

Annex 2 - Consultation Analysis

1. Executive Summary

This report describes the process and high level analysis of the Guildford Sustainable Movement Corridor: West (SMC West) public consultation undertaken during September and October 2017. The public consultation was a joint activity coordinated between Guildford Borough Council (GBC) and Surrey County Council (SCC).

The responses collected during the consultation period will help to support the creation of a business case for Local Growth Deal funding as well as informing the scheme's development and helping to prioritise the specific measures which will make up the SMC West scheme.

An advisory six-week public consultation was held between Monday 18 September and Sunday 29 October 2017.

The consultation presented concept drawings and information on six proposed sections that would form part of the SMC West. The public were asked to consider the information provided and indicate their levels of support for each of the sections, how they believe the sections should be prioritised and what changes they would like to see made.

During the consultation period a total of 291 written responses were received via the following methods:

- **267** questionnaire responses
- **15** email responses
- **9** exhibition book comments

This represents a good response rate compared to other previous consultations.

2. Wider Engagement

A series of activities were carried out to ensure that as many residents and organisations as possible could take part in the consultation, particularly those who are located nearby or would be affected by the proposals.

Web page: A web page was created as a centralised source of information regarding the consultation and exhibition, whilst also linking visitors to a questionnaire collecting feedback on the scheme. Information panels displaying detailed information on the scheme were provided on the website. GBC published a web link to direct members of the public to the SCC page where they could find out more information and take part. The web page received **1,265** visits during the six-week period, including **1,128** unique visitors.

Email: Notification of the consultation was communicated to various groups including: statutory consultees; local businesses and organisations; residents groups; members from county divisions, borough wards and parishes; environmental bodies; specific interest groups; and individuals who have declared an interest in receiving consultation notifications. These bodies were identified through the: Surrey County Council's Local Transport Plan consultee list; previous transport consultations in Guildford town centre and further channels of research. Individual organisations were also able to respond to the consultation via email to the SCC major schemes inbox.

SCC engagement officers: Notification of the consultation was relayed throughout contact networks via engagement officers to specific groups including schools, students, adult social care and disability

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networks. For example, schools within a mile radius of the SMC West proposals were notified of the consultation and asked to advertise the consultation to parents via ParentMail communications.

Social media: The consultation was promoted frequently on SCC and GBC social media channels including both the Surrey Matters and Local Committee Facebook and Twitter platforms.

Online banners: Advertising banners on the SCC homepage and intranet were posted at regular intervals throughout the consultation and directed interested users to the web page.

Circulars: Posters and flyers were displayed at key locations near to the SMC West route including: Surrey Sports Park; Royal Surrey County Hospital; Tesco Extra; Holiday Inn; Park Barn Centre and Guildford Park Church.

Press release: A joint SCC and GBC press release was published to promote the consultation. The release included statements from the SCC Cabinet Member for Highways, Colin Kemp and GBC's Deputy Leader and Lead Councillor for Infrastructure, Matt Furniss.



Local media outlets: The consultation was publicised to and received coverage in a number of dedicated articles in [Get Surrey](#) and [Guildford Dragon](#). BBC Radio Surrey also provided coverage of the scheme, which included an interview with Councillor Matt Furniss.

Questionnaires: The majority of feedback was provided through a specifically designed questionnaire. Web page users were directed to 'Survey Monkey' where they could complete the questionnaire online. Paper forms (including an easy access text-only version) were also available so that respondents could return these either via post or at one of the exhibitions. All responses received will be considered further as part of the detailed design.

Appendix A provides a paper version of the questionnaire. The online questionnaire used Survey Monkey and contained the same questions though in a slightly different format.

3. Direct engagement activities

A series of activities were carried out to directly engage parties that were located near to the SMC West route.

Exhibition: A public exhibition was held over two evenings at Park Barn Centre on Tuesday 10 October 2017 and Wednesday 11 October 2017 to enable individuals who might be more difficult to reach or do not have access to the internet to take part in the consultation. Members put forward the proposed exhibition locations given their proximity to the SMC West scheme.

Over the course of the two days, approximately 65 visitors were received at the exhibition. This figure is relatively low compared to previous exhibitions, however it should be noted that the exhibition locations were not chosen to maximise footfall, rather they targeted residents in the vicinity of the scheme and provided an opportunity for those unable to take part online.

A 'comments book' was provided at the exhibition space where visitors could provide additional written feedback there and then.

Stakeholder meetings: GBC and SCC held a series of meetings during the consultation period with a number of groups, particularly those from whom land may be required to enable construction of some of the proposed measures within the SMC West. Meeting attendees included Royal Surrey County Hospital, University of Surrey and Highways England.

4. Consultation response analysis

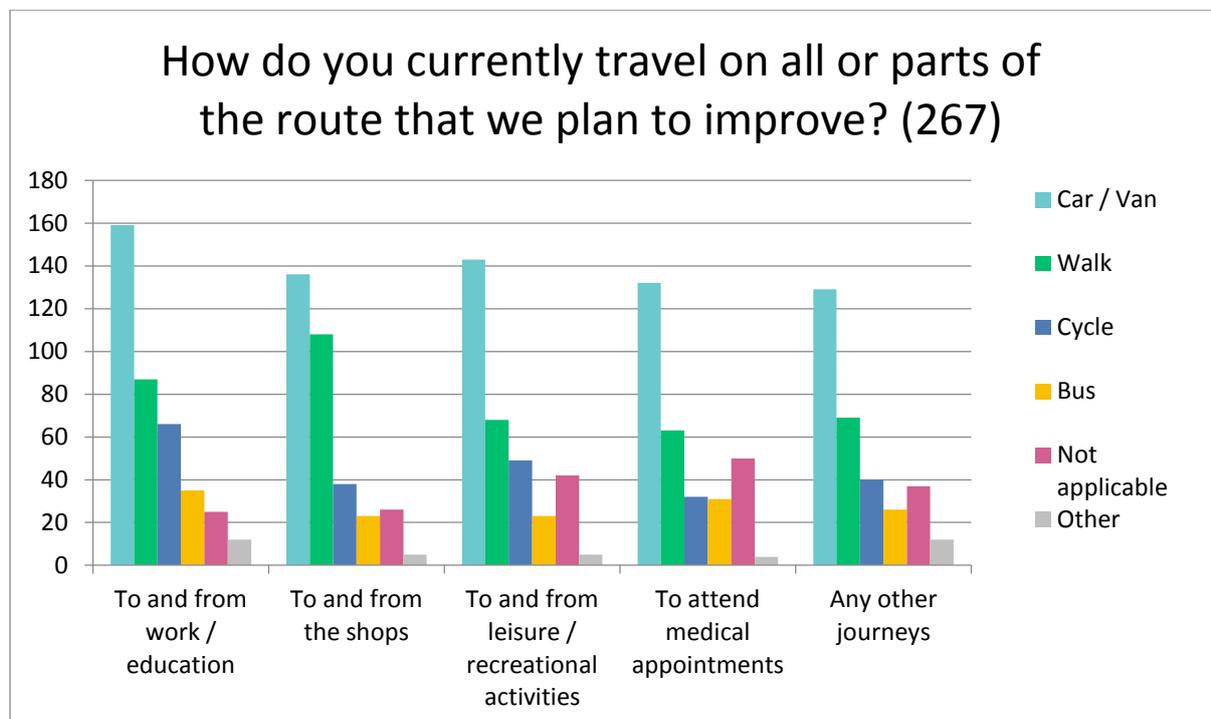
Further to the engagement methods described above, members of the public, businesses and other organisations were invited to respond and provide feedback on the SMC West scheme in general and on the proposed individual sections.

Questionnaires

A total of 267 responses were received via questionnaire. The following section describes the responses that were received to each of the questions asked:

Q1 – How do you currently travel on all or parts of the route that we plan to improve? (Please tick all that apply)

Some respondents indicated that they walk, cycle and drive through the route, though the majority tended to select just one particular mode. Respondents selected 'not applicable' if they did not travel along the route for each specific journey purpose.



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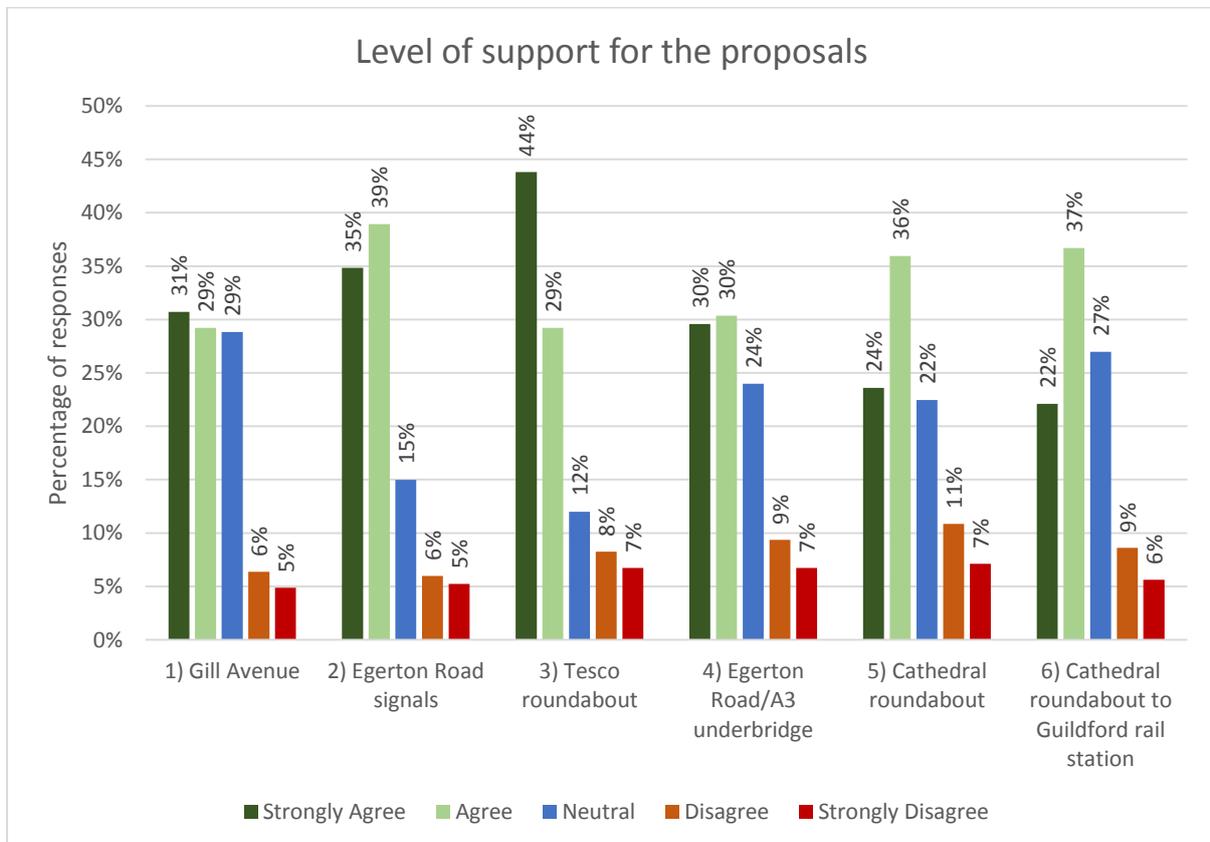
A high number of respondents were car users, with walking and cycling being the second and third most popular modes respectively. Because users were able to tick more than one option, some of those car users also ticked other modes. In total, 69 respondents indicated that they only used the car to travel through this section. This is important as some of the questions relate to cycling and walking specifically and also support for some sections may be skewed by the users' current modal choice. Alternative modes given in the "other" category included taxi, motorcycle, powered wheelchair and train, perhaps indicating that people were using the train line parallel to the route to access the town from the Aldershot direction.

Q2 – How often do you travel on all or parts of the route that we plan to improve? (Please tick one)

Three times a week or more	200	74.91%
Once or twice a week	28	10.49%
Less than once a week but more than once a month	25	9.36%
Once a month or less	14	5.24%
Never	0	0.00%
Total	267	

Approximately three quarters of respondents use the route at least three times a week, suggesting they are very familiar with the route, or at least with parts of it.

Q3 – To what extent do you agree with the proposed improvements to each of the six sections along the route? (Please tick one per row)



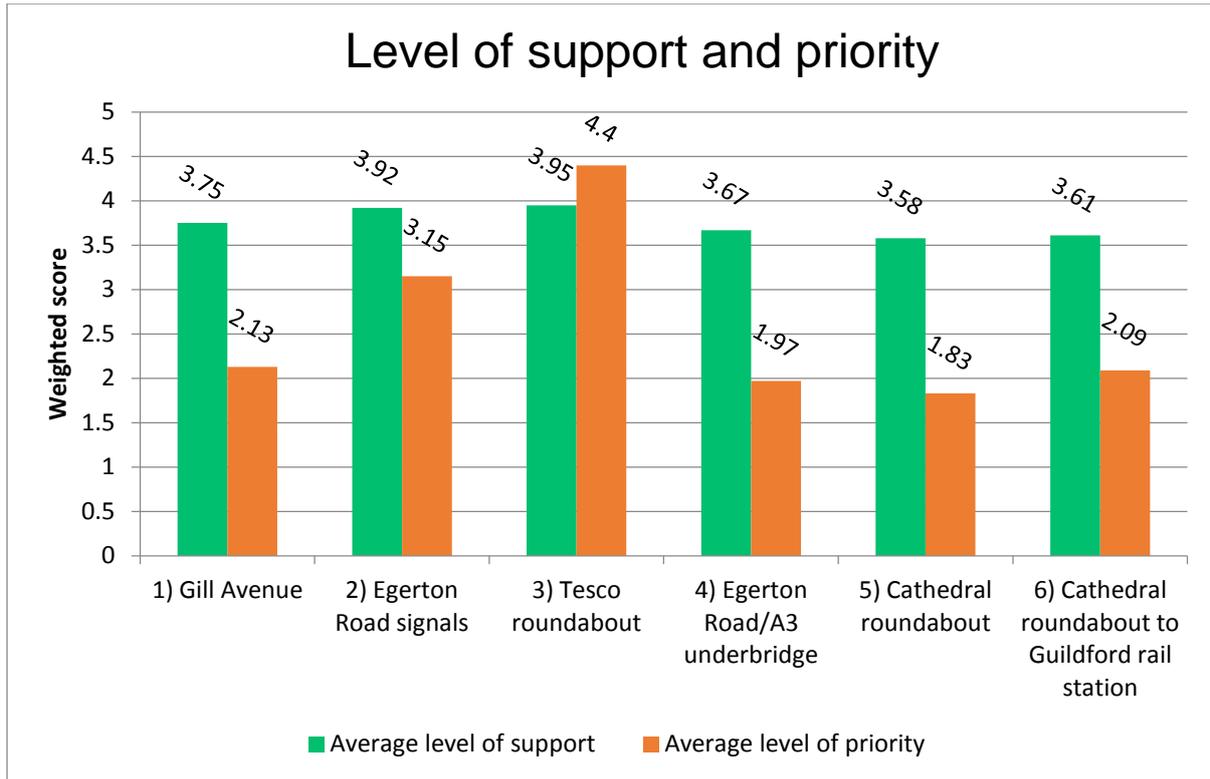
There is generally a good level of support for the proposals. If 5 points is awarded for a response of “strongly agree”, 4 for “agree”, etc. it is possible to work out a weighted average score for each section. The Table below shows the percentage of respondents who either agree, or strongly agree with the proposals for each section along with the weighted average score.

	Total Strongly Agree/Agree		Weighted average score
1) Gill Avenue	160	(59.92%)	3.75
2) Egerton Road signals	197	(73.78%)	3.92
3) Tesco roundabout	195	(73.03%)	3.95
4) Egerton Road/A3 underbridge	160	(59.93%)	3.67
5) Cathedral roundabout	159	(59.56%)	3.58
6) Cathedral roundabout to Guildford rail station	157	(58.80%)	3.61

It can be seen that there is support for all sections, though Sections two, three and then one are more popular. Whilst the total number of those strongly agreeing/agreeing with Egerton Road Signals is the highest, Tesco Roundabout has a higher weighted average score due to a higher number expressing a strong preference for this option. Section 4 has a lower weighted average than Gill Avenue for the same reason.

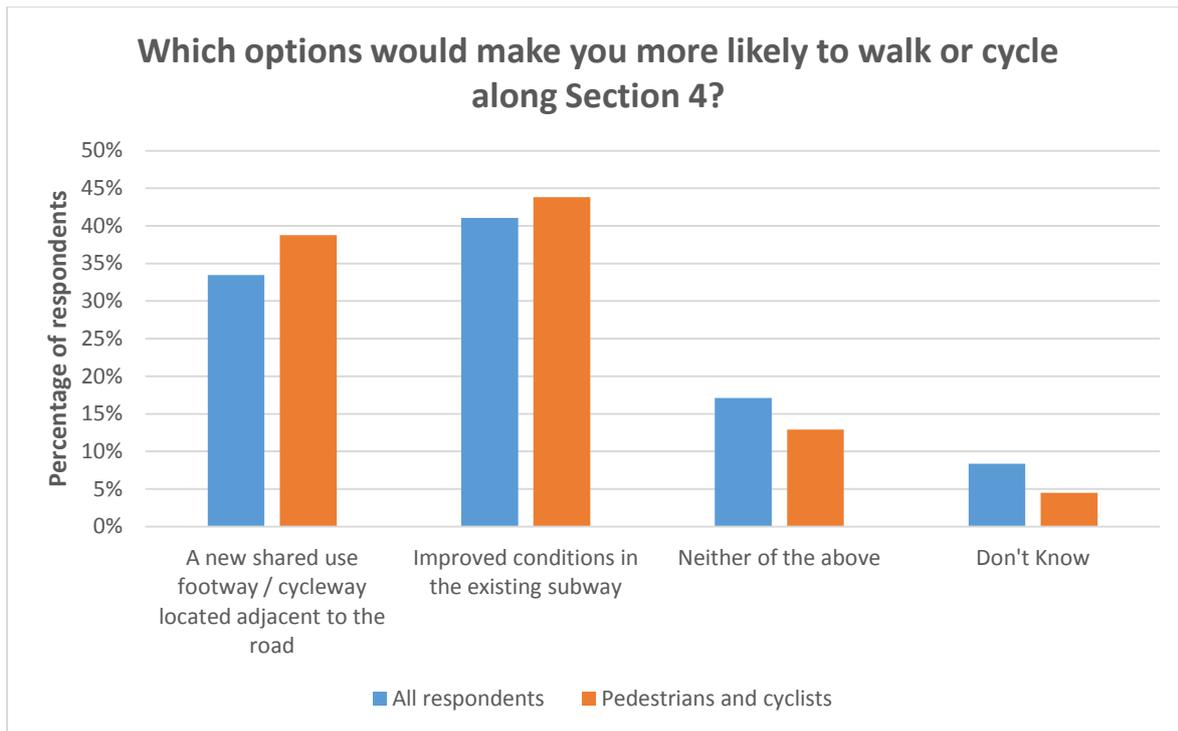
Q4 – It is unlikely there will be enough funding available at this time to complete improvements to all of the sections on display. Based on the information provided, please choose the *three* sections which you feel are most important to improve now (Please tick up to three in the order of preference: 1, 2 and 3)

When asked to place their top three schemes in order of preference, Tesco Roundabout proved to be the most popular. The chart below shows the “priority score” calculated in the same way as the weighted average score in the previous section. The weighted average score is also included in this chart for reference purposes.



Q5 – Section 4 (Egerton Road/A3 underbridge) is intended to provide an improvement for those using the existing subway. Which of the following options would make you more likely to walk or cycle along this section of the route? (Please tick one)

The option of providing a walkway/cycle route under the existing vehicle bridge was provided as the project team had been made aware of some persons, anecdotally, perceiving the existing underpass to be unsafe, particularly at night. The results below suggest that people contributing to the consultation would prefer to have this existing route preserved and its safety improved with better lighting and CCTV, as well as through clearing some of the greenery close to the entrances. Some respondents expressed concern that cyclists have difficulty passing pedestrians at certain times and some pedestrians felt unsafe due to cyclists passing them at speed. This would need to be addressed as part of the detailed design. However, it would appear that maintaining the underpass as it is for pedestrians and cyclists is the preferred option. This trend appears to be the case for all respondents as well as those who currently walk and cycle along the route.



**Q6 – Are there any other transport improvements along this corridor that you would like to see?
Please give your views here:**

This was an open question and so a variety of responses were received. 131 respondents chose not to use this section. However there were 136 responses plus some more detailed written responses, received via the major schemes inbox.

Analysis of these comments, and ensuring an adequate response where possible, will continue as part of the ongoing design process. General trends in the responses indicated that:

- Respondents are concerned about delays to pedestrians and cyclists where signals are being amended or introduced.
- Congestion is a major concern for many.
- Access to and from the Research Park is seen as a major problem.
- A rail station close to the hospital was mentioned/supported by some respondents and the SMC should connect to this.
- The A3 is a major concern and some suggested new slips, direct access to the Research Park or alternative entrances to the Research Park as possible solutions.
- Cyclists could use Walnut Tree Close and path along A3 to access the station.
- The crossings at Cathedral Roundabout are not necessary as pedestrians and cyclists can easily use the existing route around the roundabout in opposite direction.

These comments, along with all of those received by email and in the questionnaire will be considered further as the project develops.

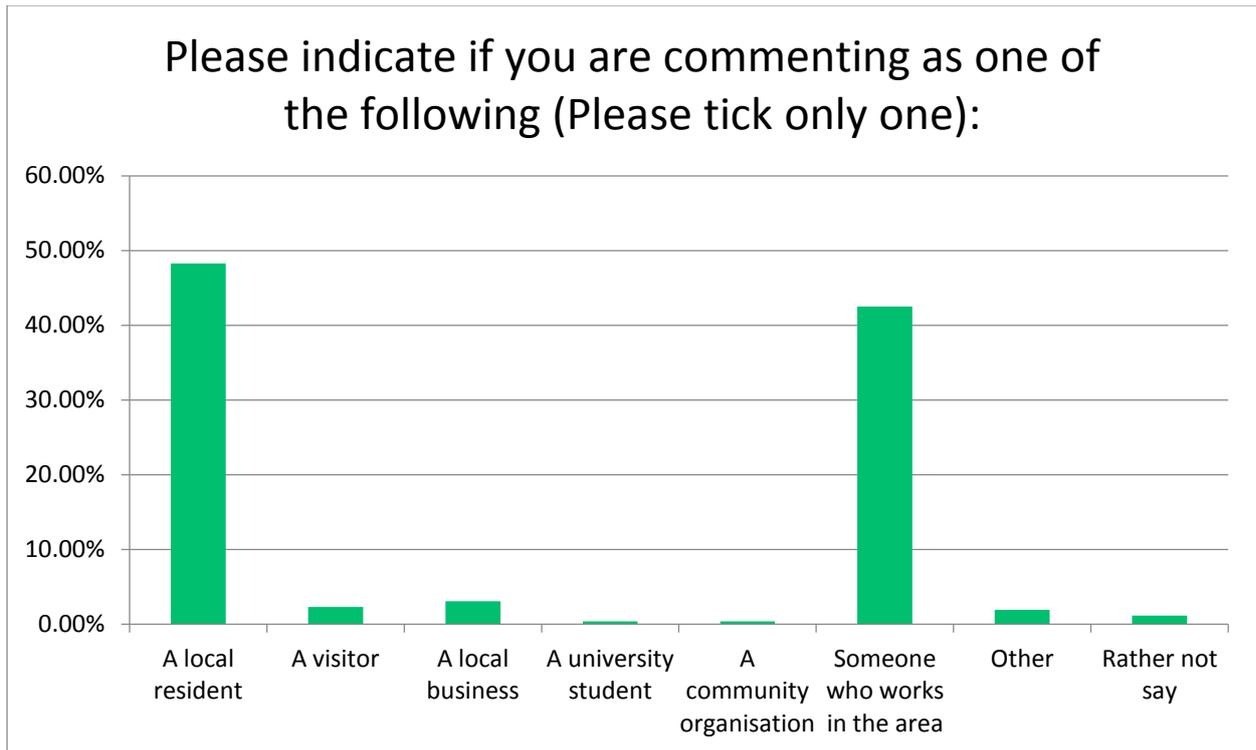
Q7 to Q12 – Respondent demographics

A number of questions were asked relating to the respondents to assist with analysis and future consultations. In summary:

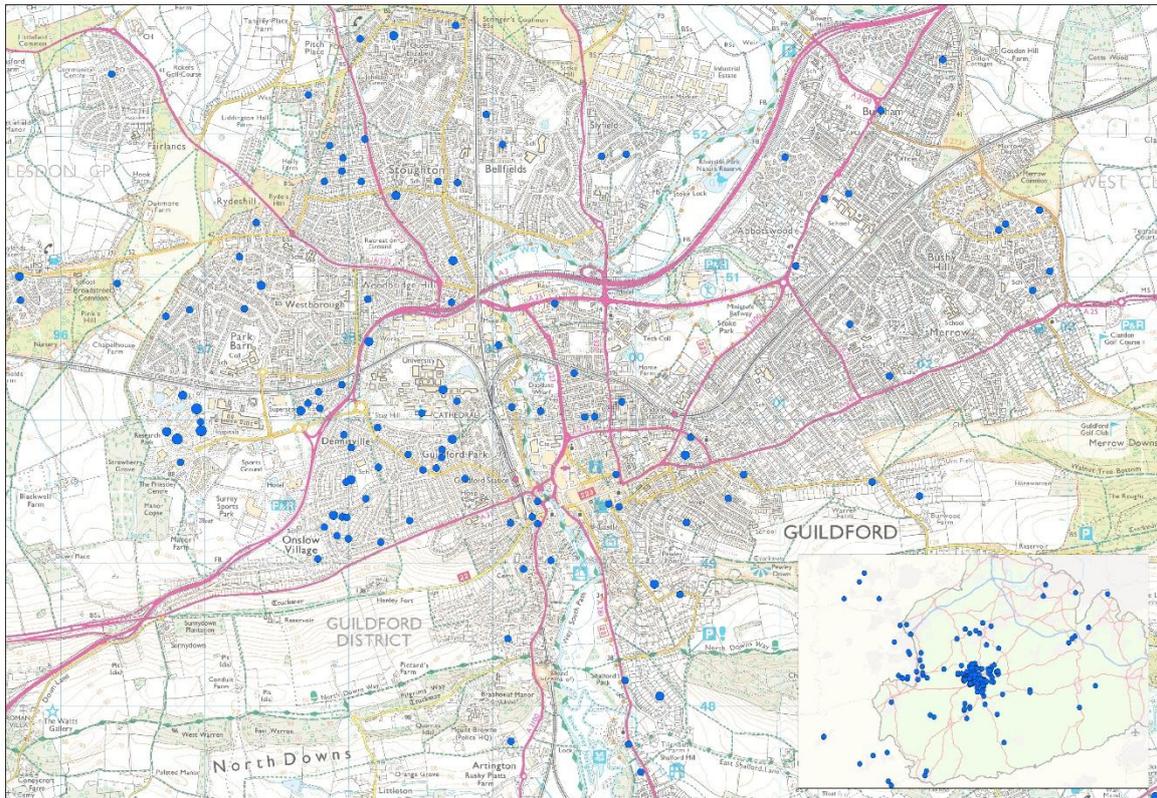
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- Email and social media were the main sources of information for respondents
- 56% were male, 41% female with 3% preferring not to say
- 3% of respondents were aged under 25, 43% were between 25 and 44, 36% were 45 to 64 and 14% were over 64
- 7% of respondents considered themselves to have a disability

The chart below details how the respondents described themselves. Local residents and people working in the area were, by far, the largest groups represented. It is interesting that although this is a key route for students, and their engagement team agreed to circulate details to students, only one respondent identified as a student.



The below map shows a broad spread of responses across Guildford, with more concentrated clusters around the SMC west corridor.



Email/letter responses

15 email responses to the consultation were received from both individuals and organisations. The content of responses received from each individual and organisation is available in Appendix B.

The feedback received from these written responses will be used to help prioritise these sections, which will be taken forward as part of the imminent bid to the EM3 Local Enterprise Partnership (LEP) for Local Growth Fund 3 funding.

Many of the responses provided detailed suggestions and alterations that were felt could improve the concept proposals presented as part of the SMC West during the public consultation. These comments will be taken forward for consideration as part of the scheme development and detailed design.

Where some proposed elements of the SMC West cannot feasibly be taken forward as part of any funding received from the LEP, these responses will continue to be retained as they may become relevant at a later date should further funding opportunities arise.

5. Conclusions

Overall there has been a positive response to the Sustainable Movement Corridor (West). There is general support for any measure along the route and people seem to agree that there is currently a congestion problem and that better walking, cycling and bus facilities are needed. In attending the public meetings, it is clear that some are frustrated and would like to see change, though they tended to accept that there is currently not sufficient funding to deliver the whole SMC route at once or to provide a much more comprehensive solution to the problem.

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Section 3, Tesco Roundabout is, marginally, the most popular choice when it comes to which section of the route should be tackled first. Highways England are also due to complete works on the A3 slip at this location and there is therefore an opportunity for complementary measures, so this section is likely to be the focus of any initial works, funded by the EM3 LEP and Guildford Borough Council.

Section 2, Egerton Road Signals is the second highest priority for respondents. It is unlikely that there will be sufficient funds to complete the works here in addition to those at the Tesco Roundabout, however, this result will be considered along with the other feasibility data as further funding becomes available.

There is general support for all sections and it is likely that, following completion of the Tesco Roundabout work there will be funds available for some more minor changes along the route, such as the paths and underpass and these can also give benefit to the business case which would help the scheme gain approval from the LEP. It is therefore recommended that these, along with Tesco Roundabout, should be considered in the business case. This is on the proviso that the modelling work clearly demonstrates that the desired improvements can be achieved independently without the need to implement the remainder of the SMC proposals concurrently.