



A30 Winchester Road, Brighton Hill Roundabout to
Winchester Road Roundabout
Engagement Report

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Contents

1 Key findings	Slide 3
2 Introduction	Slide 7
3 Detailed findings	Slide 13
Feelings about health and the environment	Slide 14
Proposals for A30 Winchester Road	Slide 17
Proposals for Winchester Road Roundabout	Slide 23
Overall scheme	Slide 29
4 Respondent profile	Slide 37

Key findings

Key findings



Overall, respondents felt that the scheme would encourage people to walk/ wheel and cycle more. Moreover, around 3 in 10 (29%) were likely to drive less.

A30 Winchester Road



The majority of respondents agreed that the proposals for A30 Winchester Road would improve the experience of those walking/ wheeling and cycling.



The most common reason for agreement was that modes should be separated for the benefit of all users.



The most common reason for disagreement was due to the scheme being perceived as unnecessary/ a waste of resource.

Winchester Road Roundabout



Respondents felt positively about the impact of changing the shared pavement across A30 Winchester Road



Roundabout to dedicated routes. However, replacing two of the subways with traffic signal-controlled street level crossings was viewed less favorably.



The most common reason for agreement was that modes should be separated for the benefit of all users.



The most common reason for disagreement was that the subways should be retained instead of providing at-level crossings.

Potential implications



Implications for communications

- There appears to be confusion as to how walkers/ wheelers and cyclists would be separated in the proposed plans. Some respondents referenced a 'shared use path' which merges modes without designation of space, although this is not what has been presented in the plans. The project team may wish to clarify the proposed layout in future messaging.
- Many respondents expressed frustration about the number of road works being carried out in the Basingstoke area. This was exacerbated by the view that the works were taking longer than anticipated. The public should be regularly updated on the progress of the scheme so that they feel fully informed at all stages.
- The route was noted as one that is heavily used by school children (particularly Cranborne School students). The project team may wish to liaise with local schools to ensure communications are shared with those most likely to be impacted by any changes.



Implications for implementation

- The removal of subways was seen throughout the engagement exercise as a contentious issue. In particular, respondents felt that the subways were quicker and safer than at-level crossings for those walking and cycling. The project team should consider how the proposed route can be made more attractive (e.g. ensuring traffic lights at crossings change promptly to eradicate unnecessary journey delays for all road users).
- Several respondents raised concerns about safety of the proposed crossing located at Portacre Rise. This was due to the view that vehicles exit Winchester Road Roundabout at high speeds and will not notice/ stop at the crossing. The project team may wish to consider whether additional measures are necessary to ensure vehicles give way.
- Some respondents also felt that the proposed crossing at Lister Road may be unsafe. This was due to it being situated too closely to the A30, meaning traffic would build up when giving way. A few respondents suggesting moving the crossing further down Lister Road to avoid this.

Introduction

A30 Winchester Road, Basingstoke - background



Background

The A30 southwest corridor has been identified as a primary cycle route within [Basingstoke's Local Cycling and Walking Plan](#) (LCWIP). The overall route is planned to connect Basingstoke town centre to Drummer and will serve a key route for those looking to walk and cycle along the corridor, providing a high-quality infrastructure to enable and encourage these journeys.

New developments on the A30 corridor have increased the demand for travel. Ensuring people can undertake journeys without relying on a car improves travel choices for new and existing communities along the corridor.

This First Phase will continue the cycle facilities being constructed as part of the Brighton Hill Roundabout Improvement scheme, extending along the A30 Winchester Road to and through Winchester Road Roundabout.

Future phases of the route will include improvements along Winchester Road towards the town centre, and west from Brighton Hill Roundabout towards Kempshott and Hatch Warren. These will be subject to separate public engagement in due course.



The scheme

Hampshire County Council has developed proposals for a cycle route between Brighton Hill roundabout and Winchester Road roundabout along the A30 Winchester Road in Basingstoke.

The proposals include:

- providing a cycle track along the south side of A30 Winchester Road;
- changes to side road junctions;
- improved crossing facilities over the A30;
- closing two of the four subways at Winchester Road Roundabout and replacing them with street level signal-controlled crossings; and
- providing a two-way cycle track over the roundabout.

More detail on this can be found on slides 10 and 11.

A30 Winchester Road, Basingstoke – engagement aims and method



Aims

Hampshire County Council is committed to listening to the views of local residents and stakeholders. The purpose of this engagement exercise was to inform the development plans for A30 Winchester Road, Basingstoke. Specifically, this engagement exercise sought to understand;

- how people travel around the area;
- the extent to which the proposals would encourage walking, wheeling and cycling; and
- other issues which may not have been considered.



Method

Hampshire County Council carried out an engagement exercise through use of a feedback form (online and available in other formats). An information pack was produced, which outlined the scheme proposals in order to enable an informed response.

Two live events took place on the 7 and 8 June 2023, offering members of the public and stakeholders an opportunity to find out more about the scheme. Questions and comments raised during these events can be seen on slide 36.

The feedback form was available from Monday 22 May to Sunday 2 July 2023. It was available to anyone to complete and 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.

Throughout the report, the term ‘frequent’ user of transport refers to those who travel by this method more than once per week. ‘Regular’ user of transport refers to those who travel by this method more than once a month.

Whilst open-ended comments are summarised throughout this report, these were available in full to the project team.

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

Summary of survey responses



In total, 272 responses were submitted via the online feedback form. Of those who specified, 262 responses were from individuals, three were from businesses or organisations and three were from democratically elected representatives.

In addition, eight unstructured responses were received by email or letter. Commentary on these submissions can be found on slide 35.

A30 Basingstoke – scheme design (1)

A30 Winchester Road, Part 1: Providing a cycle track along the south side of A30 Winchester Road

The cycle track would stretch along Winchester Road from Brighton Hill roundabout to Winchester Road roundabout. It would be two-way (this allows bicycle movement in both directions on one side of the road) and 3 metres wide. The cycle track would have priority over side road junctions and accesses.

It would also have a kerb line to separate it from the road, and be a different height to the pavement, as shown in the image below. This would separate cyclists from different types of traffic, increasing safety and reducing conflict with those walking. The road would be narrowed slightly to enable this.

A30 Winchester Road, Part 2: Changes to side road junctions

Changes to side road junctions and accesses (including Lister Road, Basingstoke Business Centre and St Michaels Retail Park) would be made to give priority to users of the cycle track and those walking/wheeling along Winchester Road.

This includes a new crossing point on Lister Road and the existing crossing at the entrance to St Michaels Retail Park being realigned so that it runs straight across the junction instead of the current staggered design.

Those cycling will be provided with their own space to cross each junction.

Existing pavement layout along the A30



Proposed pavement layout with cycle track



Existing Lister Road junction



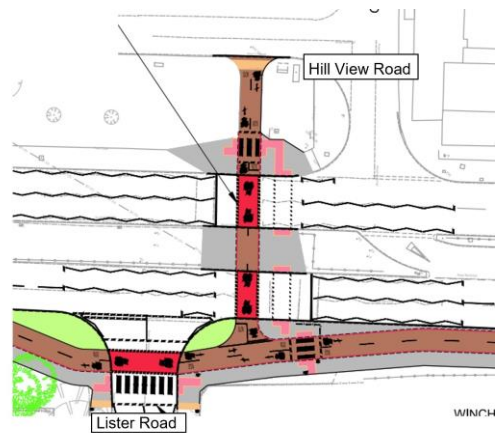
Proposed crossing at Lister Road



A30 Basingstoke – scheme design (2)

A30 Winchester Road, Part 3: Improved crossing facilities over the A30

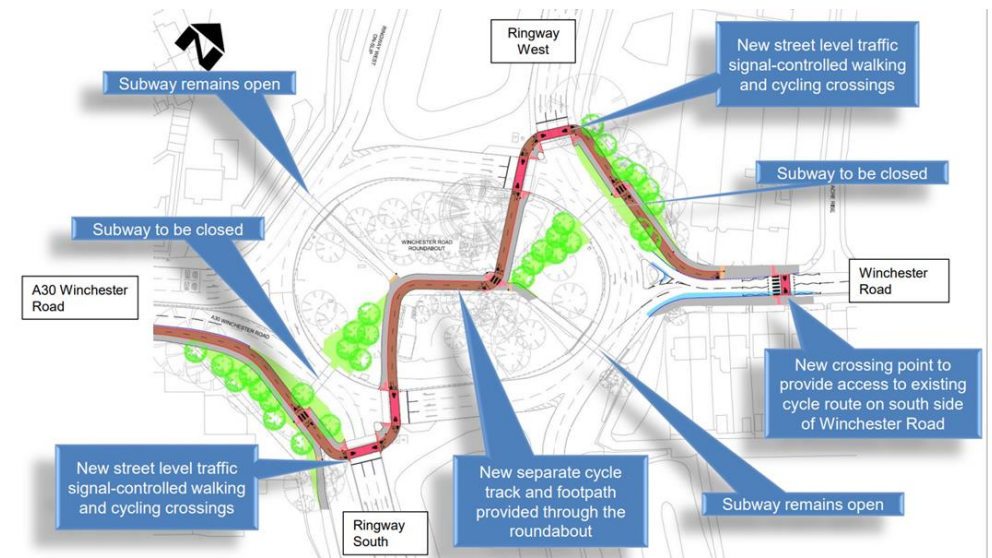
The existing crossing point across the A30 by Lister Road will be upgraded to provide a separate crossing space for those cycling. This provides a direct cycle link across the A30 and removes the potential for conflict between those walking and cycling.



Winchester Road Roundabout

The proposals include:

- Closing two of the four subways and replacing them with street level signal-controlled crossings to allow a direct route for cyclists which wouldn't be achievable with the current subways. The other two subways will remain open and continue to provide access.
- Providing a two-way cycle track over the roundabout (this allows bicycle movement in both directions on one side of the road). There will also be a separate pavement over the roundabout.



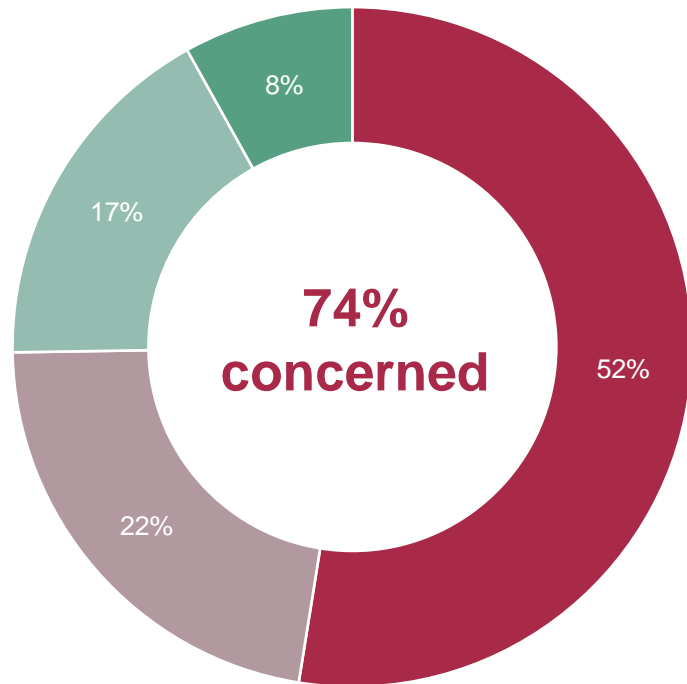
Detailed findings

Feelings about health and the environment

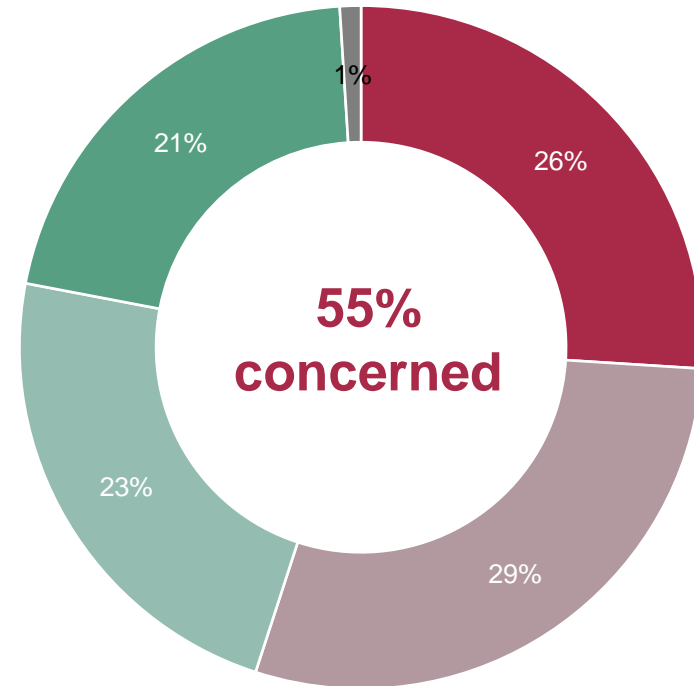
Feelings about health and the environment (1)

When asked about issues in their local area, respondents were more concerned about traffic congestion (74%) compared to air pollution (55%). Concern about both aspects was highest amongst frequent walkers.

Concern about traffic congestion (n=265)



Concern about air pollution (n=265)



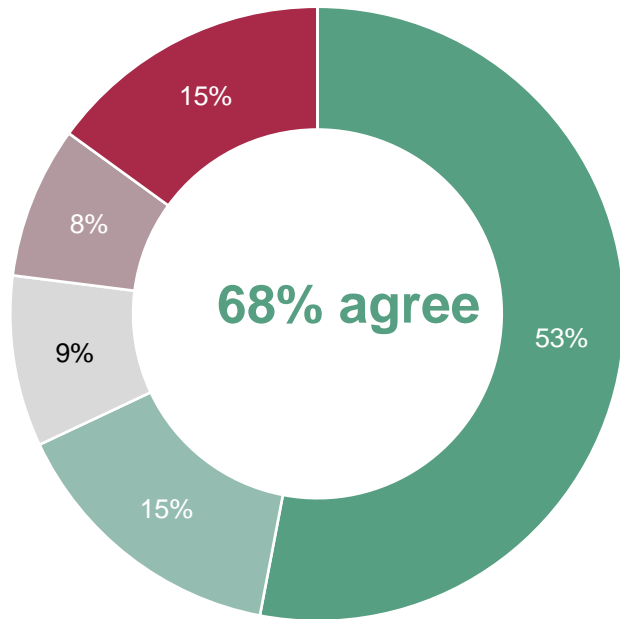
- Very concerned
- Fairly concerned
- Slightly concerned
- Not at all concerned
- Not sure

How concerned are you about the following issues?; Air pollution in your local area; Traffic congestion in your local area

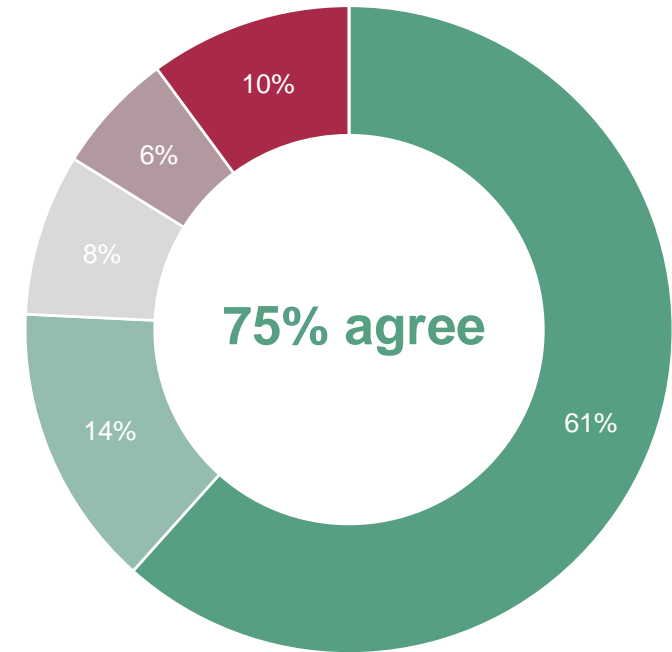
Feelings about health and the environment (2)

The majority of respondents agreed with the active travel statements: 68% agreed that people need to travel more actively to promote health and improve the environment and 75% would welcome improved transport to support active travel. In both instances, agreement was highest amongst frequent walkers.

To promote health and improve the environment, people will need to drive less and use public transport, walking, wheeling and cycling more (n=268)



I would welcome improved transport options to enable increased use of public transport, walking and cycling (n=267)



- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree
- Not sure

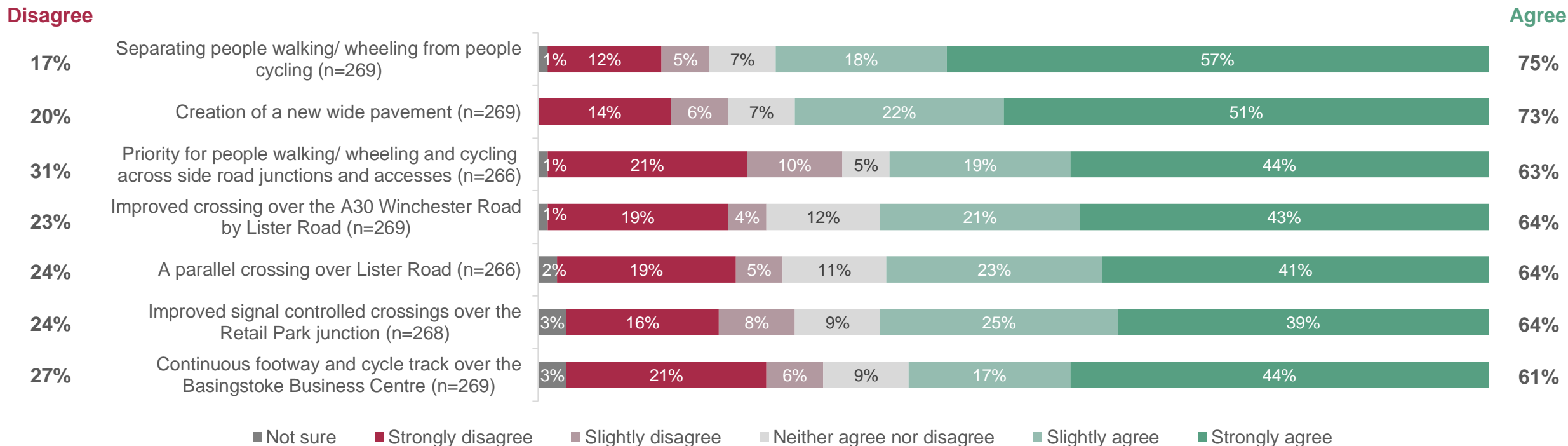
To what extent do you agree or disagree with the following statements about health and the environment?; To promote health and improve the environment, people will need to drive less and use public transport, walking, wheeling and cycling more ; I would welcome improved transport options to enable increased use of public transport, walking and cycling

Proposals for A30 Winchester Road

Agreement that proposals would improve experiences of walking/ wheeling

The majority of respondents agreed that the proposals for A30 Winchester Road would improve the experience of those walking/ wheeling. Separating cyclists from other non-motorised modes received the highest level of agreement (75%).

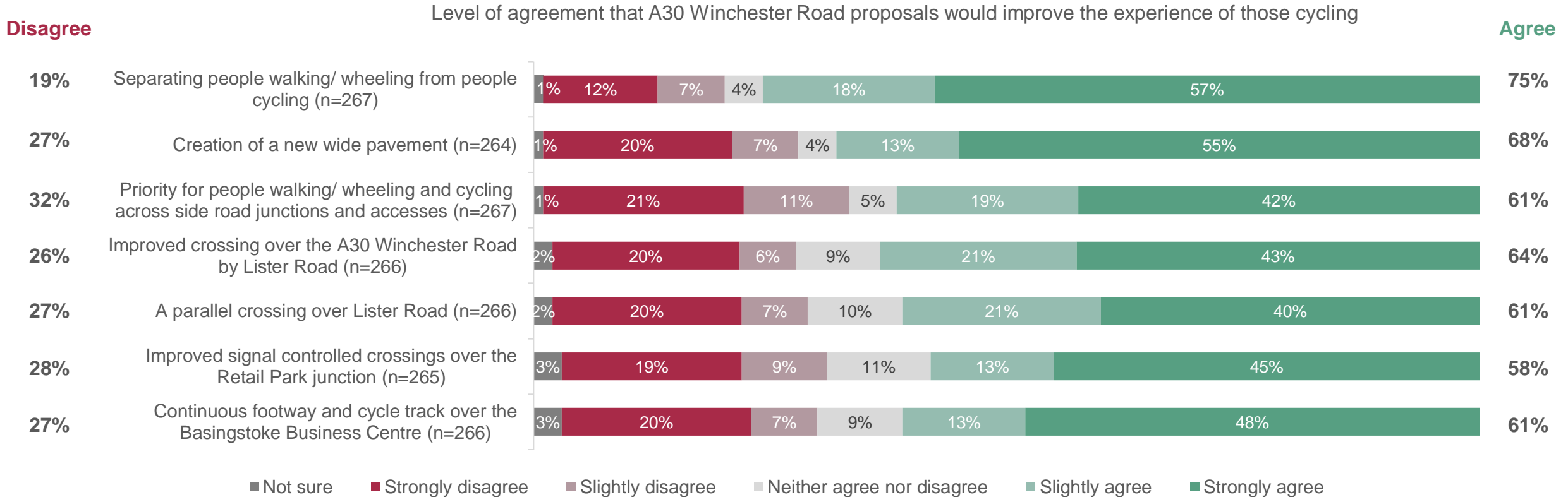
Level of agreement that proposals would improve experiences of walking / wheeling



To what extent do you agree or disagree that the following proposed elements of the scheme would improve the experience of those walking/ wheeling? Wheeling refers to the act of a person who travels using a wheeled aid due to limited mobility, for instance a wheelchair or mobility scooter.

Agreement that the proposals would improve the experience of cycling

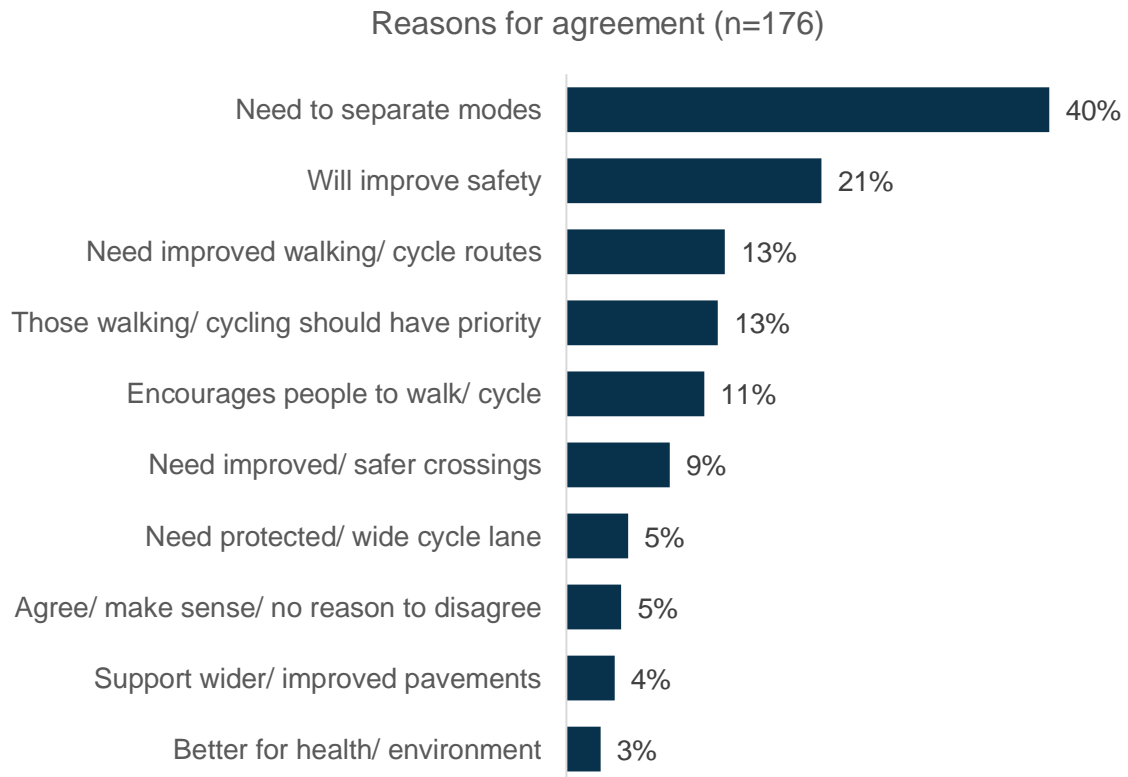
The majority of respondents agreed that the proposals for A30 Winchester Road would improve the experience of those cycling. Separating cyclists from other non-motorised modes received the highest level of agreement (75%).



To what extent do you agree or disagree that the following proposed elements of the scheme would improve the experience of those cycling?

Reasons for agreement with proposal

The most common reason for agreeing with at least one aspect of the proposal was that modes of travel need to be separated.



“Really good to see a buffer separating cyclist from car users and good idea to separate cyclists from pedestrians. I want to be able to walk without worrying about cyclists and I also want to be able to cycle without worrying about vehicles.” (Female, aged 45-54, frequent walker)

“Provision of a safe environment for all road/ path users is important.” (Male, aged 55-64, frequent walker and driver)

“More pedestrian and cycle routes are needed throughout town to enable more environmentally friendly access across town. The proposed area has a large residential area that would likely have difficulty to walk/ cycle to town” (Female, aged 35-44, frequent walker and driver)

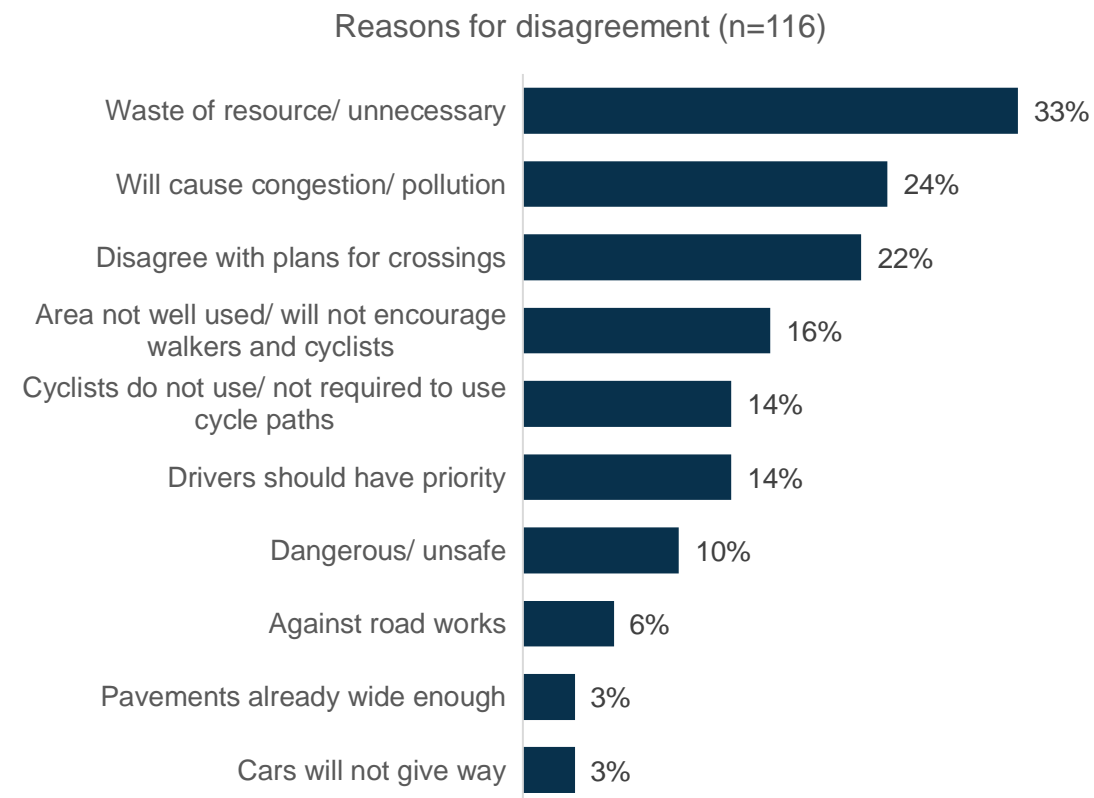
“Priority needs to be made to those walking and cycling as encouraging people to exercise and use environmentally friendly modes of transport is important for the environment, people’s health and making roads less congested.” (Female, aged 35-44, frequent walker and driver)

For those aspects that you agree with, please explain your reason in the box below.

Top ten themes shown

Reasons for disagreement with proposal

The most common reason for disagreeing with at least one aspect of the proposal was that it was unnecessary/ a waste of resources.



"It's all fine as it is, it's been fine for the past years, never really caused a problem. Don't fix what isn't broken." (Male, aged 16-24, frequent walker, cyclist and driver)

"Yes we need to create it safer for people and cyclists but also need to think of the impact on cars and traffic as more traffic makes more pollution." (Male, aged 25-34, frequent walker and driver)

"I disagree with filling in the underpasses. I don't think the crossings proposed will be safer for pedestrians." (Female, aged 35-44, frequent walker and driver)

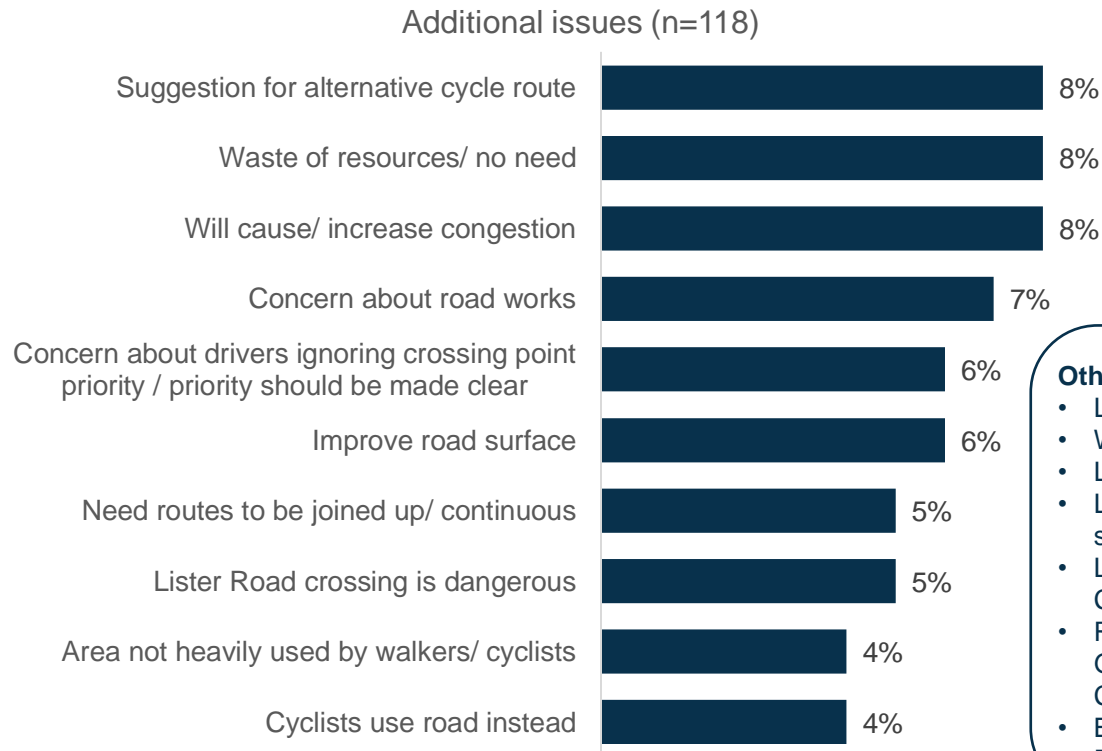
"I think you need to measure how many people would actively travel along this road by walking/cycling. It is a very polluted road. I don't see many pedestrians or cyclists using the route currently and there are not a very large number of pedestrians along Winchester Road." (Female, aged 25-34, frequent walker and driver)

For those aspects that you disagree with, please explain your reason in the box below.

Top ten themes shown

Other issues relating to A30 Winchester Road

When asked about additional issues, the three most common issues were suggestions for alternative cycle routes, concerns about wasting resources and the perceived increase of congestion in the area.



- Other suggestions included:**
- Lister Road to Wella Road
 - Western Way
 - Link to Hook
 - Link to Basingstoke train station
 - Link to Queen Mary's College
 - Route through Down Grange Youth Football Club
 - Brighton Hill to Viables Roundabout

"I find it hard to understand why underpasses are closed when clearly they would allow cyclists to be separated from the main traffic without interference to traffic flow." (Male, aged 25-34, frequent walker and driver)

"Complete waste of money on a trendy notion...we are not Holland, cyclists getting so much attention and motorists little." (Male, frequent walker and driver)

"I'm concerned about how far this will slow traffic. We've already gained a ridiculous number of traffic lights with poor signal change times further down the A30, with this proposal and buses potentially stopping in the road, it will cause a lot more congestion." (Female, aged 25-34)

Top ten themes shown

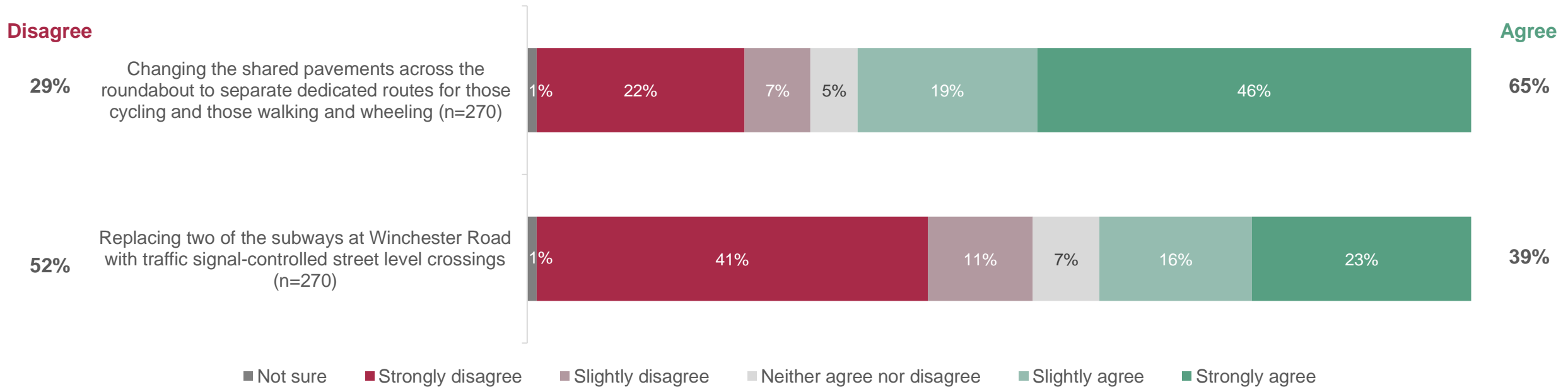
If you have any other issues relating to this section of the route that you would like us to consider, please explain these in the box below.

Proposals for Winchester Road Roundabout

Impact on experience of walking/ wheeling

When asked about the experience of those walking/ wheeling, the majority (65%) agreed that changing the shared pavement across the roundabout to dedicated routes would improve the experience for these users. Just over half (52%) disagreed that replacing two of the subways with traffic signal-controlled street level crossings would be an improvement for them.

Level of agreement that Winchester Road Roundabout proposals would improve the experience of those walking/ wheeling

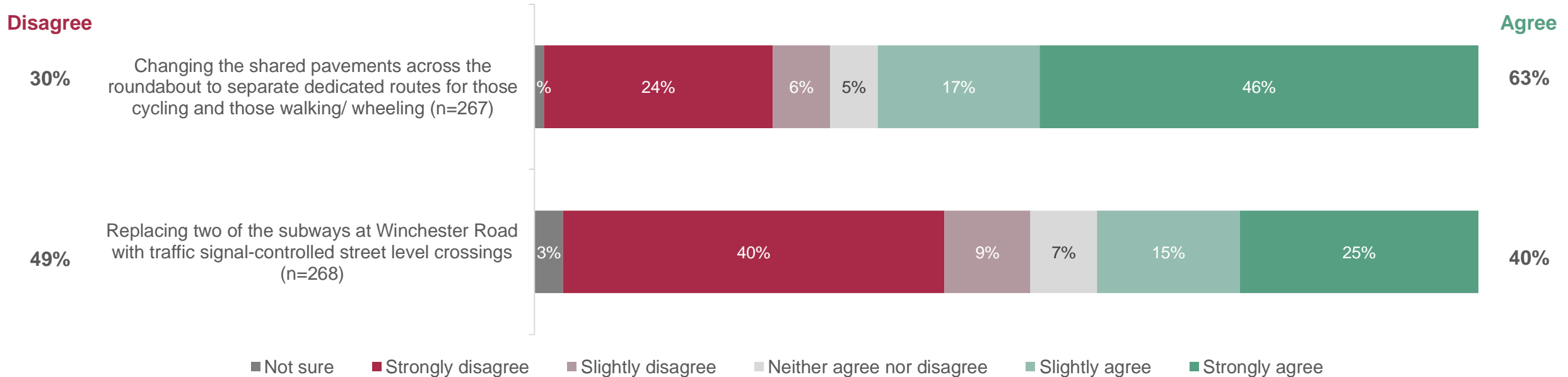


To what extent do you agree or disagree that the following proposed elements of the scheme would improve the experience of those walking/ wheeling?

Impact on experience of cycling

63% of respondents agreed that changing the shared pavement across the roundabout to dedicated routes would improve the experience of those cycling. Just under half (49%) disagreed that replacing two of the subways with traffic signal-controlled street level crossings would be an improvement for the same mode.

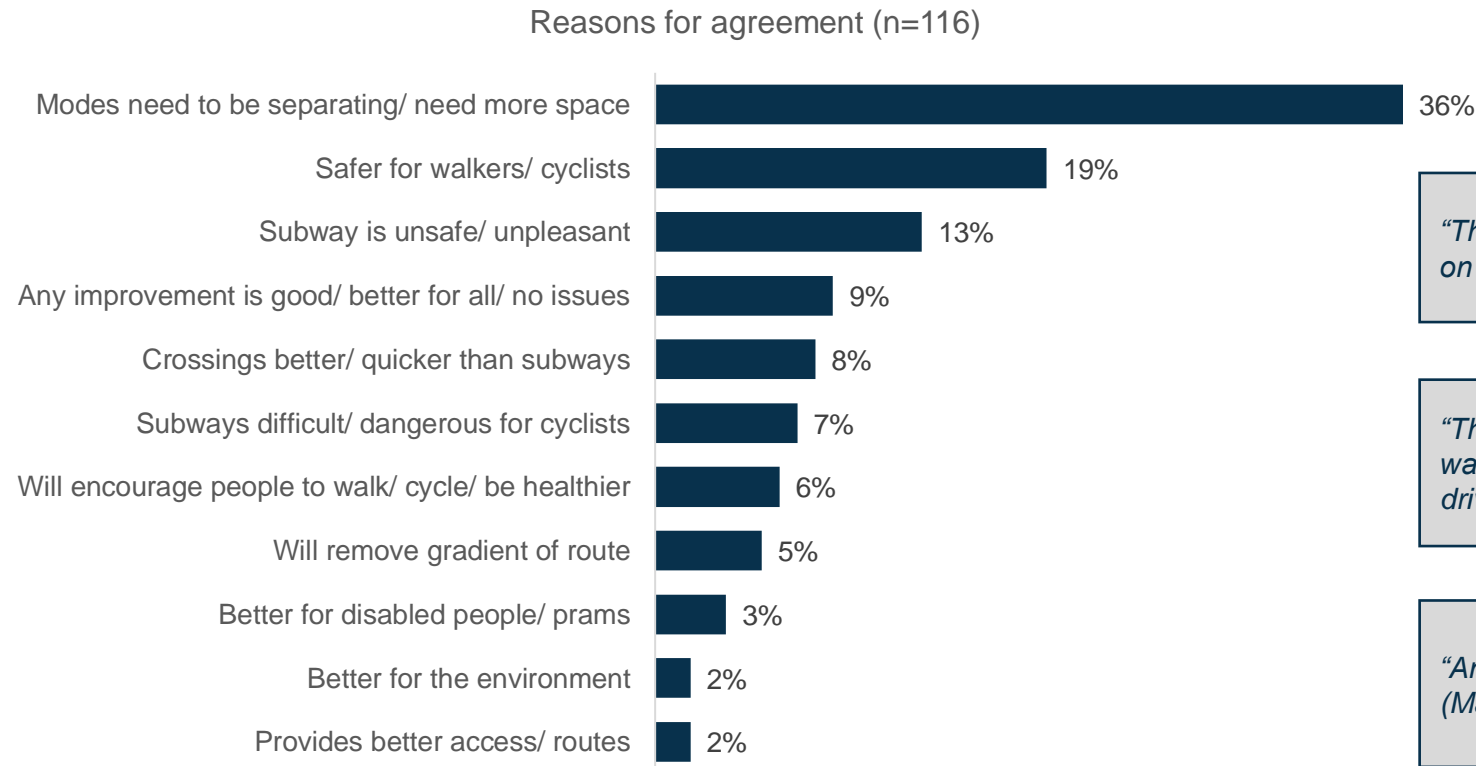
Level of agreement that Winchester Road Roundabout proposals would improve the experience of those cycling



To what extent do you agree or disagree that the following proposed elements of the scheme would improve the experience of those cycling?

Reasons for agreement with proposal

The most common reason for agreeing with at least one aspect of the proposal was that modes of travel need to be separated.



“Separate cycle and pedestrian paths are a good idea.” (Male, aged 35-44, frequent walker and driver)

“This is a fantastic project. Keeping pedestrians/cyclists safe on Hampshire's roads.” (Male, aged 35-44, frequent walker)

“The subways are dreadful! Makes me feel vulnerable when walking alone.” (Female, aged 55-64, frequent walker and driver)

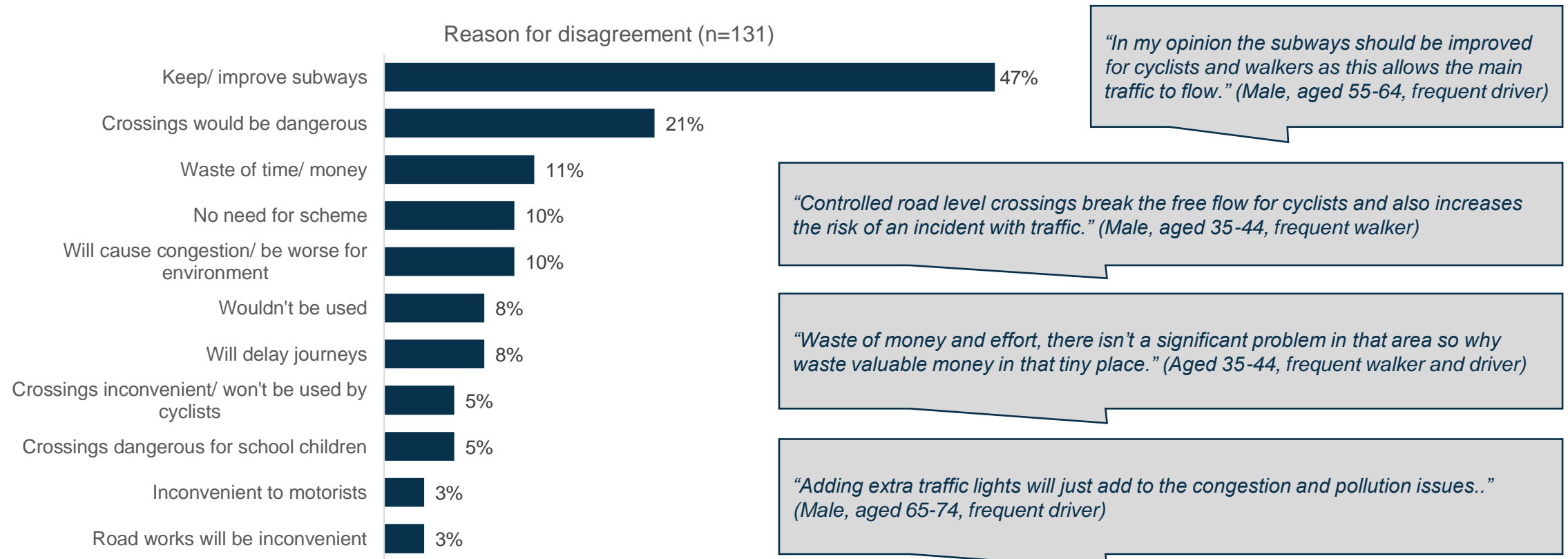
“Any improvement is good, its dangerous at the moment.” (Male, aged 45-54, frequent walker, cyclist and driver)

For those aspects that you agree with, please explain your reason in the box below.

Top eleven themes shown

Reasons for disagreement with proposal

The most common reason for disagreeing with at least one aspect of the proposal was that the belief that the existing subways should be retained/ improved.

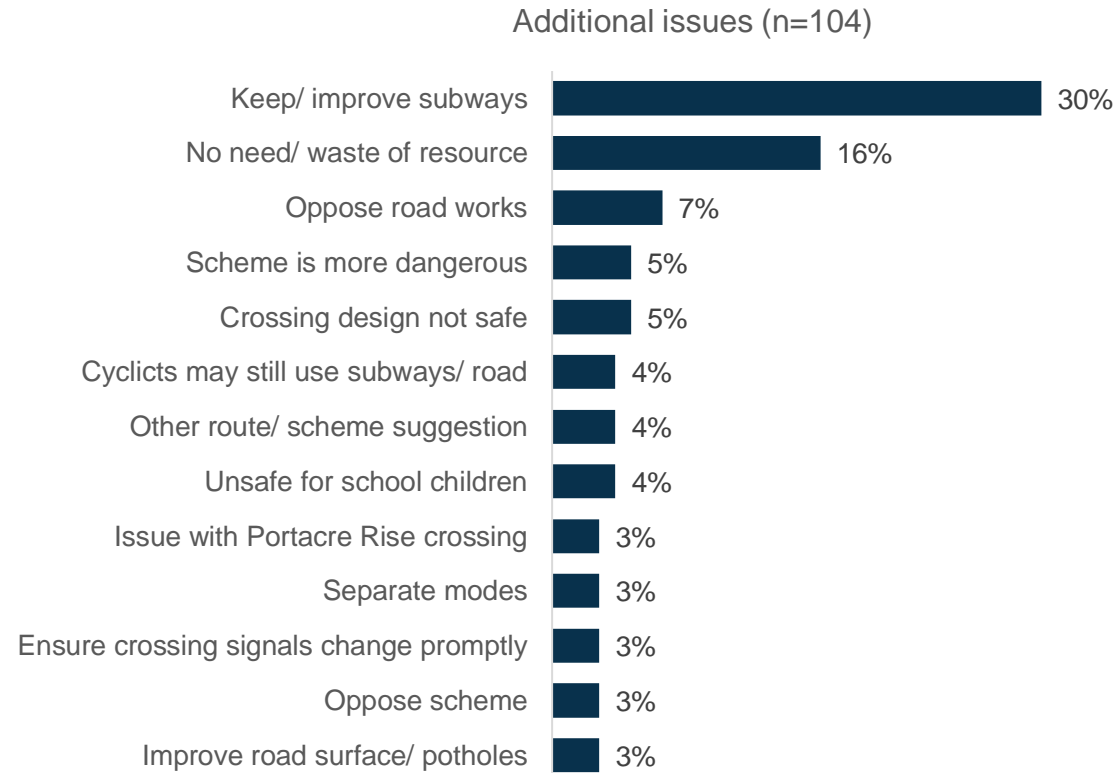


For those aspects that you disagree with, please explain your reason in the box below.

Top eleven themes shown

Other issues regarding Winchester Road Roundabout

When asked about additional issues, the most common theme was to keep and improve the current subways followed by a lack of need/ a waste of resource.



“There seem to be no logical reasons for the closures. Concrete production and destruction are recognised as two of the major CO2 contributors. If the Council wishes to minimise their contribution, then the underpasses ought to remain in use.”

“Stop wasting money on cycle paths. The town already has plenty.” (Female, aged 45-54, frequent walker and driver)

“We've had enough of the delays and roadworks at Brighton Hill. No more please!” (Female, aged 35-44, frequent walker)

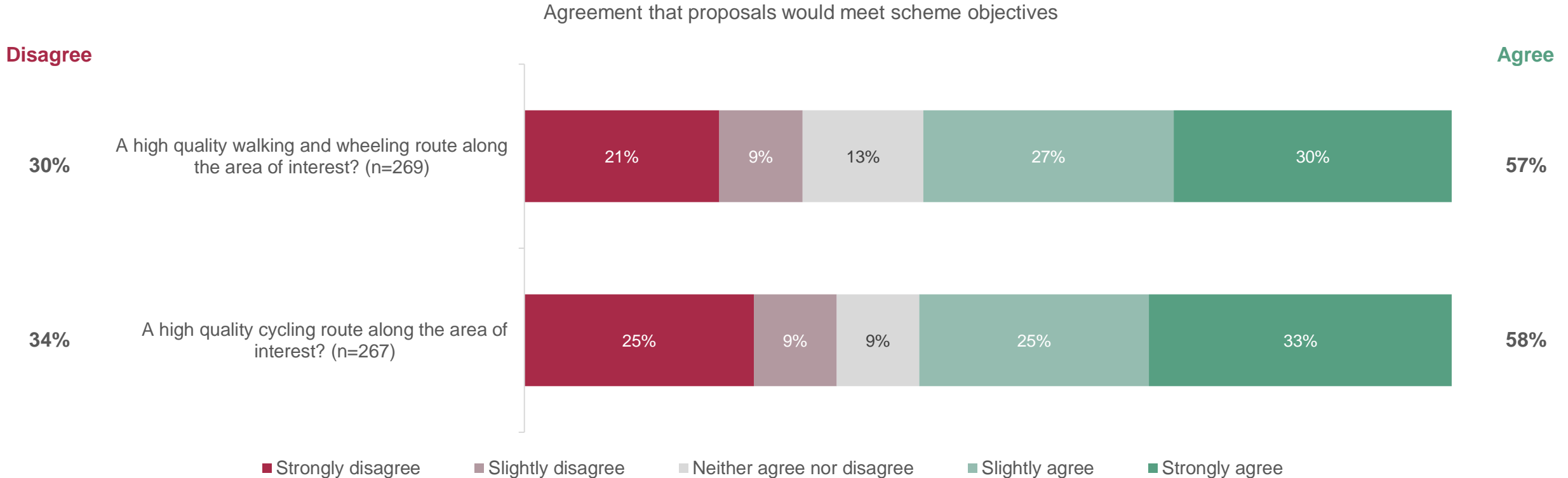
If you have any other issues relating to this section of the route that you would like us to consider, please explain these in the box below.

Themes with 3 mentions or above shown

Overall scheme

Agreement that the proposals would meet scheme objectives

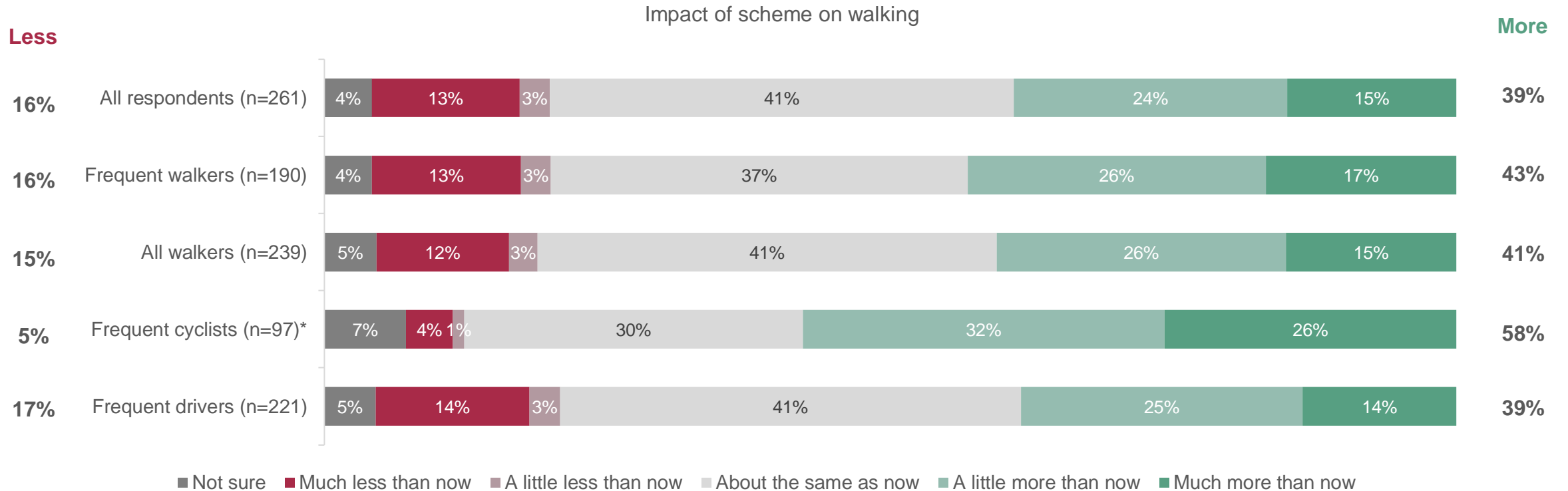
Over half of respondents felt that that the overall scheme would improve the experience of those walking/ wheeling (57%) and cycling (58%).



Having reviewed the overall design, to what extent do you agree or disagree that the scheme in its entirety provides: A high quality walking and wheeling route along the area of interest? ; A high quality cycling route along the area of interest?

Impact of overall scheme on walking

Around 4 in 10 (39%) of respondents would be encouraged to travel on foot due to the changes proposed by the scheme. People who cycled at least once a week were the most likely to do so.

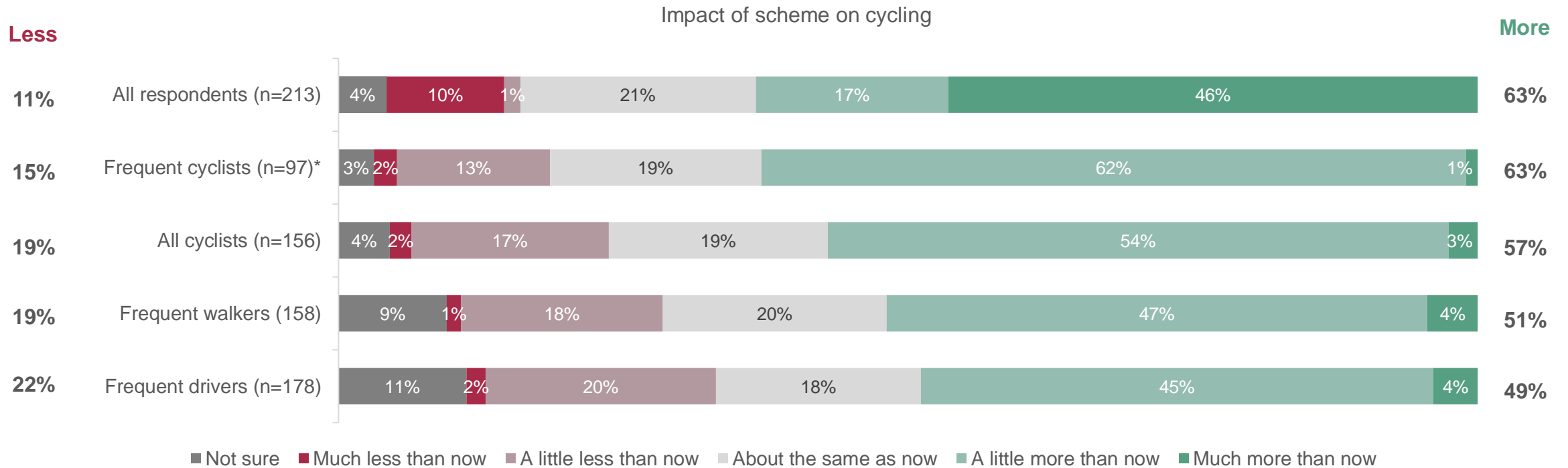


Do you think that the proposed changes would encourage you to travel more or less often using the following forms of transport?; Walking

* caution: low base

Impact of overall scheme on cycling

Over 6 in 10 respondents (63%) would be encouraged to cycle more due to the changes proposed by the scheme. This was true for around half (49%) of frequent drivers.

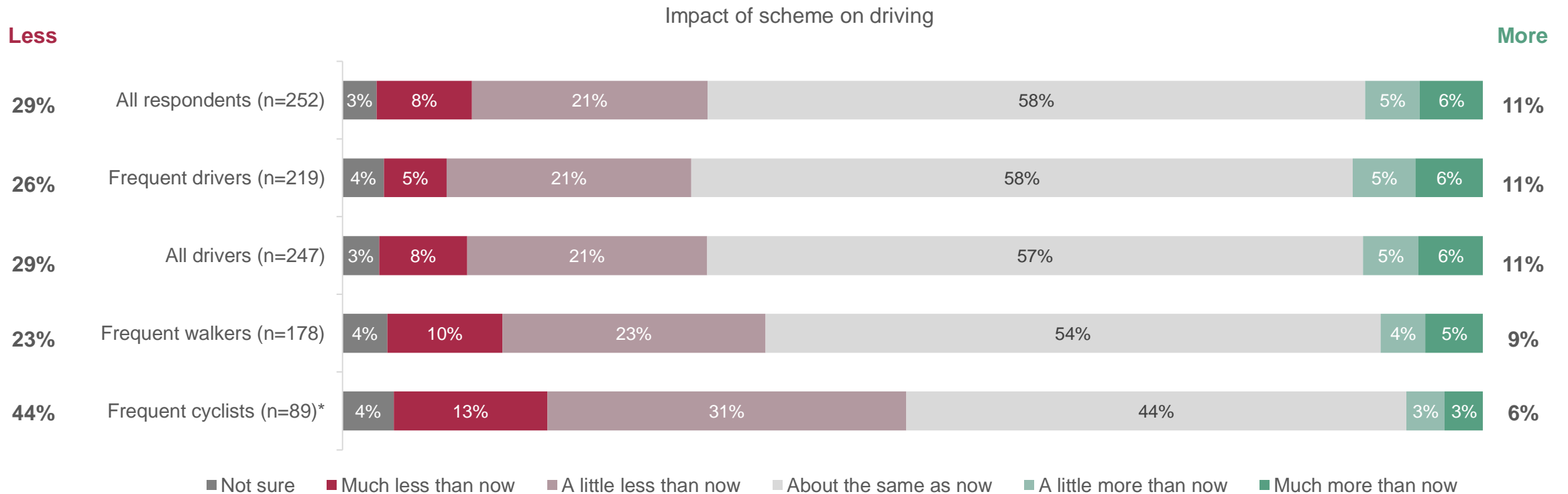


Do you think that the proposed changes would encourage you to travel more or less often using the following forms of transport?; Cycling

* caution: low base

Impact of overall scheme on driving

Around 3 in 10 respondents (29%) were likely to drive less due to the changes proposed by the scheme. Over a quarter (26%) of people who drive at least once a week would be encouraged to reduce travel by car.



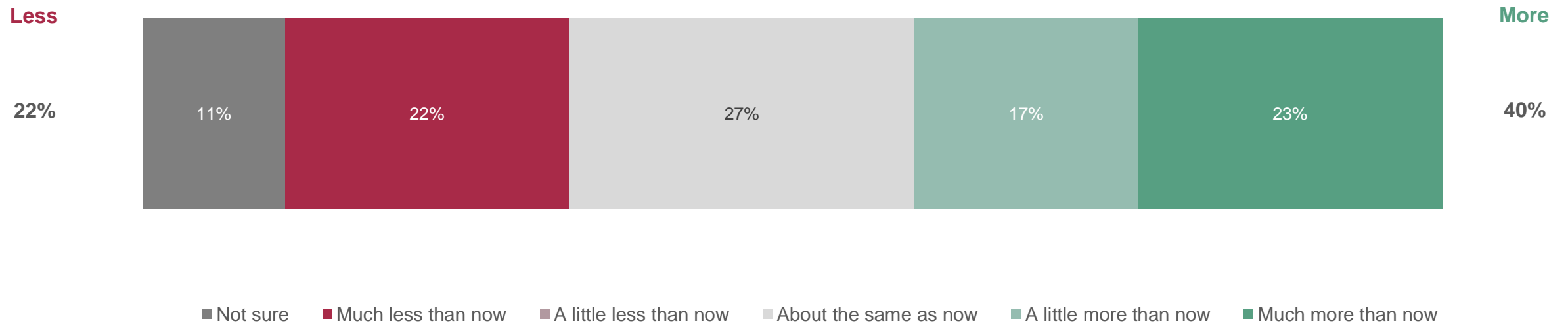
Do you think that the proposed changes would encourage you to travel more or less often using the following forms of transport?; Car

* caution: low base

Impact of overall scheme on mobility scooter/ wheelchair use

4 in 10 (40%) respondents who currently use a wheelchair/ mobility scooter indicated that they would be encouraged to travel more in this way as a result of the proposed changes.

Impact of scheme on mobility scooter/ wheelchair use (n=64)*

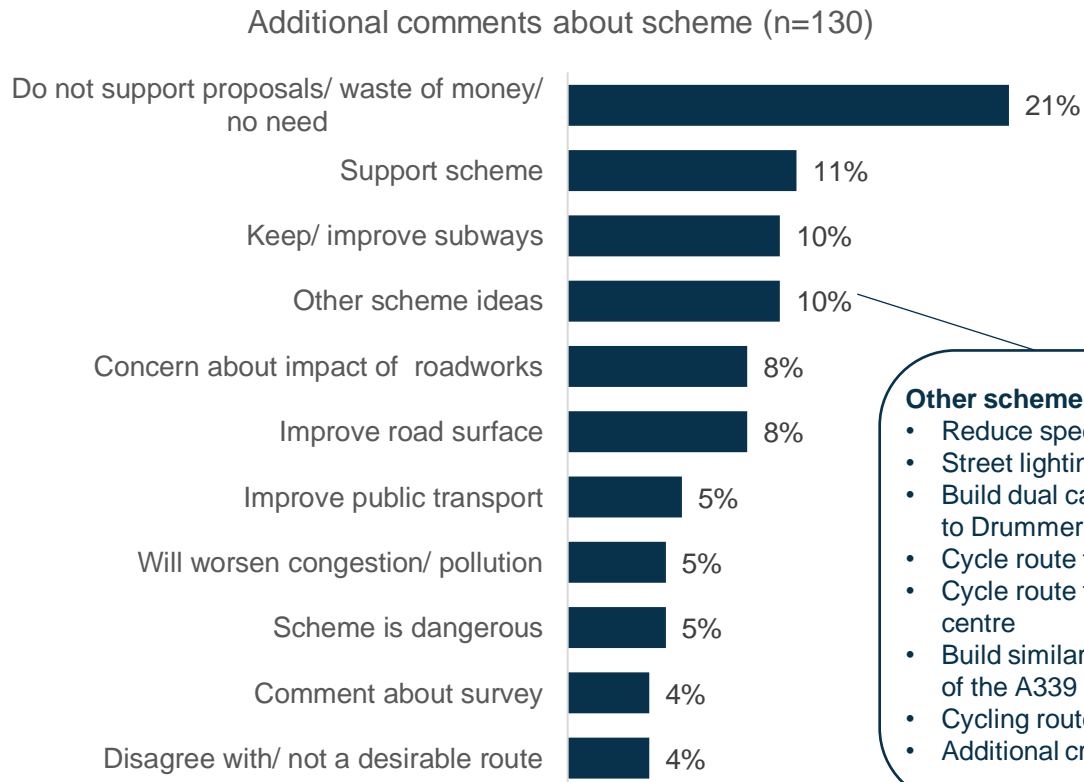


Do you think that the proposed changes would encourage you to travel more or less often using the following forms of transport?

* caution: low base

Additional comments about overall scheme

When asked for any further suggestions or comments about the scheme, the most frequent theme was that it was not supported.



Other scheme ideas included:

- Reduce speed at Hillview Road
- Street lighting along Brighton Way
- Build dual carriageway from Basingstoke to Drummer
- Cycle route through Wella Road
- Cycle route from junction 7 to town centre
- Build similar scheme at southern Sefton of the A339
- Cycling route along Harrow Way
- Additional crossing points along the A30

“This is a complete waste of time and money. It completely ignores the fact that the vast majority of travel on this route is and always will be cars and other motorised vehicles.”

“A dedicated cycle route along the A30 corridor is long overdue and more connected cycle routes across the town are needed.”

“Ridiculous to think removing subways for crossing points is a good idea, stupid idea at brighton hill rbt and stupid Idea at Winchester road rbt.”

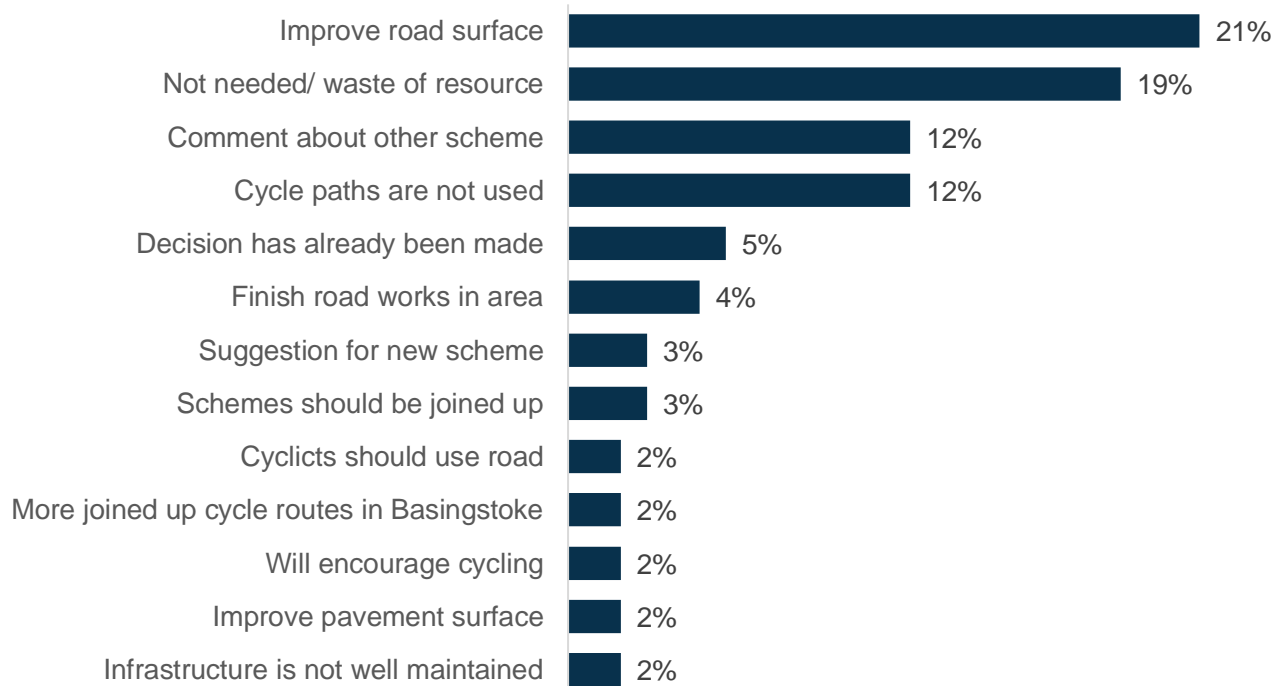
If you have any further suggestions or comments to make on the proposal that you would like to be taken into consideration, please include these below:

Top eleven themes shown

Comments received via social media

The 112 comments left on Hampshire County Council's social media posts (published on Facebook and Instagram) relating to the scheme were analysed. The most common theme was that the road surfaces in Basingstoke should be improved instead of undertaking this project.

Comments received via social media (n=112)



"Fill in the potholes so people don't lose their bikes."

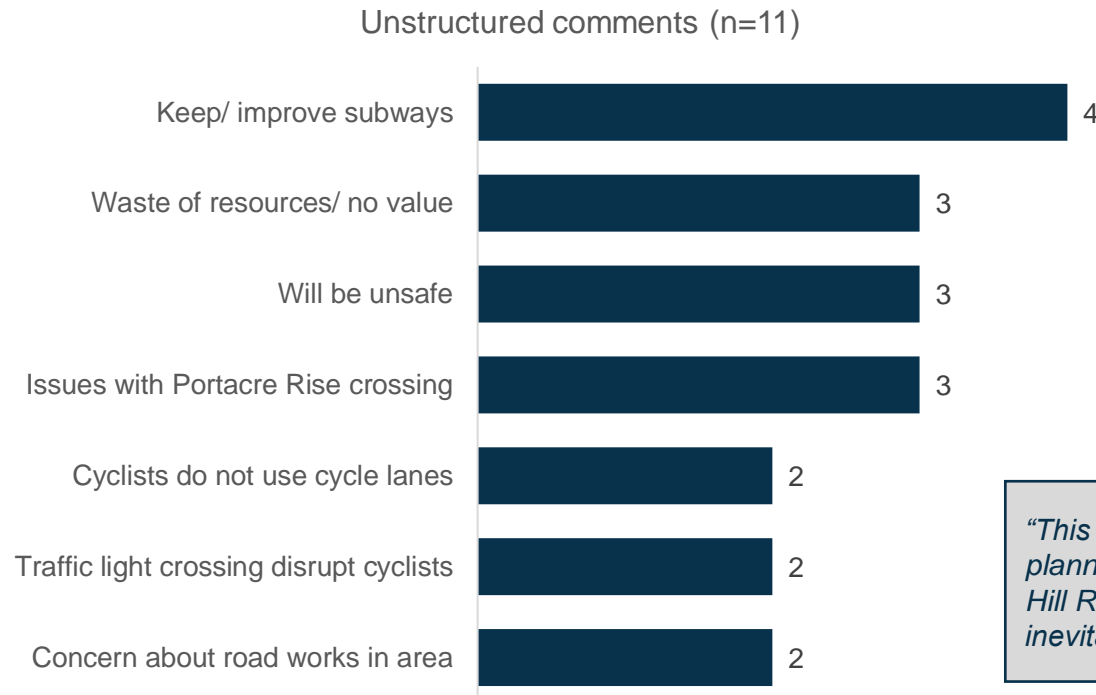
"Why bother, the 'lycra brigade' won't use it, don't have to use it so it will be a waste of money."

"Great idea. Spend millions on new bike lanes and watch the cyclists only use the road running parallel to the road like they do in most places. Clueless."

Top 10 themes shown

Comments received via other channels

Eight unstructured comments were received via email or post and a number of themes were raised at the online events. The most commonly mentioned theme was that the subways at Winchester Road Roundabout should be retained and/ or improved. Comments with one mention have been made available to the project team.



“Replacing underpasses with two sets of lights per underpass will add very significant delays. Would a road scheme that increased journey times for drivers be accepted? Why is this considered acceptable for cycle and pedestrian schemes?”

“Stupid idea, no value, just more inconvenience and pain for the people of Brighton hill”

“This cycle route is a non-starter due to the ridiculous and unsafe plan by HCC planners to remove the safe cycle underpasses incorporated into the previous Brighton Hill Roundabout. Substituting road crossings will mix cyclists with road traffic and inevitable lead to accidents with likely fatalities.”

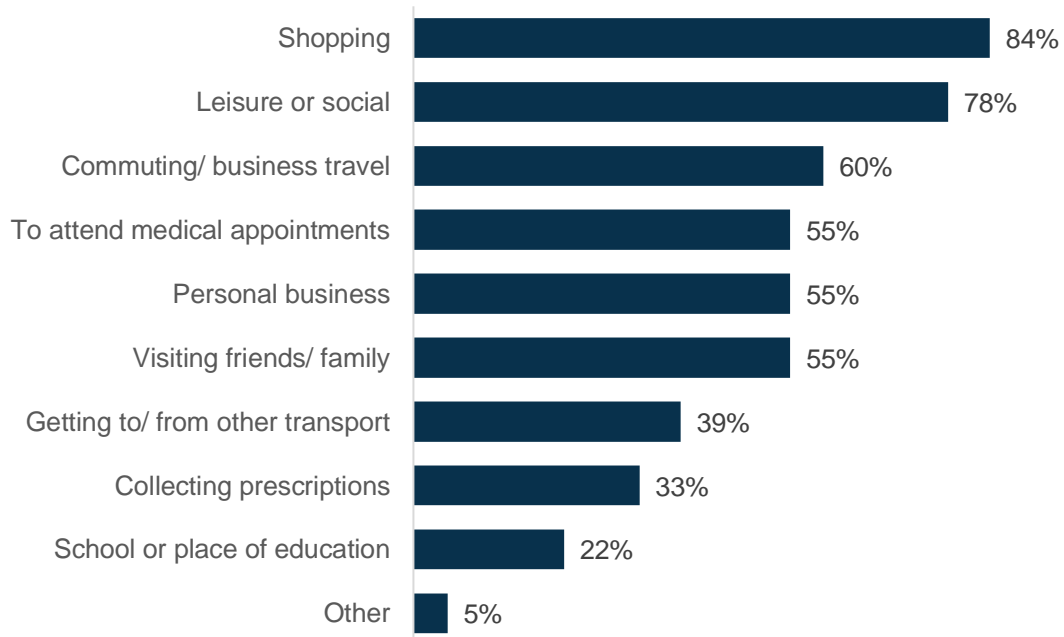
Themes with 2 mentions or above shown

Respondent profile

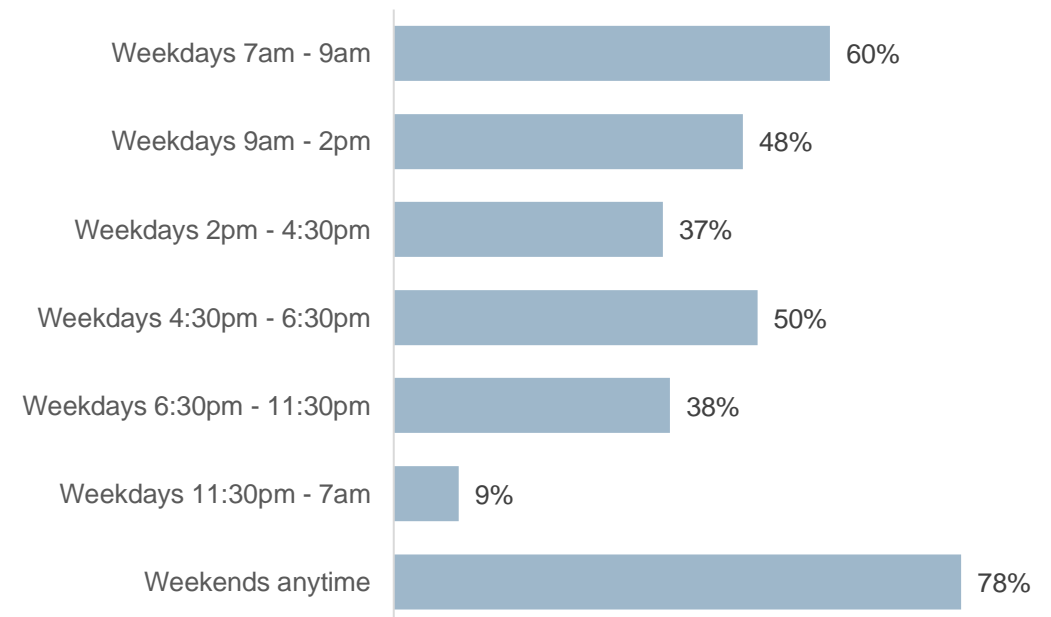
Respondent profile (1)

Shopping and leisure/ social activities were the main reasons that respondents travelled in Basingstoke. Traffic in the area remained consistent throughout the day with peaks during rush hour and at weekends.

Journey purpose in the area (n=269)



Journey times in the area (n=269)

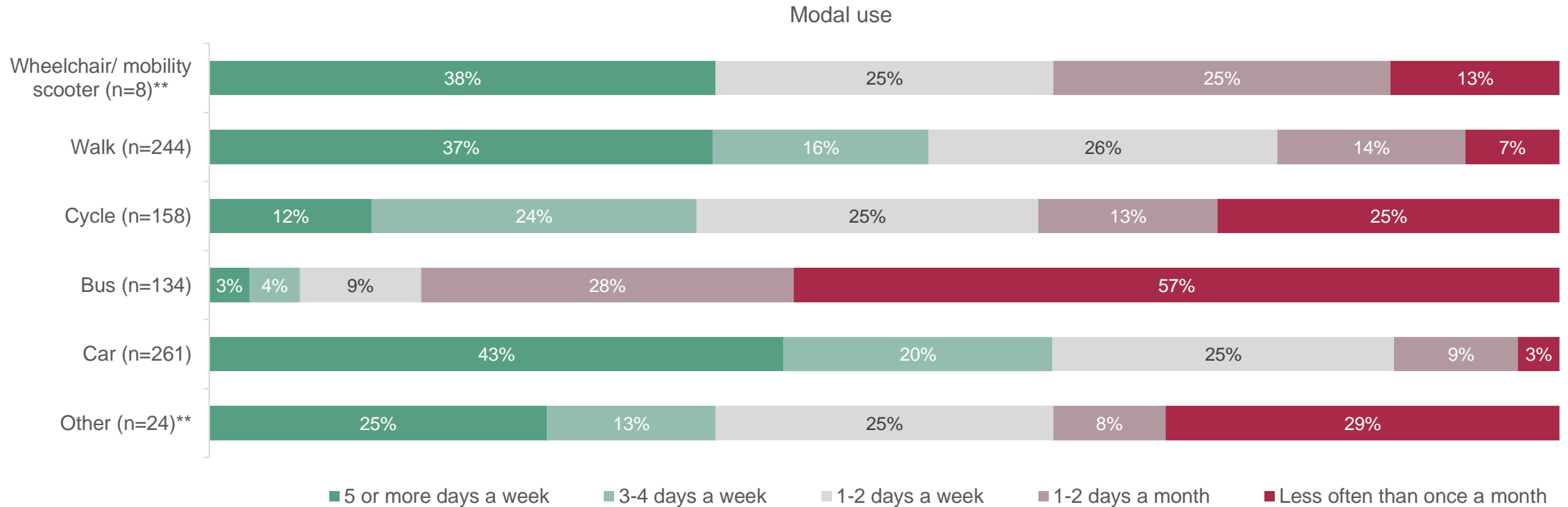


What types of journey are you typically making when you travel in Basingstoke? [multi-code]

When do you typically travel in Basingstoke? [multi-code]

Respondent profile (2)

The majority of respondents (63%) travelled in Basingstoke by car at least once a week, 53% walked and 36% cycled.



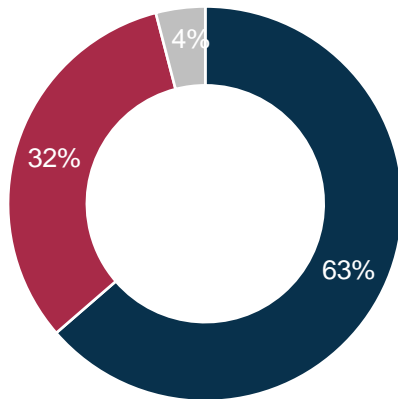
How often do you typically travel in Basingstoke by the following methods of transport? Excluding 'Never'

** caution: very low base

Respondent profile (3)

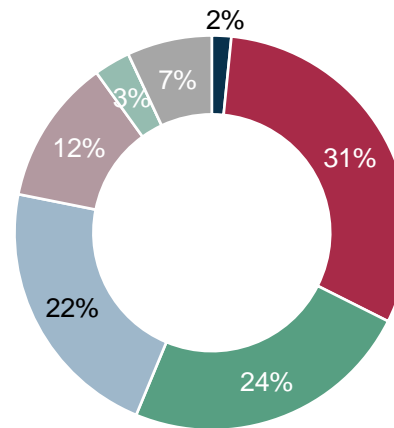
The majority of people who responded to the survey were male (63%), and aged between 25-54 (55%). An overwhelming number of respondents lived locally in Basingstoke.

Gender (n=253)



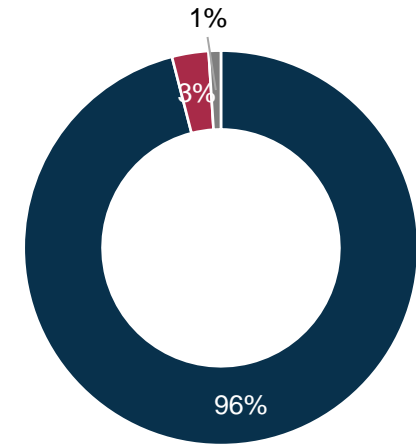
■ Male ■ Female ■ Prefer not to say

Age (n=251)



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

Residence (n=258)



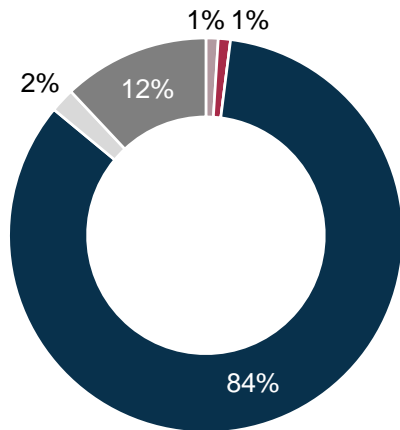
■ In Basingstoke area
■ Outside Basingstoke area
■ Prefer not to say

Which of the following best describes your gender?; What is your age?; Where do you live?

Respondent profile (4)

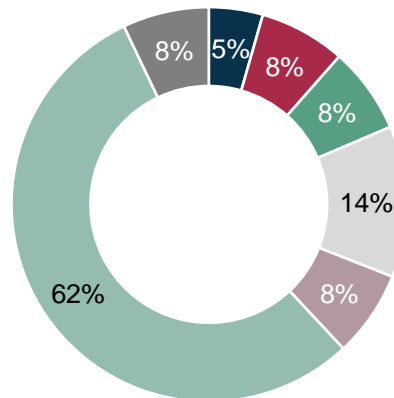
The majority of respondents were white (84%), living in a household without children (62%) and not limited due to a health condition or disability (75%).

Ethnic group (n=260)



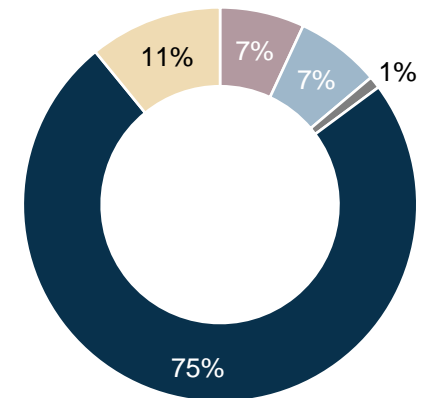
- Asian/ Asian British
- Black/ African/ Caribbean/ Black British
- Mixed/ multiple
- White
- Other
- Prefer not to say

Children in household (n=255)



- Aged 0-4
- Aged 5-8
- Aged 9-11
- Aged 12-15
- Aged 16-18
- None
- Prefer not to say

Mobility (n=259)



- Yes, but not limited
- Yes, limited a lot
- Yes, limited a little
- No
- Prefer not to say

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?



Hampshire
County Council