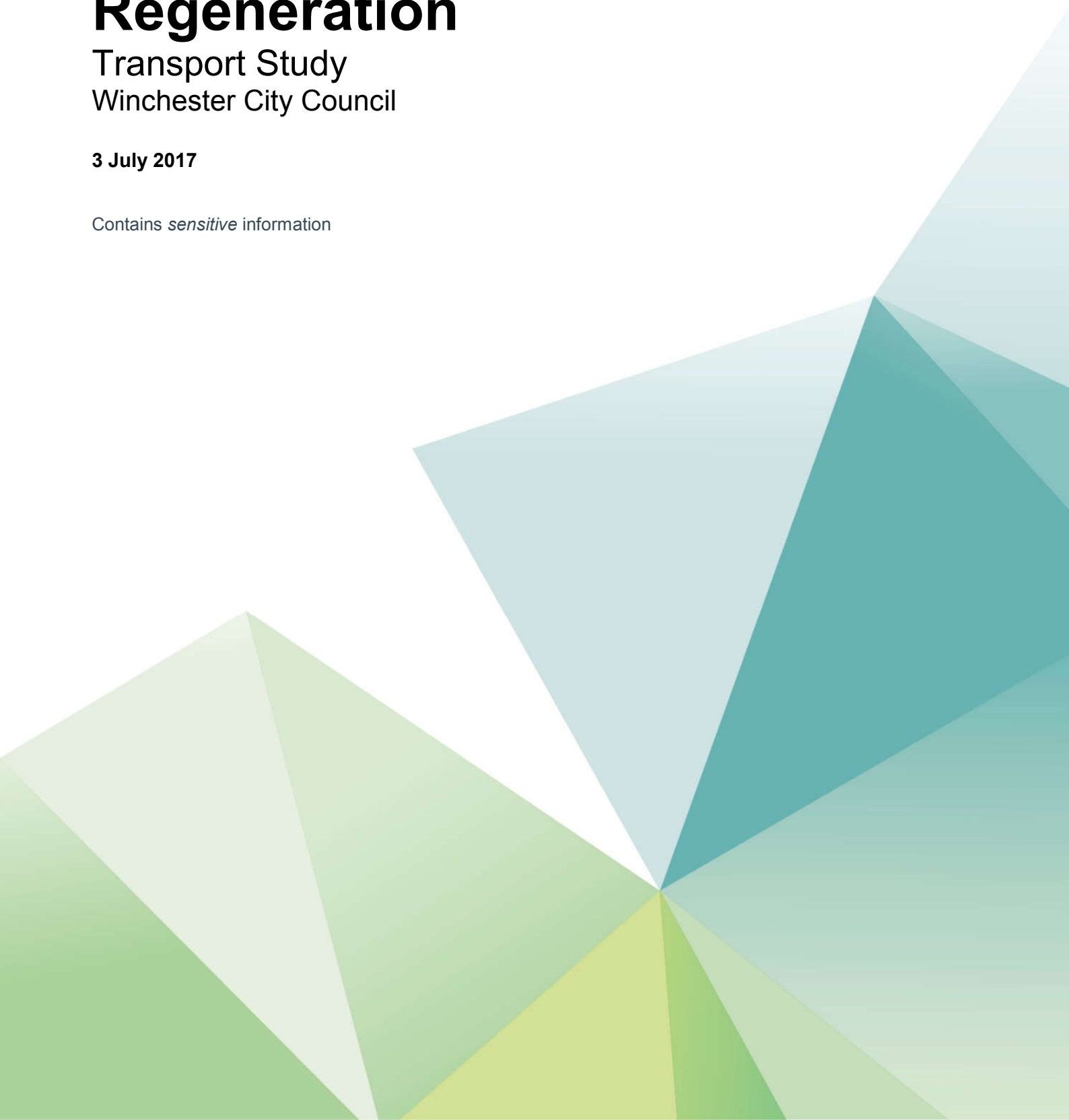


Central Winchester Regeneration

Transport Study
Winchester City Council

3 July 2017

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1. Introduction

1.1. Background

Atkins has been appointed by JTP, on behalf of Winchester City Council, to provide transport consultancy services in support of the development of a Supplementary Planning Document (SPD) for the Central Winchester Regeneration (CWR) area.

The Central Winchester Regeneration (CWR) area involves a proposed mixed use redevelopment of part of central Winchester. The area incorporates Winchester Bus Station and two car parks (The Brooks and Middle Brook Street), with the Friarsgate car park having recently been demolished. It also incorporates part of the one-way system (Friarsgate and Upper Brook Street), pedestrianised streets (Middle Brook Street between Silver Hill and Friarsgate, and Cross Keys), interconnecting streets (Middle Brook Street between High Street and Silver Hill; and Tanner Street / Silver Hill / St. George's Street); The Broadway and residential streets (Lower Brook Street, Middle Brook Street and Cossack Lane). The land uses for the proposed development are anticipated to include retail, residential, office and leisure.

Figure 1-1 illustrates the location of the area in a wider context and also details the proposed CWR area boundary.

This report looks to gather information and develop an understanding of the transport issues associated with the site in order to support the development of the SPD, through desktop research, engagement with the public and associated stakeholders.

The key transport measures that will be considered include:

- Bus service provision;
- Car parking provision;
- Facilities for pedestrians and cyclists;
- Permeable routes for pedestrians and cyclists;
- Servicing and loading;
- Air quality; and
- The relationship between the CWR area and the wider transport network.

1.2. Methodology

The approach to collating information in support of the STP for the CWR includes the following:

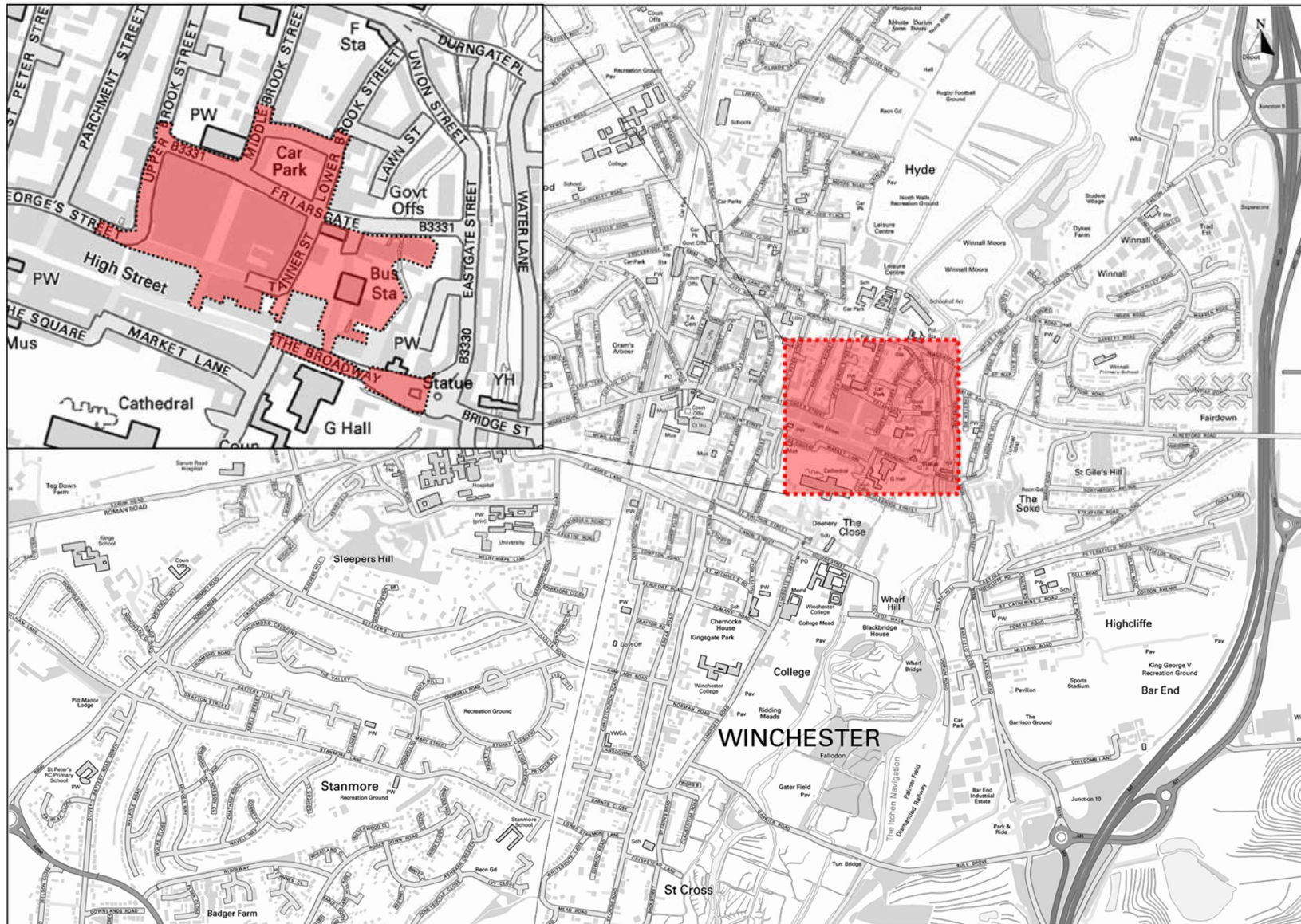
- Desktop research to inform the existing conditions at the site, including background policy research;
- Undertaking user questionnaire surveys to capture the views of bus and car park users;
- Organising and attending Stakeholder engagement meetings;
- Undertaking a comprehensive site audit to understand the existing network, especially with regard to buses, car parking, pedestrians and cyclists. This was undertaken on Tuesday 14th February 2017; and
- Participation in a Community Planning Weekend on 24th and 25th March 2017.

1.3. Report Structure

The remainder of this report is set out as follows:

- Section 2 – Relevant Studies and Transport Strategies;
- Section 3 – Existing Transport Network;
- Section 4 – Community Engagement;
- Section 5 – Issues and Opportunities; and
- Section 6 – Summary and Conclusions.

Figure 1-1 Central Winchester Regeneration Area Location



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2. Relevant Studies and Transport Strategies

2.1. Winchester District Car Parking Strategy (2014-2018)

The “*Winchester District Car Parking Strategy (2014-2018)*” document focuses primarily on off-street public car parking provision in Winchester city centre and follows on from the previous publication ‘Towards a Winchester District Parking Strategy’. The fundamental purpose is to address the issues of parking, with the principle of having enough (but not excess) car parking spaces, in the correct location, to ensure the success of the city centre, as well as improving the quality of the environment. A mid-term refresh of the strategy was undertaken in 2016.

Overall, parking provision in Winchester has increased (from 3,962 to 4,537 spaces), mainly due to the opening of the South Winchester Park and Ride, although this has been offset by the closure of Friarsgate and Chesil Surface car parks. Car parking surveys undertaken as part of this strategy illustrate that demand remained at similar levels between 2007 and 2013 (approximately 3,300 spaces), but has increased in 2016 (to 3,627 spaces).

The strategy also looks to adopt the “three ring” approach which looks to segment car parks in the city centre to support tourist and the economic growth and provide the cheapest day parking at the outer car parks and park and ride sites.. The results of the most recent occupancy surveys for key car parks in Winchester (May 2016) and illustrated in Table 2-1 below, show that some town centre car parks are approaching / at capacity, which is prominent in the “Centre” Ring car parking area. Although not reflected in the below table, anecdotal evidence suggests that the station car parks, which have recently been enlarged to increase capacity, have significant spare capacity at weekends. A map of the car parks is included in Appendix A.

The strategy states that within the parking industry, a car park with 85% occupancy is considered to have reached operational capacity.

Table 2-1 May 2016 Occupancy Survey Results

Area / 'Quarter'	Car Parks	Spaces	May 2016 Maximum Occupancy	May 2016 Maximum Occupancy (%)
“Centre” Ring Car Parks	The Brooks, Middle Brook Street, Colebrook Street, Cossack Lane, Upper Brooks Street, Friarsgate (now closed) St Peter’s, Tower Street & Gladstone Street	1,412	1,397	99%
“Inner” Ring Car Parks	Chesil MSCP, Chesil Surface (now closed), Durngate, Worthy Lane, Coach Park, Cattle Market & River Park	1,298	1,057	81%
“Outer” Ring Car Parks	Park & Ride: Barfield, St Catherine’s, Pitt & South	1,827	1,173	64%
All car parks	All car parks	4,537	3,627	80%

One of the key strategic approaches to addressing current levels of parking provision in Winchester city centre states that “*we will seek to consolidate parking in the most suitable locations...based on evidence of the way in which individual car parks are used. This will result in better quality car parks that are conveniently located to support the economic vitality of the town, whilst reducing the impact on traffic flows and improving air quality*”.

To support the “three ring” approach, on 1st May 2017, WCC introduced revised parking charges across the city, which are included in Appendix B.

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2.2. Walking Strategy for Winchester (October 2014)

The “*Walking Strategy for Winchester (October 2014)*” document looks to provide a strategy to increase walking as the prime mode of transport. The vision of this strategy is that “*by 2020 many more people will choose to get about the town by walking along streets that feel safe, are attractive and interesting and link to places they wish to go to; existing streets that will have been improved as well as the streets in new developments. By 2025 it should be obvious that walking is the most normal form of transport for short journeys in the town*”.

The strategy highlights a number of core components that are essential for realising this vision, some examples of which include:

- Extension of 20mph zone to cover as much of the urban area of Winchester as possible and appropriate;
- Designing roads in all new developments with internal streets to ensure that walking is prioritised;
- Street frontages of new developments that enhance the pedestrian environment, making it feel safer and visually interesting;
- Integrating the town’s green open spaces into the network of pedestrian routes;
- Improved signage;
- Removal of clutter, pavement parking and overgrown planting on pavement edges;
- Regular cycle of pavement maintenance; and
- “Park and Stride”.

2.3. Winchester District Cycling Strategy

The key objectives of the “*Winchester District Cycling Strategy*” are to increase cycling across the District, through the provision of highway infrastructure that facilitates safe cycling, as well as providing safe and secure cycle parking facilities and developing the existing cycle-hire facilities.

The document outlines that there are five key elements to the Cycle Strategy, which include:

- Education (cycling training, promoting cycling to children and adults in schools, Travel Plans etc.);
- Integration (integrating the cycle network with key transport facilities such as railway stations, encourage bikes to be carried on trains where feasible, bike carriers on public buses);
- Encouragement and Promotion (provision of good quality, covered cycle parking, promotion events such as Bike Week, workplace Travel Plans, revision of way finding infrastructure, cycle hire scheme);
- Engineering (DfT’s ‘Hierarchy of Provision’, cross boundary routes, bridleways and leisure routes, highways maintenance such as reduction in pot holes and overgrown vegetation); and
- Enforcement (waiting restrictions to prevent parking and blocking of cycle lanes and supporting measures to reduce excessive speed of vehicles).

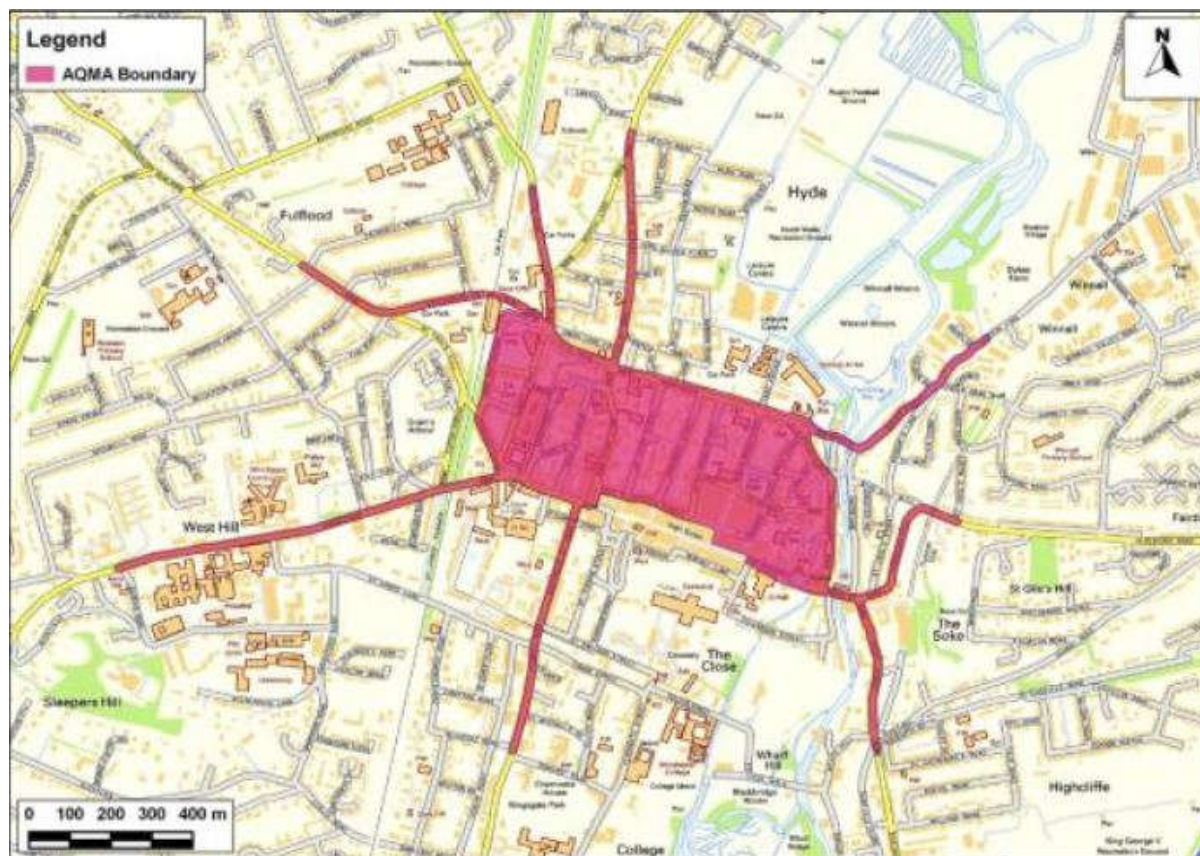
2.4. Winchester Transport Strategy Study

Hampshire County Council (HCC) are proposing to undertake a wider transport study of Winchester, which will include developing a microsimulation traffic model for Winchester. Liaison with HCC determined that there is little existing traffic data for Winchester, and thus it is understood that a data collection exercise is currently being undertaken to provide baseline data for the study. The objectives of the study will look to encompass the potential removal of through traffic from the city centre as a significant proportion of vehicles are through trips, the improvement of air quality, creating more pedestrian areas, with a more walkable city and improving bus circulation.

2.5. Winchester City Council Air Quality Action Plan

There is a single Air Quality Management Area (AQMA) within the city centre which was declared in 2003 as shown in Figure 2-1 below.

Figure 2-1 Map of AQMA boundary in Winchester City Centre (from Draft Winchester City Council Air Quality Action Plan - January 2017)



WCC has prepared the draft “*Winchester City Council Air Quality Action Plan (January 2017)*”, on which consultation was undertaken in early 2017, outlining the actions that Winchester City Council will deliver between 2017-2023 in order to reduce concentrations and exposure to air pollutants. The draft plan will replace the previous AQAP (2006-2016) and includes the following core actions:

- Review current car parking charges and increase the cost to park in central car parks;
- Review and consider introducing restrictions of delivery vehicles by time of day;
- Introduce a Park and Ride site in the North of Winchester;
- Introduce new parking charges to limit diesel and high polluting petrol cars parking in central car parks;
- Reduce emissions from lorries and buses in the city centre by 2020;
- Reduce emissions from all Council owned, leased or contracted vehicles by 2020;
- Put in place requirements to integrate air quality fully into the planning process;
- Continue to work with and lobby Hampshire County Council to identify and deliver additional projects; and
- Monitor the performance of the plan and reassess the need to introduce additional measures to achieve the objective.

3. Existing Transport Network

3.1. Public Transport Services

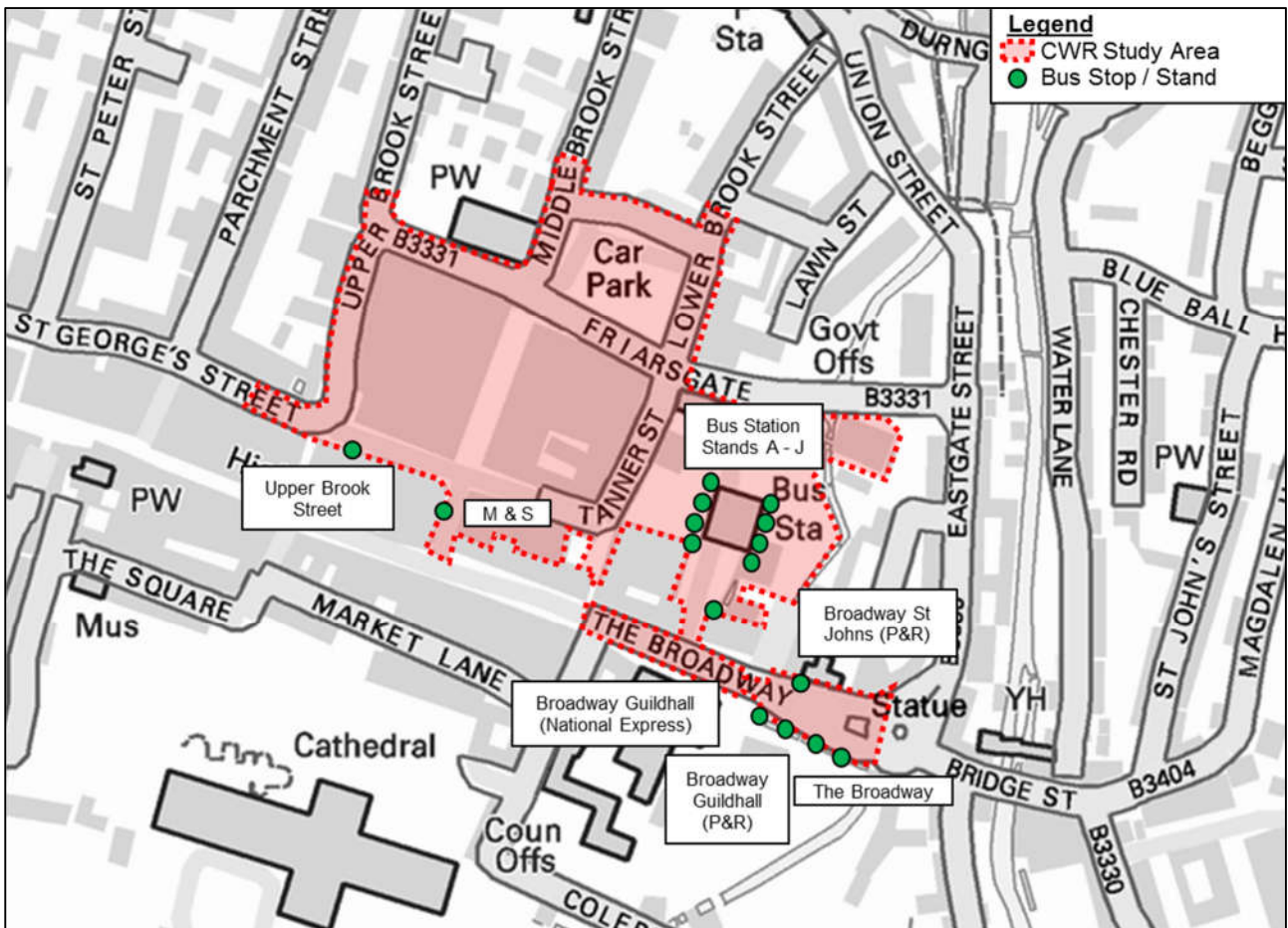
3.1.1. Bus Services

There are a total of four bus stop locations within the CWR area, including Winchester Bus Station, Marks and Spencer, Upper Brook Street and The Broadway.

The Broadway is located to the south-east of the CWR area, which provides a total of five bus stops, two of which are park and ride stops (one in each direction) and one of which is a National Express stop. A total of 18 routes serve these stops, including to the Park and Ride and National Express services. The Park and Ride route (return journey) also serves the Marks and Spencer stop on Middle Brook Street. The National Express routes do not serve any of the routes within the CWR area.

The locations of the bus stops within the CWR area are illustrated in Figure 3-1.

Figure 3-1 Bus Stop Locations within the CWR Area



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A total of 33 different bus routes serve the CWR area, which are operated by Stagecoach, Bluestar, National Express, Mervyn's Coaches, Meon Valley Community and Wheelers Travel. Full details of the routes that serve the CWR area are provided in Table 3-1.

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Table 3-1 Bus Routes and Associated Stops within the CWR area

Bus Route	Operator	Destination	Stops Served within the CWR Area	Frequency
Bluestar 1	Bluestar	Southampton	Winchester Bus Station (Stand A)	Every 15 to 20 minutes
			Marks & Spencer	
1	Stagecoach	Stanmore	Winchester Bus Station (Stand C)	Every 15 minutes
			Marks & Spencer	
			The Broadway	
3	Stagecoach	Harestock	Winchester Bus Station (Stand D)	Every 10 to 13 minutes
			Upper Brook Street	
4	Stagecoach	Teg Down	Winchester Bus Station (Stand B)	Hourly
			Upper Brook Street	
			The Broadway	
5	Stagecoach	Pitt	Winchester Bus Station (Stand E)	Every 9 to 12 minutes throughout the day, reducing to every 30 mins after 2000
			Upper Brook Street	
5A	Stagecoach	Stanmore	Winchester Bus Station (Stand E)	Once or Twice a day
			Upper Brook Street	
6A	Stagecoach	Abbotts Barton	Winchester Bus Station (Stand G)	Twice a day on a Monday, Wednesday & Friday
			Upper Brook Street	
7	Stagecoach	Sparsholt	Winchester Bus Station (Stand G)	Hourly
			Upper Brook Street	
16	Wheeler's Travel	Stockbridge	Upper Brook Street	Four services a day
			The Broadway	
46	Stagecoach	North Baddesley	Winchester Bus Station (Stand G)	Six services a day
			Upper Brook Street	
63	Stagecoach	Owslebury	Winchester Bus Station (Stand G)	Three services a day
			Upper Brook Street	
64	Stagecoach	Alton	Winchester Bus Station (Stand J)	Every 30 mins
66	Stagecoach	Romsey	Winchester Bus Station (Stand F)	Every 20 to 30 mins
			Upper Brook Street	
67	Stagecoach	Petersfield	Winchester Bus Station (Stand J)	Every 2 hours
			Upper Brook Street	
68	Stagecoach	Salisbury	Winchester Bus Station (Stand H)	Three services a day
			Upper Brook Street	
69	Stagecoach	Fareham	Winchester Bus Station (Stand H)	Hourly
			Upper Brook Street	
85	Stagecoach	Andover	Winchester Bus Station (Stand B)	Every 2 hours
			Upper Brook Street	
86	Stagecoach	Hatch Warren	Winchester Bus Station (Stand B)	Hourly
			Upper Brook Street	

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Bus Route	Operator	Destination	Stops Served within the CWR Area	Frequency
95	Mervyn's Coaches	East Stratton	Upper Brook Street	Once a day
			The Broadway	
96	Mervyn's Coaches	East Stratton	Upper Brook Street	Twice a day
			The Broadway	
96A	Mervyn's Coaches	Kempshott	Upper Brook Street	Only Monday to Friday, once a day (at 12:16)
			The Broadway	
661	Stagecoach	Totton	Winchester Bus Station (Stand F)	Twice a day
			Upper Brook Street	
692	Stagecoach	Fulford	Upper Brook Street	Once a day (AM only)
			The Broadway	
693	Stagecoach	Hedge End	Upper Brook Street	Once a day (AM only)
			The Broadway	
E1	Stagecoach	Eastleigh	Winchester Bus Station (Stand A)	Six services a day
			Upper Brook Street	
E2	Stagecoach	Eastleigh	Winchester Bus Station (Stand A)	Five services a day
			Upper Brook Street	
The Spring	Stagecoach	Springvale	Upper Brook Street	Every 15 minutes
			The Broadway	
Park & Ride	Stagecoach	South Car Park	Marks & Spencer	Every 15 minutes
			Broadway Guildhall	
		East Car Parks	Broadway St Johns	
MVC	Meon Valley Community Bus	Winchester	The Broadway	Once a day
032	National Express	London Victoria	Broadway Guildhall	3 times a day
203		London Heathrow	Broadway Guildhall	4 times a day
310		Bradford	Broadway Guildhall	Once a day
539		Bournemouth	Broadway Guildhall	Once a day

3.1.1.1. Winchester Bus Station

Winchester City Council has agreed to buy the freehold of the bus station site from Stagecoach.

At present, Winchester Bus Station provides a total of eight bus stands used for arrivals and departures of bus services throughout Winchester city centre. There is also a bus shed and parking area for buses. Buses enter the bus station via the B3331 Friarsgate and travel one-way southbound through the bus station, emerging onto The Broadway. The bus station is owned by Stagecoach which operates a significant proportion of the services that pass through the bus station.

The facilities at the bus station are in a poor condition, with limited signing to direct passengers to the ticket office. There is a café, toilets, ticket office and a small indoor waiting area which is dated and degraded. A number of benches are provided around the outside of the bus station at each stand for passengers to wait, all of which are sheltered. During the site audit undertaken on Tuesday 14th February, these benches were

well utilised, however, during busy periods, the waiting areas around the bus stands did become busy, with some pedestrian conflict and congestion observed for passengers aligning and those waiting to board.

A pedestrian crossing is provided some 15 metres from the arched exit from the bus station, which was observed to be well utilised by pedestrians during the site audit. Guard railing is provided on approach to the crossing and around each of the bus stands to deter pedestrian movement across the forecourt of the bus station. The zebra crossing is yellow in colour but is worn away on the surface. There are no dropped kerbs or tactile paving on approach to the crossing, making it difficult for mobility impaired pedestrians and pedestrians with pushchairs to cross (see Figure 3-2).

Signs are displayed throughout the bus station advising pedestrians to only cross at the arched exit into The Broadway for safety.

Dropped kerbs are provided at the point at which the bus station exit meets The Broadway to facilitate pedestrian crossing. No tactile paving is provided.

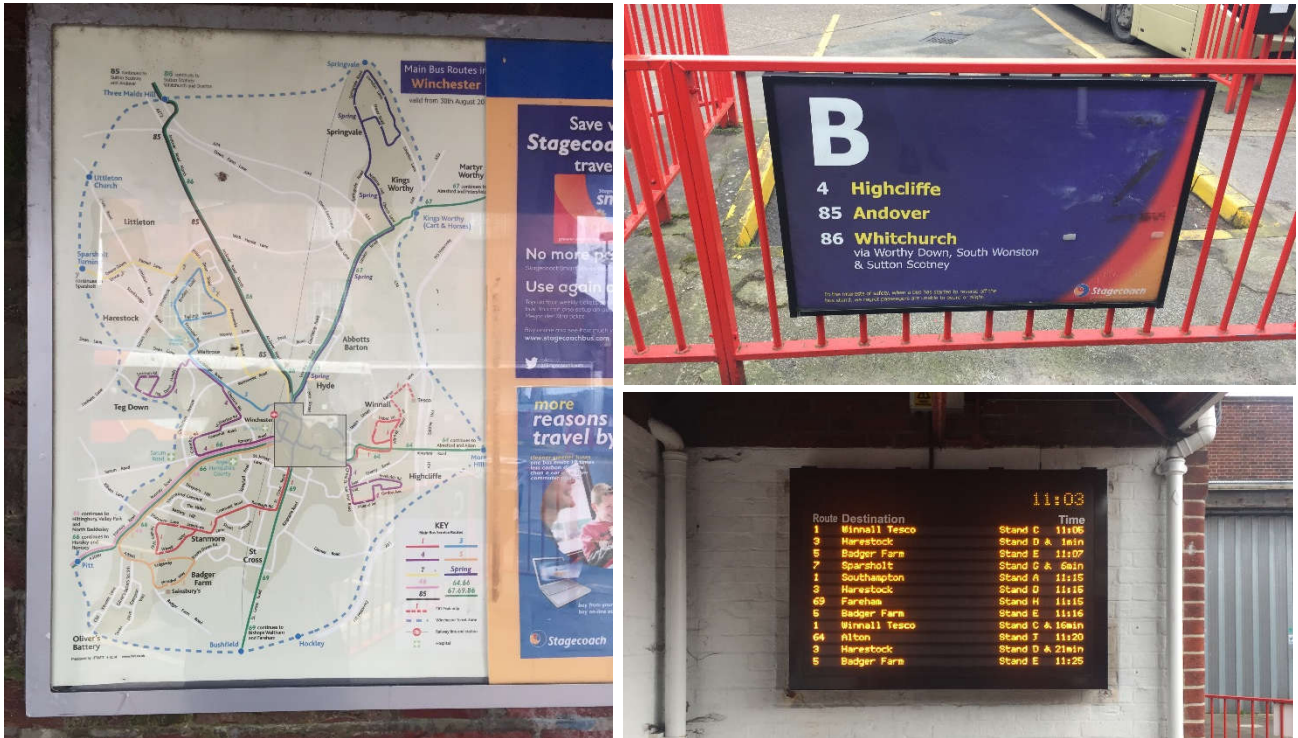
Signs are provided at each bus stand which include the route number and area it serves. There are route maps provided on notice boards around the station and real time bus information is displayed on either side of the forecourt, which provides details of the bus number, destination, associated bus stand and the time of arrival.

Examples of the passenger information available at the bus station are illustrated in Figure 3-3.

Figure 3-2 Pedestrian Crossing Provision at Winchester Bus Station



Figure 3-3 Passenger Information at Winchester Bus Station



3.1.1.2. Marks and Spencer Bus Stop

Marks and Spencer bus stop is located on Middle Brook Street, to the south of the junction with St George's Street and Silver Hill. The bus stop is located outside the entrance to Marks & Spencer, on the western side of the carriageway. This stretch of carriageway running from The Broadway, along the High Street, Middle Brook Street to Silver Hill is a bus and cycle only one-way route.

During the site audit, conflict between pedestrians and buses was regularly observed at the point at which the High Street meets Middle Brook Street. When more than one bus arrives at the Marks and Spencer bus stop, the buses queue back onto the High Street, which blocks pedestrians from crossing east to west / west to east along the High Street, resulting in pedestrians having to weave between the buses. Pedestrians with push chairs were observed to have to divert around buses in order to cross the High Street.

A total of four bus routes serve this stop, some of which result in significant queues developing along the footway for pedestrians waiting to board.

A shelter with seating is provided at the stop to accommodate waiting passengers and reduce conflict with pedestrians utilising the footway. Real time bus information is provided at the stop as well as an 'iTravel' which is a journey planning device provided by Hampshire County Council (HCC), located between the bus shelter and the bus flag (see Figure 3-4).

Figure 3-4 iTravel Journey Planning Device at Marks and Spencer Bus Stop



3.1.1.3. Upper Brook Street

Upper Brook Street bus stop is located on Silver Hill, approximately 20 metres to the east of the junction with the B3331.

A total of two shelters are provided at this stop, set approximately 10 metres apart. The shelter to the west is utilised more than the one to the east as it is bigger and is the point at which the bus stop flag is located. The condition of the shelter to the east is very basic, with no passenger information provided. The space for waiting passengers is limited and the site audit identified significant conflict between waiting passengers and pedestrians utilising the footway due to its narrow nature and the sheer volume of waiting passengers.

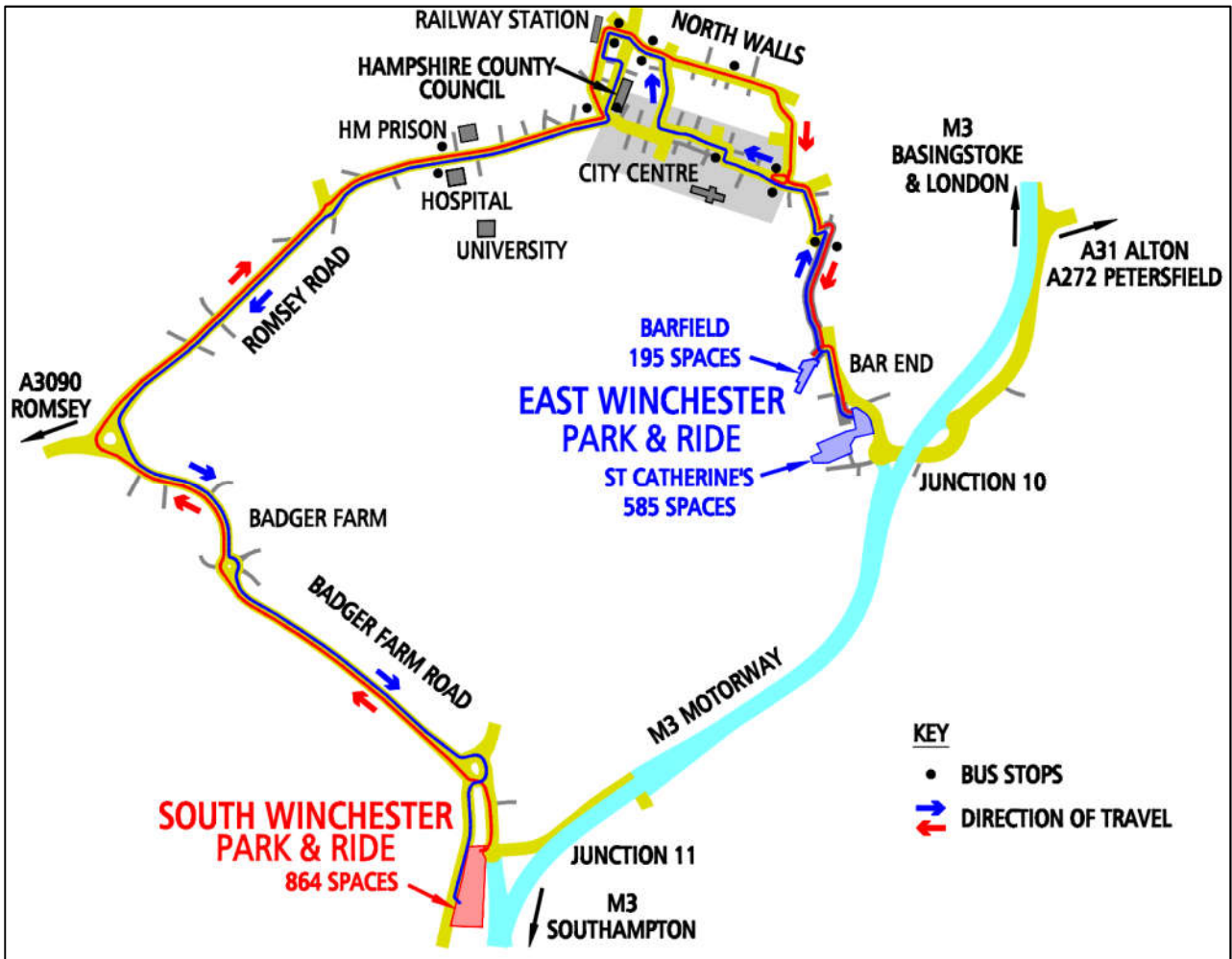
A total of 24 routes serve this stop and during the site audit it became very busy, with some queues for specific buses exceeding 25 passengers.

3.1.2. Park and Ride

The park and ride bus service is run by Stagecoach, under contract to WCC, and operates to and from four park and ride areas, which include South Winchester, East Winchester (St Catherine's), East Winchester (Barfield) and Pitt. The park and ride bus service stops at various points between these destinations, with one route (South Winchester) passing through the CWR area and stopping at the Marks and Spencer bus stop. On weekdays, the service runs every seven to eight minutes in peak periods, every 12 minutes during off-peak periods (after 10.30 hours) and every 15 to 20 minutes in the evening (after 1800 hours). On Saturdays, the service runs every 15 minutes between 0700-0900 hours and then every 12 minutes. No service is provided on Sundays or Bank Holidays.

On the journey between South Winchester Park & Ride car park and East Winchester (St Catherine's) Park & Ride car park, the bus serves ten stops and on the reverse journey it serves 11 stops. A map of the wider context park and ride bus route is illustrated in Figure 3-5, with a more detailed city centre map illustrated in Figure 3-6.

Figure 3-5 Winchester Park and Ride Wider Context Map



Source: <http://www.winchester.gov.uk/parking/park-and-ride/park-ride/>

Figure 3-6 Winchester Park and Ride City Route Map



Source: [http://www.winchester.gov.uk/parking/park-and-ride/](http://www.winchester.gov.uk/parking/park-and-ride/park-ride/)

3.1.3. Rail Services

Winchester railway station is located to the north west of Winchester city centre, under one kilometre from the centre of the CWR area.

Services from this station are predominantly provided by South West Trains, serving the London, Basingstoke, Eastleigh corridor, terminating at Portsmouth, Southampton, Bournemouth, Poole or Weymouth. The station is also serviced by Cross Country, providing connections from the North and Midlands via Birmingham, to Southampton and Bournemouth.

During peak hours, train services in a northbound direction operate approximately seven trains an hour whilst southbound trains operate approximately five trains an hour.

3.1.4. Taxis

A taxi rank is located within the CWR area on Silver Hill, directly to the east of Middle Brook Street with an extended rank located on Tanner Street.

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Two taxi ranks are also located on The Broadway; one outside The Guildhall on the southern side of the carriageway (taxi stand only) and one along the centre of The Broadway between the eastbound and westbound carriageways, adjacent to the central car parking bays.

3.2. Pedestrian Facilities

3.2.1. Pedestrian Facilities within the CWR Site

The central section of the CWR area, Middle Brook Street, between the junction with St George's Street and the B3331 Friarsgate is a pedestrianised zone that forms a desire line between the High Street to the south and Middle Brook Street and Cossack Lane car parks to the north. It also falls on the desire line for residents to the north and for access to car parks further north of the CWR site, including St Peter's car park on North Walls.

As described above in Section 3.1.1.2, conflict between pedestrians and buses exists when buses arrive simultaneously at the Marks and Spencer bus stop, with buses stopping across the junction with the High Street and Middle Brook Street, preventing pedestrians from crossing and having to deviate away from the desire line, around buses.

The overall condition of the footways and pedestrian zones within the CWR is mixed. There is an abundance of dropped kerbs and tactile paving at signalised crossing points yet the condition of some footways is poor, particularly in the pedestrian zone between Silver Hill and Tanner Street where some paving slabs are broken and uneven. The overall pedestrian environment in this section of the CWR area is poor in comparison to the High Street, with little active frontage along the streets, which primarily serves as access for servicing and deliveries as well as access to car parking.

Pedestrian routes located to the north of the study area, along the one-way system are unattractive and could be perceived as intimidating for both pedestrians and cyclists, with a limited number of crossing points. During the site audit, it was evident that it is very difficult for pedestrians to cross to Upper Brook Street Car Park from the B3331 Friarsgate (in a northbound direction) due to heavy traffic and a lack of crossing points on this stretch of the one-way system.

Traffic queuing to get into Middle Brook Street car park was observed to queue along Lower Brook Street and back onto the B3331 Friarsgate, which not only causes congestion along the one-way system but also makes it difficult for pedestrians to cross Lower Brook Street in order to access the signalised crossing. It should be noted that this was observed when Middle Brook Street car park was not at capacity - the traffic was related to vehicles queuing to get in to the car park.

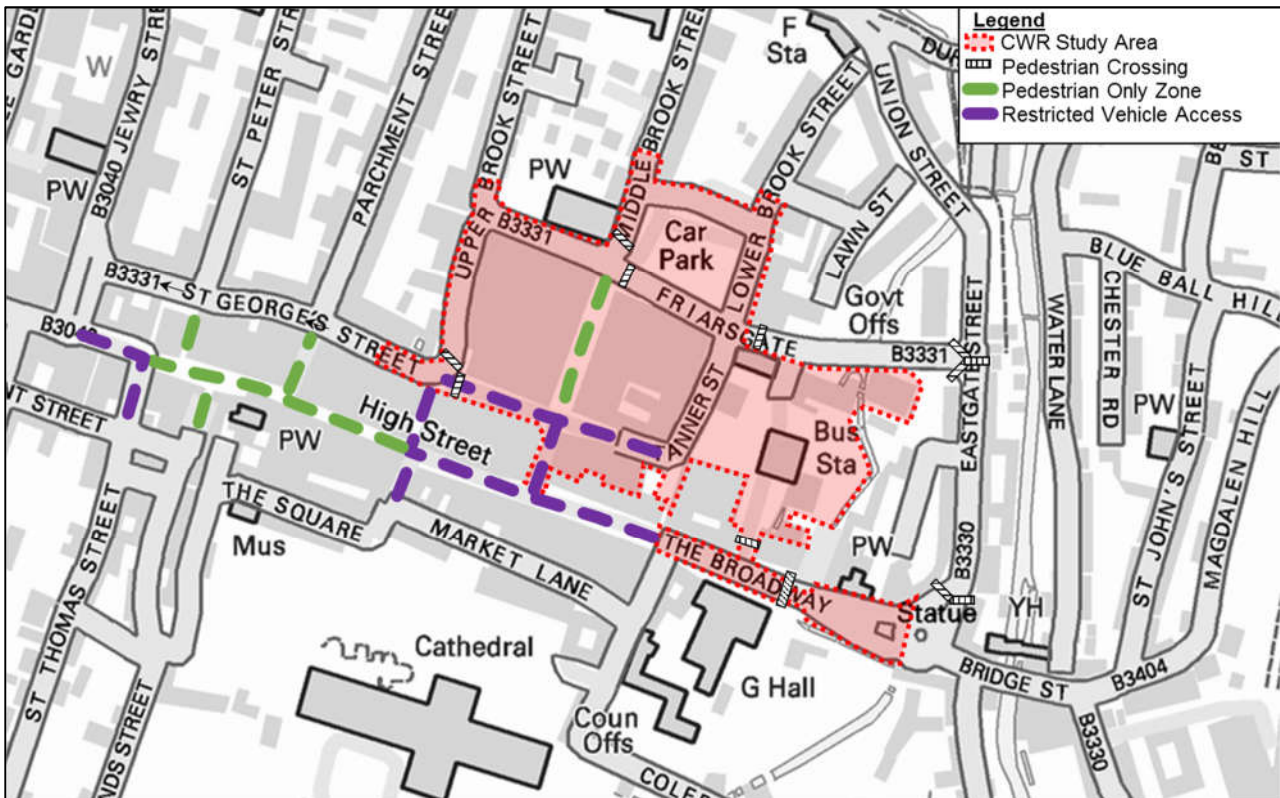
Tanner Street is currently being utilised by construction vehicles in relation to the demolition of the Friarsgate Car Park on the western stretch of Tanner Street. Although a footway is present on both sides of the carriageway, a significant proportion of the footway on the western side of the carriageway is closed off for the construction work. A narrow pedestrian route, named Cross Keys Passage is provided to the south of Tanner Street which provides an important link to the High Street. This pedestrian route is not signed, with no direct line of sight between Tanner Street and the High Street, making it an unfamiliar and underutilised route by pedestrians (see Figure 3-7 below).

Figure 3-7 Cross Keys - unsigned passage between Tanner Street and The High Street



A total of 12 pedestrian crossings are present within or within the immediate vicinity of the site, both controlled and uncontrolled. With the exception of the pedestrian crossing located within the bus station, all of these crossings have dropped kerbs and tactile paving. Details of the location of these crossings, along with details of the pedestrian only zones and restricted access zones, are illustrated in Figure 3-8.

Figure 3-8 Pedestrian Facilities within the Immediate Vicinity of the CWR Site



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3.2.2. Facilities within the city centre

There is an extensive network of footways within the immediate vicinity of the site, linking the site to key facilities, including the surrounding car parks and the railway station. The central focus for pedestrian movements in the area is the pedestrianised zone between the junction with the High Street and Middle Brook Street and the junction with High Street and Jewry Street (as detailed in Figure 3-8).

There are a few options available for pedestrians travelling from the study area to Winchester Station. One of the predominant routes is to walk westbound along the High Street and northbound via the B3420 Station Road. Pedestrian facilities along the initial stretch this route are good, with numerous controlled and uncontrolled crossing points with dropped kerbs and tactile paving.

At the top end of The High Street, in proximity to the mini roundabout junction with the High Street, Romsey Road, the B3420 and Station Road, the overall pedestrian environment is good with wide footways, dropped kerbs and tactile paving, as well as evidence of original Winchester architecture, such as archways for pedestrians to walk through, that form part of the Westgate Museum. The footway along this stretch of the carriageway is wide and in a good condition with tarmac surface. There is a slight gradient along the route that has a gradual incline on approach to Newburgh Street, which begins to level out at the junction with Upper High Street. However, from this point onwards towards Winchester Station, via Upper High Street, the pedestrian environment is more problematic. There are limited crossing points for pedestrians between the eastern and western side of the carriageway along Station Road, predominantly due to the fact that the footway along the western side is elevated from the carriageway.

When compared to the top end of The High Street, the overall pedestrian environment along Romsey Road is poor. Although present on both sides of the carriageway, the footways, particularly on the northern stretch, are very narrow, which could be perceived as intimidating for pedestrians, particularly as speed excess is common along this carriageway. Anecdotal evidence also suggests that vehicles frequently mount the footway along Romsey Road for deliveries, limiting pedestrian access.

Approximately 100 metres to the east of the station, is the signalised junction with Stockbridge Road, the B3420, Swan Lane, the B3330 City Road and Station Hill. There are signalised pedestrian crossings present on all approaches to the junction, all with dropped kerbs and tactile paving, as well as a pedestrian underpass on the B3420, to the south of the junction, to facilitate access for the mobility impaired to / from the station (see Figure 3-9), and this forms the natural route between the station and the High Street. Good crossing provision is also present at the station, with dropped kerbs and tactile paving on approach to the signalised junction.

Figure 3-9 Pedestrian underpass on the B3420 South



Upper Brook Street is well utilised by pedestrians to access the city centre from St Peter's Car Park. A signalised crossing is provided on North Walls, just off the desire line, to facilitate crossing of the B3330 North Walls. This route is an additional route that can be used to access the railway station, via the B3330 North Walls in a westbound direction, towards the signalised crossroad junction. However, this route has a poor pedestrian environment, when compared to the route via the High Street. The footway on the northern stretch of North Walls between St Peter's Car Park and Hyde Street is very narrow, with cars exceeding the 20mph speed limit on this stretch of the carriageway, which could be perceived as intimidating for pedestrians and cyclists. During the site audit, it was difficult to cross Hyde Street at the junction with North Walls and City Road due to the high volume of right turning vehicles, with no controlled crossing or tactile kerbs present.

3.3. Cyclist Facilities

3.3.1. Cyclist Facilities within the CWR Site

The High Street (between Middle Brook Street and The Broadway), the lower stretch of Middle Brook Street (between Silver Hill and the High Street) and Silver Hill (between Upper Brook Street and Middle Brook Street) experience a mixture of pedestrian, cyclists and bus movements, with a one-way bus and cyclist route along these sections. During the site audit, uncertainties around the use of this space were evident, with a cyclist observed to cycle from St George's Street and southbound along Middle Brook Street towards the High Street in the wrong direction, which resulted in the cyclist facing an oncoming bus and having to cycle on the footway, with pedestrians, in order to avoid a collision with the bus. Cyclists are only permitted westbound through this route yet not all cyclists abide by this. Cyclists are also permitted along Tanner Street and Silver Hill but not in the pedestrianised stretch of Middle Brook Street between Silver Hill and Friarsgate.

Throughout the CWR area, only one marked on-road cycleway is present which is located on Middle Brook Street. The cycle lane is on-road but separated from traffic via a kerb line, as cyclists travel in a northbound direction against the one-way traffic. The lane itself is approximately 40 metres long from the junction with Friarsgate and terminates northbound on Middle Brook Street at the junction with Cossack Lane where the carriageway becomes two-way. Across the CWR and the city centre, access for cyclists is hugely problematic, with no effective cycle routes provided.

A total of nine Sheffield stands are provided on Silver Hill providing space for 18 cycles. During the site audit, a maximum of two cycles were observed to be utilising these stands. Fourteen Sheffield Stands are also provided on the southbound stretch of the B3331 between the junction with Silver Hill and Upper Brook Street, none of which were observed to be utilised during the site audit. A total of eight Sheffield Stands are also provided adjacent to the ticket machine at Upper Brook Street car park, which were also observed to be under-utilised with only one cycle parked during the site audit.

3.3.2. Cyclist Facilities within the city centre

The CWR area is serviced by identified cycle routes, however there are gaps in the wider network, largely resultant from the one-way system where contra-flow cycling is not permitted. The routes within central Winchester provide good connections to the railway station and the surrounding residential areas, however access to the city centre is poor, with no identified cycle routes to facilitate access for cyclists. Although access to the railway station is good, access to the city centre from the railway station is difficult and often leads to cyclists utilising the footway or travelling the wrong way along one-way carriageways, as made evident during the site audit.

A segregated cycleway is present along the narrow through road from St Paul's Hill to Upper High Street / Station Road to facilitate access to residential areas located to the west of the city centre.

There is a sufficient supply of cycle parking within the city centre, however it is underutilised. During the site audit, the greatest utilisation of cycle parking was on the upper section of the High Street, at the junction with Tower Street, where all the Sheffield Stands were utilised, with four cycles parked.

3.4. Surrounding Road Network

3.4.1. Local Highway Network

The CWR area incorporates part of the one-way system (Friarsgate and Upper Brook Street), the pedestrianised streets (Middle Brook Street between Silver Hill and Friarsgate, and Cross Keys), interconnecting streets (Middle Brook Street between High Street and Silver Hill; and Tanner Street / Silver Hill / St. George's Street); The Broadway and residential streets (Lower Brook Street, Middle Brook Street and Cossack Lane). Details of each of these roads are provided below.

3.4.1.1. Friarsgate

Friarsgate is a one-way, two-lane westbound carriageway that is subject to a 20mph speed limit and runs along the northern stretch of the site boundary, from the junction with Eastgate Street to the east and Upper Brook Street to the west, where it becomes St George's Street.

A footway is present on both sides of the carriageway, with a total of two signalised crossing provided; one directly to the west of Middle Brook Street, at the pedestrian access to Middle Brook Street Car Park and one approximately 15 metres east of the junction with Lower Brook Street. Three zebra crossings are also provided at the junction with Eastgate Street.

Friarsgate provides access to four of the city centre's car parks, including: The Brooks; Middle Brook Street Car Park and Cossack Lane, both of which are located off Lower Brook Street; and Upper Brook Street Car Park, located off Upper Brook Street. Friarsgate also provides access for buses to Winchester Bus Station, located approximately 40 metres east of the junction with Tanner Street and Lower Brook Street.

3.4.1.2. Upper Brook Street

South of Friarsgate, Upper Brook Street is a one-way southbound, two-lane carriageway, located to the west of the site boundary and is subject to a 20mph speed limit. A signalised junction and associated pedestrian crossing is provided at the junction with St George's Street to allow buses and cyclists to filter onto the one-way system from Silver Hill. Footways are provided on both sides of the carriageway along Upper Brook Street, however, no other pedestrian crossings are provided, making it difficult for pedestrian to cross near to the access of Upper Brook Street Car Park.

North of Friarsgate, Upper Brook Street is a single-lane one-way northbound carriageway that provides access to the B3330 North Walls. This road is residential in nature with limited parking provided on the eastern side of the carriageway due to the narrow nature of the road. This stretch of carriageway also provides access to the Upper Brook Street surface level Car Park.

3.4.1.3. Middle Brook Street

The southern stretch of Middle Brook Street, between the junction with Silver Hill and the High Street is restricted to buses and cyclists only whilst the central stretch of Middle Brook Street between Silver Hill and Friarsgate is pedestrianised. Silver Hill connects Tanner Street (to the east) and St George's Street (to the west) with Middle Brook Street, which forms the centre of the CWR area.

The northern stretch of Middle Brook Street is a single-lane carriageway, between the B3330 North Walls and Friarsgate, with one way southbound entry from North Walls and exit onto Friarsgate. A footway is provided on both sides of the carriageway, with a continuous network of lighting. An uncontrolled pedestrian crossing with tactile paving, with the kerblines flush to the carriageway, is provided on approach to the junction with Friarsgate. Vehicle access in a northbound direction along Middle Brook Street from Cossack Lane is solely for access to residential properties with on-street parking permits. The stretch of Middle Brook Street between Cossack Lane and Friarsgate is within the CWR area and is one-way southbound. This means that the only vehicle access to Middle Brook Street for residents is via Lower Brook Street and Cossack Lane. A marked on-road cycleway is present on Middle Brook Street between Friarsgate and Cossack Lane. The cycle lane is on-road but separated from traffic via a kerblines, as cyclists travel in a northbound direction against the one-way traffic.

3.4.1.4. Lower Brook Street

Lower Brook Street is a two-way single lane carriageway, located to the north of Friarsgate and is subject to a 20mph speed limit. It provides access to Middle Brook Street Car Park and Cossack Lane Car Park, as well as to residential properties located to the north, which includes access to Garden Lane and Lawn Street. The road is a cul-de-sac with no vehicle access to Union Street to the north, however, cyclist and pedestrian access is permitted. The stretch of carriageway between Friarsgate and Cossack Lane is located within the CWR area.

Footways are provided on both sides of the carriageway with a continuous network of street lighting to provide access to residential properties and the car parks. Dropped kerbs are provided at the junction with Friarsgate to facilitate access to the controlled crossing located some 15 metres to the east on Friarsgate, however, no tactile paving is present at any point along the carriageway.

Whilst cyclist and pedestrian access is permitted at the junction with Lower Brook Street and Union Street, crossing at this junction could be perceived as unsafe with nothing provided to facilitate crossing for pedestrians and cyclists.

3.4.1.5. St George's Street

St George's Street is located to the west of the study area and runs from the junction with Middle Brook Street and Tanner Street, where vehicular access is restricted to buses and cyclists only, to the junction with Jewry Street. The restricted access stretch of the carriageway forms part of Silver Hill, which, as outlined above, connects Tanner Street to Middle Brook Street and St George's Street. The point at which Silver Hill meets Upper Brook Street ends the restricted access zone and St George's Street forms part of the two-lane westbound one-way carriageway. Footways are present on both stretches of the carriageway, with two signalised pedestrian crossings; one located approximately 70 metres west of the junction with Upper Brook Street and one at the junction with Jewry Street. A pedestrian crossing is also located on the restricted access stretch of St George's Street, at the signalised junction with Upper Brook Street, with tactile paving that is flush to the carriageway. Guard railing is also present at this junction to protect pedestrians from traffic.

3.4.1.6. Tanner Street

Tanner Street is located to the south of Friarsgate and connects to Middle Brook Street and St George's Street to form Silver Hill. Tanner Street is a 20mph, two-way carriageway, until the point at which it becomes Silver Hill, where access is restricted to taxis and delivery permit holders only. Tanner Street provides access to the Friarsgate Car Park and adjacent properties. Parking restrictions in the form of double yellow lines are present along its entire stretch, on both sides of the carriageway. A taxi rank is located on approach to the junction with Middle Brook Street and St George's Street, adjacent to Sainsbury's supermarket.

3.4.1.7. The Broadway

The Broadway runs along the far south of the site boundary, between Eastgate Street to the east and The High Street to the west. It is accessed from the roundabout junction on Eastgate Street and provides two-way operation up to Colebrook Street, where it becomes a one-way restricted access route for westbound buses only onto the High Street.

A total of five bus stops are located on The Broadway, including boarding and alighting facilities for coaches (predominantly National Express), as well as 14 car parking spaces and a taxi stand in the centre of the two-way circular route that is used by buses to turn around. A taxi rank is also located adjacent to Guildhall, with parking for disabled users provided on both sides of the carriageway.

The Broadway provides access to Colebrook Street Car Park via Colebrook Street and Guildhall Yard Car Park, which is a private car park that can be used as a pay and display car park by the public on Saturdays, only between 0800 and 1800 hours.

Footways are provided along both stretches of the carriageway and a zebra crossing is located just west of Busket Lane with associated dropped kerbs and tactile paving. The footways on the southern stretch of the carriageway, outside Guildhall are wide, whilst those on the northern stretch of the carriageway on approach to the bus station are much narrower, which can cause conflict between pedestrians during peak periods.

3.4.2. Wider Highway Network

There are eight key routes providing access to the wider and strategic highway network from the city centre which include:

- To the North - the B3420 Andover Road, providing access to the A34;
- To the North - Worthy Lane and Worth Road, providing access to the A33;
- To the North-East - Easton Lane from Wales Street and North Walls, providing to access the M3 North at Junction 9;
- To the East - Magdalen Hill and Alresford Road, providing access to the A272 and the A31 East;
- To the South-East - the B3330 Chesil Street and Bar End Road, providing access to the M3 South at Junction 10;
- To the South-West - Southgate Street and St Cross Road, providing access to the M3 South at Junction 11.
- To the South-West - B3040 Romsey Road, providing access to the A3090 towards Romsey; and
- To the North-West - B3049 Stockbridge Road, providing access towards Stockbridge.

3.5. Existing Servicing and Loading

There are difficulties with servicing and loading at present, and associated enforcement is problematic. Deliveries for many of the retailers on the northern stretch of The Broadway and the lower stretch of the High Street are currently carried out on-street. Loading restrictions apply between 1000 and 1600 hours along the High Street, Monday to Saturday. Some of the retailers along the southern stretch of lower High Street are serviced via Market Lane to the south, where a small number of loading bays are provided to accommodate approximately four LGVs.

Deliveries and servicing for Marks and Spencer and other smaller retailers are provided along Silver Hill, where loading bays are provided on St George's Street. Alternatively, some deliveries are made to Woolstaplers Hall on Silver Hill and goods are then transferred to the larger retailers, such as Marks and Spencer, by an LGV throughout the day.

4. Community Engagement

4.1. Stakeholder Meetings

Atkins held specific meetings to discuss the following matters:

- HCC's Winchester Transport Strategy study and traffic data (Atkins met with HCC on Tuesday 14th March 2017);
- Cycling (Atkins met with representatives from Winchester CTC – part of Cycling UK - and Winchester Action on Climate Change – WINACC - on Friday 24th March 2017); and
- Walking (Atkins met with Councillor Hutchison on Friday 24th March 2017).

It was also identified that a meeting with Stagecoach would be key with buses and the bus station being a key issue of the study. However, although Stagecoach were contact to inform about the bus user surveys, a meeting was not undertaken due to ongoing discussions that were taking place between WCC and Stagecoach about the bus station.

4.2. Community Planning Weekend

In order to gain feedback from the public, Atkins attended the Community Planning Weekend, organised by JTP on Friday 24th (1345-1700 hours) and Saturday 25th March 2017 (1045-1600 hours). Members of the public were invited to an exhibition explaining the background to the CWR area and series of events to help share local knowledge and help shape the plans by joining the design team in workshops, walkabouts and hands-on planning groups to create a vision for the future of CWR area. In particular, Atkins was involved in the following activities:

- Preparing and displaying exhibition boards on transport (one on General Transport and one on Public Transport), as included in Appendix C;
- Attending Dialogue Workshops, including Central Winchester today, which involved the public discussing issues in the city centre, the site's relationship with the surrounding area, and the challenges and opportunities for developing the site;
- Attending the presentation of results of the Young People's Workshop, which gave a chance for pupils from Andover College to think about the site and draw ideas for the future;
- Attending a hands-on Planning Group on "Getting Around", which involved considering key issues for the site and starting to plan ideas for the future, with the results presented at the end;
- Walkabout sessions of the CWR area to establish the existing issues within the site and to gain feedback from the public around these;
- Supporting with collating ideas around Transport and Movement following the site walkabout, including mapping possible solutions, by mode; and
- Presenting the findings of the Transport and Movement workshop to members of the public summarising the key findings of the existing issues and ideas on how to address them as part of the CWR area.

4.3. Survey Data Collection

4.3.1. Methodology

As part of the CWR transport study, bus and car park user surveys were undertaken to capture the views of bus users and car park users on current and future facilities. Questionnaires were drawn up in collaboration with Winchester City Council, examples of which are included in Appendix D and Appendix E respectively.

The surveys were conducted on Thursday 23rd March (0700-1900 hours) and Saturday 25th March (1000-1700 hours) at the following locations, except where otherwise stated:

- South Winchester Park & Ride Bus Stop (0700-0900 hours on Thursday 23rd March and 1000-1100 hours on Saturday 25th March);

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- East Winchester Park & Ride Bus Stop, St Catherine's (0700-1100 hours on Thursday 23rd March and 1000-1200 hours on Saturday 25th March);
- Winchester Bus Station (all stands);
- The Broadway (all bus stops);
- Upper Brook Street Bus Stop;
- Middle Brook Street Car Park Ticket Machine(s); and
- The Brooks Car Park Ticket Machine (The Brooks is the closest car park to the city centre and most popular).

The surveys were undertaken at the Park and Ride sites in the morning to capture commuter / morning bus trips into the city centre. The bus user survey involved interviewing people waiting for buses at the bus station and the bus stops. The car park user surveys involved interviewing car park users at the ticket machines of the car parks identified above.

4.3.2. Results

4.3.2.1. Bus User Survey

In order to capture bus users' views on the importance of certain criteria relating to bus facilities in Winchester city centre, Question 12 of the bus user questionnaire asked respondents to rank ten points in order of importance. The question asked "On a scale of 1 to 5, how important are the points below to you with regard to bus facilities in Winchester city centre?" (with 1 being most important and 5 being least important).

Table 4-1 below provides an average of all the responses and sites surveyed ranked in order of importance. The full survey results can be found in Appendix F with details of the analysis in Appendix G.

Table 4-1 Ranked order of responses to Question 12 of the Bus User Survey

Rank	Criteria	Average Score
1	Proximity to destination	1.42
2	Real Time information	1.43
3	Shelter	1.55
4	Safety and security	1.62
5	Seating	1.68
6	Interchange / onward connections	1.78
7	Toilet facilities	1.79
8	Timetable	1.79
9	Traffic free walking routes to / from destination	1.91
10	Café	2.89

The responses show that overall, proximity to destination was ranked as the most important aspect to bus users, followed closely by Real Time information and shelter. The least important criterion was a café, which was consistently ranked the least important across all sites. Surprisingly, traffic free walking routes to / from the users' destination was not highly ranked. This was particularly prominent for users at The Broadway, where it was given the lowest ranking in comparison to other sites.

It should be noted that review of the bus survey data indicated that many measures were equally weighted which suggests that respondents believed the majority of the measures listed were "very important". Therefore, although the café was less frequently given a high rating, the overall average score was 3 (rounded to the nearest whole number) which is, on a scale of one to five rates it "neutral".

These rankings appear to reflect the qualitative responses to Question 13, which asked "what are your views on the existing bus facilities in Winchester city centre and what, if any, improvements would you like to see?" Key themes around real time information, for example, were regularly repeated as important, which was

particularly prominent at the Broadway, where approximately 30 percent of all respondents stated this as a requirement. This is reflected in the responses to Question 12 as Real Time information was ranked as the most important aspect at The Broadway. In addition to this, improved / more shelter was also frequent response to the qualitative question, which was particularly evident at the Bus Station. In addition, shelter was ranked as the third most important at the Bus Station, after safety and proximity to destination.

Further details around the qualitative responses captured in Question 13 are explored in more detail in Chapter 5 of this document.

4.3.2.2. Car Park User Survey

Question 13 of the car park user questionnaire asked respondents to rank eight points in order of importance, with the aim of capturing the views of users in a quantitative way. The question asked “On a scale of 1 to 5, how important are the points below to you with regards to car parking in Winchester city centre?” (with 1 being most important and 5 being least important).

Table 4-2 below provides an average of all the responses and sites surveyed ranked in order of importance. The full survey results can be found in Appendix F with details of the analysis in Appendix G.

Table 4-2 Ranked order of responses to Question 13 of the Car Park User Survey

Rank	Criteria	Average Score
1	Space availability	1.61
2	Safety and security	1.63
3	Proximity to destination	1.71
4	Payment method	1.85
5	Maximum stay time	1.88
6	Car parking capacity Information	1.91
7	Price	2.13
8	Traffic free walking routes to / from destination	2.21

The results indicate that space availability is considered the most important, followed by safety and security. Traffic free walking routes to / from the destination was considered the least important to car park users across both sites and the price of parking was also regarded as less important.

The results of Question 13 correlate with the responses to one of the qualitative questions within the survey (Question 16) which asks “what are your views on the existing car parking in Winchester city centre and what, if any, improvements would you like to see?” The most common response across both sites was that more parking should be provided, with a significant proportion respondents at The Brooks also stating that parking spaces need to be bigger / wider (approximately 30% of the total responses to this question stated that spaces need to be bigger and / or wider).

Question 15 of the survey asks respondents “Would you consider using a car park on the edge of the city centre, such as Chesil Street, and walking in?” The results of the response to this question are illustrated in Table 4-3 below.

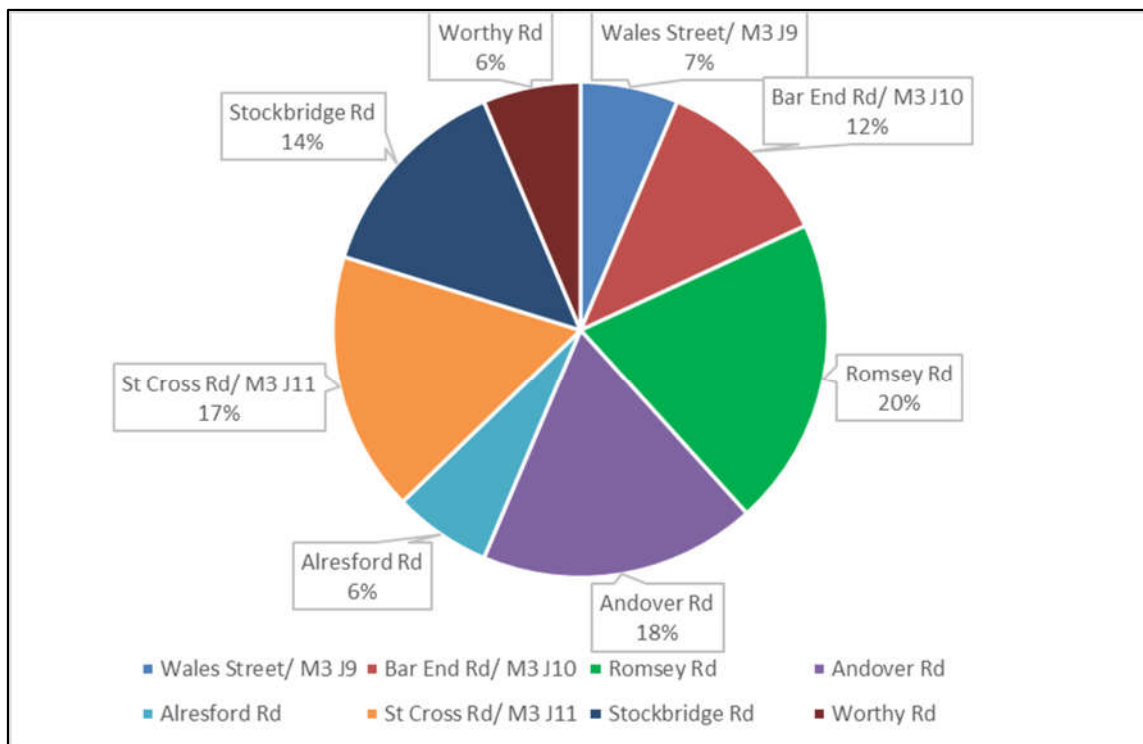
Table 4-3 Responses to Question 15 of the Car Park User Survey

Response	Total Count	Percentage
Yes	55	49%
No	40	35%
Maybe / Probably / Sometimes	12	11%
Other	6	5%
Total	113	100%

The results show that 49 percent of car park users would consider using a car park on the edge of the city centre whilst 35 percent would not. If the ‘yes’ responses were combined with those who would ‘maybe / probably’, then 60 percent would consider parking on the edge of the city centre. This, could address the most important aspect of space availability in Question 13.

Question 6 of the car park user questionnaire asked the respondent which route they used to drive into Winchester city centre. The proportion of routes used for both car parks are illustrated in Figure 4-1 below.

Figure 4-1 Proportion of routes used to drive into Winchester city centre



The results indicate that the greatest proportion of car park users drive into the city centre via Romsey Road (20 percent of all users), closely followed by Andover Road and St Cross Road / M3 Junction 11 at 18 percent and 17 percent respectively. The fewest number of car park users drive into the city centre via Wales Street / M3 Junction 9, Alresford Road and Worthy Road (6 percent of users for each road).

Table 4-4 below identifies the potential outer car parks that each of the eight key routes could use.

Table 4-4 Potential outer car park routes that could be used, by route

Route	Car Park
Wales Street / M3, Junction 9	<ul style="list-style-type: none"> • Durngate • Chesil Street Car Park
Bar End Road / M3, Junction 10	<ul style="list-style-type: none"> • Chesil Street Car Park • Colebrook Street • Park & Ride East
Romsey Road	<ul style="list-style-type: none"> • Gladstone Street • Tower Street • Park & Ride South • Pitt Park & Ride
Andover Road	<ul style="list-style-type: none"> • Cattle Market • Worthy Lane • St Peters • River Park
Alresford Road	<ul style="list-style-type: none"> • Chesil Street • Colebrook Street
St Cross Road / M3, Junction 11	<ul style="list-style-type: none"> • Jewry Street • Gladstone Street • Tower Street
Stockbridge Road	<ul style="list-style-type: none"> • Gladstone Street • Tower Street • Cattle Market • Worthy Lane
Worthy Road	<ul style="list-style-type: none"> • Cattle Market • Worthy Lane • St Peters • River Park

5. Issues and Opportunities

The issues and opportunities collected through engagement during the Community Planning Weekend, the user questionnaire surveys and stakeholder engagement meetings are presented in this section.

One of the recurring trends captured throughout the engagement process was that there is an inter-relationship between movement in the CWR area and the wider transport network within Winchester, and thus it is difficult to consider the CWR area in isolation. Indeed, there is an opportunity that the CWR development could act as the catalyst for improving and addressing some of the transport issues across the wider city.

Table 5-1 summarises the issues and opportunities identified within the CWR area, whilst those identified outside the CWR are outlined in Table 5-2 (it should be noted that these aim to capture the main trends and frequently raised issues, as broad range of views and opinions were captured throughout the entire engagement process).

Table 5-1 Issues and opportunities identified within the CWR Area

Mode	Issues	Opportunities
Public Transport	<ul style="list-style-type: none"> The bus station is tired but does provide access to the heart of the city and a focal hub / interchange; Buses currently use the High Street and make a sharp turn into Middle Brook Street, which causes conflict with pedestrians; Buses often queue to get into the bus station from Friarsgate; Significant congestion occurs on The Broadway with many buses arriving simultaneously – local buses, National Express, Park & Ride and tourist buses; A prime city centre site is used to park buses, where the key requirement is bus interchange; and Too many buses pass through the city centre that are half full. 	<ul style="list-style-type: none"> The CWR development represents an opportunity to review the format / location of the bus station in Winchester in order to remove buses from the High Street (for example relocating the bus station to Middle Brook Street Car Park); Bus parking could be moved away from the city centre to an outer location; It will important to retain the following with any revision to the bus facilities: <ul style="list-style-type: none"> Access to the heart of the city with a focal hub / interchange; Good quality waiting facilities; Real Time electronic passenger information displays; An information point / ticket office; Management / staff facilities; Layover spaces for buses between services, ahead or behind schedule. Re-route buses through Tanner Street and along Silver Hill so that a service is still provided in the centre and joins up to St George's Street; Improve facilities at bus stops such as more / bigger shelters and seating, cleaner toilets, real time information at all stops, larger print bus timetables, heat lamps at bus stops, vending / coffee machines and improved access for mobility impaired users; and Remove buses from the centre completely and only provide stops at the bus station to improve the pedestrian environment.

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Mode	Issues	Opportunities
Parking / Traffic	<ul style="list-style-type: none"> The one-way system dominates the city centre, creating a barrier for pedestrians and cyclists; The CWR area is anticipated to increase parking demand but the city centre is already congested and within an Air Quality Management Area; The two car parks in Friarsgate are too close (The Brooks and Middle Brook Street) which causes queuing and blocking along Friarsgate; Parking on a Saturday is very busy and car parks are often closed when they are not at capacity; and Illumination at the car parks in the city is poor making users feel unsafe. 	<ul style="list-style-type: none"> Increasing parking charges within the city centre compared to outer car parks and the Park and Ride represents an opportunity to discourage drivers from driving into the heart of the city, with people either using buses from the Park & Ride sites or walking in from car parks on the edge of the city centre. Some city centre parking could be retained or set aside for less mobile individuals; Filter lanes could be provided for buses on Friarsgate when buses are waiting to turn into the bus station and for cars into The Brooks to reduce blocking back along the one-way system; A car club could be provided for city centre residents; Electric vehicle charging points could be provided in the city centre to encourage greener vehicles in the city centre, including providing solar panels on car park roofs.
Pedestrians	<ul style="list-style-type: none"> The pavement outside the Bus Station on The Broadway is narrow when compared to the large pavement opposite, outside The Guildhall; There are not many pedestrian routes and there is a lack of signage throughout the city centre; Conflict between pedestrians and cyclists is evident at High Street / Middle Brook Street Junction; and Routes need to connect beyond the CWR area – walking routes into the city centre need to be improved to reduce congestion and pollution. 	<ul style="list-style-type: none"> The Broadway could be developed into an attractive public space with the market located here to improve the permeability through the High Street during market days; The riverside link through Winchester could be improved by knocking down the old facilities at the bus station and creating a riverside walk that runs parallel to the river to the east, to improve the pedestrian environment; and Improve wayfinding within the CWR area and at car parks focussing on the pedestrian (shopping) area, as at Winchester Station.
Cyclists	<ul style="list-style-type: none"> The cycle parking appears to be underused in places, suggesting it is poorly located or there is opportunity to encourage more cycling; There is a lack of cycling infrastructure within the CWR area and wider city, with some missing links on key routes to / from the city centre; The only way for cyclists to currently access the centre of the city is to use pedestrian areas (for example Middle Brook Street could form an important link for cyclists but is currently pedestrianised between Silver Hill and Friarsgate) or to go around the one-way system, which makes the journey much longer and can be dangerous, polluted and unpleasant (as it acts as a barrier); and Signing for cyclists through the city centre needs to be improved to make it easier for cyclists to know which routes to use and the direction of travel. 	<ul style="list-style-type: none"> Create a bi-directional north-south cycle route through the city centre – for example, the limited cycle infrastructure on Middle Brook Street north of Friarsgate could be extended southwards to link to The High Street / The Broadway as a route through the city centre for cyclists, thus reducing the need to use the one-way system. This could be aided by a Toucan crossing across Friarsgate where it meets Middle Brook Street; Create a bi-directional east-west segregated cycle route through the city centre, for example parallel and to the south of the High Street, using the interconnecting streets here; A two-way cycleway could be provided along Friarsgate if there was contraflow bus lane provided; Provide undercover cycle parking as parking is currently located where there is empty space and where it is not needed which makes it appear underutilised; and Improve signage for cycle routes.

Contains *sensitive* information

Mode	Issues	Opportunities
Servicing / Loading	<ul style="list-style-type: none"> Deliveries on St George's Street cause blocking back along the one-way system through Friarsgate as all traffic is currently funnelled through the one-way system. 	<ul style="list-style-type: none"> Servicing / loading could be restricted to avoid causing congestion – outside of the peak hours and potentially at night; and Camera enforcement in restricted access areas of the city as currently they are not always adhered to.

Table 5-2 Key issues and opportunities identified outside the CWR Area, within the wider transport network

Mode	Issues	Opportunities
Public Transport	<ul style="list-style-type: none"> The railway station and bus station are not located in close proximity to each other (they are located approximately 1km / 15 minutes' walk apart). 	<ul style="list-style-type: none"> Electric buses could be used to reduce air pollution / improve air quality in the city centre; Links between the railway station and city centre could be improved with cross-city bus services, which would also reduce the need to change buses in the city centre; A transport hub could be built with a 'hoppa' bus (electric bus) provided from the station to the city centre, which is free, regular and environmentally friendly; and A review / survey of bus services / routes in Winchester could be undertaken to determine the types of vehicles and services needed.
Parking / Traffic	<ul style="list-style-type: none"> The pricing of the Park and Ride site is attractive for all day parking, such as people working in the city centre, but there is little difference in price to the city centre car parks for shorter stays; and The Park & Ride buses take too long and are not convenient for people wanting to do shopping and carry bags. 	<ul style="list-style-type: none"> The flow of the one-way system could be reconsidered, including potential for two way streets, such as along Friarsgate and the North Walls, providing traffic calming and segregated cycle ways to discourage excessive vehicle speeds. As part of this, vehicle access to the city centre could be charged or restricted – for example to residents, taxis, disabled and deliveries only; Additional decks could be provided at outer car parks to the same level as surrounding residential properties to increase capacity and reduce parking in the city centre; Wider spaces and cheaper parking could be provided in outer car parks with corresponding signing to encourage use; and Park and Ride sites to the West and North of the city could be considered (it was noted that the route used by the highest number of car park users surveyed was from the west - Romsey Road – although it is recognised that the survey did not cover all car parks in the city).

Mode	Issues	Opportunities
Pedestrians	<ul style="list-style-type: none"> The road junction at the River Itchen is very difficult for pedestrians; It is challenging and intimidating to walk along North Walls due to the high volume of speeding vehicles; and Routes need to connect beyond CWR area – walking into town needs to be improved to reduce congestion and pollution. 	<ul style="list-style-type: none"> Winchester is geographically compact, which represents an opportunity to encourage more walking; A walking map of the city could be prepared and made available via the internet on the HCC, WCC and visit Winchester websites; East-west connections could be improved by linking the series of yards together; and The river could be opened up for walking to link to the existing riverside link to improve pedestrian environment and permeability across the city.
Cyclists	<ul style="list-style-type: none"> Some routes to / from the city centre are hilly (especially to the east and west), which discourages some from cycling; Cycle links are not generally linked up across the city, with the one-way system forming a barrier to cycling; and Cycling along North Walls is currently very intimidating for cyclists due to the excess speeds of vehicles. 	<ul style="list-style-type: none"> Winchester is geographically compact, which represents an opportunity to encourage more cycling; A cycle map of the city could be prepared and made available via the internet on the HCC, WCC and visit Winchester websites – for example, WINACC and Winchester CTC have undertaken studies identifying routes and sections for improvement; Electric bike hire could be provided at the Park and Ride sites and at the station; East to west links could join the Station and Jewry Street in both directions whilst north to south links could join Parchment Street and Lower Brook Street in both directions; A bridge could be provided for cyclists between Colebrook Street and Chesil Street as the bridge is narrow east of The Broadway; and North-South pedestrian and cycle routes could be provided along the river, linking to East-West movements through the site and cycle route 23 as currently cyclists must dismount or cycle on pavement.
Servicing / Loading	<ul style="list-style-type: none"> On-street servicing causes congestion in the city centre, especially along St George's Street between Silver Hill and Jewry Street. 	<ul style="list-style-type: none"> Loading on St George's Street could be restricted to off-peak times to reduce the impact on the one-way system.
General	<ul style="list-style-type: none"> There is an inter-relationship between movement in the CWR area and the wider transport network within Winchester, and thus it is difficult to consider one without the other. 	<ul style="list-style-type: none"> There is potential for HCC's Winchester Transport Strategy study to build upon the results of the CWR transport study work to assess the existing transport network beyond the CWR area.

5.1. CWR Area Key Transport Issues and Potential Solutions

The key transport issues and potential solutions are summarised below.

5.1.1. Public Transport

The bus station is in need of refurbishment and incorporates a significant area for parked buses within a key area of the city centre, while the current routing of buses along The Broadway / High Street / Middle Brook Street / Silver Hill conflicts with pedestrians and detracts from these potentially attractive public realm areas.

Contains *sensitive* information

WCC's purchase of the freehold for the bus station, presents the opportunity to address these issues, potentially through its redesign or relocation.

If the bus station is not relocated, the existing routing could be reconsidered to remove buses from The Broadway / High Street / Middle Brook Street / Silver Hill corridor. For example, the direction of buses through the bus station could be reversed to one way northbound. However, this could result in queuing of buses on The Broadway outside the Guildhall, thus detracting from this potentially attractive public realm area. In addition, buses heading to the south / east of the city would incur a longer route through the city centre, where there is already an AQMA, unless provision was made to avoid having to travel around the existing one way system - for example, by providing an eastbound contraflow along Friarsgate between the bus station and Eastgate. An alternative could be to restrict the exit to the bus station to a left turn only, which would require buses that previously turned right out of the bus station to take a longer route via The Broadway / Eastgate / Friarsgate and Upper Brook Street, although this would be a less convoluted diversion than if the direction of travel was reversed through the bus station and thus is a potentially more attractive solution.

There is also an opportunity to relocate the bus station as part of the CWR development. This would also have the advantage that buses would be removed from The Broadway outside The Guildhall, thus allowing this area to be improved into an attractive area of public realm. While relocation to the railway station has been suggested and would improve interchange, proximity to destination was the key criterion identified by the bus user survey, and thus re-provision within the CWR / city centre area is the potential solution (for example to Middle Brook Street car park). This could be mitigated by ensuring that the link between the railway station and city centre is served by frequent buses with a short journey time, which could be looked as part of HCC's wider Winchester Transport Strategy study. It should be noted that some of the diversion implications identified in the previous paragraph would still apply if the bus station was relocated to the Middle Brook Street car park, unless the one-way system is redesigned and Friarsgate was made two way for example.

As part of the CWR redevelopment, the provision for bus parking should be re-provided outside of the CWR / city centre area on the outskirts of the city – for example at / near one of the Park and Ride sites.

5.1.2. Parking / Traffic

While the CWR development has the potential to increase demand for parking and traffic using the city centre, it will be important to minimise this through a combination of discouraging traffic and encouraging sustainable transport demand.

As such, it is recommended that public parking provision within the CWR area is not increased, with parking prioritised for less mobile individuals and any additional parking restricted to residents only, while this could be minimised through the establishment of a resident car club. Any parking areas that remain within the CWR area should have active / passive provision for electric vehicle charging points.

Trips generated by the retail, office and leisure elements should be encouraged to park outside of the CWR / city centre area or use sustainable transport (i.e. public transport, walking or cycling) to access the CWR area. The former could be encouraged through a combination of:

- signing (directing cars to the relevant outer car park or Park and Ride site on each route into the city with associated real time information showing spaces available);
- increasing parking charges in the CWR area / city centre and reducing them in the outer / Park and Ride car parks; and
- improving Park and Ride provision, potentially by reducing journey time, increasing frequency, making it free and considering new sites to the west and north of the city.

There is also an opportunity to restrict traffic accessing / passing through the CWR area to certain key vehicle types (for example, buses, delivery vehicles, residents and less mobile individuals), but this is beyond the scope of the CWR development and a matter that should be considered by HCC as part of the wider Winchester Transport Strategy study.

5.1.3. Pedestrians

Redevelopment of the CWR area presents an opportunity to improve the pedestrian environment in locations that are currently underutilised or intimidating.

Key to this is removal of buses from The Broadway / High Street / Middle Brook Street / Silver Hill corridor where buses currently perform two right angle turns across pedestrian routes. Similarly, Tanner Street is currently not an attractive environment for pedestrians. As a result, these corridors could be improved by widening footways or part / full pedestrianisation, with traffic restricted to certain vehicles / times of day. In addition, wayfinding signs could be provided across the CWR area.

Beyond the CWR area, improvements could be made to encourage walking as a mode of transport for access to the CWR area, especially the route between the railway station and CWR area, while the river presents an opportunity to link a north-south walking corridor in to the CWR area if the bus station is relocated. A walking map of the city could also be produced, similar to that prepared for Winchester University.

5.1.4. Cyclists

There are currently barriers for cyclists accessing and crossing the CWR area, including the one-way system and pedestrianised streets and thus potential for improving cycle infrastructure and encouraging cycle access to the CWR area thus improving sustainability.

As such, it will be important to provide at least one north-south cycle route and one east-west cycle route across, or close to the CWR area. Within the CWR area, the Middle Brook Street and Silver Hill corridors represent the best opportunities for north-south and east-west cycle routes respectively (if the bus station is relocated for the latter), while there is potential for the river and The Broadway / Market Lane corridors to provide north-south and east-west cycle routes respectively beyond the CWR area. The cycle routes should be comprised of cycle lanes or paths and associated Toucan crossings. It will also be important to provide sheltered cycle parking facilities within the CWR area in a location that is central and overlooked / secure within the public realm.

Improvements beyond the realm of the CWR development include improving cycle routes and wayfinding beyond the CWR area, introducing a cycle hire scheme for the city, potentially with electric bikes with their increasing popularity producing a cycle map of the city, similar to that prepared for Winchester University.

5.1.5. Servicing / Loading

As Silver Hill and Tanner Street currently perform a key servicing / loading role, it will be important that servicing / loading opportunities are re-provided within the CWR area. However, there is an opportunity to ensure that servicing / loading does not interfere with operation of general traffic by restricting it to certain off peak times during the day or at night and enforcing this, or to provide an off-street servicing facility / facilities.

5.2. Next Steps

The next steps are considered to be as follows:

- To develop the findings in this study into a transport strategy / design for the CWR area as part of the Supplementary Planning Document for the different elements considered – buses, parking, pedestrians, cycling and servicing / loading; and
- To work with Hampshire County Council to develop a wider transport strategy for Winchester as part of the Winchester Transport Strategy study for the city outside of the CWR area.

6. Summary and Conclusions

Atkins has been appointed by JTP, on behalf of Winchester City Council, to provide transport consultancy services in support of the development of a Supplementary Planning Document (SPD) for the Central Winchester Regeneration (CWR) area.

The CWR area incorporates Winchester Bus Station, two car parks (The Brooks and Middle Brook Street), part of the one-way system (Friarsgate and Upper Brook Street), pedestrianised streets (Middle Brook Street between Silver Hill and Friarsgate, and Cross Keys), interconnecting streets (Middle Brook Street between High Street and Silver Hill; and Tanner Street / Silver Hill / St. George's Street); The Broadway, and residential streets (Lower Brook Street, Middle Brook Street and Cossack Lane). It involves a proposed mixed use redevelopment of part of central Winchester, anticipated to include retail, offices, residential and leisure.

This study has involved developing an understanding of the transport issues associated with the site in order to support the development of the SPD. Desktop research has been undertaken to understand the existing conditions at the site, including background policy research of Winchester's Walking, Cycling, Car Parking and Air Quality strategies. A site audit has also been undertaken to develop an understanding of existing bus service provision, car parking provision, the condition of facilities and permeability of routes for pedestrians and cyclists throughout the city centre and existing servicing and loading provision.

In order to capture the views and opinions of car park and bus users within the city, user surveys were undertaken across seven key sites (five bus stops / interchanges and two inner city car parks within the CWR area) during a typical weekday and a Saturday. The results of the surveys indicate that proximity to destination, provision of Real Time information and shelter are of most importance to bus users. Car park users consider availability of spaces and safety and security as most important.

Atkins attended a Community Planning Weekend on Friday 24th and Saturday 25th March 2017. Members of the public were invited to an exhibition explaining the background of the proposal and series of events to help share local knowledge and help shape the plans. This included involvement in workshops, walkabouts and hands-on planning groups to create a vision for the future of CWR area. Several ideas came out of the weekend, which included focus around alternative locations for the bus station, the re-routing of buses away from the Broadway and suggestive ways to improve permeability for cyclists through the city centre.

In addition to the above, Stakeholder engagement meetings were undertaken on Friday 25th March at the Community Planning Weekend, with representatives of cycling groups Winchester CTC and WINACC and with Councillor Hutchison to discuss walking. This allowed a more in-depth understanding of the views and opinions of specific walking and cycling groups around existing issues and improvements that could be considered for the development of the CWR area. In addition, Atkins also attended a meeting with Hampshire County Council (HCC) on 14th March to discuss the Winchester Transport Strategy study.

The issues and opportunities collected through engagement during the Community Planning Weekend, the user questionnaire surveys and stakeholder engagement meetings are summarised in the report. One of the recurring trends was that there is an inter-relationship between movement in the CWR area and the wider transport network within Winchester, and thus it is difficult to consider the CWR area in isolation. Indeed, there is an opportunity that the CWR development could act as the catalyst for improving and addressing some of the transport issues across the wider city.

The key transport issues and potential solutions for the CWR area have been identified in terms of public transport, parking, pedestrians, cyclists and servicing / loading.

The next steps are considered to be as follows:

- To develop the findings in this study into a transport strategy / design for the CWR area as part of the Supplementary Planning Document for the different elements considered – buses, car parking, pedestrians, cycling and servicing / loading; and
- To work with Hampshire County Council to develop a wider transport strategy for Winchester as part of the Winchester Transport Strategy study for the city outside of the CWR area.

Appendices

Appendix A. Winchester Car Park Map



Car Park Key

Park & Ride Short Stay Long Stay





















	Park & Ride	Short Stay	Long Stay
A	Park & Ride East - Barfield		SO23 9SQ
B	Park & Ride East - St Catherines		SO23 9NP
C	Park & Ride South		Jnct 11 M3
D	Pitt Park and Ride		SO22 5PR
E	Chesil Street		SO23 0HU
F	Durngate		SO23 8DX
G	Worthy Lane		SO23 7AB
H	Cattle Market		SO23 7AB
I	Coach Park		SO23 7AB
J	Tower Street		SO23 8TA
K	Gladstone Street		SO23 8TQ
L	River Park		SO23 7DD
M	Colebrook Street		SO23 9LH
N	Cossack Lane		SO23 8DQ
O	Middle Brook Street		SO23 8DQ
P	The Brooks		SO23 8QY
Q	Upper Brook Street		SO23 8AR
R	Jewry Street		SO23 8RY
S	St Peters		SO23 7DD

Appendix B. Winchester Car Park Charges

MONDAY TO SATURDAY
**Season
Ticket
Group**

Up to ½ Hour	Up to 1 Hour	Up to 2 Hours	Up to 3 Hours	Up to 4 Hours	Over 4 Hours	Up to 6 Hours (Sat only)
£	£	£	£	£	£	£

'Centre' Car Parks

The Brooks  EV		1.40	2.80	4.20	5.60	15.00	6.00	
Middle Brook Street   		1.40	2.80	4.20	5.60	15.00	6.00	
Colebrook Street   (7566)		1.40	2.80	4.20	5.60	15.00		
G'hall Yard (Sat Only)   EV (59546)		1.40	2.80	4.20	5.60	15.00		
Friarsgate  EV (59545)		1.40	2.80	4.20	5.60	15.00		
Jewry Street   (7217)		1.40	2.80	4.20	5.60	15.00		
Cossack Lane   (7218)		1.40	2.80	4.20	5.60	15.00		
Upper Brook Street  (7222)		1.40	2.80	4.20	5.60	15.00		
St. Peters   (7563)	0.30	1.40	2.80	4.20	5.60	15.00		Group B
Tower Street   (7565)		1.40	2.80	4.20	5.60	15.00		Group B
Gladstone Street   (7562)		1.40	2.80	4.20	5.60	15.00		Group B

'Inner' Car Parks

Chesil (Multi-Storey)   (7559) EV		0.70	1.40	2.10	2.80	7.00		Group D	
Durngate  (7220)		0.70	1.40	2.10	2.80	7.00		Group D	
The Cattle Market (7560)		0.70	1.40	2.10	2.80	7.00		Group D	
Worthy Lane  (7564)		0.70	1.40	2.10	2.80	7.00		Group D	
Coach Park (Cars)  (7561)		0.70	1.40	2.10	2.80	7.00		Group D	
Coach Park (Coaches)   						7.00			
River Park Leisure Centre (9am-5pm)    (7221)		0.70	0.90	2.10	Up to 5 hours 2.80	5hrs + 15.00 Mon-Fri 7.00 Sat			
Crowder Terrace  The Lido 	Season Ticket Holders Only								Group D
Barfield Close (89053)	Season Ticket Holders Only								Group E

'Outer' Car Parks - Park & Ride







Barfield (2545)	St Catherines   (2547)	3.00 per day (Mon-Sat)	2.50 off-peak (after 10:30 Mon- Fri)	1.50 (Saturday only – 3hr max)	(Free after 4pm)	Smart Cards Available Discounted parking £2.70 per day
South Winchester    (2546) EV		3.00 per day (Mon-Sat)	2.50 off-peak (after 10:30 Mon- Fri)			
Pitt (2548) 		3.00 per day (Mon-Sat)	2.50 off-peak (after 10:30 Mon- Fri)			

**OFF-STREET PARKING
CHARGES**

Mon-Sat 8am-6pm
(River Park 9am-5pm)

As from 1st May 2017

Key

-  Disabled Bays
 -  Parent & Child Bays
 -  Motorcycle Parking
 -  Coach Parking
 -  Motorhome Parking
 -  Caravans
- (7566) Pay by Phone Code
- EV** Electric vehicle charging

SEASON TICKETS
ANNUAL PRICES

Group B	£2760.00
Group D	£1288.00
Group E	£552.00
Group F	£275.00

QUARTERLY PRICES

Group B	£750.00
Group D	£350.00
Group E	£150.00
Group F	£75.00

**CATTLE MARKET AND
WORTHY LANE ONLY**
(Purchase from car park machine)

28 Day Ticket	£85.00
7 Day Ticket	£25.00

Appendix C. Transport Exhibition Boards for Community Planning Weekend

GENERAL TRANSPORT



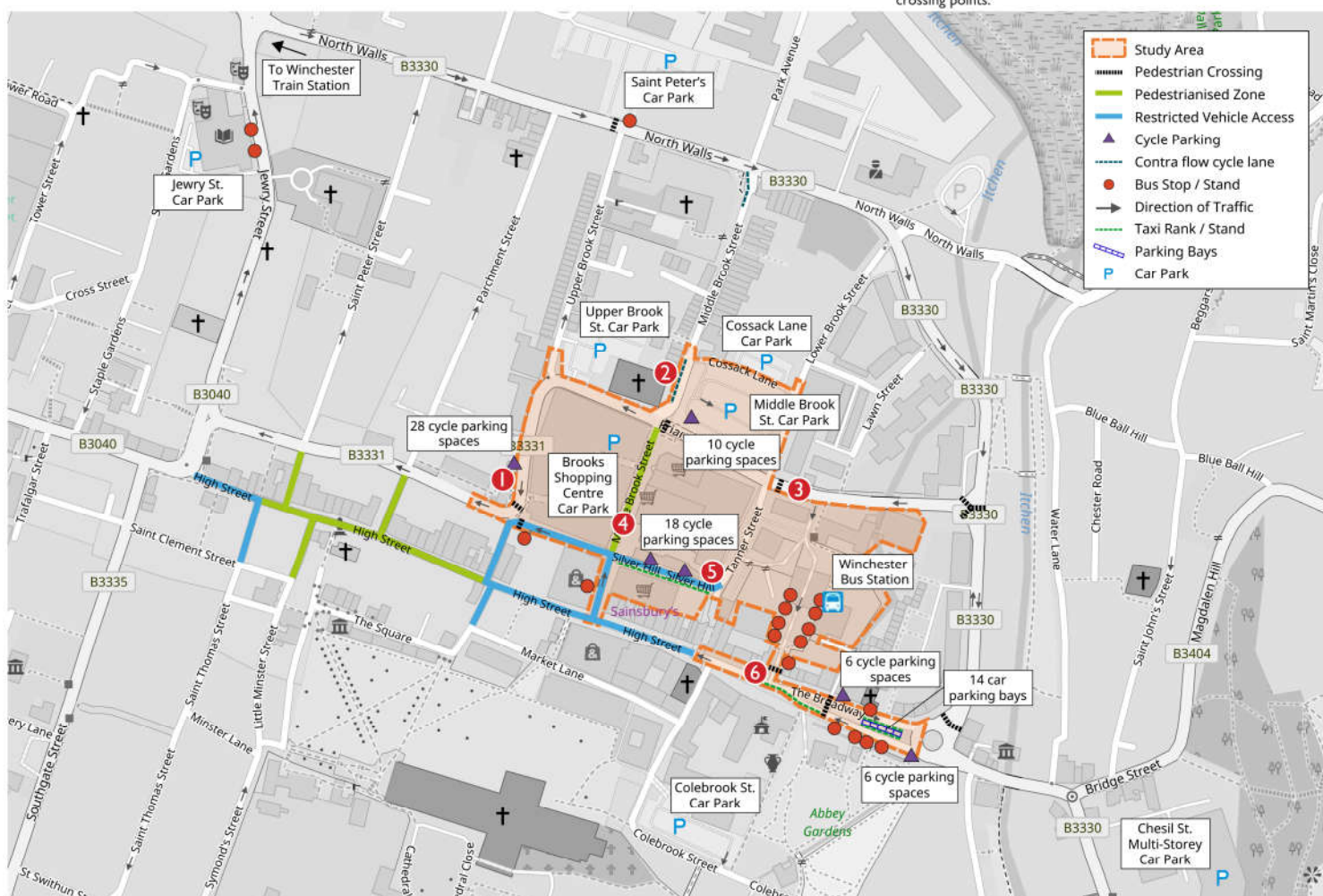
There are approximately 70 on street cycle parking spaces within the study area although some areas are underutilised.



There are limited facilities for cyclists and those that exist like the Middle Brook Street cycle lane are isolated, not forming part of a safe and comprehensive network.



The one-way system is 'efficient' in terms of traffic capacity but can involve long or convoluted access routes. It can be unattractive and intimidating for pedestrians and cyclists with a limited number of crossing points.



Significant pedestrian priority areas provide refuge from vehicles and associated air and noise pollution as well as providing an appropriate setting for the High Street.



Silver Hill and other connecting streets have a back street 'feel' and incorporate accesses for servicing and deliveries.



The Broadway presents a significant expanse of carriageway which is not easy to cross and does not provide an appropriate setting for the Guildhall.

PUBLIC TRANSPORT



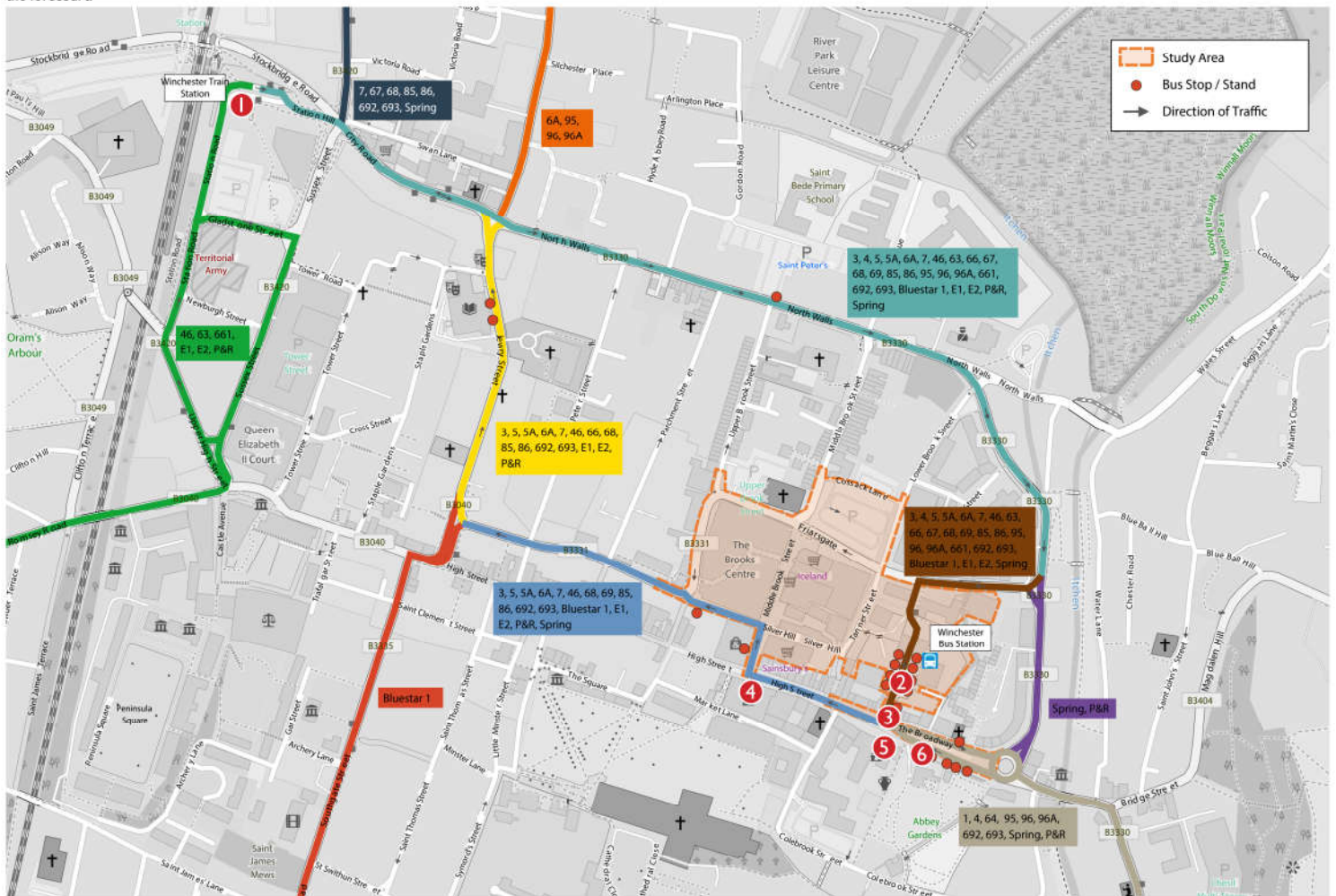
South West Trains and Cross Country services to London, Weymouth, Portsmouth Harbour, Newcastle and Manchester (and others) are available at Winchester Station where buses also call at the stops on the forecourt.



The bus station has a 'tired' and dated appearance.



The bus station is not 'pedestrian friendly' with lengths of guardrail giving enclosed and narrow footways with no dropped kerbs or tactile paving.



Buses queuing at the stop outside M&S and turning from the High Street conflict with pedestrians walking up and down the High Street.



Buses leaving the bus station need to give way to vehicles on The Broadway and pull forward across the pedestrian desire line / footways.



There are bus stops on The Broadway and some coaches and buses U-turn here, which together with the car parking in the centre of the carriageway, results in large areas given over to moving or stationary vehicles.

Appendix D. Bus User Questionnaire

WINCHESTER BUS USER QUESTIONNAIRE

Interviewer: Note that consent must be obtained from parents / carers before you interview any children under 16.

Good morning/afternoon. I am conducting a survey of bus passengers on behalf of Winchester City Council to gain an understanding of users' experience of bus facilities in and around Winchester city centre. If this is not the first time you have used the bus services in Winchester, please could you spare a few minutes to answer some questions for me? Interviewer: Show Interviewer ID Card

If no: Close interview.

If yes: Thank you. Any information you provide me will remain confidential and I will not at any point ask for your identity. We adhere to the Marketing Research Society code of conduct and all data will be held in accordance with the Data Protection Act.

Interviewer: complete at end of interview:

Location (Stop Name): _____

Date _____

Time _____

1. What is your full home postcode? Interviewer – please try to collect full postcodes.

Postcode: _____

Refused

2. Which of the following age groups do you fall under?

65 years or more

₁

35 – 44 years

₂

55 – 64 years

₃

25 – 34 years

₄

45 – 54 years

₅

18 – 24 years

₆

Did not wish to specify

₇

2b. Gender (Interviewer complete do not ask gender)

Male

₁

Female

₂

3a. Do you have any disabilities that affect the way you travel?

Yes

₁

No

₂

Refused

₃

3b. If 'yes', please state disability

4. What is the purpose of your journey today? Select one option

Commuting

₁

Business travel

₂

Education

₃

Shopping

₄

Personal business

₅

Visiting friends

₆

Leisure

₇

Tourism

₈

Healthcare

₉

Other, please specify below

₁₀

5. Where are you travelling from and to and what service are you using? Interviewer: please provide postcode / detailed description where possible, rather than bus stop name e.g. if travelling to work, name of the company they work for & where it is located and if shopping, main shops visited.

Travelling from

Postcode / Area: _____

Description: _____

Service Name/ Number _____

Travelling To

Postcode / Area: _____

Description: _____

Service Name/ Number _____

6. How did you get to the bus stop you are waiting at now? Select all that apply

Walked

₁

Cycled

₂

Taxi

₃

Drive and park

₄

Dropped off

₅

Bus

₆

Other, please specify: _____

₇

Interviewer: please ask question 7a & 7b OR question 8, depending on location of survey.

Park & Ride Site Only Questions

7a. What is the name of the bus stop you expect to alight at in Winchester city centre?

The Broadway (Park & Ride)	<input type="checkbox"/>	1	Westgate	<input type="checkbox"/>	2
Marks and Spencer	<input type="checkbox"/>	3	North Walls	<input type="checkbox"/>	4
Jewry Street	<input type="checkbox"/>	5	City Road	<input type="checkbox"/>	6
The Hospital	<input type="checkbox"/>	7	Winchester Railway Station	<input type="checkbox"/>	8

7b. What is the name of the bus stop you expect to board on your departure from Winchester city centre?

The Broadway (Park & Ride)	<input type="checkbox"/>	1	Westgate	<input type="checkbox"/>	2
Marks and Spencer	<input type="checkbox"/>	3	North Walls	<input type="checkbox"/>	4
Jewry Street	<input type="checkbox"/>	5	City Road	<input type="checkbox"/>	6
The Hospital	<input type="checkbox"/>	7	Winchester Railway Station	<input type="checkbox"/>	8

Town Centre Only Question

8. What is the name of the bus stop you alighted at on your inward journey today?

The Broadway	<input type="checkbox"/>	1	Discovery Centre	<input type="checkbox"/>	2
The Broadway (Park & Ride)	<input type="checkbox"/>	3	North Walls	<input type="checkbox"/>	4
Winchester Bus Station	<input type="checkbox"/>	5	Westgate	<input type="checkbox"/>	6
Marks and Spencer	<input type="checkbox"/>	7	City Road	<input type="checkbox"/>	8
Upper Brook Street	<input type="checkbox"/>	9	Winchester Railway Station	<input type="checkbox"/>	10
Jewry Street	<input type="checkbox"/>	11	The Hospital	<input type="checkbox"/>	12
Other, please specify	<input type="checkbox"/>	13			

9. How often do you travel by bus to Winchester city centre? Select one option

Daily	<input type="checkbox"/>	1	2-3 times a week	<input type="checkbox"/>	2
Weekly	<input type="checkbox"/>	3	Monthly	<input type="checkbox"/>	4
Less often	<input type="checkbox"/>	5			

10. Overall, how would you rate the quality of the bus stops within Winchester city centre?

Very Good	Fairly Good	Neither Good nor Poor	Fairly Poor	Very Poor	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6

11. Overall, how would you rate the quality of the Bus Station in Winchester city centre?

Very Good	Fairly Good	Neither Good nor Poor	Fairly Poor	Very Poor	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6

12. On a scale of 1 to 5, how important are the points below to you with regards to the bus facilities in Winchester City Centre? Interviewer: Please number each of the points from 1 to 5, based on the following classifications:

1 = Very important 2 = Quite important 3 = Neutral 4 = Quite unimportant 5 = Very unimportant

Proximity to destination	<input type="checkbox"/>	1	Café	<input type="checkbox"/>	2
Toilet facilities	<input type="checkbox"/>	3	Safety and Security	<input type="checkbox"/>	4
Interchange / onward connections	<input type="checkbox"/>	5	Traffic free walking routes to / from destination	<input type="checkbox"/>	6
Real Time information	<input type="checkbox"/>	7	Seating	<input type="checkbox"/>	8
Printed timetable information	<input type="checkbox"/>	9	Shelter	<input type="checkbox"/>	10

13. What are your views on the existing bus facilities in Winchester city centre and what, if any, improvements would you like to see?

Those were all my questions, many thanks for taking the time to complete our questionnaire.



The personal information that you provide on this form will be handled by Atkins on behalf of Winchester City Council in accordance with the Data Protection Act 1998. Atkins or the council will not pass on your details to any third party unless you give us permission or the council is legally obliged to do so.

Appendix E. Car Park User Questionnaire

WINCHESTER CAR PARK USER QUESTIONNAIRE

Interviewer: Note that consent must be obtained from parents / carers before you interview any children under 16.

Good morning/afternoon. I am conducting surveys of car park users on behalf of Winchester City Council to gain an understanding of current car park users' experience of parking in and around Winchester city centre. Please could you spare a few minutes to answer some questions for me?

Interviewer: Show Interviewer ID Card

If no: Close interview.

If yes: Thank you. Any information you provide me will remain confidential and I will not at any point ask for your identity. We adhere to the Marketing Research Society code of conduct and all data will be held in accordance with the Data Protection Act.

Interviewer: complete at end of interview:

Location (Car Park Name): _____

Date _____

Time _____

1. What is your full home postcode? Interviewer – please try to collect full postcodes.

Postcode: _____

Refused

2. Which of the following age groups do you fall under?

65 years or more

35 – 44 years

55 – 64 years

25 – 34 years

45 – 54 years

18 – 24 years

Did not wish to specify

2b. Gender (Interviewer complete do not ask gender)

Male

Female

3a. Do you have any disabilities that affect the way you travel?

Yes

No

Refused

3b. If 'yes', please state disability

4. What is the purpose of your journey today? Select one option

Commuting

Business travel

Education

Shopping

Personal business

Visiting friends

Leisure

Tourism

Healthcare

Other, please specify below

5. Where are you travelling from and to? Please can you tell me the location your journey started (e.g. home / work). Interviewer: please provide postcode / detailed description where possible.

Travelling from

Travelling To

Postcode / Area: _____

Postcode / Area: _____

Description: _____

Description: _____

6. Which route did you use to drive into Winchester city centre? Select one option

Wales Street / M3 Junction 9

Alresford Road

Bar End Rd / M3 Junction 10

St Cross Rd / M3 Junction 11

Romsey Road

Stockbridge Road

Andover Road

Worthy Road

7. Approximately how long did your journey into Winchester take you today? *Select one option*

0 – 15 minutes	<input type="checkbox"/>	16 – 30 minutes	<input type="checkbox"/>
31 – 45 minutes	<input type="checkbox"/>	46 – 60 minutes	<input type="checkbox"/>
1 hour +	<input type="checkbox"/>		

8. Approximately how long do you intend to stay in Winchester city centre today? *Select one option*

Less than 1 hour	<input type="checkbox"/>	1 – 2 hours	<input type="checkbox"/>
2 – 3 hours	<input type="checkbox"/>	3 – 4 hours	<input type="checkbox"/>
4 – 5 hours	<input type="checkbox"/>	5 – 6 hours	<input type="checkbox"/>
6 hours +	<input type="checkbox"/>		

9. How often do you park in Winchester city centre? *Select one option*

Daily	<input type="checkbox"/>	2-3 times a week	<input type="checkbox"/>
Weekly	<input type="checkbox"/>	Monthly	<input type="checkbox"/>
Less often	<input type="checkbox"/>		

10. Aside from the car park you are currently utilising, do you use any of the below car parks, when you visit Winchester city centre? *Select all that apply*

Park & Ride East - Barfield	<input type="checkbox"/>	Park & Ride East – St Catherine’s	<input type="checkbox"/>
Park & Ride South	<input type="checkbox"/>	Pitt Park & Ride	<input type="checkbox"/>
Colebrook Street	<input type="checkbox"/>	Cossack Lane	<input type="checkbox"/>
Middle Brook Street	<input type="checkbox"/>	The Brooks	<input type="checkbox"/>
Upper Brook Street	<input type="checkbox"/>	Jewry Street	<input type="checkbox"/>
St Peters	<input type="checkbox"/>	Chesil Street	<input type="checkbox"/>
Tower Street	<input type="checkbox"/>	Gladstone Street	<input type="checkbox"/>
Durngate	<input type="checkbox"/>	Other, please specify below	<input type="checkbox"/>

11. Which method of payment do you tend to use when parking in Winchester city centre?

Cash	<input type="checkbox"/>	Credit / Debit Card	<input type="checkbox"/>
Pay by phone	<input type="checkbox"/>	Other, please specify below	<input type="checkbox"/>

12. Overall, how would you rate the car parking in Winchester city centre?

Very Good	Fairly Good	Neither Good nor Poor	Fairly Poor	Very Poor	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. On a scale of 1 to 5, how important are the points below to you with regards to car parking in Winchester city centre? *Interviewer: Please number each of the points from 1 to 5, based on the following classifications:*

1 = Very important 2 = Quite important 3 = Neutral 4 = Quite unimportant 5 = Very unimportant

Proximity to destination	<input type="checkbox"/>	Safety and security	<input type="checkbox"/>
Traffic free walking routes to / from destination	<input type="checkbox"/>	Car parking capacity information	<input type="checkbox"/>
Price	<input type="checkbox"/>	Space availability	<input type="checkbox"/>
Maximum stay time	<input type="checkbox"/>	Method of payment (i.e. pay & display)	<input type="checkbox"/>

14. Would you consider using the Park & Ride service? And what are the barriers preventing you from / what would encourage you to do so?

15. Would you consider using a car park on the edge of the city centre, such as Chesil Street, and walking in? And what are the barriers preventing you from / what would encourage you to do so?

16. Finally, what are your views on the existing car parking in Winchester city centre and what, if any, improvements would you like to see?

Those were all my questions, many thanks for taking the time to complete our questionnaire.



The personal information that you provide on this form will be handled by Atkins on behalf of Winchester City Council in accordance with the Data Protection Act 1998. Atkins or the council will not pass on your details to any third party unless you give us permission or the council is legally obliged to do so.

Appendix F. Survey Results

Intelligent Data Collection Limited Winchester

Client: Atkins
Project Number: ID03131
Date(s) of Survey: 23.03.2017 & 25.03.2017
Site Name: Winchester
Survey Type: Questionnaire

Quality Assurance and Issue Record

Quality Assurance

Revision	Rev A			
Date	20.04.2017			
Prepared by	David Brown			
Signature				
Checked by	Luke Martin			
Signature				
Project Director	Paul O'Neill			
Signature				
Project number	ID03131			
File Ref	ID03131 Winchester - Questionnaires			

Issue Sheet

Issued to	Date			
	20.04.2017			
Richard Franklin	E-mail			

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Site 7 23.03.2017
Site 7 25.03.2017

Location	Date	Time	Postcode	Age	Gender	Disability	Info	Purpose	Comments	Where are you travelling from			Where are you travelling to			Method of Travel	Others	Bus Stop A/B	Bus Stop C/D	Journey A/B/C	Others	How often	Stop Quality	Station Quality	On Scale												
										Postcode	Description	Service Name	Postcode	Description	Service Name										Proximity	Cafe	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	Notes		
South Winchester PR&R	25/03/2017	11:23:00	SO140	45-54 Years	Female	No		Shopping			Home				Don't often	Very Good	Don't know																				Just used park and ride mainly for tuition purposes
South Winchester PR&R	25/03/2017	11:13:00	PO197HD	35-44 Years	Female	No		Visiting Friends			Winchester				Drive and Park	Marks and Spencer	Marks and Spencer				Less often	Very Good	Very Good	2	3	4		1	5								None, Really good service
South Winchester PR&R	25/03/2017	11:14:00	SO12PH	65 Years or More	Female	No		Shopping							Drive and Park	The Broadway (Park and Ride)	The Broadway (Park and Ride)				Weekly	Very Good	Fairly Good	2	2	3											Quite happy with service provided
South Winchester PR&R	25/03/2017	11:22:00	SR18F	45-54 Years	Female	No		Leisure							Drive and Park	Westgate	Marks and Spencer				Weekly	Very Good	Don't know	1	4			5	3								None
South Winchester PR&R	25/03/2017	11:26:00	G0466A	35-44 Years	Female	No		Leisure			Southampton home				Drive and Park	The Broadway (Park and Ride)	The Broadway (Park and Ride)					Very Good	Very Good	4	2	3										None	
South Winchester PR&R	25/03/2017	11:30:00	SO188T	45-54 Years	Female	No		Leisure							Drive and Park							Don't know	Don't know					3	5							Just used car park	
South Winchester PR&R	25/03/2017	11:30:00	SO12HU	65 Years or More	Female	No		Other, Please Specify	Meeting Hampshire zoological		Home				Drive and Park	The Hospital	The Hospital				Less often	Fairly Good	Fairly Good	5	2	3			4								Works fine for us
South Winchester PR&R	25/03/2017	11:24:00	PO186SW	35-44 Years	Female	No		Visiting Friends							Drive and Park	Winchester Railway Station	Winchester Railway Station				2-3 times a week	Very Good	Very Good	1	5				2	2							Very pleased with facilities
South Winchester PR&R	25/03/2017	11:50:00	SO30SD	45-54 Years	Female	No		Shopping			Home				Drive and Park	The Broadway (Park and Ride)	The Broadway (Park and Ride)				Less often	Fairly Good	Neither Good nor Poor	3	1			5	2								More park/ride parking more of a concession for disabled drivers, i.e. that blue badge holder still pay the same fee as non badge holder

Location	Date	Time	Postcode	Age	Gender	Disability	Info	Purpose	Where are you travelling from			Where are you travelling to			Travel Route	Journey Time	Duration of Stay	Parking occurrence	Other Car Parks	Payment	Rating	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	P&R	Edge of City	Existing Car Parks
									Postcode	Description	Service Name	Postcode	Description	Service Name																		
MSCP	25/03/2017	10:40	RG253PE	65 Years or More	Male	No		Tourism						Romsey Road	46 - 60 Minutes	1 - 2 hours	Monthly	Middle Brook Street	Credit/ Debit Card	Fairly Good	4	1	2	3	5				No	Yes	Yes	
MSCP	25/03/2017	10:50	RG269RF	65 Years or More	Female	No		Shopping		Basingstoke					31 - 45 Minutes	1 - 2 hours	Weekly	Middle Brook Street	Credit/ Debit Card	Fairly Good	3	4	2	1	5				No	Yes	Yes	
MSCP	25/03/2017	10:55	RG15	45 - 54 Years	Male	No		Leisure						Wales Street / M3 Junction 9	16 - 30 Minutes	2 - 3 hours	Less Often	Middle Brook Street	Credit/ Debit Card	Very Good	1		2	3	4	5			No	No opinion	No	
MSCP	25/03/2017	11:05	SO508GA	65 Years or More	Male	No		Shopping						Wales Street / M3 Junction 9	31 - 45 Minutes	1 - 2 hours	Weekly	Middle Brook Street	Cash	Fairly Good		2	4	3	1		5		Yes	No	yes,Good	
MSCP	25/03/2017	11:15	Refused	65 Years or More	Male	Yes		Leisure						St Cross Road / M3 Junction 11	16 - 30 Minutes	1 - 2 hours	Less Often	Middle Brook Street	Cash	Fairly Good	1	5	4	2	3				No	Yes	yes	
MSCP	25/03/2017	11:25	SO2395W	65 Years or More	Female	No		Health Care						St Cross Road / M3 Junction 11	46 - 60 Minutes	1 - 2 hours	Less Often	Middle Brook Street		Neither Good nor Poor	2	4		3	1	5			No	Yes	yes	
MSCP	25/03/2017	11:30	Refused	65 Years or More	Female	No		Education						Worthy Road	16 - 30 Minutes	1 - 2 hours	3-3 times a week	Middle Brook Street, Dumgiate	Cash	Neither Good nor Poor	6	3		1	2	5			Short space, not suitable, closes too early	Being to be older	Not enough parking, for people no buses	
MSCP	25/03/2017	11:40	Refused	45 - 54 Years	Female	No		Shopping						Wales Street / M3 Junction 9	16 - 30 Minutes	1 - 2 hours	Weekly	Middle Brook Street	Credit/ Debit Card	Fairly Good		2	5	3	4	1			No	Yes	It's good	
MSCP	25/03/2017	12:30	SO237DX	25 - 34 Years	Male	No		Other, Please Specify		Winchester				Romsey Road	0 - 15 Minutes	6 hours +	Daily	Middle Brook Street	Other, Please Specify	Very Good		5	2		5	1	4			Really not for me	No	More parking space for motorcycle
MSCP	25/03/2017	12:45	Refused	18 - 24 Years	Male	No		Business Travel						Alresford Road	16 - 30 Minutes	6 hours +	Daily	Middle Brook Street	Cash	Don't know		1							Yes	Yes, why not	To make more space	
MSCP	25/03/2017	13:55	SO224DE	55 - 64 Years	Female	No		Visiting Friends						Andover Road	16 - 30 Minutes	2 - 3 hours	Weekly	Middle Brook Street, The Brooks	Cash	Neither Good nor Poor	4	2	3	5	1				No	Walking when the weather is nice	The Quality of the road is not good and should changed	
MSCP	25/03/2017	14:20	SO224DD	55 - 64 Years	Female	No		Shopping						Alresford Road	16 - 30 Minutes	3 - 4 hours	Less Often	Middle Brook Street	Credit/ Debit Card	Fairly Good	4	3	2	5	1				No	Yes	Yes	
MSCP	25/03/2017	15:05	SO213CA	65 Years or More	Male	No		Shopping						Andover Road	16 - 30 Minutes	1 - 2 hours	2-3 times a week	Middle Brook Street	Cash	Fairly Good	2			1					No parks around	No	Not bad but more car parks	
MSCP	25/03/2017	15:15	SO224AY	45 - 54 Years	Female	No		Shopping						Andover Road	16 - 30 Minutes	1 - 2 hours	Weekly	Middle Brook Street	Credit/ Debit Card	Fairly Good	2	3	5		1	4			No	I am not sure	That's ok	
MSCP	25/03/2017	15:25	SO2260X	25 - 34 Years	Female	No		Shopping						Andover Road	0 - 15 Minutes	Less than 1 hours	Monthly	Middle Brook Street	Cash	Very Good	2	1							No	No,Sorry	I like it	
MSCP	25/03/2017	15:30	SO224AP	35 - 44 Years	Male	No		Leisure						Andover Road	16 - 30 Minutes	1 - 2 hours	Monthly	Middle Brook Street	Cash	Fairly Good	1	2	1	3	5	4			No	Yes	No	
MSCP	25/03/2017	15:50	Refused	25 - 34 Years	No	No		Tourism						Bar End Road / M3 Junction 10	1 hours +	2 - 3 hours	Less Often	Middle Brook Street	Pay by Phone	Neither Good nor Poor	2	4		5	1	3			It was not easy to find	Yes	No idea	
MSCP	25/03/2017	16:10	SO224BS	55 - 64 Years	Female	No		Shopping		Romsey				Romsey Road	31 - 45 Minutes	Less than 1 hours	Weekly	Middle Brook Street, St Peters	Credit/ Debit Card	Neither Good nor Poor	3	4	2	5	1				Yes	No	Needs Modernization	
MSCP	25/03/2017	16:40	SO224LL	55 - 64 Years	Male	No		Shopping						Andover Road	16 - 30 Minutes	Less than 1 hours	Weekly	Middle Brook Street, The Brooks	Credit/ Debit Card	Fairly Good	1	4	3	5	2				No	No	It's not bad	

Location	Date	Time	Postcode	Age	Gender	Sexuality	Info	Where are you travelling from			Where are you travelling to			Travel Route	Journey Time	Duration of Stay	Parking occurrence	Other Car Parks	Payment	Rating	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	Risk	Age of City	Rating Car Parks	
								Postcode	Description	Service Name	Postcode	Description	Service Name																			
The Brooks	23.08.2017	08:59	SO238JU	35-44 Years	Male	No		Business Travel	Postcode	Home	Here	Work	Bar Road / M3 junction 53	0-15 Minutes	6 hours +	Less Often	Chess Street	Credit/ Debit Card	Neither Good nor Poor	1	1	1	4	1	1	1	1	1	I would use this, but prefer to be very close for business	Yes, I do use this sometimes	Very expensive - we compared to Southampton where you can park all day in the centre for £5	
The Brooks	23.08.2017	09:30	SO206PU	65 Years or More	Male	No		Shopping	Postcode	Home	Here	Work	St Cross Road / M3 junction 11	31-45 Minutes	1-2 hours	2-3 times a week	Park & Ride South	Cash	Fairly Good	1	2	1	3	2	3	1	1	1	Yes they do	Yes, if this one is full	Wider spaces	
The Brooks	23.08.2017	10:43	SO218NA	35-44 Years	Male	No		Health Care	Postcode	Home	Here	Work	Bar Road / M3 junction 30	0-15 Minutes	1-2 hours	Monthly	Chess Street	Cash	Very Poor	1	1	1	2	2	2	1	2	2	No, due to the time it takes to get in to park and the time I want to spend here (1 hr 2 hrs)	I Love Chess Street car park	Their appalling in comparison to other towns/cities in the area	
The Brooks	23.08.2017	10:52	SO237FB	45-54 Years	Male	No		Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	Less than 1 hour	Weekly	Tower Street	Credit/ Debit Card	Fairly Good	1	1	1	2	2	2	1	2	2	No, not convenient because I am local	Yes	Adequate	
The Brooks	23.08.2017	11:01	SO226LA	65 Years or More	Male	No		Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	2-3 times a week	Cash	Neither Good nor Poor	1	2	1	2	1	1	1	2	2	Yes, is much quieter	Yes	Too expensive		
The Brooks	23.08.2017	11:22	SO263ND	35-44 Years	Female	No		Health Care	Postcode	Home	Here	Work	St Cross Road / M3 junction 11	0-15 Minutes	1-2 hours	Less Often	Cash	Fairly Good	2	2	1	2	2	1	1	2	2	No	No	Overpriced		
The Brooks	23.08.2017	11:31	SO249AK	35-44 Years	Female	No		Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	2-3 times a week	Chess Street	Credit/ Debit Card	Fairly Good	2	3	1	3	2	2	1	2	2	Yes, is best second choice	Yes, I had second choice	None	
The Brooks	23.08.2017	12:20	SO228SA	35-44 Years	Female	No		Commuting	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Only	Cash	Fairly Good	1	1	2	2	1	4	3	2	2	2	Yes, when this one is full	Alright	More parking lots	
The Brooks	23.08.2017	12:29	SO249AK	65 Years or More	Male	No		Health Care	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Weekly	Chess Street	Credit/ Debit Card	Fairly Good	1	1	1	1	0	1	1	1	1	Yes, is faster and cheaper	Yes, sometimes I use it	More parking lots	
The Brooks	23.08.2017	12:42	SO228SA	35-44 Years	Male	No		Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Weekly	Cash	Very Good	1	2	1	2	1	1	1	1	1	Yes, I will try it	Yes, I will try it	all good a bit too expensive		
The Brooks	23.08.2017	12:56	SO225GS	35-44 Years	Male	No		Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Monthly	Credit/ Debit Card	Neither Good nor Poor	1	2	2	2	2	1	2	2	2	2	No	No	No ATM	
The Brooks	23.08.2017	13:09	SO218NA	65 Years or More	Male	Yes	Paralysed Leg	Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Less Often	Cash	Very Poor	2	1	1	2	2	1	2	2	2	2	Yes, if possible	Yes, if possible	More parking availability	
The Brooks	23.08.2017	13:20	SO249AK	45-54 Years	Female	No		Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Monthly	Cash	Neither Good nor Poor	2	2	1	2	1	1	1	1	1	1	No, that one is a long wait	No, I don't use time for	More parking lots	
The Brooks	23.08.2017	13:30	SO249AK	45-54 Years	Female	No		Business Travel	Postcode	Home	Here	Work	St Cross Road / M3 junction 11	31-45 Minutes	1-2 hours	Less Often	Cash	Fairly Good	1	3	1	2	1	1	1	1	1	1	Maybe, if I get the job	Maybe, if I get the job	Don't know yet	
The Brooks	23.08.2017	13:42	SO218NA	65 Years or More	Male	No		Personal Business	Postcode	Home	Here	Work	Bar Road / M3 junction 30	31-45 Minutes	Less than 1 hour	Monthly	Credit/ Debit Card	Very Good	2	2	2	1	1	2	1	2	2	2	No, I am not local	No, I am not local	Can you make them much bigger	
The Brooks	23.08.2017	14:20	SO247SD	45-54 Years	Male	No		Personal Business	Postcode	Home	Here	Work	Stockbridge Road	16-30 Minutes	1-2 hours	Weekly	Upper Brook Street	Credit/ Debit Card	Fairly Good	1	3	2	2	2	2	1	1	1	1	Yes, it's a good alternative	Yes, it's a good alternative	Illumination is not good enough
The Brooks	23.08.2017	15:03	SO218NA	35-44 Years	Male	Yes	Leg Issues	Personal Business	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Only	Park & Ride East - Barfield	Cash	Very Poor	1	1	1	1	1	1	1	1	1	No	No	Copy	
The Brooks	23.08.2017	15:21	LU11TD	65 Years or More	Female	No		Tourism	Postcode	Home	Here	Work	Northy Road	1-2 hours +	5-6 hours	Less Often	Credit/ Debit Card	Fairly Good	1	1	2	3	3	1	3	3	3	3	No Never	No	No Top Old	
The Brooks	23.08.2017	15:31	SO218NA	18-24 Years	Female	No		Shopping	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	1-2 hours	Weekly	Credit/ Debit Card	Fairly Good	1	1	1	3	1	1	2	2	2	2	Hard to do that	No	Not safe	
The Brooks	23.08.2017	16:12	SO221LN	35-44 Years	Male	No		Commuting	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	6 hours +	Daily	Chess Street	Cash	Fairly Good	2	2	2	2	1	3	1	4	1	1	Fine	Fine	None
The Brooks	23.08.2017	16:32	SO226LA	35-44 Years	Female	No		Commuting	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	6 hours +	Daily	Tower Street	Cash	Neither Good nor Poor	1	2	1	1	1	1	1	1	1	1	I prefer my own car	Sometimes I use it	Bigger lots
The Brooks	23.08.2017	17:36	SO226ND	35-44 Years	Female	No		Commuting	Postcode	Home	Here	Work	Northy Road	0-15 Minutes	6 hours +	Daily	Cash	Very Good	1	1	1	1	2	1	1	1	1	1	No, I have to move fast	Yes, if the brooks will be full	Cheaper lot	

Appendix G. Survey Results Analysis

Totals		23/03/2017										25/03/2017										Total									
Site	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	
Park & Ride E											12	30	20	12	12	14	12	20	20	12	12	30	20	12	12	14	12	20	20	12	
Park & Ride S											13	0	13	19	0	0	13	23	5	18	13	0	13	19	0	0	13	23	5	18	
Bus Station	98	302	272	137	158	153	189	243	208	208	12	20	56	22	15	17	34	51	13	51	110	322	328	159	173	170	223	294	221	259	
Broadway	66	119	109	103	93	111	68	96	67	88	103	168	133	121	118	154	74	123	105	121	169	287	242	224	211	265	142	219	172	209	
Upper Brook Street	43	99	59	38	46	46	42	41	43	44	71	118	94	91	101	77	101	101	71	99	114	217	153	129	147	123	143	142	114	143	
Total	207	520	440	278	297	310	299	380	318	340	211	336	316	265	246	262	234	318	214	301	418	856	756	543	543	572	533	698	532	641	

Count (Total Responses)		23/03/2017										25/03/2017										Total									
Site	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	
Park & Ride E											12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	
Park & Ride S											4	0	7	7	0	0	4	7	1	5	4	0	7	7	0	0	4	7	1	5	
Bus Station	87	96	177	119	105	107	147	164	102	166	9	17	50	17	13	12	28	49	10	49	96	113	227	136	118	119	175	213	112	215	
Broadway	36	35	36	35	36	35	36	35	36	35	64	64	64	63	64	64	64	64	64	64	100	99	100	98	100	99	100	99	100	99	
Upper Brook Street	34	28	28	27	27	25	28	28	27	27	49	44	49	56	48	44	53	56	45	56	83	72	77	83	75	69	81	84	72	83	
Total	157	159	241	181	168	167	211	227	165	228	138	137	182	155	137	132	161	188	132	186	295	296	423	336	305	299	372	415	297	414	

Average		23/03/2017										25/03/2017									
Site	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	
Park & Ride E											1.00	2.50	1.67	1.00	1.00	1.17	1.00	1.67	1.67	1.00	
Park & Ride S											3.25	0.00	1.86	2.71	0.00	0.00	3.25	3.29	5.00	3.60	
Bus Station	1.13	3.15	1.54	1.15	1.50	1.43	1.29	1.48	2.04	1.25	1.33	1.18	1.12	1.29	1.15	1.42	1.21	1.04	1.30	1.04	
Broadway	1.83	3.40	3.03	2.94	2.58	3.17	1.89	2.74	1.86	2.51	1.61	2.63	2.08	1.92	1.84	2.41	1.16	1.92	1.64	1.89	
Upper Brook Street	1.26	3.54	2.11	1.41	1.70	1.84	1.50	1.46	1.59	1.63	1.45	2.68	1.92	1.63	2.10	1.75	1.91	1.80	1.58	1.77	
Total Average	1.32	3.27	1.83	1.54	1.77	1.86	1.42	1.67	1.93	1.49	1.53	2.45	1.74	1.71	1.80	1.98	1.45	1.69	1.62	1.62	
Rank	1	10	7	4	6	8	2	5	9	3	2	10	7	6	8	9	1	5	4	3	

Overall Average		Total Average									
Site	Proximity	Café	Toilets	Safety	Interchange	Walking routes	Real Time	Seating	Timetable	Shelter	
Park & Ride E	1.00	2.50	1.67	1.00	1.00	1.17	1.00	1.67	1.67	1.00	
Park & Ride S	3.25		1.86	2.71			3.25	3.29	5.00	3.60	
Bus Station	1.15	2.85	1.44	1.17	1.47	1.43	1.27	1.38	1.97	1.20	
Broadway	1.69	2.90	2.42	2.29	2.11	2.68	1.42	2.21	1.72	2.11	
Upper Brook Street	1.37	3.01	1.99	1.55	1.96	1.78	1.77	1.69	1.58	1.72	
TOTAL AVERAGE	1.42	2.89	1.79	1.62	1.78	1.91	1.43	1.68	1.79	1.55	
Rank	1	10	7	4	6	9	2	5	8	3	

- Rank
- Criteria
 - 1 Proximity
 - 2 Real time info
 - 3 Shelter
 - 4 Safety
 - 5 Seating
 - 6 Interchange
 - 7 Toilets
 - 8 Timetable
 - 9 Walking routes
 - 10 Café

Totals		23/03/2017								25/03/2017								Total							
Site	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	
Middle Brook Street	34	30	55	32	56	30	57	60	22	40	48	36	39	37	24	5	56	70	103	68	95	67	81	65	
The Brooks	29	40	38	44	33	35	33	36	79	61	71	54	91	67	36	43	108	101	109	98	124	102	69	79	
Total	63	70	93	76	89	65	90	96	101	101	119	90	130	104	60	48	164	171	212	166	219	169	150	144	

Count (Total Responses)		23/03/2017								25/03/2017								Total							
Site	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	
Middle Brook Street	30	30	30	30	30	30	30	30	8	17	15	9	14	17	5	1	38	47	45	39	44	47	35	31	
The Brooks	21	21	21	21	21	21	21	21	37	37	30	27	38	37	24	26	58	58	51	48	59	58	45	47	
Total	51	51	51	51	51	51	51	51	45	54	45	36	52	54	29	27	96	105	96	87	103	105	80	78	

Average		23/03/2017								25/03/2017							
Site	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	
Middle Brook Street	1.13	1.00	1.83	1.07	1.87	1.00	1.90	2.00	2.75	2.35	3.20	4.00	2.79	2.18	4.80	5.00	
The Brooks	1.38	1.90	1.81	2.10	1.57	1.67	1.57	1.71	2.14	1.65	2.37	2.00	2.39	1.81	1.50	1.65	
Total	1.24	1.37	1.82	1.49	1.75	1.27	1.76	1.88	2.24	1.87	2.64	2.50	2.50	1.93	2.07	1.78	
Rank	1	3	7	4	5	2	6	8	5	2	8	6	6	3	4	1	

Overall Average		Total Average							
Site	Proximity	Safety	Walking Routes	Capacity	Price	Spaces	Max Stay	Payment Method	
Middle Brook Street	1.47	1.49	2.29	1.74	2.16	1.43	2.31	2.10	
The Brooks	1.86	1.74	2.14	2.04	2.10	1.76	1.53	1.68	
TOTAL AVERAGE	1.71	1.63	2.21	1.91	2.13	1.61	1.88	1.85	
Rank	3	2	8	6	7	1	5	4	

- Rank Criteria
- 1 Space availability
 - 2 Safety
 - 3 Proximity
 - 4 Payment method
 - 5 Max stay time
 - 6 Capacity info
 - 7 Price
 - 8 Walking routes

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