# 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;
- Conscientious consideration must be given to the consultation responses before a decision is made.

# Local Covernment

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
- 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,' 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 Coughlan<sup>2</sup>), 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 Haringey<sup>3</sup>), 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.<sup>4</sup>

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.
- 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



# Who are the respondents? page one of two



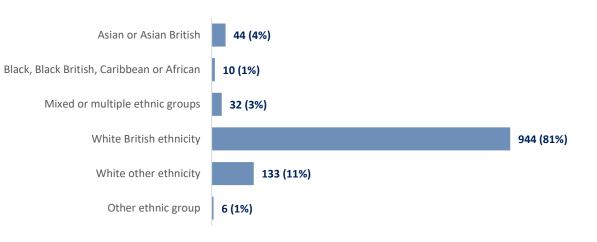




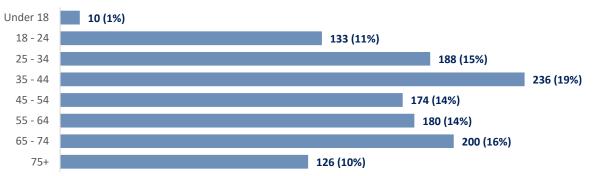
60 (6%)

27 (3%)

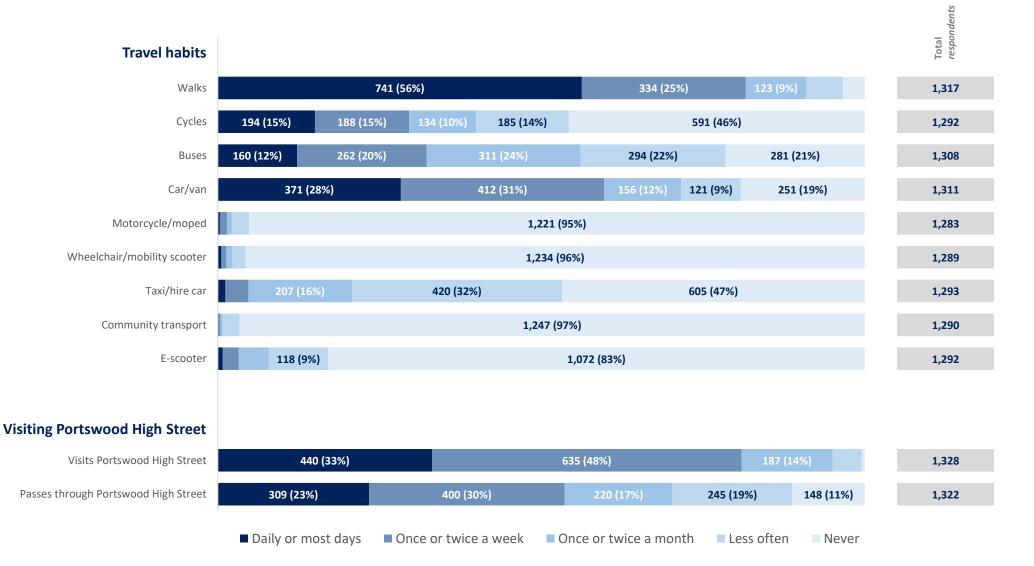
#### Ethnicity



#### 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?

following?					Total positive impact	Total negative impact	Total <i>respondents</i>
Attractiveness of Portswood High Street	37%	22%	16%	15%	60%	22%	1,331
Safety of those cycling on Portswood High Street	36%	23%	24%	<mark>7%</mark>	59%	13%	1,321
Safety of those walking and crossing roads on Portswood High Street	37%	20%	28%	8%	56%	14%	1,326
Experience for bus passengers travelling to and from Portswood High Street	35%	19%	29%	8%	54%	12%	1,325
Ease of travelling more sustainably	37%	18%	25%	13%	54%	17%	1,325
Air quality	28%	20%	26%	13%	48%	20%	1,318
Visitor numbers to Portswood High Street	21% 20	% 13%	14%	27%	41%	41%	1,332
Overall experience of travelling across the city for all road users	20% 16%	11% 13%	6 359	%	36%	48%	1,326
Ease of travelling by car to and from Portswood High Street	14%	22%	48%		11%	70%	1,328
Impact on the local economy*	23% 20	0%	L4% <b>2</b> 9	9%	44%	43%	1,333

■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative ※ Don't know

#### **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

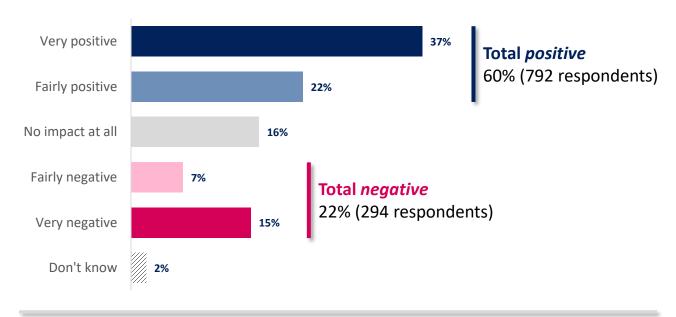
\*Asked as a separate question [Question 6, If these plans were to go ahead, what impact do you feel it would have on the local economy?] but included here as it uses the same scale as question 1 [If these plans were to go ahead, what impact do you feel it would have on the following?]

Source: Portswood Project consultation, August – October 2023



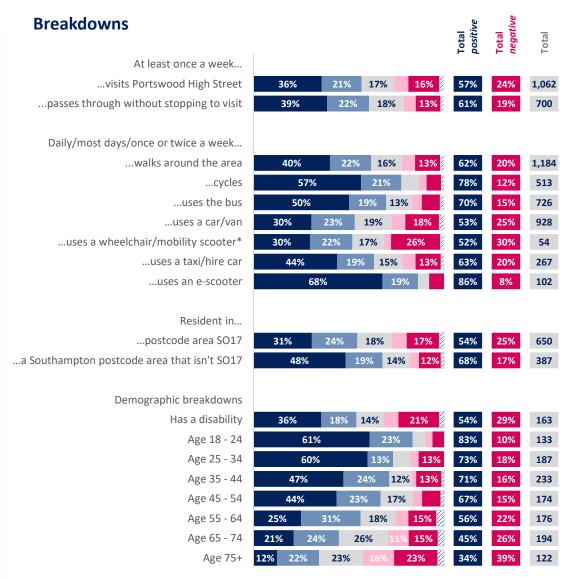


Question 1a |If these plans were to go ahead, what impact do you feel it would have on the<br/>following? Attractiveness of Portswood High StreetResponses | 1,331



#### **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

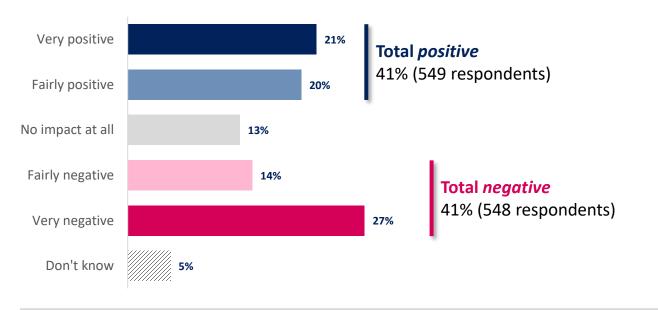


■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative 🖄 Don't know



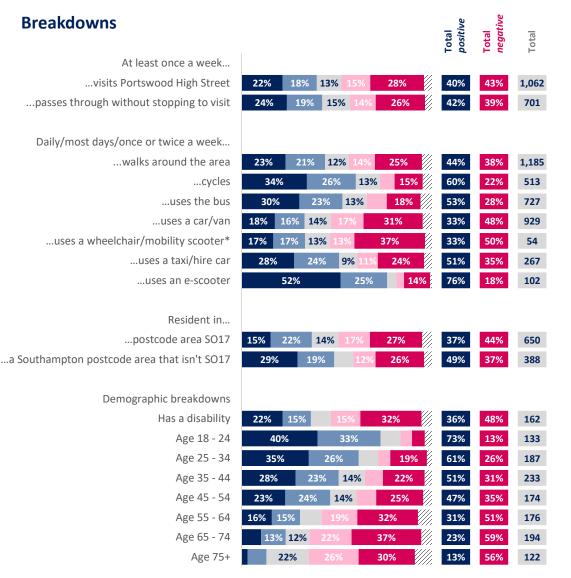


**Question 1b** | If these plans were to go ahead, what impact do you feel it would have on the following? Visitor numbers to Portswood High Street Responses | 1.332



#### **Key findings**

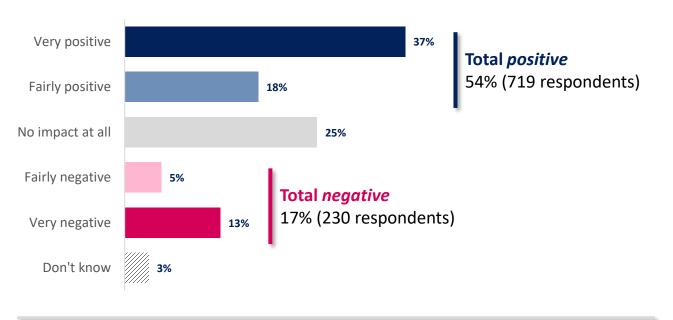
- Responses overall were split evenly between positive and negative sentiment (41% each)
- As with the previous question, users of cycles, buses and e-scooters responded positive more than 50%, between 53% and 76%, with users of e-scooters also responding 52% very positive
- Car users and respondents 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



■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative ⊗ Don't know

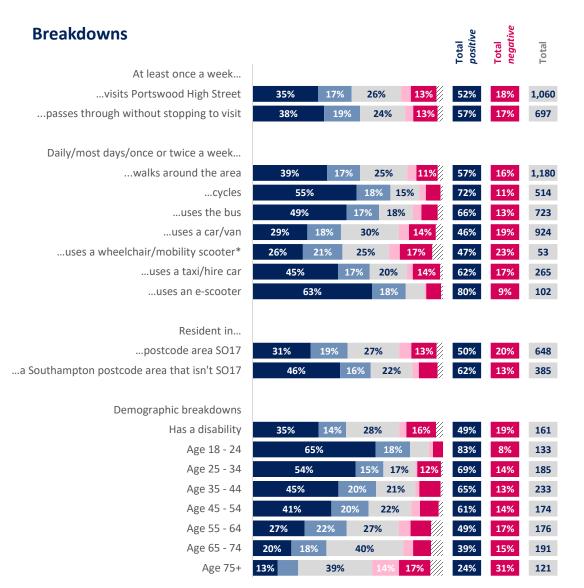


Question 1c | If these plans were to go ahead, what impact do you feel it would have on the<br/>following? Ease of travelling more sustainablyResponses | 1,325



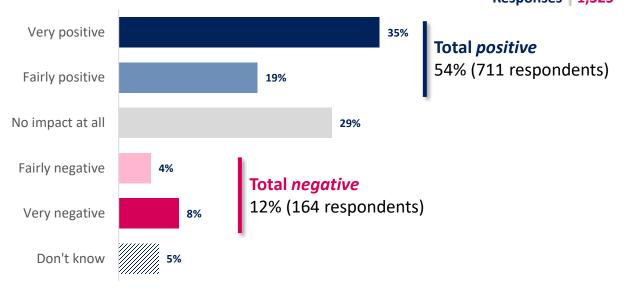
#### **Key findings**

- 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



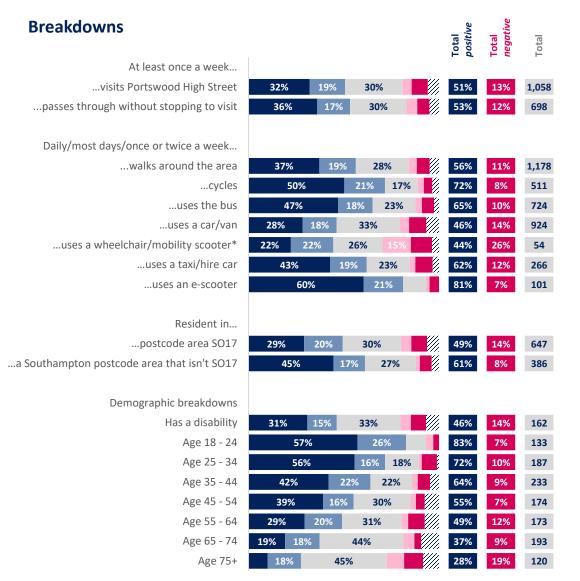
■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative ⊗ Don't know

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

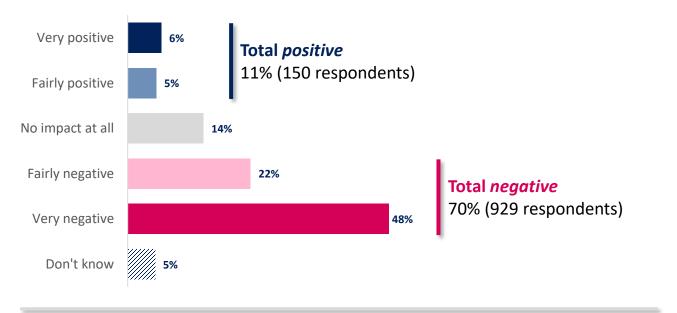


■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative Ø Don't know



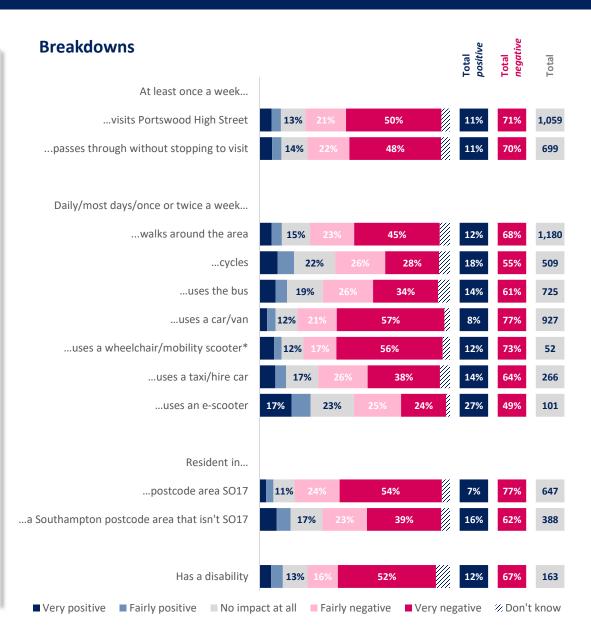


**Question 1e |** If these plans were to go ahead, what impact do you feel it would have on the following? *Ease of travelling by car to and from Portswood High Street* **Responses | 1,328** 



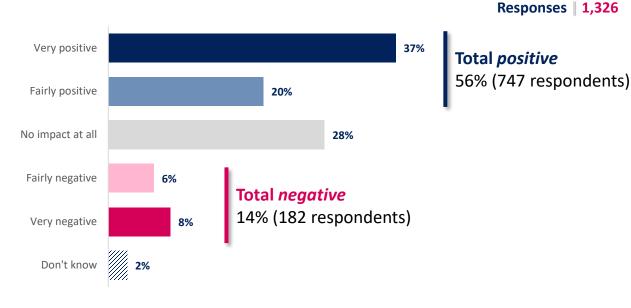
#### **Key findings**

- 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%



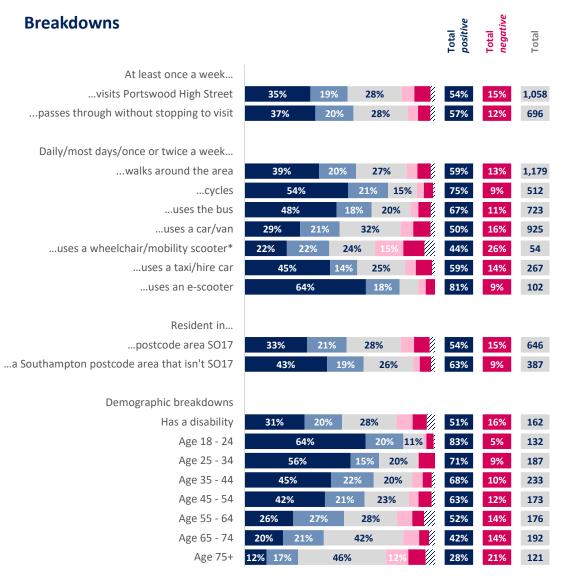
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**Question 1f |** If these plans were to go ahead, what impact do you feel it would have on the following? *Safety of those walking and crossing roads on Portswood High Street* 



#### **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

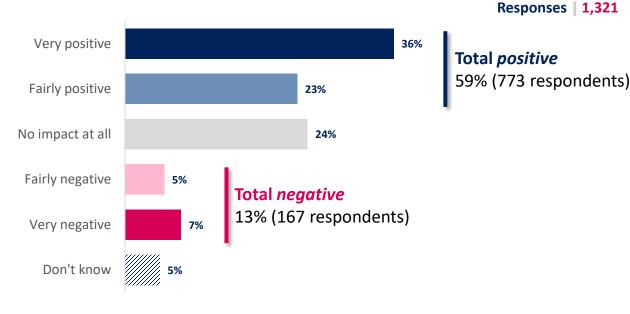


Very positive Fairly positive No impact at all Fairly negative Very negative On't know

# Safety of those cycling on Portswood High Street



**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* 



#### **Key findings**

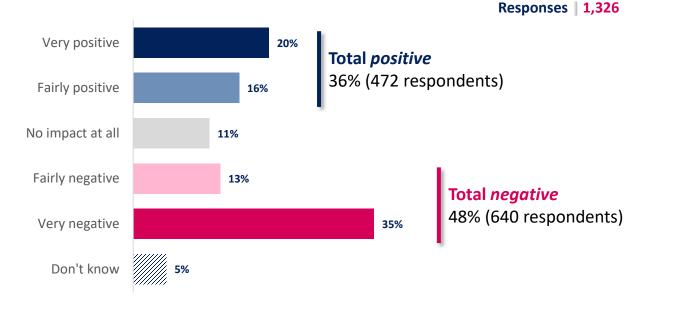
- 59% of respondents said that the proposals would have a *positive impact* on the safety of cyclists on Portswood High Street, with 24% responding *no impact* and 13% responding *negative impact*
- Again, all transport-related breakdowns responded *positive impact* by 50% or more, including cyclists 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	Total positive rotal negative	
At least once a week		
visits Portswood High Street	34% 22% 25% 57% 14% 1,05	2
passes through without stopping to visit	37% 22% 26% 58% 11% 698	3
Daily/most days/once or twice a week		
walks around the area	38% 23% 23% 61% 12% 1,17	'5
cycles	53% 23% 14% 76% 9% 513	3
uses the bus	47% 21% 17% 68% 11% 721	L
uses a car/van	<b>28%</b> 24% 29% <b>52% 14%</b> 922	2
uses a wheelchair/mobility scooter**	<b>26% 19% 26% 45% 21%</b> 53	
uses a taxi/hire car	43% 20% 23% 63% 12% 265	5
uses an e-scooter	66% 15% <mark>12%</mark> 80% 8% 102	2
Resident in		
postcode area SO17	<u>31% 24% 25% 55% 15%</u> 643	\$
a Southampton postcode area that isn't SO17	42% 22% 23% 65% 8% 387	1
Demographic breakdowns		
Has a disability	34%         17%         28%         51%         14%         162	2
Age 18 - 24	<u>62%</u> 23% 85% 6% 133	3
Age 25 - 34	53%         18%         20%         71%         9%         187	1
Age 35 - 44	43% 24% 18% 68% 10% 231	L
Age 45 - 54	<u> </u>	1
Age 55 - 64	<b>30% 25% 26% 55% 11%</b> 174	ŧ.
Age 65 - 74	<b>21% 26% 34% 47% 13%</b> 190	)
Age 75+	<b>12% 20% 40% 32% 17% 120</b>	)

■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative ⊗ Don't know



**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* 



#### **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		Total <i>positive</i>	Total negative	Total
At least once a week				
visits Portswood High Street	<b>19% 14% 13% 37%</b>	33%	51%	1,057
passes through without stopping to visit	22% 15% 34%	37%	48%	700
Daily/most days/once or twice a week				
walks around the area	21% 17% 12% 34%	38%	46%	1,179
cycles	31% 23% 12% 21%	54%	30%	513
uses the bus	29% 19% 12% 24%	48%	36%	723
uses a car/van	16% 12% 14% 42%	26%	56%	926
uses a wheelchair/mobility scooter*	17% 17% 19% 34%	28%	53%	53
uses a taxi/hire car	28% 19% <mark>8% 13% 29%</mark>	46%	42%	265
uses an e-scooter	45% 22% 18%	67%	26%	102
Resident in postcode area SO17 a Southampton postcode area that isn't SO17	17%         12%         13%         13%         39%           24%         21%         13%         30%	29% 45%	52% 43%	645 388
Demographic breakdowns				
Female	18% 14% 14% 37%	32%	51%	531
Male	24% 17% 13% 13% 29%	41%	42%	654
Has a disability	<b>18% 12% 19% 36%</b>	30%	54%	162
Age 18 - 24	38% 30%	67%	22%	132
Age 25 - 34	34% 20% 27%	55%	34%	187
Age 35 - 44	26% 19% 30%	45%	41%	233
Age 45 - 54	21% 17% 35%	38%	46%	174
Age 55 - 64	<b>13% 13% 16% 11% 41%</b>	26%	52%	174
Age 65 - 74	15% 20% 43%	16%	<b>63%</b>	194
Age 75+	17% 21% 43%	11%	63%	120

■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative Ø Don't know





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 Very positive 28% Total *positive* 48% (634 respondents) Fairly positive 20% No impact at all 26% Fairly negative 6% Total *negative* 20% (260 respondents) Very negative 13% Don't know

#### **Key findings**

- 48% of respondents overall said that the proposals would *positively* impact air quality in the city, compared to 20% that said they would have a *negative* 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	Total positive Total negative	Total
At least once a week		
visits Portswood High Street	26% 21% 26% 14% // 47% 21%	1,053
passes through without stopping to visit	28% 20% 28% 49% 17%	695
Daily/most days/once or twice a week		
walks around the area	30% 21% 25% 12% 51% 18%	1,173
cycles	42% 25% 17% 66% 13%	509
uses the bus	38% 22% 21% 61% 13%	720
uses a car/van	22%         18%         30%         16%         40%         23%	919
uses a wheelchair/mobility scooter*	17%         21%         33%         17%         38%         25%	52
uses a taxi/hire car	34% 23% 22% 12% 57% 17%	262
uses an e-scooter**	45% 28% 15% 73% 11%	100
Resident in		
postcode area SO17	<b>22%</b> 22% 27% <b>15%</b> 44% <b>22%</b>	642
a Southampton postcode area that isn't SO17	38% 17% 25% 55% 15%	385
Demographic breakdowns		
Has a disability	27% 13% 30% 14% 40% 24%	161
Age 18 - 24	39% 36% 14% 75% 8%	132
Age 25 - 34	44%         18%         23%         12%         62%         15%	186
Age 35 - 44	35% 20% 22% 55% 13%	231
Age 45 - 54	33% 21% 23% 12% 54% 18%	171
Age 55 - 64	21% 21% 25% 15% //// 42% 23%	175
Age 65 - 74	21% 15% 37% 36% 22%	189
Age 75+	22% 38% 18% 30% 26%	122

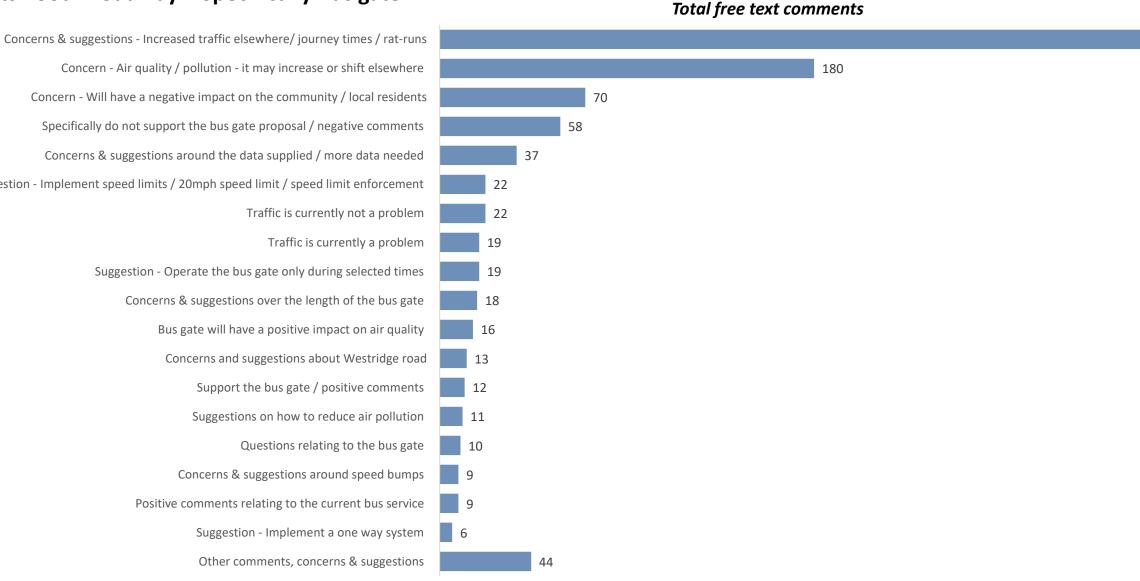
■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative ※ Don't know





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### Portswood Broadway – Specifically Bus gate



Concern - Air quality / pollution - it may increase or shift elsewhere Concern - Will have a negative impact on the community / local residents Specifically do not support the bus gate proposal / negative comments Concerns & suggestions around the data supplied / more data needed Suggestion - Implement speed limits / 20mph speed limit / speed limit enforcement Suggestion - Operate the bus gate only during selected times Concerns & suggestions over the length of the bus gate Bus gate will have a positive impact on air quality Concerns and suggestions about Westridge road Support the bus gate / positive comments Suggestions on how to reduce air pollution Concerns & suggestions around speed bumps Positive comments relating to the current bus service Suggestion - Implement a one way system Other comments, concerns & suggestions

Source: Portswood Project consultation, August – October 2023

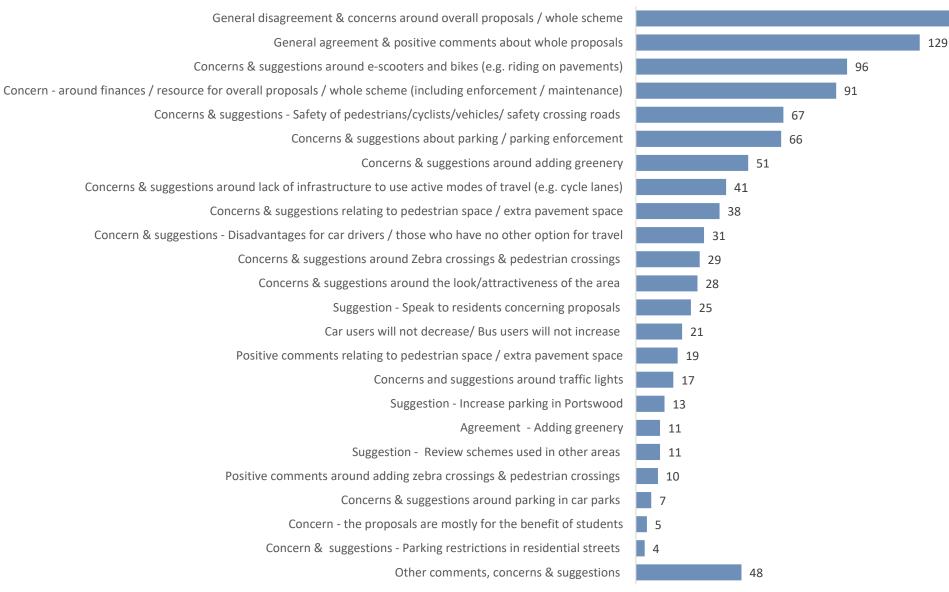


263

Portswood Broadway proposals – more generally



#### Total free text comments



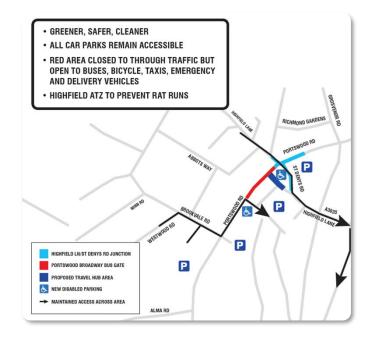
Source: Portswood Project consultation, August – October 2023





"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."





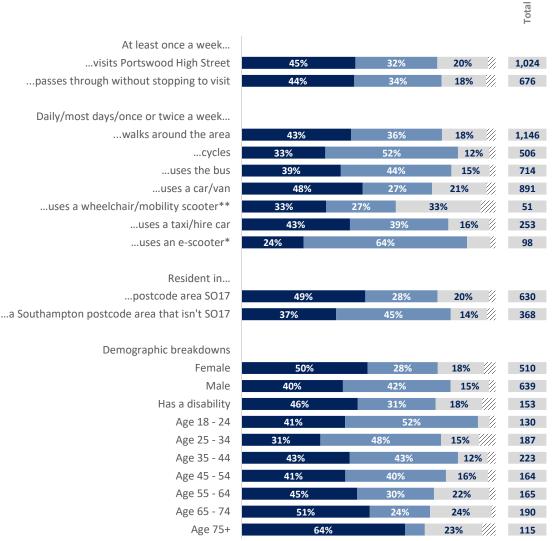


# Question 3 | If plans were approved, which of the following would you prefer? Responses 1,282 Trial the proposals first Proceed straight to implementing the proposals Something else Don't know 4%

#### **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

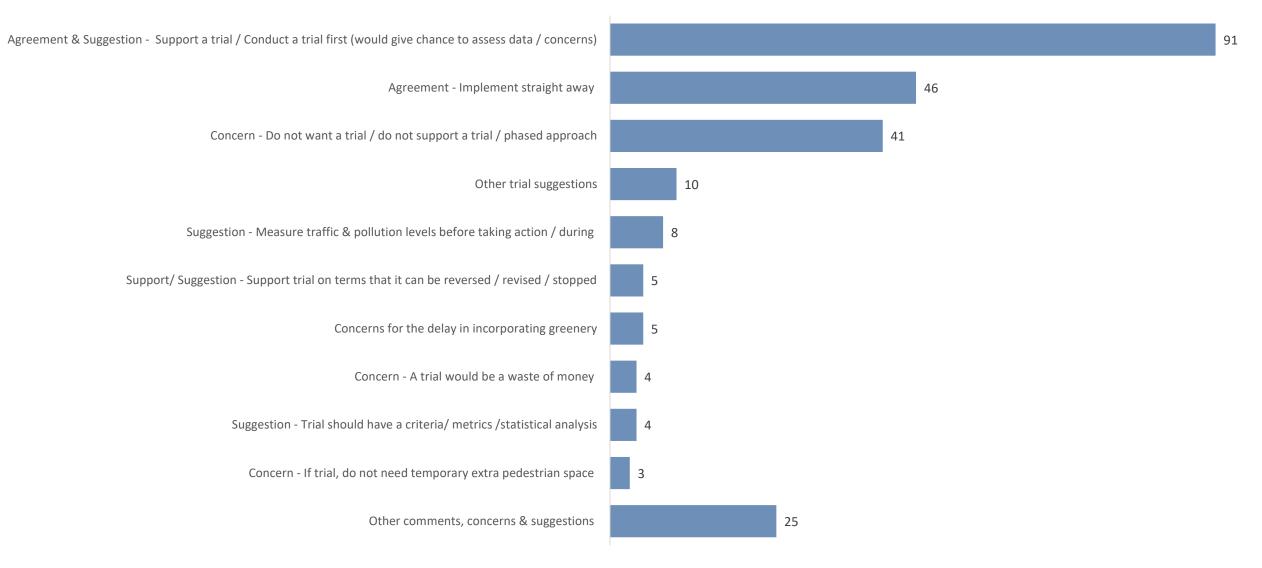


Trial the proposals first Proceed straight to implementing the proposals Something else 🛞 Don't know



## **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.

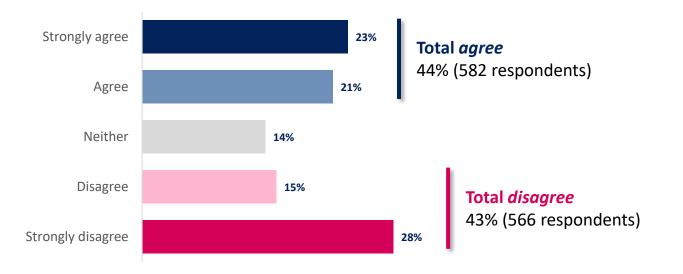
This assessment has been based on and follows the principles set out in the HM Treasury Green Book. Key findings from the initial assessment include:

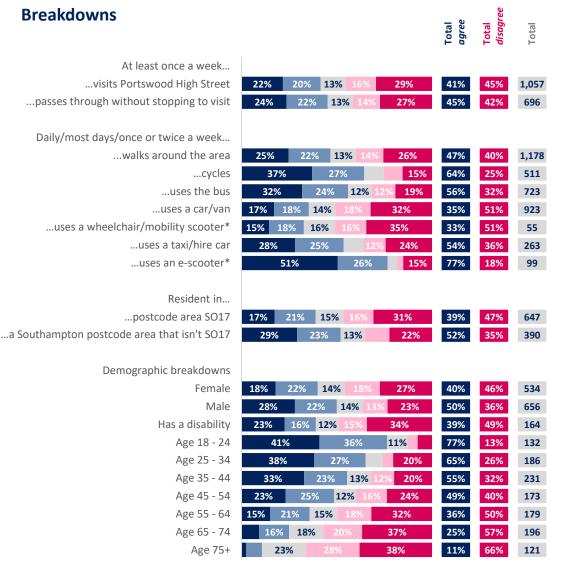
- The Portswood Project scheme will generate around £8 for every £1 of investment. The long-term economic benefits to the Southampton economy, through uplift in sales and increased employment opportunities, support the Southampton Pound objective of community wealth building.
- An additional 30 full-time-equivalent (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





#### Strongly agree

Neither

Strongly disagree

Agree

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

Disagree

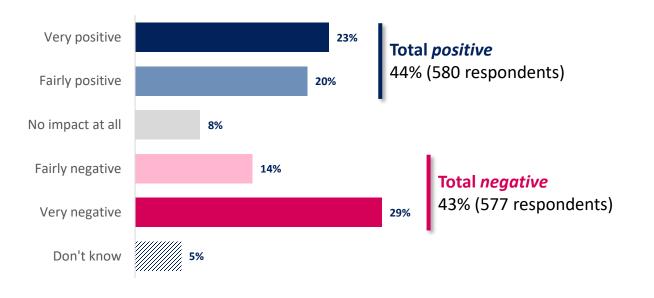
#### **Key findings**

- 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)

Source: Portswood Project consultation, August – October 2023

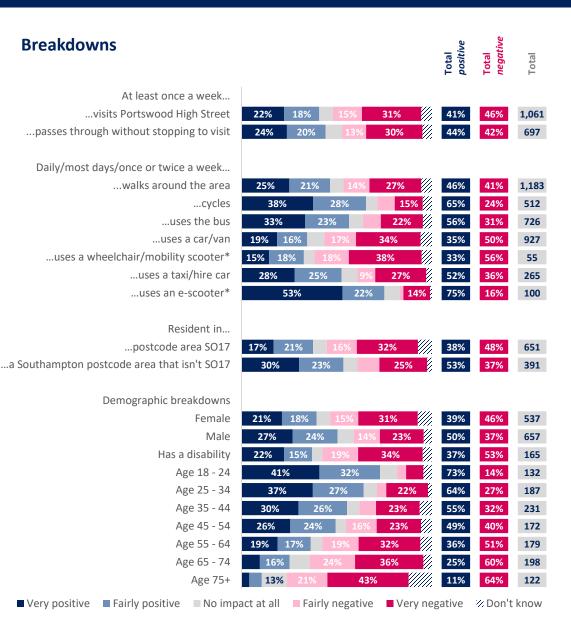


Question 6 | If these plans were to go ahead, what impact do you feel it would have on the local economy? Responses | 1,333



#### **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*



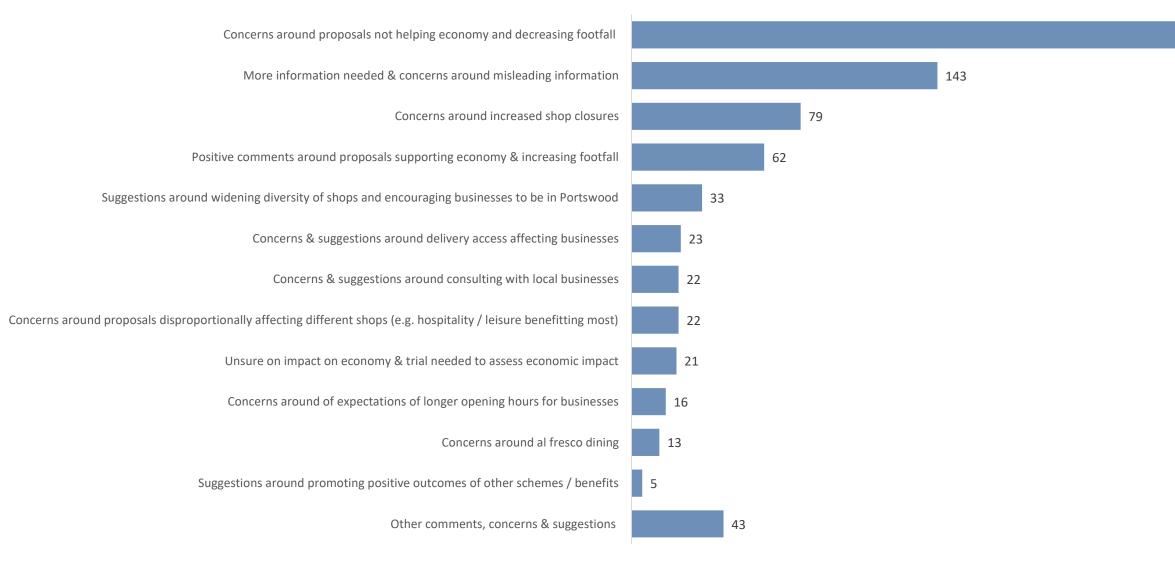
Source: Portswood Project consultation, August – October 2023



282

### **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.

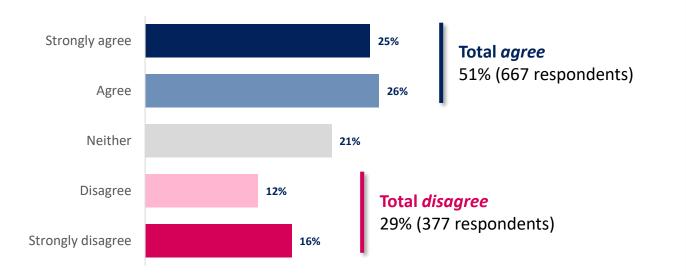
As part of the work on the Active Travel Zone, we would also include additional disabled compliant crossings and improve the condition of our footways.

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."



Responses | 1,315

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?



#### **Breakdowns** Total ø*gree* disagr otal otal At least once a week... ...visits Portswood High Street 24% 21% 25% 17% 1,043 49% ...passes through without stopping to visit 26% 21% 14% 52% 691 Daily/most days/once or twice a week... ...walks around the area 27% 27% 20% 14% 54% 26% 1,167 ...cycles 39% 16% 70% 14% 507 11% 61% ... uses the bus 33% 28% 17% 21% 713 ...uses a car/van 24% 18% 43% 33% 915 20% ...uses a wheelchair/mobility scooter\* 40% 49% 53 15% 25% 11% 34% ...uses a taxi/hire car 59% 261 34% 18% 14% 23% ... uses an e-scooter\* 52% 11% 81% 8% 98 Resident in... ...postcode area SO17 17% 20% 26% 24% 45% ...a Southampton postcode area that isn't SO17 34% 16% 14% 59% 387 Demographic breakdowns Female 22% 26% 21% 17% 47% 32% 529 58% 12% 22% Male 30% 28% 20% 650 19% 21% 12% 41% 47% Has a disability 29% 159 Age 18 - 24 37% 9% 81% 10% 44% 131 Age 25 - 34 13% 44% 26% 12% 70% 18% 187 62% Age 35 - 44 35% 20% 11% 18% 230 13% 56% Age 45 - 54 31% 20% 24% 172 26% Age 55 - 64 20% 18% 44% 36% 177 18% Age 65 - 74 29% 19% 30% 22% 41% 192 Age 75+ 34% 22% 25% 117 23% 41%

#### Strongly agree

Neither Disagree Strongly disagree

Agree

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

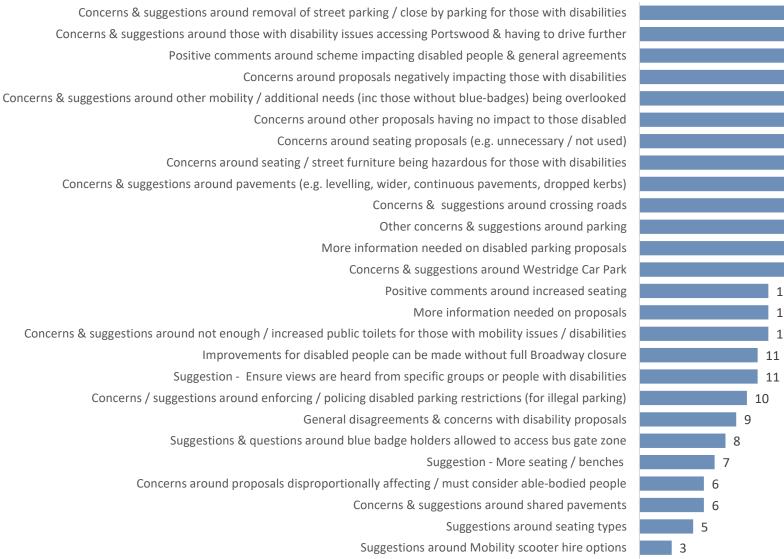
**Key findings** 

- 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

#### Source: Portswood Project consultation, August – October 2023



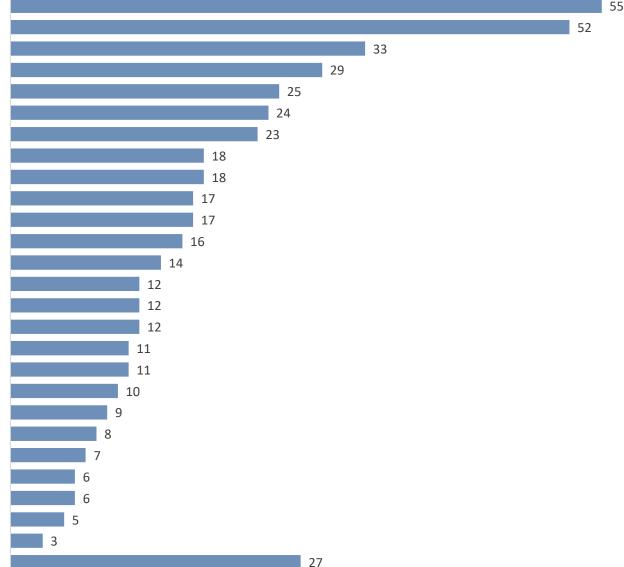
## Portswood Broadway - Mobility issues / disabilities



Other comments, concerns & suggestions around disability proposals

Source: Portswood Project consultation, August – October 2023

#### 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.

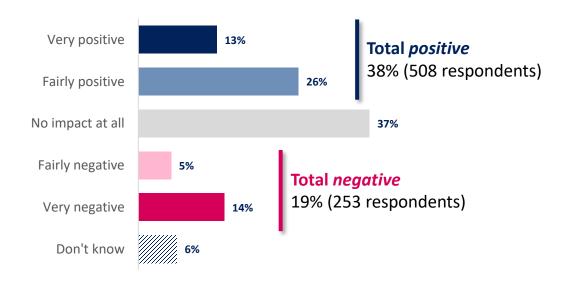
The Council, in partnership with our local police officers, are working to ensure these proposals would help address these problems and make the Portswood area safer for us all to enjoy. These proposals would allow us to:

- 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."



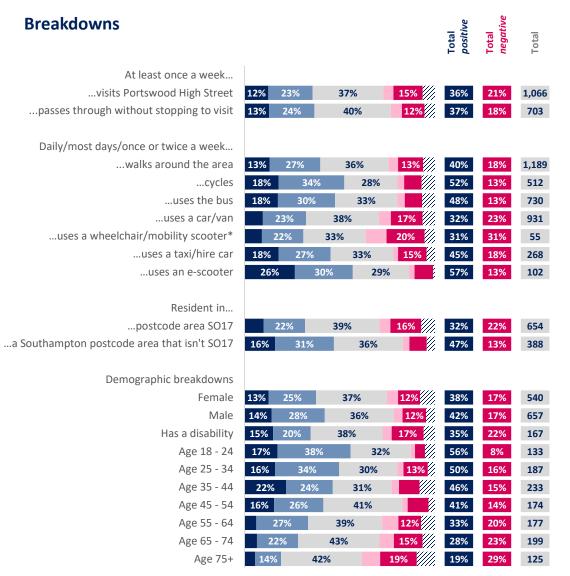


Question 10a | What impact do you feel the proposals would have on the following? Reducingcrime and antisocial behaviourResponses | 1,335



#### **Key findings**

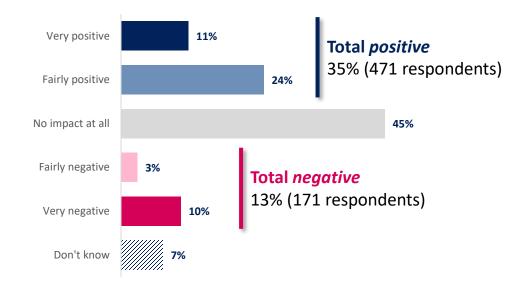
- 38% of respondents said that the proposals would have a *positive* impact on efforts to combat crime and antisocial behaviour, with a similar amount saying that they would have no impact at all (37%)
- Cyclists and e-scooter users responded *positive* by more than 50% each, with walkers, bus users, 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



■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative Ø Don't know

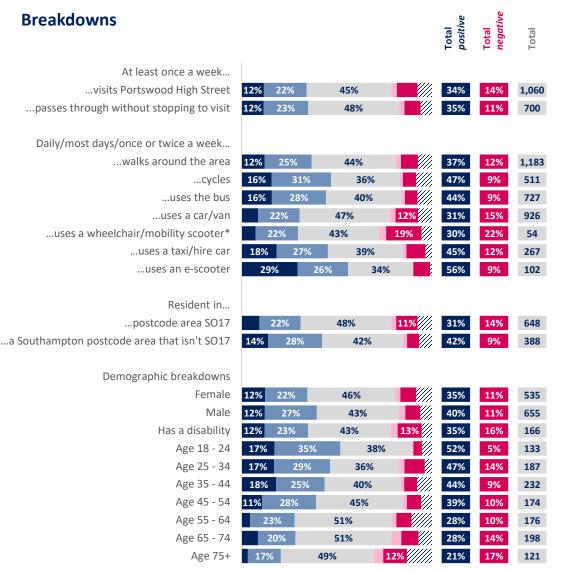


Question 10b | What impact do you feel the proposals would have on the following? Makingcrime and antisocial behaviour easier to reportResponses | 1,327



#### **Key findings**

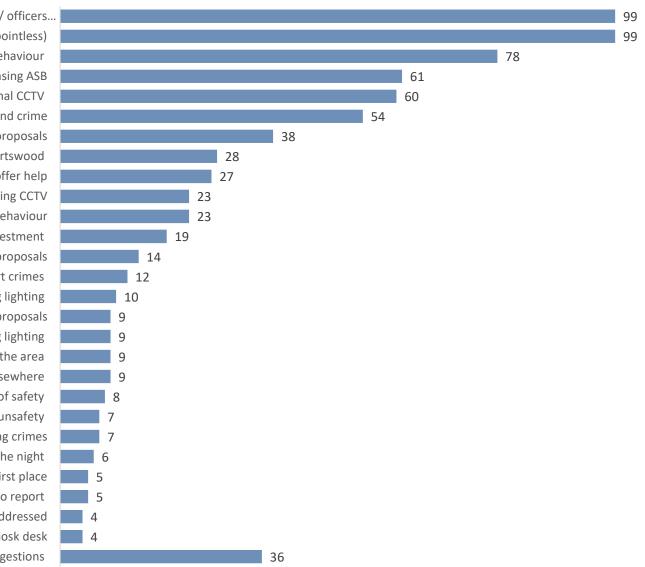
- 35% of respondents said that the proposals would have a *positive* impact on making crime easier to report, with 45% saying that they would not have an impact in this area
- E-scooter users responded *positive* by more than 50%, with walkers, cyclists, bus users, car/van users, mobility and wheelchair 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



■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative ≫ Don't know



### Portswood Broadway - Crime and antisocial behaviour



Total free text comments

Concerns & suggestions - Lack of police presence / enforcement & increase the number of police presence/ officers... Issues with the handling of reported crimes / interactions with police (lack of resource / prosecutions / feel it is pointless) Concerns about proposals causing an increase in crime and antisocial behaviour Concerns around increased seating negatively impacting feelings of safety & increasing ASB Concerns & suggestions with CCTV & additional CCTV Concern - The proposals will have no positive impact on ASB and crime Improvements should / could happen regardless of the road proposals Witnessed / been a victim of crime previously in Portswood Suggestion - Address current ASB behaviour first & offer help Positive comments around increasing CCTV Concern - Lack of traffic/cars will attract ABS behaviour Crime and antisocial behaviour should improve as a result of the investment Agreement - Generally for the crime and ASB proposals Concerns & suggestions around how the public can report crimes / easier methods to report crimes Positive comments regarding lighting More information needed on ASB proposals Other concerns & suggestions regarding lighting Never/ rarely witnessed / not concerned about crime or anti-social behaviour in the area Concern - Crime and anti-social behaviour will just move elsewhere More pedestrians will create less crime/ anti-social behaviour and more sense of safety Concern - No traffic / cars would create more feelings of unsafety Concerns specifically around the proposals not easing reporting crimes Suggestion - Do not turn street lights off during the night Suggestion - Focus on preventing crime and antisocial behaviour in the first place Crime is already easy to report Concerns & suggestions - Crime and anti-social behaviour needs to be addressed

- Suggestion Open / reopen Portswood Police Station / police kiosk desk
  - Other comments, concerns & suggestions



# Portswood Travel Hub







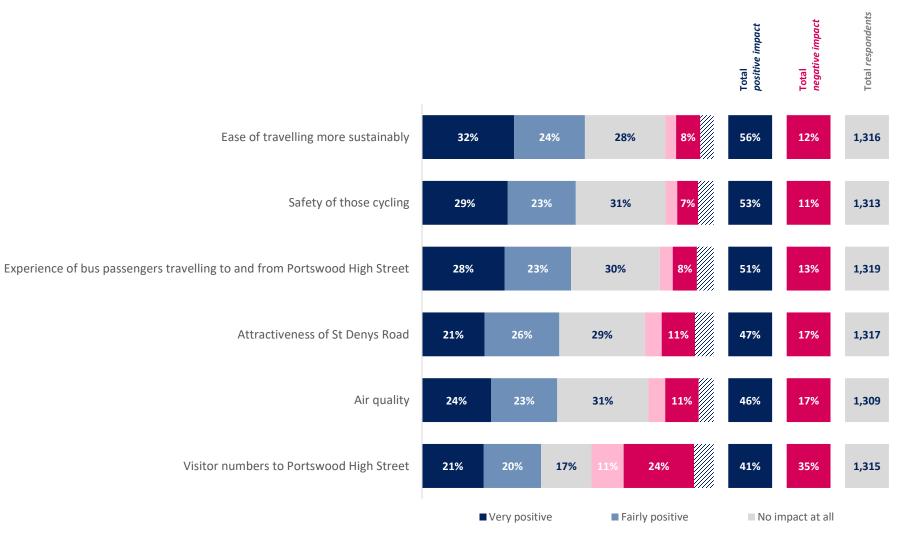
"To improve access to the Broadway for all users, we are proposing the installation of a Travel Hub on St Denys Road alongside Portswood Broadway, next to Trago Lounge. Adjacent to the Travel Hub, additional parking for people with disabilities will be provided.

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."





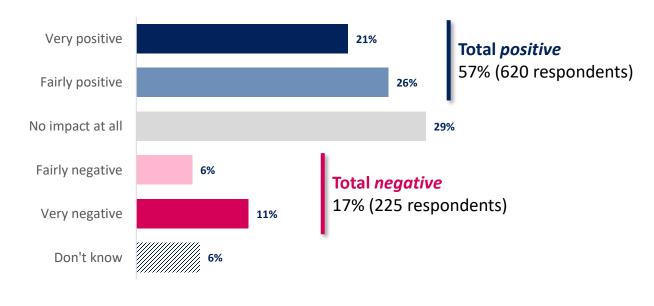








Question 12a | If these plans were to go ahead, what impact do you feel it would have on the following? Attractiveness of St Denys Road Responses | 1,317



### **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

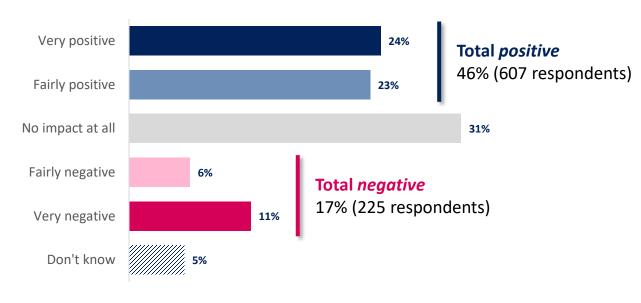
Breakdowns		Total <i>positive</i>	Total negative	Total
At least once a week				
visits Portswood High Street	21% 25% 30% 12%	46%	18%	1,053
passes through without stopping to visit	23% 26% 31%	49%	14%	<b>693</b>
Daily/most days/once or twice a week				
walks around the area	23% 27% 28%	50%	15%	1,178
cycles	35% 31% 20%	65%	11%	510
uses the bus	31% 29% 24%	59%	10%	718
uses a car/van	18% 24% 32% 14%	41%	21%	918
uses a wheelchair/mobility scooter**	15% 28% 26% 17%	43%	22%	54
uses a taxi/hire car	29% 25% 26%	54%	16%	266
uses an e-scooter*	49% 25% 13%	73%	10%	101
Resident in				
postcode area SO17	17% 27% 30% 12%	44%	19%	647
Southampton postcode area that isn't SO17	28% 24% 30%	52%	1 <b>2</b> %	387
Demographic breakdowns				
Has a disability	22% 20% 32% 13%	42%	19%	165
Age 18 - 24	37% 32% 18%	69%	8%	131
Age 25 - 34	35% 30% 13% 14%	65%	18%	186
Age 35 - 44	29% 25% 28%	54%	13%	232
Age 45 - 54	25% 33% 26%	58%	11%	171
Age 55 - 64	16% 26% 30% 13%	42%	21%	178
Age 65 - 74	20% 45%	29%	15%	194
Age 75+	23% 41% 18%	25%	23%	120

...a South





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		Total <i>positive</i>	Total <i>negative</i>	Total
At least once a week				
visits Portswood High Street	23% 21% 31% 12%	44%	19%	1,047
passes through without stopping to visit	25% 24% 30%	49%	16%	688
Daily/most days/once or twice a week				
walks around the area	25% 23% 30%	49%	16%	1,168
cycles	36% 27% 21%	63%	11%	507
uses the bus	33% 27% 25%	60%	11%	712
uses a car/van	19% 20% 35% 14%	39%	20%	912
uses a wheelchair/mobility scooter*	13% 22% 42% 16%	35%	18%	55
uses a taxi/hire car	29% 26% 24% 13%	56%	18%	263
uses an e-scooter	39% 32% 18%	71%	11%	100
Resident in postcode area SO17 a Southampton postcode area that isn't SO17	18%         23%         31%         14%           31%         23%         31%	41% 54%	21% 10%	644 386
Demographic breakdowns				
Has a disability	21% 19% 37% 12%	40%	18%	164
Age 18 - 24	34% 44%	78%	8%	131
Age 25 - 34	39% 23% 24%	61%	13%	186
Age 35 - 44	31% 23% 26%	53%	14%	230
Age 45 - 54	26% 27% 27%	53%	15%	171
Age 55 - 64	19% 26% 30% 14%	45%	19%	175
Age 65 - 74	16% 13% 47%	29%	17%	189
Age 75+	15% 50% 13%	21%	21%	121

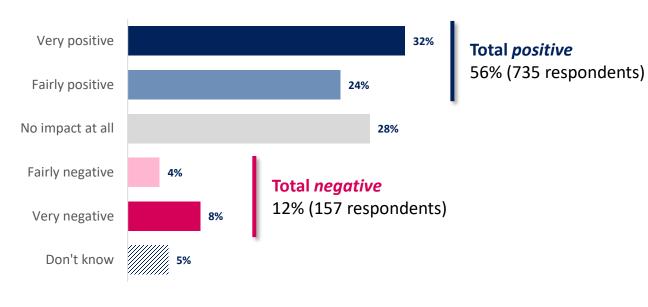
■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative Don't know

#### Source: Portswood Project consultation, August – October 2023

\*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<br/>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		Total <i>positive</i>	Total <i>negative</i> Total
At least once a week			
visits Portswood High Street	30% 25% 29%	54%	12% 1,053
passes through without stopping to visit	33% 25% 28%	58%	11% 690
Daily/most days/once or twice a week			
walks around the area	34% 25% 27%	59%	10% 1,176
cycles	49% 26% 16%	75%	7% 510
uses the bus	43% 24% 20%	68%	8% 717
uses a car/van	25% 24% 32%	49%	14% 916
uses a wheelchair/mobility scooter*	20% 33% 22% 13%	53%	20% 55
uses a taxi/hire car	38% 25% 23%	62%	12% 265
uses an e-scooter	58% 23% 12%	81%	7% 101
Resident in			
postcode area SO17	25% 25% 32%	51%	13% 648
a Southampton postcode area that isn't SO17	40% 23% 23%	63%	9% 386
Demographic breakdowns			
Has a disability	30% 20% 31%	50%	12% 166
Age 18 - 24	56% 31%	86%	6% 131
Age 25 - 34	51% 21% 16%	72%	11% 186
Age 35 - 44	38% 29% 19%	67%	9% 231
Age 45 - 54	35% 25% 27%	60%	9% 171
Age 55 - 64	25% 31% 26%	56%	12% 178
Age 65 - 74	18% 19% 48%	36%	8% 194
Age 75+	20% 47%	26%	17% 119

■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative Ø Don't know

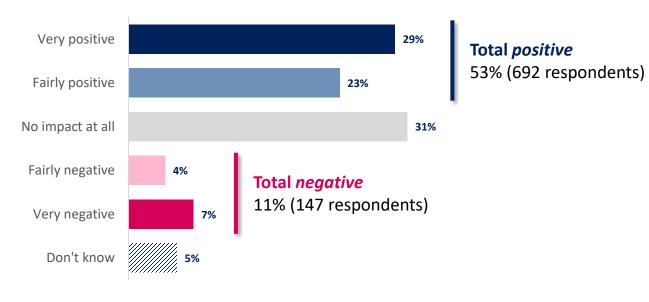
#### Source: Portswood Project consultation, August – October 2023

\*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<br/>following? Safety of those cyclingResponses | 1,313



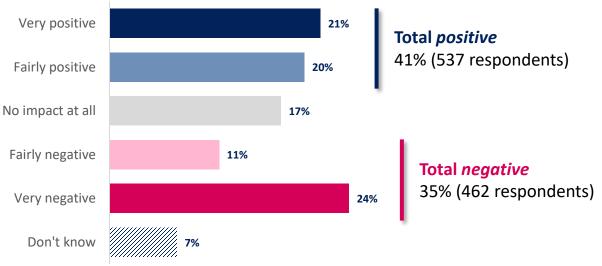
# Key findings

- 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	Total positive Total negative	Total
At least once a week		
visits Portswood High Street	28% 23% 32% 51% 12%	1,050
passes through without stopping to visit	32% 22% 31% 54% 10%	690
Daily/most days/once or twice a week		
walks around the area	31% 24% 30% 55% 10%	1,172
cycles	47% 25% 19% 71% 8%	510
uses the bus	39% 24% 24% 64% 8%	713
uses a car/van	23% 24% 35% 47% 13%	916
uses a wheelchair/mobility scooter*	24% 18% 38% 42% 13%	55
uses a taxi/hire car	37% 23% 24% 61% 12%	262
uses an e-scooter	56%         21%         17%         77%         6%	100
Resident in		
postcode area SO17	24% 25% 35% 48% 12%	646
a Southampton postcode area that isn't SO17	37% 22% 29% 58% 8%	386
Demographic breakdowns		
Has a disability	29% 18% 32% 47% 12%	165
Age 18 - 24	50% 29% 14% 79% 6%	131
Age 25 - 34	42% 25% 20% 68% 11%	186
Age 35 - 44	38% 21% 27% 59% 9%	231
Age 45 - 54	30% 24% 32% 54% 9%	171
Age 55 - 64	23% 27% 33% 50% 10%	178
Age 65 - 74	20% 20% 44% 40% 6%	192
Age 75+	18% 44% 27% 17%	118

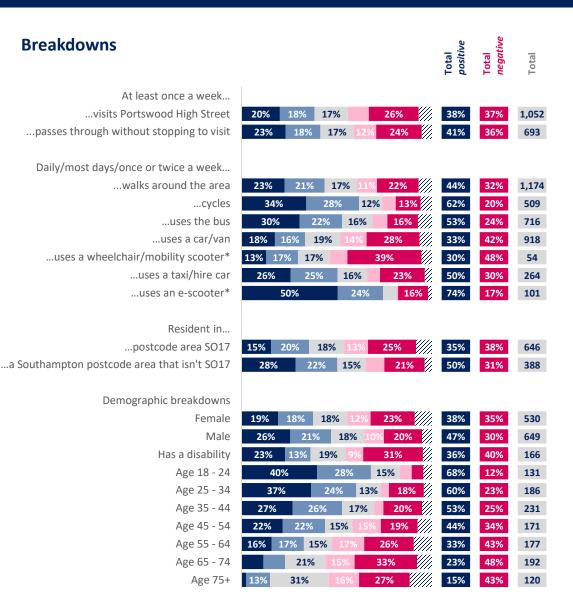


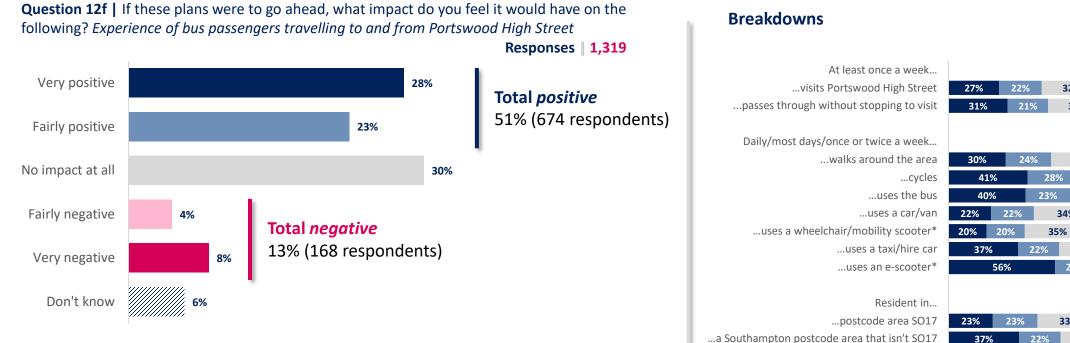
Question 12e | If these plans were to go ahead, what impact do you feel it would have on the following? Visitor numbers to Portswood High Street Responses | 1,315



### **Key findings**

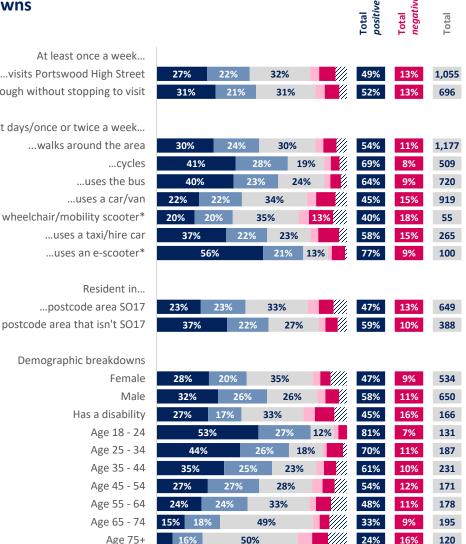
- 41% of respondents said that the proposals would have a positive impact on visitor numbers to Portswood . High Street, with 35% saying they would have a *negative* impact, including 24% that responded very negative
- Cyclists, bus users, taxi users and people that use e-scooters responded positive 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





### **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



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

							Total <i>likely</i>	Total unlikely	Total <i>respondents</i>
Digital boards with live bus timetables and information	31%	5	27%	6	10%	26%	58%	32%	1,297
Public toilets	31%	5	26%		12%	23%	57%	31%	1,302
Green space and public seating	34	%	21%		12%	24%	55%	33%	1,304
Sheltered waiting area	31%	6	23%		11%	27%	54%	36%	1,294
Art	15%	22%	169	%	10%	36%	38%	47%	1,286
Secure, covered cycle parking	21%	15%	10%			45%	36%	54%	1,293
Public bicycle pump & tools	13%	18%	12%			48%	31%	57%	1,282
Parcel lockers	11%	18%	16%	12%		43%	29%	54%	1,289
Taxi pick-up/drop-off point	17	7%	18%	15%		41%	27%	56%	1,288
E-bike hire	14%	12%	14%		5	54%	20%	68%	1,292
Bicycle hire	13%	14%	14%		5	54%	19%	68%	1,290
E-scooter hire	11%	13%	12%		57	7%	18%	69%	1,293
Electric cargo bike hire	11%	13%	14%		56	6%	16%	70%	1,289
Electric vehicle charging points		15%	13%		59	%	14%	72%	1,286
E-bike charging points		15% 1	.2%		59%	%	13%	72%	1,283
Electric car hire	1	4% 13	%		61%	6	12%	75%	1,290
Disabled parking spaces	1	.5%			64%		12%	73%	1,293
Electric van hire	139	<b>%</b> 13%			64%		10%	77%	1,277
		ery Likely	E Fa	airly like	ely	Neither	Fairly unlikely	Very u	nlikely





### **Portswood Travel Hub**

	Concerns around lack of demand for Travel Hub proposals / would not use
	General concerns & disagreement with Travel Hub proposals
	Concerns & suggestions around public toilet additions (e.g. maintenance, anti-social behaviour)
	Positive comments around Travel Hub
	ncerns / suggestions - Travel hub / seating area may encourage anti-social behaviour / be subject to vandalism
22	Positive comments around public toilet additions
20	Positive comments & suggestions for secure cycle storage / parking
17	Concerns around finances / resource for Travel Hub and maintenance
14	Concerns & suggestions around digital boards
12	More information needed on proposal
11	Suggestions around art / displays
11	Positive comments & suggestions around adding more trees / greenery
10	Travel Hub can go ahead without other proposals / closing Broadway
10	Concerns & suggestions around location of Travel Hub
9	Concerns around the space available / how realistic
7	Concerns around space for electric car and van hires
6	Concerns & suggestions around parcel lockers
5	Suggestions around sheltered waiting area
4	Concerns around electric cars in general
4	Suggestions around Bus station / hub would be more effective
4	Concerns around accessing charging points due to road closure
3	Suggestions around more initiatives for permanently owning active travel modes
2	Suggestions around combining active travel mode tickets
2	Suggested Pop-up bike maintenance (e.g. Bike Dr)
2	Suggestions around Trial Travel Hub first
	Other comments, concerns & suggestions around 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.

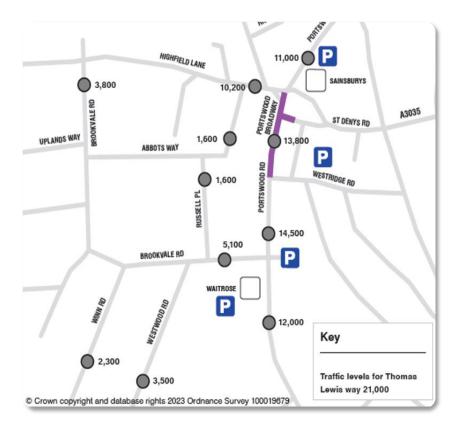
The Council has delivered an ATZ in the St Denys area in conjunction with local residents, and is now implementing ATZs in the Polygon, Woolston and Itchen areas.

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."



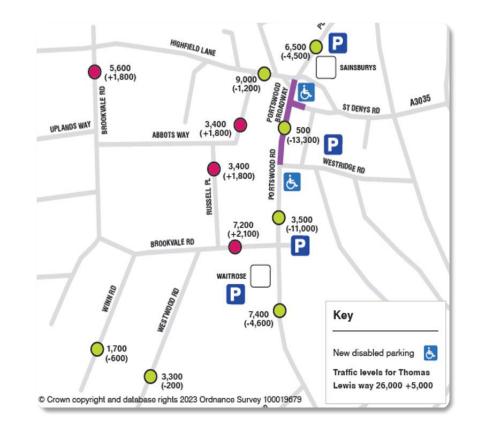
### **Existing levels, April 2023**

This shows the existing levels of traffic flowing through the area on a normal weekday in April (figures are number of vehicles per day in a 24-hour period on the road)



### Bus gate w/ no mitigation

This shows the impact on traffic flows along the Broadway and local roads should a bus gate be installed with no mitigation measures included, with the majority of traffic diverted to the A335 (Thomas Lewis Way). This is not something that would be implemented and is purely for demonstration only.



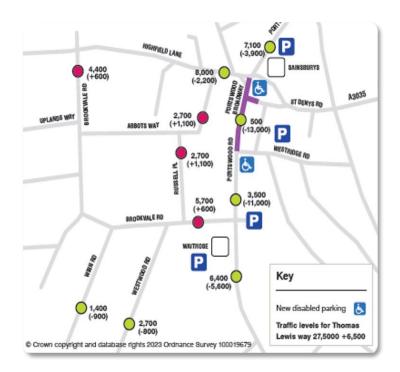


### Bus gate w/ light-touch ATZ

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.

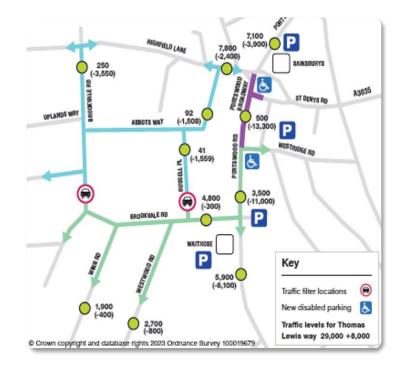


### Bus gate w/ ATZ and traffic filters on Russell Place and Brookvale Road

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.

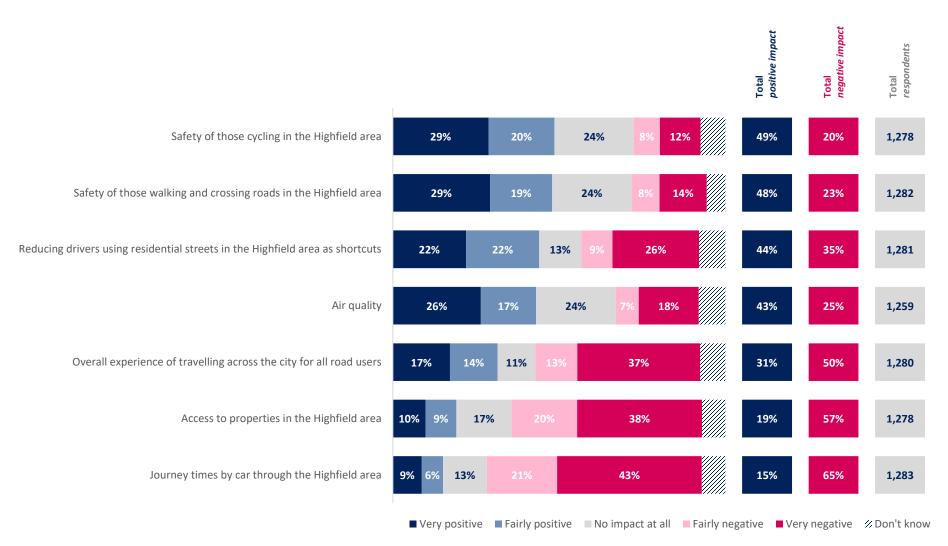
Traffic filters prevent motorised vehicles from passing through that area, without preventing people who walk and cycle. The predicated modelling shows that with the introduction of the ATZ and the traffic filters in these locations, the roads around this area would be preserved for local residents and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



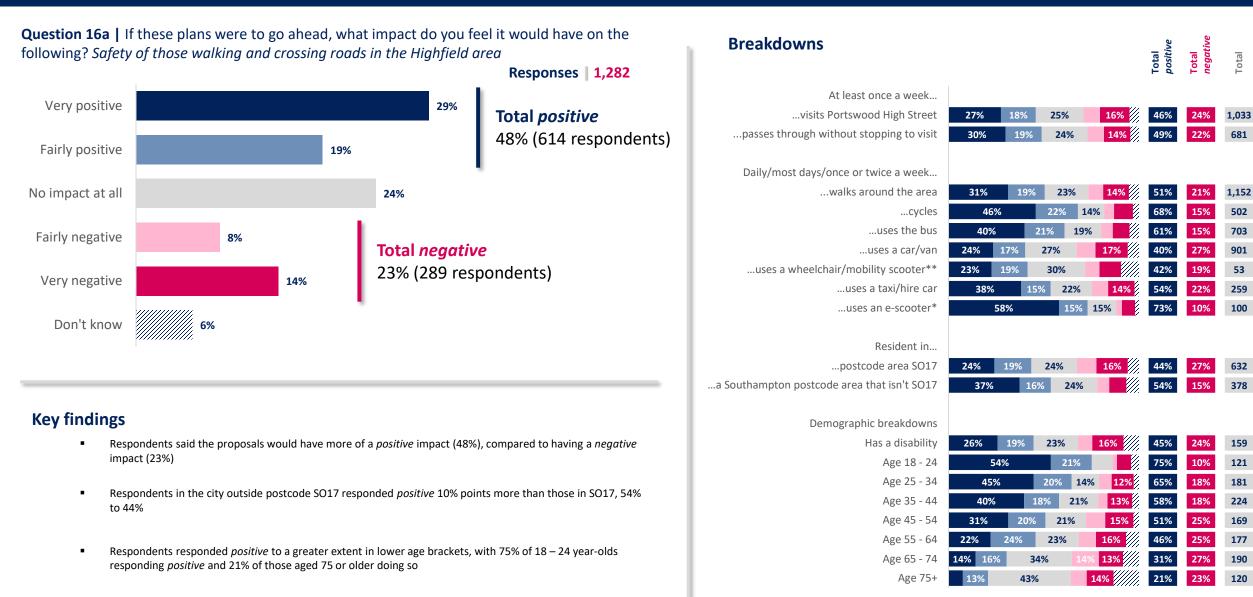


#### Question 16 | If these plans go ahead, what impact do you feel it would have on the following?



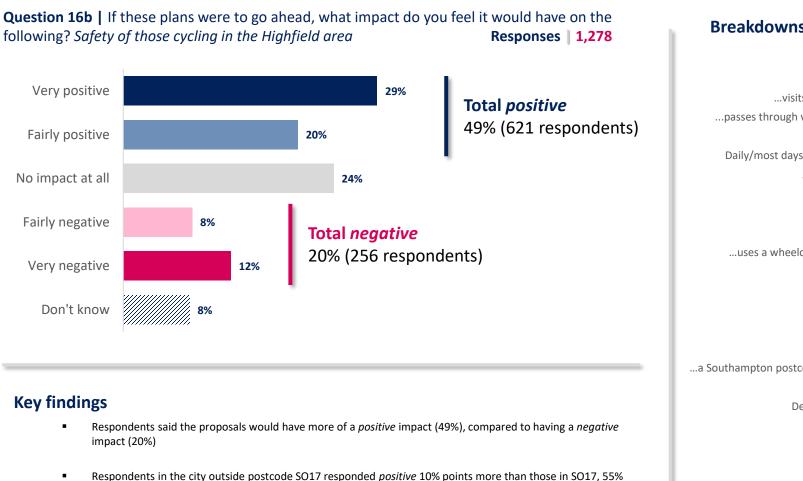
### Safety of those walking and crossing roads in the Highfield area





### Safety of those cycling in the Highfield area





Respondents responded positive to a greater extent in lower age brackets, with 78% of 18 - 24 year-olds

kdowns					Total <i>positive</i>	Total negative	Total
At least once a week							
visits Portswood High Street	27%	20%	25%	13%	46%	21%	1,030
es through without stopping to visit	29%	20%	25%	12%	49%	20%	680
//most days/once or twice a week							
walks around the area	31%	21%	23%	11%	51%	19%	1,149
cycles	46%		22% 1	4%	68%	15%	502
uses the bus	39%	2	1% 19%	6 🛛 🚺	61%	13%	701
uses a car/van	23%	18%	27%	15%	41%	24%	899
ses a wheelchair/mobility scooter**	25%	19%	32%		43%	13%	53
uses a taxi/hire car	37%	16%	6 23%	13%	53%	19%	258
uses an e-scooter*	53	%	20%	15%	73%	11%	100
Resident in							
postcode area SO17	24%	21%	24%	13% ///	45%	23%	630
npton postcode area that isn't SO17	37%	189	<b>22%</b>		55%	14%	377
Demographic breakdowns							
Has a disability	26%	18%	26%	13%	44%	18%	159
Age 18 - 24	54	%	24%		78%	11%	121
Age 25 - 34	44%		21% 18	3%	65%	15%	180
Age 35 - 44	39%	20	0% 19%		58%	17%	224
Age 45 - 54	30%	20%	27%	<b>13%</b>	49%	18%	169
Age 55 - 64	22%	25%	22%	14%	47%	24%	177
Age 65 - 74	16% 16%	6 3	3%		33%	21%	189
Age 75+*	17%	36%	14%		23%	24%	119

■ Very positive ■ Fairly positive ■ No impact at all ■ Fairly negative ■ Very negative ≫ Don't know

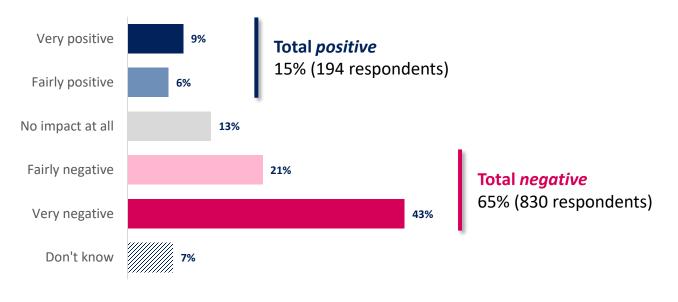
responding positive and 23% of those aged 75 or older doing so

to 45%

### Journey times by car through the Highfield area

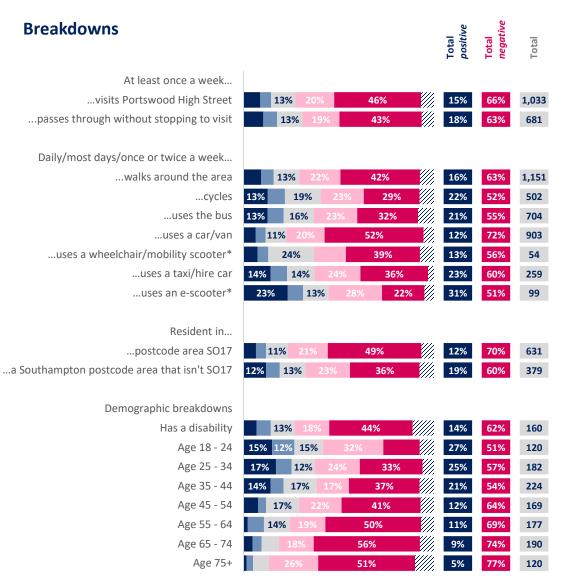


Question 16c | If these plans were to go ahead, what impact do you feel it would have on the<br/>following? Journey times by car through the Highfield areaResponses | 1,283



### **Key findings**

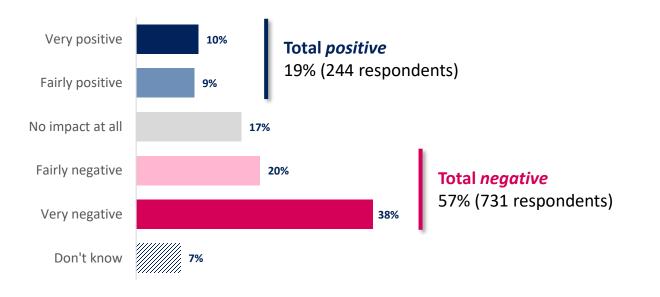
- Respondents said the proposals would have more of a *negative* impact (65%), compared to having a *positive* impact (15%)
- Respondents using an e-scooter as mode of transport had the highest *positive* impact response (31%), compared with car/van users with 12% *positive*
- Respondents responded *negative* 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





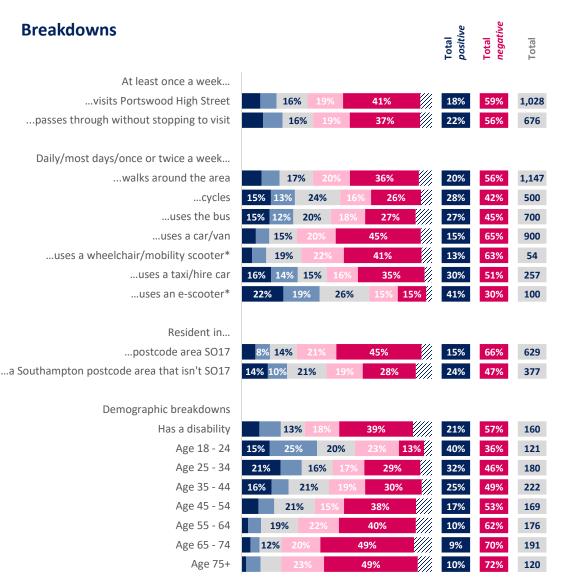


Question 16d | If these plans were to go ahead, what impact do you feel it would have on the<br/>following? Access to properties in the Highfield areaResponses | 1,278

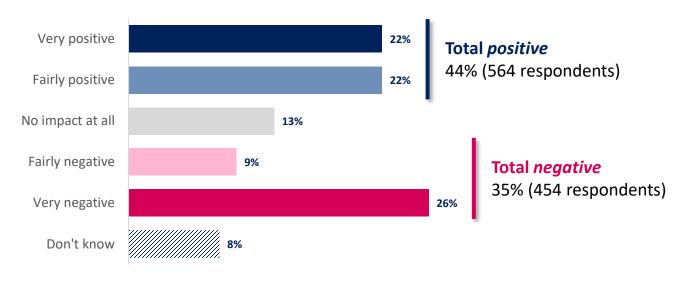


### **Key findings**

- 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

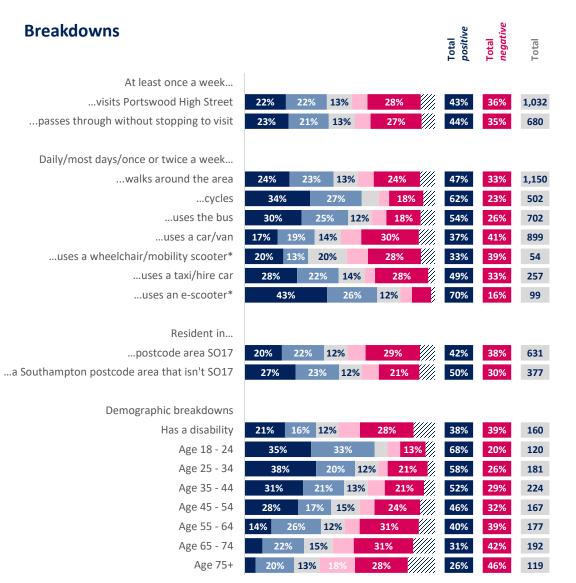


Question 16e | If these plans were to go ahead, what impact do you feel it would have on the following? *Reducing drivers using residential streets in the Highfield area as shortcuts* Responses | 1,281



### **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

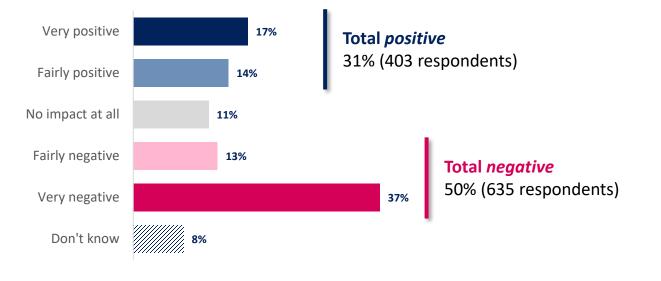


## Overall experience of travelling across the city for all road users



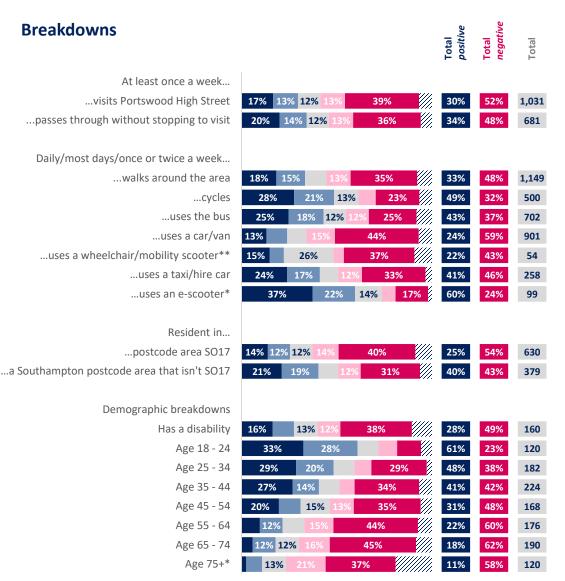
**Question 16f** | If these plans were to go ahead, what impact do you feel it would have on the following? *Overall experience of travelling across the city for all road users* 

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





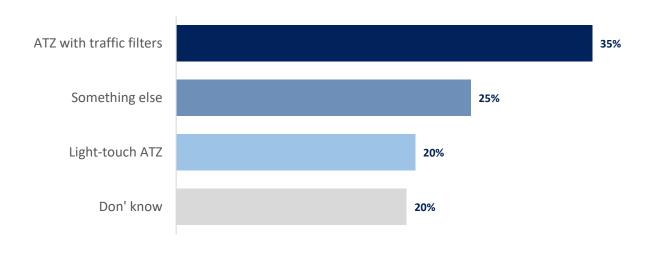


Question 16 following? Ai	<b>g  </b> If these plans were to go ahea ir quality	ad, what impact do	you feel it would have on the Responses   1,259	Breakdowns		Total <i>positive</i>	Total negative	Total
				At least once a week				
Very positiv	/e	26%		visits Portswood High Street	25% 16% 25% 18%	41%	26%	1,014
			Total <i>positive</i>	passes through without stopping to visit	28% 17% 25% 15%	45%	22%	670
Fairly positiv	/e <b>17</b>	%	43% (542 respondents)					
, p				Daily/most days/once or twice a week				
No impact at a		24%		walks around the area	28% 17% 23% 17%	46%	23%	1,131
No impact at a		24/0		cycles	41% 21% 16% 12%		16%	489
Fairly pogativ	70/			uses the bus	36% 20% 21%	56%	16%	686
Fairly negative	7%	Total	negative	uses a car/van	20% 15% 27% 22%	·	30%	886
			-	uses a wheelchair/mobility scooter**	<b>22%</b> 43% <b>15%</b>		15%	54
Very negativ	/e	18% 25% (3	314 respondents)	uses a taxi/hire car	33% 19% 21% 17%		22%	253
			uses an e-scooter*	44% 30% 15%	73%	10%	94	
Don't kno	W 8%			Desident in				
	l			Resident in	249/ 159/ 249/ 249/	270/	2004	640
				postcode area SO17	21% 16% 24% 21%	37%	29% 18%	618
				a Southampton postcode area that isn't SO17	35% 17% 24% 13%	52%	18%	375
Key findir	ngs			Demographic breakdowns				
•	Respondents said the proposals would have	e more of a <i>positive</i> impa	rt(A3%) compared to having a <i>negative</i>	Has a disability	24% 14% 29% 17%	38%	24%	160
	impact (25%)			Age 18 - 24	46% 29%		10%	118
				Age 25 - 34	43% 17% 18% 15%		19%	178
•	Respondents in the city outside postcode	SO17 responded <i>positive</i> 1	15% points more than those in SO17, 52%	Age 35 - 44	34% 16% 22% 16%	· •	19%	219
	to 37%			Age 45 - 54	31% 17% 23% 17%		23%	167
				Age 55 - 64	20% 19% 23% 21%		30%	174
•	Respondents responded <i>positive</i> to a grear responding <i>positive</i> and 22% of those aged		ackets, with 75% of 18 – 24 year-olds	Age 65 - 74	15% 36% 19%		29%	188
				Age 75+*	15% 34% 12% 18%		30%	116





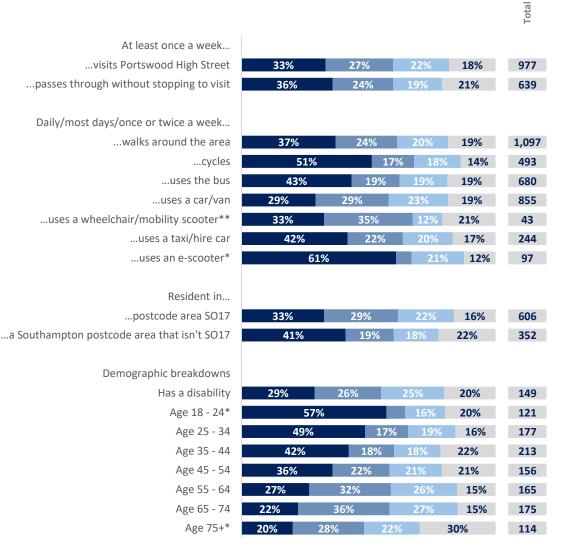
#### Question 17 | Should these proposals be approved, which ATZ option would you prefer? Responses | 977



### **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



ATZ with traffic filters

■ Something else ■ Light-touch ATZ

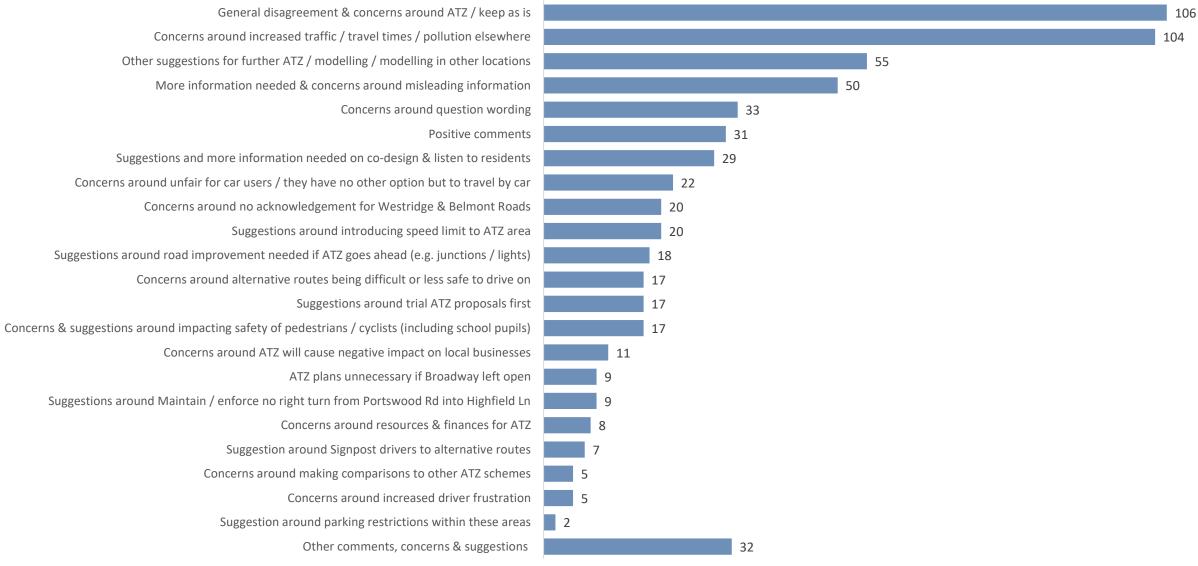
Don' know

Source: Portswood Project consultation, August – October 2023

\*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**

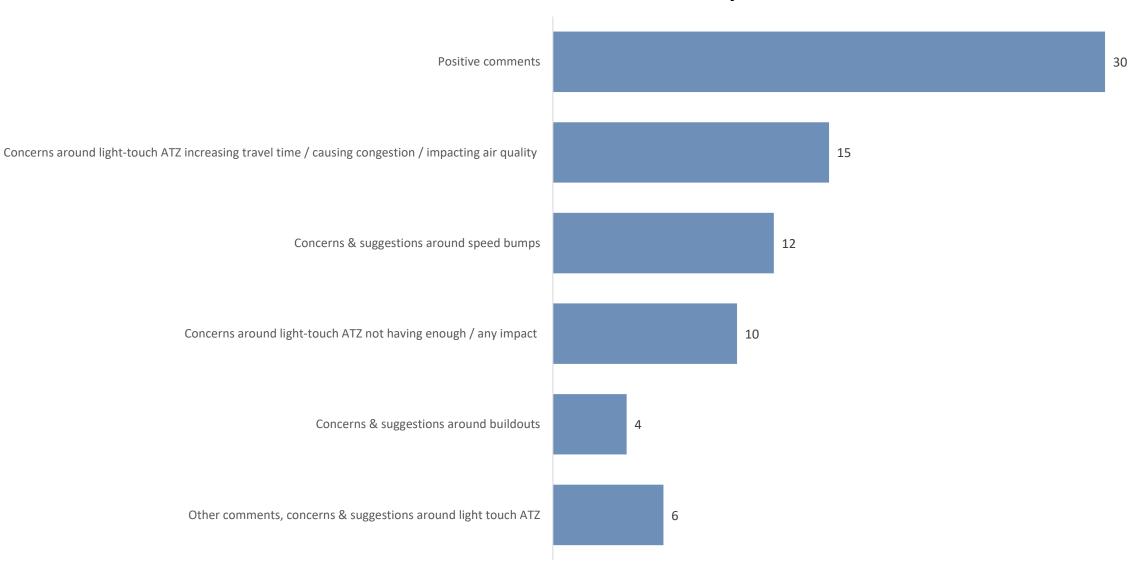


Total free text comments

Source: Portswood Project consultation, August – October 2023



### Specifically light touch ATZ option



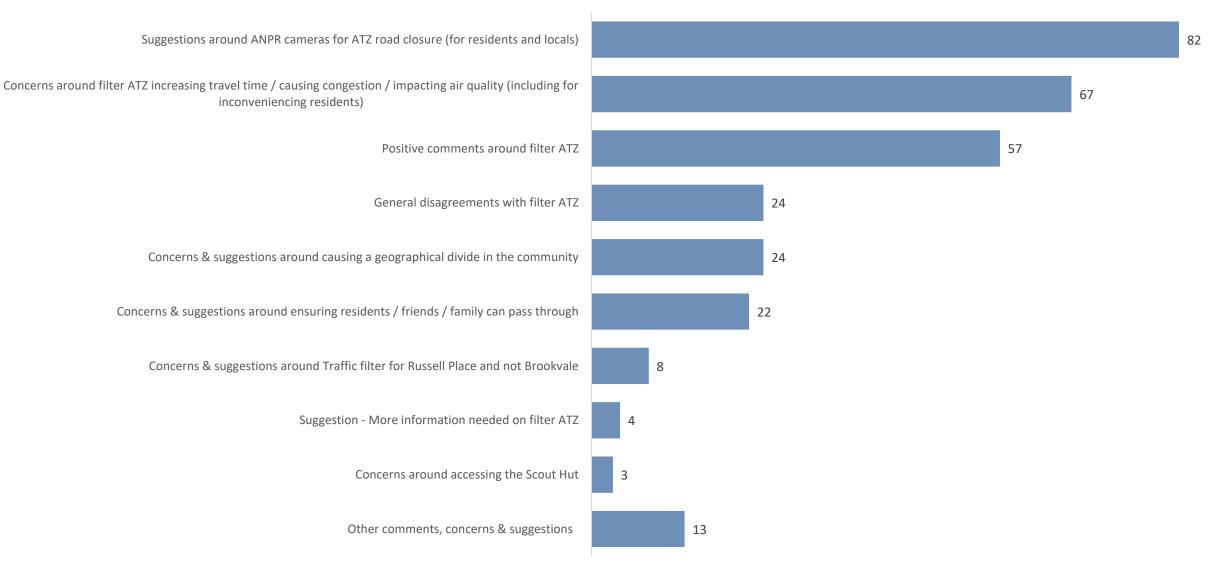
### Total free text comments

Source: Portswood Project consultation, August – October 2023



### Specifically Russell Place and Brookvale Road ATZ option

### Total free text comments

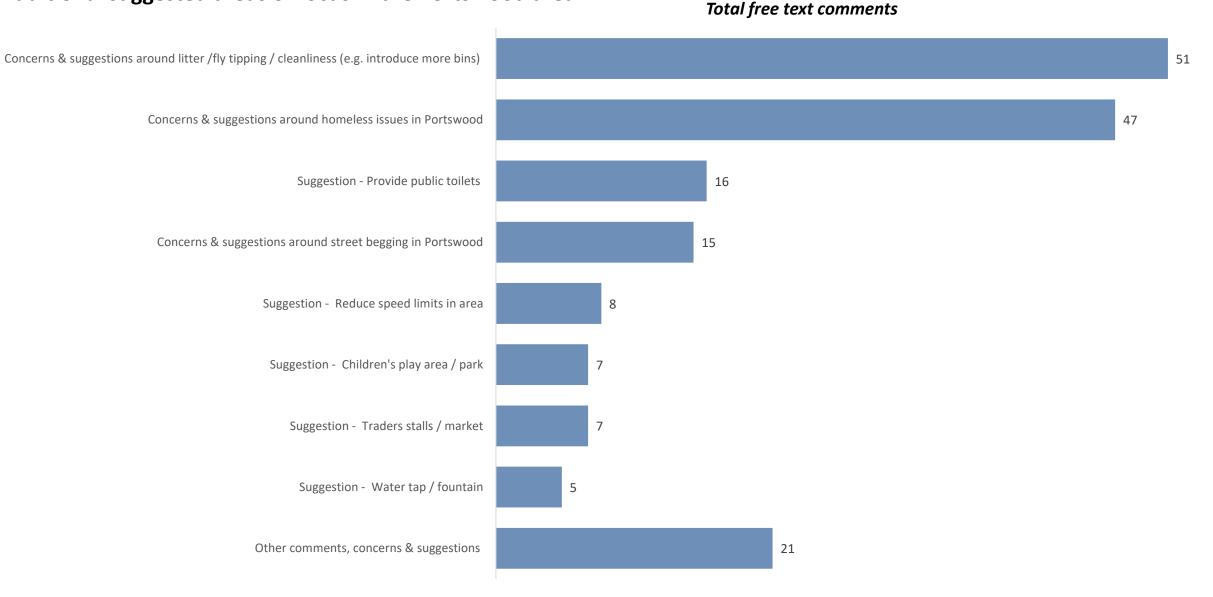




Additional free text comment analysis

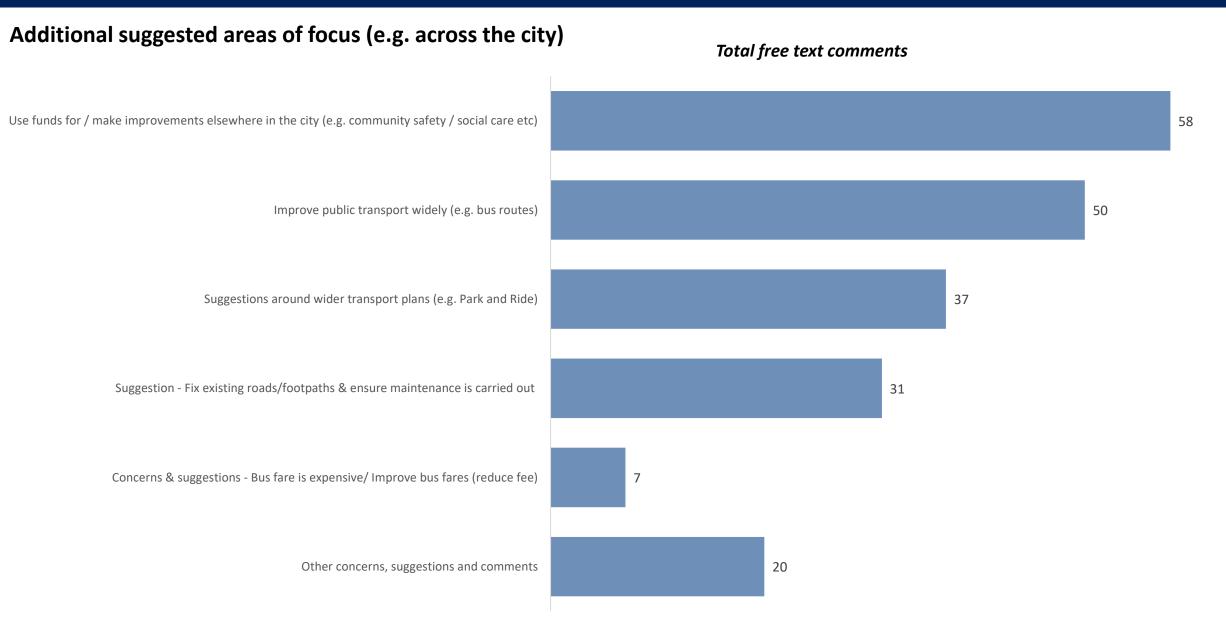


### Additional suggested areas of focus in the Portswood area



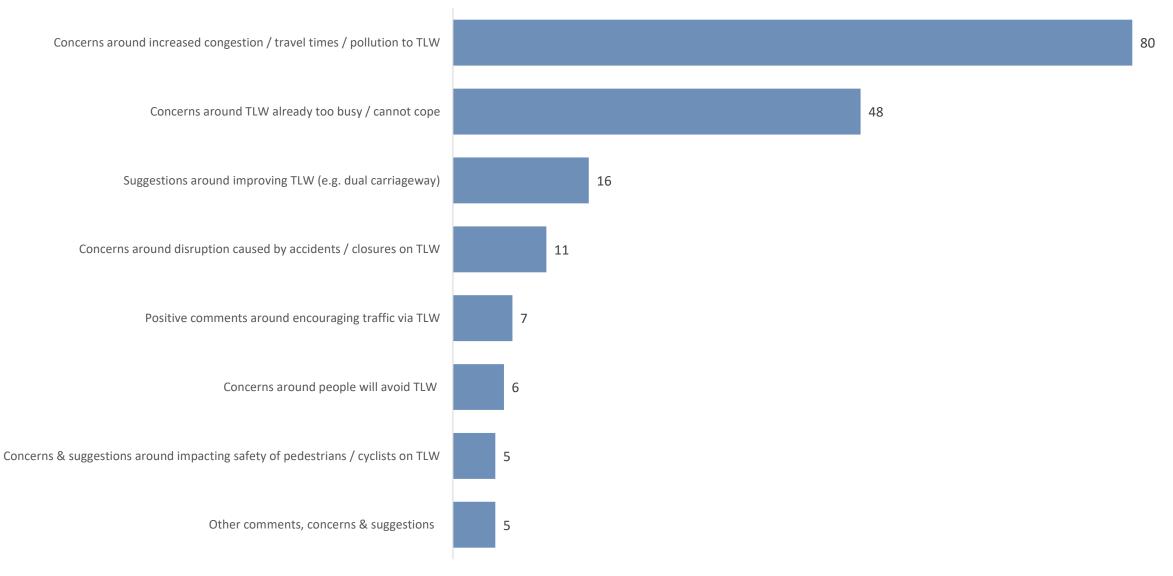
#### Source: Portswood Project consultation, August – October 2023







### **Comments around Thomas Lewis Way (TLW)**



Total free text comments

Source: Portswood Project consultation, August - October 2023