

City Of Winchester Movement Strategy September 2017

1 Background:

1.1 In 2016 Hampshire County Council and Winchester City Council committed to develop a new strategy for Winchester which would look at the traffic and transport issues facing the city and surrounding area with the aim of identifying opportunities to improve movement across the town over the next 20 years and beyond. This will replace the Winchester Town Access Plan which has served as the relevant strategic document since 2011.

2 Purpose:

2.1 The aim of the work is identify and understand the current and emerging constraints and opportunities which impact on movement and to develop a strategy which will identify priorities and options for change which will provide the basis for detailed proposals. These will help shape improvements to infrastructure relating to all forms of movement into and around the town over the next 20 years or more.

2.2 The process is being lead by the County Council, as the highway and transport authority, with active support from the City Council. The work will consider the full range of issues relating to movement such as transport infrastructure, public realm, traffic, parking provision, air quality and public transport.

3 Developing the Strategy:

3.1 The new strategy will be evidence led with agreed outcomes tested using a computer based modelling tool that simulates existing and predicted future movements to help develop options which can be selected to achieve the outcomes which are considered a priority.

3.2 The strategy will therefore be underpinned by an extensive sound evidence base which will help us understand how the city works from a transport perspective. To this end the County Council started to collect data in January 2017 and has been building on this evidence base throughout the year including:

- traffic flow
- journey time and simple trip pattern data for motorised traffic using key routes
- key junction turning counts and traffic signal data
- pedestrian counts for busy crossing points
- real-time information for buses car parking data
- major development traffic impact assessments
- travel to school data and congestion information.

3.3 This will be the most comprehensive and detailed evidence base gathered for such a strategy in Winchester and will also help to inform the review of the City Council's Local Plan which will begin in 2018.

3.4 A plan showing the study area is attached at Appendix A.

4 What the Strategy will Provide:

4.1 The strategy itself will not produce detailed design proposals but will identify opportunities to address the main issues and constraints which hinder movement in and around Winchester. It can then be used to work up more detailed proposals and access potential future funding streams given that some options may require substantial capital investment which means that they will not be met by existing budgets.

5 Shaping the Strategy:

5.1 In order to further help understand what transport stakeholders and other interested parties think about movement in Winchester, and the outcomes they would like to see in the strategy, there will be early engagement which will allow an opportunity to help shape the way the strategy develops. This will commence in the autumn (exact dates to be confirmed) which will entail member briefings and up-dates in addition to the following:

- An online survey, open to all, which will run for six weeks. Details of how to take part will be promoted on Hampshire County Council website, with a link from Winchester City Council's website, and social media channels.
- A qualitative telephone survey managed by an independent provider which aims to gather detailed responses from a representative sample of local people.
- Targeted engagement with a range of local interest groups and delivery partners (including transport providers) through a series of workshops or meetings.

5.2 The engagement process will be supported by an information pack which will provide context for the project and explain how it will be taken forward as well as asking people to think about some key issues which relate to movement in and around Winchester such as growth and economic vibrancy, air quality and achieving the right balance between different types of traffic.

5.3 The results of the engagement will then be analysed and used to inform the next phase of the project.

6 The Programme:

6.1 The overall work programme, including the early engagement referred to above, is summarised below:

- Data collection and engagement.
- Analysis of data and consider feedback to help agree outcomes for the Strategy.
- Publish evidence base results including engagement responses.
- Build a model of how movement works (computer based tool).
- Develop proposals and ideas for high level options using the evidence base including engagement responses.
- Test options using the model against how to achieve agreed outcomes.
- Develop a preferred future and likely options for consultation.
- Adopt the agreed Strategy.

The precise timescale of the project is to be finalised but it is envisaged that the strategy will be ready for adoption in the third quarter of 2018.

Appendix A - Movement Strategy Core Study Area

