Centre for Transport & Society

Southville Home Zone Evaluation Study

Context to the Evaluation

The Southville Home Zone (HZ) is one of sixty-one demonstrator HZs established throughout the UK as part of a Department for Transport initiative to improve the quality of life for residents in streets where vehicles tended to dominate. £30 million was allocated to the HZ Challenge Fund and the Southville implementation is the outcome of a successful bid to the fund by Bristol City Council (BCC).

DfT describes HZs "*as residential streets in which the road space is shared between the drivers of motor vehicles and other road users, with the wider needs of residents (including people who walk and cycle, and children) in mind. The aim is to change the ways that streets are used and to improve the quality of life in residential streets by making them places for people, not just for traffic*".

The evaluation study by CTS is intended to contribute to the national evidence base about the benefits of HZ development in the widest sense of overall quality of life, and also to provide a more specific local role in giving BCC feedback on its particular success in HZ implementation in this neighbourhood.

Figures 1 and 2 show one of the three parts of Southville which received the HZ treatment, before and after implementation.

Southville is one of five HZs that have been developed in Bristol in recent years, including 'retrofit' schemes in existing residential areas and 'new build' schemes in new housing areas. Southville is an example of a retrofit scheme and is unusual, in being a relatively affluent area of owner-occupied housing, whilst most previous retrofit HZs, such as The Dings in Bristol, have been in regeneration areas, often with specific social policy-related objectives.

Fig. 1: Milford Street prior to Home Zone

Fig.2: Milford Street with Home Zone

Objectives

Bristol City Council has commissioned CTS to evaluate the Southville HZ on *a post hoc* basis, considering conception, the consultation process implementation and outcomes six months after completion. Pre-implementation survey results have also been made available to the team by BCC.

Five specific research objectives are identified:-

- To record the level of support for and satisfaction amongst residents living in or

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near HZs, identifying specific factors which increase or decrease these ratings.

- To determine whether the introduction of HZs has influenced behaviour in Southville streets or in terms of the level of use of the street. In short, do people use HZ streets differently? Have people changed their travel habits? Are people satisfied with the finished scheme? To what extent have the objectives been met – is the car now a 'guest' in the street?

- To examine the quality of design and construction and the consultation process, discerning to what extent residents were able to take part, whether they feel their views were taken into account, and to what extent the scheme as built matches the expectations of those who took part in the consultation process.

- To present findings in such a way that can inform the future implementation of HZs nationwide.

Methodology

A range of quantitative and qualitative methodologies will be applied.

In-depth qualitative interviews with key players in the implementation process will establish the relevant steps to providing the HZ, considering how decisions were taken and the effectiveness of the actions subsequently arising. Obstacles and opportunities encountered will be documented, together with the roles and contribution of different parties. It will enable the experiences, lessons learnt, barrier and drivers to the success of the project to be discussed.

Questionnaires The evaluation will build on data streams collected by BCC prior to implementation, enabling a before and after comparison or both quantitative rating data and supporting qualitative and contextual data. Hence, the repeated questionnaire instrument will be the main source of 'snapshot' information about the responses of residents towards the scheme, but also providing an indication of how people's attitudes and their perceptions have changed. It is intended that microanalysis will enable the particular responses of individual

respondents within the two samples can be tracked, enabling clear causal mechanisms to be identified from the aggregate quantitative and supporting qualitative data.

Questionnaires will be administered both to households in HZ areas and households in immediately neighbouring streets that were also considered for HZ treatment. In addition, the remainder of the 400 households in the neighbourhood will have the opportunity to provide unstructured written commentary by email or conventional letter.

A small number of **Focus Groups and Individual Interviews** will be used to examine findings from the surveys and to collect supplementary unprompted information from some members of the community, selected as residents, rather than as professionals or community representatives with responsibility in the implementation process.

Systematic analysis of the consultation procedures/tools and construction materials will be undertaken using expert professional assistance to confirm how appropriate the HZ simulation materials were appropriate for the task and accurate.

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