

# A Better Connected South Hampshire

Highlights Report 2012-2013



# Introduction

Transport for South Hampshire & the Isle of Wight (TfSHIoW) is a partnership between Hampshire County Council, Portsmouth and Southampton City Councils and the Isle of Wight Council set up to improve transport for the south Hampshire and Isle of Wight area. In June 2012, TfSHIoW was awarded £17.3m by the Department for Transport for a programme of sustainable transport initiatives in Portsmouth, Southampton and south Hampshire.

The programme, which is called A Better Connected South Hampshire, aims to reduce the negative impact of traffic, make it easier for people to get to local employment, and improve air quality. Helping people choose different ways to travel – particularly on shorter journeys – can save them money as well as having health benefits; reducing traffic on the roads means people and goods can move around more easily and this, in turn, can improve employment prospects as companies see south Hampshire as a great place to establish and grow a business.

The funding covers three financial years, from 1 April 2012 until 31 March 2015. As well as the £17.3m from Government, a further £13m is being contributed locally (from both public and private sources), making the value of the whole programme more than £30m.

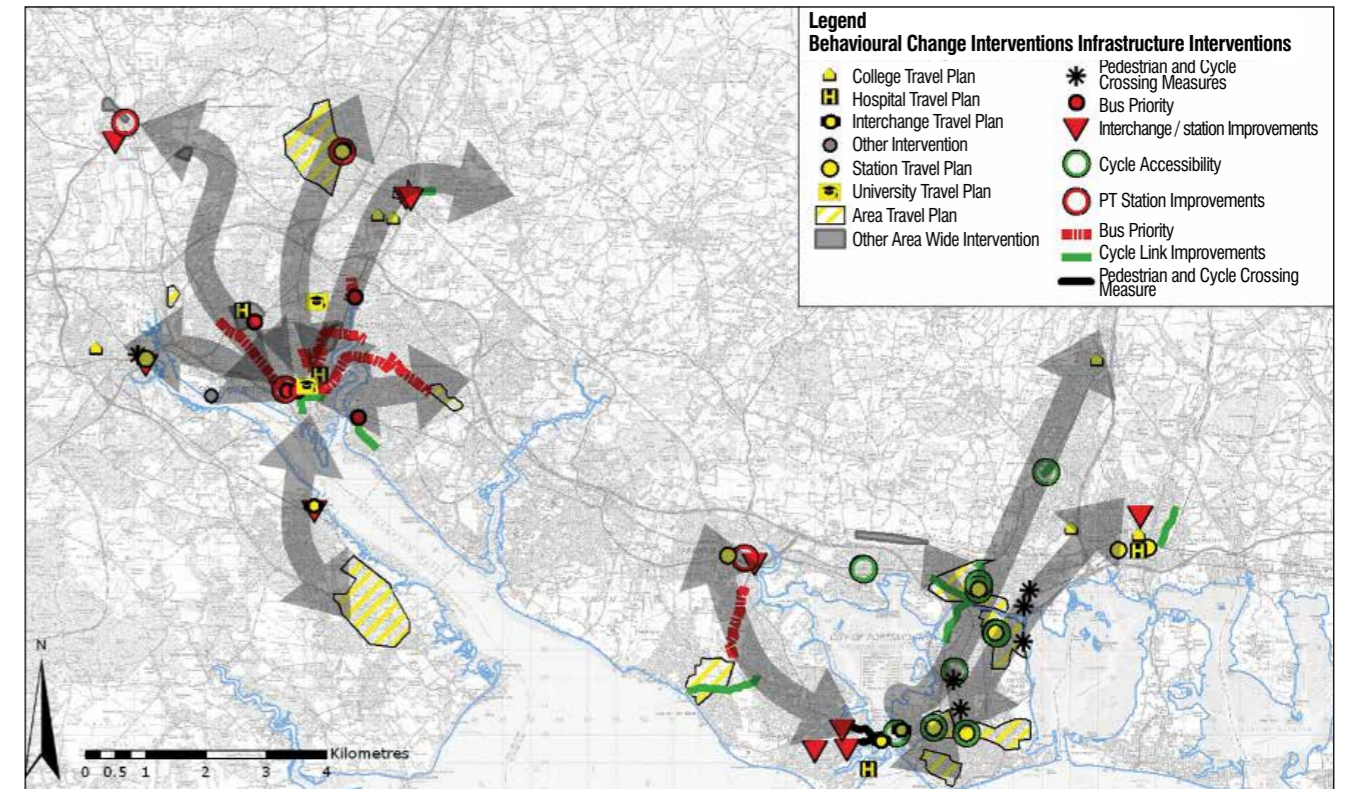
This report highlights some of the great work that's been achieved during the first year. If you would like to read the full report please contact us directly using the contact details at the back of this report.

## Delivering A Better Connected South Hampshire

### The six key aims of the programme are:

- 1  To boost economic growth by improving local employment opportunities
- 2  To help businesses perform better by improving the transport network and reducing congestion
- 3  To make it easier for people to get to work, school, shops and healthcare in our cities and towns
- 4  To cut emissions by reducing people's reliance on the car, particularly for local journeys
- 5  To reduce unemployment in areas of deprivation by making it easier for people to get to where the work is
- 6  To improve people's health and wellbeing by encouraging more active ways to travel

Nine transport corridors were identified at the outset, where we could improve connections to local employment opportunities for areas of high population through public transport, walking and cycling. As well as concentrating on the busiest roads, we are focusing on groups of households where research has revealed that people are more likely to consider using their cars less. The corridors are shown on the map below:



## The current picture

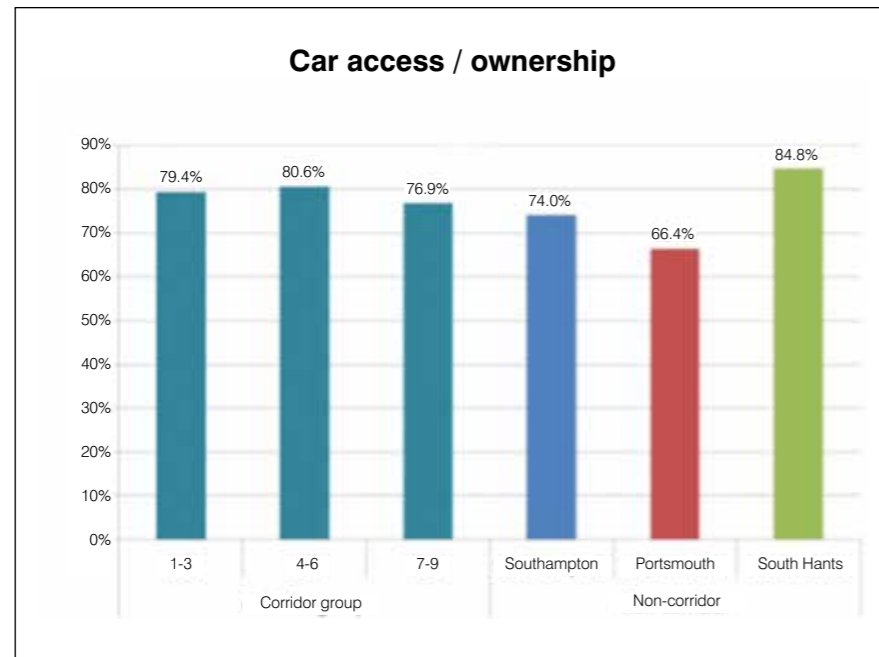
Our research gave us baseline statistics, trends and an understanding of people's attitude towards transport in our chosen areas.

### Car ownership

In England, around 74% of the population own at least one car or van. By comparison, car ownership in south Hampshire is high at more than 85%, while 70% of households interviewed\* in Portsmouth own a car and almost 75% in Southampton. It is also worth noting that car ownership on our identified corridors is higher than that outside of the corridors, as illustrated in the graph below.

For many, owning or having access to a car is seen as essential: 82% of Southampton respondents, 79% in south Hampshire and 59% in Portsmouth said this was the case.

\* Data collected via telephone surveys in April 2011 and December 2012

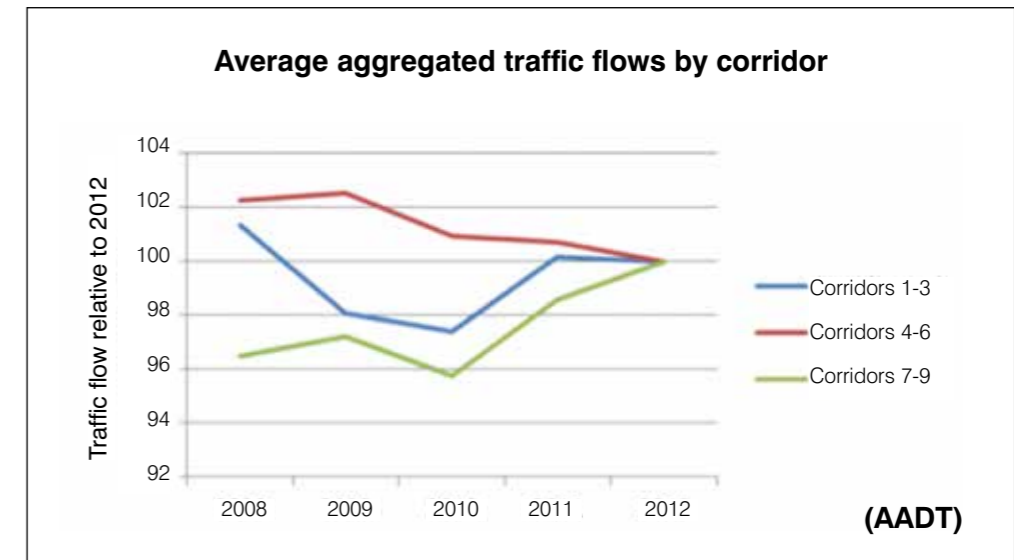


“I wanted to get cycling to keep active and stay healthy but I was a complete beginner. I had a couple of sessions with a cycling instructor who taught me to keep my balance and how best to cycle the routes that I wanted to take. I am now cycling pretty confidently around the city and enjoying cycling so much I can see no reason to stop!” *Amina, Southampton*

### Car travel

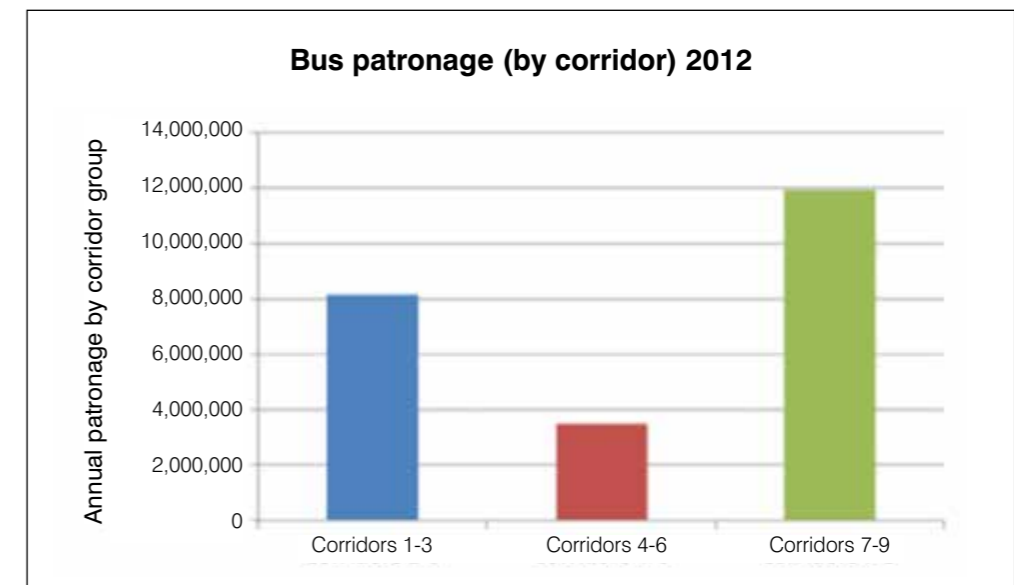
Traffic levels since 2008 across the area measured against a base year of 2012 show only minimal variation. From the west and northwest of Southampton (Corridors 1-3), traffic has returned to its 2011 levels following a drop during 2009/10, whereas there has been a consistent reduction in traffic flows along the corridors to the east of the city (Corridors 4-6). Conversely, Portsmouth and Gosport (Corridors 7-9) have seen steadily increasing traffic flows (except in 2010, when flows fell to their lowest annual level).

There are a number of possible reasons for these fluctuations in traffic levels, including the age of the population, household size, and levels of car ownership. However, it is not clear whether any such local socio-demographic changes have affected these corridor-based traffic levels; future changes should be considered in the context of the wider behaviour change results.



### Bus travel

During 2012, around 23.5 million passengers travelled by bus into Southampton and Portsmouth along our identified corridors. Bus usage is higher in the two cities than outside them – nearly half of the respondents to our surveys who lived outside the major cities said they had not used a bus in the last twelve months (compared with around a third of those who did live in the cities).



## Our plan of action

To achieve our aims, the programme was split into three key elements:

**1** The introduction of a new public transport smart card to replace the existing Solent Travelcard, that will be accepted by all bus and ferry operators.

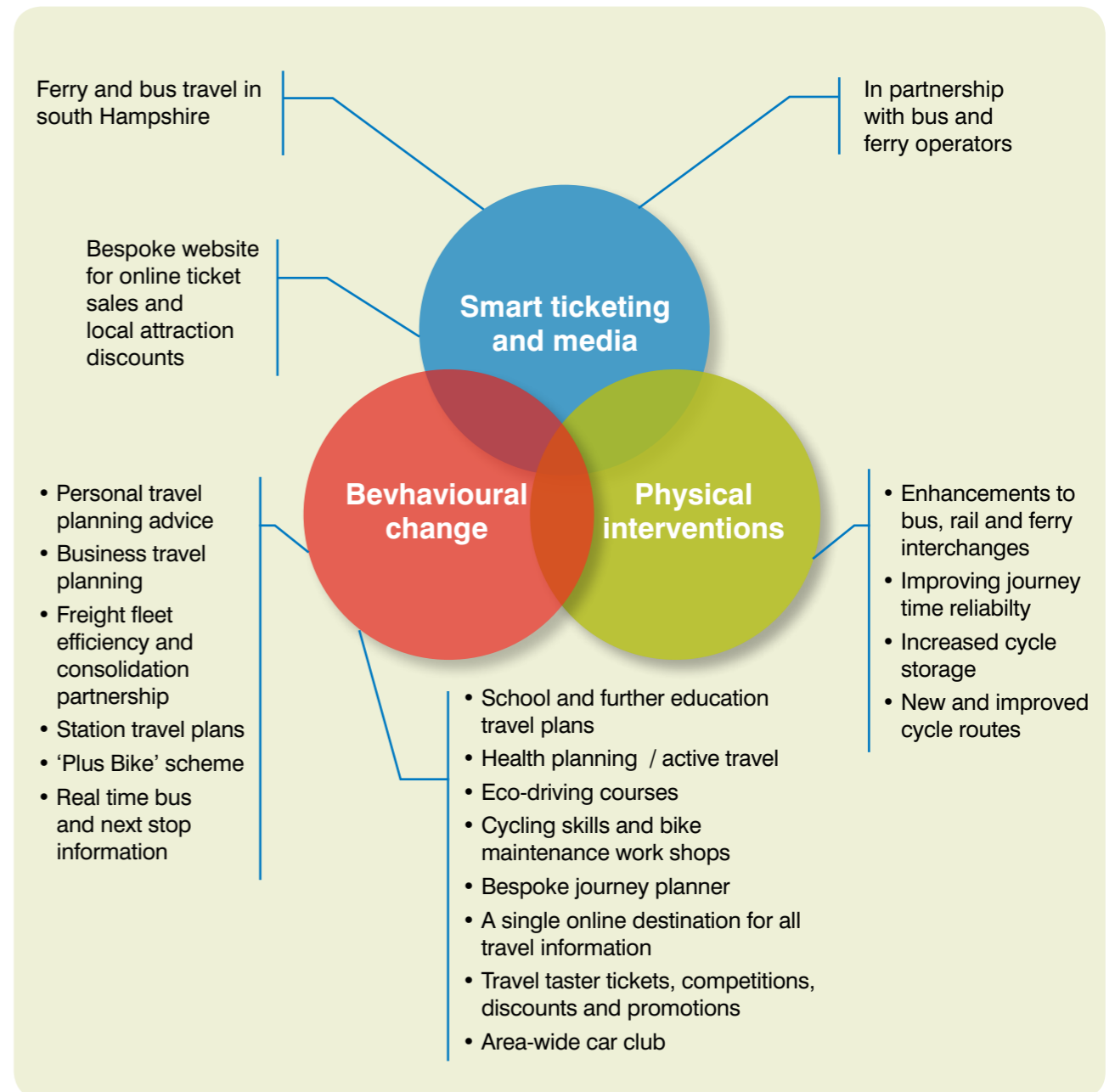
**2** Physical improvements along the busiest routes (corridors) into Southampton and Portsmouth. Nine corridors were identified: three into Southampton city centre from the west and north-west, three into Southampton city centre from the east and north-east, and three into Portsmouth and Gosport. The improvements made included providing 'real-time' public transport information, bus priority measures, cycle paths and stands, and enhancements to rail stations:

- Enhancements to 16 bus and rail interchanges with improved access, more and clearer information, cycle parking, better shelters and seating
- Improving reliability by giving buses priority over other traffic where possible and making improvements at busy junctions to help traffic flow
- A step change in public transport information with 250 screens at bus stops displaying 'real-time' bus arrival information, plus the ability at other bus stops to access real-time information online using smartphones and through SMS text
- Improved facilities for cyclists and pedestrians through new cycle links and pedestrian and cycle crossings

**3** Targeted activity aimed at encouraging people to make trips by sustainable forms of travel (walking, cycling and public transport):

- Provide engaging communication materials, competitions and holding local events to encourage people to make a positive change to their travel behaviour
- Provide travel plans to help people make the most of combining travel modes (for example, bus and rail)
- Provide information, workshops and help with travel planning to key groups of people, including residents, businesses and large employers such as schools, colleges and hospitals
- Promoting use of the new public transport smart card

## Main elements of the Better Connected programme



“ Rebecca has gone from not cycling at all to commuting by bike most days – saving money and dropping two dress sizes. She has now bought her own bike and is keen to support others, so she has become an Active Travel Champion. *Rebecca works for B&Q* ”

## Making it happen

Here are some of the key projects we implemented during the first year of the programme.

### Better bus services

- Improvements to Eclipse Bus Rapid Transit (BRT) route in Fareham and Gosport
- Real-time information screens in 200+ bus stops across Southampton and via a mobile app
- Bus priority at 40+ signalled junctions in Southampton
- Better connections with other local forms of transport in south Hampshire
- New bus shelters at Fareham train station interchange and at Creek Road, Gosport
- Improvements to Fareham and Gosport bus stations including real time bus, train and ferry information plus local maps for helping people get around



### Spotlight on walking and cycling

- New and improved cycle lanes, crossings and footways, including a new cycle lane between Cheltenham Rd and Racecourse Lane in Paulsgrove and controlled Toucan crossings at Eastern Road, Fitzherbert Road and Grove Rd in Farlington in Portsmouth
- Better connections with other transport modes



### Introducing My Journey.

My Journey is the bright, bold and colourful logo for this programme which will appear on all public facing communications. Its designed to raise awareness of the positive changes being made throughout the south Hampshire area and by neighbouring authorities. With one strong brand - that's easy to remember and includes localised straplines, it provides a visual identity that is instantly recognisable. Supported by an illustrative bird theme as chosen by the public, it makes all of our communications eye catching, fun and friendly.

A comprehensive marketing strategy is in action and made up of engaging campaigns. These campaigns are designed to target those most likely to encourage a change in travel behaviour.



Hampshire County Council

myjourneyhampshire.com

my Journey



## A new transport information hub

With the aim of decreasing congestion, improving air quality and making south Hampshire a better place to live and work, there have been a number of marketing campaigns designed to raise awareness of what's happening in the community with regards to sustainable travel initiatives and infrastructure improvements. The communications also inform local people about the travel plan support available to them. There are also lots of events, challenges and competitions designed to encourage a change in travel routines. This might take the form of a school or work place challenge or simply having a chat with us at one of our events to find out what's on offer to help make that change. The My Journey website sits at the heart of all My Journey communications

- The website has become a one-stop destination for all travel-related information in Hampshire, with a multi-modal journey planner that lets people compare travel options for any local journey, plus real-time bus and train updates



“I live in Gosport, work in Southampton and go shopping in Portsmouth. I've seen advertising for My Journey in all three places, which has definitely made me want to find out more. If it was three different logos that looked completely different, I would probably find this confusing and not bother.” *Tina Dale, Gosport*



## Working with people and communities

### Getting grown-ups on their bikes

We made subsidised adult cycle training (just £5) available to all residents across south Hampshire. Sessions were tailored to participants' needs, with trainers joining people on the journeys they would like to make by bike but currently don't – for example, from home to work.

### Making it personal

With a fantastic new bus rapid transit system on their doorstep, 2,000 households in Gosport received personalised journey planning visits. Those who participated received a personalised travel information pack telling them about the modes of travel they were interested in (including Eclipse BRT bus services, cycling, car-sharing and local walks). They were then invited to take part in a travel challenge, making a commitment to try any of these modes for a regular journey. Over 200 residents accepted the challenge.



### Active steps

Run by travel charity Sustrans, Active Steps is an intensive 10-week behaviour change programme that helps people swap car journeys for a more active form of transport. Local residents get personal support from a co-ordinator, receiving a free bike or pedometer loan, motivational support, access to social network sites and opportunities to attend events like led rides or walks. Their travel habits, health and wellbeing are compared before and after the programme to assess health improvements.

## Working with schools

### Bike it!

After the success of the first year of the Bike It programme in Southampton, delivering 20,000 cycling experiences at over 200 events to children in schools across the city, a Sustrans Bike It officer was appointed for the TfSHIoW region. The officer will focus on delivering behaviour change programmes in a further six schools and two colleges in Hampshire.

### Secure it!

A wide-ranging programme of schools activities across Portsmouth has helped encourage healthier travel choices. A £10,000 donation helped Barton Peverill college in Eastleigh to install a new, secure cycle compound, which was opened by Olympic gold medallist and former pupil Dani King.

### Brave it!

In Southampton, six travel initiatives in the city's SEN schools focused on looked after children. The aim was to help pupils choose more independent and active travel, increasing confidence in their ability to travel by bike and public transport. So far 40 pupils no longer use local authority supported journeys – 15 of these were travelling by taxi and are now travelling by bus or on foot.



## Working with businesses

We are working with large businesses throughout south Hampshire to provide travel support to over 16,000 employees. This includes helping to identify a wider choice of travel options in the south Hampshire area, providing up to date travel planning and advice that not only benefits the employees, but reduces the overall cost of business travel to an organisation. To support businesses we are providing free travel plans, time tables and information on public transport services, cycle route maps, bike maintenance, cycle skills training and workshops on personal bike maintenance. Plus free bike racks and shelters.

### My Journey commuter challenge

A month-long challenge was created to encourage employees to choose more sustainable ways of getting to work. The first My Journey commuter challenge was a great success, with over **85 businesses** participating.



The estimated CO2 saved was **19,500kg**.

Three months after the challenge, **7% of participants** who had not been cycling and **15%** who had not been walking to work now used these modes. **42%** said their bike travel had increased, **41%** that they walked more, and **41%** said they used the car less.

## Supporting the local economy

### Helping young people into work

We provided free public transport travel advice to young job seekers, in areas where transport has been identified as a barrier to getting employment. In 2012/13 over **700 travelcards** gave more than **500 young people** access to work and vital services. During the three-month pilot, **43% of participants** found work (compared with only 5% of non-participants). These services have been provided in Southampton, Cosham and Gosport.



### Park and Sail

Over the summer of 2013, a Park and Sail service was offered between the Portsmouth International Port and Gunwharf Quays. The service provided a sustainable and greener transport alternative to driving, reducing traffic queues in Portsmouth city centre and giving tourists better travel choices in the city.

Over the August Bank Holiday more than **1,000 people** used the service

Customer feedback was very positive, with **96%** of people surveyed rating the service as good or very good and **99%** considering it good value for money. While the majority were travelling to the city anyway for shopping or leisure, **12%** of the people surveyed had come specifically for the Park and Sail journey.

## It all adds up to positive change

### Since the project started, we've engaged with

#### 1,629 commuters

challenged to leave the car at home and use another form of transport to get to work. More than **8,150** car journeys were replaced over a single month.



#### 2,000 residents

in Gosport, with 200 signing up to a travel challenge to try a new mode of travel for a regular journey. 7% of those surveyed said they now commute less by driving alone since a visit from a travel advisor, increasing to 14% for shopping journeys. Of those who completed a travel challenge, 68% indicated they have continued to use the sustainable mode after the challenge finished.



#### Over 16,000 personalised travel plans

have been delivered across south Hampshire, in almost **50** organisations, along with **38** Bike Doctor sessions, **53** bike loans, **50** adult cycle training courses / led rides and walks



#### 32 schools in Southampton, 40 in Portsmouth and 51 in the rest of Hampshire

(of which over **800** pupils received scooter or cycle training)



#### 5.3% more children

In the Southampton area alone, more children now regularly cycle to school, almost 9% more walk to school and 5% fewer come to school by car. In Hampshire, the number of children car sharing for the school drop-off increased by **1.5%** between 2011 and 2013



#### We've also provided more than 500 young people with travel cards

which helped **43%** of the pilot scheme participants find work



Since 2004 there has been a steady growth in bus passenger numbers across Hampshire generally, while figures in both Portsmouth and Southampton have remained steady and we know that more people would like to choose more active forms of travel like walking and cycling. We're confident that when the programme ends, our research will show that by helping them become better informed and improving both the facilities and the quality of travel information available to them, we will have encouraged many more people in the areas we've targeted to choose and use public transport, walking or cycling in preference to the car.

## What's next?

In 2013/14 we will be focusing on:

Ticket machines and other equipment needed for the introduction of the new Smart Ticket in autumn 2014

Delivering more real-time bus arrival display screens across towns in the TfSHIoW area

Installing wayfinding 'totems' in towns throughout south Hampshire and the Isle of Wight to help pedestrians find their way around easily

Another round of commuter challenges, working with businesses and schools to encourage sustainable travel, with prizes and awards for the best performers

More improvements at rail and bus stations across the area to make it easier for people to make more complex journeys using a combination of transport modes

Additions to the city cycle networks in Southampton and Portsmouth and more work to link these networks with outlying towns including Eastleigh, Havant and Gosport



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