but SCC can work with operators to improve services where possible.  |
| B30 | Greener public transport  | <p>Low or no emissions buses</p> <p>Introduce low emission public transport</p> <p>Get rid of diesel buses</p> <p>Electric buses</p> <p>Solar powered buses</p>   | Noted. A Connected City and A Zero Emission City. Through CAN and Low Emission funding SCC can work with bus operators to continue to reduce emissions and help support viable alternative fuels.   |
| B31 | Introduce one ticket travelling system  | <p>Like Solent Go but just for Southampton</p> <p>Promote current ones like Solent Go and promote any new ones</p> <p>Like an oyster card</p> <p>Southampton travel card</p> <p>For all public transport</p> <p>Work on zones across Hampshire</p> <p>Or at least get bus companies to charge the same cost fares</p>   | Noted. The SMTS envisages a better and integrated payment system working with the commercial operators.   |
| B32 | Too many bus providers in area/ should have just one bus provider in area       | <p>Have a system like Transport for London to reduce unnecessary competition and encouraging public transport in less profitable areas</p>  | Noted. No plans for franchising as in London.   |
| B33 | Put public transport into public ownership                                      | <p>I realise it's a government issue more than local government but just by public transport being in public ownership will make things so much easier than they are.</p> <p>Current private companies running public transport are not running an adequate service because for them it is about making a profit not providing a service</p>  | Noted.  |
| B34 | Join up and integrated transport systems  | <p>Transport system must be an integrated one enabling people to travel around the city without using cars</p> <p>Better integrated bus systems to train stations and park and ride.</p> <p>Integrated rail and bus timetables</p>  | Noted. The SMTS envisages a connected and integrated system for Southampton and wider area.   |
| B35 | Suggestions for different types of transport (Metro, monorail, trolleybus etc.) | <p>Or monorail</p> <p>This kind of transport will not hinder the ability for goods traffic to get across the city</p> <p>Underground/subway</p> <p>Trolley bus</p> <p>Introduce or consider a trolley bus (buses powered by overhead electric power lines) or battery powered trolley buses to reduce fumes in street</p>   | Noted.  |
| B36 | It is impossible to eliminate cars completely                                   | <p>People will travel the way that is best for them regardless of any other factors</p> <p>People and cars will not be parted in the next few years</p> <p>Some people who own cars have to use it for all travel in order for it to pay its way</p> <p>People will never stop driving cars</p> <p>Because of ikea driving footfall into the city</p> <p>People will still want to drive when doing things like shopping</p> <p>People will still want and need to get around using their own transport</p> <p>Only when cars are more expensive than other modes will there be change</p> <p>Car ownership and use is on the increase not decrease</p> <p>More options for cars journeys now (e.g. Uber, driverless, car clubs etc.)</p> <p>Some people with disabilities have to drive and cannot use any other type of transport</p> <p>People won't give up private transport if other forms don't make them feel safe</p>  | Noted. There is an acknowledgement that cars still have a roll to play to help economy of City and with inclusivity/accessibility, however Strategy is to make car driving not the mode of first choice.  |
| B37 | Reduce the amount of traffic in the city  | <p>Reduce the amount of heavy traffic in the city</p>   | Noted. A Connected City   |
| B38 | Improve road structure/ maintenance   | <p>Wider roads to have more cars and better flow (e.g. at Itchen bridge)</p> <p>Get rid of the railway bridge pinch points on main routes.</p> <p>Do something about bottlenecks (e.g. Shirley Road and bus lanes; Bassett Avenue; M271 up to J3 of M27)</p> <p>Ring roads around outside of city which are large enough to take traffic and docks traffic</p> <p>Look at road structure of other cities for inspiration: Basingstoke</p> <p>Southampton as a whole, is a horrible place to move around. The A35 in general should be a fast free flowing link road out of the city. The slip road for the m271 should be two lanes and accessed from Millbrook roundabout. No access from the A35 directly. A 4 lane highway heading westbound from regent's park to serve the m271 slip from Millbrook round about would reduce the accident rates and congestion for people heading out of the city.</p> <p>Places to improve: Shirley highstreet; Upper Shirley;</p> <p>Improve major roads</p> <p>Improve road structure for crossing the river as they create natural pinch points (e.g. make woodmill lane a two way bridge; bridges across to Hythe; do something about the backups caused by Itchen Toll Bridge)</p> <p>Improve road systems around the docks to be able to cope with multiple cruise ships in dock at one time</p> <p>Need a road structure that can take the incoming traffic from various motorways, M3 and M27 in the east, west and north of the city</p> <p>Consider improvements to the M27 corridor</p> <p>Roads need to be changed and improved in order to take predicted increase in traffic. Currently over capacity</p> <p>On Itchen bridge, allow 3 vehicle lanes, the middle one could be switched depending upon the flow of traffic.</p> <p>To cope with port traffic</p> | <p>Noted. A Resilient City sets out maintenance aspirations for a Well Managed Highway.</p> <p>Alternatives to driving by car are the main direction for Strategy.</p> <p>Future technological options are being considered for Itchen Bridge to improve payment and traffic management</p> |
|     |   | <p>Create a route specifically for motorists driving to the port to get them off Southampton roads (ban them). Could be built in Tanners Brook Valley going straight from M27 into docks near millbrook roundabout; or from Redbridge into docks</p>  | Noted. A Connected City looks to support  |

|     |   |  |  |
|-----|---|--|--|
| B39 | Create route specifically for dock traffic/ban dock traffic from city roads | <p>Ban from: The Avenue; Winchester Road<br/>                 Ring road around city into the docks<br/>                 Also create route for ambulances and patients/staff of hospitals<br/>                 Limit HGVs and coaches to specific routes around the city<br/>                 Put height barrier over the Avenue<br/>                 Ban HGVs from the city<br/>                 Distribution hubs outside city for goods to be unloaded and locally distributed using vans.<br/>                 For cruise passengers<br/>                 Only allow dock traffic to use motorways and major dual carriageways</p>  | <p>the growth of the Port while managing the traffic impacts on the City's network by improving flows and reliability.<br/>                 As part of City Streets 2 servicing and freight in the City Centre will be amended and through Freight Consolidation/Last Mile Logistics this can reduce the number of HGV/MGV trips in the City Centre.</p>   |
| B40 | Change speed restrictions   | <p>More 20 mph restrictions on residential roads which are not main routes. Restricting Bassett Avenue to 30 mph with better and safer facilities for cyclists and pedestrians.<br/>                 More 20 speed limits in built up areas.<br/>                 Unnecessary 40mph speed limit from Redbridge Road Road to Mountbatten Way causes frustration and congestion with no discernible safety benefits.<br/>                 Slower speeds and speed bumps along residential roads to stop rat running</p>  | <p>Noted. In An Active City as part of Active Travel Zones where appropriate 20mph zones with supporting measures could be done.</p>   |
| B41 | Do something about traffic caused by school run                             | <p>Encourage children to walk or cycle to school to reduce traffic during the school run. Only allow children to attend schools within walking/cycling distance<br/>                 Walking bus/train<br/>                 More formal, organised 'walking buses' for primary school children would be helpful - better for children's health, parents' convenience, and the environment.<br/>                 Make school buses cheaper to encourage their use<br/>                 Park and ride for primary schools</p>  | <p>Noted. The My Journey programme works with schools to encourage pupils and staff to walk, cycle and scoot more. Projects such as Metamorphosis look to actively change the environment outside the school to be more people friendly. This approach forms part of ATZs.</p>   |
| B42 | Improve disabled access across city   | <p>The city needs significantly better options for the visually and hearing impaired. Ensure all crossings have green man show, sound and a spinny option for those that are visually impaired.<br/>                 Make it mandatory for wheelchair spaces on buses to be available for disabled. Currently mothers put their pushchairs there and refuse to move. Pushchairs should be folded down when taken on board buses or, at least, when a disabled person wants to travel. They can walk to their destination, disabled people can't.<br/>                 I have a Disability. there needs to be more sensible use of parking Bays for those with disabilities<br/>                 Access for disabled residents needs to be throughout the whole city, not just within the city centre itself - you need to be able to get to the city in the first place, and then home again.<br/>                 Have seats at bus stops<br/>                 More drop kerbs (at bus stops that are in good condition)<br/>                 Ensuring that dropped kerbs in pavements are opposite each other. This is essential for wheelchair and mobility scooter users.<br/>                 Improve provision and access for disabled drivers<br/>                 More seating on buses for those with physical impairments<br/>                 Allow people with disabled bus passes to use them before 9am</p>  | <p>Noted. The An Equitable City section references improving disabled access but this is to be strengthened and made more inclusive to acknowledge that the strategy will need to encompass all people and be fair to all, so that the infrastructure and systems don't discriminate. E.g. facilities for blue badge disabled parking may move but the onwads accessibility is there and maintained to high standard</p> |
| B43 | Work with other local authorities on this plan                              | <p>Working collaboratively with Eastleigh to ensure this works for everyone in the surrounding area.<br/>                 To build a cycle network going in and out of the city<br/>                 Work with other councils to improve transport options between them, not just within.<br/>                 Solent-wide coalition of local authorities to fight for funding and the right decisions to be made by bigger companies like Highways England, Department for Transport and LEPS.</p>  | <p>Noted. Already work in partnership with HCC, PCC, EBC and others across the Solent and with HE and DfT.</p>   |
| B44 | Need to change mindsets and attitudes of people around travelling           | <p>Need to change mindset so people will choose public transport or active travel before car<br/>                 Educate people to understand the benefits to the city and making themselves healthier<br/>                 Target schools and young people in particular who can be influenced to have different attitudes when they become adults and encourage their parents to change too<br/>                 Enforce a change in travelling habits<br/>                 Promote and educate within universities as well<br/>                 Investing in education and promotion of this topic to public</p>   | <p>Noted.</p>  |
| B45 | Cyclists need to follow the rules of the roads                              | <p>It would be good if cyclist used current safe cycle routes but they don't.<br/>                 The emphasis on cycling is good as long as cyclists obey the rules of the road which most do not<br/>                 Many cyclists ignore zebra crossings and red lights<br/>                 Educate cyclists on rules of travel for them</p>   | <p>Noted. Through cycle training and activities can raise good practice and road safety.</p>   |
|     |   | <p>it (<i>the council</i>) also seems to want to help the already fairly rich in the community rather than the ordinary resident.</p> <p>Building carparks underground or high will also save space and will also create more space for roads, infrastructure and new buildings.<br/>                 A return of a train station close to the docks would be a good idea, it'll stop much traffic of the docks and IOW ferry terminal<br/>                 Move ferry port out of town<br/>                 Build more car parks and make them cheaper<br/>                 The city needs change on a massive scale, complete demolition of current road networks and adjacent buildings to create a transport system capable of handling the capacity of future populations.<br/>                 Wasting money on interactive signs - we already have signs that are fine<br/>                 Disagree with improving access to airport - already well connected<br/>                 disagree with freight consolidation encouragement as it is already happening within private companies</p> <p>A map for people walking and cycling through the city. A freely available attraction map, linked to a website and social media would be useful. Pick up points across the city. Clear signs where people can hire bikes, mobility equipment, major bus stops and train stations are would be helpful. Interest trails for historical sights, landmarks, gardens, parks and attractions clearly marked. A museum celebrating Southampton's transport would be good (we don't celebrate our history/culture enough). Disability transport companies linked up. Either disabled only public transport or public transport with far more space for disabled users (especially during rush hour and when children are travelling to school/college). Have wider lanes that are well marked. Have count down system at road crossings. Are we going to move, what you have admitted is an aging, deprived population, closer to the city, or the city closer to the people. An aging population, but we are going to make them healthier and more active?<br/>                 Signposts, especially those for tourists are in a shocking state.<br/>                 Do something about Itchen bridge - traffic is bad. Potentially increasing the price for non-residents to use the bridge whilst retaining resident discount would be helpful.</p> |  |

|  |   |  |
|--|---|--|
| Other disagreements or alternative suggestions | <p>How about 'A Desirable City' - A city that welcomes and nurtures new businesses, creates opportunities and supports industry to thrive with better logistical capabilities. I think we need to attract and encourage innovative businesses to set up base within Southampton, which can create jobs and future prosperity.</p> <p>the reallocation of road space, if the Council's and City's aims are to be achieved. Again, Thomas Lewis Way is a case in point, being an excessively wide and straight section of road that encourages aggressive, noisy driving, even with a 40mph speed limit - it would instead make an ideal high-quality public transport and linear park/cycling corridor</p> <p>Implement a charging/congestion zone and use money to subsidise buses</p> <p>Keep any redesigning of transport infrastructure very simple and easy to navigate</p> <p>Don't worry too much about connectivity with Southampton airport - it already has some of the best connections for a regional city airport. Many of these airports are often an hour or so outside the city. A lot of freight consolidation is already done by the courier firms who make deliveries for multiple small clients and the larger companies with their own fleets managing deliveries so that all deliveries in a similar area take place on the same day, avoiding special trips. I wouldn't recommend charging businesses for existing car parking spaces but maybe introduce charge for any new ones that are developed.</p> <p>If the city is so polluted and all the transport issues then why allow more inner city accommodation developments which will only increase pressures?</p> <p>Much is made of older people yet very little offered to improve quality of life.</p> <p>how do you make private companies like current public one who only want profit, comply?</p> <p>To encourage the use of bus passes, they should be available at all times and not restricted to after 9.30 a.m. - hospital appointments don't start after 10.00 a.m.</p> <p>Increase car parking charges in the city centre to push people towards park and ride</p> <p>Please ensure that buses and delivery vehicles are barred from any "pedestrian priority areas" between 08:00 and 18:00; it doesn't work elsewhere, why should it here? J</p> <p>What about ferry/water links - eg the Hythe ferry, which is outrageously expensive but if cheaper and faster be a credible alternative to buses and cars for journeys to/from the Waterside?</p> <p>Southampton university has a strategy document, describing how it sees itself developing over the next few years. Have you involved the University in discussions about their role (c 25k students) in the City's transport strategy?</p> <p>More buses are certainly not the answer as they are now a source of congestion and pollution in their own right.</p> <p>encouraging employers to offer flexible start/finish working times or allow them to work from home</p> <p>Consider and plan for impact of new developments on traffic</p> <p>There is already enough provision for mobility impaired - disagree with expanding this</p> <p>sound barriers should be installed, e.g., along M27, where it borders the city - to reduce the high level of noise for residents living within 1-2 miles away from the motorway. This may be applicable to other routes as well (e.g., Thomas Lewis).</p> <p>Make sure the people working on this are good at their job</p> <p>parking charges are too high</p> <p>Make Itchen bridge free to cross</p> <p>Congestion charge for using itchen bridge between 07:00-18:00</p> <p>Make use of out of town business parks close to airport and rail links so less commuters coming into city</p> <p>increased car tax the more you drive</p> <p>More flexi time so that people can start and finish work at different times.</p> <p>Shouldn't the Council cap the number of private cabs in the city; are there any studies regarding the real demand for taxis ?; think of all the (? several dozens) needless private hiring cabs circulating around the city at all times</p> <p>Disagree with increasing buses</p> <p>Use plan to improve economy: for example make car parking free to encourage more people into the centre to shop. Set up a transport for cruise passengers or bring them to the city sites like seacity</p> <p>Dog owners may wish to vary walks by travelling around the city and outside it. What public provision could be made for them?</p> <p>Expanding the runway at Southampton Airport over the M27 to enable larger aircraft to use the Airport.</p> <p>Introduce congestion charge for private vehicles to reduce traffic, allowing public transport easier access around the city ; within an area served by park and ride</p> <p>Concerns that charging (for example workplace levy) will turn into a council cash cow</p> <p>A levy should be introduced for households with multiple vehicles, so an increasing residential parking charge for every vehicle above one.</p> <p>stop lorries unloading or loading at certain times of day</p> <p>Cable car from Bitterne to City centre</p> <p>Making the city safe is a police matter and they are struggling financially</p> <p>Don't hit the motorist when they were encouraged to buy diesel cars</p> <p>Disagree with last mile deliveries being completed by rail - surely it should be done by electric-powered vehicles?</p> <p>Disagree with car clubs - they have been tried and failed</p> <p>Disagree with buses being the mass transit system</p> <p>A bit radical I know, but how about moving all of the student accommodation in the centre of the city to the outskirts, after all, they are fit enough to walk or ride bikes to the university, especially as significant parts of the roads that the motorists pay for have been given over to cyclists who contribute nothing towards the upkeep. By doing this, the student accommodation could be rebuilt as proper homes for people who either work in the city, or are restricted through not being fit or young enough to walk or ride for any distance.</p> <p>Are we going to move, what you have admitted is an aging, deprived population, closer to the city, or the city closer to the people. An aging population, but we are going to make them healthier and more active?</p> <p>When as a city are we going to plan things to attract more than students, rather than find ways to make it less attractive to travel into the city.</p> <p>If the city is so polluted and all the transport issues then why allow more inner city accommodation developments which will only increase pressures?</p> <p>Dedicated hgv parking to prevent them parking by the side of the road. Lorry park for parking and other amenities for lorry drivers</p> <p>Also has any thought been given for people to make voluntary donations to certain aspects of this transport strategy?</p> <p>Improve MyJourney app: For one it doesn't contain the name of the area it pertains to - Travel Southampton or Travel Solent would be better (depending on the area covered). It should offer: - Live travel information for all transport options (train, tram, bus, walking and cycling options) - Live service disruption information</p> <p>Need to effectively communicate with public about plans going forward</p> <p>funding pots available for community interventions and capacity building to truly empower people to do something positive</p> <p>Ensure SATNAV maps distinguish between short term and long term parking facilities</p> | Noted. Points to be addressed through LTP strategy where relevant. |
|--|---|--|

|     |  |  |
|-----|--|--|
| B46 |  | <p>Create legal or policy framework supporting and embedding the prioritisation of walking, cycling and public transport in all planning and development decisions</p> <p>Close more roads if they will not cause traffic issues</p> <p>The answer to a healthy and congestion free and friendly City, rests ultimately at setting the correct population level</p> <p>Not enough is being done to regulate workers parking in residential areas for example hospital staff parking in Malwood Avenue or Seymour road. Do not allow unlimited durations for on street parking anywhere</p> <p>To make this vision possible in even a limited way will require proper joined up thinking from all the major city services not just a transport plan.</p> <p>Another problem that will need to be tackled is the massive issue of on street parking.</p> <p>The attractive public spaces plan will create resentment in those areas of the city that will not receive anywhere close to the funding of these zones. In fact most residential areas will look shabby and unkempt in comparison.</p> <p>Don't rush into anything: it's better to take longer and get it right, rather than rush and spend the next few years tinkering and amending. Leave room for further adaptation as the needs and requirements change over time.</p> <p>There is potential, with an increase in public transport usage, that incidents of harassment or sexual assault which have plagued other cities such as Paris and London could increase - provision for tackling this and being aware of the potential risks to women and people in minorities is important.</p> <p>Disagree with electric car clubs</p> <p>Are taxis included within the one transport system?</p> <p>There should be some consideration in this strategy of drones as transport</p> <p>Don't introduce a one way system</p> |
|-----|--|--|

**C - Negative impacts**

|    |   |  |   |
|----|---|--|---|
| C1 | <p>Negative impact: Affect vulnerable people (disabled; low income; elderly etc.)</p> | <p>Push towards alternative travel to the car may make it difficult for some groups. For example those on low incomes may struggle with the costs of alternative travel to car. Logistical difficulties for those with physical impairments to use alternative travel to cars</p> <p>Encouraging active travel should not be done at the expense of those with limited mobility</p> <p>Affect older people: isolate them; disruption from implementing these proposals could cause make older people's lives more difficult</p> <p>Ensure all changes take into consideration those with mobility or visually impaired. (e.g. if encourage more walking of short journeys then improve wheelchair accessibility and improve visual contrast of pavements)</p> <p>Making streets "attractive" may have the unexpected consequence of removing safety and easy access for those with disabilities, e.g. street furniture are hazards for the visually impaired, and wheelchair users may need wide spaces to manoeuvre. Safety and accessibility should have priority over pretty landscaping.</p> <p>People with disabilities may need a car to travel and these goals would isolate them by encouraging a move away from cars to active travel and public transport</p> <p>Those with disabilities using cars will find increase in pedestrian zones may make it more difficult for them to visit shops</p> <p>Will a lack of parking in the city centre, park ride and pedestrian areas make it harder for those with disabilities to travel</p> <p>Provision for disabled is ignored here</p> <p>Will trap disabled users at home as cars become more difficult to use with parking reducing, public transport being pushed etc.</p> | <p>Noted. See B31</p>   |
| C2 | <p>Negative impact: The economy/businesses</p>  | <p>Penalising car drivers could impact trade and financial success of city</p> <p>Businesses move away if levy introduced</p> <p>People stop coming to the centre for leisure if: parking is reduced; zero emissions zone is implemented</p> <p>On city centre</p> <p>Zero emissions zone will impact businesses and shops in city centre - harder to get deliveries, reduction in footfall, they may eventually move away from city centre</p> <p>Decrease in footfall in city centre</p>   | <p>Noted. Reference to WPL and Congestion Charging to be removed.</p> |
| C3 | <p>Negative impact: disruption caused trying to put these proposals in place</p>      |  | <p>Noted.</p>   |
| C4 | <p>These proposals will have no impact</p>  | <p>Current transport system and these proposals make it as difficult as possible to move about the city regardless of the way you do it.</p> <p>Travel will continue to be problematic in Southampton</p> <p>No matter how much money is spent, city will always look a mess</p>   | <p>Noted.</p>   |
| C5 | <p>Other negative impacts</p>   | <p>I'm willing to sacrifice convenience and cost, personally, to achieve them. But I can't afford too much of an increase! How are we supposed to get bulky shopping home via park &amp; ride schemes, or public transport generally? Or is it assumed that businesses will fall in line, and respond to demand, by delivering such goods? How are city businesses supposed to operate effectively in a competitive market if they're financially penalised for having goods delivered, and for delivering goods?</p> <p>Please consider people who live in and around the city (such as next to hospitals) and that they are not negatively impacted by any proposals</p> <p>Consider impacts on mental health issues as well, injures can be invisible to the eye</p> <p>Concerned of negative effects of mass transit system, park and ride and improving access to specified locations will have for other road users and green spaces</p> <p>Innovative city charges and penalties on main routes will encourage more rat running</p> <p>Less parking in the city will push more people to park in small residential roads just outside of the city which cannot cope with it</p>   | <p>Noted.</p>   |

**D - Positive impacts**

|    |  |   |               |
|----|--|---|---------------|
| D1 | <p>Positive impact: better cycle lanes, means more people cycling and less congestion into city centre</p> | <p>With improved cycle lanes and networks I would feel safe enough to cycle to work</p> | <p>Noted.</p> |
|----|--|---|---------------|

|   |  |   |  |
|---|--|---|--|
| D2  | Positive impact: the health of the population improves as the city becomes more active and healthy                 | It could improve peoples health through exercise and lowering vehicle fumes causing asthma in children  | Noted.   |
| D3  | Positive impact: help to reduce traffic in   | With the introduction of a park and ride<br>With an improvement in the cycling infrastructure   | Noted  |
| D4  | Positive impact: economic  | Increase in tourism   | Noted.   |
| D5  | Positive impact: improved environment and/or   | Improvement in air quality<br>Improvement in environment<br>Will make city environment more attractive to live in   | Noted.   |
| <b>E - Agreement with proposals: A successful Southampton</b> |  |   |  |
| E1  | Agreement: General   | The proposals look promising<br>Agree with diversifying forms of transport<br>Strategy is constructive and thought out  | Noted.   |
| E2  | Agreement: Tram  | Places for trams to cover: St Denys; Redbridge; Docks; University; Ocean village; train stations; ferry terminals<br>East to West and North to South<br>A tram system that runs frequently and are cheap<br>Build a tram network on core commuter routes  | Noted.   |
| E3  | Agreement: Mass Transit System   | To transport cruise ship passengers to and from docks from out of city car parks<br>A cohesive public transport network across city<br>The mass transit system must be rail based<br>Affordable weekly, monthly and yearly tickets for mass transit system<br>Mass Transit System to extend across south coast or Hampshire   | Noted. See B12   |
| E4  | Agreement: general improvement in public transport   | General improvement of buses<br>Make public transport convenient<br>Currently transport links are too disjointed, too confusing, collective information is hard to find and investment is inconsistent.<br>Run more trains more frequently, particularly local based services (e.g. Stopping services from Eastleigh to the New Forest)<br>Public transport needs to be more attractive to use, currently they are old, dirty, overcrowded and unreliable<br>Public transport should improve their communication - improve app, more ways to access information if not online<br>Make public transport as easy to use as possible<br>Improve public transport conditions: comfortable in all weathers; 2 doors on buses for people to get on and off simultaneously;<br>modern payment methods; nicer train stations<br>Trains should call locally once every half hour<br>Get rid of poor bus companies (i.e. Xelabus, FirstBus)<br>Have station at Nursling<br>Public transport needs to be faster than driving<br>Improve trains between Southampton and Portsmouth, they are currently too slow<br>Public transport services are currently poor   | Noted. The SMTS will be the overarching system that would cover all of these points, the wording to clarify this.                                      |
| E5  | Agreement: Invest in and improve public transport infrastructure, like interchanges at Southampton Central Station | Better integrated public transport<br>Improving public transport infrastructure should be priority<br>Have a central bus station/interchange<br>Have a railway station at: the docks, St Marys stadium<br>Transport hub near the railway station for coaches and buses (perhaps built on the old Toys R Us site)<br>Provide seating and bus timetables at all bus stops<br>Open Terminus station to develop the east of the city and encourage cruise ship passengers to travel by train<br>Park and ride interchange/bus station so you can find connecting services in one place<br>Re-instate the rail line from Fawley to Southampton to hopefully free up the Marchwood By pass<br>Current bus 'interchanges' like Vincents Walk, Above bar and national express coach station are too small and inadequate<br>Have several strategically placed hubs across city<br>Repurpose multi-storey car parks  | Noted. A Connected City seeks to improve   |
| E6  | Agreement: improve connections/access to key locations   | Locations include: General Hospital (especially from the east of the city and areas surrounding the city); the docks; ocean village/ocean quay open up waterside rail link again; Woolston; Bitterne; Shirley; Totton; North of city; Upper Shirley; Lordswood Road; the Isle of Wight; Airport; St Marys football stadium; between airport/train stations and the docks; Weston; University of Southampton, Hedge end; Botley; between Ferries and the train/coach station and the city centre; from Southampton and Swaythling to Hamble<br>There should be better connections for crossing the river (e.g. bridge from Southampton to Hythe; ferries from Woolston to Ocean village and town )<br>Some places in Southampton have village level transport links<br>Improve connections to local centres (e.g. Shirley; Bitterne; Woolston);<br>No public transport dead zones should exist<br>Public transport should connect to more areas<br>The outer limits of the city are not well served by public transport<br>There should be a comprehensive public transport network across the city<br>There should be interconnecting stops and hubs between different routes and public transport modes<br>No one should be isolated or unable to get to services like doctors due to lack of public transport<br>Improve connections to schools and colleges<br>Improve connections to new industrial estates and business districts<br>Smaller buses<br>Improve connections (public transport ones) to places beyond the Southampton border and other local authorities<br>Reopen train line to Northam and Fawley to improve connections to there | Noted. Pt Strategy and SMTS looks to address gaps and deserts through alternative methods such as DRT, however the main network is commercially driven |
| E7  | Agreement: improved reliability of public  | Public transport running regularly later into the evening and on sundays<br>Improve the reliability to public transport<br>Buses are too slow   | Noted. SMTS seeks to improve reliability through actual and virtual priority   |

|  |  |   |   |
|--|--|---|---|
|  | transport  | Bus lanes to allow buses to arrive on time<br>Priority traffic lights for buses to allow buses to move around city better   | through actual and virtual priority.  |
| E8   | Agreement: Park and Ride   | Places for park and ride sites: St Mary's stadium; Bedford Place; Retail parks; East and west of city; Adanac Park; Stoneham Lane; West of city; North of city; East of city; Nursling; docks; Mount pleasant; J5 of M27,M271; J3 of M27<br>Destinations for park and ride: General hospital; cruise terminals<br>Please give more concrete detail about this - where and how many etc.<br>To transport cruise ship passengers to and from docks from out of city car parks<br>Park and ride with long term stay car parks for cruise passengers<br>Subsidise cost of this (perhaps from a private vehicle congestion charge)<br>Free travel on park and ride for local residents<br>Make park and ride cheaper for family than driving and cost of parking would be<br>For commuters<br>This must be well organised and cheap  | Noted. Text on Park & Ride to be clarified.   |
| E9   | Agreement: prioritise public transport                                     | In terms of money and funding<br>This may be hard to do on the roads<br>Need to improve public transport to encourage people to use it first before giving it priority  | Noted. As E7  |
| E10  | Agreement: more efficient delivery of goods into city                      | Bring more goods in by freight train<br>Extend freight train delivery network with additional stations<br>Take freight from trains to final destination using electric vehicles   | Noted. Last mile logistics by alternative means in An Innovative City                 |
| E11  | Agreement: manage traffic and congestion                                   | Use TAG system on Itchen Bridge for autopayment like other tolls systems to improve flow of traffic<br>Have cameras in bus lanes and at bus stops to stop people blocking them with cars or delivery vehicles.  | Noted. An Innovative City   |
| E12  | Agreement: manage traffic and congestion                                   | Sort out Millbrook road, St Marys stadium<br>More efficient access and egress for those arriving in cars would help cut down on the gridlock which can be created along by the docks  | Noted. A Connected City   |
| E13  | Agreement: provide information about condition of roads                    |   | Noted. A Resilient City sets out maintenance aspirations for a Well Managed Highways. |
| E14  | Agreement: reduce number of parking spaces in city                         | Road car parking permits for all roads within the city boundary, to stop cars coming into the city, unless parked off road or in public council car parks, fee paying all.<br>Should review car parking capacity and costs<br>Make car parking more expensive to discourage use   | Noted. A Connected City   |
| E15  | Agreement: preparing for self-driving vehicles                             | Allow google and BMW and similar companies to trail their self driving car scheme<br>The council could consider creating a council run self driving electric vehicle scheme for people over a certain age (eg see google pods that allow completely autonomous, voice activated pods for aged and disabled people to pick up and drop off in and around town).<br>These should preferably be council run/managed to ensure they are kept free and safe  | Noted. An Innovative City   |
| E16  | Agreement: Improve traffic signalling                                      | Reduce amount of traffic lights<br>Turn off traffic lights (all the time or in off peak times)<br>Current traffic system does not allow traffic to flow, causes congestion<br>Make traffic signals smart<br>Change some of the traffic light systems: Avenue; Burgess Road; Itchen Bridge; Commercial Road/Havelock Road; Winchester Rc<br>Cut back plants obstructing view of traffic lights<br>Make the traffic lights work in sync<br>Make sure traffic light timings are correct, have them inwaves rather than stop start  | Noted. An Innovative City   |
| E17  | Agreement: considering a workplace parking levy                            |   | Noted. However reference to WPL is to be removed.                                     |
| E18  | Agreement: Well maintained roads   | Some roads needs completely resurfacing instead of temporary pot hole repair that doesn't last long<br>Although supporting maintaing roads, this should not be a priority, as better roads are likely to increase as opposed to decrease traffic<br>Fix potholes<br>Roads that need maintainance work: Millbrook Road West; Shirley<br>Roads are in a poor state<br>Review state of entire if fixing one pothole but there are several on same road - more efficient<br>Improving current state of roads is a priority<br>Well maintained roads should be a priority<br>Sort the forward plan for highways maintenance  | Noted. A Resilient City sets out maintenance aspirations for a Well Managed Highways. |
| E19  | Agreement: Ensure signal-controlled junction are working well with traffic | Review roundabout outside LIDL warehouse in Nursling  | Noted. This is outside of Southampton   |
| E20  | Agreement: minimise disruption cause by roadworks or special events        | Events requiring road closures should be banned<br>Ensure roads can cope with several cruise ships in dock simultaneously<br>Provide free bus tickets to football matches te reduce driving and parking. Put on more buses on match days<br>Roadworks should be supervised and contractors penalised for overrunning on timescales for the work.<br>Don't run football matches at the same time as cruise ships being in dock<br>Utility companies needing to do works requiring road works should coordinate to do all work at same time to stop having to dig up road multiple times<br>Ensure road repairs are kept up to date, delivered on time and to budgets.<br>Need to focus on management of peak travel times for example with simultaneous events on like cruise ships and football match<br>This would need doing if there will be more support for communities with events and street closures<br>Put on more and dedicated buses on match days between stadium and train station | Noted. A Resilient City   |
| <b>F - Agreement with proposals: A system for everyone</b> |  |   |   |
| F1   | Agreement: create pedestrain only/car-                                     | Pedestrianise the city centre<br>Extend pedestrian part of city centre down to holyrood church<br>Pedestrianise from West Quay down to waterfront. (Could create tunnel for traffic)<br>Cyclists should be banned from pedestrianised areas too   | Noted. An Attractive City   |

|    |  |  |  |
|----|--|--|--|
|    | free zones   | Road outside theatre<br>Pedestrianise: shirley high strteet, portswood, victoria rd woolston<br>Only create pedestrianised centre if there is a park and ride put in place   |  |
| F2 | Agreement: Invest in public spaces. Make them attractive   | Currently city is not attractive. Above bar and precinct are unattractive.<br>Open up the seafront<br>Modernise city<br>Homelessness needs to be sorted to make place more attractive. Take them off the streets and put them in empty student accommodation<br>City centre can be more attractive by getting rid of the beggars, itinerant traders and food markets<br>Increase the number of open spaces with trees and plants<br>More public toilets<br>Develop and fix waterfront to be more attractive. Around Town Quay, Mayflower park and the pier<br>An attractive has easily accessible public and private transport which is not dominating it surroundings. To achieve this something needs to be done about dominating bus and taxi congestion on QE2 Mile and around station<br>Attractive and green walkways into city centre<br><br>I know Southampton was bombed badly in ww2, but the continental cities have rebuilt retaining their unique styles. So why do we not play to our city walls more and redesign the shop fronts with stone cladding etc. I think visitors would like this, it could showcase statues etc and vastly enhance christmastime markets and events. Modern buildings have their place of course, but I find them mostly very ugly.<br>Make above bar nice so that all the way from cultural quarter to new west quay is a nice pedestrianised area<br>Southampton should be recreated to a historical city there's lots of history around southampton that's not being advertised to tourists and could be, recreate the city walls instead of modernizing the city to much.<br>Like the idea but fear it is a lost cause - Southampton has been too poorly developed<br>To do this, all developments must be built to regulations forcing their design to fit in with the surrounding architecture<br>Make more of the city walls (replace signage and maybe even have an audioguide app)<br>Put more thought into design of new developments so they lend themselves to being an attractive public area instead of trying to improve it after its been built. | Noted. An Attractive City.<br>Some elements are outside of the scope of LTP4 |
| F3 | Agreement: ensure places in the city centre are easily connected   |  | Noted. Improving the wayfinding for both people walking and cycling          |
| F4 | Agreement: providing clear, well lit and signposted routes for walking and cycling   | Improve street lighting for walking at night to places. Current street lighting is poor<br>Clearly sign post cycling routes<br>Stop motor vehicles parking on pavements in the way of pedestrian<br>Need easier to understand structure and clearer signalling for road crossings to ensure safety of the pedestrians and more efficient vehicle movement.<br>Make sure routes are clearly defined<br>Improve signage around city walls<br>Provide alternative routes for pedestrians and cyclists when roadworks force a change in route<br>Remove street furniture that obstructs a clear path   | Noted. An Active City  |
| F5 | Agreement: support communities with  | This seems to juxtapose the goal to minimise disruption from roadworks and special events<br>Make this easier for communities to close roads to allow children to play safely  | Noted. Part of the approach for Active Travel Zones                          |
| F6 | Agreement: Improve attractiveness of streets and public spaces - planting, landscaping, art, play areas, and places to stop and rest | The greenways are a neglected and under utilised resource that could support a healthy and active city theme<br>Current planted and landscaped areas are not maintained when they should be<br>Don't approve building of things that will detract from attractiveness of city (e.g. Biomass)<br>Pedestrianised areas should be well used, decorated and landscaped and thought given to the use of the areas as performance spaces, for community use or market activities<br>Streets are in poor state now, especially around areas with a lot of HMOs (Shirley, Freemantle, Portswood). Charging for tip has not helped this<br>Fix pavements<br>Get rid of smell of urine<br>Plant more trees and shrubs in free space<br>More proactiveness from the police on enforcing parking, littering, fly tipping, bikes on pavements to make area a well maintained, attractive place<br>Improve attractiveness of: Bitterne, Woolston<br>Increase street cleaning: clean daily<br>Clear up litter and campaigns to discourage littering<br>More discipline around fly tipping and car dumping<br>Do something about street homelessness and drug use<br>More education and discouragement of littering<br>More park benches and seats for people to stop and rest, especially in pedestrian zones<br>Remove graffiti, clear up chewing gum and dog mess<br>Maintain plants on roundabouts<br>Get rid of the wildlife zones - they are a mess<br>Delivering a plan that makes these areas nicer and safer for people to live in is also, if not more, important than having pretty shops and cafes for those with extra expendable income.<br>More art pieces in public places which could be done by community groups or students   | Noted. Some comments outside of scope of LTP.                                |
| F7 | Agreements: ensuring new developments are well linked to rest of the city  | Like the Waterfront<br>Make sure new developments have the amenities they need. For example shops, GP surgeries etc.<br>New housing developments need to think about how their development joins up with the existing pavements, infrastructure in a more sensitive manner and not just dump the new houses on land with little thought to the current or future residents.  | Noted. Strengthen the wording and policy statements                          |
| F8 | Agreements: reducing risk of casualty at road traffic incident hotspots  | Speed cameras will help with safety  | Noted. A Safer City. Speed cameras are the responsibility of the Police.     |
|    | Agreement: deliver   | Cycle road safety education programmes both for drivers and cyclists   |  |

|   |  |   |   |
|---|--|---|---|
| F9  | road safety education programmes   | Posters to discourage using mobile devices when driving<br>Road safety for pedestrians, encouraging them to use crossings and wait for the signal   | Noted. A Safer City.  |
| F10   | Agreement: Improve safety around schools for walkers and cyclists  | Make it safe enough for children to get to school on their own  | Noted. A Safer City.  |
| F11   | Agreement: improve accessibility at/to bus stops for people with physical impairments                                | Give clear signals for stops on buses - both visually and audially.<br>Care needs to be taken when ramps are installed at bus stops as these can actually cause a trip hazarded if the edges are not flush with the pavement as for example opposite the Bitterne Library.<br>There needs to be more seating at all main bus stops.   | Noted. An Equitable City section to be amended to have a greater and clearer focus on Inclusivity and Accessibility |
| F12   | Agreement: promote and support transport services for vulnerable groups (e.g. older people, dabled, low income etc.) | Do not cut the over 60s bus pass<br>These groups should be to get a bus from anywhere - currently bus routes favour those living in certain areas like thornhill and lordshill<br>Dementia and learning difficulty friendly public transport and buses and trains run by operators and staff who have been trained<br>Involve older people in developing these services<br>More support for children who are also a vulnerable group, especially when travelling<br>Ban people parking in bus lanes or bus stops as disabled people then struggle to get on and off the bus<br>Please consider mobility buses for disabled people to reach day centres and other activities.  | Noted. An Equitable City section to be amended to have a greater and clearer focus on Inclusivity and Accessibility |
| F13   | Agreement: encourage cycle schemes   | Promote use and advertise how to use current cycle hire scheme<br>Have cycle hire schemes with docking stations to reduce vandalism of bikes<br>Subsidise cost of this (perhaps from a private vehicle congestion charge)<br>Subsidise the bike hire scheme (which could be withdrawn if it does not cover costs).<br>Create pick up and drop off points for cycle hire schemes   | Noted. Cycle Hire/Dockless system is currently a private 'commercial' operation.                                    |
| F14   | Agreement: encourage car share schemes   | Locations for car share schemes: Bitterne<br>Allow cars with multiple occupants to use bus and taxi lanes<br>I'm not aware of a Car Club arrangement in Southampton, and wonder if consideration has been given to providing one similar to the Co-Wheels Car Club operated in Eastleigh and various cities around the UK. If such a service was available it may persuade those who don't use their cars often to give them up completely provided cars were available at reasonable rates just for the times when they were needed.<br>These car share schemes should be on the outskirts of the city where public transport coverage is limited<br>Apps like BlaBlaCar which allows people to arrange car shares and driver to be paid a small amount for this<br>Charge single occupant cars to enter city and car sharing gets free entry  | Noted.  |
| <b>G - Agreement with proposals: Changing the way people travel</b> |  |   |   |
| G1  | Agreement: creating networks of active travel zones  | establish walking routes/active travel routes between zones not just within each zone. (I.e. routes between district centres and city centre)<br>Need to encourage or even enforce use of these active travel zones and networks<br>Cycling and walking routes should be a priority<br>Make cycling and walking connections segregated from each other<br>Police and fine cyclists using pedestrian pavements<br>Prioritise active transport  | Noted. An Active City introduces ATZs   |
| G2  | Agreement: reduce levels of rat running traffic  | Will reduce risk of accidents; improve pollution both air and noise; will reduce stress and abuse amongst public; will reduce need to maintain and fix roads being used as ratruns<br>Put restrictions on side roads to reduce rat running<br>Create more alternative routes to rat running   | Noted.  |
| G3  | Agreement: Improve cycling and walking connections to public transport stations, stops or interchanges               | Improve the safety in parks so that you feel safe walking through them (e.g. The Common)<br>Improve cycling and walking connections across the river<br>Maintain paths, some have become overgrown and in winter leaves are not cleared and become slippery<br>Make sure bus stops are close to pedestrian crossings to allow people to safely cross to and from bus stops. (e.g. At bus stops near the Chilworth roundabout on Bassett Avenue)<br>Have a cantilevered bridge connected to the Itchen bridge for cyclists and pedestrians<br>Make it more pleasant to walk - often have to walk along main roads with static cars pumping out fumes<br>Widen pavements<br>More safe pedestrian crossings for pedestrian to safely cross roads (e.g. Holyrood road junction between Bernard St, St Michaels St and High St)<br>Areas for people to walk needs to also be improved for people with limited mobility. Some slopes are so steep they can be impossible to walk up, or leave you very tired. If you are out in a wheelchair on your own you have no chance and so usually end up having to take to long way round - also exhausting. Paths needs need to be repaired<br>Open up the waterfront to more walking/cycling routes (accepting that it is not possible in the docks areas. Join up the major areas of the city (West Quay, Parks, Waterfront) with a strategic set of walking/cycling routes.<br>Work on walking and cycling improvements separately as they are two separate entities that should be consider and developed separately. | Noted. An Equitable City aims to make the City's environment on accessible well maintained place for all.           |
| G4  | Agreement: encourage and promote active travel at work and   | discount cost of P&R for businesses to get employees to use it<br>Promote and educate on how to cycle safely in schools<br>Free road training for cyclists<br>Schools really need to be involved to encourage young people and their family to adopt lifestyle changes and rely less on cars. And cycle more. Make sure funding is there for schools to provide facilities for children to cycle to school<br>Promote cycling<br>Cycle safety lessons at schools<br>Encourage young people to cycle<br>Work with schools, young people and parents to encourage a change in attitude<br>Run cycle safety campaigns for cyclists: on pavements; encouraging them to use their bells  | Noted. An Active City - section to highlight good practice and future of My Journey                                 |

|     |  |  |                             |
|-----|--|--|-----------------------------|
|     | schools and through My Journey   | Subsidise cost of walking schemes (perhaps from a private vehicle congestion charge)<br>some kind of partnership with bike shops for trial use of electric bikes. These are getting more popular and could be the best way to get more people out of cars for short journeys in future<br>promote cycle to work schemes<br>Incentivise cycling.<br>Promote and encourage at universities as well<br>Encourage electric bikes<br>Promote benefits of cycling: cheaper, faster, easier. Free parking and close to where you want to go<br>Incentives to buy bikes like discount sales  | products with new agenda    |
| G5  | Agreement: involve local communities in the planning and promotion of active travel. | Communicate any big changes to cycling provisions and priority access across city to driving community   | Noted.                      |
| G6  | Agreement: improve cycling in general  | Allow bikes on public transport<br>Educate drivers to respect cyclists - too much aggressive and dangerous behaviour towards cyclists by motorists<br>Improve behaviour between motorists and cyclists towards one another<br>Payment schemes for bikes<br>Provide information about cycling like route maps and info on repair shops<br>Make Southampton a safer place to cycle: by increasing traffic police to prevent dangerous driving;<br>High bike theft in city - do something about this<br>Look to cities with high cycling rates for inspiration<br>Implement traffic calming measures to make it safer for cyclists (e.g. along roads coming off Hill Lane like Radway rd and Wilton Crescent)<br>Implement strategies to reduce cycle theft<br>Free bike doctors<br>Give cyclists equal right of way  | Noted. An Active City       |
| G7  | Agreement: improve cycling routes  | They need to be safe and convenient<br>Involve cyclists in the development of cycle routes<br>Cycle lanes should be clearly marked to stop cyclists cycling on pedestrian paths<br>Widen routes and lanes to be usable by adapted bikes and cargo bikes<br>Priority to and letting cyclists go first at traffic lights<br>Resurfacing a road and painting some lines as cycle lanes does not count<br>Create dedicated and segregated cycle routes away from roads and pedestrians<br>Cycle routes to improve: A35 from Totton to Soton; Shirley; City centre; Bassett; Highfield; Itchen bridge; Northam bridge; London road; Nursling<br>More cycle routes, that all connect in a large network<br>Cycle routes on all major routes<br>Giving more space on roads to cycle lanes<br>Giving cyclists more space on the road with at least 2m width of space for cyclists on major routes. (e.g. Thomas Lewis Way, Bassett Avenue and The Avenue should be narrowed or made one lane for cars)<br>Improve the cycle network<br>Cycle routes that don't necessarily follow roads<br>Building up the cycle network should be a high priority<br>Maintain existing cycle paths - (fix potholes); sweep cycle paths of debris; have a long term maintenance plan in place<br>Restore cyclists only areas at junctions and traffic lights<br>More joined up approach rather than - here is some spare wide bit of road let's build a cycle lane to meet targets<br>Current cycle lanes are too narrow<br>Enforce use of cycleways. Ban cyclists from using pedestrian pavements or roads<br>Cycle lanes like the ones in London<br>Extend city cycle routes beyond city boundary<br>Let cyclists have priority over motorists<br>Some cycle lanes just end, forcing cyclists into heavy traffic<br>Cycle lane surfaces are poor<br>Stop vehicles parking in cycle lanes<br>Improve cycling across the entire city not just around schools and the city centre | Noted. An Active City       |
| G8  | Agreement: improve cycling parking   | When developing, plan for cycle parking to be visible to all for security<br>Cycle parking suitable for adapted and cargo bikes  | Noted. An Active City       |
| G9  | Agreement: Improve electric vehicle facilities                                       | more charging points, especially for flats<br>put charge points in new developments<br>Charging points for all homes<br>Power stations need to be prepared for increase in electric vehicle use  | Noted. A Zero Emission City |
| G10 | Agreement: promote electric car clubs  | Encourage this among elderly. For example have a shared electric vehicle at retirement complexes as older people may need a car to keep their independence but only use it for short and not very often. Sharing some is better than having one each   | Noted. A Zero Emission City |
| G11 | Agreement: encourage use of electric vehicles  | Incentives for electric and low emission vehicles<br>Create an easy way to buy and pay for an electric car.<br>Free parking for electric cars<br>Encourage car dealerships to reduce cost of electric cars, making them more affordable<br>Free use of Itchen toll bridge for electric cars<br>Discounted charging<br><br>Provide incentives or can share options for charities and small businesses to share electric vehicles for their collections and deliveries?<br>All taxis to be electric within a year<br>Electric vehicles for council workers needing to drive for their job<br>Council should have electric vehicles for their fleet to set an example<br>Incentives for driving instructors to buy electric vehicles  | Noted. A Zero Emission City |

|     |   |   |                             |
|-----|---|---|-----------------------------|
| G12 | Agreement: encourage use of low emission                                | Make it mandatory for all taxis to be hybrid<br>Incentives for low emission vehicles  | Noted. A Zero Emission City |
| G13 | Agreement: promote and develop parks, open spaces, nature reserves etc. | Do something similar to Eastleigh Council: encouraging the use of their parks and open spaces with the park sports scheme which they run every school summer holiday, with discounted sports sessions run in the parks for children and adults.<br>If more green spaces are planned with more beds for trees and plants, it is ESSENTIAL that they are MAINTAINED! So often they are not maintained eg Woolston Victoria Road beds.<br>Incorporate East Park Terrace into the park. | Noted. A Zero Emission City |
| G14 | Agreement: zero emission zone for city centre                           | An admirable goal to work towards<br>Seems achievable for transport of people but not so sure about goods transport being zero emission<br>Zero emissions zones should be for whole city<br>This should include railway with electric powerlines installed<br>This is good but must balance with need to ensure trade transport is not penalised too heavily<br>This should be the priority   | Noted. A Zero Emission City |



### Equality and Safety Impact Assessment

The **Public Sector Equality Duty** (Section 149 of the Equality Act) requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity, and foster good relations between different people carrying out their activities.

The Equality Duty supports good decision making – it encourages public bodies to be more efficient and effective by understanding how different people will be affected by their activities, so that their policies and services are appropriate and accessible to all and meet different people’s needs. The Council’s Equality and Safety Impact Assessment (ESIA) includes an assessment of the community safety impact assessment to comply with Section 17 of the Crime and Disorder Act and will enable the Council to better understand the potential impact of proposals and consider mitigating action.

|  |  |
|--|--|
| <b>Name or Brief Description of Proposal</b>   | Connected Southampton Transport Strategy 2040 (Local Transport Plan 4) |
| <b>Brief Service Profile (including number of customers)</b>   |  |
| <p>The Connected Southampton Transport Strategy 2040 is Southampton City Council’s (SCC) long term umbrella transport strategy for the City and will replace the current Local Transport Plan 3 (LTP3). It sets out the long-term approach for meeting the challenges that Southampton will face and proposes how SCC intends to plan, invest and manage transport in the city to 2040</p> <p>As the Local Transport Authority, SCC has a statutory duty to produce a Local Transport Plan (LTP) for Southampton, under the Transport Act 2000, as amended by the Local Transport Act 2008. The 2008 Act requires LTPs to consist of a long term strategy and a short term implementation plan. It permits LTAs to replace and amend the long term strategy as and when they require. The current LTP3 covers the period 2011-2031 and the Implementation Plan covers the period 2015-2018. This will be superseded by the new Connected Southampton 2040 Transport Strategy (LTP4) and will cover the period up to 2040 and a new Implementation Plan will be prepared to cover 2019-2022.</p> <p>The Connected Southampton Transport Strategy 2040 identifies the proposed transport priorities for Southampton and reflects changes to the nature of challenges and opportunities the city faces, SCC’s bold growth ambitions and a different policy, funding and governance landscape.</p> <p>The draft strategy will affect all 254,700 people who are resident in the city, all 135,000 people who work within the city and the 200,000 staying visitors to Southampton every year, as well as passenger and freight movements via the Port of Southampton. All of these utilise the city’s transport network.</p> |  |
| <b>Summary of Impact and Issues</b>  |  |
| <p>Southampton City Council (SCC) is taking the opportunity to produce a new LTP for Southampton – Connected Southampton – in order to take account of support the city’s bold and ambitious plans for sustainable growth over the next twenty years.</p> <p>The purpose of Connected Southampton is to:</p>   |  |

- Set out the role and purpose of the LTP and its relationship with the Council Strategy and other policies;
- Provide an evidence led Transport Strategy vision for Southampton that explains the strategic approach and guiding principles for transforming transport;
- Set out the specific components of the strategy and how they will achieve the vision;
- Provide an overview of how much it will all cost, how it will be paid for, and how it will be delivered; and
- Set out how it will ensure that it is delivering on what is expected of it.

The challenges that Southampton faces in the future means that transport needs to support sustainable growth to remain **successful**, make sure transport provides a **system for everyone**, and reduce the negative impacts on people and businesses by supporting **better ways to travel**. To do this the vision is to focus on making it easier for people to move about and how transport can create a Place. The outcome of this is that traffic will no longer dominate, people will have the opportunities to get to where they want to go how they want to, the City is cleaner and healthier, and no one is disadvantaged or excluded from using realistic transport options.

To achieve the vision and meet the challenges in the future Connected Southampton Transport Strategy 2040 is focused around three strategic goals that in turn are supported by a number of themes.

- A Successful Southampton – using transport improvements to support the sustainable economic growth of Southampton by preparing, investing and maximising how an already congested transport system operates, so it is connected, innovative and reliable;
- A System for Everyone – making Southampton an attractive place to improve people’s quality of life, so that everyone is safe, and have equal and inclusive access to transport regardless of their circumstances; and
- A Better Way to Travel – supporting people in changing the way they move about by widening their travel choices so they can get around actively and healthily and travel in the city is moving towards zero emission.

The Strategy proposes to take a spatial approach to implementation of the strategic goals. Distinct areas of the city have been identified and by focusing on how they work, how people move about, what they want, what barriers there are, and what is planned there for the future suitable transport solutions can be developed. The spatial areas are:

- The City Centre – a focus of major redevelopment in the city to support growth in employment and housing and creating a liveable city centre environment;
- Economic Drivers – main hubs for development including the Port, Hospitals, Universities, Itchen Riverside, Adanac Park, Woolston, and Millbrook;
- Neighbourhoods – as a diverse city there are series of local distinctive neighbourhoods where people live that link to the City’s District Centres; and
- City Region – recognising that people’s journeys don’t stop at the city boundary and there are complex travel patterns both into and out of Southampton.

The Strategy does not set out details of how and when these projects would be delivered, and more detailed impact assessments on specific projects will be undertaken alongside any implementation proposals.

#### **Potential Positive Impacts**

Over the short, medium and long term, we expect that Connected Southampton – Transport Strategy 2040 will help to achieve the following:

- A high quality public transport system serving the city;
- A comprehensive cycle network connecting all parts of the city together;
- Better range of travel options, resulting in reduced dependence on the private car;
- Lower volumes of vehicular traffic using residential streets in suburban areas
- Reallocation of road space to favour pedestrians, cyclists and public transport users;
- A city centre that is less dominated by motorised vehicles and car parks;
- An inclusive transport system that does not discriminate;
- High quality public realm improvements;
- Improved air quality;
- Improved quality of new development and more sustainable regeneration schemes; and
- Improved ability to secure bids for Government and other external or developer funding.

|                                    |  |
|------------------------------------|--|
| <b>Responsible Service Manager</b> | Pete Boustred, Service Manager – Strategic Transport           |
| <b>Date</b>                        | 28/02/2019   |
| <b>Approved by Senior Manager</b>  | Sam Fox, Service Lead – Infrastructure, Planning & Development |
| <b>Date</b>                        |  |

### Potential Impact

| Impact Assessment | Details of Impact  | Possible Solutions & Mitigating Actions |
|-------------------|--|---|
| <b>Age</b>        | <p>The interventions in Connected Southampton 2040 are proposed to improve travel choices and availability for those who do not have access to a private vehicle and who currently may have difficulty accessing some destinations such as business parks, retail areas, health facilities, education, and opportunities for sport and recreation. For example, journey planning tools, maps and information will help improve awareness of the different travel options and routes available.</p> <p>Bus services in Southampton carry a high proportion of elderly and younger passengers, so the development of a strategy for public transport that is more reliable and frequent services sought through Connected Southampton would help improve access to key facilities (retail, health and education). Total concessionary bus journeys in Southampton (including senior citizen and disability passes) across four bus operators Apr</p> | Positive impacts                        |

| Impact Assessment | Details of Impact   | Possible Solutions & Mitigating Actions |
|-------------------|---|---|
|                   | <p>2017-Mar 2018 totalled 4,385,932, and there are currently 27,442 senior citizen bus passes issued in Southampton. The development of the Southampton Mass Transit System will develop a network that can support older people living independent lives longer with Demand Responsive Transport in areas that may not be commercially viable for traditional bus services to get people to major healthcare facilities such as Southampton General Hospital.</p> <p>The delivery of the Southampton Cycle Network of cycle Freeways and Quietways and safer residential streets will encourage fewer car trips for short local journeys, improving health and activity.</p> <p>Proposals for improving the public realm, including design of streets of healthy streets with provision of street furniture that can act as rest points or wayfinding information will help improve quality of life for older people.</p>  |   |
| <b>Disability</b> | <p>Connected Southampton will help improve travel options for those without the use of a car, (for example those with visual impairments or mobility or learning restrictions) have difficulty accessing some destinations.</p> <p>Total concessionary bus journeys in Southampton (including senior citizen and disability passes) across four bus operators Apr 2017-Mar 2018 totalled 4,385,932. There are currently 2,717 disability bus passes issued in Southampton.</p> <p>Mobility as a Service – the use of a portal (typically an app but this would need to be designed so it did not exclude those without access), to access and pay for transport services such as shared and public transport as required, as an alternative to private car ownership – offers opportunities to deliver better dial-a-ride provision for those with mobility impairments.</p> <p>Planned improvements to the public transport network with investment in the quality of services and any bus priority measures investment will improve reliability of services, enabling improved independence and access to services for people with disabilities. More than 60% of bus stops in the city already have real time displays, and more</p> | Positive impacts                        |

| Impact Assessment                     | Details of Impact   | Possible Solutions & Mitigating Actions |
|---------------------------------------|---|---|
|                                       | <p>will be provided as funding allows. All buses have next stop audio visual announcements.</p> <p>Infrastructure and behaviour changes schemes all have to incorporate measures to make it easier and safer for people with all forms of disability to access transport and travel around.</p> <p>The planned improvements to the public realm, including provision of street furniture as places to rest will help improve quality of life for mobility impaired people. The design of any scheme or project will need to take into account the needs of everyone regardless of their personal circumstance or disability from the beginning.</p> |   |
| <b>Gender Re-assignment</b>           | No impacts identified in relation to LTP4 proposals.  | N/A                                     |
| <b>Marriage and Civil Partnership</b> | No impacts identified in relation to LTP4 proposals.  | N/A                                     |
| <b>Pregnancy and Maternity</b>        | <p>Improvements to the public realm, by removing high volumes of traffic and pollution and providing street furniture that can be used as places to rest will help improve quality of life for pregnant women and those with young infants.</p> <p>Improvements in the vicinity of schools and nurseries, crossing roads and on the walking and cycling networks will be designed to take account of the needs of parents or carers with buggies.</p>   | Positive impacts                        |
| <b>Race</b>                           | No impacts identified in relation to LTP4 proposals.  | N/A                                     |
| <b>Religion or Belief</b>             | No impacts identified in relation to LTP4 proposals.  | N/A                                     |
| <b>Sex</b>                            | No impacts identified in relation to LTP4 proposals.  | N/A                                     |
| <b>Sexual Orientation</b>             | No impacts identified in relation to LTP4 proposals.  | N/A                                     |
| <b>Community Safety</b>               | The delivery of highway maintenance improvements, high quality cycle infrastructure through the Southampton Cycle Network, Active Travel Zones, public realm enhancements and road safety schemes will help improve perceptions about safety.   | Positive impacts                        |

| Impact Assessment                    | Details of Impact   | Possible Solutions & Mitigating Actions |
|--------------------------------------|---|---|
|                                      | <p>The Strategy seeks to improve quality of bus information (via real time displays, mobile phones and the web). Increased information alongside ensuring that bus stops are located in places with good natural surveillance, which can improve feelings of personal security particularly after dark. 41% of respondents to the Southampton Cycle Survey reported a near miss while cycling but only 15% reported them to the Police. Research for the DfT from 2004 indicated that around 50% of women and young people felt unsafe waiting at a bus stop after dark.</p>  |   |
| <p><b>Poverty</b></p>                | <p>Connected Southampton - Transport Strategy 2040 seeks to improve travel choices for everyone and some interventions will focus on infrastructure or behaviour change projects in areas of deprivation – with parts of Southampton being among the top decile in England for deprivation and can suffer indirectly from some of the negative impacts of transport such as emissions and lack of access to a private car. They are more likely to rely on public transport to get around to work or health choices.</p> <p>The planned measures to develop improved walking and cycling links and creation of the Southampton Mass Transit Network will improve connections, accessibility and widen travel choice.</p> <p>The provision of travel training and travel advice for people will help improve access to employment and local services, helping to reduce social exclusion.</p> <p>Proposed improvements to multi-modal ticketing could offer benefits to people in low income areas, improving value for money of multi-leg journeys.</p> | <p>N/A – positive impacts</p>           |
| <p><b>Health &amp; Wellbeing</b></p> | <p>The planned delivery of improved public transport networks will help offer an alternative to driving, which will reduce congestion and air pollution.</p> <p>Southampton has a high rate of under 75 mortality from respiratory disease considered preventable, at 34.6 people per 100,000 compared to the England rate of 18.6 per 100,000. The delivery of measures that improve</p>   | <p>N/A – positive impacts</p>           |

| <b>Impact Assessment</b>         | <b>Details of Impact</b>  | <b>Possible Solutions &amp; Mitigating Actions</b>  |
|----------------------------------|---|---|
|                                  | <p>air quality from transport sources will reduce exposure to harmful emissions.</p> <p>The investment in walking and cycling infrastructure improvements and workplace and school travel plans and the promotion of active forms of transport will help to reduce levels of physical inactivity, tackling obesity and improving health. In Southampton 33.2% of adults are inactive (do less than 30 minutes per week) compared to 28.7% in England. 62.7% of adults In Southampton are classed as overweight or obese, compared to an England average of 61.3%.</p> |   |
| <b>Other Significant Impacts</b> |   | <p>Consultation with local communities at the individual project design stage will identify the needs of individuals or groups with relevant Protected Characteristics as defined in the Equalities Act 2010.</p> |

This page is intentionally left blank