

**Guildford Town Centre Transport Package:**  
**Public consultation analysis report**

**1 Executive Summary**

1.1 This report describes the process and high level analysis for the Guildford Town Centre Transport Package consultation undertaken in October and November 2015. The responses collected during the consultation period will inform the detailed design stage of the scheme's development.

1.2 Summary statistics:

- 151 questionnaires received
- 21 email responses received
- 1,780 page views of the consultation website
- 1 letter received

**2 Approach to engagement**

2.1 A statutory public consultation was carried out for a six week period between 5 October and 15 November 2015.

2.2 A webpage was created as a centralised source of details regarding the consultation and exhibition, whilst also linking visitors to a questionnaire collecting feedback on the scheme. Information panels displayed at the exhibition were also published on the website.

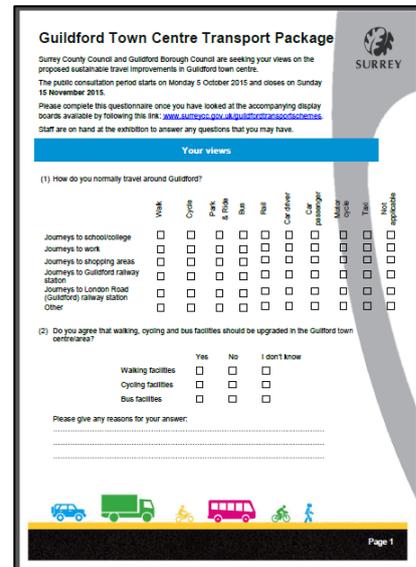
2.3 Notification of the consultation was communicated to various interest groups including business forums, resident associations, environmental bodies and cycle groups identified on Surrey County Council's Local Transport Plan consultee list.

2.4 Schools in Guildford were also notified of the consultation; some of these advertised the consultation to parents via ParentMail communications.

2.5 The event was advertised frequently on social media channels, including the council's Surrey Matters Facebook and Twitter platforms, as illustrated right. Guildford Dragon, Guildford Local Committee and Guildford Borough Council were among those who retweeted and helped to advertise the consultation.

2.6 Advertising banners on the Surrey homepage that were posted at regular intervals throughout the consultation period pointed users to the webpages, and the scheme was also advertised on the district website. Posters and leaflets were displayed at:

- Guildford Borough Council offices
- Surrey Sports Park
- Guildford town centre car parks



- Guildford Library
- The Friary Centre (concierge)
- Guildford Town Hall
- Guildford tourist information centre
- Yvonne Arnaud theatre
- G-Live,
- The Electric Theatre
- Guildford College
- Guildford Leisure Centre
- Guildford railway station

2.7 Approximately 350 leaflets were distributed to commuters entering/exiting Guildford and station during the PM peak travel period on Thursday 22 October to raise awareness of the scheme amongst users of the station.

2.8 The dedicated county council [webpage](#) received **1,780 views** during the 6 week consultation period.

2.9 Reminders of the public consultation were emailed out on 2 November 2015. This helped raise awareness of the consultation again and encouraged a 'spike' in responses coming in from the survey towards the end of the period. An additional 31 surveys were manually inputted; these were surveys completed by hand and received either at the exhibition or in the post.

2.10 Much of the feedback we received was provided online, with respondents directed to a Survey Monkey page to complete the questionnaire. Any handwritten questionnaires received have been inputted into Survey Monkey so that they can be included in the final analysis.

2.11 Responses to the questionnaire will be considered further under detailed design.



## Exhibition

2.12 An exhibition was held at Guildford Library, 77 North Street, Guildford on Friday 16 October, Friday 23 October and Friday 6 November 2015.

2.13 Display materials were exhibited in the library for a further week from Saturday 7 November.

2.14 Over the course of the three exhibition days at Guildford Library, approximately 199 people visited the exhibition.



## 3 Wider engagement activities

3.1 Wider engagement activities were undertaken to raise awareness of the scheme and ensure that it reached as South West Surrey Disability Alliance Network at their meeting in Godalming on the 11 November 2015.

3.2 Other activities have included:

- September 2015 – Member Task Group
- September 2015 – Local Committee

## 4 Consultation response analysis

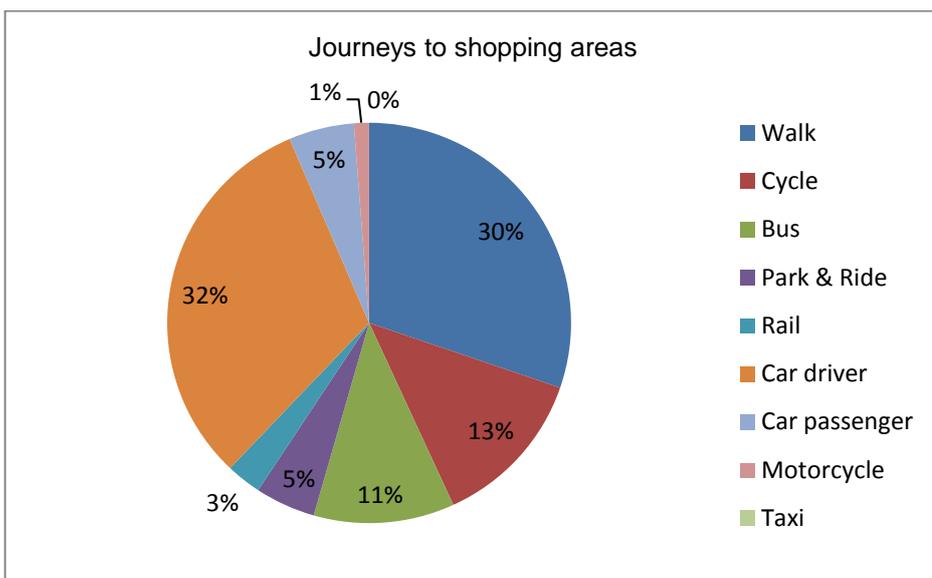
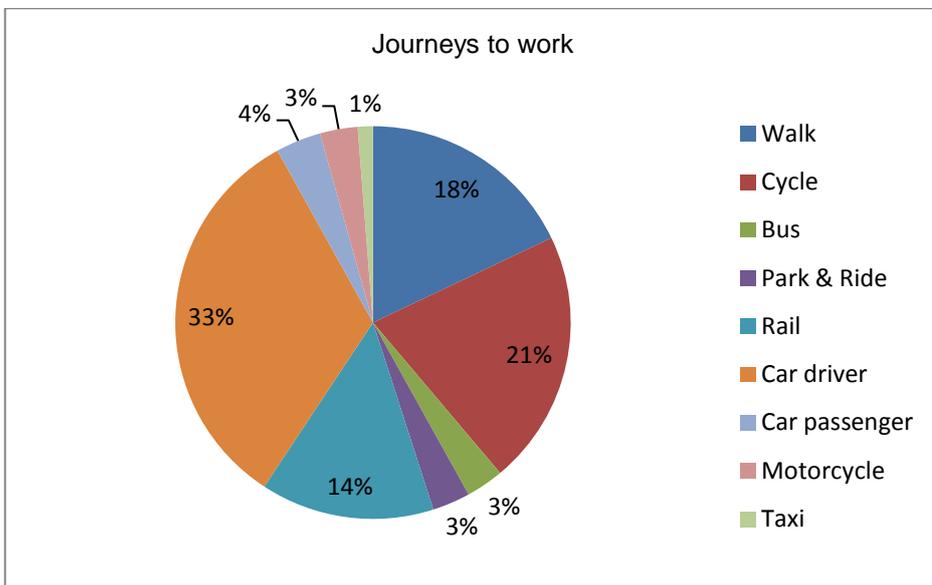
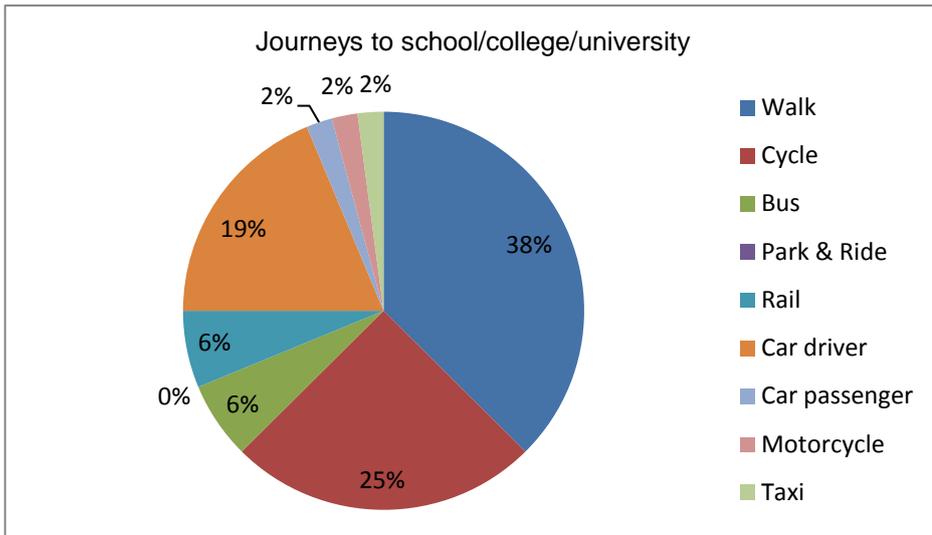
### Questionnaires

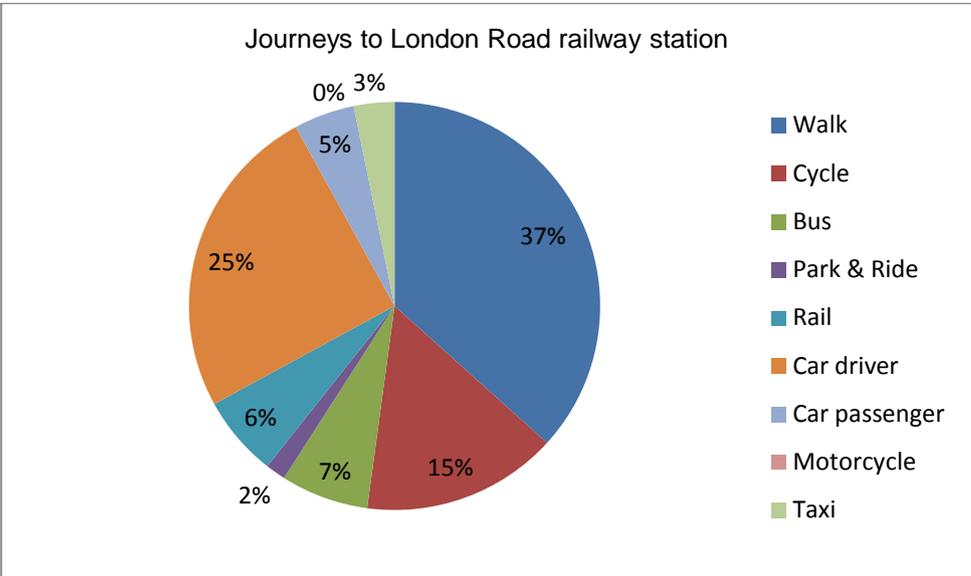
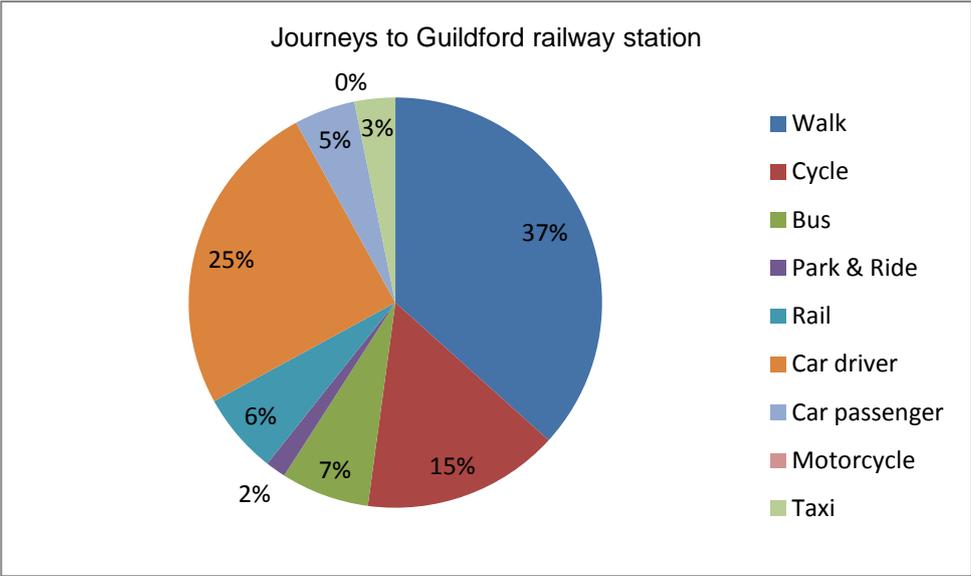
4.1 A total of 151 responses to the questionnaire. 80% of these were submitted online, 20% by post, or at the exhibition.

4.2 This section describes the results received for each of the questions asked.

#### **Question 1: How do you normally travel around Guildford?**

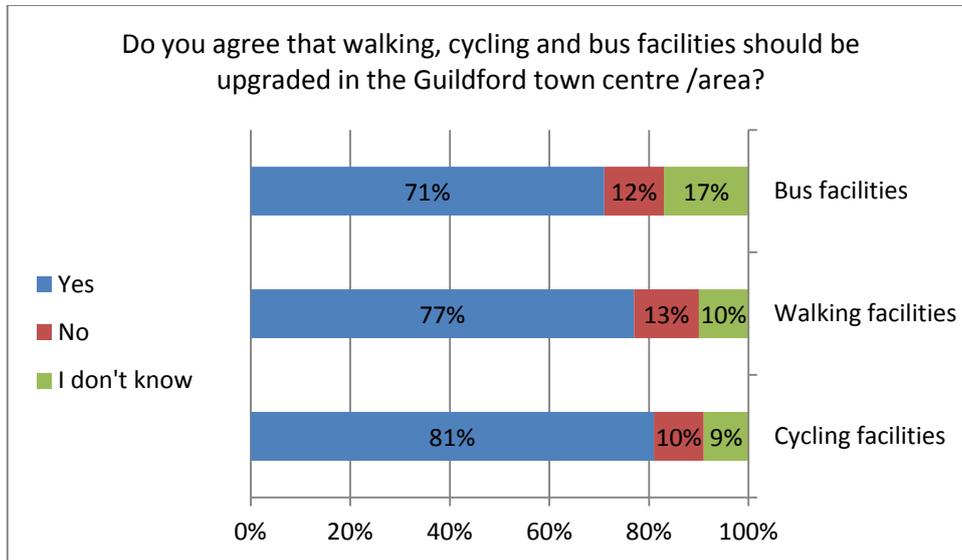
4.3 **151 (100%)** of a total 151 respondents answered this question; the following graphs provide an indication of their answers, and reveal that significant numbers travel on foot, by bicycle or by public transport to travel around Guildford and access key destinations in the town centre.





**Question 2: Do you agree that walking, cycling and bus facilities should be upgraded in the Guildford town centre/area?**

4.4 **149 (99%)** out of a total 151 respondents answered this question.



4.5 71% of respondents to the question agreed that bus facilities should be upgraded, 77% agreed that walking facilities should be upgraded, and 81% agreed that cycling facilities should be upgraded.

4.6 An additional 103 comments were made in response to the question. They referred to a number of key themes, including:

- The need for a balanced, integrated transport network
- Congestion
- Safety for pedestrians and cyclists
- Cost of public transport
- Environment and health

Better facilities should result in reduced private vehicle usage and therefore less congestion.

Cycling needs to be a bigger part of an integrated transport system in and around the town.

Buses do not run at sensible times, appropriate routes or sustainable prices (cheaper to park in the town centre than use a bus!)

I would cycle more if I thought it was safe (main road from Wonersh into Guildford)

Motorised traffic too oppressive, reduce congestion, better for environment - locally & globally.

The road surfaces make cycling very hazardous and many cycle lanes are discontinuous.

Walking and cycling are potentially relaxing, healthy and cheap. Driving in Guildford is unhealthy and antisocial. The bus service isn't bad except it inevitably suffers from traffic conditions. Currently Guildford is not cycle-friendly and lots needs to be done to improve things.

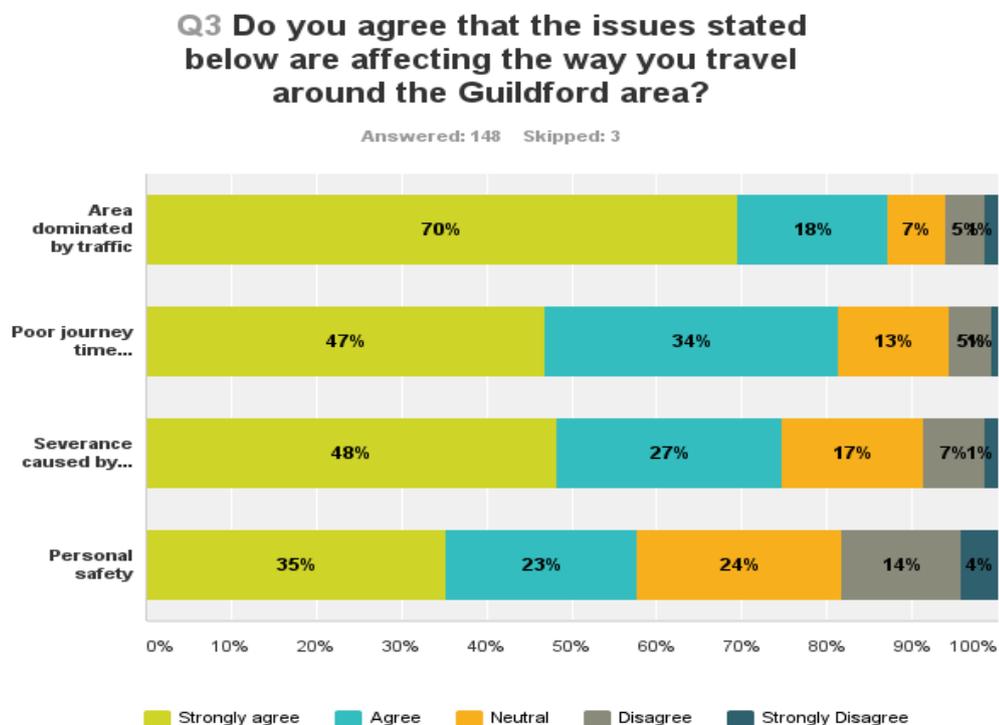
We need to reduce town centre traffic congestion - improved public transport and links would help this

**Question 3: Do you agree that the issues stated below are affecting the way you travel around the Guildford area?**

4.7 **148 respondents (98% of all respondents)** answered this question. The issues the survey asked about were:

- Area dominated by traffic
- Poor journey time reliability
- Severance caused by traffic
- Personal safety

4.8 The graph below illustrates the responses we received. The answers to the question help us ensure that we are addressing the issues that are most keenly felt by local people and those travelling to or between and using the stations.

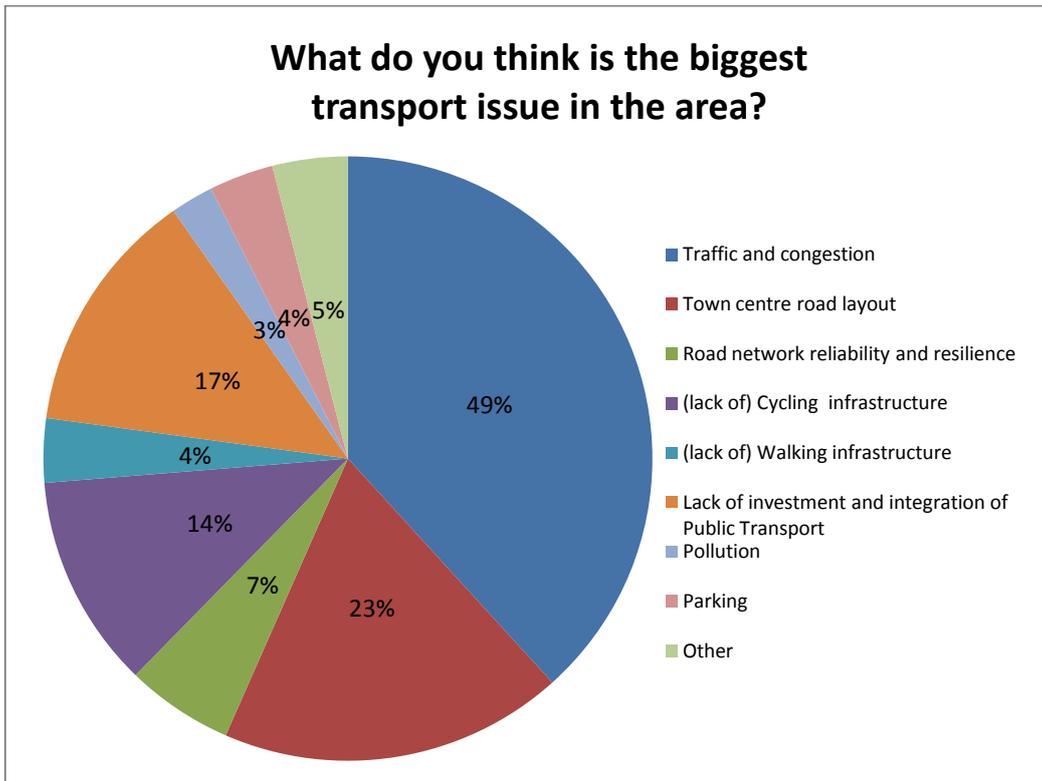


**Question 4: What do you think is the biggest transport issue in the area?**

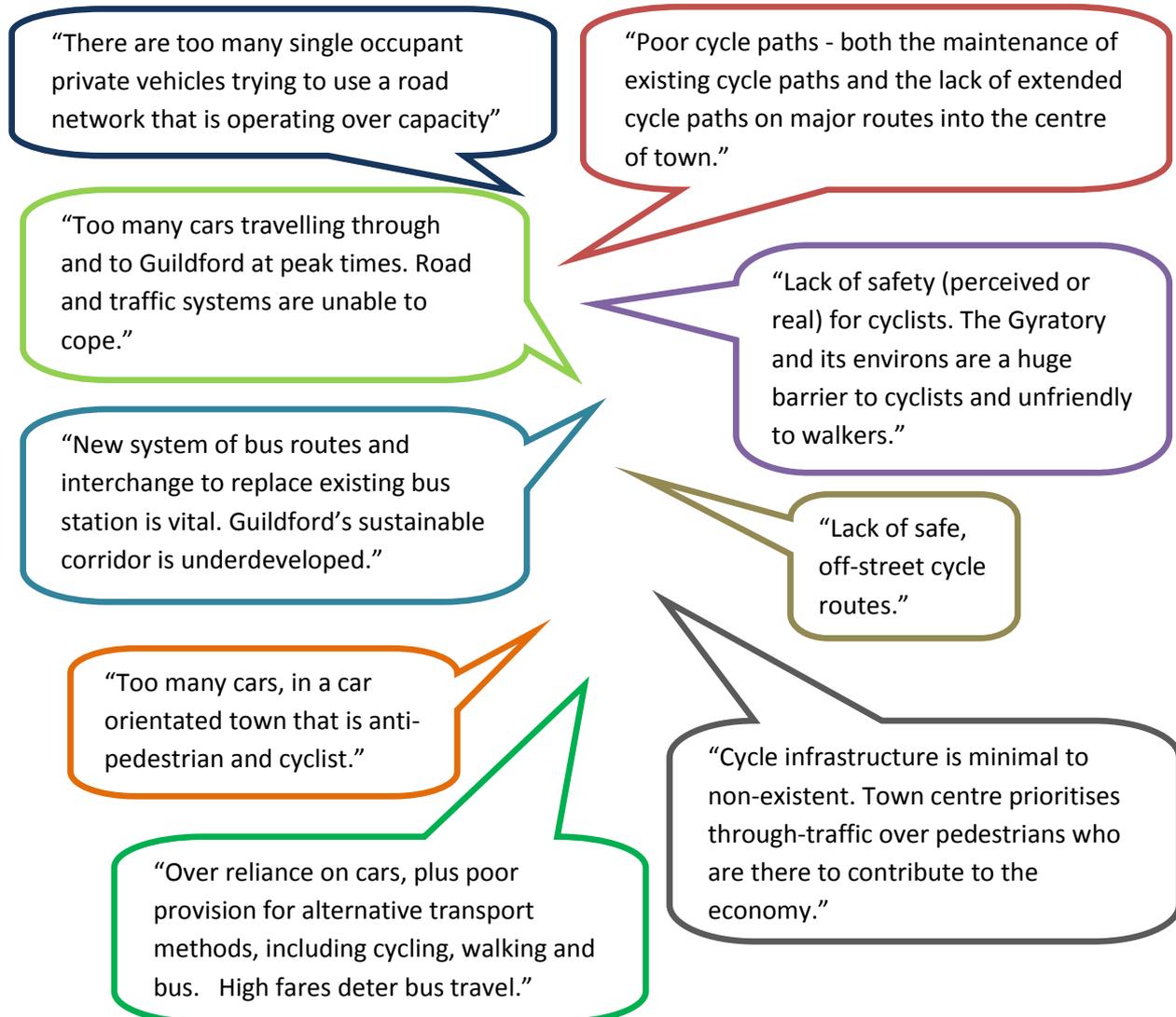
4.9 A total of 138 respondents (91%) answered this question. The responses have been coded into nine distinct categories (some responses covered multiple code themes):

- Traffic and congestion;
- Town centre road layout;
- Road network reliability and resilience;
- (lack of) cycle infrastructure;
- (lack of) walking infrastructure;
- Lack of investment and integration of Public Transport;
- Pollution;
- Parking; and
- Other.

4.10 The results of this are indicated in the pie chart below, with traffic and congestion identified as the most consistent transport problem in Guildford with almost half of all respondents highlighting it.

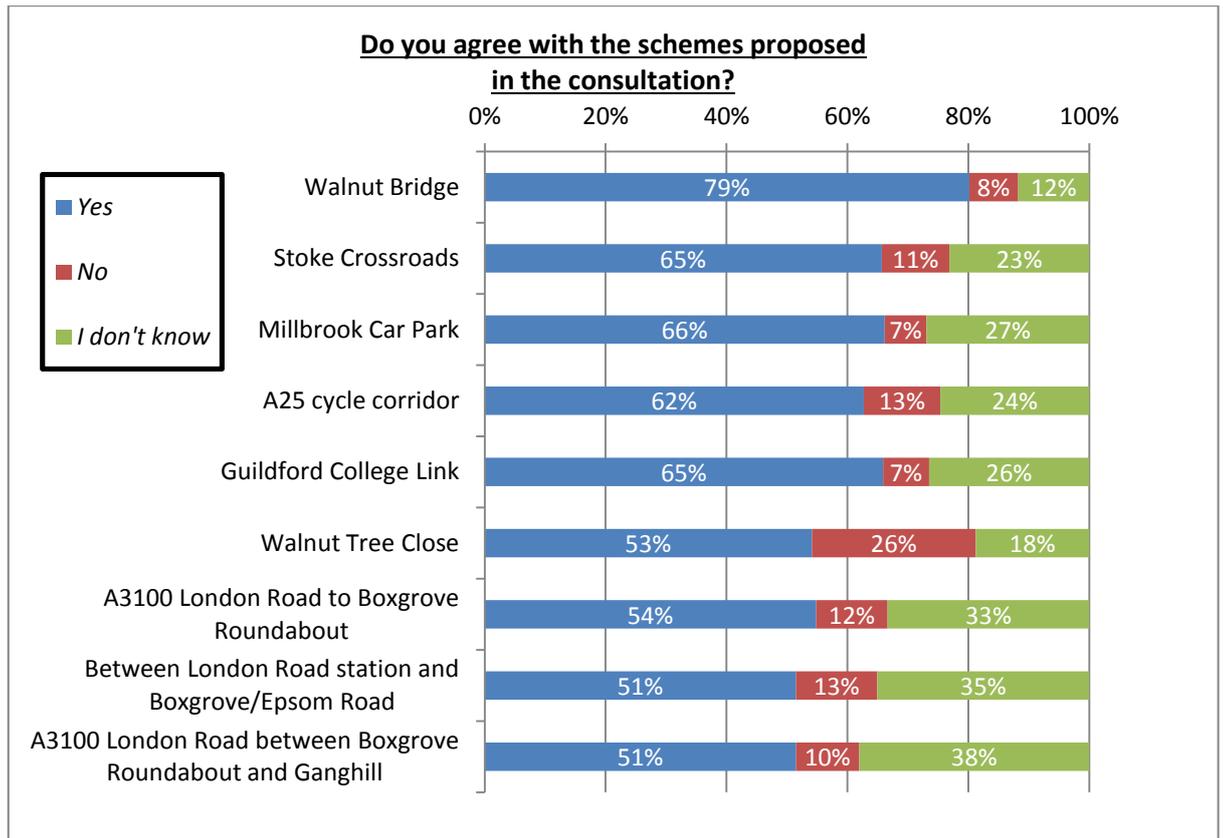


4.11 Common themes drawn out by Question 4 responses include:



**Question 5: Do you agree with the schemes described on Panels 2 & 3 and indicated on the map on Panel 2?**

4.12 A total of 140 respondents (93%) answered this question. For each scheme identified in the consultation, a majority of respondents agreed with the proposals, ranging from 51% support to 79%. The scheme with the most opposition was Walnut Tree Close, with 26% of respondents disagreeing with the proposals. The scheme most widely supported was the replacement of Walnut Bridge, with 79% of respondents agreeing.



4.13 Further to the answers provided in the figure above, 88 comments were received, explaining in further detail the responses given to Q5. These comments included the following:

"All ideas to encourage walking/cycling by having safer routes will hopefully encourage a few people out of their cars to reduce traffic. All choices were yes or no. My strongest preferences are walnut tree close and walnut bridge."

"These are all sensible schemes which would facilitate more and safer cycling and walking. Another scheme which would be very cheap to implement and which is operating successfully in London and elsewhere in the UK is to permit the use of bus lanes by motorcycles."

"All improvements to cycle and pedestrian access will help to displace cars. If you make more space for cars, more people will travel by car. Conversely, if you reduce car capacity, people's tolerance for driving will mean car travel will reduce. So, reduce car capacity, increase all other alternatives."

"The whole of Guildford could do with freshening up and improving the life of pedestrians / cyclists. There are some concerns, but there are a lot more positives."

"Specific proposals needed - what is on show is too woolly."

"You are living in an anti-car fantasy land. You will just create huge congestion & stop the elderly/frail from being able to get to the town centre."

"Whilst I accept something needs to be done about Walnut Tree Close, I would be concerned how vehicles would access properties/premises if the road is closed. I think there needs to be hard evidence, not just projections that increasing cycle lanes/bus access would increase numbers of people using these as my suspicion is that it's very difficult to persuade people out of cars, especially if it's raining or they have lots of things to carry, which shoppers usually do"

**Question 6: If you answered Strongly Agree or Agree in question 5 above, would you change the way you travel, and if so, what type of journeys would you change? I would change to ...(choose the mode you would change to for each journey type, or indicate that you would not change the way you travel).**

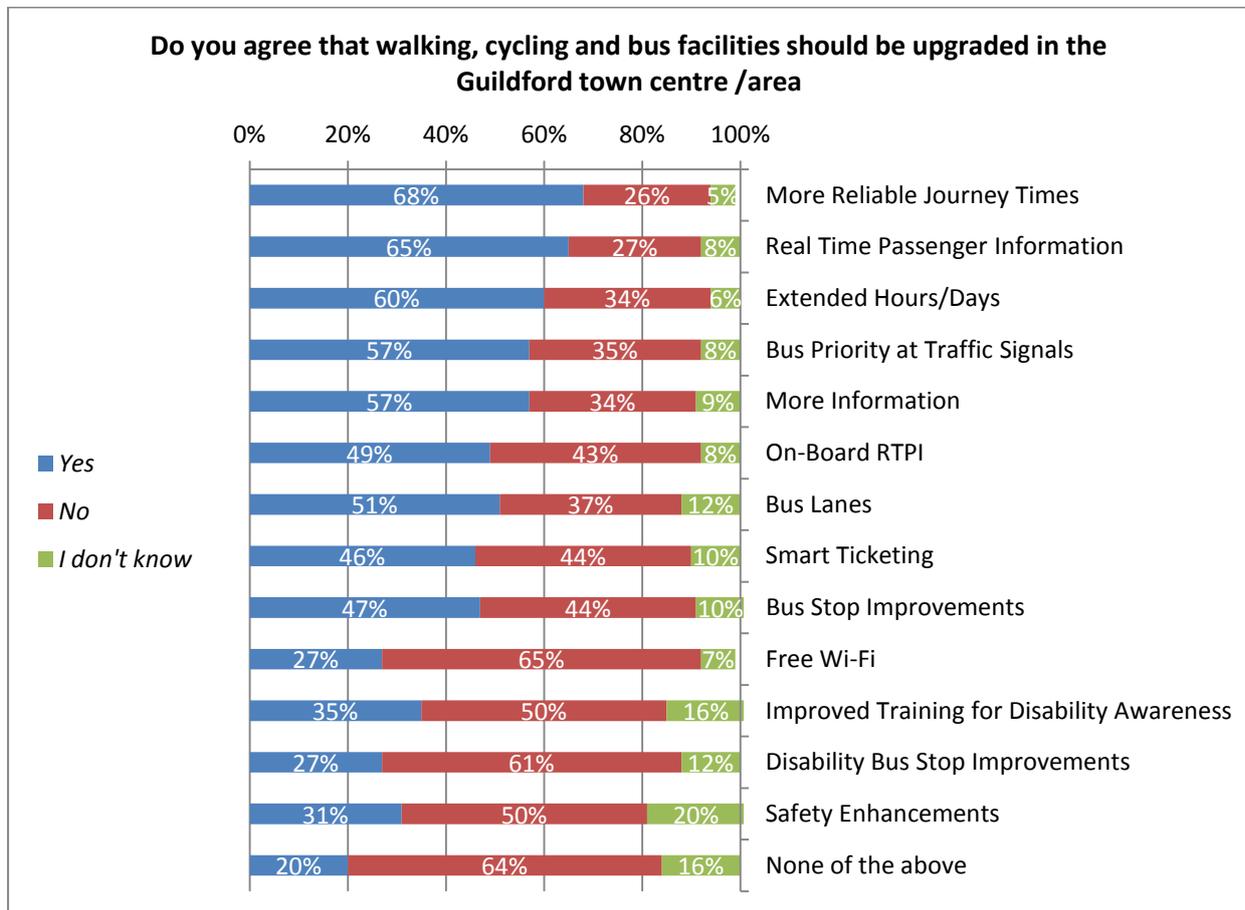
- 4.14 123 (81%) out of a total 151 respondents answered this question.
- 4.15 This question was asked to try and understand if people would change their travel behaviour if improvements in sustainable transport infrastructure were made.
- 4.16 The options to answer this question were to indicate the mode of transport that would be changed to (i.e. walk, cycle, bus) for each journey type (i.e. shopping, work, school), should facilities be improved.
- 4.17 Respondents indicated which mode they would be likely to switch to if improvements were made. Their answers are given in the table below.

Journey	Walk	Cycle	Bus	Park and Ride	Rail	Car driver	Car passenger	Motorcycle	Taxi	Total
Journeys to school/college/university	21%	71%	0%	0%	0%	7%	0%	0%	0%	100%
Journeys to work	10%	57%	5%	2%	10%	12%	2%	2%	0%	100%
Journeys to shopping areas	8%	43%	20%	10%	2%	14%	2%	2%	0%	100%
Journeys to Guildford railway station	24%	43%	16%	8%	2%	6%	0%	0%	0%	100%
Journeys to London Road (Guildford) railway station	17%	54%	13%	8%	0%	8%	0%	0%	0%	100%

- 4.18 The table suggests that of those who said they would change their travel behaviour to travel school/college/university, nearly three quarters (71%) said they would cycle, and around a fifth (21%) said they would walk.
- 4.19 Switching to cycling is the most popular choice for all journey options given in the consultation.

**Question 7: If the bus facilities along this corridor were improved in any of the following ways, would this encourage you to use the bus service for certain journeys? Please tick all that apply.**

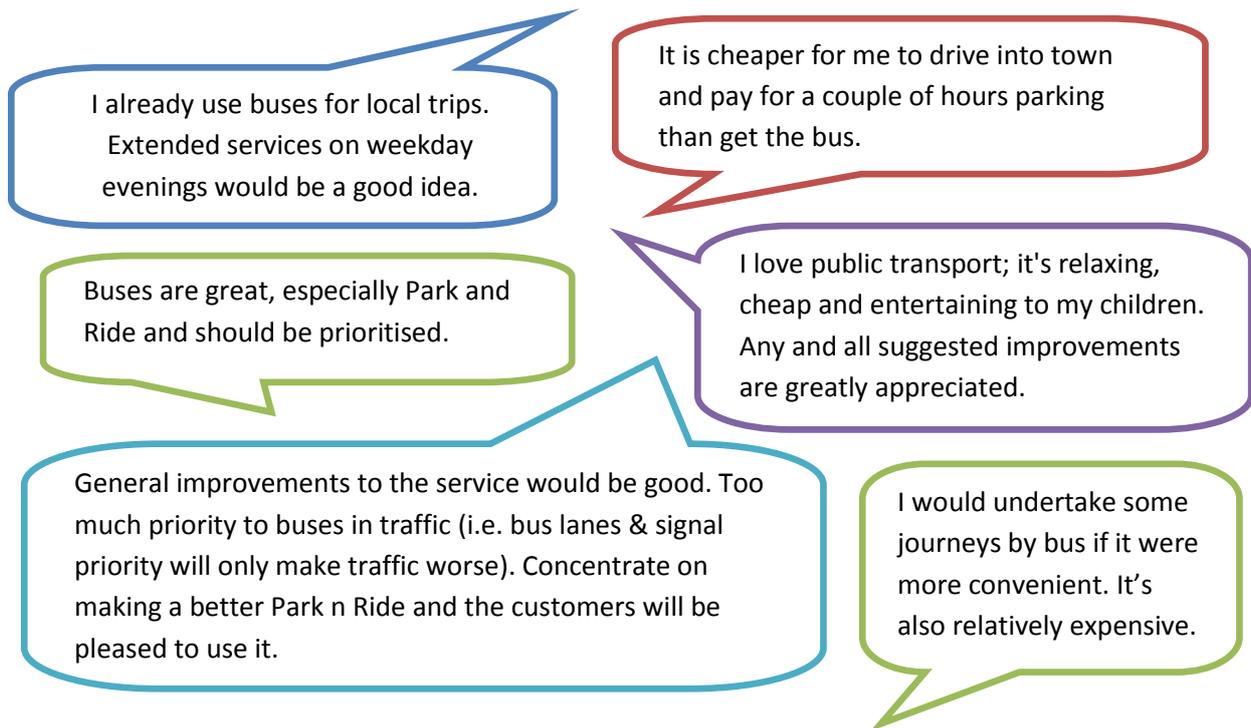
4.20 138 respondents (91%) answered this question.



4.21 The answers to this question suggest that the most popular improvements to bus travel and which would encourage greater bus use, are:

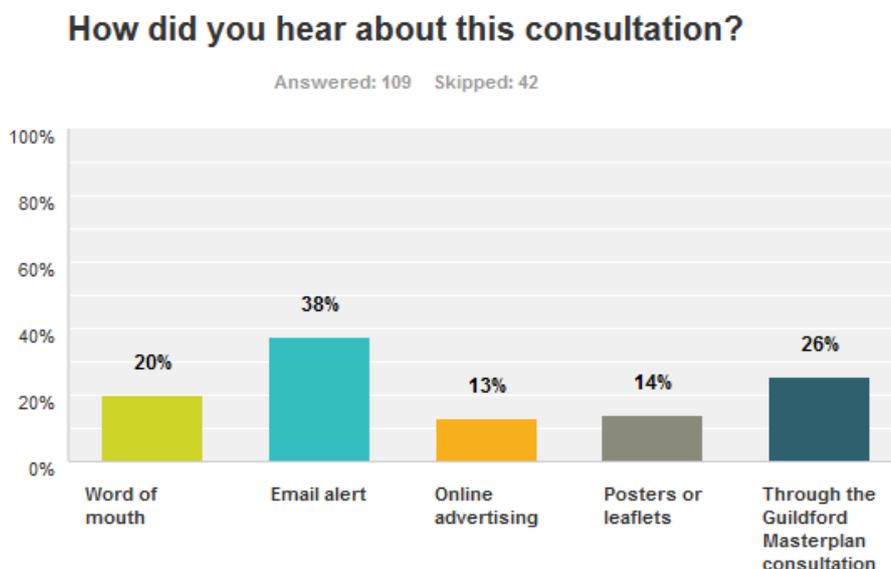
- more reliable bus journey times;
- Real Time Passenger Information;
- extended hours/ days of service;
- bus priority at traffic signals; and
- more information about services, times and fares.

## 4.22 Comments received included:



4.23 The remainder of the consultation included an optional section for the respondents to provide further details about themselves, including gender, age, address and how they had been made aware of the consultation. These demographics are discussed below.

**Question 8: How did you hear about this consultation?**



4.24 Alongside the respondents who attributed answers to the specified categories above, 42 respondents (28%) skipped the question altogether and 51 respondents (34%) specified further details and/or answered with 'other'. The following were most frequently recorded 'other' answers :

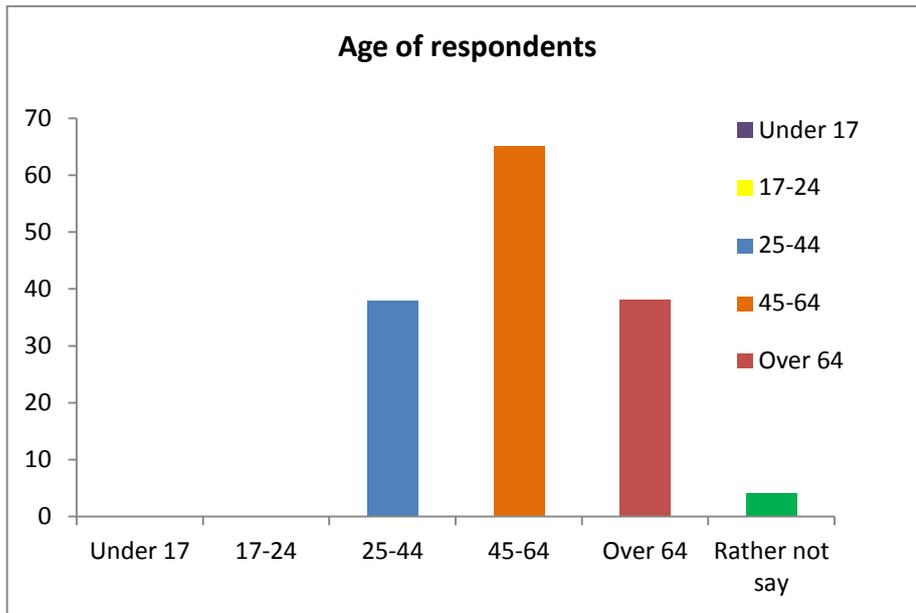
	No. of respondents	Proportion
<b>Other/Please specific</b>	<b>51</b>	<b>34%</b>
Surrey Advertiser	6	4%
School	8	5%
Social media / online	10	7%
Guildford Library	6	4%

**Question 9: Gender**

4.25 **144 respondents (95%)** answered this question. Of these 66% stated male, 33% stated female, and 1% preferred not to say.

**Question 10: What is your age?**

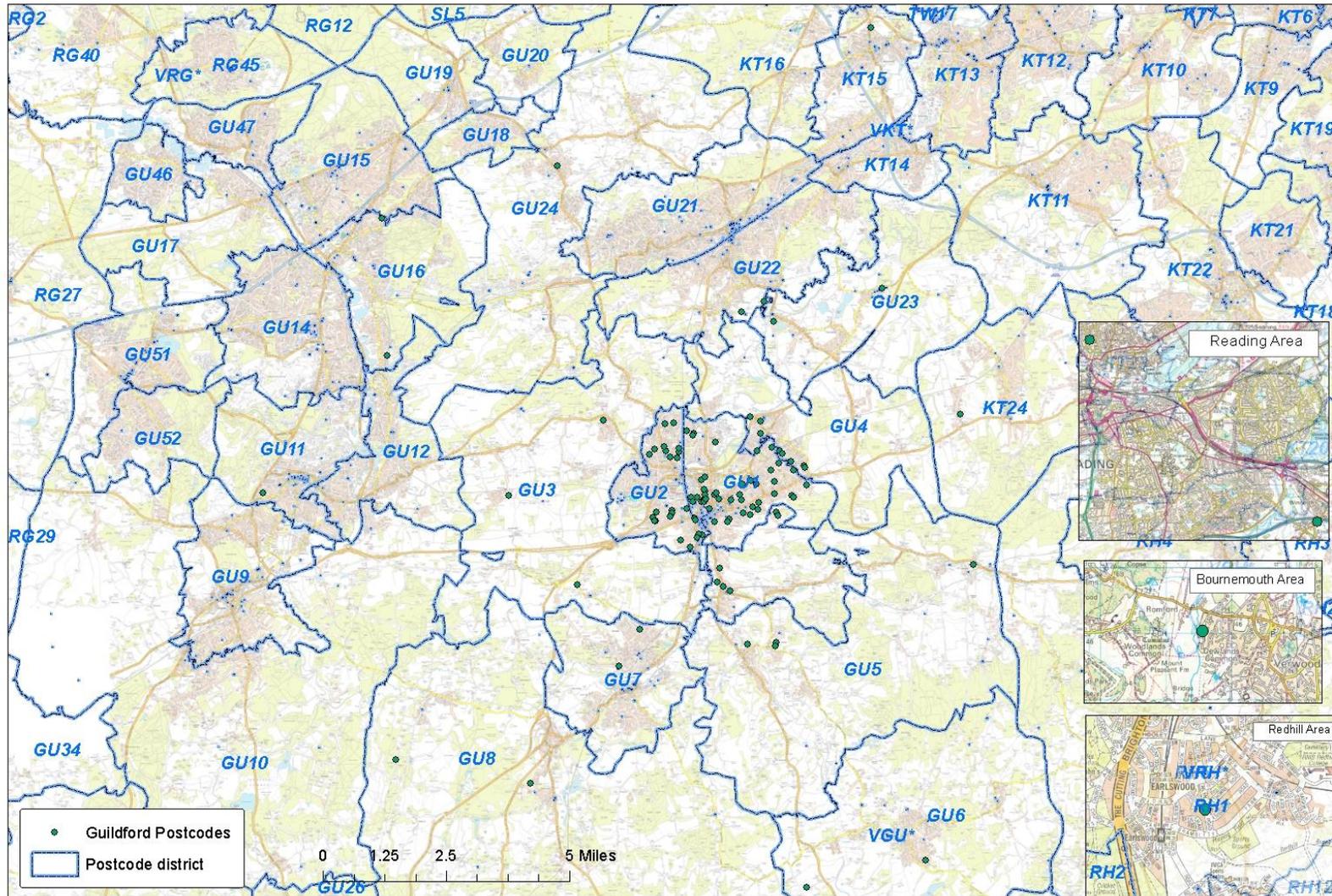
4.26 **145 respondents (88%)** answered this question. Nearly 75% of respondents were aged 45 or older with no one under the age of 24 responding to the questionnaire. The graph below illustrates the age groupings of the consultation respondents.



**Question 11: Please provide your postcode?**

- 4.27 **143 respondents (95%)** recorded their postcode, providing a picture of the geographical spread of participants.
- 4.28 The postcodes provided have been plotted, see image overleaf.

### Postcodes of respondents to Guildford STP consultation



**Question 11: Do you consider yourself to have a disability?**

- 4.29 The penultimate question in the survey asked participants to specify any disabilities they considered themselves to have. A total of **143 respondents (95%)** answered this question. The majority, 91%, did not consider themselves to have a disability, 4% stated they would rather not say and 5% specified a disability they had.

**Question 12: Do you have any other comments about the public exhibition? For example, at future public exhibitions, what could be improved?**

- 4.30 A total of 60 (40%) respondents answered this question. A number of respondents expressed some form of gratitude at the consultation process while others suggested alternative means by which to advertise and exhibit the consultation. Some respondents also provided further general comments about transport in Guildford.

**Email responses**

- 4.31 As a result of the public consultation 22 emails or letters were received from specific groups and individuals, including:
- Safeguard Coaches
  - Holy Trinity Amenity Group
  - Surrey Hills AONB
  - Shalford Parish Council
  - Worplesdon Parish Council
  - Martin Grant Homes
  - Guildford Cycle Forum
  - Natural England
  - Highways England
  - SCC Heritage Conservation Team
  - Sustrans
- 4.32 These emails/letters contained a number of detailed points relating to both the sustainable transport measures included in the proposed Guildford package which will be used to shape the proposals included in the business case and, should the proposals be funded, be used to develop the schemes through detailed design and implementation.
- 4.33 These emails/letters also contained a number of detailed points relating to other highway and traffic issues in Guildford outside of the specific measures in the Guildford Town Centre Transport Package consultation. These comments are being logged for future consideration.

## 5 Conclusions

- 5.1 This report describes the consultation process for the Guildford Sustainable Transport Package, which was undertaken in October/November 2015. All responses received during the consultation period will be considered and will help inform the detailed design stage of the scheme's development.
- 5.2 The aim of the consultation was to gather evidence of support for the need for the types of scheme included in the package to allow progression to a Business Case to be submitted to the EM3 LEP in January 2016
- 5.3 The consultation has shown that there is high level support for the types of schemes included in the town centre transport package. Analysis has also shown that a significant number of respondents already use sustainable modes to travel through Guildford (q1 / paragraph 4.3 refers).
- 5.4 A high proportion of the respondents thought that something should be done to improve walking, cycling and public transport infrastructure, showing there is general support for these types of measures in Guildford (paragraph 4.5 refers).
- 5.5 Some of the key themes raised in the responses to the consultation and which support the types of schemes included were :
  - The need for a balanced, integrated transport network
  - Congestion
  - Safety for pedestrians and cyclists
  - Cost of public transport
  - Environment and health
- 5.6 General support was received for all schemes proposed in the package; Walnut Tree Close received less support, and requires further consideration under the development of the business case.
- 5.7 The results of the consultation provide enough confidence to move forward with the business case and refine the package as necessary, depending upon funding and further analysis.

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