

Access to Whiteley Consultation Analysis

Introduction / Purpose of the consultation

Whiteley has developed as a community with one principal access onto the M27. This has created unique transport access difficulties. The current rate of ownership and consequential usage of the private car was never envisaged, the result has been a very car dominated development that experiences peak hour congestion

The Yew Tree Drive bus link was opened onto Botley Road in May 2008. This aimed to give priority to public transport in the Whiteley area. Since then people have asked whether traffic congestion around Whiteley could be reduced if the link was open to all vehicles. At present Fareham Borough Council has a policy in its Local Plan stating that in order to minimise the impact of additional traffic on BurrIDGE and Swanwick, the bus gate should not be opened to all traffic until Whiteley Way is completed and provides a link to the A3051 north of Curbridge.

To test the impact of opening Yew Tree Drive to all traffic, Hampshire County Council has used a traffic simulation model known as SATURN to look at different access scenarios. This model uses the results of surveys and local traffic counts to give a prediction of traffic movements at the busiest time of the day (8am -9am).

The modelled results were provided to residents/businesses and employees to give an indication of the effects of opening Yew Tree Drive to all traffic. Views were sought on whether opening the road for all traffic would be the best approach to managing traffic growth in Whiteley and the surrounding area and on any specific issues this would raise.

Distribution

4858 hard copies of the questionnaire were distributed to households and businesses. Businesses were also provided with a web link for an e-consultation web site to allow employees to comment on access to Whiteley. The consultation exercise was undertaken in two stages that are shown below.

Phase 1 – 29/3/2010 to 16/04/2010: Distribution of the consultation document to households in the communities of Swanwick, Park Gate, BurrIDGE, Curbridge and Whiteley (a map can be found in appendix A). The e-consultation website was also active during this time period and details could be found at <http://consultations.hants.gov.uk/consultationdetails.aspx?consultationid=888>

Phase 2 - 21/04/2010 to 5/5/2010: Extension of the consultation distribution area. During the course of the initial consultation the local member became aware that an additional 659 properties required a consultation document (Lower Swanwick and the Beacon estates).

Process

Fareham Borough Council as the planning authority and Hampshire County Council as the highway authority will use the consultation results to aid discussions and the

decision-making process regarding the future highway access arrangements at Yew Tree Drive.

The results will also be used by Winchester City Council and discussed at the North Whiteley Forum in order to develop a transport strategy for proposed development at North Whiteley.

Methodology of analysis

The consultation results will be analysed with respect to a number of different variables including Local Authority, Whiteley/Non Whiteley, Residential/ Business/Employee and by specific roads as requested by the local members. This will allow the views of the residents most directly affected by any changes in the use of Yew Tree Drive to be identified.

These variables will help officers and members come to an informed view on the future of access to Whiteley.

Results

Data analysis can be found in appendix B

- A total of 1604 questionnaires were received out of 4858 that were sent out. This gives a response rate of 33%. An additional 277 responses were received from employees of local businesses and visitors to Whiteley.
- A higher response rate was recorded within the Fareham local authority boundary which may be due to the more direct impacts on FBC residents and the spatial location of bus gate.

Question 1

Do you think that road links from Whiteley onto the Botley Road should be reconsidered before Whiteley Way is completed?

- 65% of respondents believe that road links should be reconsidered onto the Botley Road before Whiteley Way is completed, with Fareham respondents being 59% in favour and Winchester respondents 81% in favour. Comments received did highlight concerns that if an additional link was opened before Whiteley Way was completed that it would negatively impede progress on working towards the completion of Whiteley Way.
- Numerous 'Yes' voters also commented that these links should be opened as soon as possible.

Question 2

In the longer term do you think Rookery Avenue, once completed, should be the main southern access road link?

- 66% of respondents think that Rookery Avenue, once complete, should be the main southern access road to Whiteley, with Fareham respondents being 62% in favour and Winchester respondents 79% in favour.
- A number of 'votes' included the statement that all access should be opened and promoted equally (Rookery Avenue, Yew Tree Drive and Whiteley Way).

Question 3

In the short term do you think Yew Tree Drive should be trialled as an alternative link for all traffic? If a trial is undertaken, traffic data, site observations and public feedback would be recorded and used to inform any future decisions on a permanent arrangement.

- 66% of respondents think that Yew Tree Drive should be trialled as an alternative link for all traffic, with Fareham respondents being 59% in favour and Winchester respondents 86% in favour.
- Additional analysis was undertaken on this question and highlighted that Fareham/ Non Whiteley residents were 49% in favour and 51% against of a trial, while both Swanwick Lane (27%) and Botley Road north of Yew Tree Drive (25%) had low levels of support for a trial opening.
- East Whiteley residents showed a broadly similar level of support for a trial opening (79%) when compared to the Winchester average of 86%.
- Employees of local businesses were 91% in favour of a trial opening.

Issues highlighted in correspondence with residents

- Save time on local journeys. The majority of 'Yes' voters who added comments included words to the effect of saving time on their journeys, some also highlighted a personal saving on carbon dioxide emissions.
- Ban Lorry (HGV) Movements / Weight restrictions. A number of people correctly highlighted that the highway authority has the powers to prohibit heavy vehicle movements along Yew Tree Drive. A number of respondents also highlighted that a HGV ban should be enforced along Swanwick Lane.
- Increase in vehicles on Botley Road / (Village Inn) Park Gate. A number of concerns were raised by residents from the 'Beacon estate' and Botley Road concerning parked vehicles along the A3051 Botley Road close to the Village Inn public house. These parked vehicles interrupt the flow of traffic and make emerging onto the A3051 difficult.
- A number of concerns were also received concerning flows on the Botley Road to the north of Swanwick Lane, coupled with existing concerns over vehicle speeds.
- Increase in vehicles on Swanwick Lane. Concerns were raised about the existing flows at the junctions of Swanwick Lane and the A27 and Swanwick Lane and the A3051 Botley Road. Inappropriate vehicle speeds were also highlighted as a concern.
- Increase in delays traffic at Sweethills Crescent / Hispano Avenue / Doctors surgery. Concerns were highlighted about the roads named above and their junctions with Yew Tree Drive as access would become difficult if flows were to increase.
- School children concern / school traffic. Both 'Yes' and 'No' voters highlighted that improvements are needed to improve routes to the school for pedestrians and improve perceived safety problems.
- Noise pollution. A small number of responses highlighted that increasing flows along Yew Tree Drive would result in increased noise pollution.
- Crime levels may rise. A small number of respondents highlighted that an additional access to Whiteley would create an additional access for 'criminals'.

- Residents only access/ inter peak. A substantial number asked that a residents only, peak/inter peak or a tidal trial be undertaken. Unfortunately none of these suggestions is achievable in terms of either, safety, cost or available technology.
- Need better public transport. Comments were received that the bus gate requires more public transport services to make best use of the bus gate.
- Traffic calming would be required on Yew Tree Drive. If a trial were to be undertaken, traffic calming measures would be required on Yew Tree Drive to limit its attractiveness as a through route and reduce speeds to mitigate the impact on the school.
- Consider cyclist movements along Yew Tree Drive and Swanwick Lane. Concerns were raised that the opening of Yew Tree Drive would deter current cyclists from using Swanwick Lane and Yew Tree Drive.
- Information on Yew Tree Drive emergency opening. Comments were received indicating that more information is needed as to when Yew Tree Drive bus gate is open.

Issues highlighted in additional correspondence (letters and emails)

- Existing safety concerns regarding Swanwick Lane, Botley Road and on road parking close to the Village Inn public house were the main focus of any additional correspondence.
- Additional details of predicted traffic flows on Swanwick Lane were provided to a number of parties.
- Additional comments were received concerning the safety of school children, residents only access and the potential for increased crime.
- Comments were also received concerning the outputs of the SATURN model, timing of the survey and spatial distribution of the survey.
- Comments were also received raising concerns for sightlines on Botley Road should Yew Tree Drive be opened.
- A new footbridge over the motorway to link Whiteley and Swanwick station was also suggested.

Issues highlighted in employee and visitor comments

Note: The majority of the respondents are employed by NATS (161) and Matchtech (55).

- The majority of the 156 comments received via the e-consultation advocated the opening of additional accesses to Whiteley to reduce delays and journey times.
- Concerns were raised about the potential deterioration of conditions for cyclists within and around Whiteley.

Policy Framework

The decision-making process seeks to conform with national and regional guidance to meet national and local objectives.

The transport network should be developed to conform with national guidance contained within the government's white paper "Delivering a Sustainable Transport System" (DaSTS) specifically the five aims that are highlighted below:

- to **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks
- to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**
- to **contribute to better safety, security and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health
- to **promote** greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society
- to **improve quality of life**

The DaSTS objectives highlight the importance of creating a reliable and efficient transport network to support economic growth. The removal of the Yew Tree Drive bus gate could reduce the reliability of the local public transport services and private services. The retention of the bus link also supports the goal of better safety, security and health through promoting alternative travel modes than the private car.

Local Policies

Hampshire County Council, along with various partners has signed up to a Local Area Agreement (LAA) that runs between 2008 and 2011. The LAA sets out the priorities for a local area as agreed between central government and other key partners. The LAA consist of 198 national indicators, the following of which are relevant to the decision on the future decision on the future use of the Yew Tree Drive bus gate:

- NI 47 - People killed or injured in road accidents
- NI 175 – Access to services & facilities by public transport, walking & cycling
- NI 176 – Working age people with access to employment by public transport (& other specified modes)

The retention of the Yew Tree Drive bus gate would not adversely effect the national indicators; safety concerns regarding the potential opening of the bus gate and subsequent increases in traffic could be mitigated through additional infrastructure improvements.

Hampshire County Council is also working towards achieving a local congestion target of reducing traffic congestion by 5% at Whiteley. At present the M27 junction 9 provides the primary access to Whiteley. In the short term the opening of the Yew Tree Drive bus gate has the potential to alleviate congestion at this junction (as shown in the Saturn modelling). However, in the longer term the opening of the bus gate has the potential to increase traffic movements and, subsequently, traffic delays.

Multi Area Agreements are a cross boundary version of the LAA, The Partnership for Urban South Hampshire (PUSH) have included the following transport outcomes:

- Reduced reliance on the car as the travel mode of choice
- New and improved public transport networks
- Better information systems to allow travellers to make more informed choices
- Integrated transport to enable travellers to make joined-up journeys without resorting to car use

The MAA targets support the retention and construction of public transport infrastructure and promotion of public transport services. To open the Yew Tree Drive bus gate to all traffic would negatively affect these transport outcomes.

Hampshire County Council is currently in the process of developing a new Local Transport Plan (LTP 3) <http://www3.hants.gov.uk/ltp-consultation> which will set out a long term vision for transport within Hampshire for the period 2011 to 2026. It is suggested that the vision for the future of transport in Hampshire incorporates the DaSTS goals highlighted above and has the vision “*safe, efficient and reliable ways to get around a prosperous and sustainable Hampshire*” The developing LTP3 is to include policies on improving journey time reliability for all modes and to deliver a high quality public transport network which is supported by appropriate infrastructure. To remove the Yew Tree Drive bus gate would reduce public transport journey time reliability and not be in conformity with developing a high quality public transport network.

Hampshire County Council's (HCC) Local Transport Plan 2 (LTP2) (2006-11) was produced with the aims of improving quality of life, protecting the environment and to secure economic prosperity. The completion of the Yew Tree Drive bus gate was highlighted as an opportunity to improve public transport provision in Whiteley.

Other considerations

A number of concerns through the consultation exercise have been raised about existing highway conditions along roads such as Yew Tree Drive, Botley Road and Swanwick Lane and that the predicted increases in vehicle flows would exacerbate existing perceived safety and speed concerns. Investigations have begun to quantify these issues and should any measures be required to be implemented, then funding would need to be found to do so.

It is anticipated that a trialled opening of Yew Tree Drive would have the effect of reducing local traffic congestion. However, once opened, unless a trial resulted in consequences that were unacceptable to the majority, it may be difficult to return the highway network to its previous layout and control.

Hampshire County Council are currently in discussion with a development consortium that plans to build 3,000 homes at North Whiteley. Initial discussions have highlighted that the development will require a high level of trip containment and trips by sustainable means such as walking, cycling and public transport. The development will provide an opportunity to improve public transport provision in the 'Greater Whiteley' area. The Yew Tree Drive bus gate could provide an important piece of physical infrastructure to improve public transport in the area.

Discussions with the transport consultant acting on behalf of the development consortium support the retention of Yew Tree Drive bus gate for at least the short term. Public transport will provide a critical role in the transport strategy for the new development. The need for and extent of bus priority measures to support bus services has not yet been identified. Therefore the role of this facility as part of the longer term transport strategy for the development has not yet been assessed. Opening the bus gate to all traffic now may remove a facility that is required in the longer term.

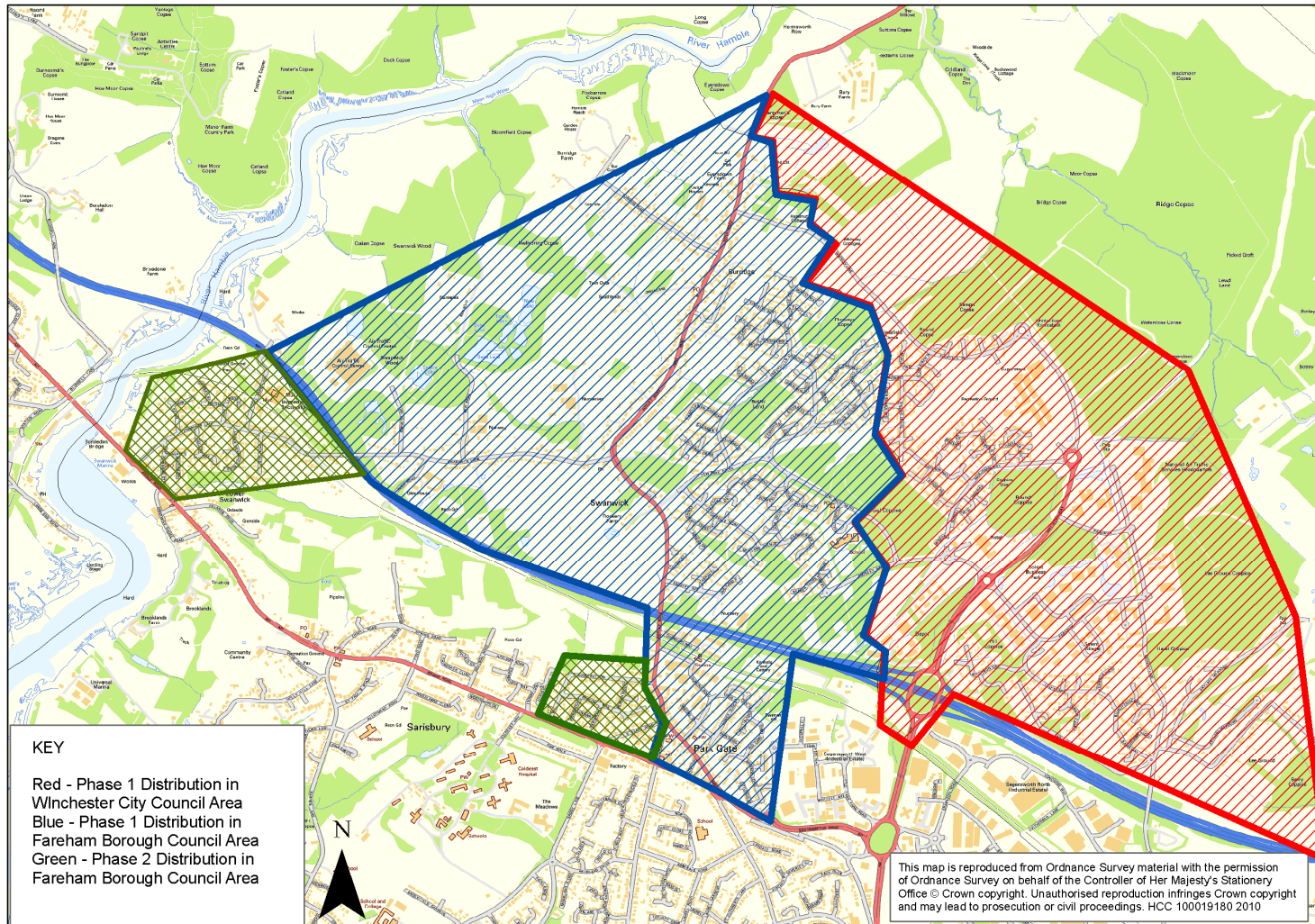
A number of businesses within Whiteley and the local area have developed travel plans either voluntarily or as part of a planning condition. The use of Yew Tree Drive as a bus gate is highlighted as key objective in the Whiteley area travel plan and by the NATS travel plan. To open the Yew Tree Drive bus gate could lessen the effectiveness of these travel plans and reduce the opportunity for developing future smarter choices programmes in the area at the present time.

32 transponders to the Yew Tree Drive bus gate are currently held by community groups, works buses and public transport operators. The sole use of the bus gate provides an advantage to public transport in the area to benefit from reduced journey times and increased journey time reliability. The bus gate is currently used 48 times on an average day (24 in each direction (figures from 17/05/10 to 22/05/10)). Hampshire County Council will continue to discuss with public transport operators to improve the levels of service to and from Whiteley and its environs.

At present the public transport services utilising the bus gate are subsidised by Hampshire County Council and run by First Hants and Dorset. First Hants and Dorset have been consulted on the proposal to open Yew Tree Drive bus gate and do not support a trial opening of the bus gate. It is important that the views of the operators are carefully considered.

There are at present no schemes or proposals that have the potential to lock in the benefits of creating additional capacity on the local highway network, thus opening the Yew Tree Drive bus gate to all traffic has the potential to induce extra trips.

Distribution Map



Appendix B

Detailed analysis of the access to Whiteley consultation responses

Responses

Note: the total number of respondents answering each question does not always equal the total number of respondents as not every completed return contained answers to all three questions.

Residential Only Responses

Responses received 1525/4505 = 33.8%

Response to Question 1

1. Do you think that road links from Whiteley onto the Botley Road should be reconsidered before Whiteley Way is completed?

By Local Authority

Area	Number of responses	In favour of reconsidering (Yes votes)	Not in favour of reconsidering (No votes)	% of returns in favour/ Not in favour (Yes/No)
Fareham	1152	654	463	57/43
Winchester	373	298	62	80/20
Total	1477	952	525	64/36

Response to Question 2

2. In the longer term do you think Rookery Avenue, once completed should be the main southern access road link?

By Local Authority

Area	Number of responses	In favour of Rookery Avenue being the main southern access road link (Yes votes)	Not in favour of Rookery Avenue being the main southern access road link (No votes)	% of returns in favour / not in favour (Yes/No votes)
Fareham	1061	657	404	62/38
Winchester	335	263	72	79/21
Total	1396	920	476	66/34

Response to Question 3

3. In the short term do you think Yew Tree Drive should be trialled as an alternative link for all traffic? If a trial is undertaken traffic data, site observations and public feedback would be recorded and used to inform any future decisions on a permanent arrangement.

By Local Authority

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour (Yes/No votes)
Fareham	1117	653	464	58/42
Winchester	363	309	54	85/15
Total	1480	962	518	65/35

By location relative to Yew Tree Drive bus gate

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour (Yes/No votes)
East of Yew Tree Drive bus gate (e.g Whiteley)	974	704	245	72/28
West of bus gate (e.g Swanwick, Park Gate and Burridge)	551	258	273	47/53

By areas of interest

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour (Yes/No votes)
Fareham Whiteley	586	395	191	67/33
Fareham Non Whiteley	531	258	273	49/51
Swanwick Lane	74	21	53	28/72
Botley Road north of Yew Tree Drive	86	21	65	24/76
Botley Road south of Yew Tree Drive	26	16	10	62/38
East Whiteley	59	45	14	76/24

Business Only Responses

Responses received 79/353 = 22.3%

Response to Question 1

1. Do you think that road links from Whiteley onto the Botley Road should be reconsidered before Whiteley Way is completed?

By Local Authority

Area	Number of responses	In favour of reconsidering (Yes votes)	Not in favour of reconsidering (No votes)	% of returns in favour/ Not in favour (Yes/No)
Fareham	36	28	8	78/22
Winchester	40	34	6	85/15
Total	76	62	14	82/18

Response to Question 2

2. In the longer term do you think Rookery Avenue, once completed should be the main southern access road link?

By Local Authority

Area	Number of responses	In favour of Rookery Avenue being the main southern access road link (Yes votes)	Not in favour of Rookery Avenue being the main southern access road link (No votes)	% of returns in favour / not in favour (Yes/No votes)
Fareham	34	21	13	62/38
Winchester	38	30	8	88/12
Total	72	51	21	71/29

Response to Question 3

3. In the short term do you think Yew Tree Drive should be trialled as an alternative link for all traffic? If a trial is undertaken traffic data, site observations and public feedback would be recorded and used to inform any future decisions on a permanent arrangement.

By Local Authority

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour (Yes/No votes)
Fareham	35	26	9	74/26
Winchester	36	36	0	100/0

Total	71	62	9	87/13
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By location relative to Yew Tree Drive bus gate

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour (Yes/No votes)
East of Yew Tree Drive bus gate (e.g Whiteley)	43	40	3	93/7
West of bus gate (e.g Swanwick, Park Gate and Burr ridge)	28	22	6	79/21

By areas of interest

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour (Yes/No votes)
Fareham Whiteley	7	4	3	57/43
Fareham Non Whiteley	32	22	10	69/31
Swanwick Lane	3	0	3	0/100
Botley Road north of Yew Tree Drive	1	1	0	100/0
Botley Road south of Yew Tree Drive	6	5	1	83/17
East Whiteley	N/A			

Combined Residential and Business responses used in the main report

Number of responses

Area	Distribution	Returns	% turnout
Fareham	3327	1191	36
Winchester	1531	413	26
Total	4858	1604	33

Response to Question 1

1. Do you think that road links from Whiteley onto the Botley Road should be reconsidered before Whiteley Way is completed

By Local Authority

Area	Number of responses	In favour of reconsidering (Yes votes)	Not in favour of reconsidering (No votes)	% of returns in favour/ Not in favour (Yes/No)
Fareham	1153	682	471	59/41
Winchester	400	322	78	81/19
Total	1553	1004	549	65/35

Response to Question 2

2. In the longer term do you think Rookery Avenue, once completed should be the main southern access road link.

By Local Authority

Area	Number of responses	In favour of Rookery Avenue being the main southern access road link (Yes votes)	Not in favour of Rookery Avenue being the main southern access road link (No votes)	% of returns in favour / not in favour (Yes/No votes)
Fareham	1095	678	417	62/38
Winchester	373	293	80	79/21
Total	1468	971	497	66/34

Response to Question 3

3. In the short term do you think Yew Tree Drive should be trialled as an alternative link for all traffic? If a trial is undertaken traffic data, site observations and public feedback would be recorded and used to inform any future decisions on a permanent arrangement.

By Local Authority

Area	Number of responses	In favour of a trial (Yes	Not in favour of a	% of returns in favour / not in
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		votes)	trial (No votes)	favour(Yes/No votes)
Fareham	1153	679	474	59
Winchester	399	345	54	86
Total	1552	1024	528	66

By location relative to Yew Tree Drive bus gate

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour(Yes/No votes)
East of Yew Tree Drive bus gate (e.g Whiteley)	993	744	249	75/25
West of bus gate (e.g Swanwick, Park Gate and Burridge)	559	280	279	50/50

By areas of interest

Area	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour(Yes/No votes)
Fareham Whiteley	594	399	195	67/33
Fareham Non Whiteley	559	280	279	50/50
Swanwick Lane	77	21	56	27/73
Botley Road north of Yew Tree Drive	87	22	65	25/75
Botley Road south of Yew Tree Drive	32	21	11	66/34
East Whiteley	57	45	12	79/21

E-consultation only response

277 responses were received.

Response to Question 1

1. Do you think that road links from Whiteley onto the Botley Road should be reconsidered before Whiteley Way is completed?

By Local Authority

	Number of responses	In favour of reconsidering (Yes votes)	Not in favour of reconsidering (No votes)	% of returns in favour/ Not in favour (Yes/No)
E-consultation	277	241	36	87/13

Response to Question 2

2. In the longer term do you think Rookery Avenue, once completed should be the main southern access road link?

	Number of responses	In favour of Rookery Avenue being the main southern access road link (Yes votes)	Not in favour of Rookery Avenue being the main southern access road link (No votes)	% of returns in favour / not in favour (Yes/No votes)
E-consultation	270	190	80	70/30

Response to Question 3

3. In the short term do you think Yew Tree Drive should be trialled as an alternative link for all traffic? If a trial is undertaken traffic data, site observations and public feedback would be recorded and used to inform any future decisions on a permanent arrangement.

By e-consultation respondent type

Type	Number of responses	In favour of a trial (Yes votes)	Not in favour of a trial (No votes)	% of returns in favour / not in favour (Yes/No votes)
Employee	262	239	23	91/9
Visitor /Other	12	12	0	100/0