

# City of Winchester Movement Strategy

**Summary**  
June 2018

# WHAT IS THE CITY OF WINCHESTER MOVEMENT STRATEGY?

## Joint policy document:

Being developed in partnership between Hampshire County Council and Winchester City Council.

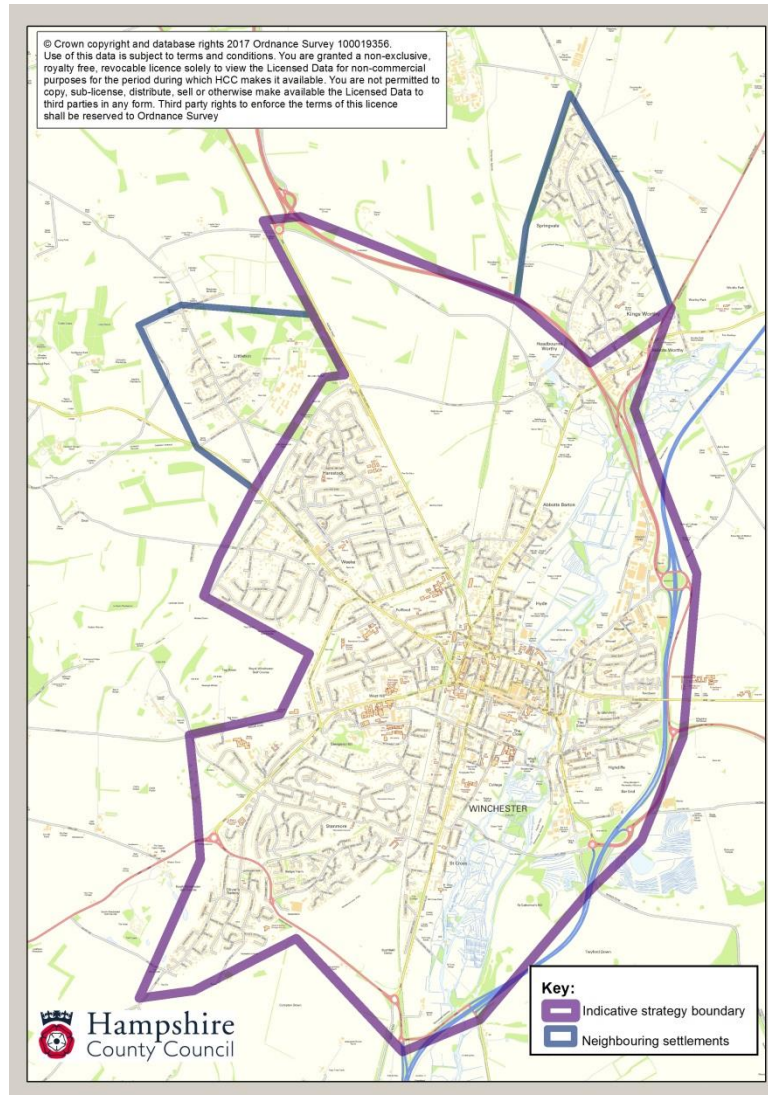
## Strategic long-term plan up to 2050:

Sets out core priorities for the strategic future of traffic and travel over the next 20-30 years for the city.

## 3-5 year action plan up to 2024:

Will recommend further work to develop emerging solutions and secure funding over next 3-5 years after adoption (late 2018/early 2019).

# WHAT AREA DOES THE MOVEMENT STRATEGY COVER?



# WHY DOES WINCHESTER CITY NEED A MOVEMENT STRATEGY?

## A number of issues for 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.

**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 and take too long during peaks. Car parks at 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.

# Engagement

## 2017 Open consultation aimed at understanding:

- Experiences of travelling into and around Winchester
- Residents' and stakeholders' views on early ideas put forward by the Strategy
- Residents' and stakeholders' own priorities and ideas for improving movement throughout the City
- 1343 responses received

## Phone Survey:

- Target of 1000 responses
- Achieved 784

## Stakeholder Workshops

- Various interest groups, transport providers

## Parish Connect and Parish Clerks

# WHAT ARE THE CORE PRIORITIES FOR THE MOVEMENT STRATEGY?

## **Original priorities - we suggested three core priorities:**

- Air quality
- Supporting growth and economic vibrancy
- Getting the right balance between people and traffic.

These resonated well with respondents who agreed they were important.

## **Additional priorities: - people suggested:**

- Reducing city centre traffic
- Supporting healthy lifestyles
- Improving the flow of traffic.

# WHAT ARE THE DIFFERENT VIEWS?

Groups	Headlines
Resident	<ul style="list-style-type: none"> <li>• Dissatisfied with status quo - want real change.</li> <li>• Want better air quality and reduced traffic levels.</li> </ul>
Student	<ul style="list-style-type: none"> <li>• More flexible and affordable alternatives to driving/being driven.</li> </ul>
Commuter	<ul style="list-style-type: none"> <li>• Not as concerned with congestion and air quality.</li> <li>• Dissatisfied with peak hour bus capacity and journey times.</li> </ul>
Shopper	<ul style="list-style-type: none"> <li>• Those outside city cite lack of alternatives to driving in and parking centrally.</li> <li>• Good levels of bus use and walking although limited priority /public realm.</li> </ul>
Visitor	No specific concerns raised although likely to support out-of-city centre parking and better interchange.
Health care visitor	<ul style="list-style-type: none"> <li>• Want easy journeys that are reliable with minimal waiting time.</li> <li>• Alternatives to car limited and often seen as impractical if available.</li> </ul>
Business/ Service providers	<ul style="list-style-type: none"> <li>• Deliveries difficult/cause problems.</li> <li>• Different views around space allocation and car parking.</li> </ul>

# TIMESCALES FOR DEVELOPING THE STRATEGY AND FURTHER WORK

2018

- Continue developing Strategy.
- Stakeholder and bus/rail operator workshop to determine high-level solutions.
- Test emerging high-level solution to preferred package.
- Second phase of public consultation to present preferred package and draft Strategy.

Late 2018/early 2019

- Adopt Strategy.

Early 2019

- Secure funding and resources for 3-5 year agreed action plan.

2019-2024

- Complete 3-5 year action plan to develop high-level solutions and look in more detail at issues arising.
- Secure funding and resources for emerging priorities.

2019+

- Undertake further public consultation as large-scale measures develop.
- Delivery (subject to agreed action plan, further public consultation, funding availability and outcomes arising).