
**ACTIVE TRAVEL FUND
EASTLEIGH TOWN CENTRE
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 scheme proposal within Eastleigh Town Centre.

Scheme Overview

The proposals seek to improve the temporary measures which closed the High Street and Market Street in June 2020 to support the UK government's strategy for social distancing in response to the COVID 19 Pandemic.

To continue to provide social distance needs and encourage more walking and cycling, the proposals would comprise better quality measures such as planters and removable bollards that can be kept in place for up to 18 months and which are more in keeping with Eastleigh Town centre.

Objectives of this scheme are to:

- Improve the temporary measures so they are more appropriate for Eastleigh town centre;
- Maintain access for those who need it;
- Enable social distancing;
- Support the economic recovery of the town centre;
- Reduce the need to travel short distances by car; and
- Reduce through traffic in the town centre.

Introduction

Active Travel scheme proposal within Eastleigh Town Centre.

Key features:

- Enhancements to existing measures which support the temporary closure of the High Street, Market Street and a short section of Wells Place to vehicles for up to 18 months using planters, removable bollards and signing;
- Access limited to cyclists and authorised access e.g funeral and wedding operations;
- Increase disabled parking bays across the town centre by 3 to a total of 14 (the bays in High Street and Market Street will remain closed temporarily) :
 - Three additional dedicated spaces in the Hanns Way Car Park;
 - Repurposed a taxi rank on Mitchell Road providing up to four disabled parking spaces;
 - Disabled parking on Leigh Road for approx. 7 vehicles with a 3hr limit;
 - Improved layout of disabled parking bays in the Wells Road Car Park.

Potential Benefits:

- Additional space for pedestrians and cyclists to socially distance and pass one other;
- Encourages more walking and cycling;
- More people walking and cycling is good for people's physical and mental health and the environment;
- Supports the reopening of businesses allowing more outdoor space to be used;
- Improved public realm in the town centre;
- More disabled parking spaces overall
- Reduction in car trips through the town centre area helping to improve air quality, reduce noise and congestion levels;

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 Eastleigh Town Centre area; and
- Residents' and Stakeholders' views on potential changes to increase walking and cycling as part of the Active Travel Fund.

Consultation methodology

Hampshire County Council carried out an **open feedback exercise** to gather residents' and stakeholders' views.

The consultation ran from **Monday 22 February 2021 to Sunday 21 March 2021** (consultation and engagement took place during the COVID-19 pandemic when national lockdown restrictions applied).

The survey letter was posted to 547 residents and 336 businesses.

Consultation response

In total, **364** responses were submitted via the consultation response form, either online or on paper.

Of those who specified, **347** responses were from individuals, **12** on behalf of an organisation, group or business and **one** was from a democratically elected representative.

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

Summary of key findings

The Eastleigh scheme includes the closure of the High Street and Market Street with barriers currently used at the entrances to the closure.

Consultation results were very favourable and there is clearly a wish from local residents for this scheme to become permanent eventually.

A letter was sent to 547 residents and 336 businesses. In total, 364 responses were submitted via the consultation responses either on-line or on paper.

Of those 63% were in favour with replacing the barriers with more attractive planters, 58% were in favour of retaining the current closures of both Market Street and High Street and a short section of Wells Place for a period of up to 18 months, and this increased to 69% from respondents of households with children under the age of 16 years old, and 70% in favour from respondents who accessed the town centre using active travel means.

Out of 12 Organisations, Groups or businesses that responded $\frac{3}{4}$ were not in favour of retaining the current closure of Market Street and High Street. And 10 didn't think the proposals would benefit the local area.

**ACTIVE TRAVEL FUND
EASTLEIGH TOWN CENTRE
PROPOSED SCHEME
HIGH LEVEL FIGURES**

High Level Figures for this Scheme Proposal

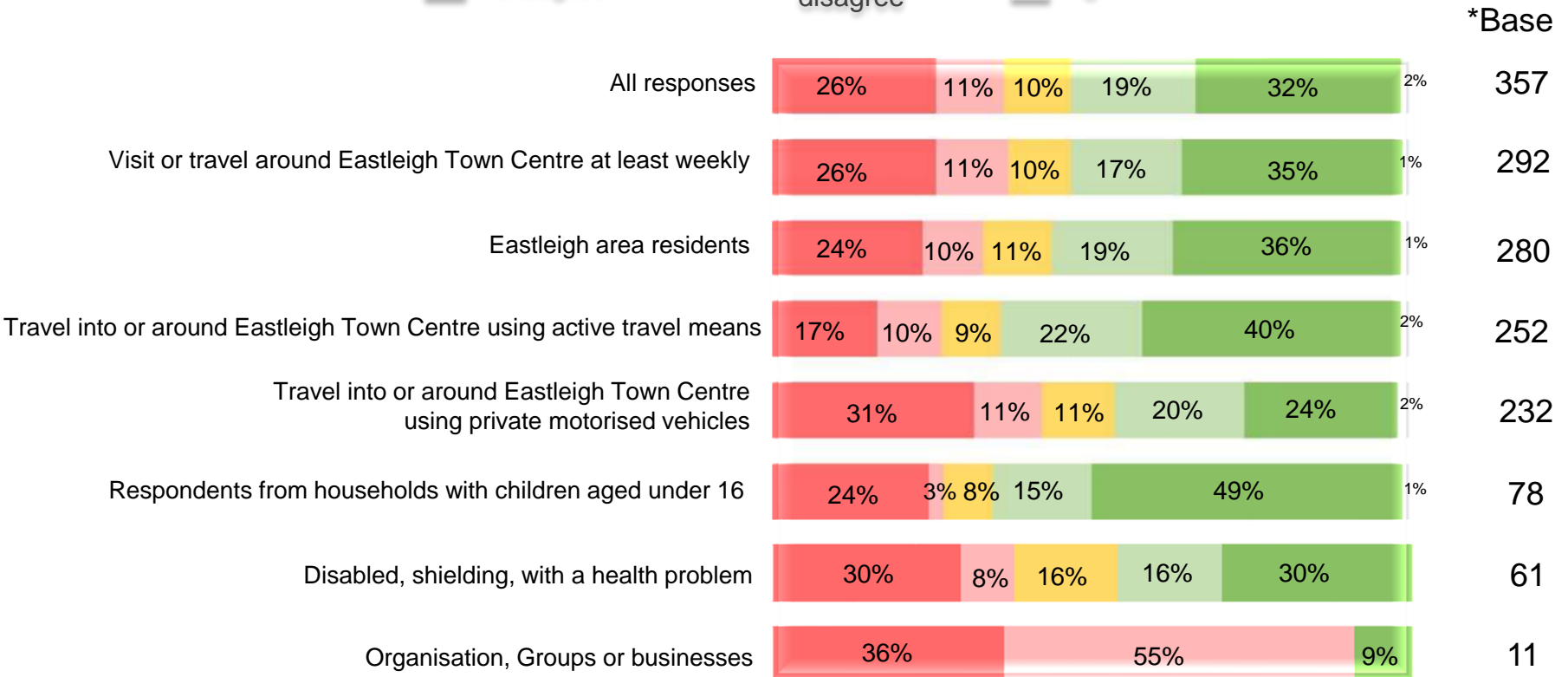


Do you think that the proposals benefit the local area?	51%	37%	10%	2%
Do you think that the proposals support social distancing?	56%	27%	16%	1%
Replace the red and white barriers with attractive planters and removable bollards	63%	30%	7%	1%
Retain the current closure of the High Street, Market Street and a short section of Wells Place for an extended period of up to 18 months	58%	36%	4%	2%

ACTIVE TRAVEL FUND
EASTLEIGH TOWN CENTRE
PROPOSED SCHEME
FEEDBACK

Eastleigh Town Centre Proposal Responses

Do you think that the proposals benefit the local area?



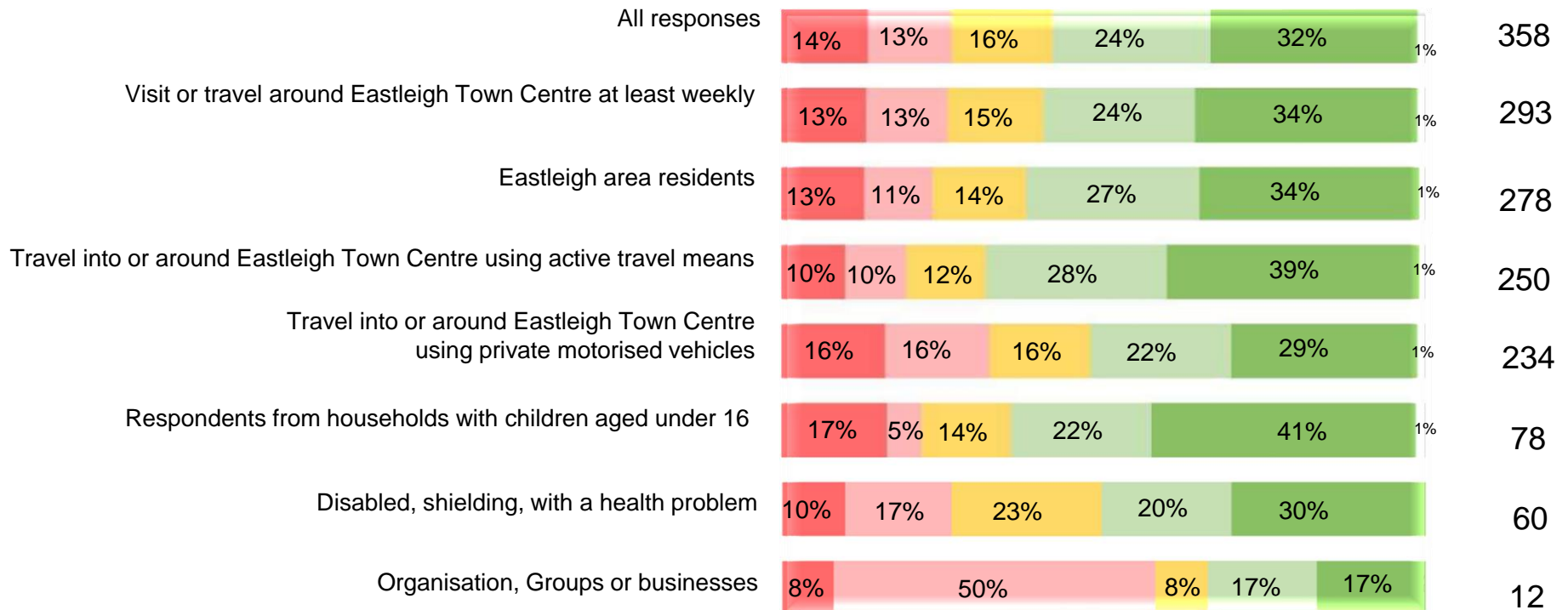
* Number of respondents

Eastleigh Town Centre Proposal Responses

Do you think that the proposals support social distancing?



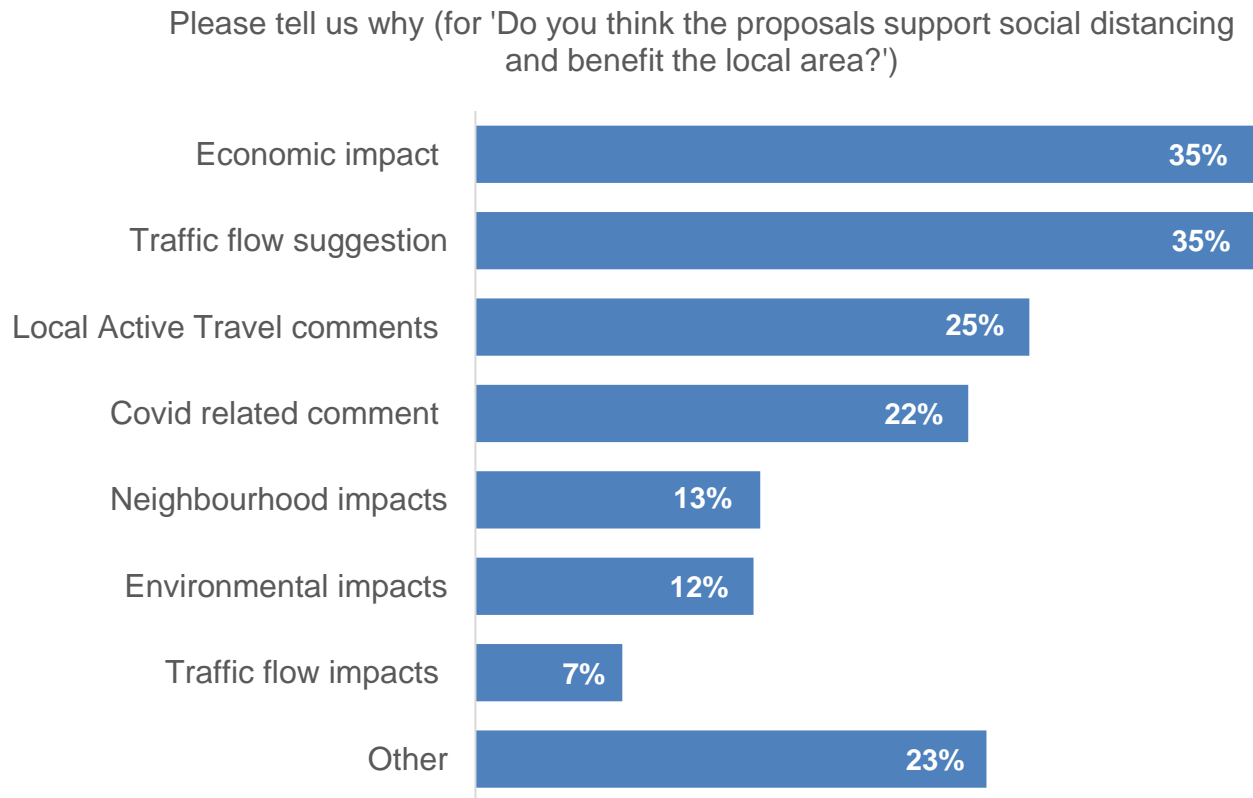
*Base



* Number of respondents

Eastleigh Town Centre Proposal Responses

Respondents were asked to comment on why the proposals for Eastleigh Town Centre would support social distancing and benefit the local area. The chart below shows the key themes mentioned by those respondents who chose to comment.



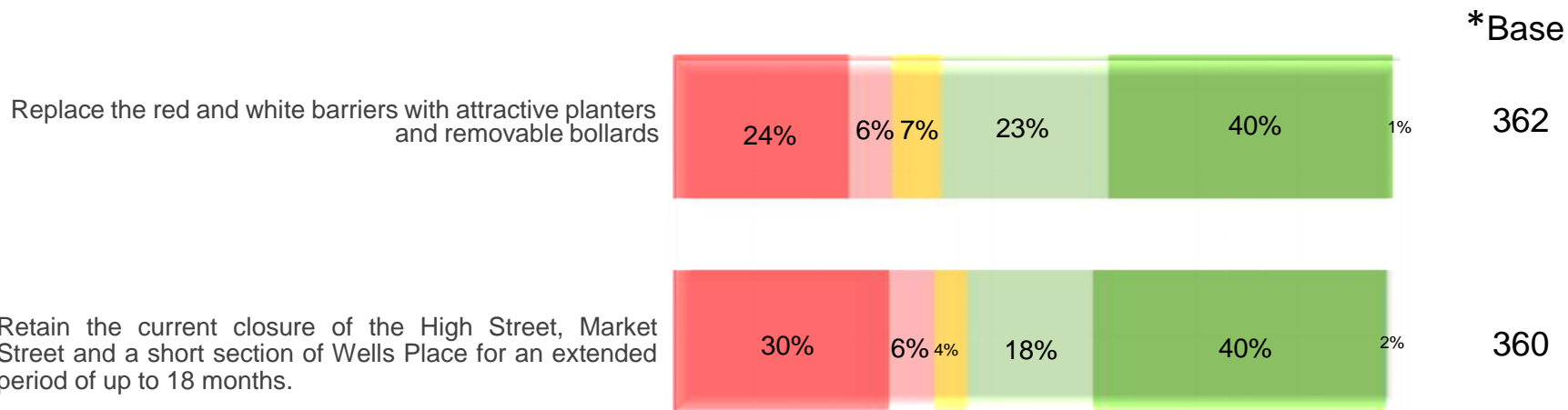
(Quantified verbatim multi-code of 261 comments).

Eastleigh Town Centre Proposal Responses

- Around two thirds of comments (35%) related to an economic impact on Eastleigh Town Centre. More specifically respondents mentioned a negative impact on businesses with less access (22%) as well as it disincentivising travel into Eastleigh (8%). However 7% of mentions thought that it would be good for businesses with improved outdoor space.
- A further two thirds of comments (35%) made traffic flow suggestions. 15% of these mentioned that they agreed with the proposal, whilst 9% disagreed with any road closures and 5% said that there is no need for improvements or that there was enough space already.
- One quarter of comments (25%) related to local active travel with the majority of these comments (20%) stating that the proposals will positively impact safety for pedestrians.
- 22% of comments mentioned a Covid related reason, including that proposals will help with social distancing (15%).
- Neighbourhood impacts were mentioned in 13% of comments, with 11% of these specifying that proposals will make the area look more attractive.
- 12% of comments referenced environmental impacts. 8% mentioned that the proposals would contribute to less pollution or be better for the environment and 5% talked about better air quality.
- 7% of comments mentioned that the proposals could impact traffic flow with 4% stating that they could impact elderly or disabled access and 1% the ability to make/receive deliveries
- 23% of comments mentioned something other than the key themes mentioned above, including concerns that the proposal is a waste of resources/money (7%) and that there should be more space for outdoor dining for bars and restaurants (5%).

Eastleigh Town Centre Proposal Responses

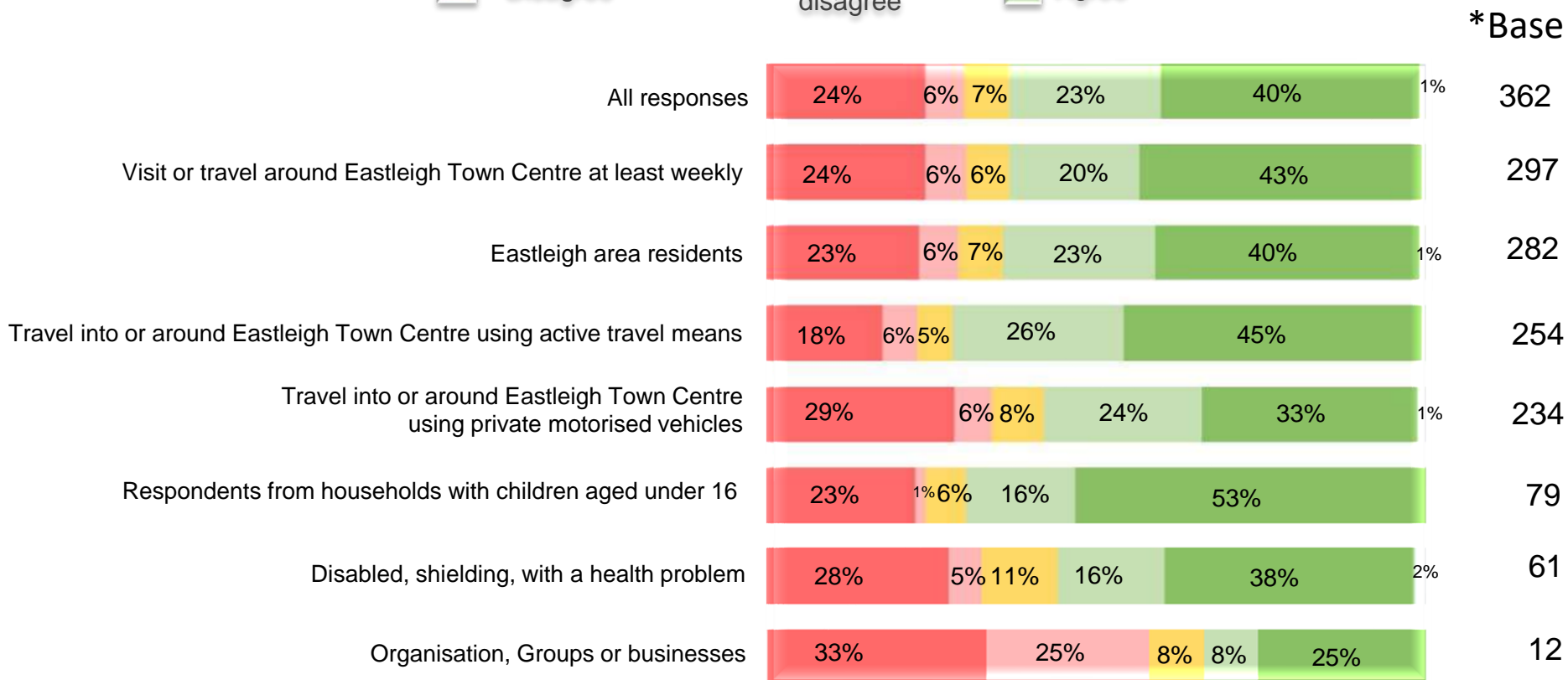
Do you agree or disagree with the proposed changes?



* Number of respondents

Eastleigh Town Centre Proposal Responses

Replace the red and white barriers with attractive planters and removable bollards?



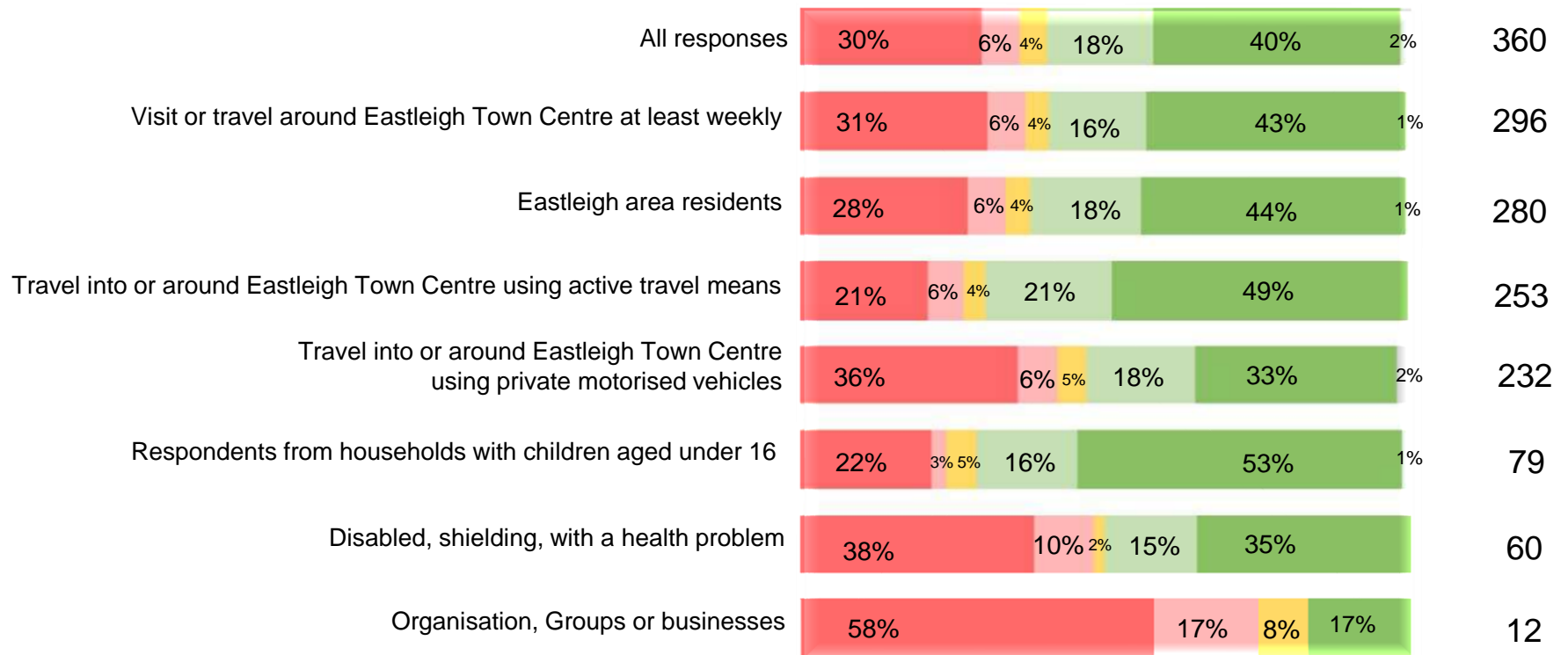
* Number of respondents

Eastleigh Town Centre Proposal Responses

Retain the current closure of the High Street, Market Street and a short section of Wells Place for an extended period of up to 18 months?



*Base



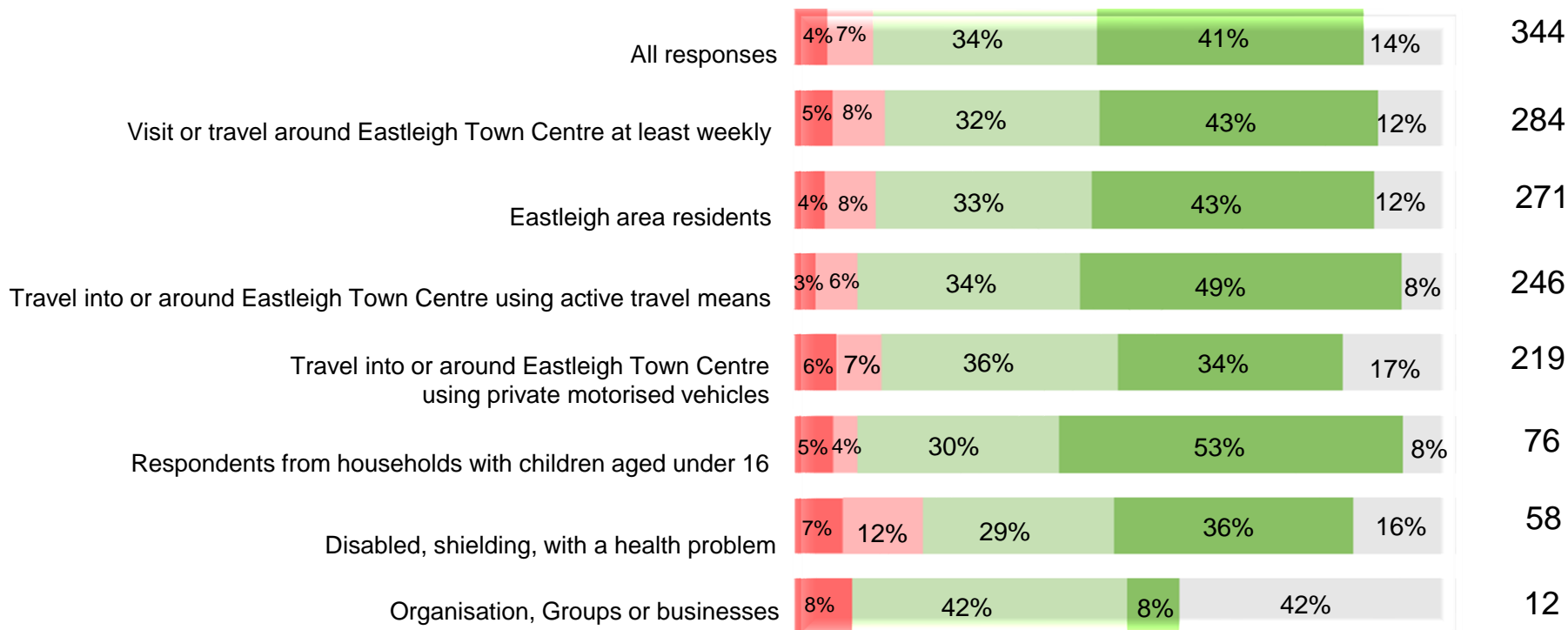
* Number of respondents

Eastleigh Town Centre Proposal Responses

With the temporary closure in place, how safe do you feel using High Street, Market Street and a short section of Wells Place is for walking and cycling?

■ Very unsafe
 ■ Unsafe
 ■ Safe
 ■ Very safe
 ■ Not sure

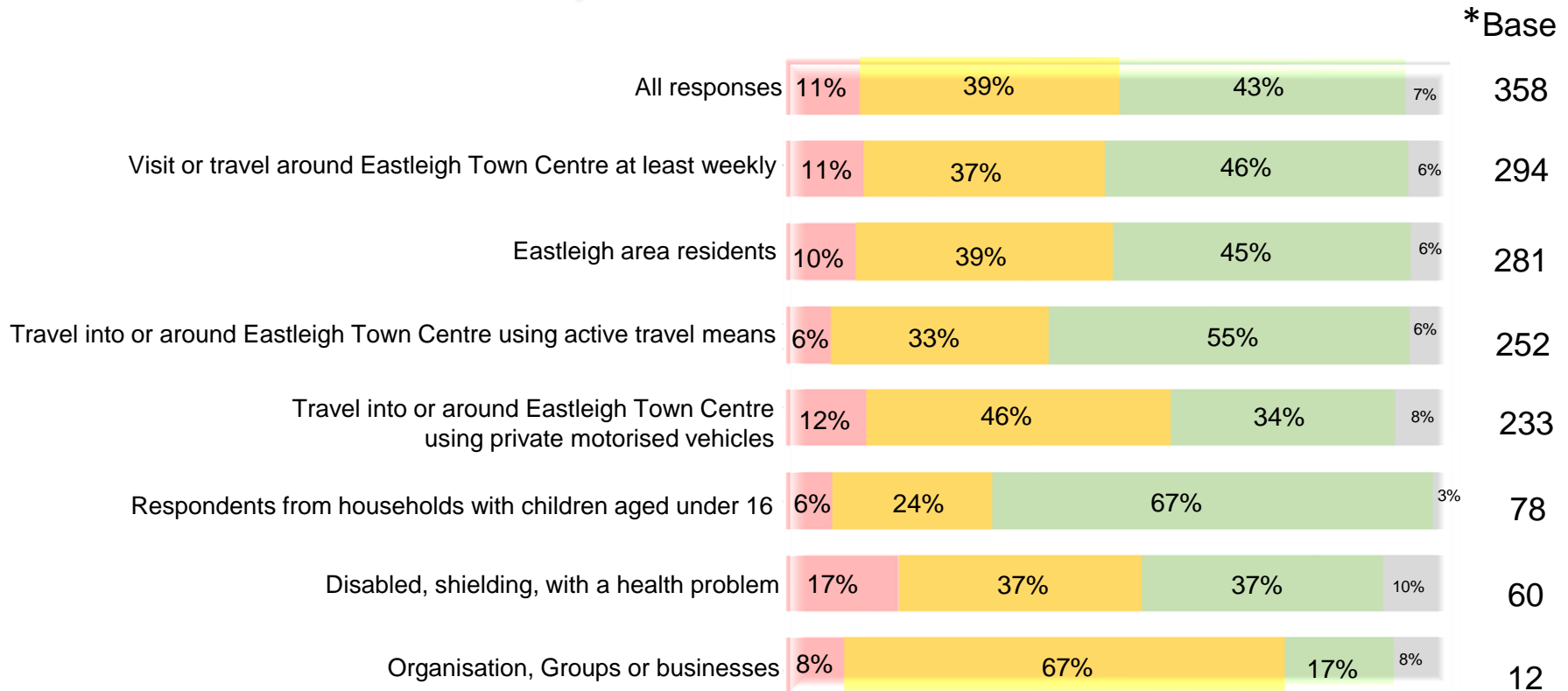
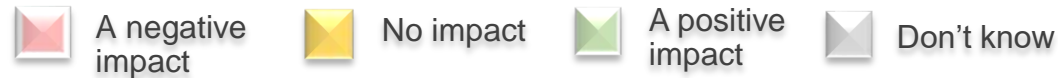
*Base



* Number of respondents

Eastleigh Town Centre Proposal Responses

What impact do the enhancement measures have in terms of Active Travel?

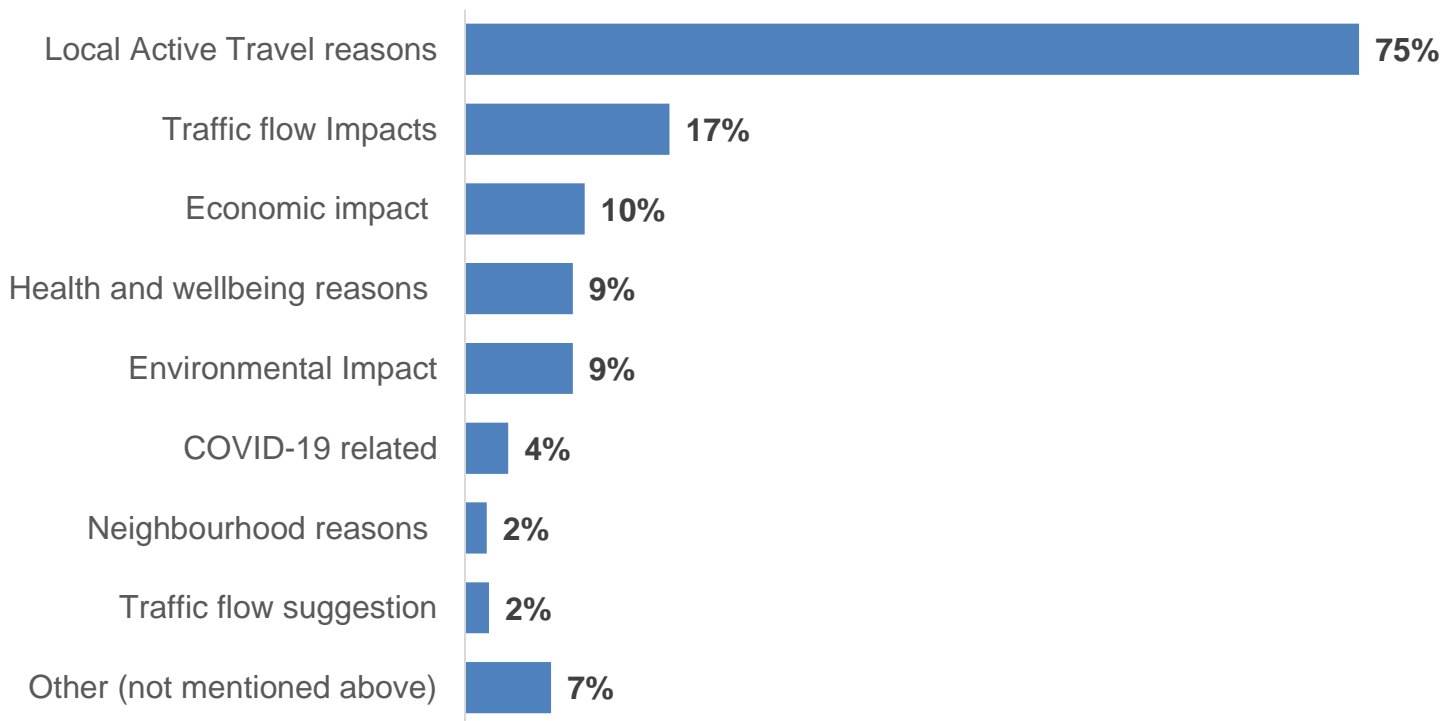


* Number of respondents

Eastleigh Town Centre Proposal Responses

Respondents were asked to comment on the impact of the proposals on Active Travel. The chart below shows the key themes mentioned by those respondents who chose to comment.

Please tell us why (for 'What impact does the enhancement measures have in terms of Active Travel - e.g. walking and cycling?')



(Quantified verbatim multi-code of 112 comments).

Eastleigh Town Centre Proposal Responses

- As might be expected, three quarters (75%) of comments mentioned an Active Travel impact. These included 44% of comments mentioning that Active Travel would be encouraged if the proposals were implemented, 18% saying that it would be safer to walk, 10% mentioning that the pavements would be wider/have more space and 9% saying that Active Travel would be safer with children.
- 17% of comments mentioned a traffic flow impact, specifically 7% said that there would be less vehicle traffic, 6% that parking availability would be affected with people having to park further away and 4% that it would be difficult for the less physically able.
- 10% of comments mentioned an economic impact, specifically that the lack of through traffic could have an impact on local businesses (9%).
- 9% of comments detailed a health and wellbeing impact, including that the area would be more enjoyable (3%) and healthier (3%).
- Environmental impacts were mentioned in 9% of comments, including less air pollution (7%) and less noise (2%).
- 4% of comments gave a Covid related reason – 3% of these mentioned that the proposals would allow for social distancing.
- 2% of comments stated a neighbourhood impact with all of these comments mentioning better accessibility to facilities or services (2%).
- 2% of comments made a suggestion for traffic flow improvements.
- 7% of comments mentioned something other than the key themes mentioned above these comments included 5% that expressed concern about the town centre in general.

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 in Eastleigh?

(Multi-code, respondents could select up to three options, base: 309)



48%

More outdoor retail and café spaces



44%

Provide a permanent pedestrianisation scheme



40%

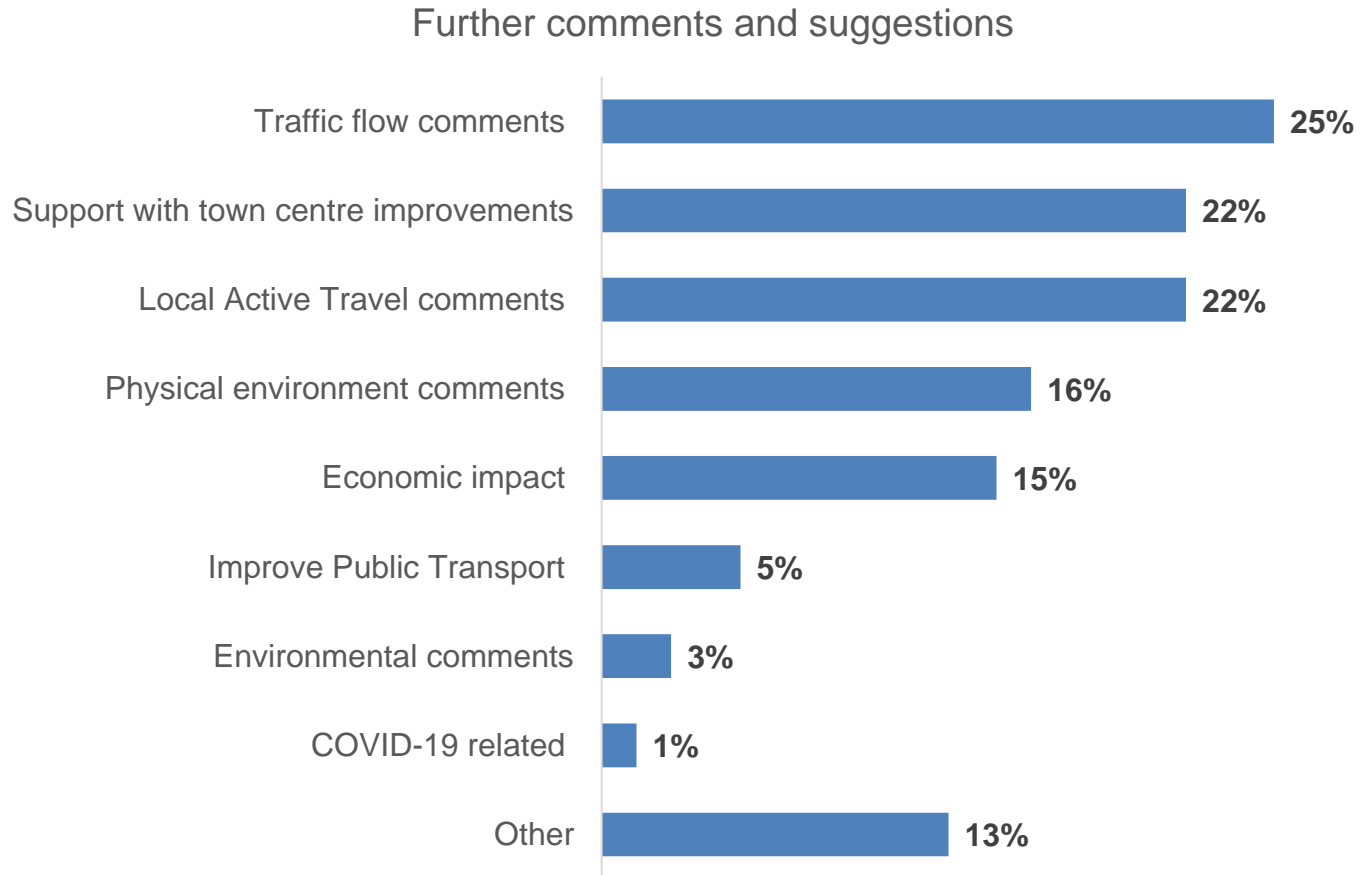
More places for people to sit and rest

- **28%** - More green spaces and planting
- **26%** - More spaces for people to walk – eg, footways where widths allow
- **26%** - Providing more cycle routes
- **14%** - More cycle parking spaces
- **12%** - More space for public events
- **9%** - More loading bay spaces

FURTHER COMMENTS AND SUGGESTIONS

Further comments and suggestions:

Respondents were asked for any further suggestions or comments on the proposals for Eastleigh that they would like taken into consideration. The chart below shows the key themes mentioned by those respondents who chose to comment.



(Quantified verbatim multi-code of 156 comments).

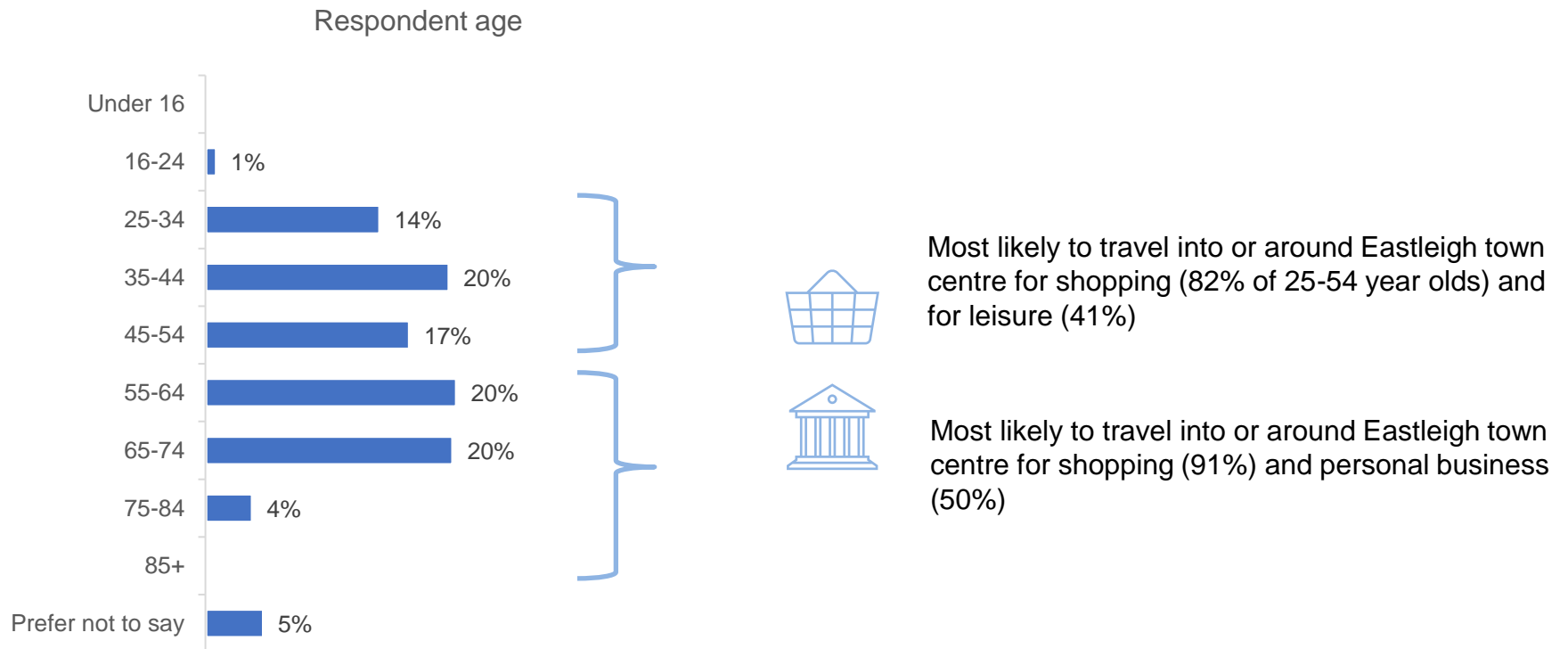
Further comments and suggestions:

- One quarter (25%) of comments were further suggestions or comments relating to traffic flow. 10% of these were about adding more parking or making changes to parking and 6% mentioned that the current temporary changes make accessibility for the elderly or disabled difficult.
- 22% of comments mentioned needing to support town centre improvements. These comments frequently referred to regenerating the town centre and encouraging more shops or events.
- A further 22% of comments related to Active Travel, with 8% suggesting improvements to paths, 5% more cycling provision and 5% more pedestrianisation.
- 16% of comments related to the physical environment, including improving roads (8%), having more outdoor entertainment/dining (7%) and improving street furniture (3%).
- 15% of comments expressed concern about the proposals having a negative economic impact on the area.
- 5% of comments suggested improving public transport, specifically free buses / trams (2%).
- Comments relating to the environment were made in 3% of comments, including improving pollution and encouraging electric car use.
- 1% of comments were Covid related and 7% of comments were 'other' comments that did not fit into the key theme described above.

ABOUT YOU

Eastleigh Town Centre Proposal Responses - demographics

Responses came from across different age groups. Respondents travel into or around Eastleigh town centre for a range of purposes, particularly to go shopping, carry out personal business (such as visiting the bank or hairdresser) and for leisure.

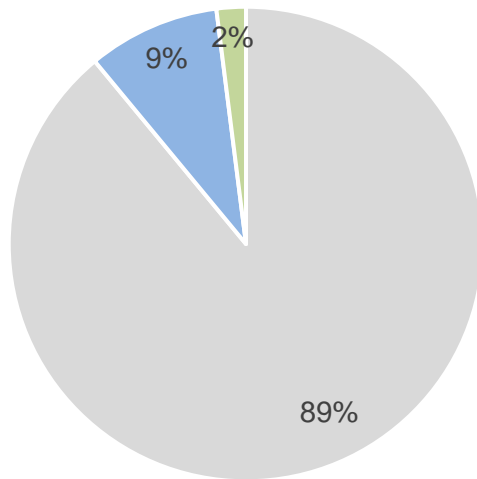


Among respondents, 92% were 'white', 2% were 'mixed/multiple ethnic groups', 1% were 3% were 'Asian/Asian British', 1% were an 'other ethnic group', and 5% declined to say.

Eastleigh Town Centre Proposal Responses - demographics

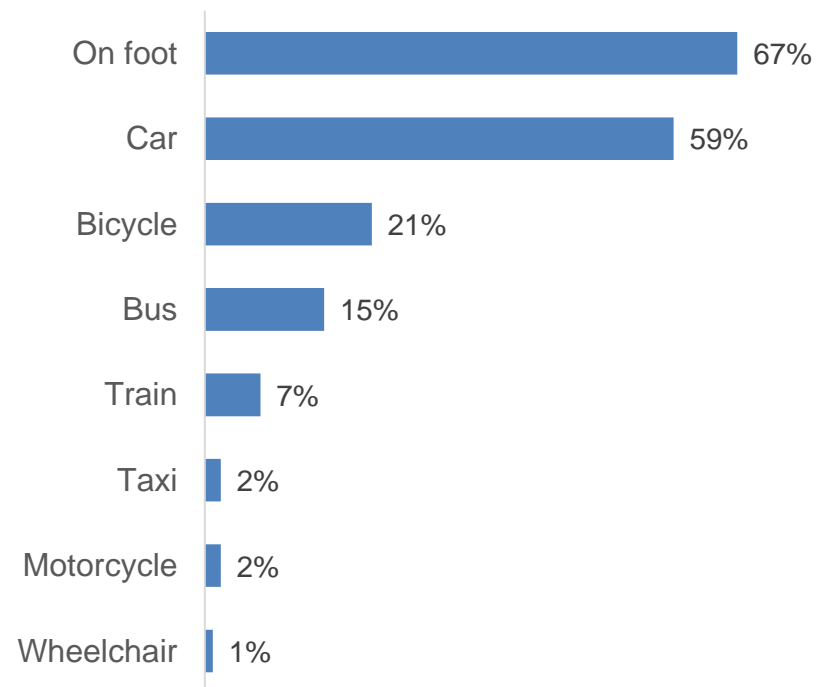
Almost nine in ten respondents (89%) lived in the Eastleigh area. Following the Covid-19 pandemic, two thirds of respondents expect to travel into and around Eastleigh on foot, reflecting the large proportion of respondents that live in the area. More than half (59%) expect to use the car, and a fifth (21%) to cycle.

Where do you live?



- In the Eastleigh area
- Outside the Eastleigh area
- Prefer not to say

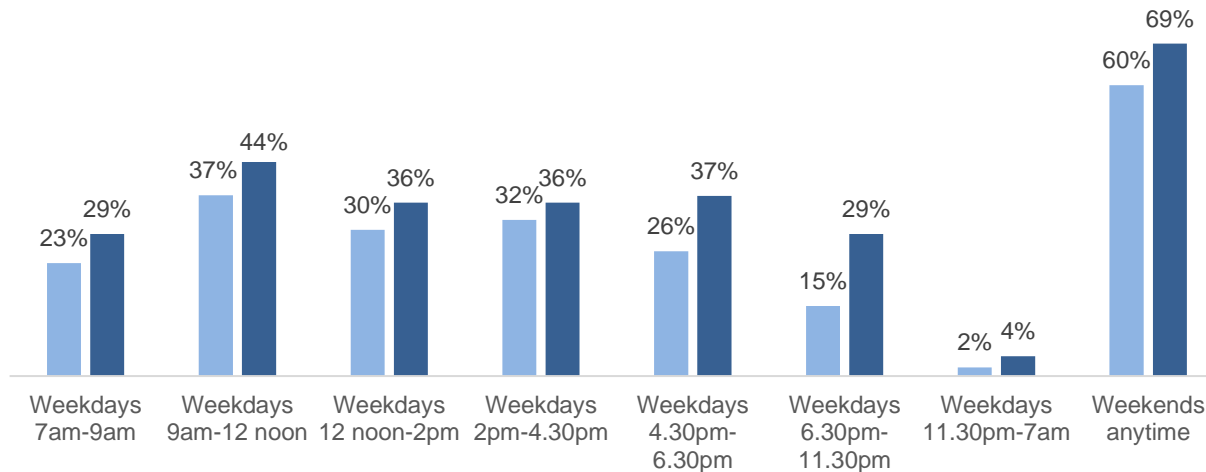
How do you expect to travel into and around Eastleigh town centre post-Covid?



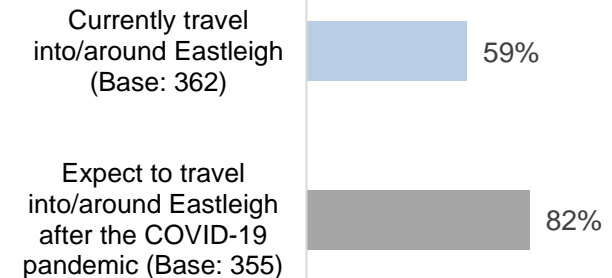
Eastleigh Town Centre Proposal Responses - demographics

Around four fifths of respondents (82%) expect to travel into/around Eastleigh town centre at least weekly after the COVID-19 restrictions are lifted. Respondents are most likely to travel at weekends; during the week they are most likely to travel between 9am and midday.

Time of travel into or around Eastleigh town centre



Respondents travelling into or around Eastleigh town centre at least weekly



- Currently travel into or around Eastleigh town centre (base: 337)
- Expect to travel into or around Eastleigh town centre after the COVID-19 pandemic (Base: 343)