

Universal
Services

Fulflood Liveable Neighbourhood pilot co-refine report 2026

Image from Hampshire County Council

Key findings

Key findings

Proposal 1: Crossing on Stockbridge Road

- Majority agreed a new crossing on Stockbridge Road would improve safety and ease of crossing
- Respondents were supportive of adding Sustainable Urban Drainage Solutions (SUDS) and continuous footways

Proposal 2: Reducing rat- running in the east of Fulford

- Majority disagreed this would make walking, wheeling or cycling safer and more pleasant
- There were mixed views on whether the proposal would meet its objectives, but disagreement was higher amongst respondents from directly impacted roads
- Majority of respondents don't accept a loss of parking is reasonable, with higher levels of disagreement amongst those who live on roads which would be directly impacted
- Most frequently raised concerns were displaced traffic and congestion, particularly relating to Stockbridge Road and Bereweke Road/ Avenue

Proposal 3: Reducing rat- running in the west of Fulford

- General disagreement that longer routes would be acceptable, disagreement was higher amongst respondents living on roads which would be directly impacted
- Majority disagreed it would be acceptable to reduce access to some roads to stop rat-running
- More respondents disagreed than agreed this proposal would meet its objectives
- Most frequently raised concerns were about displaced traffic and congestion, particularly on Fordington Road

Proposal 4: 20mph speed limit

- Majority agreed that 20mph is an appropriate speed limit
- More respondents agreed than disagreed that this proposal would meet its objectives
- Some concerns that it would need enforcement or it wouldn't slow traffic

Introduction

Fulflood Liveable Neighbourhood pilot co-refine – background (1)



Background

Liveable Neighbourhoods are areas of a city that are:

- improved to be more people-centred and ‘liveable’
- places that are safe*, where more people have access to cleaner air and with improved connections between homes and a range of destinations including schools, shops, employment, leisure facilities and green spaces
- improved to make it easier to walk and cycle, with improved infrastructure and less through traffic.

The idea of Liveable Neighbourhoods across Winchester was first proposed in the [Winchester Mini Holland Feasibility Study](#). The concept of Liveable Neighbourhoods aligns with the objectives of the [Winchester Movement Strategy](#) and the [Hampshire Local Transport Plan](#).

**Low traffic speeds, reduced rat-runs and through traffic, safer road crossings and streets designed with people in mind, not just cars.*



Stages of the pilot

The Fulflood Liveable Neighbourhood was developed without pre-conceived assumptions about local issues or solutions. Plans were created through a fully co-productive process, with local residents and stakeholders involved from the earliest stages through to final proposals. The pilot consists of the following stages:

- Stage 1: Co-discovery – community workshops and survey to explore the issues and opportunities for a Liveable Neighbourhood within Fulflood.
- Stage 2: Co-design– identification of ideas and concepts for a Liveable Neighbourhood, based on insight from co-discovery.
- Stage 3: Co-refine - design and consultation with the public to collaboratively develop a final set of proposals.

This report relates to Stage 3 of the pilot process (co-refine).

Fulford Liveable Neighbourhood pilot co-refine – background (2)

Engagement process

Prior to the co-discovery stage of the engagement process, postcards were sent to 2,345 households, and emails to 47 commercial stakeholders in Fulford to invite involvement with the Liveable Neighbourhood. This was to enable as many people as possible to take part in the process.

In response to this communication, 151 people attended the co-discover workshops, with 506 Viewpoint* map comments, 276 survey responses and seven unstructured responses being received. Together, this feedback highlighted what residents and stakeholders felt worked well and where they experienced travel-related issues in the area.

Following this, co-design workshops were held to explore ways to address the issues identified by stakeholders and residents. These sessions were attended by 84 residents and stakeholders.

**Viewpoint map surveys allow people to pinpoint an area on a map and then provide details about the location and how they feel about it.*

Fulford Liveable Neighbourhood

We are running two workshops for Fulford residents to identify issues related to travelling in and around the Fulford area. We will be asking residents to plot the locations that are working well, or not so well, when moving around the area.

Your input will help us develop a plan for a 'liveable neighbourhood'. The improvements aim to make it easier to walk or cycle, with better infrastructure and less through traffic.

Return Address
FM Postroom
The Castle
Castle Avenue
Winchester
SO23 8UJ

St. Paul's Church Hall, Fulford
Drop-in workshop: 27 February, 4:30pm to 8pm

Hampshire County Council, Ashburton Hall, Elizabeth II Court
Drop-in workshop: 18 March, 4pm to 8pm

Email: engagement.feedback@hants.gov.uk
Website: hants.gov.uk/fulford-plans
Telephone: 0300 555 1388

0300 calls are usually included in most landline and mobile call packages and if not, are charged at no more than a local rate call

Households within the red line were sent the postcard shown above

Fulflood Liveable co-refine – aims and method



Aims

This co-refine stage of engagement continued the co-production process and aimed to test some designs that had been produced based on earlier feedback received from residents and stakeholders in Fulflood.

There were four proposals to test:

- Installation of a new crossing on Stockbridge Road
- reducing rat running in the east of Fulflood
- reducing rat running in the west of Fulflood
- introducing a 20pmh speed limit

Feedback from this co-refine stage will inform the final plans for Fulflood Liveable Neighbourhood scheme.



Method (co-refine)

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

The feedback form was available from 9 February to 22 March 2026.

The views expressed in this report came from responses to an open feedback form, which was available to anyone to complete. 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.

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

Where the report refers to ‘directly impacted streets’, this refers to streets where there are proposals to install a modal filter, restrict access via one road only or make them one-way. We are aware there may be additional roads that could be indirectly impacted.

Response summary



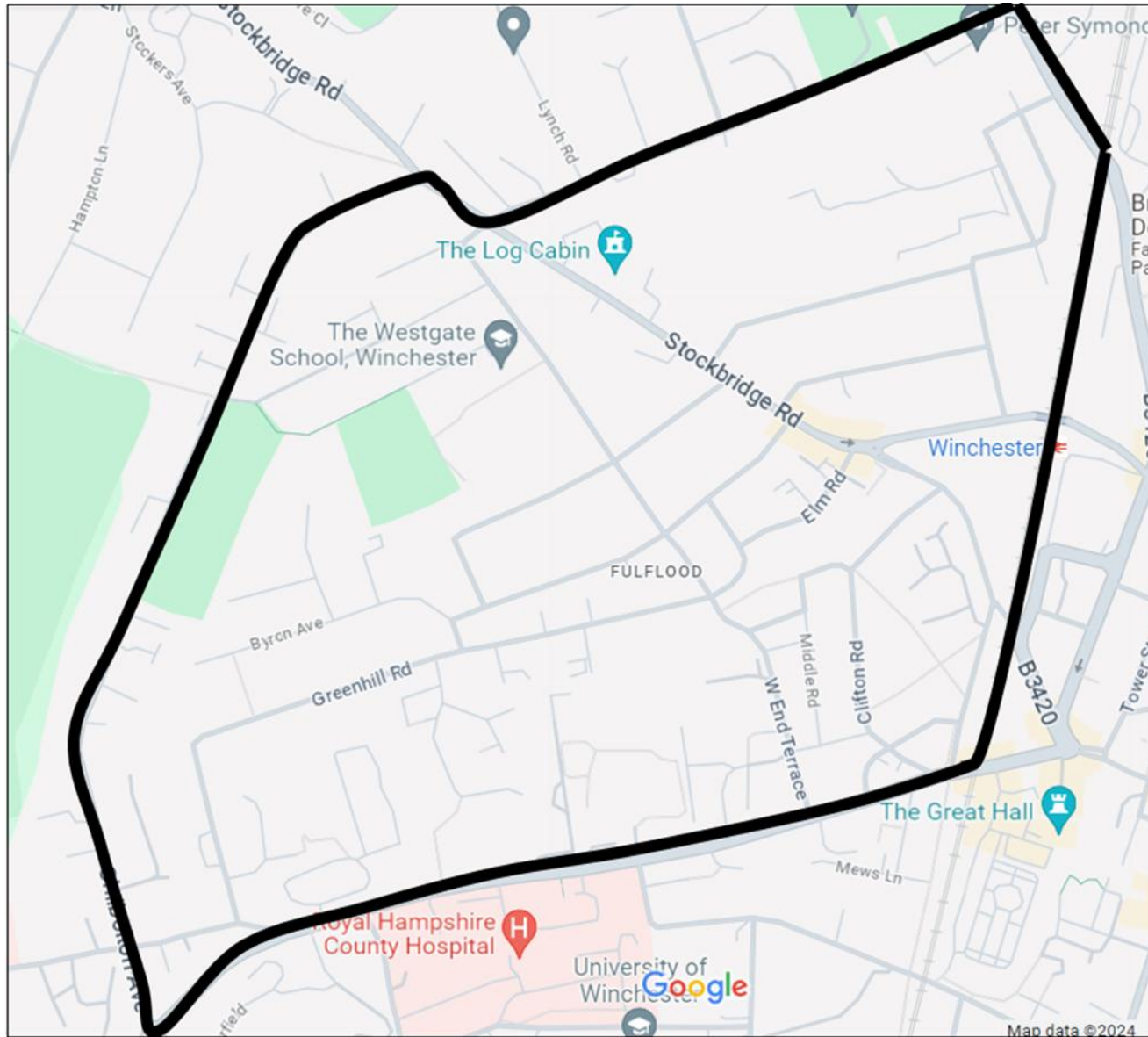
The online information pack was viewed 3,436 times with 1,023 visitors reading it in-depth.



In total, 612 responses were submitted via the feedback form.

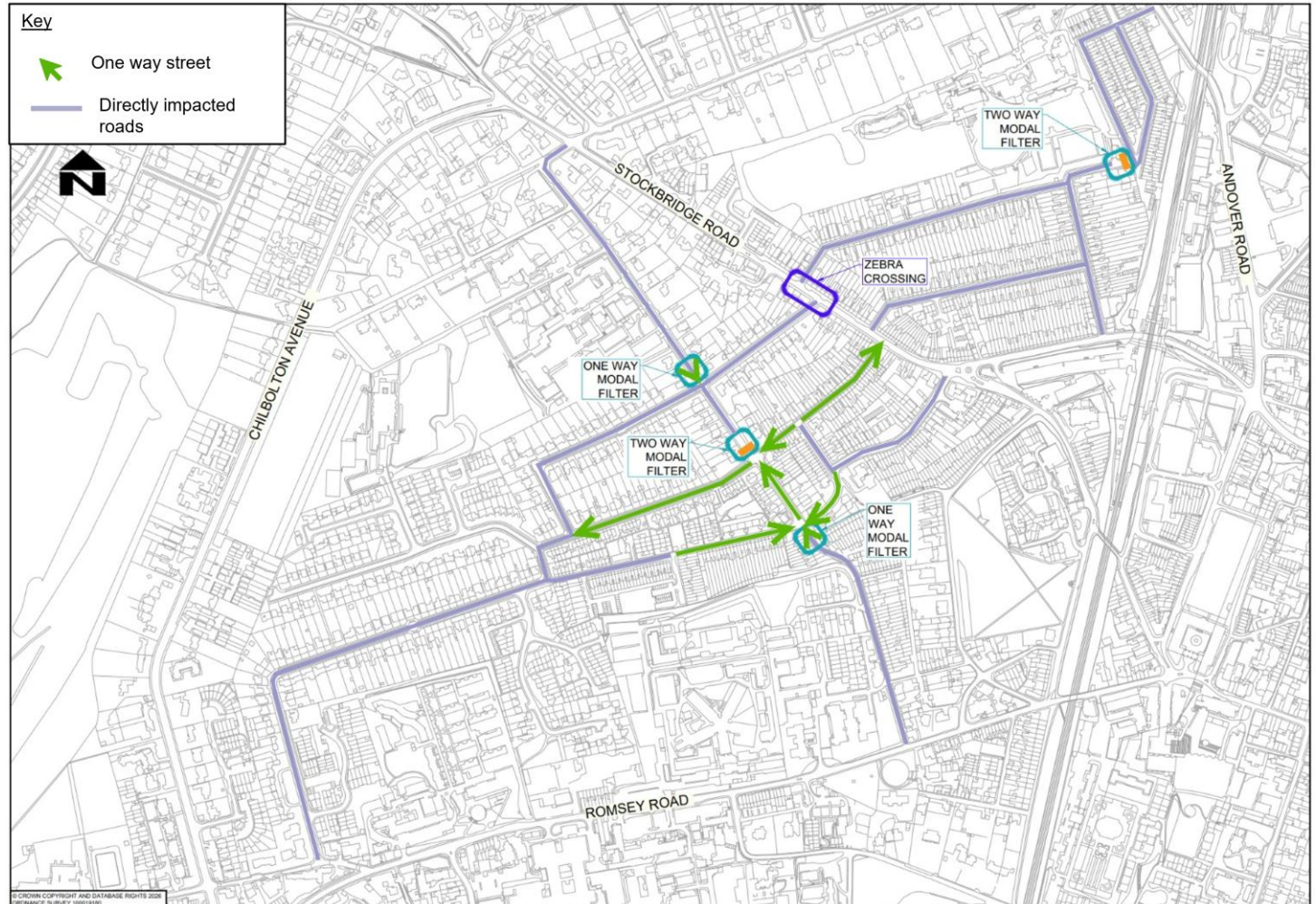


In addition, 28 unstructured responses were received by email. Four of these were from organisations, groups or businesses. Commentary on these submissions can be found in the relevant section of the report,



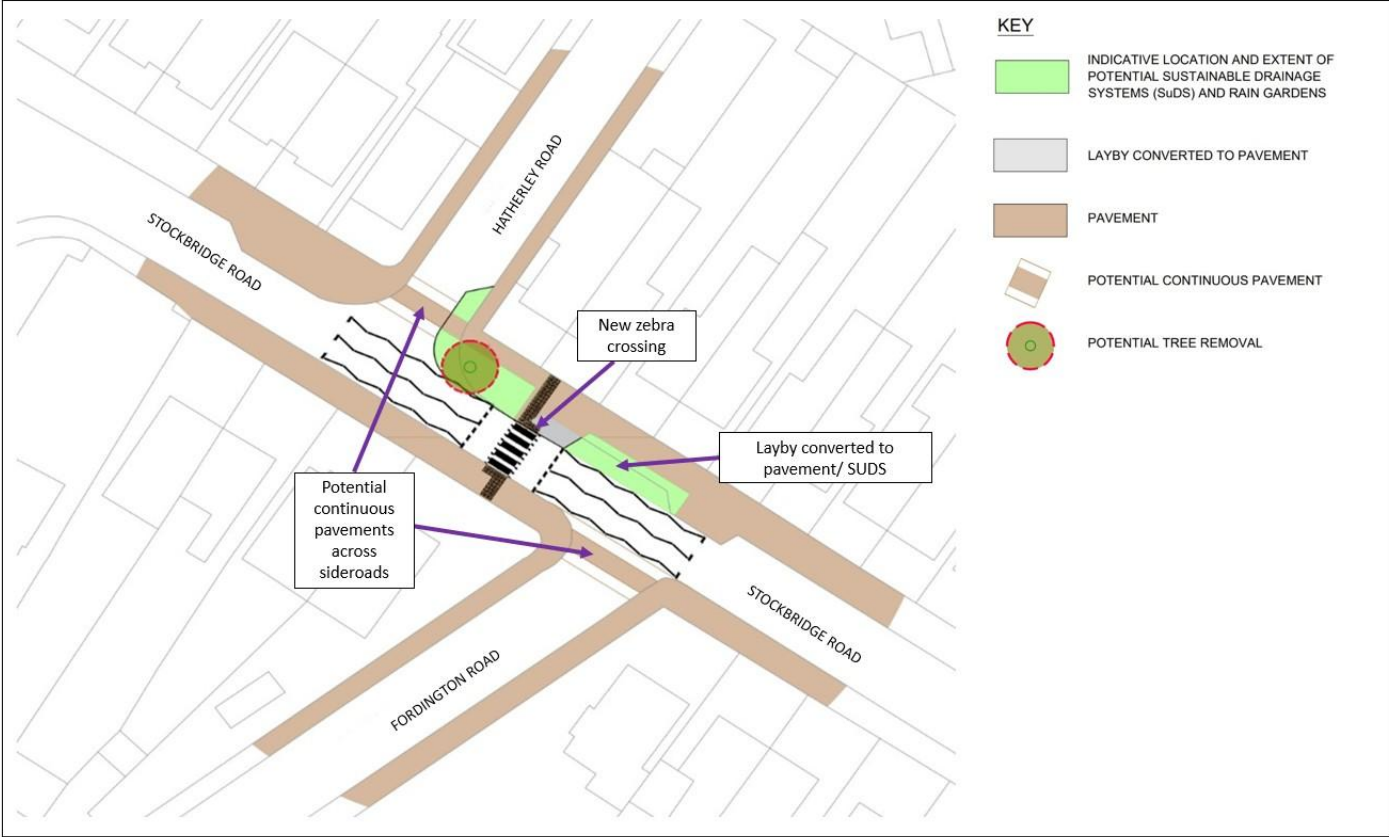
Map of the proposed Fulflood Liveable Neighbourhood area

Proposal Overview



Detailed findings

Proposal 1: Stockbridge Road



Proposal one – new crossing on Stockbridge Road

Most respondents agreed that the proposed crossing would make crossing the road safer (83%) and easier (81%). To facilitate the crossing, 50% felt it was acceptable to remove delivery and Blue Badge parking, compared with 19% who disagreed. Views on removing the tree were more mixed, with 45% agreeing and 37% disagreeing.



Most respondents **agreed** the proposed new crossing would make crossing Stockbridge Road **safer** (83%) and **easier** (81%) (n=591/590)

“Excellent idea for the safety of all pedestrians, especially children walking to and from school” (Male Fulflood resident aged 35-44 who frequently walks and drives)

“I strongly disagree with removing a mature tree from an urban area when this idea is about making the area better for people living here” (Female Fulflood resident aged 65+ who frequently walks and drives)



Most respondents (60-64%) **agreed** the crossing would help to **deliver the objectives** of: creating people-friendly streets; providing a safe joined up network of active travel routes; and make a better environment for walking wheeling and cycling. (n=590/589)



More respondents agreed (45%) than disagreed (37%) with **removing the tree** to facilitate crossing in this location (n=590)

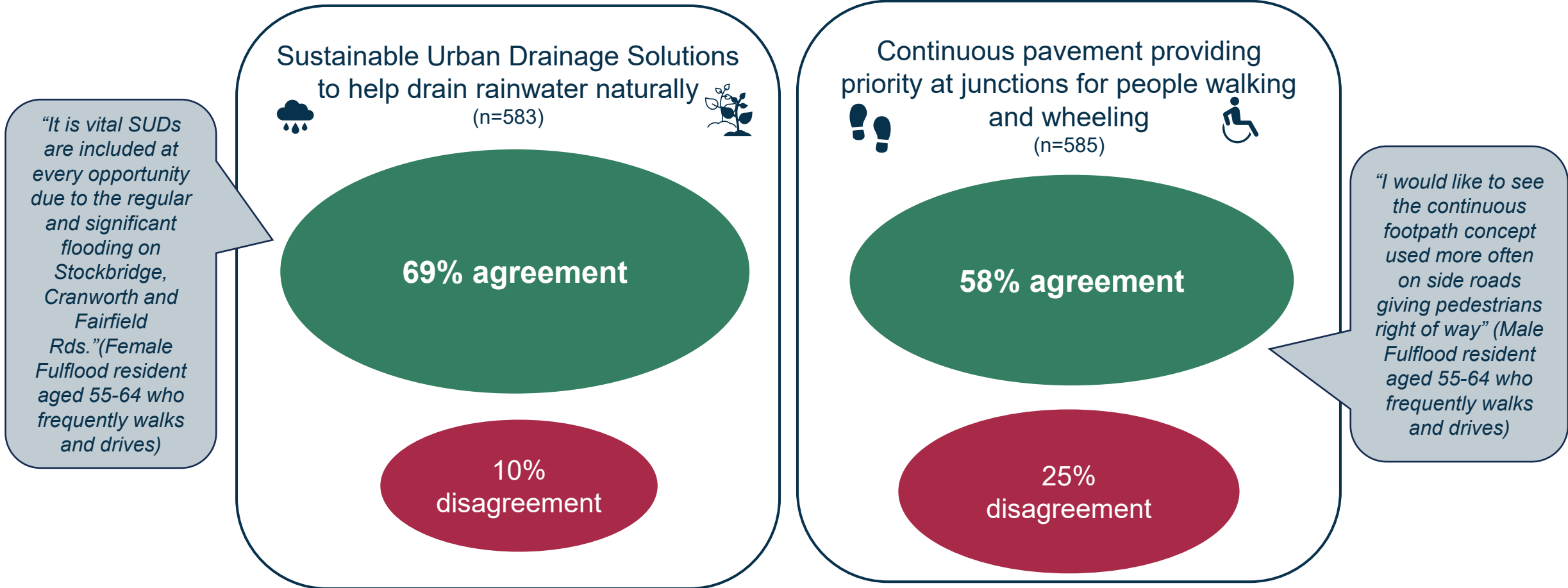


50% of respondents agreed the impact of **removing blue badge and delivery parking** was acceptable to facilitate crossing in this location, 19% disagreed (n=587). Amongst those that reported having a **disability** affecting their mobility, views were **mixed** (30% disagreed and 33% agreed) (n=63)

To what extent do you agree or disagree with the following statements:

Proposal one - additional measures on Stockbridge Road

The majority of respondents supported both the addition of Sustainable Urban Drainage Solutions (SUDS) near the proposed crossing (69%) and the introduction of continuous pavements at Hatherley Road and Fordington Road (58%).



To what extent do you agree or disagree with installing the following additional measures in this location:

Proposal one - Further comments (n=263)

Crossing

- 38 comments showed support for the crossing, 11 showed disagreement
- nine comments stated the road is not difficult to cross or already has crossings
- nine comments said it was in the wrong location

Impacts

Negative:

- increased congestion (11 comments)
- safety issues (11 comments)

Positive:

- will make crossing safer (11 comments)
- will slow traffic (five comments)

General comments

- 19 comments showed general support for proposal one
- five comments stated it was a waste of money or to spend the money on other things

Suggestions

- the crossing needs lights (14 comments)
- add cycle infrastructure (11 comments)
- include tree maintenance or drainage clearance (seven comments)

Tree

26 comments disagreed with the removal of the tree

Continuous pavements

- eleven comments were against continuous pavements, eight were supportive of them
- 26 comments raised concerns over continuous pavements.

These included:

- confusion on how to use them, amongst drivers and pedestrians
- need to be different colour to the road
- questioning their safety
- young children learn to stop at the kerb
- pedestrian priority already exists so not needed and perceived to be dangerous

SUDS*

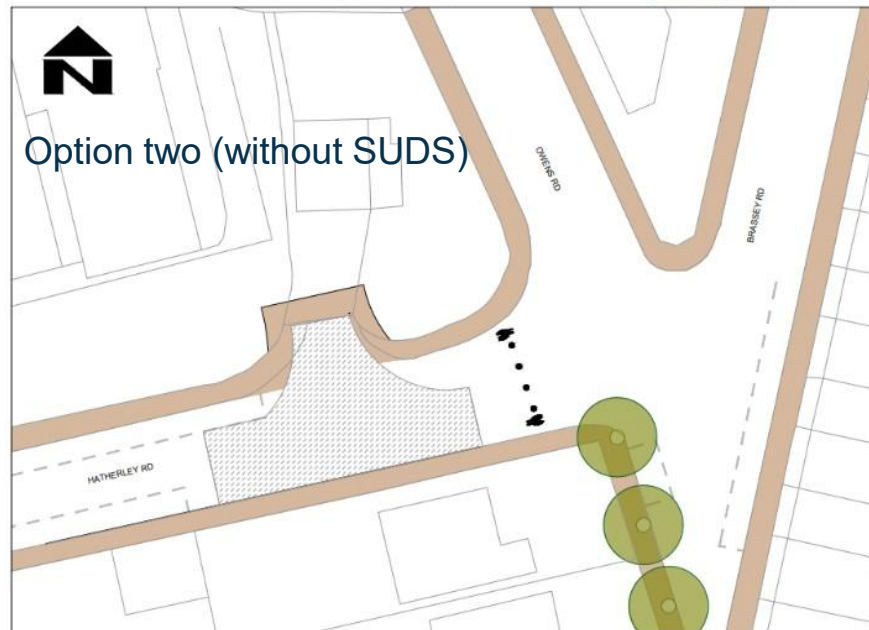
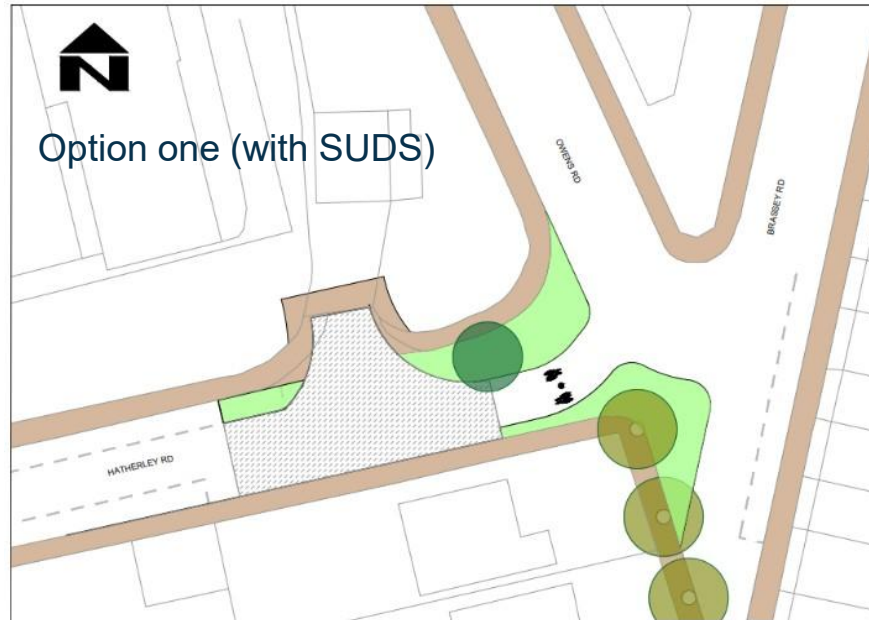
Eight comments showed support for SUDS

Is there anything that you would like to tell us about proposal one that you think will help us with designing the final plans?

* Sustainable Urban Drainage solutions

Comments mentioned 5 times or more

Proposal 2: Reducing rat- running in the east of Fulflood



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ORDNANCE SURVEY 100019180

KEY	
	INDICATIVE LOCATION AND EXTENT OF POTENTIAL SUSTAINABLE DRAINAGE SYSTEMS (SUDS), RAIN GARDENS OR OTHER PUBLIC REAL IMPROVEMENTS
	PAVEMENT (PROPOSED / EXISTING)
	INDICATIVE TURNING AREA
	PROPOSED TREE
	EXISTING TREE
	REMOVABLE BOLLARDS TO STOP VEHICLE ACCESS

Impacted roads:

Owens Road, Boscobel Road and Brassey Road would only be accessible by motorised vehicle from Andover Road.

Hatherley Road (including the staff car park for Peter Symonds and Maples Day Nursery), Cranworth Road, Fairfield Road and Conifer Close would only be accessible by motorised vehicle from Stockbridge Road.

Proposal two – improvements for walking

There were mixed views on whether proposal two would make walking and wheeling on Hatherley, Owens or Brassey Roads safer or easier. However, respondents who lived on roads that would be directly impacted disagreed significantly more.



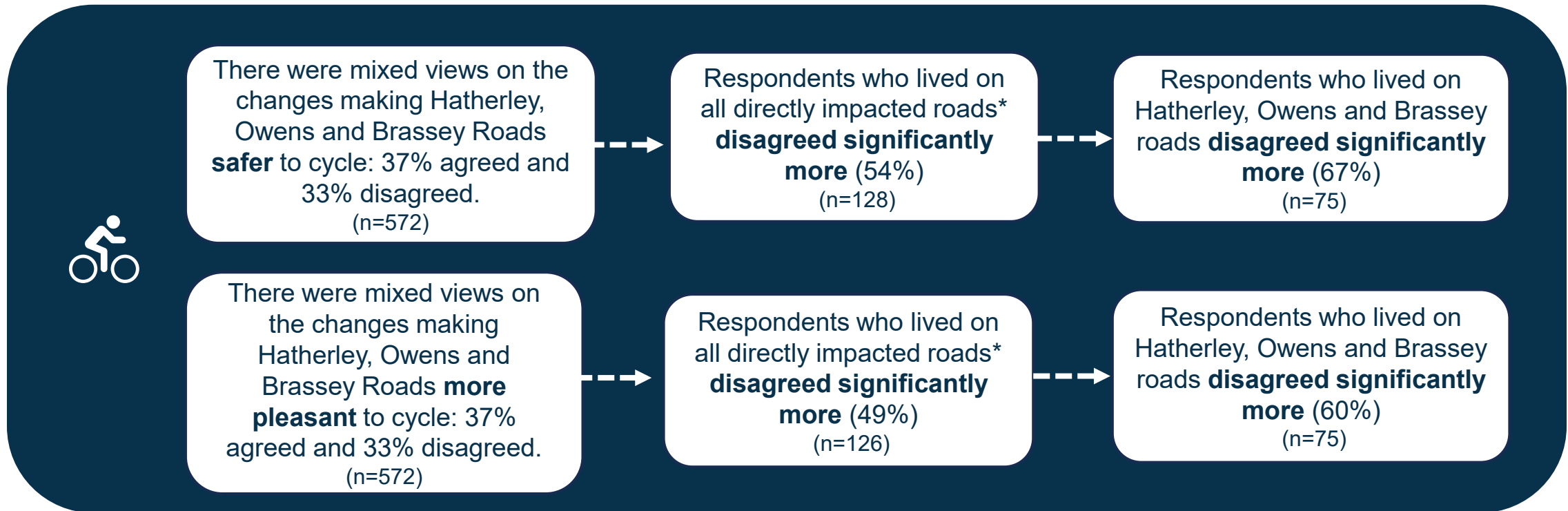
“more traffic will be forced on to Hatherley Road and Stockbridge Road, increasing air pollution and reducing pedestrian safety” (Cranworth Road resident)

*Boscobel Road, Brassey Road, Conifer Close, Cranworth Road, Fairfield Road, Hatherley Road, Owens Road.

To what extent do you agree or disagree with the following statements: The changes will make Hatherley Road, Owens Road and Brassey Road safer for people to walk or wheel along, The changes will make Hatherley Road, Owens Road and Brassey Road more pleasant for people to walk or wheel along.

Proposal two – improvements for cycling

There were also mixed views on whether this proposal would make cycling on Hatherley, Brassey and Owens Roads safer or easier. Disagreement was significantly higher amongst those respondents who lived on directly impacted roads.



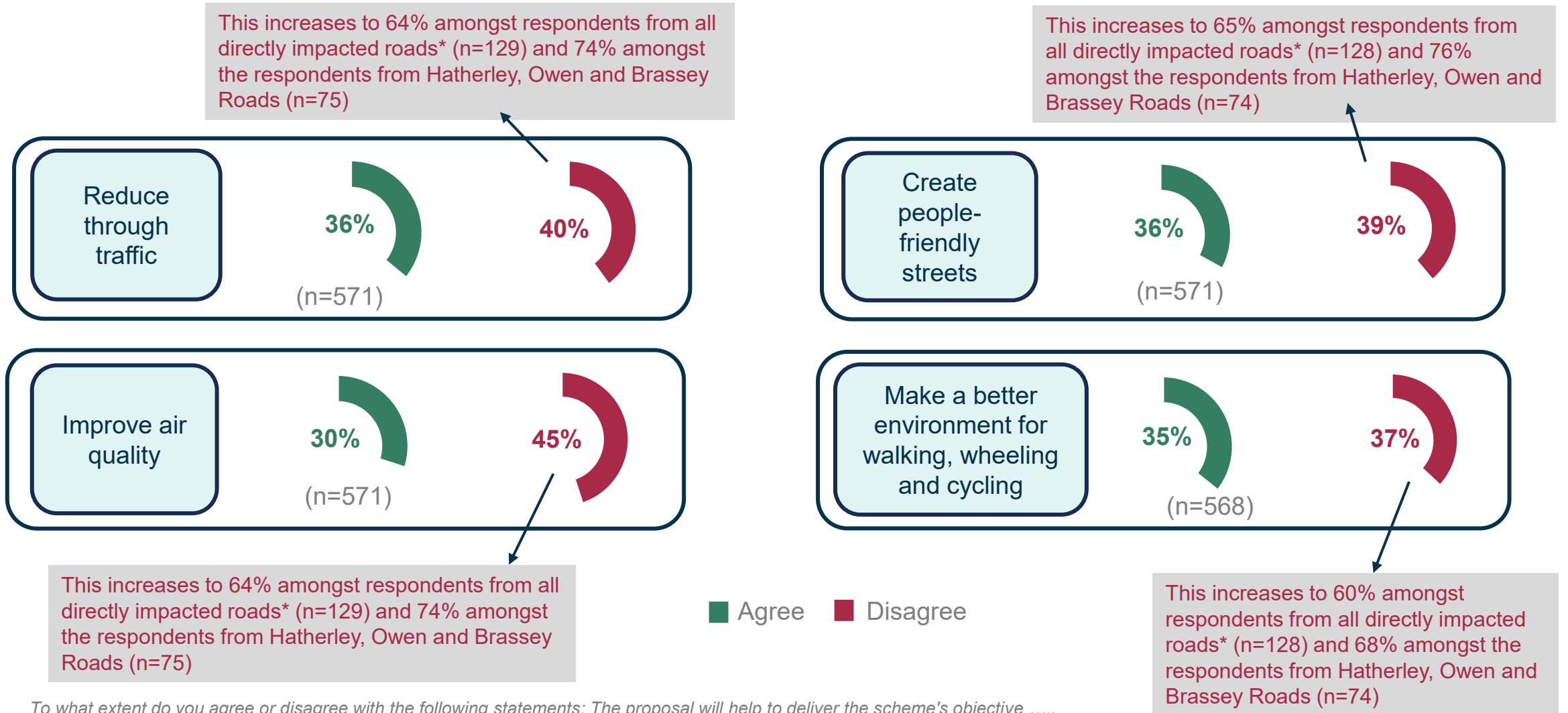
*“The proposal may increase the amount of traffic on the road, as all of the traffic for the PSC staff car park, and the nursery, would have to go both ways along this road, which may be less safe for cyclists and pedestrian”
(Hatherley Road resident)*

*Boscobel Road, Brassey Road, Conifer Close, Cranworth Road, Fairfield Road, Hatherley Road, Owens Road.

To what extent do you agree or disagree with the following statements: The changes will make Hatherley Road, Owens Road and Brassey Road safer for people to cycle along, The changes will make Hatherley Road, Owens Road and Brassey Road more pleasant for people to cycle along

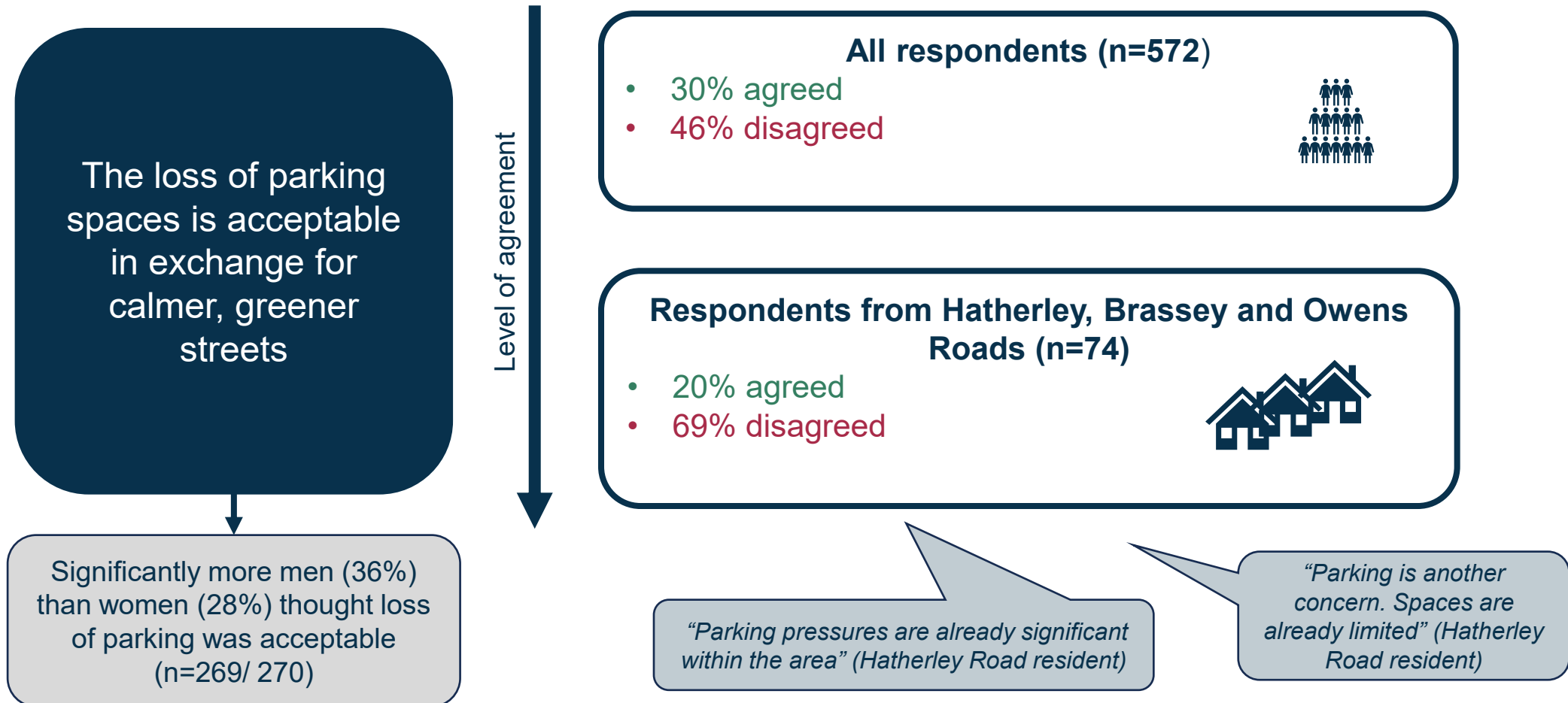
Proposal two - objectives

Overall, respondents were divided on whether the proposal meets its objectives. However, disagreement was significantly higher amongst respondents who lived on roads that would be directly affected.



Proposal two – acceptability

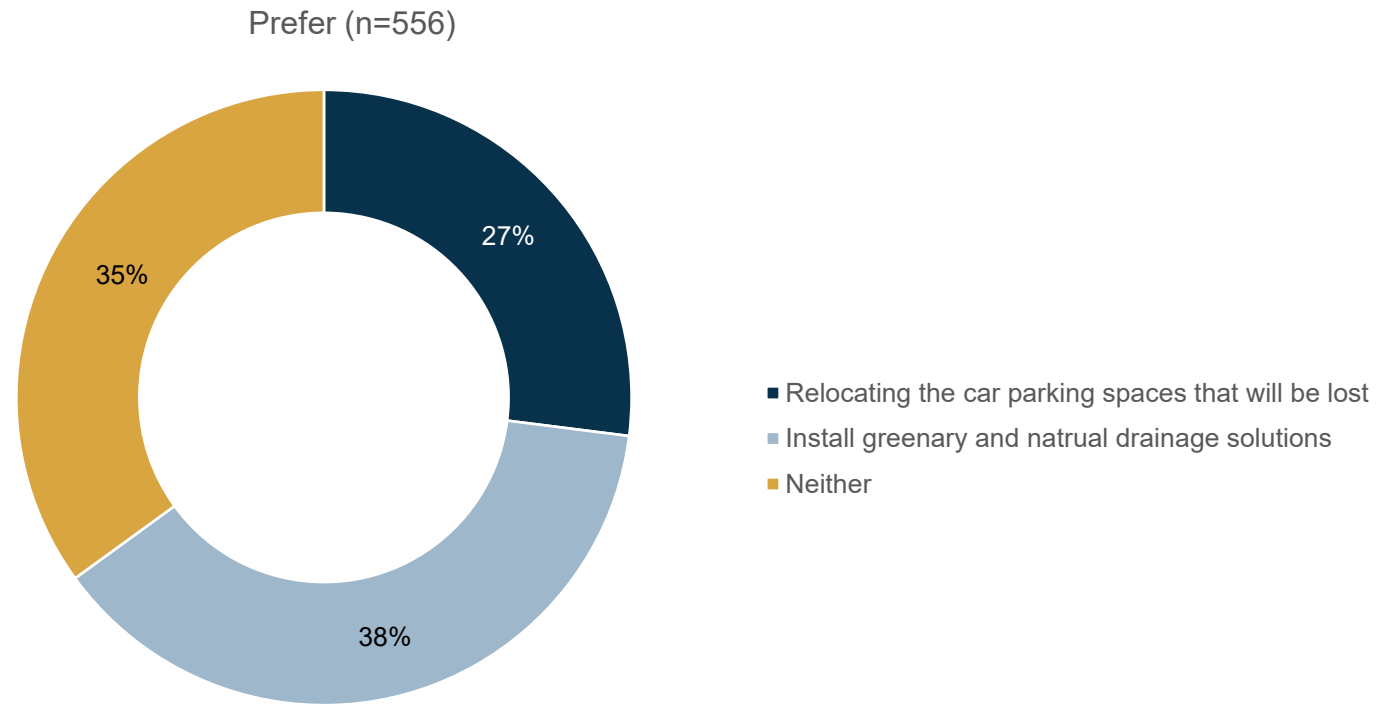
More respondents disagreed than agreed that losing parking spaces was acceptable (46% compared with 30%). Disagreement was significantly higher among residents of streets directly affected by proposal two (69%).



To what extent do you agree or disagree with the following statements: The loss of parking spaces is acceptable in exchange for calmer, greener streets

Proposal two – Preferences on space created from road closure

The most supported option was the installation of greenery and natural drainage solutions (38%). This compares with 27% who preferred relocating the lost car parking spaces. A comparable proportion of respondents (35%) did not support either of the proposed options.

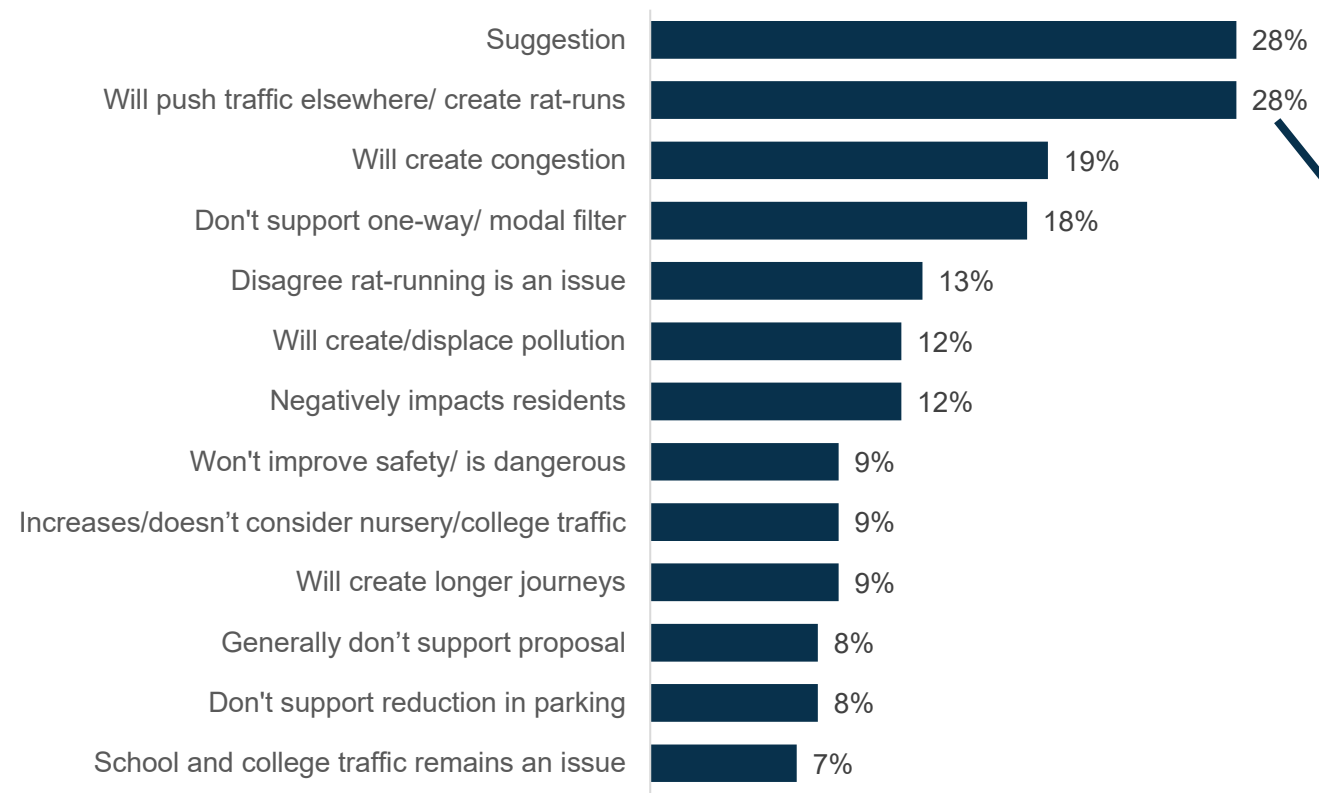


What would be your preference for the space that will be created where the road is closed?

Proposal two – further comments

The most common theme in the comments (28%) related specifically to concerns that the proposals could push traffic elsewhere in Fulflood or create rat-runs. A similar proportion of respondents (28%) used the open comments to offer suggestions. Other frequently mentioned topics included potential congestion (19%) and views on the modal filter or one-way roads (18%).

Further comments on proposal two (n=320)



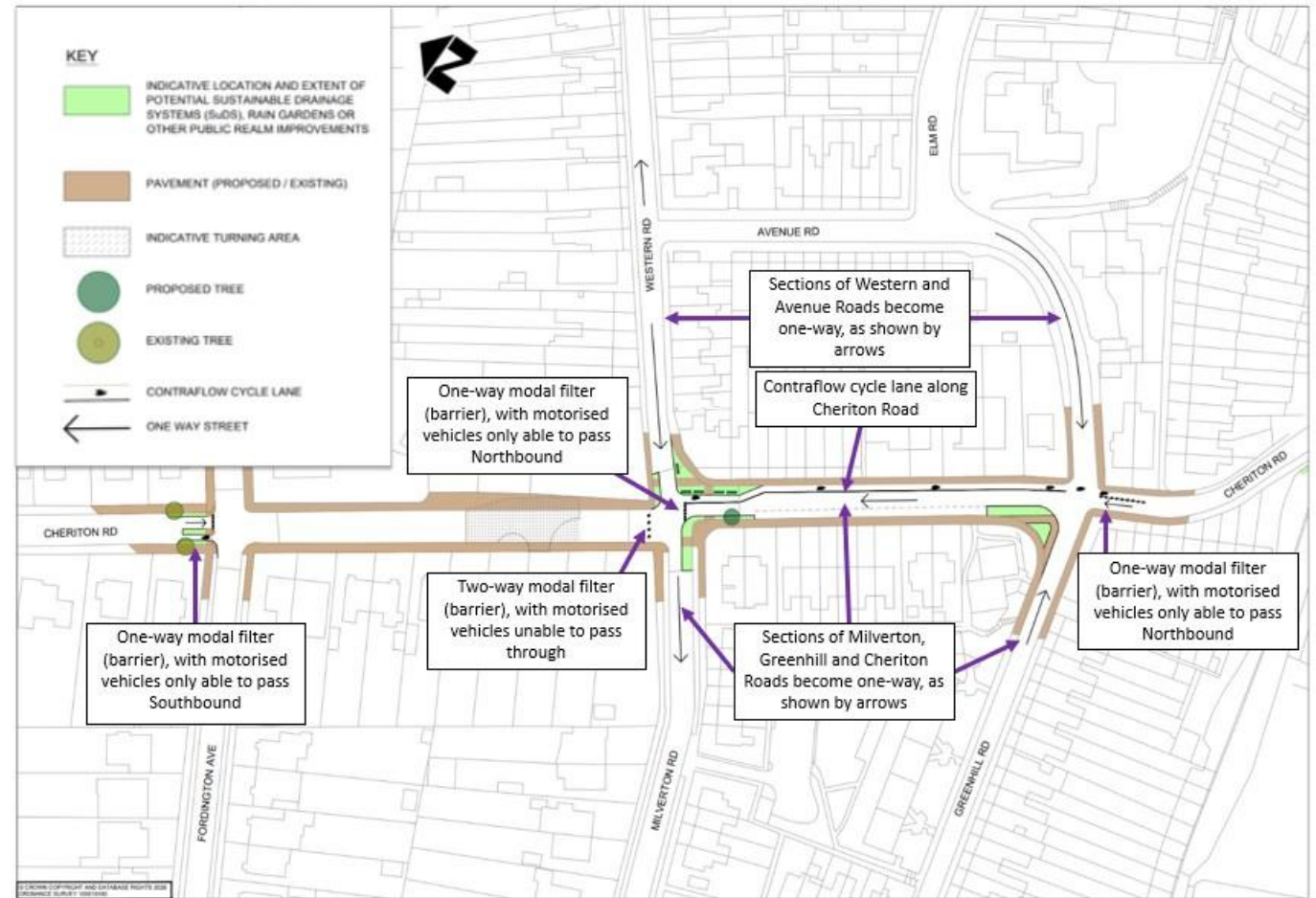
- These included:**
- Include Berewecke Road/ Berewecke Avenue in the proposals
 - Use traffic calming measures instead
 - Stop student parking/ make resident only parking
 - Alternative one-way routes
 - Consider surrounding road management

- Comments that mentioned specific roads included:**
- Stockbridge Road (22 comments)
 - Berewecke Road/ Avenue (18 comments)
 - Andover Road (12 comments)
 - Fairfield Road (12 comments)
 - Cranworth Road (nine comments)
 - Owens Road (six comments)
 - Hatherley Road (five comments)
 - Brassey Road (five comments)
 - Chilbolton Avenue, Boscobel Road and the Railway tunnel (two comments each)
 - Fordington Road (one comment)

Is there anything that you would like to tell us about proposal two that you think will help us with designing the final plans?

Mentions above 5% shown

Proposal 3: Reducing rat- running in the west of Fulford



Impacted roads:

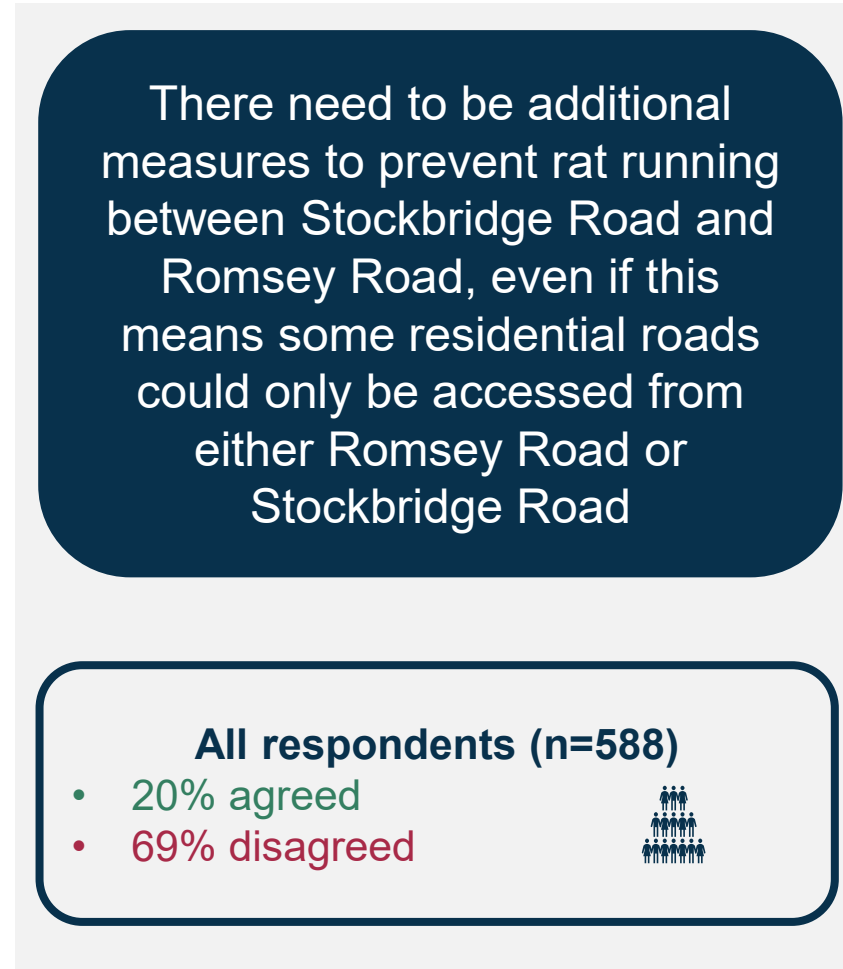
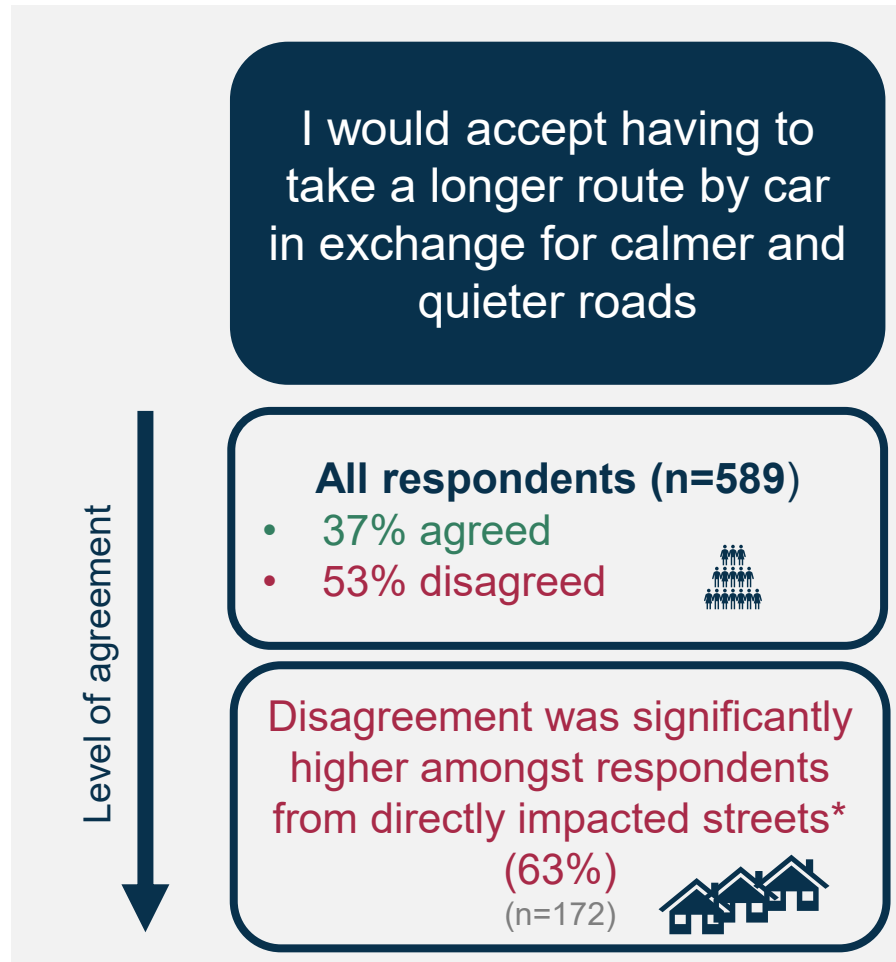
Cheriton Road would be closed to all motorised through-traffic between Milverton Road and Fordington Road/ Avenue.

Avenue Road, Greenhill Road, Milverton Road and Western Road would become one-way.

Elm Road, Avenue Road and Western Road would only be accessible via Stockbridge Road and West End Terrace would only be accessible from Romsey Road.

Proposal three – acceptability

More than half of respondents (53%) disagreed that longer routes were acceptable. This rose to 63% among those living on directly impacted roads. In addition, over two-thirds of all respondents disagreed that restricted access to some roads was acceptable.

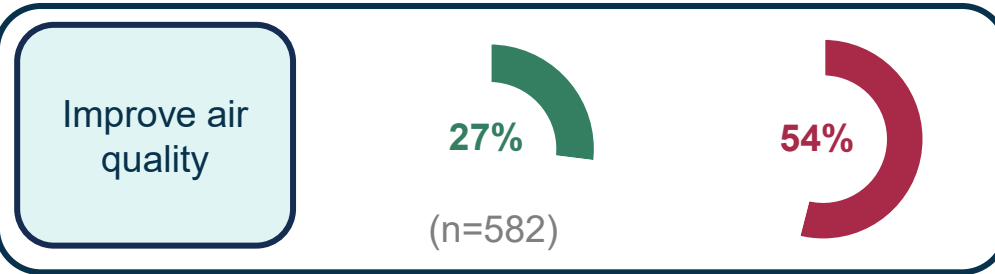
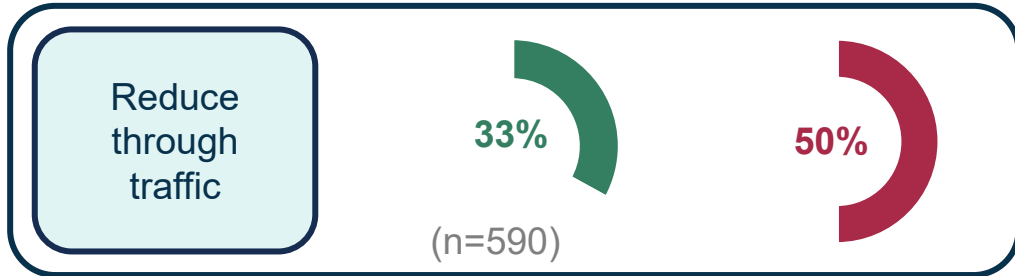


To what extent do you agree or disagree with the following statements: The loss of parking spaces is acceptable in exchange for calmer, greener streets

Proposal three - objectives

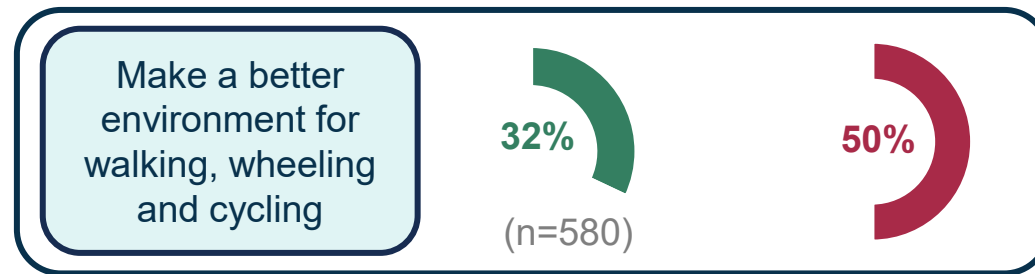
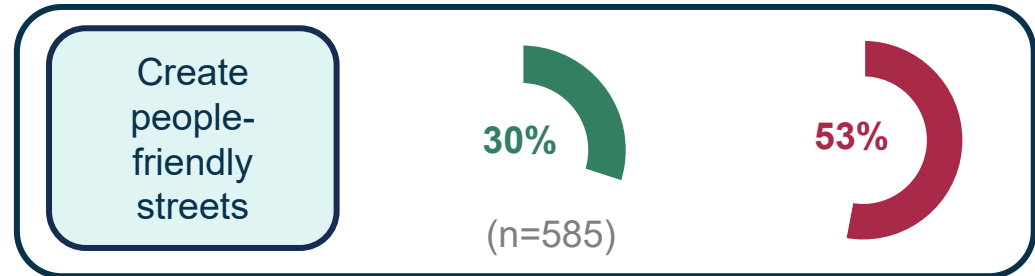
Around half of respondents (50-54%) disagreed the proposal would achieve its objectives whilst a third or less (27-33%) felt it would.

"This suggestion does not reduce traffic or achieve your goals" (Female Fulflood resident aged 35-44 who frequently walks, drives and cycles)



"journeys will take longer and therefore pollute more" (Male Fulflood resident, aged 45-54 who frequently walks, cycles regularly drives)

"...this will increase traffic along relatively quiet roads, contrary to the aims of the proposals" (Female Fulflood resident aged 55-64 who frequently walks, drives and regularly cycles)



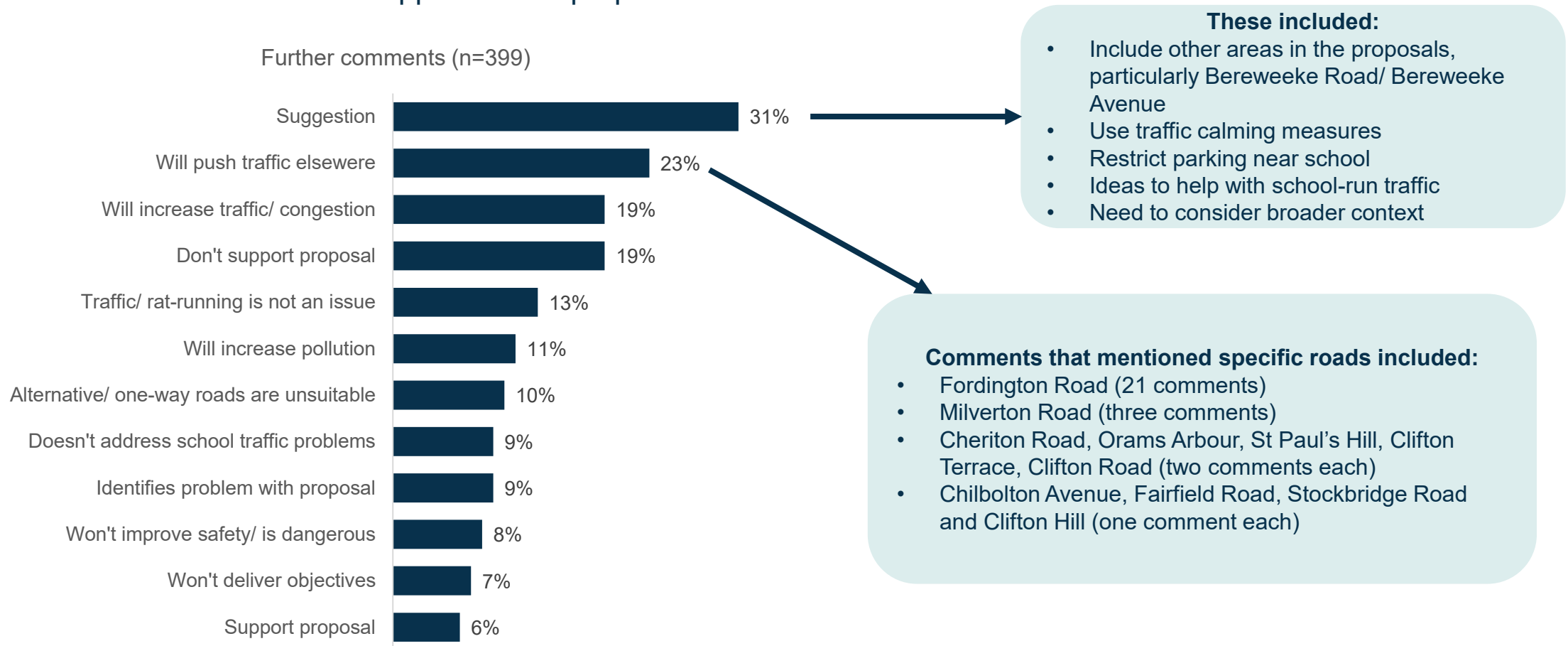
"I think it will make Hatherley Rd a traffic jam and certainly not make walking and cycling better" (Female Fulflood resident aged 55-64 who frequently walks and drives)

■ Agree ■ Disagree

To what extent do you agree or disagree with the following statements: The proposal will help to deliver the scheme's objective

Proposal three – further comments

The largest proportion of comments for proposal three provided suggestions. The main concerns raised were the proposal potentially pushing traffic elsewhere (23%) and an increase in traffic or congestion (19%). A further 19% of comments indicated a lack of support for the proposal.



Is there anything that you would like to tell us about proposal three that you think will help us with designing the final plans?

Mentions above 5% shown

Proposal 4: 20mph speed limit

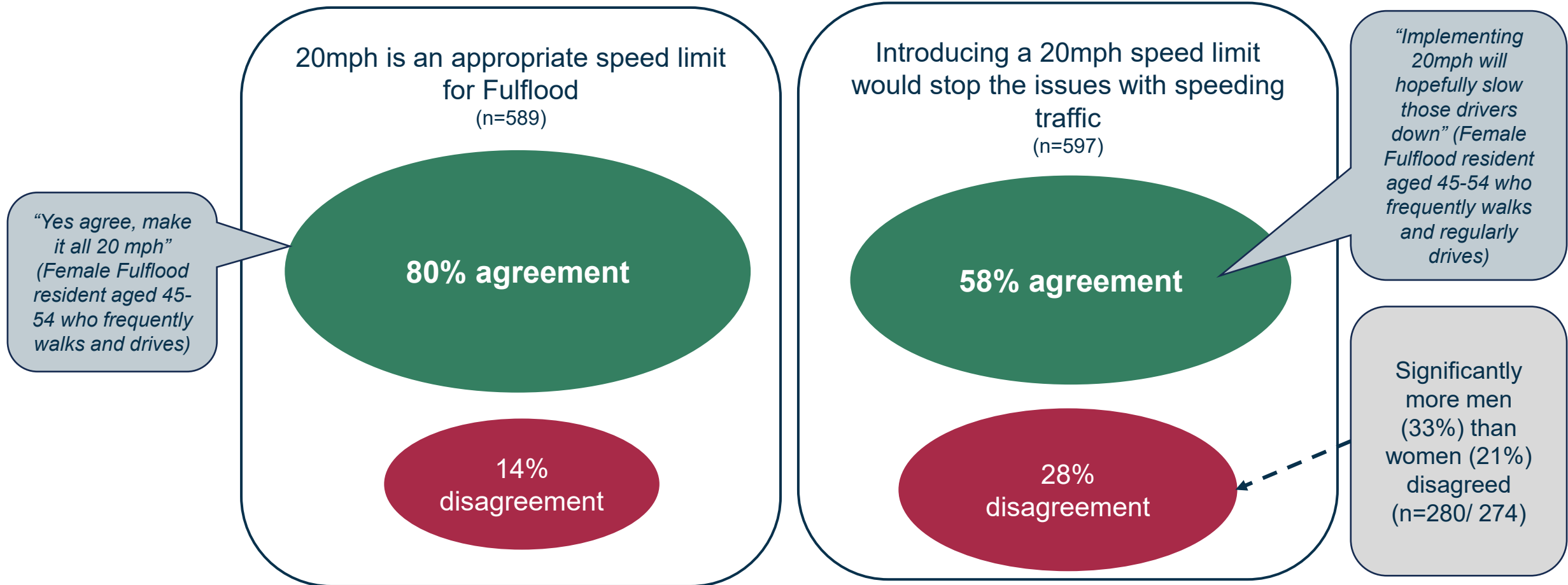
Depending on the road width, layout and visibility, the 20mph limit would be marked by road signs, and possibly painted roundels (large white circles with the speed limit inside them) on the road.

Many streets within Fulflood currently lend themselves to a 20mph speed limit.

Where average speeds are currently too high to introduce a 20mph speed limit (above 26mph), suitable traffic calming measures would need to be installed.

Proposal four – views on introducing a 20mph speed limit

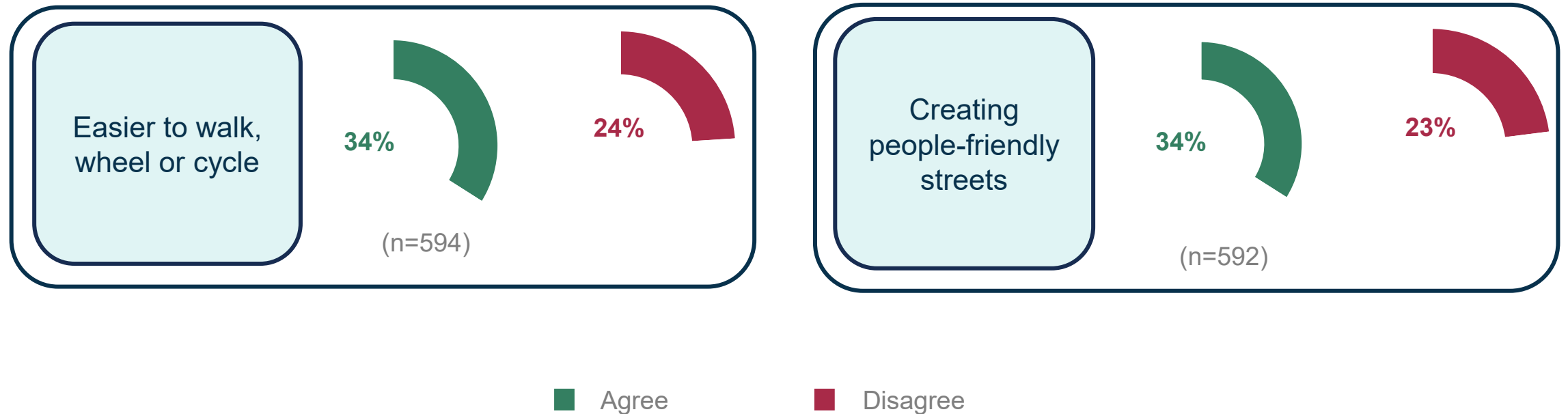
Whilst 80% of respondents agreed that a 20mph speed limit was appropriate for Fulflood, only 58% felt that such a speed limit would effectively reduce speeding.



To what extent do you agree or disagree with installing the following additional measures in this location: 20mph is an appropriate speed limit for the Fulflood area, Introducing a 20mph speed limit would stop the issues with speeding traffic.

Proposal four - objectives

A higher proportion of respondents agreed than disagreed that the proposal to introduce a 20mph speed limit would make it easier to walk, wheel or cycle in Fulford and would create people-friendly streets.



To what extent do you agree or disagree with the following statements: The proposal will help to deliver the scheme's objective of making it easier to walk, wheel (use a wheelchair or mobility scooter) or cycle, The proposal will help to deliver the scheme's objective of creating people-friendly streets

Proposal four - Further comments (n=312)

Support

- 95 comments showed support for the 20mph speed limit
- 12 comments specified they wanted to see the 20mph limit across the whole of Fulflood

Impact

Seven comments stated the proposal would improve safety

Problems with proposals

- 38 comments said the proposal won't make a difference/ change behaviour
- 13 comments said it was school/ college traffic or drivers that were the problem e.g. driving too fast

Opposition

13 comments said they did not support the proposal

Suggestions

- needs enforcement (62 comments)
- add traffic calming (56 comments)
- expand the 20mph speed limit beyond Fulflood (16 comments)
- use interactive speed signs (nine comments)

Need for proposal

33 comments said that speeding was not an issue

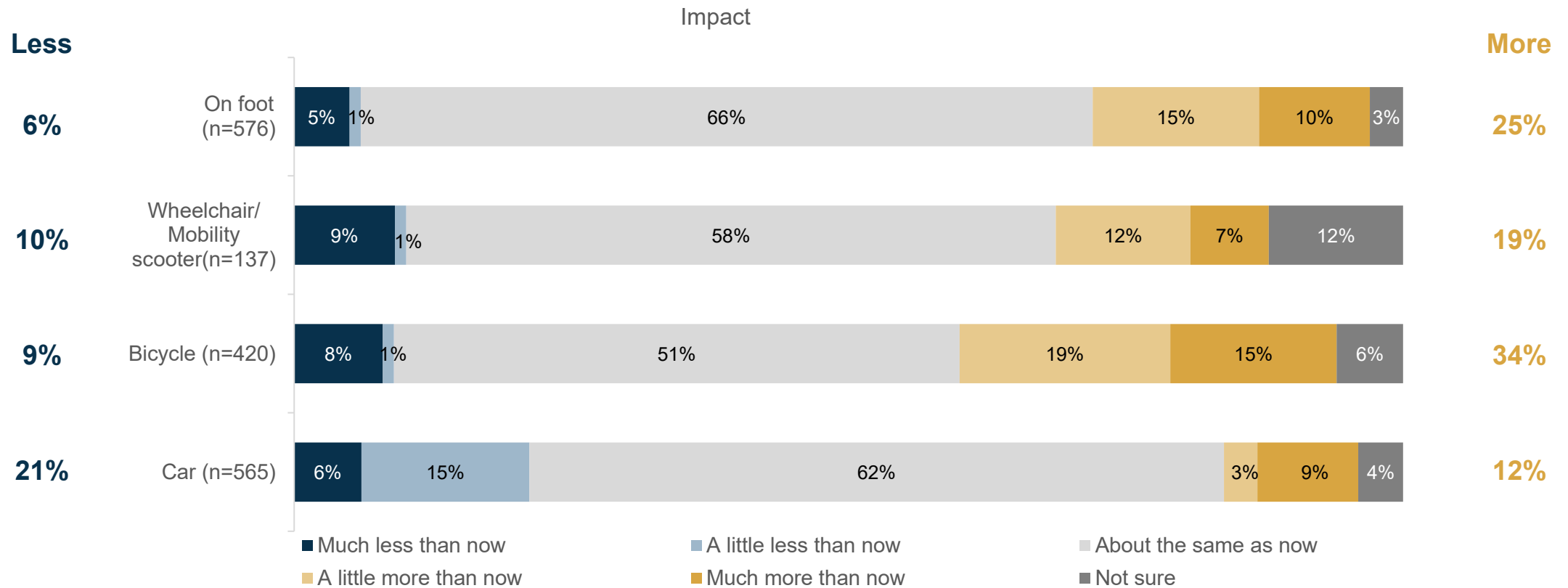
Comments mentioned 5 times or more

Is there anything that you would like to tell us about proposal four that you think will help us with designing the final plans?

General scheme feedback

Impact

25% of respondents said they would walk more, 19% said they would wheel more, 34% said they would cycle more and 21% said they would use the car less if the proposals were introduced.



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

Further comments – whole scheme (1)

318 comments were received about the Fulflood Liveable Neighbourhood proposal in general. Themes emerging from these comments are shown here and on the following slide.

Support

- support for the new crossing (12 comments)
- general support for the scheme (11 comments)

Opposition

- don't support the one-way system (38 comments)
- don't support the scheme generally (26 comments)

Positive impacts

Could improve the safety of active travel (seven comments)

Negative impacts

- increased journeys times/ distances (52 comments)
- negatively impacts residents (35 comments)
- increased traffic/ congestion (30 comments)
- increased pollution (23 comments)
- moves problems elsewhere (20 comments)
- negatively impacts Fordington Road (11 comments)
- makes finding parking harder (10 comments)
- reduced access (seven comments)

Need for the proposals

- there are no problems in Fulflood (17 comments)
- rat running is only a problem at limited times (seven comments)

Comments mentioned 5 times or more

Is there anything else that you would like to tell us about the scheme that you think will help us with designing the final plans?

Further comments – whole scheme (2)

Problems with proposal

- won't create behaviour change (28 comments)
- doesn't meet objectives (16 comments)
- still need to address school traffic and parking (11 comments)
- won't reduce car numbers (nine comments)
- safety issues remain (eight comments)
- alternative routes unsuitable (six comments)

Suggestions

105 comments offered suggestions, the most frequently made suggestions included:

- spend money on something else (14 comments)
- improve public transport (14 comments)
- school run solutions (nine comments)
- fix/ improve the pavements (seven comments)
- keep resident parking spaces (seven comments)
- add traffic calming (six comments)

Comments mentioned 5 times or more

Is there anything else that you would like to tell us about the scheme that you think will help us with designing the final plans?

Unstructured comments (1)

A total of 28 unstructured comments were received, providing a broad range of feedback. Due to the volume and variety of responses, it is not possible to list each one individually. However, the key themes identified are summarised below (and on the following slide), and the project team has full sight of all unstructured comments that were submitted.

Support

There was some support for the principles of the Liveable Neighbourhood and some, if not all, of the suggested proposals.

Opposition

As well as some general opposition being expressed, there was also opposition to specific elements of the proposal such as the proposed one-way system, tree removal, and loss of parking.

Need for the proposals

Some feedback questioned the need for some of the proposals, saying that the problems are predominantly caused by the school, with Fulflood being quiet outside of school-run times. There was also a feeling that there is a lack of evidence of rat-running. Some questioned why Fulflood had been chosen as a pilot for a Liveable Neighbourhood and whether it was a suitable choice.

Impacts

The impacts expressed via the unstructured comments largely mirrored those that were submitted via the survey. These included the one-way system increasing traffic or congestion, increased mileage and pollution, proposals making the roads less safe, and the negative impact of traffic being pushed on to alternative residential roads.

Unstructured comments (2)

Fordington Road

A collective submission from Fordington Road residents expressed their opposition to proposal three and its impact on their road. They stated that the proposal would funnel nearly all school traffic, as well as any other traffic not bound for Romsey Road, down Fordington Road, making the neighbourhood 'less liveable'.

Suggestions

Some respondents wanted to see the removal of on-street parking on Berewecke Road and the 2-hour parking bays near the schools and college. The intention behind this was to improve cycle safety, reduce college-related traffic, and address problems caused by school and college pick-up and drop-off.

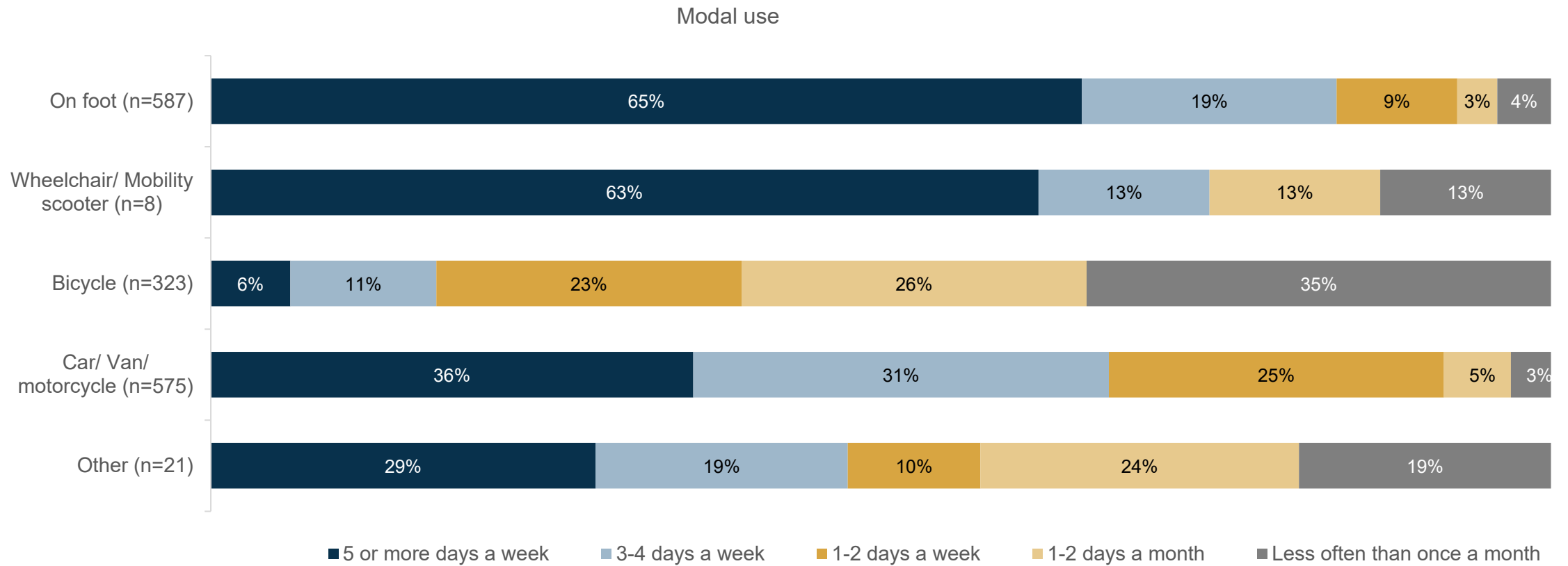
Accessibility

Several respondents highlighted accessibility needs and considerations. Some comments referred to the narrow pavements within Fulflood, which are currently difficult for wheelchair users, mobility scooter users and people with pushchairs to navigate. There were also comments about the use of continuous pavements. Respondents noted that these are not recommended for people with visual impairments. If continuous pavements are installed, there are specific requirements for tactile paving (bumpy paving) to indicate where a road is being crossed.

Respondent profile

Methods of travel

Of the 587 respondents who walk, 84% do so at least **three times** a week. Among the 575 respondents who drive, 67% drive at least **three times** a week. Of the 323 respondents who cycle, 40% cycle at least **once** a week.



How often do you typically travel around Fulfllood by the following methods of transport?

Journey information

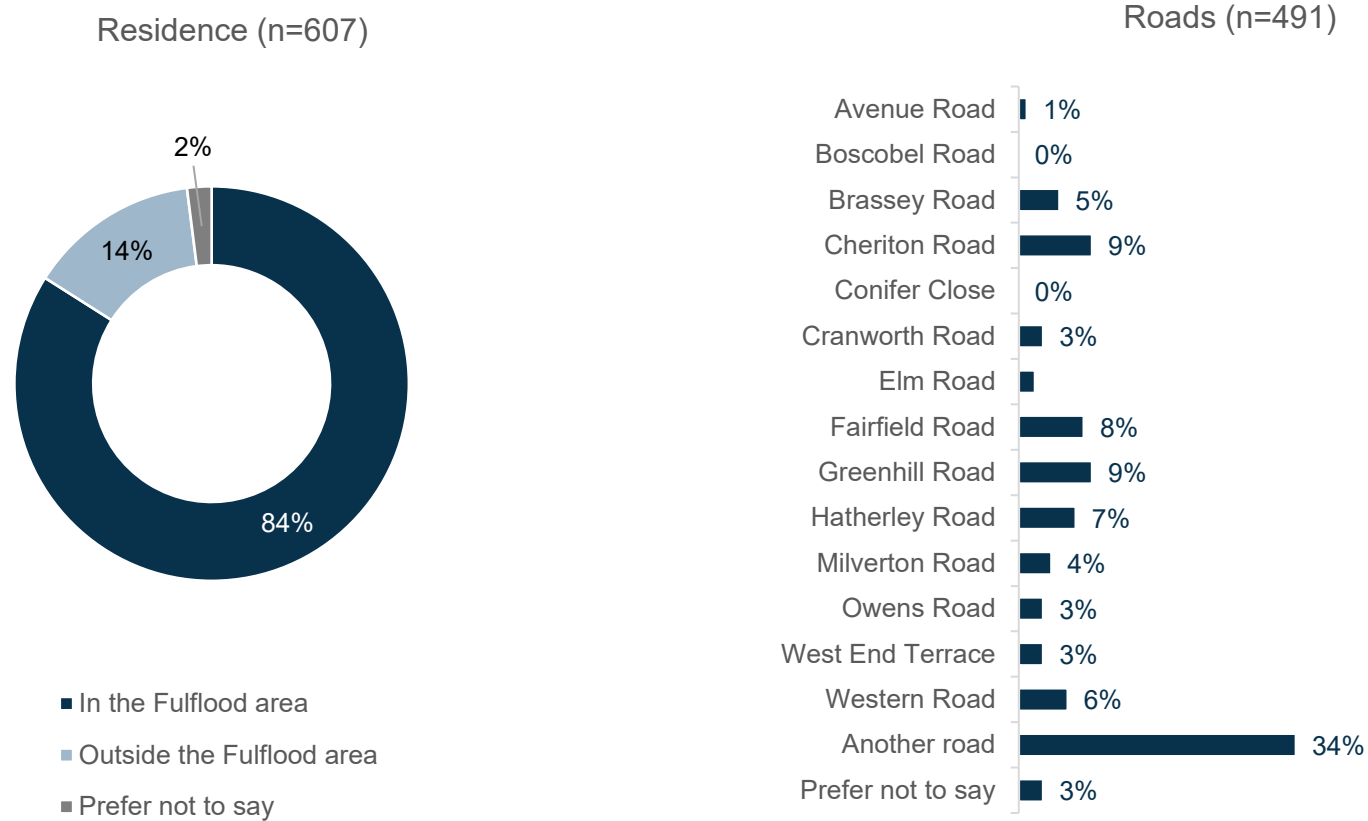
Most respondents travel in the area because they live nearby (91%). Around half travel to access local facilities (56%) or for exercise or recreation (50%)



Why do you typically travel around Fulford?

Respondent profile (1)

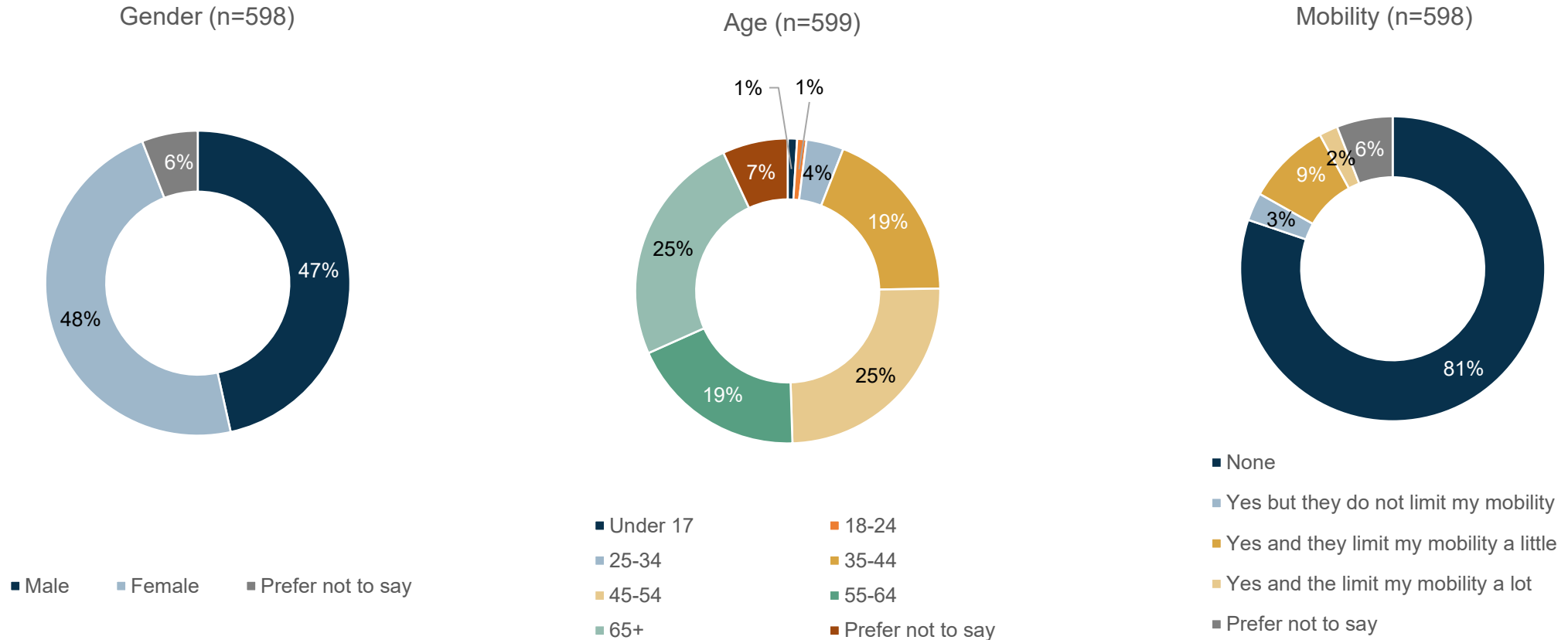
84% of respondents lived within the Fulfood area. Over half of respondents (58%) reported living on one of the streets where interventions were proposed to be placed and 34% lived on roads nearby.



Where do you live? Do you live on any of the following roads?

Respondent profile (2)

There were almost an equal number of female and male respondents (48% and 47% respectively). 69% were aged 45+. 11% reported having a condition that affected their mobility.



Which of the following best describes your gender? What is your age? Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more that affect your mobility (ability to move around)?