

Hampshire
2050

New Street, Basingstoke Proposals Report

Image from Hampshire County Council

Key findings

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Over half of respondents who use bus service 1 rated it positively for reliability (55%), journey times (52%) seat availability (61%) and frequency (56%). Punctuality was rated as good by 45% of respondents – more than double the 21% who rated it as poor.



Over half of respondents who use bus service 3 rated journey time (54%) and seat availability (58%) as good. Views on punctuality were mixed: 32% rated it good, whilst 29% rated it poor.



Of the 45% of respondents who currently use the bus stops that will no longer be serviced by services 1 and 3 under the proposed changes, 20% said they would have to walk over 10 minutes to reach a new stop. This increased to 32% amongst people aged over 65 and 36% for those with mobility issues.



Around a quarter (24%) of current users of bus services 1 and 3 said they would use them less if the changes were made. This figure rose to 36% amongst people aged 65+ and 39% amongst those with mobility issues.



There were concerns that the proposed route changes would negatively impact older people, and people with mobility issues or disabilities, who rely on these services to access the ‘top of town’ and the stations, or to return to their retirement homes. Additionally, it was felt that the alternative bus services servicing these locations were not frequent enough.

Implications



Implications for communications

Some of the free text comments show that there was some misunderstanding around the changes to how service 1 and 3 buses would be operated in the future were the New Street bus lane scheme to be delivered.

A small number of respondents thought that inbound buses would no longer go via Basingstoke rail station – this is not the case as both service 1 and 3 buses will continue to serve the rail station on their way to the bus station as they do now.

Any future/ additional communication will need to make the details of the change to the service 1 and 3 route clearer so that respondents see that it is only the outbound bus route (towards Brighton Hill or South Ham) that would change.



Implications for implementation

Accessibility

Although people with disabilities and mobility issues are in the minority, they can be disproportionately impacted by their environment and how they need to navigate around it. Therefore, their requirements need to be given careful consideration.

Feedback to the proposals showed that some respondents feel that access to some parts of Basingstoke, e.g. 'top of town' (including Victoria Street), may be reduced, particularly for older people and people with disabilities. Although there are alternative bus services (4 and 11), these are seen as insufficiently frequent for these groups.

There were multiple references to the older people living in the retirement residences around New Street relying on public transport to return home from town, as this is an uphill journey that they are unable to make on foot.

Safety

One comment raised safety concerns about lone women catching late buses at Winton Square and Sarum Hill, where the alternative bus stops are planned should the proposals go ahead.

Introduction

New Street, Basingstoke Proposals



Background

Basingstoke bus services 1 and 3, which connect Brighton Hill and South Ham to Basingstoke Town Centre, often face delays due to congestion at Eastrop Roundabout and other busy junctions along New Road. These delays lead to unreliable journey times, making it harder for people to choose the bus as a convenient travel option.

As part of the Hampshire Bus Service Improvement Plan (BSIP), we are working to make bus travel more reliable, accessible, and attractive - supporting healthier, more sustainable ways of getting around. To help achieve this, Hampshire County Council is proposing to re-route bus services 1 and 3, which includes making changes to New Street.



The scheme

Hampshire County Council are proposing:

- A new southbound bus lane between Timberlake Road and Winchester Road to prioritise public transport and reduce delays.
- A new pedestrian crossing near Victoria Street, making it safer and easier for people to cross the road on foot or using mobility aids.
- Raised road surfaces and narrowed entrances at Joices Yard to slow traffic and create a more comfortable, people-friendly environment.

These changes aim to make New Street a place where walking, wheeling (using a wheelchair or mobility scooter), cycling, and public transport are safe, convenient, and appealing for everyone.

New Street, Basingstoke Proposals – aims and method



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 proposed development plans for New Street, Basingstoke and the re-routing of bus services 1 and 3. Specifically, this engagement exercise sought to understand:

- current use of bus services 1 and 3
- how the changes might impact current and future bus users
- views on the proposal to change the bus route and pedestrian facilities.



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.

The feedback form was available from 9 June to 3 August. To encourage people to complete the survey, respondents were able to register to enter a prize draw to win one of ten codes to redeem against the full cost of a Basingstoke 7 Day MegaRider bus ticket via the Stagecoach App.

The views expressed in this report came from responses to an open feedback form (available to anyone to complete) and written correspondence. 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.

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

Response summary



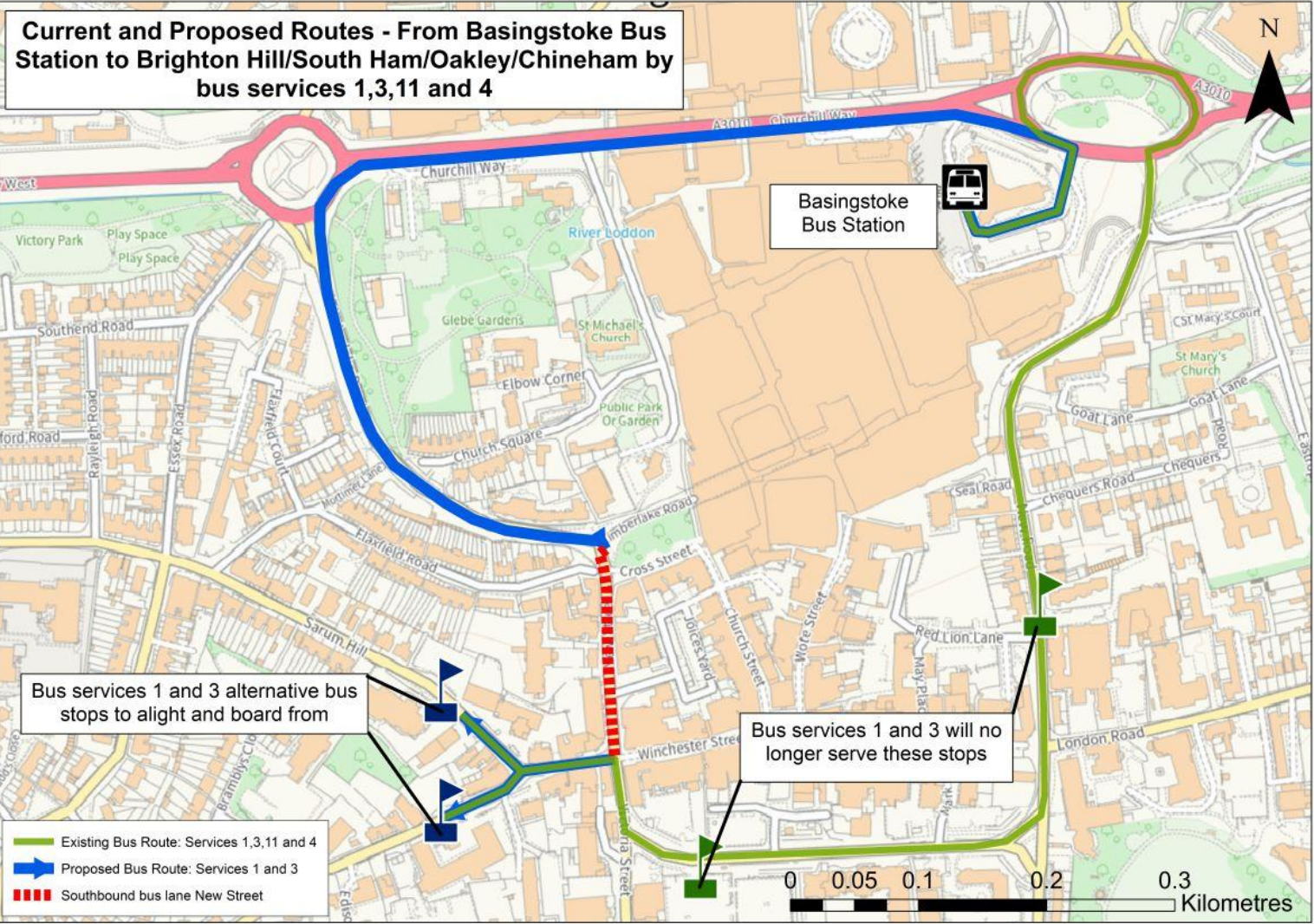
The scheme webpage had 1,963 views in June and 1,044 in July. 994 people viewed the information pack online, with 286 visitors reading it in-depth.



In total, 198 responses were submitted via the feedback form.






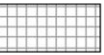




In addition, 5 unstructured responses were received by email. Commentary on these submissions can be found on slide 23.



Proposed bus route



Key

-  New hazard (corduroy) paving
-  New Pavement construction (narrow the entrance to Joices Yard)
-  Changes to kerbs to make it easier for pedestrians to cross car park entrances
-  New raised table crossing
-  Painted white road marking or symbol
-  New concrete kerbing
-  Highway boundary
-  Existing tree with fence surround to remain

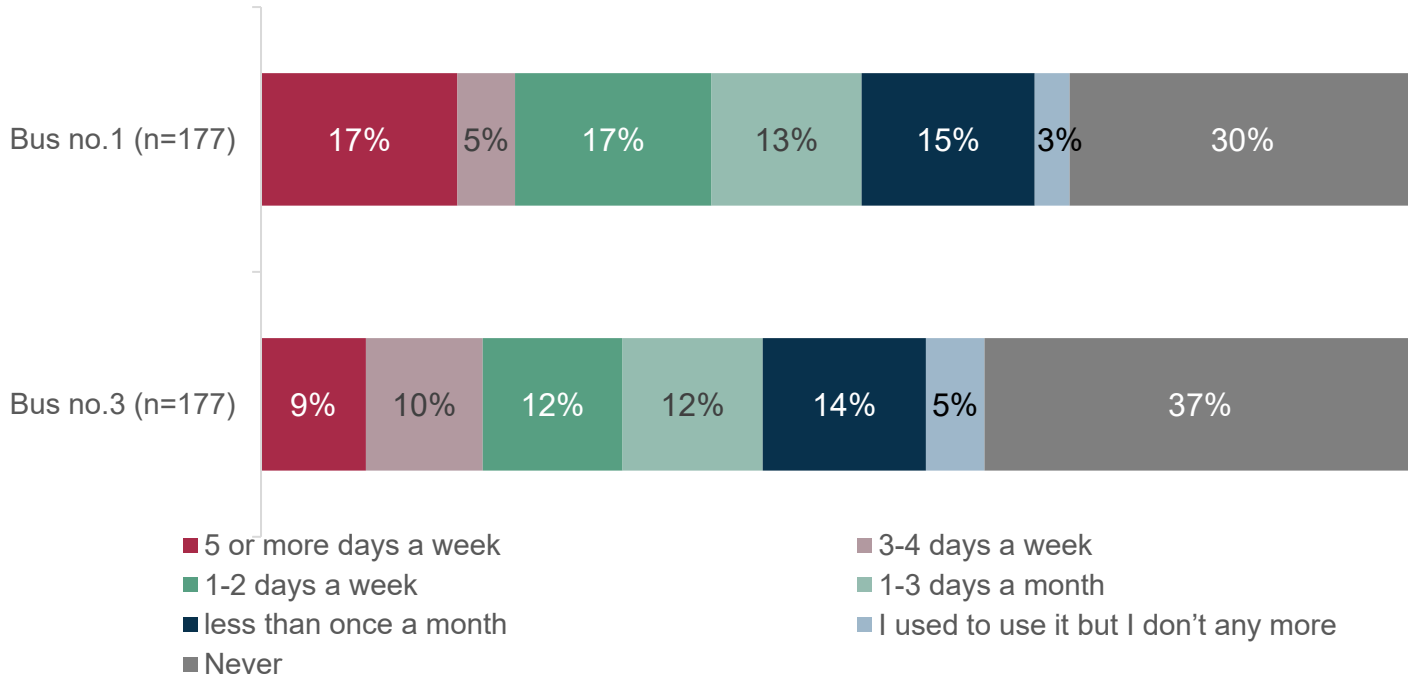
Proposals for Joices Yard

Detailed findings

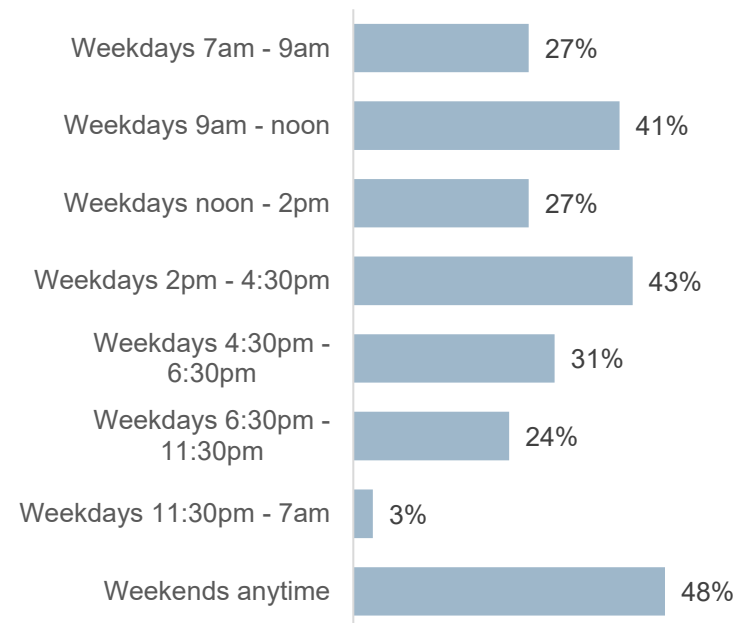
Bus use

67% of respondents currently use bus service 1, and 57% use service 3. Around a third are frequent[†] users of bus service 1 (39%) or service 3 (31%). Respondents had experience of travelling in the area at all times, but particularly weekdays 9am-noon(41%), Weekdays 2pm-4:30pm (43%) and at weekends (48%)

Bus use



Journey times in the area (n=143)

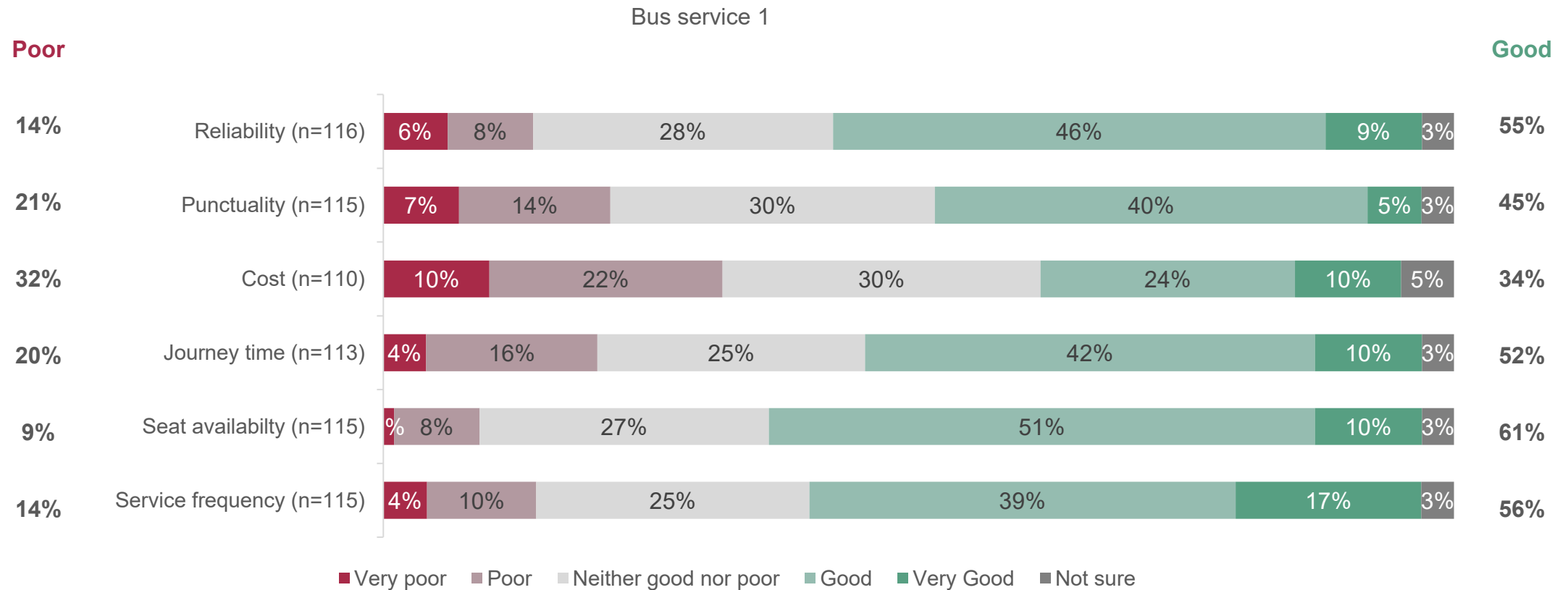


How often do you use the following bus services? When do you typically travel on bus services 1 or 3?

[†] at least once a week

Bus service 1

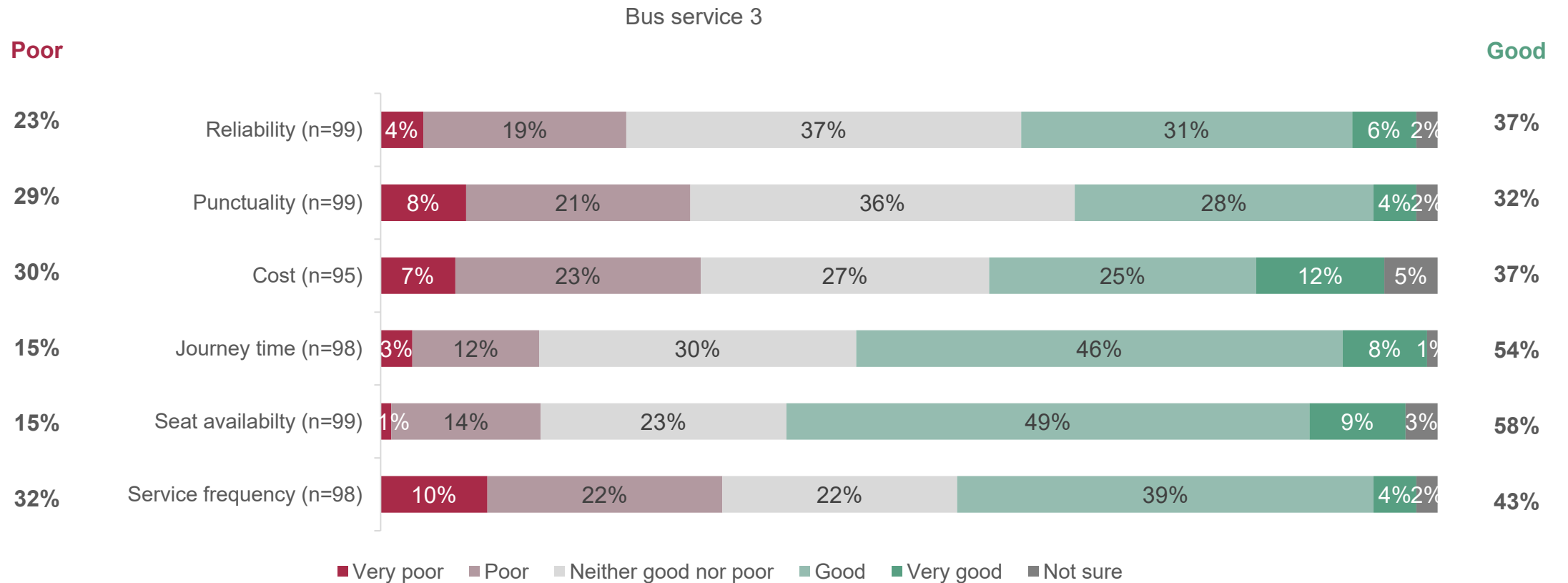
The majority of respondents who use bus service 1 rated it positively for reliability (55%), journey times (52%) seat availability (61%) and frequency (56%). Punctuality was rated as good by 45% of respondents – more than double the 21% who rated it as poor. Views on cost were mixed: 34% rated it good, 32% poor, and 30% neutral.



How would you currently rate the following for bus service 1?

Bus service 3

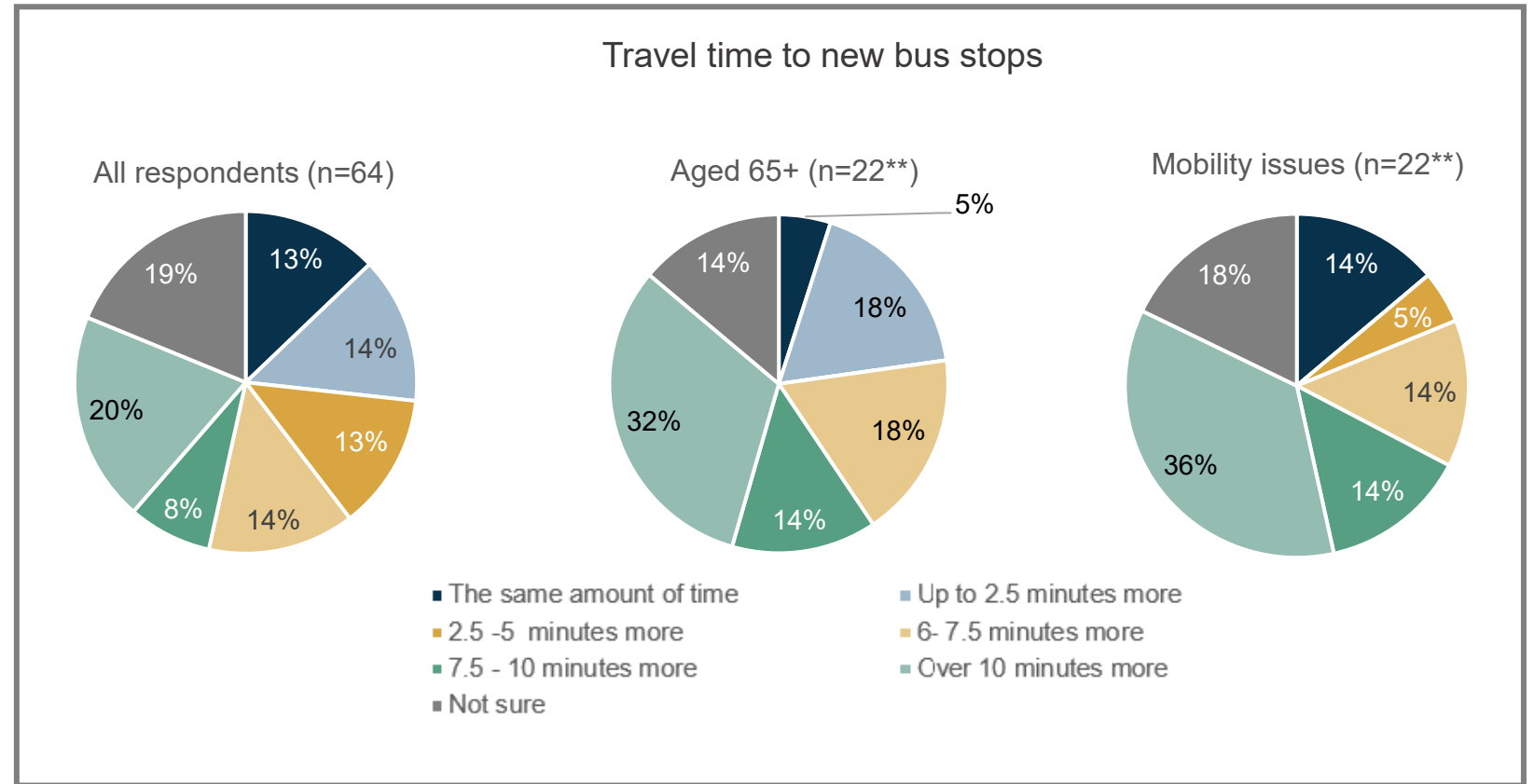
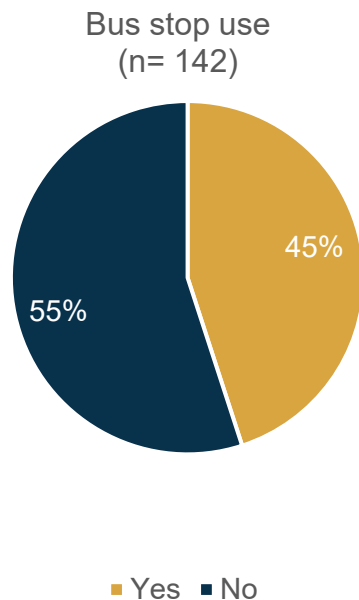
Over half of respondents who use bus service 3, rated journey time (54%) and seat availability (58%) as good. Views on punctuality were mixed: 32% rated it good, whilst 29% rated it poor.



How would you currently rate the following for bus service 3?

Bus stop location changes

45% of respondents currently use the bus stops that will no longer be serviced by the number 1 and 3 buses under the proposed changes. Of these, 20% said they would have to walk over 10 minutes to reach a new stop. This increased to 32% amongst people aged over 65 and 36% for those with mobility issues.

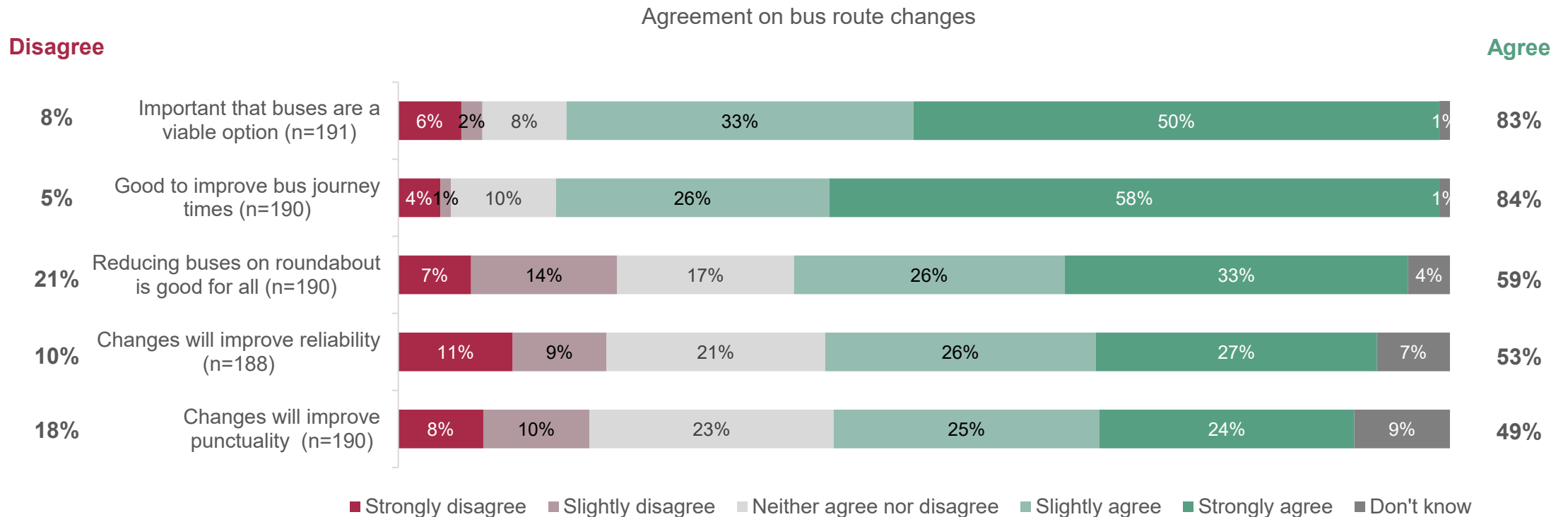


Do you ever get on or off the bus at either of the bus stops marked in green on the map above (where the bus will no longer call if the changes are made)?; If the bus route is changed, would it take you longer to travel to the new bus stops along the new route?

**** caution: very low base**

Agreement about bus route changes

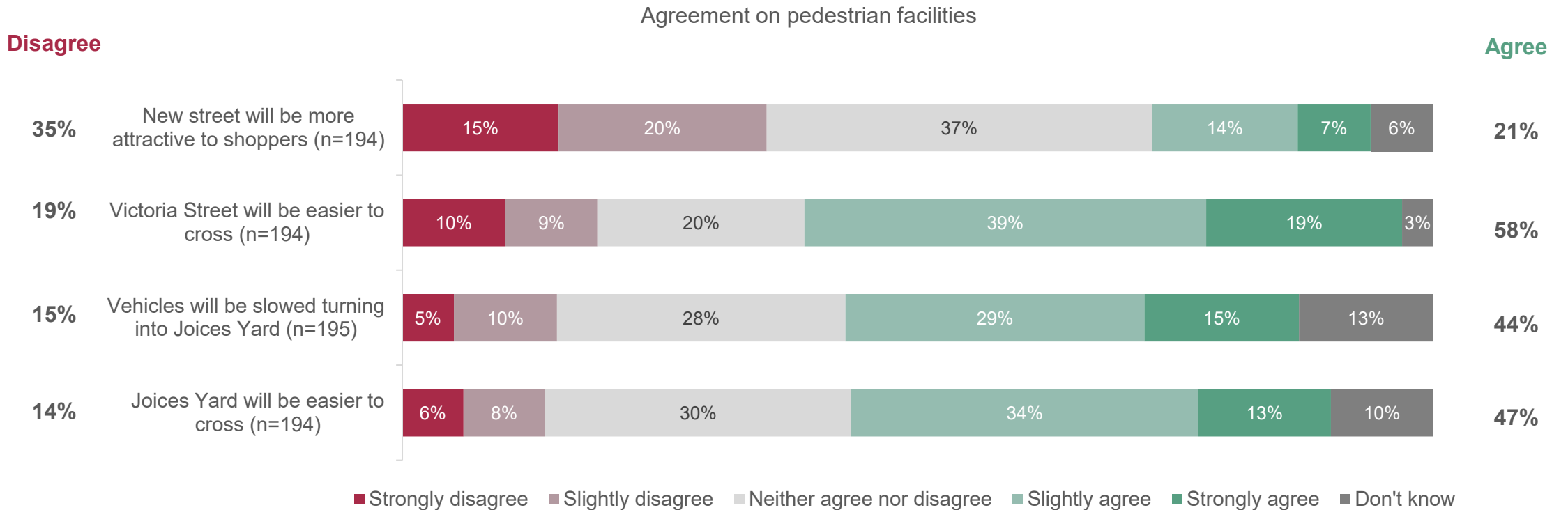
Over three quarters of respondents felt that it was important to make buses a viable and attractive travel option (83%) and agreed that improving bus journey times for bus users would be good for those that don't have access to a car (84%). 59% agreed that reducing the number of buses using Eastrop roundabout will be good for all traffic – more than double the 21% who disagreed.



How much do you agree or disagree with the following statements about the proposed bus route changes?

Agreement about changes to pedestrian facilities

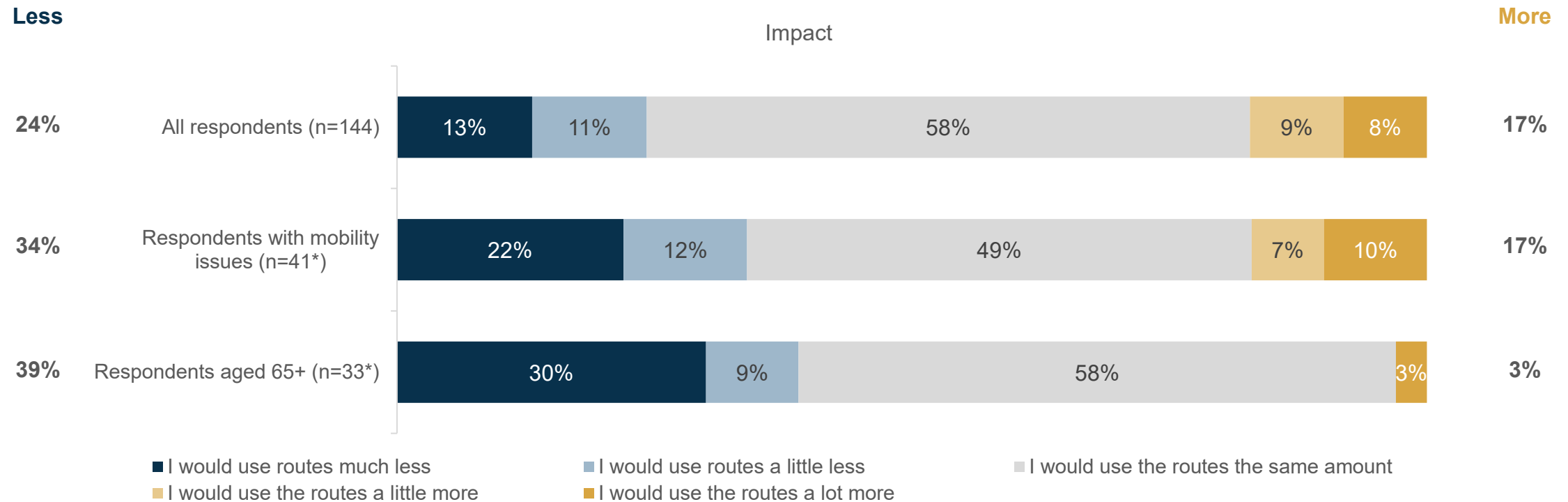
More respondents disagreed (35%) than agreed (21%) that the proposed changes would make New Street more attractive to shoppers. However, 58% agreed the proposed new crossing on Victoria Street would make the road easier to cross. 47% of respondents agreed changes to the entrance to Joices Yard would improve crossing the road, and 44% felt it would help slow vehicles turning in and out of the road.



How much do you agree or disagree with the following statements about the proposed pedestrian facilities?

Impacts

Over half of respondents (58%) said the proposed new bus routes would not affect their use of bus services 1 and 3. However, 24% said they would use them less. This figure rises to 34% amongst people with mobility issues and 39% for people aged 65+.

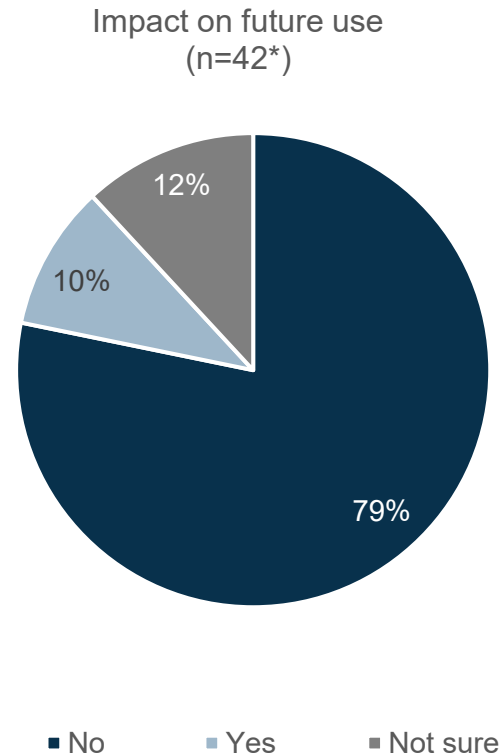


What impact would the new routes have on your bus use habits? N.B. Other services, such as the 4 and 11, will still continue along the current route.

* caution: low base

Future use amongst current non-users and lapsed users

Of respondents who don't currently use bus services 1 and 3, 10% said the changes would encourage them to use the services in the future.

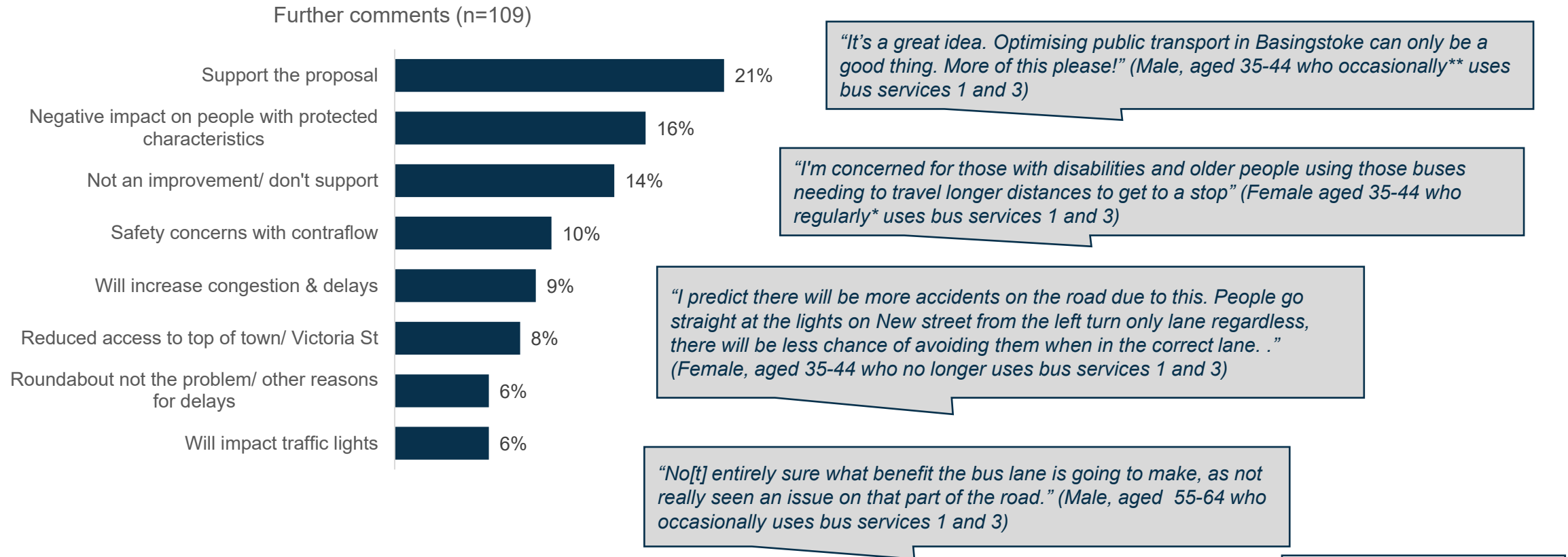


Will the route change encourage you to use bus services 1 or 3 in the future? (Question only asked to those who don't currently use bus routes 1 and/or 3)

* caution: low base

Further comments

20% of further comments were in favour of the proposal, however, several concerns were also raised. These most commonly related to its potential negative impact on people with protected characteristics, particularly older people and those with disabilities (16%).



If you have any other comments about the proposal, or suggestions about the design, please give details below:

Mentions above 5% shown

*at least once a month **less than once a month

Unstructured responses

Five responses were received by email, four were received by individuals and one was from a local authority. Comments are summarised below.

Proposal will create congestion elsewhere

The surrounding traffic lights were identified as potential congestion points. There were also concerns about reduced air quality at potential congestion points.

Impact on older people

The existing route enables older people to return to residences that are uphill from the shopping areas. It was felt that the alternative bus services (4 and 11) were not frequent enough.

"By putting in the proposed route, you will cause a lot more traffic at the traffic lights by Victoria and Winchester roads."

"It is noted that should the scheme proceed as proposed, that this will result in a two lane one-way system, switching to single lane two-way system at the traffic lights, which risks creating confusion."

Access

Reduces bus access to parts of the Town Centre, particularly the 'top of town'.

Other concerns

Safety and confusion of the proposed new road layout (contraflow).

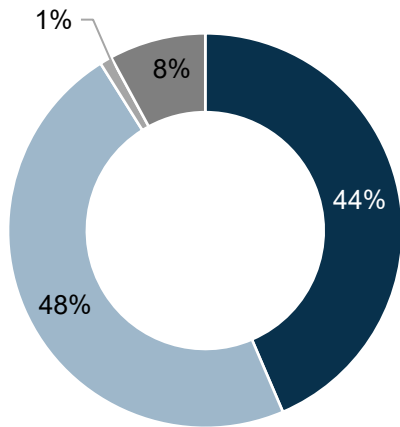
"What is convenient for the bus companies is NOT convenient for a lot of people at the top of town, especially us 'old uns' who rely on the 1 and 3 yes there are alternatives buses but these run less frequently. Please consider this."

Respondent profile

Respondent profile (1)

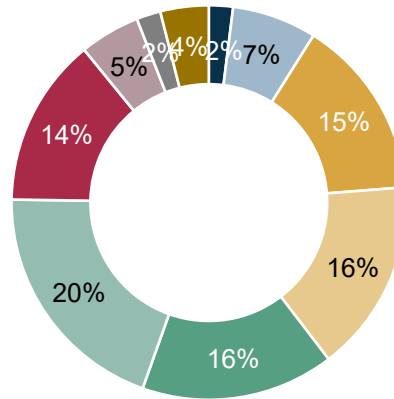
44% of respondents were male and 48% were female. 40% of respondents were aged under 45, and 21% were aged 65+. Most respondents lived within Basingstoke (92%).

Gender (n=197)



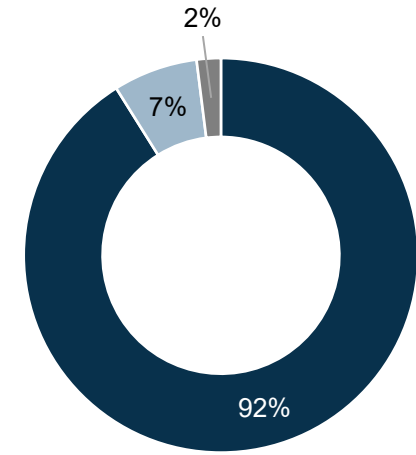
- Male
- Female
- Prefer to self-describe
- Prefer not to say

Age (n=197)



- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+
- Prefer not to say

Residence (n=195)

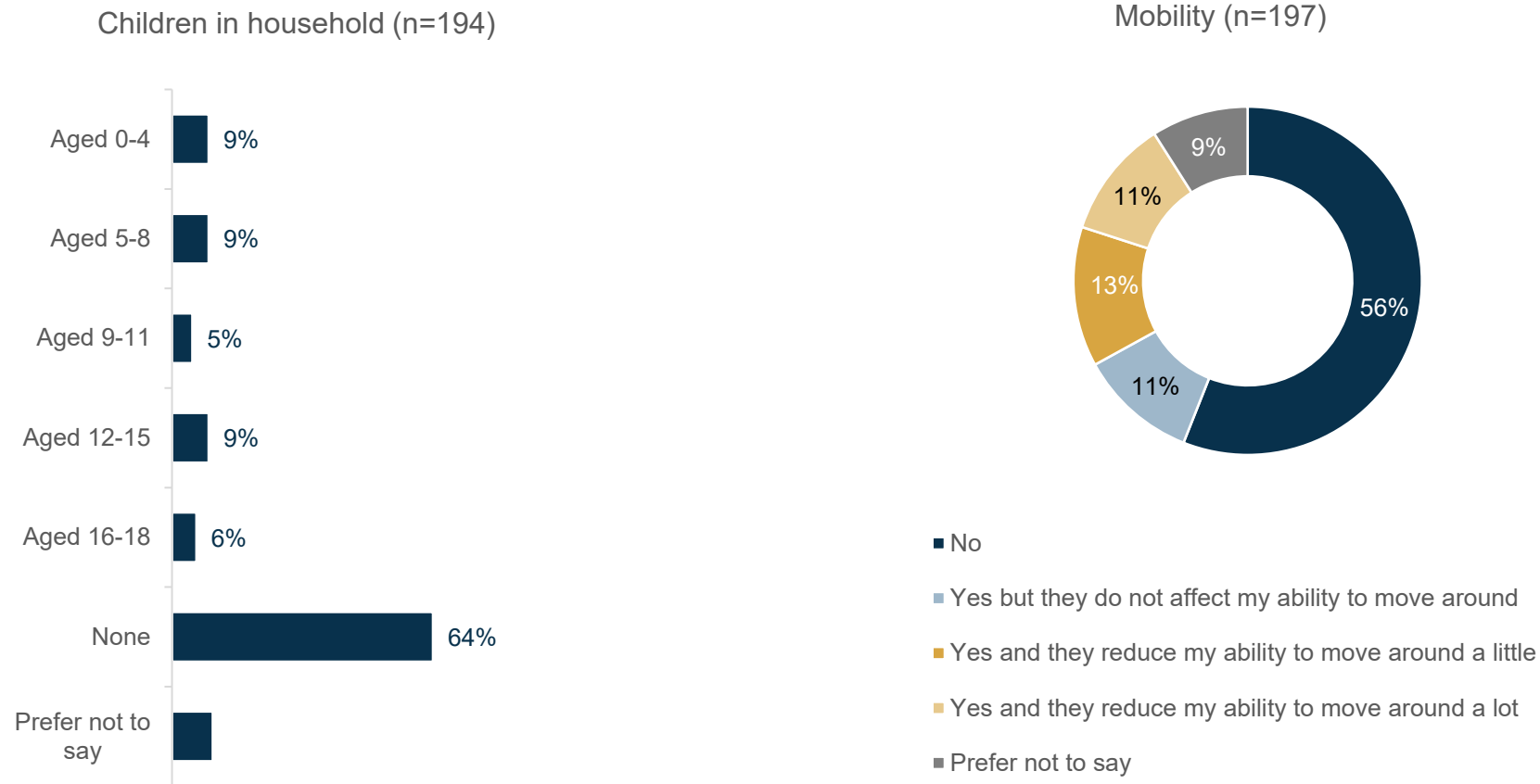


- In Basingstoke
- Outside of Basingstoke
- Prefer not to say

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

Respondent profile (2)

The majority of respondents had no children living in their household (64%). A quarter reported having a condition that affected their mobility (24%).

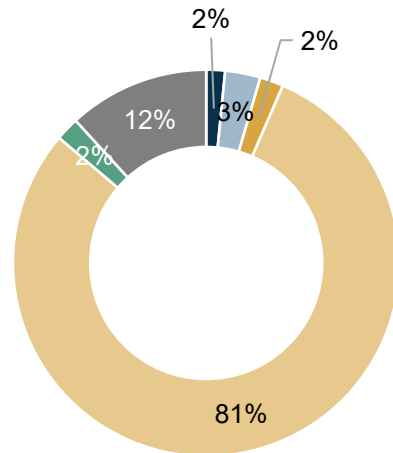


Are there any children or young people up to the age of 18 living in your household (including yourself)?; Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

Respondent profile (3)

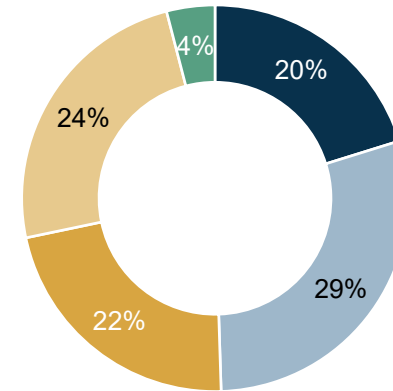
81% of respondents were of White ethnicity. Nearly half said their travel had been affected by the cost of living or fuel costs in the last 2 months.

Ethnic group (n=197)



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

Cost of living (n=197)



- Yes, affected a lot
- Yes, affected a little
- Not actually effected but i've thought more carefully about the trips I make
- No, not affected at all
- Don't know

What is your ethnicity?; Thinking about your travel over the last two months, has it been affected by the current cost of living and/or fuel costs?