

Summary of  
**Hampshire County Freight  
Strategy** Consultation Draft

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## Introduction

Hampshire County Council has identified the need to produce a coherent freight strategy for the county to try and address the many challenges and pressures facing the freight industry and provide a forum for the sector to make its views known. In order to produce such a strategy, we need to know what the key issues facing the freight industry are. We need to know what potential options and solutions have the support of stakeholders. Hence, the need for this consultation process.

This brochure sets out some suggested objectives, indicates a number of key issues and summarises a series of potential actions. We want to know what you think of them. For details of how to respond, please see the final page.

## Aim and objectives

The proposed aim of the Hampshire County freight strategy is:

***“To facilitate the safe and efficient transportation of freight into, out of and within the county of Hampshire, supporting a competitive local and regional economy, whilst taking into account the existing and future needs of our society and the environment.”***

It is suggested that this aim can be met through achieving the following objectives:

1. To maximise the contribution of the freight and logistics sector to maintaining and enhancing the economic competitiveness of the county;
2. To secure investment in measures that seek to make best use of existing capacity and improve journey time reliability on strategic lorry and rail freight network routes;
3. To support the provision of new capacity on those road and rail corridors within the county critical to customers of freight and logistics operators, including access routes to port and dock areas;
4. To improve understanding and communication between local authorities and freight and logistics operators, and raise the profile of freight within local transport planning;
5. To achieve wider recognition of the vital role played by the freight and logistics sector in delivering a flexible and responsive service economy, and create more positive perceptions of the freight sector;
6. To promote positive freight planning linked to environmental, community and safety considerations; and
7. To encourage a holistic multi-modal approach to freight transport which recognises the most appropriate mode for each type of movement.



CONGESTION ON  
ENGLAND'S ROADS,  
IF UNCHECKED, WILL  
INCREASE COSTS TO  
BUSINESSES AND  
FREIGHT BY OVER £10BN  
A YEAR BY 2025

The Eddington Transport Study:  
December 2006

# Why do we need a Hampshire Freight Strategy?

**Freight is a major part of the UK economy. UK industry spends £75 billion per year on transporting goods by road and rail. The county of Hampshire is strategically important in terms of freight transport. The county is home to an international airport and adjacent to two internationally connected ports and is well served by rail.**

These international gateways make a substantial contribution to the economy of the county. The ports interface with road, rail and water routes in Hampshire and are therefore of national strategic importance.

The County Council is seeking to work with business to improve the economic competitiveness of Hampshire. The freight logistics and distribution sector can play a key role in supporting economic growth within the county.

The M3, A3(M) and M27 motorways and A303, A34, A31, A36, A27 and A3 trunk roads provide good road links within and into the county. Currently 70% of commuter journeys in Hampshire are made by private car. This leads to sections of the motorway network and around many junctions operating near or at capacity during peak times.

With the predicted growth in traffic on the network, within the next 18 years, the majority of the motorway network and some other key HGV routes will be at or over capacity. The negative knock on effects of this will impact upon the economic competitiveness and quality of life of the county.

Congestion in Hampshire is predicted to increase if no interventions are implemented to curb the growth. By 2026 a number of sections of the motorway and trunk road network in Hampshire will be operating in excess of their design capacity.

With significant amounts of new housing and employment growth planned (Basingstoke and South Hampshire have both been designated as New Growth Points), there will be a need to **reduce** the need to travel, **manage** existing infrastructure better and where appropriate **invest** in additional network capacity.

The sections that follow set out the key issues identified so far facing the road, rail and maritime freight sectors. The purpose of this consultation is to check if stakeholders agree that these are the issues or to flag up other issues that are not identified.

## Road Freight Issues

- Large sections of the Strategic Lorry Route Network are predicted to be operating over-capacity by 2026 as a result of commuter traffic growth and new development.
- On the motorway and trunk road network the worst affected sections will be the M3 (J2-8 and 9-14), all of the M27 and A3(M), the A27(T) (E of J12), and the A34(T) on the approach to the M3.
- On local authority managed routes, the most congested corridors will be the routes in the Rushmoor area, radial routes into Winchester, the A32 between Fareham and Gosport and the A335 Southampton Road into Eastleigh. Seasonal congestion occurs in Lyndhurst.
- The Freight Transport Association have identified the M3/A34 interchange at Junction 9 of the M3 as one of the seven worst congestion pinch points for freight in the SE region.
- The Traffic Management Act (2004) places a new duty on the County Council to keep traffic moving and minimise congestion and disruption for all users of roads, footways and cycle tracks. As part of this duty, effort is made to co-ordinate street works by utilities companies and exert control where and how they carry out street works (through a permit system). Streets classified as “traffic sensitive” will have restrictions on street works and freight deliveries, in order to keep traffic moving.
- Hampshire County Council has a role to protect rural communities, other communities and sensitive areas like the New Forest from the adverse effects of goods vehicles where practicable and will continue to apply traffic management measures where appropriate.
- Some retail centres without adequate rear service access (such as Winchester High Street) necessitate deliveries that result in congestion for other traffic at peak delivery times.
- There is no motorway service area on (or lorry park close to) the M27 between J5 and Portsmouth. This has led to illegal parking of HGVs at Segensworth. Concerns have been raised that the problem could worsen when the A3(T) Hindhead Improvement is completed from 2011.
- Port growth at Southampton, and work to accommodate larger container ships will lead to an increase in HGV movements to and from the dock gates. These additional levels of port traffic will need to be accurately forecast and subsequently managed to minimise impact on the highway network.
- HGVs contribute to the problem of poor air quality on



some congested corridors. Examples include various streets within Winchester City centre and the A335 Leigh Road and Southampton Road corridors in Eastleigh.

- Planning applications submitted for new HGV-generating warehouse facilities at Andover Airfield and Pyestock (between Farnborough and Fleet) have generated substantial local opposition. There is a need for more such facilities, but the land-use planning system has to make difficult trade-offs.

- The A339 route between Basingstoke and Newbury in West Berkshire is used by a number of lorries travelling between the M3 and the M4/A34 corridors. This mostly single carriageway route has a poor accident record, with a high number recorded in the village of Headley. Concerns have been raised about a planning application submitted for a distribution warehouse at New Greenham Park in West Berkshire. This could lead to an additional 53,000 HGV movements via the A339 per annum.

- In the peak summer tourist season, high volumes of car and coach traffic create difficulties for commercial goods vehicles delivering to/ from the Isle of Wight, and lead to congestion around these ferry ports. Volumes of commercial vehicles on routes to/ from the Island are expected to grow by 27-40% by 2020.

## Rail Freight Issues

- The rail corridor from the Port of Southampton to the West Midlands is unable to accommodate 9'6" containers on conventional wagons. A £54m rail gauge enhancement project is underway on this route, with completion by 2011.

- Expansion plans at DP World Southampton (the container port) seek to more than double current container throughput, and have 40% of onward transportation by rail.

- Portsmouth Commercial Port have set an initial target of 2% of port-generated freight traffic to be forwarded by rail, using their new railhead at Fratton



- The ability for rail to play its part in achieving this target could be partly constrained by network capacity bottlenecks in the Reading area. These will be addressed by improvements planned to be carried out by 2014.

- In the longer term there is limited scope for new pathways for additional freight trains on the Southampton to West Midlands route, and there may be a need to invest in new passing loops.

- There is a case for the planning system safeguarding disused freight sidings and railheads from redevelopment to allow for potential new freight flows to be established.

## Maritime Freight Issues

- By 2030, forecasts suggest the final origin or destination of more than 40% of all goods being moved within the UK will be abroad, most passing through large ports.

- The Port of Southampton, run by ABP handles 76,000 commercial shipping movements per year (liquid and dry-bulk goods, aggregates, motor vehicle imports and exports, containers and cruise passengers).

- 12,000 people are employed at the port of Southampton or in related industries, contributing £2 billion a year to the local economy. To improve the economic competitiveness of the sub region, it is essential to support port development.

- Expansion plans set out by DP World Southampton (the company operating the container port – a joint venture between ABP and DP World) seek to more than double current container throughput.

- This will be achieved by a combination of dredging a deeper channel and a new berth to accommodate larger vessels, together with use of new crane technology and better use of the existing site footprint.

- DP World Southampton have a target for 25% of container traffic from the terminal to be trans-shipped by sea via feeder services to other UK ports. Currently there are five feeder services in operation.

- In order to achieve expansion of container throughput, there will be a need to identify land outside the port boundary for container storage and other port related land uses.

## Proposed Action Plan

**Hampshire County Council is proposing to work with stakeholders to deliver the following 23 interventions and improvements to support the freight sector. The section that follows summarises the suggested actions, which if agreed, will be progressed by a new County Freight Quality Partnership.**

## Distribution System Measures

It is proposed that Hampshire County Council would:

1. Monitor the outcomes of the Smartfreight project research into deliveries on Winchester High Street and develop measures in line with recommendations of study (where this is supported by business);
2. Promote the concept of secure freight lockers at locations without

adequate rear service access;

3. Seek to work with freight operators and the rail industry to transfer freight from road to rail where appropriate;

4. Encourage major employers to incorporate deliveries and servicing into the scope of their workplace travel plans;

5. Encourage local planning authorities to safeguard wharves and rail yards from redevelopment;

## Access Measures

It is proposed Hampshire County Council would:

6. Undertake appropriate transport modelling to predict cumulative impact of planned growth within the county on the transport network to assist in making the case for new investment;

7. Work closely with partners and statutory bodies to plan and bid for investment needed to manage congestion on the motorway and trunk road network and access points to it, to mitigate any worsening in journey time reliability resulting from forecast traffic growth. Also plan and support bids for funding towards rail capacity improvements;

8. Promote existence of Freight Transport Association's toolkit on Overnight Deliveries as a solution for large retail premises in residential areas that reduce need for deliveries at peak times of congestion, and consider application of initiative in Hampshire, if appropriate;

9. Monitor UK trials of allowing freight vehicles to use bus lanes or of "No car" lanes and consider scope

for introduction of freight priority measures on the road network within Hampshire if the evidence shows that benefits are likely to outweigh the disbenefits;

10. Work in partnership with Ports to exploit any further opportunities for funding from EU programmes towards port-rail terminal improvements;

11. Work in partnership with rail freight & port operators to secure Freight Facilities Grant (FFG) or Rail Environmental Benefit Procurement Scheme (REPS) funding towards providing new terminals or railheads where appropriate;

## Point of Delivery Measures

It is proposed Hampshire County Council would:

12. Monitor UK best practice and research into innovative approaches to manage use of loading bays such as the Smartfreight project (eg. pre-booked slots for use of bays in busy retail areas);

## Information Measures

It is proposed Hampshire County Council would:

13. In partnership with business develop Advisory Freight Route Plans for city and town centres and industrial estates in Hampshire;

14. Encourage and support provision of information boards at entrances to main industrial estates where a need for them has been identified;



15. Encourage and support provision of information boards at laybys frequently used by HGV drivers to give information about routings to industrial estates and locations of lorry parks and driver rest facilities;

## Vehicle Standards & Vehicle Use Measures

It is proposed Hampshire County Council would:

16. Promote the Freight Best Practice guidance on improving fuel efficiency to lorry operators through appropriate business groups and bodies;

17. Encourage expansion of non-polluting or electric vehicle fleets within public sector vehicle fleets (e.g. local authorities/ NHS) and amongst Third Party Logistics operators within urban areas of Hampshire;

## Education and Public Awareness Measures

It is proposed Hampshire County Council would:

18. Work to raise public awareness about the environmental consequences of importing food from abroad, through education initiatives such as Food Miles;

19. Support initiatives to raise public awareness of the vital role played in



the supply chain by ports and logistics operators in supplying consumer goods to shops and customers, so is less taken for granted or “hidden” from the public eye;

20. Make use of local authority publications to raise the profile of freight within the community so that a greater appreciation is gained of the importance of port and logistics related businesses to the economy of Hampshire;

## Routing Measures

It is proposed Hampshire County Council would:

21. Supply appropriate information to developers of SatNav systems to discourage the use of unsuitable rural lanes by HGVs;

22. Ensure roads and bridges on strategic lorry routes are maintained to the necessary standard;

23. Encourage the provision of new and existing strategic and local lorry parks within urban South Hampshire (and beyond) where need for more capacity has been identified;

Please can you respond with your views on the ten questions using the online questionnaire or in writing to:  
Freight Consultation  
Highways & Transport Policy  
Environment Department  
The Castle  
Winchester  
Hampshire SO23 8UD  
by Tuesday 21 October 2008

## Have Your Say.....

**An important stage of developing the strategy is to ask stakeholders and businesses what they think the key issues are facing the freight industry and if they agree with the 23 proposed actions listed above. This 12-week consultation is the opportunity for stakeholders to influence and shape the content of the final strategy. To view the full consultation draft of the strategy and download the consultation questionnaire for stakeholders, please visit: <http://www.hants.gov.uk/consultation>**

We would specifically welcome feedback on the following areas:

1. What are the key issues for freight providers? Are these properly reflected in the draft Strategy?
2. What are the three most important issues for freight distribution that each of the following categories should be focussing on?:
  - a) **public sector** (national and local government, Highways Agency, Network Rail etc.)
  - b) **providers** of freight distribution services
  - c) **users** of freight distribution services
3. Do national and local policy and investment decisions pay adequate regard to freight issues? Where are the major failings and what could be done to address this?
4. Do you have any suggestions for ways of making freight distribution more sustainable (other than those already mentioned in Section 6 of the main strategy documents)?
5. The strategy proposes an increased role for freight by rail and by water. Is this realistic. What are the barriers and how should these be addressed?
6. How can new and emerging technologies help improve freight distribution? What is “just round the corner” that we should be planning for now?

7. Do you agree with opening up bus lanes for use by freight operators? Are there any other priority measures you would like to see for freight?

8. Should there be a presumption that water and rail connected sites and lorry parks be protected for future freight uses? Are there any specific sites that need to be protected?

9. Is there a need for additional lorry parking across the county? If so where?

10. Are there any other comments you would like to make about the Hampshire County Freight Strategy: Draft for Consultation?

