

## DEPUTATION TO THE PCC TRANSPORT SCRUTINY PANEL ON 16 JANUARY 2017

I'm presenting a suggested initiative to reduce pressure on parking spaces, to improve traffic flow into, out of and within the city and to lower the vehicle accident rate:

I wish to recommend that PCC run a high visibility and public relations campaign targeting residents and tourist visitors, to persuade them to change their transport preferences towards the 3 options set out below. The campaign could utilise billboards, Flagship, the Portsmouth News and social media. Possible slogans could include: Get the City moving/ Cut your overheads.'

1. Encourage WALKING and CYCLING, especially among fit retired people. For first-time Southsea visitors arriving by rail, paint a pavement 'Blue Line' from Portsmouth and Southsea station to Clarence Pier - only a 20 minute walk. Erect more of the finger posts that indicate short-cut footpaths through built-up areas. Stress the door-to-door advantages of cycling - step outside your home and park outside the ship.
2. Encourage BUS and COACH use. Time the publicity campaign to coincide with the opening of new bus station. Encourage the take-up of senior's bus passes, especially by retired but affluent life-long car users, who often have an irrational aversion to applying for one.
3. Encourage use of taxis. Not least by tourist visitors unfamiliar with the city's roads and parking facilities, but especially by those residents who still see them as an extravagance and do not realize what good value they are: 2£2.90 from Waitrose to Old Portsmouth" / "Old Portsmouth to The Hard also £2.90.". In this section I'm including Hackney cabs, advance booking firms such as Aquacars, plus the recently arrived UBER drivers. The Hackney cabs can of course be hailed anywhere in the city, anytime - an advantage that many people only associate with London. In Portsmouth, where many journeys are over short distances, drivers will seriously consider giving up their car when it's pointed out that you can get an awful lot of taxi rides for the £5/600 minimum it costs to run it p.a.

To summarise, I'm recommending that a modestly funded publicity campaign to encourage residents to make that TRANSITION from being life-long constant car users and think about the options that I have stated in my contribution to the discussion today.

David Baynes,  
Local Resident.

16.1.17