

COPYTHORNE PARISH COUNCIL MEETING – TUESDAY OCTOBER 14TH 2025

Item 11 –To receive and note a report on a “Travel and Parking Project” being developed by members of the Community

BACKGROUND

Back in March of this year, the Parish Council received via the Hampshire Association of Local Councils (HALC) details of an event being run by the Future Towns Innovation Hub (“FTIH”), an initiative set up by the University of Southampton.

The event titled “Love your Place – Challenge Day” was about “..*innovating towards happier, healthier, prosperous places!*”. As the event looked like a good fit with the work that Cllrs. Jackie Rhodes and Sherri Johnstone were already undertaking via Greening Copythorne on beautifying the village they agreed to attend the event in their capacity as members of Greening Copythorne and not as Parish Councillors.

Jackie and Sherri’s suggested project “Parking that works for Copythorne” to look at how residents (and visitors) could be encouraged to park in more responsible ways which had cropped up as a concern at “Councillor Drop In Sessions” was successful in gaining support via a community voting process.

Since late April, Jackie and Sherri along with other members of our community have been working with a Project Team from the FTIH on a design brief for the project which has the working title “Thoughtful Travel, Respectful Parking”.

CURRENT POSITION

The initial Design Brief has been created and modified (see copy attached). The document is very much a draft, setting out possible ways in which the project could be taken forward. Much of the document is brainstorming and as such some of the ideas that have come up will not be practical for Copythorne. Many also need to be further explored with other bodies. Others that may come out of further discussions.

For now, the members of the community working on this project just wanted to share with the Parish Council and the wider parish what they have been doing.

Community engagement by the group working on the project will continue and the Parish Council will be updated from time to time.

David Rigby

Clerk to Copythorne Parish Council

October 8th 2025

Love Your Place – Design Brief

“Thoughtful Travel, Respectful Parking”

Design challenge

How might we help people move easily and safely through Copythorne Parish – while protecting and enhancing the natural character and beauty of the area?

A 'Love Your Place' project from the University of Southampton's
Future Towns Innovation Hub.

Design brief written by:
Kathryn Woolf, Graham Caton, Sherri Johnstone, Jackie Rhodes
Version 3

This design brief has been developed to help Copythorne Community design solutions that enable good travel and parking habits in the Parish. It is written in conjunction with the Future Towns Innovation Hub whose aim is to support place-based innovation that helps towns and smaller communities become more sustainable, healthy and prosperous.

1. Project background

Copythorne is a Parish in Hampshire, England, predominantly within the boundaries of the New Forest National Park.

The Parish is rich in character and community pride, but with growing traffic and limited parking options, those characteristics are under pressure.

Cars are increasingly parked on pavements, grass verges and road edges, making some parts of the Parish feel cluttered, unsafe and at odds with the beauty of the natural environment.

This project is about what respectful, community led initiatives, piloting smart and practical ideas, that address parking and travelling issues, that protecting both people and place, could look like in Copythorne

Led by residents of Copythorne and supported by the Future Towns Innovation Hub, this project is grounded in local insight and designed for community benefit.

2. Problem statements

"Parking on verges, roads and pavements has led to parts of our Parish looking unattractive, as well as compromising the safety of residents."

"Less than responsible driving and inconsiderate parking on roadsides is making Copythorne feel less welcoming and less safe".

"It harms visual appeal, restricts access for pedestrians, cyclists and emergency vehicles, and slowly chips away at what makes the Parish special".

3. Evidence: statistics and facts

Early engagement (observation research and a survey with a small number of residents) has revealed several key issues that matter to local residents, including:

- Inaccessible pavements
- Speeding traffic
- Poor road surfacing
- Inconsiderate parking

In a recent survey 'bad parking' was mentioned, however, it did not emerge as a top priority compared to other concerns above.

Alongside the survey, the group carried out an observational study, photographing roads across the area. Key findings included:

- Parking on verges and pavements was more common outside homes with limited off-street parking.
- On Barrow Hill Road, some residents have parked cars on land designated as a Site of Special Scientific Interest (SSSI), in some cases laying shingle to facilitate parking.
- Numerous examples were found of pavement parking that blocked pedestrian access, forcing people into the road.
- Many roads were in poor condition, with potholes frequently observed – particularly on New Inn Road and Oakfield Road.
- Narrow rural roads like Pound Lane and Barrow Hill Road showed verge damage from cars trying to pass one another.
- Bartley Crossroads was noted as a confusing and unsafe junction, with speeding vehicles ignoring road layout and signage.
- Parking and traffic congestion on Winsor Road during busy times at Bartley School.

Despite these issues, the Parish overall was described as visually appealing, though some areas would benefit from tidying.

Some visual evidence below:

*Old
Lyndhurst
Road*



*Chinham
Road*



*Shepherds
Road*



*Oakfield
Road*



*Southampt
on Road*



4. Emerging ideas

Following discussions with residents and local groups, three areas for creative problem solving have emerged:

4.1. Involve children and young people in designing communications to encourage safer, more considerate parking.

Challenge

How might we improve communication to encourage safer, more considerate parking in Copythorne?

Idea

Run a poster competition in collaboration with local schools and the youth organisations. Winning designs could be displayed across the parish – at bus stops, noticeboards, lamp posts or even on pavements. Instead of leaving “warning notes” on cars, volunteer residents could reward considerate drivers with “*Thank you for parking responsibly in our Parish*” note.

Why this could work

- Children’s voices deliver a message that feels local, human and difficult to ignore.
- Positive reinforcement builds goodwill and encourages repeat good behaviour.
- A creative, community-led campaign nudges drivers to slow down, think twice, and respect shared spaces.

4.2. A sustainable community travel and parking guide

Challenge

How might we help residents and visitors travel to Parish activities/events in ways that reduce congestion, respect neighbours and support a sustainable, welcoming community?

Idea

Create a helpful guide/resource with information about public transport, walking,

cycling and parking around Copythorne. Available online and in print. This resource would share practical transport and parking advice for busy times eg: Parish carnival, school events, Christmas fairs etc, while promoting greener and more considerate travel habits.

Why it could work

- **Prevention, not reaction:** anticipate problems before they arise.
- **Greener choices:** encourage walking, cycling, car-sharing and bus use.
- **Community harmony:** remind visitors to avoid blocking drives, verges and lanes.
- **Local pride:** showcase Copythorne as organised, welcoming and environmentally conscious.
- **Future focus:** shape positive habits that support quieter roads, cleaner air and a culture of considerate travel.

The idea for a guide is less about “solving a parking problem” and more about building good habits, promoting sustainability and strengthening Copythorne’s reputation as a neighbourly community.

4.3. Creative ways to protect verges and pavements.

Challenge

How might we discourage verge and pavement parking while also making public spaces greener, safe and more enjoyable?

Idea

Introduce low-cost, eco-friendly verge protection combined with creative placemaking:

- **Green barriers:** low-maintenance shrubs or wildflowers that both deter parking and boost biodiversity.
- **Reinforcement mesh:** eco-friendly support for occasional parking without damaging grass.
- **Community art bollards:** painted by local children or artists with nature/heritage themes.
- **Creative surfaces:** pavement art (patterns, optical illusions, hopscotch, trails, pawprints or story routes with QR codes).
- **Friendly signage:** place-based messages like *“This verge is for wildflowers, not wheels.”*

- **Adopt-a-verge scheme:** residents/groups decorate verges with seasonal displays (wildflowers, scarecrows, hay bales).

Why it could work

- Makes verges and pavements clearly “for people, not cars.”
- Builds pride and a sense of ownership in shared spaces.
- Reduces the need for heavy enforcement by making anti-social parking feel socially unacceptable.
- Potentially will lead to more considerate driver behaviour.

Together, these small but creative interventions can nudge behaviour, reduce tensions and celebrate Copythorne’s identity as a considerate, sustainable and people-first community.

5. Design criteria / constraints

Resulting design solutions should be low-cost, eco-friendly, safe, community-led, easy to maintain and adhere to any relevant legislation, while reinforcing Copythorne’s identity as a considerate, sustainable Parish.

5.1. Community-led

- **Inclusive:** Solutions should involve and be inclusive of all residents of the Parish.
- **Local identity:** Designs should reflect Copythorne’s rural character, heritage and sense of community pride.
- **Positive tone:** Approaches should encourage rather than punish, nudging good behaviour through appreciation and creativity.

5.2. Practicality & feasibility

- **Low-cost & scalable:** Interventions should be affordable for the Parish Council and sustainable for volunteers to maintain.
- **Low-maintenance:** Materials and formats must withstand outdoor conditions (e.g. weatherproof posters, durable signage, eco-friendly planting).

- **Easy adoption:** Residents and groups should be able to participate with minimal training or specialist equipment.

5.3. Sustainability & environment

- **Eco-friendly:** Use natural or recycled materials where possible; avoid plastic-heavy or resource-intensive solutions.
- **Enhance biodiversity:** Where interventions touch the environment (e.g. verges, barriers), they should support pollinators, wildlife or green corridors.
- **Travel impact:** Solutions should encourage greener transport modes and reduce car dependency.

5.4. Safety & accessibility

- **Clear communication:** Designs must be easy to understand at a glance (for drivers, pedestrians, visitors).
- **Inclusive access:** Walking routes, pavement markings and signage must be safe and usable by people of all ages and abilities (including pushchairs, mobility aids, partially sighted residents).
- **Road safety:** Interventions should not create visual clutter or distract drivers in unsafe ways.

5.5. Behavioural effectiveness

- **Visible & memorable:** Designs should catch attention without overwhelming the environment.
- **Nudge over enforcement:** Aim to build social norms of considerate behaviour rather than rely on penalties.
- **Reinforce positives:** Reward and recognise good behaviour to create a “culture of care.”

5.6. Governance & Delivery

- **Permission & compliance:** Interventions must meet local regulations (e.g. highways authority rules on signage, planting or street furniture).
- **Align with the Local plan:** Interventions should align with the local plan and National Park design guidelines <https://www.newforestnpa.gov.uk/planning>

- **Community partnership potential:** Solutions should allow collaboration with schools, clubs, artists or community groups.
- **Measurable outcomes:** Each intervention should have clear indicators of success (e.g. fewer parking complaints, increased walking/cycling to events, reduced verge damage).

6. Project deliverables

6.1. Pilot interventions (co-designed with the community)

Small, achievable projects (e.g. poster campaign from school children, transport guide, verge protection) tested in Copythorne to encourage safer, more considerate parking and driving.

Ideas will be developed with residents, schools and local groups to reflect community needs, values and identity – ensuring interventions are trusted, practical and embraced.

Solutions might include posters, signage, a parking guide or verge treatments designed and delivered in collaboration with local people, building ownership and sense of pride.

We will engage local groups such as the Greening Group working party to help co-design and deliver these solutions.

6.1. Evidence of impact

Feedback from residents and simple indicators (e.g. fewer parking complaints, more walking/cycling to events, reduced verge damage, happy horse riders) to measure effectiveness over time.

We will seek to gather anecdotal evidence from residents via surveys, newsletters and local groups.

6.1. Sustainability pathway

Recommendations for how interventions can be maintained, adapted or scaled over time, keeping the community at the centre of decision-making.

6.1. Blueprint for replication

A case study capturing design solutions, methods and lessons learned – showing how other rural communities can adapt the solutions for their own context.