



Portswood Project Consultation

Feedback report

southampton
dataobservatory 

Data, Intelligence & Insight Team | *November 2023*

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Southampton City Council undertook a public consultation on draft proposals for the Portswood Project including:

- Changes to Portswood Broadway;
- A new Active Travel Zone (ATZ) for Highfield
- A Travel Hub (next to Trago Lounge)

This consultation took place between **22/08/2023** – **01/10/2023** and received **1,371** responses.

The aim of this consultation was to:

- Communicate clearly to residents and stakeholders the proposals the projects in Portswood;
- Ensure any resident, business or stakeholder in Southampton that wished to comment on the proposals had the opportunity to do so, enabling them to raise any impacts the proposals may have, and;
- Allow participants to propose alternative suggestions for consideration which they feel could achieve the objectives of the strategy in a different way.

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 is important to be mindful that a consultation is not a vote, it is an opportunity for stakeholders to express their views, concerns and alternatives to a proposal. This report outlines in detail the representations made during the consultation period so that decision makers can consider what has been said alongside other information.



Southampton City Council is committed to consultations of the highest standard and which are meaningful and comply with the *Gunning Principles*, considered to be the legal standard for consultations:

1. Proposals are still at a formative stage (a final decision has not yet been made);
2. There is sufficient information put forward in the proposals to allow 'intelligent consideration';
3. There is adequate time for consideration and response, and;
4. Conscientious consideration must be given to the consultation responses before a decision is made.



New Conversations 2.0
LGA guide to engagement



Rules: The Gunning Principles

They were coined by Stephen Sedley QC in a court case in 1985 relating to a school closure consultation (R v London Borough of Brent ex parte Gunning). Prior to this, very little consideration had been given to the laws of consultation. Sedley defined that a consultation is only legitimate when these four principles are met:

1. **proposals are still at a formative stage**
A final decision has not yet been made, or predetermined, by the decision makers
2. **there is sufficient information to give 'intelligent consideration'**
The information provided must relate to the consultation and must be available, accessible, and easily interpretable for consultees to provide an informed response
3. **there is adequate time for consideration and response**
There must be sufficient opportunity for consultees to participate in the consultation. There is no set timeframe for consultation,¹ despite the widely accepted twelve-week consultation period, as the length of time given for consultee to respond can vary depending on the subject and extent of impact of the consultation
4. **'conscientious consideration' must be given to the consultation responses before a decision is made**
Decision-makers should be able to provide evidence that they took consultation responses into account

These principles were reinforced in 2001 in the 'Coughlan Case (R v North and East Devon Health Authority ex parte Coughlan²), which involved a health authority closure and confirmed that they applied to all consultations, and then in a Supreme Court case in 2014 (R ex parte Moseley v LB Haringey³), which endorsed the legal standing of the four principles. Since then, the Gunning Principles have formed a strong legal foundation from which the legitimacy of public consultations is assessed, and are frequently referred to as a legal basis for judicial review decisions.⁴

¹ In some local authorities, their local voluntary Compact agreement with the third sector may specify the length of time they are required to consult for. However, in many cases, the Compact is either inactive or has been cancelled so the consultation timeframe is open to debate

² BAILII, England and Wales Court of Appeal (Civil Decision) Decisions, Accessed: 13 December 2016.

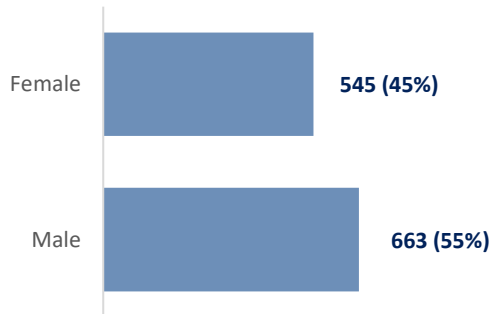
³ BAILII, United Kingdom Supreme Court, Accessed: 13 December 2016

⁴ The information used to produce this document has been taken from the Law of Consultation training course provided by The Consultation Institute

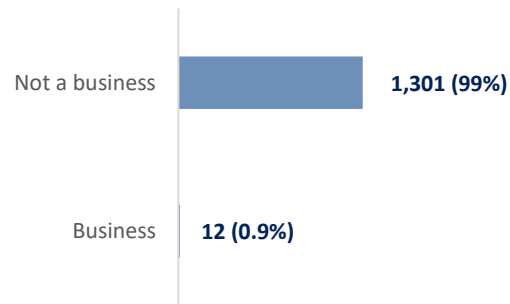
Total responses | **1,354 survey responses**
17 email responses
1,371 total

Graphs on this page are labelled as count (percentage).

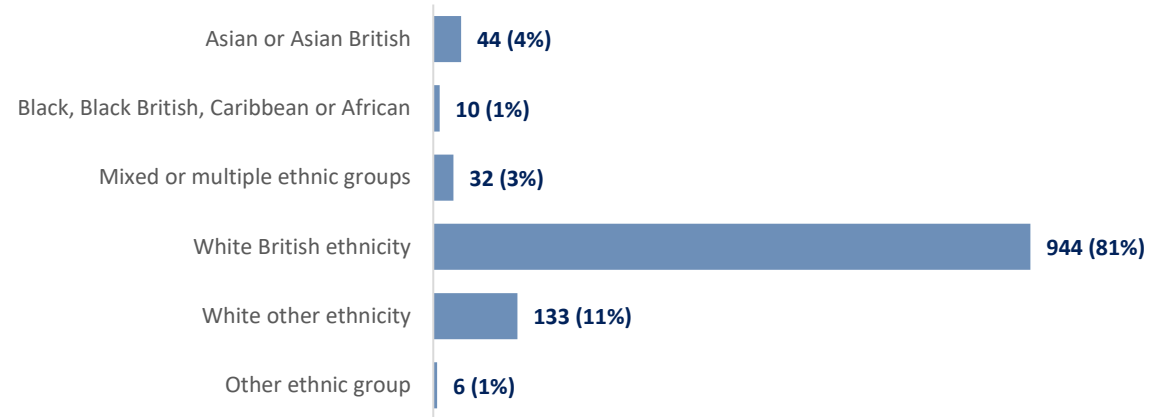
Sex



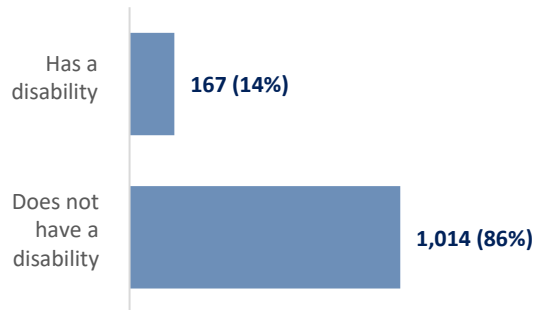
Business



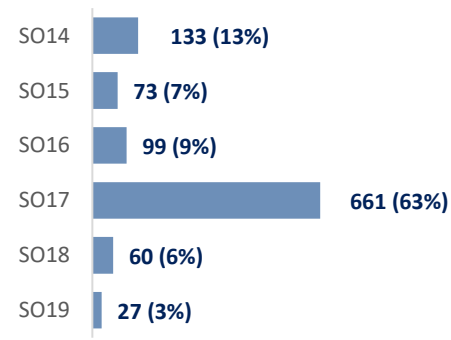
Ethnicity



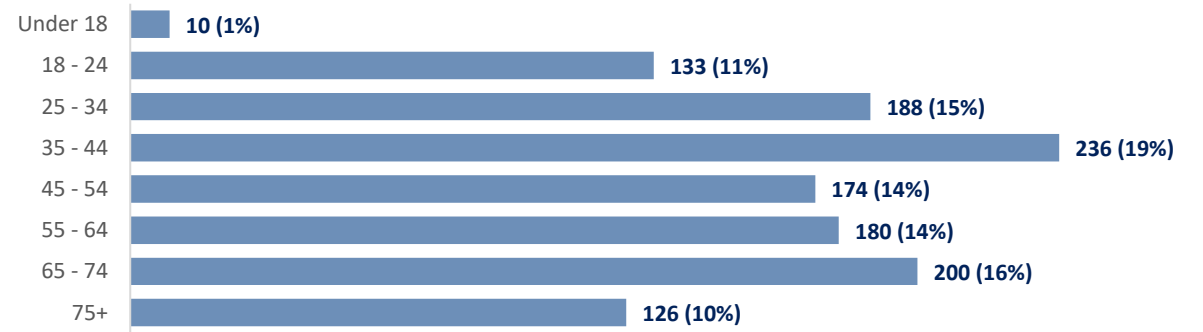
Disability



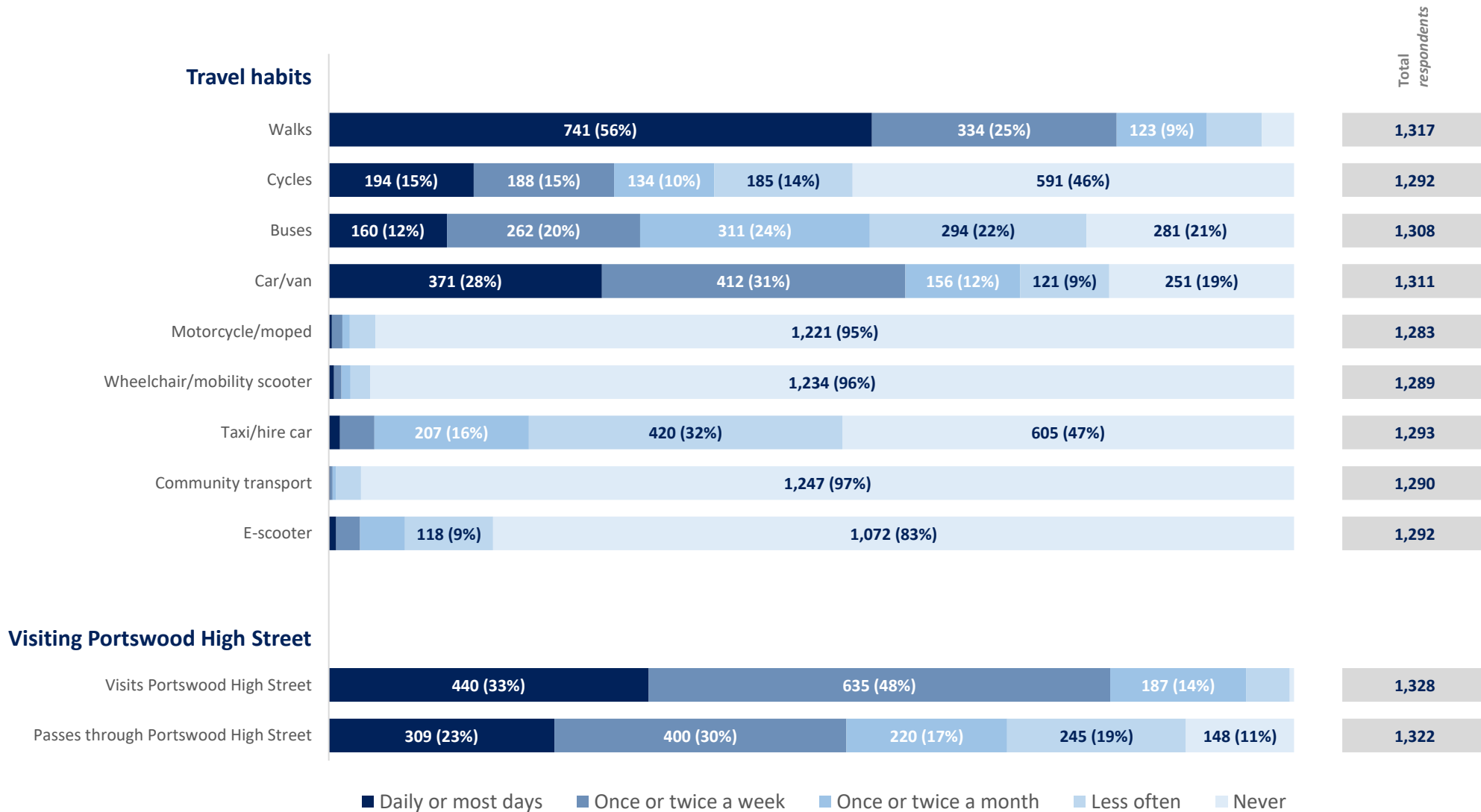
Postcode



Age



Graphs on this page are labelled as count (percentage).





Portswood Broadway





“The Portswood Broadway proposals look to introduce a bus gate along Portswood Road, from Highfield Lane to Westridge Road (approximately 150 metres in length).

The bus gate would restrict general traffic from passing through the 150m of bus-gated road: however, general traffic will continue to have access to the Broadway area and any existing parking areas will be retained via adjusted routes. The bus gate would still allow buses, cycles, taxis and other authorised vehicles to pass fully along the Broadway.

By restricting general traffic through the Broadway but still allowing access to car parking spaces, we will improve bus journey times and deliver economic, social and environmental benefits, supporting the Southampton Pound locally, or as social value more widely, through:

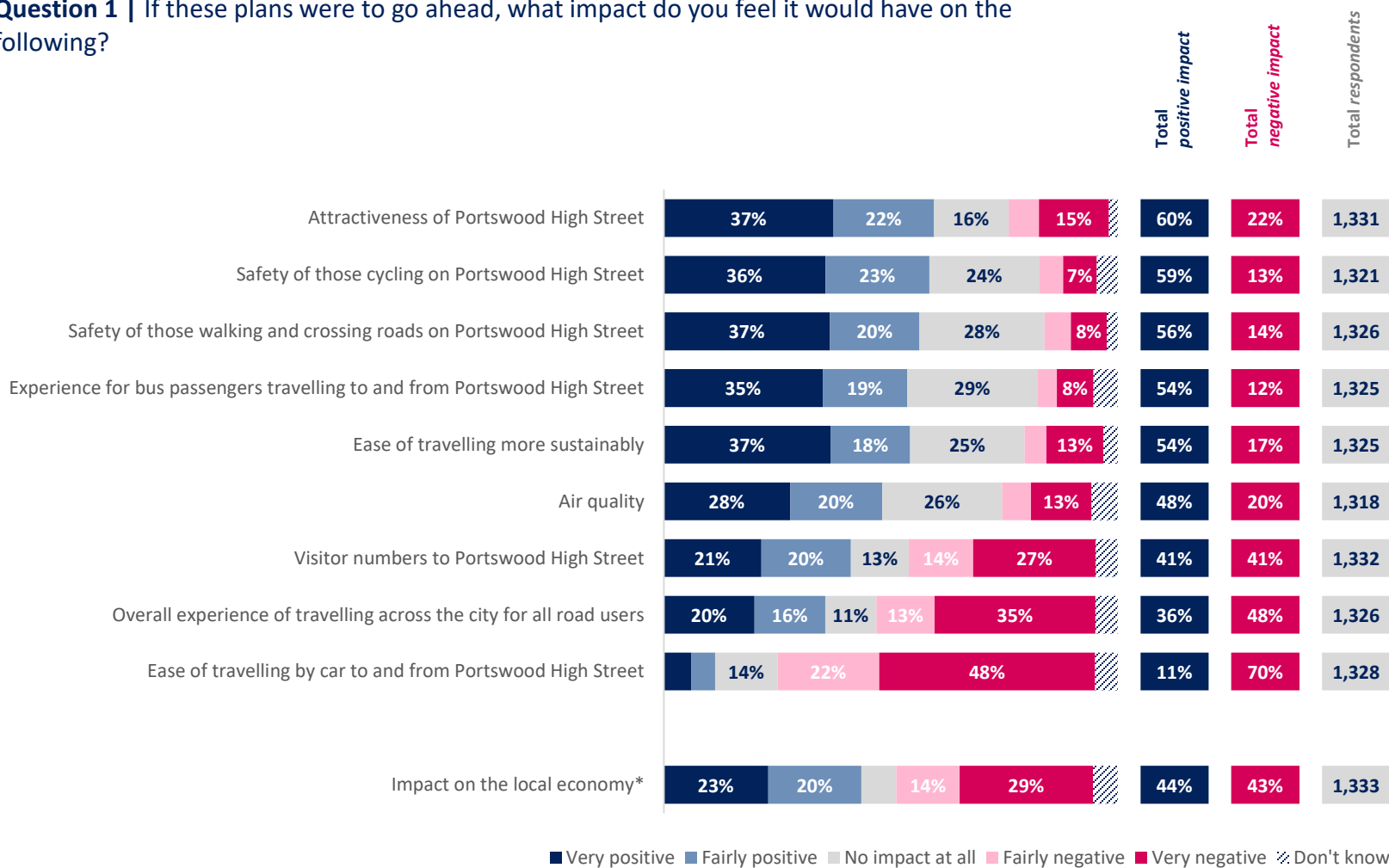
- The creation of additional pedestrian space of over 550 square metres, the equivalent of two tennis courts;
- Attracting more people to visit and spend at local businesses;
- Installation of seven benches allowing the elderly, disabled and families to sit and rest;
- Two new zebra crossings;
- Improved disabled access;
- Improved bus journey times and reliability;
- Addition green infrastructure such as planters and trees
- Additional tables and chairs for al fresco dining, with a potential for 50 tables and 100 seats;
- Improvements to air quality, and;
- Making our junctions safer for people who choose to walk or cycle.

The proposals would improve the junction of Portswood Road and Highfield Lane to provide better walking and cycling access, upgrade the junction to smart signals to reduce waiting time and further improve bus journey time and reliability.“





Question 1 | If these plans were to go ahead, what impact do you feel it would have on the following?

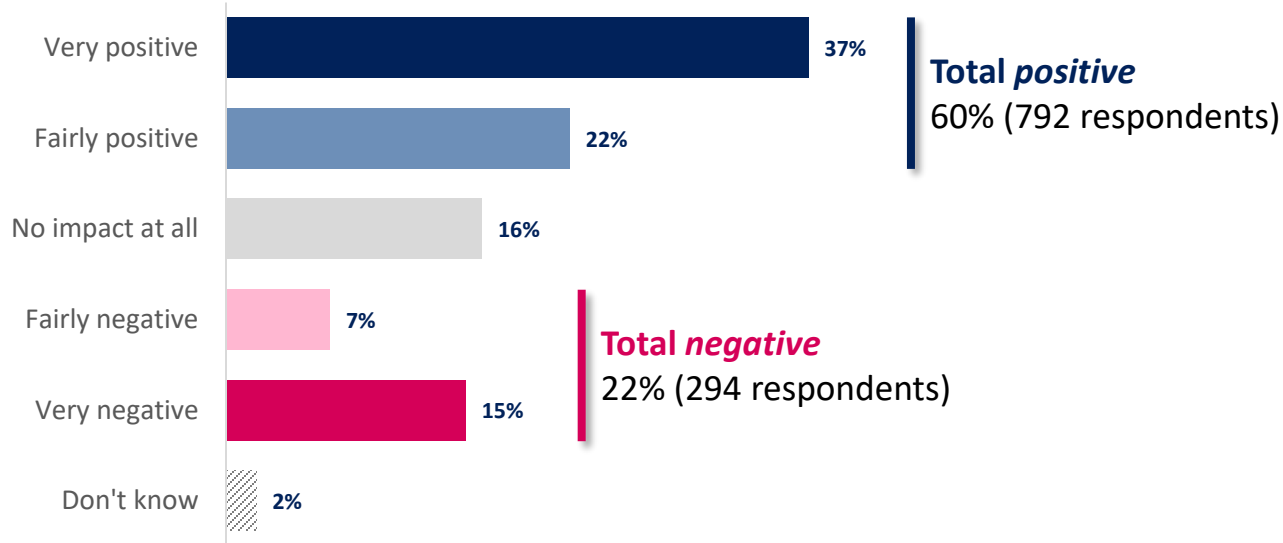


Key findings

- Five of the nine aspects of the proposals asked about were rated as having a *positive* impact by more than 50% of respondents
- The four aspects where the proposals were not rated as having a positive impact by more than 50% of respondents were air quality (48% *positive*), visitor numbers to Portswood High Street (41% for both positive and negative impact) and the overall experience of travelling across the city, with the latter being rated as *negative* impact by 48% of respondents, including 35% that responded *very negative*
- 70% said that the proposals would have a *negative impact* on the ease of travelling by car to and from Portswood, including 48% that said they would have a *very negative impact*
- In most cases where respondents responded positive by more than 50%, the next most popular response was *neither positive or negative* between 24% and 29%, apart from the attractiveness of Portswood High Street, where 22% responded *negative impact*

Question 1a | If these plans were to go ahead, what impact do you feel it would have on the following? *Attractiveness of Portswood High Street*

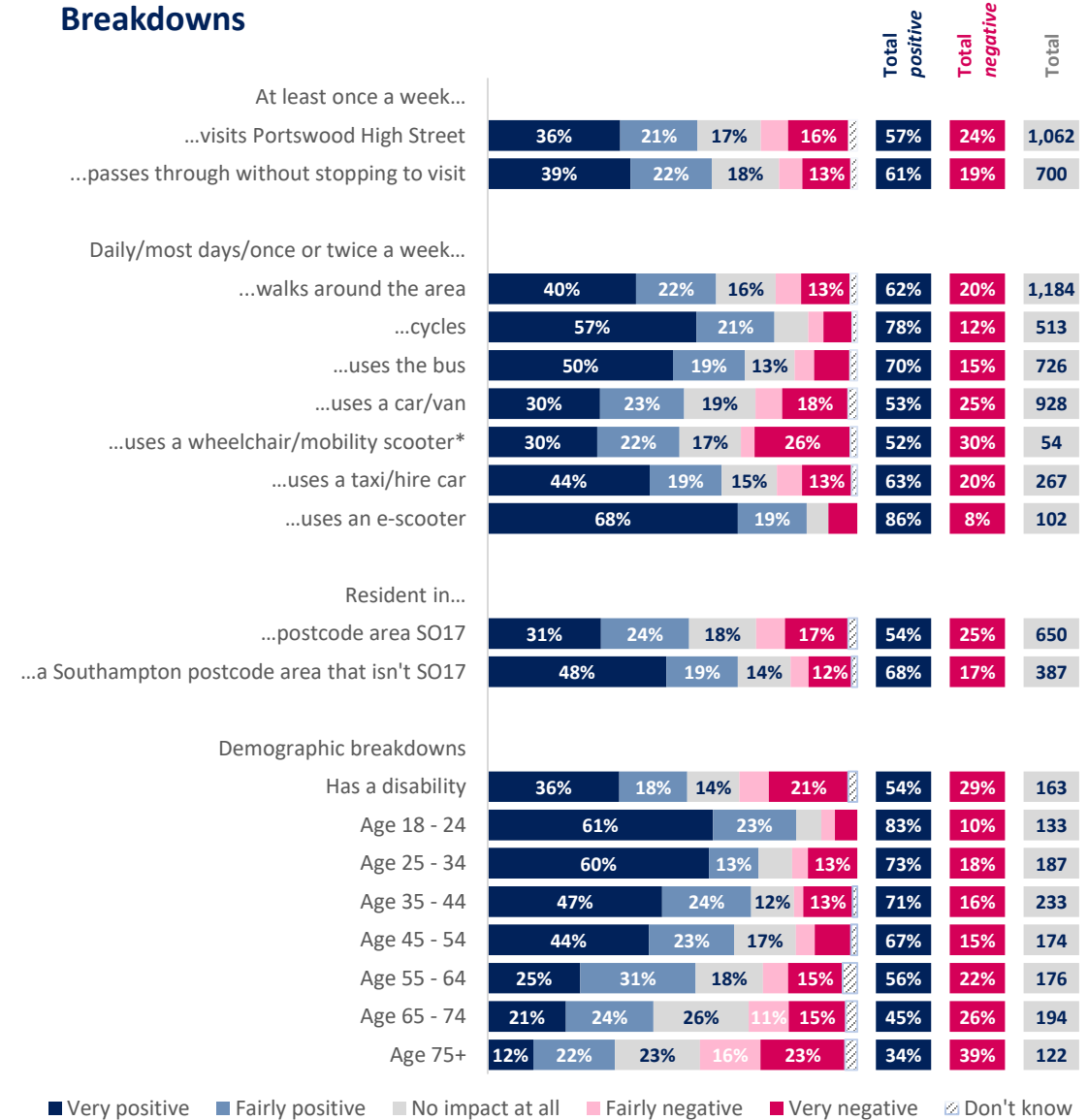
Responses | **1,331**



Key findings

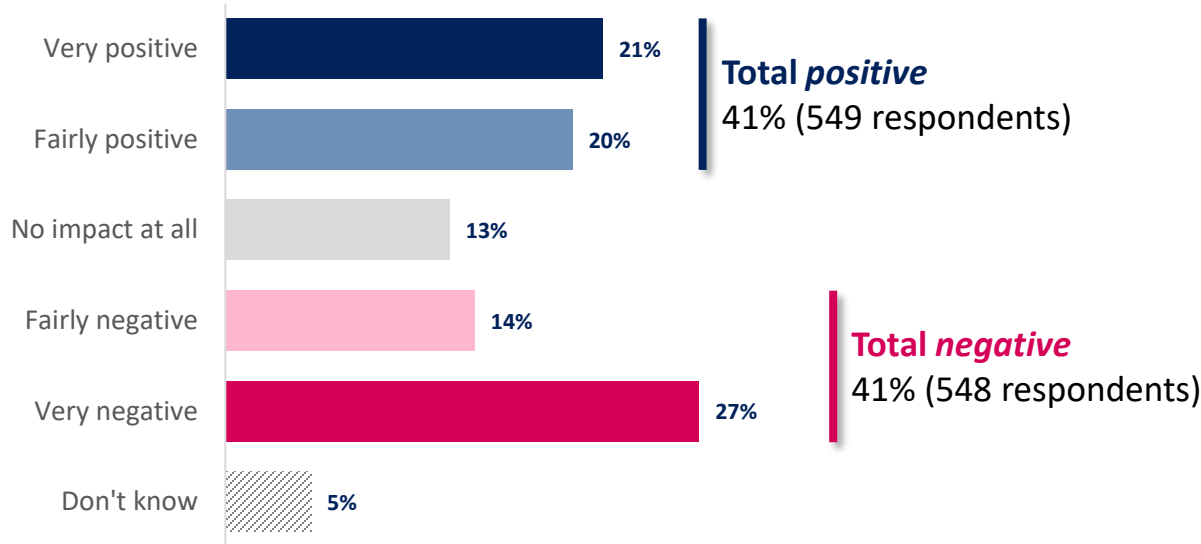
- 60% of respondents said that the proposals would have a *positive* impact on the attractiveness of Portswood High Street, with 22% saying that it will have a *negative* impact
- Respondents that use buses, cycles, and e-scooters responded *positive* impact between 70% and 86%, including more than 50% responding *very positive* impact in each breakdown
- Respondents aged 65 or older were the only breakdowns to respond *positive impact* at less than 50% (45% and 34% respectively), with those aged over 75 responding *negative impact* to a greater extent than *positive*
- The number of respondents responding *positive impact* decreases moving up the age brackets, from 83% of those aged 18 – 24 to 34% of those aged 75 or older

Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.

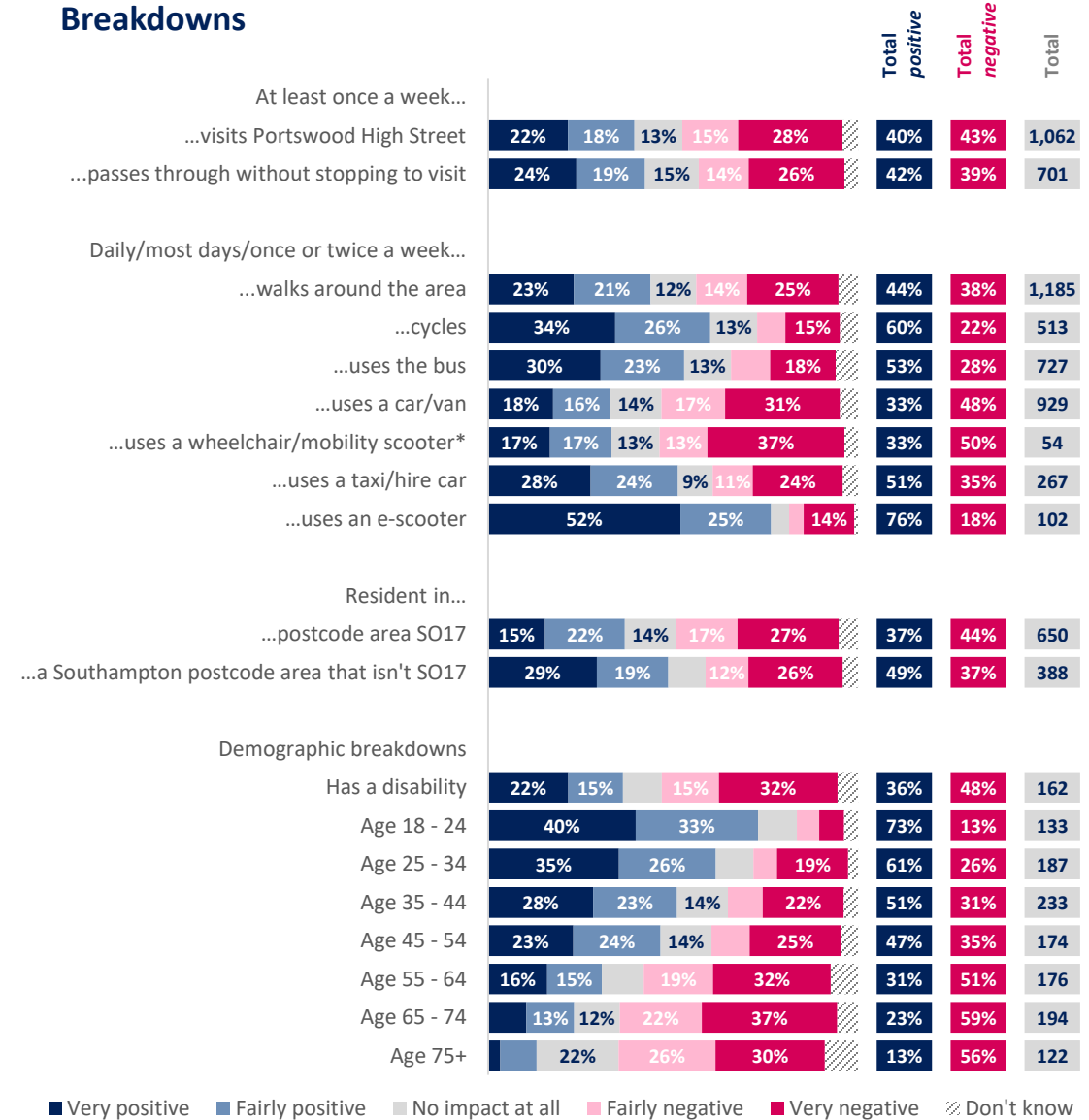
Question 1b | If these plans were to go ahead, what impact do you feel it would have on the following? *Visitor numbers to Portswood High Street* **Responses | 1,332**



Key findings

- Responses overall were split evenly between *positive* and *negative* sentiment (41% each)
- As with the previous question, users of cycles, buses and e-scooters responded *positive* more than 50%, between 53% and 76%, with users of e-scooters also responding 52% *very positive*
- Car users and respondents that use wheelchairs or mobility scooters responded *negative impact* between 48% and 50%
- Residents of SO17 responded *negative impact* 7% points more than *positive impact* 44% to 37%; residents elsewhere in Southampton responded 49% *positive* and 37% *negative*
- Again, the percentage of respondents that responded *positive impact* decreases moving up the age brackets, from 73% of those aged 18 – 24 to 13% of those aged 75 or older

Breakdowns

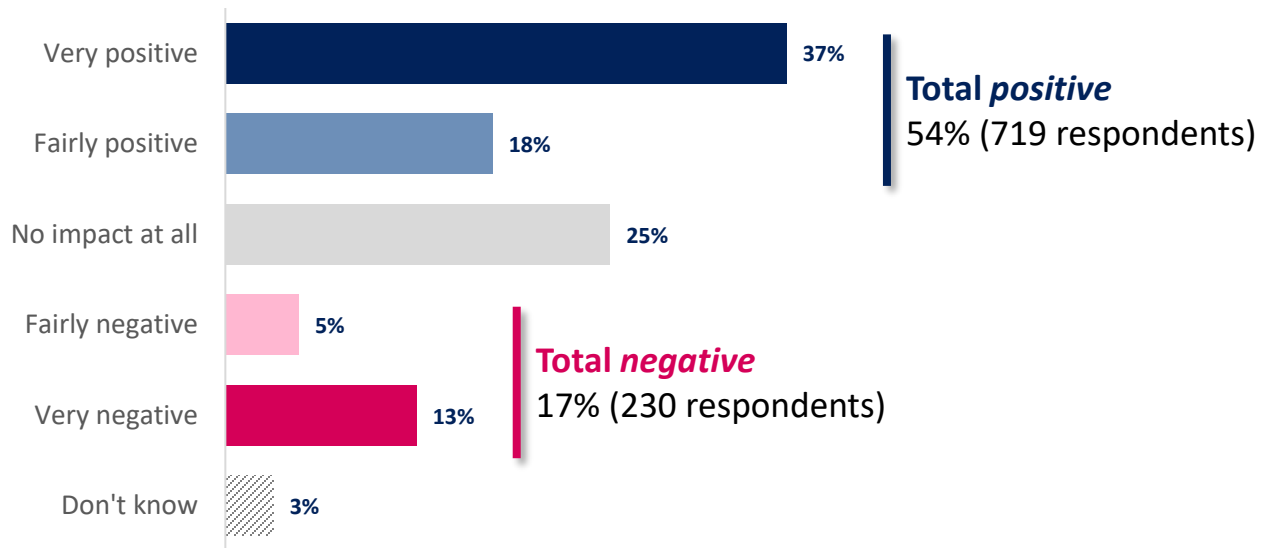


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 1c | If these plans were to go ahead, what impact do you feel it would have on the following? *Ease of travelling more sustainably*

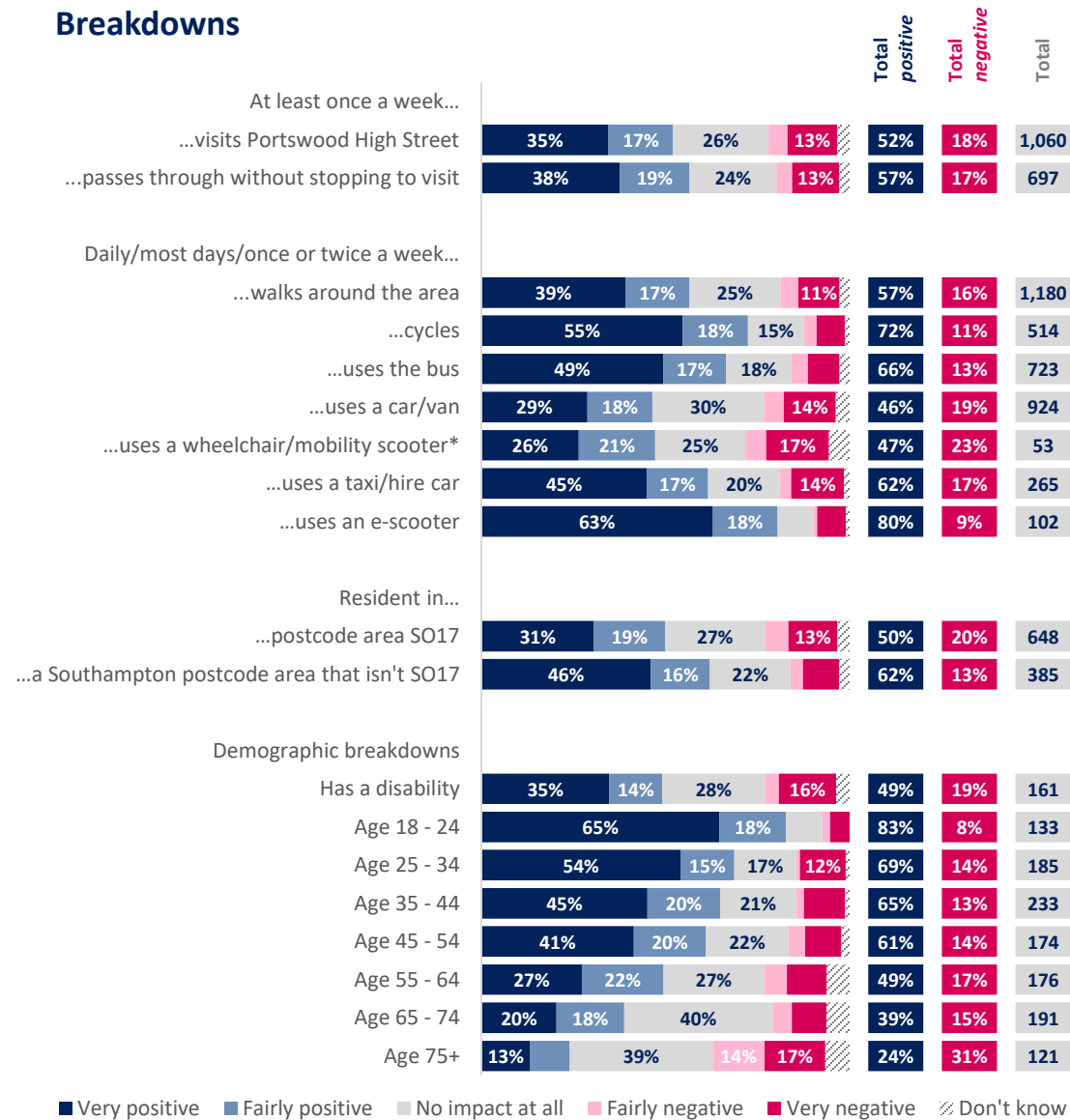
Responses | **1,325**



Key findings

- Respondents overall responded *positive* at 54% and *negative* at 17%, with *no impact* selected to a greater extent than *negative impact* at 25%
- Of transport-related breakdowns, all said that the proposals would have a *positive* impact on travelling more sustainably by 50% or more, apart from car users, who responded 46% *positive* and 19% *negative* impact, and wheelchair/mobility scooter users, who responded 47% *positive* and 23% *negative*
- Again, as with previous questions, *positive* responses decrease moving up the age brackets from 83% of those aged 18 – 24 to 24% of those aged 75 or older

Breakdowns

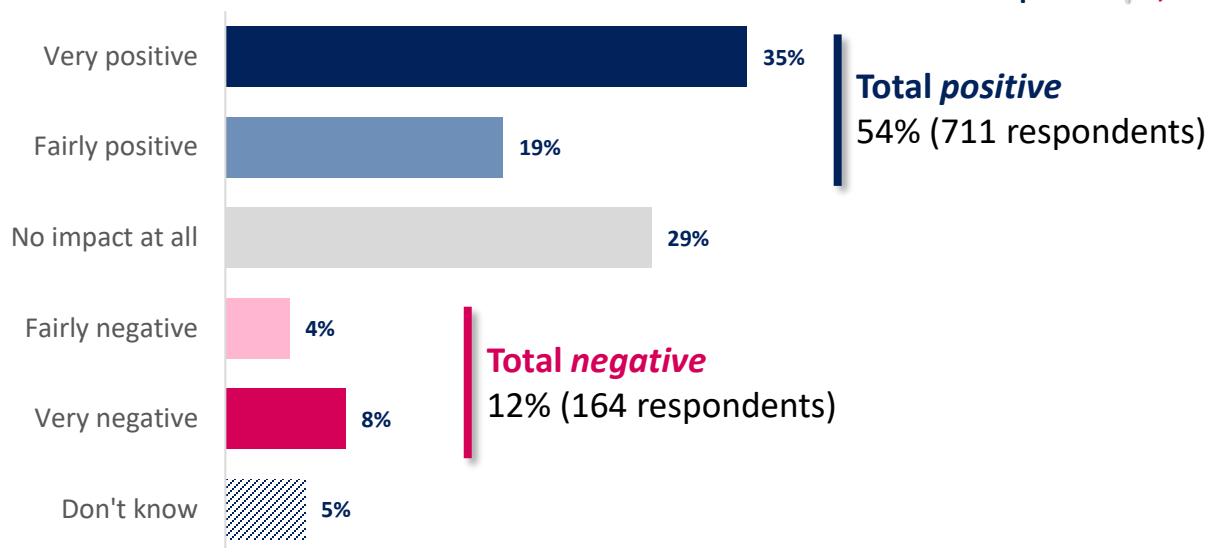


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 1d | If these plans were to go ahead, what impact do you feel it would have on the following? *Experience for bus passengers travelling to and from Portswood High Street*

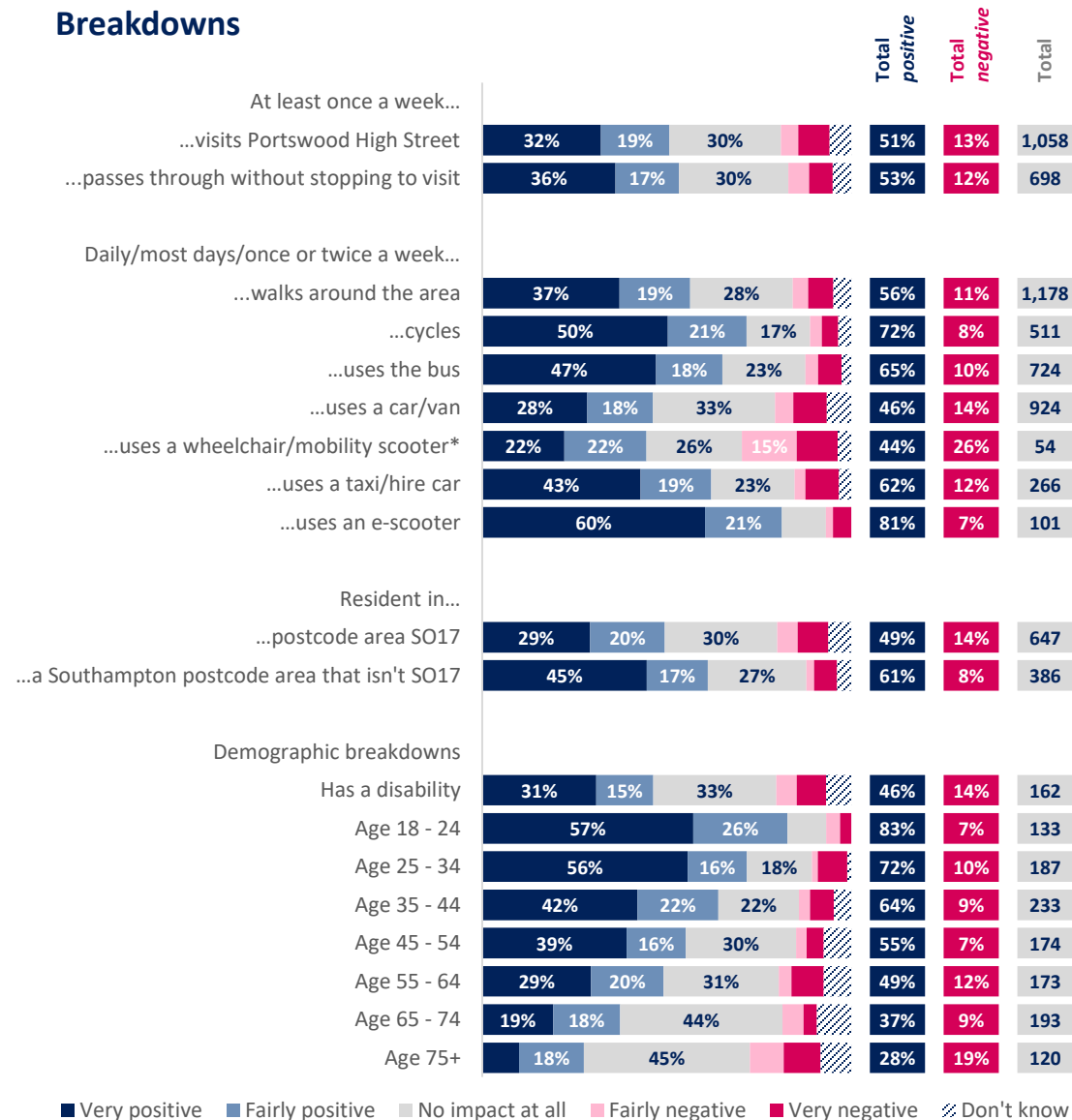
Responses | 1,325



Key findings

- Respondents overall responded *positive* at 54% and *negative* at 12%, with *no impact* selected to a greater extent than *negative impact* at 29%
- Of transport-related breakdowns, all said that the proposals would have a *positive* impact on travelling more sustainably by 50% or more, apart from car users, who responded 46% *positive* and 14% *negative* impact, and wheelchair/mobility scooter users, who responded 44% *positive* and 26% *negative*
- Again, as with previous questions, *positive* responses decrease moving up the age brackets from 83% of those aged 18 – 24 to 28% of those aged 75 or older

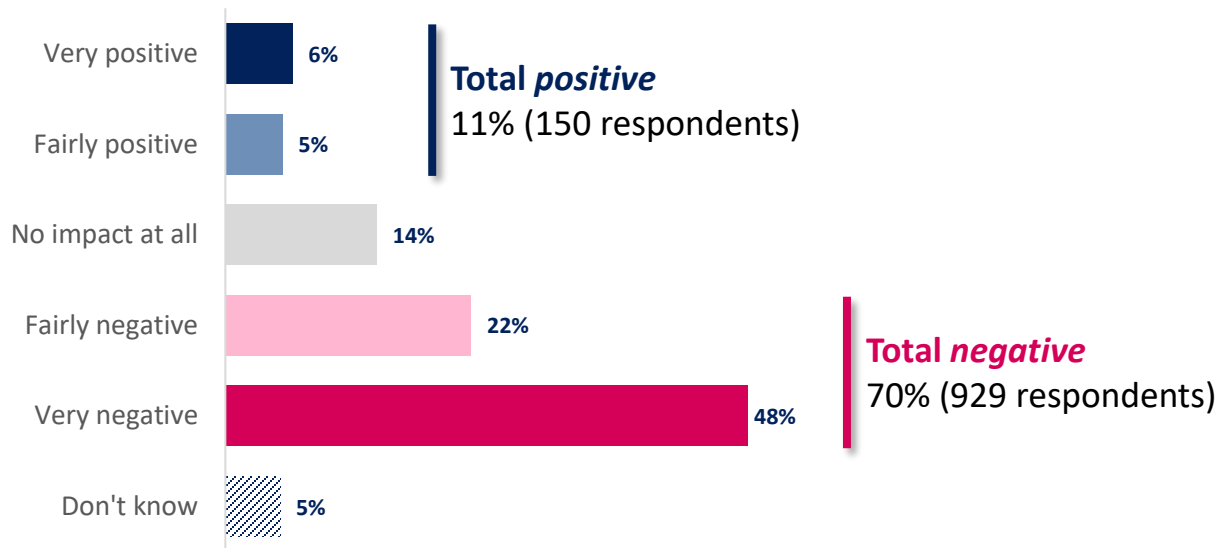
Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



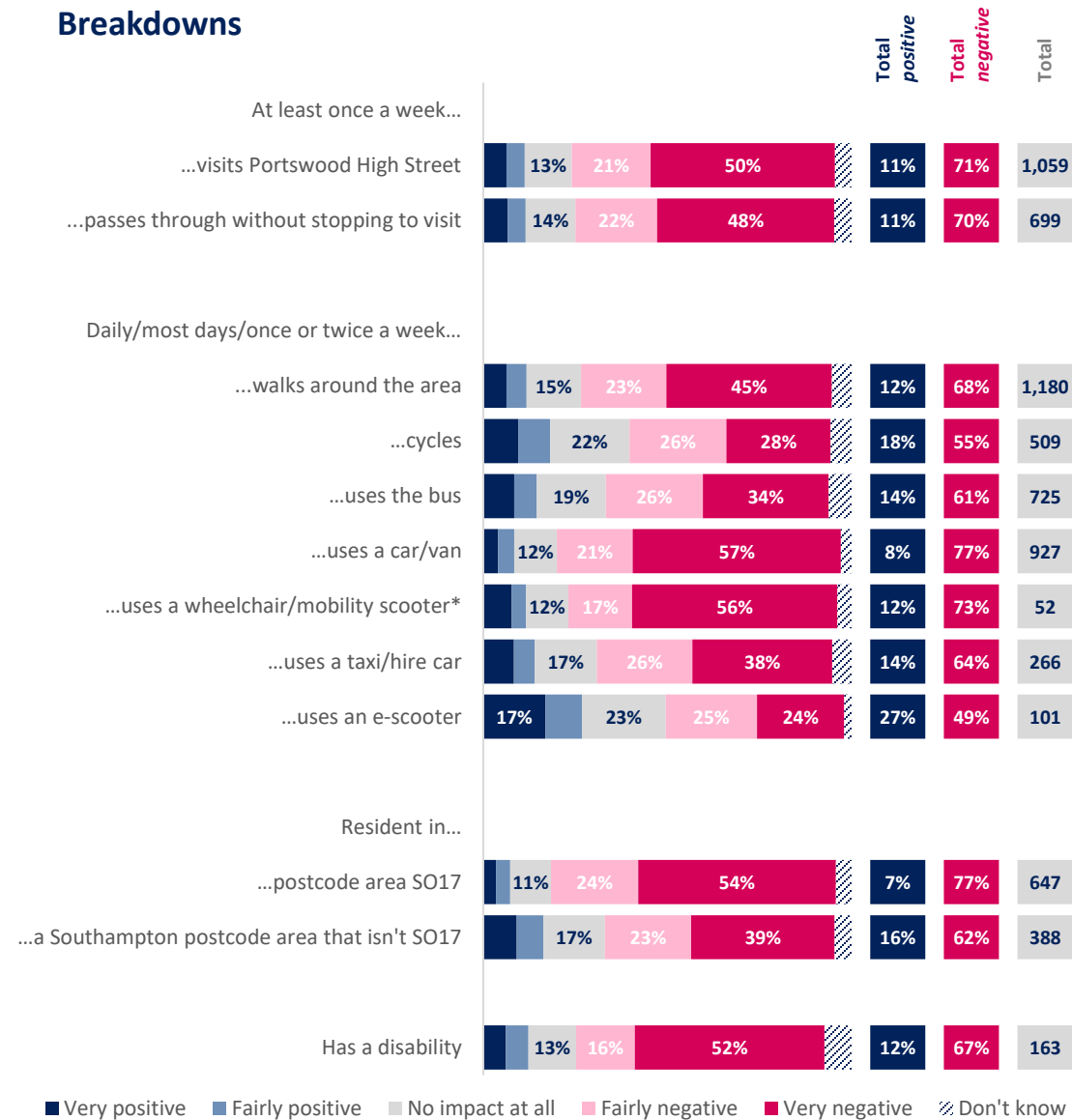
Question 1e | If these plans were to go ahead, what impact do you feel it would have on the following? *Ease of travelling by car to and from Portswood High Street* Responses | 1,328



Key findings

- 70% of respondents said that the proposals would have a *negative impact* on travelling by car to and from Portswood High Street, including 48% that said it would have a *very negative impact*
- All breakdowns (apart from users of e-scooters) responded *negative impact* by more than 50%, with residents of SO17 responding *negative impact* at 77%; five breakdowns (visitors to Portswood, car users, mobility scooter/wheelchair users, SO17 residents and respondents with a disability) also responded *very negative impact* more than 50%

Breakdowns

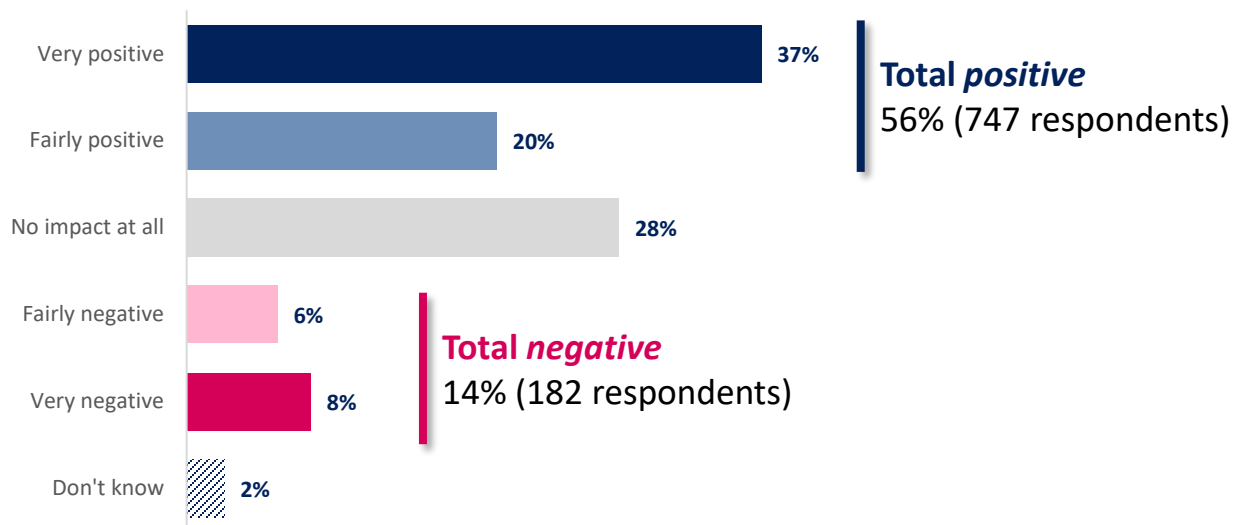


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 1f | If these plans were to go ahead, what impact do you feel it would have on the following? *Safety of those walking and crossing roads on Portswood High Street*

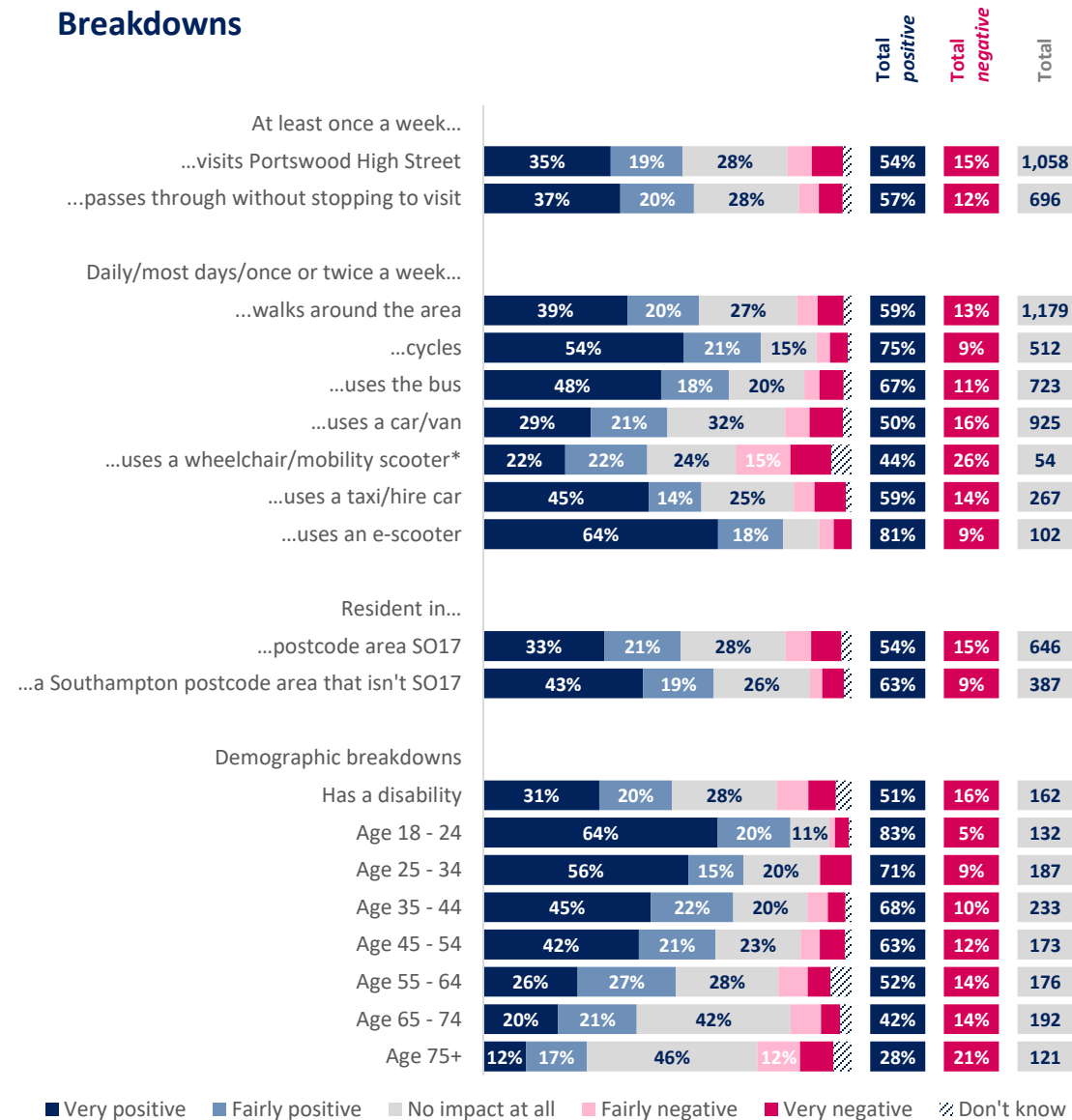
Responses | **1,326**



Key findings

- 56% of respondents said that the proposals would have a *positive impact* on the safety of pedestrians on Portswood High Street, with 28% responding *no impact* and 14% responding *negative impact*
- All transport-related breakdowns responded *positive impact* by 50% or more, including cyclists and e-scooter users responding 50% or more *very positive*, apart from wheelchair and mobility scooter users, who responded 44% *positive impact*, 22% points more than those in the same breakdown that responded *negative impact* (26%)
- Again, as with previous questions, *positive* responses decrease moving up the age brackets from 83% of those aged 18 – 24 to 28% of those aged 75 or older

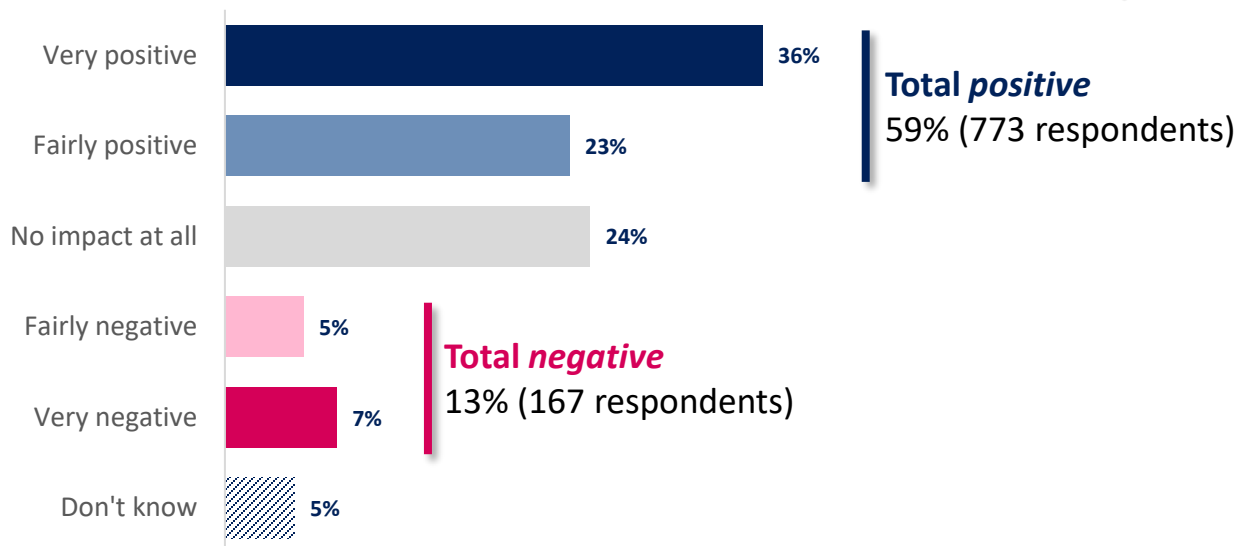
Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.

Question 1g | If these plans were to go ahead, what impact do you feel it would have on the following? *Safety of those walking and crossing roads on Portswood High Street*

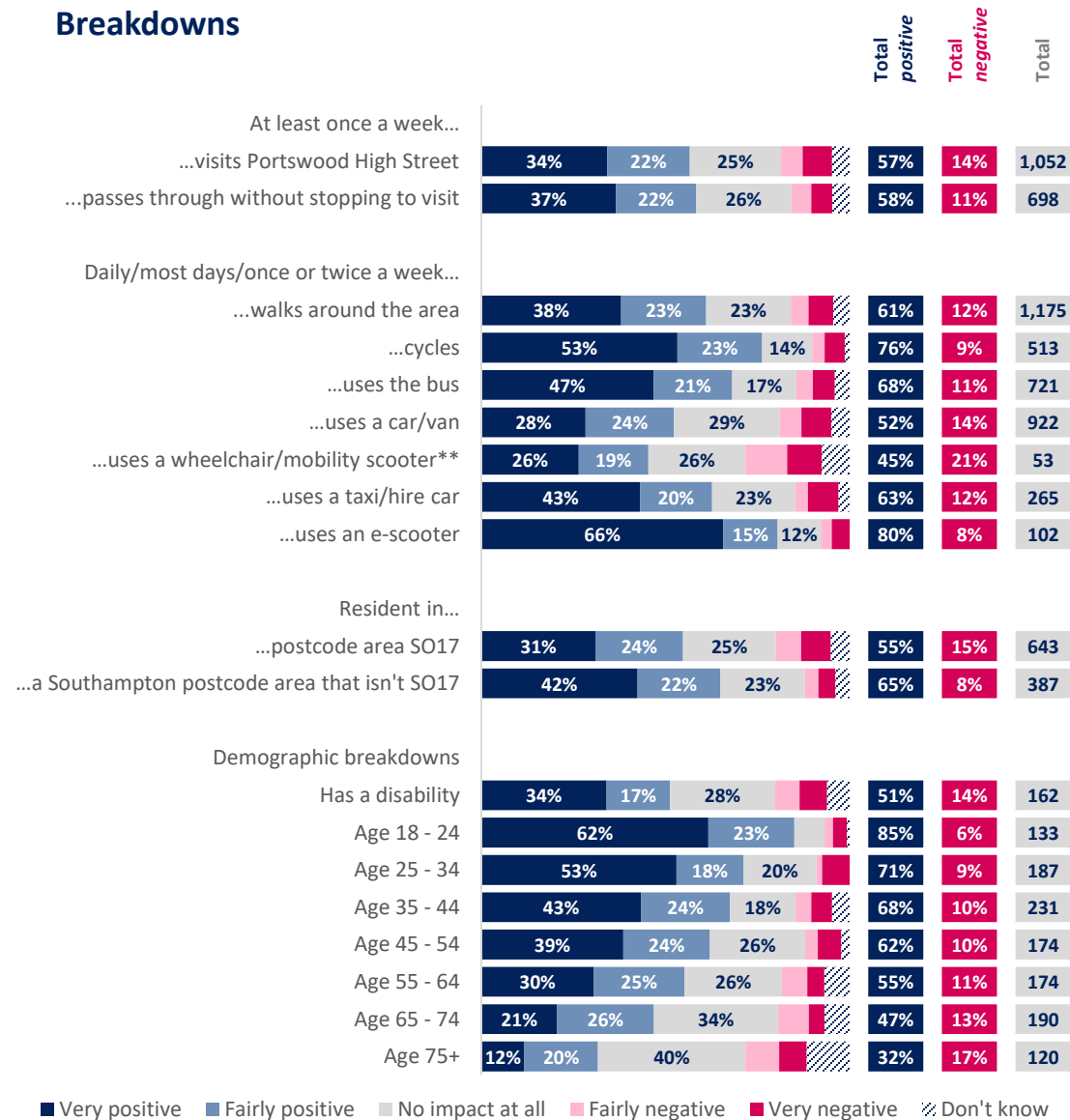
Responses | 1,321



Key findings

- 59% of respondents said that the proposals would have a *positive impact* on the safety of cyclists on Portswood High Street, with 24% responding *no impact* and 13% responding *negative impact*
- Again, all transport-related breakdowns responded *positive impact* by 50% or more, including cyclists and e-scooter users responding 50% or more *very positive*, apart from wheelchair and mobility scooter users, who responded 45% *positive impact*
- Again, as with previous questions, *positive* responses decrease moving up the age brackets from 85% of those aged 18 – 24 to 32% of those aged 75 or older

Breakdowns



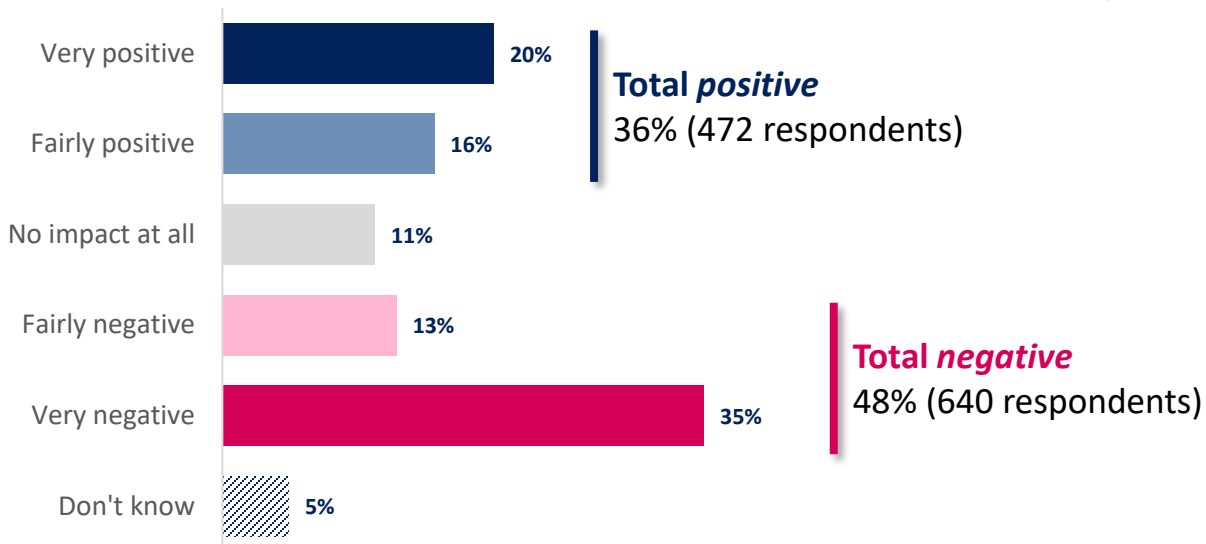
*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Overall experience of travelling across the city for all road users

Question 1h | If these plans were to go ahead, what impact do you feel it would have on the following? Overall experience of travelling across the city for all road users

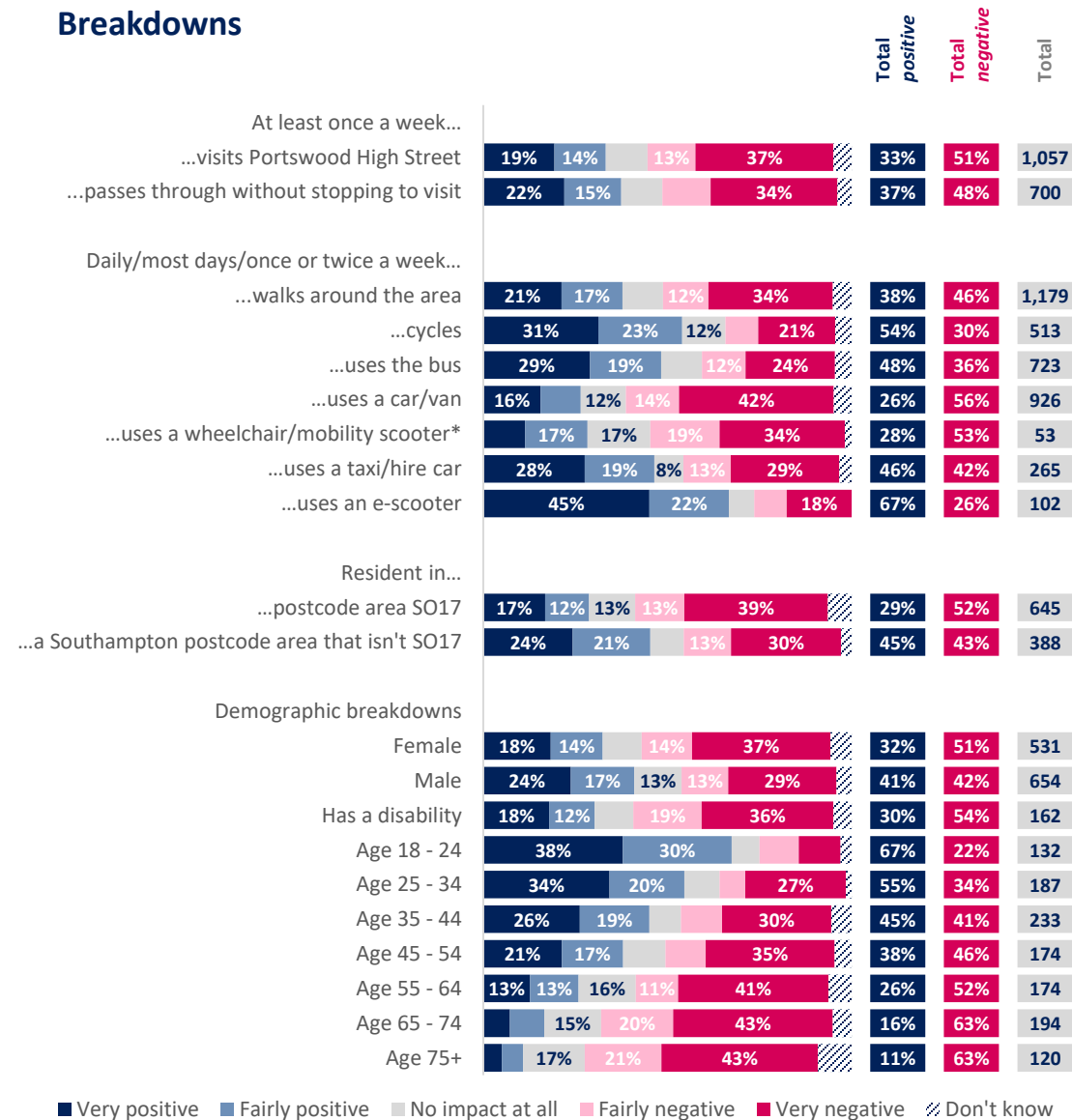
Responses | 1,326



Key findings

- 48% of respondents overall said that the proposals would negatively impact the experience of travelling across the city, compared to 36% that said they would have a positive impact
- Those that regularly cycle and use e-scooters responded positive impact by more than 50%, whereas car users and users of wheelchairs and mobility scooters responded negative impact by 50% or more
- Residents with an SO17 postcode responded negative impact at 52%, 9% points more than those in other areas of the city at 43% negative, who were also more evenly split between positive and negative responses 45% and 43%, compared to respondents in SO17 at 31% and 56%
- As with previous questions, positive responses decrease moving up the age brackets from 67% of those aged 18 – 24 to 11% of those aged 75 or older
- Female respondents responded negative impact at 51%, 9% points more than male respondents at 42%

Breakdowns

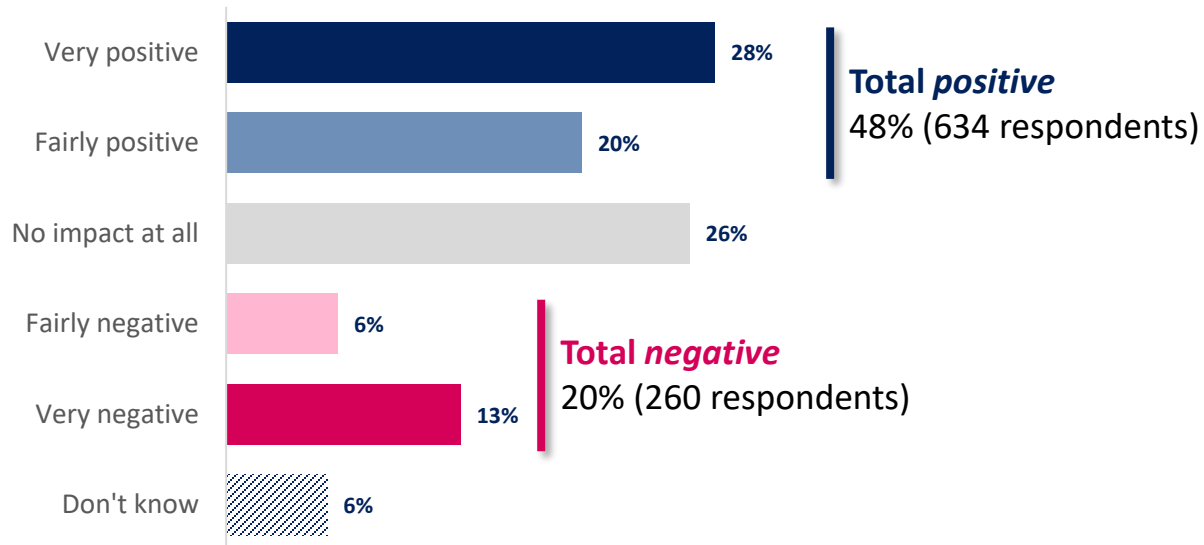


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 1i | If these plans were to go ahead, what impact do you feel it would have on the following? *Air quality*

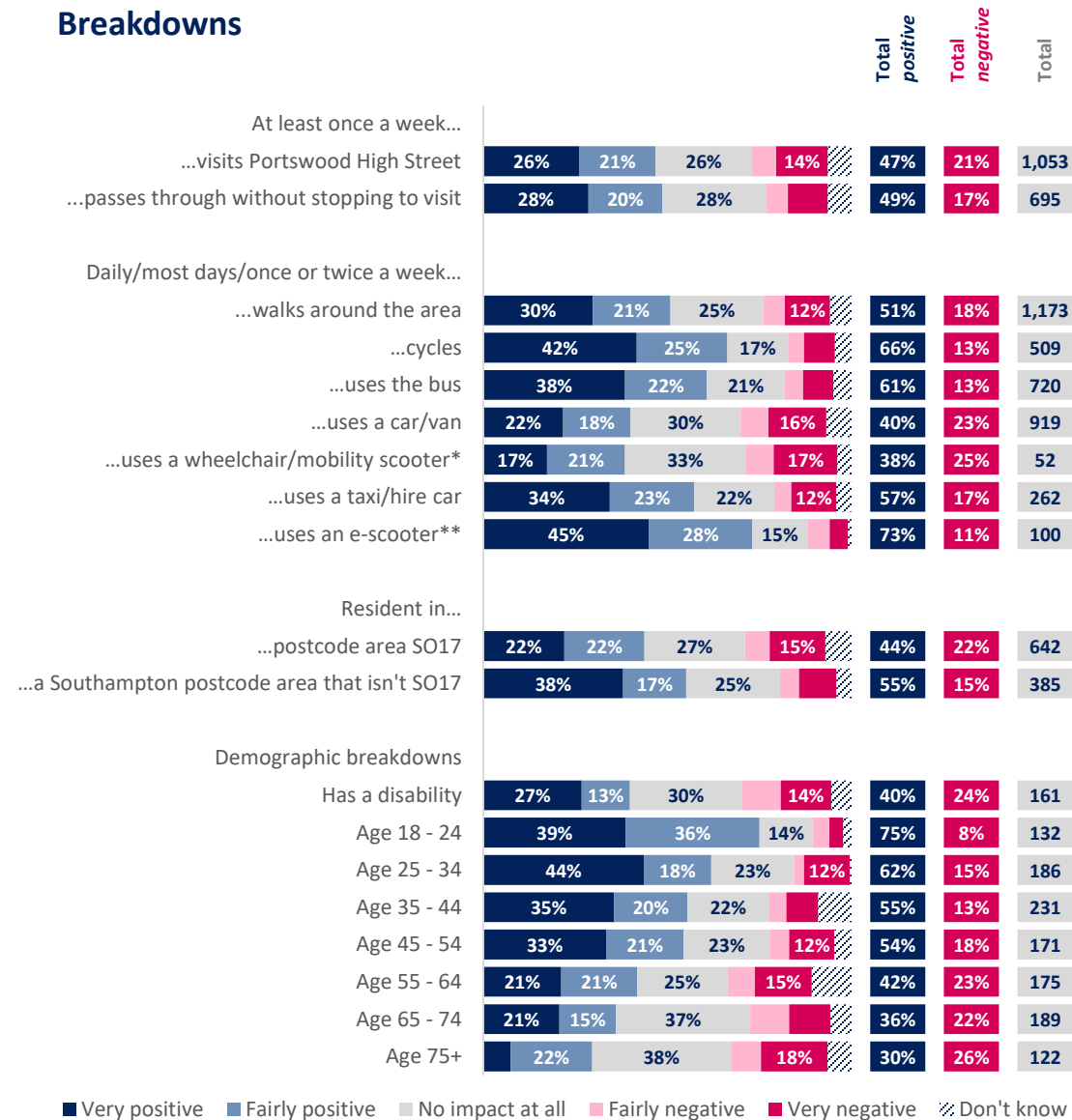
Responses | **1,318**



Key findings

- 48% of respondents overall said that the proposals would negatively impact air quality in the city, compared to 20% that said they would have a *positive* impact on air quality, with more respondents saying that the proposals would have no impact at all (26%) than said they would have a *negative* impact
- All transport-related breakdowns responded *positive impact* by more than 50% apart from car users and users of wheelchairs and mobility scooters, who both responded 38% - 40% *positive* and 23% - 25% *negative*
- Residents with an SO17 postcode responded *positive impact* 11% points less than residents elsewhere in the city 44% to 55%, although the former still responded positively to a greater extent than negatively, 44% to 22%
- As with previous questions, positive responses decrease moving up the age brackets from 75% of those aged 18 – 24 to 30% of those aged 75 or older

Breakdowns

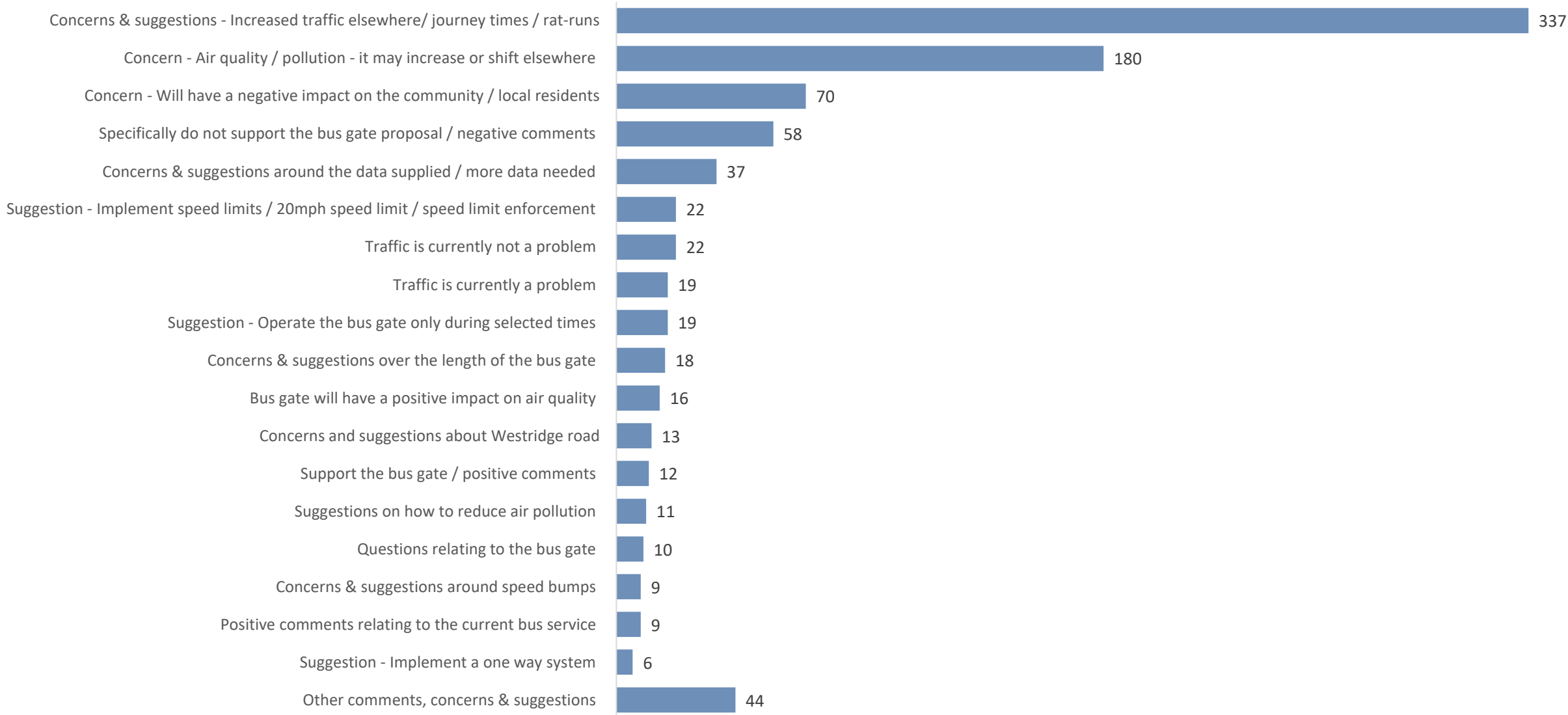


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Portswood Broadway – Specifically Bus gate

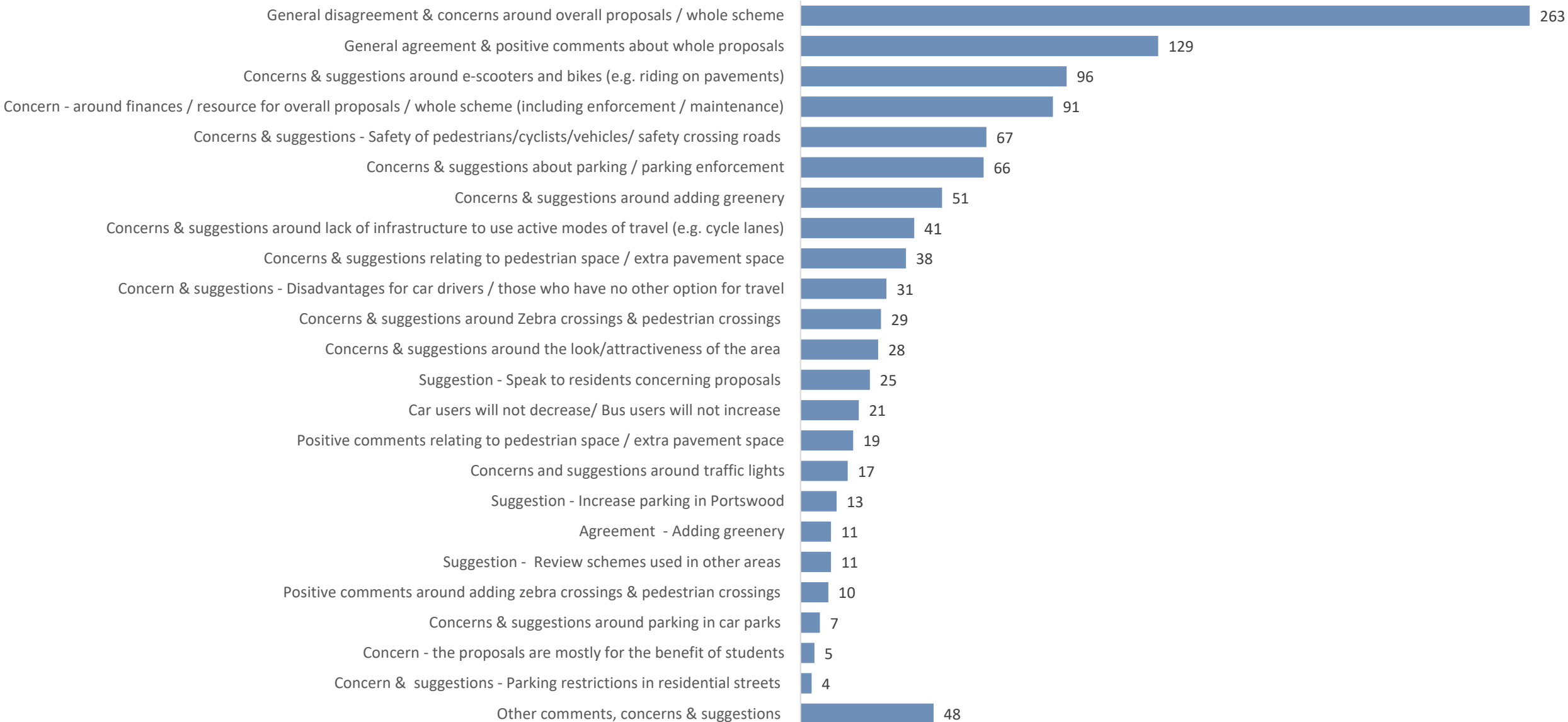
Total free text comments





Portswood Broadway proposals – more generally

Total free text comments



“We are currently investigating the phased introduction of the bus gate should the proposals move forward. We would also be able to provide temporary additional paving along the Broadway to provide the extra pedestrian space the bus gate would allow us to install.

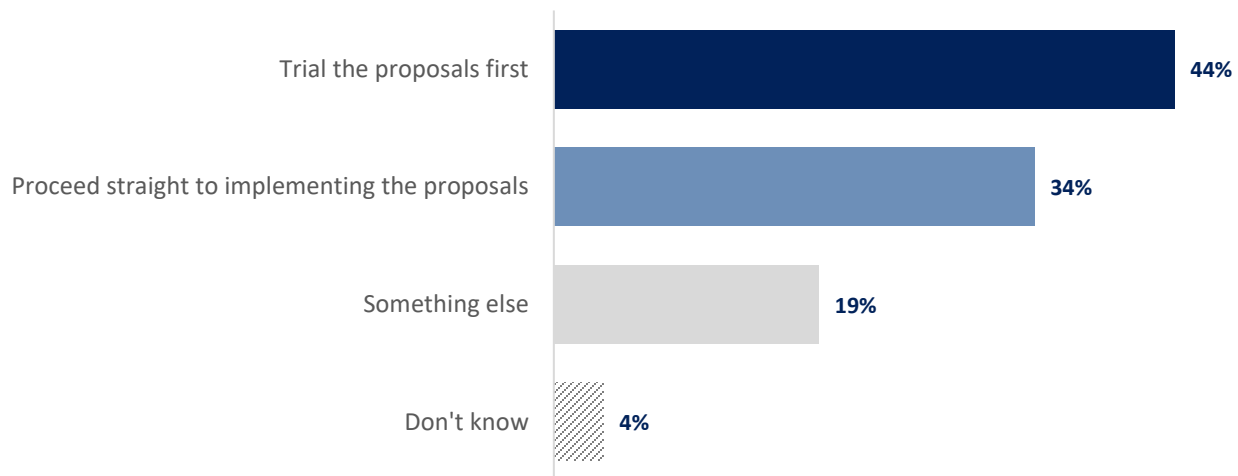
It is important to know that during a phased approach of this scheme we would not be able to provide any of the additional green space initially and it would be added over a longer time frame.”





Question 3 | If plans were approved, which of the following would you prefer?

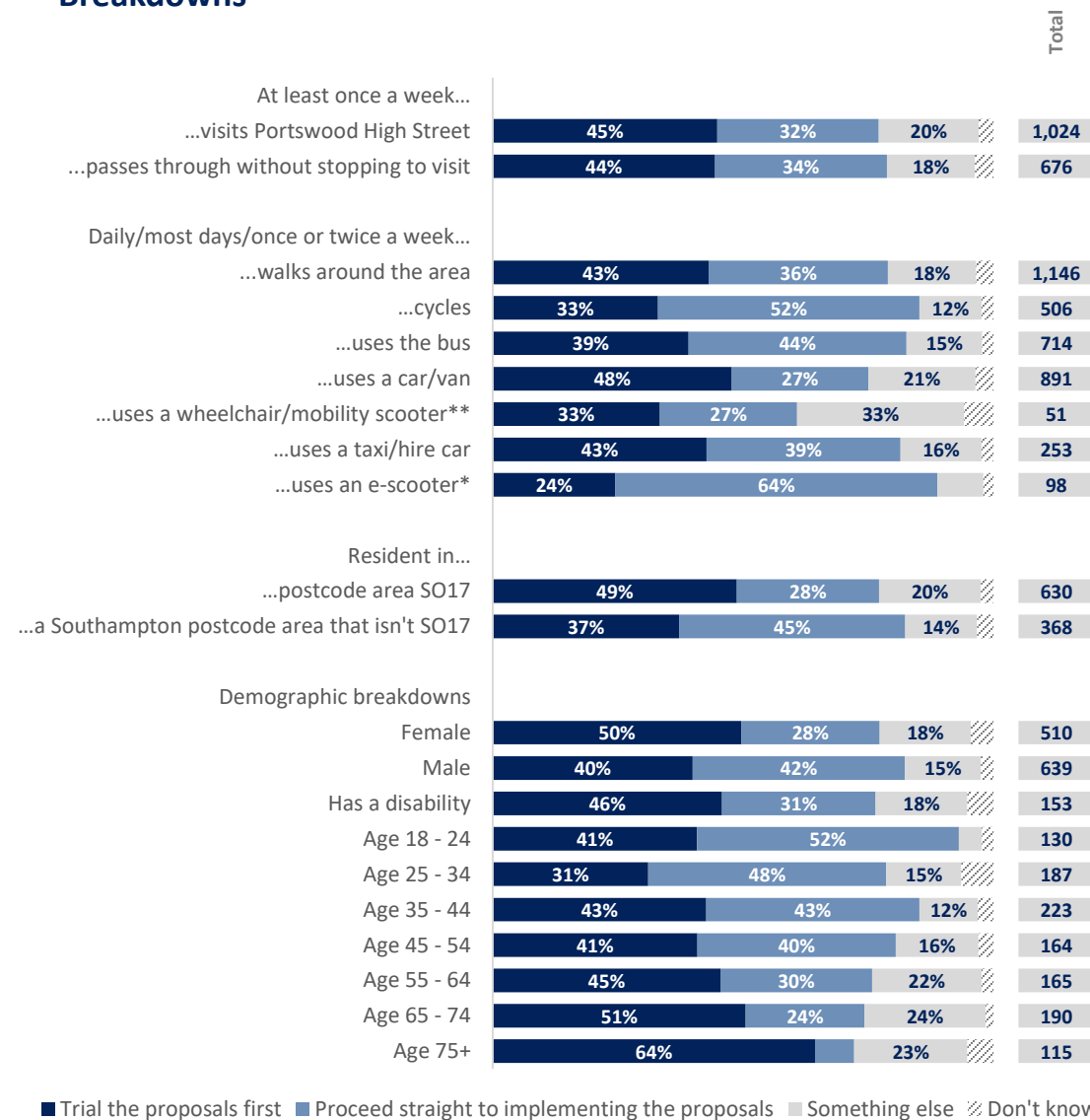
Responses | 1,282



Key findings

- 44% of respondents overall said that the proposals should be trialled first, including 49% of respondents with an SO17 postcode
- Similar to previous questions, responses change as you move up the age brackets: 41% of 18 – 24 year-olds said the proposals should be trialled first, up to 64% of over-75s: inversely, 52% of 18 – 24 year-olds said the proposals should be implemented straight away, down to 8% of those aged 75 or older
- Female respondents said the proposals should be trialled 10% points more than male, 50% to 40%, with men saying the proposals should be implemented straight away (if approved) to a greater extent than saying they should be trialled first (42% to 40%)
- Users of bicycles and e-scooters said the proposals should be implemented straight away if approved 52% and 64% respectively; car users said that the proposals should be trialled first to the greatest extent at 48%

Breakdowns

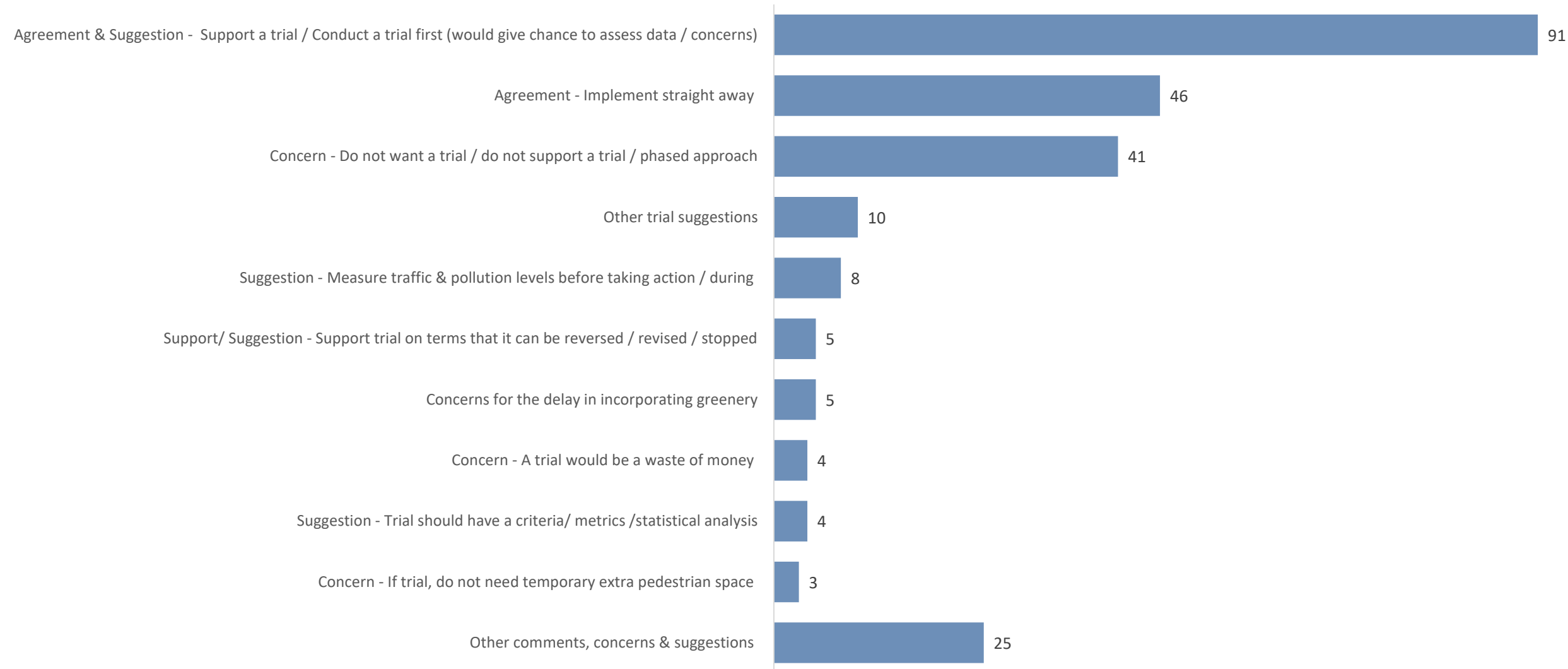


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Portswood Broadway - Phased implementation

Total free text comments



“One of the key concerns raised by residents was about the economic impact on local businesses of a bus-only zone on a section of [Portswood] Broadway. To address these concerns and measure their impact, we commissioned an independent Economic Impact Assessment (EIA) to look more specifically at the impact [a bus-only zone] would have on the Portswood area. The full report is available online at transport.southampton.gov.uk/portswood.

This assessment has been based on and follows the principles set out in the HM Treasury Green Book. Key findings from the initial assessment include:

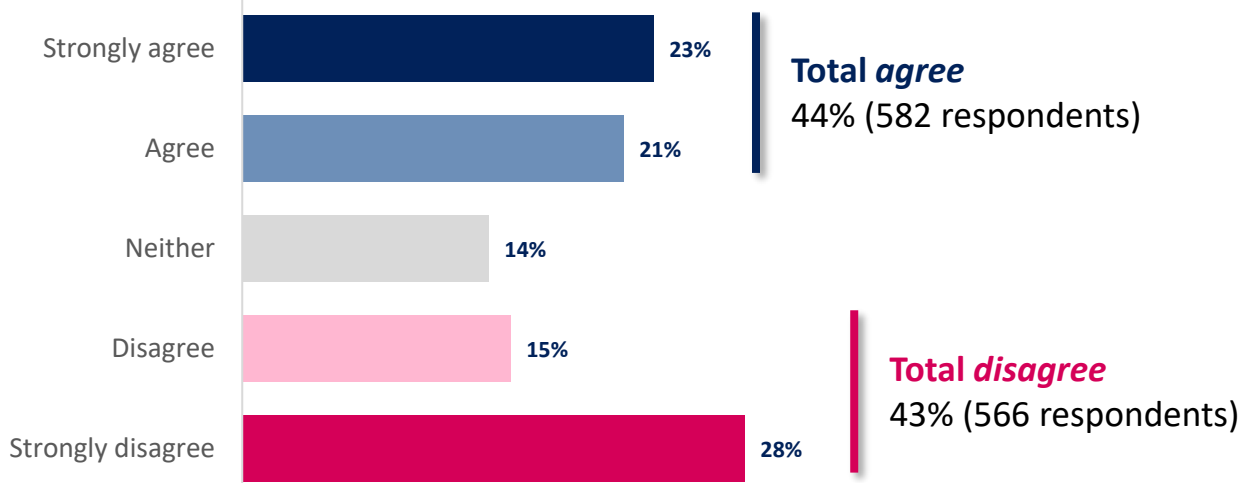
- **The Portswood Project scheme will generate around £8 for every £1 of investment.** The long-term economic benefits to the Southampton economy, through uplift in sales and increased employment opportunities, support the Southampton Pound objective of community wealth building.
- **An additional 30 full-time-equivalent (FTE) jobs.** The proposals are predicted to generate additional jobs on the Broadway as the consumer benefits from increased trading space and longer opening hours to attract more people.
- **An additional £32,705,000 Gross Value Added (GVA) to the local economy over 10 years.** This is due to the increased footfall compared with if the scheme was not implemented.
- **A 5% uplift in trade.** Businesses trading in retail, leisure, food services and other business services could expect a 5% uplift in trade from the additional footway space and improvements bringing more people to the area.

We hope the EIA provides residents and businesses with some supporting information to help inform their responses to the Phase 2 consultation. We want to make sure that local businesses are fully supported as part of the second phase of this consultation - we will therefore focus on providing advice and guidance on how businesses can get the full benefit of the scheme should it go ahead, and continue to work with them on the specific concerns raised.”



Question 5 | To what extent do you agree or disagree that we have adequately assessed and provided sufficient information on the potential economic impact of the proposals?

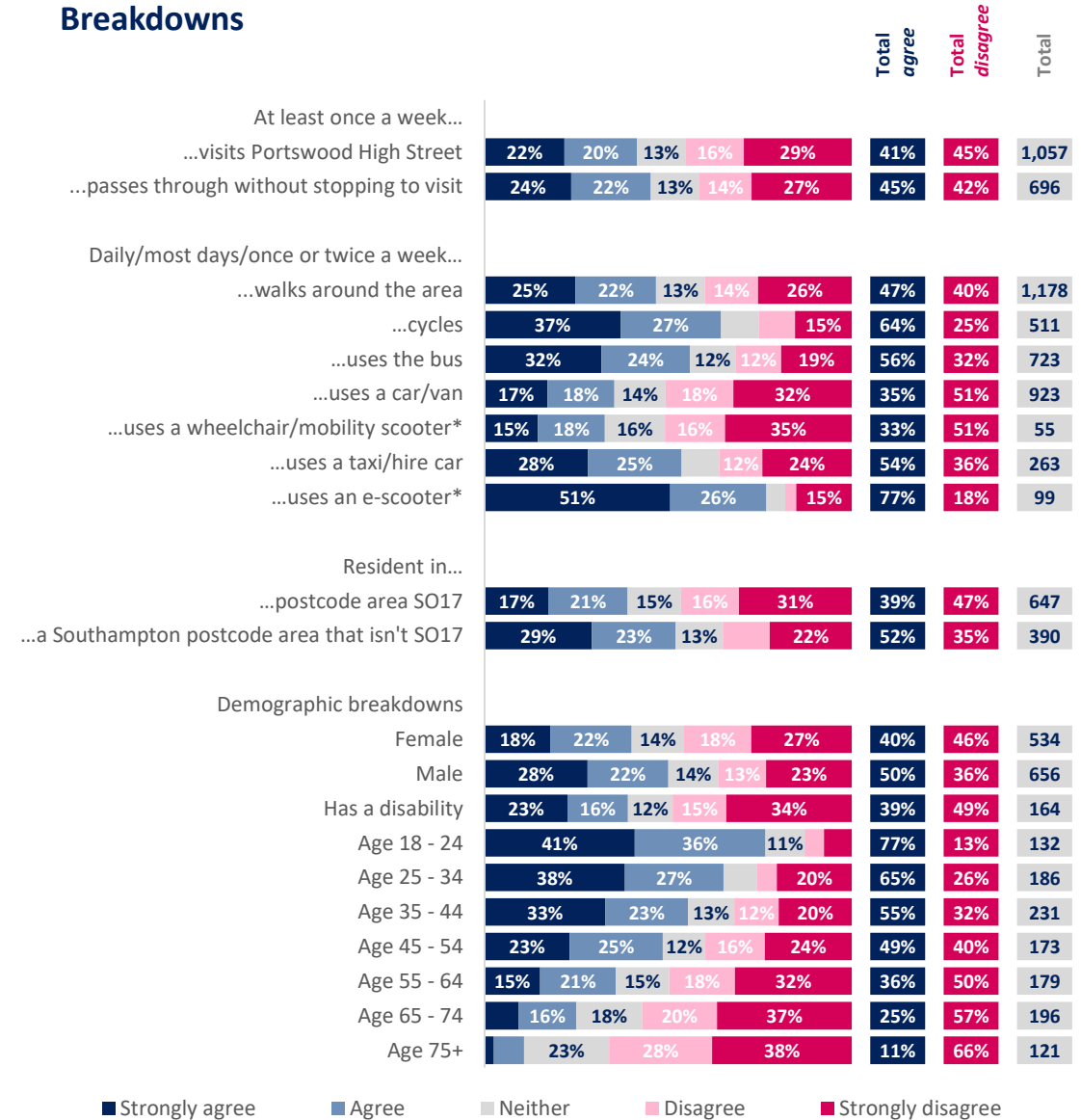
Responses | 1,329



Key findings

- Respondents were split on this question, with 44% saying that they *agreed* and 43% saying that they *disagreed*
- Cyclists, bus users, taxi users and respondents that use e-scooters responded *agree* by more than 50% each, where car users and those that use wheelchairs or mobility scooters *disagreed* at 51% each
- Respondents in the city outside postcode SO17 responded *agree* 13% points more than those in SO17, 52% to 39%
- Men responded *agree* 10% points more than women, 50% to 40% respectively, and disagreed 10% points less, 36% to 46%
- Again, respondents responded *agree* to a greater extent in lower age brackets, with 77% of 18 – 24 year-olds responding *agree* and 11% of those aged 75 or older doing so (the inverse is also true: 13% of 18 – 24 year-olds *disagree*, 66% of those aged 75 or older *disagree*)

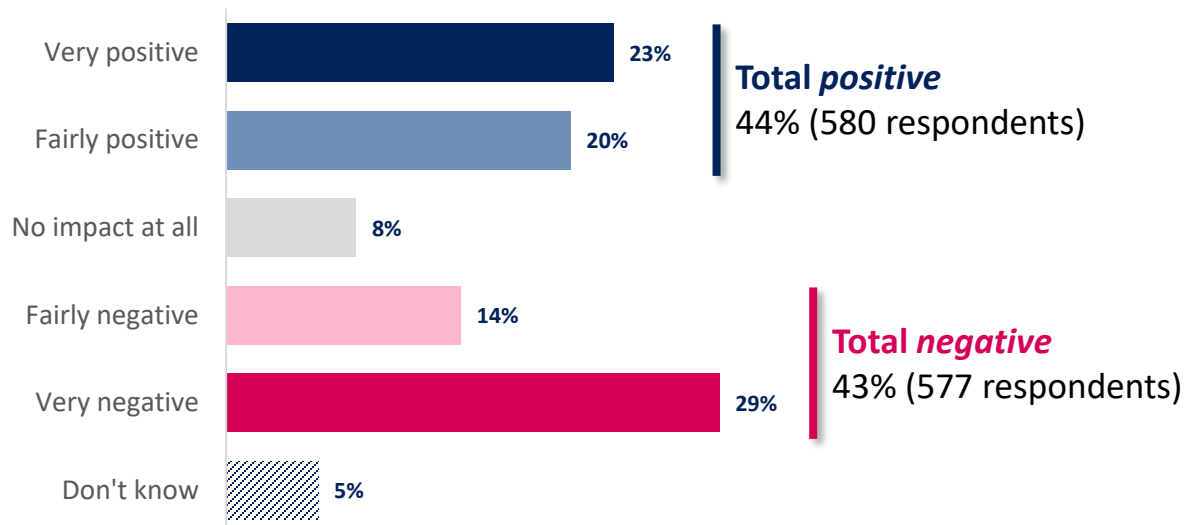
Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



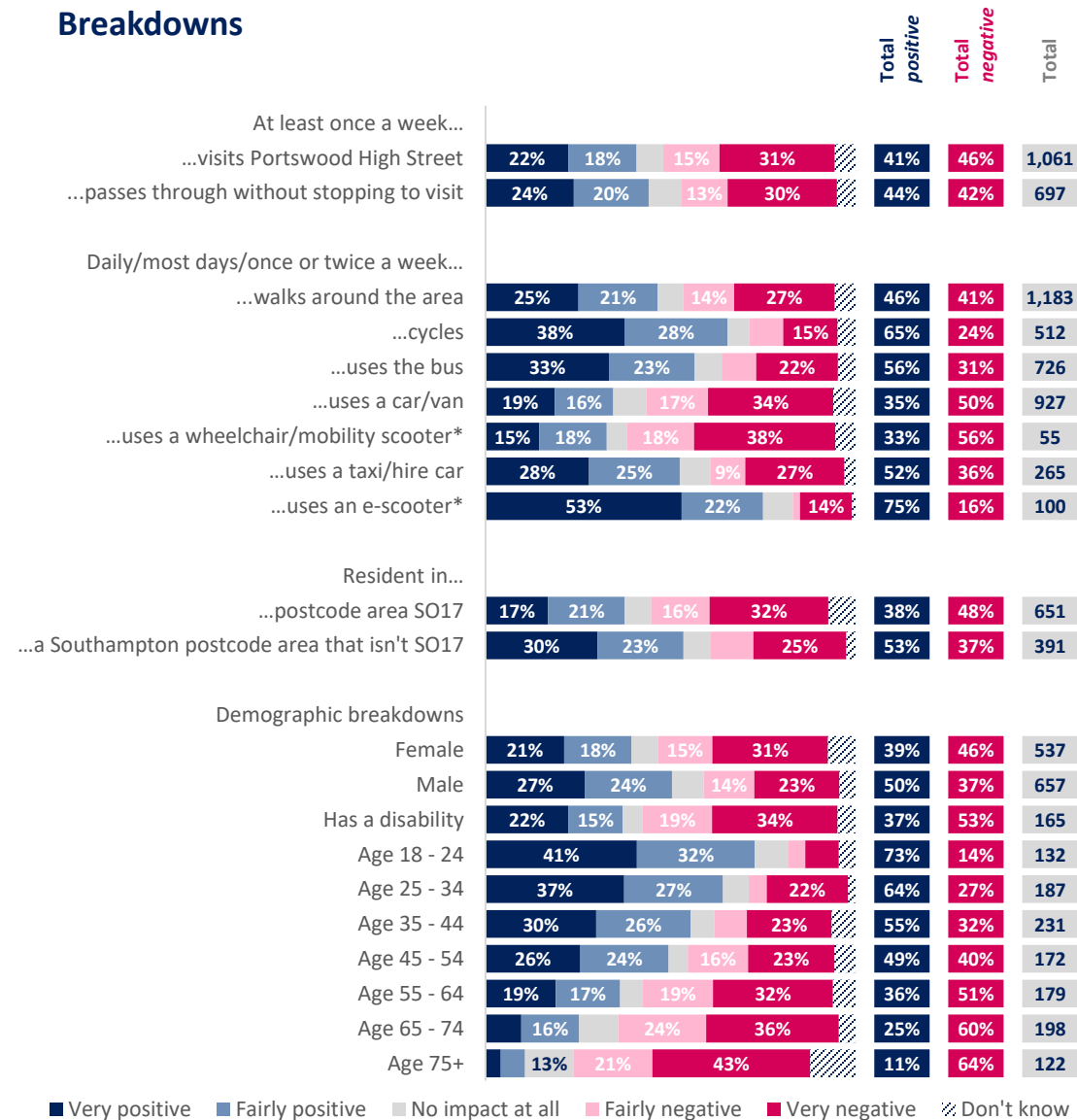
Question 6 | If these plans were to go ahead, what impact do you feel it would have on the local economy? Responses | 1,333



Key findings

- Respondents said the proposals would have both a *positive* and a *negative* impact to a similar extent, at 44% and 43% of respondents overall respectively
- Respondents in the city outside postcode SO17 responded *positive* 15% points more than those in SO17, 53% to 38%, with the latter responding 52% *negative* impact
- Respondents responded *positive* to a greater extent in lower age brackets, with 73% of 18 – 24 year-olds responding *positive* and 11% of those aged 75 or older doing so
- Men responded *positive* impact 11% points more than women, 50% to 39%, with female respondents responding 46% *negative* impact
- Cyclists, bus users, taxi and hire car users and respondents that use e-scooters all responded *positive* by more than 50%, with car users and users of wheelchairs and mobility scooters responding more than 50% *negative* impact

Breakdowns

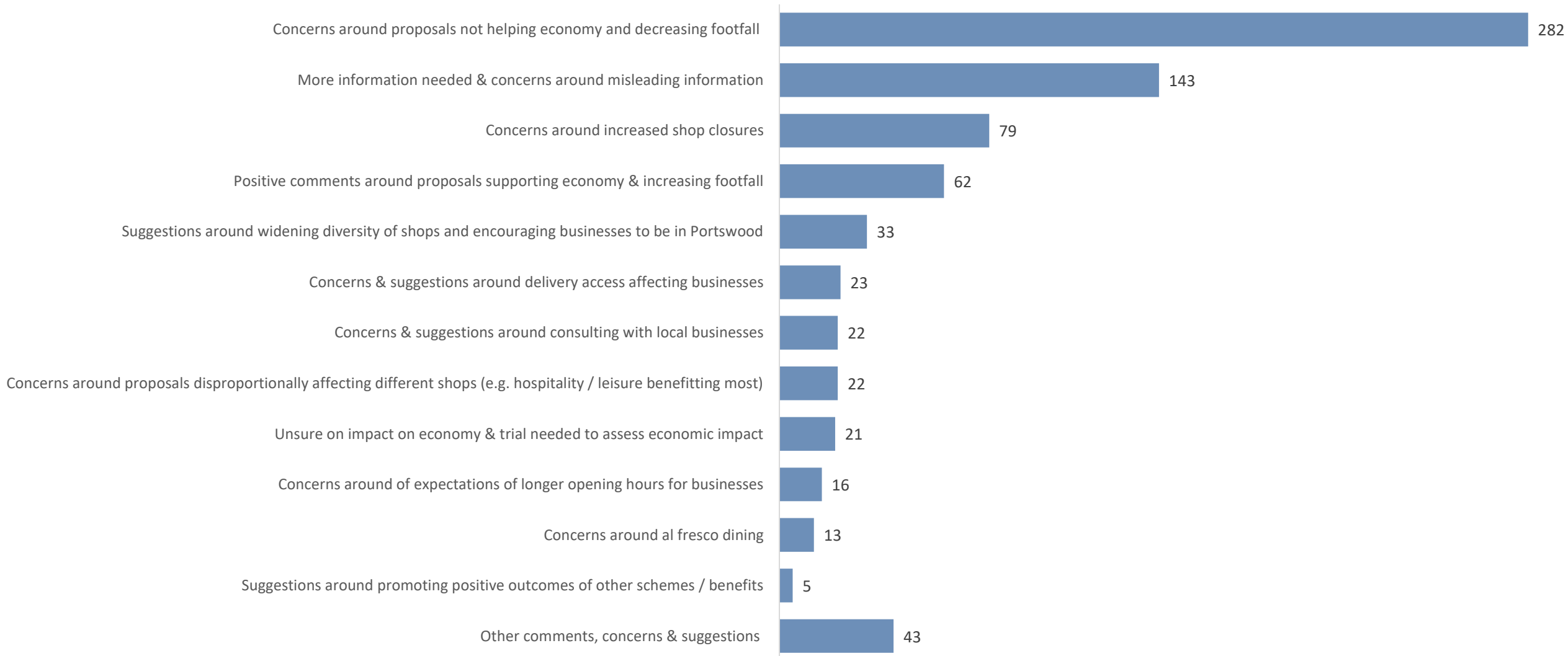


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Portswood Broadway - Economic impact

Total free text comments





“Access for people with mobility issues, especially those that have no alternative but to use their car, will also be improved with better pedestrian access into Westridge Road car park and more parking for people with disabilities around the area.

As part of the work on the Active Travel Zone, we would also include additional disabled compliant crossings and improve the condition of our footways.

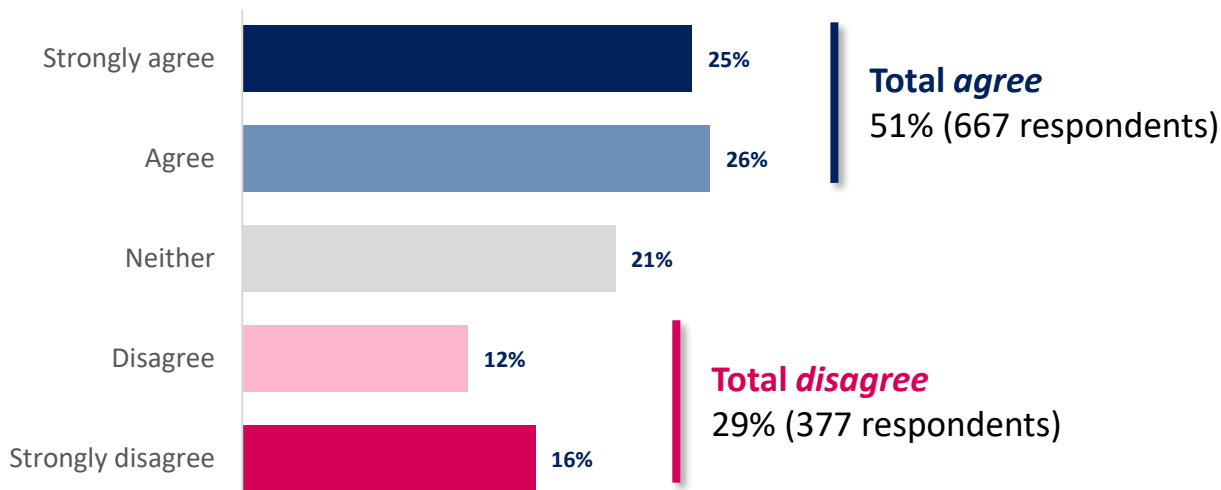
There will be around seven additional benches along the Broadway for people to sit and rest, and hospitality businesses will be able to offer outdoor seating, where people can socialise with family and friends. The area will also be improved with dementia-friendly design principles being applied to the design of the future Broadway layout. Our new Accessibility Forum will play a crucial role in reviewing the scheme and the design detail.”





Question 8 | To what extent do you agree or disagree that we have taken sufficient steps to maintain access for people with mobility issues and people with disabilities?

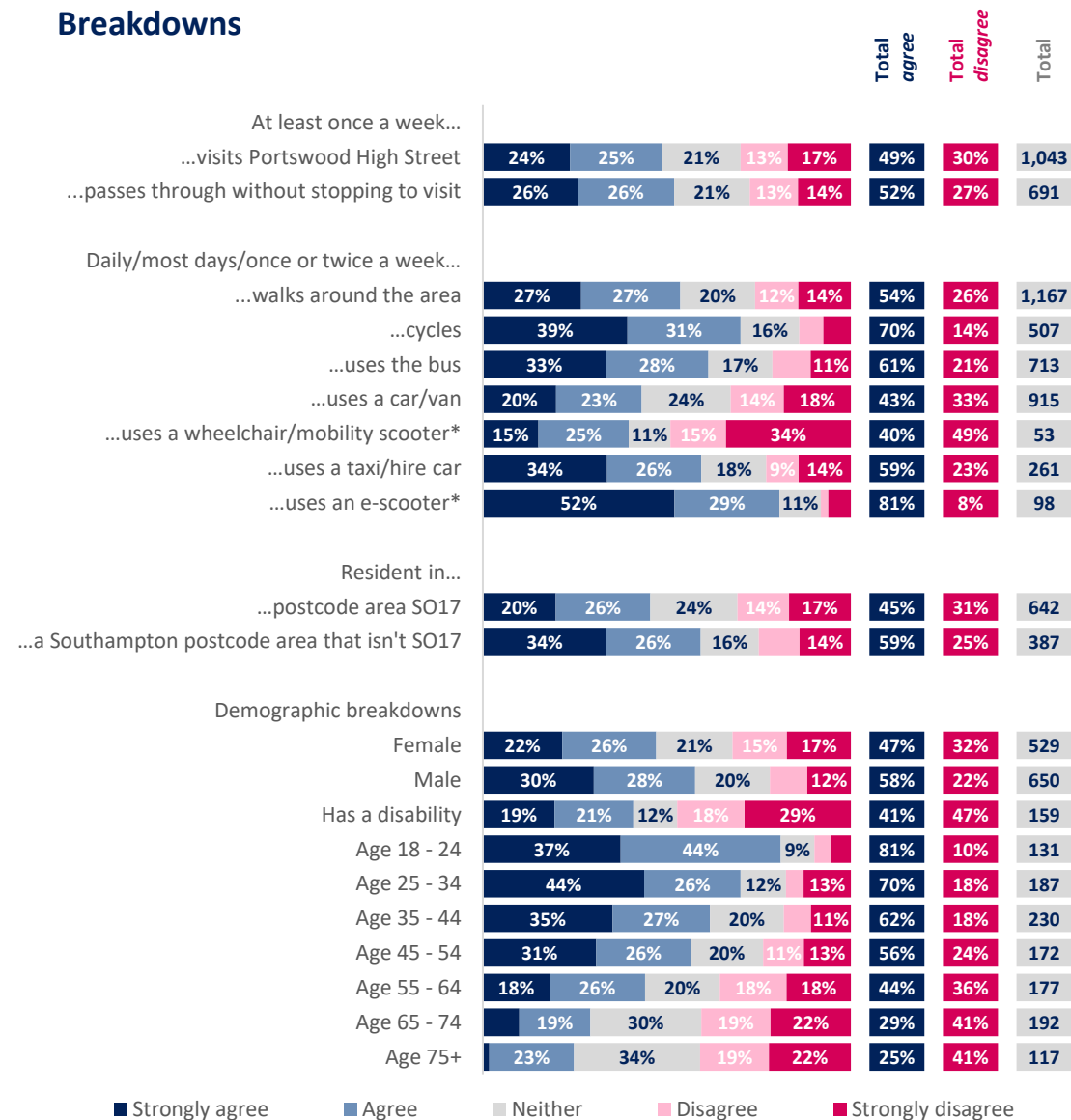
Responses | 1,315



Key findings

- 51% of respondents agreed that sufficient steps were taken to maintain access to Portswood High Street for people with mobility issues and/or disabilities
- Respondents that walk, cycle, bus, taxi or e-scooter *agreed* between 54% and 81%, whereas car/van users and users of wheelchairs and mobility scooters agreed between 40% and 43%, with the latter responding *disagree* to a greater extent than *agree*, 49% to 40%
- Residents of postcode SO17 *agreed* to a lesser extent than Southampton residents of other postcodes, 45% to 59%
- Men *agreed* to a greater extent than women 58% to 47%, and respondents with disabilities *disagreed* to a greater extent than *agreed*, 47% to 41%
- Respondents *agreed* to a greater extent in lower age brackets, with 81% of 18 – 24 year-olds responding *agree* and 25% of those aged 75 or older doing so

Breakdowns

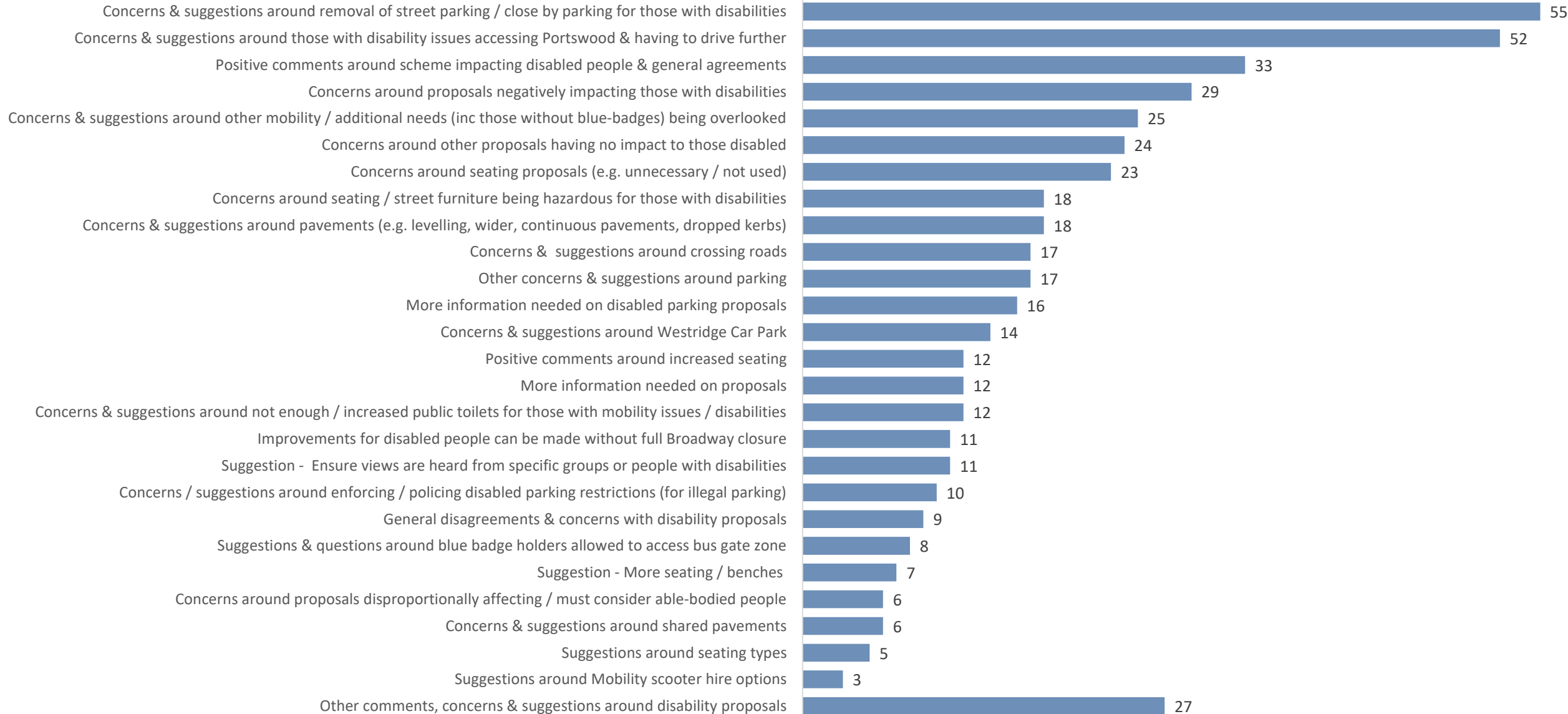


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Portswood Broadway - Mobility issues / disabilities

Total free text comments



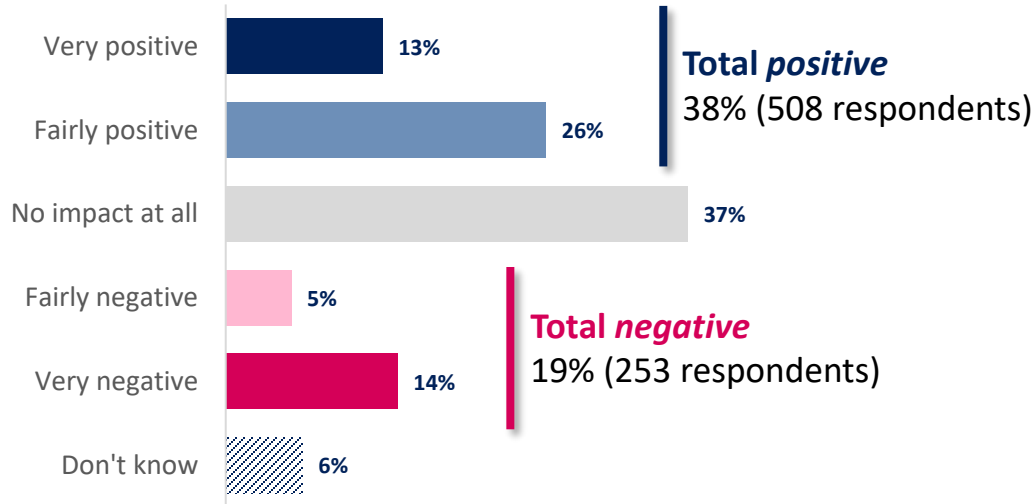
“Crime and antisocial behaviour was a key concern raised in Phase 1 of the consultation and one we share. Local street drinking, assaults, theft and other crimes are something we all take very seriously.

The Council, in partnership with our local police officers, are working to ensure these proposals would help address these problems and make the Portswood area safer for us all to enjoy. These proposals would allow us to:

- Provide additional CCTV along the Broadway, helping the police to gather evidence and monitor crimes;
- Design out blind spots and improve street lighting;
- Work with local businesses to form the Portswood Business Engagement Forum, which will help the Council and the police to work better together with local businesses, and;
- Working on community schemes that allow people to better and more easily report crimes.”



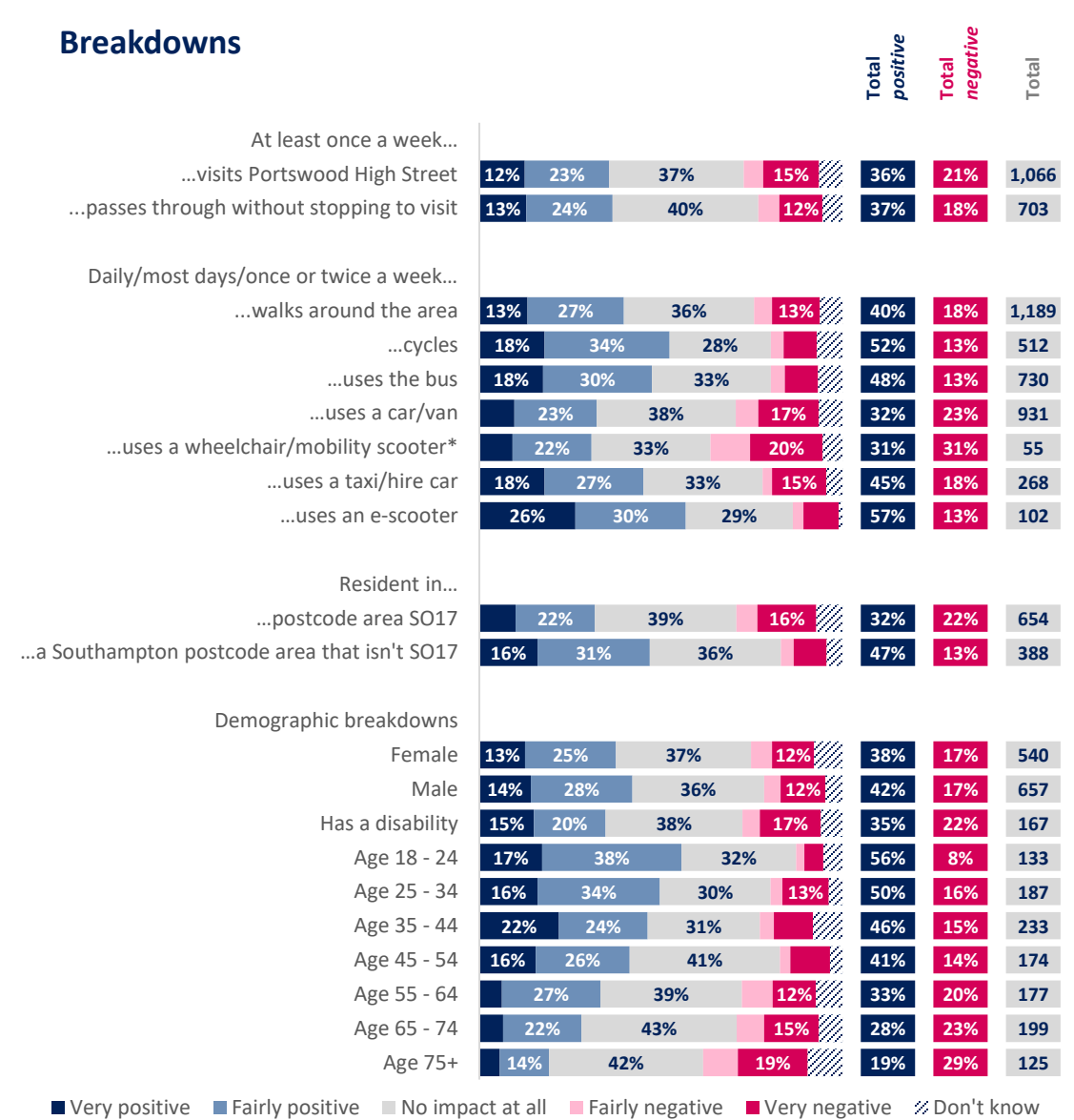
Question 10a | What impact do you feel the proposals would have on the following? *Reducing crime and antisocial behaviour*
Responses | **1,335**



Key findings

- 38% of respondents said that the proposals would have a *positive* impact on efforts to combat crime and anti-social behaviour, with a similar amount saying that they would have no impact at all (37%)
- Cyclists and e-scooter users responded *positive* by more than 50% each, with walkers, bus users, car/van users, mobility and wheelchair users and people using taxis and hire cars responding *positive* less than 50%: additionally, wheelchair/mobility scooter users responded *positive*, *negative*, and *no impact* equally between 31% and 33% - car users also responded *no impact* to a greater extent than *positive impact*, 38% to 32%
- Residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 32% to 47%
- Respondents were more *positive* to a greater extent in lower age brackets, with 56% of 18 – 24 year-olds responding *positive* and 19% of those aged 75 or older doing so

Breakdowns

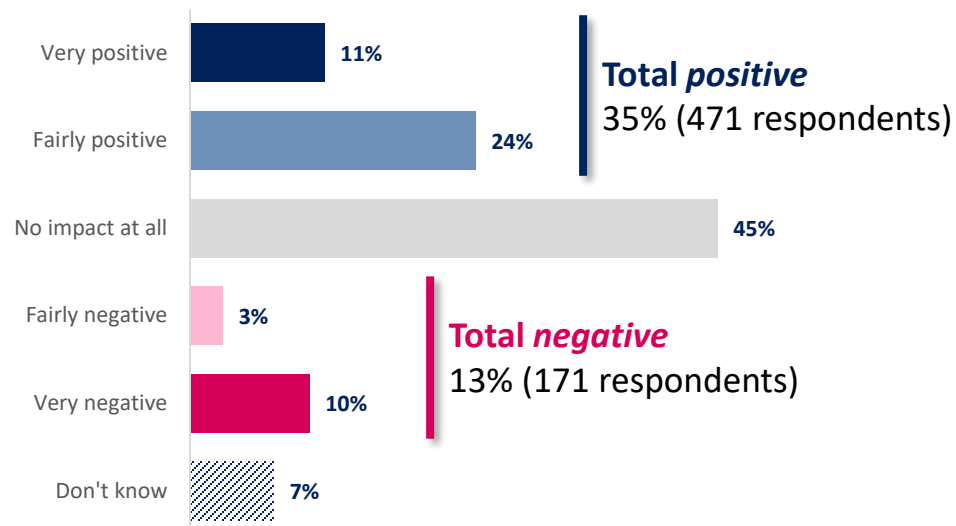


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 10b | What impact do you feel the proposals would have on the following? *Making crime and antisocial behaviour easier to report*

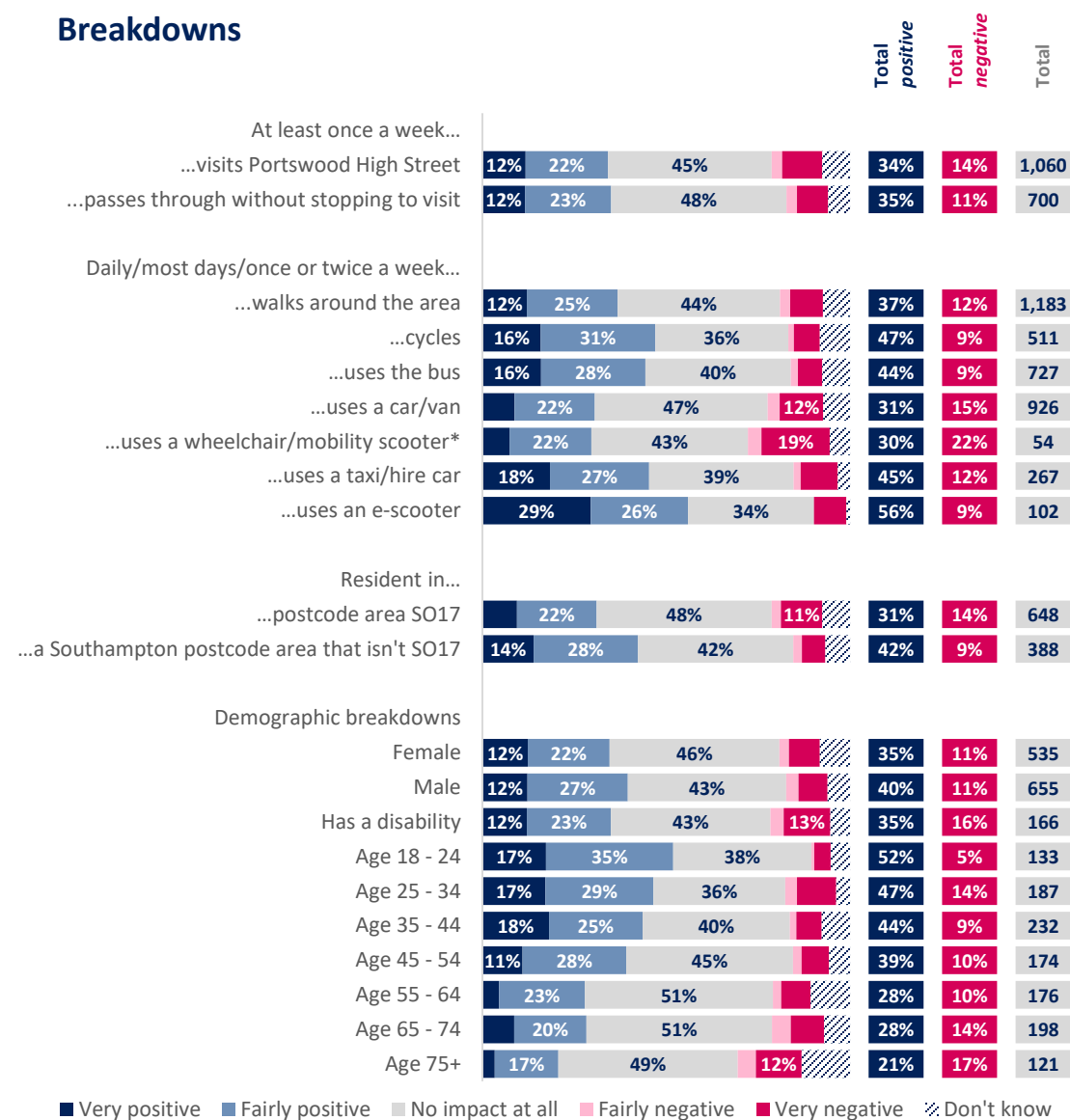
Responses | 1,327



Key findings

- 35% of respondents said that the proposals would have a *positive* impact on making crime easier to report, with 45% saying that they would not have an impact in this area
- E-scooter users responded *positive* by more than 50%, with walkers, cyclists, bus users, car/van users, mobility and wheelchair users and people using taxis and hire cars responding *positive* less than 50%
- Residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 31% to 42%
- Respondents were more *positive* to a greater extent in lower age brackets, with 52% of 18 – 24 year-olds responding *positive* and 21% of those aged 75 or older doing so

Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Portswood Broadway - Crime and antisocial behaviour

Total free text comments





Portswood Travel Hub





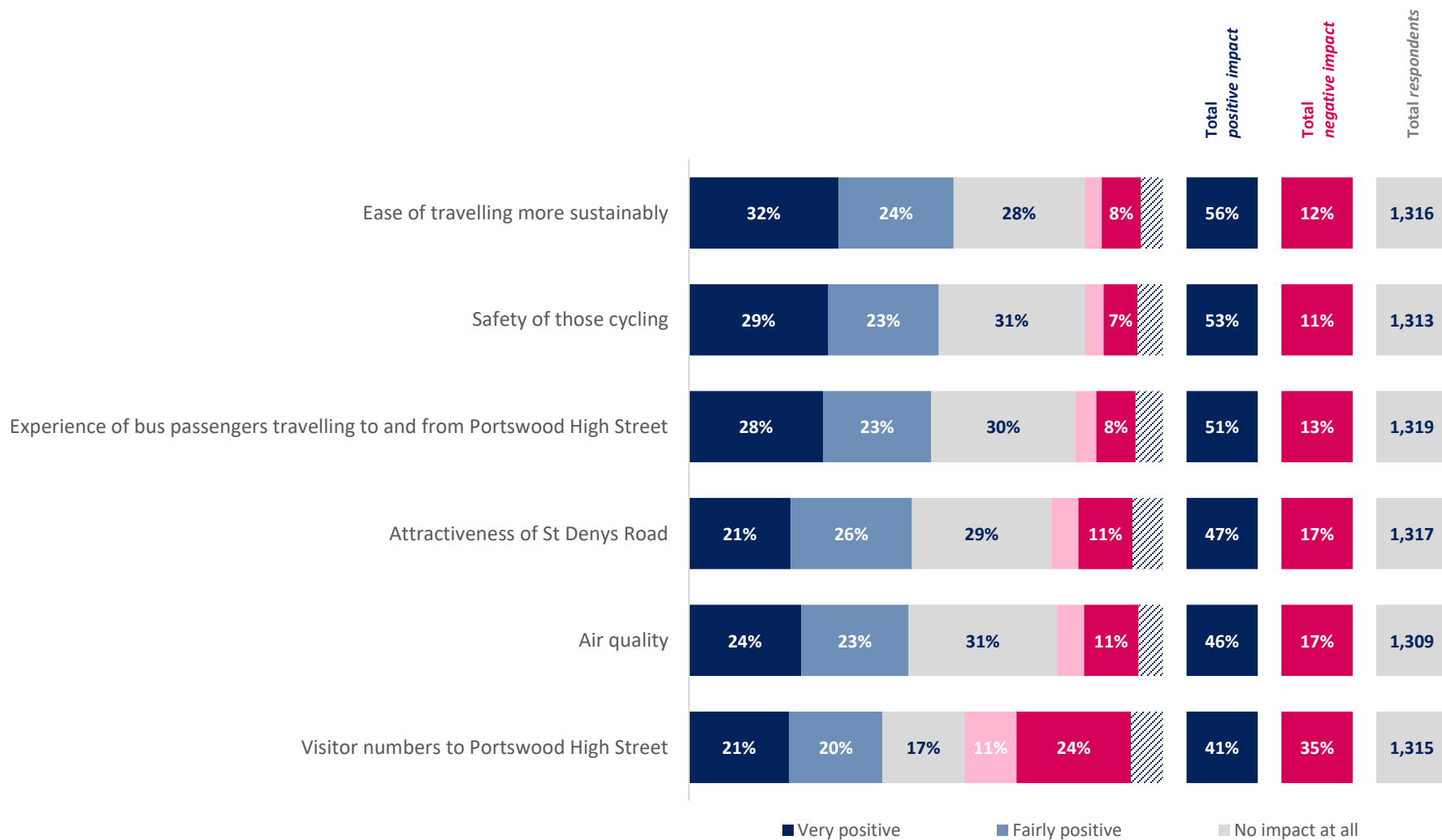
“To improve access to the Broadway for all users, we are proposing the installation of a Travel Hub on St Denys Road alongside Portswood Broadway, next to Trago Lounge. Adjacent to the Travel Hub, additional parking for people with disabilities will be provided.

The Travel Hub will provide people with access to a range of transport options including disabled parking bays, e-bike or scooter hire, secure cycle parking and electric vehicle charging points; it will also link to improved bus stops on Portswood Broadway. On top of this, the Hub could include improvements to the public space such as art, greening and seating, and additional facilities like parcel lockers, information boards and wayfinding, bringing more visitors to Portswood High Street and providing reasons for them to stay. Final elements of the Travel Hub will be refined as the project progresses based on the feedback received from this consultation.”





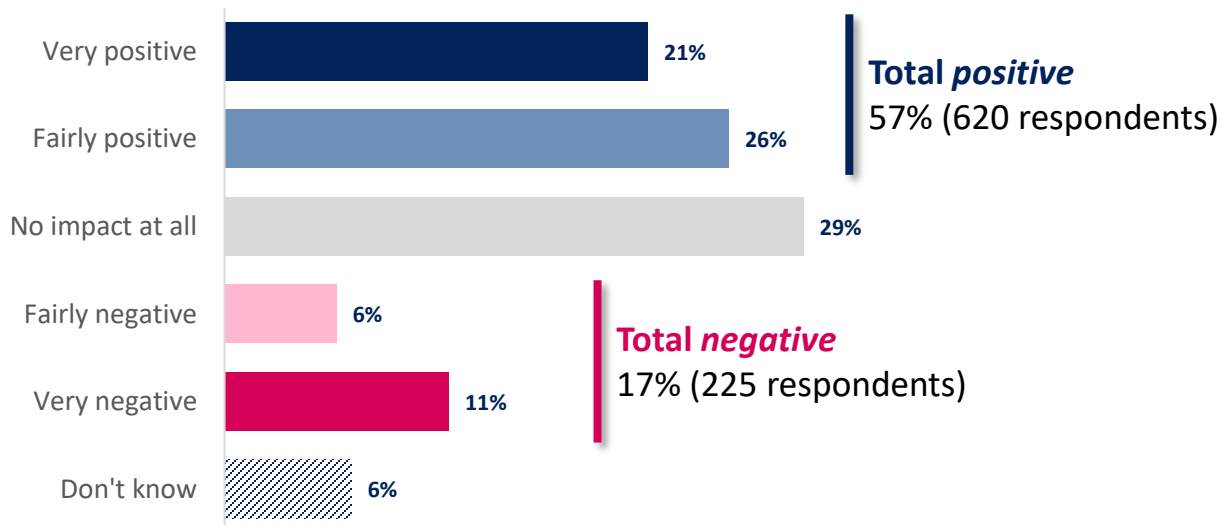
Question 12 | If these plans were to go ahead, what impact do you feel it would have on the following?





Question 12a | If these plans were to go ahead, what impact do you feel it would have on the following? *Attractiveness of St Denys Road*

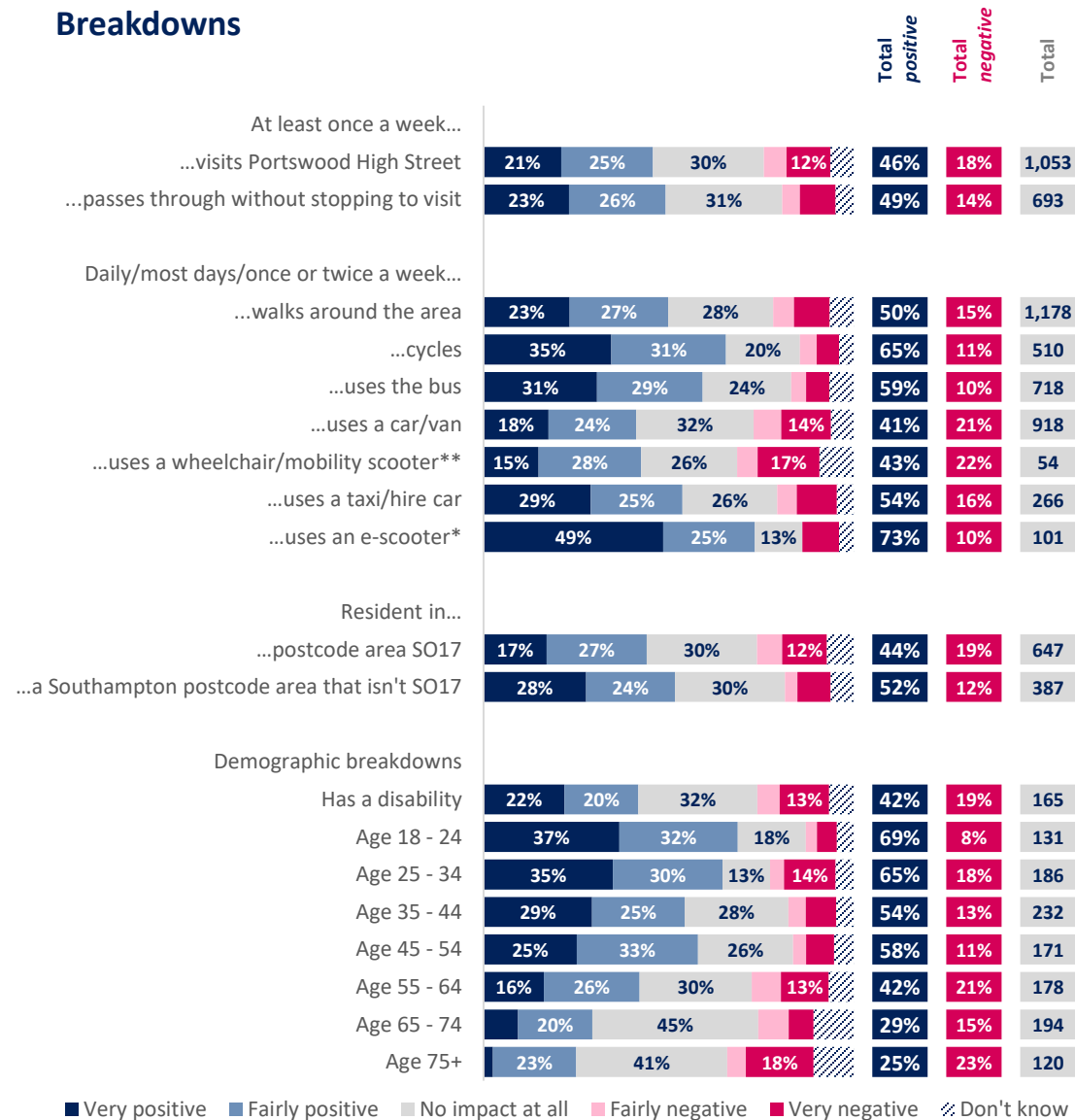
Responses | **1,317**



Key findings

- 57% of respondents said that the proposals would have a *positive* impact on the attractiveness of St Denys Road, with 29% saying that they would have no impact at all and 17% saying they would have a *negative* impact
- Walkers, cyclists, bus users, taxi and hire car users, and users of e-scooters responded *positive* by 50% or more, with car users and wheelchair and mobility scooter users responding *positive* between 41% and 43%
- Residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 44% to 52%
- Respondents were more *positive* to a greater extent in lower age brackets, with 69% of 18 – 24 year-olds responding *positive* and 25% of those aged 75 or older doing so

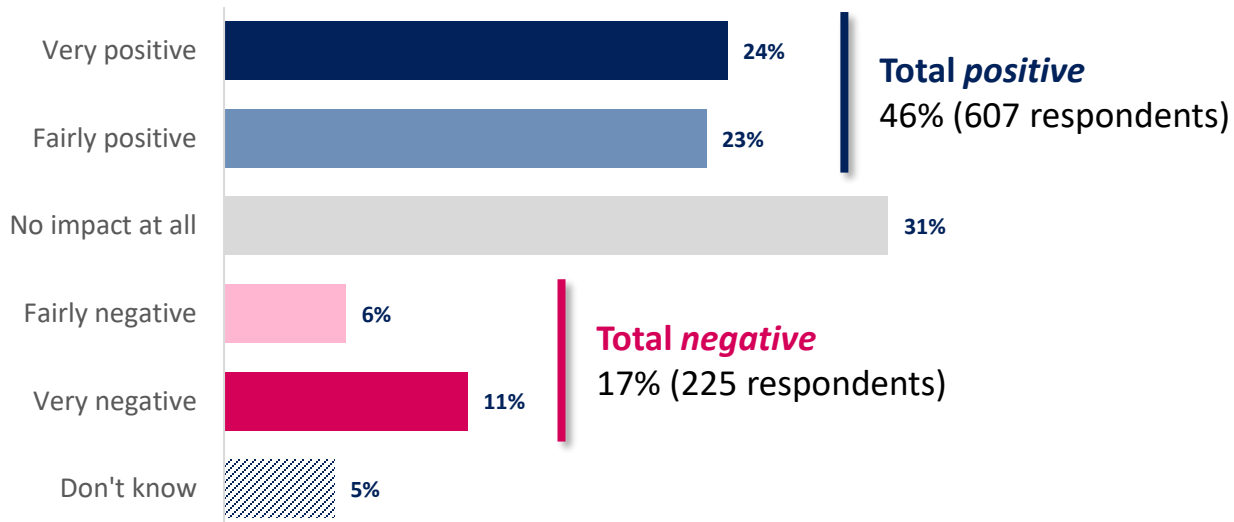
Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



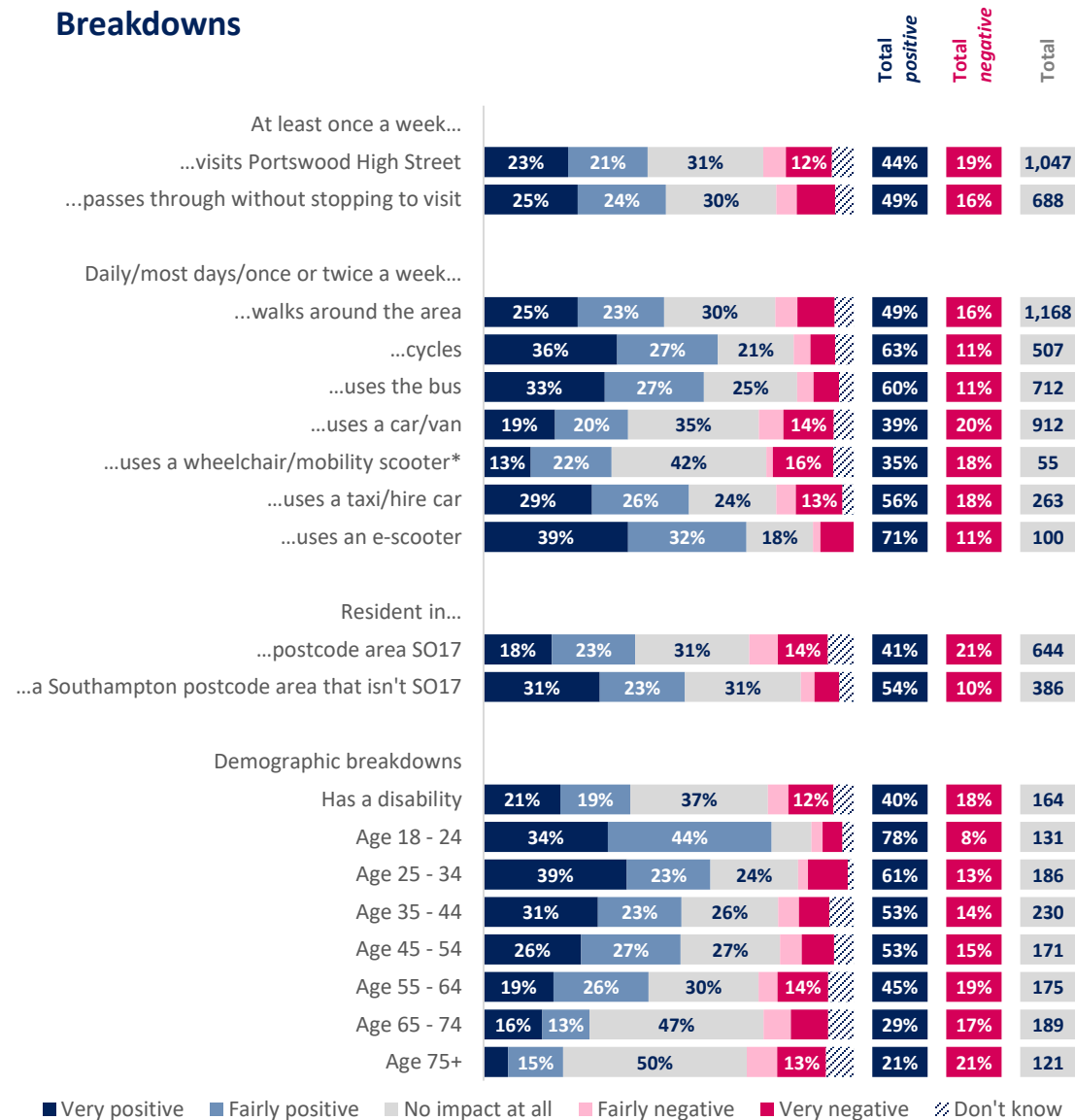
Question 12b | If these plans were to go ahead, what impact do you feel it would have on the following? *Air quality*
Responses | **1,309**



Key findings

- 46% of respondents said that the proposals would have a *positive* impact on air quality in Portswood, with 31% saying that they would have no impact at all and 17% saying they would have a *negative* impact
- Cyclists, bus users, taxi and hire car users, and users of e-scooters responded *positive* by 50% or more, with walkers, car users and wheelchair and mobility scooter users responded *positive* between 49% and 39%
- Residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 41% to 54%
- Respondents were more *positive* to a greater extent in lower age brackets, with 78% of 18 – 24 year-olds responding *positive* and 21% of those aged 75 or older doing so

Breakdowns

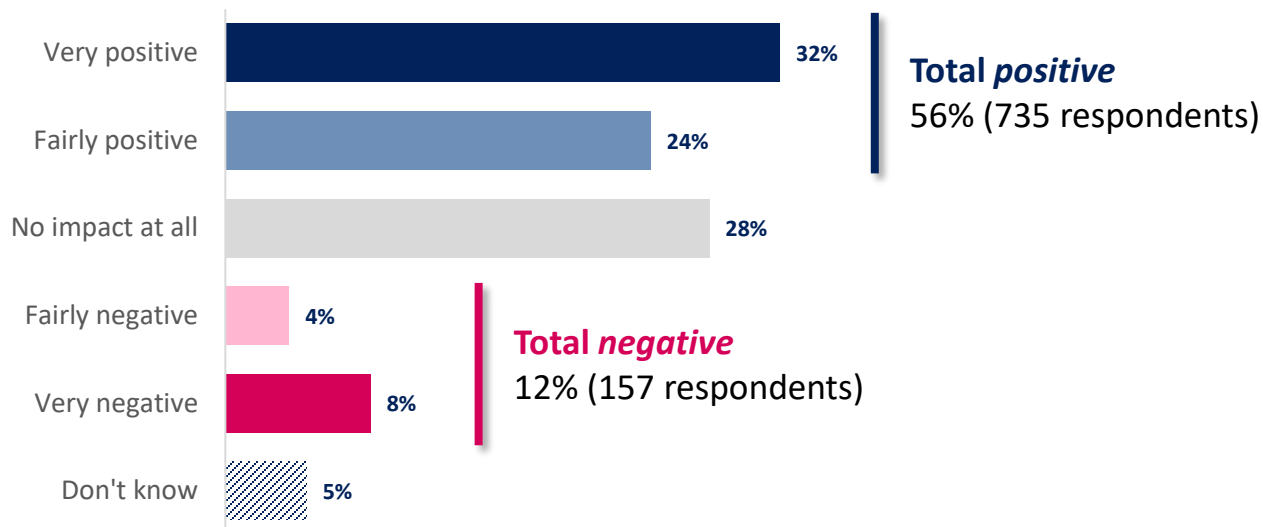


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 12c | If these plans were to go ahead, what impact do you feel it would have on the following? *Ease of travelling more sustainably*

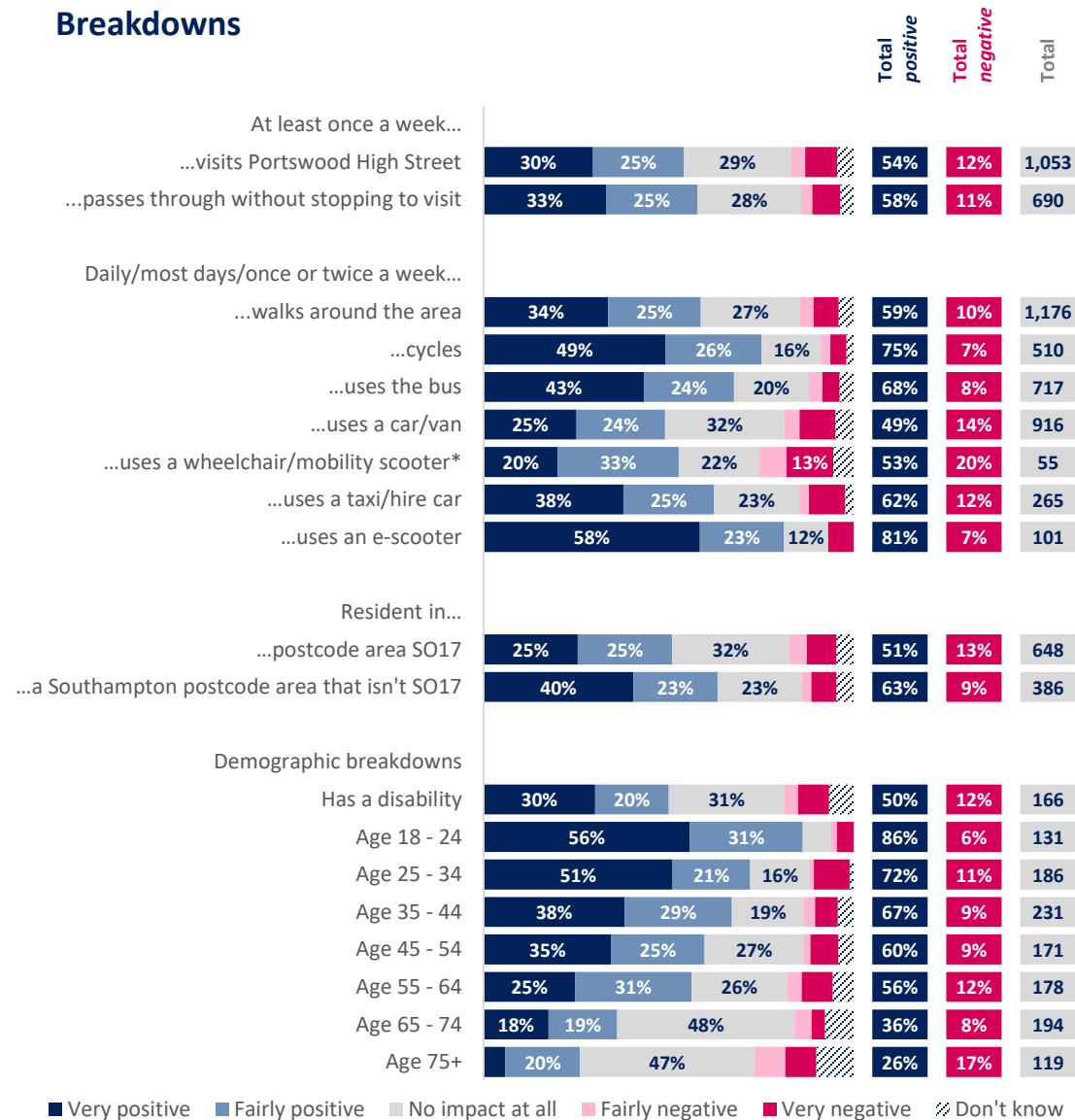
Responses | **1,316**



Key findings

- 56% of respondents said that the proposals would have a *positive* impact on the ease of travelling sustainably, with 28% saying that they would have no impact at all and 12% saying they would have a *negative* impact
- Walkers, cyclists, bus users, taxi and hire car users, users of e-scooters and people that use wheelchairs and mobility scooters responded *positive* by 50% or more, with car users responding *positive* at 49%
- Residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 51% to 63%, with both responding positive more than *negative* overall
- Respondents were more *positive* to a greater extent in lower age brackets, with 86% of 18 – 24 year-olds responding *positive* and 26% of those aged 75 or older doing so

Breakdowns

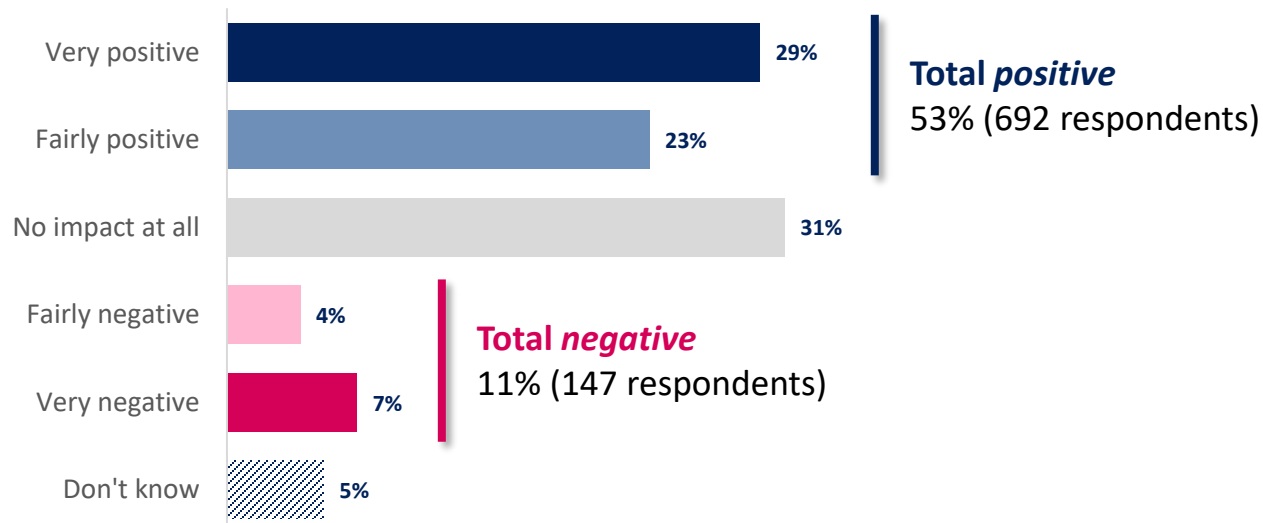


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 12d | If these plans were to go ahead, what impact do you feel it would have on the following? *Safety of those cycling*

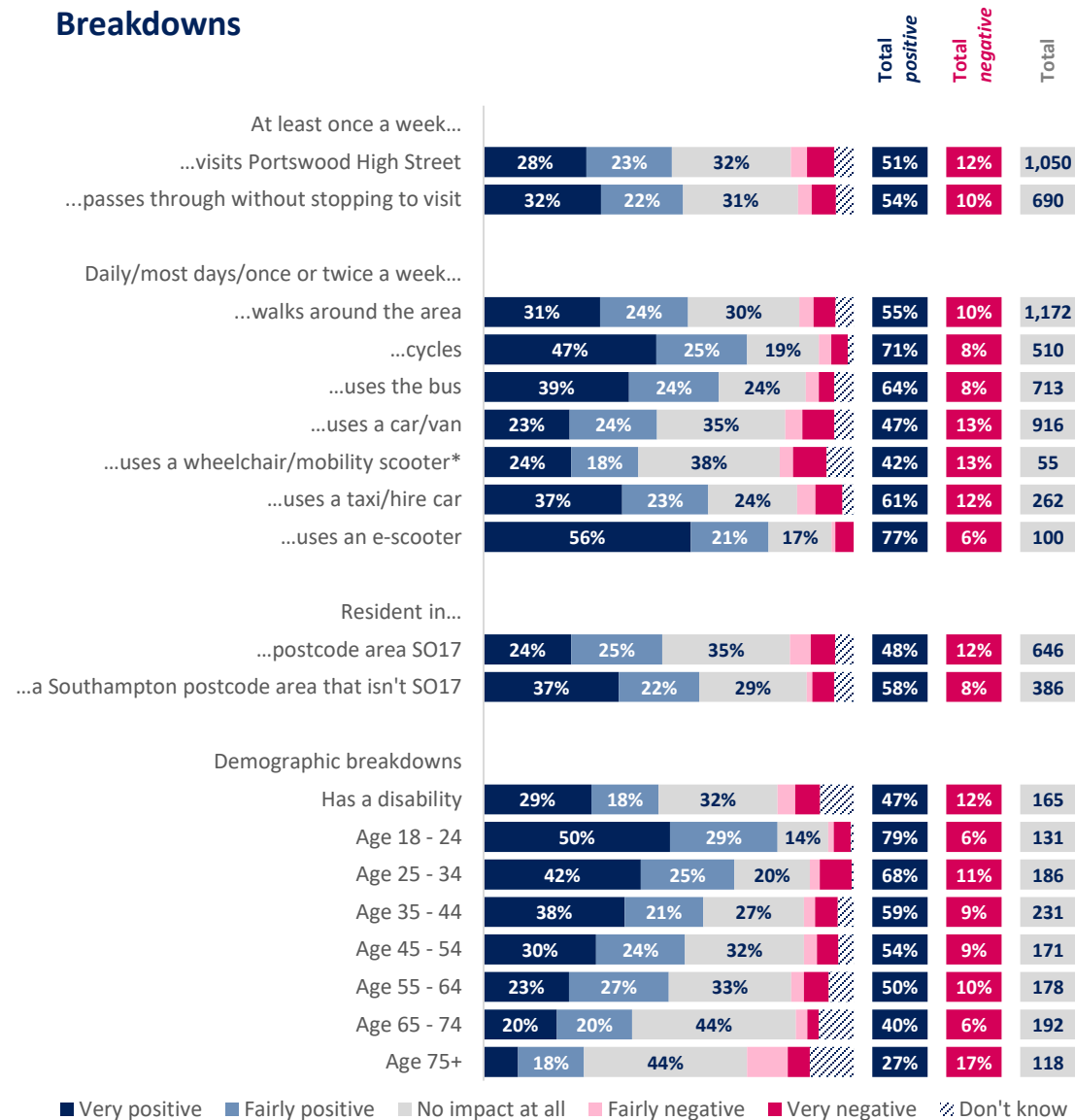
Responses | **1,313**



Key findings

- 53% of respondents said that the proposals would have a *positive* impact on the safety of cyclists, with 31% saying that they would have no impact at all and 11% saying they would have a *negative* impact
- Walkers, cyclists, bus users, taxi and hire car users and users of e-scooters *positive* by 50% or more, with car users and users of wheelchairs and mobility scooters responding *positive* between 42% and 47%
- Residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 48% to 58%
- Respondents were more *positive* to a greater extent in lower age brackets, with 79% of 18 – 24 year-olds responding *positive* and 27% of those aged 75 or older doing so

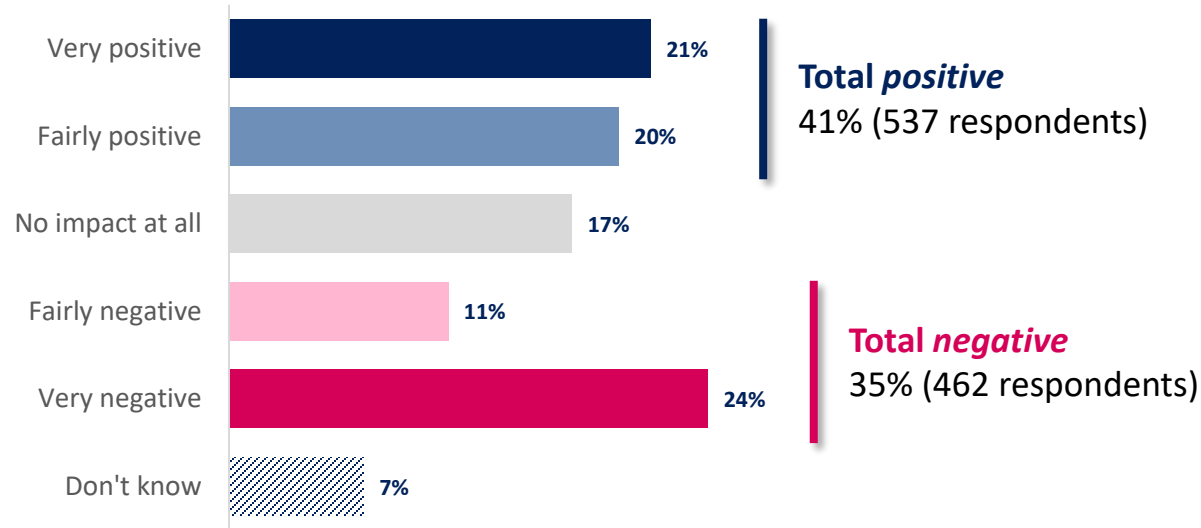
Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.

Question 12e | If these plans were to go ahead, what impact do you feel it would have on the following? *Visitor numbers to Portswood High Street*

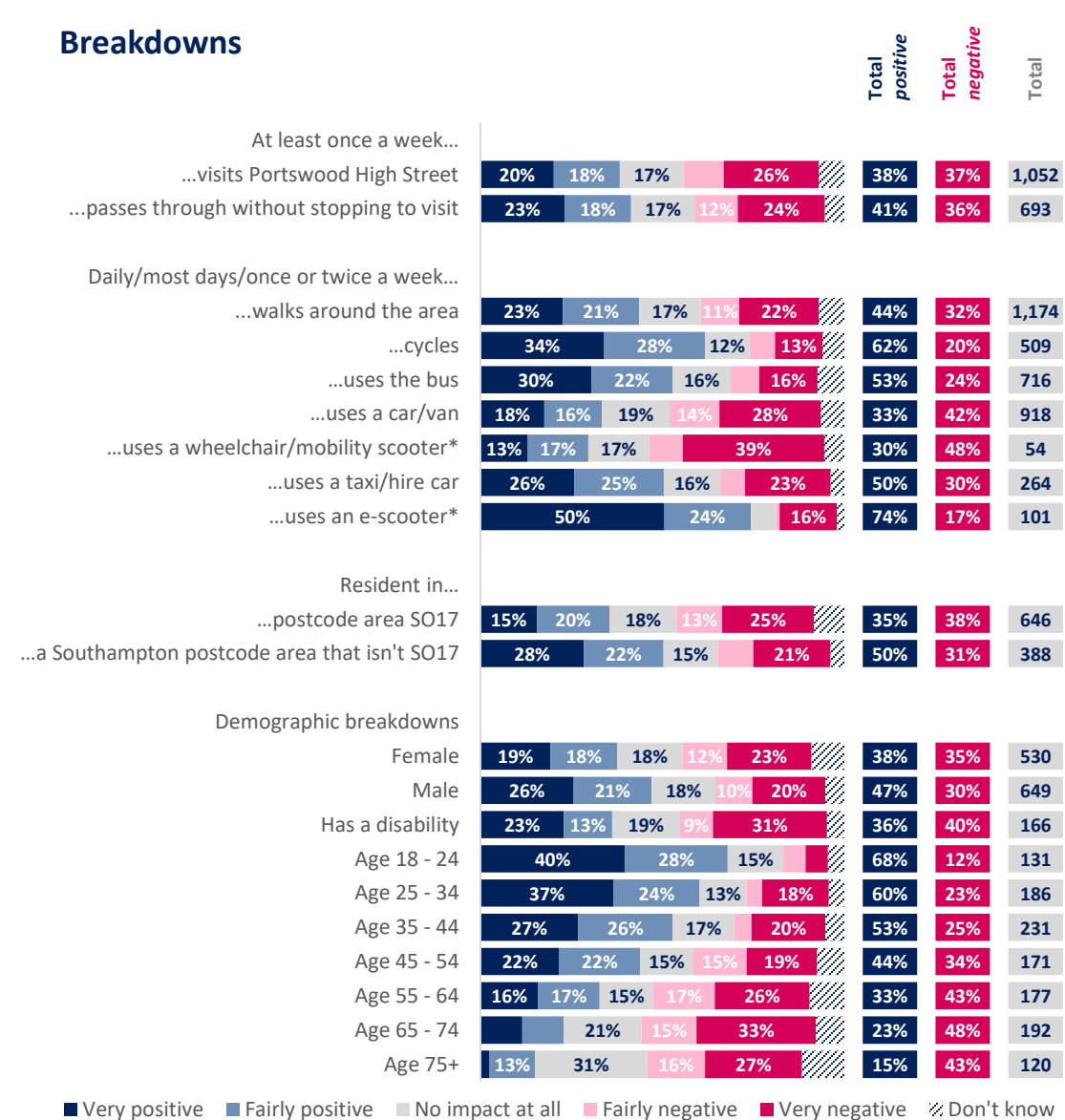
Responses | **1,315**



Key findings

- 41% of respondents said that the proposals would have a *positive* impact on visitor numbers to Portswood High Street, with 35% saying they would have a *negative* impact, including 24% that responded *very negative*
- Cyclists, bus users, taxi users and people that use e-scooters responded *positive* by 50% or more, compared to walkers, car users and users of wheelchairs and mobility scooters, who responded *positive* between 30% and 44% - the latter two groups also responded *negative* to a greater extent than *positive* 42% to 33% and 48% to 30% respectively
- Again, residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 35% to 50%, with SO17 residents responding *negative* to a greater extent than *positive* 38% to 35%
- Respondents were more *positive* to a greater extent in lower age brackets, with 68% of 18 – 24 year-olds responding *positive* and 15% of those aged 75 or older doing so

Breakdowns

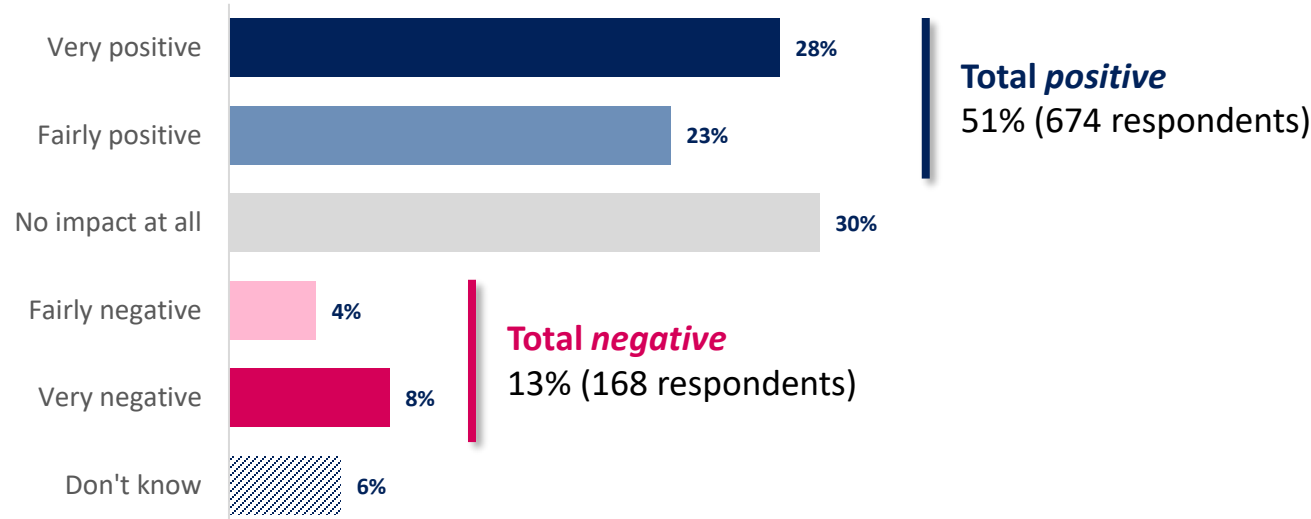


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 12f | If these plans were to go ahead, what impact do you feel it would have on the following? *Experience of bus passengers travelling to and from Portswood High Street*

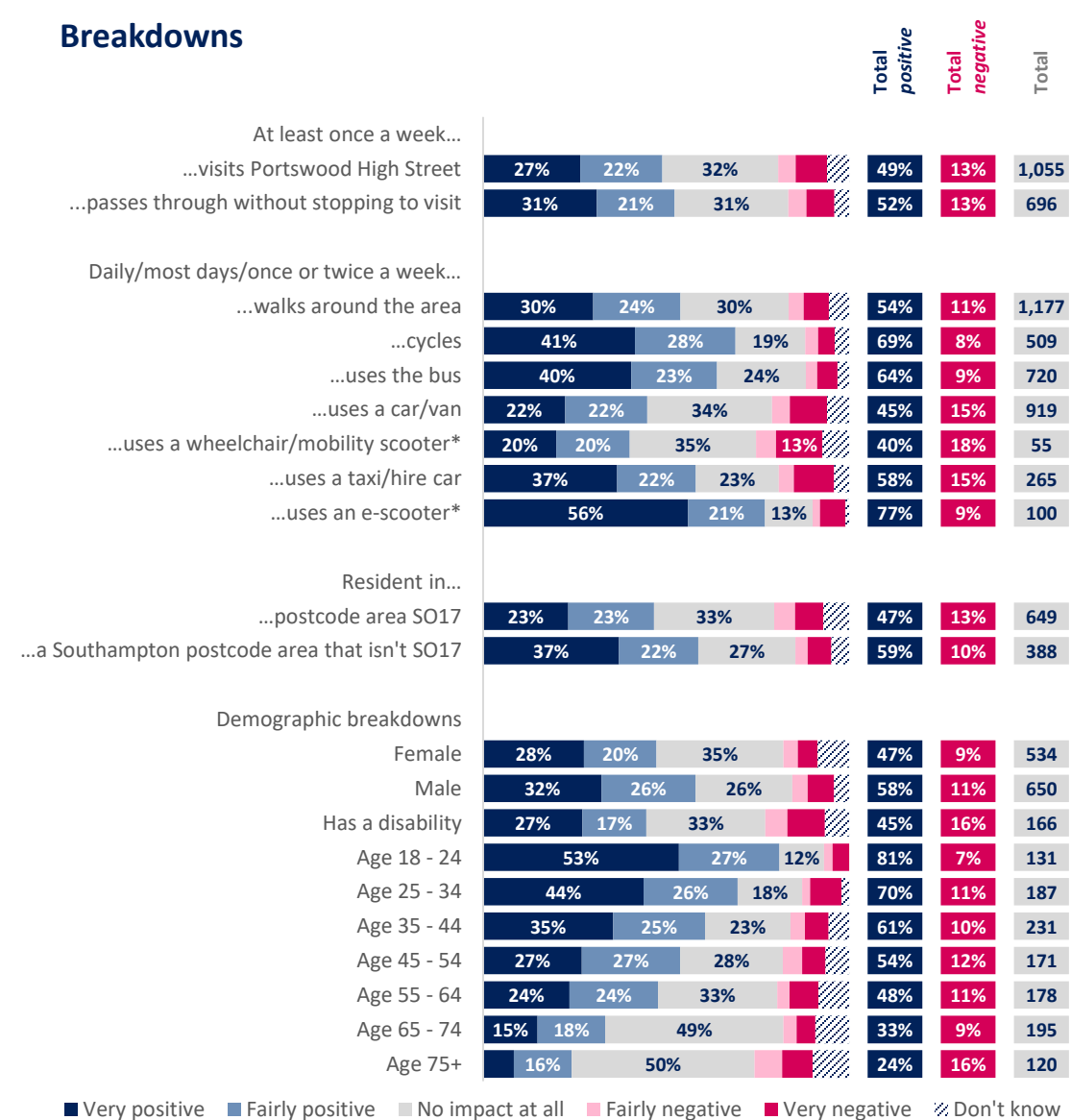
Responses | 1,319



Key findings

- 51% of respondents said that the proposals would have a *positive* impact on the experience of bus passengers in Portswood, with 30% saying that they would have no impact at all and 13% saying they would have a *negative* impact
- Walkers, cyclists, bus users, taxi and hire car users and users of e-scooters *positive* by 50% or more, with car users and users of wheelchairs and mobility scooters responding *positive* between 40% and 45% - bus users responded *positive* at 64%
- Residents of postcode SO17 responded *positive* to a lesser extent than Southampton residents of other postcodes, 47% to 59%
- Respondents were more *positive* to a greater extent in lower age brackets, with 81% of 18 – 24 year-olds responding *positive* and 24% of those aged 75 or older doing so

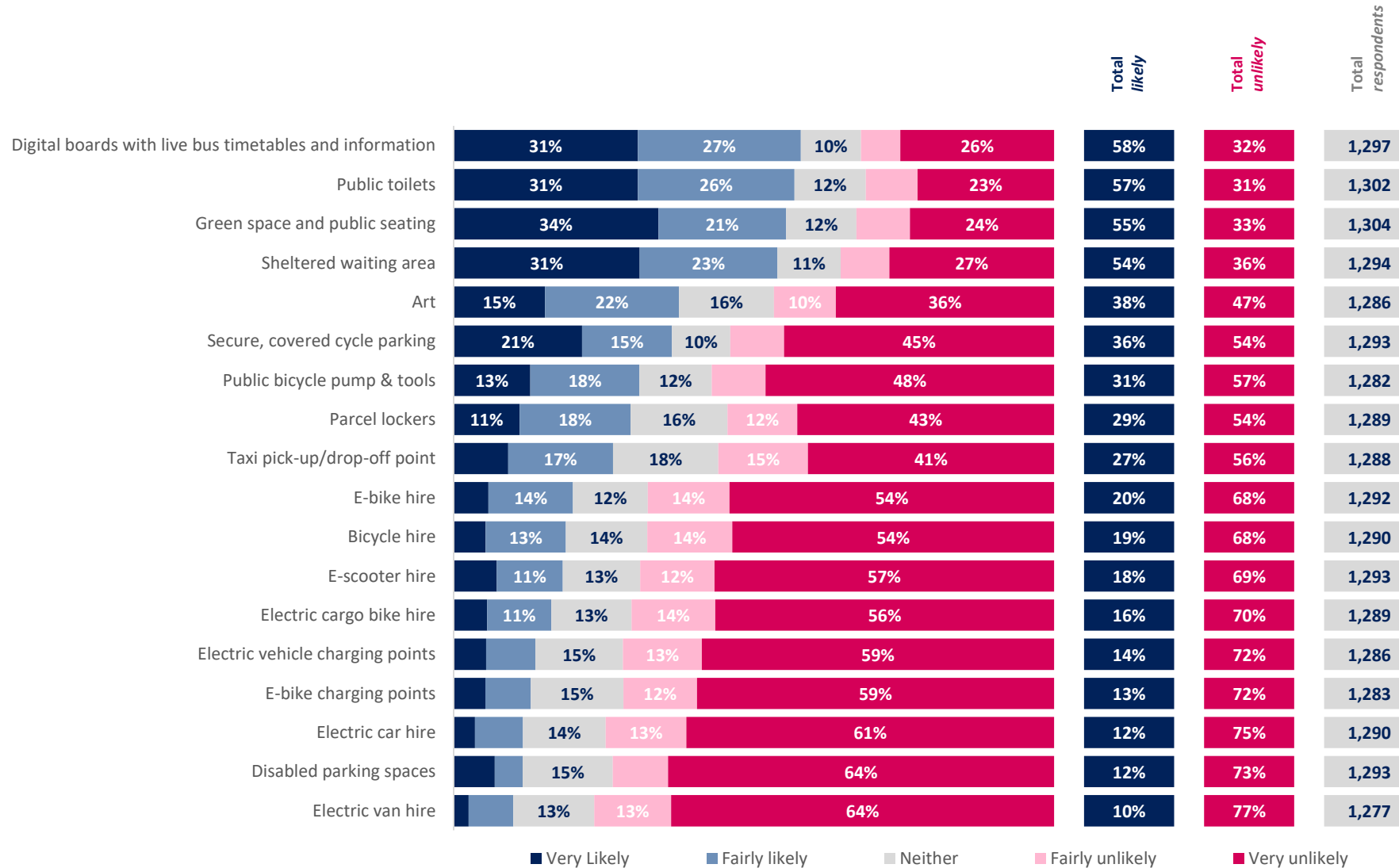
Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



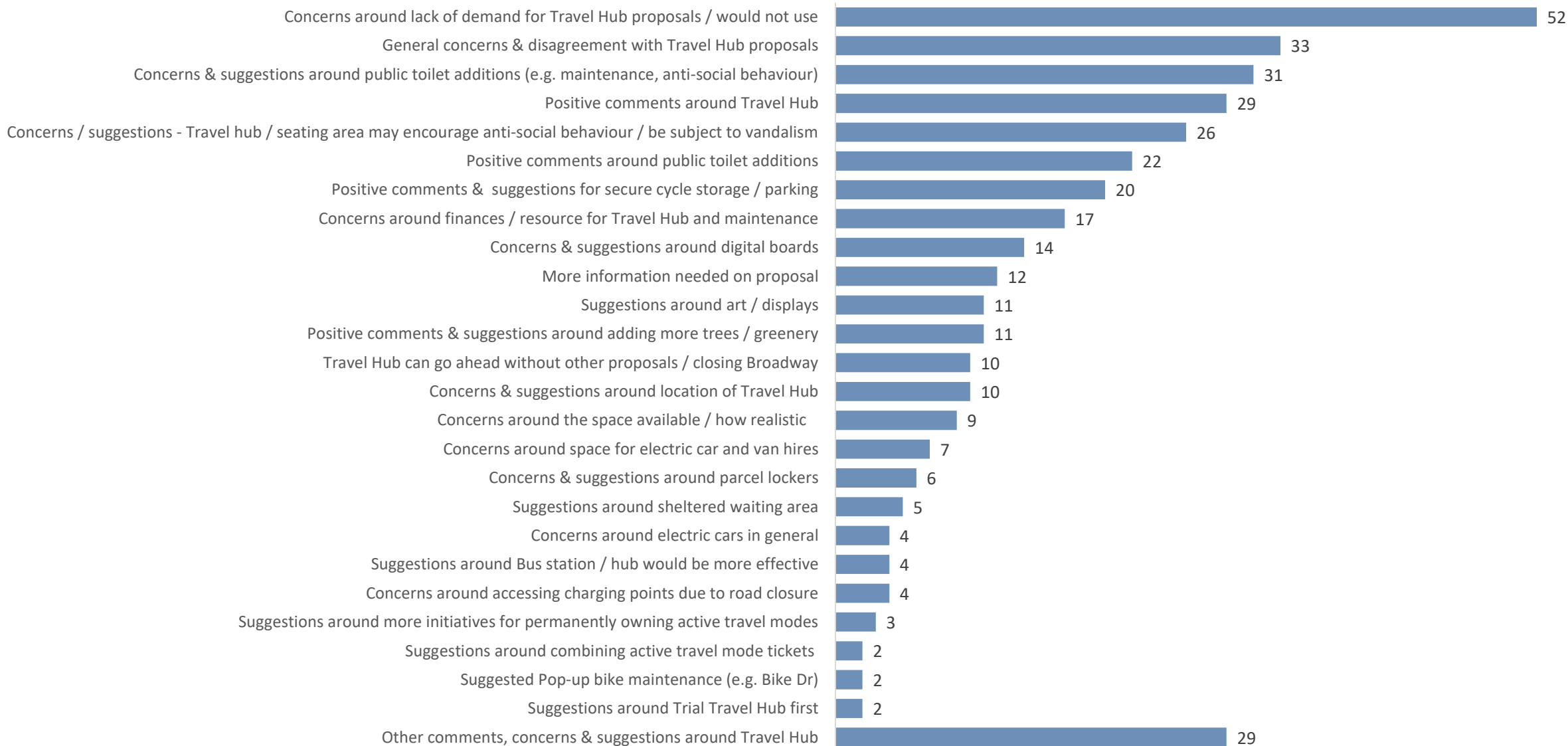
Question 13 | How likely would you be to use each element if included in the Portswood Travel Hub?





Portswood Travel Hub

Total free text comments





Highfield Active Travel Zone





“Traffic modelling in the area predicts that with the introduction of the bus gate, up to 8,000 vehicles would choose to use the A335 (Thomas Lewis Way - TLW) as a faster alternative, depending on the level of mitigation we adopt for the area to prevent rat running. This will be supported by the recent improvements along TLW, such as the introduction of additional turning lanes and an upgrade to smarter junctions, which has improved journey times along TLW to make it more reliable and to increase capacity to ensure it is the preferred option for through-traffic.

Some remaining through-traffic is still likely to choose to rat run through local roads however. To prevent this and protect local roads for those who live in the area, we could introduce an Active Travel Zone (ATZ) for Highfield. The Council is committed to providing an ATZ for the Highfield area ahead of any improvements to Portswood Broadway.

Active Travel Zones (ATZs) are neighbourhoods that encourage active travel through a range of measures which calm or discourage traffic, reduce rat running, and instead prioritise people walking and cycling while at the same time maintaining motor vehicle access for those who live there. Interventions for ATZs are scalable and can range from speed cushions, improved crossing points or road closure points which would be designed with local residents at co-design meetings.

The Council has delivered an ATZ in the St Denys area in conjunction with local residents, and is now implementing ATZs in the Polygon, Woolston and Itchen areas.

New traffic data has been provided in this consultation to better inform residents of the impacts of various options for an Active Travel Zone for the area, but no decision will be made on the type of Active Travel Zone implemented without community co-design with residents.”



Bus gate w/ light-touch ATZ

This shows the impact on traffic flows should a bus gate be installed with a light-touch ATZ.

A light-touch ATZ for Highfield in the form of new pedestrian crossings, speed cushions and priority buildouts will deter people driving through residential streets, with the majority of traffic directed to the A335 (Thomas Lewis Way). This would help reduce overspill from the proposed bus gate and in most cases reduce traffic from existing levels.

This would lead to increased traffic levels on some local streets, but a significant reduction in traffic in the area as a whole. The final mix of interventions to deter people driving through residential streets would be based on community co-design.

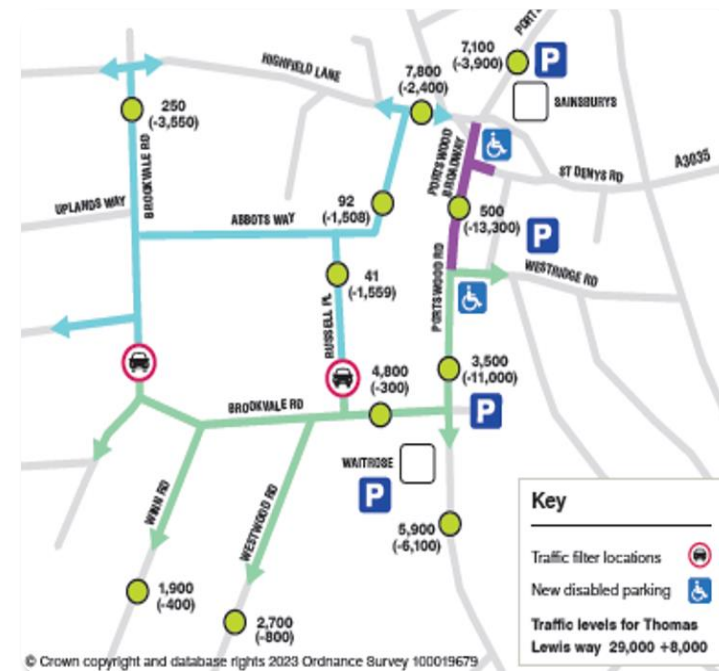


Bus gate w/ ATZ and traffic filters on Russell Place and Brookvale Road

This shows the impact on traffic flows should a bus gate be installed with an ATZ, which would include traffic filters on Russell Place and Brookvale Road.

Traffic filters prevent motorised vehicles from passing through that area, without preventing people who walk and cycle. The predicated modelling shows that with the introduction of the ATZ and the traffic filters in these locations, the roads around this area would be preserved for local residents and deliveries access only and prevent all through-traffic.

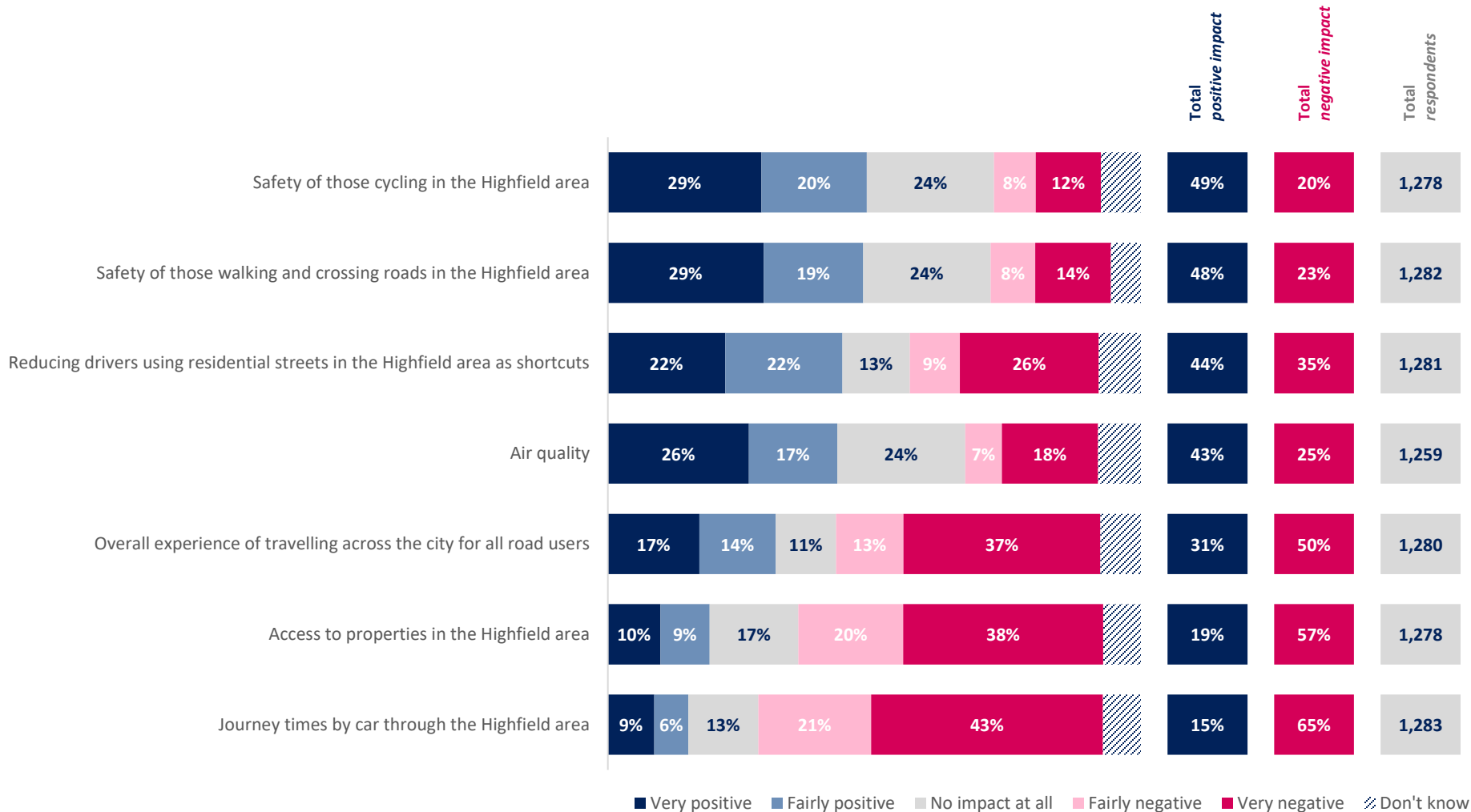
Similar arrangements already exist in Outer Avenue (filters at Alma Avenue and Avenue Road) and have just been introduced in St Denys (Kent Road, North Road and the existing filter at Horseshoe Bridge).





Potential impacts of an Active Travel Zone in Highfield

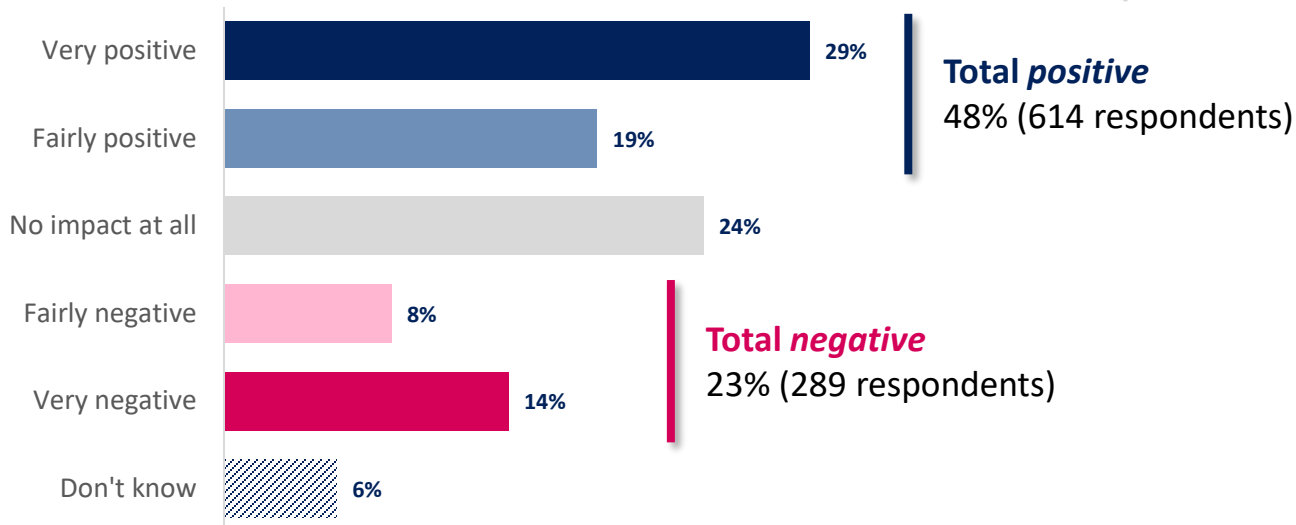
Question 16 | If these plans go ahead, what impact do you feel it would have on the following?





Question 16a | If these plans were to go ahead, what impact do you feel it would have on the following? *Safety of those walking and crossing roads in the Highfield area*

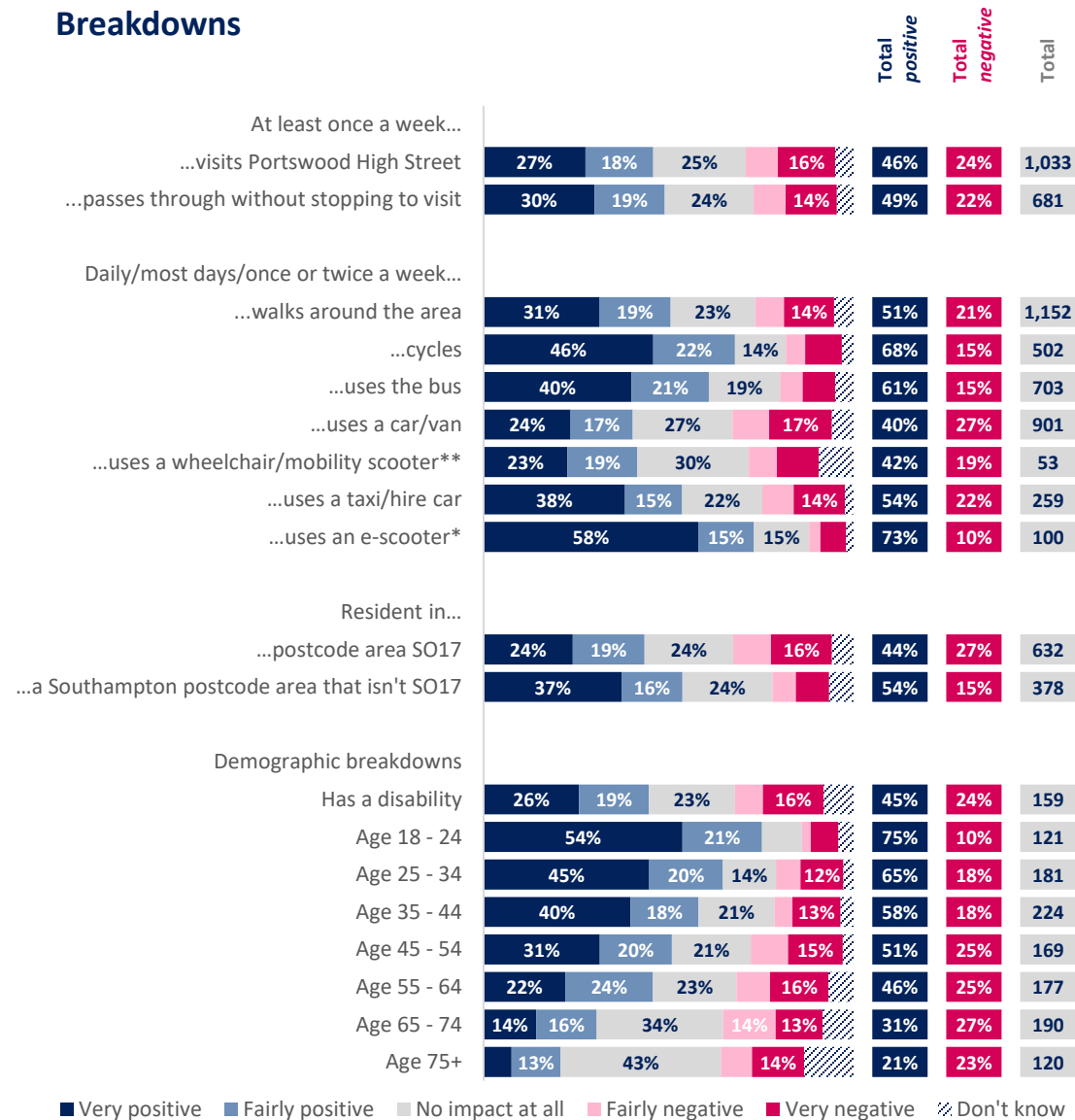
Responses | **1,282**



Key findings

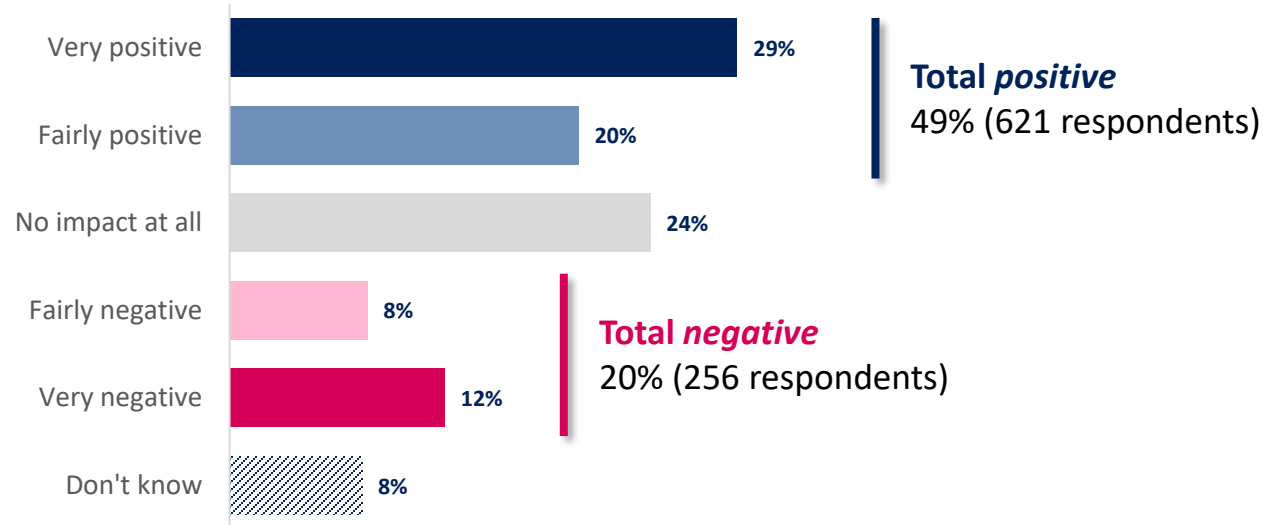
- Respondents said the proposals would have more of a *positive* impact (48%), compared to having a *negative* impact (23%)
- Respondents in the city outside postcode SO17 responded *positive* 10% points more than those in SO17, 54% to 44%
- Respondents responded *positive* to a greater extent in lower age brackets, with 75% of 18 – 24 year-olds responding *positive* and 21% of those aged 75 or older doing so

Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.

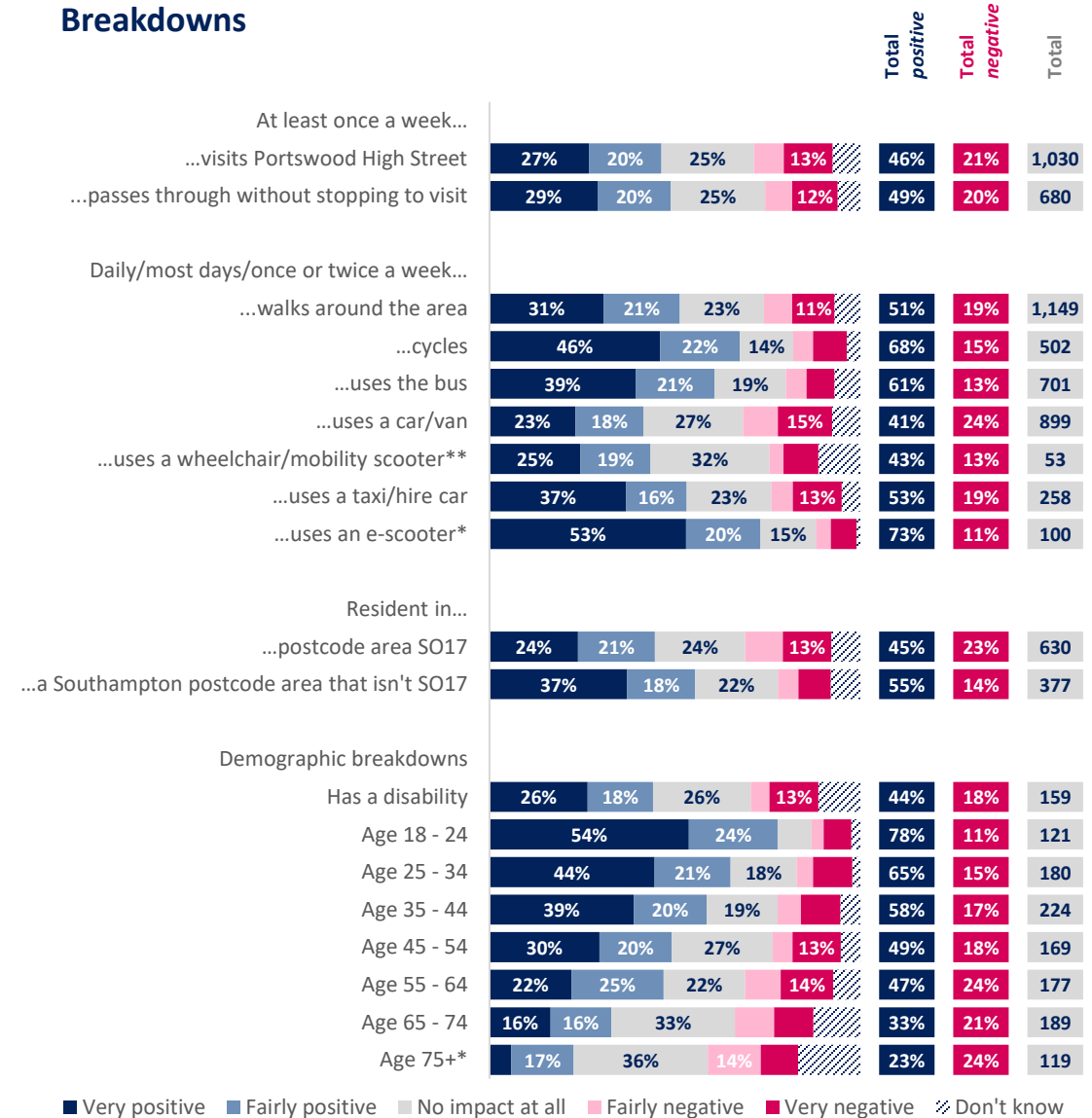
Question 16b | If these plans were to go ahead, what impact do you feel it would have on the following? *Safety of those cycling in the Highfield area* Responses | **1,278**



Key findings

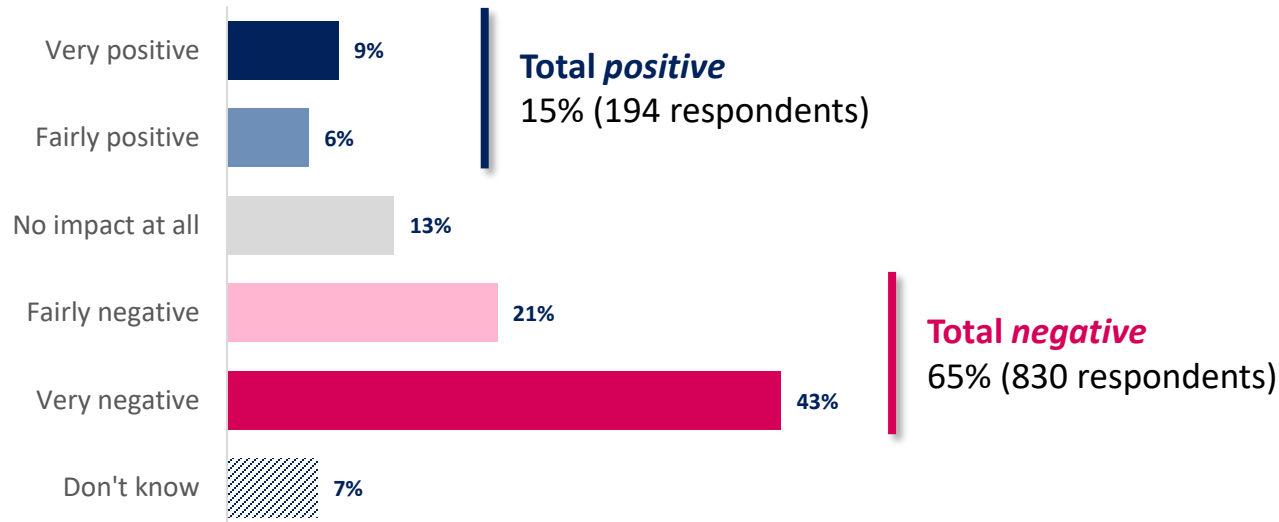
- Respondents said the proposals would have more of a *positive* impact (49%), compared to having a *negative* impact (20%)
- Respondents in the city outside postcode SO17 responded *positive* 10% points more than those in SO17, 55% to 45%
- Respondents responded *positive* to a greater extent in lower age brackets, with 78% of 18 – 24 year-olds responding *positive* and 23% of those aged 75 or older doing so

Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.

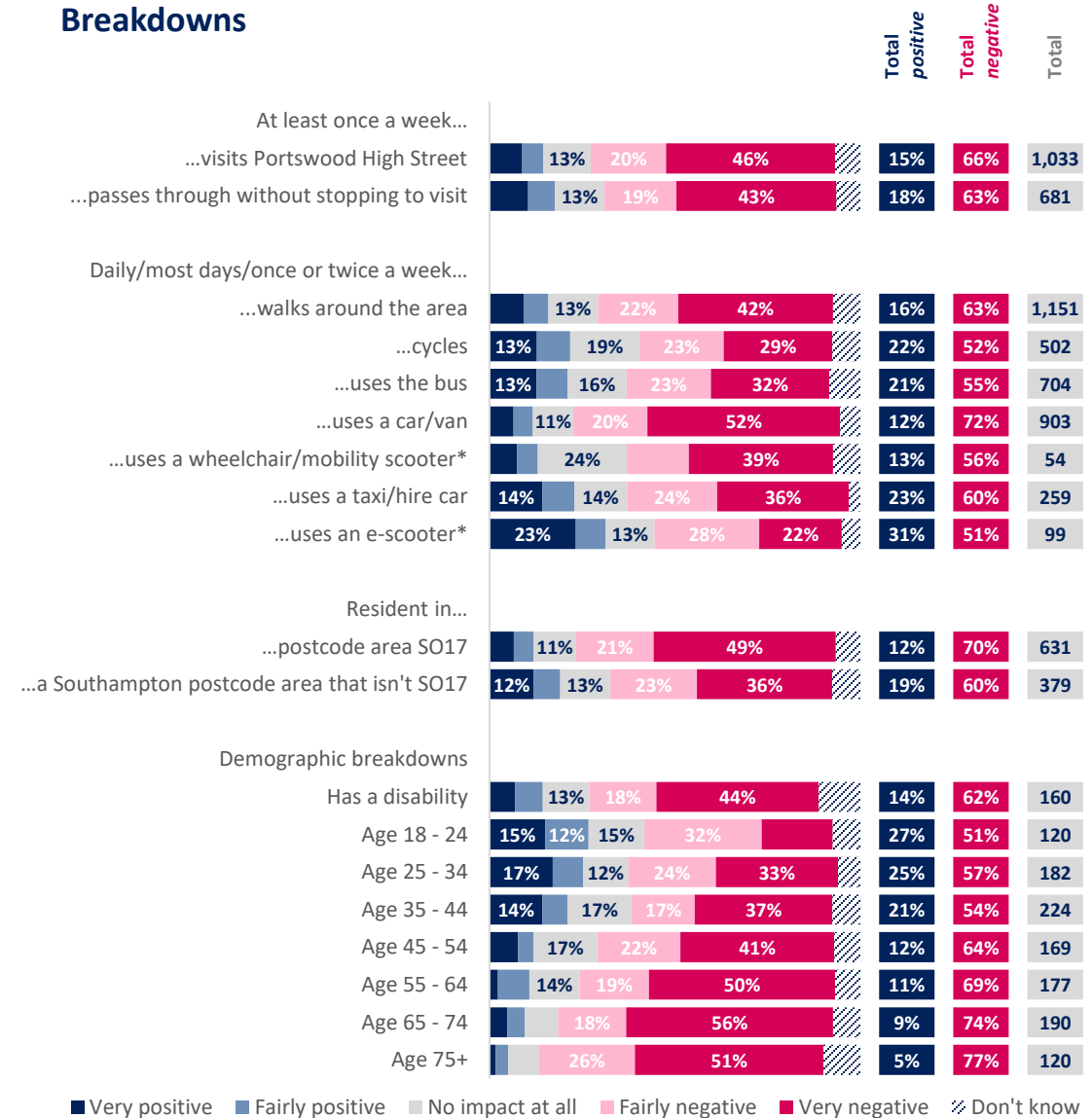
Question 16c | If these plans were to go ahead, what impact do you feel it would have on the following? *Journey times by car through the Highfield area* Responses | **1,283**



Key findings

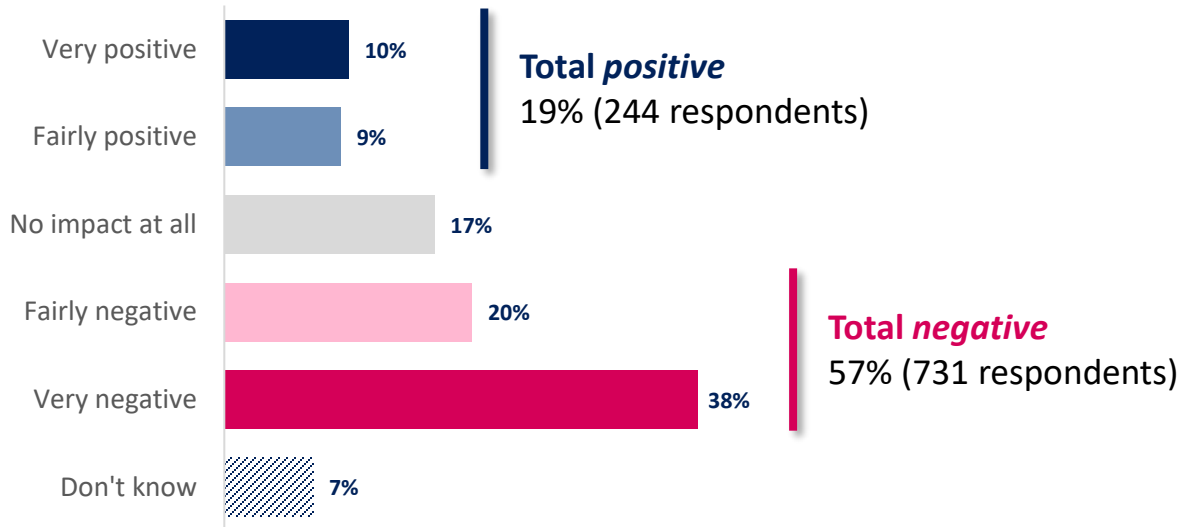
- Respondents said the proposals would have more of a *negative* impact (65%), compared to having a *positive* impact (15%)
- Respondents using an e-scooter as mode of transport had the highest *positive* impact response (31%), compared with car/van users with 12% *positive*
- Respondents responded *negative* to a greater extent in the higher age brackets, with 77% of 75 or older responding *negative* and 51% for those aged between 18-24 years old

Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.

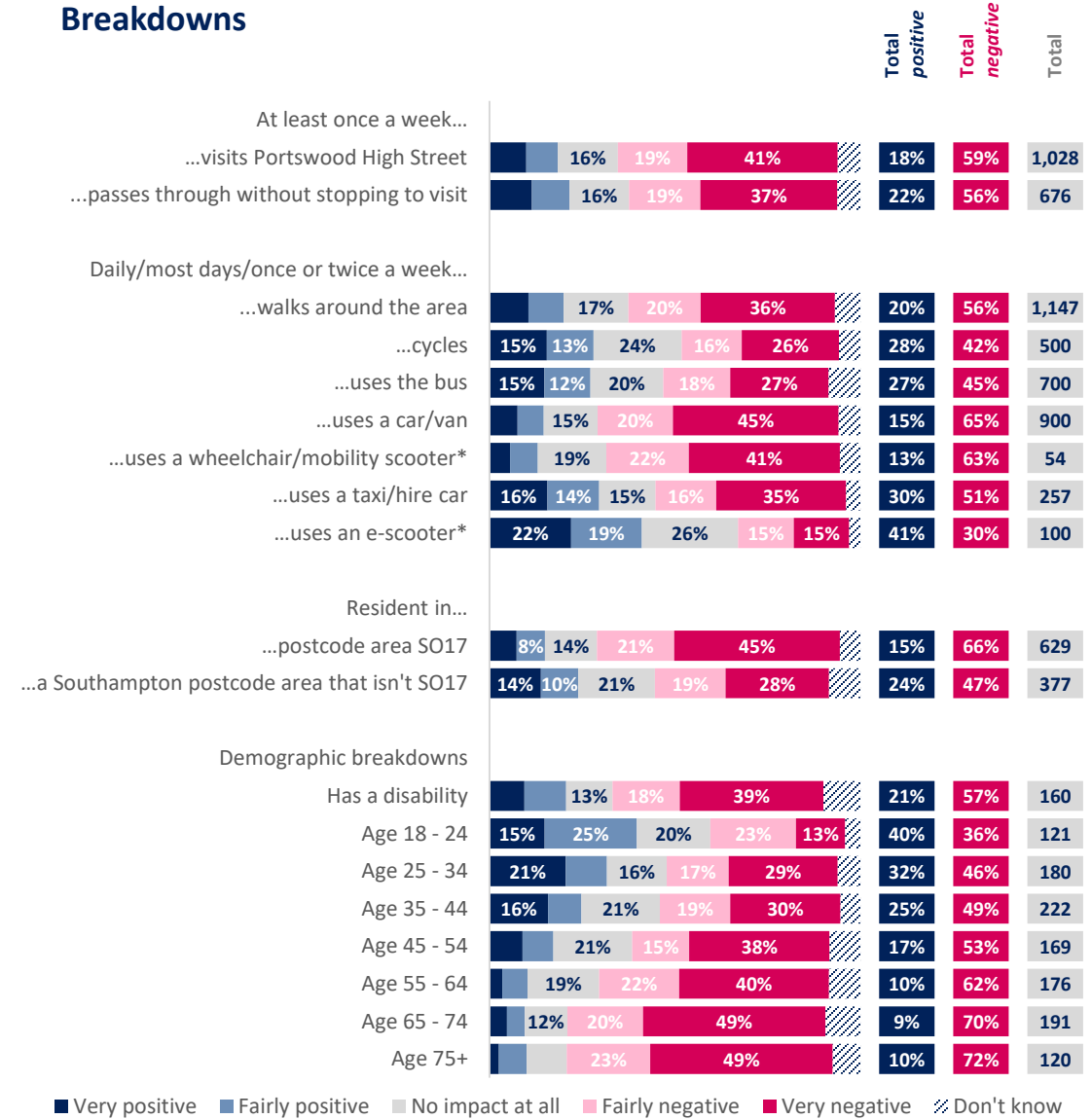
Question 16d | If these plans were to go ahead, what impact do you feel it would have on the following? *Access to properties in the Highfield area* Responses | **1,278**



Key findings

- Respondents said the proposals would have more of a *negative* impact (57%), compared to having a *positive* impact (19%)
- Respondents in the city outside postcode SO17 responded *positive* 9% points more than those in SO17, 24% to 15%
- Respondents responded *positive* to a greater extent in lower age brackets, with 40% of 18 – 24 year-olds responding *positive* and 9% of those aged between 65-74

Breakdowns

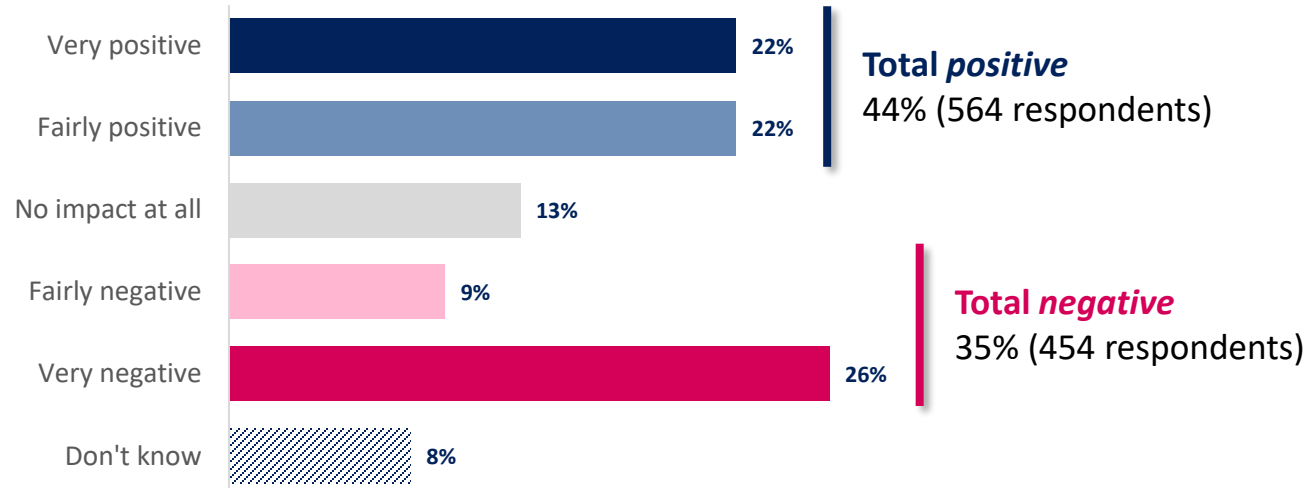


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 16e | If these plans were to go ahead, what impact do you feel it would have on the following? *Reducing drivers using residential streets in the Highfield area as shortcuts*

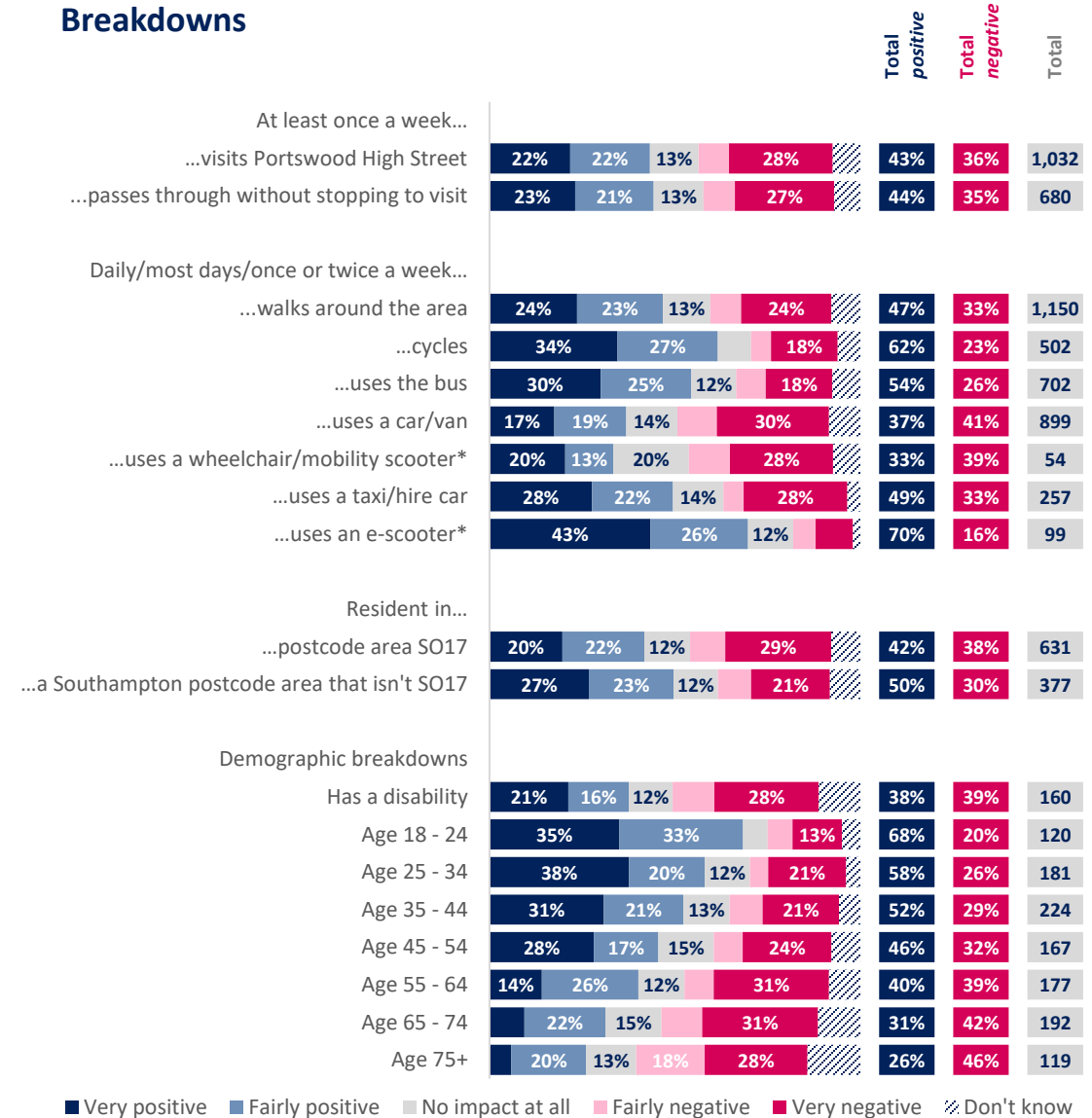
Responses | **1,281**



Key findings

- Respondents said the proposals would have more of a *positive* impact (44%), however, closely followed by having a *negative* impact (35%)
- Respondents who cycle or use an e-scooter responded the highest for *positive* impact compared to other modes of transport with 62% & 70%
- Respondents responded *positive* to a greater extent in lower age brackets, with 68% of 18 – 24 year-olds responding *positive* and 26% of those aged 75 or older doing so

Breakdowns

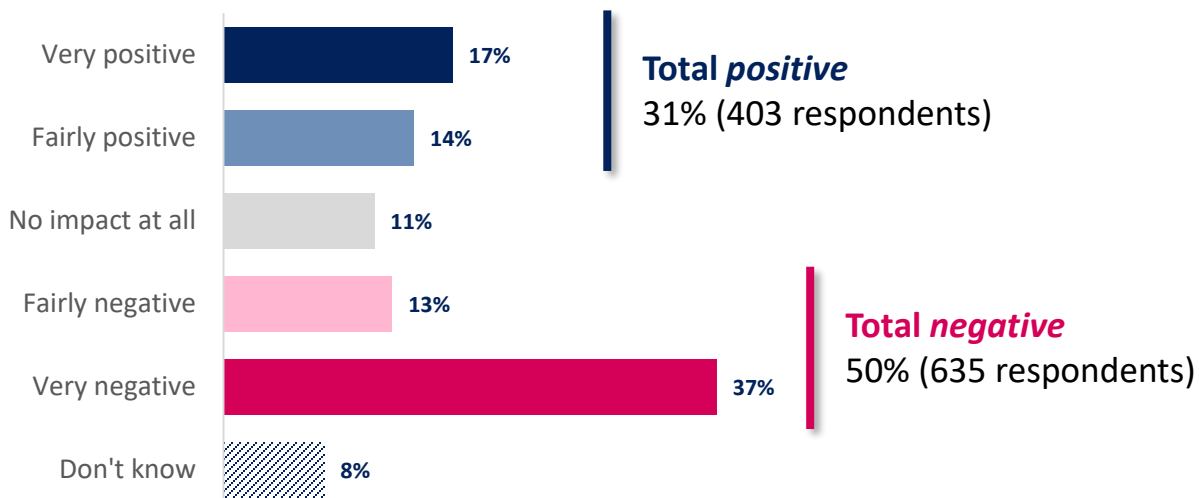


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 16f | If these plans were to go ahead, what impact do you feel it would have on the following? *Overall experience of travelling across the city for all road users*

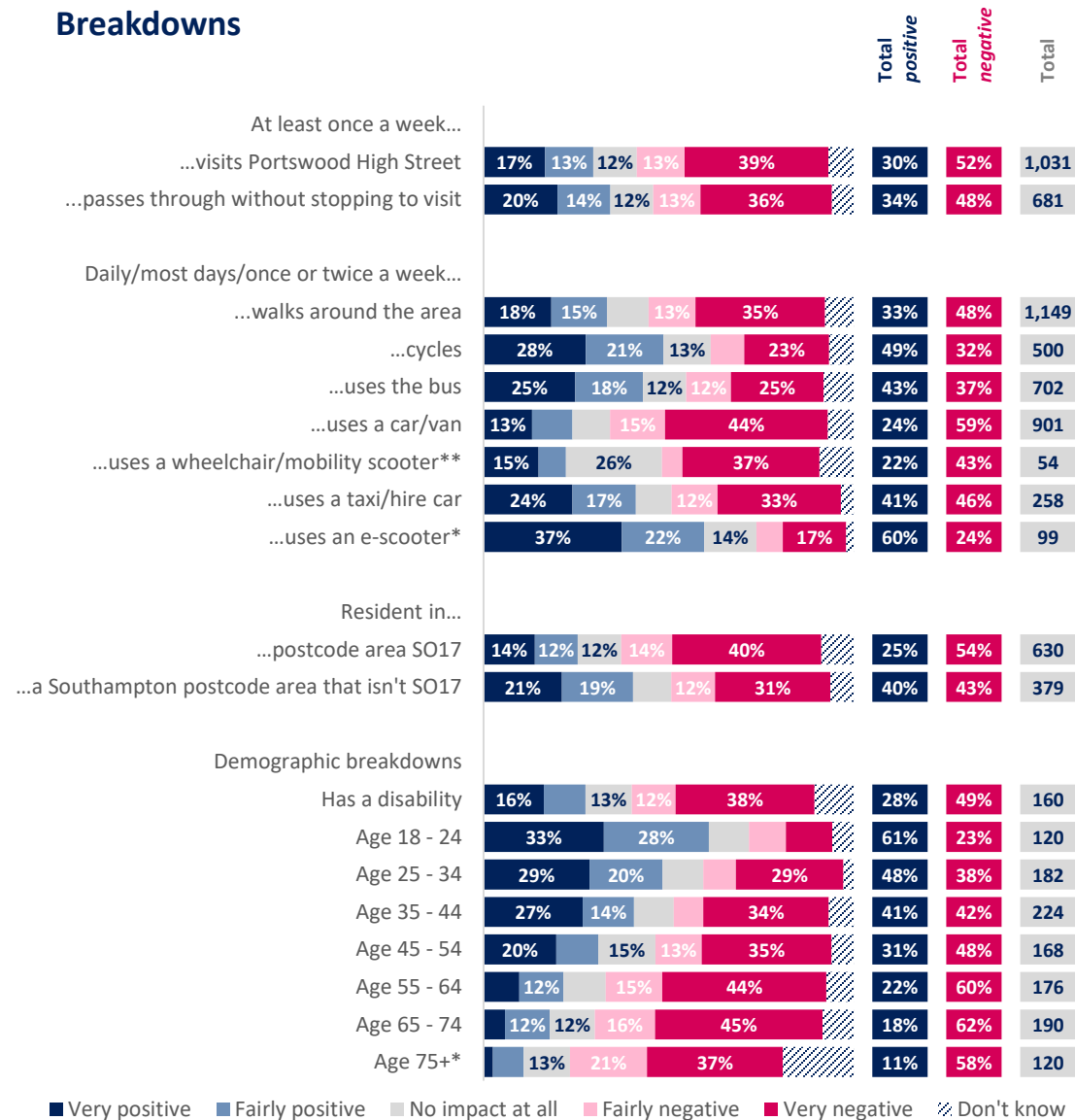
Responses | **1,280**



Key findings

- Respondents said the proposals would have more of a *negative* impact (50%), compared to having a *positive* impact (31%)
- Respondents in the city outside postcode SO17 responded *positive* 15% points more than those in SO17, 40% to 25%
- Respondents responded *positive* to a greater extent in lower age brackets, with 61% of 18 – 24 year-olds responding *positive* and 11% of those aged 75 or older doing so

Breakdowns

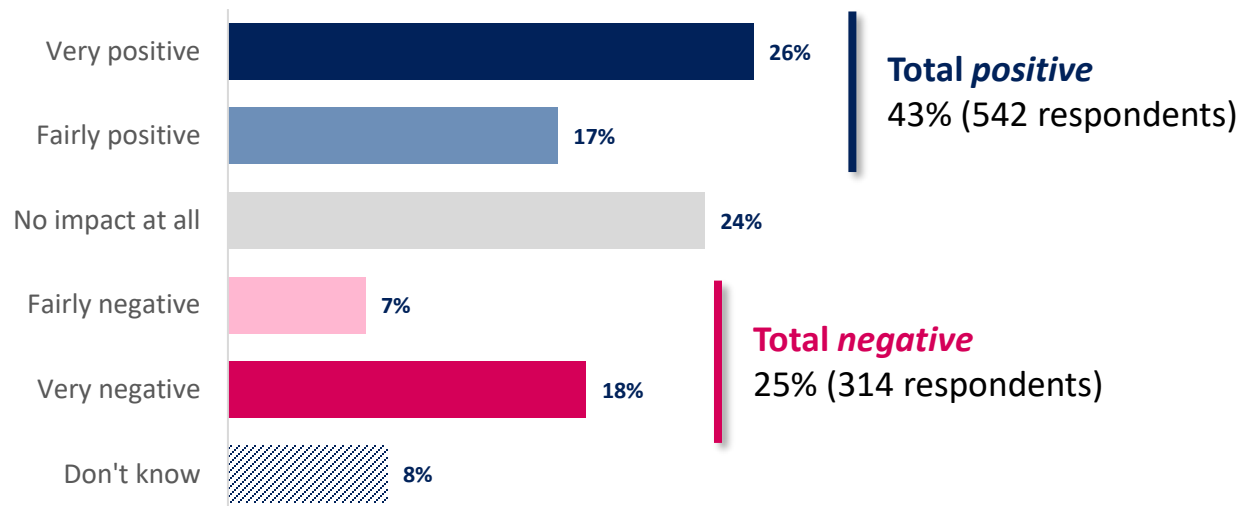


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Question 16g | If these plans were to go ahead, what impact do you feel it would have on the following? *Air quality*

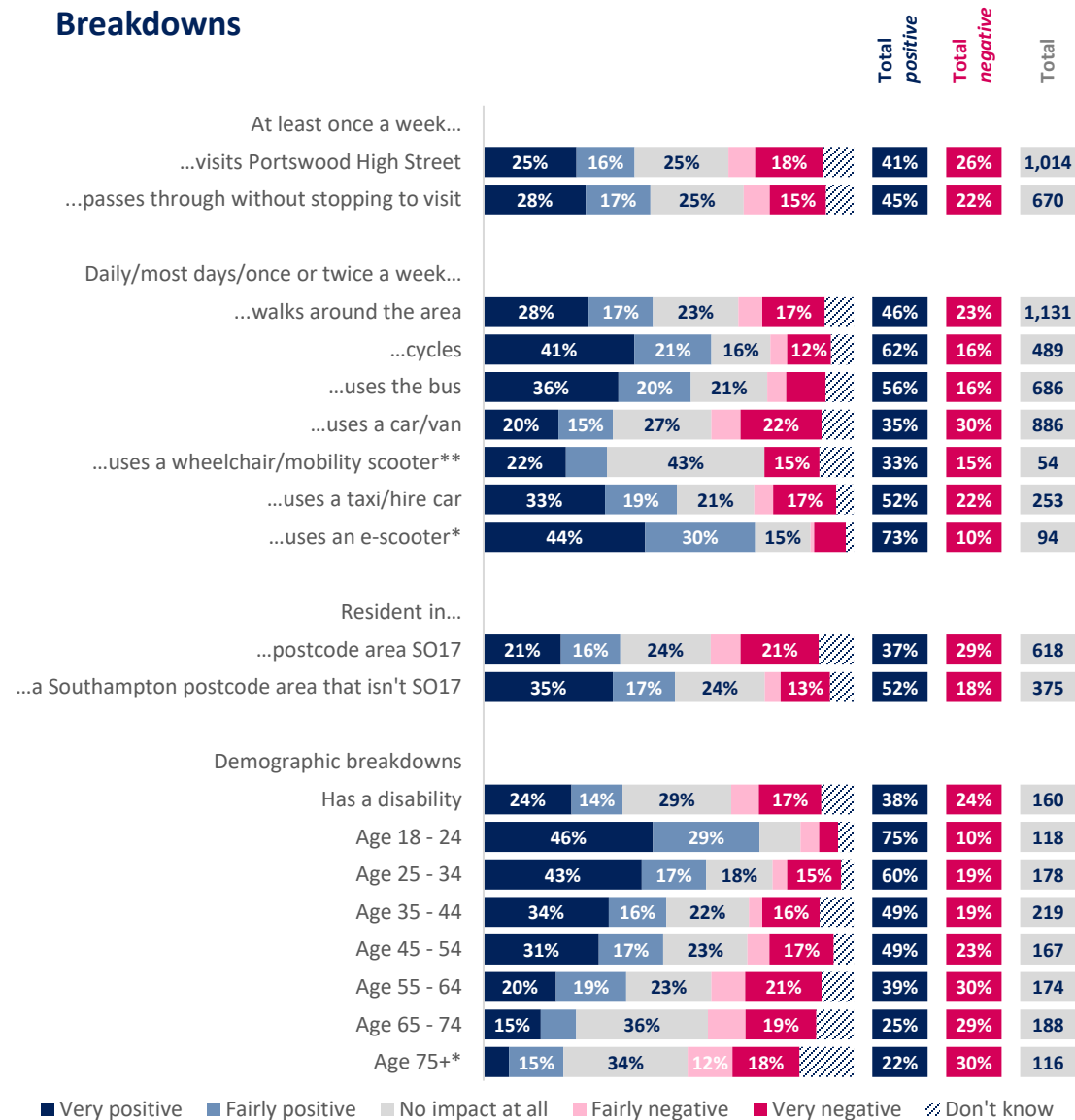
Responses | **1,259**



Key findings

- Respondents said the proposals would have more of a *positive* impact (43%), compared to having a *negative* impact (25%)
- Respondents in the city outside postcode SO17 responded *positive* 15% points more than those in SO17, 52% to 37%
- Respondents responded *positive* to a greater extent in lower age brackets, with 75% of 18 – 24 year-olds responding *positive* and 22% of those aged 75 or older doing so

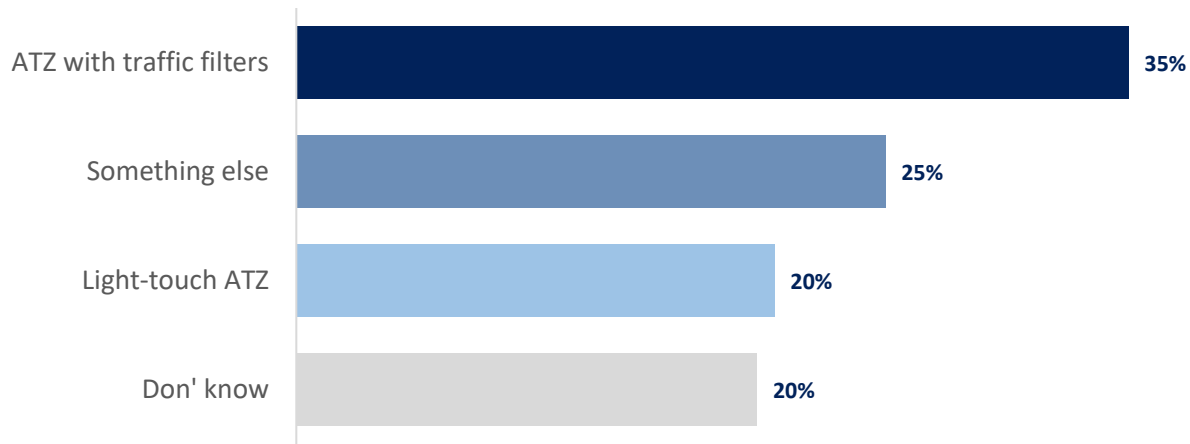
Breakdowns



*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.

Question 17 | Should these proposals be approved, which ATZ option would you prefer?

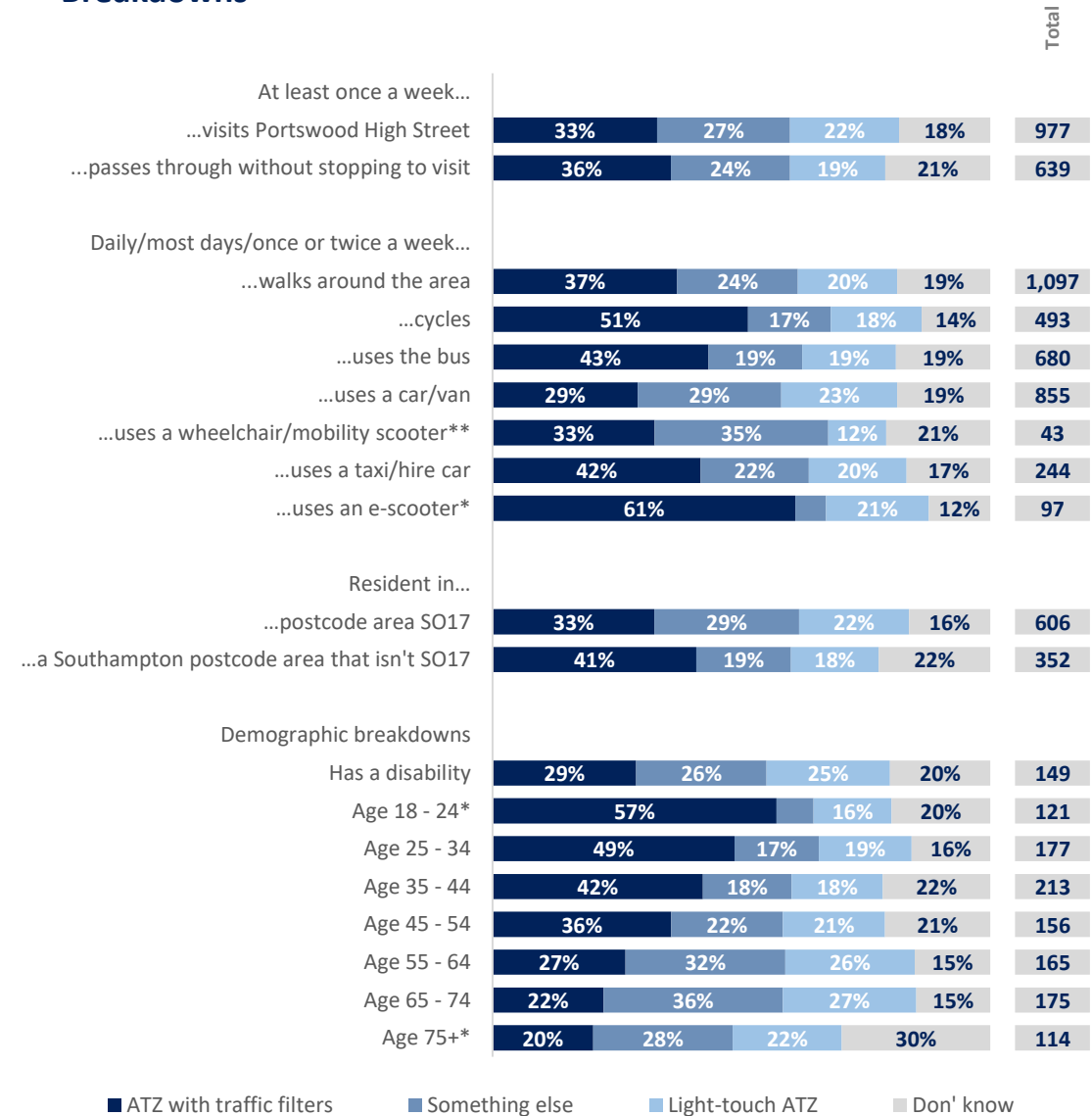
Responses | 977



Key findings

- 35% of respondents said they would prefer the ATZ with traffic filters option. The most unpopular ATZ option respondents would prefer is the Light – touch ATZ (20%).
- Those aged 18-24 had the highest response for the ATZ with traffic filters (57%), compared to 20% of those aged 75+ wanting this option.
- Those who use a car/van were torn between which option they would prefer. With 29% for both ATZ with traffic filters and something else.
- Respondents in the city outside postcode SO17 responded more favourable to the ATZ with traffic filters compared to those with a postcode area of SO17 – 41% to 33%.

Breakdowns

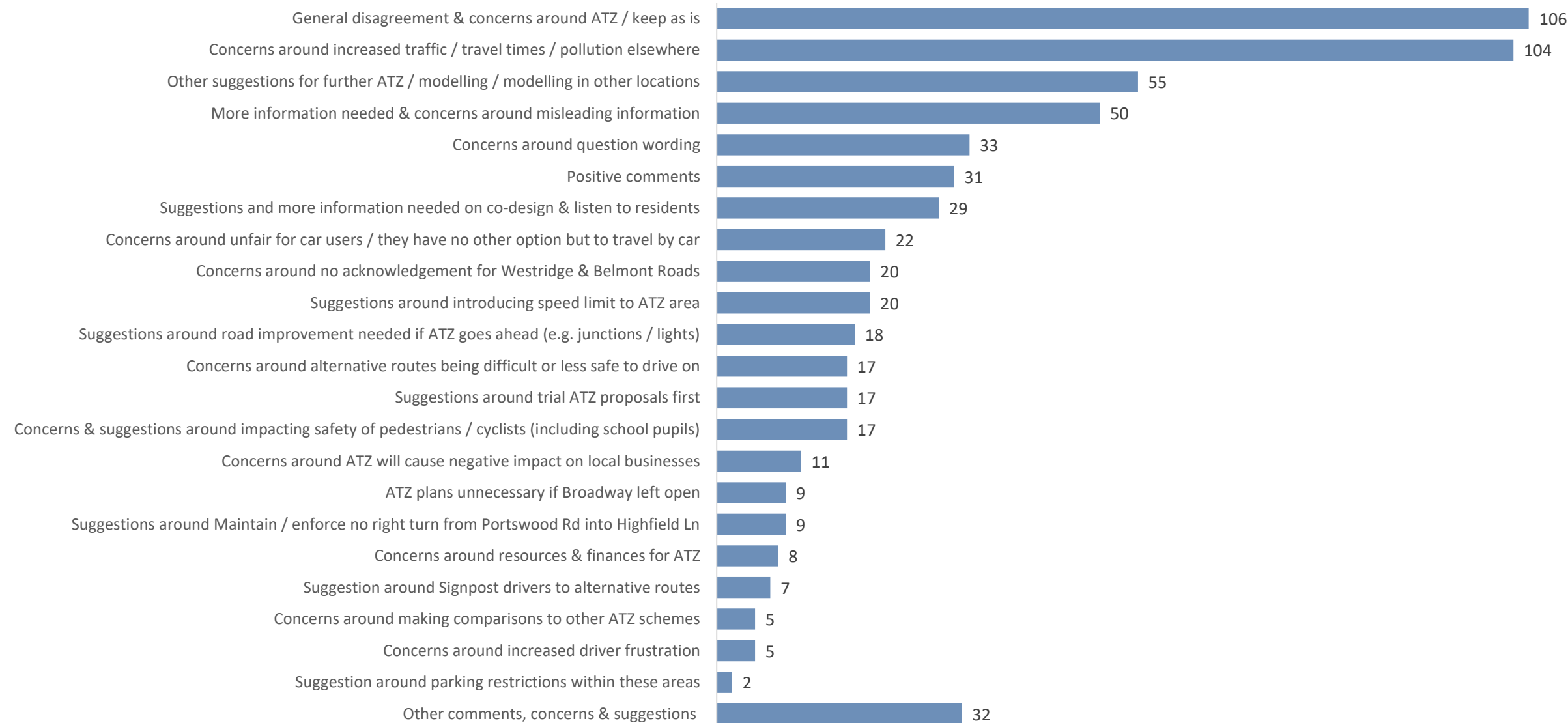


*Less than 100 respondents; **less than 50 respondents. Wheelchair/mobility scooter breakdown includes 'Once or twice a month' and 'Less often'.



Highfield Active Travel Zone

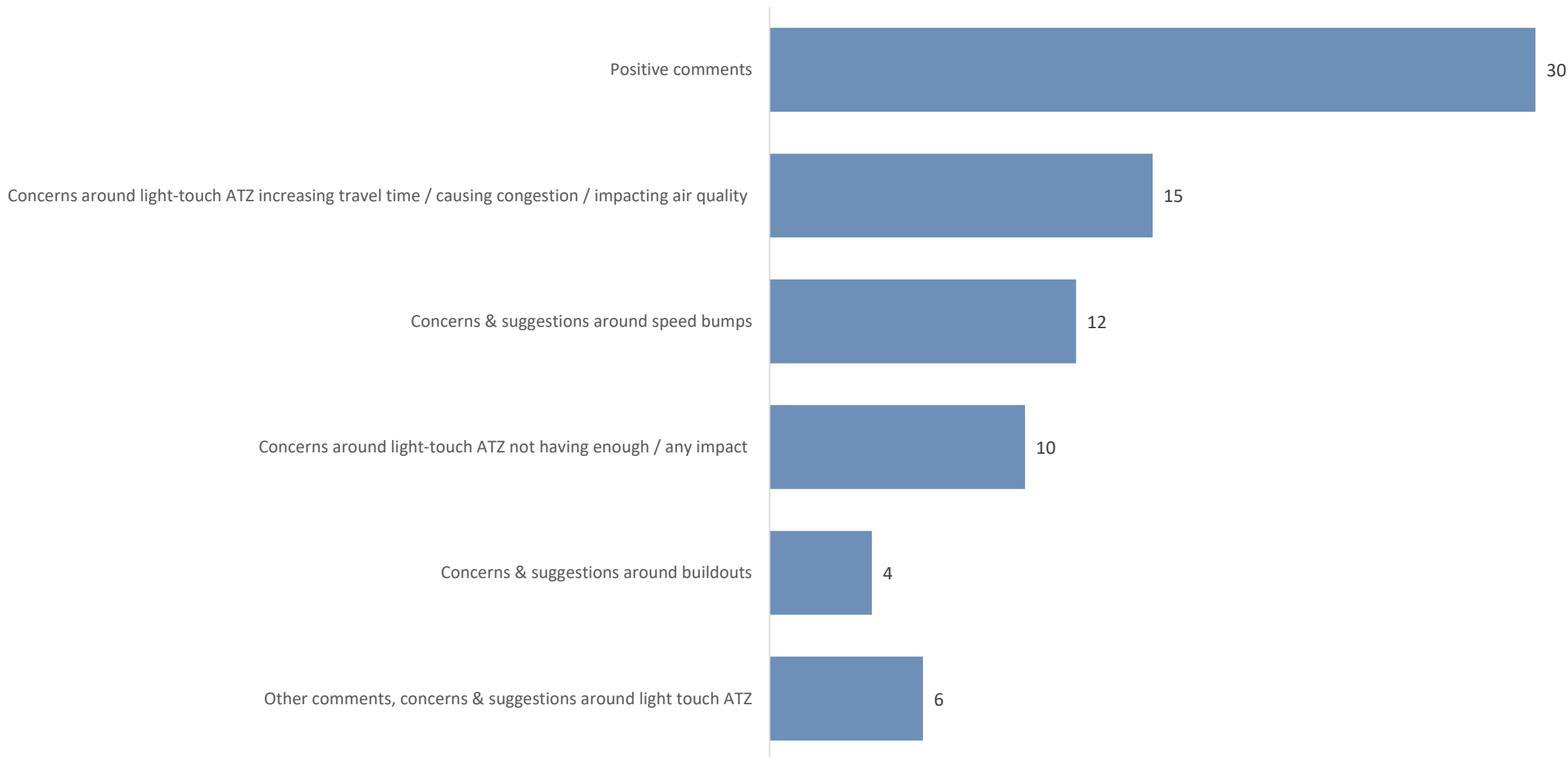
Total free text comments





Specifically light touch ATZ option

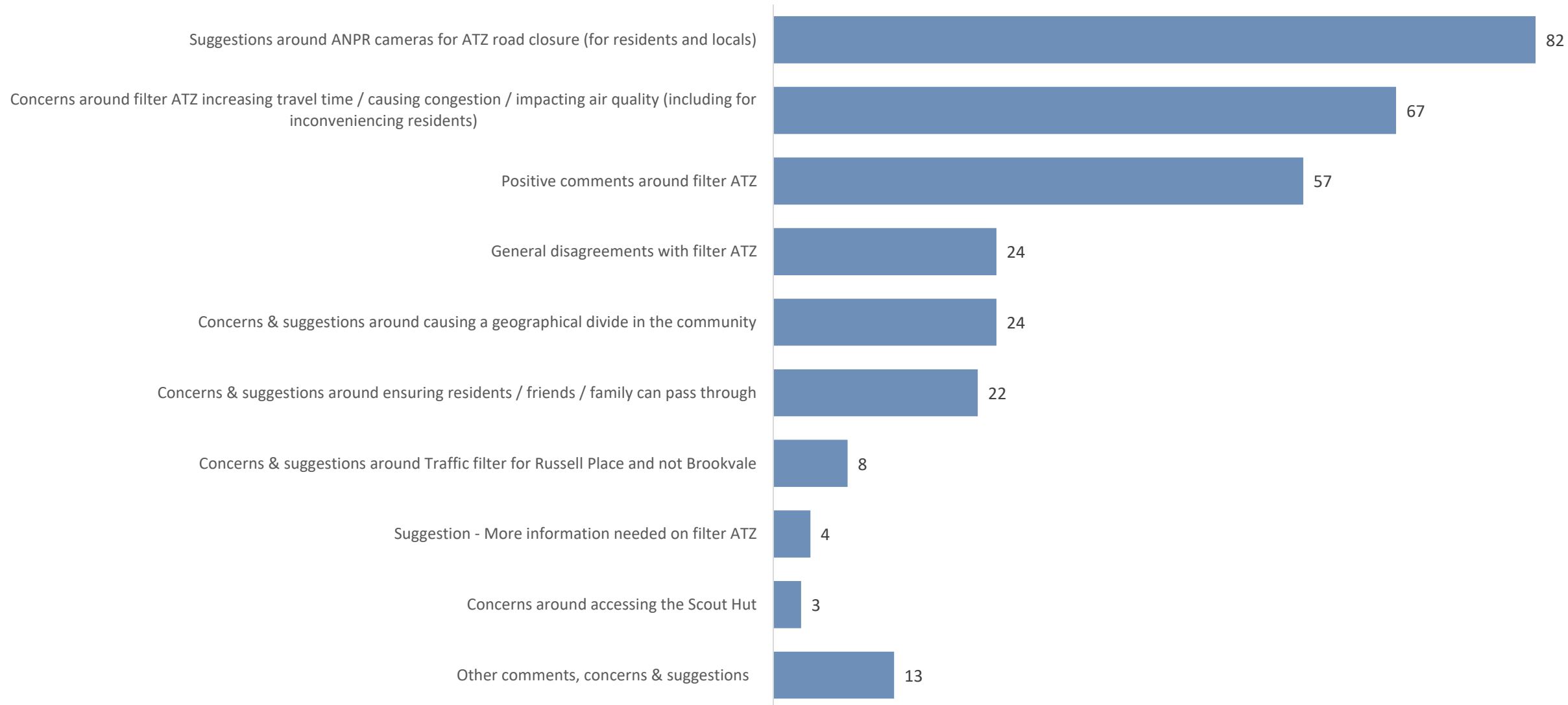
Total free text comments





Specifically Russell Place and Brookvale Road ATZ option

Total free text comments



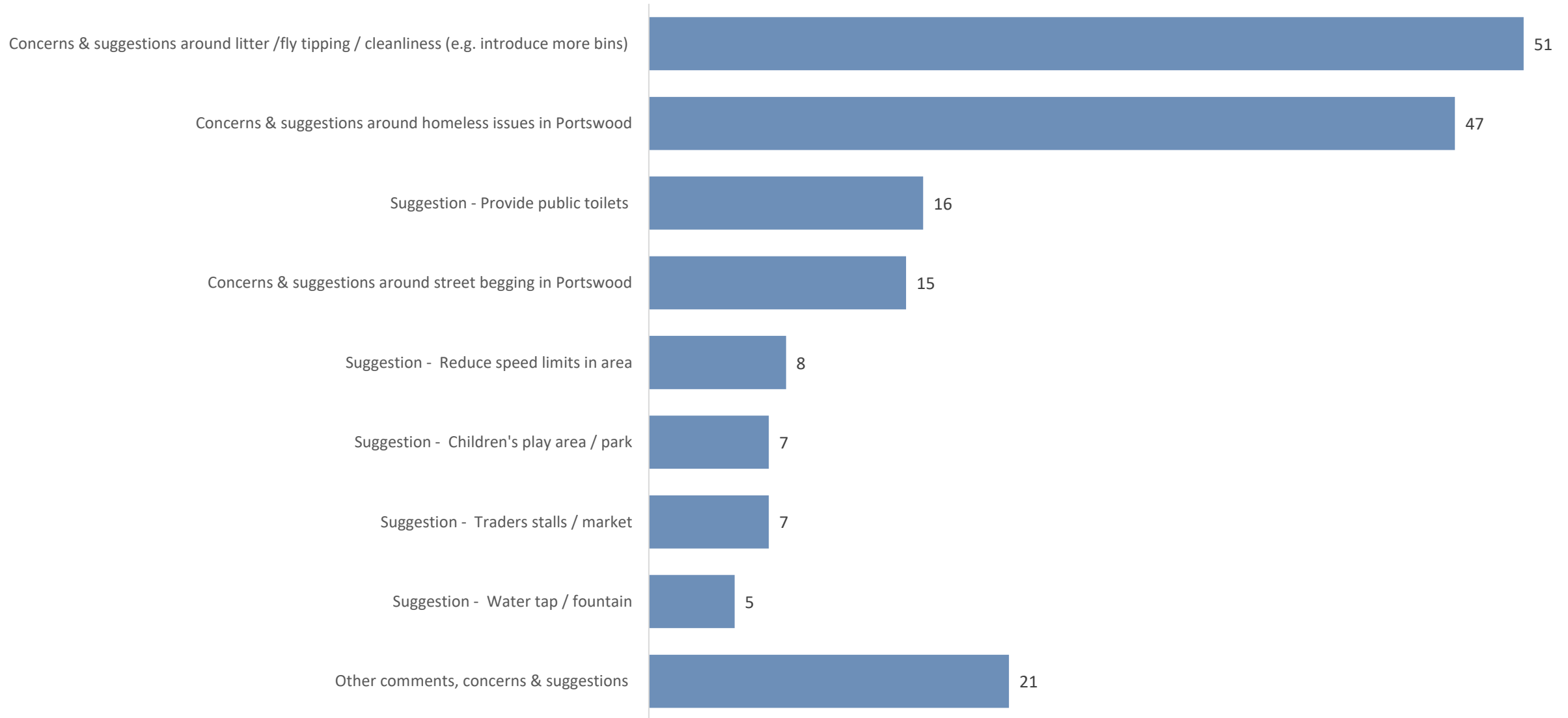


Additional free text comment analysis



Additional suggested areas of focus in the Portswood area

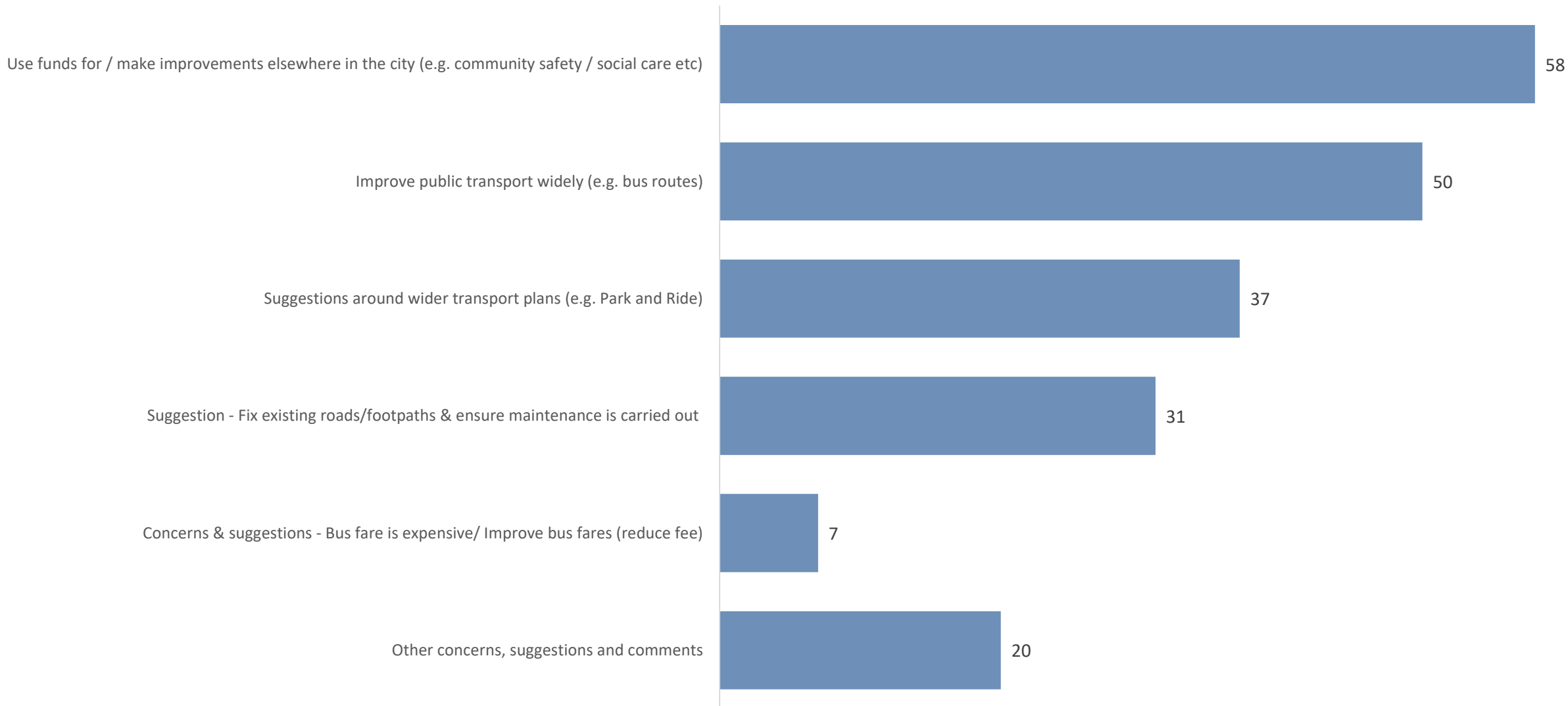
Total free text comments





Additional suggested areas of focus (e.g. across the city)

Total free text comments





Comments around Thomas Lewis Way (TLW)

Total free text comments

