



<b>Meeting</b>	North Whiteley Development Forum
<b>Date and Time</b>	Thursday, 18th February, 2021 at 6.00 pm.
<b>Venue</b>	This meeting will be held virtually and a live audio stream can be listened to via <a href="http://www.winchester.gov.uk">www.winchester.gov.uk</a> .

**S U P P L E M E N T A R Y   A G E N D A**

Agenda Item.

7. North Whiteley Development Forum Progress Report and Update  
**Bus Strategy Briefing Note.** (Pages 3 - 8)

City Offices  
Colebrook Street  
Winchester  
SO23 9LJ

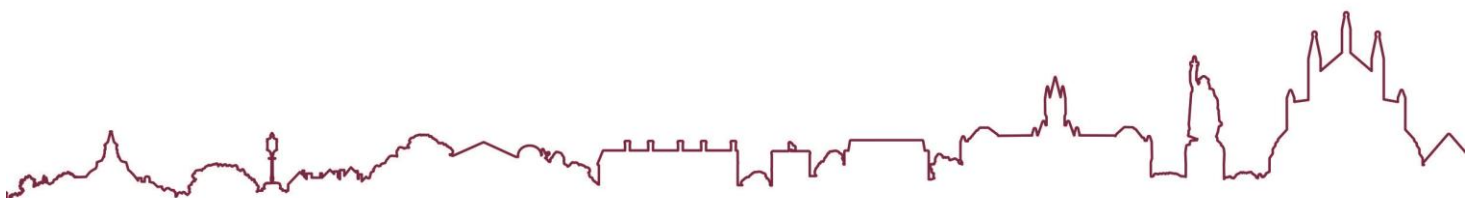
**Lisa Kirkman**  
**Strategic Director: Resources**  
**and Monitoring Officer**

All of the Council's publicly available agendas, reports and minutes are available to view and download from the Council's [Website](#) and are also open to inspection at the offices of the council. As part of our drive to minimise our use of paper we do not provide paper copies of the full agenda pack at meetings. We do however, provide a number of copies of the agenda front sheet at the meeting which contains the QR Code opposite. Scanning this code enables members of the public to easily access all of the meeting papers on their own electronic device. Please hold your device's camera or QR code App over the QR Code so that it's clearly visible within your screen and you will be redirected to the agenda pack.



16 February 2021

Agenda Contact: Matthew Watson, Democratic Services Officer  
[mwatson@winchester.gov.uk](mailto:mwatson@winchester.gov.uk) 01962 848 317



This page is intentionally left blank

## NORTH WHITELEY BUS SERVICE PROPOSALS

The consented North Whiteley development will be supported by a bus service strategy designed to meet the needs of residents in a cost-effective manner that promotes commercial viability into the longer term.

The strategy was originally set out in a PBA technical note (PT003 rev A) dated 14 July 2015. Since that time, the developer consortium and Hampshire County Council have agreed some amendments to the strategy to reflect a number of changed circumstances. This is in line with the Section 106 Agreement which requires any changes to the strategy proposed by the consortium to be agreed with the County Council (see “Travel Plan” definition).

This briefing note summarises the circumstances that have changed in relation to the development and the consequent amendments to the bus service strategy.

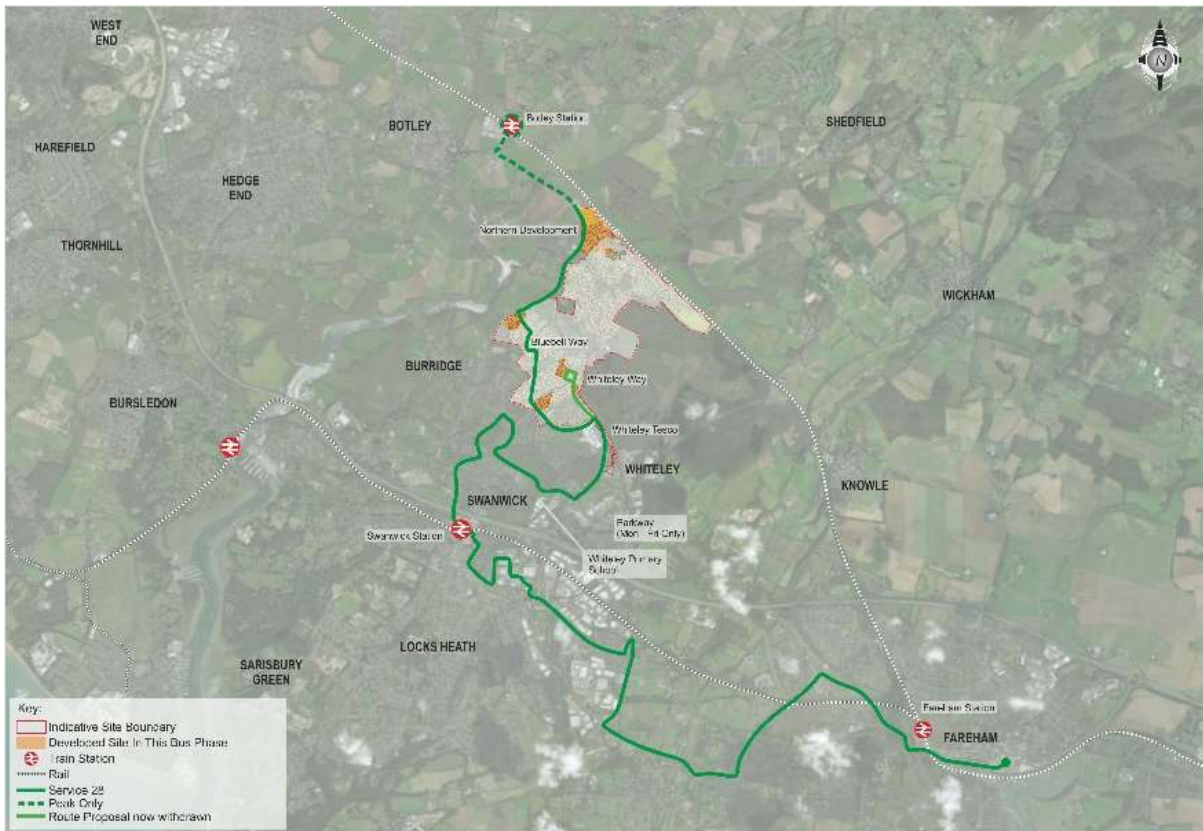
### Changed Circumstances

The following factors have led to the review of the strategy:

- earlier delivery of highways infrastructure on site, meaning that new route structures can be delivered sooner than previously planned
- an accelerated programme for development build-out, meaning that demand for bus services will grow faster than previously expected
- detailed discussions with local bus operators on the best route options to avoid delays and improve journey times
- results of the procurement process, which produced tender prices higher than budgeted, partly due to increased congestion on local roads requiring more resources to deliver the specified services.

In the light of these factors, some amendments have been made to the strategy, to ensure that it will still meet the needs of residents cost-effectively. These are described below.

Phase 1

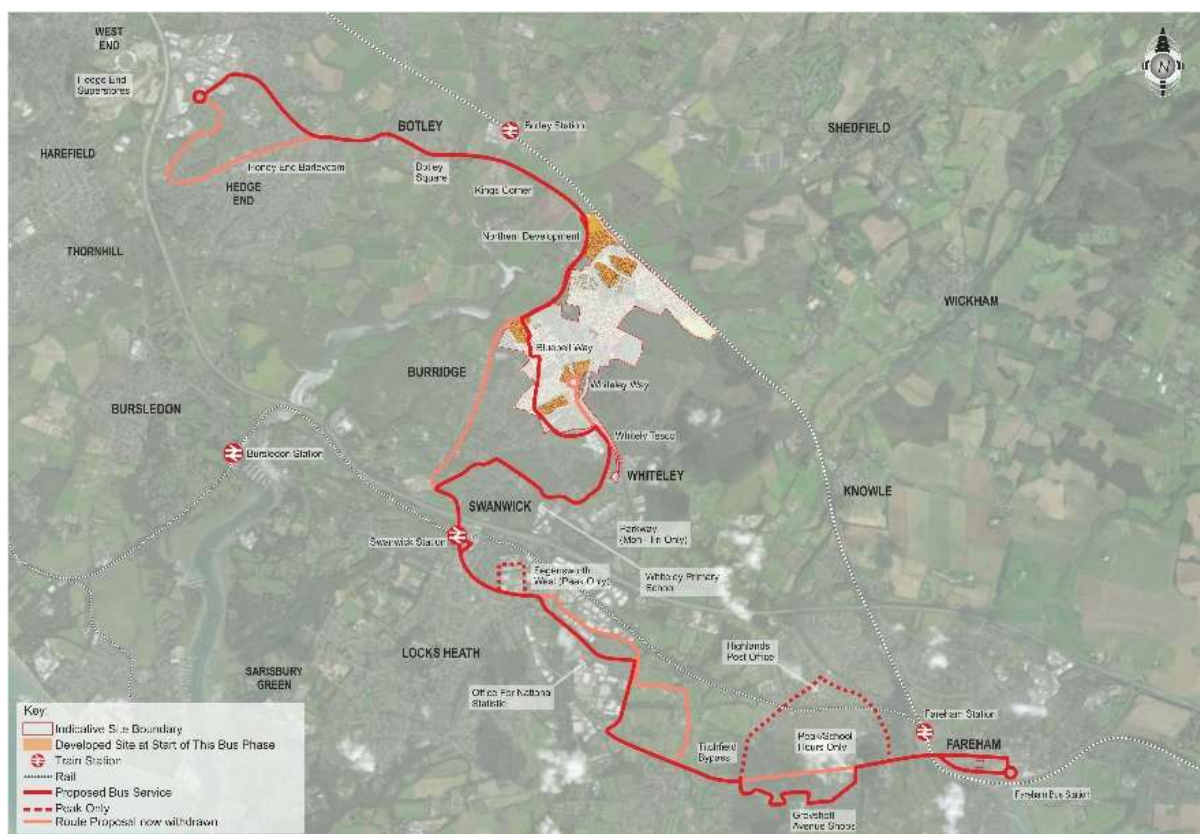


Service to be provided by extending and enhancing the existing First service 28 (Fareham to Whiteley). The revised service will operate hourly on Monday to Saturday daytimes, with peak commuter journeys to and from Botley station. The cost of a standalone service, as previously proposed, would be disproportionately expensive at a time when demand is low.

Between Botley and Whiteley the service will operate via Bluebell Way, giving a more direct route with quicker journey times.

To take advantage of the early delivery of key infrastructure, the trigger point for the service will be linked to the opening of Bluebell Way rather than first occupation (provided this is within three months of first occupation).

Phase 2



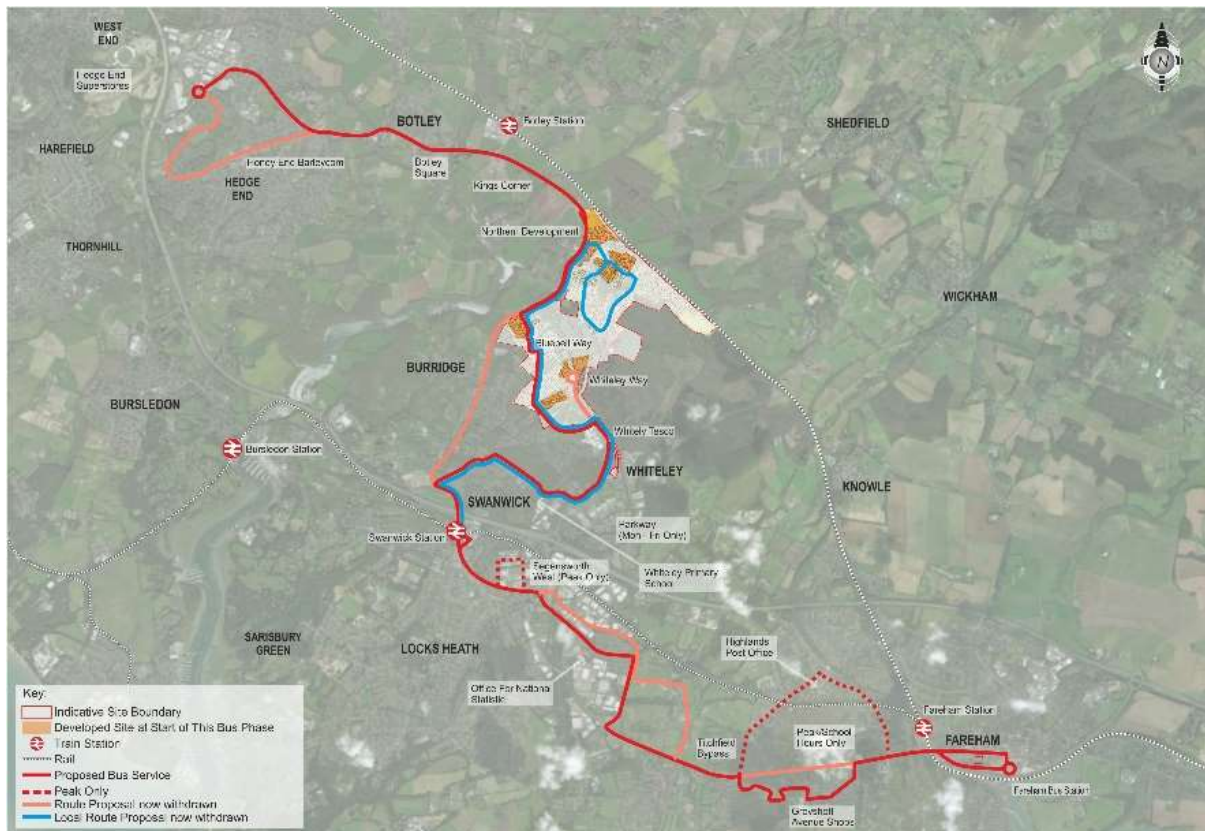
The extension to service 28 will be replaced by the new red service operating every 30 minutes on Monday to Saturday daytimes between Hedge End, North Whiteley and Fareham. This means the North Whiteley to Hedge End section will be improved from the previously proposed 60-minute service.

The route will be amended to omit Parkway in Whiteley and to operate via Cartwright Drive in Titchfield, and via Botley Road and Tollbar Way in Hedge End to reduce the impact of congestion and improve running times.

It is no longer proposed to operate the new local service in Phase 2. The early opening of Bluebell Way means that it would largely duplicate the first service before demand is sufficient to support two services.

The trigger point for Phase 2 will be 800 occupations, rather than 500 as previously proposed, to provide better value for money.

Phase 3



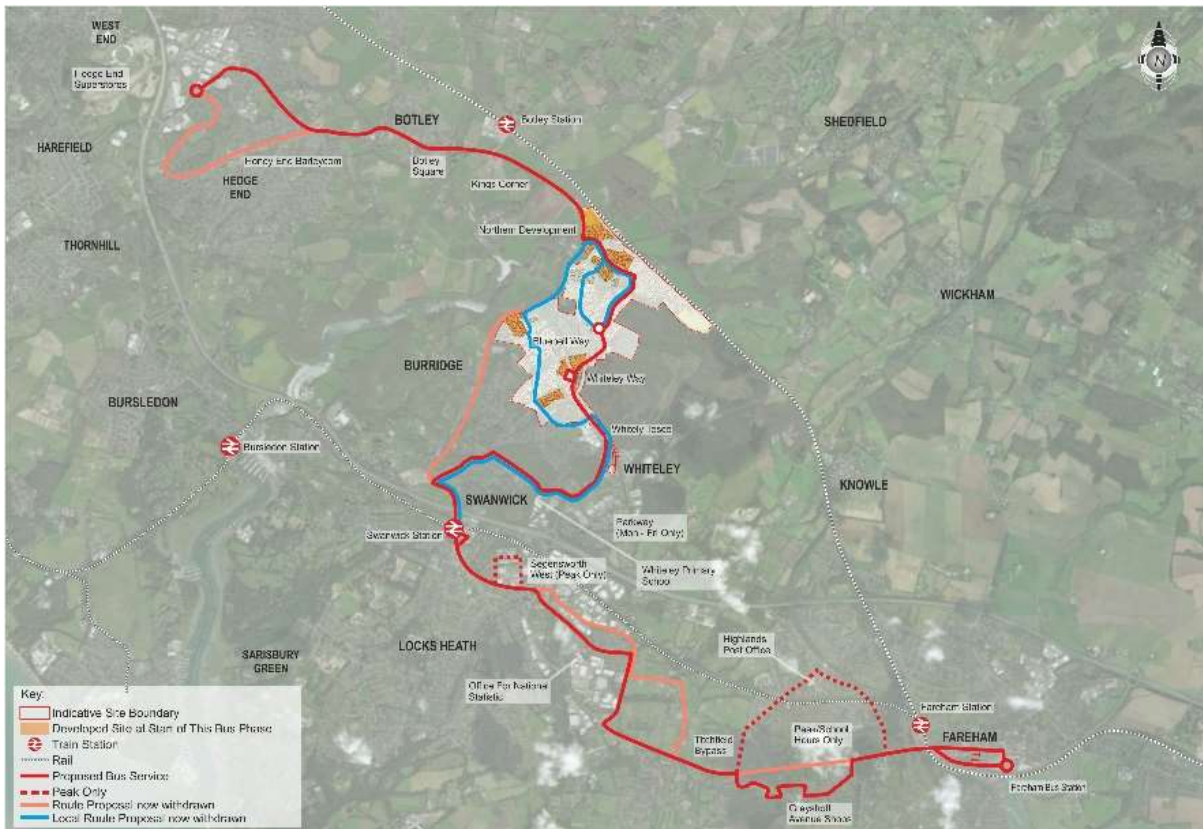
As previously proposed, a 60-minute evening & Sunday timetable will be introduced on the red service.

The local service will commence in Phase 3, with a 60-minute Mon-Sat daytime frequency. The early opening of Bluebell Way means a two-way service can be provided between Whiteley and Swanwick, instead of the one-way loop previously envisaged. The route will also be amended in the north of the development.

The overall impact of these amendments will be to give a more attractive service for development residents with more consistent journey times.

The trigger point for Phase 3 will be amended to 1,300 occupations (instead of 1,000), to provide better value for money.

Phase 4



The previously proposed daytime frequency increases are unaffordable in the light of tender prices received. The Phase 4 services will therefore replicate Phase 3, except that the red service will be diverted via Whiteley Way instead of Bluebell Way.

The trigger point for this change will be the opening of Whiteley Way as a through route between Tesco and Botley Road.

## Summary

The table below summarises the revised bus service strategy.

Phase	Trigger point	Service	Frequency
1	Opening of Bluebell Way, or 1 <sup>st</sup> occupation if >3 months earlier	<b>SERVICE 28</b> Botley Stn, North Whiteley, Bluebell Way, Whiteley, Swanwick, Segensworth, Fareham	60 mins Mon-Sat daytime
2	800 occupations	<b>RED</b> Hedge End, Botley Stn, North Whiteley, Bluebell Way, Whiteley, Swanwick, Segensworth, Fareham	30 mins Mon-Sat daytime
3	1,300 occupations	<b>RED</b> Hedge End Botley Stn, North Whiteley, Bluebell Way, Whiteley, Swanwick, Segensworth, Fareham	30 mins Mon-Sat daytime; 60 mins eve/Sun
		<b>BLUE</b> North Whiteley, Bluebell Way, Whiteley, Swanwick	60 mins Mon-Sat daytime
4	Opening of Whiteley Way as a through route between Tesco and Botley Road	<b>RED</b> Hedge End Botley Stn, North Whiteley, Whiteley Way, Whiteley, Swanwick, Segensworth, Fareham	30 mins Mon-Sat daytime; 60 mins eve/Sun eve/Sun
		<b>BLUE</b> North Whiteley, Bluebell Way, Whiteley, Swanwick	60 mins Mon-Sat daytime