



Stubbington Village Research report

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Key findings

Key findings

- At least half of respondents agreed with the aims of the scheme to remove unnecessary through traffic and improve access to/from/around the village. Views on reallocating excess road space to pedestrians and cyclists were more mixed, with roughly equal minorities agreeing and disagreeing with these aims.
- The individual scheme elements were welcomed by wheelchair/mobility scooter users and frequent cyclists (at least once a week), a majority of whom agreed with each element, and with the proposed changes as a whole package. Frequent walkers also agreed with the majority of scheme elements.
 - The most common reasons for agreeing with the proposed changes were that it would be beneficial to reduce the level of traffic in the village, and that it was a good idea to reduce vehicle speeds and encourage use of the bypass.
- However, frequent car users, who made up 94% of respondents, were less positive. Most frequent car users disagreed with the proposed changes overall, with this clearly linked to disagreement with reducing entry to the roundabouts to single lane and reducing the diameter of the central islands.
 - The most common reasons for disagreeing with the scheme centred around the belief that it would increase congestion and journey times through reduced capacity at the roundabouts. There were concerns that the bypass would not reduce traffic sufficiently to enable the proposed changes, and that they could therefore lead to congestion and rat-running.
 - Some were also concerned about ongoing construction works, feeling that they had already experienced this for some time during the bypass construction.
- Most respondents said that their levels of use of different modes would not change as a result of the changes. However, if introduced, the data indicated that the scheme could have a net impact of reducing car use slightly, and increasing levels of walking, cycling, and the use of wheelchairs/mobility scooters.

Potential implications



Implications for communications

- Communications are needed to address the key concern for respondents (95% of whom were local residents), that the reduction of roundabout entries to single lane will result in congestion and rat-running - based on low expectations that the new bypass will substantially reduce traffic volumes in the area (meaning they do not believe there is 'excess' road space that can be removed). Reference to the impact made on village traffic in other similar schemes may be useful to demonstrate the potential impact of the bypass.
- Communications need to address the concerns of drivers in particular, and emphasise the benefits to those using active travel.
- A common suggestion was to wait until the bypass has bedded in before assessing whether the works are needed. If this is not possible due to funding issues, this needs to be communicated to residents so they can understand the proposed timelines more clearly.



Implications for implementation

- Communications may allay respondents' fears that the proposed scheme would lead to more congestion in Stubbington, but implementation teams should consider whether there are potential changes to the scheme that would reduce the risk of congestion or rat-running.
- Some residents felt they had already experienced extensive construction work in their local area, and feared continued disruption during the proposed scheme works. Consideration should be given to minimising disruption to local residents during construction work and to ensure dialogue to understand views.

Introduction

Stubbington Village - background



Background

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 has been awarded £3.28 million to support a range of measures across Hampshire which will create better spaces for walking and cycling in local communities.

Hampshire County Council's Climate Change Strategy has set targets for the County to be carbon neutral by 2050 and improve its resilience to the impacts caused by a two-degree increase in temperature. Schemes such as these could assist in delivering those targets by encouraging people to use active travel options.



The scheme

This report summarises the key feedback on proposed changes at two roundabouts in Stubbington. The proposals form part of the Stubbington Bypass scheme, which is currently under construction and due to open in the Spring of 2022. The scheme is designed to support use of the Stubbington bypass and discourage through-traffic from the village, while retaining capacity for local access and encouraging walking and cycling in the village centre.

Key scheme aims are to:

- support use of the bypass and discourage unnecessary through-traffic;
- reduce road space at roundabouts;
- widen footways and introduce more crossings;
- reduce traffic speeds to improve road safety;
- encourage more walking and cycling in the village centre.

Stubbington Village– aims and method



Aims

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 development plans for Stubbington Village. Specifically, this engagement exercise sought to understand:

- current travel habits in the area;
- potential future travel habits;
- residents' and stakeholders' views on the different elements of the proposed scheme.



Method

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 18 October to 14 November 2021.

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. However, there is evidence from other sources that when a representative sample of respondents is surveyed, opposition to schemes such as this can be lower than in open engagement exercises. There is also evidence that, once introduced, opposition to schemes can swiftly decline. [Gear Change: One Year On \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/101222/gear-change-one-year-on.pdf)

Summary of survey responses

In total, 674 responses were submitted via the feedback form, either online or on paper. 669 responses were from individuals, two were from democratically elected representatives, and one was from a group, organisation or business.

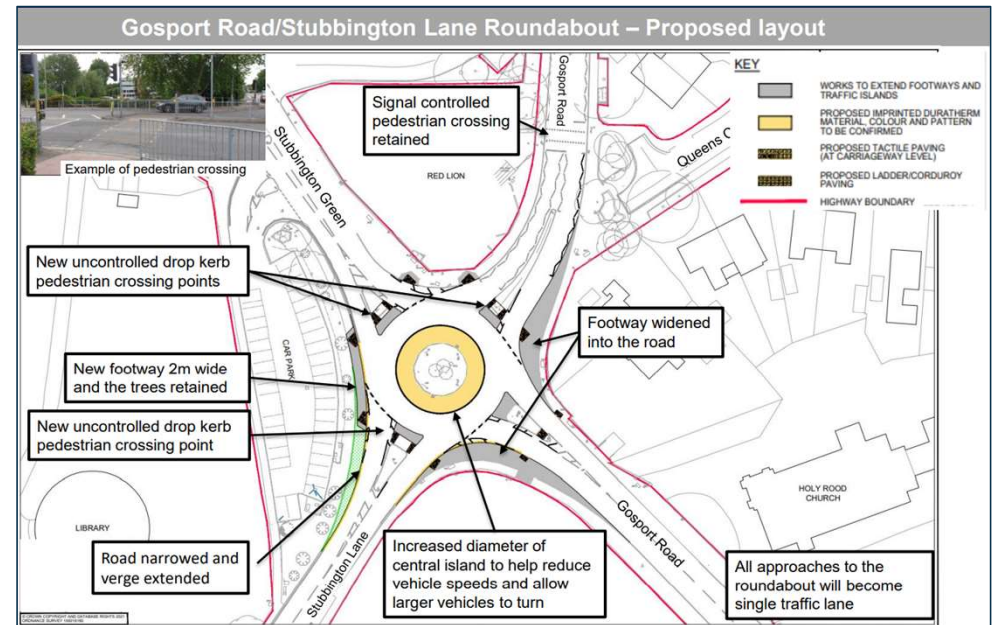
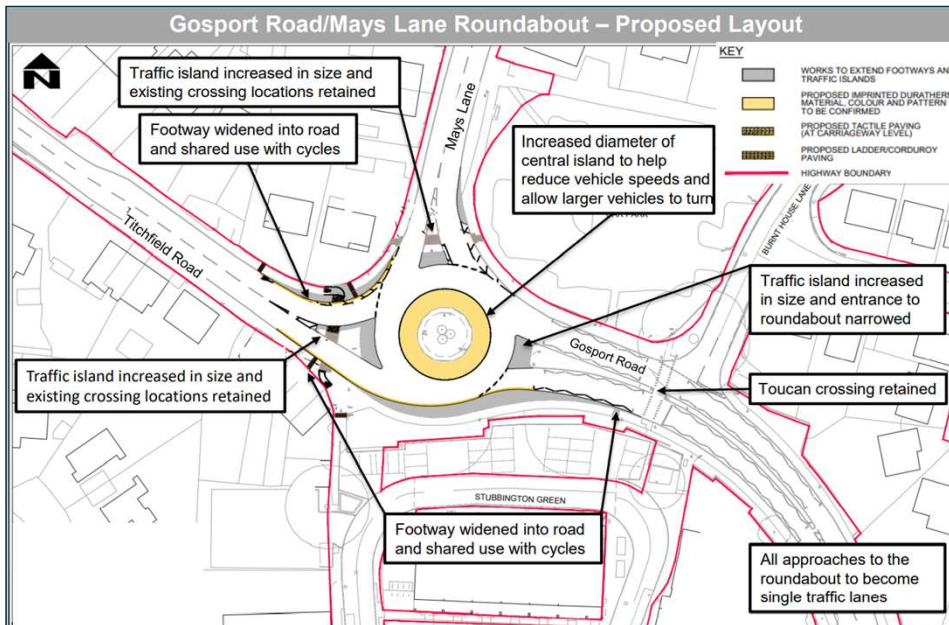
In addition, 42 unstructured responses were received by email or letter and 68 social media comments were received through Hampshire County Council's Facebook page.

Furthermore, during the fieldwork period a group of local residents carried out an unofficial engagement exercise asking people to object to the proposals by either completing the online survey or completing a printed slip.

- A total of 77 slips were received by Hampshire County Council, though it is not known how many of those completing a slip also completed the online feedback form.

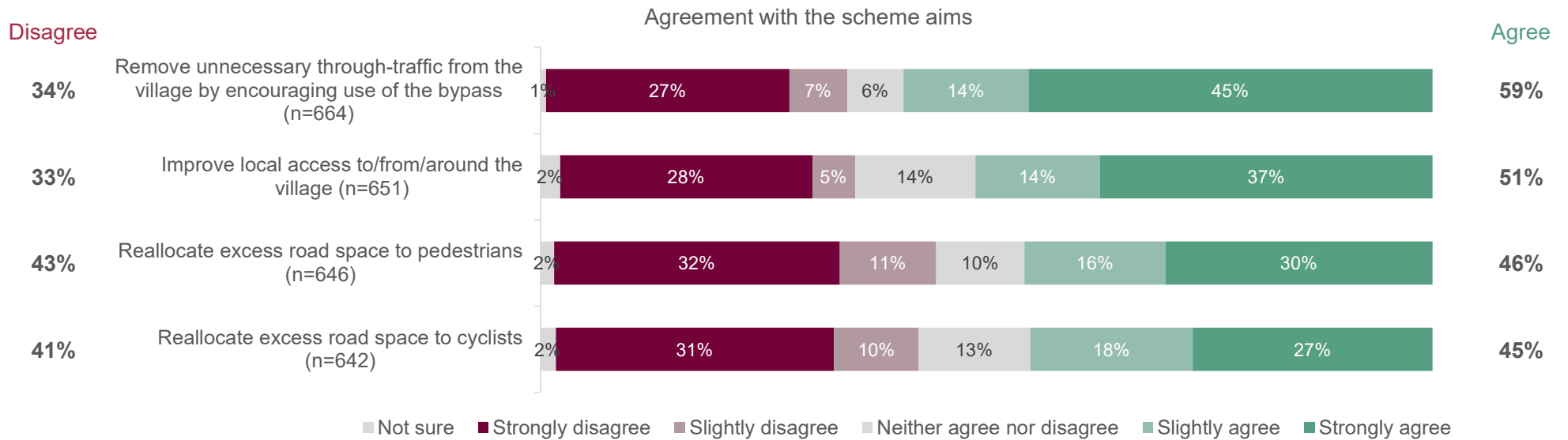
Detailed findings

Proposed scheme design



Agreement with the aims of the schemes

At least half of respondents agreed with the scheme aims to remove unnecessary through traffic and improve access to/from/around the village. Views on reallocating excess road space to pedestrians and cyclists were more mixed, with roughly equal minorities agreeing and disagreeing with these aims.



To what extent do you agree or disagree that with the aims of the scheme?

Agreement with the scheme aims – by sub-groups

At least half of frequent walkers, cyclists and wheelchair/mobility scooter users agreed with each of the aims of the scheme. Frequent drivers agreed that it was necessary to remove through traffic and improve local access, but their views were mixed on re-allocating road space, with equal minorities agreeing and disagreeing with these aims.

Agreement with scheme aims, by sub-groups

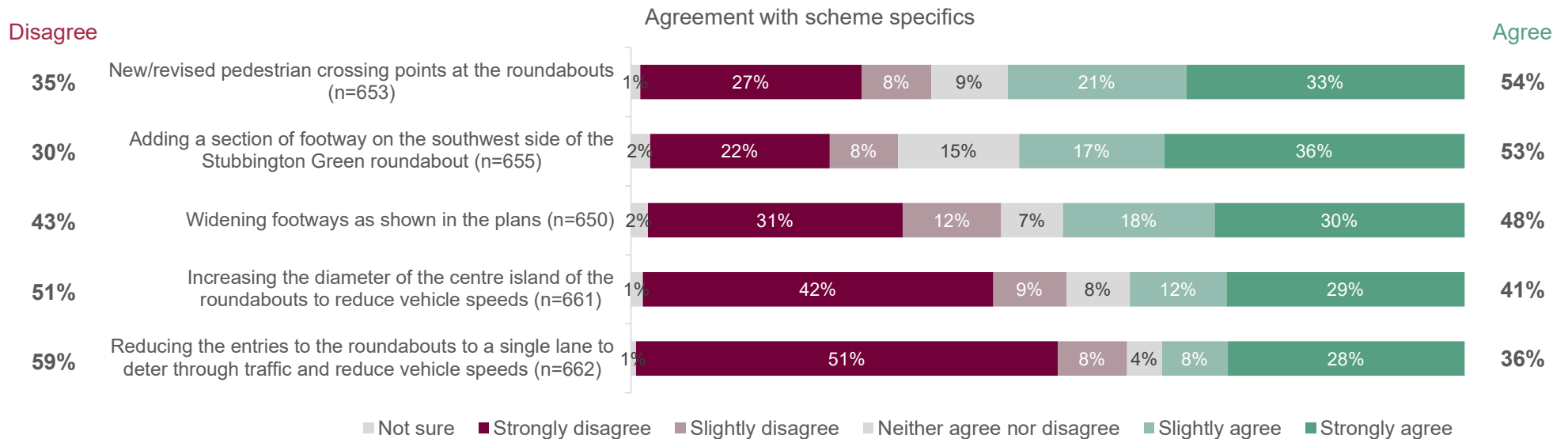
% agreeing with scheme aims (% disagreeing with scheme aims)	Frequent drivers (n=584-602)	Frequent walkers (n=427-431)	Frequent cycle users (n=140-143)	All wheelchair/mobility scooter users (n=27-30*)
Remove unnecessary through-traffic	58% (35%)	63% (31%)	69% (24%)	60% (37%)
Improve local access to/from/within Stubbington	50% (34%)	56% (30%)	57% (26%)	62% (34%)
Reallocate excess road space to pedestrians	44% (45%)	52% (39%)	60% (33%)	64% (29%)
Reallocate excess road space to cyclists	43% (43%)	50% (38%)	64% (26%)	56% (22%)

To what extent do you agree or disagree that with the aims of the scheme?

* caution: low base

Agreement with the scheme specifics

Just over half of respondents agreed with new/revised pedestrian crossings at the roundabouts, and with adding a section of footway at Stubbington Green roundabout. However, half or more of respondents disagreed with increasing the diameter of the roundabouts and reducing entries to single lane.



To what extent do you agree or disagree with each of the following proposals?

Agreement with scheme elements around crossings and footways

Overall, the response was positive across all user groups and there was minority agreement among frequent drivers to widening footways.

Agreement with scheme elements, by modal use

% agreeing with scheme elements (% disagreeing with scheme aims)	Frequent drivers (n=592-594)	Frequent walkers (n=430-434)	Frequent cycle users (n=140-143)	All wheelchair/mobility scooter users (n=29-30*)
Providing new / revised pedestrian crossings at the roundabouts	53% (35%)	60% (30%)	68% (26%)	67% (30%)
Adding a section of footway on the southwest side of the Stubbington Green roundabout	53% (31%)	58% (24%)	69% (21%)	63% (23%)
Widening footways as shown on plans	47% (44%)	55% (36%)	60% (28%)	62% (31%)

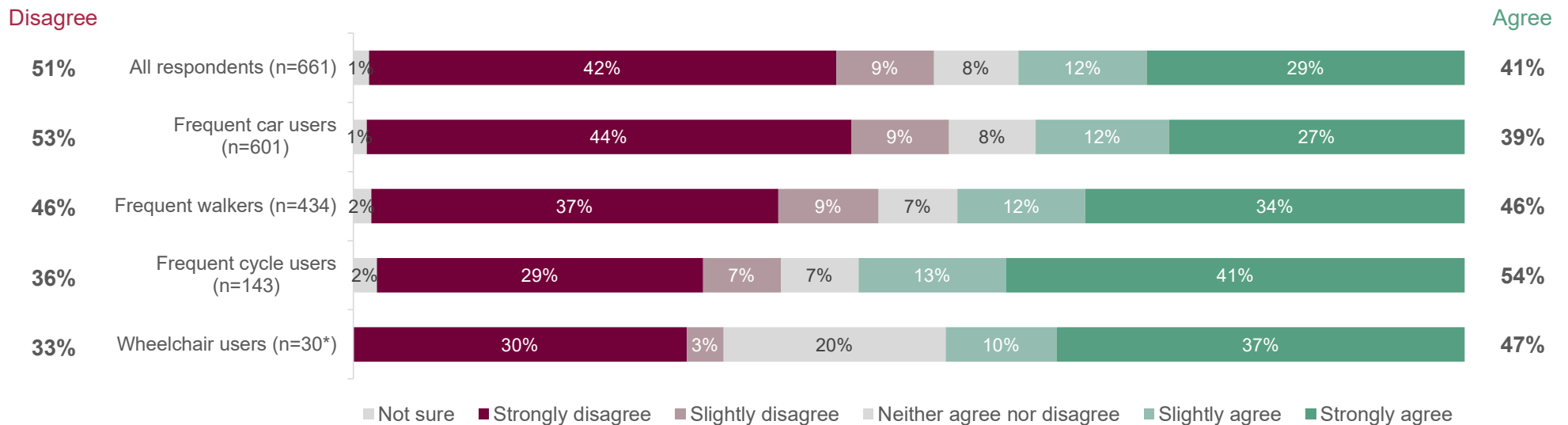
To what extent do you agree or disagree with each of the following proposals?

* caution: low base

Agreement with increased diameter of roundabout central islands

Disagreement with increasing the diameter of the centre island of the roundabouts was driven by frequent car users, just over half of whom disagreed with the proposed change. However, frequent walkers' views were split, while on balance frequent cyclists agreed with the change, as did almost half of wheelchair users.

Agreement with increasing the diameter of the centre island of the roundabouts to reduce vehicle speeds – by modal use



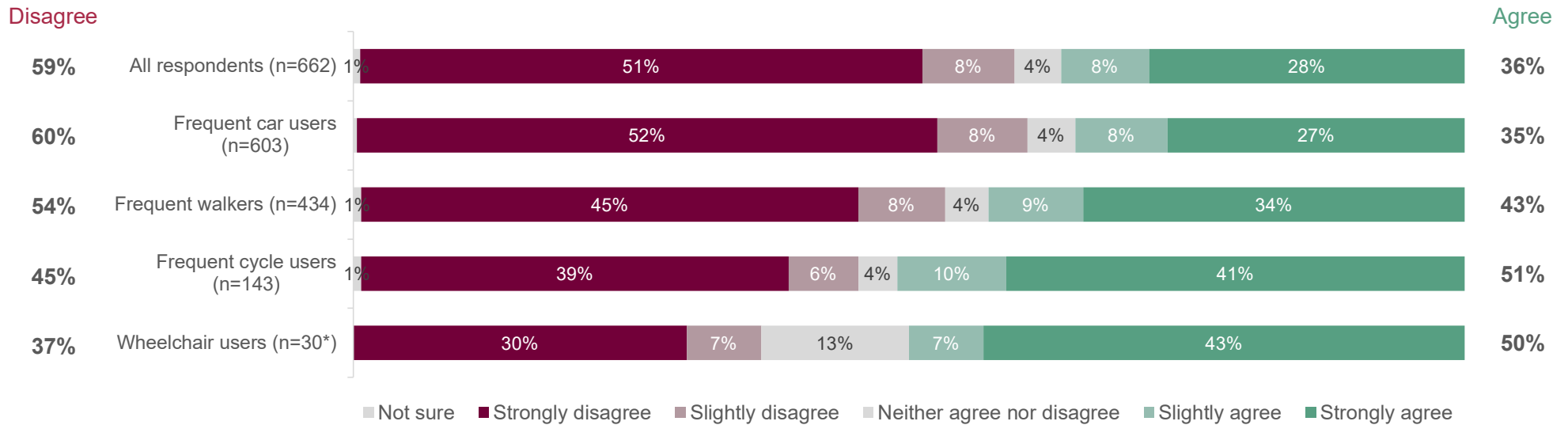
To what extent do you agree or disagree with each of the following proposals?

* caution: low base

Agreement with reducing entries to single lane

Half of frequent cyclists and wheelchair users agreed with the proposal to reduce entries to the roundabouts to single lane. Walkers and drivers were less supportive; among frequent drivers, 35% agreed with the proposed change, while 60% disagreed.

Agreement with reducing the entries to the roundabouts to a single lane to deter through traffic and reduce vehicle speeds— by modal use



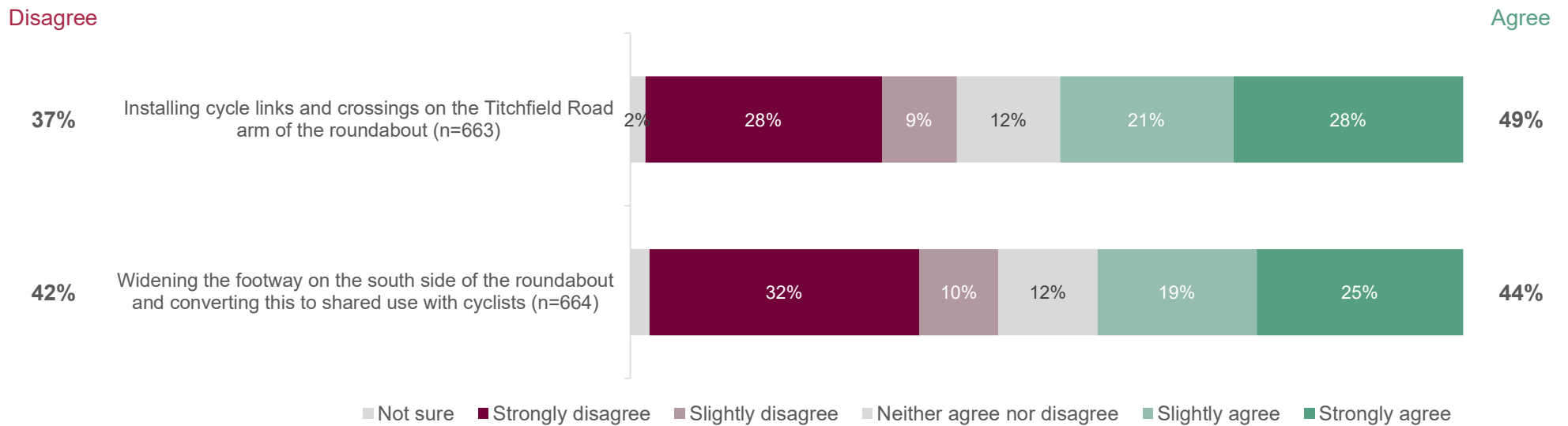
To what extent do you agree or disagree with each of the following proposals?

* caution: low base

Agreement with proposed changes at the Mays Lane roundabout

Overall, half of respondents agreed with installing cycle links and crossings on the Titchfield Road arm of the roundabout. Views were more mixed on converting the footway on the south side to a wider, shared use path.

Agreement with scheme specifics at Mays Lane roundabout



To what extent do you agree or disagree with each of the following proposals at the Mays Lane roundabout?

Agreement with scheme elements at Mays Lane roundabout

Frequent walkers, cyclists and wheelchair users tended to agree with both proposals relating to Mays Lane roundabout. On balance frequent car users agreed with installing cycle links and crossings on the Titchfield Road arm, but views were split on widening the footway on the south side.

Agreement with **installing cycle links and crossings** on the Titchfield Road arm of the roundabout

% agreeing	Disagree	Agree
All respondents (n=633)	37%	49%
Frequent car users (n=604)	39%	47%
Frequent walkers (n=436)	31%	55%
Frequent cyclists (n=142)	23%	68%
All wheelchair / mobility scooter users (n=30*)	33%	53%

Agreement with **widening the footway** on the south side of the roundabout and converting this to shared use with cyclists

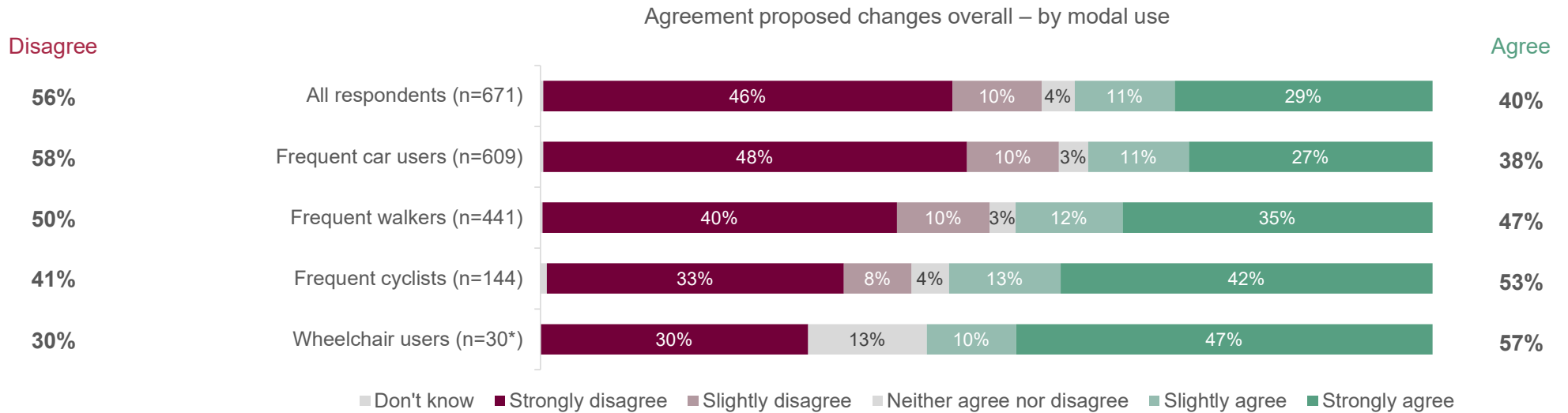
% agreeing	Disagree	Agree
All respondents (n=634)	42%	44%
Frequent car users (n=603)	44%	43%
Frequent walkers (n=438)	38%	49%
Frequent cyclists (n=144)	28%	62%
All wheelchair / mobility scooter users (n=30*)	27%	53%

To what extent do you agree or disagree with each of the following proposals at Mays Lane roundabout?

* caution: low base

Agreement with the proposed changes overall

Agreement with the proposals overall aligned closely with modal use. While the majority of frequent car users disagreed with the proposed changes, the views of frequent walkers were evenly balanced, and frequent cyclists and wheelchair users tended to agree with the proposed changes overall.



Disagreement with the proposals overall was also closely linked with disagreement with certain changes: 89% of those who disagreed with single-lane roundabout entry, and 93% of those who disagreed with widening the diameter of central island, disagreed with the package of changes overall.

To what extent do you agree or disagree with the proposed changes overall?

* caution: low base

Reasons for agreement with proposed changes

Among those who agreed with the proposed scheme, the most common reason was that it would lead to less through-traffic in the village (33%). Respondents also supported the idea of reducing vehicle speeds, encouraging use of the bypass, and improving safety for pedestrians and others.

Reasons for agreement with the proposed changes (n=230)



“Hopefully it will encourage people to walk and cycle close to the village, nothing bad can come of that. Also, the bypass will reduce the amount of traffic going into Stubbington, so the doubters will see the results once completed.” (Car user and walker)

“Anything that improves cycling safety gets my vote! The roundabouts are really dangerous for cyclists. Making single lane roads would make a huge difference. Cars undertake me on the roundabouts on my bike.” (Car user, walker, cyclist)

“Assuming through traffic will reduce, I'd appreciate attempts to improve pedestrian access & crossings. Needs enough space if shared with cyclists. As a driver, I'd be concerned just 1 lane at roundabouts would cause tailbacks, especially if cyclists don't use provided lanes or no space to drive past.” (Car user and walker)

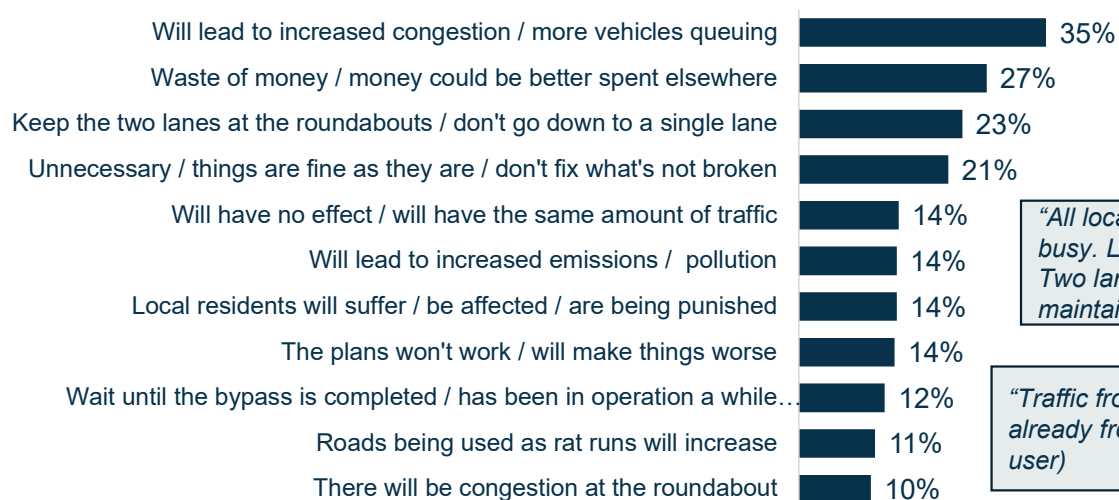
NB: mentions at least 10% shown.

Why do you agree with the proposed changes? (Quantified verbatim comments)

Reasons for disagreement with proposed changes

Among those who disagreed with the proposed changes overall, there were concerns in particular around removing two-lane entry to roundabouts, and the potential for this to increase congestion and journey times (some cited the need for traffic from the south of Stubbington to use the village). Some suggested waiting until the bypass is operational before assessing whether the works were needed.

Reasons for disagreement with the proposed changes (n=350)



"All you are going to do with these changes is make traffic worse not better. The bypass will not reduce peak time traffic. I have lived here over 20 years and I am sure all the changes will do is increase traffic and gridlock in the village." (Car user and walker)

"All locals will still use these routes going around and out of the village. It'll still be busy. Large delivery lorries for local shops, need room around the roundabouts. Two lane access for emergency vehicles approaching roundabouts must be maintained." (Car user and walker)

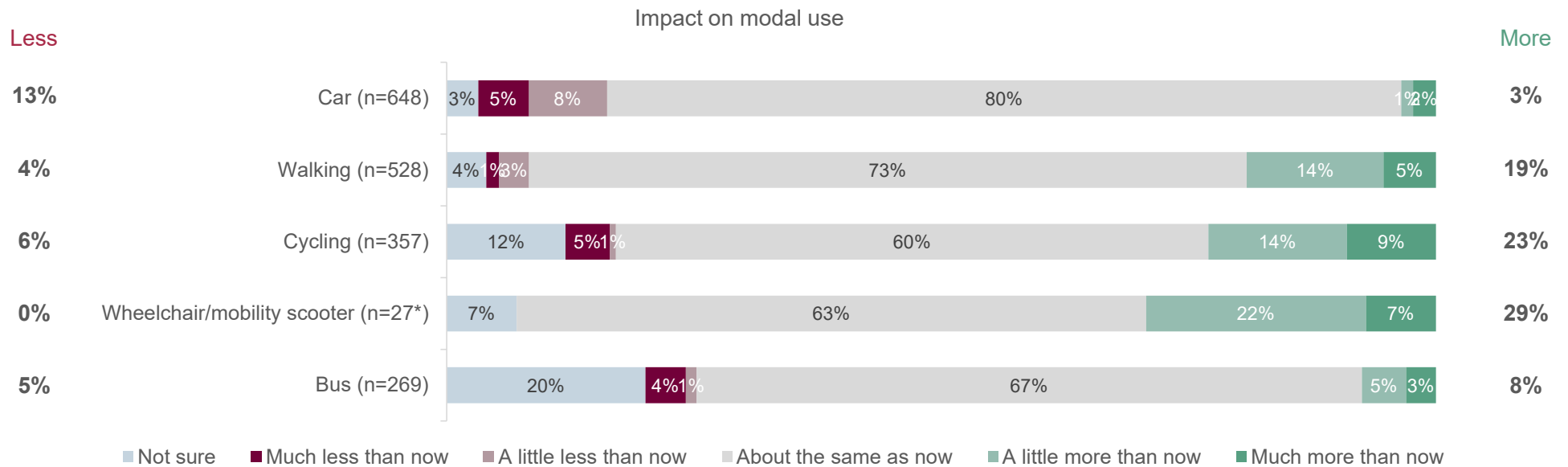
"Traffic from Lee still needs to get through Stubbington to bypass. Traffic queues already from Lee and after school times to Stubbington from Crofton school." (Car user)

NB: mentions at least 10% shown.

If you disagree with the proposed changes, please tell us why. (Quantified verbatim comments)

Impact on modal use

Most respondents said that their levels of use of different modes would not change as a result of the changes. However, if introduced, the scheme could have a net impact of reducing car use slightly, and increasing levels of walking, cycling, and the use of wheelchairs/mobility scooters.



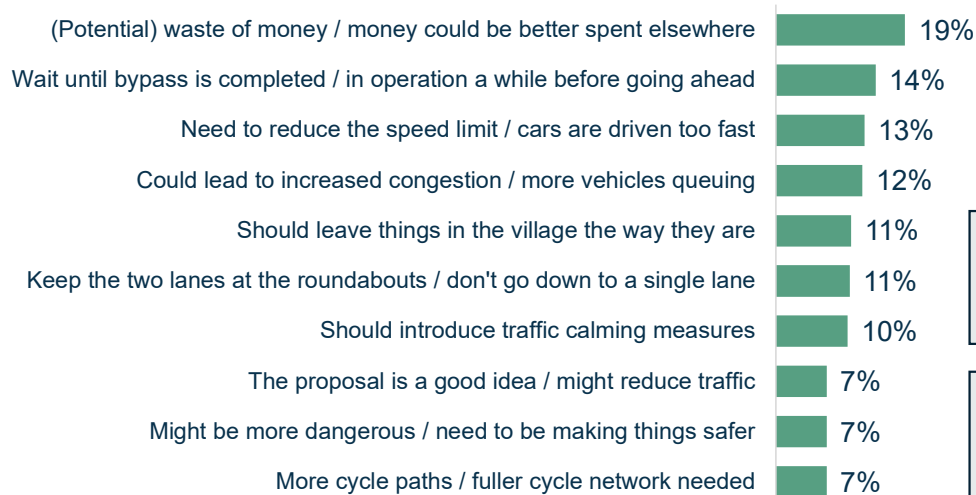
If the proposed changes are implemented, what impact would this have on how often you use these forms of transport to travel into and around Stubbington?

** caution: low base (current users only)*

Additional comments

Asked to provide any further suggestions or comments, many respondents re-iterated points around the potential for the single lane entry to roundabouts to increase congestion, or called for the scheme to be postponed until the bypass has bedded in. There were also calls to reduce vehicle speeds, as well as support for the scheme.

Any further comments / suggestions (n=426)



“Before going ahead with these proposals, why don’t you see what impact the bypass has & review the need for further changes in a year or two?” (Car user and walker)

“By reducing traffic flow in the village there is a likelihood that the end result will be exactly the same amount of congestion as currently exists.” (Car user and walker)

“Looks like a great way to discourage driving (especially the school run) and encourage safer walking and biking. Looks like a great scheme, and I hope it goes ahead as soon as possible.” (Car user, walker, cyclist)

“Don’t waste the money on this scheme - wait for the bypass to work (?) first. I suspect that it will make little difference and if the roads through Stubbington are restricted you will be pushing local traffic into more residential areas to gain access to Titchfield and the A27. The back roads through Stubbington and Hill Head are already used for this when Stubbington Lane and Titchfield road are congested. Restricting this flow won’t make that any better.” (Car user, walker, cyclist)

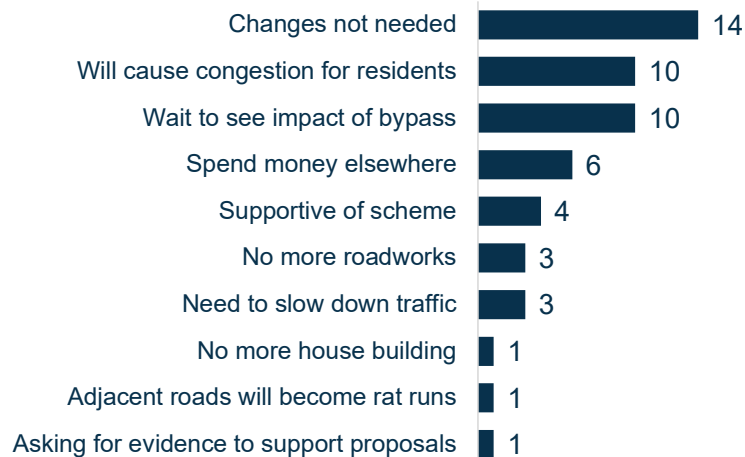
If you have any further comments or suggestions please provide these in the box below. (Quantified verbatim comments)

Unstructured comments

Comments received via Facebook:

There were 68 comments on Hampshire County Council's Facebook page. The most popular suggestion (14 comments) was that there was no need to change the current layout because it works well as it is. The same number of people suggested waiting until the bypass is finished to find out how this affects traffic flows as suggested that the proposals will cause congestion/ traffic issues for local residents (10 responses each).

Comments received via Facebook (n=68)



"Total waste of money, leave as it is. No need to change. "

"If we "reduce road space" through the village bypass to deter through traffic and persuade drivers to use the new bypass, the result will be longer queues to get through those little roundabouts..."

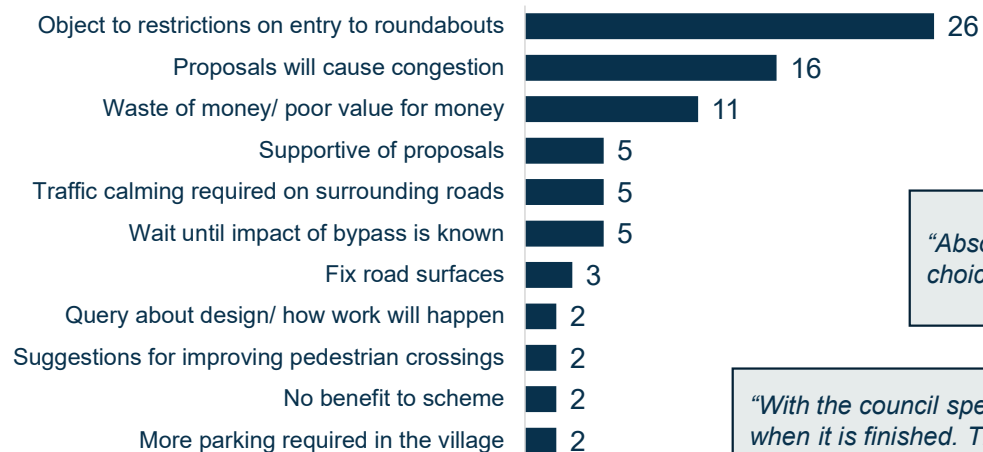
"Years of roadworks only to start on more. Why not wait to see whether people DO use the bypass first?"

Comments received via other channels:

42 responses were received via email or letter, referring to the scheme. 26 of these were objections to the roundabout entries being reduced to a single lane; 16 responses raised concerns about the proposals causing congestion and eleven responses were about the proposals being a poor use of money.

Additionally, 77 residents responded to an unofficial engagement exercise carried out by local residents, objecting to the proposals by completing a printed slip.

Comments received via email and letter (n=42)



"I do not wish to see the proposed changes to the aforesaid roundabouts. Stubbington residents have tolerated continuous hold-ups in and around the village over the years together with the associated vehicle pollution. The proposed changes would serve to ensure that smooth and efficient flow of traffic would be prevented or, at the very least restricted."

"Absolutely ridiculous ideas. Those that use these roads do so out of necessity and not choice! They are congested enough now without you putting changes at the roundabouts."

"With the council spending millions on the new bypass it would seem logical to wait and see the results when it is finished. The council is always saying they need more money, so why spend more. Give the bypass a chance to work before you throw more of our money away."

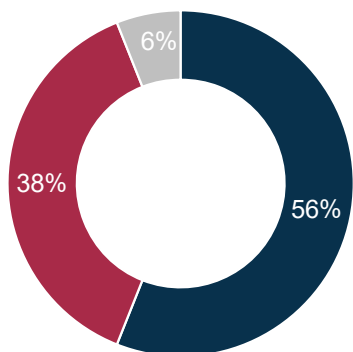
NB: mentions at least 2 shown.

Respondent profile

Respondent profile (1)

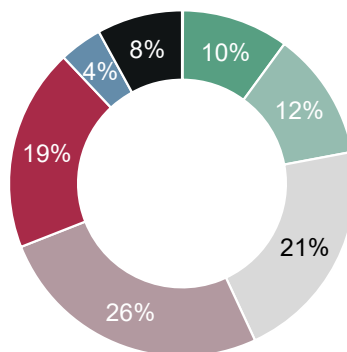
Just over half of respondents were male, 49% were aged 65 or older, and 95% lived in the Stubbington area.

Gender (n=643)



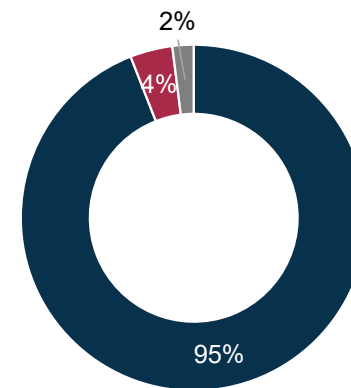
■ Male ■ Female ■ Prefer not to say

Age (n=647)



■ Under 25 ■ 25-44 ■ 45-54 ■ 55-64
■ 65-74 ■ 75-84 ■ 85+ ■ Declined

Residence (n=637)

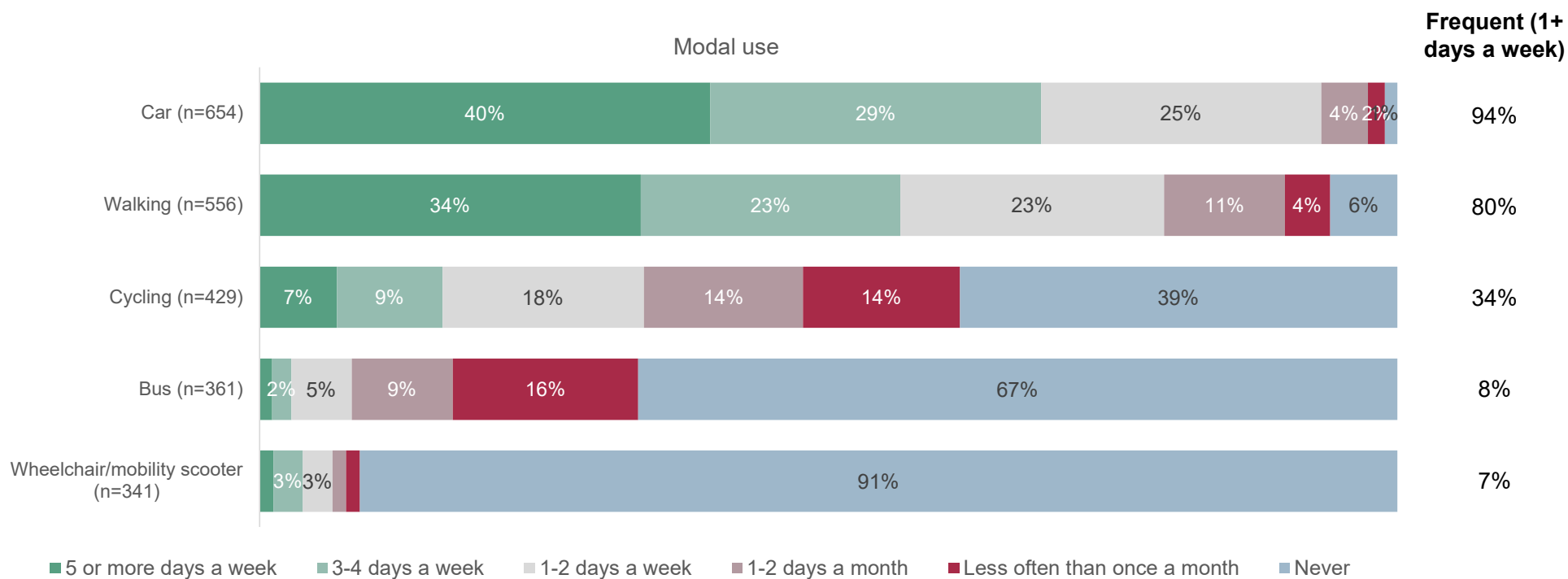


■ In Stubbington area
■ Outside Stubbington area
■ Declined

How would you describe your gender? What is your age? Where do you live?

Respondent profile (2)

Almost all respondents travelled by car in Stubbington at least once a week, while 80% walked and a third (34%) cycled.



How often do you currently travel in and around Stubbington using the following forms of transport?



Hampshire
County Council