

A map of the Bramley area in Hampshire, showing roads, green spaces, and buildings. The map is overlaid with a large blue text box in the top right corner and a large white text box in the center. The text box in the top right corner contains the words "Universal Services" in blue. The central text box contains the title "Bramley bus turning engagement report 2026" in dark blue. The map shows various landmarks such as Bramley Frith Wood, Davnage Copse, Holdens Copse, Barefoot's House, Holly Cross Farm, Oliver's Farm, Folly Farm, Bramley Church of England Primary School, and several public parks and playing fields. The map is created in ArcGIS online and hosted by Esri in 2026.

Universal
Services

Bramley bus turning engagement report 2026

Image created in ArcGIS online hosted by Esri® 2026

Key findings

Key findings

Feedback from residents who shared their views was predominately negative. Several concerns and objections were discussed and submitted which included:



Significant concerns about the suitability of Longbridge road for buses



Concerns about congestion and bus reliability



Safety concerns for residents and pedestrians



Negative impacts on residents



Concerns about impacts on existing bus users

Residents were also not supportive of the introduction of a bus stop on the green at the end of Longbridge Road.

Introduction

Bramley Bus turning – aims and method



Aims

Hampshire County Council is committed to listening to the views of local residents and stakeholders. The purpose of this early engagement exercise was to seek the views of residents who live on Longbridge Road to understand the practical implications and potential local impacts of a bus travelling the road.

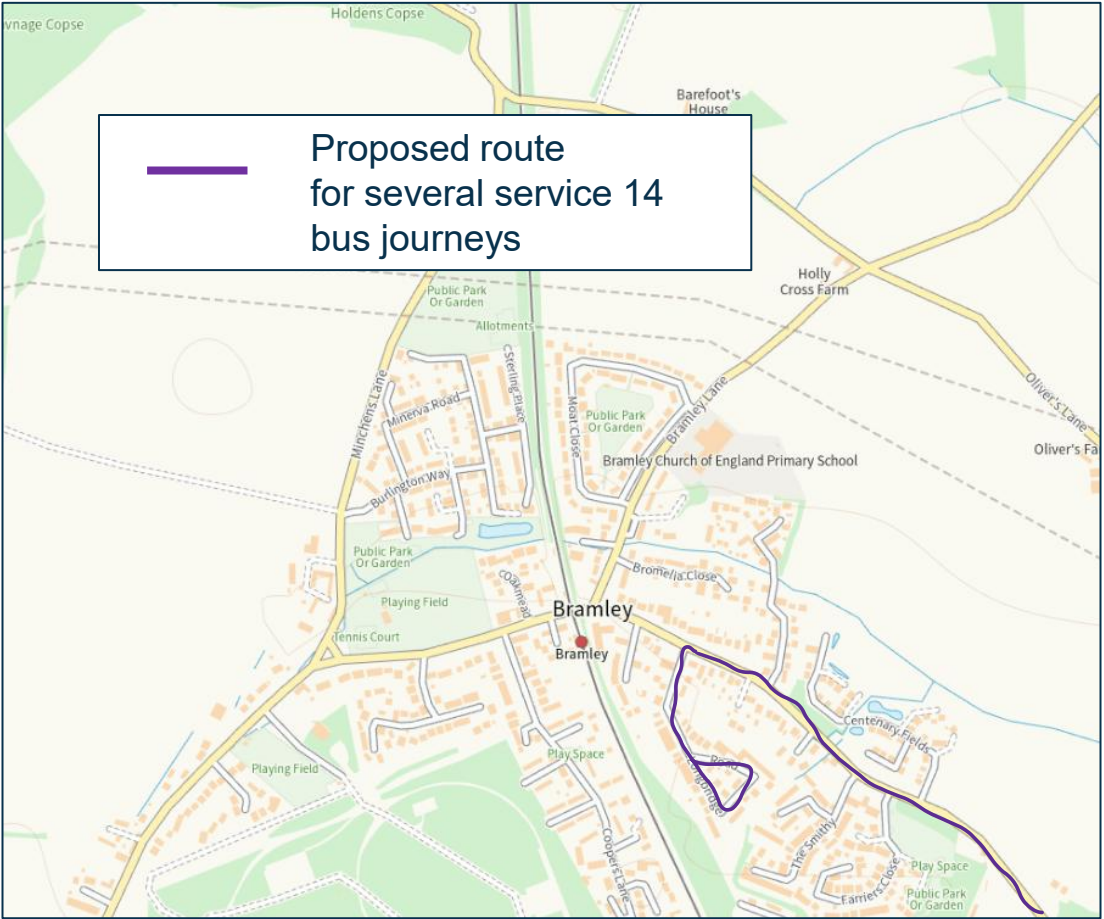
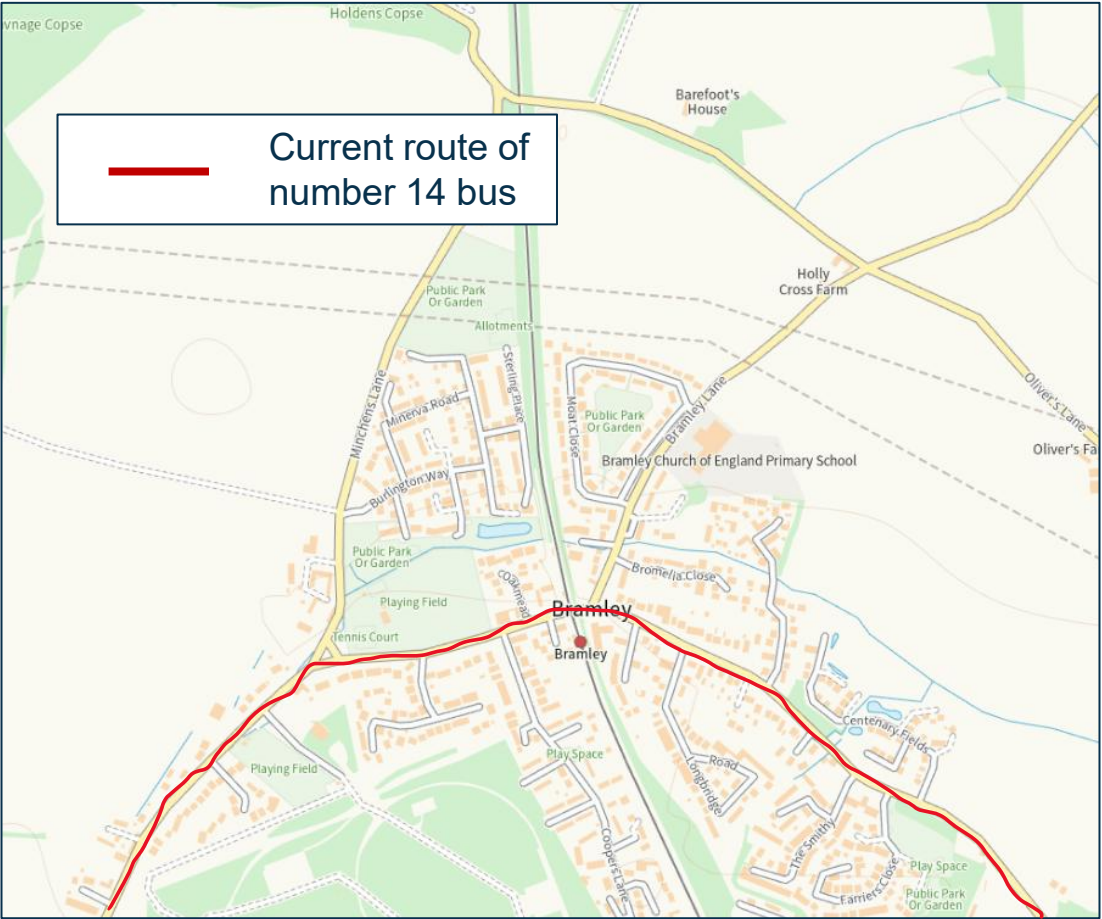


Method

Hampshire County Council invited views via three channels. A letter was sent to all households on Longbridge Road informing residents about the proposal and inviting them to take part in an online focus group. The letter included several proposed dates for the session and details of an online survey through which residents could register their interest in attending. Residents had just under four weeks to respond to the survey and provide their availability. The most popular date (7 September 2026) was then selected for the session.

The letter also provided a telephone number and email address for residents who were unable to attend the online discussion but wished to share their views on the proposal and its potential impact on residents of Longbridge Road. The feedback from these has also been included in this report.

Scheme proposal



Images created in ArcGIS online hosted by Esri© 2026

Respondents



Ten people accepted an invitation to the online focus group on 7 September and nine attended



All attendees were residents of Longbridge Road



One participant reported using the number 14 bus route through Bramley



The Council received 40 emails, but no-one responded via telephone.

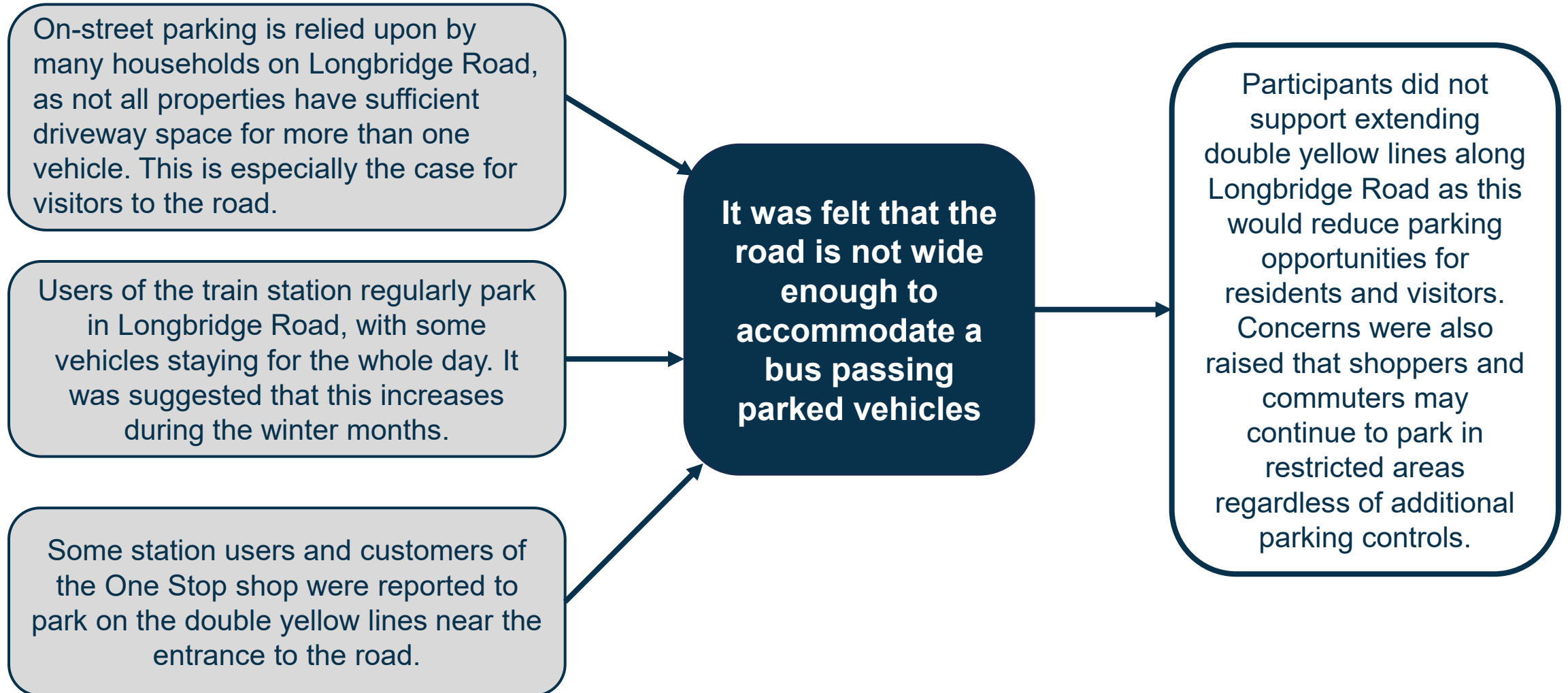
Main findings

Unsuitability of Longbridge Road – Ingress/ egress of the junction

It was noted that a bus may have difficulty exiting Longbridge Road when the level crossing barriers are down. The junction is relatively narrow, and vehicles parked outside the One Stop shop could make the turn difficult or potentially unsafe due to restricted visibility and queuing traffic on Sherfield Road.

Reference was made to a Stagecoach route assessment, in which the driver reported that the entrance to Longbridge Road could benefit from widening and that the bus overran the pavement when making the turn.

Unsuitability of Longbridge Road – Parked vehicles



Unsuitability of Longbridge Road - Congestion

Blockages on Longbridge Road

Concerns were raised that if a bus were unable to exit Longbridge Road while the level crossing barriers were down, other vehicles could be prevented from leaving or entering the road.

Concerns about refuse collection days, when a bus and a bin lorry could be on Longbridge Road at the same time. Participants felt this could potentially block the road, particularly if the vehicles were travelling in opposite directions.

Existing congestion could prevent the proposal meeting its objectives

When the level crossing is down, queuing traffic can extend as far as Farriers Close, meaning a bus would likely encounter congestion before reaching Longbridge Road and be unable to access the road to turn around. This would prevent the proposal meeting its objective of improving bus time reliability.

More vehicles on the roads

Participants perceived the proposal would lead to a loss of a direct bus service to Tadley which could then result in more people travelling by car, increasing the volumes of traffic over the level crossing and potentially exacerbating congestion when the crossing is down.

Safety issues

Footpath access



Participants noted that several footpaths connect Longbridge Road to Farriers Close, The Smithy, Lane End and the new estate. As a result, school children and families with young children regularly walk along the road. Participants felt that the presence of a bus on the road could present a safety risk for pedestrians, particularly children.

Children



Participants reported that children often play on Longbridge Road, especially at the cul-de-sac end, after school as well as during weekends and school holidays. It was felt that this activity was not compatible with a bus route. One participant also commented that current government policy encourages children to play outdoors, which they felt would be incompatible with introducing a bus to the road.

Older people



Some participants also expressed concerns that the presence of buses on Longbridge Road could create safety issues for older people who were less mobile.

Impact on residents/ housing

Participants expressed concerns that the introduction of a bus route would reduce privacy, noting that many homes are located close to the road and that a number of residents are retired or work from home. Some participants felt this could have a negative impact on residents' wellbeing.

Participants felt that a bus route would change the character of Longbridge Road, which they described as a quiet cul-de-sac not designed for regular bus movements. Some residents stated that they had lived on the road for more than 20 years and felt they would consider moving if the proposal were implemented.

Participants also expressed concerns that the introduction of a bus route could lead to a reduction in property values and potential damage to property foundations.

Impact on bus users

Turning the bus before the level crossing would impact bus users who rely on the number 14 service to access services and destinations on either side of the railway line. The service is used for short journeys and is not just a means of travelling to Basingstoke.

Respondents particularly mentioned residents on the east side of the railway line who use the service to access the doctor's surgery and allotments on the west side of the line.

It was also highlighted some school children use this service to get to school and there was concern that they would no longer be able to do so.

People living on the west side of the railway line want to access services in Bramley and Sherfield on Loddon.

By turning the bus route at the level crossing, residents in Silchester would no longer be served by a bus route to Basingstoke. They could use the train; however, residents who rely on public transport may be unable to access the station.

Respondents also pointed out that trains do not offer the same concessions as buses, so bus pass holders would prefer to travel by bus rather than pay for a train.

Bus stop proposal

Discussion group participants were also asked about a proposal to add a bus stop to the grassed area on the Longbridge Road junction, if the bus turning proposal goes ahead. Participants were negative about this proposal for the reasons explained below:

Concerns were raised about safety, with participants suggesting that drivers may attempt to overtake a stationary bus near the junction, where visibility is poor.

Stationary buses at the stop could cause congestion or block access.

One participant suggested that the proposal had been suggested simply as an appeasement measure rather than to actually address local needs.

Participants felt that a bus stopping on Longbridge Road could make it more difficult for residents to enter or leave their properties.

Participants also expressed concerns that buses waiting at the stop could increase air pollution and have a negative impact on residents' health.

Outcome

Following consideration of the feedback received during the engagement exercise, it has been decided Longbridge Road will not be used as a turning point for buses.