

BUILD A BETTER A27: COMMUNITY FEEDBACK ON A27 SUGGESTIONS



SYSTRA

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ANALYSIS OF COMMUNITY FEEDBACK

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1. INTRODUCTION

1.1 Overview

1.1.1 The A27 through Chichester, referred to as the Chichester bypass, is a dual carriageway road of approximately three miles (5.5km) long, intersecting with the local road network at five roundabouts and one signalised junction. The road is designated as a part of the Strategic Road Network as a Trunk Road and is managed by Highways England.

1.1.2 Traffic volumes, congestion and journey time uncertainties on the A27 and approach roads generate serious transport, social, environmental and economic impacts. An earlier Road Investment Strategy 2015-2020 (RIS1) scheme was developed by Highways England to attempt to address the problems of the A27. Addressing the A27 is also a priority in the West Sussex Transport Plan, with objectives shared with Highway England to increase capacity, improve reliability and safety to increase local business competitiveness and attract investment.

1.1.3 However, there were considerable concerns over community acceptability of the proposed RIS1 scheme, which led to it being cancelled. BABA27, a community led process to address the fundamental issues of the A27, was established to try and build consensus around a new range of options.

1.1.4 SYSTRA has been commissioned by West Sussex County Council (WSSCC) to develop 'long-list' suggestions for addressing the A27 and sift these to identify a preferred scheme(s) to put forward for a formal sign-off by WSSCC, Chichester District Council (CDC) and the local MP, and ultimately to Highways England for the potential inclusion in the RIS2 programme.

1.1.5 Suggestions for improvements were grouped into:

- On-line – following the current alignment of the A27;
- Off-line – away from the current alignment of the A27; and
- Modal suggestions – focus on other non-highway modes of transport and wider policy levers.

1.1.6 An early 'pre-sifting' exercise was undertaken by SYSTRA, intended to generate a more manageable number of suggestions for further assessment. Those to be considered further were placed 'above the line', with suggestions unlikely to be deliverable, or with limited contribution to meeting the A27 success criteria being, at this stage, allocated 'below the line'.

1.2 Community Engagement

1.2.1 BABA27 has been critical to the process of building community consensus and since SYSTRA's appointment three workshops have been held with the group to collect feedback on approach, key success criteria and the long-list suggestions. A business briefing was also held to collect any specific business-related feedback.

- 1.2.2 To check the acceptability of these long-list suggestions, a wider feedback exercise was initiated via the Chichester Observer, the WSCC website, email response to the BABA27 inbox and collation of hard copy feedback.
- 1.2.3 The specific objective of this work was to get a broad community view on the long-list suggestions, particularly on the levels of support and suggestions for improvements or mitigations that might change that level of support. As an example, a copy of the feedback form from the Chichester Observer is attached in Appendix A.
- 1.2.4 This report summarises the responses received from this wider feedback exercise. Other feedback from BABA27 meetings has been collected and is reported separately.

1.3 Responses Received

- 1.3.1 In total, 3,798 responses were received via the Chichester Observer and WSCC online response forms, email and hard copy through the Chichester Observer.
- 1.3.2 Respondents could complete a number of multiple choice, or closed, questions and then had the opportunity to provide further free text, or open-ended, responses to a further four questions.
- 1.3.3 Not all respondents provided additional text in the open-ended questions. There were 1,925 respondents who did provide some response to at least one of those open-ended questions. There were 1,426 comments made on the current route suggestions, 1,291 on the new route suggestions, 852 on the walking, cycling and public transport suggestions and 649 comments made on the traffic management and freight suggestions.
- 1.3.4 It should also be noted that as responding to closed questions was not mandatory on hard copy responses, not all respondents have provided answers to each question and therefore the base number differs between questions.
- 1.3.5 Responses received were checked for duplication by using IP addresses, email addresses and checking for identical text and these were removed from the analysis.

1.4 Our Approach to Analysis and Reporting

- 1.4.1 Responses to the closed questions have been collated and are reported in graphical form in this report. The dataset is provided in Appendix B of this report.
- 1.4.2 For the open-ended questions, all comments were read, and each sentiment or idea mentioned was allocated to a code, or 'heading'; these headings (and their relationships) are known as the 'coding framework'.
- 1.4.3 Our analysis on responses about current routes, new routes and modal suggestions has been broadly grouped into:
 - Reasons for support / concerns;
 - Suggestions for improvement / mitigation; and
 - New suggestions i.e. those not already captured on the long-list.

1.4.4 We have developed a data-led, three-tier coding framework to standardise the analysis of these responses.

- Level 1) On-line / Off-line / Modal
- Level 2) Suggestion (i.e. the long-list suggestion they are talking about or ‘new suggestion’)
- Level 3) Comment

1.4.5 The Level 3 comments are structured around the BABA27 key themes with additional common themes such as long-term solution and accessibility added. New codes were added as new sentiments were found in the responses. A full export of the data and coding framework is attached in Appendix B. The BABA27 key themes are attached as Appendix C.

1.4.6 Our approach was to code what the response stated, not to interpret or assess whether their comments were valid.

1.4.7 Note that as the focus of this engagement piece is the suggestions and the potential mitigations, the following comments have not been captured in this analysis:

- Comments on process e.g. feedback on our technical approach or the stakeholder engagement process, as these have been captured elsewhere and have informed the process as it has evolved;
- Detailed comments on issues not relevant to major A27 improvements e.g. repairing pot holes, national strategic policy such as views on a new South Coast motorway or police enforcement of speeding and poor driver behaviour; and
- Reasons for new suggestions i.e. if a new suggestion outside of the long-list suggestions is made, this is recorded but the reasons for putting forward this suggestion are not.

1.4.8 As with all qualitative research, it should be noted that:

- The views and opinions reported are the views and perceptions of respondents and are not necessarily factually correct;
- Beyond the statements about the close questions, numbers have not been included in the subsequent reporting of responses. This is both to aid readability and avoid presenting this feedback as a ‘vote’;
- It is standard practice not to provide numeric values within qualitative research. This is because they can easily be misinterpreted. Qualitative research, such as this, does not provide a statistically representative sample; instead it ensures the views and opinions of different types of people are heard;
- We have, however, given an indication of how frequently a particular view has been expressed, using consistent language to describe the relative number of comments so that the reader can understand whether, for example, a theme came from just one respondent, a few, the majority, or the vast majority.

1.4.9 While this report does state the number of respondents expressing support for each suggestion, this engagement process cannot not be seen as ‘vote’, and we do not attempt to draw conclusions about what the ‘best’ suggestion might be based on the number of people offering positive or negative comments about a particular suggestion.

1.4.10 Respondents have not been asked to choose between one suggestion or another. Rather, suggestions are presented for comment and one respondent may have offered views on and support for multiple suggestions. It is therefore not appropriate to attempt to count these comments to give an overall view on one suggestion versus another. It is for the reader to determine for themselves the weight that should be given to a particular point of view, and likewise, it will be for WSCC, CDC and the MP to determine the weight they apply to various views expressed in reaching their final conclusions.

1.4.11 This report covers responses received on the suggestions including levels of support, reasons for support or concerns about the suggestions and ideas for further improvements or mitigations for these suggestions. It also briefly covers new suggestions provided by respondents. The role of SYSTRA in this report does not extend any further than providing a summary of the responses received to this feedback exercise. The rest of the report is set out as follows:

- Chapter 2 covers responses received on the current route suggestions;
- Chapter 3 covers responses received on the new route suggestions;
- Chapter 4 covers response received on the modal suggestions including walking, cycling, public transport, freight, traffic management and policy; and
- Chapter 5 provides high-level summary conclusions.

2. CURRENT ROUTE SUGGESTIONS

2.1 Introduction

2.1.1 On-line suggestions refer to improvements using the current alignment of the A27. They are primarily configured to reduce the impacts of traffic volumes on the existing A27 and associated traffic in Chichester city centre and the surrounding district by improving the efficiency and operation of the existing network and/or providing additional highway ‘on-line’.

2.1.2 This chapter reports on the general comments made about suggestions for improvements to the current route and then goes on to consider the different types of suggestions in more detail, including responses to the closed questions and more detailed comments provided in the open-ended responses received.

2.2 General Comments made about On-line Suggestions

2.2.1 Many respondents made general comments on improvements to the current A27 route. The vast majority of these were negative, with the principal reasons being that they felt these improvements would not be a long-term solution and because of the level of disruption caused during construction.

2.2.2 Other concerns that were less frequently expressed were that these improvements would not address the problem, they would have negative environmental impacts, particularly in relation to air quality, and they would stop / slow the traffic flow when in place. Respondents were also concerned about the feasibility / cost of these improvements and the impact on local residents and businesses.

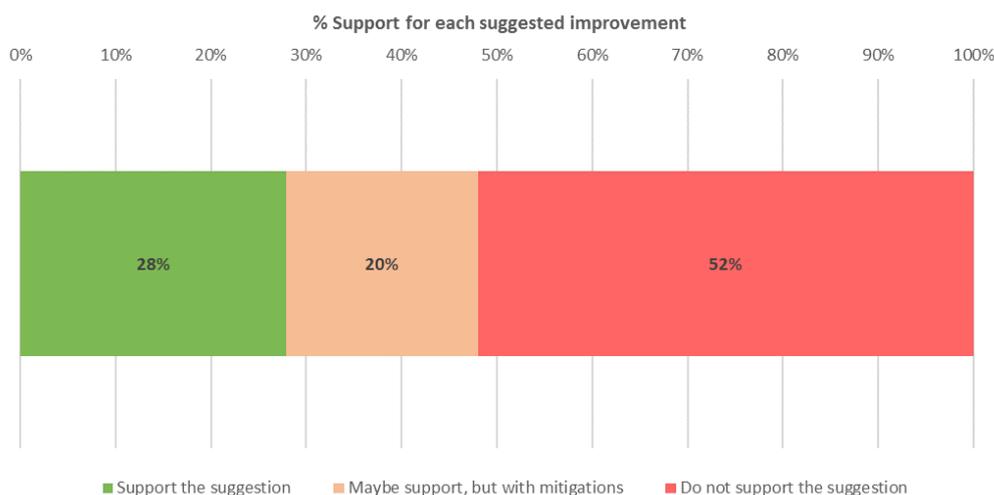
2.2.3 Of the relatively few general positive comments about on-line suggestions, the most commonly expressed views were in relation to the feasibility / cost of the suggestions as respondents felt they would be more affordable and cost effective than a new route and would not intrude on land earmarked for housing. They also felt these current route suggestions would enhance traffic flow and separate through and local traffic.

2.3 Marginal Network Gains

2.3.1 These would be delivered through small on-line improvements to network operation using measures such as: revised signal settings, dynamic signal management, white-lining changes and marginal widening.

2.3.2 Support for marginal network gains was relatively limited, as demonstrated by the responses shown in Figure 1.

Figure 1. Support for Small Enhancements to the Network



2.3.3 In the open-ended comments box about improvements to current routes respondents did not make the distinction between marginal network gains and signalised junctions, which would be part of the package of individual junction improvements. Those that commented tended to refer to traffic lights in general. Therefore, further comments on this suggestion are reported in section 2.4 below.

2.4 Packages of Individual Junction Improvements

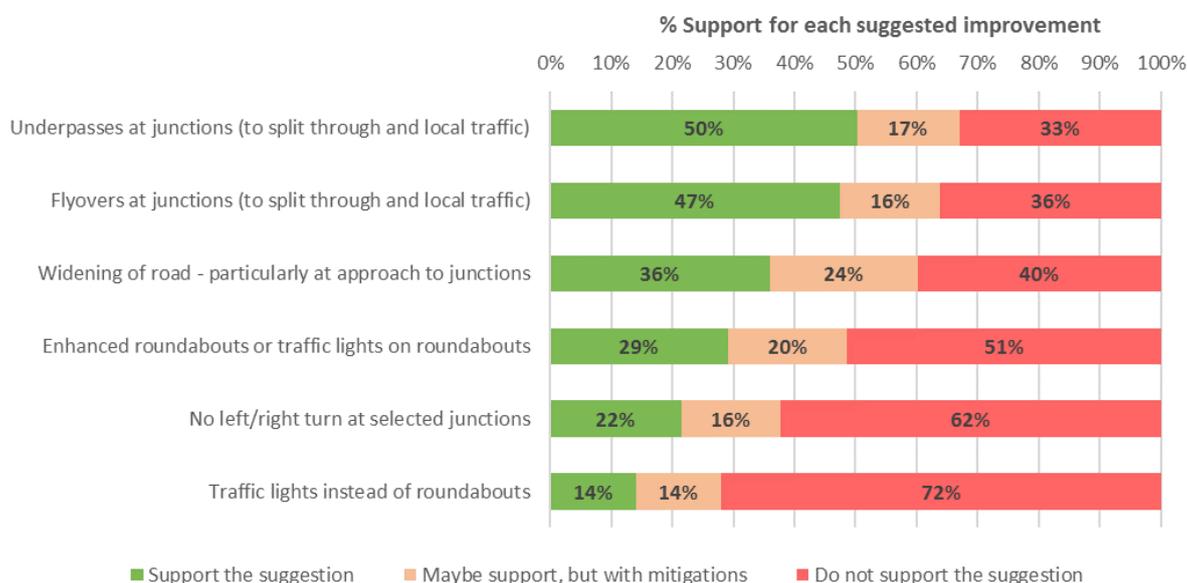
Introduction

2.4.1 These packages of improvements between Fishbourne and Portfield on the existing A27 would be to handle increasing traffic volumes, smooth traffic speeds and flows and better manage or reduce conflicting movements. They would include a range of approaches to improving junction operation, with and without additional land-take, such as:

- Enhanced roundabout, including ‘hamburgers’, signalisation;
- Signalised junctions;
- Grade separation (using flyovers or underpasses);
- Turning restrictions;
- Selective widening on the approaches to junctions; and
- Other carriageway widening.

2.4.2 Levels of support for the different types of junction improvement are shown in Figure 2.

Figure 2. Support for Junction Improvements on existing A27



2.4.3 Underpasses and flyovers were the types of improvements that received the most support from those that responded, with around 50% supportive of these measures. This rises to 67% for underpasses and 63% for flyovers when including those respondents that may support the suggestions with some mitigations.

2.4.4 Support for other junction improvements was more mixed with turning restrictions and signalised junctions receiving the least support (22% and 14% respectively).

Enhanced roundabouts, including ‘hamburgers’ and signalisation

2.4.5 Just under half of those that responded were supportive of enhanced roundabouts or may be with some mitigation. However, in the more detailed comments received, opinion was split on whether such improvements would stop / slow the flow of traffic or enhance it. Most comments made on enhanced roundabouts were in relation to the flow of traffic.

2.4.6 Of those positive comments received which mentioned a specific location, Fishbourne and Portfield were mentioned most frequently as roundabouts where enhancements would be beneficial.

Signalised junctions

2.4.7 Signalised junctions received the least support of any of the suggested improvements to the current route and most of the more detailed comments received on them were negative. Most respondents that commented on them were concerned about signals stopping / slowing the flow of traffic. Concerns were also raised about the negative impact on the environment, particularly air quality, from start/stop traffic and the feeling that they would not be a long-term solution to the issues on the A27.

2.4.8 Those that were supportive of signalised junctions felt that they would enhance traffic flow and also improve safety.

2.4.9 A few respondents mentioned specific junctions and generally felt positive about traffic lights at Fishbourne and Bognor, with some mentioning safety improvements at Fishbourne in particular. Of the few who commented on specific junctions, most were not supportive of traffic lights at Stockbridge because of the negative effects on traffic flow.

Grade separations, using flyovers

2.4.10 Flyovers were the most commented on element of the on-line suggestions and the majority of comments received were positive. Respondents were supportive of flyovers as they feel they will enhance traffic flow and separate through and local traffic. They were particularly supportive of flyovers at Bognor and Fishbourne roundabouts for the reasons mentioned above and, to a lesser extent, because of improved safety at Fishbourne.

2.4.11 A number of comments were made against flyovers, and these were primarily in relation to environmental impacts and landscape and conservation, particularly visual impacts from elevated carriageways. A smaller number of comments were made expressing concerns about the feasibility / cost of such improvements and the residential impact of these suggestions. Most of these comments were made about flyovers in general but of those very few that commented specifically, concerns about flyovers at Stockbridge were most frequently mentioned due to landscape, limited accessibility and residential impact. Nevertheless, there were far more comments made in support of flyovers at Stockbridge.

Grade separations, using underpasses

2.4.12 Behind flyovers, underpasses were the second most frequently commented on on-line suggestion. The vast majority of the more detailed comments received about underpasses were positive and were primarily related to them enhancing traffic flow. Respondents also supported underpasses because they would separate through and local traffic and because of the environmental impact. Of those few that elaborated on this further, the view was that underpasses have less environmental impact than flyovers and that they would enhance traffic flow, therefore reducing stop/start traffic and the consequential impact on air quality. Sinking the road in underpasses was also considered to mitigate noise pollution.

2.4.13 As with flyovers, respondents were particularly supportive of underpasses at Bognor and Fishbourne roundabouts for the reasons mentioned above and, to a lesser extent, because of improved safety and reduced environmental impact at Fishbourne.

2.4.14 Negative sentiments about underpasses were less frequently expressed and the reasons were more diverse. The most commonly mentioned concern was feasibility / cost, followed by environmental impact and impacts during construction.

Turning restrictions

2.4.15 Turning restrictions were not well supported by those that responded and the majority of detailed comments received elaborated that this was because respondents thought they would reduce accessibility, stop / slow traffic and would not provide a long-term solution to the issues on the A27. A smaller number of respondents were also concerned about the residential impact and the environmental impact of turning restrictions.

2.4.16 Of those small number of respondents that were supportive of turning restrictions, the primary reason was because they would enhance traffic flow. Although few in number, comments that were made in support of turning restrictions at specific junctions were more frequently made about Fishbourne and Stockbridge because they would separate through and local traffic and enhance traffic flow. Although, nearly the same number of comments were made specifically opposing turning restrictions at Stockbridge.

Widening (unspecified)

2.4.17 More than half of those that responded were supportive of some road widening or may be if suitable mitigation was provided. Of the more detailed comments made about road widening, more than half were positive and of these the most frequently expressed reason was in relation to enhancing traffic flow.

2.4.18 Negative views expressed generally related to widening stopping or slowing traffic flow, the feasibility / cost of such improvements and the fact that it is not considered to be a long-term solution.

2.5 Technology improvements

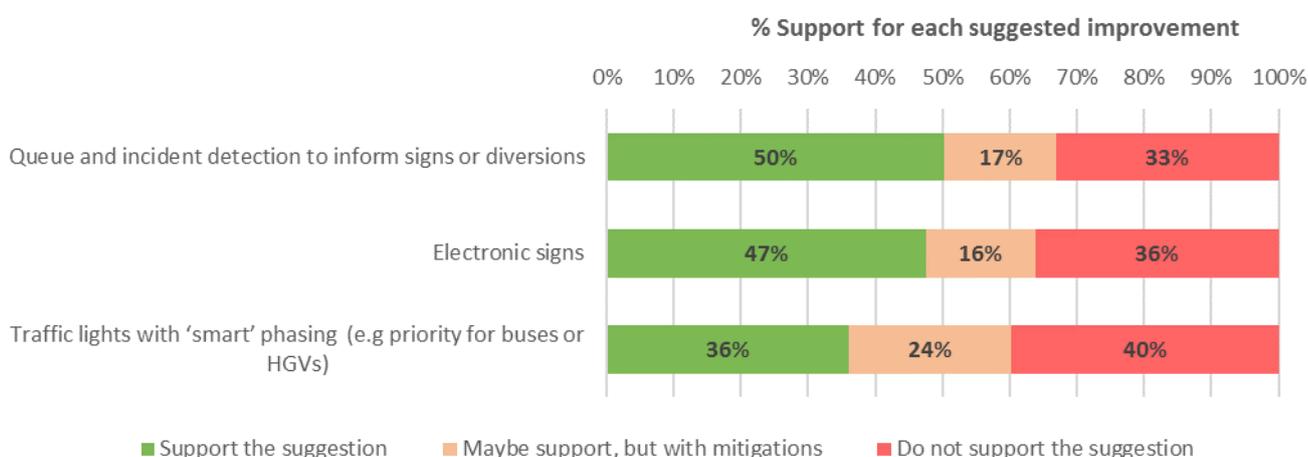
2.5.1 ‘Smart A/B road’ concepts would include a range of technology drivers to actively manage traffic flows, ‘platoon’ vehicle flows, and adjust junction and signal timings, to deliver traffic flow priorities and maximise network efficiencies.

2.5.2 Dynamic, variable message signing is a potentially valuable tool for messaging users on tactical traffic routings, under both normal and disrupted conditions.

2.5.3 On-line and approach road HGV and goods vehicle priority would include delivering priority measures to HGVs and goods vehicles to improve goods vehicle access to the A27 thus minimising the impacts of congestion for local business in the city, on the Manhood and to east of Chichester.

2.5.4 Levels of support for the different elements of the technology initiative are shown in Figure 3Figure 2.

Figure 3. Support for technology improvements on existing A27



2.5.5 Although technology initiatives, particularly queue and incident detection (67% support and may support with mitigation) and dynamic variable messages (63% support and may support with mitigation) were well supported in the feedback received, few more detailed comments were received on these suggestions.

2.5.6 Of those that did comment, there were equal numbers of positive and negative sentiments expressed. The most frequently expressed reason for supporting such initiatives was the potential for enhanced traffic flow. Those that did not support the measures primarily mentioned that they did not consider them to be a long-term solution to the issues on the A27.

2.6 Improvements / Mitigations

2.6.1 Few comments were received on improvements or mitigations specifically and those that were received were quite diverse. Packaging junction improvements with 'smart' roads / intelligent traffic management was most frequently mentioned.

2.6.2 Consideration of landscape and conservation in the design of flyovers and underpasses was also a frequently mentioned mitigations by respondents.

2.6.3 A small number of people suggested removing the Oving traffic lights, but the same number were in favour of retaining the signals at this location.

2.6.4 The most frequently mentioned improvement for enhanced roundabouts was use of 'keep clear' / yellow box restrictions to improve the traffic flow and driver discipline at these junctions.

2.6.5 A small number of respondents also made general suggestions for improvements to the on-line concepts, particularly noting the need to mitigate the impact on local residents and the environment and the need to improve the Portfield roundabout.

2.7 New Suggestions

- 2.7.1 In relation to improvements on the current A27 route, the most frequently expressed new suggestion was to make improvements to other current roads, such as those joining and crossing the A27 and local roads on the Manhood Peninsula. Several respondents also suggested filter lanes / slip roads rather than roundabouts, which could be seen to refer to a preference for free-flowing traffic and a separation of through and local traffic. Road widening other than at junctions was also mentioned, particularly in relation to railways crossings.
- 2.7.2 Another, less frequently mentioned, new suggestion was a reduction in the number of junctions, with no specific junctions mentioned, although a small number of respondents suggested combining Fishbourne and Stockbridge roundabouts into one junction or removing Fishbourne roundabout altogether. In contrast, a similar number also mentioned the need for an additional junction to the west of the city.
- 2.7.3 A few respondents also recommended reducing the speed limit on the current route.

3. NEW ROUTE SUGGESTIONS

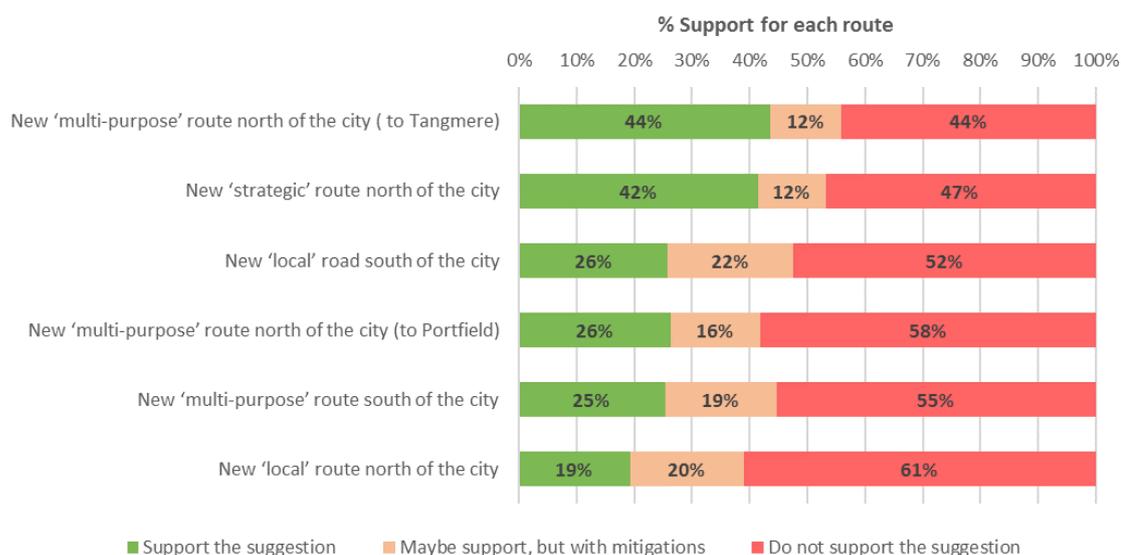
3.1 Introduction

3.1.1 Off-line, or new route, suggestions refer to improvements made away from the current alignment of the A27, to reduce the impact of traffic volumes on the existing A27 and associated traffic in Chichester city centre and the surrounding district. Six different suggestions were presented for comment:

- New **local route south of the city** to segregate traffic accessing the Manhood Peninsula from A27 ‘through’ traffic, with a new link from the Fishbourne junction, to A286, B2201, or B2145/B2166;
- New **multi-purpose or strategic route to the south of the city** between Fishbourne junction & A259 Bognor Road, east of the A27. Multi-purpose route would have local junctions to access to the Manhood Peninsula, whereas a strategic route would have no local junctions to segregate ‘through’ Bognor traffic;
- New **strategic northern route** between A27 west of Fishbourne junction and near to Tangmere, with a junction at the A286 to give access to Midhurst and north Chichester, or no intermediate junction;
- New **local northern route** between A27 west of Fishbourne junction and Temple Bar, utilising and improving some existing local roads to limit new construction;
- New **multi-purpose northern route**, between A27 west of Fishbourne and near to the A27 at Portfield, providing a stronger local functionality than route variants above, including junctions on B2178 and A286; and
- New **multi-purpose route north of the city** between A27 west of Fishbourne junction and near Tangmere, with junctions giving access to Midhurst and north Chichester and A27 through traffic.

3.1.2 Analysis of the closed questions shows divided opinions on the various off-line suggestions as shown in Figure 4 below.

Figure 4. Support for New (Off-Line) Suggestions



3.1.3 There is marginally more support for a multi-purpose route or strategic route to the north of the city, with just over half of those that responded supporting these routes or maybe supporting them with mitigations provided. New southern off-line routes are not well supported and a new local route to the north of the city received the least support from those that responded to this feedback exercise.

3.1.4 The remainder of this chapter goes into further detail on the comments provided in the open-ended responses received looking at reasons for support or concerns, potential improvements, mitigations and new suggestions made by respondents.

3.2 General Comments made about Off-line Suggestions

3.2.1 Of those that made general comments about new (off-line) routes, the majority did not support them for the following reasons:

- Impacts on landscape and conservation, with respondents citing concerns over land take, especially within the green belt and wildlife habitats;
- Environmental impact, with respondents suggesting that new roads would create new traffic and new pollution;
- Feasibility / cost, with respondents citing concerns over the expense of new road building and suggesting that new roads would not be cost effective and would intrude on land earmarked for housing development; and
- Impact on residents, with respondents showing concern for the impact of new roads on local, rural villages and communities, housing value and housing in-fill.

3.2.2 There were fewer general positive comments about new route suggestions, but of those that did express general positive sentiments, most supported a new route because they felt it will separate through and local traffic, enhance traffic flow and provide a long-term solution to the issues on the A27.

3.3 Southern Routes

General

3.3.1 The majority of general comments made on new southern routes were negative with respondents predominantly expressing concern about environmental and residential impacts. Several respondents also felt that a new southern route would stop / slow traffic flow as it would encourage further traffic, particularly for Manhood beaches and local schools, ultimately resulting in congestion on the new route, the existing A27 and other surrounding local roads.

3.3.2 Concerns were also raised about disruption during construction, the cost of construction, particularly land costs, negative impacts on landscape and conservation and the view that a new southern route would not offer a long-term solution.

3.3.3 The few positive comments that were made were mostly around environmental impact, relative to new northern routes, and enhancing traffic flow.

New local road to the south of the city

3.3.4 There was very little comment made on the southern local route specifically. Of those that did comment, the vast majority did not support the suggestion as they felt it would not address the problem or offer a long-term solution. They also expressed concern that this new route would stop / slow traffic flow.

New multi-purpose or strategic southern route

3.3.5 Few comments were received specifically on the southern multi-purpose or strategic route suggestion. Again, of those that did comment, the majority did not support the suggestion due to the environmental impact, the fact it would stop / slow traffic flow and the view that it would not address the problem or separate through and local traffic.

3.4 Northern Routes

General

3.4.1 Many respondents provided general comments on a new northern route. The most frequently expressed sentiment was opposition to or concerns about a northern route because of the negative impacts on landscape and conservation. Many also expressed concern about environmental impacts, particularly related to noise and air pollution.

3.4.2 Other, less frequently raised, concerns were around negative impacts on local residents and businesses.

3.4.3 A number of positive comments supporting a northern route were also received. The main reasons stated were the enhancements to traffic flow and the separation of through and local traffic. Respondents also considered a northern route to be a long-term solution and to have a lower impact during construction than improvements on the existing A27.

New strategic northern route

3.4.4 Many respondents commented on the strategic northern route and the most frequently expressed view was support for this suggestion because it would separate through and local traffic, enhance traffic flow and provide a long-term solution. A few respondents also supported it because of the feasibility / cost, suggesting that it would be more cost effective in the long-term, make sense due to available land to build, be cheaper without junctions and take traffic away from the high water table.

3.4.5 Compared to the positive comments about separating traffic and enhancing traffic flow, a slightly smaller number of comments were made expressed negative views about this suggestion because of the impact on the landscape and conservation. Less frequently expressed concerns were focused around the impact on local residents.

3.4.6 Views were split on whether this suggestion would have a positive or negative environmental impact.

New *local* northern route

3.4.7 This suggestion received the least support from respondents and very few commented specifically on it. The vast majority of those that did were not supportive as they did not feel it would offer a long-term solution or separate through and local traffic.

New *multi-purpose* northern route, to the A27 at Portfield, including junctions on B2178 and A286

3.4.8 Few comments were made specifically on this suggestion and the vast majority that did comment were not supportive, primarily due to perceived feasibility / cost. Respondents also felt it would stop / slow traffic and have negative impacts on local residents.

New *multi-purpose* route north of the city to near Tangmere, with junctions giving access to Midhurst and north Chichester and A27 through traffic

3.4.9 Although still relatively few in number, more comments were received on this multi-purpose suggestion and these tended to be more positive than for the multi-purpose suggestion to Portfield. The vast majority of comments that were received about this suggestion were supportive because respondents felt it would enhance traffic flow, offer a long term solution and have a positive economic impact. They also felt it would separate through and local traffic and made positive comments about the feasibility / cost of this suggestion.

3.5 Improvements / Mitigations

3.5.1 Most comments received in relation to improvements or mitigations to these new route suggestions were in relation to northern routes in general or northern strategic routes.

3.5.2 The most frequently expressed suggestion was to cut the road in to mitigate the impacts on landscape, conservation and the environment. Many respondents also made general comments about the need to consider landscape and environmental impacts in the design of the route when thinking about northern routes in general and the strategic northern route in particular.

3.5.3 There were far few comments made about improvements or mitigations to the southern new route suggestions, with no significant themes emerging. One or two respondents mentioned consideration of environmental impacts and the need for Air Quality Risk Assessments in particular. One or two also mentioned the need to consider residential impacts in design of any new southern routes.

3.6 New Suggestions

3.6.1 Some respondents provided new suggestions not already covered by those presented for comment. The most frequently mentioned in relation to new routes were a new or specific access road to Goodwood or a tunnelled route under the city. A small number of respondents also suggested a strategic southern route.

4. MODAL SUGGESTIONS

4.1 Introduction

4.1.1 Modal suggestions refer to non-highway improvements across a number of different modes of transport. They can be grouped as follows:

- **Walking and Cycling (Active Travel modes):** to increase walking and cycling for relatively short journeys to, from and around Chichester and, where possible, reduce the number of short-distance car journeys in the city and specifically crossing, or using the A27;
- **Public Transport modes:** to increase the use of public transport and directly reduce car travel, especially for access to Chichester;
- **Parking, Traffic Management:** to assist in managing and reducing the impacts of traffic flows, both in accessing and parking in Chichester;
- **Freight:** to provide enhanced facilities and management of freight to mitigate the impacts of congestion on the A27;
- **Land-use Planning:** primarily offer long-term influences on travel demand through managing the availability and use of land, especially for new developments, use of 'brown-field' sites and in changing the use and densities of existing land uses;
- **Behaviour Change initiatives:** to encourage travellers, especially those ordinarily using cars, to consider changing their travel patterns – to change mode to public transport, walking, cycling, to delay their journeys to less busy periods or to make shorter journeys to local facilities; and
- **Technology initiatives:** to reduce the impacts of car usage and increase the use of public transport and sustainable modes, both through improving the efficiency of the transport network and improving information available to residents and travellers to the area covering travel choice and availability.

4.1.2 Analysis of the closed questions on modal suggestions is shown in Figure 5 and Figure 6. For these suggestions, respondents were just asked to select those suggestions they supported.

Figure 5. Support for Walking, Cycling and Public Transport Suggestions

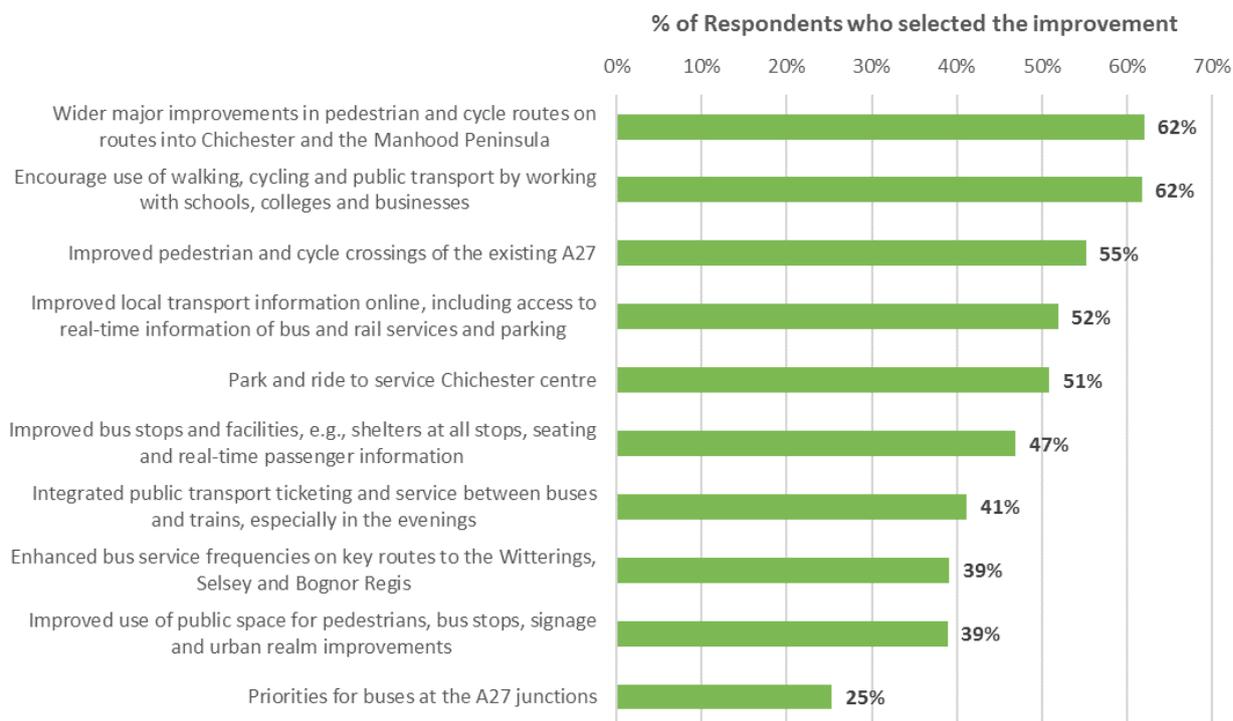
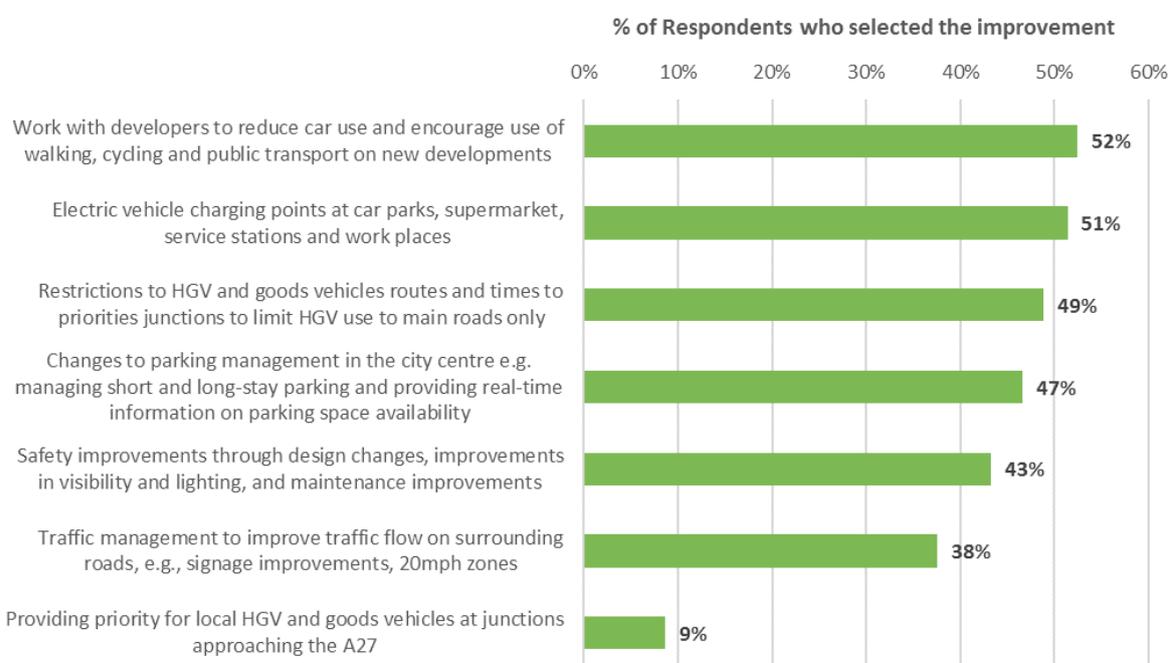


Figure 6. Support for Parking, Traffic Management and Development Suggestions



4.1.3 Walking and cycling improvements were well supported with over half of those that responded supporting wider major improvements in pedestrian and cycle routes on routes into Chichester and the Manhood Peninsula and encourage use of walking, cycling

and public transport by working with schools, colleges and businesses. Improving pedestrian and cycle crossings on the existing A27 and improving local transport information and real-time information were also popular suggestions.

- 4.1.4 Of the traffic management suggestions, working with developers to reduce car use and encourage use of sustainable modes and provision of charging points for electric vehicles were the most popular suggestions. Restrictions to HGVs and further parking management in the city centre were also supported by nearly half of those that responded.
- 4.1.5 Those receiving least support were prioritising buses and HGVs at A27 approaches and junctions and general public transport and freight improvements were not as well supported as other modal suggestions.
- 4.1.6 The remainder of this chapter goes into further detail on the comments provided in the open-ended responses on the modal suggestions. Fewer comments were provided on modal suggestions, compared to the on-line and off-line suggestions.

4.2 General Comments made about Modal Suggestions

- 4.2.1 The majority of respondents that commented on the modal suggestions offer general comments and these were mostly concerns that these suggestions cannot address the issues on the A27. Some respondents were more specific, stating this was due to continued reliance on private cars making alternative modes unfeasible or unpopular.
- 4.2.2 There were a much smaller number of general positive comments, of which the beneficial impact on the environment, particularly air pollution, was most frequently mentioned.

4.3 Walking, Cycling and Public Transport

General comments

- 4.3.1 Most of the general comments provided on walking, cycling and public transport improvements were positive, particularly around enhancing traffic flow and having a positive environmental impact, especially on air quality. Respondents also felt these suggestions would have a positive impact on local residents.
- 4.3.2 Those that did not support these suggestions felt that they cannot address the problems of the A27 due to the continued reliance on cars.
- 4.3.3 General comments on walking and cycling improvements focused on the positive safety benefits of these improvements and a few respondents also mentioned benefits to traffic flow, the environment and accessibility. The very small number of negative general comments about walking and cycling improvements were spread across a number of reasons including not being able to address the problems of the A27, safety concerns and feasibility and cost.
- 4.3.4 There were a small number of general comments on bus improvements and these were split between positive views that such improvements would enhance traffic flow, improve accessibility and safety and concerns that bus improvements would not address the

problems of the A27, would stop / slow the flow of traffic, would be costly and may have negative environmental impacts.

Improved pedestrian and cycle crossings on A27

- 4.3.5 A few respondents offered specific comments on improved pedestrian and cycle access across the A27 and of those that did, most viewed this suggestion positively as it would be safer for pedestrians and cyclists. However, a very small number of respondents were concerned about such crossing stopping or slowing the flow of traffic on the A27.

Improved pedestrians and cycle routes

- 4.3.6 Several comments were made on improved pedestrians and cycle routes into the city centre and on the Manhood Peninsula and the almost all of these were positive. Most were supportive because of improved safety conditions, whilst a smaller number of positive comments were made about improved accessibility and enhancement to traffic flow if pedestrians and cyclists were segregated from other road vehicles.

Improved use of public space

- 4.3.7 No specific comments were made about this suggestion in the open-ended responses.

Bus priority at A27 junctions

- 4.3.8 This was the least supported of any of the modal suggestions and no specific comments were made about this suggestion in the open-ended responses.

Improved bus stops and facilities

- 4.3.9 There were very few specific comments on improved bus stops and facilities. Those that did comment were mostly positive about the impact on local residents, improved accessibility and enhancements to traffic flow. Although one respondent expressed concerns about the feasibility / cost of such improvements.

Improved bus frequencies

- 4.3.10 A few respondents had specific comments on improved bus frequencies, mostly expressing positive views that it would improve accessibility and enhance traffic flow by encouraging more people to use local buses as an alternative to the car.

Park and Ride

- 4.3.11 Just over half of those that responded were supportive of park and ride and it was the most heavily commented on of the specific modal suggestions. The vast majority of these comments were positive, particularly around enhancements to traffic flow and improvements in accessibility. A smaller number of positive comments were made about environmental impact, economic impact and the feasibility / cost of implementing such measures.

- 4.3.12 Those small number of negative comments that were made about park and ride were split across concerns including impacts on local residents and traffic flow and the feasibility / cost of implementation.

Integrated public transport ticketing

4.3.13 Very few specific comments were made on integrate public transport ticketing. The few that did were mostly positive about costs and enhanced traffic flow. Although, one negative comment was received about the feasibility / cost of implementing this suggestion.

Working with schools, colleges and businesses to encourage sustainable modes

4.3.14 A few respondents commented on the engagement with schools, colleges and businesses to encourage walking, cycling and use of public transport and almost all of these were positive. Most focused on the positive impacts on traffic flow, particularly when considering the impact of the 'school run' on the road network. A smaller number commented on the positive impacts on the environment, landscape and conservation from encouraging sustainable modes of travel.

4.4 Parking, Traffic and Freight Management

Parking management changes in the city centre

4.4.1 A few respondents commented specifically on parking management changes in the city centre and the vast majority of these comments were positive. Mostly because it was felt city centre parking management would enhance the flow of traffic and a small number of respondents also commented on the positive economic impact of these changes.

Traffic management

4.4.2 Traffic management improvements, such as 20mph zones and improved signage, was not commented on specifically by many respondents. The vast majority of those that were received were negative and were mostly concerns about stopping / slowing traffic flow and the associated negative impact on air quality from stop/start traffic.

Safety improvements

4.4.3 A very small number of specific comments were received on safety improvements and they were positive about the impact these measures could have.

HGV and goods vehicle priority at A27 junctions

4.4.4 A few comments were received specific on HGV and goods vehicle priority at A27 junctions. This received the least support of any of the modal measures, with less than 10% of those that responded viewing this suggestion favourably. The majority of specific comments received were also negative, mainly expressing concern about stopping / slowing traffic.

HGV and goods vehicle restrictions

4.4.5 A few comments were also received on HGV and goods vehicle restrictions, where the suggestions was to limit times and routes to main roads only. Most that offered specific comments on this suggestion viewed it positively, feeling it would improve traffic flow and environmental conditions, particularly in relation to air quality and noise.

4.4.6 Those few that expressed negative views about this suggestion were primarily concerned about the economic impact on businesses and felt that this would not address the problems of the A27.

Electric vehicle charging points

4.4.7 Just over half of those that responded were supportive of charging points for electric vehicles, and specific comments received on this suggestion were split as to whether they were positive or negative. Those that viewed this suggestion positively were supportive because of the benefits to the environment. Those that were not supportive mainly felt it would not address the problem and that it could negatively impact traffic flow.

Working with developers to reduce car use and encourage sustainable modes

4.4.8 The majority of specific comments received on this suggestion were positive. Similar to the suggestion to work with schools, colleges and businesses to encourage sustainable modes, respondents felt this suggestion could have a positive impact on the environment and improve traffic flow and accessibility.

4.4.9 The smaller number of negative comments on this suggestion primarily felt that it could not address the problem due to the reliance on private cars.

4.5 Improvements

4.5.1 Suggested improvements to these modal concepts provided by respondents were varied. The most commonly mentioned in the responses received were:

- Specific suggested locations for park and ride sites;
- Improvements to bus services frequencies for routes other than the key ones mentioned to Witterings, Selsey and Bognor;
- New bus routes; and
- Enforcement of 20mph limits, although a slightly smaller number of comments were made suggesting 20mph zones should be removed.

4.5.2 The suggestion that received the most specific comments on improvements was parking management in the city centre. A number of suggestions for improvement were made, the most frequently mentioned of which were pay on exit rather than pay and display parking, reducing on-street parking and better parking enforcement.

4.6 New Suggestions

4.6.1 Many comments were received offering new suggestions for modal improvements, beyond those presented for comment. There was considerable variety in these suggestions but the most common ones could be grouped into changes to rail, other than ticketing. This covered suggestions such as:

- Level crossing changes i.e. ensuring barriers are not down for too long, remove barriers, raising the railway above the road;
- Improve Southern Railway's service (frequency and reliability) otherwise integrated transport service will not be possible;

- More frequent stops at Bosham;
- Improving train links, for example, direct trains from Bognor Regis to Chichester, Portsmouth, Southampton and Reading; and
- Integrated transport hub in Chichester pulling together the bus and rail services.

4.6.2 Changes to public transport ticket pricing was also a very frequently raised issue as were other improvements to bus services, particularly extended operating hours, better vehicles, better services to villages and more bus subsidies.

4.6.3 Many comments also recommended other improvements to walking and cycling facilities and improvements to routes in the city itself.

4.6.4 The introduction of new modes of transport, including tram and bike hire, was also suggested by a few respondents.

4.6.5 Reflecting the view held by some respondents that these suggestions would not address the problems of the A27, a few respondents also suggested that they be packaged with other suggestions such as a strategic bypass.

4.6.6 As with all comments received, the fully populated coding framework can be found in Appendix B to this report.

5. CONCLUSIONS AND KEY CONSIDERATIONS

5.1 Summary

5.1.1 This report has summarised the feedback received from nearly 4,000 responses to the A27 public engagement exercise through the WSCC website and the Chichester Observer. It is one element of a broad community engagement around the A27 Chichester, which also includes input from the BABA27 community group and local businesses. The key themes arising have been very similar to feedback received from these other engagement exercises.

5.1.2 For this exercise, respondents were asked to record their level of support for the long-list suggestions and provide further comments to explain reasons for that support or opposition and particularly to focus on improvements or mitigations that might change their view or level of support.

5.1.3 The analysis of closed questions gives an indication of support for different suggestions but this feedback should not be seen as a ‘vote’ and we have not attempted to draw conclusions about what the ‘best’ suggestion might be based on the number of people offering positive or negative comments about a particular suggestion. Respondents have not been asked to choose between one suggestion or another. Rather, suggestions are presented for comment and one respondent may have offered views on and support for multiple suggestions.

5.1.4 What this analysis has done is to establish some key themes around support and opposition to different suggestions and provide a useful understanding of important mitigations and improvements that can help to shape these suggestions into concepts and ultimately options for further consideration. And whilst no suggestion received outright support or opposition, some were clearly not well supported and would suggest that, in some cases, even substantial mitigation or improvement would not lead to an acceptable level of community consensus on these suggestions.

5.1.5 The remainder of this chapter sets out the key themes for current route, new route and modal suggestions arising from this feedback exercise.

5.2 Current Route Suggestions

5.2.1 For the on-line suggestions, underpasses and flyovers were the most well supported suggested improvements because they would enhance traffic flow and separate through and local traffic. Underpasses were also seen to provide some environmental benefit in terms of reducing noise and air quality impacts, especially compared to flyovers.

5.2.2 Consideration of landscape and conservation in the design of flyovers and underpasses was seen as an important mitigation by those that gave more detailed comments.

5.2.3 Support for other junction improvements was more mixed, with turning restrictions and signalised junctions receiving the least support because of their perceived impact on traffic flow and limits to accessibility. Support for marginal network gains was also relatively limited, as respondents felt they would not be a long-term solution and would not fully address the problems of the A27.

- 5.2.4 Technology improvements were well supported because of their potential to enhance traffic flow and several respondents suggested they could be packaged with junction improvements to maximise benefits.
- 5.2.5 General comments received about current route suggestions were largely negative, principally because respondents felt they did not offer a long-term solution and because of the considerable disruption that would occur during construction of these suggestions.
- 5.2.6 Those that made generally supportive comments about improvement to the current route felt they would be more affordable and cost effective than a new route and would not intrude on land earmarked for housing.

5.3 New Route Suggestions

- 5.3.1 Although there were divided opinions on the various new route suggestions that were put forward, there was marginally more support for a multi-purpose or strategic route to the north of the city. It was felt these would offer a long-term solution, separating through and local traffic and improving traffic flow. Many also commented that they would be easier and less disruptive to construct than improvements on the current A27.
- 5.3.2 However, many respondents expressed concerns about the negative impacts of northern routes in general, particularly on landscape and conservation. Many also expressed concern about environmental impacts, especially related to air and noise pollution, impacts on local residents and concerns about the costs of building a new road.
- 5.3.3 Respondents felt that the new route could be cut-in to help mitigate landscape and environmental impacts. Many also made general comments about the need to consider landscape and the environment in the design and construction of these suggestions.
- 5.3.4 New southern off-line routes were not well supported, with respondents expressing concern about environmental and residential impacts and the disruption during construction, cost of construction and negative landscape impacts. There were also few comments on improvements or mitigations for southern off-line routes, and this is probably reflective of the limited support for these suggestions.
- 5.3.5 A new local route to the north of the city received the least support from those that responded to this feedback exercise because they did not feel it represents a long-term solution or would offer separation of through and local traffic.

5.4 Modal suggestions

- 5.4.1 The modal measures were generally supported as part of the wider strategic solution, but it was felt they will not address the issues of A27 on their own. Reflecting this view, a few respondents felt modal improvements should be packaged with other suggestions, such as a strategic bypass.
- 5.4.2 Walking and cycling improvements were particularly well supported, as was encouraging the use of walking, cycling and public transport by working with schools, colleges and businesses. It was felt these measures would enhance traffic flow and have positive environmental impacts, particularly in terms of improved air quality. Respondents also

felt there would be safety benefits from improved walking and cycling routes and crossings.

5.4.3 Many respondents also commented on park and ride, which was a well supported suggestion. Respondents felt it would enhance traffic flow and improve accessibility.

5.4.4 Electric vehicle charging points were also popular due to the positive impacts on air quality, although some did express concerns about the impact on traffic flow.

5.4.5 Bus and HGV priority at A27 junctions were the least supported of the modal suggestions. Respondents were concerned about the impact on the flow of general traffic and felt these measures would not be required if the overall issues of the A27 were addressed.

5.4.6 Respondents also offered a wide variety of useful suggestions for improvements and new modal suggestions including specific locations for park and ride sites, suggested improvements to bus services including new routes, frequency improvements and fare reductions.

5.5 Key Considerations

5.5.1 In considering any of the suggestions put forward, the key factors that were most frequently mentioned were:

- The separation of through and local traffic;
- Enhancing traffic flow;
- Environmental impacts (including pollution and land take);
- Construction impacts;
- Landscape and conservation impacts;
- Feasibility and cost; and
- Delivering a long-term solution.

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