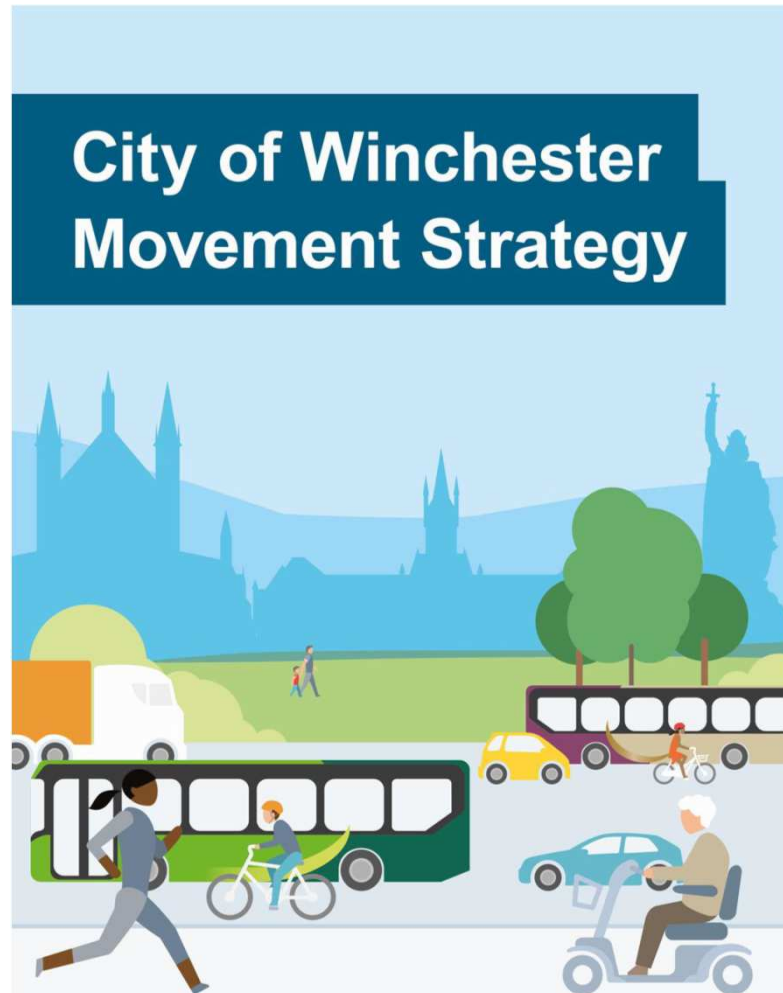


# CITY OF WINCHESTER MOVEMENT STRATEGY



# ISSUES FACING THE CITY

**Air quality, health and environment:** Has improved but more action needed.

**Traffic levels:** Dominates city centre, key corridors and unsuitable routes.

**Congestion:** Traditional improvements no longer an option.

**Walking:** High levels already but disjointed routes varying in quality with busy roads creating barriers.

**In-commuting:** High volumes during the week mainly by car with majority using private parking. 20,000 commuters per day & 7000 commute out. 16,000 daily car trips.

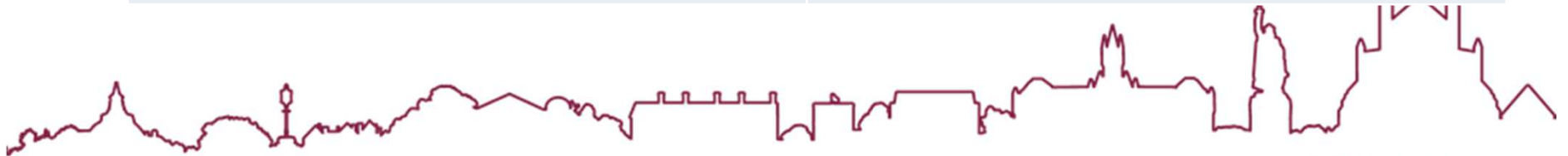
**Buses:** Unreliable journey times with no competitive advantage over other traffic.

**One-way system:** Barrier for all movements and draws traffic in unnecessarily.

**Park and ride:** Buses often full at peak times and can be delayed by congestion. Car parks nearing operational capacity.

**Cycling:** Lack of space and priority deters all but confident cyclists . Low levels of cycling to school.

**Growth:** Need well planned change over time for city to continue thriving as popular and important district centre.



# WHY WINCHESTER NEEDS A STRATEGY

- Previous transport strategies for Winchester have focussed on managing vehicle numbers entering the city centre, whilst ensuring Winchester remains a thriving and pleasant place to live, work and visit.
- The park and rides are now busy, as are the city centre car parks. Traffic demand is set to grow and, over time, more development is planned.
- The city centre is dominated by traffic, with peak time congestion on main roads and little room to accommodate additional vehicle traffic.
- A new strategy is required which reflects and addresses both current and future needs. This is vital to securing Winchester's future economic growth and prosperity - and making the city a healthier place to live, work and visit.

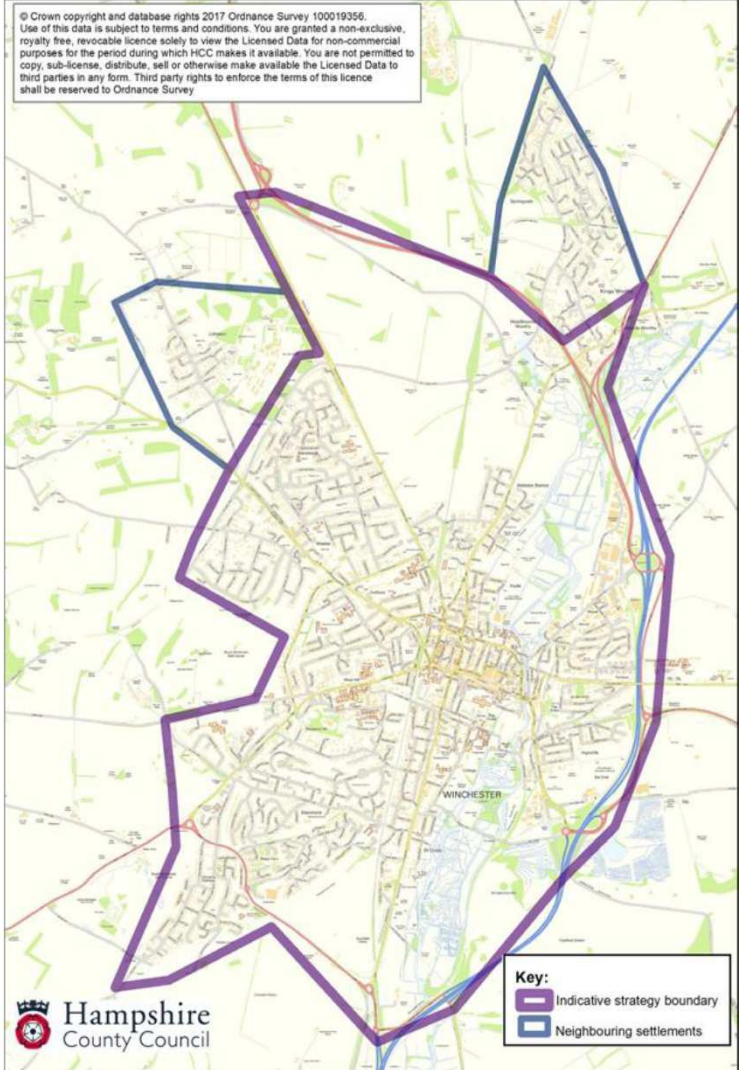


# WORKING TOGETHER TO FIND SOLUTIONS

- In 2017 Hampshire County Council and Winchester City Council decided to work on developing a strategy to tackle the transport issues facing the city.
- Culmination of 18 months work.
- It is a joint high level policy document that sets out an agreed vision and long-term priorities for travel and transport improvements in Winchester over the next 20-30 years.
- Includes an action plan – what – where - when



# THE STRATEGY AREA



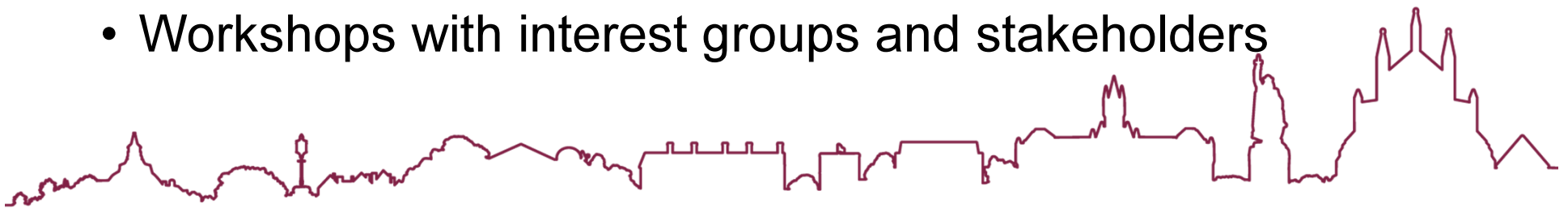
# HOW THE STRATEGY WAS DEVELOPED

- Evidence base including census data, traffic counts, traffic master (DfT – average link journey times and speeds), parking data, real time passenger information.
- Computer (micro simulation and strategic transport) modelling.
- Extensive public consultation and engagement.



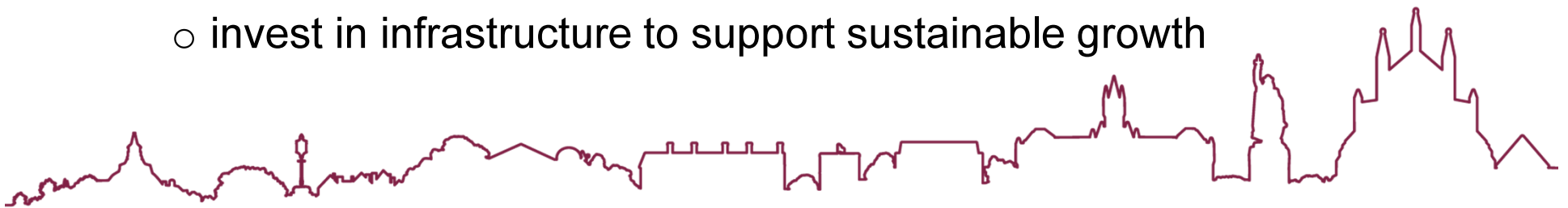
# CONSULTATION

- October and December 2017 - an open consultation took place on travel and transport constraints within Winchester
- Suggested how these might be addressed to improve movement throughout the city
- This included three suggested priorities for a Movement Strategy:
  - achieving the right balance between different types of traffic (including pedestrians and cyclists)
  - supporting growth and economic vibrancy
  - improving air quality
- Workshops with interest groups and stakeholders



# RESPONSES

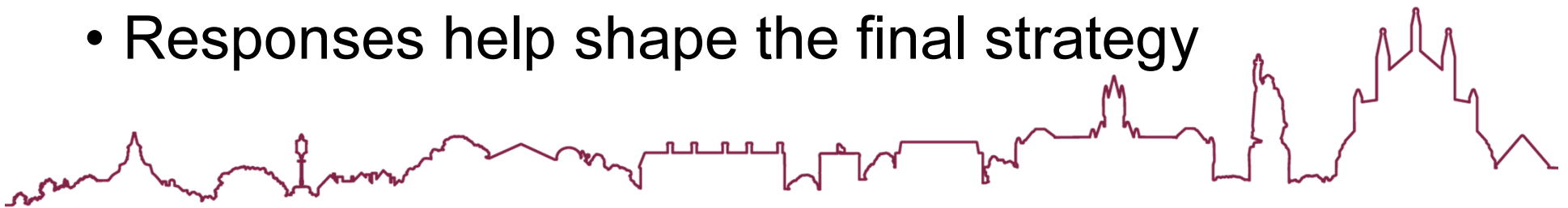
- Over 1300 representations made and following a phone survey of Winchester residents, more than 2000 responses were received from people who live, work or visit the city.
- In light of comments and feedback received on the first round of engagement the three priorities were refined to:
  - reduce city centre traffic
  - support healthier lifestyle choices and
  - invest in infrastructure to support sustainable growth





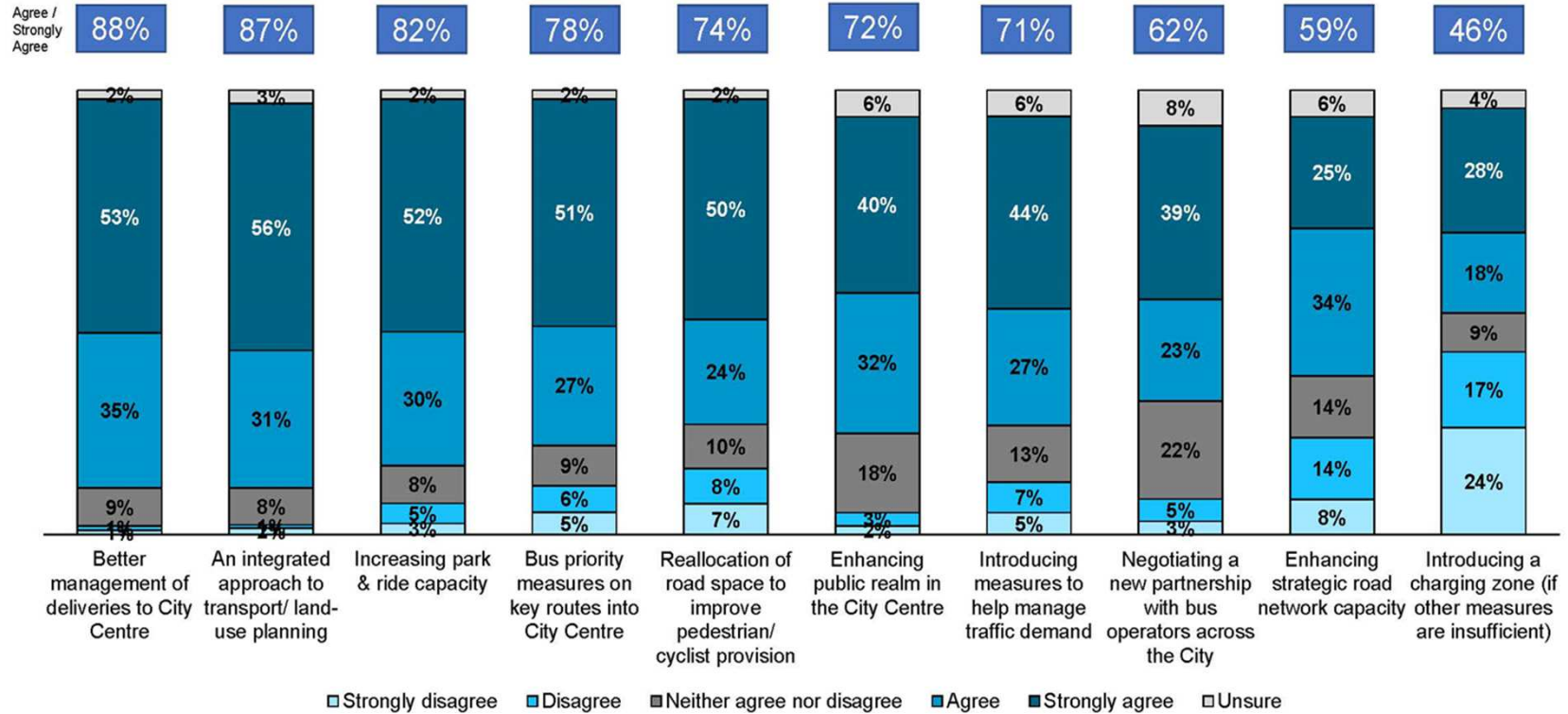
# EMERGING STRATEGY

- Emerging strategy informed by the consultation responses and evidence base/modelling
- Consultation on the emerging strategy between November 2019 and January 2019
- Attracted over 900 responses
- Drop-in sessions held for parish councils, interest groups and other stakeholders
- Responses help shape the final strategy



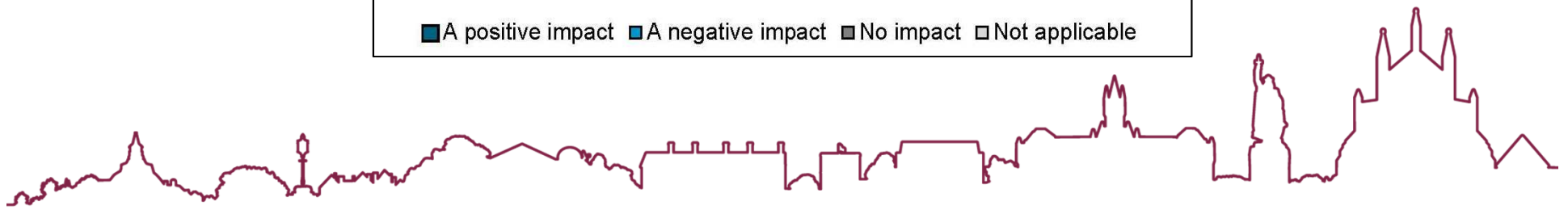
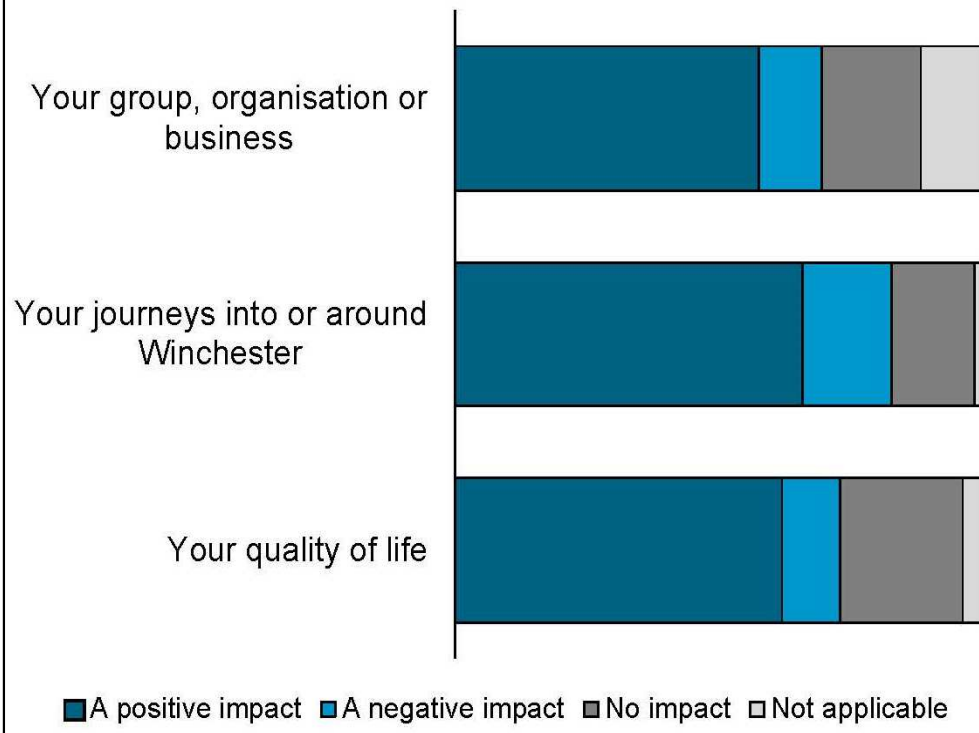
# FEEDBACK

To what extent do you agree or disagree that the following measures should be implemented? (Base: c764)

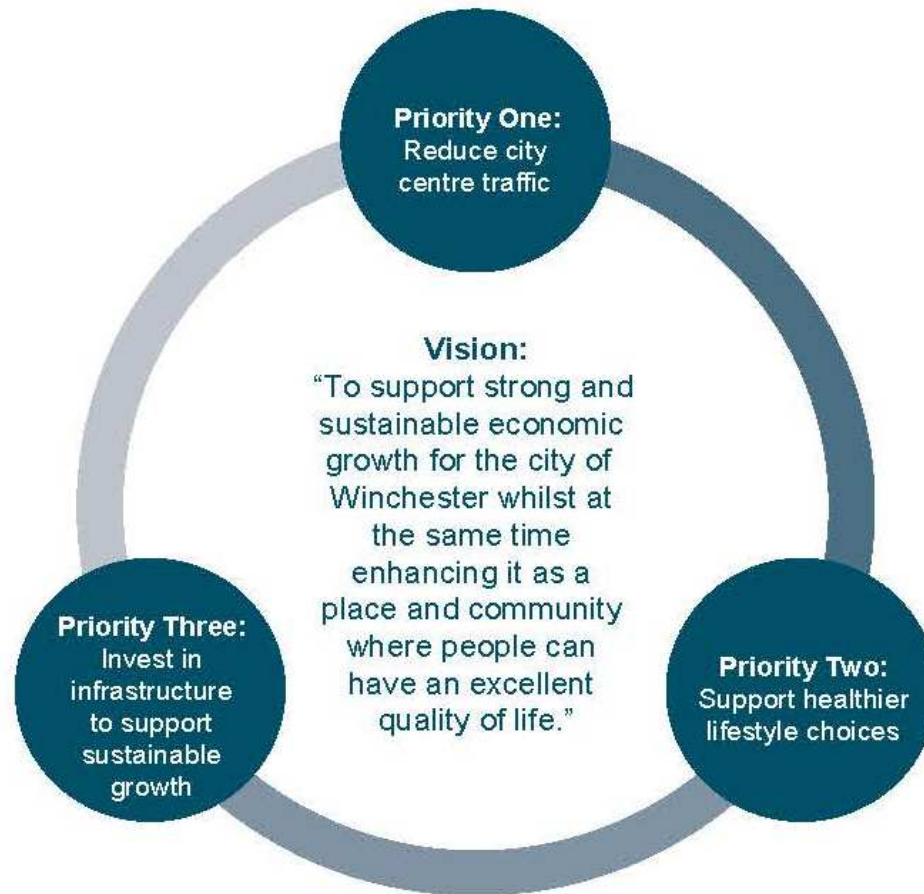


# FEEDBACK

If the emerging Movement Strategy was adopted, what kind of impact do you feel it would primarily have on..?  
(Base: 26, 715, 718)



# VISION AND THEMES



# PRIORITY 1: REDUCING CITY CENTRE TRAFFIC

## The key measures:

- Park and Ride expansion (up to 3000 new spaces)
- Bus Priority measures like bus gates in Southgate Street
- An enhanced “Bus Partnership”
- Demand management including travel planning and a new parking strategy

## Why:

- Park and ride approaching capacity
- Park and ride bus services are delayed in traffic

## What is the impact?

- Early modelling shows a significant reduction in traffic in the town centre
- Air quality is enhanced



# PRIORITY 2: SUPPORTING HEALTHIER LIFESTYLES

## The key measures:

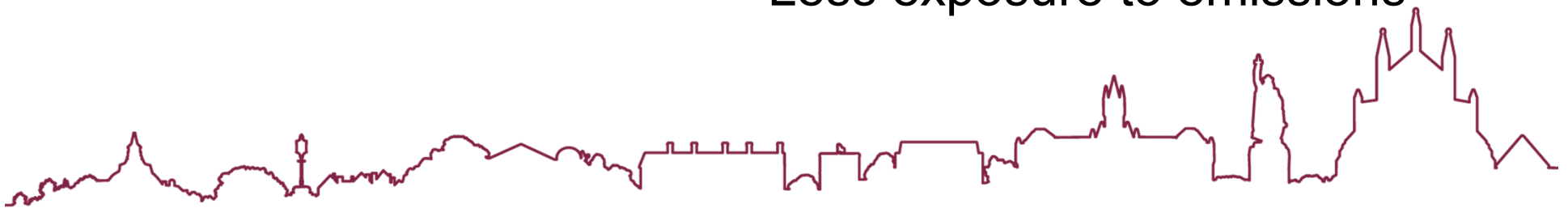
- Redistribution of road space to walking and cycling
- We considered charging schemes

## Why:

- Poor air quality
- Barriers to movement by sustainable modes
- Perceptions of and actual road safety issues

## What is the impact?

- More space for people
- More active lifestyles are encouraged
- Less exposure to emissions



# PRIORITY 3: INVESTING IN INFRASTRUCTURE TO SUPPORT SUSTAINABLE GROWTH

## The key measures:

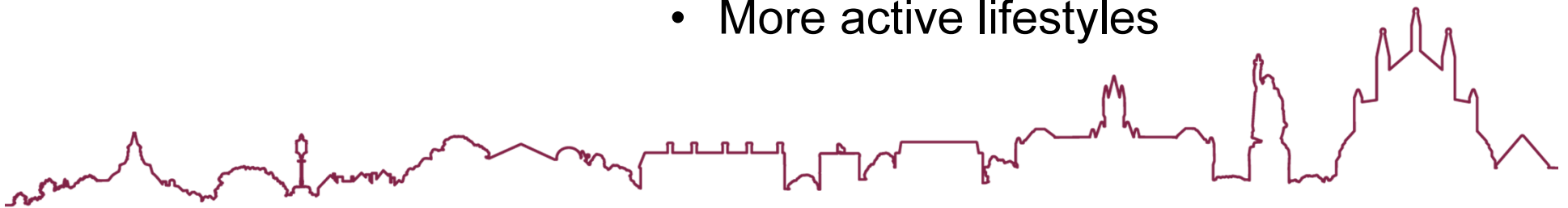
- Enhance City Centre Public Realm
- Junction 9 and other strategic road enhancements
- Better management of deliveries

## Why:

- To attract more people to Winchester and give them a world class experience
- To keep strategic traffic out of Winchester and on the motorway
- To reduce the negative impacts of deliveries

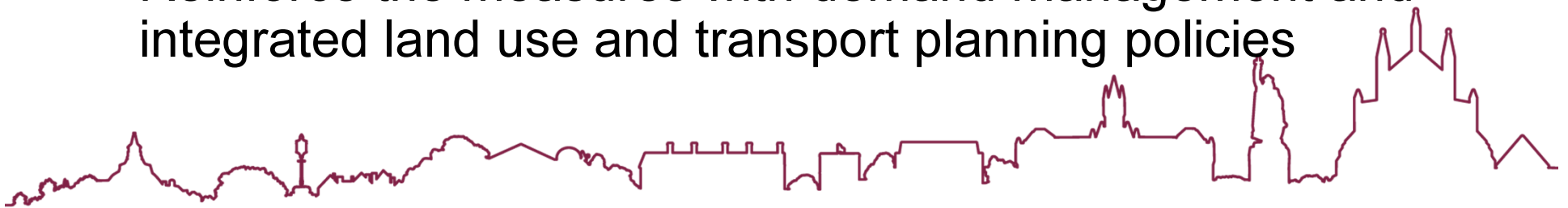
## What is the impact?

- More commercial activity
- A reduction in traffic levels
- Improved air quality
- More active lifestyles



# THE STRATEGY IN SHORT

- 3-5 year Action Plan
- Provide a high quality alternative to driving into town by increasing park and ride capacity
- Make park and ride and bus service reliable and fast by implementing bus priority
- Take advantage of lower traffic levels to improve the public realm and redistribute road space to walking and cycling
- Reinforce the measures with demand management and integrated land use and transport planning policies





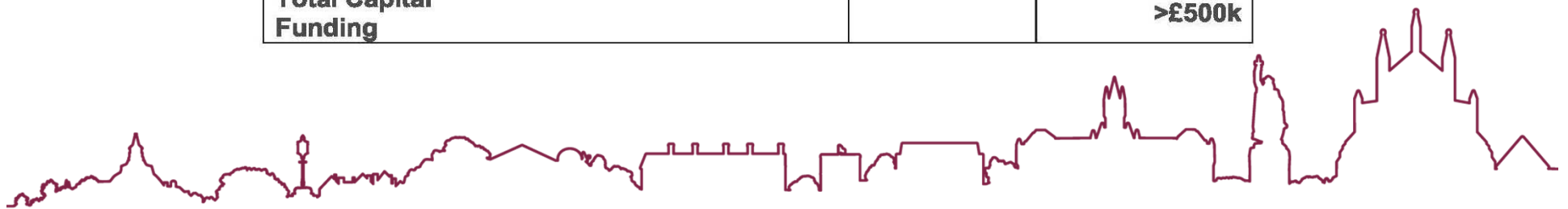
## NEXT STEPS

- Scope out and commission a park and ride and bus priority study
- Develop a Local Cycling and Walking Implementation plan
- Develop a public realm plan for the city centre
- Start work on travel plan forums and better delivery planning



# FUNDING TO TAKE FORWARD

Component	Development	Implementation
Park and Ride - increasing the capacity of Park and Ride	£200k	
Bus priority - introducing bus priority measures on key radial routes into the city centre	£80k	
Bus operator partnership - New bus partnership with bus operators across the city	£20k	
Traffic Demand Management (TDM)	£50k	
Walking and Cycling: City centre walking/ cycling facilities, including access to key destinations (rail station, leisure centre) Worthy Lane pedestrian access	£50k	>£500k
Enhancing public realm in the city centre: Public Realm plan	£100k	
Deliveries - better management of deliveries of goods to the city centre	See TDM	
Integrated planning - an integrated approach to transport planning and land-use planning	nil	nil
Enhancing strategic road network capacity – M3	Funded through Highways England	
<b>Total Revenue Funding</b>	<b>£500k</b>	
<b>Total Capital Funding</b>		<b>&gt;£500k</b>



# COMMITMENT TO IMPLEMENT THE STRATEGY

- City Council to invest £500k to develop the schemes in the Action Plan including £250k of CIL
- Continue to work with Hampshire County Council to deliver
- Delivery will require substantial investment
- Explore additional funding opportunities - regional and national. Winchester EM3 LEP local growth fund application
- Actions the City Council can take forward now – Vaultex for additional P&R provision
- Car Parking Strategy
- Local Plan 2036



# Any questions?

