

A30 and southwest corridor, Basingstoke co-discovery report

Tell us about your experiences of walking, wheeling and cycling on the A30 and SW corridor
from Winchester Road Roundabout towards Basingstoke town centre and from Brighton Hill Roundabout to Hatch Warren

1: Think
You from
ing in

Step 2: Write
Place a green dot on streets/ places which feel like they are good for walking, wheeling and cycling
Place a red dot on streets/ places which feel like they are good for walking, wheeling and cycling
think this
tick it on

Step 3: View
You can view an online version of this map and stay up to date with the project at:
maps.hants.gov.uk/basingstokeA30



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Key findings

Key findings



Overall, the majority of respondents felt negatively (74%) towards the A30 and southwest corridor.



The eastern side of the scheme area (Winchester Road Roundabout and South of Portacre Rise to Bounty Road) received the most comments.



Around 3 in 10 (29%) comments left by respondents were about the pavement/ footpaths in the area.



Overall, respondents had conflicting views on the experience of walking and cycling around the area of interest. The top mentioned reasons for feelings towards the area were that it wasn't pedestrian friendly (42) or cycle friendly (29), however there were also plenty of respondents who felt that the area was pedestrian friendly (26) and cycle friendly (22).



A number of improvements were suggested, with the most frequent being to make crossings safer (23); improve surface quality (22) and cut/ maintain vegetation (19).



The subways located at Winchester Road Roundabout were mentioned frequently, with many suggesting these should be retained for the benefit of all modes of transport.

Introduction

A30 and southwest corridor, Basingstoke – background



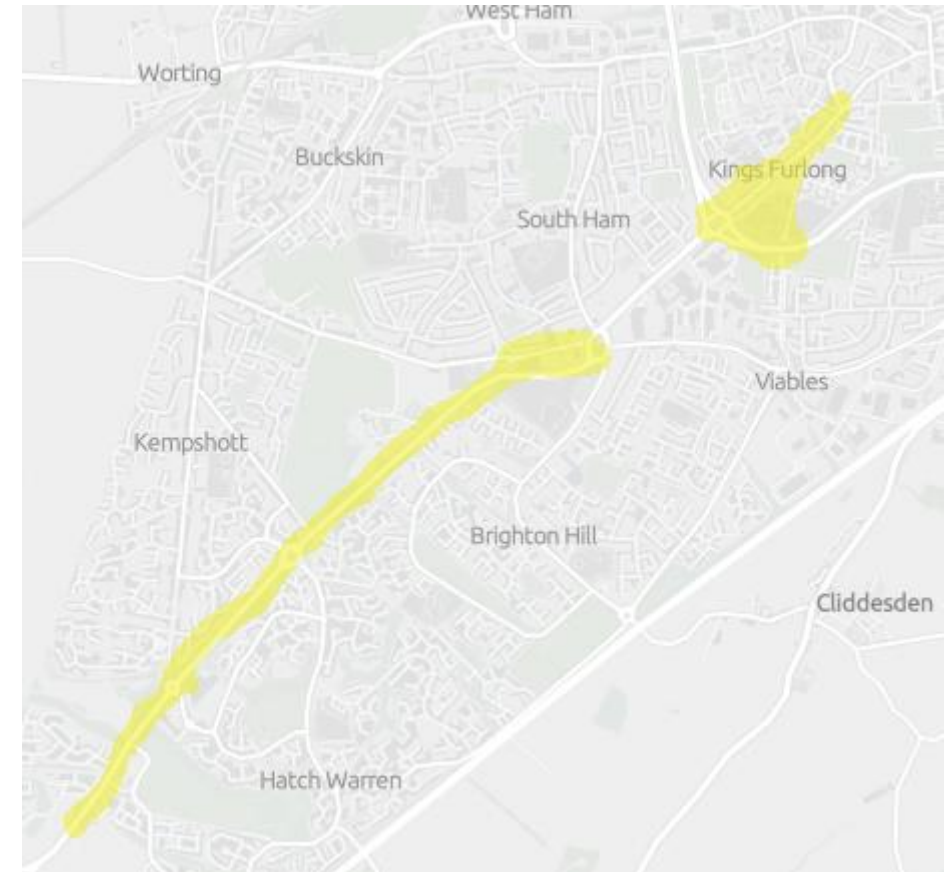
Background

The A30 and southwest corridor is an important route in Basingstoke and serves several existing communities and new developments, which will increase the number of people using it. The [Basingstoke Local Cycling and Walking Infrastructure Plan](#) (LCWIP) has identified a primary cycle route along the corridor from the town centre to Dummer.

Initial work has developed cycling and walking improvements for the section from Brighton Hill Roundabout through to and including Winchester Road Roundabout. [We engaged with the public about this earlier in 2023](#). The proposals for the section between the roundabouts were generally supported and are now moving forward to design stage.

We are now focusing on two other sections of the corridor as follows:

- the section between Winchester Road Roundabout and Basingstoke town centre. This will include Winchester Road Roundabout, as the proposals for walking and cycling improvements were not supported in the earlier engagement
- the section west and south of Brighton Hill Roundabout towards Hatch Warren



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A30 and southwest corridor, Basingstoke – timeline



Timeline

This project is using a collaborative design approach, based on the idea that local people are experts on their streets. Spending years walking, biking or driving through a neighbourhood provides local residents with a thorough understanding of the issues in the area. Using this knowledge to design solutions can result in innovative new ways of tackling problems and solutions that meet with the requirements of local people.

By engaging closely with local people from the beginning and ensuring the proposals tackle the problems they identify, the risk of local resistance - and a change of heart from politicians - is substantially reduced.

Our collaborative design process puts the people who use the streets at the heart of designing solutions to local issues.

The approach taken for this project is more in-depth than standard engagement processes. Early and ongoing engagement enables us to reach out to all the people that use the street.

Phase 1

Co-Discovery, Nov – Dec 2023

Engage with the public to explore the issues and opportunities for improving the A30 and southwest corridor as a more inclusive and accessible area for encouraging walking and cycling.

Workshops



Phase 2

Engagement on proposals, TBC 2024

Initial proposals drafted based on findings from Phase 1. Views on these will be gathered via a public feedback form. Updates on this will be available at hants.gov.uk/transport/transportchemes/A30-cycle-route.

A30 and southwest corridor, Basingstoke – aims and method



Aims of co-discovery phase

The three aims of this phase were to:

- understand people's experience of travelling along this section of road,
- identify issues along the road,
- identify potential improvements that could be made to the road.

The road was split into six sections for analysis to ensure a detailed understanding of the issues and potential improvements along the length of the road. Analysis excludes data points located outside the specified area of interest.

Note: Where percentages do not total to 100%, this is due to rounding.



Co-discovery methodology

Hampshire County Council carried out a public engagement exercise through:

- three engagement events during November and December 2023
- an interactive website available from 27 November to 21 January 2024 containing a survey about the A30 and southwest corridor and an interactive map

The two public engagement events were held in Basingstoke and were an opportunity for residents and stakeholders to express their views and share their experiences in person. A paper version of the map was used to gather comments at these events.

The project team also ran a workshop with local schoolchildren to gather the views and experiences of young people.

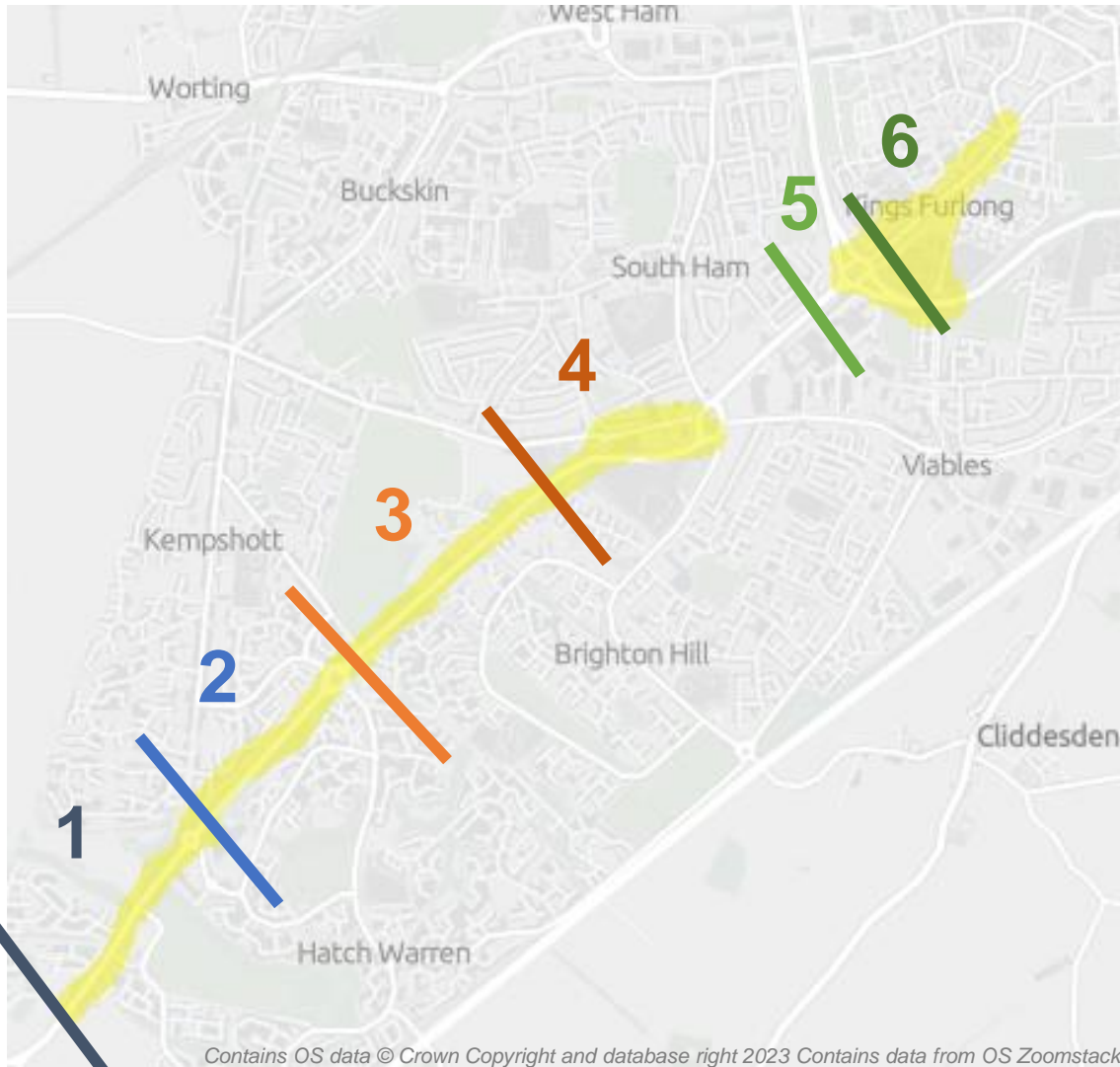
The interactive online map enabled respondents to comment on a specific location which they identified by 'dropping a pin' and answering questions about the issues that they experience in that location. They could also make free text comments about the location.

The views expressed in this report come from responses to the interactive map and/or public engagement events as well as responses received via letter/ email. All open-ended responses were shared directly with the project team for consideration.

There were no quotas or sampling targets, in keeping with the spirit of open engagement. All questions in the survey were optional, and the base therefore changes throughout the report. This is noted on each chart.



Area of interest



- Section 1** | From Greenkeepers Avenue to (and including) Hatch Warren Roundabout
- Section 2** | North of Hatch Warren Roundabout to (and including) Kempshott Roundabout
- Section 3** | North of Kempshott Roundabout to Quilter Road
- Section 4** | North of Quilter Road to Brighton Hill Roundabout
- Section 5** | Winchester Road Roundabout
- Section 6** | South of Portacre Rise to Bounty Road

Summary of engagement

4276 letters sent to local households and businesses

82 contributions to the online map

124 contributions gathered from in person events

9 unstructured comments received

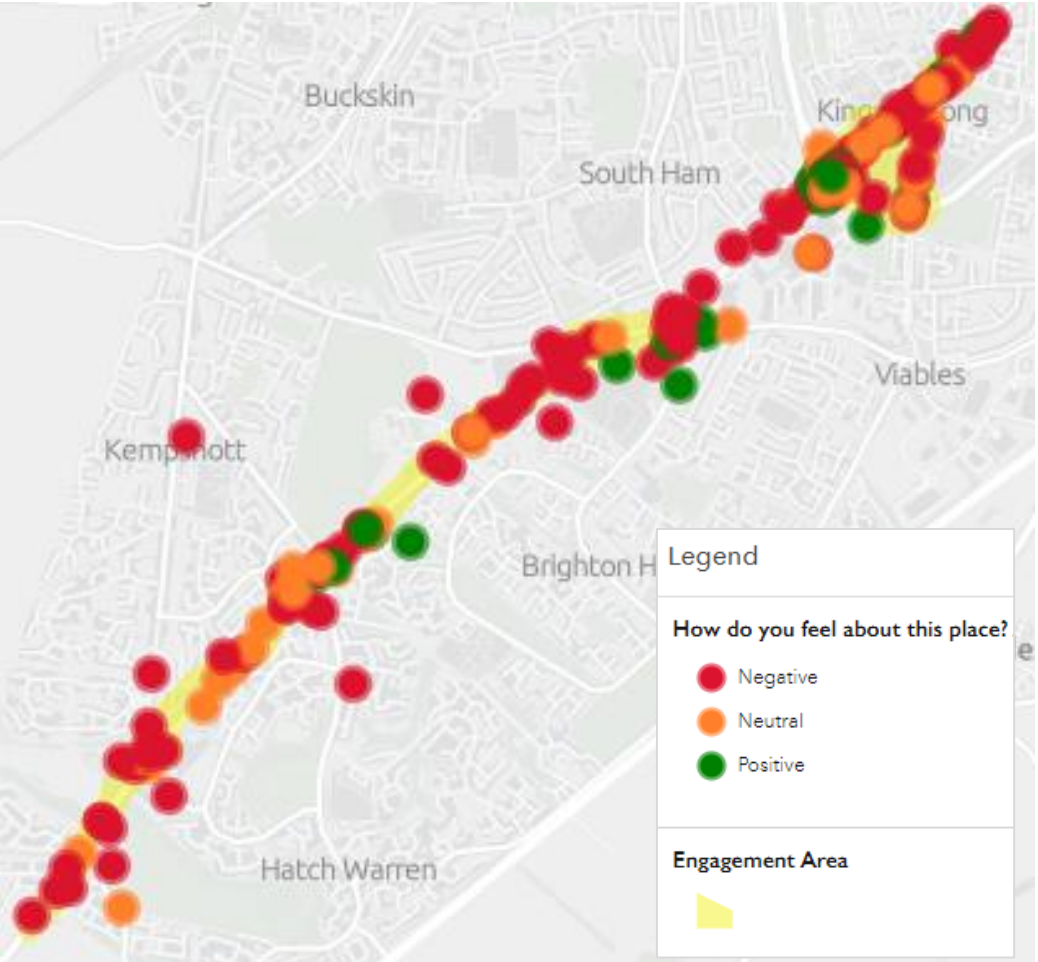


Note: the response rate for this engagement was lower than expected given the size of the scheme area and level of promotional activity. There are several contextual factors which may have influenced this, including the potential for the number of active schemes in the area leading to survey fatigue.

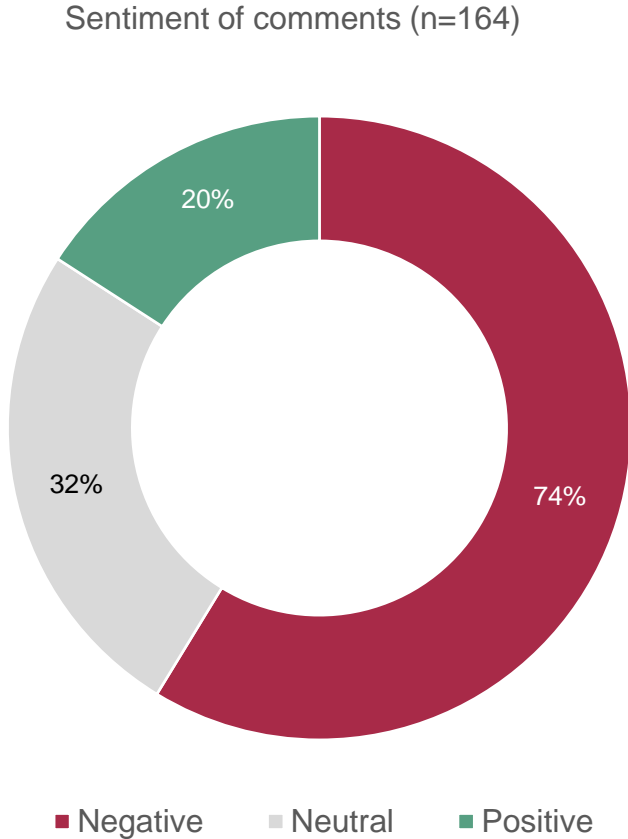
Detailed findings

Overview of comments (1)

Around three quarters (74%) of the total comments expressed a negative sentiment about the A30 and southwest corridor.



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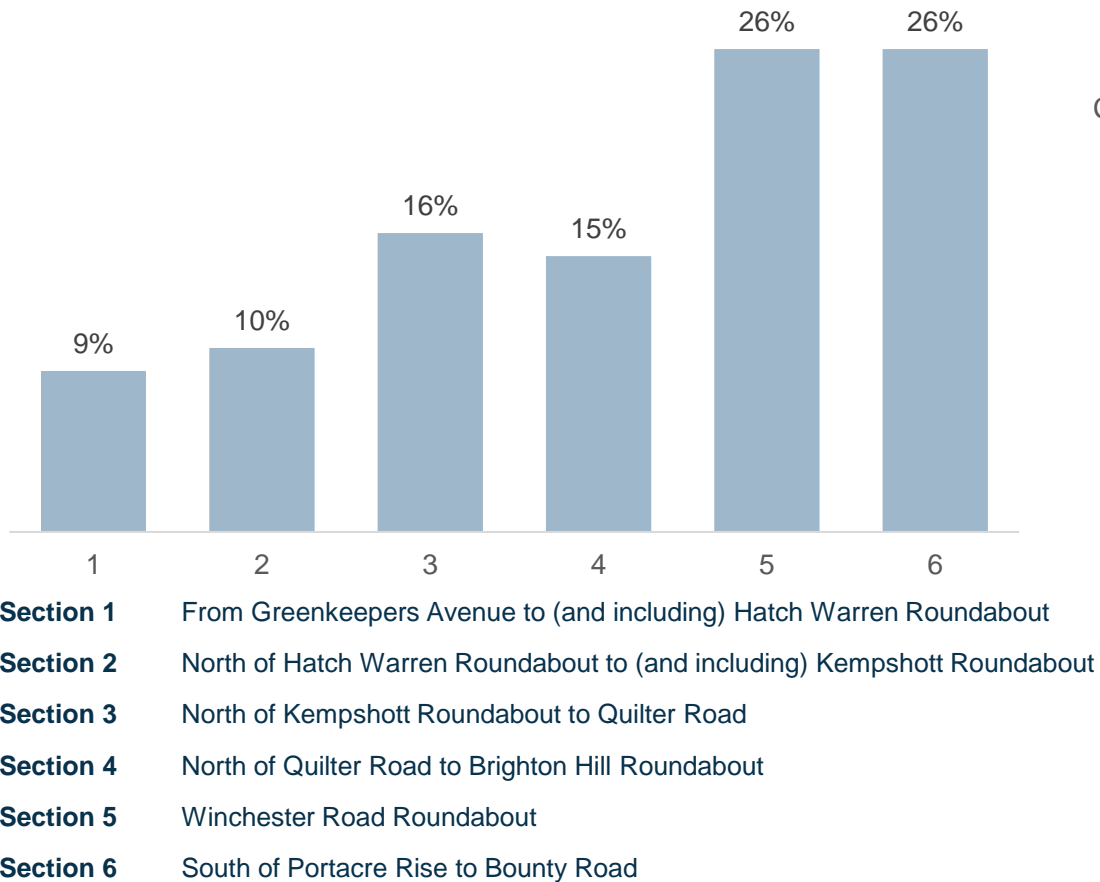


How do you feel about this place? [Single code]

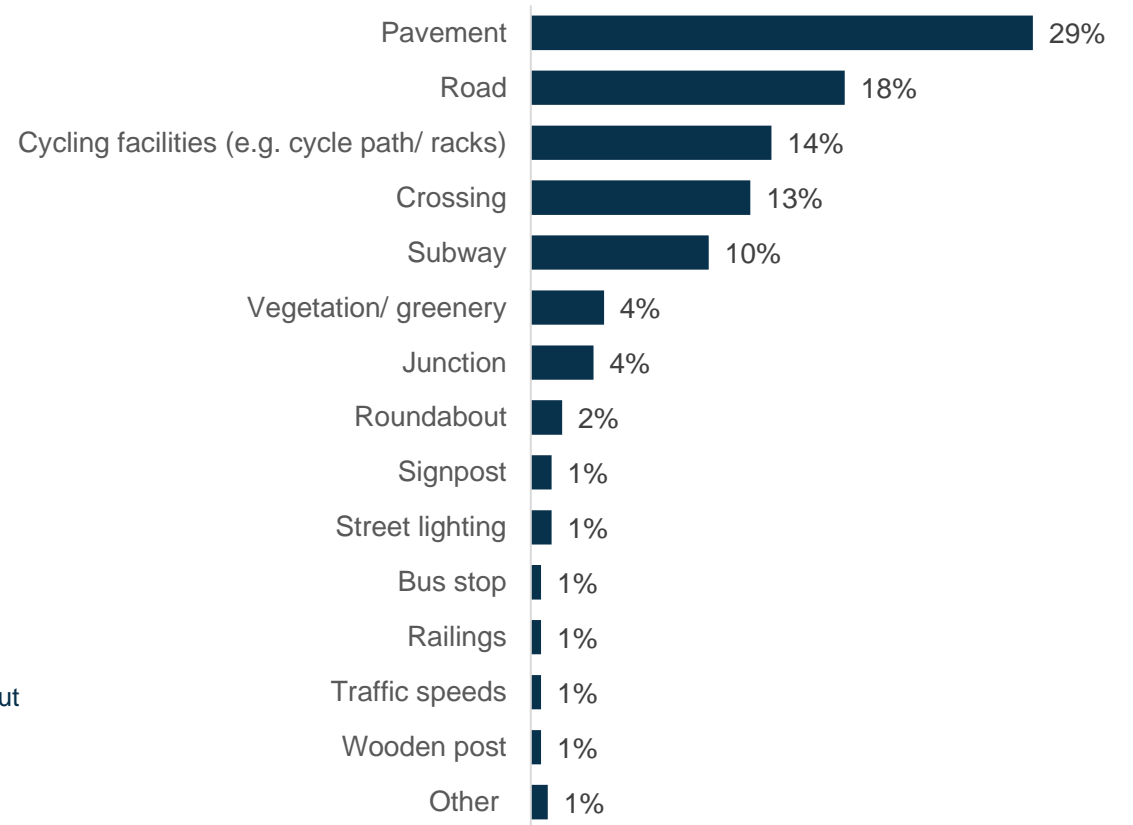
Overview of comments (2)

Respondents most frequently commented on sections 5 and 6 of the A30 and southwest corridor. Overall, comments most frequently (29%) referred to pavements in the area.

Number of comments per sections (n=164)

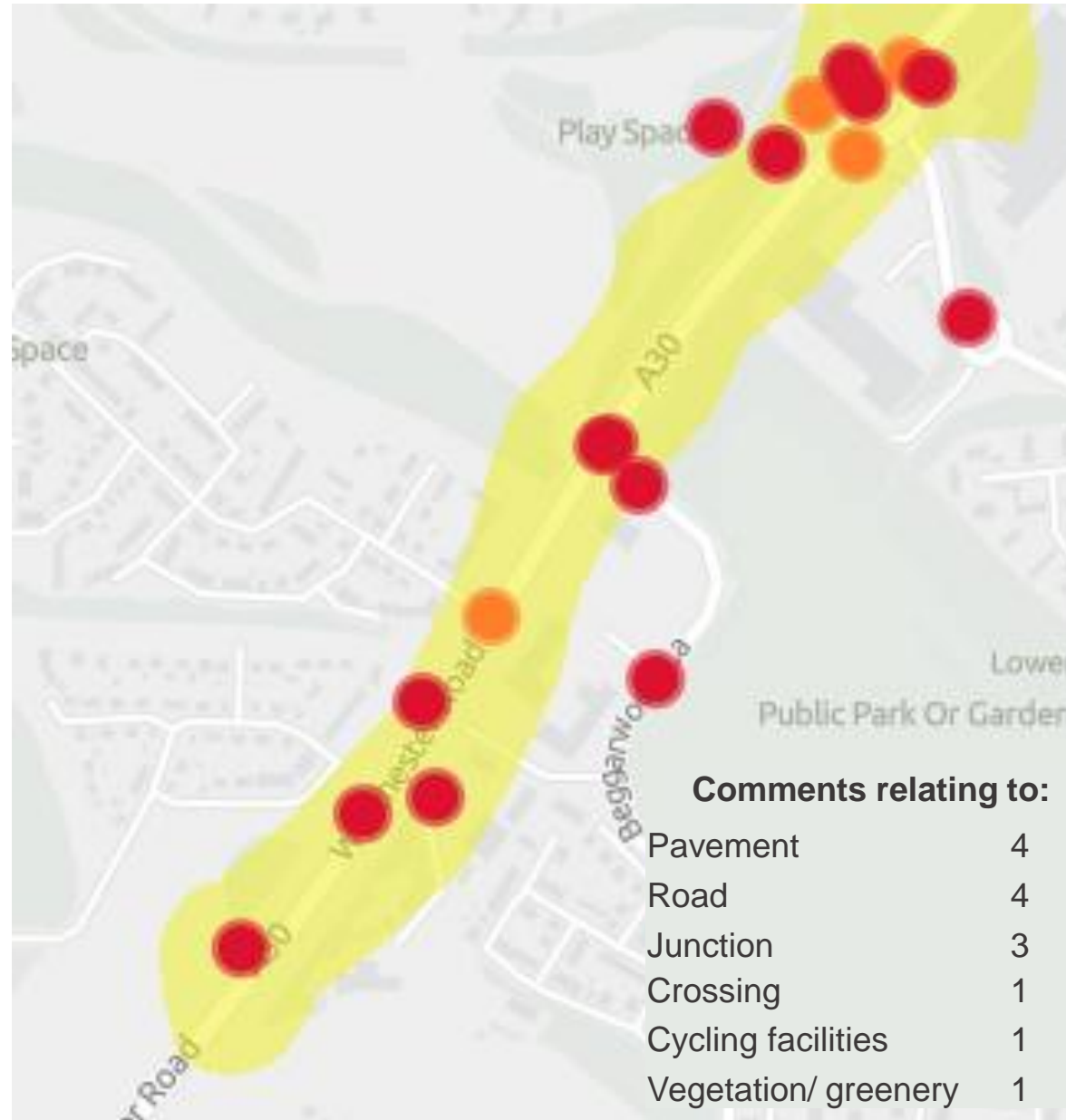


Themes of comments (n=164)



What area are you commenting on? [Single code]

Section 1: From Greenkeepers Avenue to (and including) Hatch Warren Roundabout



Legend

How do you feel about this place?

- Negative
- Neutral
- Positive

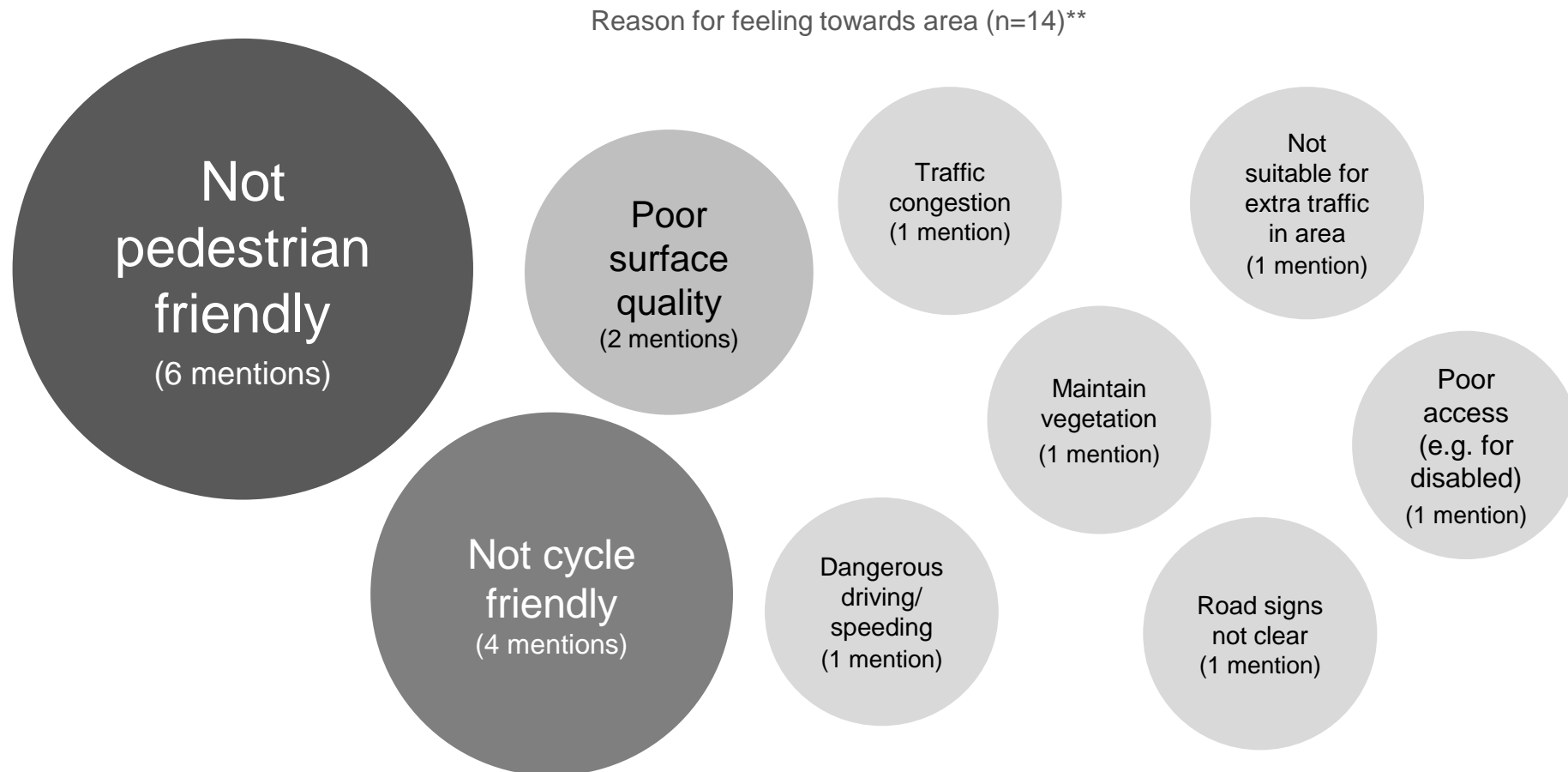
Engagement Area



What area are you commenting on? [Multi-code with open-ended comments coded verbatim]

Section 1: reasons for feelings towards area

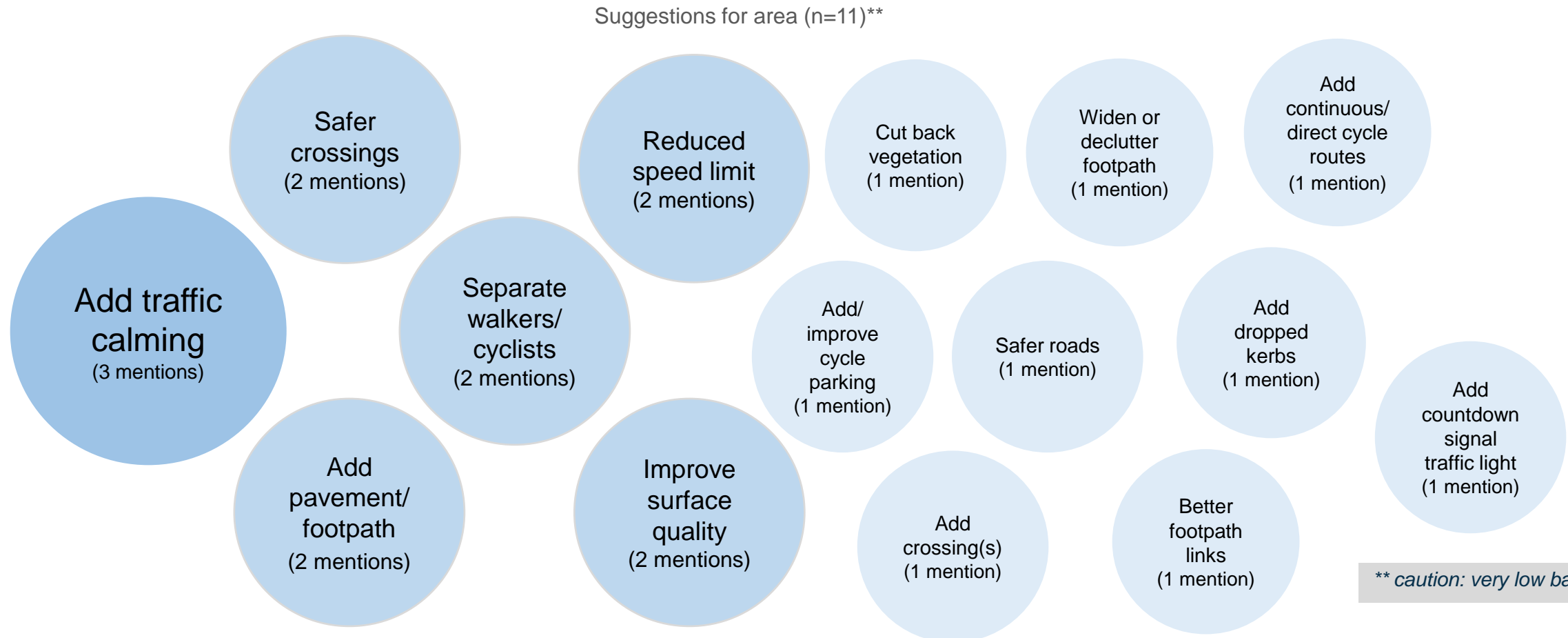
Respondents felt overwhelmingly negative about this section, with the most frequently mentioned reasons for this being that the area is neither pedestrian nor cycle friendly.



** caution: very low base

Section 1: suggestions for improvements

There were several suggestions for improvements with the addition of traffic calming receiving the most mentions.

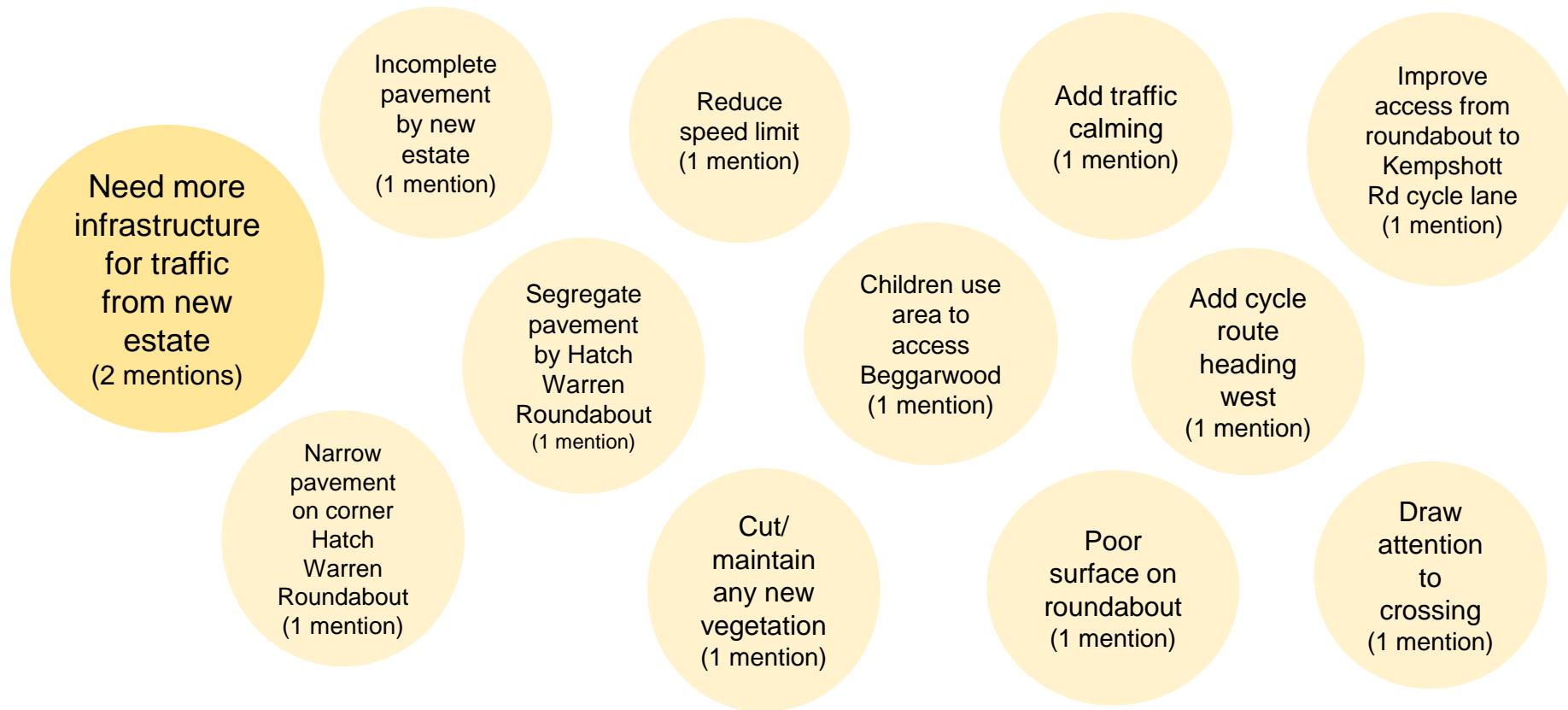


** caution: very low base

Section 1: additional comments

When asked for additional comments on the area, respondents most frequently mentioned issues with infrastructure relating to the new estate, as well as issues with Hatch Warren Roundabout.

Additional comments about location (n=8)**



** caution: very low base

Are there any other comments you'd like to make in relation this location? [Open-ended comments coded verbatim]

Section 2: North of Hatch Warren Roundabout to (and including) Kempshott Roundabout



Legend

How do you feel about this place?

- Negative
- Neutral
- Positive

Engagement Area

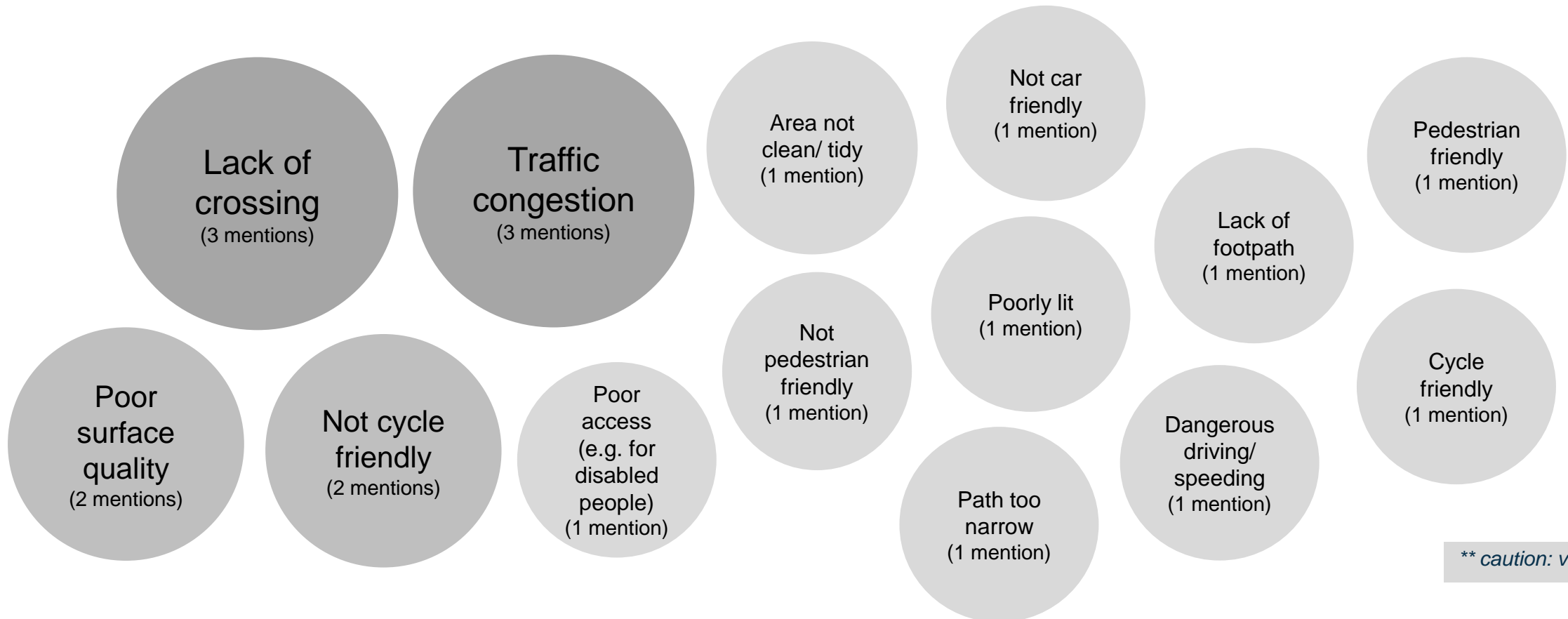


What area are you commenting on? [Multi-code with open-ended comments coded verbatim]

Section 2: reasons for feelings towards area

Respondents mostly felt neutral towards this area; however, several issues were identified such as a lack of crossings and traffic congestion.

Reason for feeling towards area (n=14)**

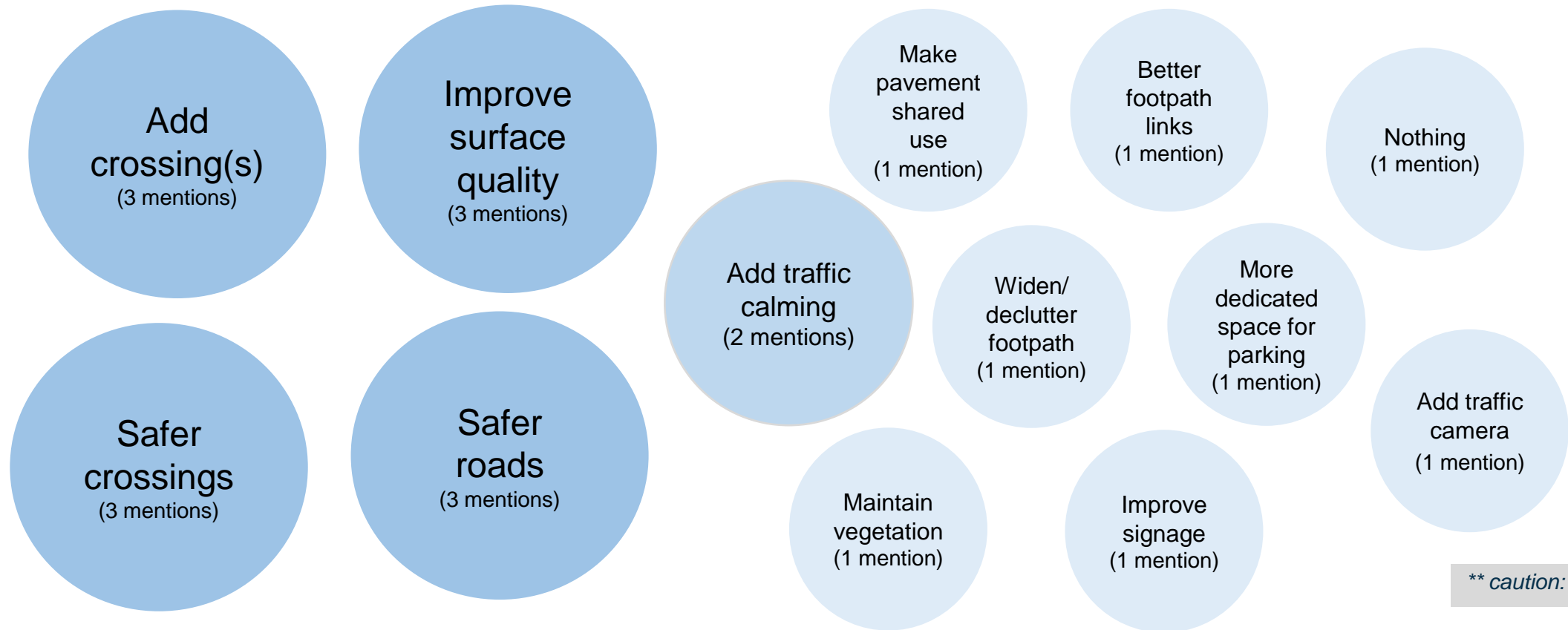


** caution: very low base

Section 2: suggestions for improvements

Respondents gave several suggestions for changes to the area, with improvements to crossing and the roads (including resurfacing and making them safer) receiving the most mentions.

Suggestions for area (n=13)**

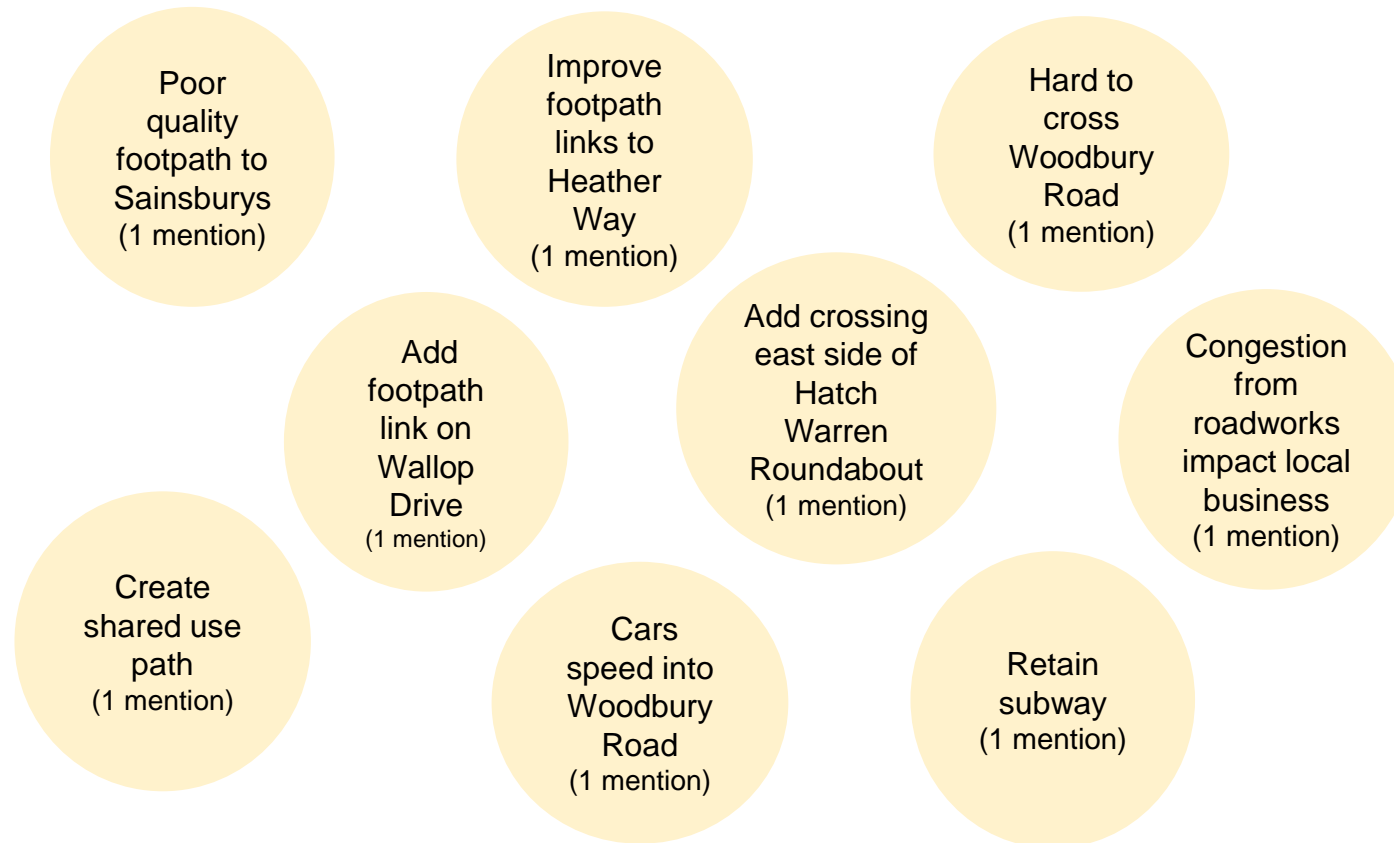


** caution: very low base

Section 2: additional comments

When asked for additional comments, participants mentioned a range of themes with several focusing on improvements to the pavement/ footpaths in the area.

Additional comments about location (n=10)**



**** caution: very low base**

Are there any other comments you'd like to make in relation this location? [Open-ended comments coded verbatim]

Section 3: North of Kempshott Roundabout to Quilter Road



Legend

How do you feel about this place?

- Negative
- Neutral
- Positive

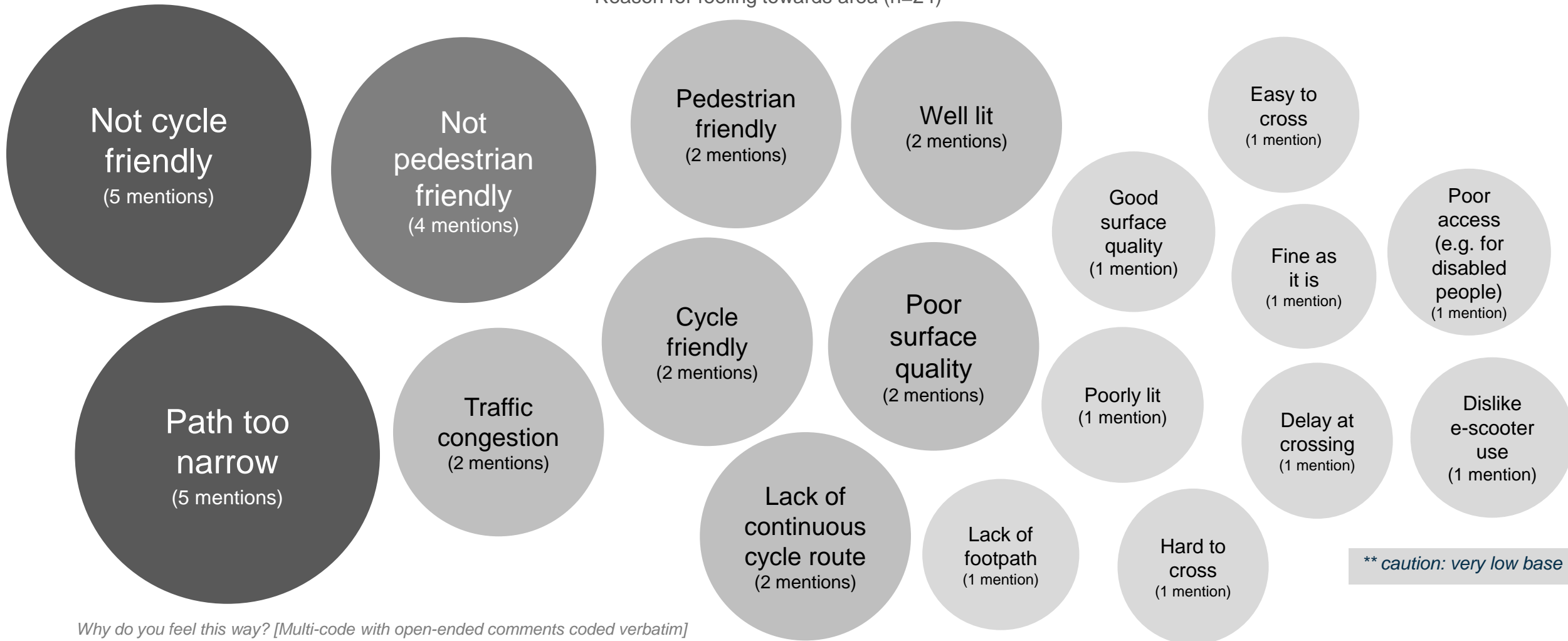
Engagement Area

What area are you commenting on? [Multi-code with open-ended comments coded verbatim]

Section 3: reasons for feelings towards area

The majority of respondents felt negatively towards this area, however there were mixed feelings as to whether the area was pedestrian and/ or cyclist friendly.

Reason for feeling towards area (n=24)**



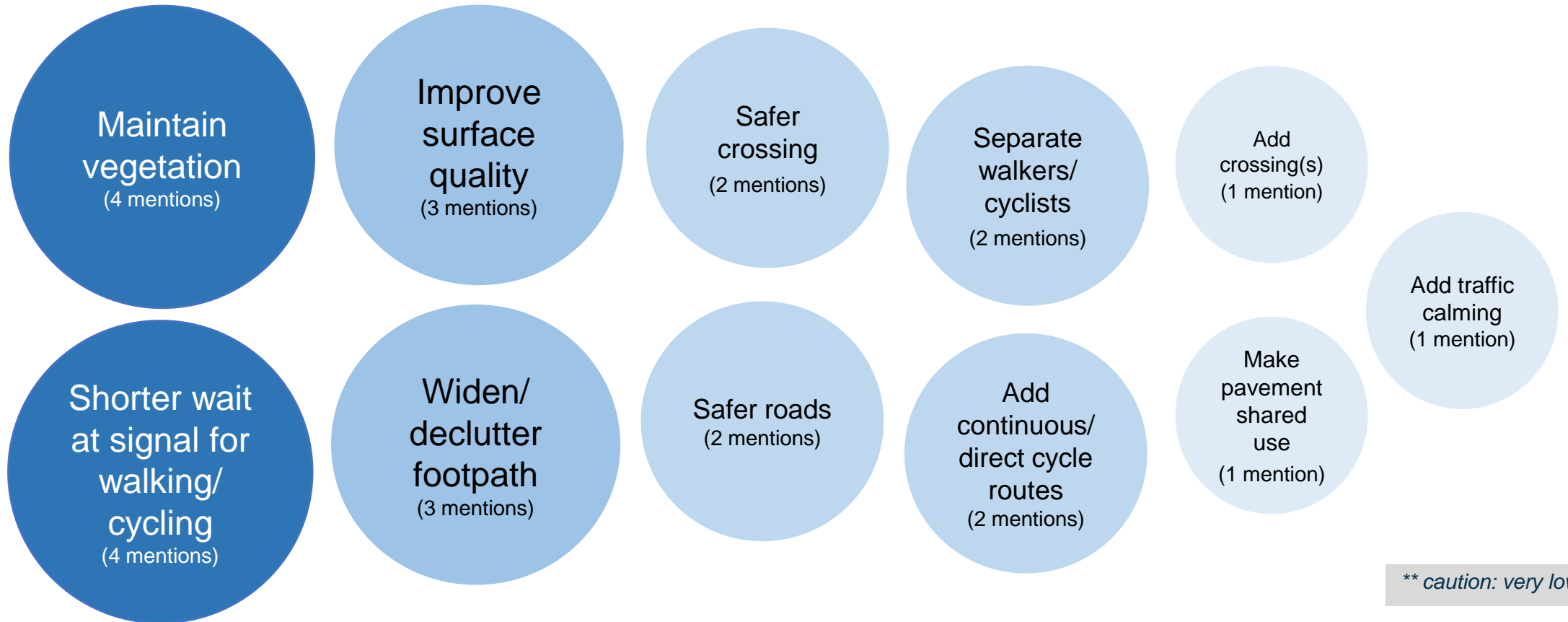
** caution: very low base

Why do you feel this way? [Multi-code with open-ended comments coded verbatim]

Section 3: suggestions for improvements

Suggestions most frequently mentioned cutting/ maintaining existing vegetation and having a shorter wait time at signals for those walking and cycling in the area.

Suggestions for area (n=16)**

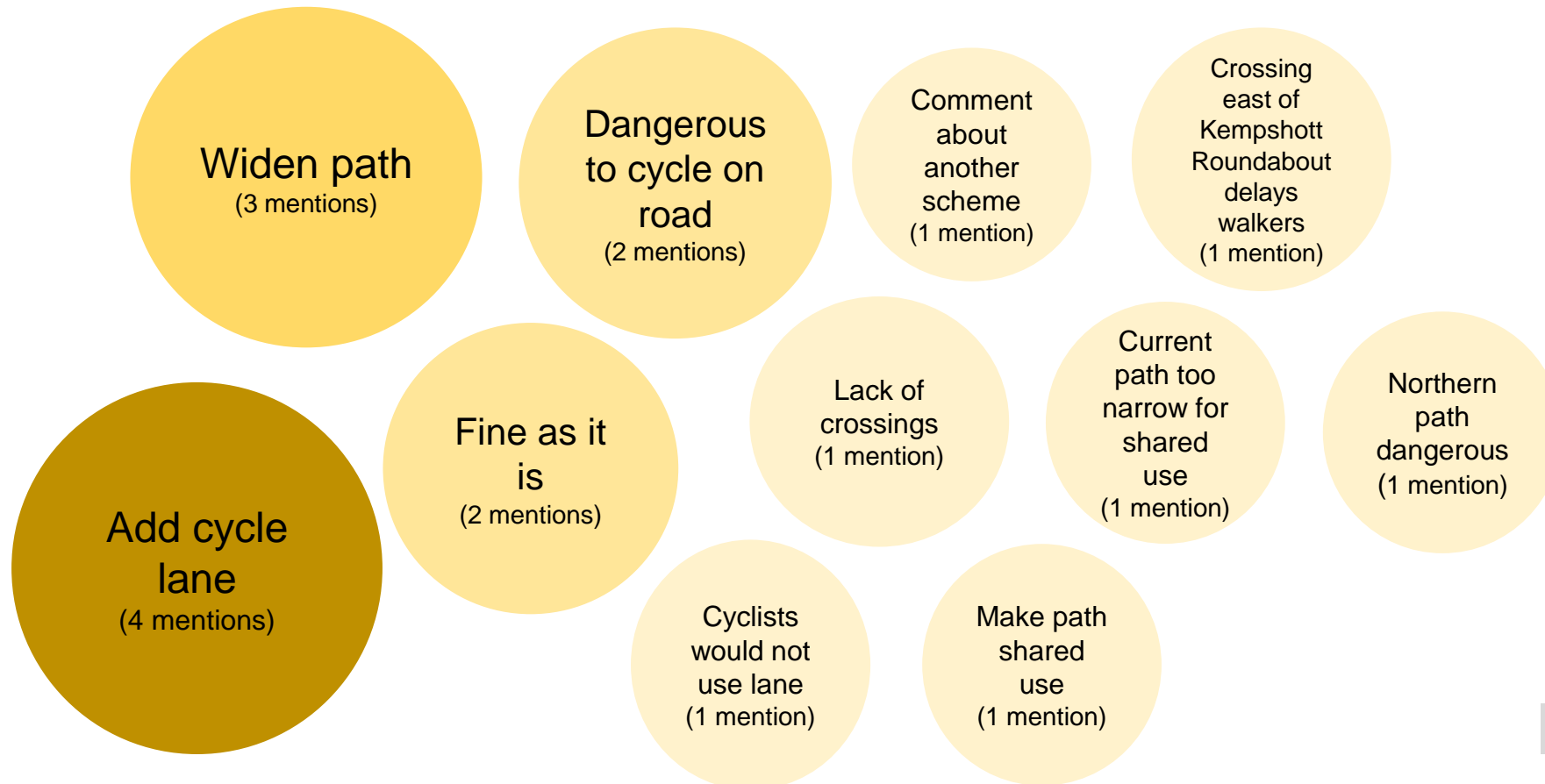


** caution: very low base

Section 3: additional comments

When asked for additional comments, respondents most frequently mentioned the need for cycle lanes in the area.

Additional comments about location (n=10)**



** caution: very low base

Are there any other comments you'd like to make in relation this location? [Open-ended comments coded verbatim]

Section 4: North of Quilter Road to Brighton Hill Roundabout

Legend

How do you feel about this place?

- Negative
- Neutral
- Positive

Engagement Area



Comments relating to:

Road	7
Pavement	6
Cycling facilities	4
Crossing	3
Junction	1
Roundabout	1
Subway	1
Vegetation/ greenery	1

What area are you commenting on? [Multi-code with open-ended comments coded verbatim]

Section 4: reasons for feelings towards area

Feelings towards this section were mostly negative, however, there were mixed views about whether it was pedestrian and/ or cycle friendly. Cleanliness, width of paths and poor access were highlighted as issues in the area.

Reason for feeling towards area (n=22)**

Not cycle friendly
(12 mentions)

Not pedestrian friendly
(9 mentions)

Poor access
(e.g. for disabled people)
(3 mentions)

Poor surface quality
(3 mentions)

Dangerous driving/ speeding
(1 mention)

Pollution
(1 mention)

Add mini roundabout
(1 mention)

Poorly lit
(2 mentions)

Issues with flooding
(1 mention)

Area not clean/ tidy
(5 mentions)

Path too narrow
(4 mentions)

Cycle friendly
(4 mentions)

Pedestrian friendly
(3 mentions)

Traffic congestion
(2 mentions)

Nowhere to sit
(1 mention)

**** caution: very low base**

Why do you feel this way? [Multi-code with open-ended comments coded verbatim]

Section 4: suggestions for improvements (1)

When asked how the area could be improved, respondents most frequently mentioned making crossings safer.

Suggestions for area (n=19)**

Safer crossing
(8 mentions)

Widen or declutter footpath
(6 mentions)

Add crossing(s)
(4 mentions)

Add lighting
(3 mentions)

Cut back vegetation
(4 mentions)

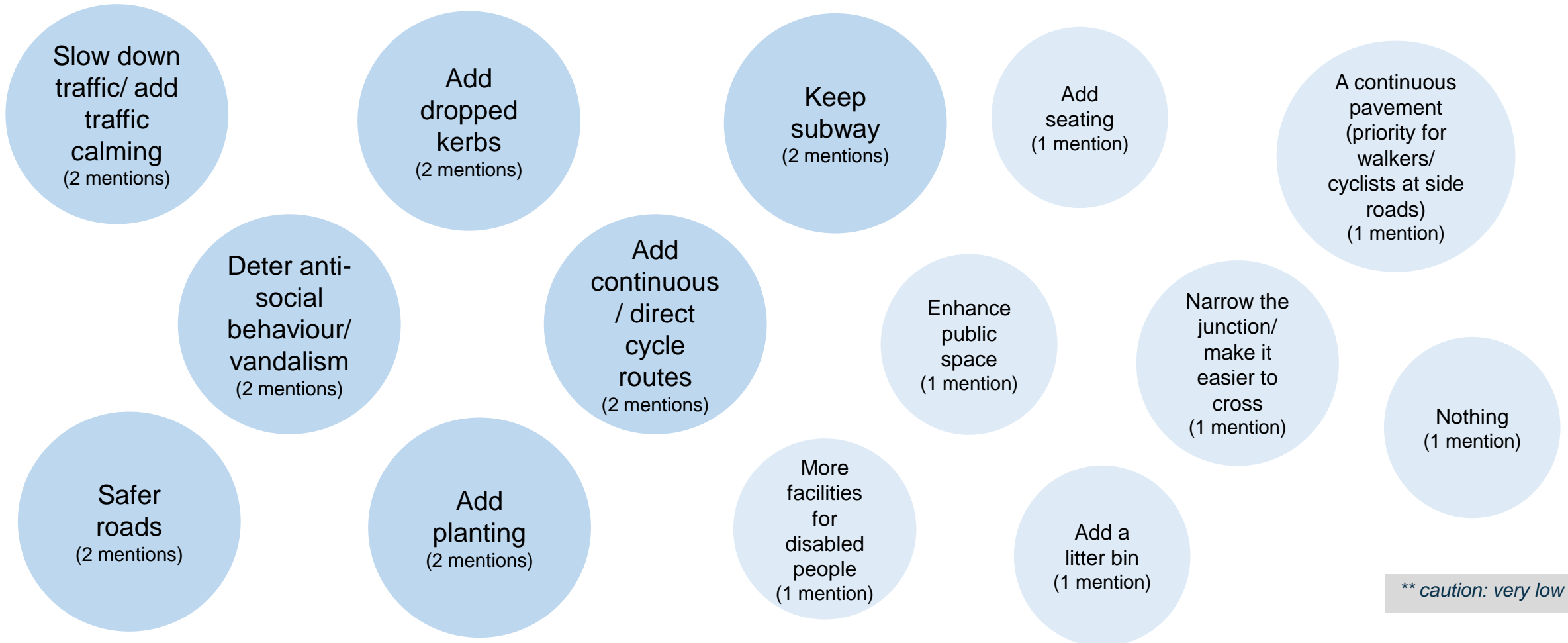
Shorter wait at signal for walking/cycling
(3 mentions)

Improve surface quality
(3 mentions)

**** caution: very low base**

Section 4: suggestions for improvements (2)

Suggestions for area (n=19)**



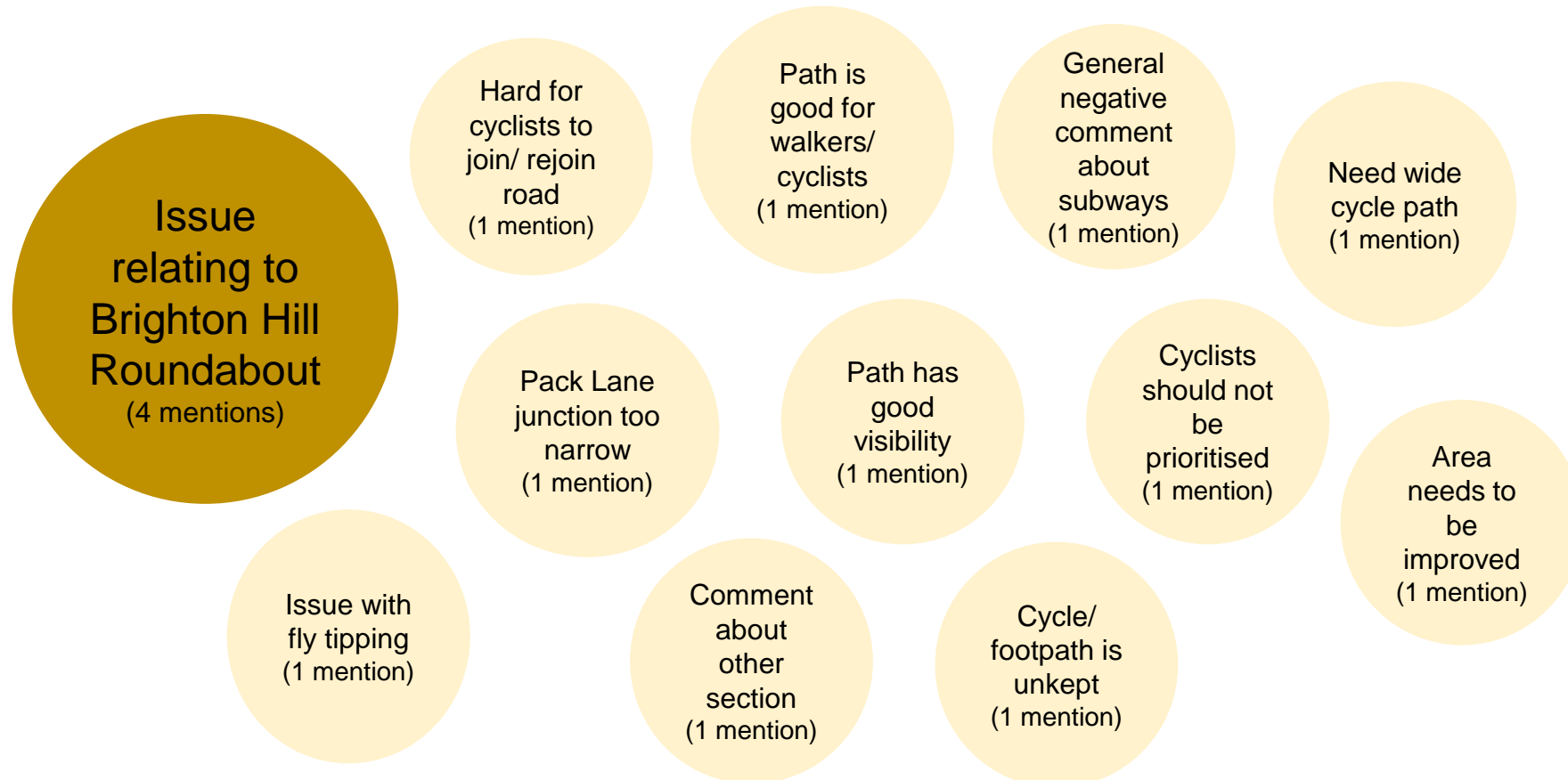
** caution: very low base

What would you like to see here? [Multi-code with open-ended comments coded verbatim]

Section 4: additional comments

When asked for additional comments about this section, respondents most frequently mentioned issues relating to the recent improvements at Brighton Hill Roundabout.

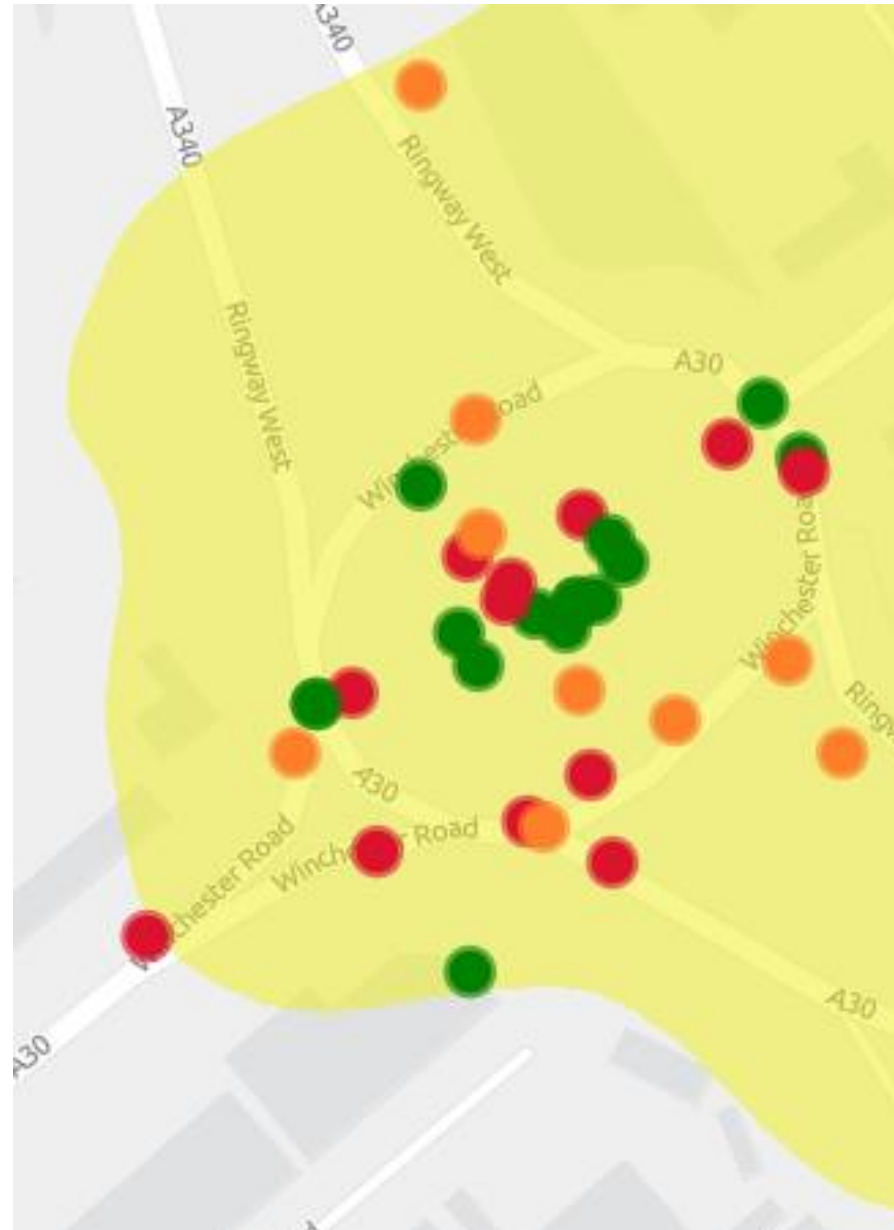
Additional comments about location (n=12)**



** caution: very low base

Are there any other comments you'd like to make in relation this location? [Open-ended comments coded verbatim]

Section 5: Winchester Road Roundabout



Legend

How do you feel about this place?

- Negative
- Neutral
- Positive

Engagement Area



Comments relating to:

Subway	16
Cycling facilities	8
Crossing	6
Pavement	4
Road	3
Junction	2
Roundabout	1
Street lighting	1

What area are you commenting on? [Multi-code with open-ended comments coded verbatim]

Section 5: reasons for feelings towards area (1)

Respondents had mixed opinions on the extent to which this area is pedestrian and/ or cycle friendly. However, there was positive feeling towards the subway, the pleasantness of the area and the quality of the surfaces.

Reason for feeling towards area (n=42)**

Pedestrian friendly
(13 mentions)

Cycle friendly
(12 mentions)

Not cycling friendly
(6 mentions)

Like subway
(5 mentions)

Traffic congestion
(4 mentions)

Not pedestrian friendly
(8 mentions)

Poorly lit
(8 mentions)

Pleasant/welcoming
(5 mentions)

Good surface quality
(5 mentions)

Poor access
(e.g. for disabled people)
(3 mentions)

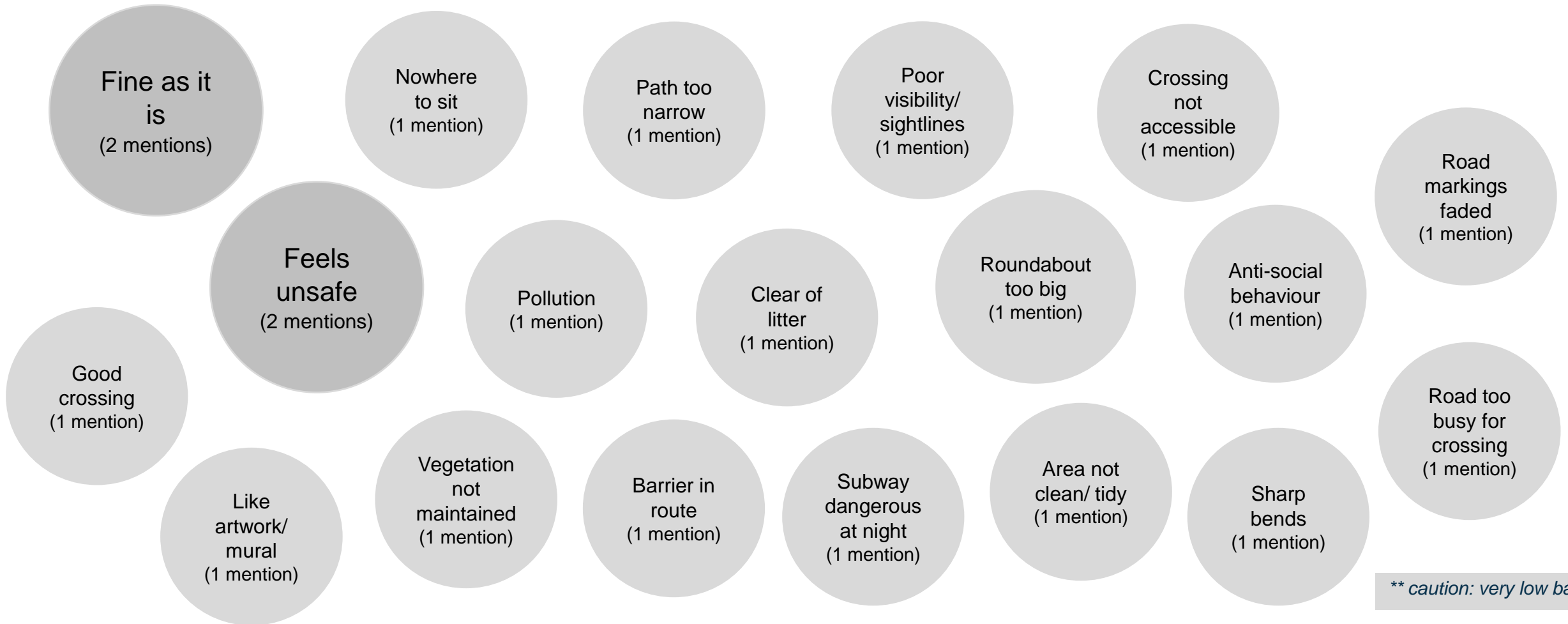
Well lit
(3 mentions)

**** caution: very low base**

Why do you feel this way? [Multi-code with open-ended comments coded verbatim]

Section 5: reasons for feelings towards area (2)

Reason for feeling towards area (n=42)**

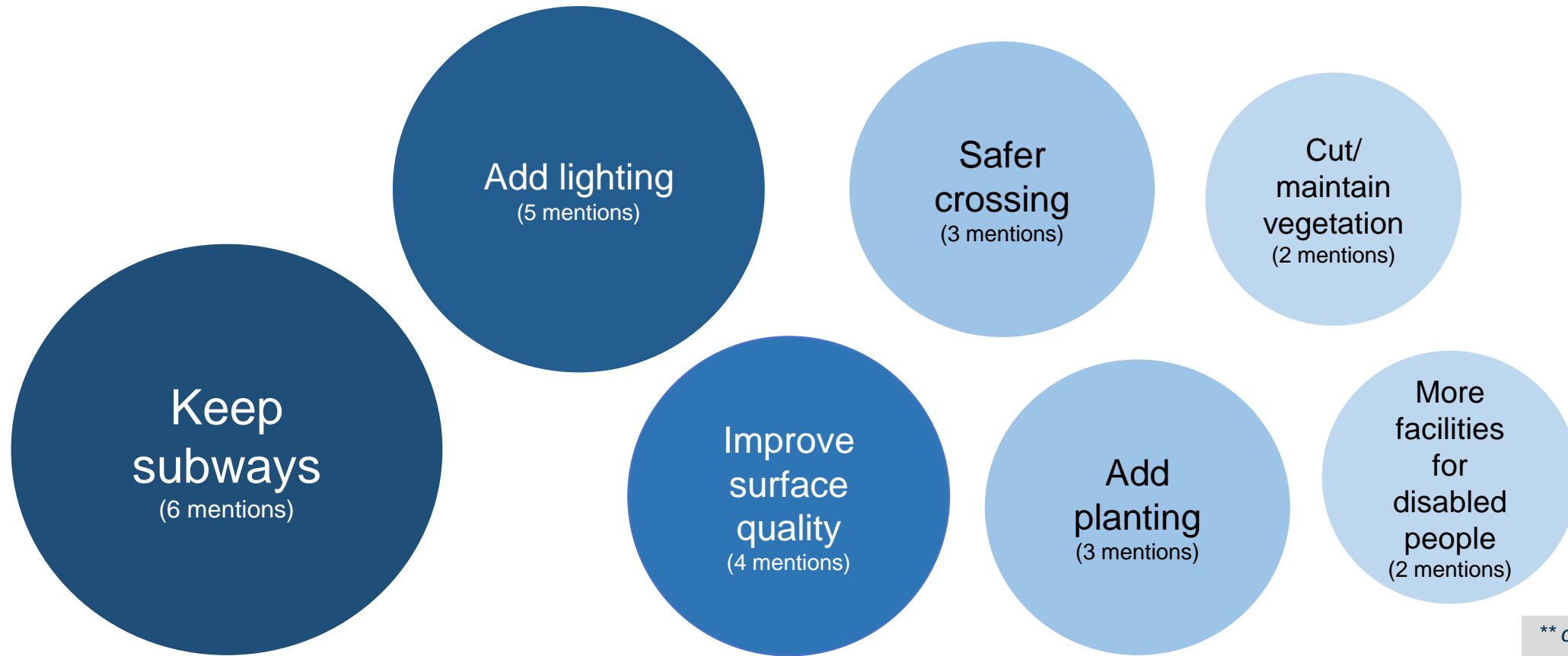


** caution: very low base

Section 5: suggestions for improvements (1)

When asked how the area could be improved, respondents most frequently mentioned retaining the subways and adding street lighting.

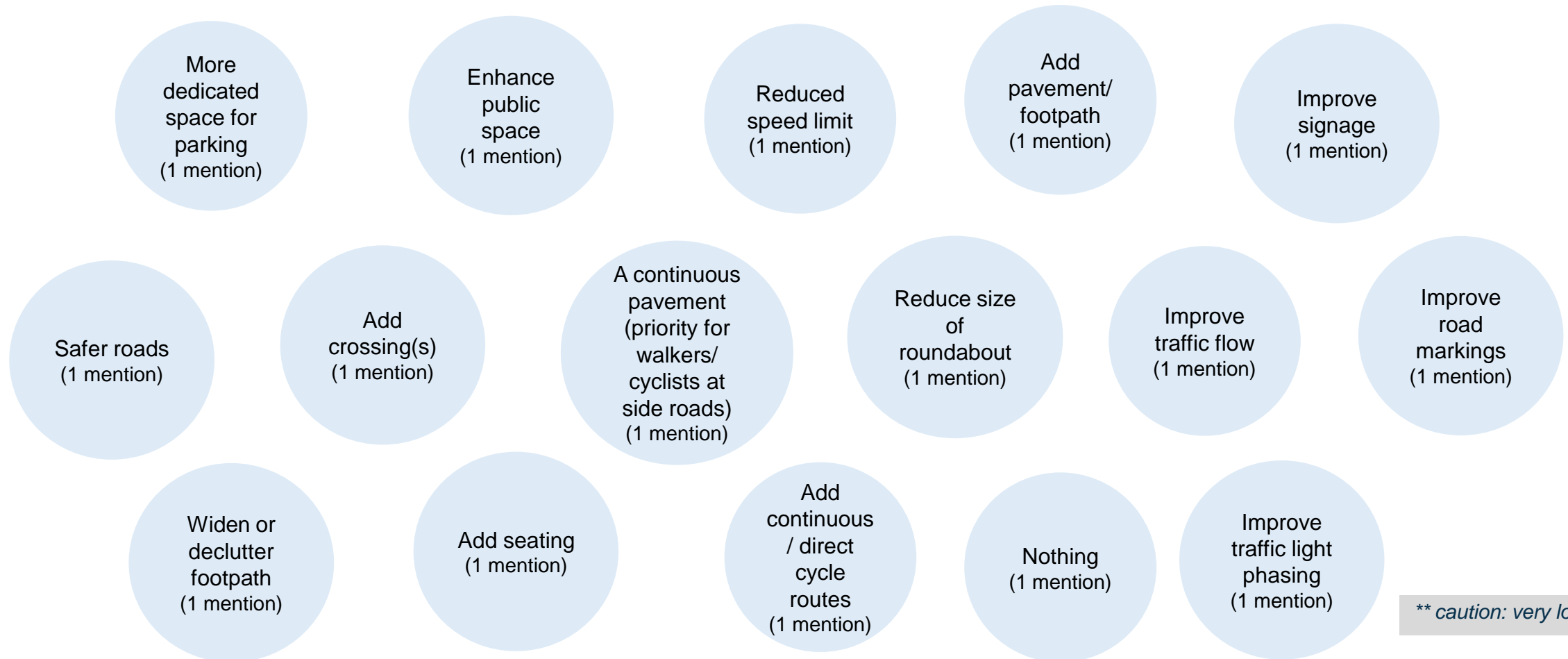
Suggestions for area (n=24)**



** caution: very low base

Section 5: suggestions for improvements (2)

Suggestions for area (n=24)**



** caution: very low base

Section 5: additional comments

When asked for additional comments about this section, respondents most frequently expressed positive feelings towards the subways in this section.

Additional comments about location (n=25)**

Like/ retain subway
(13 mentions)

Against pedestrian crossing on roundabout
(2 mentions)

Subway is main route
(1 mention)

Changes should allow straight cycle ride
(1 mention)

More planting
(1 mention)

Subway difficult for cyclists
(1 mention)

Cycle underpass by School poorly maintained
(1 mention)

Poor visibility exiting subway
(1 mention)

Extend cycle path by Cranbourne School
(1 mention)

Join up pavements
(1 mention)

Cut/ maintain vegetation on Ringway South
(1 mention)

More seating
(1 mention)

Fine as is
(1 mention)

Comment on Brighton Hill Roundabout
(1 mention)

Join up cycle routes
(1 mention)

Cyclists should not be prioritised
(1 mention)

Add pedestrian crossings on roundabout
(1 mention)

Lower centre of roundabout
(1 mention)

** caution: very low base

Are there any other comments you'd like to make in relation this location? [Open-ended comments coded verbatim]

Section 6: South of Portacre Rise to Bounty Road



Legend

How do you feel about this place?

- Negative
- Neutral
- Positive

Engagement Area



Comments relating to:

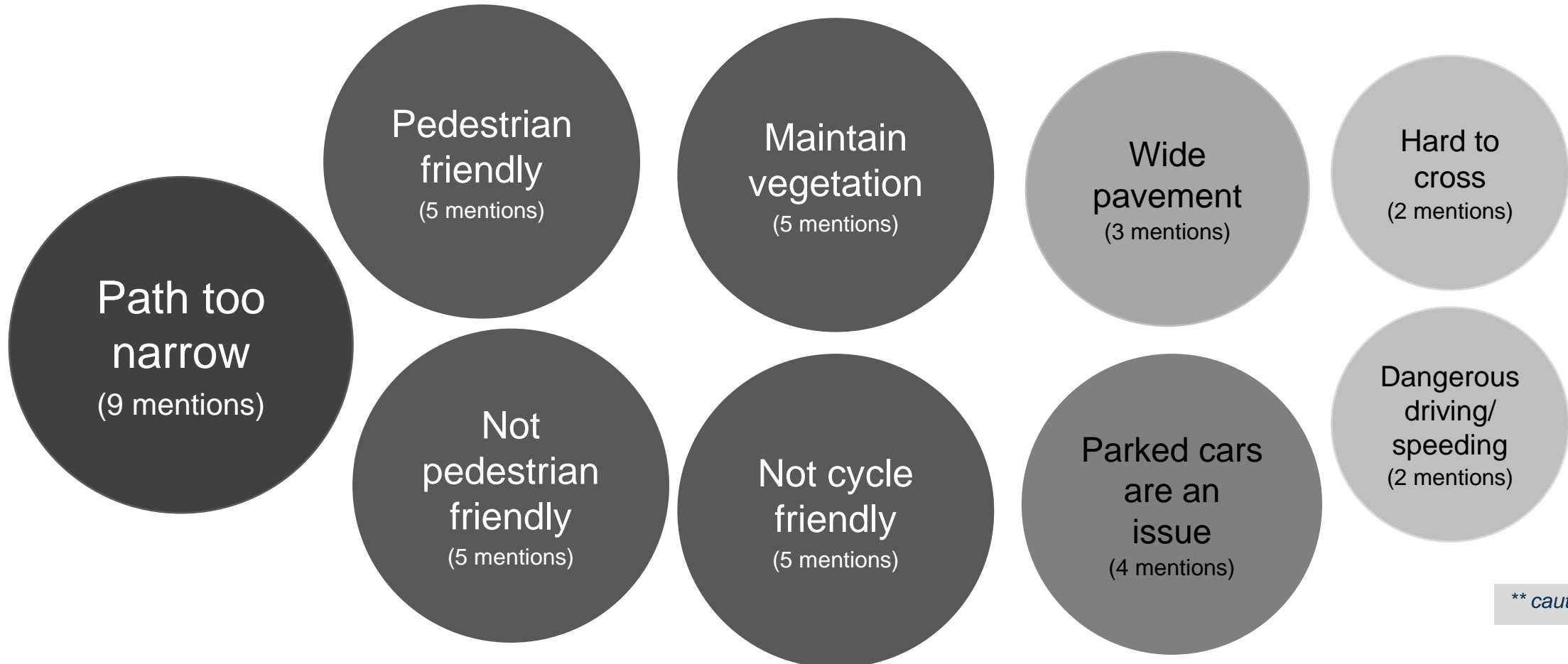
Pavement	19
Road	6
Vegetation/ greenery	5
Crossing	3
Cycling facilities	3
Signpost	2
Bus stop	1
Railings	1
Street lighting	1
Wooden post	1

What area are you commenting on? [Multi-code with open-ended comments coded verbatim]

Section 6: reasons for feelings towards area (1)

The majority of comments in this section expressed a negative sentiment, with the most frequent issue being the width of the pavement, an issue which is exacerbated by parked cars in the area.

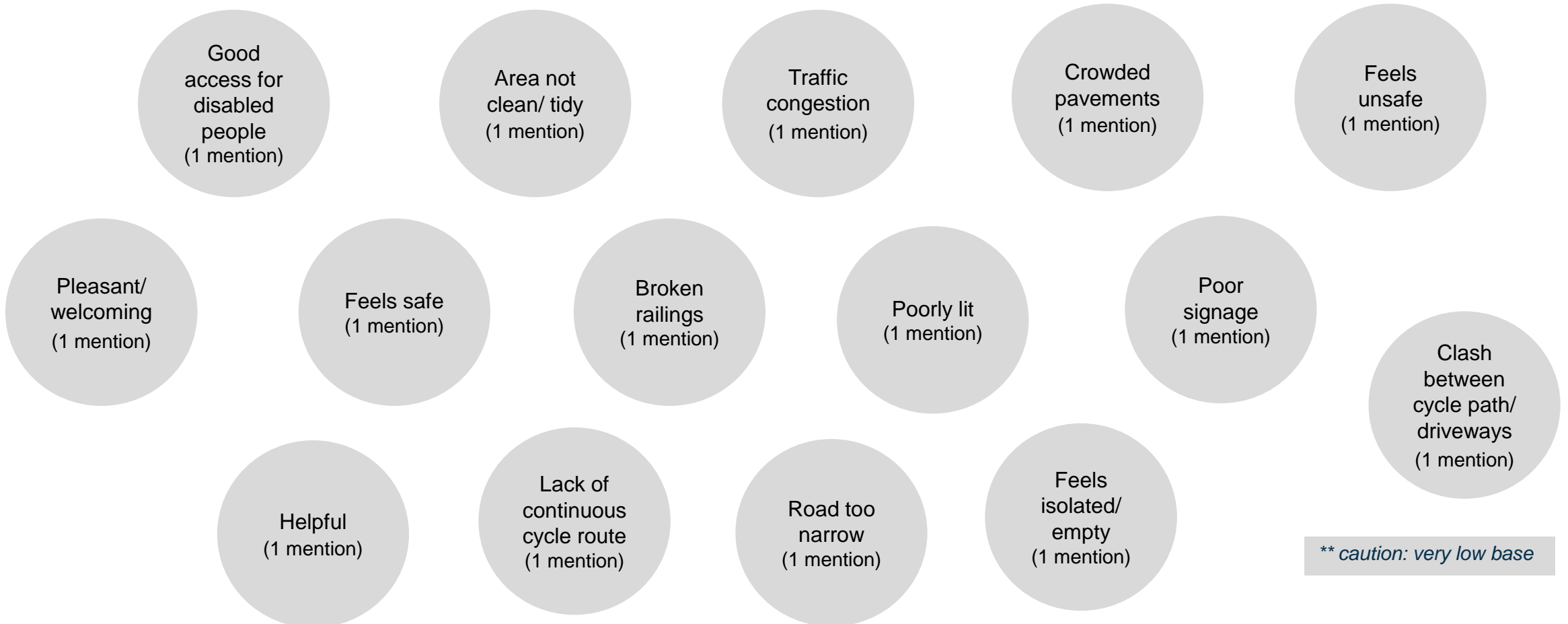
Reason for feeling towards area (n=39)**



** caution: very low base

Section 6: reasons for feelings towards area (2)

Reason for feeling towards area (n=39)**

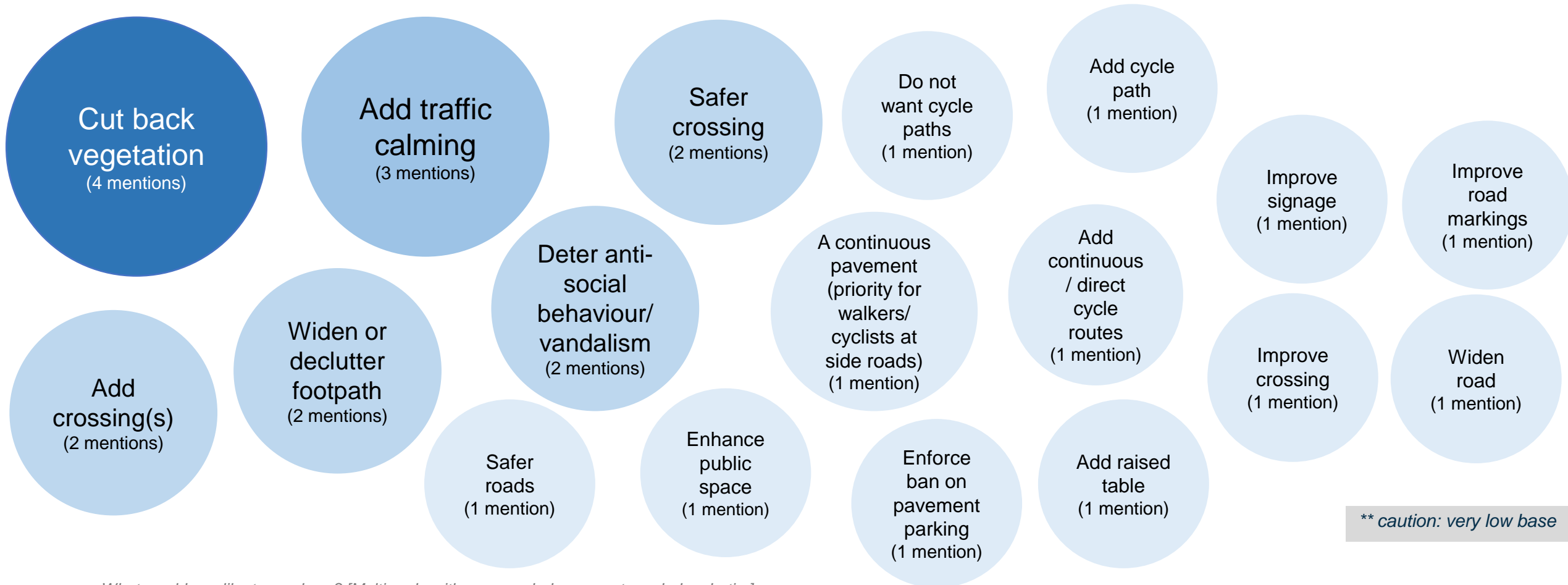


** caution: very low base

Section 6: suggestions for improvements

When asked for suggestions to improve the area, respondents most commonly mentioned cutting/ maintaining existing vegetation.

Suggestions for area (n=18)**



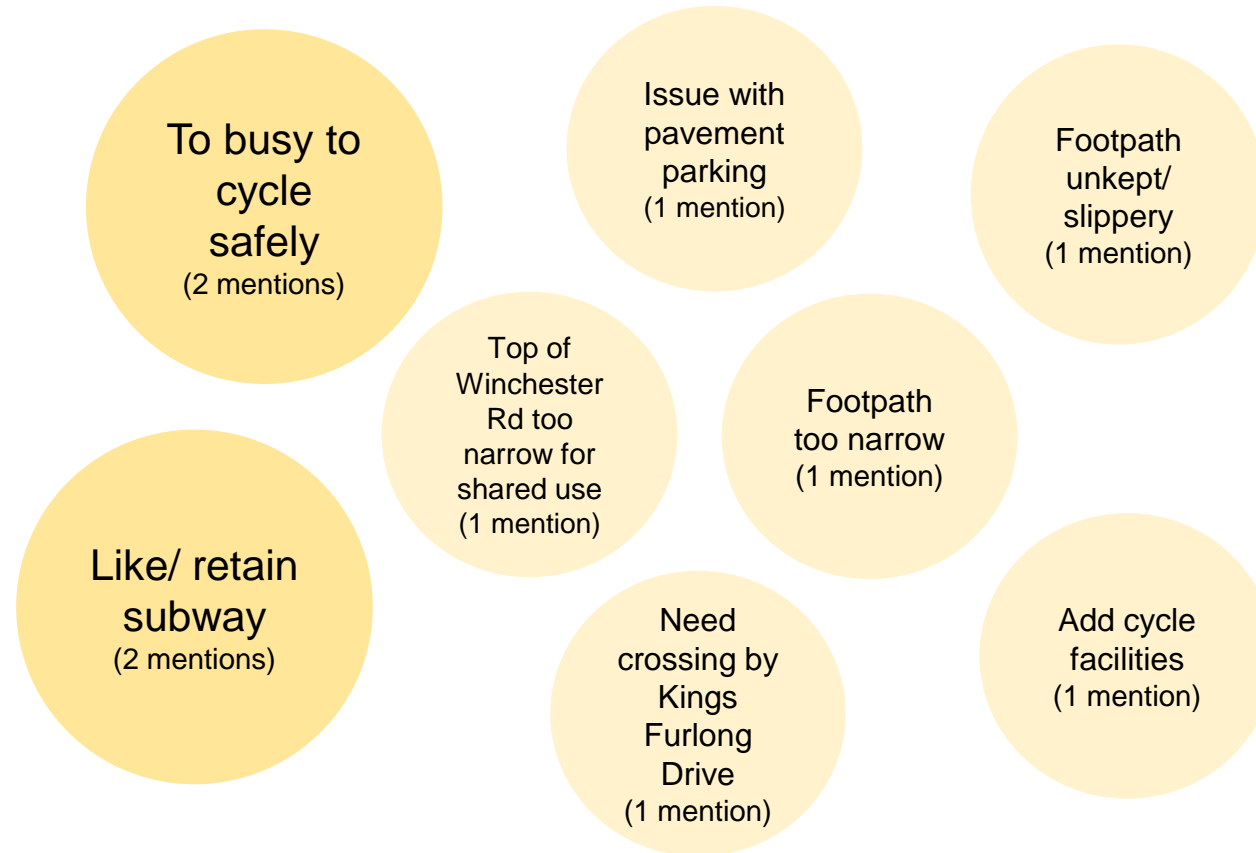
** caution: very low base

What would you like to see here? [Multi-code with open-ended comments coded verbatim]

Section 6: additional comments

Respondents made several additional comments, with liking/ keeping the subways and the area being unsuitable for cycling due to traffic receiving more than one mention.

Additional comments about location (n=10)**



** caution: very low base

Comments received via other channels

Comments received via social media (1)

Comments received via social media most frequently referenced issues with roads in Basingstoke, such as potholes, which respondents felt should be prioritised over the scheme area.

Comments received via social media (n=53)*

Fix other
issues with
roads first
(12 mentions)

Waste of
resource
(7 mentions)

Cyclists
don't use
dedicated
facilities
(3 mentions)

Other
suggestions
for spending
(2 mentions)

Issues
relating to
Kempshott
(2 mentions)

Comment
about
Brighton Hill
Roundabout
(6 mentions)

Do not
prioritise
walkers/
cyclists
(3 mentions)

Need
better
walk/ cycle
facilities
(3 mentions)

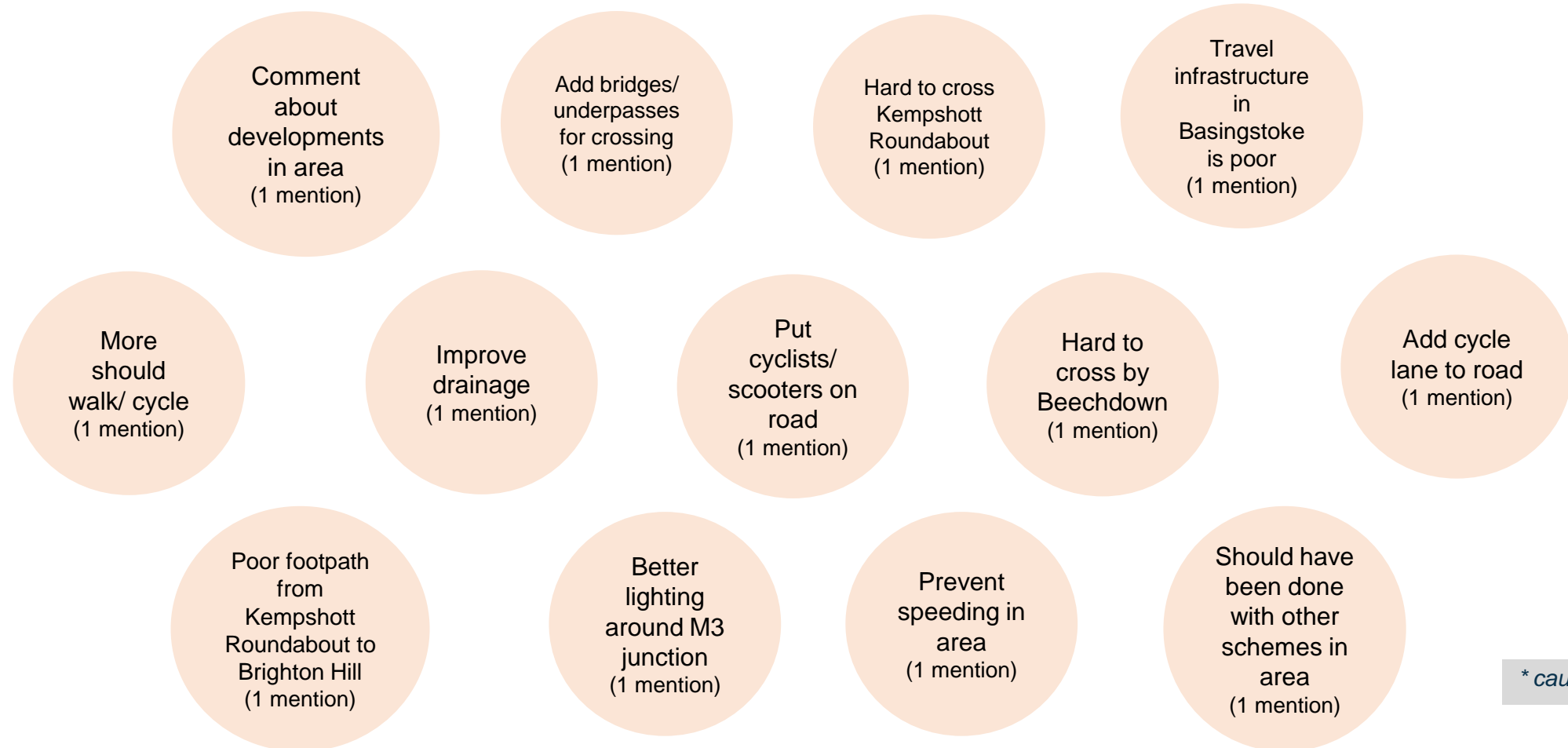
Fix issue
with road
surface
(3 mentions)

Keep
Winchester
Road
Roundabout
subways
(2 mentions)

** caution: low base*

Comments received via social media (2)

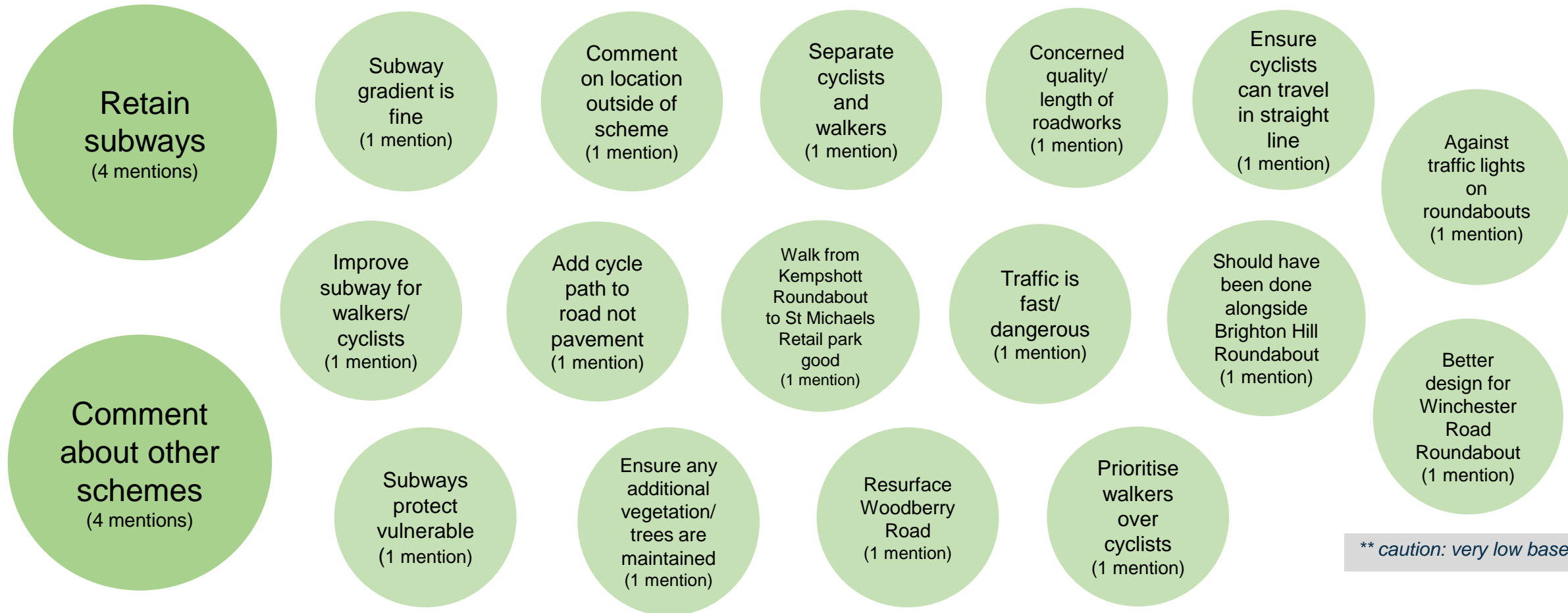
Comments received via social media (n=53)*



** caution: low base*

Comments received via other channels

Nine comments were received via email/ letter which typically mentioned several themes. These highlighted a range of considerations, with a particular focus on subways across the scheme area.

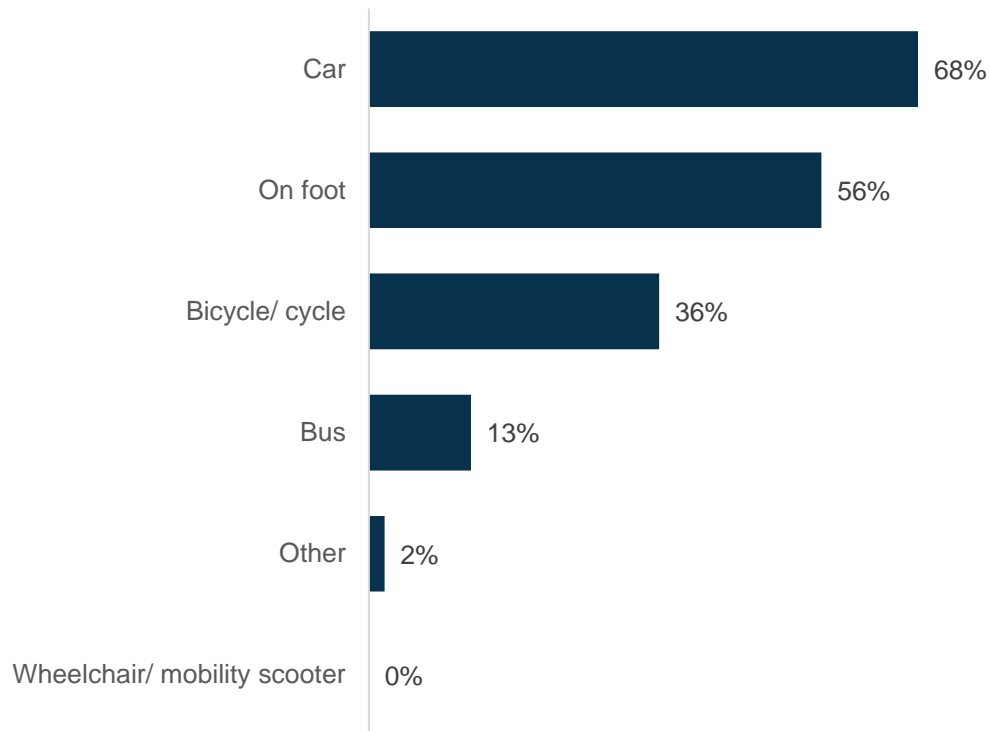


Respondent profile

Respondent profile (1)

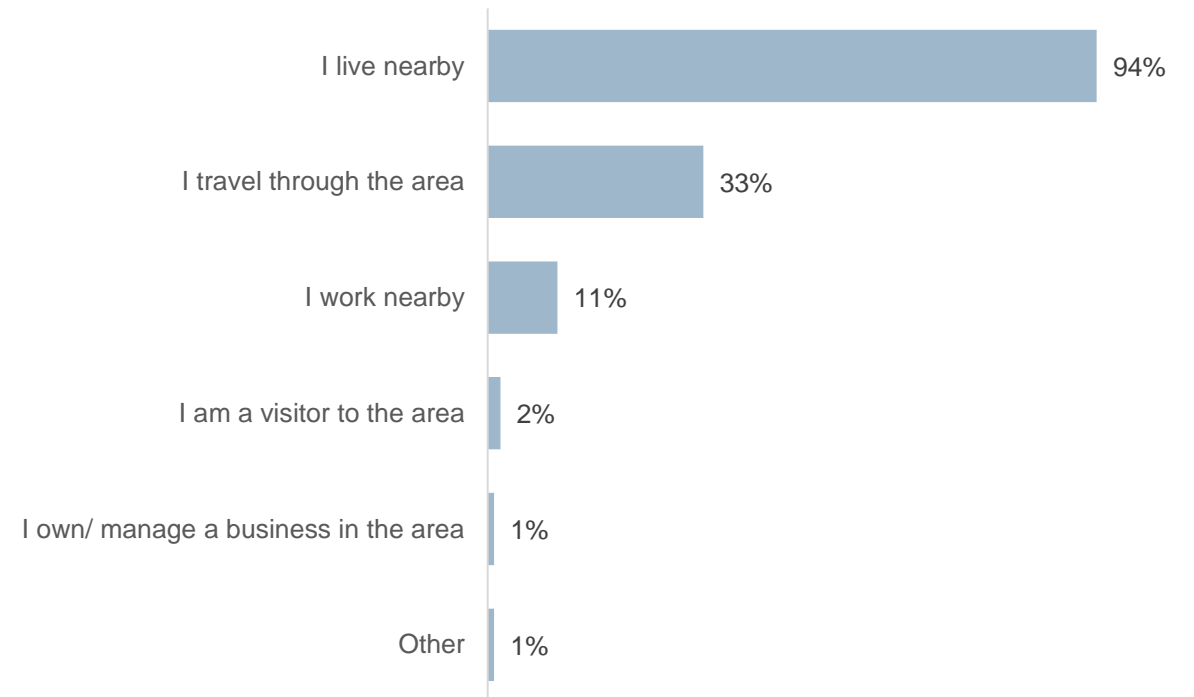
Around 7 in 10 (68%) respondents travelled around the area by car and over half (56%) travelled on foot. The majority (94%) lived in the nearby area.

Journey purpose in the area (n=103)



How do you typically travel along the A30 and south west corridor? [Multi-code]

Connection to area (n=102)

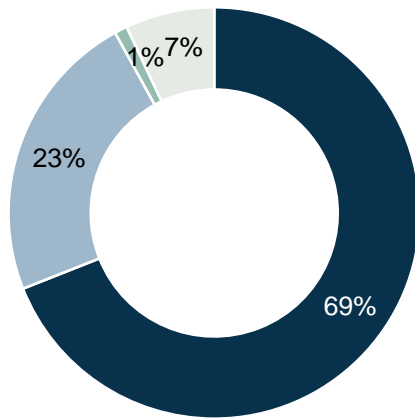


What is your connection to the A30 and south west corridor area? [Multi-code]

Respondent profile (2)

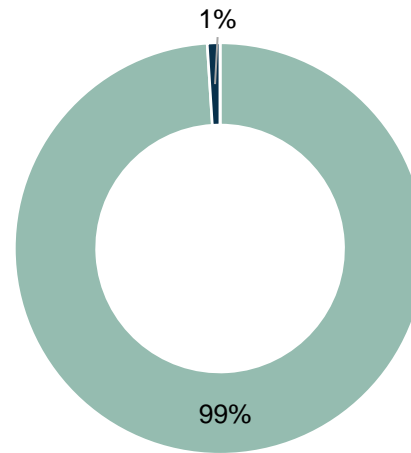
The majority of respondents were male (69%) and lived in the Basingstoke area (99%). Respondents had a fairly even spread of ages.

Gender (n=110)



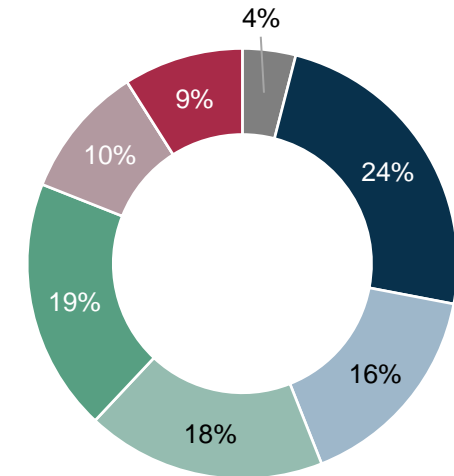
- Male
- Female
- Prefer to self-describe
- Prefer not to say

Residence (n=111)



- In Basingstoke area
- Outside Basingstoke area
- Prefer not to say

Age (n=100)



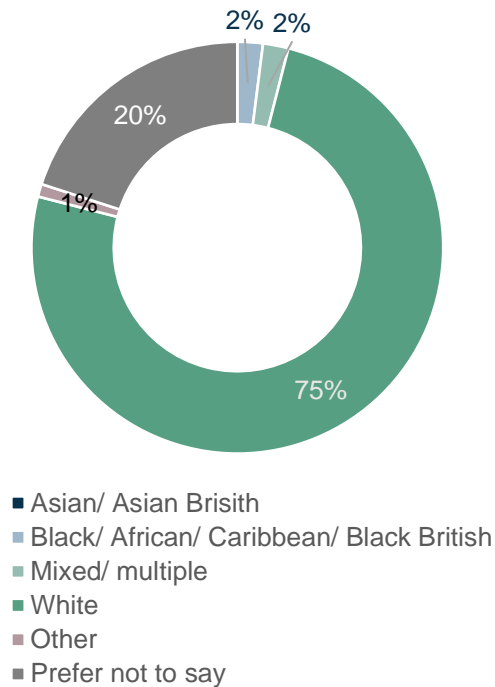
- Under 25
- 25-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+
- Prefer not to say

What is your gender?; Where do you live?; What is your age?

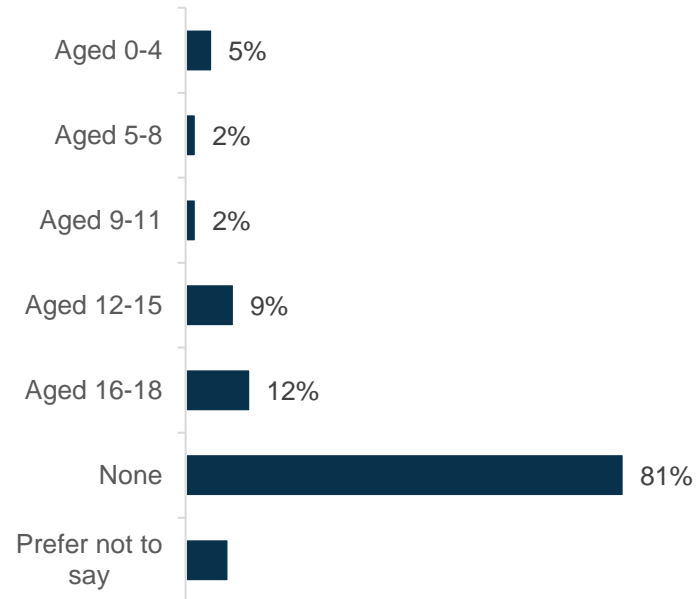
Respondent profile (3)

The majority (75%) of respondents were white and had no children living in their household (81%). Around 1 in 10 (8%) had limited mobility.

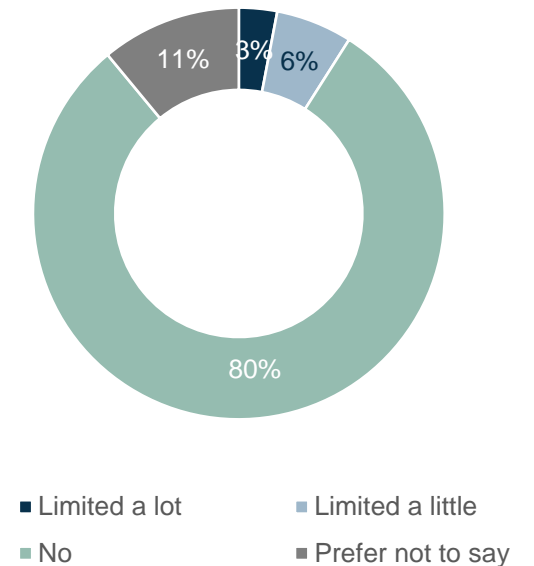
Ethnic group (n=100)



Children in household (n=95)*



Mobility (n=100)



** caution: low base*

What is your ethnic group?; Are there any children or young people up to the age of 18 living in your household (including yourself)?; Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more which limit your ability to move around Basingstoke?