

Travel SMART Consultation – Guildford

1 Introduction and Background

The Department for Transport's (DfT) tight timescales for the submission of the Local Sustainable Transport Fund bid, for Surrey County Council known as Surrey Travel SMART, did not provide us with an opportunity to consult with the public, but some consultation work was undertaken with local businesses in October 2011, which helped us shape the bid.

At the first appropriate opportunity a 6-week public consultation was undertaken between 3 April and 16 May 2012, focused on the three towns of Guildford, Redhill and Woking. This paper sets out a summary of the results of the survey and consultation.

2 Consultation and exhibitions

The consultation was available on-line from the Surrey County Council website using a Survey Monkey survey. Paper copies were also available. The survey was made up of a general survey asking questions about the overall concept of the bid, broad measures and feedback about travel generally. There were also two further surveys asking more specific detail about improvements for bus users and walking and cycling improvements.

Two exhibitions were held in Guildford during the consultation period, on a Thursday and on a Saturday, in order to try and maximise coverage. In addition, during the Saturday exhibition a 'Smoothie Bike' was hired in an attempt to attract more people to the exhibition.

Table 1 shown below, indicates the number of people attending the exhibitions in the three towns. In total 336 people visited all the exhibitions, with a number taking paper copies away with them; 143 people attended the Guildford events.

Table 1: Attendance at Guildford Exhibitions

Town	Location	Date	am	pm	Total
Guildford	Guildhall	Thu 19 April	20	38	
Guildford	Library	Sat 21 April	45	40	143

In addition to the information collected at the exhibitions, a further paper survey responses to the general survey were received to add to the 25 online responses received. 17 responses were received for the bus user improvements survey, and 27 responses received to the walking and cycling survey.

Analysis of survey results

The age range question in the survey was answered by 144 people with 12 not responding. The results were as follows in Table 2

Table 2: Profile of respondents - Redhill

Age range	Percentage responded
Under 18	0.7%
18-24	4.2%
25-34	9.7%
35-44	15.3%
45-54	25.7%
55-64	24.3%
65-74	12.5%
75+	7.6%

The two main groups responding with over 50% of the response was the 55-64 and 65-74 age ranges. Only 30% of respondents were under 45.

The question 'how do you usually travel in and around Surrey' received replies from all survey respondents. It would appear from the results that the majority of people travel using several modes of travel, such as car to the station and then train or walk/cycle during the daylight then car during darkness.

Table 3: How do you usually travel around Surrey?

Answer Options	Percentage responded
Car	74%
Bus	36%
Train	40%
Cycle	34%
Walk	53%
Motorcycle/other	8%

For the question 'which of the following measures would encourage you to walk or cycle in and around town' people were asked to rank in preference 1 being most likely to 7 least likely or it wouldn't. If it is taken that all responses in the 1 to 7 are positive and the 'wouldn't' as a negative, the results are very encouraging. Improved signs providing clear directions for walking and cycling (91%), improved pavements (85%), new and improved cycle lanes (83%) and secure cycle parking at more convenient locations (82%) were the main responses.

The 'open' question relating to 'comments on what would encourage you to walk or cycle more' was answered by 27 people. These responses included improvements to cycle lanes, better road surfaces/potholes, and congestion and parking issues.

The question relating to 'which of the following measures could encourage you to use public transport more' was answered by the vast majority of respondents positively. Better bus service punctuality and reliability (94%), better information on bus services, including real time information (92%), and more information about bus routes to help journey planning (90%) were the highest rated, with cycle parking at/near bus stops allowing cycle-bus interchange being the lowest but still a positive 77%.

The 'open' questions relating to 'comments on what would encourage you to use public transport more', and 'what are the current barriers to using public transport' had 17 responses and these included suggestions for improved bus/rail interchange, cost of bus travel is high, more early morning and later evening services, and more accurate electronic passenger information.

Conclusion

The consultation process has provided overall positive results for the three towns and has indicated that the business case submitted, with the assistance of our partner Borough Councils' and local business has been well received by the public.

The detailed responses to the open questions will be considered in detailed scheme development.