# CONNECTED SOUTHAMPTON

## Transport Strategy 2040

Draft for Consultation – July 2018

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SOUTHAMPTON CITY COUNCIL

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# Contents

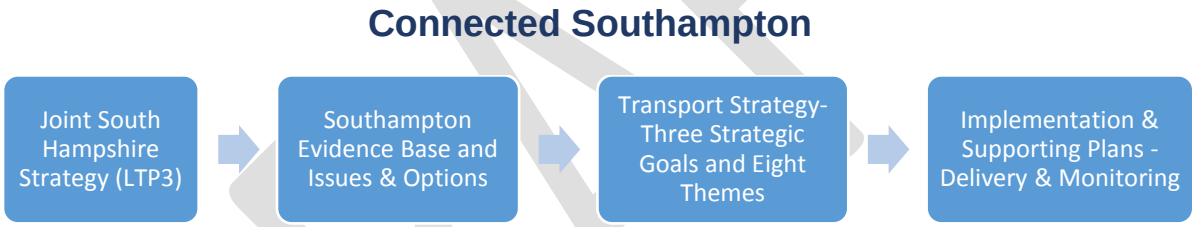
# Executive Summary

**Connected Southampton - Transport Strategy 2040** is the name for Southampton City Council's draft Local Transport Plan (LTP), which sets out a long-term approach to improving travel and transport in Southampton.

As the Local Transport Authority (LTA) for Southampton, the Council has a statutory duty to prepare a LTP to outline its strategic approach to managing and delivering transport now and into the future. This sets out where we would intend to invest resources in transport schemes. The LTP must consist of a long-term Strategy and a short-term Implementation Plan. The Council is taking this opportunity to produce a new LTP for Southampton in order to take account of and support the delivery of the bold and ambitious plans for sustainable growth over the next twenty years.

The current LTP – Local Transport Plan 3 Strategy for Southampton (LTP3) was published in April 2011 jointly with Hampshire County Council and Portsmouth City Council and covered the period to 2031. Contained within in it is a Joint South Hampshire Strategy consisting of fourteen policies shared across all three authorities at the time. These 14 policies remain relevant now and are proposed to be retained as part of this new LTP.

Connected Southampton will become the umbrella transport planning document for Southampton and consists of a number of parts:




- The **LTP3 Joint South Hampshire Policies**– the 14 cross boundary policies;
- A Southampton evidence base and **Issues & Options** report that discusses what has been achieved since 2011, assesses evidence from modelling, data and long-term plans (such as planning, economic development, health & well-being and air quality) then identifies future challenges and a range of options that could be delivered in response to these;
- A long-term **Transport Strategy** to 2040 that that sets out how transport in the city will be transformed through three strategic goals so that transport improvements contribute towards an economically successful city, which offers people system that works for everyone and where we change the way people travel. Supporting the three goals, the strategy seeks to deliver improvement projects across eight themes, tailoring investment projects to reflect the different needs of different parts of the city.
- **Implementation Plans** which will be published every three years, detailing how the Strategy will be delivered showing projects that will be delivered and the sources of funding (reviewed annually), and a monitoring and evaluation regime; and
- A series of **Supporting Transport Plans** for modes or areas that provide more detail to support the implementation of the Connected Southampton Transport Strategy 2040.

The new LTP strategy, entitled Connected Southampton – Transport Strategy 2040, will cover the next twenty years up to 2040. It will provide Southampton with a relevant and specific long term transport vision to support the growth of the city and sets out a clear long-

term strategy to address challenges around people's quality of life and health, air quality, and maintaining and improving Southampton's transport connections locally, nationally and internationally. It provides an overview of costs of projects and how it will be delivered, and sets out how we will monitor progress with delivery of the strategy.

## Big Ideas for 2040

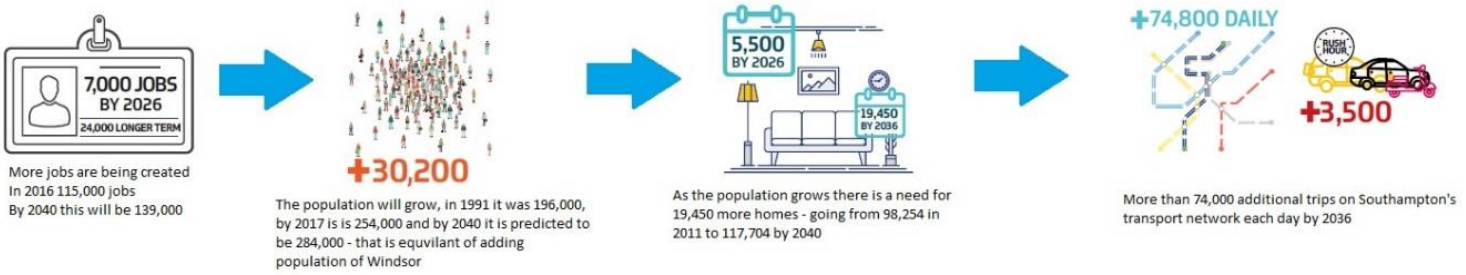
We have some big ideas for improving how people travel in and around Southampton:

- Develop **Mass Rapid Transit** for Southampton and the wider area that transforms the public transport experience, allowing people to travel easily around and across Southampton on high quality vehicles that are reliable due to priority through the most congested corridors, has a frequent 'metro' level of service, and it could even be automated;
- Create a **Liveable City Centre**, where people want to live, work and spend time, by creating spaces and routes that are easy for people to walk, cycle around or use the Mass Transit System. Within the core of the city, people are to be given priority over vehicles, and be able to enjoy a world-class environment of streets and spaces, helping to serve the economy and create a city everyone is proud of;
- Roll out **Active Travel Zones** in local neighbourhoods, that encourage people to adopt new ways of getting around using a range of alternative mobility options that can be available (car share, bike share), so more local trips are walked and cycled, creating new spaces where people can sit, play and socialise, supported by measures that discourage through traffic;
- Establish a network of **Park & Ride** sites that serve the places where people work, and go for leisure or retail including the City Centre, these would both be on the edge of the city and at local 'Park & Travel' points – places where people could park and continue by bus, cycle, walk or car-share;
- Complete a comprehensive **Cycle Network** for Southampton that enables people to cycle safely from their front door to where they want to go, making Southampton a true cycling city;
- Support the **growth and smooth operation of the main employment areas in Southampton**, such as the Port, industrial areas, the Hospitals and Universities, by ensuring that they have efficient, modern and reliable transport connections within and beyond the city; and
- Work towards a **Zero Emission City** which reduces emissions from traffic by supporting alternative fuels and intelligent management of traffic so that Southampton is a clean and healthy city.

## Southampton's Challenges to 2040

The next twenty years will be a period of significant growth and change for Southampton. By 2040, there will be an estimated 30,000 more people living here, largely within the city centre, and the volume of goods and cruise ships passing through the Port will have doubled from todays' levels. That is the same as adding the population of Windsor. This level of planned development could generate an additional 74,000 people trips each day across the city by 2040. If the capacity and efficient operation of the transport system in the city fails to keep pace with growth, then highway congestion will restrict levels of mobility and adversely affect quality of life, and economic vitality both for residents and businesses of the city and in the wider travel to work area. Without any intervention or investment this could see an increase in journey times (up to 127% on Millbrook Road West), increased congestion and pollution, less reliable bus services, and a less pleasant environment for people to cycle or

walk. Without targeted action to tackle growth challenges, Southampton won't be able to reach its potential, inequalities will remain, and people's health will suffer.




Southampton will also face challenges around people's health and the quality of the environment. There are currently pockets of deprivation in Southampton, with 11% of the population living in the top 10% most deprived areas in England. People are living longer, with the number of people aged over 70 increasing by a fifth by 2023, and there is a high proportion of people who are inactive and of those classified as obese and overweight which is predicted to increase. There are high levels of air pollution in Southampton, particularly for nitrogen dioxide ($NO_2$) and $PM_{2.5}$ and $PM_{10,}$ which contributes to 110 preventable deaths a year in the city. A large proportion of the emissions comes from road transport, estimated to be between 60 and 70%, with the highest levels on roads close to areas of deprivation. Southampton has been identified by DEFRA as one of five areas outside of London which is likely to experience continued exceedance of EU air quality limits in 2020. As such, DEFRA expects the Council to introduce a Clean Air Zone (CAZ) to reduce $NO_2$ levels to comply with the law. These challenges and trends will place additional pressure on the transport system to ensure that people can access it to get to essential services and jobs but also to minimise the impact on the environment.

### The Vision for Transport in 2040

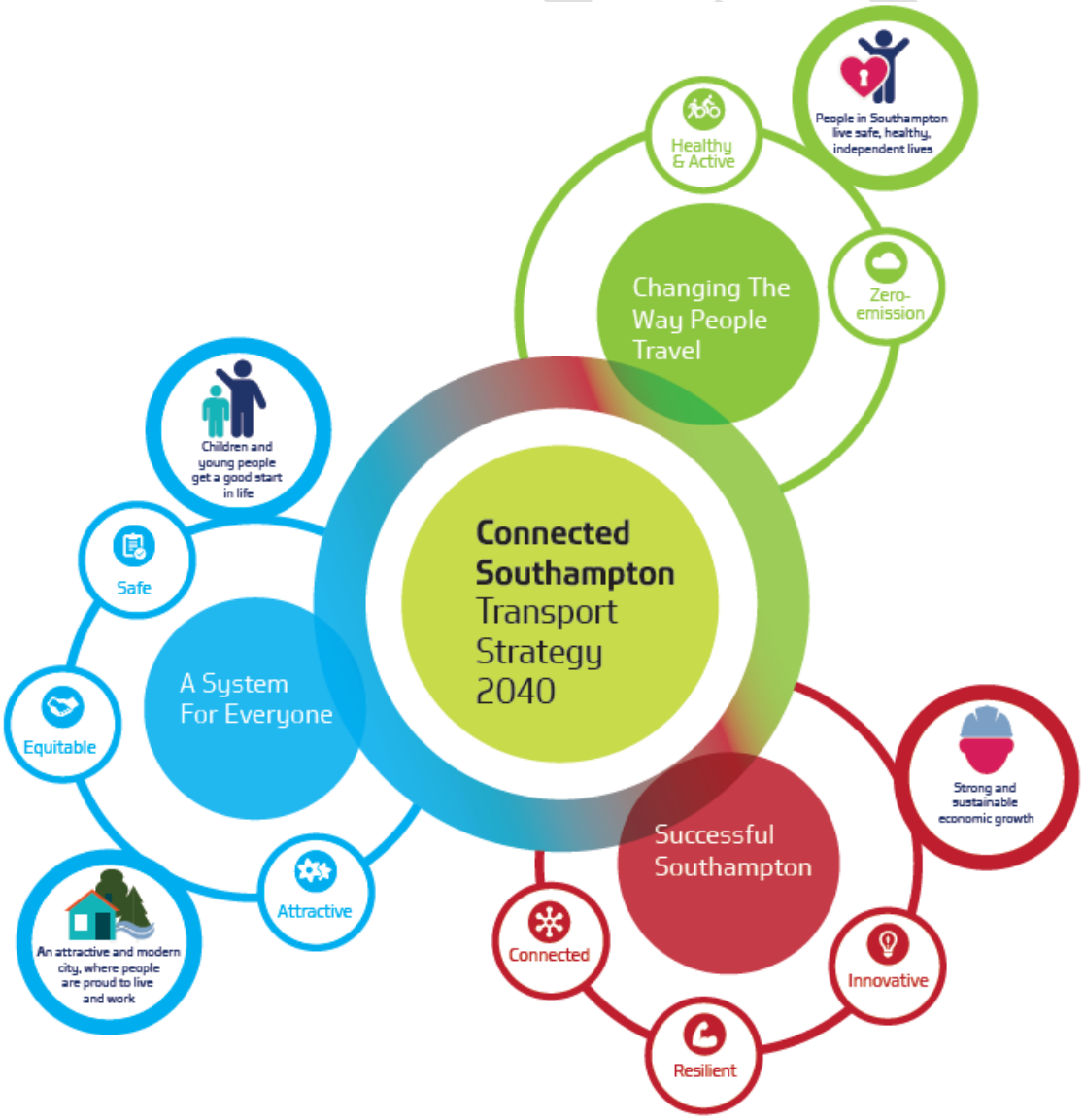
In order to meet these challenges that supports the growth, accommodates this potential number of extra people on the transport system, and make Southampton an attractive, healthy and clean city, it is vital that we change our approach to transport. To do this we need to think differently about travel and transport, we will change from moving high numbers of vehicles to instead focus on prioritising efficient use of space for people to get about. The transport system in Southampton has a finite amount of space for moving vehicles, this new approach recognises the need to keep people and goods moving in efficient ways whilst creating thriving places. This is a shift to planning transport around enhancing the frequency and reliability of public transport, creating more space and places for people to and the quality of cycling and walking infrastructure. This approach will help to reduce the dominance of traffic in and around the city and tackle those challenges around air quality, noise, inactivity, safety, severance and congestion. This will improve the quality of life for current and future generations and will help Southampton become a successful, healthy and sustainable place to live, work, visit and invest in.

Connected Southampton - Transport Strategy 2040 envisages creating a liveable city where people and goods can move easily, efficiently and safely. Priority will be given over to public transport, active travel, and spaces for people, but there will still be a role for road based transport in supporting the economy of the city in providing connections to our main economic hubs. Technology and innovative practices will be introduced to enable the transport network to operate as efficiently as possible, helping to accommodate new trips generated by growth without increasing traffic.

There will be difficulties in delivering this and decisions will need to be made that may benefit some and disbenefit others. We will plan for growth and make it sustainable, invest in it, and then maximise what the network can do.

To help support delivery of this vision, our approach for this long-term strategy is centred around three long-term strategic goals for transport. These strategic goals and the eight themes that fit within them are:

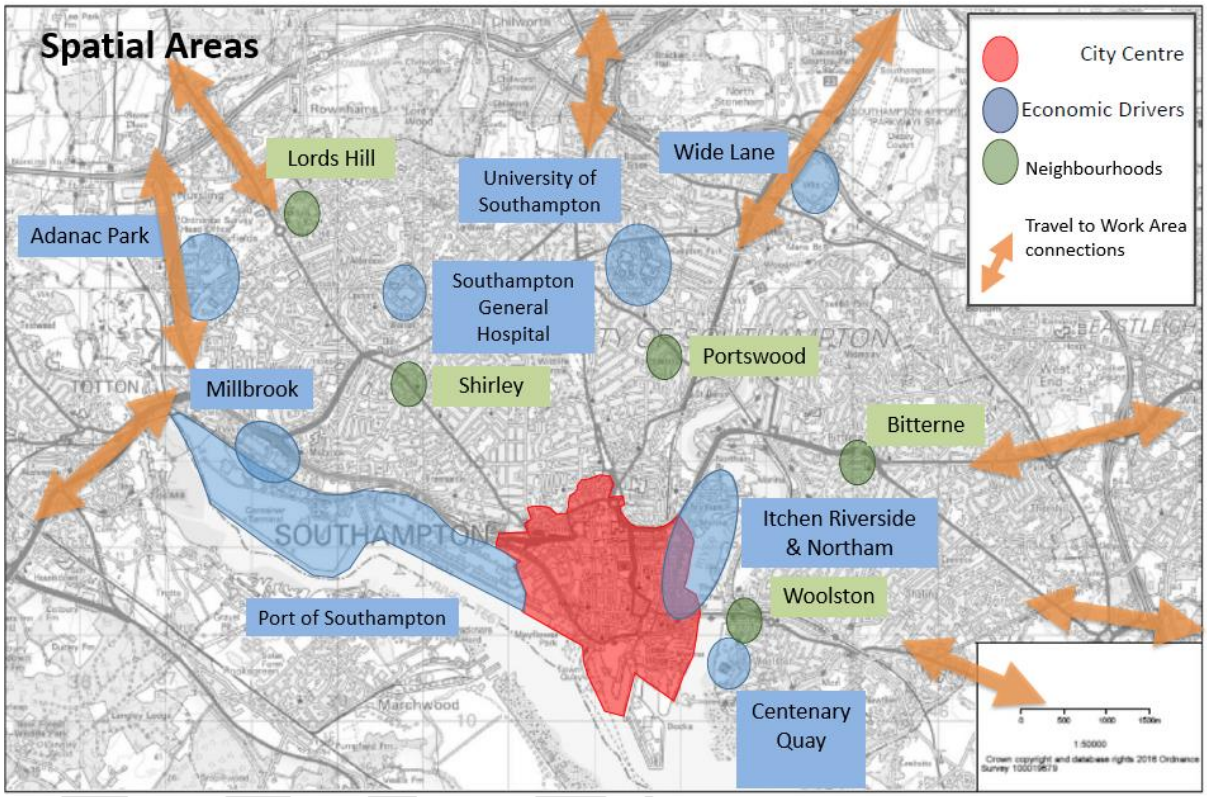
1. **Successful Southampton** - Supporting sustainable economic growth in Southampton by planning, investing and maximising the way the transport system operates so it is modern, connected, innovative, resilient, and fit for purpose, serving the places where people want to go, enabling people and goods to get around easily.
2. **A System for Everyone** - by seeking to make Southampton an attractive place and improve the quality of life for residents and workers in Southampton, ensure everyone has equal and fair access to opportunities, feels safe and is treated equally, regardless of their circumstances.
3. **Changing the way people travel** - supporting people to change the way they travel, by widening their travel choices so that getting around more actively and healthily becomes attractive, easy and convenient and zero emission forms of transport are increasingly the norm.



## Applying the Vision

We recognise that there is no one-size fits all approach to delivering transport improvements in Southampton, so we have tailored our approach differently for different areas of the city. In Connected Southampton, we have taken this approach to recognise the different travel needs and challenges in different areas of the city - considering how they function, how people move around within and between different areas, aspirations for change and what levels of development are planned.

There are four spatial areas we have applied in this strategy:




- The **City Centre** - is the heart of the city where the retail core, main leisure facilities, employment, and where a number of health and education facilities are located, and is increasingly becoming a popular place to live. It will be a major focus of development and regeneration over the next twenty years. We need to recognise the dual roles that the City Centre plays both as a destination and major trip attractor, and as an attractive place for residents, businesses and visitors.
- **Economic drivers** – are the main hubs for economic development and activity in Southampton, they include The Port of Southampton, the Hospitals - Southampton General and Royal South Hants, the Universities – University of Southampton and Southampton Solent University. There are also other areas where economic activity occurs such as Itchen Riverside, Woolston Centenary Quay, Millbrook, and Adanac Park.
- **Neighbourhoods** – Southampton is a diverse city and is made up of a series of distinctive, local neighbourhoods that residents identify themselves with and care passionately about. They can be centred on the Town and District Centres of Bitterne, Lords Hill, Portswood, Shirley, and Woolston, or in more discrete areas centred on a school or community facility like a park. All have their own characteristics, demographics and attributes depending where they are in the city.

- **Travel to Work Area** - Southampton has a large Travel to Work Area with complex journey patterns with both out-commuting and in-commuting to those wider areas including Totton, Eastleigh, Chandlers Ford, Hedge End & Botley, Hamble, and further afield. The Travel to Work Area extends beyond the administrative boundary just as journeys do. There are good working relationships with neighbouring councils and sub-regional bodies, and these links will be critical as Southampton and the wider travel to work area grows.

The people-focused approach we are taking for Connected Southampton – Transport Strategy 2040, based on moving people and goods rather than focusing individual transport modes, will mean that each of the four spatial areas will change incrementally over time.

## The Transport Strategy

The strategy builds on our 2040 vision and is structured around its three strategic goals and eight supporting themes. Having introduced the three strategic goals, after recapping the definition of each, we introduce each of the eight themes that fit within the three goals. We provide further detail as to what each goal will mean in practice for the transport system in Southampton and we summarise a number of proposed projects that would be delivered.

### 1: A Successful Southampton

We will support sustainable economic growth in Southampton by planning, investing and maximising the way the transport system operates so it is modern, connected, innovative, resilient, and fit for purpose, serving the places where people want to go, enabling people and goods to get around easily. This will be achieved through three themes:

- A Connected City where people and places both within and beyond the city are connected together, by road, rail and water, to support sustainable economic growth;
- An Innovative City that deploys and applies new smart technologies and fresh thinking to help Southampton lead the way; and
- A Resilient City that supports the ways that the city moves about with a well-managed, maintain and reliable transport system assets.

We will re-think how road space is used so to provide priority for people using public transport and how car parking is managed. We will look to prepare for and apply new technologies to widen travel choice and improve the efficiency of the network. We will look to provide reliable travel connections to our major economic employment hubs.

The areas for focus of transport investment and important projects that we will deliver are:

- Access to the City Centre on radial routes into it;
- Access to the Port of Southampton as it grows and changes by both rail and road;
- Access to the Hospitals, Universities, Itchen Riverside, Woolston and Adanac Park and into the wider Travel to Work Area;
- Delivery of an efficient high quality high profile Mass Transit System covering bus, rail, ferry, taxis and mass rapid transport (Metro or tram) for Southampton;
- Access to the District Centres;
- Travel Demand Management and management of car parking provision;
- Delivery of transport interchanges at Southampton Central Station and Town Quay;
- Smart City infrastructure that monitors and helps to manage traffic; and
- A well-managed and maintained transport asset (e.g. roads, pavements, bridges, signs and bus shelters), where maintenance-related renewal work is planned and delivered to ensure the continued future reliability of these assets.

## 2: A System for Everyone

We will seek to make Southampton an attractive place that improves the quality of life for residents and workers in the city, ensuring that the transport system enables everyone to get equal, safe and fair access to opportunities regardless of their circumstances, and they are treated equally. This will be achieved through three themes:

- An Attractive City that is a modern and pleasant place where people are proud to live and work and enjoy visiting;
- A Safe City that is reducing the number of people killed or injured on the transport system towards zero; and
- An Equitable City that offers a good range of mobility options and is accessible for all.

We will do this by seeking to transform the look and feel of streets and places and by considering the mobility needs of people from all walks of life and backgrounds and improving levels of safety whilst travelling around. Transport contributes towards the city being a thriving place where people want to live, work and spend time. This means whether people are walking, on a bike, have mobility or other restrictions, use a bus or train, or using a vehicle – they can access each form of travel easily, they are respected, safe and have an equal share in the transport system.

To do this, some of the important projects we will focus on include:

- Within the core of the City Centre, extensive priority and road space will be given to people travelling by public transport, walking and cycling, thereby reducing the need for travel by car through the City Centre;
- Change the look and feel of the City Centre by improving the public realm to make the city an attractive place with key projects around the Bargate, on Queensway-Bernard Street, route from Southampton Central Station via Western Esplanade to Town Quay, and in the District Centres;
- Meeting the needs of all transport users so people are able to access employment, training and leisure opportunities;
- Developing 'Mobility as a Service' through improved technology and partnerships;
- Focusing safety improvements in hotspots or clusters to move towards having no killed or seriously injured incidents; and
- Targeting certain safety and security behaviours.

## 3: Changing the Way People Travel

We will support people to change the way they travel, by widening their travel choices so that getting around more actively and healthily becomes attractive, easy and convenient and zero emission forms of transport are increasingly the norm.

This will be achieved through two themes:

- A Healthy and Active City that is easy to navigate, with joined up walking and cycling network that promote healthy lifestyles and supports vibrant people focused places and active neighbourhoods; and
- A Zero Emission City that is moving towards zero emission forms of transport becoming the norm, making the city a cleaner, more pleasant place.

We will look to transform people's travel habits increasing levels of walking and cycling, enabling more residents to live healthy and active lives. This will include investing in measures to make it easier and safer to walk and cycle within neighbourhoods and for trips to the City Centre and the Economic Drivers with safe direct routes that go where people want them to go. This will have benefits for air quality as well and where vehicles are

needed we will encourage greater uptake of alternatively fuelled low emission vehicles and different ways of using them.

To do this, some of the important projects we will focus on delivering include:

- Completing the Southampton Cycle Network so is better and easier to cycle for most journeys around Southampton using a comprehensive network of safe, high-quality cycle routes;
- Developing Active Travel Zones in local neighbourhoods that provide easy access to local services on foot and by bike, helping to create more liveable communities;
- Making it easier and safer to get around on foot, offering attractive routes and making good use of green infrastructure; and
- Moving towards a Zero Emission transport system with supporting infrastructure and any measures to regulate or restrict more polluting vehicles.

By applying all of these goals and themes, we will look to transform and redefine how people travel around the city up to 2040.

### Delivering Connected Southampton

We will look to use a number of different sources of funding to deliver this ambitious twenty year strategy. The main source of funding will continue to be central Government, primarily via an annual LTP grant which comprises an allocation of Integrated Transport Block funding for investing in new transport schemes and a Highways Maintenance Allocation for the upkeep and maintenance of the highway. These two grants are not sufficient to deliver all the aspirations in Connected Southampton, therefore additional funding from a range of other sources will be required. We will need to utilise ad hoc central Government funding (increasingly awarded through competitive bidding processes), Solent LEP, contributions from new developments, and from working in partnership with other parties such as Hampshire County Council, Solent Transport, train operators, Network Rail or Highways England. There may be opportunities in the future to investigate alternative ways of generating funding ourselves, these will be analysed as and when it is appropriate.

Full detail of projects being designed and delivered or that will be developed will be set out in a series of three year Implementation Plans. The current Implementation Plan covers the period from 2015 to 2018, with the next one covering the period from 2018 to 2022. The current Implementation Plan commits to delivery of joint schemes with Highways England at M271-A33 Redbridge Roundabout and on the A3024 route in from M27 Junction 8 (known as M27 Southampton Junctions). It also covers a three year programme of My Journey activities in workplaces and schools with Hampshire County Council (using external funding from the Access Fund). The current plan also includes schemes where we have secured external funding including major maintenance scheme at A33-A35 Millbrook Roundabout, junction capacity and technology upgrades on A335 at Swaythling and along A3024 Burlsedon Road, roll out of the Cycle Freeways of the Southampton Cycle Network on three corridors from the city centre to New Forest, Eastleigh and Hedge End.

### How can I get involved?

Between **25th July** and **16th October 2018** we will be holding a 12 week public consultation on the draft Connected Southampton Transport Strategy 2040 to seek your views on the policies, schemes and ideas in it. We would encourage you to complete our consultation questionnaire before **16th October 2018**. We will listen to the feedback and comments that are raised during the consultation to finalise Connected Southampton – Transport Strategy 2040.

# Introduction

A well-functioning transport system is important for Southampton. **Connected Southampton - Transport Strategy 2040** is our draft long-term transport strategy which forms a main part of a new fourth Local Transport Plan for the city. It sets out a new, long-term approach for managing and improving transport in the city. It identifies how we will deliver improvements to positively change how people and goods are moved in order to help create a city of opportunity where everyone thrives. The City Vision and Council Strategy 2016-20 have both guided and shaped the development of this transport strategy which seeks to improve transport to help in creating a successful, healthy, sustainable city – a place that people want to live, work, visit and invest in.

## Why a Local Transport Plan?

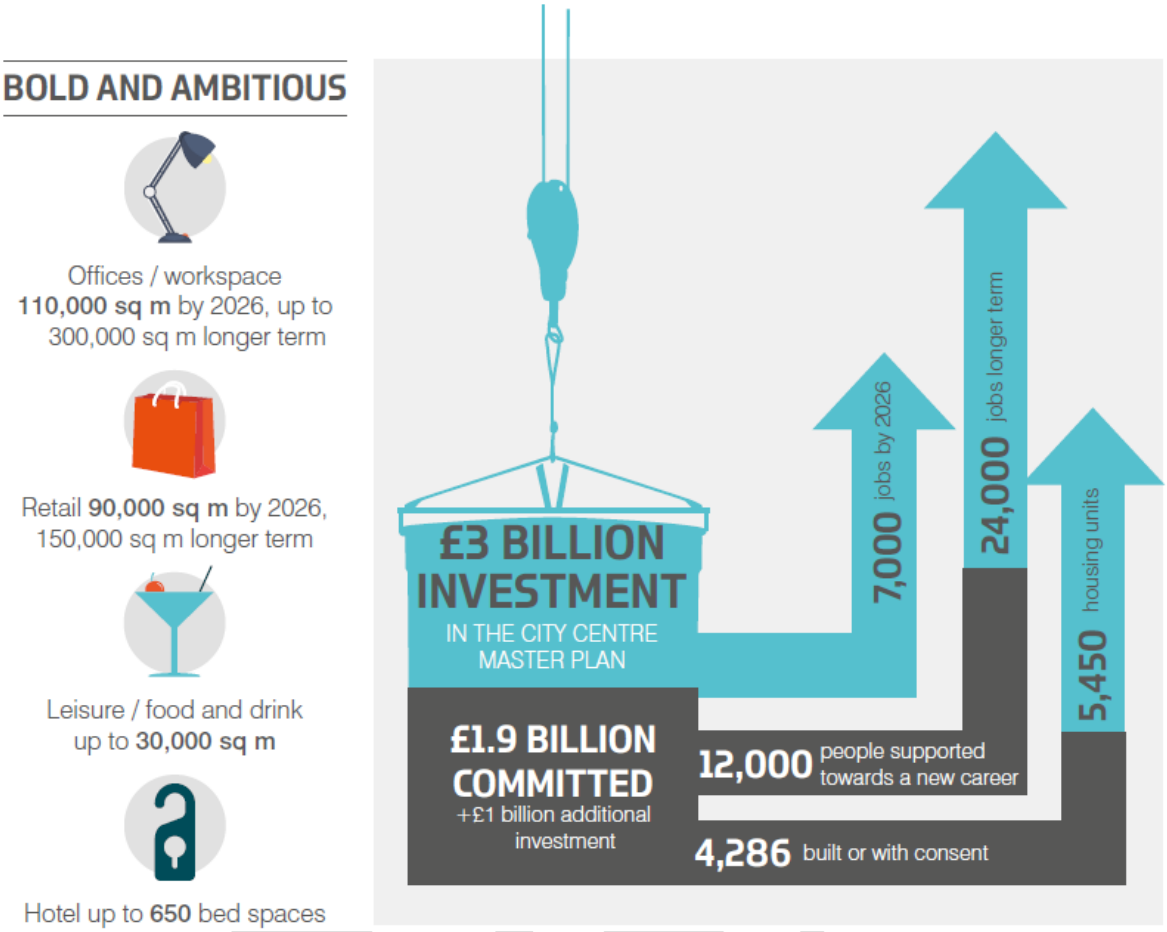
As the Local Transport Authority, the Council has a statutory duty under the Transport Act 2000, as amended by the Local Transport Act 2008, to produce a Local Transport Plan (LTP) for Southampton. The 2008 legislation allows local transport authorities to replace their Plans as they see fit and it requires that LTPs contain policies (a 'strategy') and implementation plans (the proposals for delivery of the policies contained in the strategy). The third Southampton LTP was published in April 2011 and covers the period up to 2031.

This fourth LTP strategy entitled **Connected Southampton – Transport Strategy 2040** identifies our proposed transport priorities for the city, which we want to hear your views on - as well as emphasising to national Government and our Strategic Partners the investment required to support growth.

A three-year Implementation Plan covering the period from 2019 to 2022 will be published in Winter 2018/19.

## Supporting wider growth ambitions

The City Centre Action Plan (CCAP) and emerging Citywide Plan and PUSH Spatial Strategy set out long term strategies for housing and employment growth in Southampton and what the community requires to flourish over the next 10 to 20 years. The Solent LEP Strategic Economic Plan (SEP) sets out a £2.8bn plan to transform the Solent through supporting development and economic growth. Connected Southampton is directly linked to the strategies and policies in these plans.




The city has bold and ambitious aspirations for growth – including attracting £3bn of investment. By 2040, this will see the total number of jobs rise to 139,000, and see the population of the city rise by 30,000 people and 19,000 new homes. This growth will help the city to realise its' full economic potential. Excellent transport connections and a range of different attractive options for making journeys can enable and foster sustainable economic regeneration by acting as a catalyst for investment. Transport can only achieve this if it is planned in parallel with economic, social, health and environmental strategies covering housing, employment, skills, innovation, health and physical activity to ensure that Southampton has a sustainable economy and the right conditions to foster growth going forward.

## Big Ideas for 2040

**Connected Southampton – Transport Strategy 2040** is our draft transport strategy for the next twenty years that supports the bold ambitions for growth in Southampton. In this document we set out some equally big transport ideas that the Council and our partners are seeking to deliver. These big ideas are:

- Develop **Mass Rapid Transit** for Southampton and the wider area that transforms the public transport experience, allowing people to travel easily around and across Southampton on high quality vehicles that are reliable due to priority through the most congested corridors, has a frequent 'metro' level of service, and it could even be automated;
- Create a **Liveable City Centre**, where people want to live, work and spend time, by creating spaces and routes that are easy for people to walk, cycle around or use the

Mass Transit System. Within the core of the city, people are to be given priority over vehicles, and be able to enjoy a world-class environment of streets and spaces, helping to serve the economy and create a city everyone is proud of;

- Roll out **Active Travel Zones** in local neighbourhoods, that encourage people to adopt new ways of getting around using a range of alternative mobility options that (bike share, car share) can be available, so more trips are walked and cycled, creating new spaces to sit, play and socialise, supported by measures that discourage through traffic;
- Establish a network of **Park & Ride** sites that serve the places where people work, and go for leisure or retail including the City Centre, these would both be on the edge of the city and at local 'Park & Travel' points – places where people could park and continue by bus, cycle, walk or car-share;
- Complete a comprehensive **Cycle Network** for Southampton that enables people to cycle safely from their front door to where they want to go, making Southampton a true cycling city;
- Support the **growth and smooth operation of the main employment areas in Southampton**, such as the Port, industrial areas, the Hospitals and Universities, by ensuring that they have efficient, modern and reliable transport connections within and beyond the city; and
- Work towards a **Zero Emission City** which reduces emissions from traffic by supporting alternative fuels and intelligent management of traffic so that Southampton is a clean and healthy city.

To successfully turn these big ideas and the other projects we are proposing in this draft strategy into reality, and make a positive difference to transport and people's travel experience, we will seek to learn from the approaches being delivered successfully in other cities in the UK and abroad.

It is worth highlighting that responsibilities for improving transport are shared between a number of different bodies and are not all within the direct control of the Council.

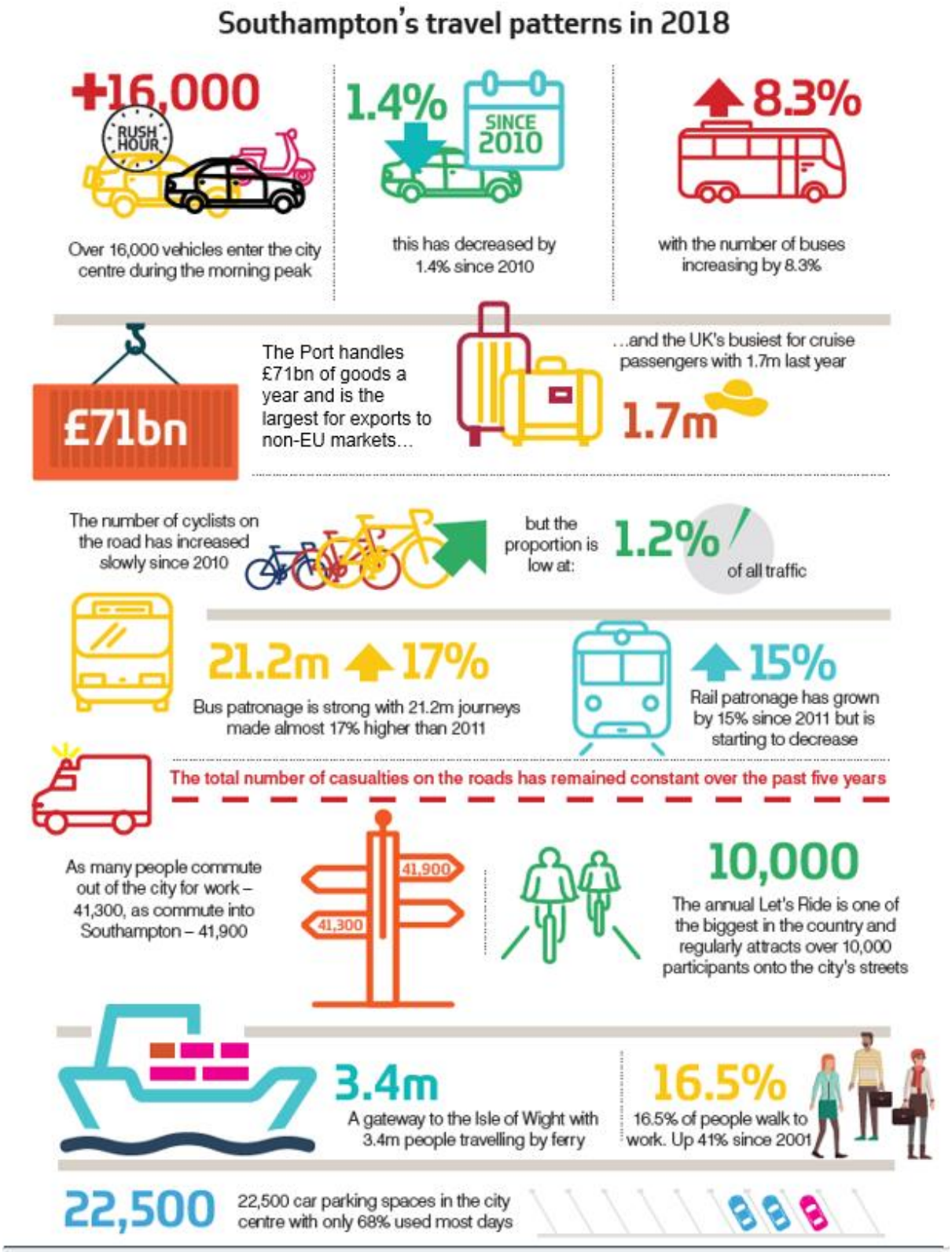
Therefore in order to deliver the projects and new approach set out in this draft strategy, we recognise that we have to deepen and strengthen our existing partnership working with other organisations with responsibility for transport and with businesses, schools and privately owned transport operators. Transport challenges and travel patterns ignore administrative boundaries, so in order to tackle these challenges effectively, we need to collaborate with neighbouring authorities and work together across our boundaries.

As current levels of Government grant received for transport may reduce, they will not be sufficient to deliver all the improvements set out in this ambitious draft transport strategy, it will be necessary for us to continually seek to secure external funding from the Government, Solent LEP, developers and other sources such as exploring options for generating additional transport funding locally, so that the ambitions of the strategy can be delivered.

Please take the time to look through this draft strategy and respond to the online consultation survey to let us know what you think of our assessment of future challenges facing the transport network in Southampton and our proposed approach to improve it and ensure it is reliable and fit for purpose. We want to hear your views and will take full account of feedback and comments received before we finalise this strategy.

# Where are We Now? Travel in Southampton Today

To prepare for the future we need to understand where we are today. This infographic summarises recent travel statistics and trends:




Every day during term time, **33,000** pupils attend the 69 primary schools and 23 secondary schools in the city. 76% of primary school pupils and 81% of secondary school pupils use sustainable travel modes to get to school.

# A Well-Connected City and a Gateway for Trade

Southampton is well connected to international, national and local transport networks – by water, by air, by rail and by road.

The Port of Southampton is the UK's **3rd** largest employing **15,000** people,

In **2016** it handled **1.77m** people on cruises, Over **1m** containers **900,000** vehicles, **1.3m** tonnes of bulk cargo, and **857,000** vehicles to the Isle of Wight

All worth **£71bn** to the UK

The Port of Southampton is a major deep sea port on Southampton Water with significant national and global economic importance. It provides a gateway for businesses across much of southern and central England to global markets for the import and export of goods – forming a main stop on the key international shipping routes that operate between Shanghai and Rotterdam. It is the UK's 3rd busiest Port for cargo with trade in 2017 with 36m tonnes of cargo passing through, and is the busiest for exports to non-EU markets worth £36bn. The Port handles a variety of cargos ranging from vehicles (900,000 per year), bulky items, and containers (over 1m containers a year), to scrap metal, aggregates, and fruit.

The Port is also the UK's premier Port for the cruise industry, with 1.7m cruise visitors passing through in 2017, this accounts for 85% of all cruise passengers in the UK.

To and from the Port there are nationally important rail and rail freight commodity corridors going to the Midlands and London for automotive exports and deep sea container imports and exports. UK businesses who import or export goods by HGV via the Port rely on the good quality strategic road links via the A34-M3-M27-M271 for the effective transport of their goods. Particularly from factories in the Midlands for the automotive trade (via the M40 and A43), but also supermarkets and other retailers who have large distribution warehouses in the Midlands and have stock imported in containers. HGV flows form a high proportion of the traffic using the A34, accounting for 20% traffic using it. Within Southampton the last mile links to the Port after leaving the Strategic Road Network, the A33 and A3024, need to be of similar level of reliability to enable fluid movement.

Southampton is the only active rail-connected port in the Solent area, with around 30 freight trains per day - mostly containers and vehicles, and each train is worth 38 HGVs. Onwards transport by rail accounts for approximately a third of container traffic to and from the Port. The main rail route from Southampton is via Basingstoke, Reading and Didcot to the West Coast Main Line around Birmingham. A range of destinations across the Midlands and in the North of England are served by rail, for both container and automotive traffic.

Southampton Airport handled **1.96m** passengers flying to **40** destination in UK and Europe.

Contributes **£160m** to UK economy.

**1.84m** people use Southampton Airport Parkway station.

Southampton Airport is a regional airport which sees almost 2 million passengers a year travel through it, largely from the Solent area and wider central southern England. It is connected to 40 different destinations across the UK and Europe. Passenger numbers using the airport continue to grow and it is an important international gateway for the city and Solent. The adjacent Southampton Airport Parkway is an important bus, coach and rail

interchange hub with cycle links to the surrounding areas of Mansbridge, Swaythling and Eastleigh.


Southampton's strategic road and rail connections to London and the Midlands

On the Strategic Road Network, the M27 provides the important road connection between Southampton and Portsmouth, with sections carrying over 146,000 vehicles a day. The M27 suffers from chronic levels of congestion and delay during peak hours with the section between junctions 5 and 8 in the top 10% worst performing sections on England's strategic road network. As a result journey time unreliability on the M27 frequently results in delays on other parts of strategic and local road networks and adding to costs for businesses based in the Solent area. It is estimated by Transport for the South East that delays caused by congestion on the M27 and A27 corridor cost business and freight £500,000 per km of congested route. The M27 also has a dual role balancing strategic connections and supporting local journeys, it supports a substantial proportion of short hop trips, with around 28% of journeys involving 'hops' of one or two junctions.

The A27 corridor, which skirts to the north of Southampton and parallels the M27 along much of its' length, provides a supporting role to the M27. The A27 is also expected to experience worsening levels of congestion, affecting journey time reliability.

The M3 provides important connections northwards from the City towards Winchester, Basingstoke and London and via the A34 to the Midlands and North West and also suffers from congestion between junctions 14 (Southampton) and 9 (Winchester). West of Southampton the M27 and the A31 trunk road connect Southampton with Bournemouth and Poole via the New Forest National Park, with onward links towards Weymouth and the south

west. At peak times, and during popular holiday times, all of these routes suffer from seasonal traffic congestion.

Southampton is well served by the UK national rail network, benefiting from frequent passenger rail links to London, Bournemouth, Bristol, Brighton, Birmingham and the north. Rail journey times from Southampton to central London are between 80 and 100 minutes. These journey times are longer than for cities located further away from London than Southampton such as Coventry, Norwich and Leicester. At a local level there are fast, frequent rail links to Bournemouth, Fareham and Winchester, but the frequency of rail services to both Portsmouth and Eastleigh are much poorer. Journey times by train to Portsmouth are slow and train services are infrequent with currently only two direct trains per hour taking between 45 and 60 minutes to do the 20 mile journey from city centre to city centre.

Southampton Central station is the busiest in the city with **6.3m** journeys beginning or ending there.

Through all eight stations in Southampton **7.2m** journeys were made – 9% more than in 2011.

The busiest suburban stations were St Denys, Swaythling and Woolston.

Bus connections to certain parts of Southampton's Travel to Work Area are slow and infrequent particularly those linking the city with the communities of Hedge End and Botley, both located just beyond the M27 motorway. As a result, there are heavy flows of car based trips made in both directions. Southampton's main highway network is focused around a limited number of radial routes into the city from the suburbs and wider Hampshire area, which results in the concentration of traffic flows onto these main routes.


**30,827** people travel into the City Centre between 7 and 10 each morning

**58%** are in cars
**19%** travel by bus
**13%** travel in on foot
**2%** cycle, and
**7%** travel in by rail and ferry

The **three busiest** corridors are Mountbatten Way, Northam Road and Shirley Road.

The A35 Redbridge Causeway, M271 and A33 Redbridge Road-Millbrook Road West corridors provide the main access into Southampton City Centre and Port, from the M27, the west and north west of the city, as well as wider from the M27 and M3, and carries 32% of all traffic coming into the city. These routes connect Totton, the New Forest, Romsey to Southampton General Hospital and City Centre. The A33 Bassett Avenue-The Avenue is the main road into the city from the north from Chandlers Ford/Eastleigh and from Winchester via the M3 and passes close to the University of Southampton's Highfield Campus. The A335 Thomas Lewis Way is the main road into the city from Eastleigh and Southampton Airport via M27 Junction 5. The A3024 and A334 Northam Road-Bitterne Road West-Bursledon Road corridor is the main route into the city from the east with routes from Hedge End, Botley and Bursledon and via the A27 from Swanwick. This is the second busiest corridor for traffic and carries 25 buses per hour at peak times. The A3025 Portsmouth Road, via the Itchen Toll Bridge, provides the main route into the city from Netley and Hamble. The A35 Winchester Road-Tebourba Way connects A33 The Avenue with A35 Redbridge Road and is a key route to and from Southampton General Hospital.

Currently, 24% of primary school pupils and 19% of secondary are driven by car to the immediate vicinity of the school, the rest use more sustainable forms of travel.

# Investing in Transport

Since 2011, Southampton has an excellent track record in delivering innovative transport projects and between 2011 and 2018, a total of **£111.2m** has been invested with more investment committed for improvements. This has come from a variety of sources including Local Transport Plan grant and competitive funding from central Government (both DfT and DEFRA), Solent LEP's Regional Growth Fund, contributions from new developments, and working with third parties such as the bus operators, Highways England and Network Rail. This funding has delivered a variety of transport projects in Southampton that have helped people get around more easily and support the city's growth. These have ranged from small scale cycle facilities, wider reaching behaviour change campaigns and road safety enhancements, to bus customer experience improvements, large public realm and major transport improvements. Improvements that we have delivered since then include:

- Changes to the Platform Road gyratory (a £13million improvement) to provide a new access into the Port of Southampton at Dock Gate 5 to facilitate the relocation of the Red Funnel ferry terminal and improve air quality by reducing delays;
- Creation of attractive gateways to the city at arrival points - including the northern side of Southampton Central Station (£5m) and Kingsbridge Lane;
- New innovative cycle infrastructure on Second Avenue and Church Street Shirley;
- Improving the image of the bus with real time information at bus stops and working with bus operators to improve the experience on board the buses with new vehicles, next-stop announcements, Wi-Fi and USB charging;
- A major programme of road resurfacing; and
- The high profile 'My Journey' behaviour change programme to promote more sustainable and active travel for journeys to work and school, seeking to reduce travel by private car and reduce emissions utilising funding from the DfT's Local Sustainable Transport Fund and £3m from the Access Fund.


Platform Road improvements (left) and new Enhanced Variable Message Signs

In addition, we have been able to secure funding for projects that will be delivered over the next two to three years:

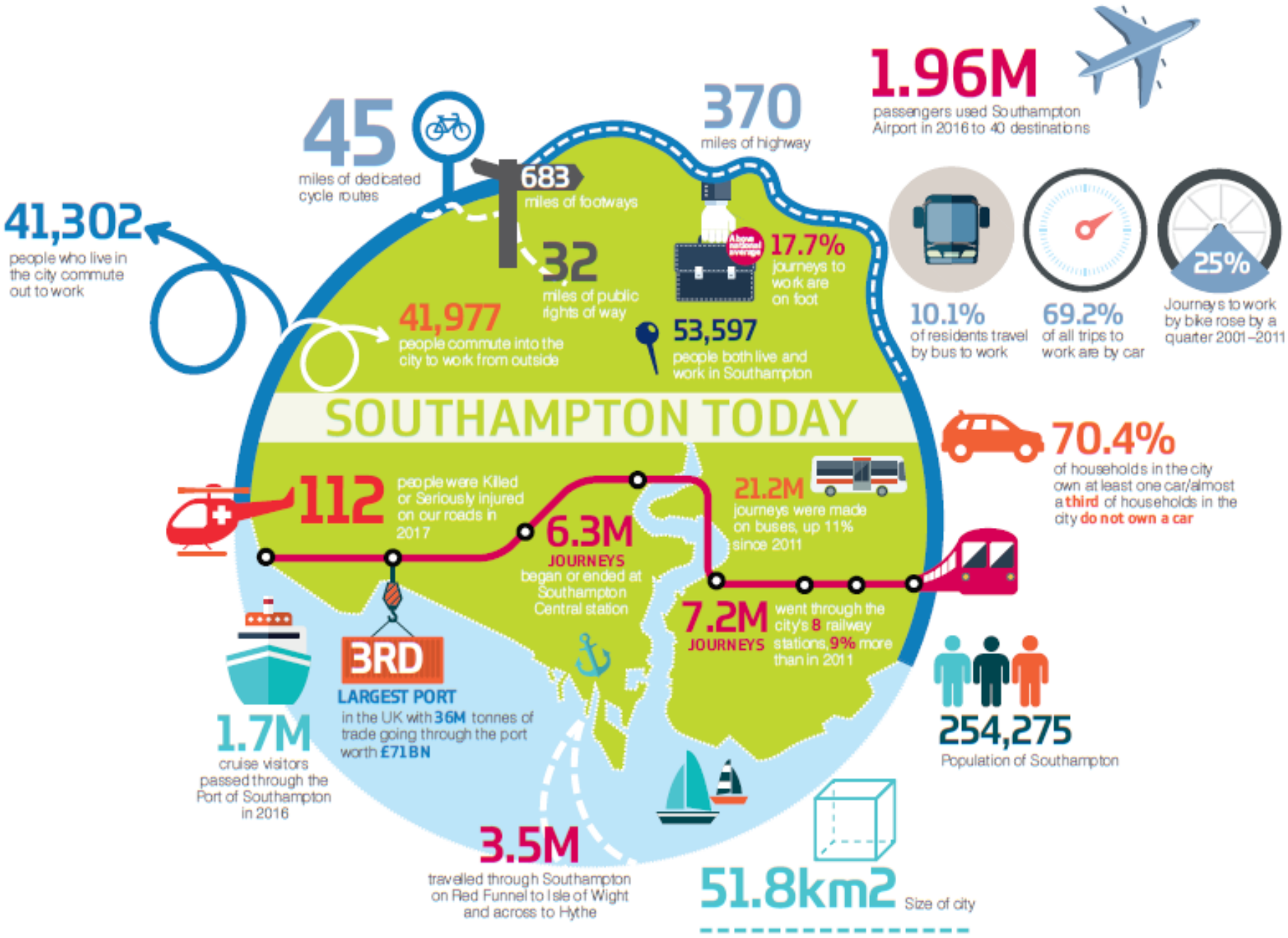
- Securing £5m for major investment in renewing the condition of the A33-A35 Millbrook Roundabout to secure its long-term role as the main entrance to the Port of Southampton's Western Docks;
- Awarded £4m to improve journey times and productivity along A3024 Bursledon Road and A335 in Swaythling through innovative signal technology, priority for buses, junction changes and cycle infrastructure;
- Using the adoption of a ten year Cycle Strategy, which aims to invest in 10 corridors to increase cycling's mode share by 10%, we have started with £5m of investment in

Cycle Freeways on three corridors to the west towards Totton alongside the A33 Millbrook Road West-Redbridge Road, North to Eastleigh along The Avenue, and east to Hedge End along A3024 Bursledon Road;

- Develop our Smart City infrastructure with £200,000 investment in new smart sensors that use Bluetooth and low frequency communications methods to monitor traffic and the condition of road surfaces; and
- Secured £1m for early measures in advance of a Clean Air Zone with roll out of Electric Vehicle Charging Points, new electric vehicles for the Council's own fleet, and starting a Clean Air Network to get businesses and communities together to tackle air quality.

In addition to the funding the Council has secured itself, Highways England will deliver investment in the Strategic Road Network (M3, M27 and M271) around Southampton through a number of projects, which we have been involved in helping develop:

- £20m to improve capacity and cycle facilities around M271-A33 Redbridge Roundabout as the main access to the Port,
- £100m M27 Southampton Junctions project which aims to improve access into Southampton from the east at M27 Junction 8 via A3024 with junction works to M27 Junction 8, Windhover Roundabout (in Hampshire), improvements along the A3024 Northam Road-Bitterne Road West-Bursledon Road corridor, and replacement and widening of Northam Rail Bridge by St Mary's Stadium; and
- Smart Motorways programme to provide additional capacity and capability on both the M27 between Junctions 4 and 11 and M3 between Junctions 9 and 12, that will benefit Southampton in the long-term


1.96M
passengers used Southampton Airport in 2016 to 40 destinations
370
miles of highway
45
miles of dedicated cycle routes
683
miles of footways
32
miles of public rights of way
41,302
people who live in the city commute out to work
41,977
people commute into the city to work from outside
17.7%
journeys to work are on foot
53,597
people both live and work in Southampton
10.1%
of residents travel by bus to work
69.2%
of all trips to work are by car
25%
Journeys to work by bike rose by a quarter 2001–2011
SOUTHAMPTON TODAY
70.4%
of households in the city own at least one car/almost a third of households in the city do not own a car
112
people were Killed or Seriously injured on our roads in 2017
6.3M
JOURNEYS
began or ended at Southampton Central station
21.2M
journeys were made on buses, up 11% since 2011
7.2M
JOURNEYS
went through the city's 8 railway stations, 9% more than in 2011
3RD
LARGEST PORT
in the UK with 36M tonnes of trade going through the port worth £71BN
1.7M
cruise visitors passed through the Port of Southampton in 2016
254,275
Population of Southampton
3.5M
travelled through Southampton on Red Funnel to Isle of Wight and across to Hythe
51.8km2
Size of city

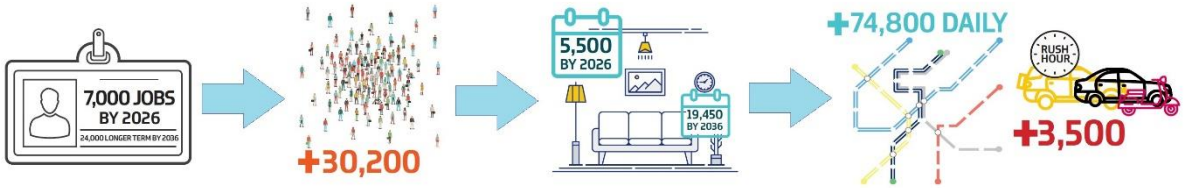
# What's Ahead? Southampton's Challenges to 2040

Looking ahead to 2040, Connected Southampton – this draft new transport strategy for Southampton has to respond to and identify effective solutions to four main challenges.

1. Delivering strong and sustainable economic growth,
2. Improving people's health and quality of life,
3. Improving the quality of the environment, and
4. Maintaining and improving transport connections.

## Delivering strong and sustainable economic growth

Southampton has bold and ambitious plans for growth over the next 20 years with over £3bn expected to be invested in the city by 2036 delivering 24,000 new jobs, of which 7,000 would be delivered by 2026. The City Centre has already seen its' population grow with 94% more people living there than in 2011, and more jobs created as major redevelopment projects such as Watermark West Quay and the Cultural Quarter Arts Complex have opened. As a result of all this planned development and new jobs will lead to 30,000 more people living in Southampton, equivalent to the size of Windsor. This growing population will require places to live, meaning there will be an urgent need to build more homes and 19,450 are planned to be delivered in Southampton by 2036, with another 23,190 in the surrounding area.




More jobs are being created. In 2016 there were 115,000 jobs, by 2040 this will be 139,000

With more jobs the population will grow, in 1991 it was 196,000, today it is 254,000 and by 2040 it is predicted to be 284,000 - that is equvilant to adding the population of Windsor.

As the population grows there will be a need for 19,450 more homes - going from 98,254 today to 117,704 by 2040

With the additional growth in jobs and housing it is predicted that there will be an additional 74,000 people trips on Southampton's transport system each day by 2040. In the morning rush hour this could see 3,500 more cars entering the City Centre.

Aided by this increase in jobs and people living and working in Southampton, the Solent LEP predicts that the city will experience growth in Gross Value Added (GVA) of 2.8% each year, meaning by 2030 the city's economy could be worth £8.64bn. The prediction for the Solent region is that GVA growth will occur at the same rate as in recent years. The Solent area, of which Southampton is a part, has grown at a rate slower than for the South East region as a whole. This has led to the emergence of a productivity gap in Southampton with GVA per head 16% lower in the city than the South East average. Congestion costs the city's economy £100m annually.

The increases in population, growth and development means that by 2036 there could be demand for additional 74,000 trips on Southampton's transport network – 11% more than now. Predictions are that 54% of those trips will still be on the highway. If trips are not constrained or managed, levels of congestion would still remain and be a brake on the number of jobs created and improvement in GVA. It is estimated that around 22,000 less jobs would be

The Port of Southampton is set to double its throughput:

By **2035** it could be handling
**3.46m** people on cruises,
Over **3m** containers,
**1.8m** vehicles,
**2.6m** tonnes of bulk cargo,
and **1.5m** vehicles to the Isle of Wight

created across the Solent area if current traffic conditions were to persist. Cars take up a lot of space relative to the number of people they can move around, and reliance on this space-inefficient mode of transport has made Southampton's roads very congested.

*(Photo by Cycling Promotion Fund)*

This has several adverse impacts – causing pollution, making streets unpleasant places to be and delaying public transport journeys. It also adversely reduces the efficiency of freight and commercial journeys, increasing the costs of doing business. Failing to address congestion would have a negative impact on Southampton's contribution to the Solent and UK economy, competitiveness of businesses and the quality of life for people living here.

The Port of Southampton envisages a doubling of throughput by 2035, this level of activity would see increases of 95% in cruise patronage, 63% in the number of containers, 102% in the number of vehicles and 80% in volumes of vehicles and passengers to and from the Isle of Wight via ferry services to Cowes. To accommodate this growth, the Port is embarking on a £200m package of investment to ready itself for the future challenges of being outside of the EU, maintaining efficiency with bigger container ships, and accommodating larger cruise vessels. The transport network that serves and gives access to the Port needs investment so that is able to accommodate this level of expected growth in freight.

In the short term the Council is investing in making sure access to the Port is resilient with major maintenance works at A35/A33 Millbrook Roundabout as well as supporting people travelling to work actively via continuous segregated cycle routes along First, Second and Third Avenues to the Port estate. To maintain reliability on the strategic national links, Highways England are investing in capacity upgrades at M271 Redbridge Roundabout, M27 and M3 Smart Motorways, and Network Rail are investing in additional freight siding capacity at Redbridge. Into the medium and long term further investment will be needed in the strategic access to the Port locally, regionally and nationally.

Alongside the Port, the clinical, knowledge and digital economies are set to expand, and both universities of Southampton and Solent are predicted to grow and increase student intake. The University of Southampton is about to embark on a £300m investment programme to intensify and improve the quality of its campus teaching and research activities and includes investment in clinical research facilities at Southampton General Hospital. Solent University is investing £100 million in its' estates development plan that will transform the East Park Terrace campus to improve and modernise the University. The student demographic is good for Southampton as the two universities provide a high-skilled

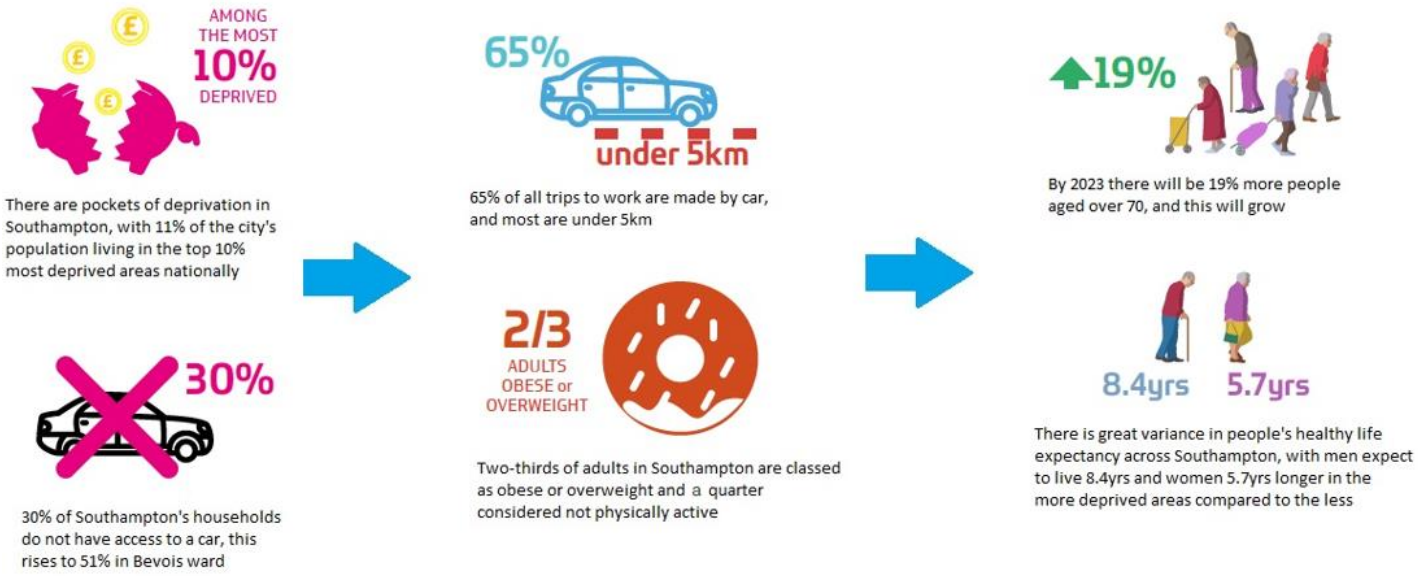
and well-qualified pool of graduate workers that can be recruited by businesses based in the city and wider travel to work area, addressing skills gaps and enabling vacancies to be filled.

To meet this challenge, we will focus on:

- Ensuring reliable and efficient access to the Port and the City Centre – Southampton's strategic road and rail connections to London, the Midlands and the North are important. The Port's growth will be dependent on these excellent connections and will need dependable and predictable journey times to and from warehouses and factories locally and nationally to maintain smooth functioning of the logistics sector;
- Accommodating more trips using more space-efficient modes on transport networks;
- Enabling people to access training and skills development opportunities and helping businesses to benefit from better access to labour markets of skilled talent;
- Improving journey time reliability for public transport to make it an attractive and clean way for people to travel;
- Ensuring that the transport asset is in a good condition and can accommodate the demand; and
- Delivering comprehensive legible walking & cycling networks so they serve all the economic drivers and can be used by people to travel to work or to education.

## Improving people's health and quality of life

There remains an imbalance in people's health and quality of life across the whole of Southampton. There are pockets of deprivation with 11% of the city's population living in the top 10% most deprived areas in England, and these are areas with low car ownership. The population is growing and it is also aging with predictions that there will be an increase of a fifth in the number of people aged 70 or over by 2023. With a high proportion of people overweight and increasingly obese, there is great variance in people's health and life quality across Southampton, with those in more deprived areas expected to live shorter lives than those living in less deprived areas. These changes and trends will place pressure on the transport system as people place different demands on using and accessing it.




Southampton remains the most deprived city in the South East with pockets of deprivation close to the City Centre and on the edge of the city. In the last decade, Southampton has become relatively more deprived. It has gone from being the 81st most deprived local

authority out to 326 to the 67th most deprived. Further compounding any existing gaps in earnings, currently people living in Southampton earn £60.00 less per week than those who live outside and work in the city. With a third of households not having access to a car, access to public transport is vital to connect people to jobs, skills training and leisure activities.

The pattern for health inequalities and level of participation in physical activity is similar to that of social and economic deprivation. 11% of Southampton's population lives in areas with high levels of health deprivation these can be found in Weston, Northam and Redbridge wards of the city.

In Southampton an estimated 63.5% of adults are classified as being either overweight or obese. 24% of Southampton adults are considered not physically active enough (they are not meeting the Chief Medical Officers' recommendation of participating in 30 minutes of moderately intensive activity three times per week - Sport England 2015).

Physical inactivity increases the risk of many health conditions including diabetes, dementia, stroke, heart disease, breast and colorectal cancer, and depression. In Southampton nearly 60% of adults feel socially isolated, this is the highest in the South East region, and is will have adverse impacts on mental health and wellbeing.

Most of the main causes of early death in Southampton are linked to inactivity, including the two biggest killers – heart disease and cancer. The current high levels of dependence on the private car for travel, even for very short trips is a significant contributor towards current high levels of physical inactivity.

Levels of childhood obesity are higher than the national average, with 34.9% of Year 6 children classified as obese (PHE 2017). This has negative impacts on people's health, including a higher chance of heart disease, stroke, diabetes, musculoskeletal problems and some cancers, as well as premature death. Today's children are the first generation that is expected to live more of their lives in ill health from chronic diseases than their parents.

Those areas of the city with poor levels of health would benefit from further investment in active travel, so that people have good quality and attractive walking and cycling routes, which residents can then be encouraged to use in place of trips that are currently driven. Improving people's health through increasing the amount of active travel undertaken will have significant positive benefits for Southampton both socially and economically. Swapping car journeys for one taken by walking or cycling can reduce the risk of developing health conditions, help improve mental health, address absenteeism from work, relieve pressure on healthcare facilities, improve levels of productivity at work and school and help more people currently out of work to engage with the economy by being able to contribute positively.

The level of cycling to work is currently the highest in areas with low car ownership located close to the City Centre around Bevois (9%) and Highfield (8.7%) wards, compared to less than 2% who cycle to work in Sholing and Harefield wards, which are both located towards the eastern edge of the city and have a more hilly topography.

The number and frequency of reported casualties on the roads has been decreasing since 2000, but this is remains higher than the England average. However, during this time the number of people who were injured while walking or cycling has increased, and people cycling are often disproportionally involved in a collision and the severity can be higher – 18% of all collisions involve someone cycling. As traffic levels increase, both for people in vehicles and cycling, the number of cycle related incidents could increase as well.


918 casualties per billion miles driven compared to 584 in England and has been decreasing since 2000


But numbers of people involved in casualties who are walking (116) or cycling (86) is increasing - 18% of all casualties

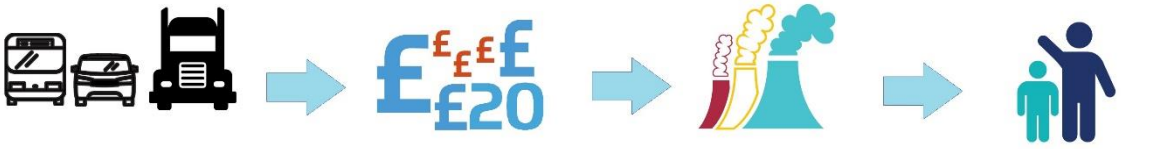
It is estimated that many more near misses involving people cycling go unreported, in 2011 41% of respondents to the Southampton Cycle Survey reported a near miss while cycling but only 15% reported them to the Police.

To meet this challenge, we will focus on:

- Improving access to jobs and training particularly for those who do not have access to a car;
- Enabling good and reliable transport access to leisure and health care facilities including by walking, cycling and public transport;
- Supporting regeneration and development in the city's estates and district centres so they become hubs for the community reducing need for more expensive travel; and
- Helping to improve people's health through promoting and enabling active travel including cycling and walking.

## Improving the quality of the environment within Southampton

Southampton has high levels of air pollution, particularly for NOx and $PM_{2.5}$ and $PM_{10}$. Nationally it is estimated that particulate matter alone contributes to the equivalent of 50,000 premature deaths per year costing society, businesses and the NHS £60bn a year. In Southampton exposure to particulate matter contributes to 110 early deaths a year – or 5.6% of all deaths, compared to the national average of 5.3%.




In 2020 road transport is predicted to be responsbile for 60-70% of nitrogen dioxide emissions in Southampton

The economic impact of air pollution in the UK is estimated to be £20 billion annually

Poor air quality is responsible for 110 early deaths each year which could be prevented

79% of people think air quality is a problem in Southampton

Road transport has been identified as a major contributor to poor air quality in the city. At M271 Redbridge Roundabout road transport contributes 65.8% of nitrogen dioxide emissions with HGVs accounting for 55% of road emissions – from over 60,000 vehicles a day. This high mark of pollution is adjacent to one of the most deprived neighbourhoods in Southampton, demonstrating the link between high levels of pollution and areas of poverty and poor health. Reducing exposure to manmade pollution can improve average life expectancy of people living in the UK by seven to eight months.

Southampton has been identified by DEFRA as one of the five areas, in England outside of London, which is likely to experience continued exceedance of EU air quality limits in 2020. To address this, DEFRA has designated Southampton as a location for a mandatory Clean

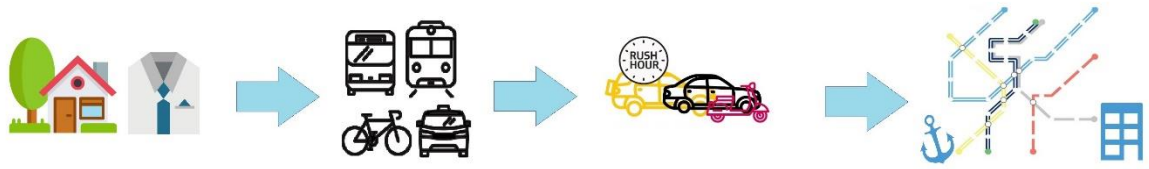
Air Zone (CAZ) to meet the 2020 targets. The Council is expected to introduce a CAZ before 2020 that will include measures to reduce nitrogen dioxide ($NO_2$) emissions to a level that are compliant with EU law. Those measures may include a charging scheme for the most polluting vehicles or other means of promoting a switch to cleaner travel behaviours. The options for how a Southampton CAZ could operate in the city is currently out to public consultation from 21st June until 13th September 2018.

To meet this challenge, we will focus on:

- Developing a Clean Air Zone as technology and regulations change so that it encourages investment in cleaner vehicles;
- Working with public transport operators to help them to continue improving their fleets so they become low or zero emission;
- Encouraging greater ownership of electric vehicles with a publically accessible network of charging points across the city in car parks, new developments and on-street;
- Encouraging more people to cycle more often, particularly for short journeys, through implementation of the Southampton Cycle Network that makes cycling safer and easier via delivering a comprehensive network of well-designed routes linking all parts of the city;
- Enabling people to walk more often by providing attractive, safe places across the city with clear, well signed routes so people can walk both for leisure and as a way of getting around; and
- Supporting businesses and the community through a Clean Air Network to encourage behaviours which support improvements in air quality.

## Maintaining and Improving Transport Connections

The road, rail and sea connections that exist to and from Southampton need to be reliable and able to cope with the demands that will be placed on them in the future, in order for them to support the economy of the city, the Solent area and the UK. As the Port grows, the corridors to the Midlands and the North, which already see large flows of goods traffic, are likely to see additional demand.




The Solent LEP acknowledges that the Solent experiences slow average journey times. Vehicle speeds in the area are currently around 32% slower than the national average. This problem is especially noticeable in congested areas of Southampton. There will be an economic, social and environmental cost to this increase in traffic if it is not planned for in a balanced way. It is estimated by Transport for the South East (TfSE) that by 2041, in the absence of investment, congestion on the M27 and A27 corridor will cost business and freight around £1.2m per kilometre of congested route.

In the short term, investment is being made by Highways England at key pinch points and along congested motorway corridors to ensure that journey time reliability does not deteriorate. Over the next five years committed investment will include improvements to the M271/A33 Redbridge Roundabout, the M3 and M27 Smart Motorways projects, and improvements at Junction 9 of the M3 (that will benefit A34 traffic).

Looking further into the future, we need to be planning for ensuring that the benefits of these schemes are not eroded. Therefore, it will be important to work with local, regional and national partners to plan the next stages of investment required in these strategic corridors.

On the rail network, the growth in housing will see a growing demand for passenger journeys to Winchester, Basingstoke and London, and for freight to the Midlands and beyond needing to be accommodated. Network Rail have identified that sections of the South Western Main Line will reach capacity in the next decade, namely the section from Southampton to Basingstoke. In the mid to late 2020s, investment to improve capacity is planned at Woking where the mainline joins the route from Portsmouth. Rail freight will continue to play an important role for movements to and from the Port, and increasing rail freight's mode share is dependent on strategic infrastructure schemes to improve capacity on the rail corridor to the Midlands via Reading. With the level of predicted growth in the city, additional platform capacity at Southampton Central station is likely to be required during the 2020s or 2030s.

As the Solent economy grows, the transport connections between Southampton and Portsmouth will become increasingly important. When looking at comparator areas in the UK, journey times by rail between the two cities are longer and the length of Strategic Road Network in the Solent is considerably less. These poor connections and long journey times are identified by business as a constraint on growth and labour market fluidity. In the short term an additional train each hour will be added between Southampton and Portsmouth with slightly shorter times but further investment in rail infrastructure is required.

There has been an increasing trend for people to work in a different area to where they live, Southampton currently has a 56% self-containment level (where people live and work in the city), which has fallen from 66% in 2001. There are large cross boundary commuting flows between Southampton and the surrounding areas of Hampshire – Totton, Eastleigh, Chandlers Ford, Hedge End and Hamble. In particular the commuter flows between Southampton and Eastleigh, where Eastleigh residents account for 20% of Southampton's jobs market resulting in the strongest inter-authority flows in the Solent at over 21,000 two-way journeys daily.

With 42,600 homes and 472,000m² of employment space planned in Southampton and the surrounding areas of Hampshire this will see 275,000 trips being made each morning – a 10% increase. To ensure that these new trips are made sustainably, these homes and jobs will need to be located where people can easily walk, cycle or take public transport. The local connections by those modes from Southampton into Hampshire and in the other direction need to be well-maintained and improved so that they have sufficient capacity.

Southampton is an important gateway to the Isle of Wight, so the cross-Solent ferry connections depend on good onward transport links. By 2035 there could 1.54m vehicles making ferry trips on the Southampton to Cowes routes, an increase of 80% from today. In the short term a new ferry terminal and public transport interchange is being proposed for Trafalgar Dock which will provide additional capacity for vehicles and boats. Having good public transport connections to the City Centre and Southampton Central station is vital for people wanting to make onward journeys by bus and rail.

To meet this challenge, we will focus on:

- Working with sub-regional, regional and national agencies and partners to develop plans for investment in the nationally important infrastructure and links;
- Working with neighbouring planning authorities to ensure that transport and development planning is coordinated;
- Working with neighbouring Solent authorities on developing technology links to share data and information to manage traffic dynamically;
- Working closely with Hampshire on developing strategies and schemes for walking, cycling and public transport to safely connect Southampton and the surrounding towns for employment, leisure and education journeys;
- Coordinating and promoting electric and alternative fuel strategies for the city; and
- Continuing to develop and deliver tools and measures that reduce the pressure on the transport network at peak times, and capitalise on and build upon the My Journey behaviour change campaign, to promote and encourage more people to make their trips healthy by clean and active travel.

# How Do We Get There?

## Developing Connected Southampton

As a Local Transport Authority (LTA), the Council has a statutory duty to prepare a Local Transport Plan (LTP) to outline its' strategic approach to managing and delivering transport now and in the future, and to set out where we intend to invest resources in transport schemes and initiatives. National guidance requires that a LTP consists of a long-term strategy and a short-term Implementation Plan – detailing capital investment programme of schemes and measures. LTAs are required to keep their LTP up-to-date, replacing and updating them as they see fit.

The Council is taking this opportunity to produce new LTP for Southampton in order to take account of and support delivery of the bold and ambitious plans for sustainable growth over the next twenty years. It is also a good point to reflect the various changes in national and regional governance following the creation of Local Enterprise Partnerships and levels of funding for transport over the time since 2011.

The current LTP long-term strategy, 'Local Transport Plan 3 Strategy for Southampton' (LTP3), was published in April 2011 jointly with Hampshire County Council (HCC) and Portsmouth City Council (PCC), and covered the period to 2031. Within it is a Joint South Hampshire Strategy consisting of fourteen policies shared across South Hampshire:

**Joint South Hampshire Strategy – The 14 Policies**

**A** – To develop transport improvements that support sustainable economic growth and development in South Hampshire;

**B** – Work with Highways England, Network Rail, the Ports and Airports to ensure reliable access to and from South Hampshire's International Gateways for people and freight;

**C** – To optimise the capacity of the highway network and improve journey time reliability for all modes;

**D** – To achieve and sustain a high quality, resilient and well-maintained highway network for all;

**E** – To deliver improvements in air quality;

**F** – To deliver strategic sub-regional approaches to management of parking to support sustainable travel and promote economic development;

**G** – To improve road safety across the sub-region;

**H** – To promote active travel modes and develop supporting infrastructure;

**I** – To ensure private investment in bus, taxi and community transport solutions, and where practical, better infrastructure and services;

**J** – To further develop the role of water-borne travel within the Solent Transport area and across the Solent;

**K** – To work with rail operators to deliver improvements to station facilities, and where practical, better infrastructure and services for people and freight;

**L** – To work with Local Planning Authorities to integrate planning and transport;

**M** – To develop and deliver high-quality public realm improvements;

**N** – To safeguard and enable future delivery of transport improvements within the Solent Transport area.

These 14 policies from the Joint South Hampshire Strategy, are proposed to be retained as they remain relevant to this updated Southampton LTP.

The current short-term LTP3 3 Year Implementation Plan was published in 2015 for the period from 2015 to 2018. This sets out the projects that are being worked on by the Council and partners, such as Highways England, Network Rail, Solent LEP and with HCC.

The new LTP strategy – entitled 'Connected Southampton – Transport Strategy 2040' – will cover the period up to 2040. This strategy will provide Southampton with a relevant and specific long term transport strategy to support the city's growth and respond to wider challenges around health and the environment. It will provide the Council, stakeholders and partners with a clear direction for planning for and investing in Southampton's transport infrastructure in a clear and strategic way over the short, medium and long term.

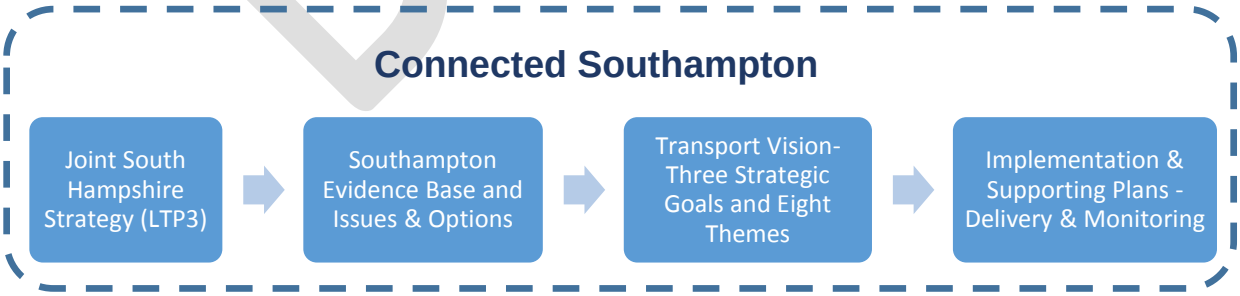
Once adopted, following a 12-week period of public consultation, Connected Southampton – Transport Strategy 2040 will become the umbrella policy document for all transport planning in Southampton and it will guide how transport projects and schemes will be developed and implemented to keep the city moving. These projects range from complex schemes that deliver benefits for several different modes of travel and strategies for spatial areas, down to individual local schemes or behaviour change activities.

In the winter of 2018/19, a new Implementation Plan will be prepared for the period 2019 to 2022.

Within Connected Southampton – Transport Strategy 2040, we will:

- Set out the role and purpose of Connected Southampton and its relationship with the Council Strategy and vision of "A City of Opportunity Where Everyone Thrives";
- Explain the approach and guiding principles for transforming Southampton's transport system up to 2040;
- Set out the specific components of a transport strategy setting out how to achieve the vision;
- Provide an overview of how much it will all cost, how it will be paid for and how it will be delivered; and
- Set out how we will ensure that Connected Southampton is delivering what is expected of it.

As the umbrella transport planning document for Southampton, Connected Southampton will consist of a number of parts that together provide an evidence-led strategy setting out Southampton's approach to improving transport over the next two decades.




These parts are:

- **Joint South Hampshire Policies** from LTP3 – the 14 cross boundary policies;
- A Southampton evidence base and **Issues & Options** report that discusses what has been achieved since 2011, assesses evidence from modelling, data and long-term plans (such as planning, economic development, health & well-being and air

quality) then identifies future challenges and a range of options that could be delivered in response to these;

- This document - a long-term **Transport Strategy** to 2040 that that sets out how transport in the city will be transformed through three strategic goals so that transport improvements contribute towards an economically successful city, which offers people system that works for everyone and where we change the way people travel. Supporting the three goals, the strategy seeks to deliver improvement projects across eight themes, tailoring investment projects to reflect the different needs of different parts of the city.
- **Implementation Plans** which will be published every three years, detailing how the Strategy will be delivered showing projects that will be delivered and the sources of funding (reviewed annually), and a monitoring and evaluation regime; and
- A series of **Supporting Transport Plans** for modes or areas that provide more detail to support the implementation of Connected Southampton Transport Strategy 2040.

The separate Connected Southampton Issues & Options Report provides a more in-depth analysis of:

- Current patterns and drivers for travel in Southampton;
- How successfully the policies from LTP3 have been implemented and their impacts;
- The challenges that Connected Southampton is responding to such as planning, economic growth, health and air quality; and
- The full range of Options that could be considered for future implementation to address the various challenges.

Examples of the evidence base that Connected Southampton will make use of include traffic and cycle data forming foundation of a revalidated 2015 Southampton City Centre Microsimulation Traffic Model and updates to the Sub-Regional Transport Model (SRTM) which provide local assessments to 2026 and wider journey to work area to 2036. In addition, this is supported by socio-economic data following release of 2011 census data, economic data from Office for National Statistics (ONS), health data from Public Health England (PHE), air quality data, and other evidence on road safety, public transport operators, national travel and transport data sets from DfT, active travel and the outcomes of the Local Sustainable Transport Fund (LSTF) and capital projects across the city.

## Influences on Connected Southampton

As the overarching transport strategy for Southampton, Connected Southampton is influenced by a number of different policies and strategies produced by a number of organisations. This transport strategy will in turn influence and support decision-making and policy in a number of other areas.

Connected Southampton – Transport Strategy 2040 is aligned to the overall Southampton City Council Strategy (2015-2026) to make ***'Southampton a city of opportunity where everyone thrives'*** through the four outcomes of the Council Strategy.

External influences come from a variety of sources ranging from the national level - including central Government, Highways England and Network Rail, through regional bodies such as Transport for the South East (TfSE) to sub-regional and local bodies such as the Solent Local Enterprise Partnership (LEP), Partnership for South Hampshire (PUSH), and Solent Transport as well as our neighbouring authorities. As well as these bodies Connected Southampton is also influenced by the long term plans and proposals from transport operators (bus, rail, ferry, taxi, community transport), the Port of Southampton, Highways England, Network Rail, and major employers and businesses (Universities, Hospitals, West Quay and Go Southampton – the Business Improvement District for the City Centre).


Similarly the Council recognises that it cannot deliver all of the improvements set out within Connected Southampton – Transport Strategy 2040 on its own and this will require the

support of other organisations. To realise our ambitions for transport, we will need to collaborate and work in partnership with a number of partners including:

- Nationally – central Government departments (e.g. DfT, DEFRA, Ministry for Housing and Local Government (MHCLG)), Highways England who look after the Strategic Road Network (M27, M271 & M3), Network Rail, Train Operating Companies, and Sustrans;
- Regionally - with other authorities and bodies through Transport for the South East (TfSE) who is seeking to become the sub-national body responsible for prioritising major transport infrastructure investment across South East England;
- Solent – with Solent LEP to link with economic plans, Solent Transport, PUSH for wider spatial planning, neighbouring local authorities – both those responsible for transport including HCC, PCC and Isle of Wight Councils, and those responsible for planning – Eastleigh and Test Valley Boroughs and New Forest District Councils;
- Locally – working with partnership with employers ranging from the large such as the Port, Hospitals, Southampton Airport, Universities to small and medium sized employers, businesses through groups such as GoSouthampton and Chamber of Commerce, schools and colleges, the voluntary sector and community groups, Hampshire Police, developers, residents and logistics and freight operators for road, rail and sea; and
- Transport Operators – buses, trains, ferries, taxis, community transport, mobility providers (e.g. Uber), and logistics and freight operators

We will need to make sure our partnership with these organisations and more are strong and allow us to deliver the aspirations in Connected Southampton – Transport Strategy 2040.

## What Connected Southampton can Influence

Connected Southampton will support the development and economic growth aspirations in the emerging Local Development Plan (LDP), and the adopted City Centre Action Plan (CCAP). Transport can also have a positive influence on people's lives, their health and well-being, their ability to get to a job or education opportunity and in making Southampton a city that is succesful, healthy and sustainable.

However, this strategy goes beyond facilitating the LDP and CCAP. It is not just about moving people and goods but is about shaping a place where people who live and work here are proud to do so, see it as an attractive liveable city where they want to spend time and money, where they can easily access opportunities supporting social mobility to improve their lives and where the impact on the environment is reduced.

This strategy will provide the long-term approach for improving transport in the city. Within a series of supporting plans (including a Cycle Strategy, new Public Transport Strategy and an updated Transport Asset Management Plan) and area plans (including a Hospital and a Port Access Plan), and we will set out more detailed plans for investment and projects that will be delivered.

Connected Southampton will influence and help shape a number of key Council strategies, policies, plans in the coming years.

# Where Do We Want to Be? The Vision for Transport in 2040

The vision sets out Southampton's approach to travel and transport in the city by linking the ambitions for growth and change with the challenges we have identified to set out how we see transport in Southampton in twenty years' time.

Previous car-orientated policies, in some cases, have resulted in excessive space provided for vehicles with people pushed to the margins. This has created a reliance on the car for nearly all trips, creating severance in communities and inequality for those who do not have access to a car.

The challenges that Southampton faces in the future mean that there needs to be a change in emphasis for what the transport system does. To do this we need to think differently about travel and transport. We will change from moving high numbers of vehicles to instead focus on prioritising efficient use of space for people to get about. The transport system in the city has a finite amount of space available for moving vehicles, this new approach recognises the need to keep people moving in efficient ways, whilst creating thriving places. This is a shift from planning by mode (car, bus, cycle, and walk) to planning for people and goods and creating a place.

Our vision for transport by 2040 focusses on:

> Creating a liveable city where people and goods can move easily, efficiently and safely. Priority will be given over to public transport, active travel, and spaces for people, but there will still be a role for road based transport in supporting the economy of the city in providing connections to our main economic hubs. Technology and innovative practices will be introduced to enable the transport network to operate as efficiently as possible, helping to accommodate new trips generated by growth without increasing traffic.

There will be difficulties in delivering this and decisions will need to be made that may benefit some and disbenefit others. We will plan for growth and make it sustainable, invest in it, and then maximise what the network can do.

We will do this through a radical and forward thinking new strategy ensuring that the transport system is able to provide the connections required, enables people to get around healthily and actively and Southampton becomes a successful and liveable city.

## Strategic Goals and Themes of Connected Southampton – Transport Strategy 2040

There are three strategic goals where we want to focus in order to turn this vision for transport in Southampton into reality. The three strategic goals are:

1. **Successful Southampton** - Supporting sustainable economic growth in Southampton by planning, investing and maximising the way the transport system operates so it is modern, connected, innovative, resilient, and fit for purpose going where people want it to go enabling people and goods to get around easily.
2. **A System for Everyone** - by seeking to make Southampton an attractive place and improve the quality of life for residents and workers in Southampton by ensuring everyone has equal and fair access to opportunities, feels safe and is treated equally, regardless of their circumstances.

3. **Changing the way people travel** - supporting people in changing the way they move about by widening their travel choices so they can get around actively and healthily and travel in the city moves towards zero emissions.

Each of the strategic goals have a number of supporting themes to help outline our approach and provide a clear policy framework for travel and transport in Southampton up to 2040.

1. **Successful Southampton** comprises of:
    - A Connected City where people and places both within and beyond the city are connected together to support sustainable economic growth;
    - An Innovative City deploys and applies new smart technologies and fresh thinking to help Southampton lead the way; and
    - A Resilient City that support sustainable economic growth will a well-managed, maintained and more reliable transport network asset.
2. **A System for Everyone** comprises of:
    - An Attractive City that is a modern and pleasant place where people are proud to live and work and enjoy visiting;
    - A Safe City that is reducing the number of people killed or injured on the transport system towards zero; and
    - An Equitable City that offers a good range of mobility choices options and is accessible for all.
3. **Changing the Way People Travel** comprises of:
    - A Healthy and Active City that is easy to navigate, with joined up walking and cycling networks that promote healthy lifestyles and supports vibrant people-friendly places and liveable neighbourhoods; and
    - A Zero Emission City that moves towards zero emission forms of transport, delivering clearer, more pleasant streets.

These themes are intended to guide how we develop transport projects in Southampton to support how the city will grow, improve productivity, reduce the impact of transport on the environment, improve the city and make it a better place to live and work in and to visit.

These strategic goals and themes are all interlinked and collectively form the strategy for transport in Southampton and support the objectives and vision of the Council Strategy 2016-2020.


Connected Southampton Transport Strategy 2040
Changing The Way People Travel
Healthy & Active
People in Southampton live safe, healthy, independent lives
Zero-emission
A System For Everyone
Children and young people get a good start in life
Safe
Equitable
Attractive
An attractive and modern city, where people are proud to live and work
Successful Southampton
Strong and sustainable economic growth
Innovative
Resilient
Connected

The Connected Southampton Transport Strategy 2040 will mean different things to different groups of people. By 2040, each group will find their travel experience will be very different to what they see today. This gives an idea of the sort of changes people can expect to see as a result of this Strategy being put into practice in the 2020s and by 2040.

| | I'm a Resident | I'm a Commuter | I'm a Business | I'm a Visitor |
|---|---|---|---|---|
| **During 2020s** | | | | |
| **Successful Southampton** | A frequent new Mass Transit System is available on two or three corridors, it gets me to Central Station and the main shopping and leisure destinations easily from where I live.<br>I can get one ticket that is easy to use on buses, rail and ferries.<br>There is a Park & Ride to the Hospital used by staff and visitors (who don't now park in nearby streets), and I can use it at the weekend into the city.<br>New job opportunities are being created in locations I can easily get to by bus. | I can see that it is better to make journeys by bus or rail that are making me consider leaving my car at home one or two days a week<br>I can use one ticket for bus, rail and ferry<br>There are more reliable journey times at Redbridge Roundabout, Swaythling and along Bursledon Road-Bitterne Road West meaning less time in traffic and more time at home | The improvements at Redbridge Roundabout, Swaythling and on Bursledon Road-Bitterne Road West mean I get goods on time and grow my business.<br>Information on traffic conditions means good aren't delayed.<br>City Centre is well serviced.<br>I can have access to a growing pool of labour market.<br>I can use consolidation centres for my deliveries for the last mile. | I can see a new way of getting around Southampton emerging that are clear and easy<br>I can use a Park & Ride at the weekends that is cheaper that parking in the City Centre.<br>The city is a pleasant lively place to visit. |
| **A System for Everyone** | Some roads in the City Centre have been changed helping to make it easier for me to walk and cycle.<br>Spaces in the City Centre are attractive like around the Bargate and start to make me feel proud of Southampton.<br>I know if I drive in I may have to walk further from car parks – there isn't the need for me to drive in.<br>The District Centres are starting to | I can use a shared bike scheme to get around to work<br>The City Centre starts to feel like a place where I want to spend time and work like new quality spaces around the Bargate.<br>I can join an incentive scheme which can give me benefits if I walk, cycle or use the bus. | There has been investment in public spaces in the City Centre which have a high quality look and there has been an increase in people spending money and time here.<br>The economy is becoming more vibrant.<br>Parking is provided if I need it but seeing more staff walk, cycle and travel on SMTS. | See a welcoming city that gives a better experience with new spaces around Bargate and showcases historic City Walls well, that is not car dominated<br>It is easy and enjoyable to find my way around Southampton explore and discover main quarters of the city.<br>Visitors are able to navigate their |

| | I'm a Resident | I'm a Commuter | I'm a Business | I'm a Visitor |
|---|---|---|---|---|
| **During 2020s** | | | | |
| | change and be more attractive attracting new shops and activities.<br>Local Pop-Up Street activities have started in my neighbourhood.<br>The roads are becoming safer to cycle or walk along. | There is parking in the City Centre but I may have to walk further.<br>I increasingly don't need to drive to work as I have quick, attractive alternatives. | | way around and explore the city easily on foot. |
| **Changing the Way People Travel** | An Active Travel Zone is being set up in my neighbourhood which provide easy access to local services on foot, reducing traffic, and seeing investment in the local area.<br>I have started to leave the car at home and cycling more as I can cycle safely on segregated cycle facilities into and out of the city along the main routes such as Western Route – starting to feel healthier.<br>There is less pollution in the city. | Started to cycle to work more often on the new cycle freeways instead of driving<br>There is excellent information about the alternatives to the car<br>Feeling healthier.<br>Thinking about investing in a low emission vehicle. | Have a happier and healthier workforce who are becoming more productive.<br>Have invested in new low emission vehicles and seeing reduced costs from newer cleaner vehicles<br>Local businesses are benefiting from increasing spend. | Can see that Southampton is becoming a cycling city with attractive routes such as The Avenue, that I want to use.<br>It is a good place to walk and see attractions which is easy to navigate around.<br>Can charge my electric vehicle without worry. |

| | Resident | Commuter | Business | Visitor |
|---|---|---|---|---|
| **In 2040** | | | | |
| **Successful Southampton** | There is a Mass Transit System in operation with clean, modern and efficient vehicles with a turn up and go frequency on the main corridors that I can use to get to the city, out to country or to work.<br>Tickets can be used on anything and | I use the MTS to get to work rather than drive getting me there reliably every day.<br>The main corridors have priority or are segregated and have less traffic.<br>More high quality jobs are | With the MTS I have access to a wide pool of people who have the right skills to employ.<br>Goods and services move efficiently and cleanly.<br>Major roadworks on strategic routes. | There is a network of Park & Ride sites on the edge of the city and I can use the MTS to get around the vibrant city using technology to get a ticket that I can use easily.<br>Parking is located on the periphery of the City Centre |

| | Resident | Commuter | Business | Visitor |
|---|---|---|---|---|
| **In 2040** | | | | |
| | stored on cards or on my devices.<br>Development has improved the city, I can shop, eat and rest, and street design feels part of a whole and fits with the character of the area and I don't need a car to go there. | available in the city that are easy to get to and may live in the city closer to work. | undertaken at least disruptive times.<br>The main transport corridors are reliable and resilient so people and goods aren't late. | but I don't necessarily need to use it.<br>There is a modern interchange at Southampton Central station with easy connections locally. |
| **A System for Everyone** | I enjoy coming into the City Centre as there are no cars making it a pleasant place to walk around and be there.<br>I want to work and live in Southampton as it is a vibrant city with thriving local centres<br>I can get around safely and I am treated with respect.<br>There is pride in Southampton – This is Our Home. | The city is a great place to work and is attractive<br>The network looks and feels good to get around on and I feel safe cycling or walking to work.<br>I can respect other people as they move around. | Southampton is an attractive a place to set up my business – investment has been made in the environment supporting higher footfalls<br>The economy is thriving and I can make use of new technologies to get my goods about. | The City Centre is less dominated by cars with links from Southampton Central station to the new hub of the city area easy and safe.<br>There are thriving events to go in new spaces and want to spend more time and money in Southampton. |
| **Changing the Way People Travel** | I no longer want to own a car at home as my local area is an Active Travel Zone where the streets are safe and attractive spaces for people to walk and cycle.<br>If I need to drive there is a clean zero emission vehicle available to hire or rent.<br>More people are cycling and walking on a safe completed coherent network that crosses the city - so I can cycle to work or walk the children to school. | I cycle to work every day on the completed cycle network and I want to cycle more.<br>If I need a vehicle they are all zero emission.<br>The area around work is clean and is a space where people can meet, linger and work. | I have access to a healthy and productive workforce with much reduced levels of absenteeism.<br>Delivery costs are low as I have set up a zero emission hub using cycles as well as electric vehicles to move goods around. | Southampton is a cycling city with an excellent cycle network that enables me to explore the city by bike.<br>The air is clean and the city is a great place to walk about easily.<br>If I drive there is a network or alternative fuel points and the air is clean. |

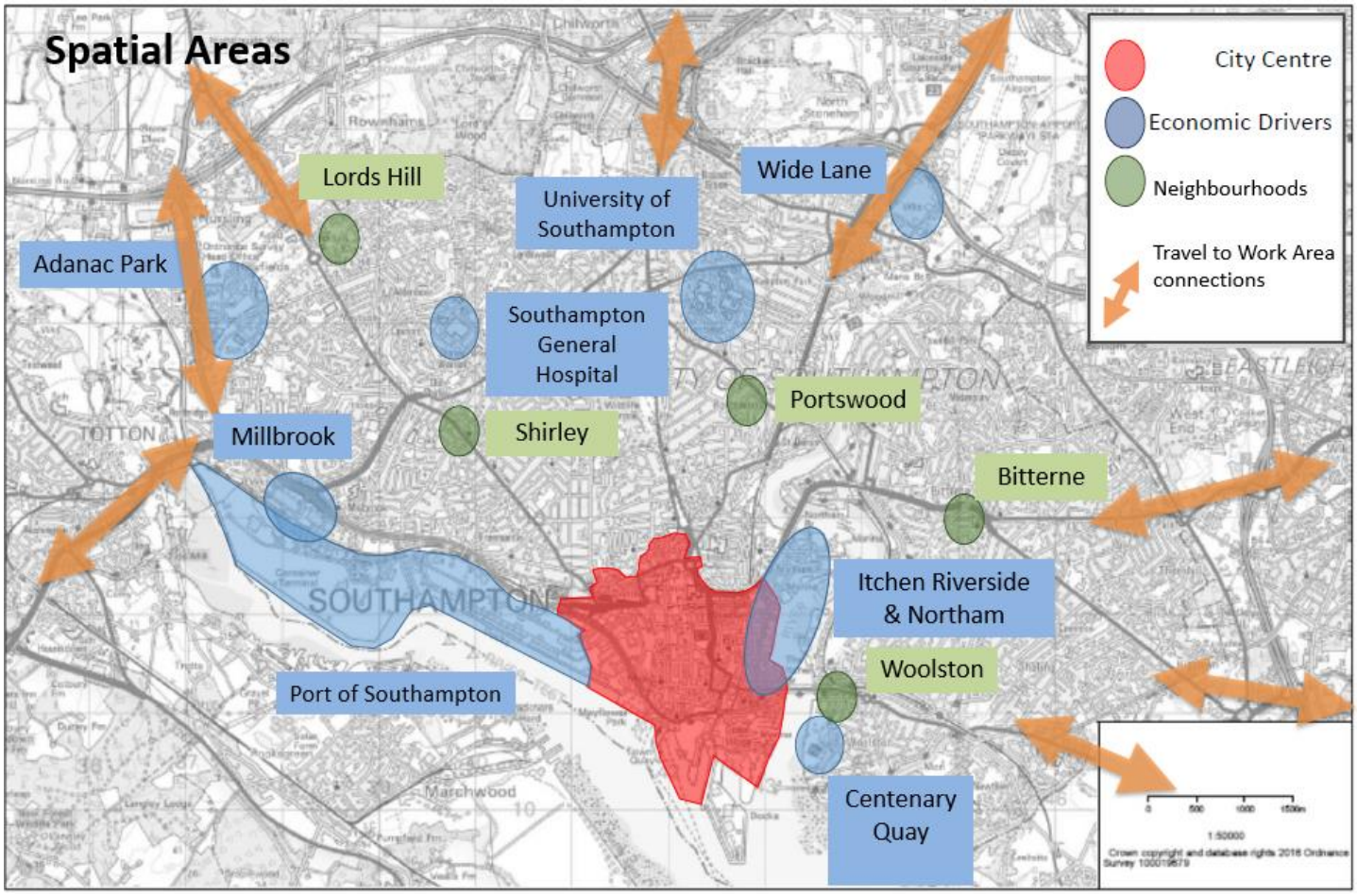
# How Will We Get There? Applying the Strategy spatially across Southampton

In this section, we explain how we will take account of the different travel and transport needs of different parts of the city in how this long-term transport strategy – the three strategic goals – are applied. We set out what travel and transport could look like for each spatial area in 2040.

## The Spatial Areas

We recognise that there is no one size fits all approach to delivering transport improvements in Southampton. A scheme that may work well in one part of the city may not necessarily be successful, applicable or cost-effective in another part of the city. The nature and intensity of travel patterns vary across Southampton. There are very diverse characteristics within different areas of the city too. Therefore, we acknowledge that our approach will need to be tailored differently for different areas of the city.

We have identified four distinct spatial areas that perform a variety of roles in Southampton and in these areas we will propose what projects and schemes could be delivered. The four spatial areas are shown in the map below.



The four spatial areas are:

- The **City Centre** - as defined in the City Centre Action Plan – is the retail core around Above Bar Street and West Quay, a high concentration of leisure in West Quay and Arts Centre, and employment activity, as well as locations for education and health facilities with Solent University, City College and the Royal South Hants Hospital. The City Centre has increasingly become a place where people want to live. It will be the focus of considerable regeneration and development over the next twenty years and as the city centre changes and becomes more densely populated and home to more jobs, the way it is served and supported by transport will also need to change with it. This is the heart of the city and we need to recognise the dual roles the City Centre plays both as a destination and major trip attractor, and as an attractive place for residents, businesses and visitors.
- **Economic Drivers** – are the main hubs for economic development and activity in Southampton outside of the City Centre they include the Port of Southampton, Southampton Hospital, University of Southampton, Itchen & Northam Riverside, Wide Lane, Centenary Quay at Woolston, Millbrook, and Adanac Park. These areas are also subject to growth and investment so require planning so that they are able to flourish, the Economic Drivers as a whole will have a shared set of transport projects, recognising the shared needs of these trip attractors in providing access, both for the large number employees and for users of the facilities. Recognising that some face individual challenges such as the need for freight access at the Port and higher levels of people with mobility impairments needing access to the Hospital, individual transport plans may be required.
- **Neighbourhoods** – Southampton is a diverse city and is made up of a series of distinctive, local neighbourhoods and communities, where residents identify themselves with, care passionately about and spend a large part of their lives. All have their own character and attributes and play an important role in supporting people's day-to-day activities and quality of life – they are places where people live, go to school, shop, exercise, spend their leisure and recreational time and in some cases work. These neighbourhoods in many cases are located near the District Centres of Bitterne, Lords Hill, Portswood, Shirley and Woolston, or smaller hubs like parades of shops, schools, community centres and parks. Each area will experience different transport and access issues and have different aspirations for their community.
- **Travel to Work Area** – Southampton sits at the heart of a Travel to Work Area (TtWA) with a population of 437,086 that includes Totton, Eastleigh, Chandlers Ford, Hedge End & Botley, and Hamble. This area reflects where the majority of people are commuting to and from for work, leisure and education. Smaller numbers of journeys into the city are also made from further afield such as Winchester, Fareham, Portsmouth, Bournemouth and London. This close interaction between Southampton and these communities creates complex journey patterns and 80% of all journeys to work into Southampton are made by car. While many people's journeys go out of Southampton, some bus services and cycle routes don't. As Southampton and the surrounding areas grow, with 42,000 new homes and 472,000m² of employment space currently planned, this is forecast to create 274,000 new daily trips. There is a need to strengthen the good working relationships with neighbouring local councils, especially Hampshire County Council, and with sub-regional bodies to deliver better cross boundary transport links as the area grows.

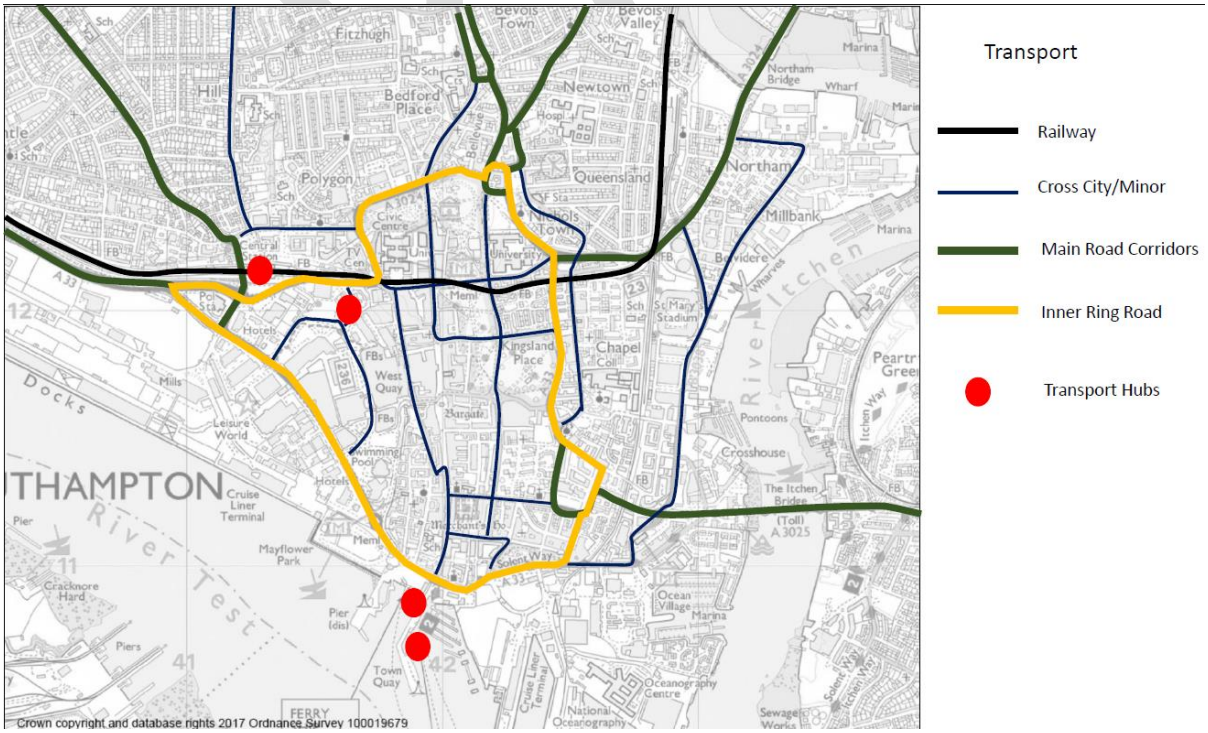
# Travel in the Spatial Areas in 2040

The Strategy will explain how the vision's strategic goals and themes will be applied to each of these four spatial areas to set out what travel and transport could look like for each area in 2040.

The people-focused approach we are taking for Connected Southampton – Transport Strategy 2040, based on moving people and goods rather than focusing individual transport modes, will mean that each of the four spatial areas will change incrementally over time. A common thread across all the spatial areas is the need for connections that truly enable users of all backgrounds and needs, such as vulnerable road users to access them. This would require good innovative design, use of technology, and sufficient stakeholder and public engagement on any emerging plans.

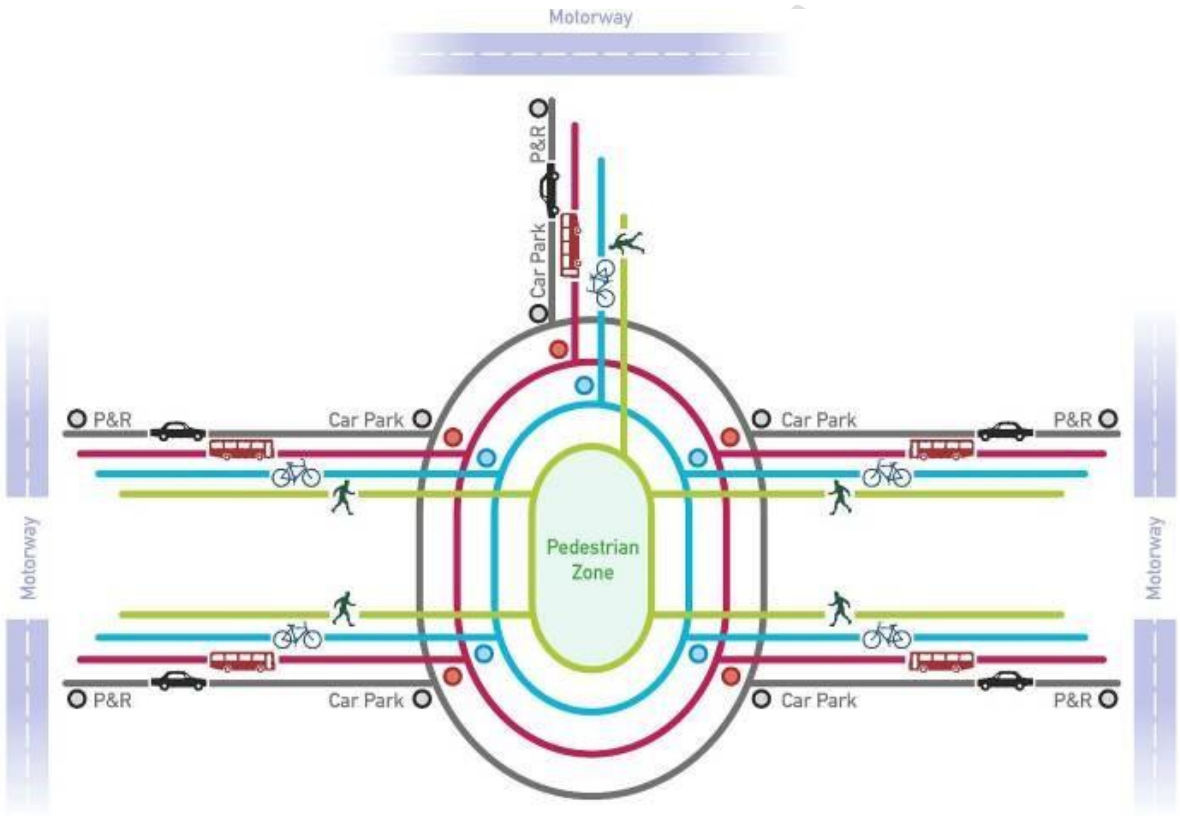
## City Centre

By 2040, the look and feel of the **City Centre** will be markedly different from today. As the city centre population expands and more jobs are created, the form of this growth will be distinctly more sustainable than with previous developments. This growth will be achieved without worsening traffic congestion, air pollution and noise because parking provision will be limited, meaning those people who are living and working in the City Centre will be getting around by cycling and walking and by public transport. As activity is intensified, through denser patterns of new development that use land efficiently and high quality regeneration schemes set out in the CCAP, the transport improvements will have been planned in a way that support the City Centre's continued role as the main economic hub for the Solent and as a place to live. The ambition to foster the creation of a quality place where people want to live and work – a liveable city – will have been achieved. Transport investment within the City Centre will have been geared towards putting people first, rather than purely for the movement of traffic.




Southampton City Centre showing the Inner Ring Road, transport hubs – Southampton Central, Coach Station and Ferry Terminals, main road corridors and cross city routes

Within the core of the City Centre, extensive priority and road space will have been given to people travelling by public transport, walking and cycling, thereby reducing the need for travel by car. Levels of air pollution and noise from traffic will be minimal and pedestrians will not encounter problems of severance. This more attractive and liveable city centre environment will have in turn helped to further encourage more people to live, work and spend time in the centre. The investment in better public transport links and circulation will have improved reliability of bus services and enhanced walking and cycling connections will have made these the natural means of undertaking shorter journeys. Access for zero emission vehicles, those with mobility impairments and for freight and servicing will be retained and will be managed sensitively. An attractive high quality public realm will have stimulated further inward investment in new developments and a thriving economy.




This transformation of what travel in the city centre will look like by 2040 will come about through the following approach:

- By taking a strong place-approach through increasing the amount of space allocated to people rather than vehicles, making it easier to get around by walking and cycling, providing access for a public transport that serves the main City Centre destinations, and providing access to those areas that require it such as the Port, the Central Business District (the area between Southampton Central Station and West Quay Road), the retail heart around West Quay, Above Bar & Bargate, and to the areas where people are living and working;
- Making Southampton Central Station a transport hub and gateway to the City Centre where people can easily change between rail, bus, coach, taxi, cycles and car, people can then get safely and directly to the City Centre through high quality spaces and links where they can walk, cycle or rest;
- Providing new or different access arrangements that support the development of the Central Business District and City Centre that transforming it from a vehicle-

dominated environment to a high density sustainable exemplar development, easily accessible by a range of different modes of transport closely connected to interchanges at Southampton Central and Trafalgar Dock;

- Changing how streets in the City Centre operate within the Inner Ring Road, in order to restrict through movements by car which will need to use the Inner Ring Road. Access to core areas of the centre by private vehicles will be limited and certain streets will only be accessible by people walking, cycling, travelling by public transport, or accessing businesses for servicing where absolutely necessary; and
- Ensuring that the Inner Ring Road can support efficient movement of people and traffic around and across so it can assist in support people accessing and circulating around the City Centre. It will have reduced its impact as a barrier for people wanting to walk and cycle into the City Centre and is in places a civilised place to be. This has enabled a better connection between the City Centre with the rest of Southampton. This is important both for journeys that start and finish in the City Centre but also for many of people's journeys around the City Centre.

By 2040 the **City Centre** will see:

- Space and routes for people walking, cycling or using public transport (a Mass Transit System) in the City Centre by removing through traffic, except for public transport, on some streets such as on Queensway, New Road or Portland Terrace, taking a zonal approach for accessing parts of the City Centre
- See changes to a number of streets with: introduction of restrictions for certain types of vehicles; improved street layouts so they provide greater space and priority for people walking and cycling, and removal of unnecessary traffic lights;
- Become a zero emission zone, where all vehicles entering into the City Centre are clean;
- Comprise a series of World-Class streets and spaces that improve the look and feel of the City Centre with a high quality public realm so it is a welcoming, clean, attractive and safe place to be at all times;
- Become a safe and attractive walking environment for people coming into the City Centre, particularly where they cross or use the Inner Ring Road for example from interchanges at Southampton Central and Trafalgar Dock;
- Functions as the hub of the Southampton Cycle Network by reducing the barrier of the Inner Ring Road with a circuit of cycle infrastructure around and across it, with east-west and north-south routes alongside an improved environment for cycling within the Inner Ring Road, secure cycle parking, and clear wayfinding information;
- Act as the hub for Southampton's public transport (Mass Transit) system with the network coming in from across the city and Travel to Work Area, including Park & Ride, with interchanges on a route in the city core that provides access to the retail, leisure, living and job areas;
- Be well-linked to an expanded Southampton Central station that is a gateway to Southampton with a multi-modal interchange as a hub for coaches, mass transit, taxis, and cycling, with routes linking it to the City Centre;
- Have good connections to a high quality ferry interchange at Trafalgar Dock for services to Isle of Wight and Southampton Water with public transport, cycle and taxi;
- Have seen VIP sites and other development delivered that it is integrated, mitigated and cohesive with no increase in number of vehicle trips but more people trips, and no additional or very low levels of provision for parking within and close to the Inner Ring Road;
- See the Inner Ring Road performing a primary role of aiding the circulation of traffic, reducing interactions with people walking and cycling, and will also be able to absorb through freight traffic that currently crosses the City Centre;
- Provide new and improved routes that provide access to and serve the Central Business District regeneration site, including a realignment of West Quay Road to provide a public

transport people focused public space along current West Quay Road and new alternative access routes to the existing destinations of West Quay, Ikea and the Port;
- Make use of a network of freight and servicing distribution centres and smaller electric vehicles or cycles for local deliveries;
- Have a network of intelligent sensors that function as a system to keep people moving and aids delivery of smart logistics and directs people to available parking;
- Has a network of alternative fuel points to serve the City Centre; and
- For people who want to drive to the City Centre, provide car parking in locations around the Inner Ring Road, a 'Parking Ring', with intelligent capacity signing. Where people can continue to their final destinations from these by foot or mass transit with high quality safe routes. Those who live in the City Centre who need to do so are able to find and access parking spaces.

## Economic Drivers

By 2040, the Economic Drivers within Southampton will have excellent transport connections locally, regionally, nationally and internationally. Travel to and from the major employment areas such as the Port of Southampton and nearby industrial estates, the Universities, the Hospitals, and employment areas on Itchen and Northam Riverside, Wide Lane, Centenary Quay, Adanac Park and Brownhill Way have become less dependent on the private car as access by public transport and by bike has been improved. These employment areas will have continued to be competitive and have successfully contributed towards realising Southampton's economic potential.

Each employment area will have reliable access by a range of different travel modes for staff, customers and visitors. Transport improvements will have helped each to have access to a wider labour market, and ensured that each continues to be able to get their goods and services in and out efficiently and reliably. There will have been timely investment in these transport connections so that it will have been possible to deliver all planned intensification of activity and regeneration in a sustainable, way that has helped to reduce congestion and air pollution and contributed towards improving levels of productivity.

Reliable and efficient transport access by road, rail and water to each main employment area will have been developed and maintained, there will have been investment in and support for cleaner and more efficient vehicles that need to serve them, and better quality routes and facilities for people getting there by cycling, walking or on public transport will have been provided. Better public transport links from high frequency routes and Park & Ride facilities will have been delivered alongside targeted investment to improve main routes and applying new technologies to ensure that goods and services are able to move freely. A network of high quality walking and cycling connections from where people live to these employment areas will have been developed.

By investing in improving the alternatives to the people travelling alone in a private vehicle this will have reduced the level of dependence on the car and allowed more people to get to these sites actively and healthily which will have contributed to reducing levels of traffic congestion and made staff more productive.

By 2040 the **Economic Drivers** in Southampton will have:

- Reliable, excellent transport connections with improvements in access to accommodate planed levels of growth, particularly to the Port of Southampton, from the Strategic Road Network – and the rail network - for goods and increasingly cruise passengers to reduce the impact on air quality and congestion;
- Travel Plans and associated behaviour change programmes to encourage active and healthy travel and reduce emissions from transport;
- High quality and safe walking routes to and within them with more space for people walking around the areas;
- Cycle connections between them and the Southampton Cycle Network and provide suitable safe and secure cycle parking and wayfinding;
- High quality and frequent public transport system with good connections that include integration with rail stations and public transport and better access to local bus stops and interchanges;
- Access by the Park & Ride system that initially serves both the General Hospital and University of Southampton campuses but expanded to other areas of the city including the City Centre with local interchanges or local Park & Travel sites;
- Improved public realm and street scape in and around them;
- Intelligent Transport Systems which help to manage the transport network;
- Reducing the emissions from traffic by supporting alternative fuels and intelligent management of the transport network;
- Providing targeted improvements on the highway network to reduce congestion at bottlenecks on main routes such as junction enhancements;
- Reduce the demand for private car travel through reduced and managed parking and programmes;
- Last mile of deliveries being made by alternative ways such as shifting to rail, using a network of Freight Consolidation Centres – to support reduction in proportion of HGVs;
- Flexible tailored Demand Responsive Transport (DRT) services and providing suitable access for those with mobility restrictions to the Hospital sites; and
- Supported by a Mobility as a Service (MaaS) package – SolentGo+.

## Neighbourhoods

By 2040, neighbourhoods, as the areas where people live, will have developed and changed into safer, more people-friendly places for everyone following collaboration with the communities that live there. The neighbourhoods, which also include the District Centres, will have been supported by initiatives to widen travel choice and offer attractive alternatives to travelling by car. Residents will have benefitted from having improved access by public transport, safe and connected walking and cycling routes connecting them to the Southampton Cycle Network and district centres. They will have made use of 'mini hubs' that provide access to shared mobility and that are used for click & collect, and benefitted from easy access to the key transport corridors on the Mass Transit Network and Park & Travel hubs. Park & Travel hubs are a local version of a Park & Ride where people can park and travel onwards by other means whether that is public transport, car share or bike using a smart integrated ticket. Intelligent transport system technologies will have been deployed to help better manage the flow of traffic on main radial and orbital routes.

If a community has decided that they wish to change their neighbourhood and re-imagine their streets as a place where people want to get around by walking, or cycling and to interact, we will have empowered and supported them to do so. The primary method will

have been through implementation of Active Travel Zones. Within these zones, we will have improved sustainable and healthy access into and around neighbourhoods so people can get to local services, District Centres, community facilities (parks, health facilities etc) and schools. This would have seen a network of walking and cycling routes to, and facilities at, district centres, developing hubs of alternative forms of mobility so there is no need to own a car, complemented by the removal of through traffic from local streets and a range of activities that include Pop-Up Play Streets or School Streets. This will have included improved active travel connections to local bus stops, rail stations and mass transit stops.

By 2040 the **neighbourhoods** of Southampton will see:

- Development of Active Travel Zones, following a pilot in Woolston, then rolled out across the city, these will be new ways of developing and getting around neighbourhoods that can reduce dependence on cars through provision of alternatives with new infrastructure, using road space more flexibly, adding planting and benches, developing 'mini hubs' – points in a neighbourhood where residents can easily access a range of shared mobility services (such as car club vehicles or bike share schemes, e-mobility, community led transport), and alternatively fuelled vehicles such as electric cars.
- Good cycle and walking connections to local destinations nearby including district centres, schools, leisure centres, parks, shops, public transport and mini hubs;
- Improved wayfinding signage to make it easier to navigate around by foot and by bike;
- A 'Mobility as a Service' (MaaS) package;
- Improved District Centres with better public realm, cycle and walking access, serviced by a public transport;
- Intelligent transport systems that manage traffic and logistics
- Freeing up road space from parking for activities to take place;
- Safe routes for children and parents to get to school, community hubs and leisure activities.
- Pop-Up Play streets and School Streets around schools that make it safe for children to walk, cycle or scoot to school everyday; and
- Park & Travel – spaces where people can park and with an integrated ticket or system can travel on by public transport, car share, walking or bike. Sites can be hubs with a retail offer, click & collect and information – starting in Bitterne.

## Travel to Work Area

In 2040, travel to and from Southampton's Travel to Work Area (TtWA) will have seen investment in transport infrastructure that has improved the attractiveness of public transport by improving quality and reliability of cross-boundary bus and rail services and joined up, walking and cycling networks in different areas and has responded well to take account of changes in people's working patterns – including more remote working and working from home. For certain journeys, travel by sustainable and active modes such as walking, cycling or public transport can easily be undertaken. For other journeys, barriers that previously existed which hindered travel by public transport will have been addressed. Although car and HGV travel may still be required for certain journeys, people will have attractive, convenient alternative options available in most cases. Such journeys by car, van or HGV will be made using low or zero emission vehicles. New development sites will have well-designed walking and cycling infrastructure and will have been integrated into and served by frequent bus services that connect to rail services, which will have reduced the need for people to travel around by car.

We will have continued to work closely with our partners including Solent Transport, Hampshire County Council, the neighbouring Borough and District Councils, Network Rail, Highways England and Solent LEP, and transport operators and infrastructure providers to improve cross-boundary transport networks and links.

By 2040 the **Travel to Work Area** will be served by:

- A public transport system that provides high-quality reliable services on corridors that cross boundaries, connecting together surrounding urban areas to central Southampton;
- Improved rail connections to surrounding settlements with excellent interchange at rail stations, including Park & Ride at Southampton Airport Parkway;
- Targeted bus priority measures on corridors to reduce delays at congestion hotpots;
- Connections to the Strategic and Major Road Networks via M271, M27, M3, A33, A335, A3024 and A3025 are optimised to be as resilient and reliable as possible;
- Rail connections to Portsmouth, London, Bournemouth, the Midlands and beyond are strengthened and provide a real alternative to the private car for longer trips;
- A Southampton Cycle Network that extends out of the city to link to destinations into Hampshire to connect together local destinations that suffer from severance due to the M27 and M271 motorways, railway lines and rivers;
- Strategic Park & Ride sites to intercept traffic for long term parking on the edge of Southampton and transfer it to Mass Transit System routes or active travel for onwards travel;
- The deployment and utilisation of new and emerging technologies and services for mobility effectively including means of integrating together autonomous vehicles with methods of buying multi-modal travel services;
- Travel Plans and associated behaviour change programmes to encourage active and healthy travel and reducing emissions from road transport – widening the remit so it operates across the boundary;
- An integrated seamless mobility service using smartcards, mobile devices, and contactless payment that can be used across all modes – SolentGo+;
- Improvements on the SRN and rail networks that provide comprehensive, reliant and reliable connections to the Travel to Work Area and beyond to key economic centres nationally; and
- Sustainable patterns and forms of new development in areas around Southampton, that are designed to be well-served by public transport and cycle networks increase the number of people coming into the city but not the number of car trips.

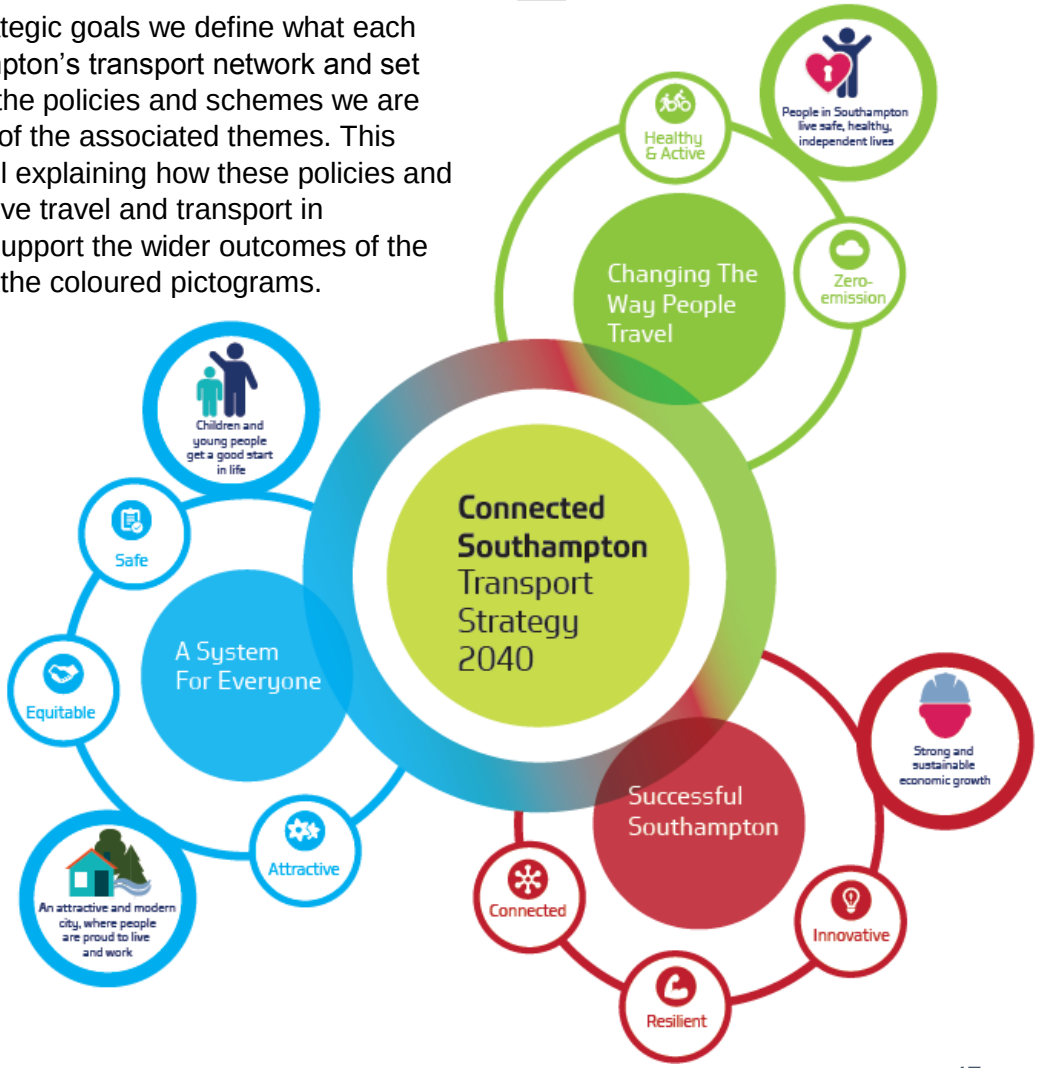
# How Will We Get There? The Transport Strategy

This section sets out the long--term strategy for Connected Southampton for 2040 – our new approach for transport and travel we are proposing to take for the next twenty years. We will set out what each strategic goal will deliver by explaining what themes it comprises of and the transport projects we would seek to deliver. The strategic goals and themes build on our 2040 vision and this section is structured around those three strategic goals taking each theme in turn. This enables the Council to develop an integrated programme of projects to address the challenges that different spatial areas of Southampton will face in the future.

Our three strategic goals with their themes are:

1. **Successful Southampton**
   - A Connected City
   - An Innovative City
   - A Resilient City
2. **A System for Everyone**
   - An Attractive City
   - A Safe City
   - An Equitable City
3. **Changing the way people travel**
   - A Healthy & Active City
   - A Zero Emission City

For each of the strategic goals we define what each means for Southampton's transport network and set out in more details the policies and schemes we are proposing for each of the associated themes. This includes more detail explaining how these policies and schemes can improve travel and transport in Southampton and support the wider outcomes of the Council – shown in the coloured pictograms.



# Successful Southampton

**Our ambition for this goal is to support sustainable economic growth in Southampton by planning, investing and maximising the way the transport system operates so it is modern, connected, innovative, resilient, and fit for purpose, serving the places where people want to go, enabling people and goods to get around easily.**


The themes for Successful Southampton are:

- A Connected City where people and places both within and beyond the city are connected together by road, rail and water, to support sustainable economic growth;
- An Innovative City that deploys and applies new smart technologies and fresh thinking to help Southampton lead the way; and
- A Resilient City that supports the ways that the city gets about with a well-managed, maintained and more reliable transport network asset.

These themes support the wider Council outcome of 'strong and sustainable economic growth'.

## Successful Southampton: A Connected City

This seeks to make Southampton a connected city that links people and places both in and beyond the city together to support sustainable economic growth. Connectivity refers to transport linking people and places together easily and ensuring we plan investment in transport infrastructure to then capitalise on strong sustainable economic growth and improved productivity by reducing journey times and making them more reliable.

The economy of Southampton heavily depends on its' good strategic road and rail connections with other cities and towns in the Solent area and beyond including with London and the Midlands. As well as these good connections to other parts of the UK, Southampton enjoys strong maritime connections with other ports across the globe and to the Isle of Wight.

It will be necessary to build on these existing good connections in order to improve economic performance and productivity, and to support the growth of the city and its economic drivers. As the city develops and new jobs are created in Southampton and the surrounding area the transport network, particularly public transport, will need to be adaptive to ensure that residents can access jobs easily through offering frequent and reliable services.

The DfT, Transport for the South East (TfSE), Solent LEP, PUSH and Solent Transport collectively seek to improve connectivity to national networks which is identified as being vital for industry supply chains and for the Solent area's labour market. We will work with these bodies to help identify priority transport infrastructure improvements that will support increased productivity in the sub-region.

These various different plans and strategies have identified the following connectivity priorities for the Southampton, wider Solent and UK:

- Improved access to the Port of Southampton by ensuring that the routes connecting the UK's major manufacturing and freight logistics hubs to the Port are reliable to ensure it can optimise its position, efficiently and effectively so it can take advantage of changes in trade;
- Strengthen the connectivity between Southampton and Portsmouth by enhancing the movement corridors between the two cities to encourage closer interaction, improve journeys times and frequency – particularly for rail and public transport, and adopting future technologies;
- Strengthen connections to the Isle of Wight; and
- Strengthen connections within the Travel to Work Area in order to attract businesses and encourage sustainable patterns of living and working reducing the need to travel.

In the short term there are some major projects being implemented that will enhance connectivity to the City Centre and the Economic Drivers. These include:

- Better and more reliable connections to the Port from the Strategic Road Network at M271-A33 Redbridge Roundabout providing more capacity for traffic travelling to and from the Port;
- Improving traffic signal operations and capabilities to make journeys more reliable for traffic towards the City Centre and University of Southampton on A335 Stoneham Way between the M27 at Junction 5 and Stoneham Lane;
- Improving the operation and interactions of traffic signals along A3024 Bursledon Road to provide access to Itchen Riverside and the City Centre;
- Working with Highways England to improve journey times for traffic entering Southampton from the east via M27 Junction 8, A27 Windhover Roundabout and the A3024 route – building on the Bursledon Road project; and
- The Highways England led M3 (junction 9 to 13) and M27 (Junctions 4 to 11) Smart Motorways projects will improve the reliability and capability of the M3 and M27 so they can provide the strategic access to the Port, Airport and South Hampshire.

| What A Connected City Means for Each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| Multi modal interchange at Southampton Central station with onward connectivity to the City Centre that includes bus, coaches & taxis and within the Central Station 'Box' *(which encompasses four streets: Central Station Bridge, Commercial Road, Western Esplanade, and West Park Road)* | Improving access to the Port of Southampton with major capacity and safety scheme at M271-A33 Redbridge Roundabout, rail freight sidings at Redbridge and further afield. | Suburban or District Interchanges – Bitterne interchange between bus services and Local Park & Travel | Targeted highway improvements such as improving junctions or pinch points on the network where capacity has been identified as a constraint to flows, pedestrian & cycle accessibility, public transport and access employment or unlock development areas |
| East-West Spine (New Road-Civic Centre Road) – a strategy for changing this through route so that it becomes public transport and active travel only particularly through the Parks reconnecting them, and | Providing additional capacity and priority on public transport corridors into the City Centre for transformational public transport schemes | | Additional capacity and improved journey time reliability on M3 and M27 through Smart Motorways programme, capacity improvements at junctions with M27 at Junction 5, 7 & 8 and Windhover |

| What A Connected City Means for Each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| increasing the public realm space to the front of the City Centre | such as Park & Ride and public transport. | | Roundabout onto Botley Road junction |
| Supporting growth in the City Centre by enhancing the Inner Ring Road to connect commuter corridors and provide access to the Central Business District including a strategy for West Quay Road that recognises the importance of this route to the development of this area including potential realignment. | Connectivity to the City Centre and the economic drivers with junction enhancements on A335 Stoneham Way at Swaythling, journey time reliability on A3024 Bursledon Road-Bitterne Road West-Northam Road for all modes, | | Better public transport system based on a Mass Transit System that links rail, bus, taxi and ferry |
| Targeted junction enhancements at Six Dials, Threefield Lane, Charlotte Place, and Northern Ring Road around the Parks. | Replacement and widening of A3024 Northam Rail Bridge | | Work with TfSE, Highways England and Network Rail to improve wider connections to the Midlands, London & the North |
| New ferry terminal and interchange at Trafalgar Dock | Future access points to the Port cargo and cruise terminals as it grows for both rail and road through Port Access Plan | | Improved Access to Southampton Airport by Mass Transit System |
| Interchange 'hubs' for the Mass Transit System | Improve access routes to Southampton General Hospital – Dale Road, Coxford Road, Lordswood Road, Winchester Road/Hill Lane | | Improved connectivity to Portsmouth by rail and road |
| | Improve access to Adanac Park/Brownhill Way | | Improved reliability of access to M27 and M271 junctions and better bus, walking and cycle links across these motorways |
| | The main 'A' road corridors to have a focus on movement | | Schemes on any defined part of the Major Road Network (MRN) in Southampton |

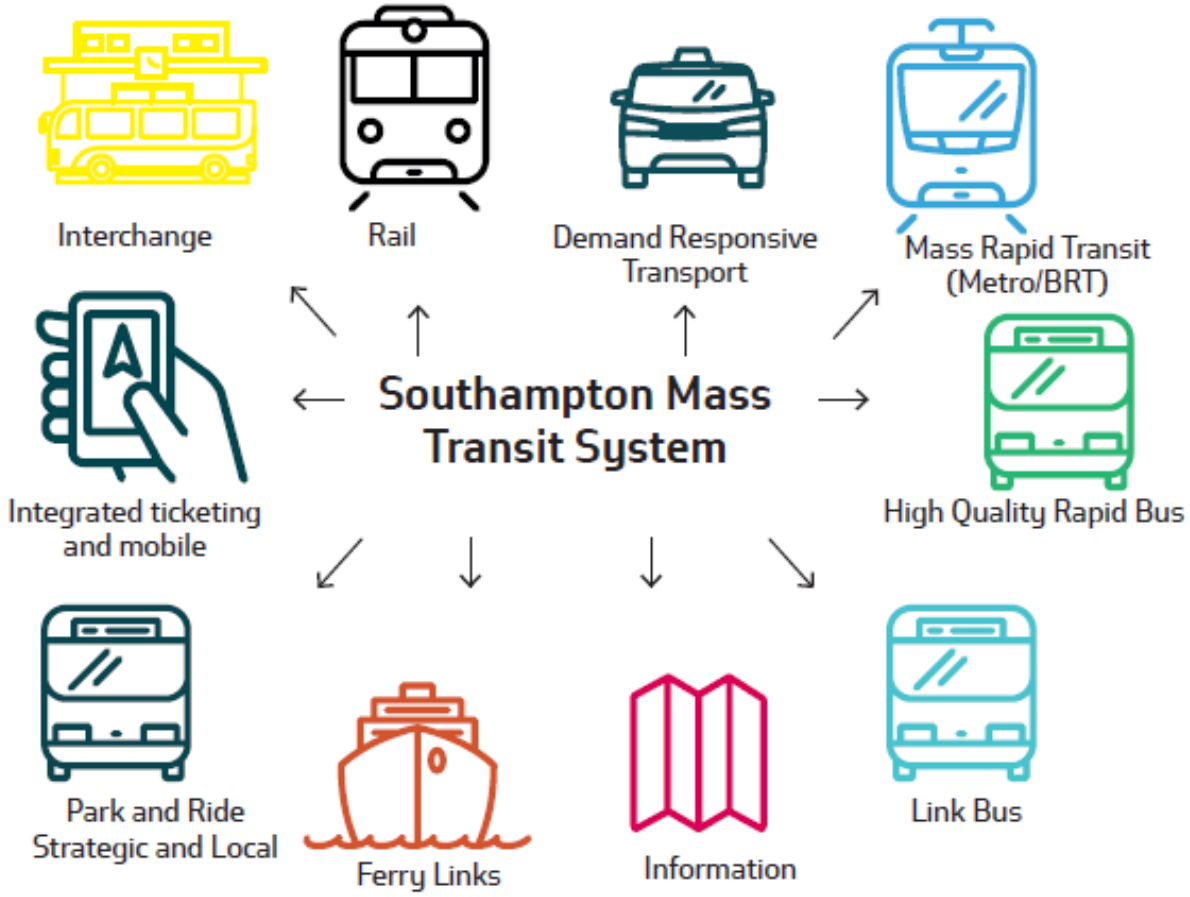
The approach for Connected City is to plan and invest in transport infrastructure to help support the continued success of Southampton in these areas:

- Developing a Mass Transit System for Southampton,
- Investing in Road and Rail Connections, and
- Managing Freight, Servicing and Logistics.

## A Connected City: Developing a Southampton Mass Transit System (SMTS)

The aspiration of the Solent LEP's Strategic Transport Investment Plan (2016) and the emerging Southampton Public Transport Strategy (2018) is to create an integrated low emission multi-modal Southampton Mass Transit System (SMTS) that is innovative and enables public transport in to contribute towards tackling transport and growth challenges in this unique city. This will build on the recent success and investment being made by public transport operators in Southampton to ensure that the number of people travelling by bus, rail and ferry continues to grow.

The SMTS will need to be integrated and simple to use that links the city together and across the boundaries to our neighbours in the wider Travel to Work Area. Consisting of a mix of heavy rail for commuting and long-distance travel, ferries, a Mass Rapid Transit (e.g. Metro or Bus Rapid Transport) that links beyond Southampton's boundaries, a network of strategic and local Park & Ride site, core 'Rapid' high frequency bus corridors and 'Link' bus connecting to the Rapid corridors. While made up of separate elements it should be viewed as a single entity that is integrated and passengers are able to use one ticket on different operators' services. The system needs to be underpinned by a truly multi-modal multi-operator intelligent ticking solutions that builds on the current Solent Go offer.




The majority of the SMTS is likely to be road based with the Mass Rapid Transit (metro or Bus Rapid Transport), High Quality Rapid Buses and Link Buses forming the backbone, alongside heavy rail and ferries to serve Southampton with good frequency of service, timings that help people get to work or education, operate sustainably and reduce the impact on the environment. Being predominantly road based there will be a need to develop public transport corridors where road space and priority is given towards public transport.

Physical infrastructure is not the only way that we will look to deliver this system, the plan will present the opportunity for a comprehensive and integrated system where getting between modes is seamless, intelligent, fairly priced and vehicles are of a high standard, green and service. The aim would be for the SMTS to be marketed as one entity applying a unified brand.

The main features of the SMTS can be summarised as:

- Rail – for travelling longer distances and improving east-west connectivity to Portsmouth and to link with areas of economic activity such as London;
- Mass Rapid Transit (Tram/Metro/Bus Rapid Transit) – connecting Southampton to its hinterland to support areas of housing and economic growth in Eastleigh, Chandlers Ford, Hedge End, Fareham, Totton and the Waterside. This may be road based with significant levels of priority or segregation using high specification bus vehicles (known as Bus Rapid Transit – BRT), or could take the form of a tram or light rail system. This would keep journey times reliable and offer a high 'turn up and go' frequency, whilst minimising environmental impact;
- High Quality Rapid Bus –high frequency quality bus corridors following the main arterial routes from the suburbs and hinterland into the City Centre. The public transport corridors would look holistically at providing or upgrading bus priority, enhance waiting facilities along Millbrook, Shirley, Portswood, Eastern (Northam-Bitterne) and Portsmouth Road with suburban/district interchanges that link to Active Travel Zones. To ensure journey time reliability, improve the image of the bus and reduce environmental impact by reducing stop-start conditions with physical and virtual priority and moving to towards low then zero emission vehicles;
- Link Bus – accessible feeder bus services that fill in the gaps across the city and feed onto the main Rapid Bus corridors complementing those services;
- Ferry Links – basis for a network of short journey ferry services along Southampton Water and to the Isle of Wight;
- Park & Ride – Strategic sites that intercept journeys on the outskirts of the city and transport people on high quality priority routes – either on Rail, Mass Rapid Transit or Rapid Bus. Conditions in the City Centre need to be right with restrictions on easy access by private car and car parking that is more expensive than the bus. While the opportunity for this may be in the long term, there are opportunities to develop Strategic Park & Ride to serve other areas with constrained parking and access including Southampton General Hospital and University of Southampton in the short term. Local Park & Travel makes use of the Rapid Bus corridors at District Centres using parking facilities and integrated tickets;
- Demand Responsive Transport - encompassing door-to-door transport services, such as Dial a Ride services for those with mobility impairments, taxi services and flexible minibuses that only operate if there are customers who have booked to travel and can vary their routes to collect or drop off passengers – these could serve edge of town business parks and low density residential areas which are not economic to serve efficiently using conventional bus services;
- City Centre is initially low emission for all public transport vehicles moving towards zero emission;
- Solent Go Plus – whole system underpinned by a more flexible multi-modal multi-operator ticket offer that makes use of existing and future digitisation of payment technologies – that is not just constrained to public transport services but includes future initiatives, EV charging, Council and inter-mobility services;

- Interchanges – that are easy, simple and reliable so that travel across the city is common and can be done from any starting point, a new interchange at Southampton Central Station including with regional coaches, taxis, cycles on the south side. Closer and innovative integrations between ferries and the rest of Southampton's public transport network, and development of public transport hubs in the City Centre; and
- Easy to Navigate – an information and display system that goes across all elements of the public transport journey on all platforms – approaching the stop, at the stop, on board and at the destination. As technologies and services change, look at ways to evolve mobile and dynamic information – geo-locating, Wi-Fi as standard (5G), promotion and image and interface.

The detail of this will be explored further in the Southampton Public Transport Strategy.

## A Connected City: Investing in Road and Rail Connections

To get goods and services into and out of the City Centre and the main economic drivers, we need to prepare the transport network for Southampton's future growth. This means ensuring that those connections, whether they be roads, rail, water or sustainable travel, are ready for changes as a result of a growing Southampton and see investment. Once these connections are implemented they need to continue to capitalise on the benefits of this growth so it is not eroded.

As the City Centre grows and changes it will be important to maintain and improve the existing connections and to create new ones to support it. The Inner Ring Road has a vital role to play in moving people and goods to the right part of the City Centre without the need to travel through it. Some sections are heavily used and experience delays and poor air quality particularly at busy times, and other sections are not used to their potential. When trying to get the Inner Ring Road to perform its role, it is acknowledged that having this highly trafficked route still acts as a considerable and unfriendly barrier for people wanting to get into the City Centre. As the City Centre changes into a more liveable place, we will review how the Inner Ring Road works. This will analyses how prepared it is for a different role in the future where it is used more intensely and develop the options to change it so it can perform this dual role.

The sections of the Inner Ring Road we are proposing to study are:

- West Quay Road – including options for realignment;
- Western Esplanade and Southampton Central Station;
- Cumberland Place-Brunswick Place-Havelock Road (north of the Central Parks);
- Kingsway-Threefield Lane; and
- Town Quay-Platform Road.

Away from the City Centre, as the Economic Drivers grow and intensify, they will require in-depth planning and investment to ensure that the aspirations are not stalled. In the near term, improvements are being made to the A33, A335 and A3024 but continued planning and investment will be required to these corridors and others to ensure that they can continue to move people and goods. Tools are available now to help to manage the network within its current constraints and upgrading it so it is resilient, but these longer term plans will be required. This will be focused on moving people and goods seamlessly so that businesses and residents can flourish. Constraints will be needed on some types of travel by car so that the road links can provide reliable and predictable journey times. Alternative more space-efficient forms of travel will require ongoing investment to offer people attractive

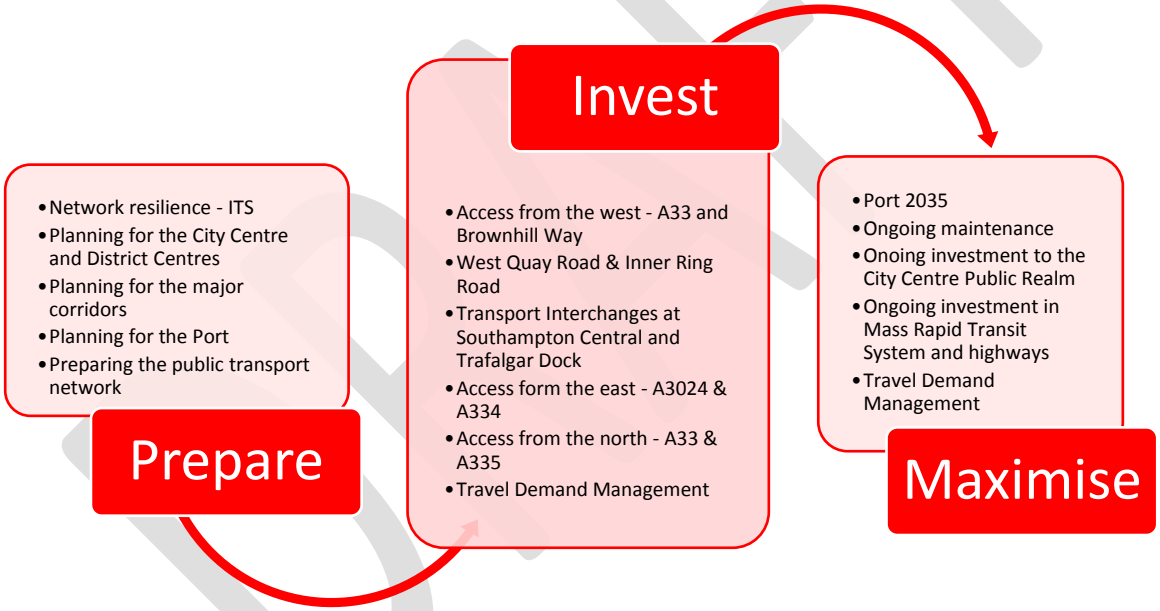
alternatives. Our approach will involve a mixture of preparing, investing and maximising the operation of the network.

Outside the City Centre, the important areas we will be preparing and investing in are:

- Planning access to the Port of Southampton as it grows and changes, both by rail and road;
- Access to the Hospitals, Universities, Northam & Itchen Riverside, Woolston and Adanac Park-Brownhill Way as these develop and change;
- Access to and from Southampton to the wider Travel to Work Area;
- Access to the District Centres;
- Transport interchanges at Southampton Central Station and Town Quay; and

We will also look to maximise:

- Access to the port beyond the current masterplan period of 2035
- The efficiency of ongoing highway maintenance programmes
- The delivery of future stages of a Southampton Mass Transit System
- Traffic reduction benefits from Travel Demand Management (a support programme of behaviour change initiatives and information to reduce people's need to travel).




Transport connections throughout the Solent area are also important. These are needed to improve connections between Southampton and Portsmouth, improve links to the Isle of Wight, and further afield, so to provide better access to the labour markets that exist. These include improving the M27, A27, railway, public transport, ferry connections, interchanges and other sustainable travel modes. We will continue to work with partners at the regional and sub-regional level (including TfSE, Solent Transport, Solent LEP, and bus and rail operators) and at the National level (through Highways England, Network Rail and the DfT) to jointly plan and invest in schemes that help to reduce journey times, make reliable journeys, and encourage more people to travel sustainably.

## A Connected City: Managing Freight, Servicing & Logistics

Getting goods and services around the city, and onwards to the wider country, for businesses and customers is an important part of Southampton's economy. The Port of

Southampton is the heart of this, with its economic output accounting for 16% of Southampton's economy. The impact on the transport network can be seen with 11% of all traffic at A33/A35 Millbrook Roundabout for Dock Gate 20 being HGVs going to the Western Docks.

The approach of placing a greater emphasis on making the City Centre and neighbourhoods liveable places for people, means that a balance is required to ensure we continue to support businesses and achieve sustainable economic growth. To achieve this, flexible delivery mechanisms can be used, this could mean that deliveries or services to local businesses are 're-timed' to be outside peak hours or use delivery consolidation sites. This will help allow busy shopping streets in the City Centre and District Centres, without purpose built delivery service yards, to be prioritised for people during the day and the majority of deliveries and servicing can be carried out outside of busy times.

The growth in internet shopping and home delivery services has also increased the number of LGVs on the network. These mostly operate outside of peak commuting hours but have an impact on congestion and air quality. 'Click and collect' services can also put additional trips on the network or pressure on short term parking if not associated with other trips. In recent years there has also been a rise of internet takeaway delivery traffic using cars, scooters, mopeds and cycles. This reduces the need for the individual to travel to a store to buy their goods and take them home, but it has resulted in more light goods vehicles on the road making multiple drop offs and collections from central stores or depots. We would look to work with partners to develop technology to plan journeys and support a move towards low and zero emission methods of travel to reduce impact on both traffic and air quality but providing speedy, convenient and efficient service.

Looking to 2040, we will look to deliver the following projects and schemes for managing freight, servicing and logistics:

- Consolidating Freight Deliveries - The Sustainable Distribution Centre (SDC) was set up by the Council in 2012, as part of a solution to last mile logistics by using a location outside of the city and using smaller more efficient vehicles to take packages onwards to the final destination. Current users include the Council, the NHS through Southampton General Hospital and the University of Southampton. However, the service is currently under-used and we need to work to encourage other businesses to use it, such as the Port and City Centre businesses. This could be linked to the proposed Clean Air Zone and wider air quality improvement initiatives. To reduce impacts further, smaller local SDCs in District Centres or neighbourhoods that use electric vans or e-bikes to take goods to front doors or businesses will be set up.
- Delivery Service Plans (DSPs) – these are a way for businesses to proactively manage deliveries to reduce the number of delivery and servicing trips, particularly in the morning peak. These can save time, improve reliability within the supply chain, improve safety and reduce impact on the environment with less harmful emissions. DSPs can sit alongside and work in conjunction with an employer's Workplace Travel Plan to ensure that all transport activities are efficient, cost-effective and embed sustainable freight practices.
- Dynamic Freight Traffic Control - will involve using dynamic routing to guide HGV drivers onto optimal routes for their deliveries to help reduce emissions, such as when they are accessing destinations in and around congested parts of the city. If funding opportunities arise, we will explore if there is a case to develop and test a pilot system. Other options for flexible use of freight include changing the use of kerbside loading throughout the day, laybys that are bookable online and changing

the times of when vehicles can service a retail or commercial area so that they do so outside of the main hours when people are in those locations.

- The Clean Air Network will be used to help small and medium size businesses to trial electric and alternative fuelled vehicles, so they can assess and better quantify any cost savings.

## Successful Southampton: An Innovative City

Southampton has a good track record in being innovative when it comes to transport. Projects such as ROMANSE traffic management, real-time information at bus stops and on buses, a network of Enhanced Variable Message Signs, smart traffic sensor units and the SolentGo multi-modal smartcard have all been implemented in recent times. Looking ahead to 2040, we will need to continue to be innovative and smart by taking advantage of new, emerging and different technologies and applications. This will be vital in creating a successful Southampton so we can meet the demands from future residents, businesses and visitors.

Investment in innovative 'Smart City' solutions for transport must continue, so as the city continues to grow we can meet people and businesses demands for their future mobility, support future network operations and mitigate their impacts. Testing and adopting new technologies and platforms to manage transport proactively and encourage travel by other modes forms part of the Innovative City approach.

The main thrust will be to continue to develop the Smart City infrastructure for transport building on recent investment to create a system of sensors, data points, and devices that are all connected. This system will collect real-time information on the status of the transport network in a dynamic way. Having this fine grain of data will drive forward the move towards more intelligent management of the transport network providing the Council and partners with the tools to make decisions in real-time when, and before, incidents happen.

In areas outside of the Council's control we can expect to see a continuation of new and disruptive transport technologies to establish more shared mobility operations, also known as floating transport, alongside ones such as Uber, short-term car hire (e.g. BMW's DriveNow or Damiler's Car2Go), and dockless cycle hire schemes, such as YoBike or NextBike. These use GPS connectivity to track how a rented vehicle is being used and can provide another source of data, they also open up opportunities for people to access transport without owning a vehicle outright. While providing this new capability for people to get around we will need to work with these bodies to ensure that they deliver reliable service to an agreed standard.

The automotive industry is investing heavily in the development of clean zero emission vehicles and as battery technologies improve, such vehicles are expected to become more affordable for households. It is unclear how quickly autonomous or self-driving vehicles will become alternatives to private car ownership. It is important that any new forms of personal mobility are safe for their users and other users of the road network. They could raise a number of implications for the way streets are laid out and designed and on the total amount of parking required both on street and in car parks.

As technologies and vehicle ownership patterns change (already seeing a decrease in the number of driving licences issued), the need and current layout of parking in Southampton can be reviewed. Currently there are 22,000 car parking spaces in the City Centre, and on a weekday maximum occupancy levels are on average 68%, meaning there can be just over 7,000 spare spaces. Efficient and effective parking has an important role to play in supporting the City Centre but the oversupply is an attractor for people to make inefficient

car based trips and is not an optimal use of the city's land. The provision of the parking stock in the City Centre needs to be rationalised and managed to support sustainable and clean travel but also to create a City Centre where people want to be.

It is important that investment in the transport network in Southampton is delivered efficiently and that efforts are taken to help make the network more financially sustainable. As a consequence of changes in direct funding for transport improvements we will need to look at intelligent and innovative ways of funding investment in transport. This could include exploring alternative ways of using the transport network to generate income that can be used to fund the transport and travel behaviour change projects identified. This has started with the operation of bus lane and school zig-zag enforcement and using income from parking charges as ways of supporting investment in transport. We will look at how other moving traffic offences could be enforced as the law allows to ensure that traffic is kept moving and any revenue secured would be re-invested into transport improvements.

Other options could include City Centre congestion charging or amending the Clean Air Zone, and in both the City Centre and the Economic Drivers it could involve introducing a Workplace Parking Levy. At a wider level it could involve taking ownership of parking, especially those on the edge of the City Centre, and Park & Ride sites to provide income ability. Park & Ride sites could also be developed as hubs with units leased to businesses such as convenience shops, laundry facilities and parcel lockers that could generate revenue, as Park & Ride users would be able to use these supporting services.

Reallocating road space away from HGVs and cars and allowing more for walking and cycling will allow for reduced maintenance on some sections of road and consolidate roads that need more regular maintenance.

| What An Innovative City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| A Smart City Centre which collects transport data from a variety of sensors and other data collection tools to collate a wealth of information that can be analysed to manage traffic and provide public transport with assistance. Using analytics for smarter parking monitoring with real time bay availability, smart EV charging and provide information back to users. | Smart City Corridors that uses cooperative data collection from traffic and provides information back to them to pre-empt traffic movements and allow them to proactively plan their operations, provide priority for buses, have next generation VMS installed to provide information back to users, ability to evolve to accommodate Connected Vehicles. | Reducing through traffic from residential streets, reducing maintenance costs. | Connecting the Smart City Corridors into Totton, Chandlers Ford, Eastleigh and Hedge End to provide a consistent level of service. |
| Smarter management of car parking through sensors, apps and technology, variable parking charges depending on emissions or capacity – apps to managing access to the car parks (both on-street and off-street) with electronic signing that provide information on capacity. | Using the Smart City infrastructure to help with parking pressures on constrained sites to provide information back to users. | Develop local e-commerce hubs and Local Park & Travel that become local centres of economic activity to minimise the need to travel by car. | City to city connectivity linking with Highways England, Hampshire County Council and Portsmouth City Council to share data on traffic levels and journey times to develop consistent messaging and network management. |

| What An Innovative City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| Intensify the development of the City Centre without having a net increase in the parking levels by working with site promoters to develop schemes that seek to minimise increases in travel demand by private car, have no or constrained parking provision particularly where there is excess capacity already present in the area and complement existing land uses. | Developing new methods of managing parking with incentives and options such as workplace parking levies, capped parking levels or legal agreements. | | Coordination of Urban Traffic Control systems with neighbours to ensure Solent-wide integrated network management. |
| Rationalisation of the existing car parking options to reduce the excess number of car parking spaces focussed on the core city centre so that parking is more appropriate, discourages unnecessary trips and supports the development of some sites for alternative uses. | Partnership to use open data about traffic to help these sites plan operations | | |
| Providing real time travel and traffic information back to businesses and public through on-street, online and mobile on traffic conditions, road safety and supporting behaviour change campaigns. | Using existing ITS systems to optimise the network around the sites to provide reliable access and minimise air quality impacts. | | |
| Investigate introduction of a Workplace Parking Levy in City Centre as a mechanism for managing private parking and supporting transport investment | | | |
| Remove traffic signals within the Inner Ring Road as part of the wider liveable city approach reducing unnecessary through traffic including standalone signalised crossing points. | | | |
| Technology used to restrict access to the City Centre at certain times of the day to promote walking, cycling and public transport but also to enhance the air quality. Achieved by controlling car traffic except for residents, public transport and EV/ULEVs. If vehicles not meeting these standards want to access they must pay and the number of times they want to access is limited across the year or pay for annual access. | | | |

The approach for Innovative City is to plan and invest in innovative solutions and technologies that help to support Southampton as it grows and to mitigate the impact on the environment, in these areas:

- Smart City Infrastructure, and
- Smarter Parking.

## An Innovative City: Smart City Infrastructure

Accurate and dynamic transport data forms a key component of being a Smart City for urban traffic management and Intelligent Traffic Systems (ITS). Creating and expanding the Smart City Infrastructure enables the city to generate a wealth of real-time traffic data from a wide range of sources to develop proactive plans to deal with events, provide information back to users on conditions or safety, and promote non-car modes. The data can be anonymised and come from mobile crowdsourcing ways such as GPS trackers, smart sensors, social media posts, mobile phones, and CCTV.

Smart City Infrastructure can be made of many difference components and has a number of outcomes.

| | | |
|---|---|---|
|  <br>**Improving Performance**<br>Knowledge about real time conditions can assist to make decision about operations |  <br>**Access to Better Data**<br>Understanding travel behaviours, demands and make forecasts |  <br>**Reducing need to travel and transport goods**<br>Supporting the advances in digital communications |
|  <br>**Reducing impact on environment**<br>Less stationary or stop-start traffic |  <br>**Improving the customer experience**<br>Easy to use integrated payment and real time travel information |  <br>**Internet of Things**<br>A network of sensors and connected devices that provide data |

Looking to 2040, we will look to deliver the following projects for Smart City infrastructure:

- Connected Corridors – where data will be shared between connected traffic on the road, a network of sensors and a central information hub. This hub would provide information back to users along a corridor to inform people with messages about safety, capacity, flow and air quality and would enable road users to make better informed choices about how they travel. Connected corridors would be based on a network of sensors such as Big City Data/Internet of Things, wireless networks or mobile/GPS data and would collate data form a variety of sources to understand patterns and proactively manage congestion, incidents or promote other modes. Along these corridors Wi-Fi could be installed to provide a connection to the Internet. From this wealth of data, messages would be sent back to the public through static Enhanced Variable Message Signs (EVMS), or to mobile devices or vehicles themselves. The messages would be based on flexible and adaptive strategies to

keep traffic moving or provide vital information. Complementary strategies including different timing plans for traffic signals (which could give priority to late running buses) would be are developed so that they can adapt or respond to an incident in real time. This could also use real time air quality data to adjust the signal timings to reduce stop-start conditions.

- Autonomous/Self Driving Vehicles – It is expected that during the lifetime of this Strategy there will be greater automation of vehicles from developing the current driver aids for parking and advanced warning of obstacles that are common today to the future with full automation of vehicles. We will need to be flexible and accommodating to these changes in technology looking to promote those that are the more space efficient for movement of people and have the least impact on air quality and on the city's layout and design. The legal framework is being developed by central Government and we will continually assess how this applies in Southampton.
- Intelligent mobility – Disruptive app based providers of transport services are stimulating new models of demand responsive passenger bus service delivery from conventional bus operations. In a number of areas bus operators are exploring ways to use apps to deliver more personalised and flexible passenger transport services, for areas that are difficult to serve by commercially operated conventional bus. Recently a number of operators have introduced flexible demand responsive minibus services on a pilot basis. These include the PickMeUp service operating in the east of Oxford and the Arriva Click service in Liverpool. These pilot services are cheaper than a taxi and more flexible than a bus. Users are able to request a bus pick-up within minutes at a virtual bus stop, using a mobile phone app. An extension of this would be a single app that takes account of the user's location and provides them with access to a range of different mobility services, such as demand-responsive minibuses, car clubs, dockless bike hire and taxis. People can personalise the ways they use to get around the city using the products and services that they prefer to use. Existing networks will need to be adapted so that different transport solutions can help provide people with seamless and independent travel.
- Network Optimisation – would improve existing Intelligent Transport System (ITS) networks. We would focus on the congestion hotspots around main traffic signal areas. This would involve co-ordination of signals between different junctions through control systems that allow them to communicate with each other to optimise how the junctions work. This would include updating the existing Urban Traffic Management System to keep it working effectively.
- City to City Smart Connectivity - Combining and coordinating smart data collection, strategies and ITS to understand real-time conditions on the wider transport network in Hampshire, Portsmouth, Isle of Wight and on Highways England and Network Rail's network to inform travellers about conditions to help them plan journeys and widen their travel choices.

## An Innovative City: Smarter Parking

Parking has a considerable influence on travel choices and if it isn't managed sustainably can act as a barrier to widening travel choice. If there is insufficient parking, there can be overspill into neighbouring areas, or if parking prices are too low, travel by other modes is less attractive.

Standards for the provision of parking in new developments is dealt with through a separate Supplementary Planning Document (SPD), the current standards are being reviewed to align them more closely with the ambition of Connected Southampton being a successful, healthy and sustainable city.

Looking to 2040, we will look to deliver the following projects and schemes for smarter parking:

- A Parking Ring - to support a more liveable City Centre, there is a need to reduce and rationalise the amount and location of car parking. Some of the public car parks in the City Centre are accessed via narrow streets in the heart of the City Centre, this adds to congestion and pollution. Surface level car parking can break up the grid pattern of streets, detracts from the quality of the cityscape and is an inefficient use of land. To help achieve the vision for a liveable City Centre it will be necessary to reduce the amount of public car parking within parts the City Centre, and encourage people to use public car parks located in on a Parking Ring close to the Inner Ring Road. The Parking Ring will be well signed and provide information on capacity, location and size of car parks.
  Publically owned car parks are an asset, and where there are good parking alternatives available nearby there could be a good case to redevelop some smaller car parks for mixed use developments. On-street car parking forms part of the rationalisation and will be reviewed on a case-by-case basis.
- Smarter Parking Management – would mean offering more flexibility by using smart technologies to allow for different uses for road space at different times of day. This could be as a loading bay in the early morning, then as additional traffic lanes at peak times, and on-street parking bays at other times. The level of demand for existing publically accessible car parking can be managed through changing the level of parking charges as well as variable pricing based on the level of demand. For example, currently, there are lower parking charges in the evening to help support the evening and night time economy. The cost of City Centre parking will need to be priced competitively to support the use of Park & Ride services to attract shoppers and commuters to use it.
- Variable Parking charges (Emissions Based) – Charges for parking could be based on the level of emissions from a vehicle. For Council-owned car parks this could use Automatic Number Plate Recognition (ANPR) camera systems. Ultra-low, or zero, emission vehicles would be eligible for reduced rate or free parking, whereas those that emit the most would be charged more. The long-term effects of this type of charging would need to be considered and kept under review as the general motor fleet moves towards a greater proportion of low and zero emission vehicles.
- Workplace Parking Levy (WPL) - A WPL is a charge imposed by the local transport authority on employers (not employees, although the employer can pass the charge on) for each liable commuter parking space within their site. By law, net proceeds from a WPL are only available for the purpose of directly or indirectly facilitating achievement of local transport policies, as set out in a LTP. To date, Nottingham is the only UK city to have implemented a WPL – and the levy generates approximately £9million a year which is re-invested in local transport improvements. The local authorities for Cambridge and Oxford are currently actively assessing whether there are merits in introducing one in their cities. Any WPL for Southampton would seek to discourage car commuting into Southampton to reduce congestion and improve air quality, any additional revenue generated would be invested in transport improvements, such as Park & Ride, to provide suitable alternatives and manage growth pressures in the city and beyond.
  A WPL could help address congestion by:
    - Incentivising employers to reduce their car parking supply and/or incentivising employees not to drive to their place of work which would help to manage congestion especially at peak times.

- Providing a substantial, predictable, locally controlled source of transport funding (which also levers in further private sector and government funding) which could be utilised to develop and deliver the major transport infrastructure and public transport improvements required to support a less car-dependent city.
- If a WPL were to be delivered in Southampton, then the income from it would be used to help fund the delivery of the Mass Transit System, Park and Ride provision and new cycle infrastructure, which will form a package of measures that will reduce congestion and support economic growth. Given that the planned Clean Air Zone is to be implemented in 2019, it will be necessary to monitor and assess the impact of this on the number of vehicles travelling in to the City Centre before considering whether a WPL should be introduced. The case for and merits of a WPL will be kept under review during the life of this Strategy.

If a WPL were to be implemented in Southampton it would be subject to rigorous business case development and a public consultation to ensure that it meets the requirements set out in legislation.

- Motorcycle, Coach & HGV Parking - The Council has recently increased the level of dedicated secure motorcycle parking in the City Centre. This will need to be monitored and increased if demand and circumstances dictate. As the number of electric or alternative powered motorcycles increases we will work to develop a network of charging points.
  Coaches are used by visitors and schools in the city for trips and as a service to bring cruise passengers to the terminals within the Docks. There is limited space available for coaches to set down, wait and pick up that does not hinder traffic movement. Events at the Mayflower Theatre, Arts Complex and St Mary's Stadium mean that at certain times coaches need to be accommodated while not in use. Identified coach parking locations in Chapel, Herbert Walker Avenue and close to the Mayflower need to be reviewed as the City Centre changes.
  HGVs currently do not have any dedicated parking facilities that are close to the Port, a HGV Park is provided in Woolston District Centre. Satellite HGV parking is available within Rownhams Service Area on the M27 and at various locations on the M3 and A34.
- Dynamic Port Access - Continued growth of the Port for container cargo will result in increases in HGV movements to and from the Port. Under the current Vehicle Booking System in operation, HGVs have an allocated time to enter the Docks. If a HGV is early there is increases in circumstances of inappropriate parking on residential or other roads, which can cause safety and environmental issues. Working with the Port to ensure that HGVs know not to park on residential or other roads (e.g. Third Avenue) and look at measure that restrict or manage HGV parking.
- Legible Parking - create a consistent brand and look to all Council-owned car parks to provide an enhanced visitor experience to take into account the reasons why people come into the City Centre. This will be done with clear mapping, signing, maintenance, information and innovative ways to show availability of parking spaces (using VMS and direction signing/lights within the car parks) to promote or direct people to some of the lesser utilised car parks. As more mobile and contactless cashless ways of paying become widespread paying for on and off-street parking will need to ensure that the technology is available.

Detail on these can be found in the Southampton Car Parking Plan which has been developed as a supporting plan to the Connected Southampton – Transport Strategy 2040,

and provides detail on how parking can support the City Centre's economic vitality, support more trips made by sustainable travel and to meet air quality objectives.

## Successful Southampton: A Resilient City

Having a resilient transport network means that it is able to accommodate the daily demands placed on it. An important part of this is to ensure that it is well-maintained and that the road surface and equipment such as traffic signals or bus stop infrastructure operates efficiently, reliably and accurately. A poorly maintained transport network can create congestion through unplanned road works and delays, which cost businesses and individuals through reduced productivity, increased journey times, increased fuel consumption, delayed deliveries and damage to vehicles. The performance of the network should not be overwhelmed or degraded by extremes of weather, traffic incidents and planned events.

Our ambition to be a Resilient City means having a transport system that is high quality and well maintained that will support the economic performance of the city, create a positive impression of the city for visitors and shoppers, and deal with the negative impacts of transport on the environment.

The approach followed to date has been to minimise degradation of the state of the city's highways by applying funding to areas that require urgent investment through the annual inspection programme. Routine maintenance has been prioritised on a visual basis and decisions around the impact and long-term strategy have not been sufficient to meet expectations. This, in some cases, has led to an infrastructure maintenance deficit where the level of reliability of the transport network could deteriorate over time and in certain circumstances the number of defects could increase, resulting in the need for road users having to undertake their journey via a different route or mode.

It is vital that an integrated approach is taken to the transport network so it has enough capacity and is adequately maintained over its lifetime. To do this the Council has a Transport Asset Management Plan (TAMP) which sets out the approach for how the transport asset is to be managed to maintain an efficient and sustainable network.

In the short term a major maintenance project at A33-A35 Millbrook Roundabout will mean that the roundabout is able to act as a reliable gateway to the Port for the next couple of decades.

| What A Resilient City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| Ensure that main radial routes into and around the City Centre are well-maintained and that signal-controlled junctions are working to their optimum level. | Ensure that the main routes into the economic drivers are well-maintained and that signal controlled junctions are working to their optimum level. | Take account of the maintenance requirements of greater numbers of light goods vehicles using residential roads to make e-commerce deliveries. | Make use of Variable Message Signage in neighbouring local authority areas to inform road-users undertaking cross-boundary journeys of planned roadworks and special events. |
| Variable Message Signage (VMS) and social media is used to warn road-users of dates of planned roadworks and special events. | Development of Travel Demand Management packages for major road work events. | | Development of Travel Demand Management (TDM) packages for major road work events. |
| Roadworks by utility companies is co-ordinated with highway maintenance schemes to minimise duration of disruption and prevent multiple sets of roadworks. | Where possible, seek to undertake major road resurfacing work overnight to minimise disruption to road users. | | |
| Development of Travel Demand Management packages for major road work events. | Major maintenance renewal at A33-A35 Millbrook Roundabout for access to the Port. | | |
| On major highway routes serving the City Centre seek to undertake major road resurfacing work overnight to minimise disruption to road users. | | | |

To achieve improved resilience of the transport network, we have a number of aspirations:

- Develop sustainable long-term financial arrangements – the way that funding is being allocated from central Government for highway maintenance is evolving with forward visibility of money based on needs and incentives around continual improvements. It is envisaged that an extra £6.3m per year is required to maintain the transport infrastructure. To bridge the funding gap, additional money will be requested from sources such as Solent LEP, the DfT Major Maintenance Challenge Fund and the maintenance Incentive Fund adjustment based on the Council's own assessment and audit of progress;
- Ensuring continued reliable access to transport gateways – vital for the performance of the Port and Airport as they rely on good access for passengers and freight;
- Major asset renewals on key structures such as A3024 Northam Rail Bridge and A33 Redbridge and Millbrook Flyovers;

- Climate Change – maintaining the resilience of the network to extreme weather events, rising sea levels and more frequent winter conditions;
- Widening travel choices to offer alternatives – to make walking and cycling a natural choice for everyday journeys and reduce reliance on the private car the infrastructure needs to be in a good condition;
- Ensuring reliable journey times – to support economic growth and the level of development in Southampton, the network will need to be safeguarded against deterioration and provide reliable access to the core parts of the city.

To meet these challenges the TAMP will need to apply a series of principles around an integrated intelligence led approach, to ensure service resilience and recovery along with stakeholder views to understand people's priorities for maintenance spend. These considerations directly affect the levels of service that must be provided, complementing and supporting the delivery of the Connected Southampton – Transport Strategy 2040.

Taking the integrated intelligence-led approach enables us to:

- Ensure that a 'whole life' cost approach is taken to asset management costs – which considers all the maintenance work that will be needed over the lifetime of the asset to keep it in good condition;
- Provide a defined level of service for maintaining principal roads, structures, drainage systems, the Southampton Cycle Network and footways to support economic growth and widening travel choices;
- Invest in innovative technologies for ITS systems, smart asset management sensors and deploying drones to assess the condition of bridges or structures and
- Continual improvement to management and delivery of maintenance projects, ensuring efficient working and improved value for money to meet the financial challenges.

# A System for Everyone

Seeking to make Southampton an attractive place that improves the quality of life for residents and workers in Southampton, ensure that the transport system enables everyone to get equal and fair access to opportunities, feels safe and regardless of their circumstances, and they are treated equally.


The themes for A System for Everyone are:

- An Attractive City that is a modern and pleasant place where people are proud to live and work and enjoy visiting;
- A Safe City that is reducing the number of people killed or injured on the transport system towards zero; and
- An Equitable City that offers a good range of mobility options and is accessible for all.

And these support the wider Council outcomes of 'An attractive and modern city where people are proud to live and work' and 'Children and young people get a good start in life'.

## A System for Everyone: An Attractive City

Investing in a city so that it is an attractive and place to live and work can help to foster a sense of civic pride and can be a catalyst for further investment by developers, businesses and the private sector, helping the city to feel modern and dynamic. By applying high quality urban design principles and 'place-making', we can help create a more attractive city that puts people and their needs first in the way public spaces and streets are designed and used. Following recent public realm enhancements in Southampton city centre, it has been reported that for every £1 invested in the scheme, businesses were investing £5.

Building on the recent investment in high quality public realm improvements, as funding allows, we will look to expand the delivery of future improvements beyond the City Centre into local neighbourhoods and District Centres. This will help the quality of the public realm within these parts of the city to be transformed and enable areas that look tired to be revitalised, stimulating new, vibrant forms of economic activity.

By 2040, the look and feel of Southampton will be changed so that it is a more attractive and modern place with spaces and streets designed to facilitate shorter trips by foot or bike. Shopping streets will be places where people want to linger and spend time and money. Working with stakeholders such as developers and businesses, redevelopments can be designed to be easily accessed by sustainable forms of travel and have attractive public space.

As well as develop more high quality public spaces, we will look to change how transport corridors and roads function. Streets would be categorised into one of two types. Some streets will be categorised as 'links' where the movement of vehicles is the main and most

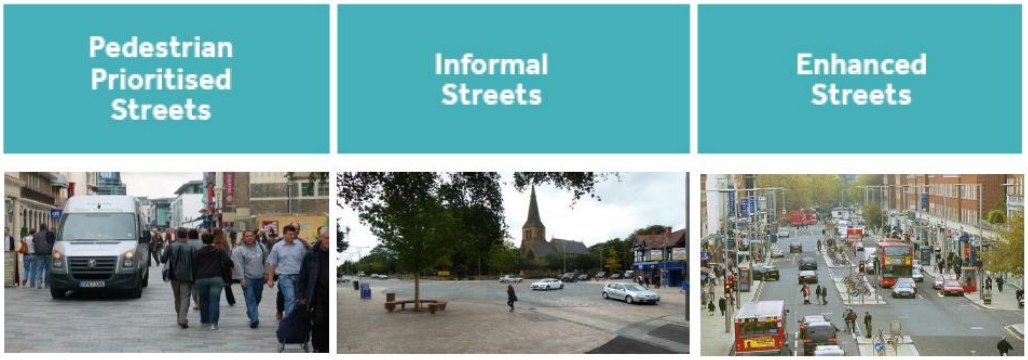
important function. Away from strategic traffic routes, the majority of streets will be categorised as ‘places’ – where the easy circulation of people is the most important function. This approach is known as ‘Link and Place’ and has been applied to the design of streets successfully in London, Birmingham and helped to shape Southampton’s Streets and Spaces Framework.

As the city grows and changes the demand of users on certain corridors for the movement of people in vehicles and goods will increase. As these competing demands intensify the aspirations of different modes may not be fully realised, so some routes may focus more on movement and others on place.

Within the Streets and Spaces Framework, we will also look to apply the design principles set out in ‘Creating Better Streets: Inclusive and Accessible places’ (CIHT, 2018). This guidance suggests categorising streets into three types.

- Pedestrian priority streets - for high footfall areas where certain types of vehicle such as buses can access but have to give way to pedestrians and can only travel at very low speeds
- Informal streets are suitable for areas with low flows of vehicles. Such streets don’t have full kerbs or traffic signals. Instead the routes for vehicles and mini-roundabouts are indicated by different surface treatments but pedestrians can cross easily in several places via informal ‘courtesy crossings’.
- Enhanced streets are more conventional design with clear kerbs indicating the extent of the road carriageway and of pavements, but use good quality materials for pavements and declutter and remove unnecessary street furniture.

When designing public realm improvements, it can be helpful to have in mind which of the three types is most suitable.




The application of the link and place concept and the three street typologies will depend on where the road or street is, the traffic volume using it and the requirements of its users.

| What An Attractive City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| Development that is integrated into the urban fabric and constrains the need for solo car ownership such as CBD, Western gateway, Royal Pier, and other City Centre locations. | Development of links that can prioritise movement of goods and people alongside improved walking, cycling and public transport connections. | Pop-Up Streets and School Streets and other activities that encourage people to stay and spend time and for children to play safely – continuation of the Metamorphosis toolkit. | Support for routes that are links to move high volumes of people and goods connecting to public transport interchanges which have high quality public realms – Central Station, Woolston - in the city through improved public transport connections between Southampton and other urban settlements and suburbs. |
| An attractive and modern public realm that showcases the heritage and story of Southampton with new public realm spaces around the Bargate, City Walls, and the Parks Providing places for people to spend time. | Continue Legible City wayfinding to these sites. | Change to the look and feel of local areas support the regeneration of local District Centres with more local facilities to facilitate people's shorter journeys to be made by walking, cycling or public transport – supporting the Active Travel Zones. | |
| The Inner Ring Road has been made into a suitable environment so it can fulfil its role as a main link for moving traffic around the City Centre, but also providing priority and safe routes for people to cross and reduce severance along West Quay Road, Cumberland & Brunswick Places, Western Esplanade and Threefield Lane. | A modern and attractive public realm as the sites have grown and changed, integrating them into Southampton and to constrain the need for solo car trips there, cohesive routes for people walking and cycling to and throughout the sites. | Apply 'link and place' approach in District Centres with the public realm making attractive places. This could include footway widening, developing an image or approach for that area with a suite of materials, wayfinding, street art etc. Where 'place' is the priority more ambitious works will be implemented to put people first. | |
| A revaluation of the function of streets and places in the City Centre to 'civilise' them to create places that don't need to move vehicles but can move people by promoting walking and cycling including New Road-Civic Centre Road, Portland Terrace-Castle Way, Bernard Street, Queensway, and the Old Town | Greening of sites. | | |

| What An Attractive City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| A greener city with additional planting and landscaping to complement the public realm | | | |
| The new Central Business District (CBD) is seamlessly connected to the rest of the City Centre and towards the Port with cohesive and comprehensive routes, high quality public spaces in the new development that create a sense of place and people focus. | | | |

## An Attractive City: Link and Place Spaces

Streets that are 'links' where vehicle movement is the focus may give buses, freight and taxis more importance and priority, such as dedicated lanes or access meaning other general traffic has longer journey times and pedestrians need to wait to cross. In other streets that are focused on place, the priority will change to focus on prioritising and improving the environment for people walking and cycling. This 'Link and Place' approach over time will change the look and feel of not just the City Centre but district centres and neighbourhoods too, as more streets are designed with a clear 'place' focus.

This principle is explained in more detail in the Streets & Spaces Framework (2015) and is shaping the Movement, Access and Public Realm Strategy for the City Centre - City Streets 2 (2018). They put people at the heart of the place by creating a vibrant and vital City Centre with a high quality pedestrian environment and a sustainable street network with potential for public art. Partnering with developers and funding this has enabled the development of places for people around Arts Centre, Southampton Central Station, Victoria Road and Western Esplanade at West Quay.

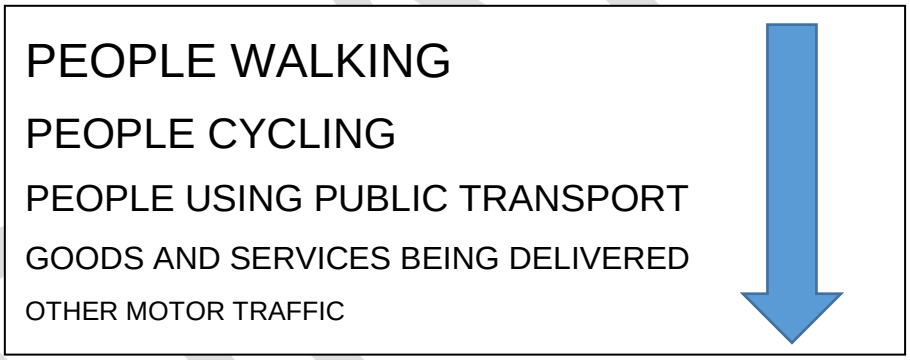
Moving out from the City Centre the principle can be applied to roads and spaces across Southampton so they are enhanced and are more in line with user's aspirations. There are areas of the city where this approach is closely followed such as Woolston, Portswood, Bitterne or Shirley.

Other links may still remain dominated by vehicles with less priority for people, where this happens the approach would be to look at the function of the street to understand whether it is for movement or creating a place. Place function streets are the approach in the City Centre, District Centres and in local neighbourhoods to create green people focused areas neighbourhoods with green spaces, local routes, local roads and streets; local high or retail areas to local, principal and strategic roads that follow the general road hierarchy. These are closely linked to the Active Travel Zones and aspirations for the main transport corridors in Southampton.

These are the projects we will seek to implement to make Southampton an attractive city:

- A more people focussed, liveable City Centre - as the population of the City Centre continues to intensify we will look at ways of, within the Inner Ring Road, reducing the need for traffic to drive through the City Centre without having a reason to be there. So that streets will be able to provide for people walking, cycling or on public transport, so they can continue to penetrate to service the retail, leisure and employment cores. Servicing to shops, offices, parking and homes will continue, but the access from the Inner Ring Road will only be to certain 'blocks'. Streets will be hybrid of uses so they can be versatility used – for travel, rest, play, entertainment or markets.

  When looking a streets and spaces in the City Centre and local neighbourhoods the following hierarchy is to be considered so that a balanced and sustainable approach is taken to spaces. This will help to ensure that the right function of a place is developed and preference is given to the appropriate end users.




  This approach could be applied to through routes such as New Road-Civic Centre Road, Portland Terrace-Castle Way, Queensway-East Park Terrace or in the Old Town, so that they provide access for buses, cycling and walking, additional low speed environment (e.g. 20mph), other streets would be reshaped so they are less dominated by cars – less space and for parking, so people can walking and cycle, Ways of doing this include adjusting widths with narrowing and closures, bus/cycle only sections of road, expanded pedestrian only areas, having a high quality street scene (trees, benches, art etc). Reducing or removing motorised traffic will enable a review of the need for traffic lights and formal crossings in the City Centre - allowing for their removal. Changes to traffic patterns and flows will also allow cycling to be more attractive and safer.

- Street Closures/Pop-up Streets/Metamorphosis – Within the city, community groups are able to request temporary street closures for street parties or other events. Events such as royal weddings have led to street parties in some parts of the city. Since 2017, on Clear Air Day each year in June, we have worked with schools in the city to close roads outside of a number of schools. Extending this idea, we would

welcome ideas from community groups for pop-up street activities, such as temporarily removing parking bays to provide 'pocket parks' or areas to sit or for children to play. As part of the EU Metamorphosis project, during summer 2018 with help from Sustrans, we worked with residents in Sholing to look at making changes to street layouts to make them more pedestrian friendly. This involved trialling changes to street layouts using temporary 'street kit' of interlocking sections that can be filled with planting. We will continue to work with community groups to develop and pilot these ideas.

- Public Realm - World Class Streets - As part of an ambitious public realm enhancements in New York – a World Class Streets programme was developed to re-look at the city's public realm. The initiatives consist of elements around public squares, boulevards, complete streets, safe streets, public art, coordinated street furniture and promoting streets for pedestrians and cycling. The programme ranged from public spaces such as Times Square to street corners that were partially or fully pedestrianised. To get public and transport buy parts of the Square were temporarily closed off with minimal traffic management and used as pop-up streets – seating, planting. This concept could be trialled in Southampton in the City Centre or in neighbourhoods as part of the City Streets programme to redefine the street operation.
- Street Scene - On-going programme to reduce the amount of clutter on street by removing unnecessary street furniture (railings, bins, posts etc) and signing, which will reduce the ongoing maintenance liability for obsolete or unnecessary assets. The Streetscape manual continues to provide guidance on design, standards, or placement of any new street furniture.

## A System for Everyone: A Safe City

Safety of people using and interacting with the transport network remains important and there is a need to continually decrease the number and severity of casualties. Across Southampton safety improvements will be prioritised where there are clusters of collision hotspots or along corridors to push casualty levels towards zero.

However, there are still locations where collisions occur and some users are disproportionately affected given their relative mode share. This is particularly true for people cycling who are involved in 16% of all recorded incidents in Southampton – despite their mode share only being 1.4% of all daily traffic. This may also be masking a truer number as 41% of respondents to the 2011 Cycle Survey said they were involved in an incident but only 13% reported it to the Police.

The approach will be to continue to make Southampton a safer city to travel around by applying an evidenced based approach using data and crowd-sourced information to develop the safety programme. Schemes will be designed around the more vulnerable users of the system that provides them with a safe space. The implementation of the Southampton Cycle Network will look to create a safe culture for cycling with better facilities and schemes will be designed with safety at their heart so we can reduce the risks – both perceived and actual when moving about by bike.

As well as the physical environment, education of all users is a vital component of the approach. Working with partners and stakeholders we can continue to evolve the behaviours of people so that they feel safe and act safely. There is a rising number of incidents involving people using smart phones and not being aware of their surroundings, education and the layout of the environment both play an important part in reducing incidents.

How people perceive the transport system is about their own personal security whether this is at a bus stop, walking along a footpath, parking their bike, or in a car park. The design of both transport schemes and the urban environment plays and important part and we will, working with and through partners, ensure that Southampton is safe.

## A Safe City: Improving Road Safety

The Council seeks to make Southampton a safer place to get around and has an aspiration of reducing the number of people killed or injured towards zero.

Safety is a key element of the 2040 strategy as the future economic success of the city and health of residents is positively influenced by more people walking and cycling. Fears of safety issues surrounding walking and cycling is a barrier to this happening. To encourage uptake of active modes we will need to equip users with the appropriate skills and develop confidence alongside making suitable changes to the layout of roads to influence road user behaviour.

Implementation of these safety-led schemes and programmes can be applied across the whole of Southampton and in the specific spatial areas – City Centre, Economic Drivers, Neighbourhoods and the Travel to Work Area, and all types of schemes. So by 2040, Southampton will be a safe place for people to move about in with reduced fear and positive perceptions of safety.

These are the projects we will seek to implement to make Southampton a safe city:

- Safety Programme – Continue to develop an evidence led safety programme based on a consistent approach for identifying and analysing isolated or small cluster accident hotspots using three year trends. Once causes and trends have been identified and assessed we will seek to implement the most appropriate and feasible engineering solution. These could include street or area wide speed restrictions, changes in road layouts (either by changing how the road looks and feels creating a 'shared space', or formal traffic calming features), new or improved pedestrian or cycle crossing facilities (formal signals, zebra, tiger (for cycles), or island refuges), enforcement and electronic/variable message signs.
- Education Programme – Continuing to working with partners such as Hampshire Police, community groups, or schools on a range of initiatives including:
    - Safer Roads Partnership,
    - Speed Enforcement and Limits,
    - Driver Awareness Training,
    - Cycle Safety Campaigns such as 'Close Pass' (as led by West Midlands Police), and 'Be Bright, Be Seen' (run annually in October when the clocks change), and
    - Targeted Programmes – raising awareness of using Smart Phones when driving, cycling or walking and interaction with other people, campaigns looking at specific vulnerable users (such as people cycling, walking, on motorcycles), and different user groups (such as those with mobility restrictions, younger children)
- Integrated Corridor Approach to Road Safety - Taking a holistic approach to road safety along a corridor or in an area, either through investigating longer sections of road combining several accident clusters or locations and that looks a wider causes and impacts. Alternatively, working with other modes or projects to achieve shared objectives and extend value for money (e.g. working on a public realm scheme that includes significant pedestrian and cyclist safety measures).

- Local School Zones – To encourage more children to walk, scoot or cycle to school more often we will continue to work with schools and communities to carry out assessment of the safety issues and options at schools sites. Through this process we can develop schemes that provide safer routes and spaces outside schools that outline the issues and then plan for what changes could be made to create a Local School Zone. A Local School Zone (LSZ) seeks to create an area around a school that can influence road user behaviour, reduce speeds and create an environment where active travel can be carried out. This builds on the work we have been doing through the Metamorphosis project (to create safe play spaces in streets designed jointly with pupils and staff) and our existing schools engagement and planning programme. Options for a LSZ could include the feasibility of piloting innovative initiatives such as a School Street (pioneered in Edinburgh is a timed exclusion zone around the school where access is only for those walking or cycling or living there), activities that aim to reclaim the streets (Pop-Up Play Streets, School Streets), ways of reducing or enforcing inappropriate parking around the school gate, or expansion of staffed school crossing patrols.

## A System for Everyone: An Equitable City

One of Southampton's strengths is that it is a culturally diverse city - home to people of different religions, ethnicities and social backgrounds. It is important that people of different backgrounds do not encounter barriers that cause difficulty or restrictions in travelling around. We want to ensure that people from all backgrounds can access the same employment, leisure and education opportunities. It is important that people are able to access local services such as schools, shops, healthcare and training opportunities, community centres and places of worship easily. In delivering projects from all the themes set out in this strategy, we must consider how each will affect people of all ages, ethnicities, religious backgrounds, genders, sexual orientation, levels of physical mobility and social and economic backgrounds.

We will work to provide a transport system for our diverse city that is equitable and fair that everyone can use to access the same opportunities, regardless of their demographic background or level of mobility. We will work with all communities within the city to help ensure that transport is available to link them to jobs, training, leisure and local services. In partnership with the community and voluntary sector and transport operators, we will look to develop affordable, innovative and sustainable alternatives to private car ownership, including car/bike sharing, demand responsive transport, and develop e-mobility and smart mobility solutions.

| What An Equitable City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| Provide accessibility improvements at public transport stops and interchanges for people with mobility restrictions. | Pilot app based flexible demand responsive public transport services in Southampton with local businesses and operators. | Community Cycle Officers working with hard to reach or underrepresented groups and communities, in areas of inequality to encourage more active travel. | Joint working with neighbouring authorities to reach underrepresented communities. |
| Work with providers of shared mobility services to encourage expansion across the City Centre. | Provide accessibility improvements at public transport stops and interchanges for people with mobility restrictions. | Work with providers of shared mobility services to encourage expansion across neighbourhoods to link people with opportunities. | Pilot app based flexible demand responsive public transport services in Southampton with local businesses and operators. |
| Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive Transport or taxi services. | Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive Transport or taxi services. | Provide accessibility improvements at public transport stops and interchanges for people with mobility restrictions. | Provide accessibility improvements at public transport stops and interchanges for people with mobility restrictions. |
| Develop a Mobility as a Service (MaaS) package for Southampton that provides a mobile, transmobility and interoperable system. | Develop a Mobility as a Service (MaaS) package for Southampton that provides a mobile, transmobility and interoperable system. | Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive Transport or taxi services. | Promote services that provide mobility for those aimed at vulnerable, older or mobility restrictions – Demand Responsive Transport or taxi services. |
| | | | Develop a Mobility as a Service (MaaS) package for Southampton that provides a mobile, transmobility and interoperable system. |

## An Equitable City: Mobility as a Service (MaaS)

As technology improves and changes people are consuming information and making purchases on the move, often through smartphones or tablets. This means that there are opportunities for travel services to be collated into one place and to be personalised so someone can buy a travel 'ticket' that they need to pay for once, that can be used for different ways of travelling and they can plan their journey using centralised information and times in one place. This is an emerging area of transport and travel and is known as Mobility as a Service (MaaS). This is part of the 'shared economy' concept where people can have access to a car or bike for occasional trips, even if they do not necessarily own a car or bike outright.

The various elements of MaaS are set out below.

| | | |
|---|---|---|
|  <br>**On the Move**<br>Journey planning that is simple, digital and mobile |  <br>**Mobile Payment**<br>Cashless, pay for all services, available for all |  <br>**Trans-mobility**<br>Multiple modes and different journeys |
|  <br>**Soft Mobility**<br>Providing information on the quick, reliable and best route |  <br>**Interoperable Mobility**<br>Going from one mode to another |  <br>**Active Mobility**<br>On the most sustainable or active mode |

Developing this would widen the choice and availability of travel to a greater number of Southampton's population and businesses, and as a consequence see a reduction in congestion and parking need. This would be affective in areas with lower car ownership, more deprived areas, or in high density developments with reduced parking provided. We would seek to support the introduction of these MaaS products in Southampton through effective partnering with stakeholders and developers. We would also work with Solent and South Hampshire partners to attempt to deliver MaaS more widely throughout the Solent.

These are the MaaS projects we will seek to implement to make Southampton an equitable city:

- Mobility as a Service (MaaS) – MaaS makes use of a portal (typically a mobile app), to access and pay for transport services such as shared (e.g. car hire or bike hire) and public transport on demand as required, as an alternative to private car ownership. This may be on a 'pay as you use' basis, or may have fixed price or capped bundles. The transport services could include bus and rail travel, taxis, cycle and car hire. We would seek to work together with partners and providers on this to roll out any operation in Southampton, and wider Solent.

  There are several elements of a MaaS package that we will explore and assess their viability for implementing in Southampton, these are:

  - On the Move – making journey planning simple, digital and mobile so people know the time their journey may take, how reliable it is and whether it is on time. Collaborative journey planners are starting to emerge, and Southampton already has a multi-modal journey planner – myjourneysouthampton.com – as part of the MaaS package we will need to ensure that the current journey planner becomes collaborative and fit for purpose to deal with new mobility means to provide people with confidence and empowerment to make informed decisions about how they want and can travel around Southampton;
  - Mobile Payment – increasingly operators are seeking to be cashless as ways of operating - reducing delay at stops for buses or improving security for taxi drivers by accepting card payments. People are also paying for services differently, and the MaaS package will need to have the latest technology and payment options that cover all modes;
  - Transmobility – a hybrid form of transport where modes are shared or merging together. This would develop the SolentGo offer further to SolentGo+ where more modes and methods of travel can be added to the offer and made more mobile through apps or contactless systems. This would need to be

interoperable with a number of different transport providers from public transport to shared mobility to demand responsive transport.
    - Soft Mobility – by using geolocation real time access to information and maps for navigating through the city and information on the services that can be provided.
    - Interoperable mobility – ensuring that the MaaS package can be used across all modes, or
    - Active mobility – to support the rise of inner city living promote and integrate cycling and walking within the MaaS package leading to it becoming all-encompassing view of day to day mobility.

- Shared Mobility – As the population increases in Southampton, particularly in the City Centre, over the next twenty years, and as car ownership trends continue to decline, alternative methods of providing personal transport will need to be investigated and supported. The following are systems and operations that provide people with a viable alternative to owning a private car, they range from:
    - Car Clubs - these allow infrequent car users to access a car or light van when they need it, without the high cost or parking difficulties associated with vehicle ownership. Organisations providing cars based in key locations for hire to members via an online, mobile or telephone booking system. Southampton currently has a Car Club that is currently run commercially in operation with designated bays in the City Centre. We will seek to continue to work with, promote and look to extend the Southampton Car Club as viable. We will also look to work with major developers and employers to develop their own Car Clubs – particularly for sites that are constrained or are being developed as low car or car free. These are key to providing alternatives to residents or employees to reduce single car ownership and occupancy and as the City Centre changes to become a liveable place parking availability will be constrained. Research shows that for every Car Club vehicle made available, up to 20 people will give up their private cars, and that Car Club members reduce their mileage by up to 40%.
    - Floating Car Clubs – the principle is along the same lines as a Car Club, but the vehicle can be parked in any location rather than a designated Car Club bay. This provides more flexibility for users and can be hired and paid for through mobile apps. If an operator wishes to set up in Southampton we will consider and work with them to ensure it is part of an overarching MaaS package for Southampton and meets air quality targets.
    - Car Sharing - Car sharing schemes aim to encourage individuals to share private vehicles for particular journeys, to reduce the number of cars on the road. Formal schemes often focus on commuting journeys or for longer-distance leisure journeys. Schemes are either operated via internet based sites open to all users, or within a particular organisation. These can sometimes be almost at a public transport scale, such as minibuses for schools collecting up to 8 children. Through the Park & Travel sites we will look to develop both formal and informal car sharing with information, vehicle charging points, interoperability with the MaaS platform, and integration into journey planning.
    - Cycle Sharing - these are short-term cycle rental schemes that enable cycles to be picked up from one location and returned to another location when the user has finished their journey. There are currently two primary types of model one is using a self-serve docking station often for a number of bikes (akin to the London Santander or Paris Velib schemes), and once hired they can be returned to any other bicycle station. These are fixed with a high number of cycles – London has

approximately 11,500 bikes across 750 docking stations, and have been expensive to implement, with high ongoing running costs but in some cities have been successful in increasing cycle mode share. The alternative is floating 'dockless' scheme where bikes can be hired via mobile apps and are located on-street in locations shown on the app's map. Once a journey is finished can be 'parked' anywhere, or in a designated geo-tagged location. Currently, Southampton has one 'dockless' operator and we will continue to work with them and any others, to a code of conduct to ensure sustainability, achieving desired goals and to provide a level of service to people in Southampton.

## An Equitable City: Access for Everyone

To make Southampton's transport system for everyone it needs to be equitable, this means that it provides choice and access for all. Barriers to transport can cover cost, access for those with physical or other mobility or mental impairments, safety, perceptions, security and Removing these barriers for everyone means that everyone is able to get to services such as healthcare, leisure, education and employment so they can thrive and live safe and independent lives. This is vital when creating an equitable transport system.

Everyone means all parts of society regardless of their age or their gender, whether they are able bodied or have mobility impairments, or are from different ethnic or religious backgrounds. All the work for Connected Southampton has been done with the needs of everyone in mind and details of the Equality Impact Assessment can be found in the supporting documents to this Transport Strategy.

As with this Connected Southampton Transport Strategy 2040, when we develop proposed transport project we and other want to implement in the City, we will carry out further Equality Impact Assessments, to check whether or not it has been designed with the needs of the wider range of people and their needs in mind. It is important that when designing transport improvements we are mindful of the people that need to use them.

The areas we will seek to work on and integrate with other initiatives and projects to make Southampton an equitable city include:

- Ensuring that transport links areas together – particularly those areas of social deprivation in Southampton so people can access jobs, skills, health, leisure and retail locations and keep it affordable. With an ageing population, it is important that older people are not excluded from accessing opportunities to go shopping, enjoy social and leisure activities, and be physically active. Also, families with new born babies and pre-school age children need to be able to meet together for social and play activities Or initiatives in communities that are harder to reach through traditional methods to help them to get around such as demand responsive transport, provide access to bikes or use technology to link people together.
- Improve access to skills and training - this includes providing travel planning advice and support to long-term unemployed jobseekers with transport costs until they reach their first pay packet.
- Ensuring equal access for all - through programmes and joint working with other providers such as Public Health, initiatives that open out access to transport for those that have limited or restrictive mobility, such as Wheels to Work, or those who work with minority ethnic communities to encourage them to develop their travel horizons.
- Through the Active Travel Zones create a safer, more welcoming environment to encourage people living in their neighbourhoods to interact and travel locally. Through the design and maintenance of schemes and new development improve personal safety for those travelling along or at night.

## Changing the Way People Travel

Supporting people to change the way they travel, by widening their travel choices so that getting around more actively and healthily becomes attractive, easy and convenient and zero emission forms of transport are increasingly the norm.


The themes for Changing the Way People Travel are:

- A Healthy and Active City that is easy to navigate, with joined up walking and cycling networks that promote healthy lifestyles and supports vibrant people-friendly places and active neighbourhoods, and
- A Zero Emission City that is moving towards zero emission forms of transport becoming the norm, making the city a cleaner, more pleasant place.

And these support the wider Council Outcome of 'People in Southampton live safe, healthy independent lives'.

## Changing the Way People Travel: A Healthy and Active City

This theme focuses on how transport can help to promote clean, healthy and active lifestyles to improve the quality of life for Southampton's residents, businesses and visitors. We will work to create people-friendly streets and places. Through encouraging more people to walk and cycle, this will help to tackle challenges of increasing obesity and physical inactivity, congestion and air pollution from transport, and health inequality across the city.

| What A Healthy & Active City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| Creation of Car Free Zones within the Inner Ring Road, achieved by reallocating road space for walking, cycling and public transport, limiting access to those who need it or to certain areas. | Having the SCN connect with the economic drivers with high quality cycle infrastructure as part of the freeway level of the hierarchy. | Create networks of Active Travel Zones focused around active travel with priority for walking, cycling and enabling community events - compact and connected to services located locally, helping to contribute to regeneration and support air quality improvements. | Delivering the Southampton Cycle Network (SCN) and a walking network that connects across the boundaries providing safe, direct and connected routes into Southampton's economic driver areas. |
| Development of the City Centre as the hub for the SCN with east-west and north-south cycle corridors and easy cycle priority off them. | Increased marketing and awareness campaigns and travel planning. | Increased marketing and awareness campaigns and travel planning. | Improvements to walking and cycling connections to train/ SMTS stations and could see reallocation of road space that gives cycles and pedestrians safe space. |
| Increased marketing and awareness campaigns and travel planning. | Cycle parking hubs at key locations. | Cycle parking hubs at key locations, and providing cycle parking for those that don't have access to places to store bikes. | Intercepting traffic before it reaches the City Centre with a variety of Park and Ride or Cycle facilities that connect the wider area with Southampton. |
| Legible City and Cycling wayfinding and information. | Legible City and Cycling wayfinding and information. | Legible City and Cycling wayfinding and information. | Increased marketing and awareness campaigns and travel planning. |
| Travel plans with employers and schools that consider the access needs of students, staff and visitors. | Implementing behaviour change, travel training, and education programmes with businesses. | Travel plans with schools and colleges that consider the access needs of students, staff and visitors. | Cycle parking hubs at key locations. |
| Cycle and walking priority access to the interchanges at both Southampton Central and Trafalgar Dock. | Travel plans with employers and schools that consider the access needs of students, staff and visitors. | Advisors to help people to get into work by Personalised Journey Planning and travel training. | Implementing behaviour change, travel training, and education programmes with businesses. |
| Implementing behaviour change, travel training, and education programmes with communities and businesses. | | | Travel plans with employers and schools that consider the access needs of students, staff and visitors. |
| Cycle parking hubs at key locations. | | | |

## A Healthy and Active City: Active Travel Zones

Active Travel Zones (ATZs) are centred in local communities and neighbourhoods to foster active and sustainable travel within that area. Through co-design working with people in these communities the aim is to develop an attractive place that has a focus on making local cycling and walking trips easier by improving choice and reducing traffic volumes and speeds in areas where people live.

Neighbourhoods are where people live and spend a lot of time, Southampton has some very diverse neighbourhoods ranging from inner city terraced streets to suburban areas with detached housing to purpose built post-war estates. Having a good choice of different travel options for people and having an attractive place to live and be proud of matters. Areas can be dominated by vehicles either passing through adversely affected people's quality of life or by parking that fills up roads with vehicles, reducing space for people to interact.

These ATZs could be defined anywhere in Southampton, but primarily they will be centred on a District or Town Centre or another types of trip generator such as a school, health facility, park or community hub. To be considered for becoming an ATZ, an area will need to meet the criteria below:

- Is there a distinct neighbourhood identity or something that people relate to?
- Are there trip attractors such as a residential area, school, retail area, park, community or health facility?
- Is there a mix of trip purposes?
- Is it an area of economic, social or civic activity?
- Is it in close proximity to an existing transport hub or corridor?
- Is there a local flow of people that is suitable for walking and cycling journeys?
- Is there a network of local roads that are suitable for developing the "mesh concept" of filtered permeability, is parking a constraint, or are traffic volumes or speed high?
- What is the socio-economic patterns? E.g. car ownership levels
- Is there a willingness for community engagement and political leadership?

Once identified the neighbourhoods will be prioritised against these criteria and available funding. During the first years of Connected Southampton we will aim to pilot the first ATZ and analyse the outputs before rolling out the programme in subsequent neighbourhoods of the city.

To develop these ATZs and the initiatives in them, ATZ Community Engagement teams would work with willing communities to assess, develop and implement an ATZ by carrying out research into finding out how people live and move about in the area. The majority of the ATZ would be a "mesh" with filtered permeability allowing for easy pedestrian and cyclist movements and measures to deter or prevent through motor vehicle traffic, creating people friendly streets. These would be supported by localised travel planning and community engagement.

| | | |
|---|---|---|
|  <br>**Quieter Streets**<br>To reduce traffic volumes and speeds |  <br>**Filtered Permeability**<br>Residential streets altered so no through traffic except cycles and walking |  <br>**Improved Travel Choice**<br>Residents feel safer walking or cycling for shorter journeys or using public transport |
|  <br>**Travel Information**<br>Quick, reliable and best routes with smart simple ticketing |  <br>**Mobility Hubs**<br>Car Clubs – zero emission, bike sharing, charging points, 'click & collect' delivery collection hubs |  <br>**More attractive places**<br>Planting, play streets, pop-up events, street parties, spaces for people to rest |

Over the next twenty years, ATZs will provide a new form of urban mobility and create communities that people are proud to live in. This will be achieved by:

- Providing new infrastructure and routes to make streets quieter to help people to get around on foot, by bike or to access and reach main public transport corridors and help remove unnecessary 'through' traffic from the area, deliver reduced traffic speeds and volumes and provide access for those who need it;
- Using road space differently and more flexibly, creating filtered permeability where streets are altered so no through traffic movements are permitted except for people cycling and walking;
- Make more attractive places that provide more space for people and communities to come together, able to host 'pop up' events. This could include planting and landscaping, or making more permanent changes to the layout and operation of streets;
- Look at ways to improve safety around schools with partial traffic closures at the start and finish times of schools;

- Improving people's choices for travel with a network of safe and continuous routes from the main pedestrian and cycle routes through the neighbourhood to the focal point (e.g. District Centre, school or park) that connects with the Southampton Cycle Network;
- Look at how parking is provided, and where possible rationalise or remove it, to create more people focused space;
- Using travel information and data to provide access to quick and reliable public transport hubs and routes with simple ticketing and provide easy access to the Mobility Hubs;
- Creating spaces for street planting (which could incorporate sustainable drainage), seating, how street furniture is used to create a streetscape that is welcoming, safe and attractive;
- Creating opportunities for a zero emission economy by supporting the development of e-mobility/smart mobility with technology;
- Create Mobility Hubs initially in District Centres but then across the neighbourhood where different methods of low then zero emission shared mobility (car clubs/car sharing, bike sharing), click & collect hubs, charging facilities for alternative fuel vehicles, and scooters, are located and accessed;
- Local travel planning and community led engagement and co-design of the scheme so everyone is involved;
- Local freight collection hubs in the local centre with freight deliveries undertaken by small electric vehicles or cycling where possible, or 'click & collect' hubs where delivers can drop goods off and residents pick them up without need to go to store or delivery centres; and
- Adjoining routes would acts as distributors and would be identified for car use but these may be circuitous to discourage through traffic and there would be reduced permeability for cars on other roads, using traffic calming measures to deter their use for through traffic.

## A Healthy and Active City: Cycling

The vision for cycling is to transform Southampton into a true Cycling City, creating a city where safe cycling is the norm. By 2040 cycling in Southampton will be as normal as getting around by car is currently with benefits for people who live here, work here and come into Southampton to visit. Cycling has many positive benefits for Southampton and is a prime means for meeting challenges around congestion, sustainable economic growth, physical inactivity, air pollution and social inequalities.

We have already made good progress in developing the necessary infrastructure and supporting promotion and training but to achieve that vision further work is planned.

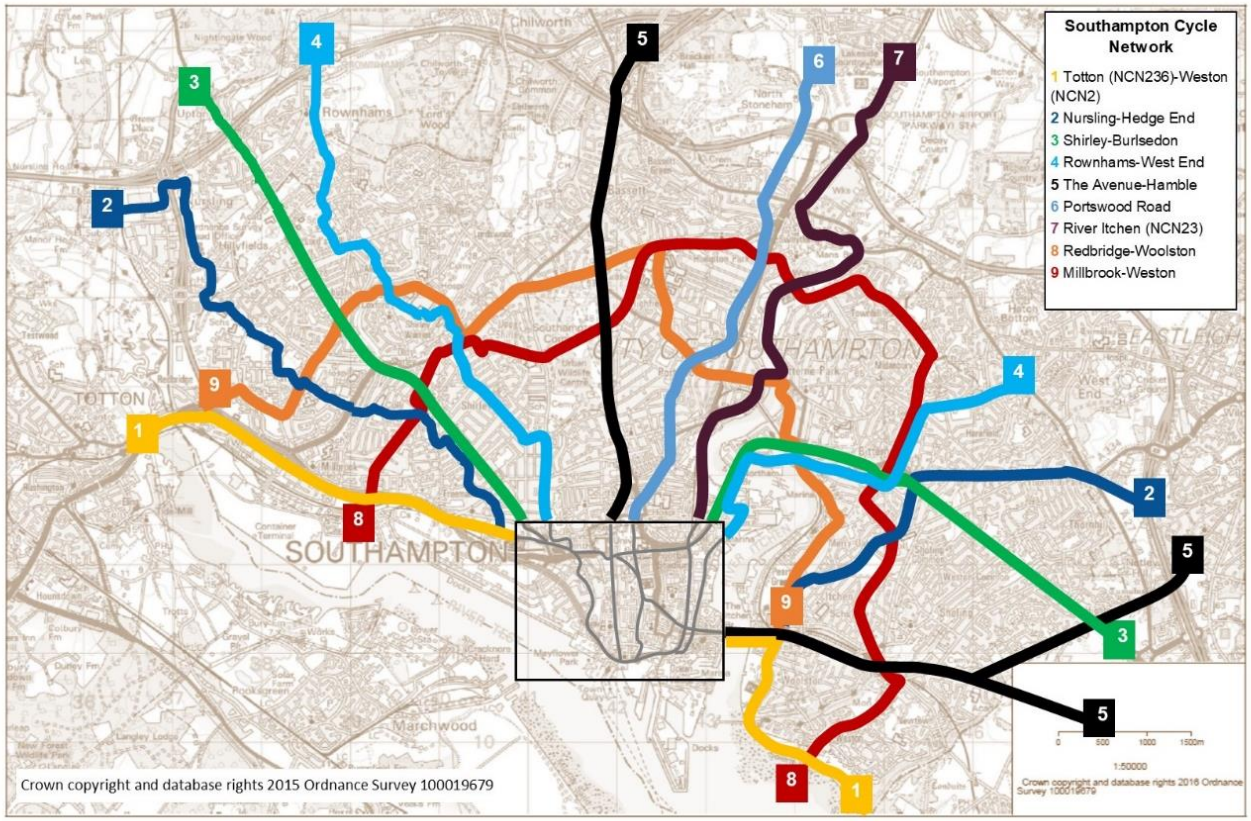
In the medium term we want to see a 10% increase annually in the number of cycle journeys made each day to increase cycling's mode share. This means that initially by 2030 15% of all the people coming into the City Centre each morning will be doing so by bike.

To achieve this we will focus on these three areas:

- Make Southampton a **better place to cycle** through delivery of the Southampton Cycle Network (SCN), delivery of the network's initial 14 corridors (split between Freeways on the higher volume direct routes and Cityways supporting them), Quietways in areas where people live, and making cycling accessible in parks and open spaces. The network is formed of various levels which connect people from their front door to the main routes and on to their final destinations using different types of facilities and levels of segregation. Following these initial corridors, we will

continue to invest in the other corridors identified in the SCN, as above, and in the areas where people live to make them cycle friendly;

- Make Southampton a **safer and easier to cycle** by supporting ongoing projects working with businesses and schools to train new and experienced cyclists, working with the Police to improve cycle safety and security, and a new approach wayfinding and mapping cycle routes in the city with consistent branded signing and up to date maps both paper and online; and
- Continuing to **inspire people to cycle** with events and communities that promote cycling as a normal way of getting around. This includes the centrepiece Southampton Cycle Festival covering the closed street 'Let's Ride', and community cycle activities that help those who haven't cycled or are less represented such as ethnic minorities or women. Engaging with businesses and schools to develop, support and develop travel plans that emphasise the benefits of cycling.




In the short term we have started to make a significant investment in cycling through the development, and delivery of the SCN, and a supporting programme of cycle promotion, training and awareness raising activities. This is aimed to start to make it better, simpler and easier to get around Southampton by bike for everyone. £11m being invested up to 2020 and this funding is being used to:

- Deliver new and innovative cycle infrastructure along three SCN routes that connect from the City Centre to the surrounding areas of Hampshire. This is laying the foundation of the SCN as a clean and active alternative to driving by private vehicle:
    - Developing cycle Freeways to the west (along SCN 1 which follows A33 serving the Port, Totton and New Forest), the north (along SCN5 using The Avenue corridor for Southampton Common, University of Southampton, Chandlers Ford and Eastleigh), and east (along SCN3 for along and parelle

to A3024 Bittern Road West & Bursledon Road for Bitterne and onwards towards Hedge End and Botley);
- Developing cycle Cityways on routes that are parallel to these corridors in Bitterne, Wide Lane, Itchen Riverside and Woolston;
- Developing a Quietways programme that will provide the cycle infrastructure for the ATZs, initially in Sholing, then expanded to other areas;
- Integrating cycling into new developments in Chapel Riverside and Wide Lane, and into other transport projects on Stoneham Way, Redbridge Roundabout and Millbrook Roundabout;
- Investment in the maintenance of the cycle network along certain corridors and linking with the overarching roads maintenance programme;
- A comprehensive behaviour change programme initiatives and activities that are focused around engagement with people who are seeking work or in work to get them to cycle and on a Southampton Cycle Festival to celebrate cycling in the city; and
- Working to promote the benefits of cycling, get more people to cycle more often through activities that providing training, encouragement, and raise awareness of the network and improvements

This is funded through a variety of projects and sources such as the DfT's Access Fund, National Productivity Investment Fund, early measure in advance of a Clean Air Zone, Developer contributions, and the Council's LTP funded programme. This all contributes to a holistic cycling programme for Southampton. As funding opportunities occur we will aim to continue to support these activities and grow the cycling offer in Southampton.

Delivery of the SCN and supporting initiatives and activities will make Southampton a safe place for people who want to cycle. It can showcase what cycling can do to improve people's lives particularly their health and business productivity, provides priority for cycling, integrates cycling with ferries, trains, and buses, improve the quality of the air, and reduce congestion on our roads so every can get around easily. It supports the future of Southampton with sustainable and healthy people focused growth and productivity over the next decade and beyond. This is just the start and we will continue to seek funding for cycling and work with partners to ensure that delivery continues to meet our goals.

Cycling Southampton 2017-2027 provides more detail on the aspirations for cycling in Southampton and a rolling three year Cycle Delivery Plan.

### A Healthy and Active City: Walking

Getting around on foot or other ways is as vital part of the transport system in Southampton as other modes. Of all those who work in Southampton, 16.7% of people walk to work and walking is a popular way for children to get to school. Making Southampton a safe, clear and pleasant place to walk a key pillar for making a successful and pleasant people centred city. Recent investment has improved the public realm in the City Centre with good quality walking routes and places for people to be. These include the space on the northern side of Southampton Central Station which has increased the amount of space for people walking and provided seating, landscaping and spaces to meet. Onwards connections by foot to the City Centre along Kingsbridge Lane have been completed, these have transformed the route and created a more pleasant and spacious route.

As the City Centre develops, this will result in opportunities for new high quality pedestrian routes. For new developments, providing access to and through them by walking is a vital part of the approach to making the City Centre liveable and car free, they can provide access to areas previously hidden or severed areas such as the waterfront in Chapel

Riverside, to the Central Parks from Guildhall Square, or the City Walls alongside the Bargate. Routes that link places together such as Station Boulevard through West Quay, or provide access across barriers such as the railway or river are part of this approach. The programme being developed for the City Centre through the Movement, Access and Public Realm Plan (City Streets 2) programme will implement these as part of a holistic approach.

We will work towards developing a walking environment that is safe, direct, easy to use and pleasant to encourage walking for everyday trips. These will range from maintaining the routes we have so that they are of a high quality, continuing to innovate in wayfinding including making use of the digital environment, providing spaces and locations for rest, routes to schools, reducing physical barriers to access areas, looking at the connections from the Port, particularly the cruise terminals, into the City Centre, and re-focusing streets towards people walking rather than dominated by the car.

Supporting the new spaces and routes has been the continued rolled out of the Legible City wayfinding system. Clear signing and maps have been developed and installed across the City Centre and out into the rest of Southampton. This provides a clear and legible way of getting around the city and is useful for visitors and residents alike. This is important as the city continues to welcome more visitors as it growth and changes into the future, there are more cruise ships calling mid-cruise (the Aida Line calls in once a week and passengers can be seen in the city using the mapping), and 17 million people a year visit West Quay which includes the City Centre. Outside the City Centre, legible wayfinding can open up and link places such as parks, green spaces, District Centres, neighbourhoods and leisure or exercise routes.

Walking is not just about the City Centre. It is important to ensure that communities across the city have access to good and safe routes and places to walk, to do this we need to remove barriers so everyone can get around. These include simple measures such as installing a safe place to cross, widening a short path along desire lines to public transport stops or ensuring accessibility for those with mobility restrictions, to new signalised crossings on a route to a school, reducing speed limits, or to serve a new development.

Engagement with schools and businesses provides people with the information and opportunities to get staff or students to walk more including Walk to School Week or Walk to Work week. Increasing the number of children travelling to school by active modes is important to reduce the impacts of obesity and air quality.

Through pilot projects including the EU funded Metamorphosis project, we are developing a toolkit and pilot projects for spaces outside schools to become traffic free a school times and to facilitate street parties or play streets activities. This has been trialled at schools in Old Town, Sholing and Millbrook with success.

Southampton also has a Public Rights of Way network (PRoW) covering footpaths and bridleways, these provide short convenient walking links in neighbourhoods, or provide access to enjoy the surrounding countryside. Through the PRoW Improvement Plan and Local Walking Improvement Plan we define the rights of way network and set out how it will be managed and invested in.

Communities can use interlocking Street Kit equipment to test out their ideas for reclaiming road space to see if they work before making any permanent changes (Photo: Sustrans)

## A Healthy & Active City: Smarter Travel Choices

Providing people with the right information, tools and skills so they can make independent and informed journeys is important to open up opportunities for work, leisure or education, get people to increase their levels of physical activity, whilst helping reduce the negative impacts of congestion and pollution. Smarter travel choices are a collection of techniques, interventions, measures or tools centred on persuading people to travel more sustainably through campaigns and providing clear information. The goal is to increase the number and proportion of journeys made by sustainable and active forms of transport. Approaches followed range from very targeted initiatives, such as working with individuals to provide them with confidence to travel independently, or providing people with the training and information so they can walk or cycle more up to large scale travel marketing initiatives that use social media, websites to run challenges that reward those who try out sustainable ways of getting around.

Since 2011, in conjunction with other Solent authorities, we have set up and maintained a brand for all smarter travel marketing, promotion and training activities known as 'My Journey'. This has involved working in partnership with schools and workplaces to help staff, or students and customers choose healthier and active ways of travelling. We have helped long term unemployed people who don't have access to a car to travel to training or interview opportunities and have encouraged people who depend on their car to try out public transport or use new sections of walking or cycling infrastructure. The 'My Journey' brand is well recognised. Currently 33% of Southampton residents have heard of the brand and understand that it is a travel behaviour change campaign.

A consistent long-term approach to the 'My Journey' programme of smarter travel choices, promotion and marketing will provide people and businesses with the information, training and awareness to make more informed choices about how, where and when they travel, and the impact of those choices. This will equip people with the necessary tools and skills to travel healthily and actively. Promotion of alternative ways of travelling around to the car is an important part of creating a more liveable city with streets that are geared towards people movement of people efficiently, set out in the vision. It will also seek to help those people whose lives and employment prospects are constrained by the affordability and availability of travel.

We are committed to continuing this programme, as it will help to complement and maximise the benefits of a number of projects from all of the strategic goals and themes. It is important to promote the benefits of completed improvements so that people know that new cycle routes exist or that bus services are now quicker. We will continue to seek funding to enable campaigns and programmes of work with schools and businesses to continue, supporting both the Economic Drivers and Neighbourhoods and specific target population groups to maximise the impact.

One area we will explore is the development of a Travel Demand Management (TDM) programme, this is similar to work done in London ahead of the 2012 Olympics and rolled out in other cities for large scale events. This would be targeted at major events in Southampton that are likely to cause delays and congestion, for example major planned roadworks that have a long duration. We know that several projects proposed as part of the Successful Southampton strategic goal will bring disruption to the transport system while these projects are being constructed. The TDM programme would work to provide reliable, up to date travel information, promote alternative modes and timings for travel, and work with businesses to minimise disruption to their operations.

These are the Smarter Travel Choices projects we will seek to implement to make Southampton a healthier and active city:

- Personalised & Community Travel Planning – this is door-to-door engagement with residents to discuss their existing travel habits and requirements. This enables advisors to provide information and advice on the range of healthy and active travel options available, so people can make suitable use of sustainable modes, particularly for short trips. This approach works best when linked to promotion of new infrastructure and will form an integral part of the Active Travel Zones (ATZ) approach. Targeting households either on key sustainable transport corridors, households within 200-300m of new transport infrastructure, those in an ATZ, close to air quality hotspots, and areas with a high proportion of households which have been identified as being most likely to respond positively to behavioural change measures. We will seek to roll this out as part of the ATZs and support wider programmes across the city using external funding.
- Workplace Travel Planning and Network – the Workplace Travel Plan Network, set up in 2011, has good relationships with over 50 organisations in and around Southampton. This provides a forum for businesses and local authorities to come together and share experience and best practice around Workplace Travel Planning. Workplace Travel Planning aims to help staff travelling to work sustainably and actively as part of a plan to reduce single occupancy car journeys to work. This is done by promoting the alternatives of public transport, walking, cycling and promote alternative ways with an organisation specific car club/pool cars, all supported by improved facilities, awareness campaigns and incentives. Many larger businesses in the city have long standing adopted travel plans including SCC, Port, University, General Hospital, Ikea, West Quay, Ordnance Survey and Carnival. We will continue to work with the Workplace Travel Plan Network and other organisations or businesses who want to join, expand it to work with smaller businesses who aren't currently engaged.
- School Travel Planning – We have been successfully working in partnership with all schools in Southampton to provide bespoke travel advice to pupils, staff and parents to encourage more walking, cycling, scooting and public transport to school. The school run places significant pressure on the local highway network, particularly around school gates, that have knock on effects on air quality, safety and congestion. Promoting these alternatives makes getting to school safe and green. Schools are

incentivised to develop travel plans so they can receiving funding for cycle/scooter parking, safety improvements, and other travel infrastructure to implement the travel plans. This is done through in-depth engagement and support to achieve modal shift by accreditation (ModeShift STARS) and activities such as training, BikeIt, challenges, and intensive promotions (Walk to School Week). We will continue with this and look at new initiatives include Play Streets, Beat the Street, School Streets that look to make the area around schools safer and more inclusive places during and outside school times.

- Incentivising Active & Healthy Travel – alongside the promotion, and marketing and travel information providing people with incentives to try new travel habits. We have carried this out previously through Commuter Cycle Challenges, Clean Air Day, StepUp Southampton all of which have proved successful. To continue the long term approach we are open to other initiatives and innovations that promote positive changes in people's travel behaviours long term. This could be carried out alongside interventions into ATZs or when a new section of infrastructure is opened.

## Changing the Way People Travel: A Zero Emission City

Clean air is essential for good quality of life, yet people living in Southampton, like many other cities, can be exposed to potentially harmful levels of pollutants. There are many different types of pollutants that can affect the air we breathe, and the negative effects of poor air quality occurs at every stage of life. Exposure to particulate matter (both PM2.5 and PM10), which are fine particles including soot and dust from road traffic, can cause the most serious health problems among those susceptible groups with pre-existing lung or heart disease, the elderly and children. There is evidence that short and long-term exposure to particulate matter causes respiratory and cardiovascular illness and even death. Particulate matter is expected to contribute to 110 early deaths in Southampton each year. Source apportionment work has identified that road transport is one of the largest contributors to air pollution in Southampton, followed by industry and the Port. The Council is committed to improving air quality in Southampton and through the Clean Air Strategy has adopted a package of measures to improve air quality, but can't deliver the necessary improvements alone.

Southampton has been identified by DEFRA as one of five cities in England outside of London that is predicted not to meet EU limits on nitrogen dioxide ($NO_2$) by 2020. As so the Council has been directed to assess the need for and extent of a Clean Air Zone (CAZ) in Southampton to bring about compliance for $NO_2$ levels within the shortest possible time, and to ensure that the plan is in place before 2020. In a number of UK cities, CAZ are being introduced as a means of reducing levels of $NO_2$ and may use charging or non-charging mechanisms to discourage the most polluting vehicles from travelling in the city, and incentivise cleaner vehicles and encourage more journeys to be made using low emission forms of transport.

The CAZ is the first step towards cleaner air in Southampton, and Connected Southampton will support this by moving the transport system towards zero emission as well as changing the way people travel. During the timeframe of this strategy, the Government has indicated that traditionally fuelled vehicles will be phased out by 2040, with alternative fuels becoming more prevalent.

To support this change to low emission vehicles, improved facilities and mechanisms for charging or powering such vehicles will be required. The Council will support the roll-out of a Southampton EV Charging Network, starting in Council-owned car parks then working with the private sector to plan and deliver a comprehensive network of charging points across the

city.  As regulations change and opportunities arise for increasing the electric vehicle charging at home, alongside the Government grants already available for this, we will seek to support this.

As well as supporting the transition to alternative fuels we will continue to invest and support alternative ways of getting around that are less polluting. We are encouraging and supporting businesses and public transport operators to use cleaner and more efficient vehicles. We are also raising awareness about the impacts of air pollution with businesses and communities through the Clean Air Network.

The Council is seeking to encourage people to travel more using sustainable forms of transport – particularly by bike or on foot, as these produce no emissions. We are delivering cycle infrastructure along the Southampton Cycle Network's main corridors and early sections of the Quietways programme. Through our work with schools and businesses and My Journey campaigns, we are encouraging people to walk or cycle more, particularly for shorter journeys.

The implementation of a network of smart sensors will enable the Council to monitor both traffic conditions and localised pollutant levels, and with cross-reference to other data such as climatic, be able to implement strategies to keep traffic moving efficiently to reduce stop-start conditions and air pollution.

| What A Zero Emission City Means for each Spatial Area | | | |
|---|---|---|---|
| **City Centre** | **Economic Drivers** | **Neighbourhoods** | **Travel to Work Area** |
| A Zero Emission Zone for all traffic. | A Low or Ultra Low Emission City for all traffic. | A Low or Ultra Low Emission City for all traffic. | A Low or Ultra Low Emission City for all traffic. |
| Support for electric or alternative fuelled buses, taxis and demand responsive transport with necessary charging infrastructure. | Increase in rail freight into the Port with additional siding capacity in and out of the city. | Last mile logistics or deliveries by smaller zero emission vehicles or bikes. | Businesses have support from the Clean Air Network. |
| Last mile logistics and servicing by smaller zero emission vehicle or bike. | Support for electric or alternative fuelled vehicles with necessary charging infrastructure both on site and those accessing. | Develop zero emission 'Click and collect' hubs. | Zero emission car clubs and shared cars for workers, residents and visitors. |
| Businesses have support from the Clean Air Network. | Last mile logistics and servicing by smaller zero emission vehicle or bike. | A ultra-low or zero emission public transport system. | |
| Zero emission car clubs and shared cars for workers, residents and visitors. | Businesses have support from the Clean Air Network. | Removing and reducing through traffic in residential areas. | |
| | Zero emission car clubs and shared cars for staff. | Improving the street scape with planting and green open spaces. | |

## Zero Emission City: Towards Zero Emission Transport

The implementation of any Southampton Clean Air Zone (CAZ) would have the aim to reduce air pollution from transport in the city to within the EU's limit values for $NO_2$. It will seek opportunities to promote travel by alternative modes and use alternative fuels as ways of achieving this. As technologies changes emission of $NO_2$ will reduce but other harmful pollutants may still exist, such as particulate matter which can come from transport. The CAZ is not the only tool available as there will be a number of supporting measures such as developing the cycle and walking networks, incentives and help to people to take up low or zero emission vehicles, and developing a low then zero emission public transport offer.

Alongside the CAZ there is a Clean Air Strategy that takes a holistic approach to improving Southampton's air quality through partnership working with a package of measures to encourage behaviours that support improvements in air quality. Measures include:

- Encouraging uptake of low and zero emission vehicles with a network of charging infrastructure, discounts for parking or for tolls on Itchen Bridge and new technologies;
- Working with public transport operators to support them on development of a fleet that enters the City Centre is zero emission as possible;

- Improving transport and freight delivery systems that are innovative and use new technologies and alternative fuels, and flexible delivery times;
- Continuing to support sustainable and active transport through My Journey awareness & behavioural change campaigns;
- Supporting taxi operators and other businesses in reducing their transport emissions
- Incentivising the use of cycling and walking; and
- Within the Council changing the fleet to increase the number Ultra-Low Emission Vehicles (ULEV) or Electric Vehicles (EV) for operations – building on the first vehicles purchased.

By 2040, this approach towards Clean Air could look to include a Zero Emission Zone (ZEZ), initially covering the City Centre, as technology for vehicles becomes more affordable, technically achievable and cost effective. In line with Government aspirations to have no new petrol or diesel vehicles by 2040 or earlier, we will need to work with stakeholders to develop supportive policies and infrastructure that allows them to have confidence to invest and operate in Southampton.

Other projects we will seek to deliver to make Southampton a zero emission city include:

- Intelligent Transport Systems (ITS) Management - Use of real time air quality data to influence how traffic signal controls operates so that they are responsive to changes in pollution and traffic levels, by gating traffic outside of an area of poor air quality. The use ITS and monitoring to restrict access to certain vehicles or modes on days where air quality is high, closing streets on certain days to encourage active travel;
- Provide for electric vehicles within new development – we will facilitate electric vehicle infrastructure by ensuring that there is provision for electric vehicle charging in new developments;
- Zero emission bus and taxi technology – establishing local policies which complement national policies and legal requirements on the roll out of zero emission bus technology locally working with local operators, including retrofitting older buses;
- Support for Small or Medium Sized Businesses – providing help and support to local businesses to upgrade their fleets to low and then zero emission vehicles, and supporting the implementation of charging facilities;
- Southampton EV Charging Network - To address challenges around range anxiety and availability of charging infrastructure a 24 hour publically accessible network of charge points should be established. The Southampton EV Charging Network will need to meet current and future demand from plug-in electric vehicles. The majority of vehicle charging currently takes place at home or at work where users can leave vehicles charging for a length of time. An extensive public charging infrastructure should seek to provide a service that fills the gap around shorter more convenient charging – akin to fuel stations. The network will need to be interoperable between other networks in the UK so that users can charge their vehicles anywhere without being members of that network. It could also be linked to the Smart and Connected City infrastructure. The infrastructure will be provided at key destinations where a variety of activities take place, located conveniently where consumers need it and would encourage a good turnover of spaces. Locations being considered in a first pilot phase includes Council-owned City Centre car parks, the Universities and at Southampton Central Station. Subsequent phases will focus on installing charging points in taxi ranks and neighbourhood 'Mobility Hubs' which can be accessed by fleet, employees or visitors; and
- Other Ultra Low Emission Technologies - Alongside EVs the Council will need to be open to other Ultra Low Emission technologies such as hydrogen, bioethanol,

biomethane/gas or used cooking oil. Support opportunities and funding research, implementation and uptake of alternative fuel technology, particularly for public fleet, buses and within the Port.

## A Zero Emission City: Environment

How streets look and levels of traffic have a large impact on people's perceptions about Southampton. As a consequence of car-centred policies pursued over several decades, the improvements to the transport network have been geared towards prioritising and maximising the flow of vehicular traffic. This has resulted in the majority of road space, being allocated for the movement of vehicles and often narrow pavements, particularly in streets around the City Centre, such as the inner ring road. This focus on catering for maximising flow of motor vehicles, has caused severance effects, pollution and noise from traffic, created an unpleasant street environment for people. These are not places that people would choose to spend time in or enjoy sitting outside in. In contrast, the Old Town and much of the city walls offer character and interest. These areas are historic and attractive places for pedestrians to walk around and enjoy. By investing in more people-friendly streets then this will benefit the whole of the city centre. In some parts of the city off-street car parking takes up a lot of land. This has in some cases led to low density forms of development that are not efficient uses of land within a city centre or district centre location that is able to support more dense development. This focus on prioritising road space for vehicles and using land for large surface level car parks has fostered a reliance on the car for many trips and has disconnected different parts of the city from each other by their different urban forms and character, and created not particularly welcoming or attractive environments for people. Many of the projects already described under previous themes will support a different focus, creating attractive, people-centred streets where demand for car parking is managed and there are fewer surface level car parks.

Alongside the physical environment, transport has an impact on the natural environment from water, landscapes, historic areas to ecology and the atmosphere. When developing and designing improvement projects, the impacts on these areas are assessed. A focus on good design and minimising adverse environmental impacts will help ensure that Southampton becomes a modern and attractive place where people enjoy walking around and spend time exploring different parts of. When an infrastructure scheme is designed and maintained the environmental impacts need to be minimised.

Green Infrastructure - The Streets & Spaces Framework (2015) places importance on the value of street trees as a way to provide shade and shelter, mitigate air and noise pollution, improve biodiversity and add visual appeal to the urban street scene. More tree planting, improved verges or central reserves (e.g. West Quay Road at Ikea) and other vegetation is regarded as a positive but choice over location and access need to be considered to make sure implementation is a success.

Where possible green walls should be installed. This is where climbing vegetation and landscaping is grown on walls adjacent to roads to act as absorption and barrier to air and help to cut noise pollution from traffic. In neighbourhoods we will look at way of increasing street greenery through additional trees or 'wild planting' of native species, these could be in filtered permeability measures or by increasing verge planting close to a school.

As part of scheme design we will seek ways to include Sustainable Urban Drainage Systems (SUDS) or soakaway points in the street and urban spaces, or as part of traffic calming or vegetation.

# How Will We Get There? Delivering Connected Southampton

## Funding and Investment

Connected Southampton – Transport Strategy 2040 is an ambitious twenty year strategy for transport in Southampton and we will look to implement it using a variety of funding sources. The main source of funding will continue to be central Government. This is formed of a number of different streams but the primary ones are:

- the LTP Integrated Transport Block, which is an annual grant to Local Transport Authorities (LTAs) comprising of capital funding that is able to be used to invest in new and improved transport schemes ranging from cycling and walking to public transport or traffic signals, and
- The Highways Maintenance Allocation which is for upkeep of and maintenance of the road network in the city.

The level of funding from Government for both of these is currently known until 2020/21 and helps to inform our 3-year Implementation Plans and annual spend on transport in Southampton;

This level of funding is not sufficient to deliver all the aspirations of Connected Southampton and we will use other forms of funding to achieve them. There may be a need in the future to investigate different ways of generating funding ourselves, either through new governance models, powers that we have already, or taking opportunities for localised ring fenced charging. These will be analysed and consulted on as and when it is appropriate.

Current external funding sources include:

- Local Growth Deal funding, which is currently channelled through the Solent LEP to allocate to LTAs on transport infrastructure projects that meet the aspirations of sustainable and productive growth in the Solent by delivering housing and jobs – Southampton has used this funding to deliver public realm and interchange improvements at Station Quarter North and highway and public realm changes at Platform Road to access Port.
- Ad-hoc funding from central Government where LTAs are invited to apply to funds that are then awarded to selected local authorities via a competitive bidding process. The Council has been successful with a number of competitive bids recently that have accelerated some projects or supplemented existing funding. Recent funding has been received from Maintenance Challenge Fund, Connected Vehicles Challenge Fund, National Productivity Investment Fund, Clean Air Zone Early Measures, and Access Fund. We will continue to bid to funding sources as they are announced using a strong and robust evidence led business case to try and secure the money.
- The Council cannot deliver many of the schemes alone and will require jointly funding projects with partners. This will require working collaboratively with Hampshire County Council, Solent Transport, Highways England or Network Rail on delivering certain projects. We must lobby and work with these bodies to prioritise improvements to the Strategic Transport Network to better connect Southampton to the rest of the Solent and UK.
- As Southampton grows with new development there will be opportunities for charges from developers, known as Section 106 or Community Infrastructure Levy (CIL), to improve the local area around a development. CIL also provides the Council with the

opportunity to spend the money on transport improvements across the whole city in a strategic manner.

- There are opportunities for the Council to use locally raised revenue to fund transport improvements. These could include car parking enforcement, continued enforcement of bus lanes or school zig-zags where appropriate, to fund transport initiatives. Other potential forms could include charges for utility companies carrying out roadworks, sponsorship of various assets, or a charging scheme from a Clean Air Zone for non-compliant vehicles or a Workplace Parking Levy – if these are introduced in the future.

Investment in Southampton that attracts new businesses to relocate or grow here will create new revenue streams through business rates and local spend. If a business sees that Southampton is an attractive, well maintained and efficient place they will invest – evidence indicates that for every £1 spend on public realm a further £5 is invested locally by businesses. Having a plan like Connected Southampton will demonstrate where the city is heading and provide a launch pad for any potential borrowing or infrastructure investment.

## Delivery

This provides an indication of the projects and schemes being planned for Connected Southampton and when they are likely to be delivered. This will be subject to feasibility and business case, funding, design, consultation and programming. Some schemes are already in the pipeline either through the Council's Capital programme or those of other partners like Highways England, Solent LEP or Network Rail.

The programme of schemes includes some big changes to transport in Southampton. When schemes are being planned there will inevitably some disruption, and with our delivery partner Balfour Beatty Living Places (BBLP) and others, we will work together to keep Southampton on the move and minimise the impact on people's lives. Work will be coordinated and planned carefully, and supported by public and business information. For major projects that are likely to result in significant disruption, we will implement a programme of information, communications and promotion of alternative ways and routes through My Journey and BBLP.

This is a summary of the proposed schemes we have identified in Connected Southampton for 2019-2030. The schemes with a 'Status' of C are committed schemes where the funding is in place and delivery is expected to commence shortly. The Schemes with a 'Status' of P are proposed projects where development work is required to establish what is feasible and can be delivered and where a package of funding has yet to be put into place.

The key to the Value of projects is as follows:

| Symbol | Project Value |
|---|---|
| £ | Under £1m |
| ££ | Between £1m and £5m |
| £££ | Between £5m and £20m |
| ££££ | Over £20m |

| A Successful Southampton: A Connected City | | | | |
|---|---|---|---|---|
| **Project** | **Spatial area** | **Status** | **Time Period** | **Value** |
| Major highway maintenance scheme at A33-A35 Millbrook Roundabout | Ec Drivers – Port | C | Next 5 years | £££ |
| Support Highways England to deliver capacity and safety scheme at M271-A33 Redbridge Roundabout | Ec Drivers – Port | C | Next 5 years | £££ |
| Support Highways England to deliver M3 and M27 Smart Motorways programme, and capacity improvements at M27 Junctions 5, 7 & 8 and Windhover Roundabout using travel demand management to help minimise disruption | TtWA | C | Next 5 years | ££££ |
| Support Port and Red Funnel in delivery of a new ferry terminal and interchange at Trafalgar Dock | City C/ Port | C | Next 5 years | £££ |
| Junction enhancements on A335 Stoneham Way at Swaythling. | Ec Drivers | C | Next 5 years | ££ |
| Deliver a multi-modal transport interchange at Southampton Central (south side) in partnership with Network Rail, National Express, and South Western Railway | City C | P | Next 5 years | ££££ |
| Enhance Inner Ring Road and junctions on it including Six Dials, so it better connects the radial commuter corridors and potential realignment of West Quay Road | City C | P | Next 5 years | ££££ |
| Provide an interchange hub for Southampton Mass Transit System services to call at | City C | P | Next 10 years | £££ |
| Develop and deliver a comprehensive and integrated Mass Transit System for Southampton that gives road space and priority to public transport | All 4 | P | Next 10 years | ££££ |
| Providing additional capacity and bus priority on public transport corridors into the City Centre for transformational public transport schemes such as Park & Ride and the Southampton Mass Transit System | City C & Ec Drivers | P | Next 5 years | £££ |
| Capacity and measures to improve journey time reliability on A3024 Bursledon Road-Bitterne Road West-Northam Road | Ec Drivers | P | Next 5 years | £££ |
| Replacement and widening of A3024 Northam Rail Bridge | City C/ Ec Drivers | P | Next 5 years | ££££ |
| Measures to improve access to the port that will be set out in a Port Access Plan | Ec Drivers – Port | P | Next 5 years | ££ |
| Measures to improve access to the General Hospital that will be set out in a Hospital Access Plan | Ec Drivers Hospital | P | Next 5 years | ££ |
| Measures to improve access to employment areas at Adanac Park/Brownhill Way | Ec Drivers | P | Next 5 years | ££ |
| Deliver Bitterne interchange hub - between bus services and local Park & Ride parking facilities | N'hoods | P | Next 5 years | ££ |
| Work with HCC and Highways England to fund and deliver targeted highway improvements such as improving junctions or pinch points on the network | Travel to Work Area | P | Next 5 years | £ - ££££ |
| Improve reliability of access to the M27 and M271 motorways and reduce travel times on routes crossing them | Travel to Work Area | P | Next 10 years | ££ |
| Work with HCC and rail industry to improve access to Southampton Airport via a Mass Transit System and by rail from Portsmouth and the SE Hampshire area | Ec Drivers | P | Next 10 years | ££££ |

| Project | Spatial area | Status | Time Period | Value |
|---|---|---|---|---|
| Development of improvement schemes on any defined part of the Major Road Network (MRN) in Southampton | City C/ Ec Drivers | P | Next 10 years | ££ - £££ |
| Support initiatives that encourage more sustainable freight deliveries – including consultation centres, electric vans and delivery and servicing plans and local e-commerce delivery collection points at local hubs. | City C / Ec Drivers/ N'hoods | P | Next 5 years | ££ |
| Support a pilot system for 'Freight Traffic Control' where dynamic routing is used to guide HGV drivers onto optimal routes for deliveries and access in and around the city | City C / Ec Drivers | P | Next 5 years | ££ |

| A Successful Southampton: An Innovative City | | | | |
|---|---|---|---|---|
| **Project** | **Spatial area** | **Status** | **Time Period** | **Value** |
| Collect transport data via sensors to help manage traffic on main routes into the city centre and on the inner ring road and help reduce congestion | City C/ Ec Drivers | P | Next 5 years | £ |
| Smarter management of parking through sensors, apps, signing and technology and variable parking charges (e.g. lower charges for low emission vehicles) | City C/ Ec Drivers | P | Next 5 years | £ |
| Working with developers to bring forward plans to intensify land use in the city centre in ways that minimise additional demand for travel by private car and have constrained parking provision | City C | P | Next 5 years | ££ |
| Rationalise the number of car parks to leave a ring near to the inner ring road and as there is spare capacity, reduce the overall amount of car parking spaces in the city centre to allow more efficient use of land | City C | P | Next 5 years | ££ |
| Pro-actively manage motorcycle and coach parking and loading bays and taxi ranks so they are well located and cater for different levels of demand at different times | City C | P | Next 5 years | £ |
| Provide real time travel and traffic information to road network users through signs, online and via Sat Nav and mobile devices to optimise road network operation and give advance warning of planned roadworks | City C/ Ec Drivers | P | Next 5 years | £ |
| Investigate introduction of a Workplace Parking Levy in City Centre to manage demand for private non-residential parking and provide a source of funding for transport improvements | City C/ Ec Drivers | P | Next 10 years | £ |
| Remove traffic signals within the Inner Ring Road along pedestrian priority streets | City C | P | Next 5 years | ££ |
| Use signs and camera technology to restrict vehicular access to the City Centre core to certain types (e.g. buses, taxis and electric or hybrid vehicles) at certain times of the day to help improve air quality | City C | P | Next 10 years | £ |
| Smart City Corridors that collate data on traffic conditions and provides real-time information to road users who can use this to proactively plan their route | Ec Drivers & TtWA | P | Next 5 years | £ |
| Use Smart City data infrastructure and open data to help employers understand the travel patterns of people accessing their sites, better manage parking at times of peak demand and plan operations | Ec Drivers | P | Next 5 years | £ |
| Manage demand for parking for the economic drivers where sites are constrained, with remote park and ride provision for staff, capped parking levels or legal planning agreements | Ec Drivers | P | Next 5 years | £ |
| Improve sharing of traffic data and co-ordinate traffic signal control between the city, Hampshire and Highways England | All four | P | Next 5 years | ££ |

| A Successful Southampton: A Resilient City | | | | |
|---|---|---|---|---|
| **Project** | **Spatial area** | **Status** | **Time Period** | **Value** |
| Ensure that main radial routes in the City are well-maintained and that signal-controlled junctions are working to their optimum level | City C & Ec Drivers | P | Next 5 years | £££ |
| Deliver Travel Demand Management packages to help address congestion during major planned roadworks | All four | P | Next 5 years | ££ |
| Where possible and affordable, undertake major road resurfacing work overnight to minimise disruption | All | P | Next 5 years | ££ |
| Adapt maintenance programmes for residential roads to take account of more vans making deliveries | N'hoods | P | Next 5 years | £ |
| Use Variable Message Signage in neighbouring local authority areas to inform road-users undertaking cross-boundary journeys of planned roadworks and special events | TtWA | P | Next 5 years | £ |

| A System for everyone: Attractive City | | | | |
|---|---|---|---|---|
| **Project** | **Spatial area** | **Status** | **Time Period** | **Value** |
| Adapt inner ring road so it fulfils its role of moving traffic around the City Centre, but also provide easier routes for people to cross and reduce severance. | City C | P | Next 5 Years | ££ |
| Restrict vehicular access to streets inside the inner ring road (e.g. New Road-Civic Centre Road, Portland Terrace-Castle Way, Bernard Street, Queensway, and the Old Town) to create a car free zone that prioritises access for those using buses, community transport, taxis, cyclists and pedestrians – applying 'informal street' design characteristics | City C | P | Next 5 Years | £££ |
| Create a liveable city centre that is people focussed, applying a 'link and place' approach and best practice guidance to help design world-class streets and public realm | City C, N'hoods | P | Next 5 Years | £££ |
| Add additional tree planting and landscaping, public art, places to stop and rest and areas for play to complement improvements to the public realm | City C, N'hoods | P | Next 5 Years | ££ |
| Ensure the Central Business District redevelopment (Toys R Us area) is well-connected to the rest of the City Centre with comprehensive walking routes, high quality public spaces in the new development that creates a sense of place and is people focussed | City C | P | Next 5 Years | £££ |
| Ensure that new development in the city, including Very Important Projects are attractive in layout and link well to bus corridors and surrounding areas by bike and on foot and have limited amounts of new parking where there is spare capacity available nearby | City C | P | Next 10 Years | £££ |
| Provide clear, well lit, signed routes for people walking and cycling within and to the port and other employment, health and education campuses with adequate cycle parking. | Ec Drivers | P | Next 5 Years | ££ |
| Support and work with local communities who want to deliver street closures and have pop-up events. | N'hoods | P | Next 5 Years | £ |
| **A System for everyone: Safe City** | | | | |
| Deliver a programme of engineering measures to reduce risk of casualties at road traffic incident hotspots | All four | C & P | Next 5 Years | £ |
| Continue to deliver road safety education programmes to raise awareness of how unsafe/inconsiderate behaviour adversely affects other road users | All four | P | Next 5 Years | £ |
| Deliver safety improvements in the vicinity of schools to improve safety for pedestrians | City Centre, N'hoods | C & P | Next 5 Years | £ |

| A System for everyone: Equitable City | | | | |
|---|---|---|---|---|
| **Project** | **Spatial area** | **Status** | **Time Period** | **Value** |
| Support improvements at bus stops to improve accessibility for people with physical impairments | All four | P | Next 5 Years | ~~£~~£ |
| Promote services provided by community transport volunteer groups including dial-a-ride and car-based services aimed at older people and those with mobility restrictions and the support the provision of accessible taxi services | All four | P | Next 5 Years | £ |
| Work with dockless cycle scheme operators and car clubs to encourage expansion to serve deprived parts of the city. | City C, N'hoods | P | Next 5 Years | £ |
| Pilot app-based flexible demand responsive bus services working with businesses and bus operators | All four | P | Next 5 Years | ~~£~~£ |
| Community engagement and co-design of Active Travel Zones and quietway cycle improvements and in creating informal spaces for play and rest in local areas | N'hoods | P | Next 5 Years | £ |
| Community Cycle Officers working with hard to reach or underrepresented groups and communities, in areas of inequality to encourage more cycling and walking | N'hoods | P | Next 5 Years | £ |

| Changing the way people travel: Healthy & Active City | | | | |
|---|---|---|---|---|
| **Project** | **Spatial area** | **Status** | **Time Period** | **Value** |
| Install and improve Legible City walking and Cycling wayfinding signage, maps and information | All four | C | Next 5 years | ~~£~~£ |
| Measures to encourage and promote more walking and cycling through travel plans, My Journey campaigns, led rides and walks and special events | All four | C till 03/2020 then P | Next 5 years | £ |
| Work with schools and communities to deliver measures that reduce school-related congestion, improve air quality and promote healthy, active travel | All four | C till 03/2020 then P | Next 5 years | £ |
| Create networks of Active Travel Zones in Neighbourhoods that encourage active travel for short local journeys with priority measures for walking, cycling that will improve health and air quality. | N'hoods | P | Next 5 Years | ~~£~~£ |
| Deliver cycle parking hubs at key locations | All four | P | Next 5 years | £ |
| Complete the Southampton Cycle Network – providing 14 high quality cycle routes in the city, working with Hampshire County Council to extend to neighbouring towns and urban areas | All four | P | Next 10 years | ~~£~~£~~£~~ |
| Provide improved cycle and walking priority access to the new transport interchanges at both Southampton Central and Trafalgar Dock that reduces severance impacts of Western Esplanade and Town Quay | City Centre | P | Next 5 years | ~~£~~£ |
| Intercept traffic before it reaches the City Centre with a variety of Park and Ride or Cycle facilities that connect to the city centre and employment hubs | All four | P | Next 5 years | ~~£~~£ |
| Provide good quality walking and cycling connections to train stations and MRT stops, which may see reallocation of road space that gives cycles and pedestrians safe space | All four | P | Next 5 years | £ |
| Run behaviour change, travel training and personal travel planning programmes with communities and businesses including residents of new developments | All four | C | Next 5 Years | £ |
| Develop Travel plans with employers and schools that consider access needs of staff, pupils and visitors | All four | C | Next 5 Years | £ |

| Changing the way people travel: Low-emission City | | | | |
|---|---|---|---|---|
| **Project** | **Spatial area** | **Status** | **Time Period** | **Value** |
| Work with the port to increase the number of containers and vehicles that are transported to and from the port by rail & support longer freight trains. | Ec Drivers – port | C | Next 5 years | £ |
| Develop network of electric vehicle charging points in a range of locations to meet growing future demand and support businesses in choosing electric vehicles | All four | P | Next 5 years | ££ |
| Work with car clubs to promote membership and encourage them to offer more electric vehicles | All four | P | Next 5 years | £ |
| Work with the port, hospitals, universities and bus, coach and taxi operators to encourage zero and ultra-low emission fleets | All four | P | Next 5 years | £ |
| Consider evolving Clean Air Zone into a Zero Emission Zone, learning from experience elsewhere, including Oxford. | City Centre | P | Next 10 years | £ |
| Develop and promote networks of green infrastructure (open spaces, parks, wooded areas, nature reserves, waterfront areas and country parks) to support quality of life and well being | All four | P | Next 5 years | £ |

# Monitoring How We Are Doing

We need to understand whether the policies and projects we are delivering are having the right effect and helping to deliver the vision.

We already collect a variety of transport data in Southampton, ranging from data on road traffic volumes travelling around the city through traffic surveys and a series of permanent vehicle and cycle counters. The development of the Smart City infrastructure will enable us to obtain real-time data on traffic volumes and journey times and share this with users of the network. We also receive information from bus operators about monthly passenger numbers and where bus services are experiencing delays. We also make use of rail industry figures of the estimated number of passengers using rail stations each year, based on ticket sales data. Through this data, and through other data collected for Connected Southampton supporting strategies, we will monitor how effective the delivery of schemes is in achieving changes to how people travel.

For monitoring of cycling, we have a four year partnership with Sustrans to participate in the Bike Life data collection and monitoring programme. In considering prioritisation of road safety schemes, road traffic incident data is assessed. As part of the current Access Fund and 'My Journey' projects we work with the Centre for Sustainable Travel Choices (consisting of the Council, Sustrans and the University of Southampton) to monitor and evaluate the effectiveness of schemes within those programmes.

Monitoring data will be used to produce progress reports and communicate with a range of stakeholders. This will include a Connected Southampton progress report as part of the Implementation Plan cycle submitted to the Council. As well as providing updated monitoring information the report will also be able to make changes toon the strategy if it is not delivering as we expected. This will support effective oversight of delivery of Connected Southampton.

In developing Connected Southampton's vision we identified three strategic goals that we want to achieve for the city. For each of these goals there are aims and outcomes that we will want to see. We will measure how we are doing in achieving each of the outcomes through a number of 'measures' set out below. Further detail on these measures, including the baseline data on which we will be gauging performance against, can be found in the Implementation Plans.

| Strategic Goal | Theme | What we are aiming to achieve | Outcome | Measure |
|---|---|---|---|---|
| **Successful Southampton** | A Connected City | Increase in access to jobs, skills and markets | Reduced congestion | Traffic flows on main corridors |
| | | | Better access to jobs by sustainable transport | Sustainable transport catchment – City Centre and Economic Drivers |
| | | Increase in access to services | Better access to services by sustainable transport | Sustainable transport catchment – District Centres |
| | | Efficient and sustainable movement of goods | Reliable journey times | Journey times for traffic by mode |
| | | Efficient and sustainable movements of people | Reliable journey times | Journey speed by mode<br>Public transport patronage levels |
| | An Innovative City | Economic growth in Southampton | Transport unlocking new homes and jobs | Number of jobs and homes delivered |

| Strategic Goal | Theme | What we are aiming to achieve | Outcome | Measure |
|---|---|---|---|---|
| | | | Transport supporting productivity | Increase in GVA/Head |
| | | Increase in employment | More people employed in Southampton | Number of jobs created |
| | | Increase in community linkages | Better public transport reliability | Journey times by public transport |
| | A Resilient City | A resilient and well maintained network | Better roads, cycle and footways | Percentage of roads in need of structural maintenance |
| | | | | Percentage of cycle facilities in need of maintenance |
| | | | | Percentage of footways in need of maintenance |
| **A System for Everyone** | An Attractive City | Increase in the perception of the attractiveness and quality of the urban environment | People see Southampton as a good area to visit and invest in | Perceptions around the attractiveness of the public realm |
| | A Safe City | An increase in road safety | Improved road safety | Road safety killed and seriously injured |
| | An Equitable City | A fair and equal transport system | Transport is affordable for all users | Perceptions around affordability of transport |
| **Changing the Way People Travel** | A Healthy & Active City | Increase in physical activity | More people taking part in physical activity | Percentage of people classified as overweight or obese |
| | | More people travelling by active modes | More people walking and cycling | Number of walking and cycling trips |
| | | More people using active modes for short trips | More people walking and cycling for trips under 3 miles | Length of trips made by walking and cycling |
| | | More people travelling by non-car modes | More people walking, cycling and on public transport | Percentage of mode share for walking, cycling and public transport |
| | A Zero Emission City | Air quality is improved | Reduction in air pollution from transport | Recorded levels of $NO_2$ |
| | | | Better availability of alternative fuel sources | Number of Electric Vehicle Charging Points |

## Implementation Plan for 2019-2022

Following the public consultation on Connected Southampton – Transport Strategy 2040, we will produce a three year Implementation Plan covering the period 2019-2021.

The implementation plan will complement and sit alongside the strategy, acting as a detailed business plan for implementing the measures which contribute to the strategy. This will

include a funded programme of transport improvements, key milestones and risk assessment. It will be informed by deliverability and likely available funding.

This will include the baseline metrics for the outcomes of the strategic goals, as defined in the monitoring section, and how we measuring against them.

It will take account of all the different funding streams we have access to, including Department for Transport (DfT) funding direct to the Council for highway maintenance, competitive funding through the Solent LEP, and financial contributions from developers through the planning process.

It will set out how we will make the best use of these existing funds as well as look to access new sources of funding to maintain and improve the assets we have and deliver new transport infrastructure that will be needed to support growth in the city.

Once produced, the implementation plan will be considered by the Council's Cabinet, then will be published.

## Keeping Connected Southampton – Transport Strategy 2040 updated

The Council will regularly review Connected Southampton – Transport Strategy 2040 to ensure that it remains relevant and fit for purpose in achieving the strategic goals we have set out, and helps to reach the bold growth ambitions for Southampton. We will update or refresh this strategy as necessary to reflect a changes to the way transport improvements are funded and respond to any changes to Governmental priorities and guidance. A key timeframe for future reviews could be as each three year Implementation Plan comes to an end.

# What Happens Next?

## Consultation

This is a draft version of Southampton Connected – Transport Strategy 2040 for public consultation.

To develop this draft strategy we held a number of stakeholder workshops with our neighbouring local authorities, transport operators, businesses and employers to help us understand their priorities for improving travel and transport, and we have sought to reflect these in the strategy. More detail of this process and engagement is set out in Appendix A.

The draft of Southampton Connected will be subject to a 12 week consultation period, from **25th July** to **16th October 2018.** You are invited to respond through an online questionnaire with your views and comments. The questionnaire is available at www.southampton.gov.uk/roads-parking/transport-policy/ltp4 .

During the consultation period, we will be holding public drop in sessions where you can find out more about the proposals in the strategy and talk to the officers about your priorities for improving travel and transport in Southampton. The sessions will be on:

- Tuesday 4th September 2018 11.30am to 6pm in the Civic Centre,
- Saturday 15th September 10am to 1pm at Shirley Library,
- Wednesday 19th September 4pm to 7pm at Portswood Library, and
- Saturday 29th September 10am to 1pm at Bitterne Library.

We will be contacting the organisations in Appendix A to inform them about the draft Strategy and encourage them to respond to the consultation. In addition, during meetings with local employers and stakeholders, we will be encouraging them to respond to the formal consultation by the 16th October 2018.

Once the consultation closes, we will analyse all responses to the online questionnaire and we will look to incorporate feedback and comments received into the strategy before we look to finalise and adopt the strategy.

## Statutory Impact Assessments

The draft strategy has been subject to an Equalities Impact Assessment (EqIA). An EqIA is a tool to assess the impact any policies or strategies would have on the following protected characteristics: race, age, disability, gender, gender reassignment, sexual orientation, religion or belief and carer's responsibilities.

The EqIA found no significant effects on any protected characteristics as a result of this plan. However, individual schemes will be assessed for any impacts as they are designed and investigated further. The EqIA is available alongside the draft of Connected Southampton 2040 on the Council website – www.southampton.gov.uk/roads-parking/transport-policy/ltp4

A Strategic Environmental Assessment (SEA) is a process to ensure that significant environmental impacts arising from policies, plans and programmes are identified, assessed, mitigated, communicated to decision makers and monitored. During the preparation of the joint LTP3 Strategy for South Hampshire in 2010 a SEA was undertaken to assess the impact of the 14 policies. As we are proposing to retain the 14 policies given this high level of overlap, we have concluded that the previous SEA assessments undertaken for LTP3 are still valid for the Connected Southampton – Transport Strategy 2040 and the high level screening assessment of the additional four schemes suggests all positive environmental effects and no adverse ones. For more information about the SEA, refer to Appendix B.

# Appendix A

## Stakeholder Summary

During early 2018, the Council held a series of workshops with a range of stakeholders. Discussions have taken place with these stakeholders to seek views and feedback on the proposed strategic goals and eight objectives. During the spring of 2018, we have engaged with:

Hampshire Chamber of Commerce
Hampshire County Council
Local bus operators
Local employers – including West Quay shopping centre, Solent NHS trust, port businesses, Solent University, the National Oceanography Centre and transport planning consultants
Neighbouring Borough and District councils
Solent Local Enterprise Partnership
Solent Transport
Southampton Cycle Forum
South Western Railway

Generally the response towards the goals and objectives was positive and various helpful improvements were suggested that have been incorporated into the consultation draft. During the formal consultation period we will be encouraging these stakeholders to respond to the questionnaire survey.

The Local Transport Act 2000 requires Local Transport Authorities to consult on their LTPs with:

- Bus operators
- Highways Agency
- Lower tier authorities (in the case of upper tier authorities)
- Public transport users groups
- Rail operators (i.e. Network Rail and Train Operating Companies)

The Act also requires local transport authorities to consult such others as they consider appropriate. Government guidance suggests that this might include the following, although this is not an exhaustive list:

- Airports and Ports
- Community and voluntary sector
- Community Rail Partnerships
- Crime and Disorder Reduction partnerships
- County Sport and Physical Activity Partnerships (CPSAPs)
- Disabled person groups
- Environmental NGOs
- Freight Transport Association
- Integrated Youth Support Services
- Jobcentre Plus
- Local Access Forums
- Local businesses and business groups - Chambers of Commerce, Economic partnerships, Emergency partnerships & Trade Associations (e.g. British Retail Consortium, Road Haulage Association)
- Local Education Authority and universities.
- Local and Regional Play Partnerships
- National Parks and Park Authorities
- Neighbouring authorities (including across national borders)
- Parish and Town Councils

- Planning authorities
- Primary Care Trusts, as well as including NHS and private hospitals
- Representatives of older people
- Representatives of children and young people
- Representatives of women's groups
- Rural Community Councils
- Statutory environmental bodies – Natural England, Environment Agency and English Heritage
- Taxi and private hire vehicle companies and organisations
- Tourist Board
- Youth Forums
- Youth Opportunity Fund panels

# Appendix B

## The Strategic Environmental Assessment (SEA)

- During the preparation of the joint LTP3 Strategy for South Hampshire, a comprehensive SEA was undertaken in 2010 to assess the impact of the 14 policies and the series of delivery option schemes that sit beneath these at a high level. This SEA assessed 70 different proposed schemes against the ten SEA objectives. The ten SEA objectives cover Biodiversity; Population; Human Health; Flora and Fauna; Soil; Water; Air; Climate; Material assets; Cultural heritage (including archaeological and architectural heritage); Landscape; and the interrelationship between these factors. The SEA reports are available on the Local Transport Plan 3 webpage.
- This SEA suggested that for most of the proposed schemes and projects, their delivery was likely to bring a range of positive environmental effects related to the full range of SEA Objectives. These include through limiting traffic growth; facilitating modal shift from car journeys to public transport, walking and cycling; improving accessibility to services and facilities; supporting enhancements to the public realm; promoting social inclusion; and encouraging the use of healthier modes of travel.
- Of the 70 schemes assessed, eleven of these raised potential negative and uncertain effects against the SEA Objectives. These eleven were then subject to more detailed assessment to consider the nature of adverse impacts and consider potential mitigation measures.
- The majority of the 74 projects that we are proposing to deliver as part of this LTP4 strategy are ones that were assessed as part of the SEA work for the LTP3 Joint Strategy. Additional schemes that are proposed as part of this LTP4 Strategy were not assessed in 2010/ 2011 include Active Travel Zones, Mobility as a Service, a Clean Air Zone and a Workplace Parking Levy. A high level screening assessment has been undertaken on the impacts of these additional projects against the ten SEA objectives and this suggests the impact of these four projects will be broadly positive.
- Therefore, given this high level of overlap, we have concluded that the previous SEA assessments undertaken for LTP3 are still valid for the LTP4 Strategy and the high level screening assessment of the additional four projects suggests all positive environmental effects and no adverse ones.
- The LTP3 Joint Strategy SEA and final Environmental Report are available alongside this draft Strategy on the southampton.gov.uk website.

# Appendix C: Glossary

| Term | What it means |
|---|---|
| **Active Travel** | Modes of travel which require physical activity, for example, walking and cycling. |
| **Active Travel Zones** | Residential neighbourhoods within which priority is given to the movement of people and where spaces to sit, play and socialise are created and where through traffic vehicular movements are discouraged through physical measures. |
| **Air Quality Management Area (AQMA)** | An identified area where various air pollutant levels breach national limits, requiring concerted action and initiatives that seek to address and improve air quality. |
| **Autonomous Vehicles** | Vehicles that perform at least some of the driving tasks themselves. How autonomous a vehicle is depends on how much it can do (e.g. steering, acceleration, braking) and how much responsibility the driver retains (e.g. performing some driving functions just monitoring or being free to do other things). |
| **Blue Badge Scheme** | Is designed to assist people with severe mobility problems, registered blind people and people who drive a motor vehicle regularly and have a severe disability in both arms, making it very difficult or impossible to operate parking meters, to park close to where they need to go (either in disabled parking spaces or other on-street locations. |
| **Bus Priority** | Measures that can be used to improve the speed and reliability of bus services; such as bus lanes, changes to rights of way and alterations to traffic signals at junctions, usually by giving buses priority over other road vehicles. |
| **Department for Transport (DfT)** | The Government department that is responsible for developing policies and guidance for improving transport networks and providing funding to Highways England, Local Enterprise Partnerships, Local Transport Authorities for transport improvement projects and behaviour change programmes. It also sets strategic direction and funding to the railways and manages competitive bidding processes for award of rail franchises and projects, such as the High Speed 2 rail improvement. |
| **Car Dependency** | The reliance on cars to get around – either by habit, or because street environments have been planned around car use, or because walking, cycling and public transport alternatives are not available or are not appealing enough. |
| **City Centre Action Plan** | Illustrates potential developments that could be delivered within Southampton City Centre over the period to 2030 - including seven Very Important Projects involving regeneration of development sites, identifies 13 city centre quarters, and sets out the urban design principles that should be applied within new development. |
| **Clean Air Zone (CAZ)** | Are areas where there is a focus on improving air quality by reducing the levels of harmful nitrogen dioxide to levels that are compliant with legal standards within the shortest possible time. Southampton, Birmingham, Leeds, Nottingham and Derby are the first cities outside of London being required by government to assess the need for a Clean Air Zone because levels of nitrogen dioxide are persistently above required European Union legal standards. The Council are expected to introduce a Clean Air Zone before 2020 that will include measures to reduce nitrogen dioxide levels to a level that are compliant with EU law. Those measures may include a charging scheme or other means of promoting a switch to cleaner travel behaviours. A formal public consultation |

| Term | What it means |
|---|---|
| | process is currently underway where the Council is seeking views on the Clean Air Zone. |
| **Community Infrastructure Levy (CIL)** | A non-negotiable charge levied on developers which allows the Council to help fund infrastructure needed to support the development of an area in line with local development plans. |
| **Connected Vehicles** | Vehicles that can communicate with other vehicles and/ or infrastructure. |
| **Connectivity** | The general term for how easy it is for people to get to places, jobs, homes and services. |
| **Cycle Strategy** | The Council has published a Supporting Plan setting out how it intends to improve cycling infrastructure in Southampton to 2027 by creating a network of Freeways and Quietways to make it a world class cycling city. |
| **Demand Responsive Transport** | is a user-oriented form of passenger transport characterised by flexible routes and smaller vehicles operating in shared-ride mode between pick-up and drop-off locations according to passengers needs. |
| **Developer Contributions** | The Council negotiates and secures funding from developers to mitigate the impact of development on the transport network. This funding will continue to be sought through planning obligations and the Community Infrastructure Levy to fund necessary transport improvements and to negate the impact of new development on the transport network in Southampton and our neighbouring authorities. |
| **Dial-a-ride transport** | A door-to-door transport service for disabled or older people who might find conventional public transport services unsuitable or difficult to use. |
| **Disability** | As defined by the Equality Act 2010, a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on a person's ability to do normal daily activities. The social model of disability defines disability as the effect of the barriers, discrimination and disadvantages faced by disabled people, not the impact of their specific impairment. |
| **District Centres** | The places within suburban parts of Southampton that provide access to a range of commercial, cultural and civic activities, including shopping, leisure, employment, entertainment, culture, and social and community facilities – (e.g. Woolston, Bitterne, Portswood & Shirley). |
| **Electric Vehicle** | A vehicle that uses an electric motor for propulsion comprising ones that run solely on batteries, as well as plug-in hybrid electric vehicles that have an attached petrol or diesel engine to power the battery engine. |
| **Euro Standards** | EU standards that define maximum air pollutant emissions for new vehicles sold within EU member states. These range from Euro 1-6 for light vehicles and Euro I-VI for heavy vehicles. |
| **Evening peak** | The period in the afternoon and evening when travel demand is highest (4pm-7pm). |
| **Filtered Permeability** | Neighbourhoods within which priority is given to the movement of people and where spaces to sit, play and socialise are created and where through traffic vehicular movements are discouraged through physical measures. |
| **Freight Consolidation Centre** | A centre where deliveries can be brought for more efficient onward movement to their final destinations. It enables organisations and planning authorities to improve operational efficiency, resulting in reduced congestion, fewer delays and improved safety. |
| **Freight Operating Companies (FOCs)** | The companies that operate freight services on Britain's railway network – including DB Cargo and Freightliner. |

| Term | What it means |
|---|---|
| **Heavy goods vehicle (HGV)** | A motor vehicle (such as a truck or lorry) with a maximum gross vehicle weight of more than 3.5 tonnes. |
| **Highways England** | The government-owned company responsible for the operation, maintenance and improvement of England's motorways and major A roads. These motorways and 'trunk roads' form the strategic network of roads used to move people and freight around the country. |
| **Hybrid vehicle** | A vehicle that utilises batteries and electric traction motors in conjunction with the internal combustion engine. |
| **Intelligent Transport System (ITS)** | Is a group of traffic technologies linked by internet-based communication methods. An example of an ITS would be road sensors collecting traffic flow data and passing data to traffic lights which would allow for dynamically controlled phasing as traffic levels fluctuate throughout the day. |
| **Interchange** | The act of changing between different services or modes of transport during a journey, and/or the facility at which the change occurs, such as a rail-bus station. |
| **Killed or Seriously Injured (KSI)** | A standard metric used to measure levels of road safety. |
| **Light Commercial Vehicle (LCV)** | A commercial vehicle (e.g. a van) with a gross vehicle weight of no more than 3.5 tonnes. |
| **Local Transport Act (2008)** | Is an act of Parliament that enables local authorities to better manage bus services, consider introduction of road charging schemes, and also outlines the requirements for delivery of Local Transport Plans. |
| **Local Transport Authorities (LTAs)** | A Local Authority responsible for the operation, management and development of the highway network (excluding trunk roads and motorways, which are the responsibility of the Highways Agency) within its area. LTAs are also generally responsible for funding socially necessary bus services where they cannot be run on a commercial basis and maintenance and improvement of highway and transport infrastructure (excluding infrastructure under control of Highways England, Network Rail, and the private sector). |
| **Local Transport Plan (LTP)** | LTPs are statutory documents required by the Transport Act 2000 and the Local Transport Act 2008. It sets out Southampton's transport strategy and outlines a programme of measures to be delivered over the short, medium and long term. The strategy covers all types of transport including public transport, walking, cycling, cars and freight. |
| **Mass Transit System** | A high quality system of public transport, which combines rail with rapid bus, mass rapid transit (such as tram or light rail or bus rapid transit), local bus, Park & Ride, demand-responsive transport and ferry that has easy interchange and smartcard ticketing. |
| **Mixed-use development** | Development for a variety of activities (office, housing, leisure) on single sites or across wider areas such as town centres. |
| **Mobility as a Service (MaaS)** | The use of a portal (typically an app), to access and pay for transport services such as shared and public transport as required, as an alternative to private car ownership. This may be on a 'pay as you use' basis or may have fixed price or capped bundles. The transport services could include bus and rail travel, taxis, cycle and car hire. |
| **Modal Split or share** | The proportion of journeys made by a particular type of transport. For example, a modal share of 70% for cars means 70% of journeys are made by car. |

| Term | What it means |
|---|---|
| **Modes of transport** | Different ways of travelling such as by car, train, bus, motorbike, cycling, and walking. |
| **Monitoring and Evaluation** | The approach that the Council will take to assess whether schemes that have been implemented have helped to contribute towards the three strategic goals and the eight themes of the Connected Southampton – Transport Strategy 2040 |
| **Morning Peak** | The period in the morning when travel demand is highest (7am-10am). |
| **My Journey** | The local behaviour change campaign for the Southampton, Portsmouth and Hampshire area that promotes and encourages greater use of public transport, walking and cycling for everyday journeys and provides help to employers and schools to implement their Workplace or School Travel Plans. |
| **Network Rail** | Is the owner and operator of the UK's national rail infrastructure (track, signalling, stations, car parks and land) |
| **Nitrogen oxides ($NO_x$)** | A generic term for nitrogen dioxide ($NO_2$) and nitrogen monoxide (NO) – the latter can form $NO_2$ in the atmosphere. Euro standards set NOx vehicle emissions limits. |
| **Park & Ride** | Car parking facilities, usually in an edge of town location, with public transport links into the town centre or key destinations. |
| **Parking restrictions** | Measures to manage who and when can use kerbside space on the highway. These could include single yellow lines, double yellow lines, loading bays, on street Pay and Display parking bays and residents parking (permit holder) schemes. Councils are obliged to consult with local residents and other relevant road users before introducing controlled parking or residents' parking schemes. This will normally involve conduct local parking surveys to measure stress on the local road network. |
| **Public Realm** | Publically accessible space between and within buildings, including streets, squares, forecourts, parks and open spaces. |
| **Quietways** | Are a planned network of radial and orbital cycle routes throughout the city. Linking key destinations, they will follow direct back-street routes, through parks and along waterways. Each quietway will form a continuous route for cyclists. These routes will overcome barriers to cycling, targeting less confident cyclists who want to use low-traffic routes, while also providing for existing cyclists who want to travel at a more gentle pace. |
| **Real Time Passenger Information systems** | These use Automatic Vehicle Location technology to pin point bus location on the highway network and provide an estimated time of arrival at stops, interchanges and termini. This information can be provided on at-stop screens, on mobile phones or on information kiosks. |
| **Section 106 Agreements** | These agreements confer planning obligations on persons with an interest in land in order to achieve the implementation of relevant planning policies as authorised by Section 106 of the Town and Country Planning Act 1990. |
| **Shared Mobility** | A form of personal travel in which users share access to vehicles rather than privately owning them. |
| **Smarter Choices** | Are techniques for influencing people's travel behaviour, and encouraging them to make greater use of more sustainable travel options. Such techniques include school, workplace and individualised travel planning, promoting public transport services through as travel awareness campaigns, setting up websites for car share schemes, supporting car clubs and encouraging working at home and video-conferencing. |

| Term | What it means |
|---|---|
| **Smart Motorway** | Is a section of motorway in Great Britain that uses active traffic management (ATM) techniques to increase capacity by use of variable speed limits and hard shoulder running at busy times, to help smooth traffic flow. |
| **Solent Local Enterprise Partnership** | Is a sub-regional organisation that was set up as a partnership between the private and public sectors to act as a catalyst for economic growth within the Solent area. LEPs aim to provide strategic leadership in their areas to set out local economic priorities and prominently feature private sector representation. LEPs address a range of economic growth related issues, such as planning, housing, local transport and infrastructure, employment, skills, and inward investment. The two LEPs in Hampshire are Solent LEP and Enterprise M3 LEP |
| **Train Operating Companies (TOCs)** | The companies that run rail passenger services, leasing and managing stations from Network Rail. TOCs are the consumer face of the rail industry, and generally apply for franchises to run specific routes from the Department for Transport. The London Overground franchise is managed by Transport for London. TOCs normally lease trains from rolling stock companies. |
| **Travel Plan** | A management strategy for a site (e.g. an office, business park or school) that encourages active, efficient and sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies the package of measures needed for improvement. |
| **Trip** | A one-way movement from one place to another to achieve a single main purpose. Trips may be further sub-divided into journey stages. |
| **Urban realm** | The area between building alignments, including public spaces next to streets. Streets make up the greatest part of the urban realm. |
| **Workplace Parking Levy** | A charge on employers who provide workplace parking. Revenue raised must be re-invested into transport improvement schemes. To date, one scheme has been implemented for the city of Nottingham. |
| **Zero emission transport** | Transport that produces zero harmful exhaust emissions, including Particulate Matters (PM), Nitrogen Oxides (NOx), Nitrogen Dioxide ($NO_2$), Carbon Monoxide (CO) and Carbon Dioxide (CO2). |

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