
**ACTIVE TRAVEL FUND
BRIGHTON WAY CYCLE ROUTE
FEEDBACK
KEY FINDINGS REPORT
JULY 2021**

Introduction

Hampshire County Council is committed to creating better spaces for people walking and cycling in and around our towns to enable social distancing for safe, essential journeys and exercise during the Coronavirus (COVID-19) pandemic - and as we work towards a period of recovery.

Following a successful bid to the Government's Active Travel Fund, the County Council is considering a number of walking and cycling improvements across the county. Subject to feedback, the funding will be used to provide a range of measures across Hampshire to create better spaces for walking and cycling in local communities and which will be fully funded by the Government.

'Active Travel' means walking, cycling, scooting, using a mobility aid, mobility scooter or wheelchair rather than motorised transport (such as cars, motorbikes, etc) for the purpose of making everyday journeys (such as going to the shops, work or school).

Introduction

Active Travel within Brighton Way, Basingstoke

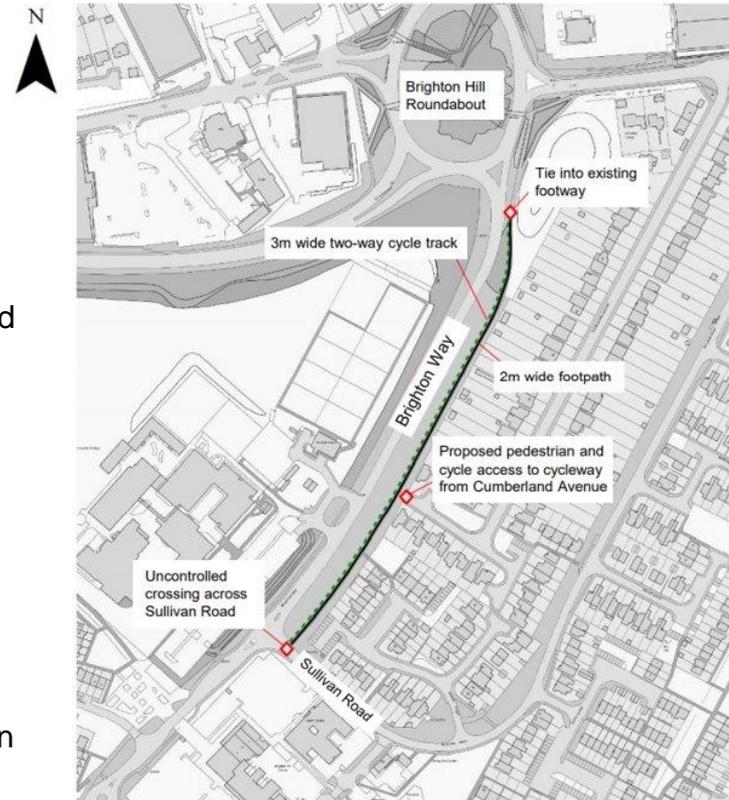
The objectives of this proposed scheme are to:

- Facilitate increased walking and cycling trips within Basingstoke;
- Build on the proposed improvements at Brighton Hill Roundabout, provide an improved local link for walking and cycling to / from the Brighton Hill area; and
- Address personal safety issues by providing new street lighting and cutting back overgrown vegetation.

The scheme would provide a fully segregated cycle track along Brighton Way from Brighton Hill Roundabout to Sullivan Road, and would link directly into the cycle routes that will be provided through Brighton Hill Roundabout as part of the proposed development. The cycle track has been designed in accordance with the latest national guidance, which aims to provide much higher quality cycle routes that would be safe and attractive to use.

The new 3m wide cycle track would be built alongside the existing footpath in Brighton Way. It would be constructed at a lower level than the footpath and separated from it with a kerb.

The footpath would also be improved. The existing concrete slabs would be removed and replaced with asphalt surfacing. New street lighting would also be provided along the footpath and cycle track. Finally, the existing vegetation adjacent to the footpath would be cut back to improve visibility.



Consultation Aims and Methodology

Consultation aims

Hampshire County Council is committed to listening to the views of local residents and stakeholders before deciding which actions to take.

The consultation and engagement sought to understand:

- travel habits into and around the Brighton Way area; and
- residents' and stakeholders' views on the proposed footpath, cycle track, street lighting, and road resurfacing.

Consultation methodology

Hampshire County Council carried out an **open feedback exercise** to gather residents' and stakeholders' views. An information pack was produced, which outlined the scheme proposals in order to enable an informed response.

The consultation ran from **Monday 25 January 2021 to Monday 22 February 2021** (consultation and engagement took place during the COVID-19 pandemic when national lockdown restrictions applied).

The survey letter was posted to 164 residents and 23 businesses.

Consultation response

In total, **114** responses were submitted via the consultation Response Form.

Of those who specified, **110** responses were from individuals and **2** were from democratically elected representatives (2 respondents did not indicate either way).

Please note that as percentages are rounded to the nearest whole number these may not add up to 100%

Summary of key findings

- There was majority agreement with all of the proposals;
- The highest level of agreement was for the proposed footpath, with the lowest levels of agreement shown against the cycle path proposals;
- Generally, cyclists were more likely than average to agree with the proposals, whilst respondents with a disability, health problem, or who have been shielding less likely to agree with them;
- Around half of respondents felt that the proposals would have a positive impact on their journeys with around a tenth of respondents believing there would be a negative impact;
- Positive impacts mostly related to improved safety, particularly for those walking or cycling;
- Two thirds of respondents from households with children were likely to feel that they would cycle more if the proposals were put into place;
- If additional funding were available the most preferred options were to reallocate road space from motorised vehicles to pedestrians and cyclists, creating more space for pedestrians, and improved street lighting;
- Additional comments suggested improvements to other areas in Basingstoke and ensuring that cycle paths are separate and differentiated from pedestrian walkways.

**ACTIVE TRAVEL FUND
BRIGHTON WAY CYCLE ROUTE
PROPOSED SCHEME
HIGH LEVEL FIGURES**

High Level Figures for this Scheme Proposal

There was majority agreement with all of the proposals. The highest level of agreement was for the proposed footpath, with the lowest levels of agreement (although still outweighing disagreement) being shown against the cycle path proposals.

Proposed changes at Brighton Way;				
Proposed footpath	80%	7%	13%	
Streetlighting	72%	7%	20%	2%
Road resurfacing	71%	7%	20%	4%
Proposed cycle track	68%	22%	11%	
Stepped cycle track	57%	19%	16%	8%

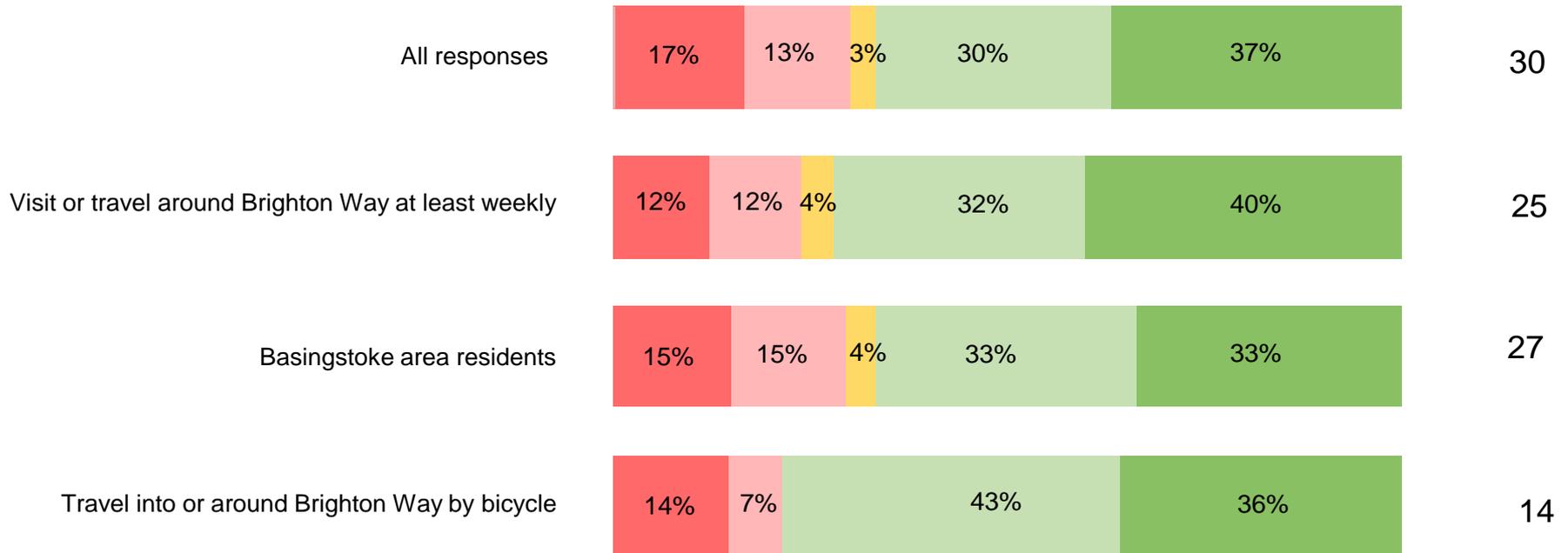
**ACTIVE TRAVEL FUND
BRIGHTON WAY CYCLE ROUTE
PROPOSED SCHEME
FEEDBACK**

Brighton Way Cycle Route Proposal Responses

Do you agree or disagree with proposed footpath?



*Base



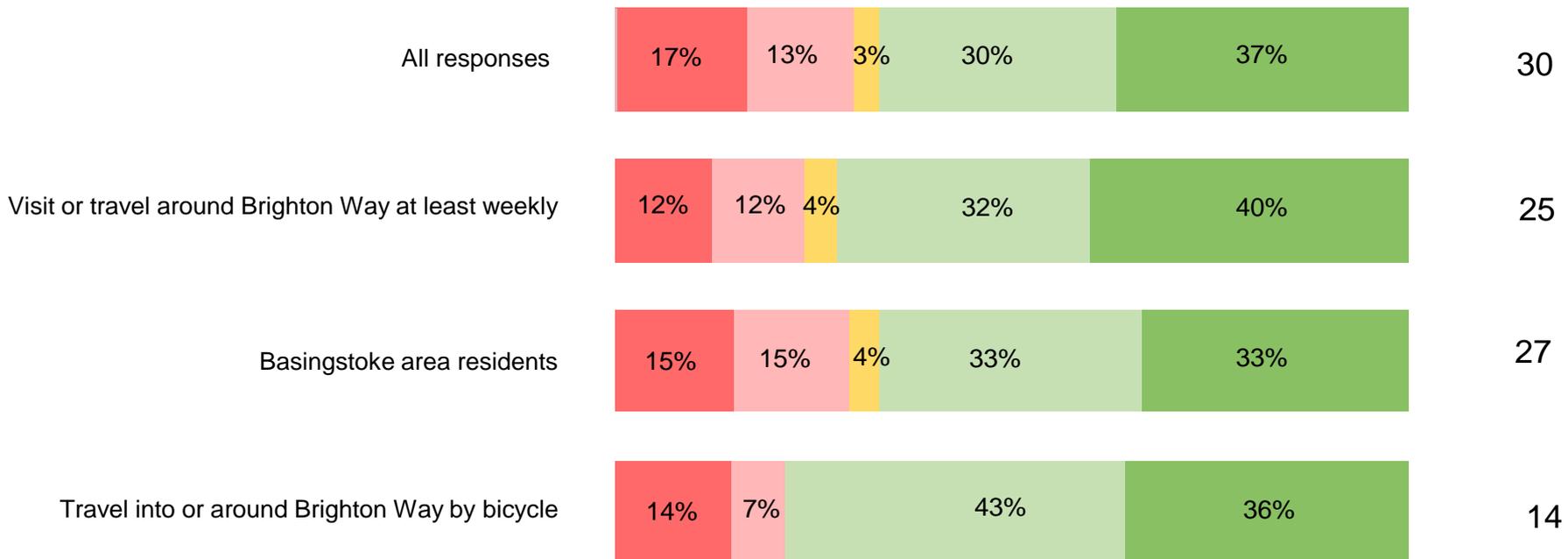
* Number of respondents

Brighton Way Cycle Route Proposal Responses

Do you agree or disagree with proposed cycle track?



*Base



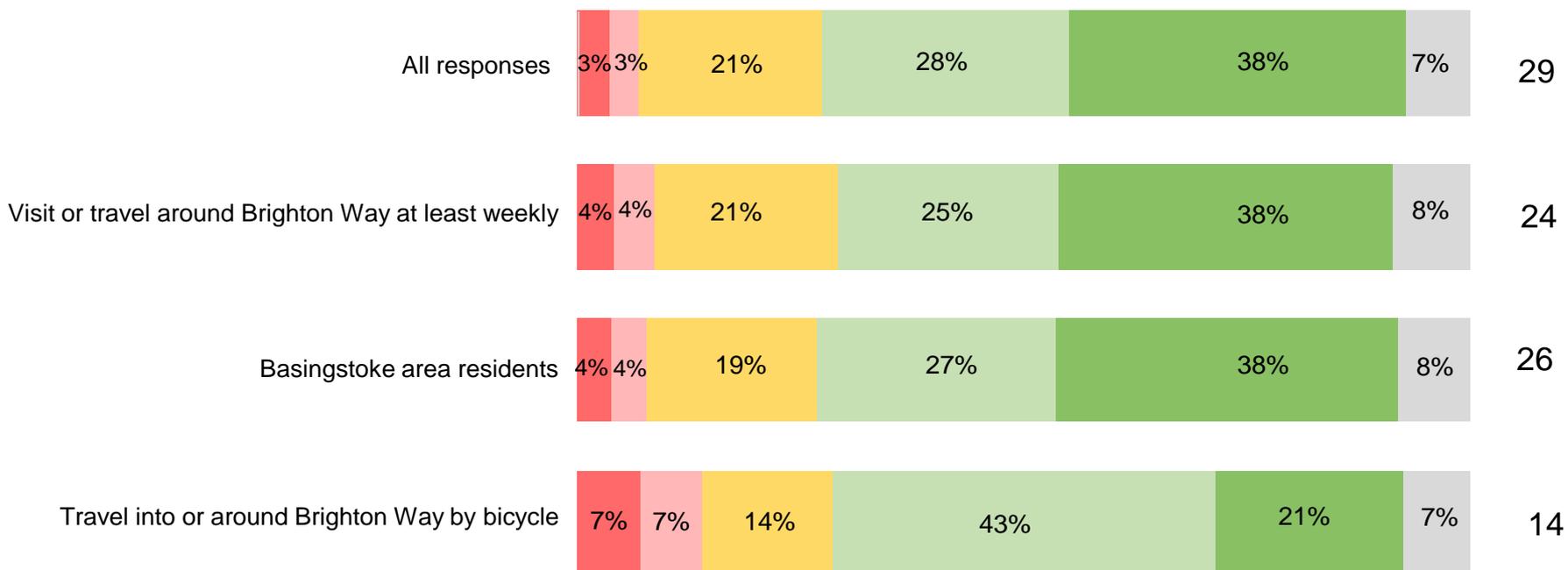
* Number of respondents

Brighton Way Cycle Route Proposal Responses

Do you agree or disagree with proposed road surfacing?



*Base



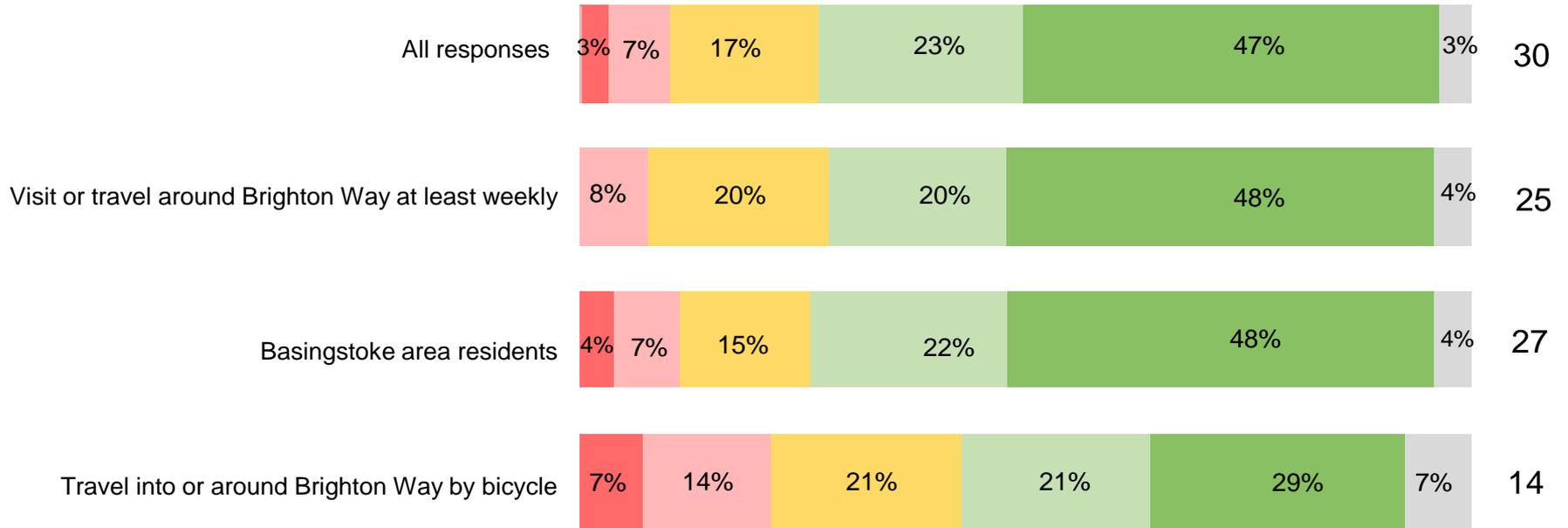
* Number of respondents

Brighton Way Cycle Route Proposal Responses

Do you agree or disagree with proposed street lighting?



*Base



* Number of respondents

Brighton Way Cycle Route Proposal Responses

Do you agree or disagree with proposed stepped cycled track?



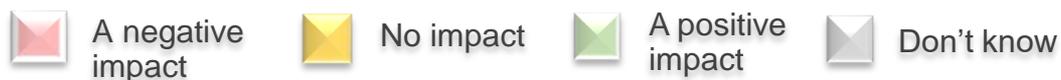
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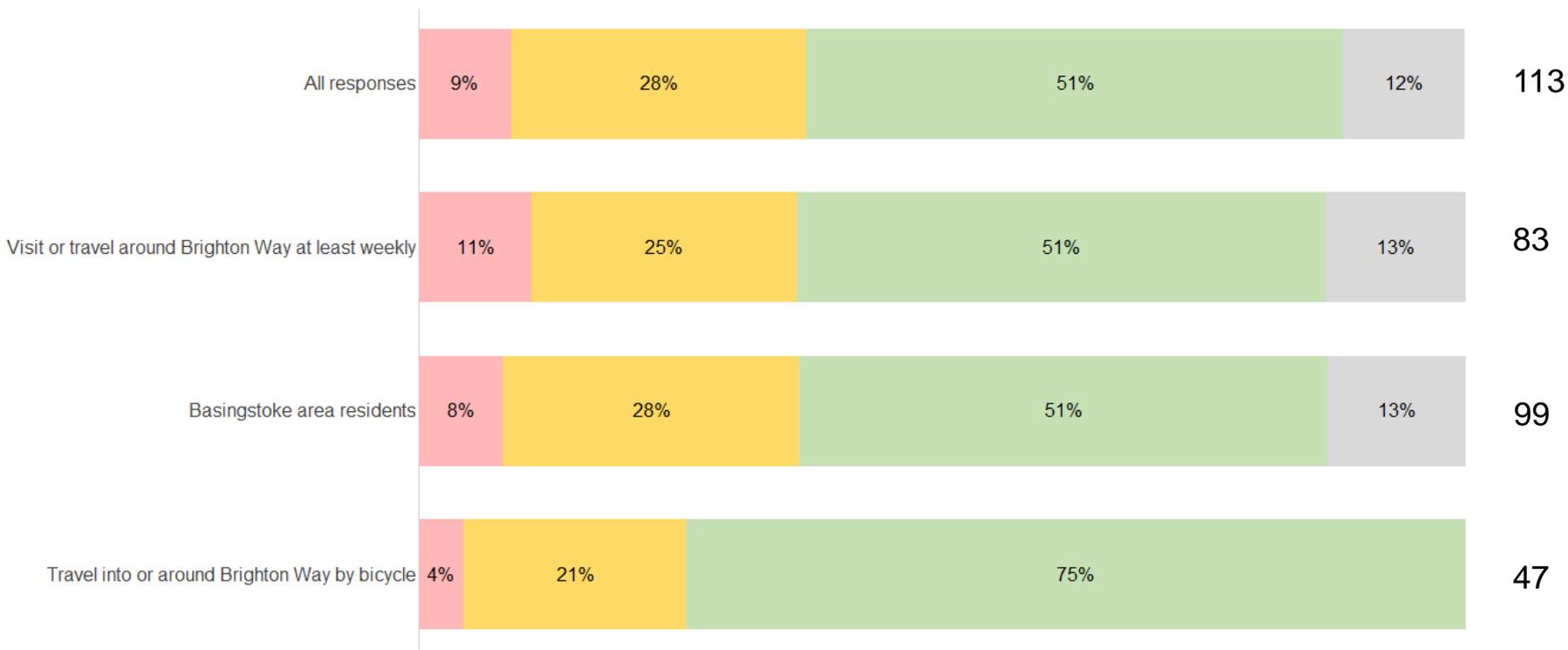
* Number of respondents

Brighton Way Cycle Route Proposal Responses

What kind of impact do you think the Active Travel proposal for Brighton Way would have on your journeys?



*Base



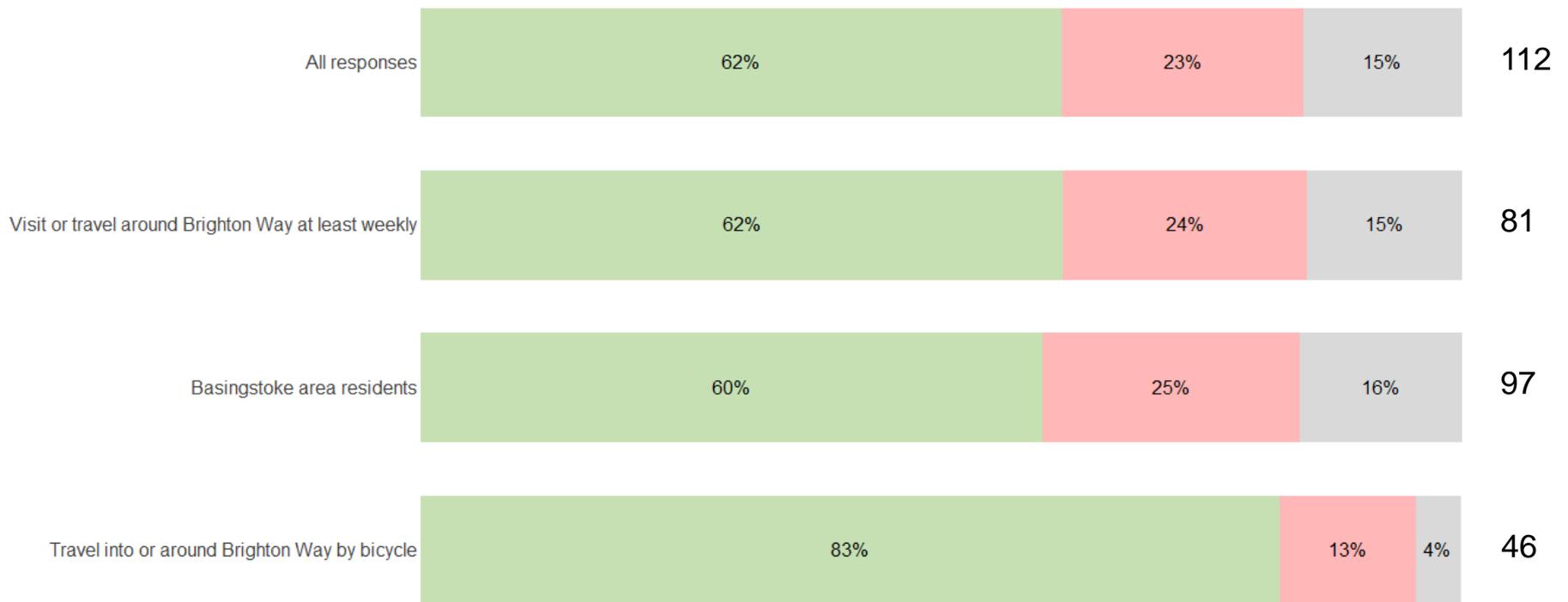
* Number of respondents

Brighton Way Cycle Route Proposal Responses

Would you want to undertake more journeys using Active Travel methods, if local routes support this?

 Yes  No  Not sure

*Base



* Number of respondents

Brighton Way Cycle Route Proposal Responses

If you don't regularly cycle (or expect to regularly cycle after the COVID-19 pandemic) into or around Brighton Way, how likely is it that the proposed cycle track would encourage you to cycle in the area more often?



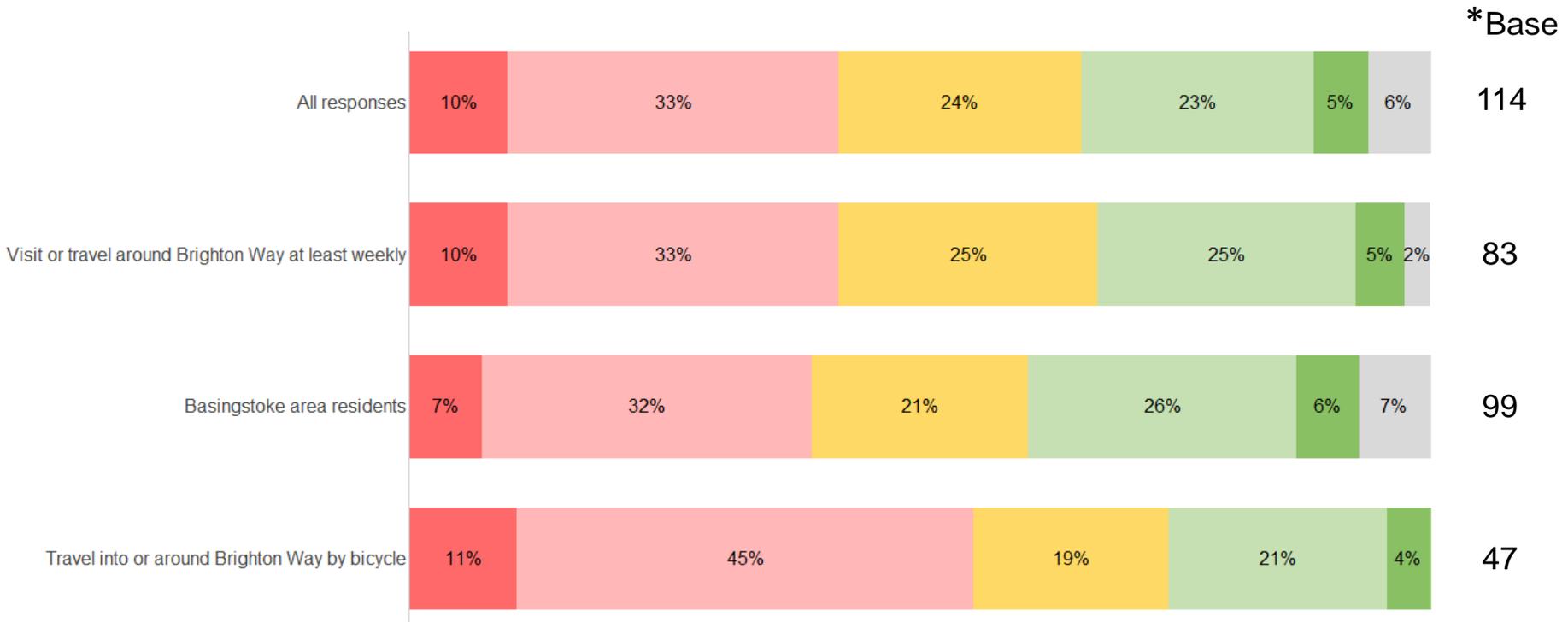
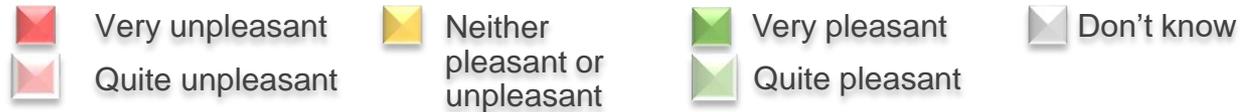
*Base



* Number of respondents

Brighton Way Cycle Route Proposal Responses

How pleasant do you feel Brighton Way is currently for Active Travel?



* Number of respondents

Brighton Way Cycle Route Proposal Responses

Why do you feel that it Brighton Way is unpleasant for Active Travel?

(Multi code, asked to respondents who claimed the area is 'quite unpleasant' or 'very unpleasant' for Active Travel base: 48)

- **65%** - Too much traffic
- **50%** - Speed of traffic
- **50%** - Poor quality surfaces
- **40%** - Too busy
- **40%** - Feel unsafe
- **40%** - Narrow pavements
- **33%** - Lack of road crossings
- **31%** - Insufficient lighting
- **27%** - Untidy/unclean
- **17%** - Too noisy
- **10%** - Too many other people
- **8%** - Poor signage
- **8%** - Cars parking on the route
- **8%** - Other reason(s)
- **6%** - Hard for disable users
- **4%** - Lack of access to services

Brighton Way Cycle Route Proposal Responses

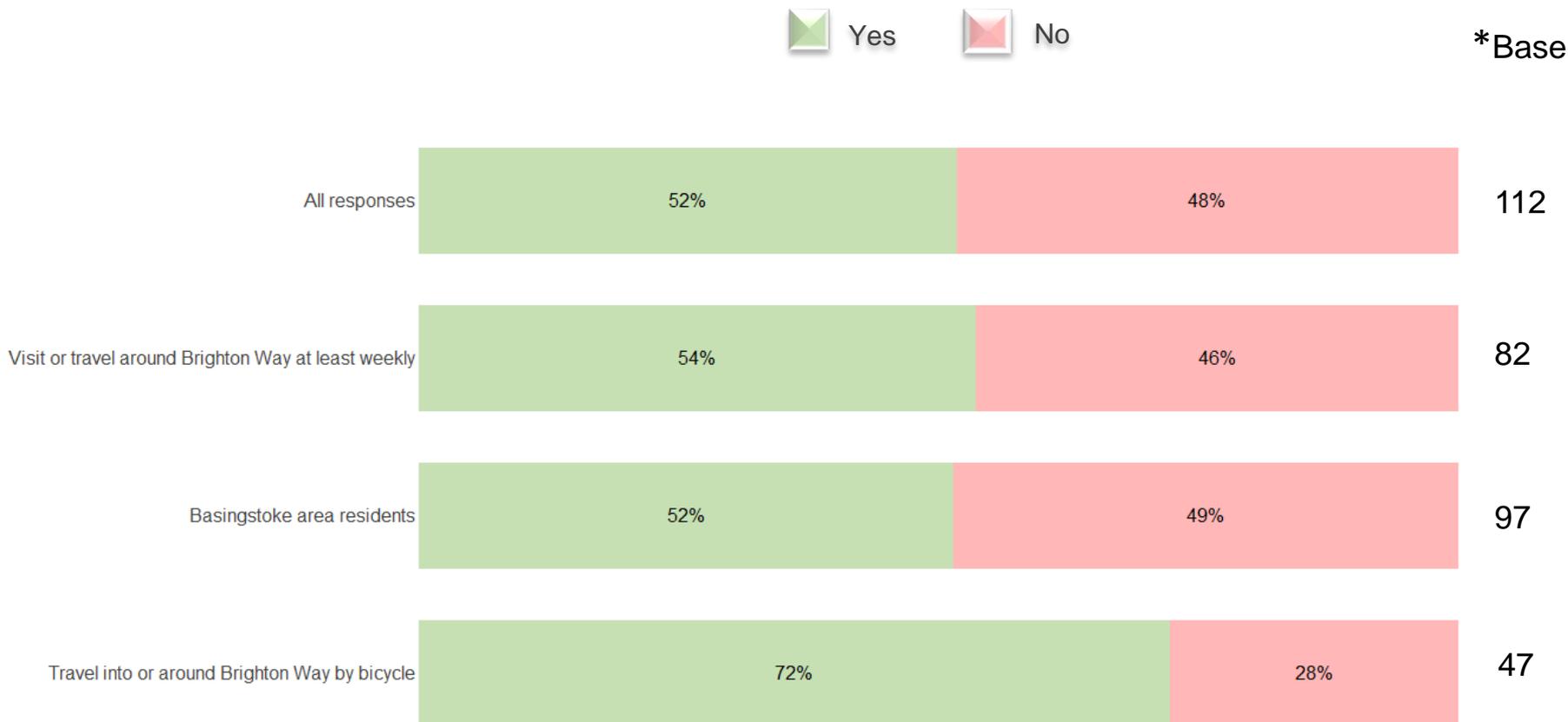
Why do you feel that Brighton Way is unsafe?

(Multi code, asked to respondents who claimed the area is 'quite unpleasant' or 'very unpleasant' when travelling along Brighton Way base: 30)

- **70%** - Too much traffic
- **67%** - Speed of traffic
- **50%** - Poor quality surfaces
- **33%** - Lack of road crossings
- **27%** - Narrow pavements
- **20%** - Insufficient lighting
- **7%** - Too many other people
- **7%** - Hard for disable users
- **7%** - Other reason(s)

Brighton Way Cycle Route Proposal Responses

Thinking about the last six months, have you taken short journeys (of up to five miles) using Active Travel that you would have normally taken via private vehicles?



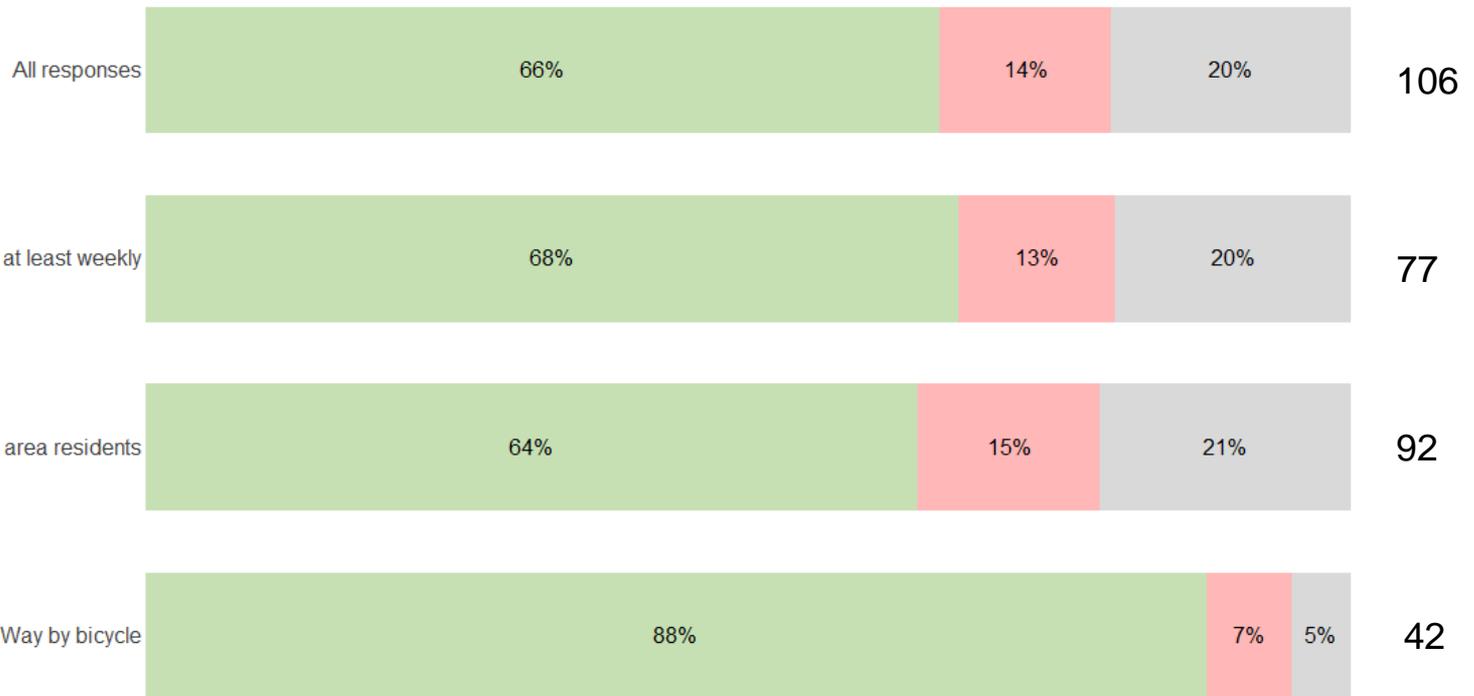
* Number of respondents

Brighton Way Cycle Route Proposal Responses

Do you think that developments to increase Active Travel would benefit your local area?

 Yes  No  Not sure

*Base



* Number of respondents

Respondents' views on other potential Active Travel measures

If further funding became available, what other Active Travel measures do you think should be considered as a priority along Brighton Way?

(Multi-code, respondents could select up to three options, base: 98)



36%

Reallocating road space from motor vehicles to improve walking and cycling



35%

More space for people to walk



32%

Improve Street Lighting

- **30%** - Reducing traffic speeds
- **29%** - Creating new pedestrian crossings
- **24%** - Creating new cycle crossing points
- **21%** - Reducing speeds on local residential roads
- **15%** - Reducing on-street parking to improve walking and cycling facilities (retaining disabled parking provision)
- **12%** - Closing streets outside local schools to cars during drop-off and pick-up times
- **12%** - Reducing / restricting through-traffic on local residential streets
- **16%** - Reducing the amount of on-street parking to improve walking and cycling facilities (retaining disabled parking provision)
- **9%** - Provide more cycle parking spaces
- **8%** - Install better signage

FURTHER COMMENTS AND SUGGESTIONS

Further comments and suggestions:

52 responses were made to the request for further comments and suggestions, summarised below:

- Seven responses mentioning creating more footpaths along Brighton Way or the surrounding area, including Hatch Warren roundabout, Sullivan Road, Gershwin Way Sullivan Road, Brahms Close, Beethoven Road and Pack Lane.
- Six responses mentioning suggestions for making sure that the cycle path is used properly and is well differentiated from the footpath.
- Six responses mentioning retaining the underpasses and improving access for pedestrians and cyclists from Brighton Hill roundabout.
- Four responses mentioning that they felt that the cycle path is too short or needs to be connected to a wider network of paths.

“I would suggest a Bylaw be implemented to enforce cyclists to use cycle path if there is one present, as a cyclist and car driver it always amazes me cyclists ride along the road immediately alongside the cycle paths currently provided and I feel this will not change just because a new short length of path is implemented”.

“Add pavements where missing: Brighton Way should have pavements on both sides for its entire length. But for some sections, there is not even a pavement/footpath on one side”.

Further comments and suggestions:

- Four responses mentioning that the cycle path would not get used enough or would not get used enough to justify the spending.
- Four comments related to parking.
- Three responses questioning whether the proposed cycle path is wide enough.
- Two responses mentioning that the cycle path should be a dedicated cycle path along the road.
- Two comments about the need to cut back hedges, whilst there was one mention that the foliage helps to protect homes from noise.
- Other individual comments included educating car drivers, clearing cycle paths of debris and access from the school / football ground.

“More parking bays and charging points”.

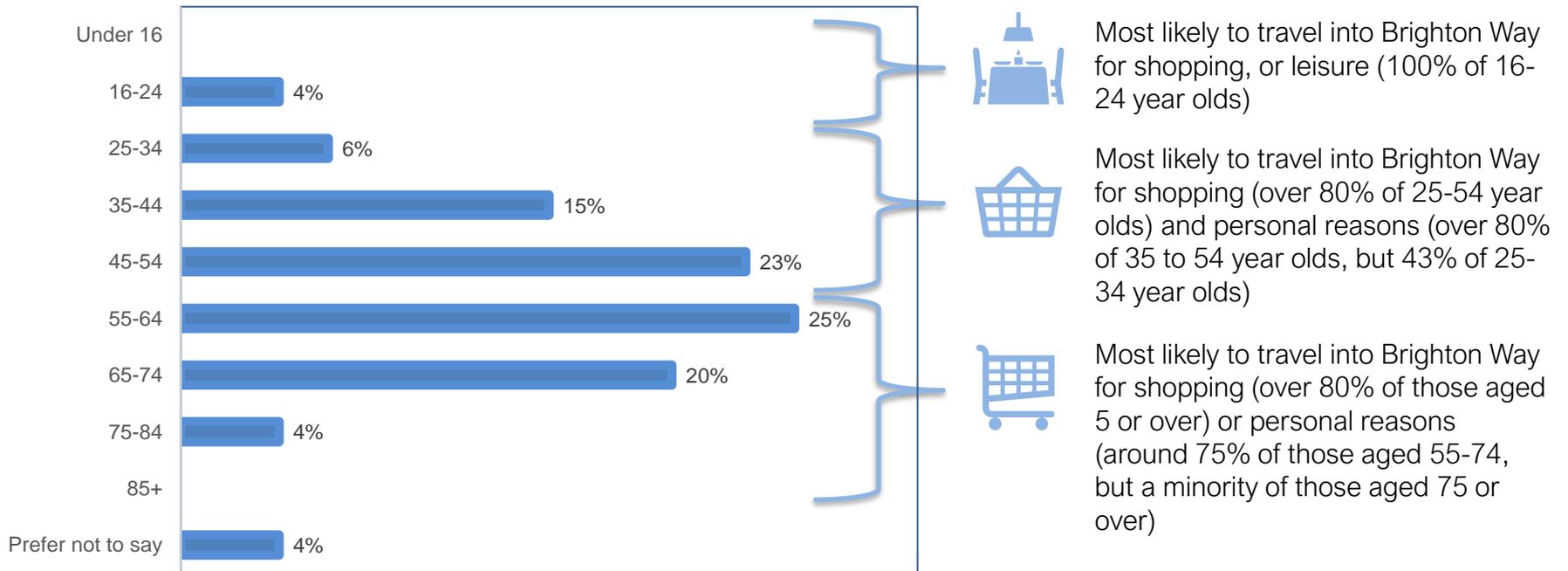
“This section is too short to make any real impact. Once at the Brighton hill r/about then options are limited. To cycle into town for example you would have to travel along the A30 to Cranbourne then to QMC or Cranbourne College then on into town. None of these routes have dedicated cycle ways”.

“Although cycle paths are useful for many there will always be those who will not use them, preferring to use the main roads or even pavements...There are still too many areas on Brighton Hill with minimal or non-existent paved footpaths”.

ABOUT YOU

Brighton Way Cycle Route - demographics

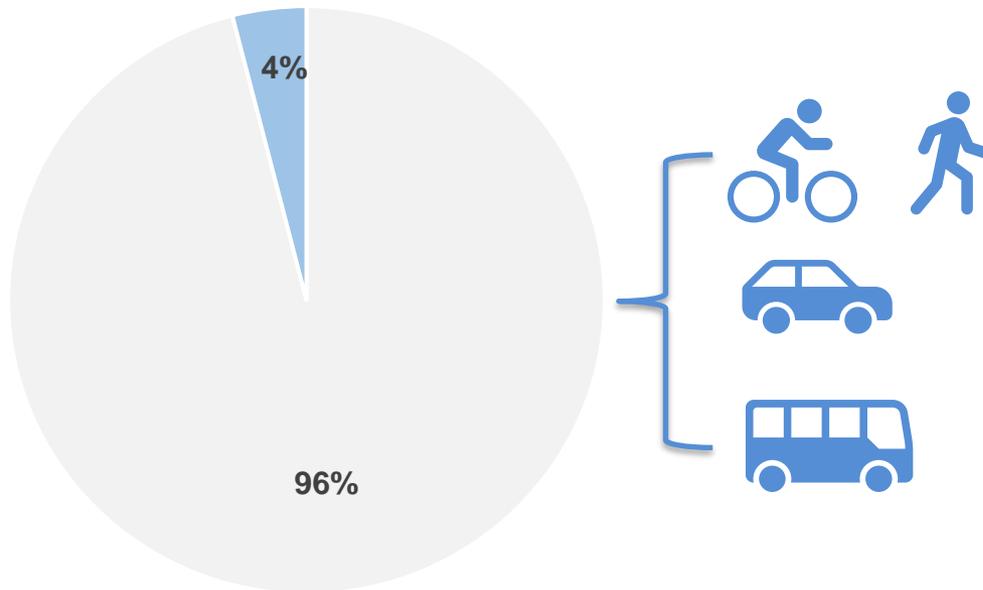
There was a strong representation from respondents aged 55 or over, making up half of all responses. There were no responses from those aged under 16 or over 84 years.



Brighton Way Cycle Route - demographics

Almost all respondents (96%) lived in the Basingstoke area, most of whom plan to travel around Brighton Way by active travel and/or car after COVID-19 restrictions are lifted (base 103).

Where do you live?



■ In the Basingstoke area ■ Outside the Basingstoke area

81% expect to travel by active travel post-COVID (by foot, bicycle, wheelchair, mobility scooter), including 44% by bicycle

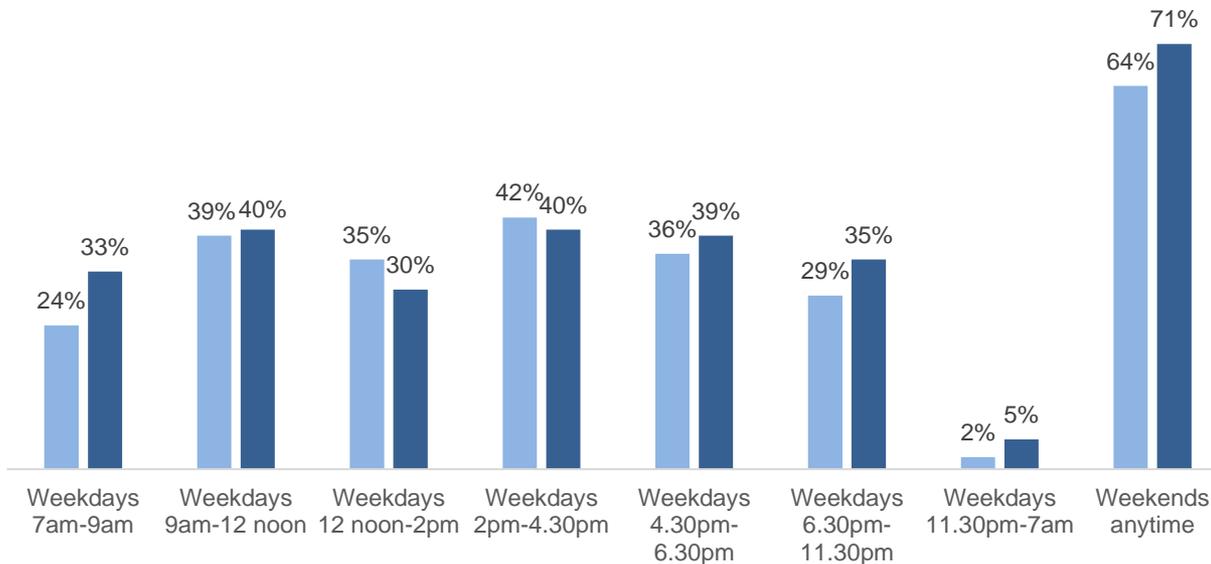
81% expect to travel by private vehicle post-COVID (car, motorcycle, van, HGV)

14% expect to travel by public transport post-COVID (bus, train, taxi, park and ride)

Brighton Way Cycle Route - demographics

70% of respondents expect to travel into Brighton Way at least weekly after the COVID-19 restrictions are lifted. Respondents were most likely to travel at weekends. On weekdays respondents are likely to travel into or around Brighton Way between 9am and midday, and between 2pm and 6:30pm.

Time of travel into or around Brighton Way



- Currently travel into or around North Camp (Base: 110)
- Expect to travel into or around North Camp, after the COVID-19 pandemic (Base: 102)

Respondents travelling into Brighton Way at least weekly

