

APPENDIX 14: BUS SERVICES AND TRAVEL PATTERNS

Viability of Strategic Growth Option (SGO) New Bus Services

1. The Table is drawn from the “Strategic Growth Option sites – Public Transport / Bus Service Options / Viability Study” (June 2017).
2. It summarises the analysis of the extent to which potential new bus services for each SGO could be viable. For example, a figure of -7% indicates that the service is assessed to fall 7% short of being able to fund the ‘peak vehicle requirement’ in a fully commercially viable service. The focus of the summary is on those SGOs which are currently being promoted by a developer, and on the best performing routes from each SGO to their key destination.

Table 1: Potential Viability of New Bus Services from SGOs.

From	Via	To	Frequency		Route
			30 min	20 min	
West of Horton Heath	SGO B/C	Eastleigh	-7%	-20%	1B
West of Horton Heath	SGO B/C	Eastleigh and Southampton	-16%	-25%	1D
West of Horton Heath	SGO B/C	Winchester	-50%	-52%	2B
SGO E		Southampton	-40%	-50%	1A
Hedge End	SGO E	Southampton	-56%	-53% (-34%) (15 min)	1C
Fair Oak	SGO E	Southampton	-48%	-52%	2B

Potential Travel Patterns from SGOs

3. The following tables present current travel patterns from Bishopstoke / Fair Oak (likely to be a broadly reasonable proxy for travel patterns from SGO B/C and from SGO D); and from West End or West End / Hedge End (likely to be a broadly reasonable proxy for travel patterns from SGO E).

Potential Commuting Patterns

4. Table 2 represents an analysis of the 2011 Travel to Work Census. It shows the proportion of people in each SGO (based on the data from existing areas nearby) likely to commute to work in each key destination and the distance to that destination (measured from the centre of the SGO to the relevant city or town centre). For example 12% of people in SGO B/C are likely to work in Southampton, which is 11 kilometres from that SGO.

Table 2: Potential Commuting Patterns from each SGO

% People in work	Option B/C Option D ¹	Distance ² B/C (D)	Option E ³	Distance ⁴
Southampton	12%	11km (9.5km)	22%	8km
Eastleigh	18%	4km (3km)	8%	6.5km
Hedge End	(3%)	7km	9%	3km
Winchester	17%	11km (13km)	10%	16km
Elsewhere	50%		51%	

(Commuting flows of 5% or more)

¹ Based on 2011 commuting patterns of super output areas – middle layers: Bishopstoke North; Bishopstoke; Fair Oak

² To city / town centre

³ Based on 2011 commuting patterns of super output areas – middle layers: West End; Hedge End North

⁴ To city / town centre

5. Table 3 is drawn from the 2011 Travel to Work Census and shows the average distance people in each SGO are likely to commute to work (based on the data from existing areas nearby). It excludes people working from home. Based on this analysis it is likely that residents of SGOs B/C and D will travel on average in the range of 12.2km to 14km and SGO E 10.7km to 12.6km.

Table 3: Potential Average Distance Travelled from each SGO

Average distance (km) travelled from:	Option B/C Option D	Option E
Bishopstoke East	12.6	
Bishopstoke West	12.2	
Fair Oak and Horton Heath	14	
Hedge End Grange Park		12.6
Hedge End Wildern		11.6
West End North		10.7
Likely range of average distance travelled for each SGO:	12.2km – 14km	10.7km – 12.6km

Potential Food Shopping Patterns

6. Table 4 is drawn from data in the Eastleigh Borough Council Retail and Leisure Needs Assessment 2017, and shows convenience (food) shopping patterns. It shows the proportion of people in each SGO (based on the data from existing areas nearby) likely to shop in each key destination and the distance to that destination (measured from the centre of the SGO to the relevant city or town centre). For example 32.5% of people in SGO B/C are likely to do their food shopping in Eastleigh town centre, which is 4 kilometres from that SGO.

Table 4: Potential Food Shopping Trips

	Options B/C Option D ⁵		Option E ⁶	
	% Convenience Shopping Trips	Distance to Centre	% Convenience Shopping Trips	Distance to Centre
Eastleigh Town Centre ⁷	35.2%	4km		
Sainsbury's, Hedge End	20.6%	7km	27.5%	3km
Asda, Chandler's Ford	12.2%	8km		
West End Centre			28%	2km
Hedge End Centre				
Fair Oak Centre	6.7%	1km		
Bishopstoke Centre	0.6%	3km		

Based on flows of 10% or more (and also relevant local centres)

⁵ Based on shopping survey zone 2 – Bishopstoke / Fair Oak

⁶ Based on shopping survey zones 4 – West End

⁷ including edge of centre Lidl

Potential Non-Food Shopping Patterns

7. Table 5 is drawn from data in the Eastleigh Borough Council Retail and Leisure Needs Assessment 2017, and shows comparison (non-food) shopping patterns. It shows the proportion of people in each SGO (based on the data from existing areas nearby) likely to shop in each key destination and the distance to that destination (measured from the centre of the SGO to the relevant city or town centre). For example 12.7% of people in SGO B/C are likely to do their non-food shopping in Southampton city centre, which is 11 kilometres from that SGO.

Table 5: Potential Non-Food Shopping Trips

	Options B/C Option D ⁸		Option E ⁹	
	% Comparison Shopping Trips	Distance to Centre	% Comparison Shopping Trips	Distance to Centre
Southampton City Centre	12.7%	11km	27.5% - 27.8%	8km
Eastleigh Town Centre	24.3%	4km		6.5km
Hedge End retail park	21.1%	7km	21.4%-21.9%	3km
Internet / special forms of trading	25.1%		16.7%-17.4%	

(Based on flows of 10% or more)

⁸ Based on shopping survey zone 2 – Bishopstoke / Fair Oak

⁹ Range based on shopping survey zones 4 – West End and zone 5 – Hedge End / Botley