

Annex 2 - Consultation Report

1. Executive Summary

This report describes the process and high level analysis of the Unlocking Guildford public consultation undertaken during early 2018. The public consultation was a joint activity coordinated between Guildford Borough Council (GBC) and Surrey County Council (SCC).

The Unlocking Guildford package is expected to contain a number of discrete schemes that seek to address transport issues in and around Guildford. The responses received during the consultation will inform the development of these schemes and help us to understand the aspects that are of most importance to people. Additionally the feedback collected during the consultation period will help provide evidence to support the creation of business cases to be submitted for Local Growth Deal funding for each of the schemes.

An advisory six-week public consultation was held from Monday 22 January to Sunday 4 March 2018.

The consultation presented information, location diagrams and concept drawings on a number of schemes that would form part of the Unlocking Guildford package including:

- i. Bus network improvements
- ii. A331/A31 junction and link improvements
- iii. Town centre approaches
- iv. Town centre flood alleviation

The public were asked to consider the information provided and indicate their levels of support for each of the schemes, the extent to which they felt the proposals would be beneficial and any suggestions for improvement.

During the consultation period a total of 279 written responses were received via the following methods:

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

Additionally the public exhibitions received over 300 visitors, representing a very good level of engagement.

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 existing users of the infrastructure and those located nearby or who would be affected by the proposals.

Web page: A central SCC 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. A GBC web page was also created, including information that mirrored the SCC page and statements from GBC's Lead Councillor for Infrastructure and Governance, Cllr Matt Furniss and Cabinet Member for Highways, Colin Kemp.

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The SCC web page received **2,594** visits during the six-week period, including **2,204** 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. Given that some of the A331 proposals were located in close proximity to the county boundary, communications were also shared with neighbouring local authorities and members. These bodies were identified through the: Surrey County Council's Local Transport Plan and Surrey Transport Review consultee lists; previous transport consultations in Guildford town centre and further channels of research. 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 networks. For example, schools within a close proximity to the 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 the Surrey Matters, Joint Committee and member Facebook and Twitter platforms.

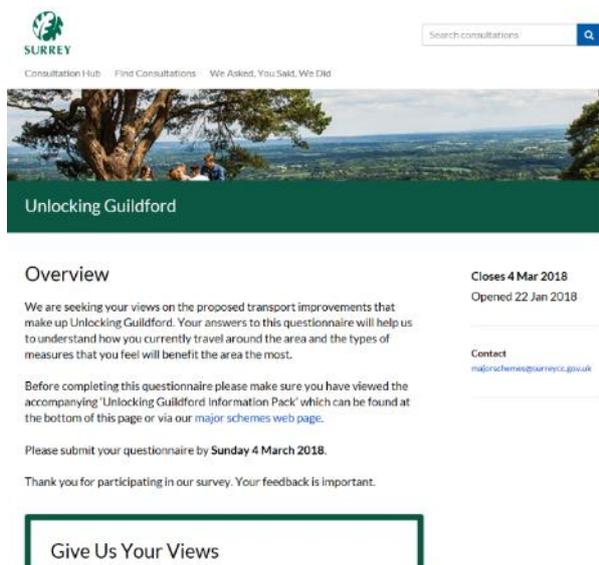
Online banners: Advertising banners on the SCC and GBC homepage and intranet were posted at regular intervals throughout the consultation and directed interested users to the web page.



Circulars: Posters and flyers were displayed at key public locations near to the proposals in Guildford, Tongham and Ash. These included:

- Guildford bus station
- Guildford library
- G Live
- YMCA (Wharf Road)
- Electric Theatre
- Yvonne Arnaud theatre
- Ash youth centre
- Ash library
- Tongham Community Centre
- Tongham parade

Press release: A joint SCC and GBC [press release](#) was published to promote the consultation. The release included statements from GBC Lead Councillor for Infrastructure, Matt Furniss and the SCC Cabinet Member for Highways, Colin Kemp.



Overview

We are seeking your views on the proposed transport improvements that make up Unlocking Guildford. Your answers to this questionnaire will help us to understand how you currently travel around the area and the types of measures that you feel will benefit the area the most.

Before completing this questionnaire please make sure you have viewed the accompanying 'Unlocking Guildford Information Pack' which can be found at the bottom of this page or via our [major schemes web page](#).

Please submit your questionnaire by **Sunday 4 March 2018**.

Thank you for participating in our survey. Your feedback is important.

[Give Us Your Views](#)

Closes 4 Mar 2018
Opened 22 Jan 2018

Contact
majorschemes@surreycc.gov.uk

Local media: The consultation was publicised to and received coverage within a dedicated article in [Get Surrey](#). The press release was picked up by local media outlets including [Eagle Radio](#).

Questionnaires: The majority of feedback was provided through a questionnaire designed specific to the package of schemes. Web users were directed to the Consultation Hub on 'Surrey Says' where they could complete the questionnaire online. Paper forms 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.

The format of the paper version of the questionnaire is available in Appendix A. The online Surrey Says questionnaire contained the same questions though in a slightly different format.

3. Direct engagement

Exhibition: Three staffed public exhibition events were held during the consultation period: including two events on Thursday 8 February and one event on Friday 9 February 2018 to enable individuals who might be more difficult to reach or not have access to the internet to take part in the consultation. Officers from Guildford Borough Council, Surrey County Council and Environment Agency were on hand at the exhibitions to discuss the proposals and take feedback.

The exhibition venues, The Friary Guildford and Tongham Community Centre, were chosen due to their proximity to the proposed improvements and ease of accessibility. The events covered morning, afternoon and evening periods to offer members of the public a wide range of opportunities to be able to view and discuss the proposals in person.

Over the course of the two days, approximately **306** visitors were received at the exhibitions. This figure is one of the highest visitor tallies for a 'Major Schemes' transport event over the past few years and shows a good level of interest and engagement.

A comment book was provided during the exhibition where visitors could provide additional written feedback.



Stakeholder meetings: SCC held meetings around the consultation period with stakeholder groups, such as bus operators, to get their targeted feedback on the scheme proposals where they would have a direct interest.

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 Unlocking Guildford package of schemes.

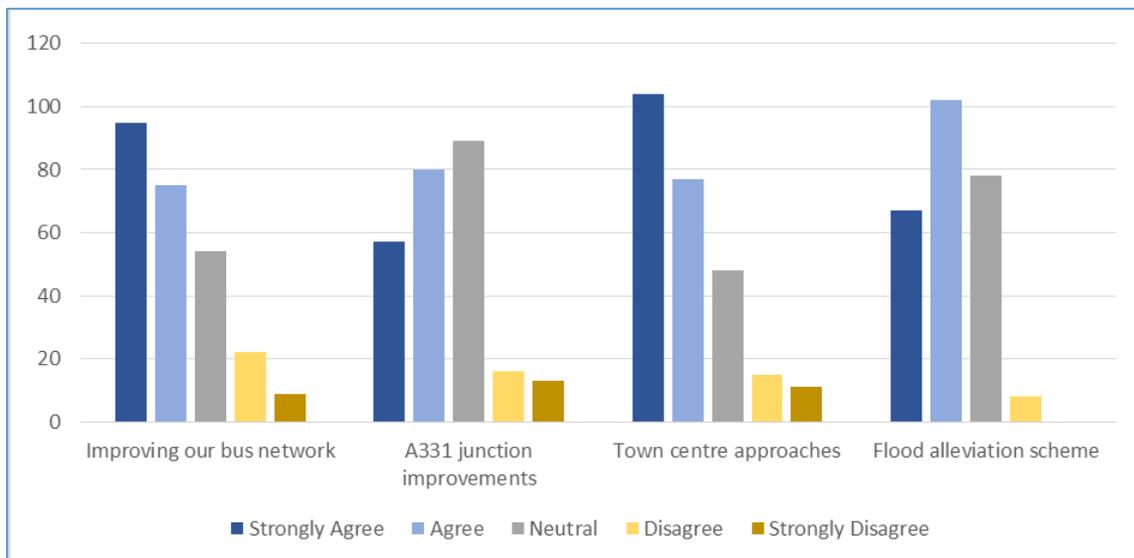
Questionnaires

A total of 255 responses were received via questionnaire. Of this total, 239 questionnaires were received via the online survey with a further 16 submitted in paper format.

'Your views' section (Q1-Q8)

The following questions sought to understand how respondents currently use the transport infrastructure being targeted, the degree to which they support the proposals and suggestions they might have to improve upon the proposals.

Q1 – To what extent do you agree with the following schemes in the Unlocking Guildford package?



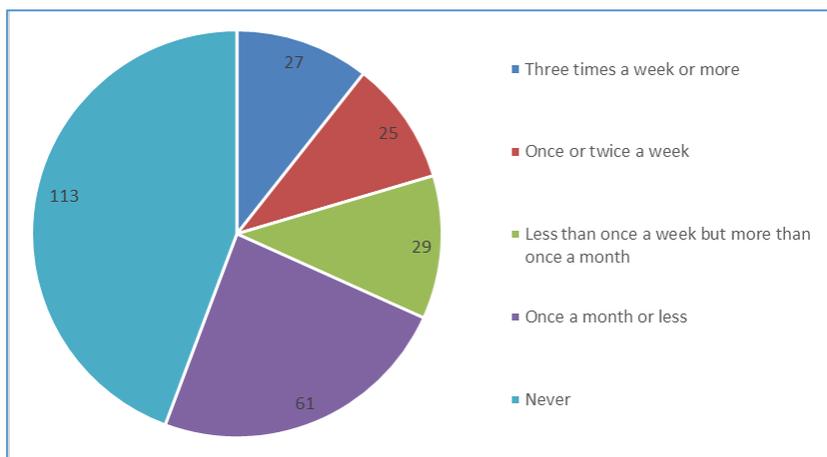
In general, all four of the schemes received a good level of support with over 50% of respondents indicating that they either 'agreed' or 'strongly agreed' with each of the schemes.

The bus improvements and town centre approaches schemes received the highest level of 'strong agreement' (95 and 104 respectively). The flood alleviation scheme was the least divisive amongst the four schemes, with no respondents indicating that they 'strongly disagreed' with the proposals.

The A331 junction improvements also received a good level of support with 137 respondents 'agreeing' or 'strongly agreeing' with the scheme. However, it should also be noted that 'neutral' accounted for the largest proportion of responses to the scheme. There are two themes that can be seen in the responses to later questions may provide an insight into why this is:

1. A large number of survey respondents indicated that they rarely or never travel through the two A331 junctions and therefore may not have felt informed as to whether the improvements were needed.
2. A number of text answers indicated that some respondents felt the proposed improvements did not go far enough or would not address other issues at the two junctions (e.g. pedestrian / cycle access).

Q2 – How often do you travel by bus around Guildford?

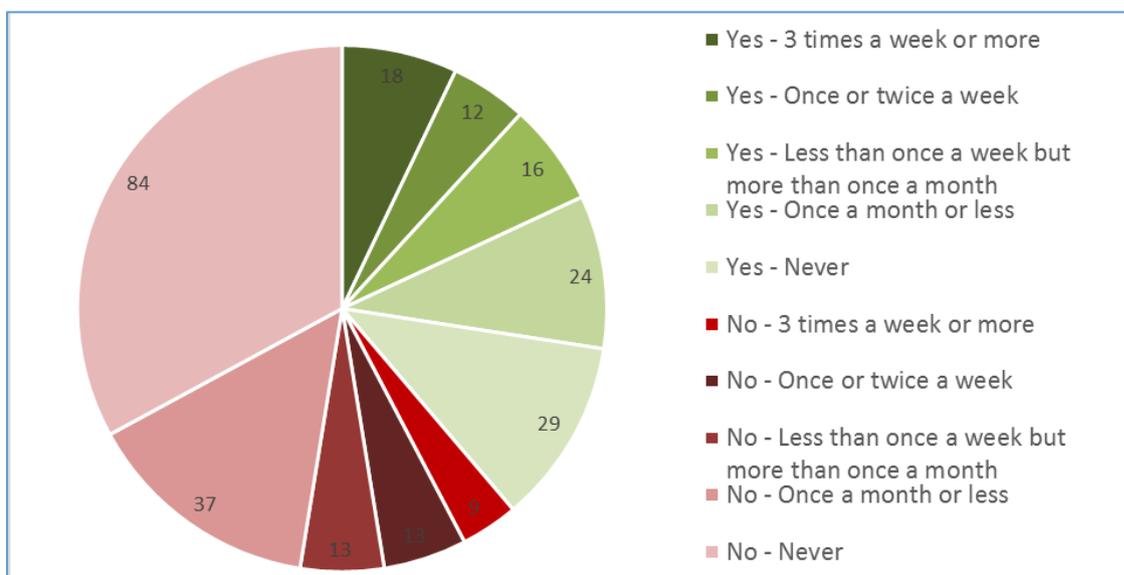


Around two thirds of the people who responded to the questionnaire indicated that they rarely (once a month or less) or never use the bus to travel around Guildford. The remaining third of respondents were fairly even split amongst the more frequent user categories.

Given that around 3.4% of Guildford residents commute via bus (7.5% nationally) according to the most recent census¹, it would appear that the consultation achieved a good level of engagement amongst bus users to obtain feedback on the proposed bus improvements.

Q3 – Would the proposed bus improvements make you likely to use the bus more often, or consider travelling by bus if you are not currently a bus user?

Just under 40% of respondents indicated that the proposed improvements would make them likely to consider travelling by bus more.

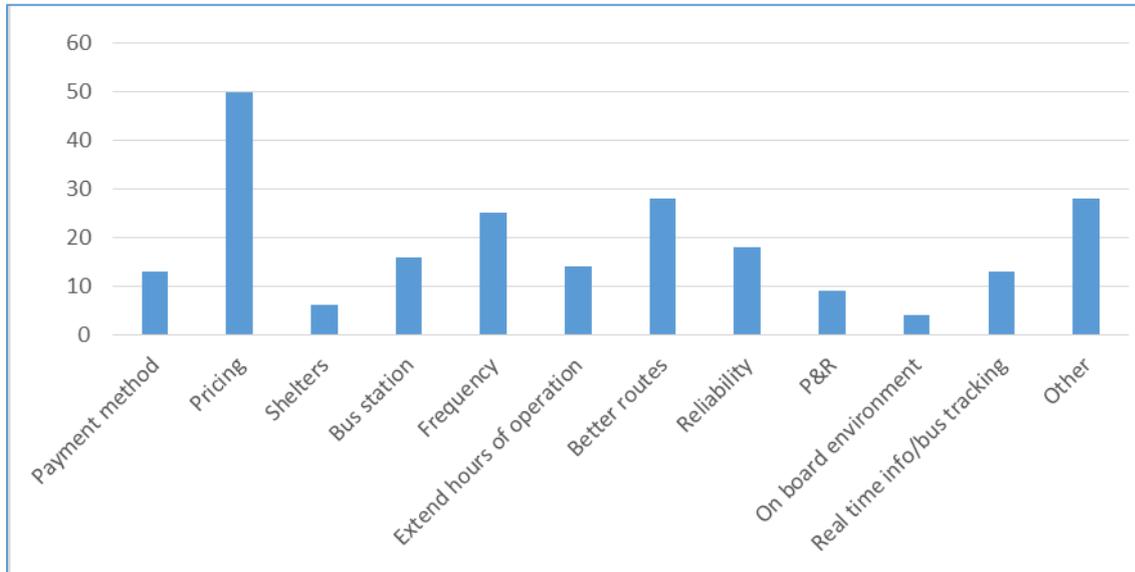


Focussing specifically on the respondents who identified themselves in Q2 as infrequent bus users ('Once a month or less' or 'Never'), 53 respondents, or 30% of this dataset, stated that they would consider travelling by bus based on the proposed improvements. This would indicate that the scheme has the potential to encourage modal shift towards greater bus use.

¹ 2011 Census data. Office for National Statistics.

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Q4 – If you feel there is something missing from the proposed bus improvements that would encourage more people to travel by bus around Guildford, please provide details below.

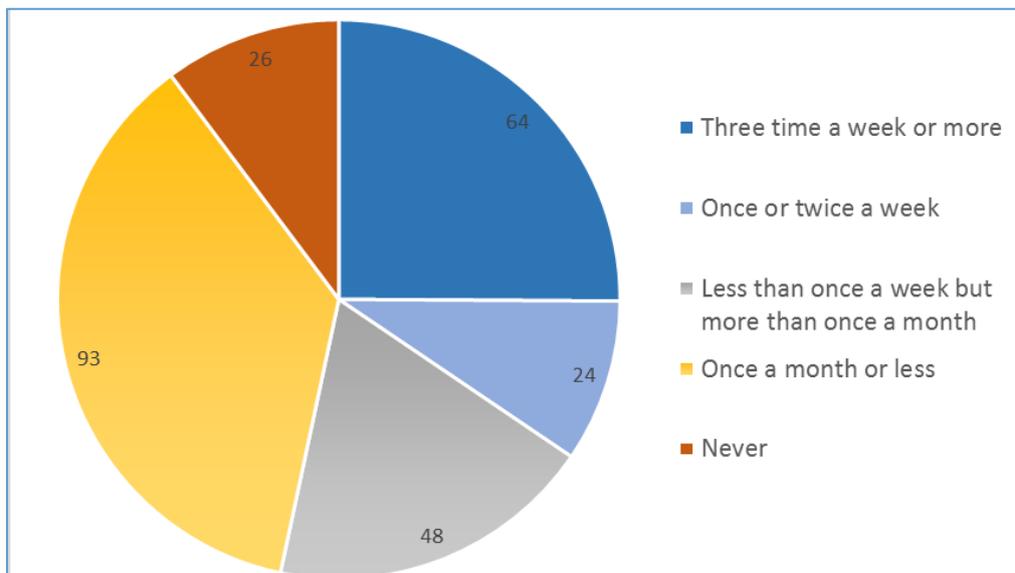


Q4 gave respondents the opportunity to identify bus improvements they believed would encourage greater patronage that were not included within the scheme proposals. Content analysis was carried out on the responses to extract common themes that were mentioned by multiple respondents. The following three themes were most frequently raised:

- **Pricing** – This theme covers a demand for cheaper bus fares and group / family discounts, particularly to encourage Park & Ride.
- **Better routes** – This theme covers a demand for increased coverage/number of overall bus routes and shorter 'more efficient' individual routes as well as suggestions such as express routes from farther afield.
- **Frequency** – This theme covers a demand for more regular bus services, particularly regarding Sunday provision and at peak commuting times.

'Other' themes that were suggested to increase bus usage included: greater integration of buses with the rail station; bus prioritisation and lane enforcement; and efforts to make the bus fleet less polluting.

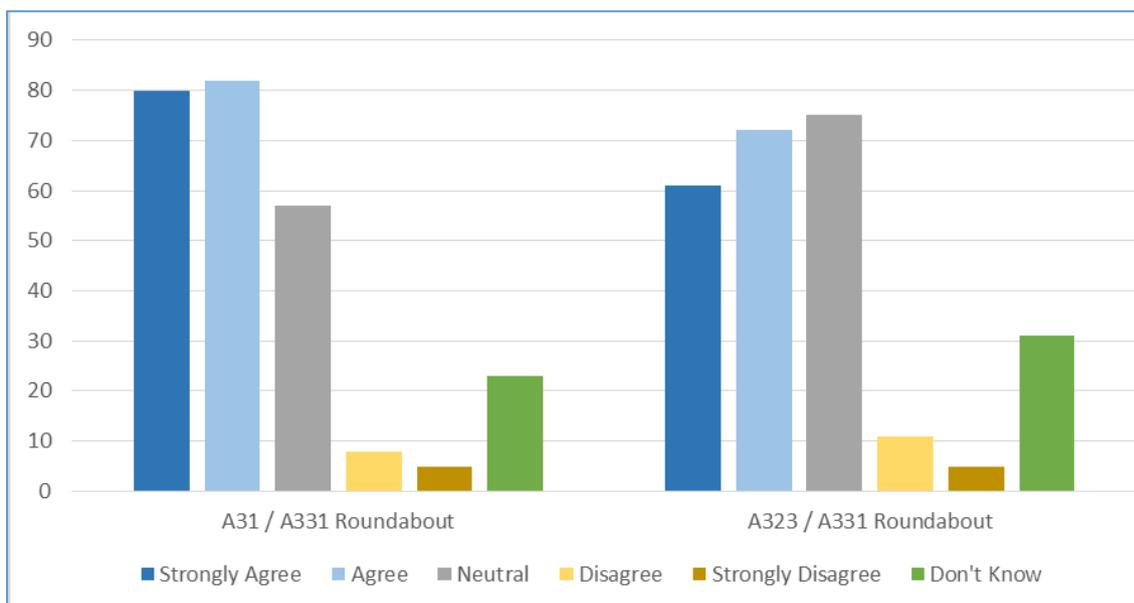
Q5 – How often do you travel through either of the two junctions targeted in the A331 Blackwater Valley Relief Road junction improvements?



Over half of the respondents to the survey (136) used either the A31 or A323 junctions of the A331 more than once a month, and 35% used the junction at least on a weekly basis. It is felt that this represents a good level of user engagement, considering that the consultation concerned multiple schemes, rather than just the A331 junction improvements scheme.

Whilst public communications regarding the consultation was broadly distributed across the borough, a specific effort was made to engage residents in the Tongham / Ash area (including via public exhibition) in an attempt to obtain the views of people who would be closely impacted by the proposals.

Q6 – To what extent do you feel that congestion is a problem that needs to be addressed at the following junctions?



There was a general consensus amongst the responses to Q6 that congestion presents an issue at both the A31 and A323 junctions.

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There was a slightly higher degree of agreement regarding the issue at the A31 junction, with around 64% of respondents 'agreeing' or 'strongly agreeing' that congestion is a problem there. 52% of respondents 'agreed' or 'strongly agreed' that congestion should be addressed at the A323 junction.

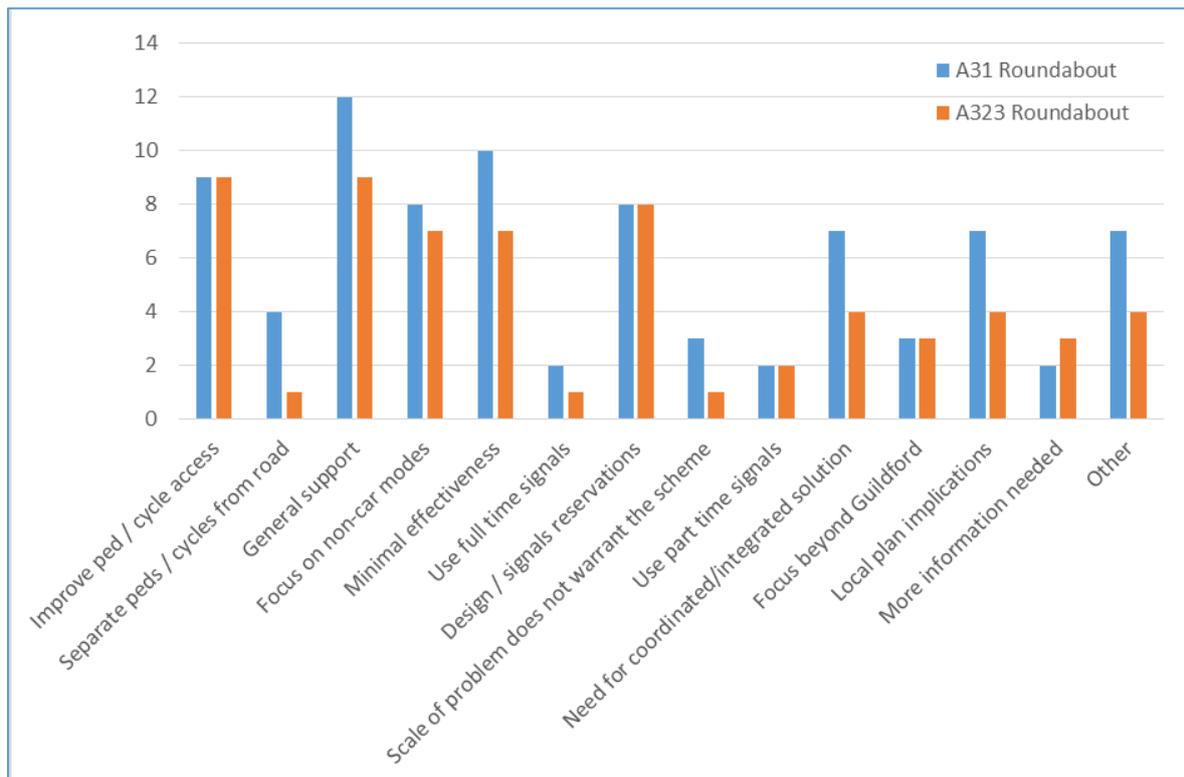
Similarly to Q1, a significant number of respondents neither agreed nor disagreed with the statement and many others stated that they 'didn't know'. This may be partly attributable to some survey respondents being unfamiliar with the two junctions.

Q7 – Do you have any comments or suggestions regarding the proposals for either of the two roundabouts on the A331? If so, please give your views here.

This was an open question and so a variety of responses were received regarding the proposals for the A331 junction improvements. Content analysis was carried out on the responses to extract common themes that were mentioned by multiple respondents. In some cases more than one theme was identified by a single respondent. The following themes were seen to be raised most frequently on both roundabouts:

- **General support** – Responses that indicated general support for the proposals.
- **Improve pedestrian/cycle access** – Responses that indicated an opinion that the proposals should do more to integrate safe crossing facilities for pedestrians and cycles.
- **Minimal effectiveness** – Responses that indicated an opinion that the proposals did not go far enough or did not focus on the correct aspects to sufficiently alleviate congestion.
- **Design/signals concerns** – Responses that indicated an opinion that the overall design of the junction or introduction of signals would exacerbate congestion.
- **Focus on non-car modes** – Responses that indicated an opinion that congestion would be best addressed by focussing investment elsewhere on other modes of transport.

'Other' themes included suggestions for more radical solutions (e.g. flyovers, roundabout removal and road widening).



Q8 – If you have any further comments you would like to provide on any of the four schemes please provide them here.

95 free text responses were received to Q8 where responses were not directed towards a specific scheme.

A selection of comments that were included within responses to Q8 are provided below to give some examples of issues that were felt to be of importance by respondents. Given the wide range of responses it is not possible to group these into common themes, however all will be considered as appropriate for each of the projects.

Since moving to Guildford over 7 years ago I have always been amazed how public transport is so poor for a small town. Many towns do this very well. Without investing in good public transport and understanding the customer experience no one will ever get out of their cars.

It is very good that these traffic problems are being addressed. I regularly get stuck in a queue by car or bus from Guildford Park Road to the A281 or town centre bus station for up to 15 minutes.

Weak schemes. Will do little to help. Tinkering at the margin

More needs to be done to encourage people to use sustainable transport methods, principally walking and cycling.

As a member of the local Guildford Flood Action group we are very keen that the flood alleviation scheme goes ahead as soon as possible to prevent another flood event. However, more detail on this for the local community that aren't as involved as we are would be good. Most people don't know anything about it and it would be good to get some information out there.

None of these really address the most significant traffic problem around Guildford - which is the delays on the A3, which then leads to significant voluntary diversion of some traffic through the town centre, causing delays on Farnham Road, Millbrook, Woodbridge Road, centre gyratory etc.

Doesn't go far enough to help when tens of thousands of homes and double the number of cars are going to hit Guildford's already stretched roads especially city centre. Don't build the new homes, invest in the cinema area of the city centre to improve the quality of the social spaces.

Thanks to the Council representatives who took time to attend and give very helpful explanations.

You need to get people OFF the roads. There is nothing in here about pedestrians and cyclists. Forward thinking towns and cities are working hard to improve cycling. This looks like another piecemeal approach to 'doing something' rather than looking at things holistically. Don't focus on making it easier for cars to flow through. Focus on getting less cars coming through in the first place. Easy cycling, reliable public transport.

I am very supportive of the traffic management proposals and bus improvements, I would want to see more focus on buses so that they are a better alternative for car use (when walking not practical) for getting round the centre of town.

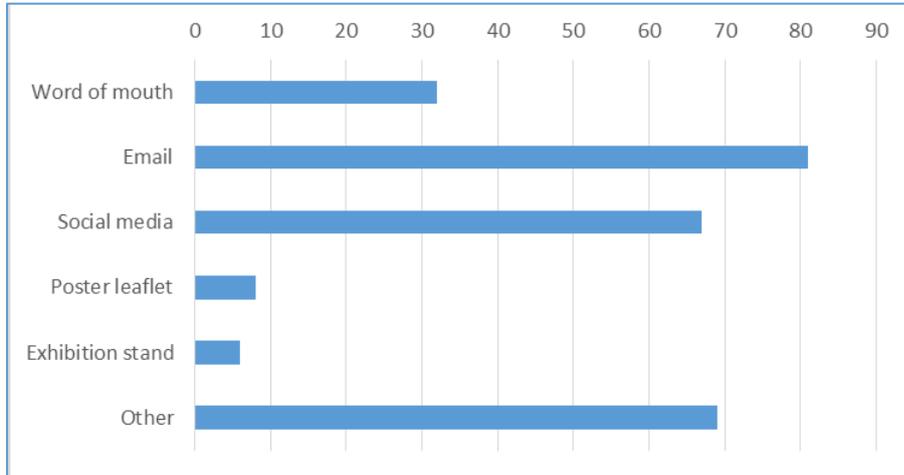
I'm intrigued by the idea that the proposed traffic management system will suggest alternative routes to avoid congestion. Not sure how this will work in the centre of Guildford, given the lack of alternative ways through the town.

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'About You' section (Q9-Q14)

A number of questions relating to the respondent were asked to assist with analysis and future consultations.

Q9 – How did you hear about this consultation?



Respondents most commonly heard about the consultation via email and social media. 'Other' communication sources that were frequently mentioned included:

- SCC and GBC web pages
- University of Surrey
- School newsletters
- Local news outlets (e.g. Get Surrey)

Q10 – Gender identity

The responses to this question were:

Gender	Number	Percentage
Female	94	37%
Male	146	57%
Other	2	1%
Rather not say	13	5%

Q11 – What is your age group?

The responses to this question were:

Age group	Number	Percentage
17-24	7	3%
25-44	88	35%
45-64	99	39%
Over 64	43	17%
Rather not say	18	7%

Q12 – Do you consider yourself to have a disability?

18 respondents (7%) identified as having a disability with a further 15 respondents preferring not to say.

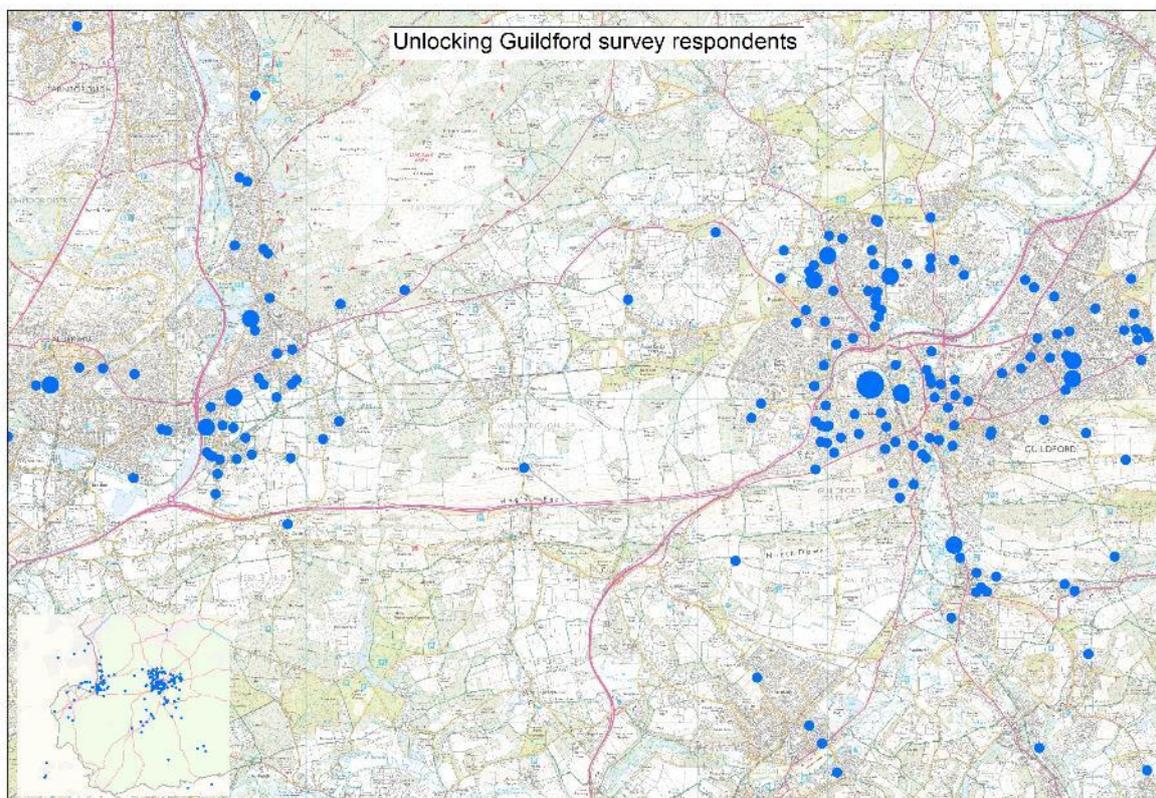
Q13 – Please indicate if you are commenting as one of the following:

The large majority of responses received via questionnaire were provided by respondents identifying as a local resident. Local businesses made up around 5% of the responses received via the questionnaire.

Category	Number	Percentage
A local resident	222	87%
A visitor	10	4%
A local business	14	5%
A community organisation	1	<1%
Other	8	3%

Q14 – Postcode

The postcode information collected through the questionnaire has been plotted in the map below to show the spread of responses and level of engagement across the borough. The map indicates two main clusters of responses, the largest of which is around Guildford itself with concentrations around the centre and to the north of the town. The second cluster is located in the vicinity of the A331 corridor, concentrated around Tongham, Ash and Aldershot.



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Email/letter responses

During the consultation period we received written responses via email and letter from eight individuals and the following seven organisations:

- Guildford Access Group
- Guildford Vision Group
- Highways England
- Natural England
- Surrey Police
- Waverley Borough Council
- Guildford Bicycle User Group (G-BUG)

A number of written responses focussed in detail on the improvements to the bus network and provided suggestions on types of measures and areas of Guildford that were felt would be best targeted.

Other responses fed into the A331 junction improvements, with some requesting the addition of controlled pedestrian crossings and indicating that some junction arms would become more difficult to cross as a result of the improvements without their inclusion.

Many of written responses that were received included feedback that went beyond the scope of the individual schemes presented as part of the Unlocking Guildford package and used the opportunity to provide comments on other transport issues in the area. Therefore, as well as being used to inform the development of the schemes in the Unlocking Guildford package, the feedback may also prove useful for later reference in relation to developing any future strategic transport policy work around Guildford.

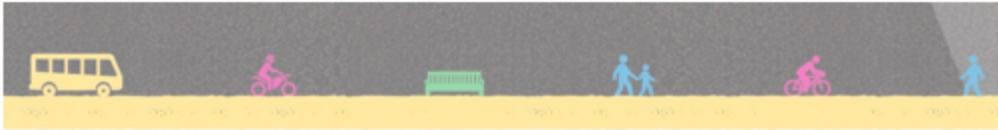
5. Conclusions

Overall there has been a positive response to the schemes within the Unlocking Guildford package. There is general support for each of the proposals and a recognition of the problems which they seek to address. There was not a high level of negative responses to any of the projects in the package.

In addition to providing support for the business case, the comments received will be used to aid the development of each project. There are some key themes for the projects which were emerging, and whilst some are not necessarily in either SCC's or GBC's immediate control, we will continue to work with partners and relay the valuable information which will help us improve service provision in the borough.

Feedback received in the form of both written comments and verbal conversations at public exhibitions have highlighted an appetite for further strategic transport schemes to tackle other problems within the borough and a disappointment that more comprehensive or radical interventions, particularly within Guildford town centre and on the A3 are not yet proposed. However, the respondents are generally pleased that some of the issues are starting to be addressed.

Appendix A (Questionnaire)

Your views					
(1) To what extent do you agree with the following schemes within the Unlocking Guildford package? (Please tick one per row)					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Improving our bus network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. A331 Blackwater Valley Relief Road junction improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Town centre approaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Town centre flood alleviation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) How often do you travel by bus around Guildford? (Please tick one)					
Three times a week or more	Once or twice a week	Less than once a week but more than once a month	Once a month or less	Never	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(3) Would the proposed bus improvements make you likely to use the bus more often, or consider travelling by bus if you are not currently a bus user? (Please tick one)					
Yes	<input type="checkbox"/>				
No	<input type="checkbox"/>				
(4) If you feel there is something missing from the proposed bus improvements that would encourage more people to travel by bus around Guildford, please provide details below:					
<hr/>					
(5) How often do you travel through either of the two junctions targeted in the A331 Blackwater Valley Relief Road junction improvements? (Please tick one)					
Three times a week or more	Once or twice a week	Less than once a week but more than once a month	Once a month or less	Never	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
					

(6) To what extent to you feel that congestion is a problem that needs to be addressed at the following junctions? (Please tick one per row)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A31/A331 roundabout	<input type="checkbox"/>					
A331/A323 roundabout	<input type="checkbox"/>					

(7) Do you have any comments or suggestions regarding the proposals for either of the two roundabouts on the A331? If so, please give your views here:

(8) If you have any further comments you would like to provide on any of the four proposed schemes please provide them here:



About you

It would help us analyse this questionnaire if you could let us know about you. Any information you provide will be treated in strictest confidence in accordance with the Data Protection Act (1998) and the Market Research Code of Conduct. It will not be passed to third parties or used for other purposes. Individual respondents will not be identifiable.

(9) How did you hear about this consultation?

Word of mouth Email Social media Poster/leaflet Exhibition stand Other (please specify) _____

(10) Gender identity:

Male Female Other Rather not say

(11) What is your age group?

Under 17 17–24 25–44 45–64 Over 64 Rather not say

(12) Do you consider yourself to have a disability?

Yes No Rather not say

(13) Please indicate if you are commenting as one of the following (Please tick one):

A local resident A local business Other
 A visitor A community organisation Rather not say

(14) To help us to analyse the results it would be helpful if you could provide your postcode (this information will not be used to identify you or your individual property):

Postcode: _____

Thank you for completing this questionnaire. Your input form part of our overall assessment of the schemes and help us to develop them further.

All public consultation information on the project, including an electronic copy of this questionnaire, can be found on our website:

www.surreycc.gov.uk/guildfordtransportschemes

Paper questionnaires should be returned to: Surrey County Council Transport Policy, Room 420 County Hall, Penrhyn Road, Kingston, KT1 2DW by **Sunday 4 March 2018**

Email us: majorschemes@surreycc.gov.uk



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