

Appendix 3 – Online consultation survey

Portswood Broadway Transport Scheme Consultation

Consultation questionnaire

Background

Welcome to the Portswood Corridor Phase 2 Consultation

Welcome to phase 2 of the consultation for the proposals for the Portswood Corridor. This consultation will run from the 21st August 2023 until the 1st October 2023

On our website **HERE** you will be able to access all information related to the proposed Portswood Corridor schemes which include:

- Changes to Portswood Broadway
- A new Active Travel Zone (ATZ) for Highfield
- A Travel Hub, next to Trago Lounge

You can access information about the aims of these proposals, the impact they would have and background behind why they are being proposed.

You will also be able to access all the information and results related to phase 1 of the consultation which was conducted at the end of 2022, Council assessments and additional investigations to address concerns raised.

Once you have had time to read this information and have your questions answered, we ask that you complete this online survey and leave feedback below.

Should you have any further questions you do not feel is covered on these pages, please email us at portswoodcorridor@southampton.gov.uk

Proposals for Portswood Broadway

The Portswood Broadway proposals look to introduce a bus gate along Portswood Road from Highfield Lane to Westridge Road (approximately 150 metres in length).

The bus gate would restrict general traffic from passing through the 150m of bus gated road, however general traffic will continue to have access to the Broadway area and any existing parking areas will be retained albeit via adjusted routes. The bus gate would still allow buses, cycles, taxis and other authorised vehicles to pass fully along the Broadway.



By restricting general traffic through the Broadway but still allowing access to car parking spaces, we will improve bus journey times and deliver economic, social and environmental benefits, supporting Southampton Pound [link to: [Southampton Pound - Social Value and Community Wealth Building in Southampton](#)] locally, or as social value more widely, through:

- Creation of additional pedestrian space of over 550m2, equivalent of two tennis courts
- Attract more people to visit and spend at local businesses
- Installation of seven benches allowing elderly, disabled and families to sit and rest
- Two new zebra Crossings
- Improved bus journey time and reliability
- Addition green space such as planters and over ten trees
- Additional tables and chair for alfresco dining, with a potential for 50 tables and 100 seats
- Improvements to air quality
- Making our junctions safer for people who choose to walk or cycle

The proposals would improve the junction of Portswood Road and Highfield Lane to provide better walking and cycling access, upgrade the junction to smart signals to reduce waiting time and further improve bus journey time and reliability.

Q. If these plans were to go ahead, what impact do you feel it would have on the following?						
	Very positive impact	Fairly positive impact	No impact at all	A fairly negative impact	A very negative impact	Don't know
The attractiveness of Portswood District Centre						
Visitor numbers to Portswood District Centre						

The ease of travelling more sustainably (e.g. on foot, bicycle, or public transport)						
The experience for bus passengers traveling to and from the Portswood District Centre						
The ease of travelling by car to and from the Portswood District Centre (driver or passenger)						
Safety of those walking and crossing roads on the Portswood District Centre						
Safety of those cycling on the Portswood District Centre						
Overall experience of traveling across the city for all road users.						
Air quality						

Q. Please use the following space to tell us if there is anything else we should consider (e.g. what alternatives we could look at, or any other impacts there might be):

Free text

The following sections of the questionnaire will cover more detail on: impacts on the local economy, access for people with mobility issues; and impacts on crime and antisocial behaviour.

Phased Implementation

We are currently investigating the phased introduction of the bus gate should the proposals move forward. We would also be able to provide temporary additional paving along the Broadway to provide the extra pedestrian space the bus gate would allow us to install. It is important to know that during a phased approach of this scheme we would not be able to provide any of the additional green space initially and it would be added over a longer time frame.

Q. If plans were approved, which of the following would you prefer?

- Trial the proposals first
- Proceed straight to implementing the proposals
- Something else
- Don't know

Q. Please use the following space to tell us if there is anything else we should consider (e.g. what alternatives we could look at, or any other impacts there might be):

Free text

Impact on the local economy

One of the key concerns raised by residents in the consultation was about the economic impact on local businesses of a bus-only zone on a section of the Broadway. To address these concerns and measure the impact we commissioned an independent **Economic Impact Assessment** to look more specifically at the impact it would have on the Portswood Area ([link to report](#)). Key findings from the initial assessment include:

- **The Portswood Broadway scheme will generate around £8 for every £1 of investment.** The long-term economic benefits to the Southampton economy through uplift in sales and increased employment opportunities, supporting the Southampton Pound objective of community wealth building.
- **An additional 30 full-time equivalent jobs.** The proposals are predicted to generate additional jobs on the Broadway as the consumer benefits from increased trading space and longer opening hours to attract more people.
- **An additional £32,705,000 (GVA) Gross Value Added over 10 years to the local economy.** This is due to the increased footfall, compared with if the scheme was not implemented.
- **A 5% uplift in trade.** Businesses trading in retail, leisure, food services and other business services could expect a 5% uplift in trade from the additional footway space and improvements

We hope the Economic Impact Assessment provides residents and businesses with some supporting information to support informing their responses to the phase 2 consultation. We want to make sure that local businesses are fully supported as part of the second phase of consultation and we will focus on providing advice and guidance on how businesses can get the full benefit of the scheme should it go ahead and continue to work with them on the specific concerns raised.

Next Steps:

- Form Portswood Business Engagement Forum for local retailers;
- Ensuring servicing needs are designed into any future scheme; and
- Providing guidance on how to get the most benefits from these proposals.

If you are a local retailer and want to find out more about the Portswood Business Engagement Forum please email us [HERE](#).

Q. To what extent do you agree or disagree that we have adequately assessed and provided sufficient information on the potential economic impact of the proposals?

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree

Q. Please use the following space to explain your response please

Free text

Q. If these plans were to go ahead, what impact do you feel it would have on the local economy?

- Very positive impact
- Fairly positive impact

- No impact at all
- A fairly negative impact
- A very negative impact
- Don't know

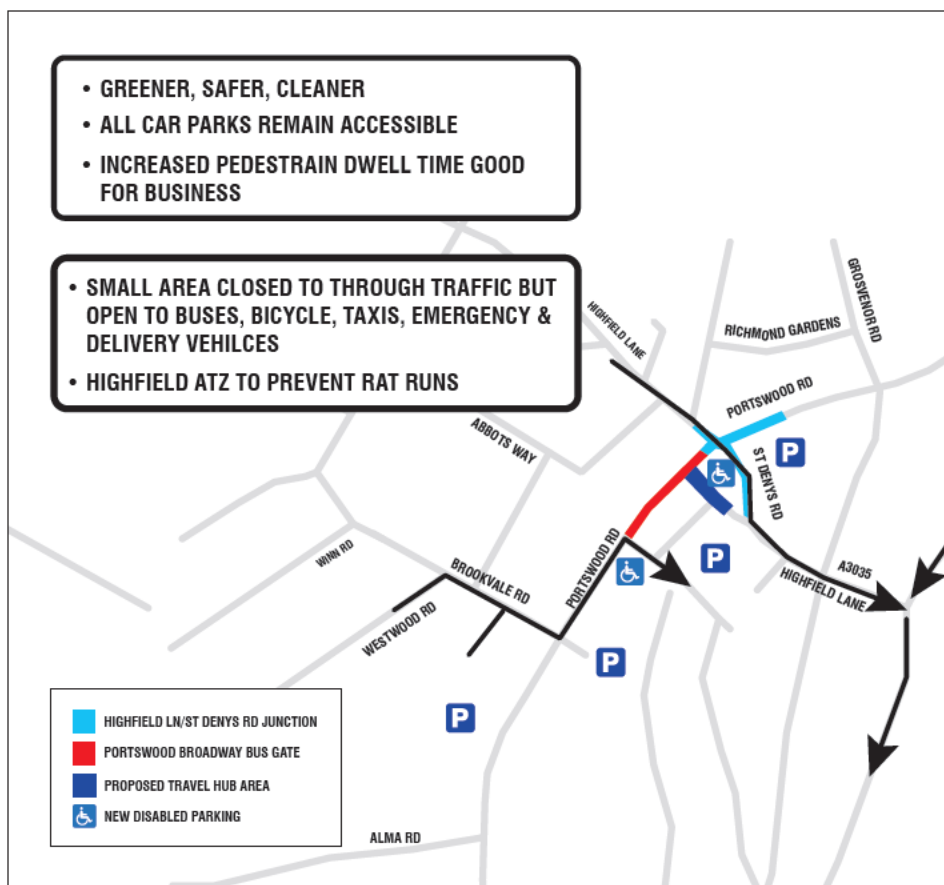
Q. Please use the following space to tell us if there is anything else we should consider (e.g. what alternatives we could look at, or any other impacts there might be):

Free text

Maintaining access for people with mobility issues and people with disabilities

Access for people with mobility issues, especially those that have no alternative but to use their car will also be improved with better pedestrian access into Westridge Road car park and more parking for people with disabilities around the area.

As part of the work on the Active Travel Zone we would also include additional disabled compliant crossings and improve the condition of our footways.



There will be at around seven additional benches along the Broadway for people to sit and rest, and hospitality businesses will be able to offer outdoor seating, where people can socialise with family and friends. The area will be improved with dementia friendly design principles being applied to the design of the future Broadway layout. Our new [The Accessibility Forum \(southampton.gov.uk\)](https://www.southampton.gov.uk) will play a crucial role in reviewing the scheme and the design detail.

While some people may need to make longer journeys around the bus gate, we commit to maintaining access to all car parks in the area and improving existing access.

Q. To what extent do you agree or disagree that we have taken sufficient steps to maintain access for people with mobility issues and people with disabilities

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree

Q. Please use the following space to tell us if there is anything else we should consider (e.g. what alternatives we could look at, or any other impacts there might be):

Free text

Impact on crime and anti-social behaviour

Crime and Anti-Social Behaviour was a key concern raised in phase 1 of the consultation and one we share. Local street drinking, assaults, theft and other crimes are something we all take very seriously.

The Council, in partnership with our local Police Officers, are working to ensure these proposals would help address these problems and make the Portswood area safer for us all to enjoy. These proposals would allow us to:

- Provide additional CCTV along the Broadway, helping the police to gather evidence and monitor crimes;
- Design out blind spots and improve street lighting;
- Work with local businesses to form the Portswood Business Engagement Forum which will help the council and the police to work better together with local businesses; and
- Working on community schemes that allow people to better and more easily report crimes.

Q. What impact do you feel the proposals would have on the following?

	Very positive impact	Fairly positive impact	No impact at all	A fairly negative impact	A very negative impact	Don't know
Reducing crime and anti-social behaviour						
Making crime and antisocial behaviour easier to report						

Q. Please use the following space to tell us if there is anything else we should consider (e.g. what alternatives we could look at, or any other impacts there might be):

Free text

Proposals for Portswood Travel Hub

To improve access to the Broadway for all users we are proposing the installation of a Travel Hub on St Denys Road alongside Portswood Broadway, next to Trago Lounge. Adjacent to the Travel Hub, additional parking for people with disabilities will be provided.

The Travel Hub will provide people with access to a range of transport options including disabled parking bays, e-bike or scooter hire, secure cycle parking and electric vehicle charging points. It will link to improved bus stops on Portswood Broadway. On top of this, the Hub could include improvements to the public space such as art, greening and seating and additional facilities like parcel lockers, information boards and wayfinding, bringing more visitors to the Broadway and providing reasons for them to stay. Final elements of the Travel Hub will be refined as the project progresses based on the feedback received from this consultation.

Q. If these plans were to go ahead, what impact do you feel it would have on the following?						
	Very positive impact	Fairly positive impact	No impact at all	A fairly negative impact	A very negative impact	Don't know
The attractiveness of St Denys Road						
Air quality						
The ease of travelling more sustainably (e.g. on foot, bicycle, or public transport)						
Safety of those cycling						
Visitor numbers to Portswood District Centre						
The experience for bus passengers traveling to and from the Portswood District Centre						

Q. Listed below are some potential features of a Travel Hub. How likely would you be to use each element if included in the Portswood Travel Hub?					
	Very Likely	Fairly likely	Neither	Fairly unlikely	Very unlikely
Disabled parking spaces					
Bicycle hire					
E-bike hire					
Electric cargo bike hire					
E-scooter hire					
Electric car hire					
Electric van hire					
Electric vehicle charging points					
Secure, covered cycle parking					
E-bike charging points					
Taxi pick-up/drop-off point					
Parcel lockers					
Public bicycle pump & tools					
Digital boards with live bus timetables and information					
Green space and public seating					
Sheltered waiting area					

Public toilets					
----------------	--	--	--	--	--

Proposals for Highfield Active Travel Zone

Traffic modelling in the area predicts that with the introduction of the bus gate around 8,000 vehicles would choose to use A335 Thomas Lewis Way (TLW) as a faster alternative, depending on the level of mitigation we adopt for the area to prevent rat running. This will be supported by the recent improvements along TLW such as the introduction of additional turning lanes and an upgrade to smarter junctions which has improved journey times along TLW to make it more reliable and increase capacity to ensure it is the preferred option for through traffic.

Some remaining through traffic is likely to choose to rat run through local roads though. To prevent this and protect local roads for those who live in the area, we could introduce an Active Travel Zone for Highfield to prevent this. The Council is committed to providing an Active Travel Zone for the Highfield area ahead of any improvements to the Portswood Broadway area.

Active Travel Zones (ATZs) are neighbourhoods that encourage active travel through a range of measures which calm or discourage traffic, reduce rat running and instead prioritise people walking and cycling while at the same time maintaining motor vehicle access for those who live there. Interventions for ATZs are scalable and can range from speed cushions, improved crossing points or road closure points which would be designed with local residents at co-design meetings.

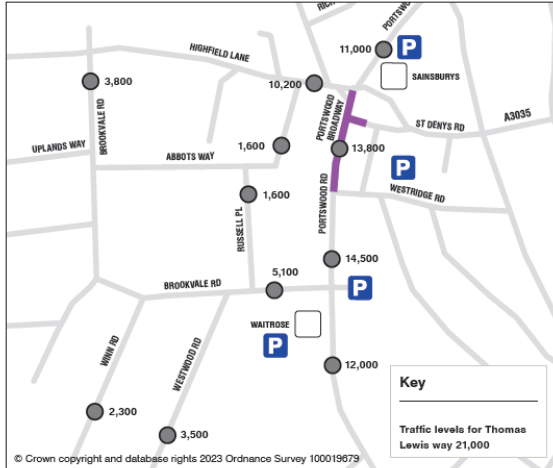
The Council has delivered an ATZ in the St Denys area in conjunction with local residents, and is now implementing ATZs in the Polygon, Woolston and Itchen areas.

New traffic data has been provided in this consultation to better inform residents of the impacts of various options for an Active Travel Zone for the area, but no decision will be made on the type of Active Travel Zone without community co-design with residents.

ATZ traffic modelling: vehicles per 24 hours (both directions)

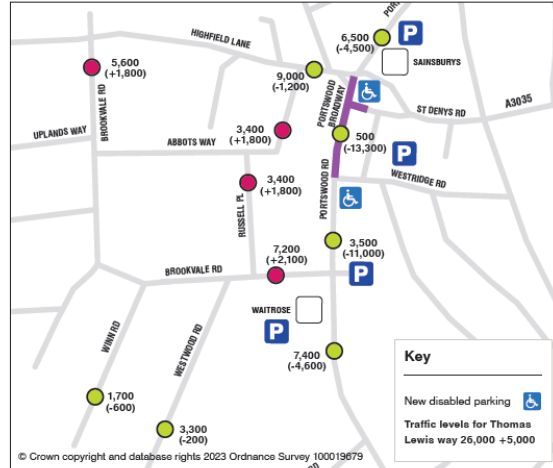
Existing Levels: April 2023:

This shows the existing levels of traffic flowing through the area on a normal weekday in April (figures are number of vehicles per day in a 24 hour period on the road).



Bus gate + no mitigation:

This shows the impact on traffic flows along the Broadway and local roads should a bus gate be installed with no mitigation measures included, with the majority of traffic diverted to A335 Thomas Lewis Way. This is not something that would be implemented and is purely for demonstration only.

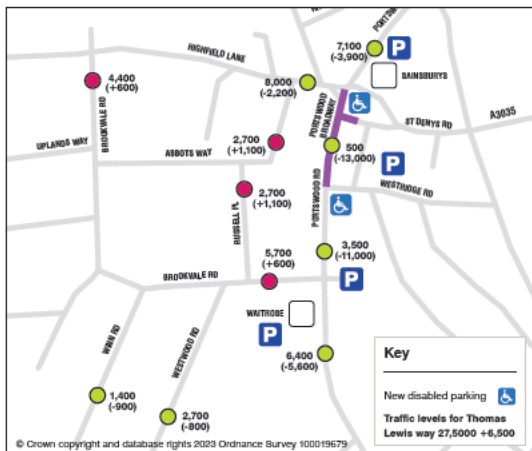


Bus gate + Light-touch ATZ:

This shows the impact on traffic flows should a bus gate be installed with a light touch ATZ.

A light-touch ATZ for Highfield in the form of new pedestrian crossings, speed cushions, priority buildouts which will deter people driving through residential streets with the majority of traffic directed to A335 Thomas Lewis Way. This would help reduce overspill from the proposed bus gate and in most cases reduce traffic from existing levels.

This would lead to increased level on some local streets, but a significant reduction of traffic in the area as a whole. The final mix of interventions to deter people driving through residential streets would be based on community co-design.

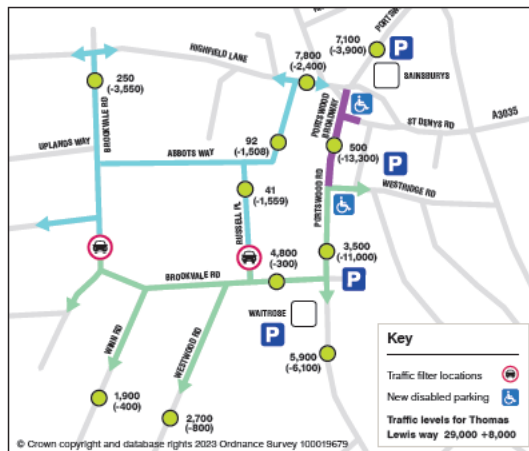


Bus gate + ATZ with Traffic Filter on Russell Place and Brookvale Road:

This shows the impact on traffic flows should a bus gate be installed with an ATZ, which would include a traffic filter on Russell Place and on Brookvale Road.

Traffic filters prevent motorised vehicles from passing through that area, without preventing people who walk and cycle. The predicted modelling shows that with the introduction of the ATZ and the traffic filters in these locations the roads around this area would be preserved for local residents only and deliveries access only and prevent all through traffic.

Similar arrangements already exist in Outer Avenue (filters at Alma Avenue and at Avenue Road) and have just been introduced in St Denys (Kent Road, North Road and the existing filter at Horseshoe Bridge).



Q. If these plans were to go ahead, what impact do you feel it would have on the following?

	Very positive impact	Fairly positive impact	No impact at all	A fairly negative impact	A very negative impact	Don't know
Safety of those walking and crossing roads within the Highfield area						
Safety of those cycling within the Highfield area						
Journey times by car through the Highfield area						
Access to properties within the Highfield area						
Reducing drivers using residential streets within the Highfield area as shortcuts						
Overall experience of traveling across the city for all road users.						
Air quality						

Q. Should these proposals be approved which ATZ option would you prefer?

***Please note that a detailed design phased would be conducted as a co-design process with local residents and this question is just to inform the co-design process.**

- Light-touch ATZ
- ATZ with Traffic Filter on Russell Place and Brookvale Road
- Something else
- Don't know

Q. Please use the following space to tell us if there is anything else we should consider(e.g. what alternatives we could look at, or any other impacts there might be):

Free text

About you

Q. Roughly, how often do you use these forms of transport in and around the area?

	Daily or most days	Once or twice a week	Once or twice a month	Less often	Never
Walk					

Cycle					
Bus					
Car/Van (including Car Club or rental)					
Motorcycle/Moped					
Wheelchair/Mobility Scooter					
Taxi/Private Hire Car					
Community Transport (eg Dial-a-Ride, Volunteer car scheme)					
E-Scooter					

Q. Roughly, how often do you do the following?					
	Daily or most days	Once or twice a week	Once or twice a month	Less often	Never
Visit Portswood Broadway (E.g. for food shops, work, the library, cafes, bars, faith based worship)					
Pass through Portswood Broadway without stopping to visit					

About you

Q. (Individuals only) What is your postcode? (This is used for geographical analysis only and will not be used to contact or identify you)

Q. (Individuals only) What is your sex?
--

- Female
- Male
- Prefer not to say

Q. (Individuals only) Is the gender you identify with the same as your sex registered at birth?

- Yes
- No
- Prefer not to say

If no, please write in gender identity:

Q. (Individuals only) What is your age?

- Under 18
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75 +
- Prefer not to say

Q. (Individuals only) How would you describe your ethnic group?

- Asian / Asian British
- Black / African / Caribbean / Black British
- Mixed or Multiple ethnic groups
- White British
- White Other
- Other ethnic group
- Prefer not to say

Q. (Individuals only) Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

- Yes
- No
- Prefer not to say

If yes, do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

- Yes, a lot
- Yes, a little
- Not at all
- Prefer not to say

Businesses and organisations

Q. Are you responding on behalf of a business or organisation?

- No
- Yes, a private business
- Yes, a public sector organisation
- Yes, a third sector organisation (Voluntary groups, Community groups, Charities)
- Prefer not to say

Q. (Businesses and organisations only) Can the name of your business or organisation be attributed to your response?

- Yes
- No

Q. (Businesses and organisations only) Can we contact you about your response to this consultation and to find out more about the Council led Portswood Business Engagement Forum?

- Yes
- No

Q. (Businesses and organisations only) If yes, please provide us with the following details:

- Business or organisation name:
- Contact name:
- Contact email:

What happens next?

The consultation closes on 01 October 2023. After this date, all feedback will be analysed and considered before a final decision is made. Suggestions and concerns will be taken into account and further assessed as needed

Q. Would you like to be emailed a copy of your response to this consultation?

- Yes
- No

Q. If yes, please provide the following details. This will only be used to send you a copy of your response.

Name:
Email:

Thank you for your time, please click submit to complete the survey.

The information collected about you during this survey will only be used for the purposes of research. We may use it to contact you about this. We will only share your information with other organisations or council departments if we need to. We may also share it to prevent, investigate or prosecute criminal offences, or as the law otherwise allows. Please be aware that any comments given on this form may be published in the report. However, the council will endeavour to remove any references that could identify individuals or organisations. Our Privacy Policy (<http://www.southampton.gov.uk/privacy>) explains how we handle your personal data, and we can provide a copy if you are unable to access the Internet.