

Key findings of Initial Engagement

Conducted January/February 2021



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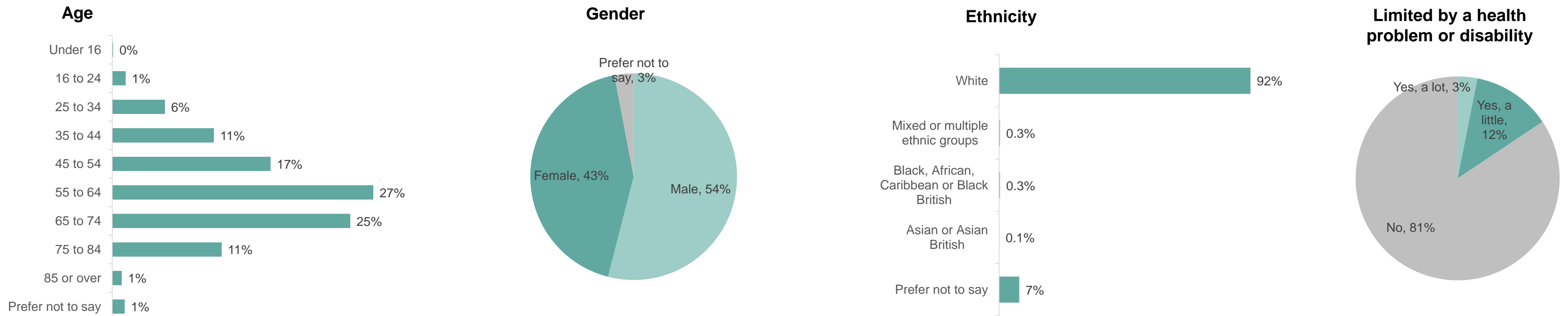
Background and methodology

The LTP4 initial engagement aimed to start a conversation with a wide a group of interested parties to help formulate a new transport strategy and plan for the Hampshire. Thoughts, expertise and local knowledge were sought to help clarify the preferred priorities, vision and principles prior to further development and formal consultation.

The engagement period ran from 7 January to 28 February 2021 and a total of 805 responses were received through the engagement survey at the time of analysis. In addition, 16 'unstructured' responses were submitted via letter or email.

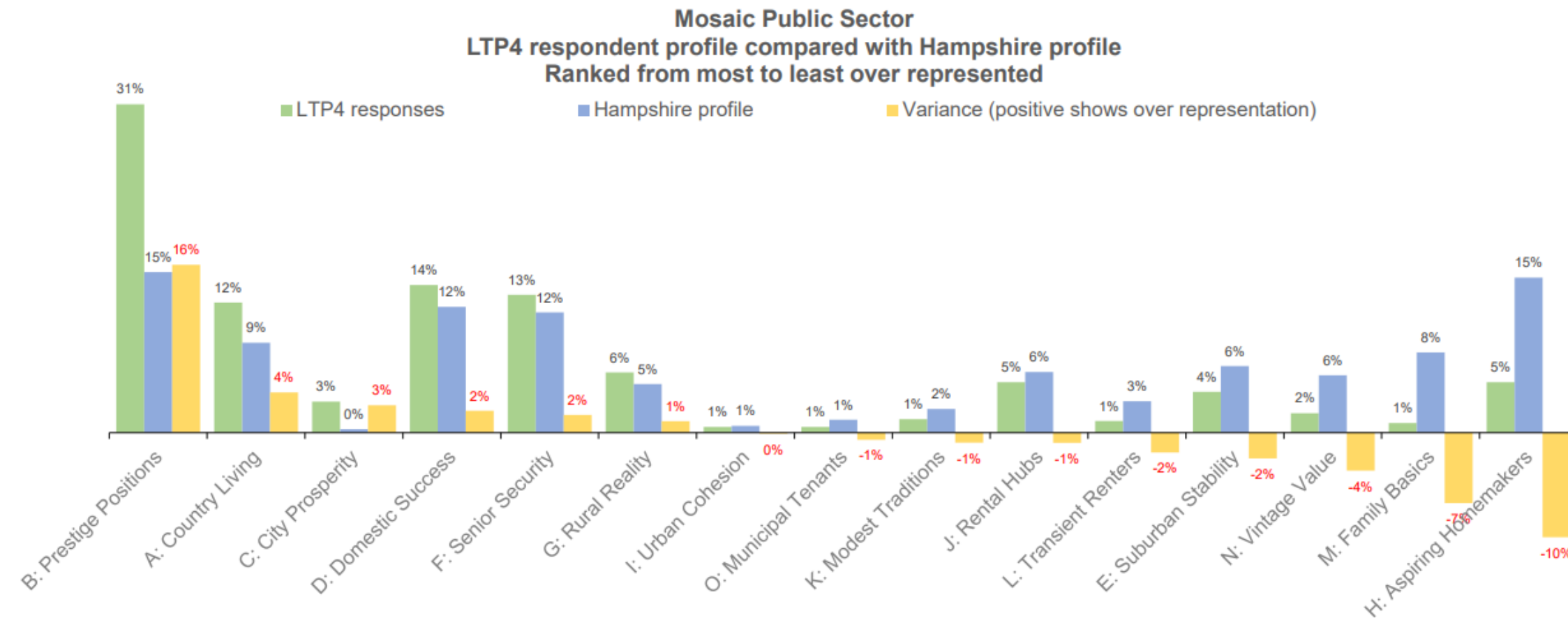
Of those who specified, 696 were responding as individuals, 57 were providing the official response of a group, organisation or business, and 47 were democratically elected representatives.

Demographic makeup of individual respondents (Base: 694)



Who responded? Mosaic profile indicates a skew towards wealthier, older respondents without children, but this only seems to influence findings in a couple of areas.

Comparison of LTP4 consultation response profile with profile of Hampshire



High Influencers

Driver: Changing Climate – the **higher the household income**, the less likely to see this as important

Driver: Changing Environment – mosaic **groups with children** are less likely to see this as important

Outcome: Reduce transport-related carbon emissions to net zero – those who drive fewer than 2000 miles per year, are more likely to feel this outcome is important

Outcome: Improved air and noise quality – those who drive fewer than 2000 miles per year, more likely to feel this outcome is important. Those who own cars are less likely to feel this is important

Comparison of LTP4 consultation response characteristics with those of Hampshire overall (based on Mosaic Public Sector data)

Characteristic	LTP4 respondent profile	Hampshire profile (Mosaic)	Respondent variance
Households with children	28%	33%	-5%
Mean household income	£51,257	£42,466	£8,791
Car ownership rate	90%	88%	3%
Bicycle ownership rate	35%	33%	2%
Rate of driving under 2,000 miles per year	32%	38%	-6%
Donated to Wildlife / Conservation / Environment charities in past year	12%	10%	2%
Rate of opinion: There is too much concern with the environment	19%	18%	0%
Rate of attitude: Worry about car pollution and congestion	46%	44%	3%
Rate of attitude: Would make compromises to help the environment	37%	35%	2%
Rate of attitude: Reasonable knowledge of climate change / global warming	51%	47%	4%
Rate of values: Reasonable knowledge of carbon footprints	41%	38%	3%
Percentage of adults with degree qualification or higher	34%	29%	5%
Rate who feel that they do a lot to keep in shape	28%	27%	1%
Rate of adults who do 4+ hours of exercise per week	20%	19%	1%
Mean Internet speed (Mbps)	12.2	12.8	-0.6
Total web pages accessed per week	479.2	465.7	13.5

Who responded? – Groups, organisations and businesses

44 groups, organisations and businesses responded via the engagement feedback survey, including.

Alton Climate Action & Network

Beech Parish Council

Blackwater Valley Friends of the Earth

Christchurch Bicycle Club

Clanfield Parish Council

CPRE Hampshire

Cycle Alton

Cycle Gosport

Cycle Winchester

Eastleigh Borough Council

Energise Me

Eversley Parish Council

Gosport Borough Council (note this response is a
GBC Officer level response only)

Green Travel Hampshire

Hampshire Partnership of CCGs

Hartley Wintney Parish Council

Healthwatch Hampshire

Heckfield Parish Council

Hound Parish Council

Mattingley Parish Council

New Alresford Town Council

New Forest Friends of the Earth

Odiham Parish Council

One Community

Parish Ecology Group Green Christian at Fareham

PCS trade union

Planning Committee of the Romsey and District Society

Portsmouth City Council

Romsey Disabled Peoples Partnership

Sherfield Park Parish Council

South Western Railway

Southampton Voluntary Services

Steering group to update the Wickham Parish Plan

Test Valley Borough Council

The Phoenix Inn

Transport Action for Fareham and Gosport

Twyford Parish Council

Upham Parish Council

Whitchurch Town Council

Whitehill Town Council

Winchester Action on Climate Change

Winchester Friends of the Earth

Winchester Walking Strategy Group

Worldham Parish Council

In addition, 13 groups, organisations and businesses submitted an unstructured response – namely:

Burghclere Parish Council

Buriton Parish Council

East Hants District and Havant Borough Council

Fordingbridge Town Council

Go South Coast

Gosport BC (Transport Planning, Planning Policy and
Climate Change teams)

Network Rail

New Forest District Council

New Forest National Park Authority

Newtown Parish Council

Railfuture

Transport for the South East (TfSE)

Twyford Parish Council

Who responded? – Democratically Elected Representatives

46 Democratically Elected Representatives responded, representing:

Alton Westbrooke

Ashmansworth Parish Council

Baddesley Division

Brighton Hill South ward, Basingstoke and Deane Borough Council

Buckland Ward of Lymington & Pennington

Burghclere

CHANDLER'S FORD

Copythorne Parish Council x2

Denmead

Dibden and Hythe County Division

Dogmersfield Parish Council

East Hampshire

East Meon

East Woodhay Parish Council

Ecchinswell Sydmonton & Bishops Green Parish Council

Fordingbridge

Gosport

Hambleton

HordlePC

Hythe and Dibden parish council. Dibden Purlieu/Butts Ash, NFDC district council

Itchen Valley Division

Kings Somborne Parish Council x2

Kings Worthy Parish Council

Kingsclere Parish Council x2

Liss

Littleton & Harestock Parish Council

Longparish

Lymington and Pennington TownCouncil

Marchwood Parish Council

Minstead Parish Council

New Milton North, Milford & Hordle, HCC

Pennington

Romsey Rural

Rushmoor Borough Council

South Wonston Parish Council

Steep Parish Council

Stroud Parish Council

Whitehill, Bordon and Lindford

Winchester Downlands

Winchester Westgate

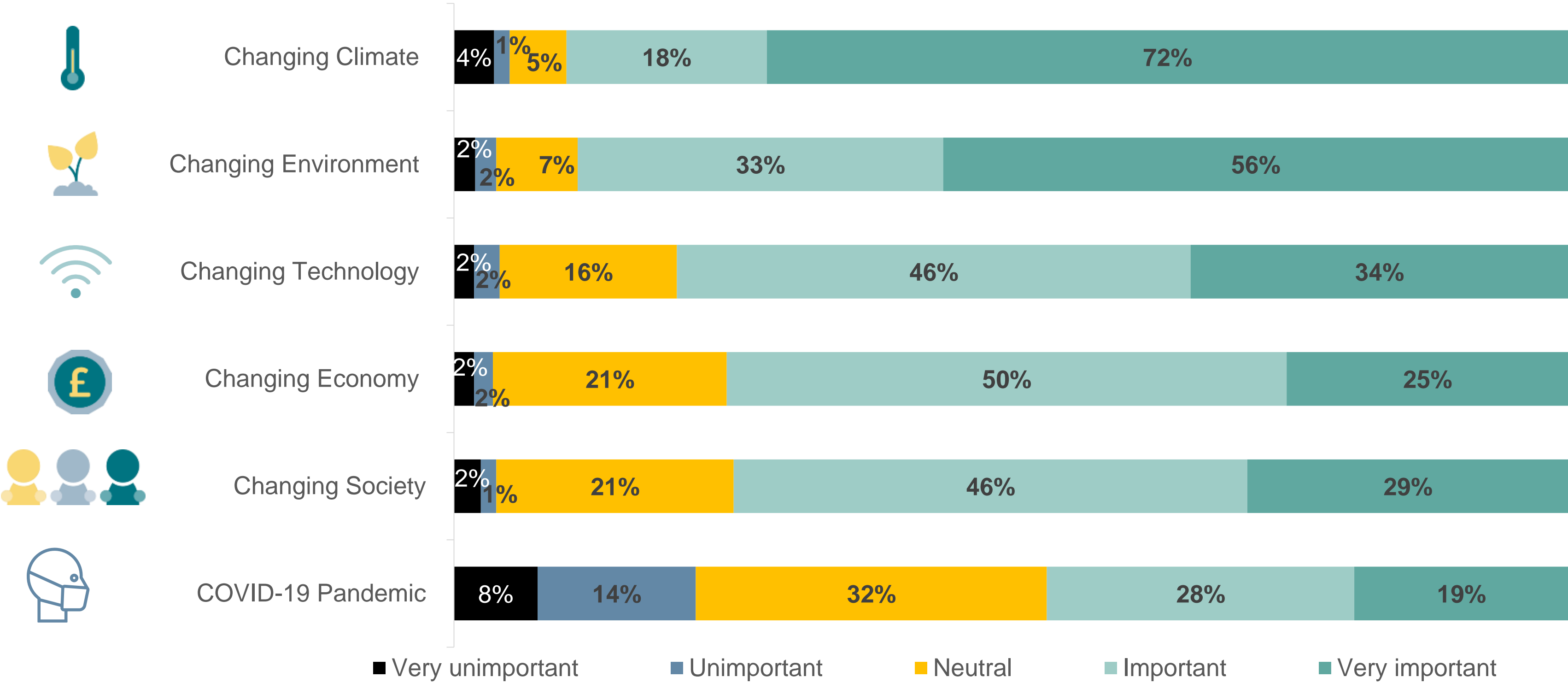
Yateley East, Blackwater and North Fleet

Yateley Town Council

In addition, one unstructured response was received from the Elected Member for Odiham & Hook

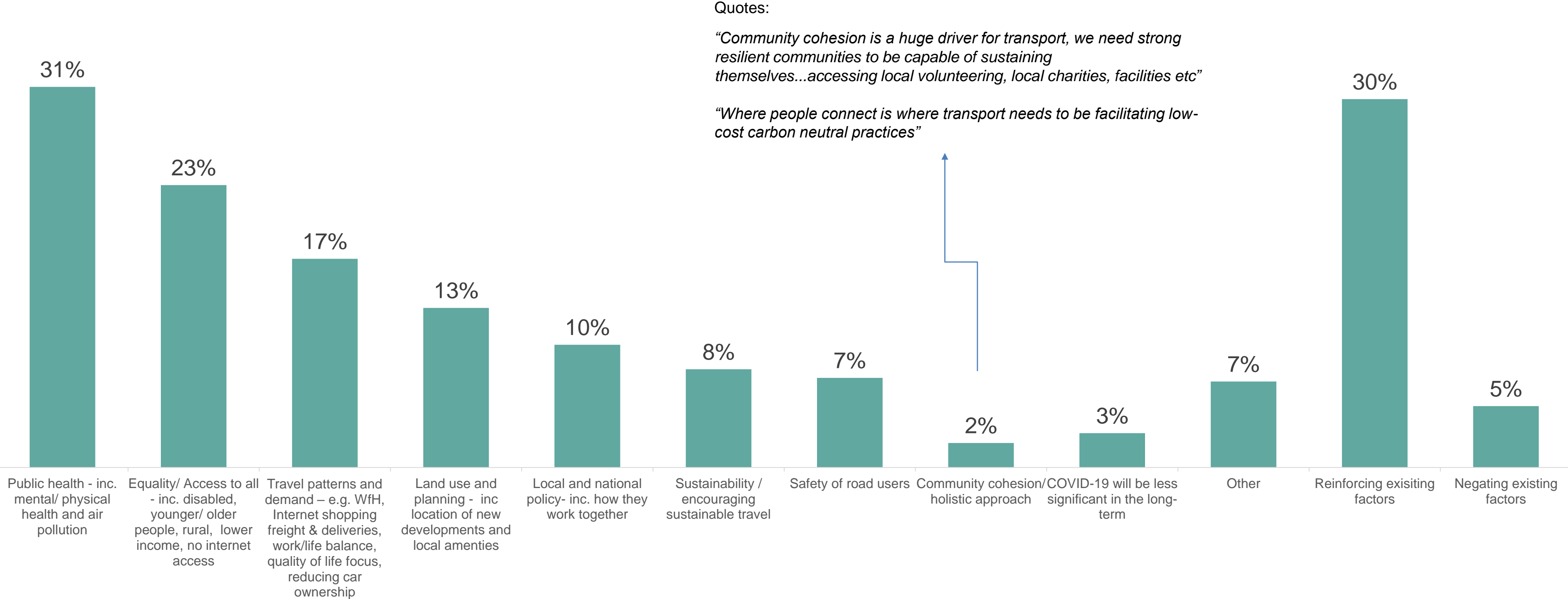
Drivers of change for transport: All highlighted drivers recognised as important, except for the COVID-19 pandemic, which is seen as a shorter-term driver

How important do you consider each of the drivers of change to be, in terms of their implications for transport in Hampshire up to 2050? (base: 785)



Suggested additions to the drivers for change: These fell into nine broad areas, the most prominent being to improve public health and ensure universal access

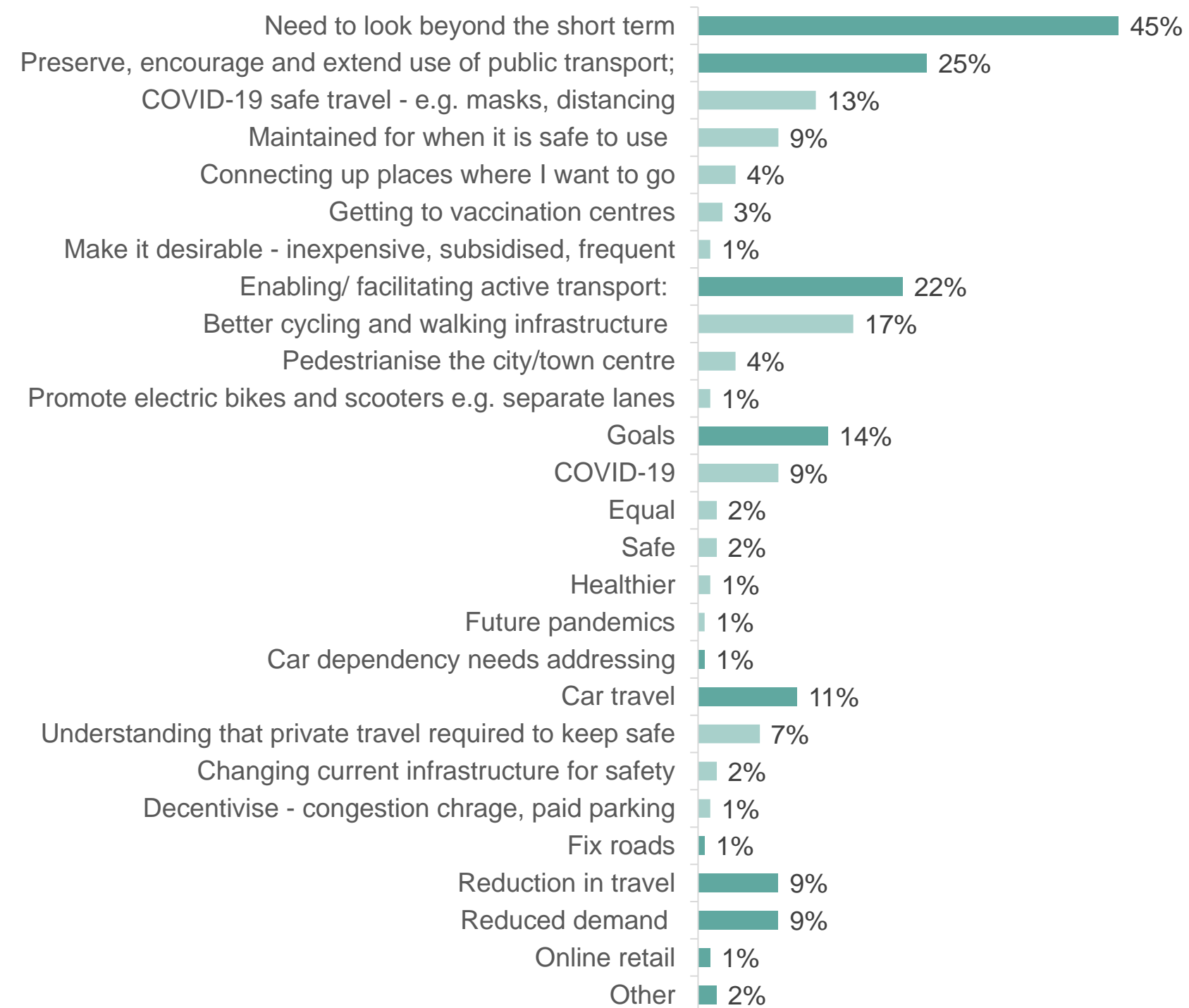
Other drivers that respondents felt should be considered (Quantified verbatim: Base 228)



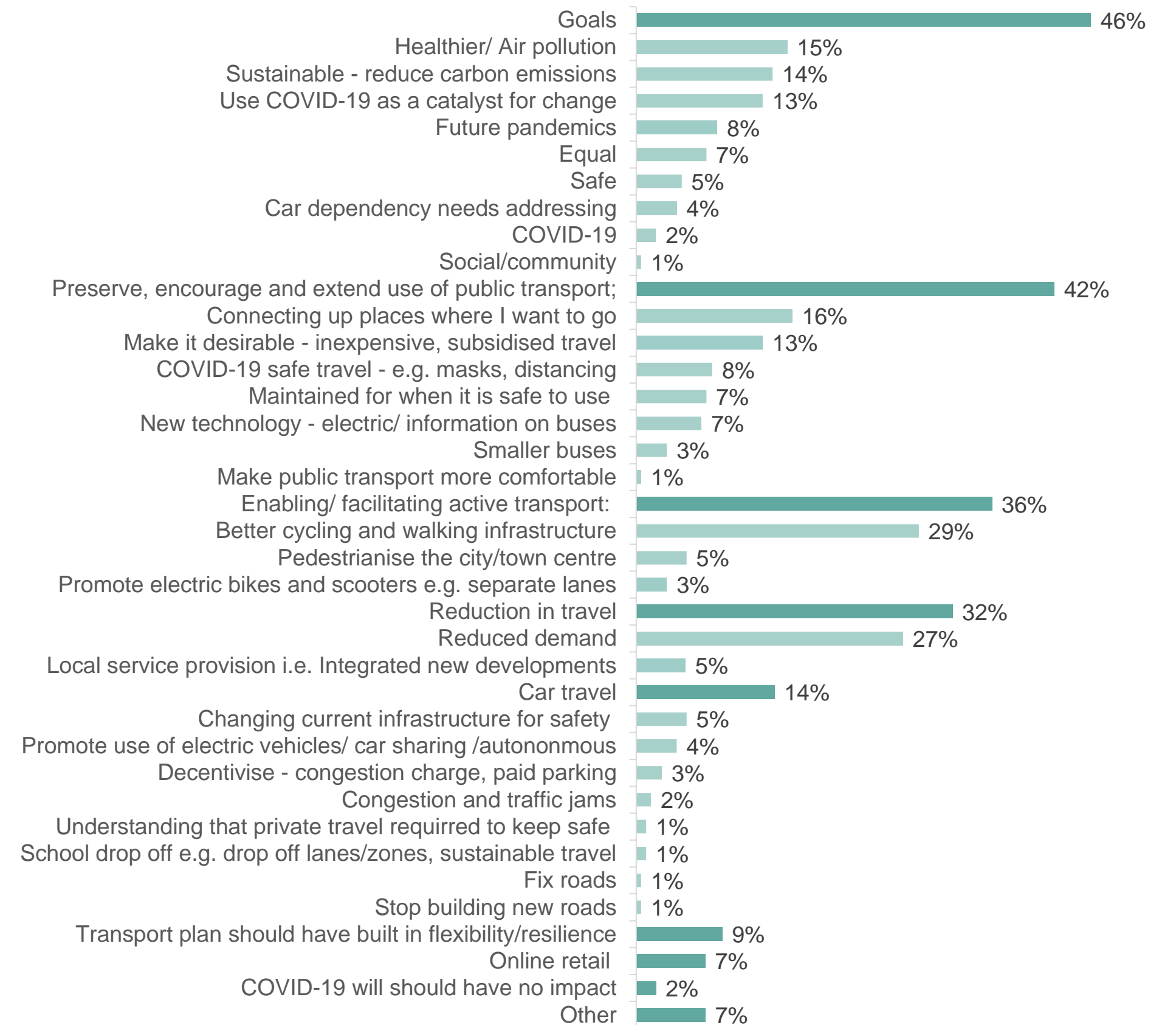
Response to COVID-19: Focus on preserving and encouraging use of public transport, as well as enabling active travel modes.

How do you think the Transport Plan should respond to the possible short and longer-term impacts associated with COVID-19?

Shorter-term response (Quantified verbatim, base: 151)



Longer-term response (Quantified verbatim, base: 196)

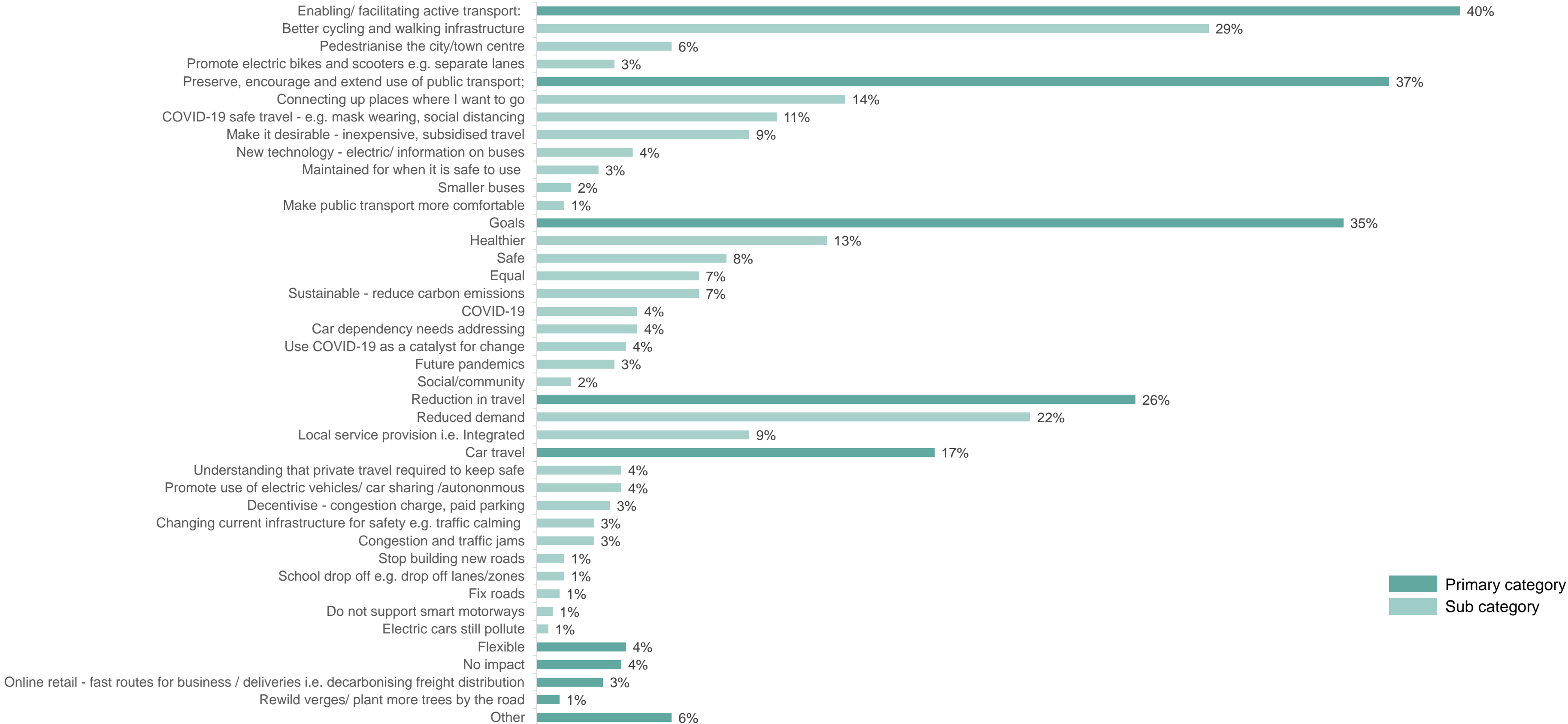


█ Primary category
█ Sub category

Response to COVID-19: Some respondents didn't indicate a timescale, but their ideas generally followed a similar pattern

How do you think the Transport Plan should respond to the possible short and longer-term impacts associated with COVID-19?

General – no mention of timescales (quantified verbatim, base 408)

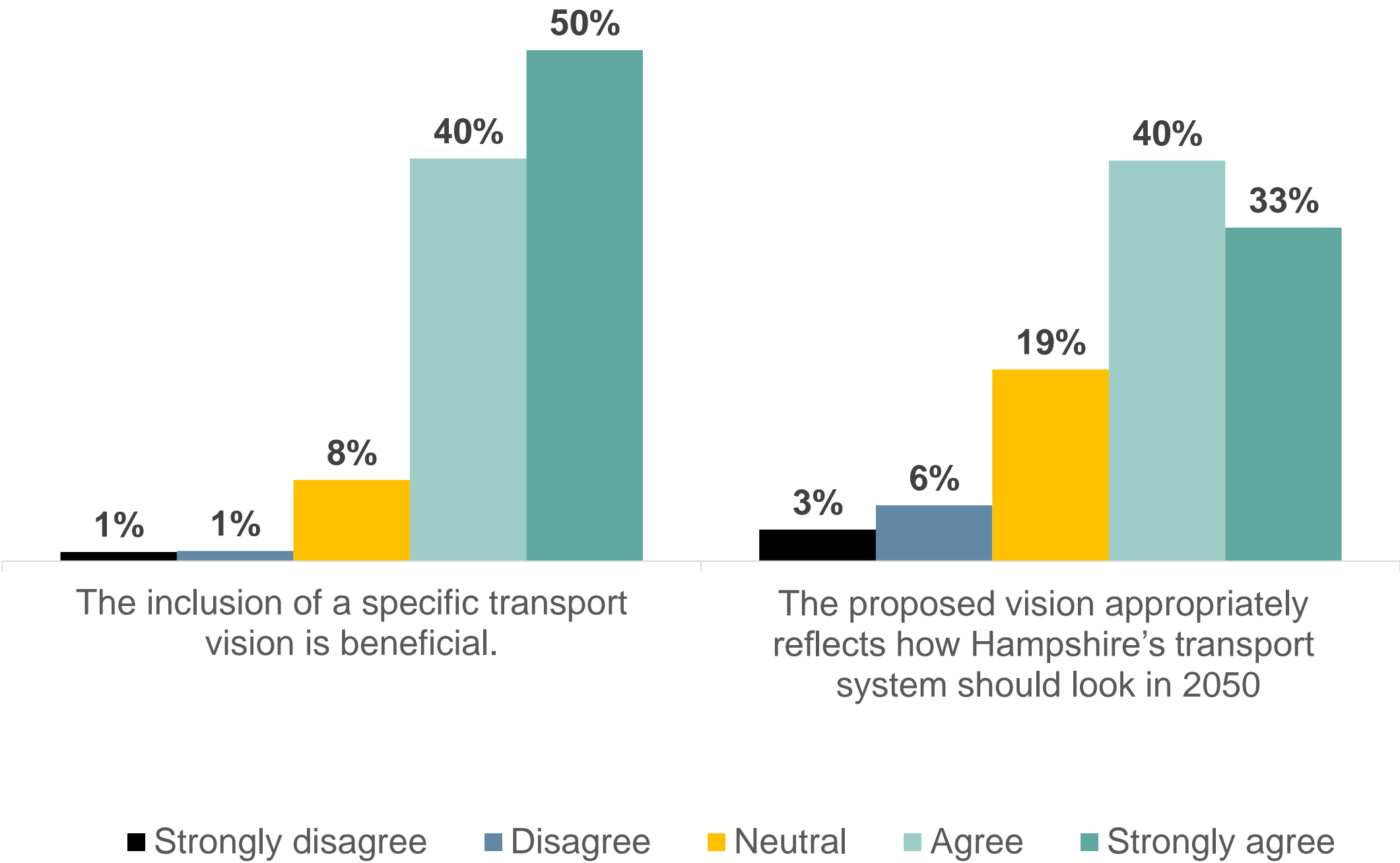


Proposed vision for the Transport Plan: Need recognised, wording generally well received

Proposed vision for transport

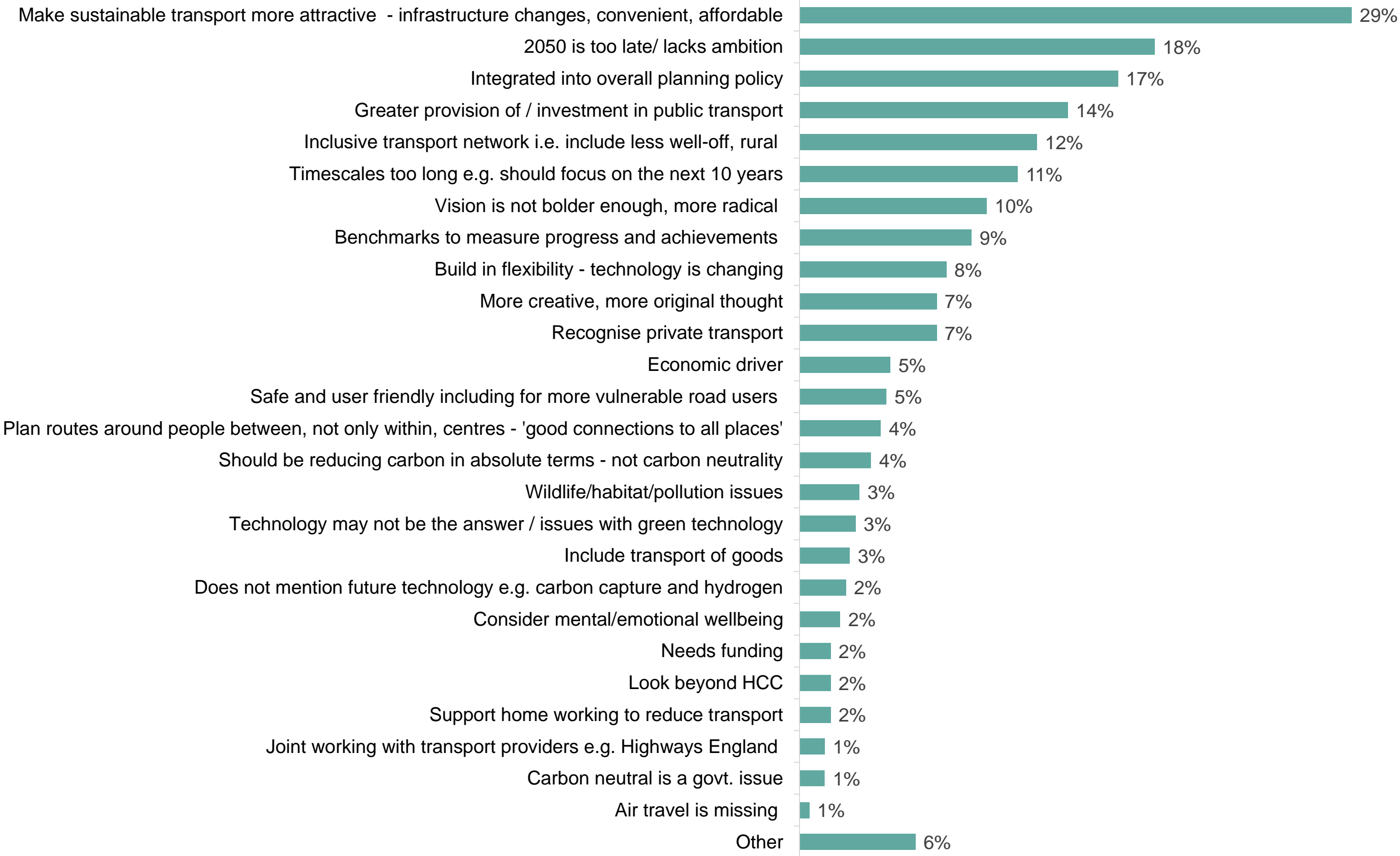
“A **carbon neutral** and resilient transport system designed around **people**, which connects thriving **places**, supports healthy, happy, inclusive **lives** and respects Hampshire’s unique **environment**.”

How strongly do you agree or disagree with the following statements? (Base 778, 762)



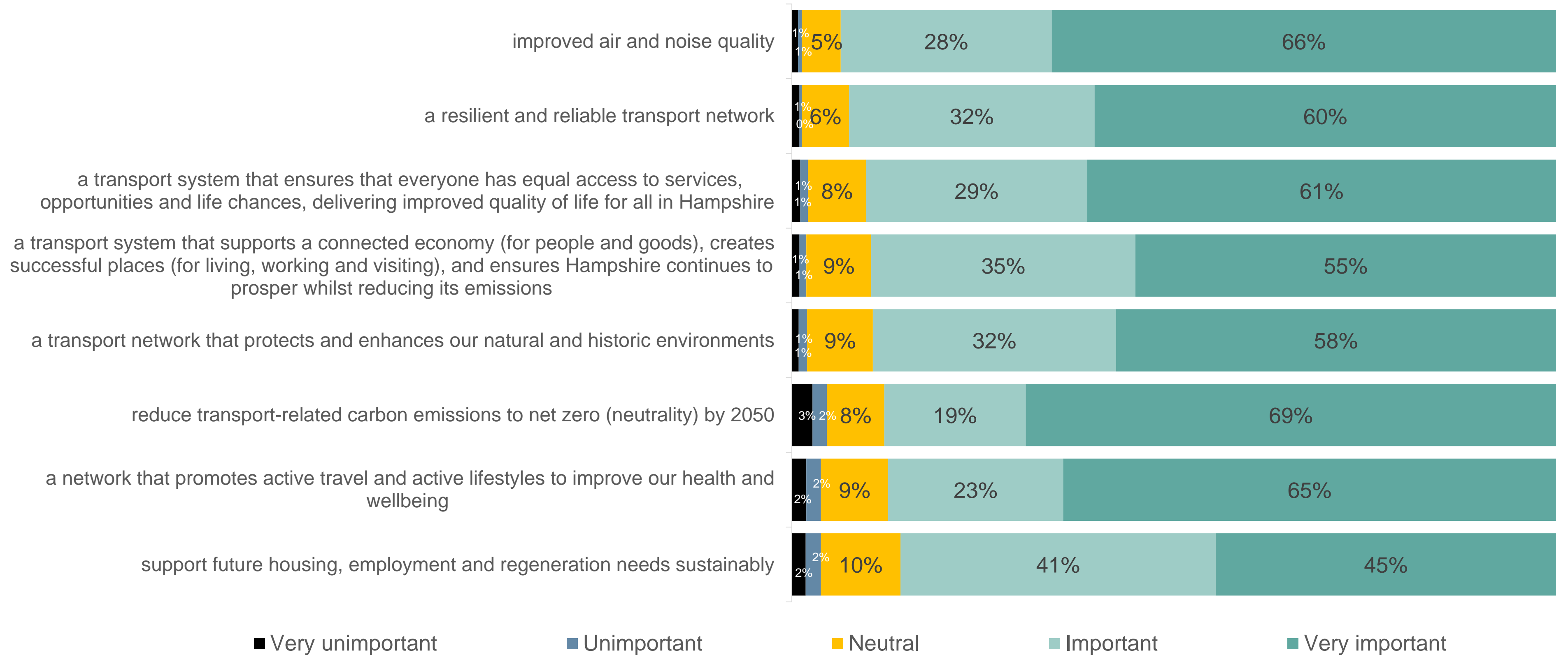
Suggested changes to vision: Respondents who suggested change wanted the LTP vision to be bolder and more ambitious, and to have more of a focus on sustainable transport.

**Are there any changes to the proposed transport vision you would recommend – if so, what and why?
(Quantified verbatim, base: 381)**



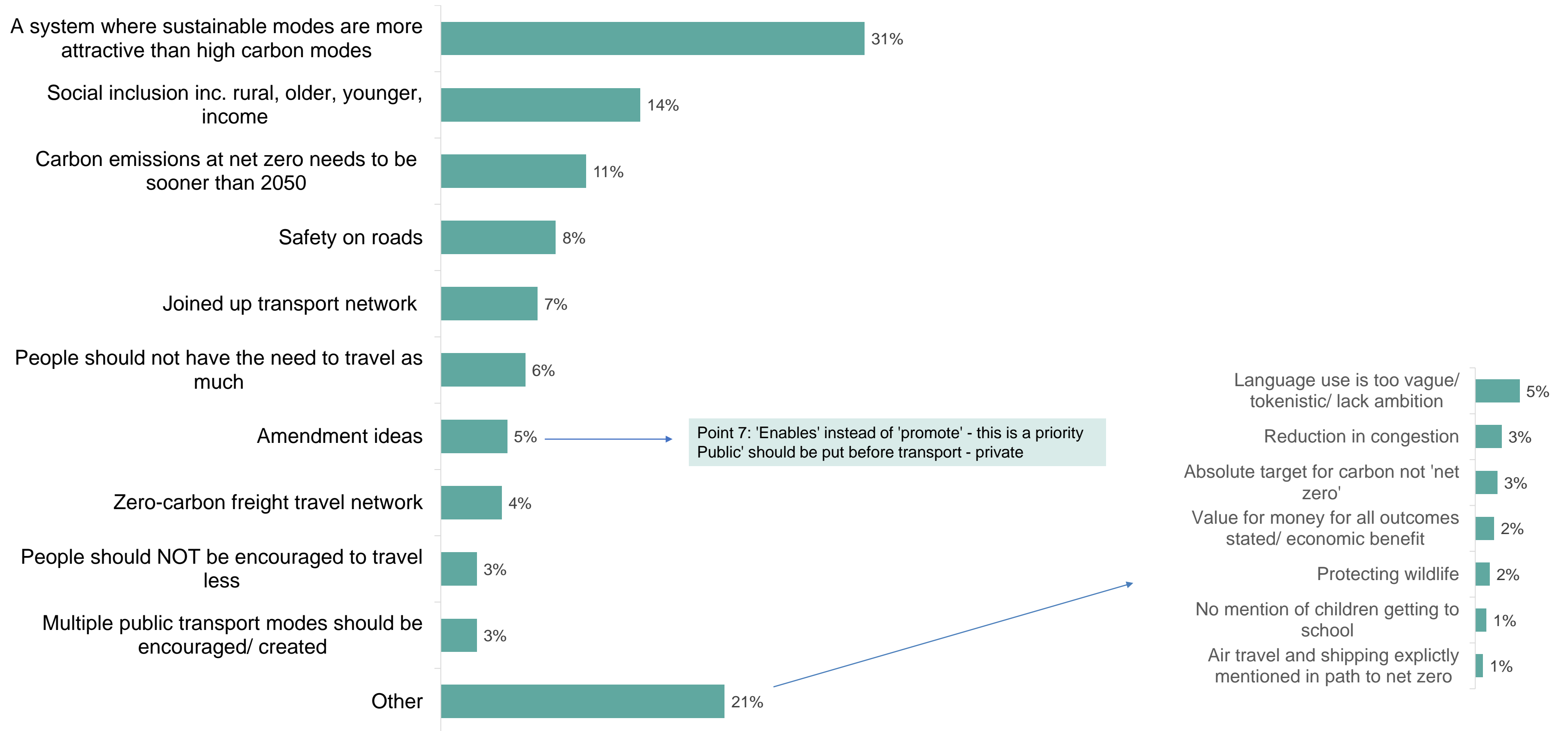
Proposed transport outcomes: All well supported

How important or unimportant are each of the proposed transport outcomes?
(Base 788)



Other suggested outcomes: Respondents would like the LTP4 to champion sustainable transport options over high carbon modes and promote social inclusion

Other outcomes respondents felt should be included (Quantified verbatim, base: 229)

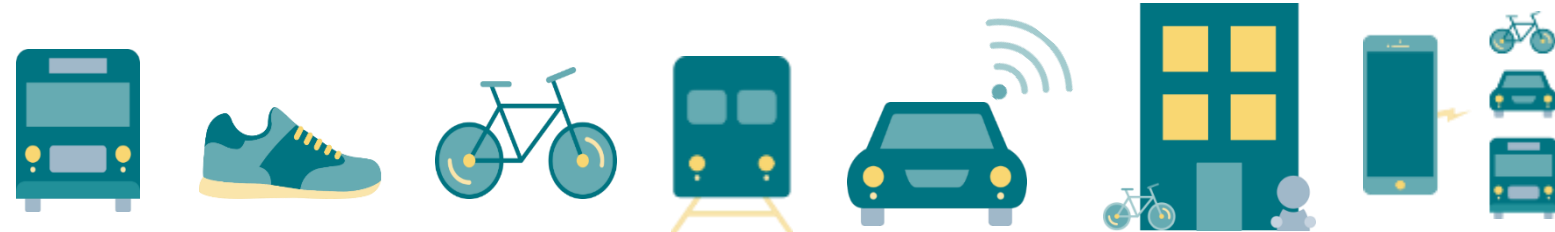


Guiding Principles: Both received strong agreement

Proposed guiding principles:

- 1 Significantly reduce dependency on the private car and reduce the overall need to travel
- 2 Create a transport system that supports high quality, prosperous places and puts people first

Specific policies and approaches for transport delivery



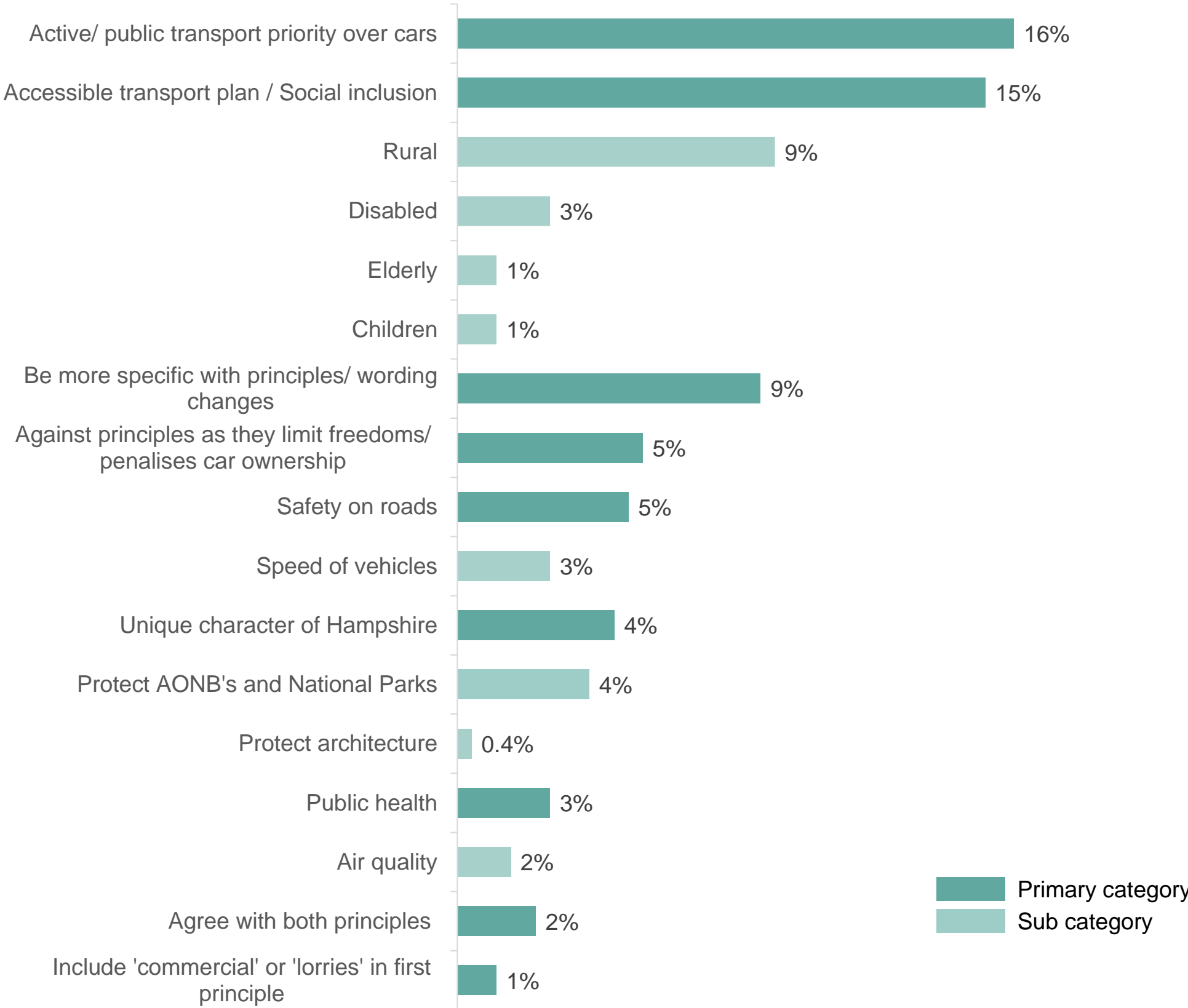
To what extent do you agree or disagree with each of the guiding principles? (Base 784)



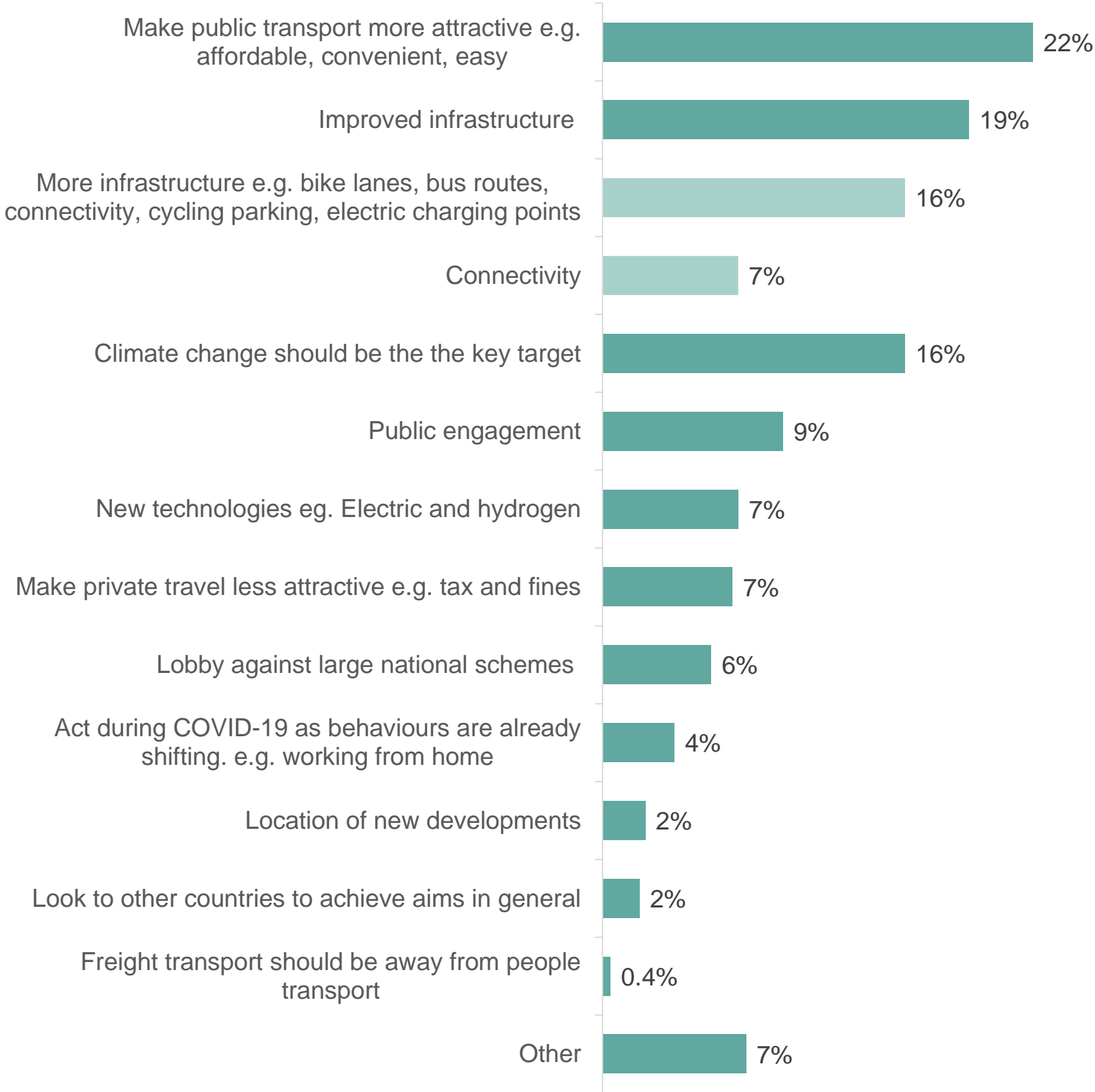
■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

Other suggested principles: A range of suggestions in this area, mainly focussing on public and accessible transport options and related infrastructure

Other principles respondents felt should be included
(Quantified verbatim, base: 270)



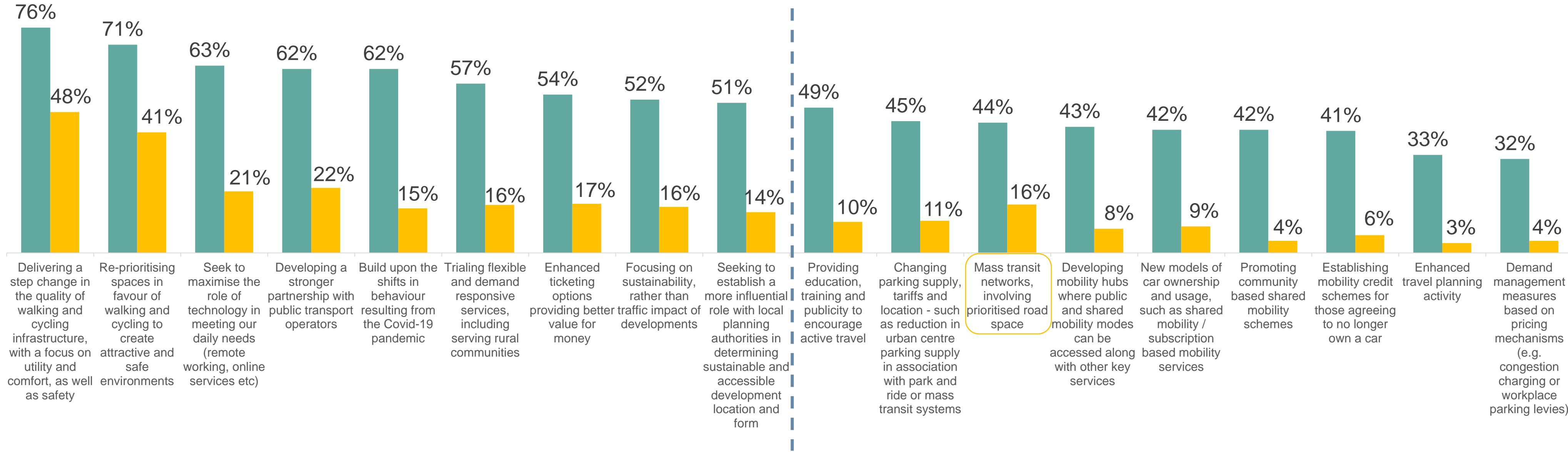
How principles could be met
(Quantified verbatim, base: 270)



Guiding principle 1: Nine of the 18 suggested measures were supported by the majority of respondents. The top four remained consistent, even when prioritised.

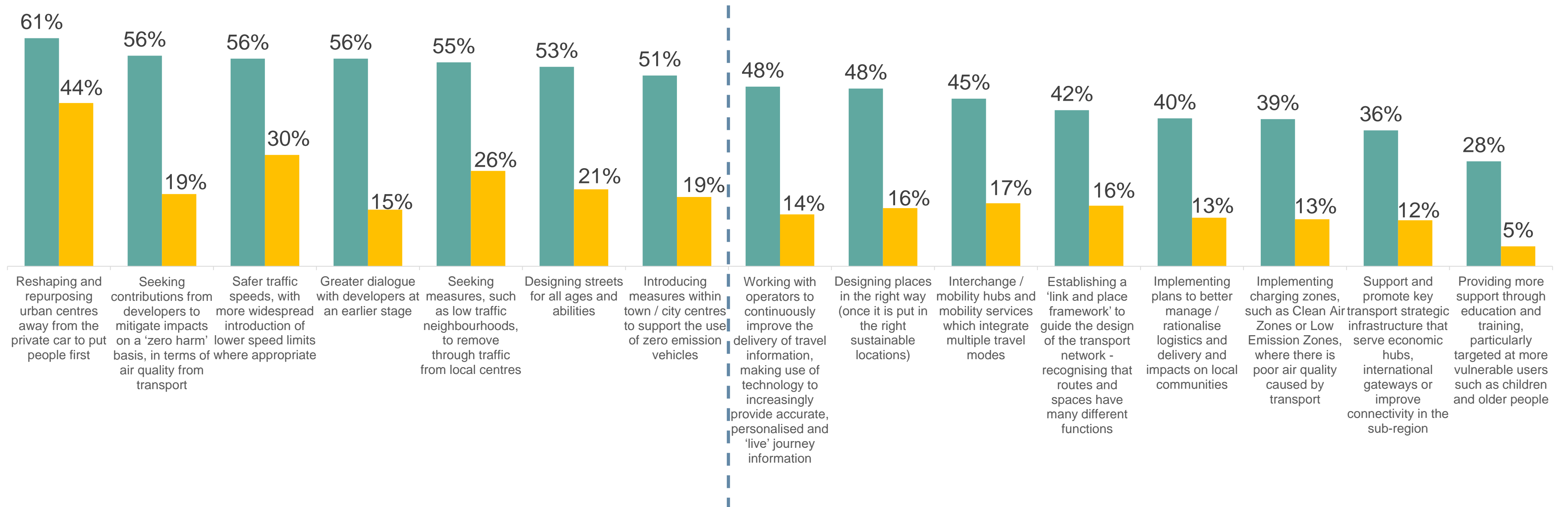
Which of these measures do you think the County Council should investigate further in order to significantly reduce dependency on the private car and reduce the overall need to travel? (Please choose all that apply) (Base 782)

Given limited funding, which measures should be prioritised? (Please choose your top three) (Base 782)



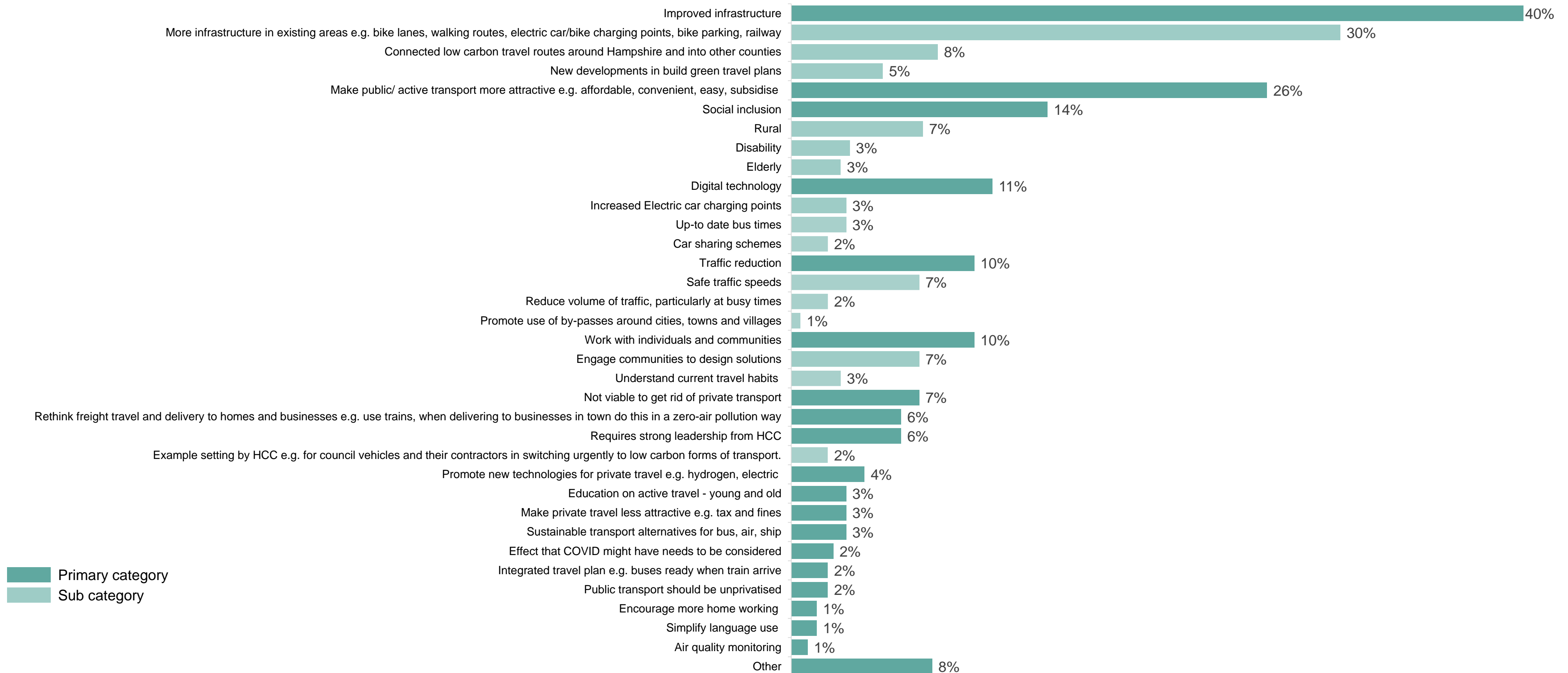
Guiding principle 2: Seven of the 15 suggested measures were supported by the majority of respondents – with priorities being urban centres, safer speeds and removing through traffic.

Which of these measures do you think the County Council should investigate further in order to create a transport system that supports high quality prosperous places and puts people first? (Please choose all that apply) (Base 771)
 Given limited funding, which measures should be prioritised? (Please choose your top three) (Base 771)



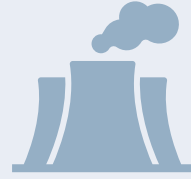






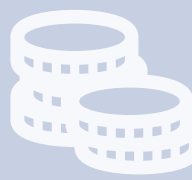







Other suggested measures: Focus on improving green and active infrastructure and improving attractiveness of active travel modes.

Other measures respondents felt should be included (Quantified verbatim, base: 326)



Summary of unstructured responses: Similar themes addressed as by users of the response form, plus mentions of funding and issues of industrial traffic on residential roads

<p>10 responses mentioned a need for public transport, with comments relating to:</p> <ul style="list-style-type: none"> • supporting rural communities • joined-up ticketing systems • giving access to services and employment 	<p>Nine responses suggested more investment in Active Travel in Hampshire, and mentioned:</p> <ul style="list-style-type: none"> • more cycle parking in busy areas • reducing vehicle speeds • safer, better maintained, walking routes 	<p>Seven responses mentioned pollution concerns, such as:</p> <ul style="list-style-type: none"> • clear targets needed for pollution levels • ensuring that Hampshire meets its commitment to decarbonise by 2050 	<p>Six responses commented on discouraging private vehicle usage, where they mentioned:</p> <ul style="list-style-type: none"> • less vehicle-focused areas • increasing parking charges • incentivising car sharing 
<p>Six responses suggested more consideration of transport in planning processes, including:</p> <ul style="list-style-type: none"> • ensuring national processes are followed • prioritising connecting transport networks • key stakeholders being involved 	<p>Six responses suggested that people and places be prioritised in planning, specifically:</p> <ul style="list-style-type: none"> • working with local stakeholders throughout planning processes • ensuring place-based principles are followed 	<p>Five responses made reference to the impacts of COVID-19, including:</p> <ul style="list-style-type: none"> • changing working and travelling patterns • that the long-term impacts are yet to be fully understood 	<p>Four responses suggested an ongoing need for private vehicles, with comments suggesting:</p> <ul style="list-style-type: none"> • cars would continue to be needed by many local residents for work and leisure • ethical and practical concerns with reducing car ownership 
<p>Four responses mentioned rural inequalities, such as:</p> <ul style="list-style-type: none"> • the need to prioritise the connections or rural areas with urban centres • issues of quality of life where heavy vehicles use rural roads for transit 	<p>Four responses mentioned the need for clarity around funding, including:</p> <ul style="list-style-type: none"> • linking funding to outcomes • investigating community funding opportunities 	<p>Three responses made reference to improving electric car ownership, with comments suggesting that there should be investment in developing the charging network in Hampshire</p> 	<p>Two responses suggested measuring the economic impact of any changes, with mention that the benefits of developing sustainable transport networks should be recognised</p> 
<p>Two responses mentioned that transport policies should be linked to other County Council priorities, policies, and activities, with more connection to economic, environmental and social policies</p> 	<p>One response mentioned safety and road quality issues caused by the use of heavy goods vehicles in built-up areas</p> 	<p>One response commented that more information should be available regarding sustainable transport options</p> 	<p>One comment mentioned that the County Council should lobby Central Government to ensure that there is alignment between priorities</p> 