

Basingstoke Transport Strategy

Main Strategy Document

July 2019



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Foreword

Over the past decade, Hampshire County Council and Basingstoke and Deane Borough Council, working with key partners, have introduced a number of changes to the local transport infrastructure, including capacity improvements at key road junctions. As Basingstoke continues to grow and evolve, a step change is needed in our approach to meeting travel needs to ensure we widen the travel options for all. This is vital to securing Basingstoke's economic growth and prosperity – and making the town a more attractive and healthier place to live, work and visit.

The aim of this new Transport Strategy is to address current and future challenges facing the town, particularly in light of new developments, such as the regeneration of Basing View and the Leisure Park, as well as the allocated sites in the adopted Local Plan, such as Manydown. The strategy has come forward at a time when both authorities are looking far into the future to 2050 and against a backdrop of Hampshire County Council's recent declaration of a Climate Change Emergency, joining over 70 local authorities across the country. As such, this is the start of an emerging long-term approach needed to ensure that the town remains accessible to all, and provides existing and future generations with a choice of sustainable transport options. A future which is also uncertain and on the brink of potentially transformative technological change in the transport system.

Following a comprehensive review of background information and evidence, and taking into account the comments received during public consultation, this strategy presents a way forward based on a range of modes of transport. This includes a step change in the provision of public transport, through the future implementation of a Mass Rapid Transit system for the town, serving key corridors and sites in and around Basingstoke. Alongside this are proposals to provide improved connections and facilities for cyclists and pedestrians, as well as meeting the needs of drivers.

Now that the strategy has been adopted, more detailed studies will be undertaken to assess the best way of introducing the measures proposed in this document. These will focus in on specific projects which are detailed in the accompanying Implementation Plan and include information on timescales and responsibilities. The strategy will help to guide future land uses and development master plans, investment decisions and funding bids with partners, ensuring that full advantage can be taken of opportunities to increase infrastructure investment needed in Basingstoke to support the homes and jobs that are required in the future.

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This Document

This Transport Strategy document is split into seven sections, as follows:

Section one – introduction

An overview of what the Transport Strategy is, why it is being developed, how we are approaching it and who is involved

Section two – transport and travel in Basingstoke

A summary of the local context, including existing and future transport issues

Section three – priorities for transport

The key priorities for transport, in terms of supporting our wider objectives for the economy, environment and wellbeing

Section four – transport outcomes

What defines success – measurable transport outcomes that will help to achieve the priorities

Section five – transport strategy themes

The sorts of transport infrastructure measures and policy interventions which we are considering

Section six – looking beyond the Local Plan

Thinking ahead to planning for longer-term potential housing and jobs growth

Section seven – strategy implementation

How we intend to deliver the Strategy, including potential phasing and funding options

Section one: introduction

What is the Basingstoke Transport Strategy?

The Transport Strategy is a forward-looking document which establishes the **vision, objectives, challenges and policy interventions** which will shape the approach to planning and delivering transport in Basingstoke. It has been jointly prepared by Hampshire County Council and Basingstoke and Deane Borough Council. The Strategy is accompanied by an initial **Implementation Plan**, to be updated on a regular basis.

The Strategy focuses on the period up to 2029, to align with the current **Local Plan**, whilst also considering the longer-term vision, consistent with the **Horizon 2050** initiative. Basingstoke town is the primary area of focus for the Transport Strategy (Figure 1), although the relationship with surrounding rural communities is recognised. Rural issues are planned to be covered through a future countywide rural access strategy and hence these issues are not addressed directly within the Strategy. The Strategy complements the County Council's **Local Transport Plan**, which sets the overarching transport policy direction at a countywide level.

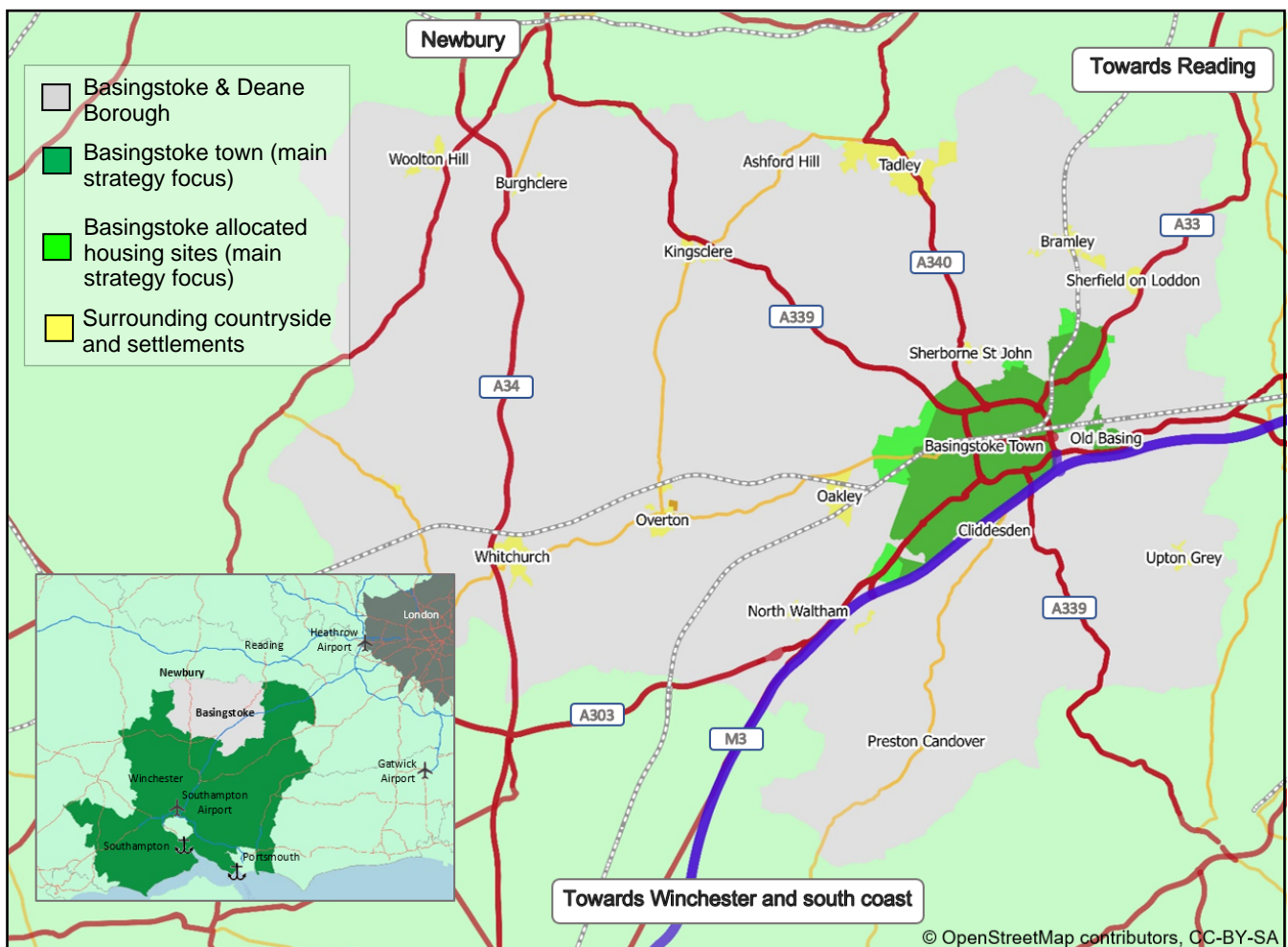


Figure 1 – Basingstoke Transport Strategy geographical context

It is also important to recognise the town’s relationship with surrounding areas, and to take account of potential future major development and infrastructure plans which could affect journeys to and from Basingstoke. This includes significant potential housing developments at Grazeley (near Reading) and Sandford (near Newbury), plus major strategic transport projects such as Southern Access to Heathrow, Crossrail and Green Park Station (Reading).

Why does Basingstoke need a transport strategy?

As Basingstoke continues to evolve, a strategy is needed which responds to current and future transport needs and enables the town to manage growth effectively.

Having a Transport Strategy will enable us to proactively plan ahead and deliver wider policies and plans – at a local, regional and national level (see Figure 2).

The Transport Strategy will guide future investment decisions and increase the likelihood of being able to gain the support of key stakeholders and delivery bodies, and attract funding for specific projects. This is important as transport improvements, especially large-scale changes, are unlikely to be funded from existing local authority budgets.

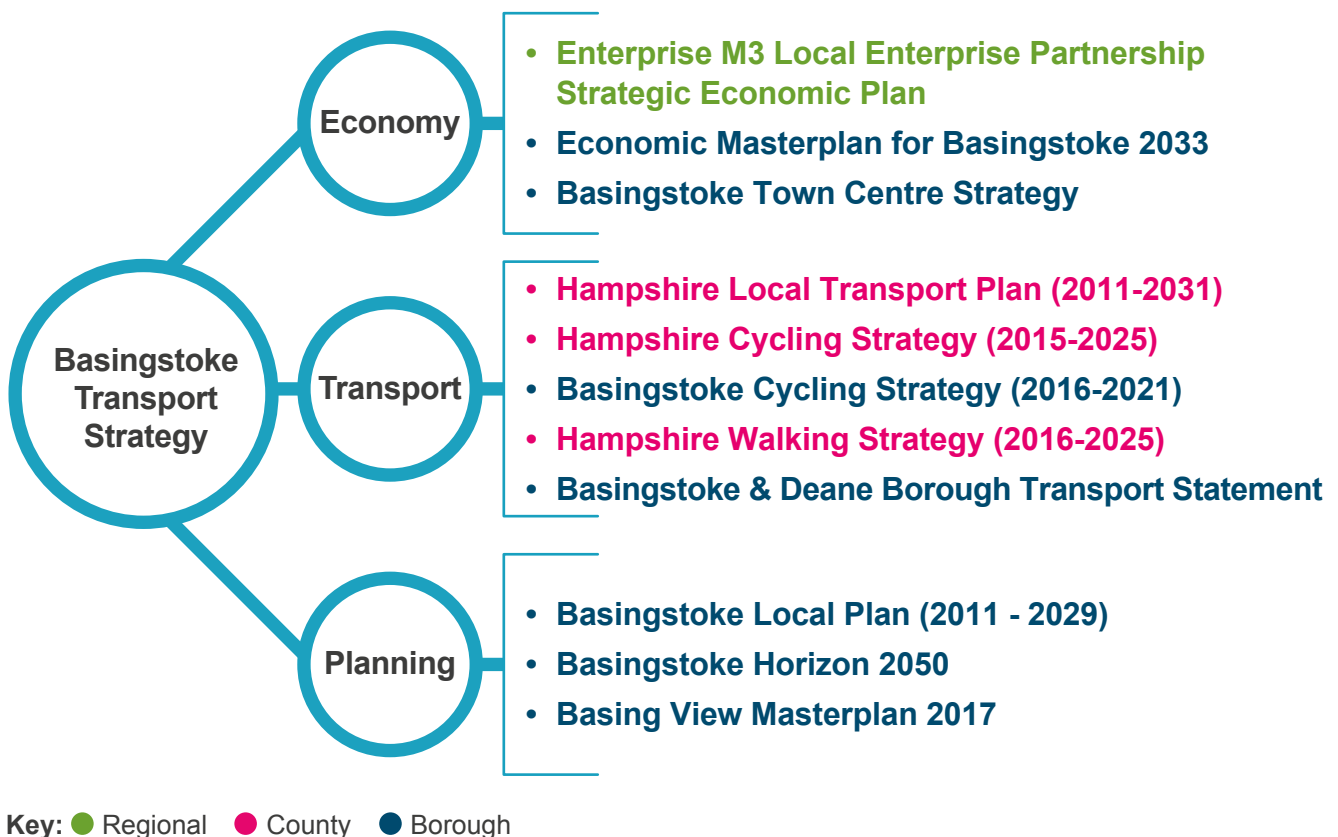


Figure 2 – Basingstoke Transport Strategy policy linkages

How does the Transport Strategy relate to the Local Plan?

The Strategy has been prepared in the context of policies established within the current adopted Local Plan, which covers the period up to 2029, including those sites allocated for housing and employment. The Local Plan provides the basis for decisions on planning applications.

In May 2019, Basingstoke and Deane Borough Council initiated a Local Plan review to take account of requirements to review plans every 5 years, and also newly assessed local housing need. The Local Development Scheme sets out the timescales for the Local Plan review. Final adoption of an updated Local Plan is currently anticipated in Summer 2023.

The principles relating to transport set out in this Strategy will steer the overall approach to planning and delivering transport in the town – these apply to future development. The particular transport infrastructure needs associated with the Local Plan review will be considered as part of that process and will be dependent upon the specific sites and development quantum that come forward. These infrastructure needs, as and when identified, will be incorporated into the Implementation Plan.

How has the Transport Strategy been developed?

The Strategy development has been informed by:

- a strong **evidence base**, which has helped to highlight Basingstoke's key transport challenges;
- transport related studies and assessments within Basingstoke in recent years;
- recent consultation exercises on transport related topics, including in relation to the **Local Plan**, Neighbourhood Planning, the **Manydown Master Plan**, **Horizon 2050**, and through the **Basingstoke Area Strategic Partnership**; and
- public and stakeholder **consultation** on a draft Transport Strategy.

Consultation



Consultation on the draft Transport Strategy was undertaken from late November 2018 until late January 2019.

The document was widely distributed across the borough, placed on both authorities' websites and publicised by a range of social media methods. The Strategy was also highlighted in Basingstoke and Deane Today.

During the consultation, 257 individual responses were received, consisting of:

- 224 from individuals;
- 14 from an organisation, group or business;
- Four from Parish Councils; and
- Specific comments from the Highways Agency, transport operators and two of the local MPs.

In addition, 20 local interest groups and businesses and transport operators attended a half-day workshop at the Ark conference centre in early January to consider the strategy and their ambitions in the future.

A Consultation Key Findings Report has been published alongside the Strategy. A summary of the findings includes that:

- Almost all respondents supported the priorities and themes of the draft Strategy, with a particularly positive view around integrating new development with well-planned transport schemes;
- The need to improve public transport was a consistent theme, with a majority of respondents considering that a more reliable bus service would provide a realistic alternative to the car;
- Most respondents recognised the need for early planning to support the town beyond 2029, and ensuring that opportunities to future proof are not missed, such as those afforded by the Mass Rapid Transit (MRT);
- Whilst the majority of comments were positive, the main area of concern was around public transport provision in rural areas.

Section two: transport and travel in Basingstoke

Basingstoke is a large town that has seen very rapid expansion and growth in recent decades. It is an important centre for employment, assisted by good strategic road and rail links connecting the town to London, Reading and south Hampshire. Figures 3 and 4 provide a profile of some of the town's key characteristics.

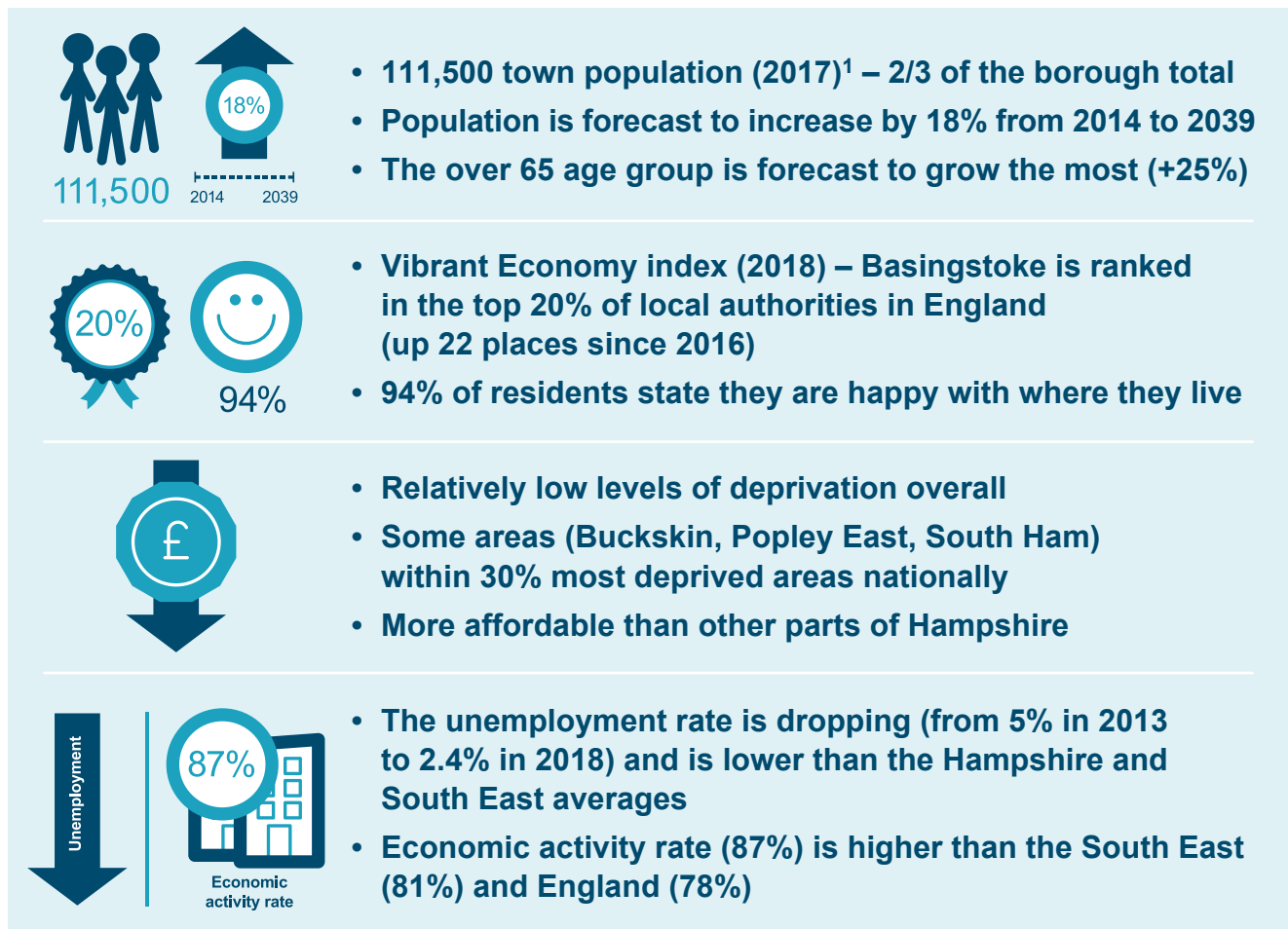


Figure 3 – Basingstoke facts and figures

Past growth in Basingstoke has been accommodated by careful and comprehensive planning, with development including high capacity road systems and extensive parking provision. This has helped to support economic growth in Basingstoke and enabled the town to avoid the severity of many traffic problems experienced by neighbouring towns. However, this has also encouraged car use over other forms of travel as car access is both relatively cheap and convenient. Use of public transport is relatively low, particularly for journeys within the town, despite a frequent bus service between the town's residential areas and the retail /commercial core, as well as the rail station. Rail has an important role to play for longer distance trips (for example, to Reading, London and the south coast).

¹Based on ONS 2017 Mid-year population estimates for the main urban area (including Old Basing).

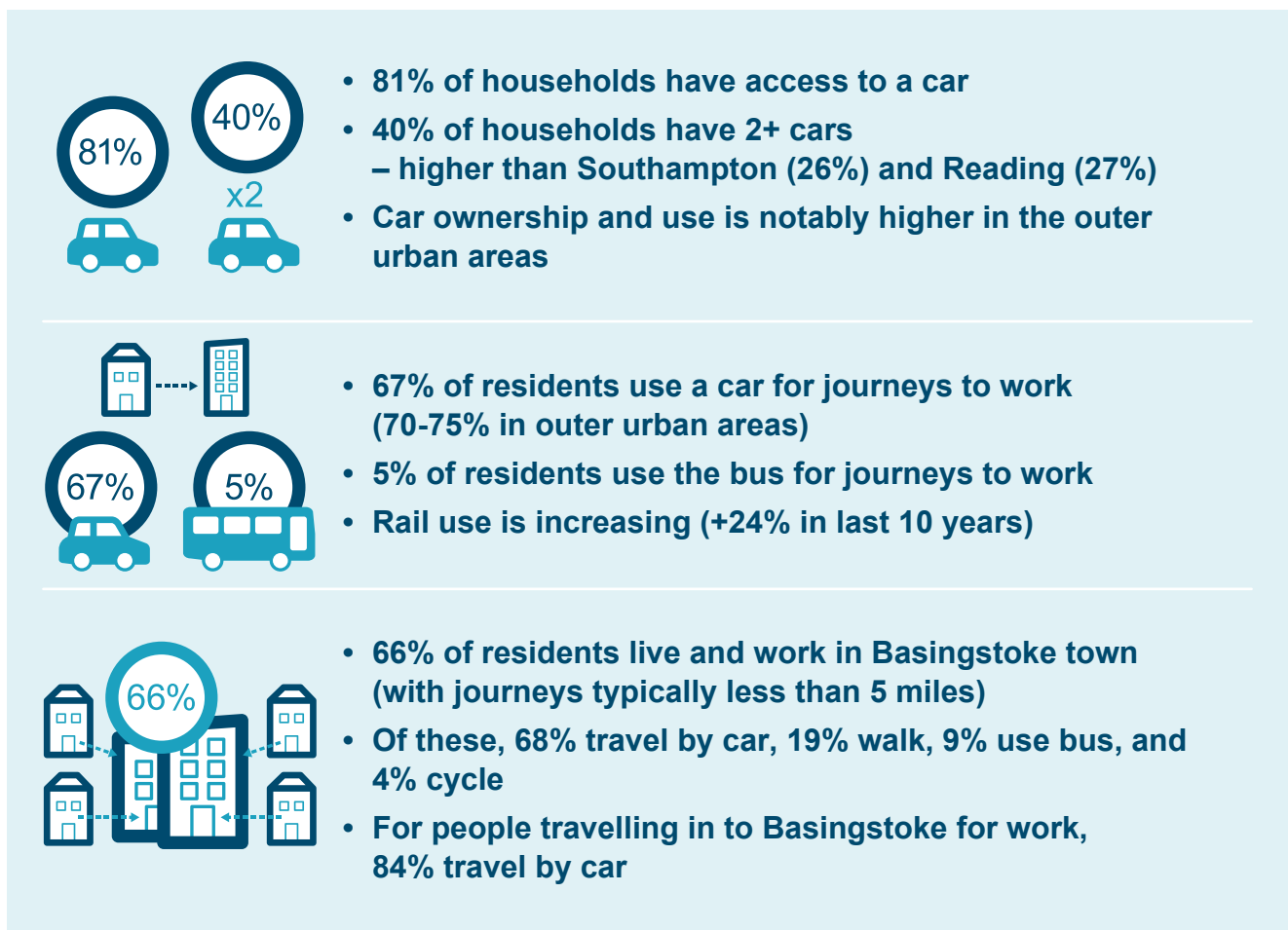


Figure 4 – Key transport facts and figures

We have reviewed a range of transport data and identified some of the main transport trends and issues in Basingstoke. These have helped to inform the development of our priorities and potential solutions. Five key transport issues have been identified – refer to our [evidence base](#) to find out more and for details of evidence sources.

Transport trends and issues

Traffic congestion and delays



- Journey times in peak periods (AM and PM) on key routes such as the A30, A339, A33 and Ringway are typically 25% longer than outside the peaks.
- By the end of the Local Plan period in 2029 overall traffic demand is predicted to increase by approximately 15%, and journey times within the town are predicted to become 17% longer on average.

Public transport less attractive than travelling by car



- Bus journey times are typically 2 to 3 times the equivalent car journey time.
- Average bus journey speeds throughout the town are 9-11 mph.
- Reliability and punctuality issues detract from bus use.
- Bus use is predicted to decline without intervention (-18% by 2036).

Walking and cycling provision is not consistent



- 15% of the town's population live within 0.75 miles of the town centre, 25% live within 1 mile, and 95% live within 3 miles – but walking and cycling use is low
- People have different preferences in relation to cycle facilities, depending upon ability and purpose (for example, leisure or cycling to work)

Constraints on town centre access and movement



- Much of the delay incurred by buses occurs within the town centre area
- Eastrop Roundabout has a significant impact on the overall performance of the town centre network – certain approach arms to the roundabout are operating at capacity during peak times

Difficulties changing between transport modes



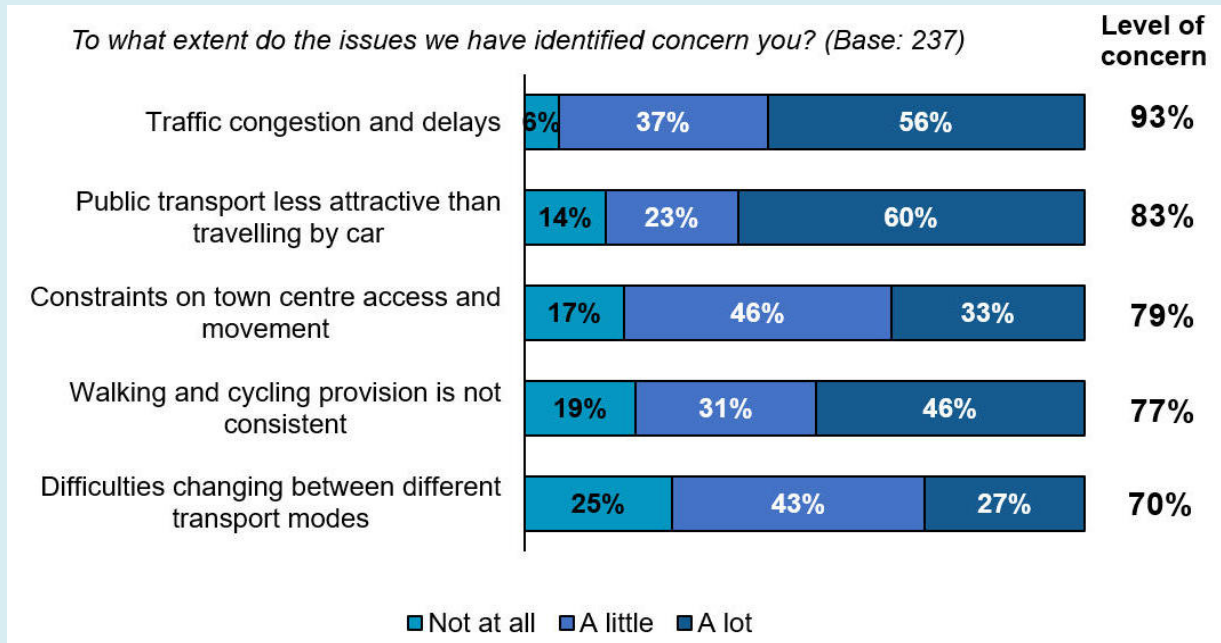
- 55% of people access Basingstoke rail station by car, either through individual use or car share
- The cost of tickets and the need for multiple tickets for different services / modes is a deterrent to undertaking multi-leg journeys by public transport

Overall, the road network in Basingstoke is relatively efficient when compared with similar sized urban areas. However, the network is expected to be approaching capacity (even with committed transport improvements) by 2029, without further investment. Continuation of existing travel behaviours and patterns within Basingstoke could lead to: increasing congestion, poor network reliability, associated negative environmental and social impacts and increased pressure for additional capacity on the local and strategic highway networks. The impacts and consequences of these transport issues are explored in Section Three.

Consultation - what you told us



Respondents identified with each of the issues raised in the Basingstoke Transport Strategy. Of most concern were traffic congestion and delays and that public transport was unable to provide a viable alternative to the car.



Section three: priorities for transport

Transport must be viewed in relation to how it ultimately affects our lives. We have identified three key priorities for transport in Basingstoke. This section sets out how these priorities could be supported by addressing transport issues and opportunities (as described in Section Two). This guides us towards a set of specific transport objectives (Section Four).



Priority A

supporting housing and employment growth and vibrancy

- Stronger economy
- Good job opportunities
- Sustainable housing growth
- A thriving town centre
- Better connectivity across the borough, and outwards – to Heathrow, Reading and beyond



Priority B

supporting a high quality of life

- Good air quality
- Healthier and more active lifestyles
- Greater protection for the environment
- Attractive, welcoming and safe public spaces
- Lower carbon emissions



Priority C

supporting inclusive and accessible communities

- More equal opportunities in relation to access to jobs, education, and health services
- Regeneration of ageing neighbourhoods
- Well-connected communities

Consultation - what you told us



All three of the proposed Transport Strategy priorities resonated well with respondents – with almost all (at least 93%) in agreement that supporting a high quality of life, supporting inclusive and accessible communities and supporting housing and employment growth were important.

Supporting a high quality of life received the strongest level of support overall, and a number of respondents highlighted the importance of the Transport Strategy considering environmental challenges, such as air quality.



Priority A: supporting housing, employment growth and vibrancy

Why this is a priority:

It is important to ensure that Basingstoke's transport infrastructure is capable of supporting the town's future growth and economic prosperity.

Basingstoke is designated by the **Enterprise M3 Local Enterprise Partnership** as a 'growth town' reflecting its importance as a key economic driver for the region. It has been ranked 35th out of 324 local authority areas in England for prosperity¹, making it one of the country's most vibrant places to live and work. The towns' strategic transport connections (for example, to Reading, London, Heathrow Airport and the south coast) enhance the town's viability as an economic business hub.

However, there is a need to grow the economy and provide homes and jobs to meet local demand and in line with the **Local Plan**. Initial appraisal suggests that the town will be constrained from achieving its economic potential beyond 2029 without a step change in transport provision and travel behaviour, including a greater range of sustainable travel options.

Basingstoke and Deane Borough Council also has plans to bring forward large scale redevelopment and regeneration opportunities, including: redevelopment of Basingstoke Leisure Park; on-going support for the town centre through the Central Basingstoke Strategy, and expansion of the Basing View business park which has **Enterprise Zone status** (to create an additional 4,000 jobs) – see Figure 5.

¹ *Vibrant Economy Index 2018, Grant Thornton*

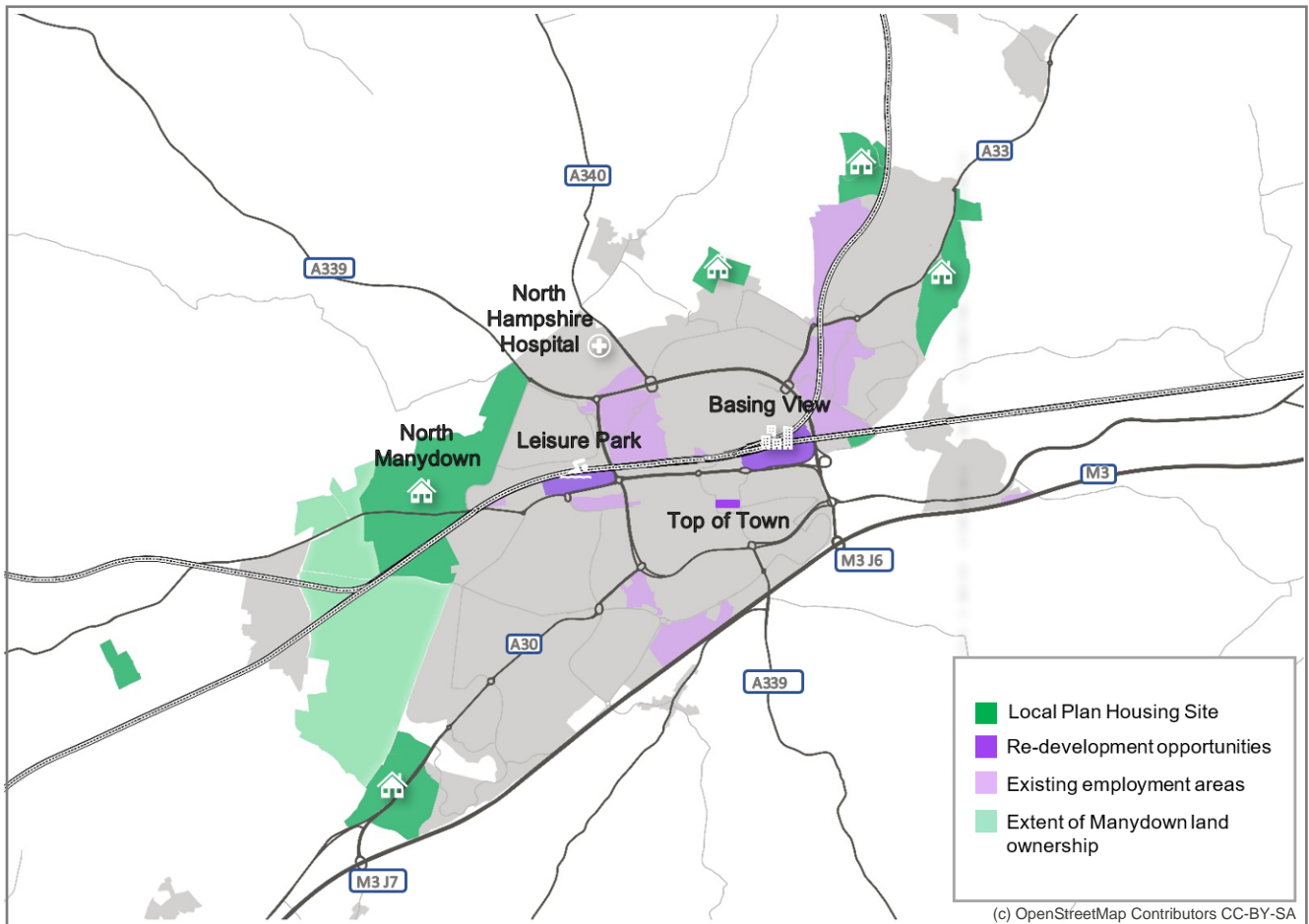
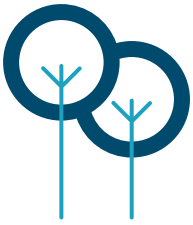


Figure 5 – Key housing and commercial development prospects in Basingstoke

What this means for the Transport Strategy:

The Transport Strategy will support housing, employment growth and vibrancy through:

- retaining existing businesses and attracting new investment and jobs for the town by ensuring journey times are reliable and transport delay costs to businesses are minimised;
- enabling and encouraging people to work and live within Basingstoke by facilitating excellent access to jobs throughout the town (thereby reducing demand to travel beyond the town);
- supporting successful redevelopment and regeneration of key sites such as Basing View, Top of the Town and the Leisure Park;
- unlocking and facilitating key new developments, such as ensuring that Manydown and other Local Plan allocations are well connected and served by a choice of transport modes; and
- maintaining strong connectivity between Basingstoke and other key economic centres, such as London, Heathrow, Reading, West Berkshire and the Solent.



Priority B: supporting a high quality of life for people who live in, work in and visit Basingstoke

Why this is a priority:

It is important to continue to prioritise improving Basingstoke's local environment to ensure that the town remains a healthy and attractive place to live, work and visit.

Congestion and vehicle emissions resulting from growing car use will continue to present challenges in relation to meeting **air quality standards**, and air pollution is associated with a number of adverse health impacts. Basingstoke and Deane Borough Council undertakes regular **monitoring of air quality**, in line with regulations. There are currently no **Air Quality Management Areas** designated within the town (areas where emissions are deemed to exceed a prescribed standard). However, in March 2018, Basingstoke and Deane Borough Council received a Ministerial Direction to undertake a feasibility study into nitrogen dioxide compliance on the A339 Ringway East. This is currently expected to be compliant by 2020. There is also a relatively high level of carbon dioxide emission per capita in Basingstoke when compared to the South-East England regional and national average. It is therefore important to take positive steps now to ensure that the air we breath is clean and that the impact on air pollution from transport is minimised.

Advances in fuel and vehicle related technologies are creating opportunities for cleaner air and healthier places. To maximise these opportunities, it will be important to plan flexibly and have a strategy that is future oriented, as well as addressing the current situation.

There is also a need to protect and enhance the character of the town's natural and historic environment, in light of pressures for growth and change. Basingstoke benefits from a well-planned highway network, but this can result in relatively car-dominated environments. The quality of walking and cycling infrastructure is inconsistent across the town. There are opportunities to ensure that new development makes provision for quality spaces and natural urban environments which promote walking and cycling to meet day to day travel needs.

What this means for the Transport Strategy:

The Transport Strategy will support a high quality of life through:

- ensuring good standards of air quality are maintained (with no Air Quality Management Areas resulting from transport emissions);
- supporting a fit and healthy population with a transport system which promotes active lifestyles; and
- creating a modern, thriving town with a transport system which blends with attractive urban spaces.



Priority C: supporting inclusive and accessible communities

Why this is a priority:

Basingstoke's transport system should cater for people of all ages and abilities, including those with disabilities and mobility issues, and offer a range of realistic ways to travel for work, shopping, leisure and other uses.

Basingstoke has a growing population, with births exceeding deaths by approximately 900 per year. The population is also ageing, with the growth in those aged over 65 forecast to increase by more than 16,600 (about 66% of the overall population increase) over the period 2011 to 2029. This will result in changing transport needs, which we must respond to and plan for.

There is a need to address isolated areas of deprivation within Basingstoke, in particular to regenerate parts of older residential housing areas associated with the town's rapid expansion in the 1960s and 1970s. 19% of households do not have access to a car. The current bus network generally provides good coverage of the town, but is not always considered a realistic option, especially for cross town movements.

New developments, particularly on the edge of the urban area, are more challenging to serve by public transport and involve increased walking and cycling distances to key destinations. People living in these areas are likely to continue to rely on car use unless there is significant investment in alternative, sustainable, transport modes.

What this means for the Transport Strategy:

The Transport Strategy will support inclusive and accessible communities through:

- providing equal opportunities for residents to access jobs and services – a more equitable, accessible transport system would support social inclusion;
- ensuring existing and new communities are well connected by a range of travel modes; and
- supporting regeneration priorities, such as in the communities of Buckskin and Winklebury.

Section four: transport outcomes

In order to support the key priorities set out in Section Three, it will be important that the Strategy delivers certain outcomes relating to transport and travel. The key outcomes identified are set out in Figure 6.

These outcomes will form the basis of measuring the success of the Strategy – this is discussed further in Section Seven.

Transport Outcomes



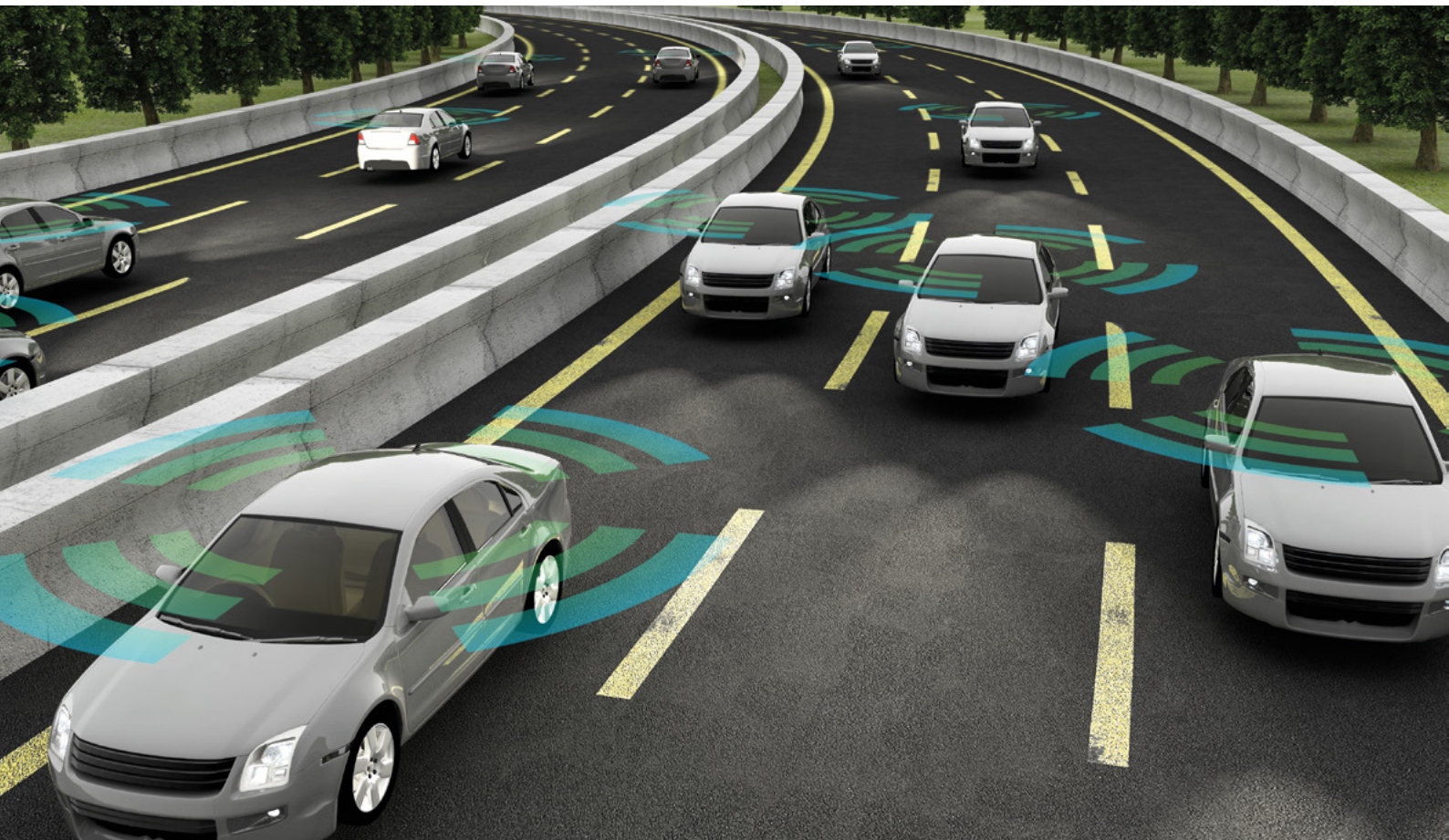
Figure 6 – Transport outcomes

How might future changes in technology and lifestyles affect our approach to planning transport in Basingstoke?

The transport sector is experiencing unprecedented change and there are wider factors which could influence the above priorities in the future. New technologies, in particular, are changing the way that people access transport services, including **instantly available information** on travel options via smartphones, the arrival of **new mobility providers** (such as Uber) and app-based bike hire schemes. Widespread innovations are influencing how people choose to travel.

Given the early stage of these technologies, it is difficult to predict what impact they will have. It could result in reduced car usage as more people are enabled to choose walking, cycling and public transport. Equally though, in time, people could move from owning cars to summoning **autonomous vehicles** for their journeys. This could increase the number of vehicles on the road as people choose to access cars for journeys rather than own them themselves.

Despite these uncertainties, there is likely to be more travel overall, which will place increased pressures on Basingstoke's transport system. It will therefore be important to develop a Strategy that proactively and flexibly plans for the future, whilst seeking to future proof as far as possible.



Section five: Transport Strategy themes

This section sets out the proposed approaches to transport which we think would help to meet the desired priorities and outcomes covered in Sections Three and Four.

Having considered a range of measures, evidence suggests that a **balanced approach** to transport intervention in Basingstoke is required to deliver the priorities. This would mean seeing **targeted investment in highway improvements** (particularly to deliver necessary access for new developments) alongside **investment in a rapid and efficient public transport system**, as well as **investment in active travel infrastructure**. We believe that this combined approach will best **support the delivery of controlled and sustainable growth in Basingstoke**.

The transport approaches outlined in this Section are organised according to seven strategy themes, which demonstrate how the different proposals work together to address the key priorities (see Figure 7). Specific projects will be identified through an Implementation Plan (see Section Seven).

Consultation - what you told us



A more balanced approach to investment across transport modes is well supported. Overall, at least 75% of respondents agreed with each of the seven strategy themes presented. The need to improve public transport was a consistent theme amongst consultation responses, with a majority of respondents considering that a more reliable bus service would provide a realistic alternative to the car.

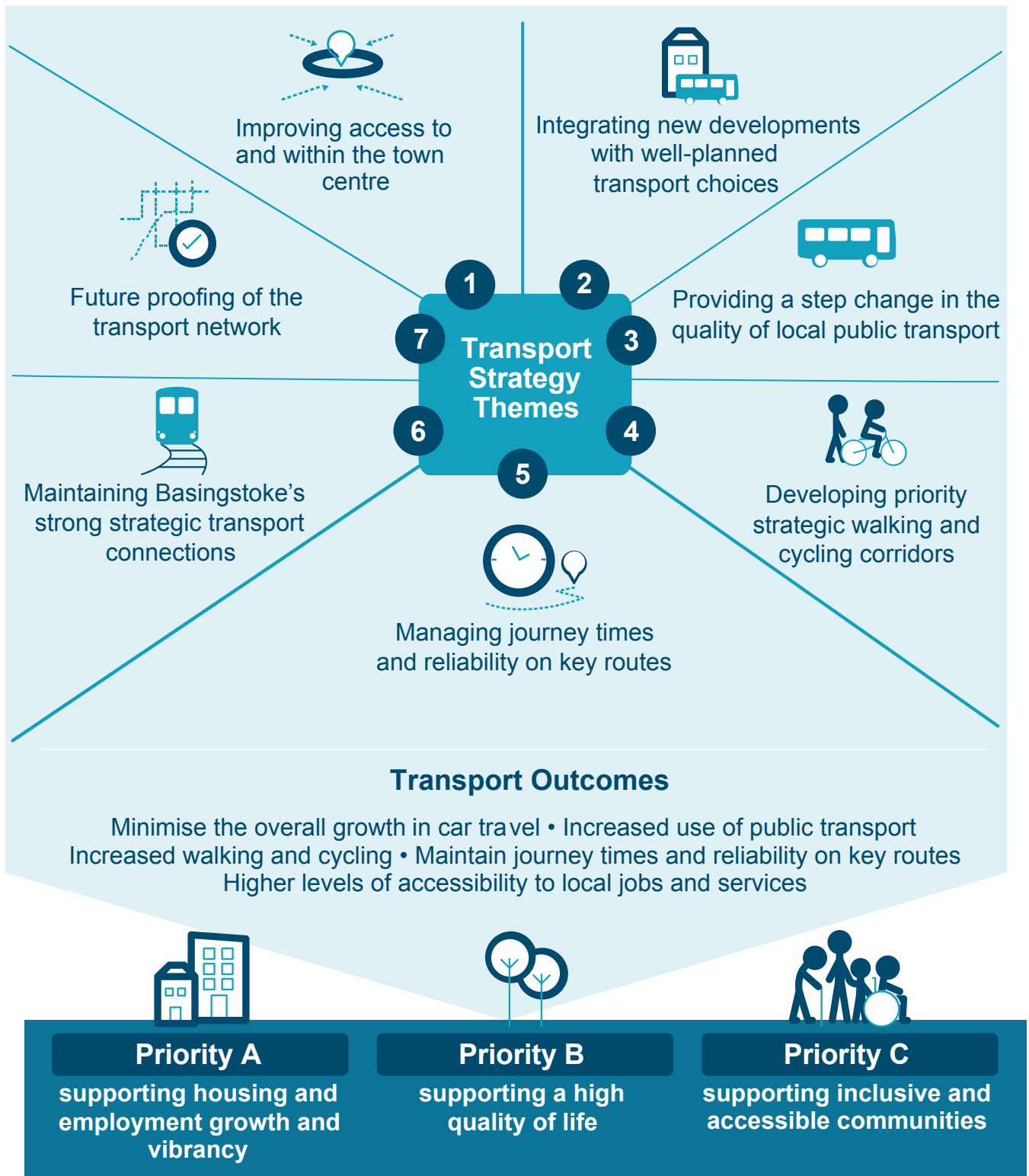


Figure 7 – Transport Strategy Themes



Strategy theme one: improving access to and within the town centre

Why is this important?

Basingstoke town centre provides a wide range of services, facilities and jobs and will continue to have a major influence on travel patterns in the future. It is also the heart of the transport network, particularly for bus and rail services. It is important to get the balance right between allowing residents, workers, businesses, shoppers and visitors to move around easily, while also supporting a network of attractive, welcoming and safe spaces with good air quality. The following proposed measures will support Basingstoke and Deane Borough Council's **town centre strategy, master plan for Basing View** and proposals for **the Top of the Town**.

How could this be achieved?

- Improving public transport access and operation within and through the town centre - this might include introducing some restrictions to other traffic to prioritise public transport movements.
- Enhancing the integration of bus and other forms of transport with Basingstoke Rail Station to improve interchange between different modes of transport – this could include reviewing the ongoing need for the existing bus station.
- Improving walking and cycling links across the town centre to address key barriers and make it easier to pass through.
- Reviewing how the current one-way system can better facilitate traffic flow and public transport operations.
- Improving Eastrop roundabout to tackle delays (to general traffic and public transport) and to enhance routes for pedestrians and cyclists.
- Enhancing the accessibility of Basing View and facilitating its integration with the main town centre area.
- Developing a town centre parking strategy, with potential measures to include:
 - making more efficient use of available parking capacity for those who have the greatest need (in conjunction with the development of higher quality alternative travel choices to access the town centre);
 - investigating options for car parking charges which would support the attractiveness of alternative modes of transport use, in particular for longer stay uses such as commuting;
 - consolidating town centre car parks into key strategic sites, providing opportunities for regeneration of some car parks for new developments as well as locating car parks in the optimum locations;
 - increasing the availability and promoting the use of charging infrastructure for electric vehicles; and
 - investigating the potential role of Park and Ride (in conjunction with other town centre parking measures).

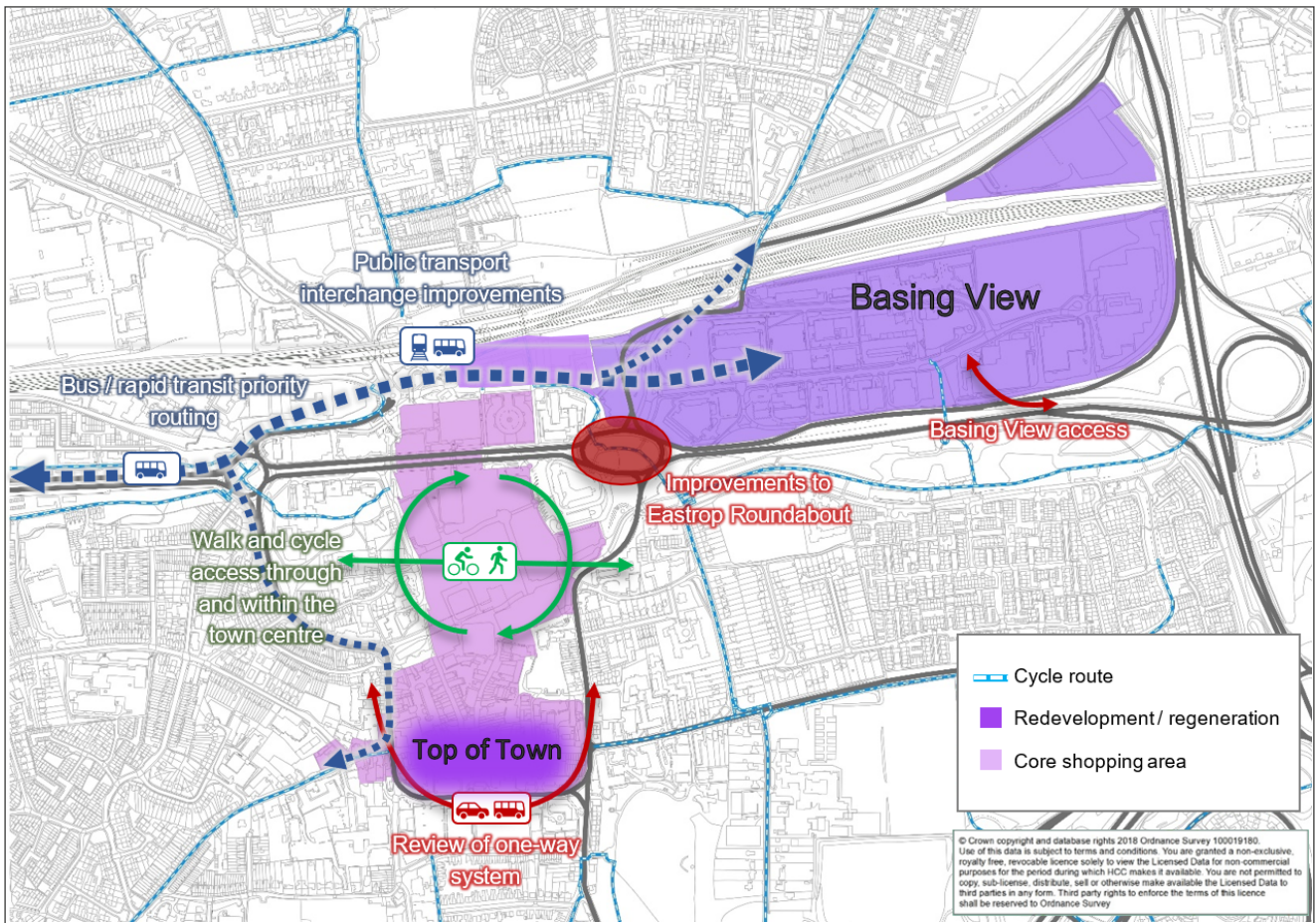


Figure 8 – Potential measures to enhance town centre access and movement

What are the expected benefits?

Potential benefits	Contribution to Transport Outcomes		Priorities
<ul style="list-style-type: none"> • Better cross-town connections by public transport. • Traffic flow would improve, reducing congestion and journey times. • Improved integration would make it easier to change between modes of transport. • Space for redevelopment within the town centre would be released. • Greater incentives for people to walk and cycle between locations. 	Increased use of public transport	Reduce overall car travel	
	Increased walking and cycling	Maintain journey time reliability on key routes	
	Higher levels of accessibility to local jobs and services		

Key: ○ positive impact ○ high positive impact ○ very high positive impact

Making it happen

We have identified a number of strategic action steps which will be necessary to progress delivery against Strategy Theme One - improving access to and within the town centre:

Strategic action step	Type	Lead
Confirm the feasibility of town centre transport options (completion of Town Centre Study)	Study	HCC
Undertake a town centre parking study	Study	BDBC
Inform an integrated town centre master plan	Policy	BDBC
Identify / deliver 'quick wins'	Study / Delivery	HCC
Funding and delivery plan	Business Case / Delivery	HCC

As part of the planning and delivery of this strategy theme we will need to:

Work with...	Take account of...	Manage challenges relating to...
<ul style="list-style-type: none"> • Festival Place • South Western Railways (station interchange) • Network Rail • Bus operators • Basing View • Basingstoke Business Improvement District • Town centre developers 	<ul style="list-style-type: none"> • Integrating town centre measures with network planning for the wider town • Alignment with the Central Basingstoke Strategy • Potential changes in future demands for travel to, from and within the town centre 	<ul style="list-style-type: none"> • The alignment and co-ordination of transport measures with the timing of town centre development opportunities • Multiple town centre users with different needs • Keeping the town centre fully operational during works



Strategy theme two: integrating new developments with well planned transport choices

Why is this important?

The adopted Local Plan allocates sites to deliver 850 new homes every year up to 2029. The most significant single site is North Manydown (3,400 homes), with potential for further development within the wider Manydown area in the longer term. Other locations for large scale new housing are along the A30 corridor in the south west of the town and the A33 corridor to the east of the town. These new sites are typically towards the edge of the urban area, where the existing transport infrastructure is currently more limited. Evidence also shows that residents located at these sites are likely to be more reliant on car use. A process to update the Local Plan commenced in May 2019 and is expected to conclude in 2023. This will result in additional sites being allocated for housing and employment.

How could this be achieved?

- Making sure that new developments deliver the right infrastructure to mitigate impacts on the surrounding road network.
- Planning for sites of a sufficient size and form to attract and support viable new public transport services.
- Ensuring that new developments are supported by Travel Plans.
- Developing a network of high quality cycle and pedestrian routes to link with new development sites.
- Planning for new highways infrastructure to the west of the town, in particular with regard to access requirements for potential future development of Manydown.

What are the expected benefits?

Potential benefits	Contribution to Transport Outcomes		Priorities
<ul style="list-style-type: none"> • New occupiers will be able to choose from a range of realistic travel options. • Provision for public transport and other transport modes could reduce the number of journeys by car. • The right local infrastructure will reduce the need for residents to travel for facilities and services. • Travel demand from new developments could support wider public transport enhancements. 	Increased use of public transport	Reduce overall car travel	
	Increased walking and cycling	Maintain journey time reliability on key routes	
	Higher levels of accessibility to local jobs and services		

Key: ○ positive impact ○ high positive impact ● very high positive impact

Making it happen

We have identified a number of strategic action steps which will be necessary to progress delivery against Strategy Theme Two - integrating new developments with well planned transport choices:

Strategic action step	Type	Lead
Develop a comprehensive transport infrastructure plan for the west of the town, taking into account the full development potential of the Manydown site	Study	HCC
Prepare the investment case for major transport infrastructure items required to 'unlock' new developments	Study / Business Case	HCC
Develop the transport evidence base to inform the Local Plan review	Study	HCC / BDBC
Ensure that policy development through the Local Plan update aligns with the Transport Strategy	Policy	BDBC

As part of the planning and delivery of this strategy theme we will need to:

Work with...	Take account of...	Manage challenges relating to...
<ul style="list-style-type: none"> • Developers / landowners • Enterprise M3 LEP • Ministry of Housing, Communities and Local Government 	<ul style="list-style-type: none"> • The likely needs of potential future development sites when planning and delivering infrastructure in the present • Potential changes in the way that people might travel and live in the future • The potential impacts of new development outside of the borough 	<ul style="list-style-type: none"> • The viability of new developments in relation to infrastructure costs • Delivering key infrastructure items 'up front', in advance of housing delivery / occupation • The commercial viability of new public transport services to serve new development



Strategy theme three: providing a step change in the quality of local public transport

Why is this important?

Current bus provision is not perceived as able to compete with car travel. There is currently little priority for buses and as a result buses get caught up in the same congestion as other traffic. Within recent consultation exercises, local residents and businesses have identified the need for high quality alternatives to car travel for local journeys within the town. We believe that there is an opportunity to build upon recent increased use of public transport and unlock further potential demand. Basingstoke also benefits from some well-planned corridors which provide opportunities to implement additional infrastructure without significantly impacting on road space for other users.

How could this be achieved?

- Improving bus access and operation within the town centre as an initial priority – this might include introducing some restrictions to other traffic to prioritise bus movements and enhancing bus interchange facilities.
- Enabling the provision of cross-town public transport services to improve connectivity throughout the town.
- Working with public transport operators to provide frequent, reliable and affordable services on key corridors with modern, low emission vehicles. This includes supporting the introduction of autonomous vehicles and the potential incorporation of other SMART technology in the future.
- Ensuring that the local public transport network is developed as a commercially viable and financially sustainable proposition.
- Developing a **Mass Rapid Transit** offer in the town, based on the development of a network of high quality, rapid public transport corridors (see Figures 9 and 10). These would include infrastructure measures to give priority or dedicated running to MRT vehicles (and existing buses), in order to support improved reliability, punctuality and journey times. In the shorter-term, land on important routes could be protected for potential future improvements.

Mass Rapid Transit (MRT) would represent a significant investment and commitment. We need to undertake further work to assess the feasibility and value for money of investment. The development of a MRT network would be phased over time and would grow and expand with the town. We have developed a **prospectus** for the potential development of a MRT system for Basingstoke. This further explains what this might look like, and what sort of benefits might be expected.

A new direction? – Exploring Mass Rapid Transit for Basingstoke

A key part of the proposed Strategy is providing attractive, realistic alternatives to the car for journeys within Basingstoke.

Mass Rapid Transit (MRT) could provide a step change improvement in the public transport experience – a new, distinctive travel choice blending the qualities of light rail with the flexibility of bus technology



The Glider service in Belfast

MRT typically consists of high quality, modern vehicles, convenient interchange, and corridors which could include mixed traffic roads, dedicated bus lanes and priority measures at junctions. Vehicles may become autonomous in time, as technology permits.

Journey times on MRT corridors would be expected to be more comparable with car travel, and with improved reliability. Passengers could experience levels of service and comfort more similar to a modern tram.

MRT would need to work with other parts of the Strategy, including changes to the layout of the town centre and potentially changes to parking.

For further information see our [MRT Vision](#)

Figure 9 – Creating a more balanced approach to transport in Basingstoke: Mass Rapid Transit

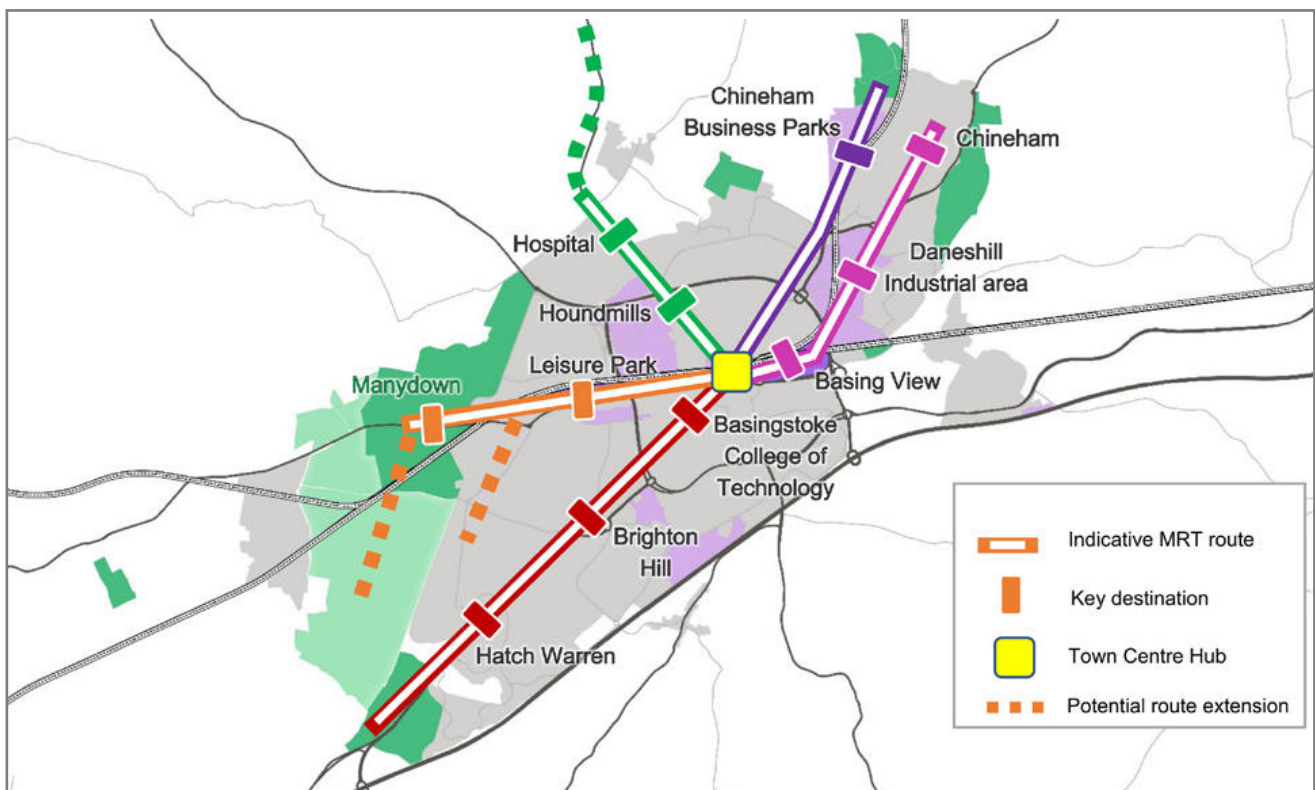





Figure 10 – Indicative Mass Rapid Transit Network

What are the expected benefits?

Potential benefits	Contribution to Transport Outcomes		Priorities
<ul style="list-style-type: none"> • Faster journey times by public transport. • More frequent, reliable and punctual services. • Changing between modes of transport is easier. • A more realistic alternative to the car – less reliance on car use (and reduced vehicle emissions). 	Increased use of public transport	Reduce overall car travel	
	Increased walking and cycling	Maintain journey time reliability on key routes	
	Higher levels of accessibility to local jobs and services		

Key: ○ positive impact ○ high positive impact ○ very high positive impact

Making it happen

We have identified a number of strategic action steps which will be necessary to progress delivery against Strategy Theme Three - providing a step change in the quality of local public transport:

Strategic action step	Type	Lead
Complete feasibility work of options for potential MRT corridors	Study	HCC
Develop consistent standards / principles to govern delivery of MRT (e.g infrastructure, services, information)	Policy	HCC
Identify key land requirements and seek land safeguarding	Study / Policy	HCC
Integrate MRT proposals into wider policy	Policy	HCC / BDBC
Confirm the phasing plan	Study	HCC
Develop the business case for initial phase(s) - e.g. town centre, western corridor to Manydown	Business Case	HCC

As part of the planning and delivery of this strategy theme we will need to:

Work with...

- Bus operators
- South Western Railways (station interchange)
- Local businesses

Take account of...

- The need for complementary measures in order to maximise outcomes - e.g. promotion / publicity, travel planning and co-ordinated parking policy
- Future changes in technology, such as the advent of autonomous vehicles

Manage challenges relating to...

- The different demands for road space
- The commercial viability of services
- Potential land requirements
- Significant investment costs and the need for a phased / incremental approach over time



Strategy theme four: developing priority strategic walking and cycling corridors

Why is this important?

Walking and cycling levels in Basingstoke are generally lower than in other similar towns. This is despite much of the town being within a reasonable walking or cycling distance of the town centre. One of the key issues identified in the **Basingstoke Cycling Strategy** is that the quality of walking and cycling provision across the town is inconsistent and a number of key routes are not complete or joined up. Traffic levels and speeds may also discourage many potential cyclists. Encouraging active travel can have significant health benefits, in addition to reducing demand for car travel. Potential investment in Mass Rapid Transit (see Strategy Theme Three) would need to be supported by good access between stops and key destinations by walking and cycling.

How could this be achieved?

- Addressing the physical barriers to cycling within and through the town centre.
- Prioritising the completion of continuous, direct routes on the Strategic Cycle Network.
- Providing segregated facilities on priority routes where feasible.
- Enhancing key bus stops to enable cycle parking, in order to encourage integration with public transport services.
- Ensuring new developments provide facilities to promote walking and cycling in line with current design standards.
- Designing public areas in ways that support walking and cycling in safe and attractive environments.

What are the expected benefits?

Potential benefits	Contribution to Transport Outcomes		Priorities
<ul style="list-style-type: none"> • Continuous, direct, safe routes for walking and cycling around Basingstoke. • Greater priority / use of road space for cyclists and pedestrians. • Quick, easy and convenient short distance trips on foot and by bike. • Better opportunities for more active lifestyles. • Improved safety for pedestrians and cyclists. 	Increased use of public transport	Reduce overall car travel	
	Increased walking and cycling	Maintain journey time reliability on key routes	
	Higher levels of accessibility to local jobs and services		

Key: ○ positive impact ○ high positive impact ○ very high positive impact

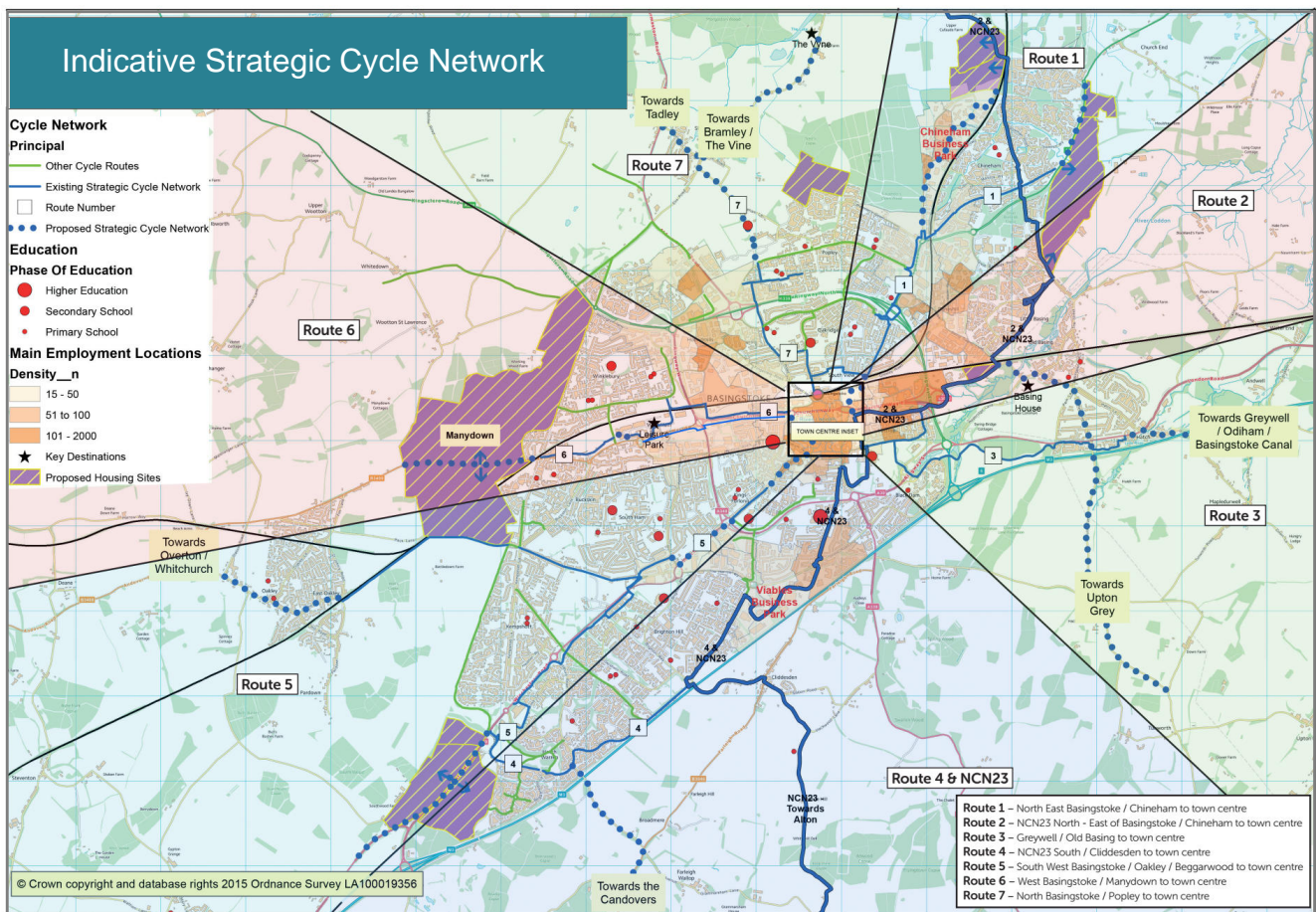


Figure 11 – Indicative Priority Strategic Cycle Corridors

Making it happen

We have identified a number of strategic action steps which will be necessary to progress delivery against Strategy Theme Four - developing priority walking and cycling corridors:

Strategic action step	Type	Lead
Undertake a review of the Basingstoke Cycling Strategy / facilitate cycle conference	Study / Policy	HCC
Confirm a set of standards and principles to apply to the development of Strategic Cycle Corridors in Basingstoke	Policy	HCC
Identify priority corridor(s) for investment	Study	HCC
Identify / deliver 'quick wins' and 'missing links', in line with the longer term development of holistic corridors	Study / Delivery	HCC
Funding and delivery plan	Business Case / Delivery	HCC

As part of the planning and delivery of this strategy theme we will need to:

Work with...

- Local walking and cycling groups

Take account of...

- The potential opportunities presented by the development of MRT corridors to incorporate walking and cycling facilities
- Integration with town centre proposals
- The need for complementary measures to encourage increased walking and cycling activity

Manage challenges relating to...

- The range of different pedestrian and cyclist user types - e.g. in relation to ability, experience and journey purpose
- Piecemeal development of walking and cycling corridors due to the nature of funding / implementation opportunities (e.g. related to development)



Strategy theme five: managing journey times and reliability on key routes

Why is this important?

Basingstoke has a well-planned and high capacity road network, including several high standard radial corridors and the orbital Ringway. However, as the town continues to grow demand on these routes is increasing and congestion pinch points have begun to materialise, particularly during peak periods. As a consequence, traffic seeks out alternative, less suitable, routes with associated noise, safety and air quality impacts on local communities.

Recent and planned investment in key junction improvements is providing some additional capacity to tackle these issues – however, continued widespread increases in highway capacity throughout Basingstoke is not considered to be sustainable or affordable in the longer-term. Targeted investment in new highways capacity should, therefore, be complemented by an increased focus on seeking to meet travel demand through alternative means.

How could this be achieved?

- Maintaining the condition of the existing highway network to ensure the safe and efficient movement for all users.
- Prioritising the delivery of planned junction improvements (for example, Enterprise M3 Local Enterprise Partnership funded schemes) in the shorter-term.
- Developing ‘smart corridors’³ which utilise real time information, intelligent signal control systems and other data and technology to manage traffic more efficiently and optimise capacity.
- Adopting a more balanced approach to the planning of highway corridors to cater for public transport, walking and cycling in addition to general traffic.
- Introducing further targeted measures to reduce congestion bottlenecks and optimise management of the highway network.
- Mitigating the specific traffic impacts of new development.

³ ‘Smart corridors’ typically make extensive use of technology and data including journey time sensors, pollution detectors, real time messaging and communication schemes such as real time alerts on signs, message boards and to people’s phones or car computers. It can also include innovations such as tidal flow systems, which allow traffic to travel in either direction based on conditions and controlled by variable message signs. These measures can help to maximise the operational efficiency of the route.

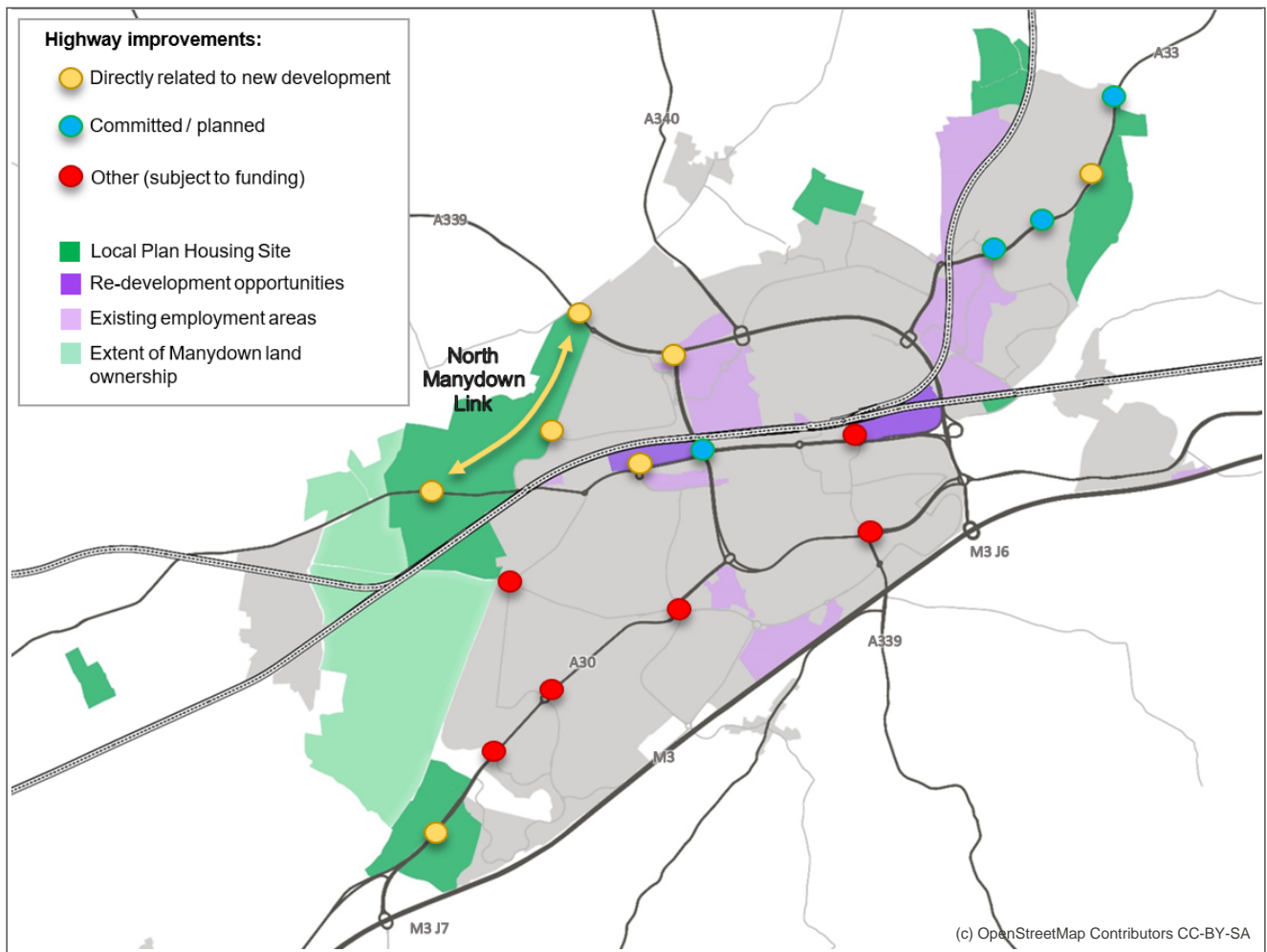


Figure 12 – Planned and potential future highway improvements (based on current Local Plan)

What are the expected benefits?

Potential benefits	Contribution to Transport Outcomes		Priorities
<ul style="list-style-type: none"> • Reduced delay at key congestion 'hotspots' for general traffic and buses • More consistent, smoother traffic flow on key routes • Less variability in journey times • Better information and management of incidents 	Increased use of public transport	Reduce overall car travel	
	Increased walking and cycling	Maintain journey time reliability on key routes	
	Higher levels of accessibility to local jobs and services		

Key: ○ positive impact ○ high positive impact ○ very high positive impact

Making it happen

We have identified a number of strategic action steps which will be necessary to progress delivery against Strategy Theme Five - managing journey times and reliability on key routes:

Strategic action step	Type	Lead
Ensure successful delivery of current planned improvements - e.g. Thornycroft Roundabout and Brighton Hill Roundabout	Delivery	HCC
Develop integrated (multi-modal) corridor strategies for priority corridors - e.g. A30 (south west), B3400, A33, A339 - in line with the 'reduce', 'manage' and 'invest' principles	Study / Policy	HCC
Review the scope and applicability of a 'smart corridor' approach, including the development of key principles where appropriate	Study	HCC
Funding and delivery plan	Business Case / Delivery	HCC

As part of the planning and delivery of this strategy theme we will need to:

Work with...	Take account of...	Manage challenges relating to...
<ul style="list-style-type: none"> • Technology providers • Asset management and highway maintenance 	<ul style="list-style-type: none"> • Proposals for MRT corridors - both in terms of potential impacts on traffic demands and integration of the necessary infrastructure • The need to ensure highway safety for all road users and to seek to reduce accidents • The need to mitigate air quality impacts associated with road traffic 	<ul style="list-style-type: none"> • Uncertain trends in future traffic growth and travel behaviours • Maintaining our existing infrastructure to a satisfactory condition alongside seeking to secure investment in improvements



Strategy theme six: maintaining Basingstoke's strong strategic transport connections




Why is this important?

Basingstoke's economic growth and prosperity has developed around its excellent strategic road and rail links. These provide connections to and from surrounding towns, London, the south coast, the midlands and wider destinations. Maintaining and improving these links is crucial to maintaining Basingstoke's competitive advantage over other areas competing for inward investment. The M3 currently operates well around Basingstoke – however, future traffic growth, including from new local development, such as at M3 Junction 7, could affect this. Rail demand from Basingstoke to London is high (and expected to grow) – peak services (fast services) experience overcrowding from Basingstoke.

How could this be achieved?

- Working with rail operators, Network Rail and central Government to:
 - enhance the capacity, frequency and connectivity of rail services as part of Hampshire County Council's county-wide approach to rail – (for example, Western Access to Heathrow, Southern Access to Heathrow, Crossrail (suburban services recast), Digital Railways and Crossrail 2;
 - deliver Network Rail's proposed flyover to the east of Basingstoke station; and
 - plan for increases in passenger demand at Basingstoke rail station, including by improving access by all types of transport, managing appropriate levels of parking and ensuring station capacity caters for expected demands.
- Working with Highways England to:
 - promote the inclusion of the M3 Smart Motorway (Junction 4a to Junction 9) in Highway England's forward investment plans; and
 - plan for the impacts of future growth of Basingstoke on M3 Junction 7 and M3 Junction 6.
- Reviewing, in conjunction with neighbouring authorities, the future role and function of key corridors connecting Basingstoke to surrounding centres and the wider strategic road network. These include the A33 corridor (Basingstoke / M3 – Reading / M4), the A339 corridor (Basingstoke – Newbury / M4), and the A30.

What are the expected benefits?

Potential benefits	Contribution to Transport Outcomes		Priorities
<ul style="list-style-type: none"> • Strong transport connections support existing and new businesses. • Rail replaces some longer distance car trips, thereby potentially reducing car traffic in and out of Basingstoke. • Improved experience for users of rail services. 	Increased use of public transport	Reduce overall car travel	
	Increased walking and cycling	Maintain journey time reliability on key routes	
	Higher levels of accessibility to local jobs and services		

Key: ○ positive impact ○ high positive impact ● very high positive impact

Making it happen

We have identified a number of strategic action steps which will be necessary to progress delivery against Strategy Theme Six - maintaining Basingstoke's strong strategic transport connections:

Strategic action step	Type	Timescale
Undertake a strategic multi-modal study of the Basingstoke - Reading corridor in conjunction with neighbouring authorities	Study	HCC
Undertake a strategic multi-modal study of the Basingstoke - Newbury (A339) corridor in conjunction with West Berkshire Council	Study	HCC
Develop a strategic position (co-ordinated at countywide level) for priority investments on the Major Road Network and Strategic Road Network to seek to influence future investment programmes (e.g. for Highways England and Transport for the South East)	Policy	HCC
Develop a strategic position (co-ordinated at countywide level) for priority investments on the rail network to seek to influence future investment programmes (e.g. for Network Rail and Train Operating Companies)	Policy	HCC

As part of the planning and delivery of this strategy theme we will need to:

Work with...

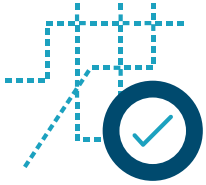
- Neighbouring authorities, e.g. Reading, Wokingham, West Berkshire
- Enterprise M3 Local Enterprise Partnership
- Thames Valley Berkshire Local Enterprise Partnership
- Transport for the South East
- Highways England / Department for transport
- Network Rail / Train Operating Companies

Take account of...

- Significant development proposals outside of the borough, such as at Grazeley (A33 corridor) and Sandford (A339 corridor)
- The significant lead-in times for strategic infrastructure investments and the need to seek to influence investment programmes at an early stage

Manage challenges relating to...

- Strategic v's local needs
- Encouraging people to live and work within Basingstoke, whilst ensuring that strong strategic transport connections can support inward business investment



Strategy theme seven: future proofing of the transport network

Why is this important?




New technologies are constantly emerging and could have a significant bearing on society and the ways in which people interact and move around in the future. Through the **Smart Basingstoke** initiative Basingstoke and Deane Borough Council is seeking to ensure that the town is fit for the future and maximises the opportunities presented by these technological changes.

How could this be achieved?

- Making better use of data to support personal journey planning and decision making, keep transport users well informed, and improve the overall journey experience. This could include a more widespread use of Bluetooth / mobile data, as well as crowd-sourced data.
- Actively preparing for the advent of Connected Autonomous Vehicles (CAVs), for example by enabling 'smart parking'⁴ at key sites, exploring opportunities for specific trial applications of CAVs, and seeking to encourage development and planning for driverless buses and Automated Transit Networks (as part of the MRT proposals for instance).
- Expanding the availability of electric vehicle charging infrastructure within the town, including within new developments, to support the uptake of low emission vehicles within Basingstoke (consistent with Government's '**Road to Zero**' initiative).
- Ensuring that major infrastructure investments have regard to potential changes in technology, and can adapt to new technologies that have not yet been introduced. This would, for example, be relevant to the development of a potential Mass Rapid Transit network.

⁴The main concept around 'smart parking' is where the space is booked in advance and the vehicle is then directed to vacant spaces as each space either has a sensor, or vehicles have sensors on them which update the central database when spaces are vacant.

What are the expected benefits?

Potential benefits	Contribution to Transport Outcomes		Priorities
<ul style="list-style-type: none"> • An improved user experience. • More evidence-led, responsive services. • Improved environmental impacts through greater use of low carbon vehicles. • Basingstoke as an 'early adopter' of new technologies would be better placed to exploit future benefits. • More seamless travel, e.g. by contributing further to multiple transport modes. 	Increased use of public transport	Reduce overall car travel	
	Increased walking and cycling	Maintain journey time reliability on key routes	
	Higher levels of accessibility to local jobs and services		

Key: ○ positive impact ○ high positive impact ● very high positive impact

Making it happen

We have identified a number of strategic action steps which will be necessary to progress delivery against Strategy Theme Seven - future proofing of the transport network:

Strategic action step	Type	Lead
Undertake a 'future mobility' study to identify the key opportunities and challenges for Basingstoke in relation to new technologies and changes in travel behaviour	Study	BDBC
Identify potential trial opportunities and applications for innovative schemes within Basingstoke (potentially linked to research funding / programmes)	Study / Delivery	BDBC
Develop priority 'smart principles' to be integrated throughout the planning and delivery of transport projects, and seek to incorporate these within wider policy / strategy (e.g. the 'Smart Basingstoke' initiative)	Policy	BDBC / HCC

As part of the planning and delivery of this strategy theme we will need to:

Work with...	Take account of...	Manage challenges relating to...
<ul style="list-style-type: none"> • Technology providers • Research institutes 	<ul style="list-style-type: none"> • Integration of future proofing across all aspects of the Transport Strategy 	<ul style="list-style-type: none"> • Rapid and continuous evolution of new technologies and approaches

Section six: looking beyond the Local Plan – supporting longer-term housing and jobs growth

The current Local Plan allocates sites to build 850 houses every year up to 2029. Looking ahead, it is likely that central Government will continue to require Basingstoke and Deane Borough Council to provide sites to meet a similar level of housing growth. In May 2019 the council initiated a process to update the Local Plan, with a target timescale for this to be in place by 2023.

The proposed measures set out in Section Five would go some way to supporting new development and unlocking growth potential beyond 2029, including through helping to widen travel choices and reduce reliance on the car. However, looking 50 years into the future, initial evidence suggests that additional strategic road or public transport connections will be needed to help cater for longer-term housing and economic growth in Basingstoke and to improve sub-regional and regional connectivity. It will also be important to ensure that future transport provision is planned in conjunction with any major changes to provision of key services, such as healthcare and education.

We therefore need to begin thinking about planning for these major longer-term transport infrastructure requirements. A lack of careful planning could have a knock-on effect on the quality of Basingstoke's local transport network and, critically, the attractiveness of Basingstoke as a place to live, work and do business.

The location of longer-term development would be subject to the planning process (e.g. through the updated Local Plan). The wider Manydown area has previously been identified as capable of accommodating further development and is likely to be important in meeting future housing needs.

Based on initial assessment, some of the key longer-term transport infrastructure considerations might include:

- **Investigating strategic multimodal improvements between the A30 (west) and the A339 (e.g. a western relief / distributor road);**
- **Undertaking strategic issues and options studies for the A339 between Newbury and Basingstoke, and the A33 between Basingstoke and Reading;**
- **Investigating strategic multimodal improvements to enhance connectivity between the M3 and M4 (between the A34 and M25);**
- **Planning for expansion of the MRT concept to integrate new developments as a core part of the network and supported by high quality, rapid services;**
- **Encouraging the Department for Transport and Highways England to undertake work to determine what future enhancements will be needed to the A34 in their next planning period. This needs to consider the impact of committed schemes at Junction 9 of the M3 / A34, and at the A34 north of Newbury, on the A34 route between these two schemes;**

- **Investigating the potential role and viability of new rail stations, particularly to support new development; and**
- **Significant enhancements to the strategic highway network, such as a new or improved M3 Junction 7 and a Smart Motorway scheme on the M3 between Junction 4a and Junction 9.**

Technical studies would need to be carried out to investigate these options further. It might be necessary to seek to protect land that would be required to deliver these improvements, for instance through the updated Local Plan.

Section seven: strategy implementation

What are the priority schemes and projects to be delivered?

The Strategy will guide future transport policy and investment decisions for Basingstoke. It is supported by an **Implementation Plan**, which is the means of delivering specific projects in line with the strategy. The Implementation Plan will be maintained as a live document and updated at regular intervals over time.

The Implementation Plan sets out the identified shorter-term priorities, with a programme covering the planned capital and revenue expenditure based upon available funding (infrastructure works and studies). Key medium to longer-term aspirations are presented indicatively - over time, as a result of study work and through updates to the Implementation Plan, these will be planned with greater certainty.

Each potential project or scheme identified would be subject to further feasibility studies, consultation, and the development of a sound business case demonstrating value for money. In many cases, this study work will be the focus of shorter-term activity in order to ensure that projects to be prioritised for medium to longer-term investment and delivery are based upon a robust evidence base.

Across the Strategy as a whole, the overall approach to implementation is expected to consist of several key stages:

- **Delivery of current planned schemes** – ensuring successful and timely implementation of schemes such as Thornycroft Roundabout and Brighton Hill Roundabout.
- **Identification and delivery of 'quick wins'** – lower cost, lower risk schemes which are aligned with the Strategy
- **Tackling key town centre issues** – this would act as an enabler to other measures as the town centre forms a transport hub, and would be co-ordinated with town centre re-development initiatives such as Basing View. The Councils are already leading masterplanning activities and a town centre transport study to provide a sound evidence base.
- **Transport infrastructure to support Manydown** – seeking to implement appropriate highway, public transport and walking and cycling improvements from the outset of housing delivery at Manydown.
- **Initial roll-out of an early phase of MRT**, co-ordinated with measures to encourage the use of sustainable modes – this will ensure higher quality alternatives to the car are in place. An initial phase of MRT might seek to connect Basing View, the rail station, the Leisure Park and North Manydown.
- **Integrated corridor improvements** – considering the potential expansion of MRT routes and development of strategic cycle corridors, alongside targeted highway capacity improvements and 'smart' traffic management.

Who will be responsible for delivering the Strategy and how will this be managed?

To effectively deliver against the Strategy, Hampshire County Council and Basingstoke and Deane Borough Council will take a joint approach to implementation, in conjunction with key partners, stakeholders and delivery agencies where necessary. The Implementation Plan will identify the specific roles and responsibilities of key delivery partners.

How will delivery of the Strategy be funded?

There are a number of potential sources of funding and these are likely to vary over time. The Implementation Plan will identify relevant funding sources. Some of the most typical funding sources include:

- Local Growth Fund – administered via the Enterprise M3 Local Enterprise Partnership, with funding applications for particular transport projects submitted by the local authorities;
- Specific funding opportunities made available by central Government – these are typically on a competitive basis (such as the Housing Infrastructure Fund);
- Developer funding – through Section 106 contributions or the Community Infrastructure Levy;
- Capacity funding – provided by the Government in relation to infrastructure planning for Manydown and other new homes in the west of Basingstoke in the future;
- Retained business rates, via the Enterprise M3 Local Enterprise Partnership (such as for the Basing View Enterprise Zone); and
- Annual capital / revenue budget allocations for local authorities – these are under significant ongoing pressure.

Due to the existing and forecast constraints on local authority budgets, it will be important to minimise any ongoing revenue liability in particular.

How will success be measured?

Outcome based indicators and targets will be used to measure performance, drawing on data captured through wider monitoring exercises at a borough and county level. The focus will be on utilising representative data to provide an indication of progress against the key transport outcomes for the Strategy, as set out in Section Four. This could include data such as traffic volumes on key routes, use of different travel modes (e.g. from travel surveys), air quality monitoring, public transport passenger data, and accident data.

Feedback from the public and key stakeholders will also continue to be sought and monitored.