

ANNEX 1



LONDON ROAD, GUILDFORD ACTIVE TRAVEL SCHEME

ENGAGEMENT ACTIVITY FEEDBACK REPORT

27 February 2024

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1. INTRODUCTION

Until recent times, the design of urban environments and transport systems across the UK has favoured motorised transport and whilst this has brought some benefits, it has also imposed high health and societal costs.

In May 2020, the UK government launched a travel fund to promote Active Travel as part of its plans and encourage more people to choose alternatives when they need to travel, making healthier habits easier and helping make sure our road, bus and rail networks are ready to respond to future increases in demand.

Surrey County Council (SCC) is committed to making its region a greener place to live by reducing carbon emissions and deliver on [our county's net zero ambition by 2050](#).

SCC want to ensure their roads are safer and more accessible for children, pedestrians, and cyclists, for now and in the future and Active Travel is an effective way to promote routine physical activity. In general terms, fitter, healthier and active communities benefit society through healthier lifestyles and lower health care costs. The positive impact of increased Active Travel includes:

- **Reduced congestion and air pollution** - enabling people to choose active or sustainable travel will reduce congestion on our roads whilst less car-driven journeys and more walking, wheeling, cycling, and public transport are important in tackling air pollution and its negative health impacts.
- **Reducing carbon emissions and helping reach net-zero carbon goals** - changing to Active Travel can have significant lifecycle carbon emissions benefits.
- **Better physical, mental, and social health** - Active Travel has clear health benefits as physical activity increases, social connections are made, and mental health is boosted by activity and time outdoors in nature.
- **Economic growth and vibrant communities** - investing in Active Travel can increase economic growth and vibrancy that can stimulate economic growth in urban areas and benefit local businesses.

2. SCHEME BACKGROUND

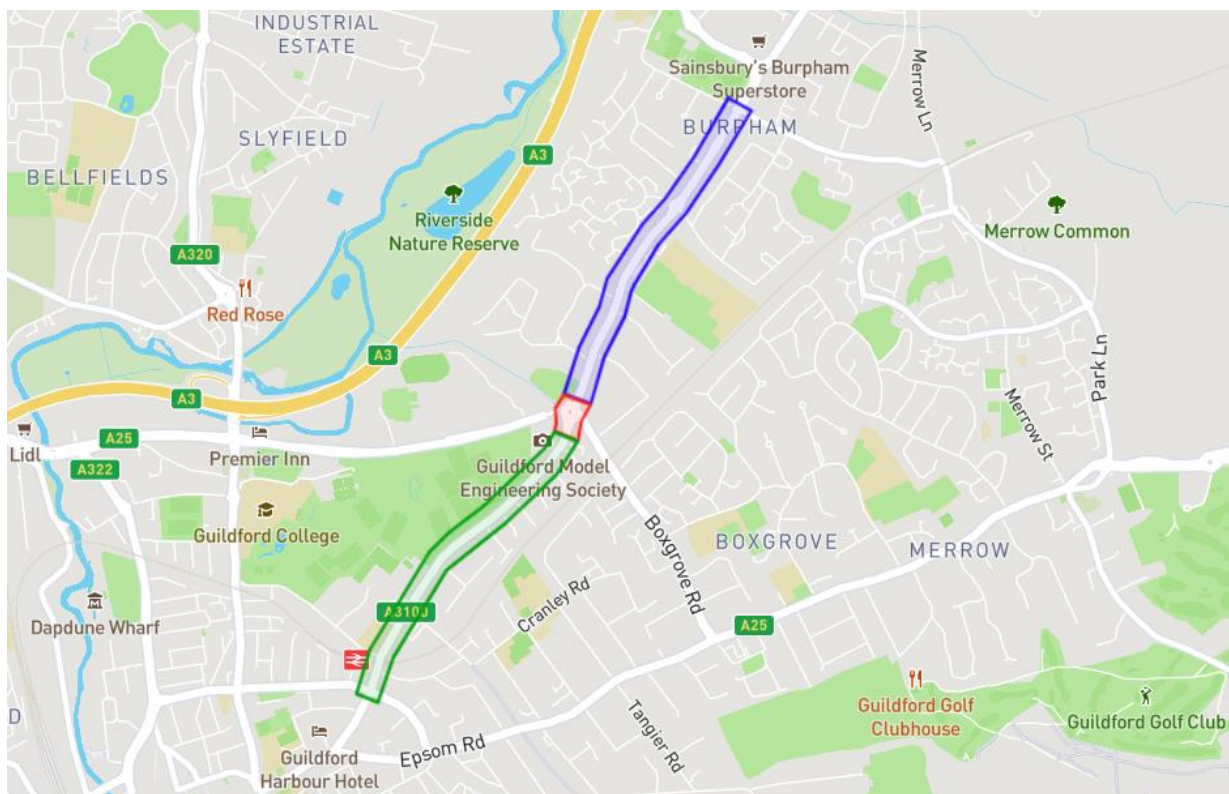
SCC have been working towards their goal of building a network of sustainable travel routes around Guildford for cyclists and pedestrians that are designed to minimise car traffic and promote low impact ways to travel that are less harmful to the environment, such as walking and cycling.

A proposed route between Burpham and Guildford has been prioritised because of current demand and the potential to encourage residents in Burpham and the surrounding area to cycle or walk to key destinations in Guildford.

The Burpham to Guildford Active Travel Scheme represents a transformative vision for enhancing mobility along the three kilometre stretch of the A3100 London Road, known as

the London Road corridor. This initiative is divided into three distinct sections, each designed to significantly improve the travel experience between Burpham and Guildford:

1. **Section No. 1** (blue zone indicated below) starts from the roundabout junction between New Inn Lane and London Road in Burpham, stretching to the Boxgrove roundabout.
2. **Section No. 2** (red zone indicated below) focuses on the area around the Boxgrove roundabout.
3. **Section No. 3** (green zone indicated below) extends from the Boxgrove Roundabout to the crossroads junction between the A3100 London Road and the A246 York Road in Guildford.



At the heart of this scheme is the ambition to promote Active Travel options such as walking, cycling, and other forms of non-motorised transportation. It is therefore underpinned by several key objectives aimed at fostering a safer, more connected, and environmentally sustainable community.

These benefits include creating safer and more accessible roads for children, pedestrians, and cyclists; enhancing connections between Burpham and Guildford; reducing carbon emissions; and contributing to a better quality of life by promoting clean air, healthy lifestyles, and minimising traffic dominance in local communities.

Schemes like this are crucial for enhancing road safety, improving public health through increased physical activity, reducing congestion on our roads, and minimising the environmental impact by lowering vehicle emissions.

3. ENGAGEMENT APPROACH

As part of a proactive approach to engagement, SCC embarked on a comprehensive engagement programme to capture a wide range of perspectives on the proposed changes. The engagement sought to understand the community's views on the benefits and implementation of the scheme. A variety of engagement activities were designed to ensure inclusive participation including:

- Structured drop-in events facilitated by SCC staff provided forums for direct interaction and feedback.
- Targeted discussions focused on groups likely to be most affected by the proposals.
- Engagement with key stakeholders aimed to gather detailed input from those with specific interests in the scheme.
- An online survey hosted on SCC's [Commonplace](#) platform allowed broader community participation.

Originally scheduled for an eight-week period starting on 18 September 2023, the engagement phase was extended to 15 December 2023. This extension accommodated a delay in the publication of critical traffic modelling data and ensured that residents and stakeholders had ample opportunity to review and respond to the updated information. In addition to structured events and the online survey, SCC encouraged direct feedback through emails and letters, ensuring a comprehensive and inclusive analysis of community insights.

4. EFFECTIVENESS OF ENGAGEMENT

4.1 TARGETED FACE-TO-FACE EVENTS

In total, six targeted face-to-face discussions were undertaken with groups identified as being most likely to be impacted by the London Road Active Travel Scheme. These discussions were aimed at gathering specific feedback and concerns from those identified through an Equality Impact Analysis, as being most likely to be impacted by the scheme, including school pupils and staff, residents of a retirement home, groups representing people with disabilities, and a parent and carer forum. These groups were:

1. **Pupils and staff at Guildford High School.**
2. **Pupils and staff at George Abott School.**
3. **Residents at Clockhouse Retirement Home.**
4. **South West Surrey Valuing People Group (learning disabilities).**
5. **Surrey Coalition of Disabled People/Surrey Vision Action Group (blind and visually impaired people).**
6. **Family Voice (SCC Parent and Carer Forum).**

Each group had the opportunity to fully explore the proposals with representatives of SCC, and a thematic analysis of the data collected is provided below. Thematic analysis is a recognised method for distilling large complex data sets such as this one into key themes,

offering clearer insights for decision-making, highlighting stakeholder commonalities and differences, and enabling targeted, inclusive planning responses, while retaining the richness of all inputs. This analysis shares many similarities with the themes emerging from the other engagement exercises.

4.2 DROP IN EVENTS

A total of six drop-in events were conducted, offering residents the opportunity to share their feedback directly with SCC staff. The table below gives details on the timings of these events and their location:

| Date | Venue |
|-----------------------|-------------------------------------|
| Sat 23 September 2023 | George Abbot School, 10am - 2pm |
| Wed 4 October 2023 | Burpham Church, 6.30pm - 9pm |
| Sat 14 October 2023 | Guildford High School, 10am - 2pm |
| Wed 8 November 2023 | Guildford High School, 6.30pm - 9pm |
| Sat 18 November 2023 | George Abbot School 10am – 2pm |
| Wed 6 December 2023 | George Abbot School 6pm – 8pm |

The data collected was underscored by a community engaged with the project's specifics, balancing concerns about the practical implementation with support for its broader goals of sustainability and safety. The data calls for a more inclusive design process that considers the needs of all users, clear and transparent communication from the project team, and a willingness to address the detailed concerns raised during the drop-in sessions.

4.3 EMERGENCY SERVICES ENGAGEMENT

Targeted engagement with emergency services resulted in meetings with South East Coast Ambulance Service, Surrey Fire and Rescue Service, and Surrey Police to discuss the London Road Active Travel Scheme. The engagement aimed to address any potential concerns these critical stakeholders might have regarding the scheme's impact on their operations.

4.4 TRAFFIC MODELLING

Acknowledging the delay in releasing Traffic Modelling Data, the engagement period was extended, providing an opportunity for respondents to offer additional comments or insights that would be integrated with their initial survey inputs.

The array of responses gathered from this additional phase illustrates a spectrum of community perspectives, broadly categorised into several themes. There was evident support for the scheme's potential to enhance active travel, with six respondents highlighting the positive impact on encouraging non-motorised modes of transport. However, equal concern was voiced about the traffic modelling process, with six individuals expressing a lack of confidence in its accuracy and implications.

5. FEEDBACK ANALYSIS

5.1 ONLINE SURVEY

The survey set the context by stating SCC is interested in hearing views on the importance of the impact of the overall scheme. The survey asked respondents for their views on the following issues:

- Overall views on the scheme's ability to increase safety for pedestrians and cyclists.
- Overall views on the scheme's ability to meet SCC's targets for improved air quality and Net Zero carbon emissions.
- The survey then asked respondents to provide their views on the scheme proposals for each of the three sections in relation to their contribution to safety and the disruption during construction.

In total, following validation of the data and removal of all duplicate and blank/test responses, 995 responses were provided to the online survey, although not all questions were answered by each respondent.

The common place website displayed the number of completed surveys which are **confirmed** responses; respondents need to confirm their survey responses for them to appear on the website count. The count 995 comes from validation of the survey responses that have been validated via email from the respondent completing to survey.

The survey results reveal a community that values safety, environmental sustainability, and active travel, balanced alongside concerns about traffic management, procedural transparency, and financial stewardship. The free text feedback across different sections of the scheme highlights the importance of balancing these priorities to achieve a widely supported outcome.

5.1.1 SUMMARY OF THEMES

Overall Safety

A significant majority (72%) of respondents consider the safety of pedestrians and cyclists as important or very important, indicating strong community support for improving safety measures. A small minority (13%) rated this aspect as not important, reflecting a range of perspectives on the scheme's priorities.

Air Quality and Net Zero

Responses underscore the importance placed on the scheme's potential to enhance air quality and contribute to Net Zero Carbon ambitions. The majority (65%) felt that the issues air quality and achieving SCC's Net Zero targets were important or very important while a minority (21%) felt this was not or not at all important.

The survey data outlines detailed feedback for each of the three sections of the scheme, with respondents given the opportunity to rate and comment on safety, air quality / Net Zero, and other concerns.

5.1.2 SECTION 1: BETWEEN NEW INN LANE AND LONDON ROAD IN BURPHAM

Safety

The survey for Section 1 reveals a community with mixed feelings about the scheme's safety impacts. Supporters are optimistic about its potential to foster safer, more active travel and appreciate the environmental considerations. However, there's a substantial portion of the community that remains unconvinced about the scheme's practicality and effectiveness, highlighting the need for careful consideration of these concerns to garner broader support and ensure the initiative's success.

- **50%** of respondents **agree** that the design enhances safety.
- **31%** **disagree** with the design's contribution to safety.
- **19%** hold a **neutral** position.

Responses from those from GU1

- **50%**, of respondents **agree** that the design enhances safety.
- **36%**, **disagree** with the design's contribution to safety.
- **14%**, Hold a neutral position

Responses from those from GU4

- **50%**, of respondents **agree** that the design enhances safety.
- **36%**, **disagree** with the design's contribution to safety.
- **14%**, Hold a neutral position

Respondents were given the opportunity to elaborate on their stances, offering insights into the broad spectrum of community perspectives:

- **Support:** The aggregated support highlights a strong belief in the scheme's potential to improve safety, particularly for school-age children, and promote a healthier, more active lifestyle. **Key themes include:**
 - **Enhancement of safety:** A clear focus on making travel safer for children, emphasising the importance of dedicated pedestrian crossings and safer pathways.

- **Well-designed scheme:** Recognition of the thoughtful design aimed at benefiting all road users, with specific praise for addressing the needs of vulnerable groups.
- **Active travel and environmental benefits:** Support for the scheme's role in encouraging active travel modes and contributing to carbon emission reductions.
- **Infrastructure improvements:** Approval of the physical changes proposed, such as more equitable access at key junctions and the introduction of pedestrian-friendly features.
- **Conditional support:** Many supporters express their backing with caveats, emphasising the need for the scheme to be inclusive, comply with regulations, and consider the impacts on existing transport solutions, particularly school transport, and the need for public education about the scheme.

Critiques focus on doubts about the scheme's effectiveness and potential negative impacts, with a particular emphasis on the practical challenges and perceived shortcomings:

- **Opposition:** Critics raised significant concerns about the scheme's feasibility, questioning the justification for its implementation and highlighting fears of increased congestion and compromised safety. **Key issues include:**
 - **Space and safety:** Scepticism about whether the design can safely accommodate the intended benefits, especially concerning shared pathways and crossings.
 - **Impact on local residents and traffic:** Worries about construction disruptions, the long-term effects on local traffic flow, and the scheme's potential to worsen air quality.
 - **Questioning the need:** A strong sentiment that existing infrastructure is adequate or that improvements could be achieved through simpler, less intrusive measures.

Disruption

Residents are generally supportive of efforts to minimise disruption during the construction phase, with a significant majority recognising the benefits of night works and other proposed measures. However, there remains a substantial minority concerned about the actual effectiveness of these measures, the impact on night-time residents and businesses, and the potential for traffic displacement.

- **53%** of respondents **agree** that the proposals will effectively minimise disruption.
- **23% disagree** with the effectiveness of these proposals.
- **16%** are **neutral** on the matter.

Responses on disruption minimisation:

- **Support:** Combining the "Strongly Agree" and "Agree" responses, the majority of feedback supports the measures proposed to minimise disruption, particularly the decision to avoid road closures and traffic lights during the day. **Key themes from supporters include:**
 - **Preference for night works:** Acknowledgement that shifting construction to nighttime reduces daytime disruption for commuters and businesses.
 - **Acceptance of disruption:** A recognition that while disruption is unavoidable, the steps taken are seen as adequate to minimise its impact.
 - **Focus on long-term benefits:** Many respondents are willing to tolerate some level of disruption, given the anticipated benefits of increased Active Travel and safety improvements.
 - **Concerns about displacement:** While supportive of the efforts to minimize disruption, there are concerns about displaced traffic, especially at night, and the potential impact on local businesses and residents.
- **Opposition:** Those who "Disagree" or "Strongly Disagree" raise concerns about the inevitable disruption despite the proposed measures. **Key issues include:**
 - **Impact of night works:** Concerns that night works, while reducing daytime disruption, will negatively impact residents and businesses active during evening hours.
 - **Scepticism about efficacy:** Doubts that the measures will significantly reduce disruption or that the disruption is justified by the benefits to cyclists.
 - **Alternative solutions:** Suggestions for alternative approaches, such as improving off-road routes, to achieve the scheme's goals with less disruption.
 - **Broader impacts:** Worries that efforts to minimise disruption on London Road will shift traffic and its associated problems to other areas, exacerbating congestion elsewhere.

5.1.3 SECTION 2: BOXGROVE ROUNDABOUT

Safety

Residents recognise the need for safety improvements, particularly around Boxgrove roundabout, but remain divided on the best approach to achieving these goals. While there's substantial support for the scheme's intentions, especially in terms of environmental and safety benefits, there's also significant concern about the specifics of its implementation and whether it adequately addresses all road users' needs. This feedback highlights the importance of careful consideration and potential adjustments to the scheme to ensure it effectively enhances safety for everyone.

- **51%** of respondents **agree** that the design enhances safety.
- **31% disagree** with the design's contribution to safety.

- 18% hold a **neutral** position.

Responses from those from GU1

- 52%, of respondents **agree** that the design enhances safety.
- 36%, **disagree** with the design's contribution to safety.
- 14%, Hold a neutral position

Responses from those from GU4

- 52%, of respondents **agree** that the design enhances safety.
- 36%, **disagree** with the design's contribution to safety.
- 12%, Hold a neutral position

Responses on Safety:

- **Support:** Combining the "Strongly Agree" and "Agree" responses, the support for Section No. 2's safety features is evident. **Key themes from supporters include:**
 - **Well-designed proposal:** Appreciation for the thoughtful design, especially the modifications to Boxgrove roundabout, to enhance safety for all road users.
 - **Addressing safety for school children:** Specific mentions of the design's benefits for school children's safety and suggestions for additional pedestrian crossings near schools.
 - **Environmental and traffic benefits:** Support for the scheme's potential to reduce pollution, noise, and congestion while prioritising non-vehicle users.
 - **Segregated cycle lanes:** Approval of the pragmatic approach to cycle lanes, mixing segregated paths with short, combined sections to improve overall safety.
 - **Design and infrastructure enhancements:** Suggestions for further improvements like better drainage, sightline adjustments, and more pedestrian crossings to bolster safety.
- **Opposition:** Those who "Disagree" or "Strongly Disagree" express significant concerns about the proposed changes. **Key issues include:**
 - **Discontinuous cycle ways:** Concerns over the safety and practicality of discontinuous cycle paths, advocating for a continuous, segregated design.
 - **Doubts on roundabout safety:** Scepticism about the safety of the proposed Dutch roundabout and shared pedestrian-cyclist paths.
 - **Impact on traffic flow and safety:** Worries that the new layout could impede traffic flow, increase conflict between road users, and potentially lead to accidents.

- **Needs of diverse populations:** Criticisms for not adequately considering the needs of an aging population and those with disabilities.
- **Questioning the scheme's necessity:** A strong sentiment that London Road is already safe, and the scheme represents an unnecessary expenditure with minimal benefits.

Disruption

Residents are cautiously optimistic about efforts to minimise impact but remains concerned about specific aspects, particularly regarding nighttime disruption and the scheme's broader implications. While there is an acknowledgment of the need for and benefits of the scheme, the expressed concerns highlight the importance of careful planning, clear communication, and consideration for all affected parties to successfully manage the construction phase's impact.

- **53%** of respondents **agree** that the design minimises disruption.
- **23%** **disagree** with the design's ability to reduce disruption.
- **15%** are **neutral** on this issue.

Responses on disruption minimisation:

- **Support:** Combining "Strongly Agree" and "Agree" feedback, the majority of responses support the approach to minimizing disruption, particularly through scheduling major works outside peak hours. **Key themes include:**
 - **Nighttime works:** Acknowledgement that conducting works at night will significantly reduce daytime disruption for road users and businesses.
 - **Adjustments to proposals:** Positive feedback on adjustments made from previous plans, highlighting a process of listening to community concerns.
 - **Acceptance of short-term disruption:** A general consensus that short-term disruption is acceptable for the long-term benefits of the scheme.
 - **Concerns over specific impacts:** While supportive of minimising daytime disruption, there are concerns about the impact of night works on specific groups, such as care home residents, and potential traffic issues if diversions are needed due to A3 complications.
- **Opposition:** Those who "Disagree" or "Strongly Disagree" express concerns about the inevitability of disruption and scepticism regarding the project's management. **Key points include:**
 - **Night worker and resident access:** Concerns over access for individuals working or active during the night and the unacceptable disruption for nighttime residents.

- **Scepticism about minimising disruption:** Doubts that the proposed measures will effectively reduce disruption or that benefits justify the disturbance.
- **Impact on emergency services and bus traffic:** Worries about the scheme limiting access for emergency vehicles and disrupting bus traffic.
- **Call for further engagement:** Suggestions for more extensive resident engagement and criticisms of the decision-making process as seemingly predetermined.

5.1.4 SECTION 3: FROM BOXGROVE ROUNDABOUT TO THE JUNCTION BETWEEN LONDON ROAD AND YORK ROAD IN GUILDFORD

Safety

Residents valued the proposed safety enhancements but remain divided over the details of their implementation. While there's significant appreciation for the focus on active travel and the benefits for school children, concerns about the continuity of cycle paths, the practicality of shared spaces, and the scheme's broader impacts on traffic and park access highlight the need for careful consideration of these issues. This feedback underscores the importance of addressing community concerns to ensure the scheme effectively enhances safety for all road users.

- **49%** of respondents **agree** that the design enhances safety.
- **32% disagree** with the design's safety contributions.
- **19%** hold a **neutral** position.

Responses from those from GU1

- **46%**, of respondents **agree** that the design enhances safety.
- **41%**, **disagree** with the design's contribution to safety.
- **13%**, Hold a neutral position

Responses from those from GU4

- **45%**, of respondents **agree** that the design enhances safety.
- **34%**, **disagree** with the design's contribution to safety.
- **21%**, Hold a neutral position

Responses on safety:

- **Support:** Combining "Strongly Agree" and "Agree" responses, there is a clear trend of support for the safety improvements proposed in Section No. 3. **Key themes from supporters include:**

- **Infrastructure for Active Travel:** Recognition of the value in providing safe infrastructure to encourage active travel, with calls for extended and enhanced connectivity.
- **Design and safety measures:** Approval of the design for complying with the Highway Code's Hierarchy of Road Users and introducing measures like safer crossings and speed calming.
- **Impact on school routes:** Specific mention of the benefits for students at local schools, with safer walking and cycling routes being a highlight.
- **Environmental and community benefits:** Support for the scheme's potential to create a healthier living environment and improve neighbourhood desirability.
- **Opposition:** Those who "Disagree" or "Strongly Disagree" raise substantial concerns about the scheme's approach to safety. Key points of contention include:
 - **Need for continuous segregated cycle paths:** Critics argue the scheme fails to provide a fully continuous and segregated cycle path, which is deemed essential for encouraging cycling into Guildford.
 - **Shared space safety:** Concerns about the safety of shared spaces between pedestrians and cyclists, with a call for clear demarcation and signage.
 - **Impact on vehicle traffic:** Some feedback focuses on the negative impacts of reduced space for cars and the potential congestion caused by traffic calming measures.
 - **Maintenance and accessibility concerns:** Worries about the maintenance of the new infrastructure and the impact on access, particularly regarding parking at Stoke Park.

Disruption

Residents are cautiously optimistic about the proposed measures to minimise inconvenience during construction. While there is significant support for the intentions behind nighttime work and the adaptation of plans to address concerns, there remains a substantial portion of the community concerned about the actual effectiveness of these measures and the potential for negative impacts on residents' quality of life and local traffic patterns. This feedback underscores the importance of clear communication, effective planning, and consideration of all community members' needs to successfully manage the construction phase's impact.

- **51%** of respondents **agree** that the design will minimise disruption.
- **25% disagree** with the design's effectiveness in this regard.
- **16%** are **neutral** on the matter.

Responses on disruption minimisation:

- **Support:** Combining "Strongly Agree" and "Agree" responses, there's a consensus that, despite the anticipated disruption, the long-term benefits of the scheme justify the short-term inconvenience. **Key themes from supporters include:**
 - **Nighttime works:** A widespread approval of planning works for nighttime to reduce daytime disruption, with specific considerations for minimising the impact on school transport and local businesses.
 - **Adaptation and listening:** Positive feedback on how the project has adapted plans in response to initial concerns, aiming to keep traffic flowing and minimise impact where possible.
 - **Acceptance of inevitability:** An understanding that some disruption is inevitable but appreciation for efforts to minimise it, especially through night closures.
- **Opposition:** Those who "Disagree" or "Strongly Disagree" express concerns about the inevitable disruption and its management. **Key points include:**
 - **Impact on residents and nighttime traffic:** Concerns that night works, while intended to minimise daytime disruption, will negatively affect residents' quality of life, and could impact businesses operating in the evening.
 - **Questioning the necessity:** A sentiment that the scheme, due to its perceived lack of necessity given existing routes, will cause unnecessary disruption.
 - **Long-term disruption concerns:** Worries that the construction and the resultant road layout changes will cause long-term disruption, particularly by narrowing roads and potentially affecting emergency access and traffic flow, especially in the event of A3 diversions.

Traffic Modelling

Four respondents raised alarms over the possibility of traffic displacement, fearing that rerouting could exacerbate congestion on alternative roads during peak times. Similarly, concerns about the overall traffic flow were mentioned by another four participants, who worried the scheme might hinder vehicular movement. A smaller contingent, comprising three respondents, outright rejected the scheme, casting doubt on its overall benefit and feasibility.

Air Quality

Air quality concerns were also noted, with two individuals apprehensive that the scheme's effect on traffic movement could lead to deteriorating air conditions. A similar number of respondents advocated for preserving and enhancing existing cycleways, valuing the current infrastructure over new developments. Procedural worries were highlighted by two participants, specifically pointing out the tardiness of traffic modelling data as a critical oversight.

Finance

Fiscal responsibility was questioned by another two respondents, who argued that the financial outlay might not yield proportional value, casting the scheme as an inefficient use of public funds. Lastly, a single response focused on the operational challenges for buses, emphasising the need for unimpeded stops to maintain service efficacy.

5.1.5 FURTHER COMMENTS

The closing open-ended question of the engagement survey invited further comments on the London Road Corridor proposals, specifically addressing cycle and walking route updates between New Inn Lane roundabout, Burpham, and York Road crossroads, Guildford. This comprehensive feedback was thematically analysed, revealing a rich tapestry of community sentiments:

- **Support for Active Travel:** The largest group of feedback showed strong support for the scheme's potential to foster active travel, emphasising benefits for Guildford's younger population and its alignment with Net Zero Carbon reduction goals. This support also acknowledged the scheme's role in amplifying traditionally underrepresented voices in transportation planning.
- **Alternatives and suggestions:** Many offered alternative ideas, ranging from improving existing infrastructure to implementing a 20mph speed limit across London Road. Suggestions also covered enhancing public transport, pedestrian crossings, and the physical separation of cyclists from road traffic.
- **Concerns about financial efficiency:** A significant number of respondents viewed the proposals as a financial misstep, questioning the allocation of resources towards a project perceived to cater to a minority at the expense of broader community needs.
- **Questioning the scheme's necessity:** Doubts were raised about the established need for the scheme, with some suggesting that existing provisions adequately support active travel or that the project was more funding-driven than need-based.
- **Design confidence and safety:** There was a notable lack of confidence in the design's ability to safely accommodate all road users, with critiques highlighting concerns about narrow carriageways, complex designs, and the adequacy of traffic flow modelling.
- **Increased congestion and air quality concerns:** Some respondents anticipated the scheme would exacerbate traffic congestion and worsen air quality, countering any environmental benefits from increased cycling.
- **Engagement process scepticism:** Criticism was also directed at the engagement process itself, with some feeling it did not adequately allow for dissenting voices or that the survey was biased.

- **Safety enhancements:** A smaller group focused on the safety improvements the scheme could bring, especially around Boxgrove Roundabout, highlighting the importance of pedestrian crossings and segregated paths.
- **Information gaps:** Concerns were raised about the lack of detailed information regarding work schedules, pavement widths, and the scheme's impact on local residents and cyclists.
- **Public transport integration:** A few comments stressed the importance of enhancing bus services as a complementary measure to decrease car use, pointing to a holistic approach to urban mobility.
- **Environmental sustainability:** There was a call for the scheme to include sustainable urban drainage systems, green spaces, and tree preservation to align with environmental goals.
- **Wider strategic context:** Some respondents emphasised the need for the scheme to be part of a broader strategic vision for transportation in the area, ensuring connectivity and coherence with existing networks.
- **Miscellaneous concerns and support:** Additional feedback ranged from specific safety concerns about shared paths and the Dutch roundabout to expressions of outright opposition or support, underscoring the complexity and diversity of community perspectives on the scheme.

5.2 TARGETED FACE-TO-FACE EVENTS

Theme: Concerns over traffic and safety

Across the discussions, there was a recurrent theme of concern regarding traffic congestion and safety, particularly around the Boxgrove roundabout and outside Guildford High School. Issues such as the potential for increased traffic, the safety of cyclists and pedestrians, and the design of shared spaces were highlighted. Specific worries included the impact of reduced speed limits on congestion and safety at right turn accesses.

Theme: Positive feedback on scheme design

Despite the concerns, there was positive feedback on the design aspects of the scheme, such as the Boxgrove roundabout redesign and the separation of cycle lanes. Participants appreciated the focus on increasing safety for cyclists and pedestrians and the potential for the scheme to encourage more sustainable travel options.

Theme: Need for more information and clarity

Questions arose about various aspects of the scheme, including the effectiveness of a 20mph speed limit, the management of bus stops, and the duration of construction disruption. These indicate a desire for more detailed information to understand the scheme's impact fully.

Theme: Accessibility and inclusivity

A strong emphasis was placed on ensuring the scheme is accessible and inclusive, with feedback from groups representing people with disabilities pointing out the need for clear signage, maintained paths, and involvement in the design process. The discussions highlighted the importance of considering the needs of visually impaired people and those with learning disabilities in the scheme's design and engagement process.

Theme: Engagement and community connection

The discussions reflect a broader theme of engaging with the community and ensuring that the voices of young people, disabled individuals, and carers are heard and considered in the planning process. Suggestions for improving public transport and creating a cultural shift towards more sustainable travel habits were also discussed.

The targeted face-to-face events provided valuable insights into the community's diverse needs and perspectives regarding the active travel scheme. While there is support for the scheme's goals, the feedback underscores the necessity for careful consideration of traffic impacts, safety measures, accessibility, and inclusivity. Engaging with and addressing the concerns of those most impacted by the scheme is crucial for its success and acceptance.

5.3 EMERGENCY SERVICES

Key themes and insights

Across the board, there was satisfaction with the proposed scheme's traffic management plans, with no concerns raised about its impact on emergency services operations. This consensus suggests that the planning has been comprehensive, considering the essential need for emergency vehicles to navigate the area effectively.

Specific discussions and approvals

South East Coast Ambulance Service discussed the traffic management plan for proposed works and expressed satisfaction that the scheme would not impact ambulance service operations, both during construction and post-completion.

Surrey Fire and Rescue Service (SFRS) discussions covered the Dutch roundabout, road width for Fire Engine access, and speed tables. SFRS saw the scheme positively, noting it would not impact their service and appreciating the effort to improve cyclist safety.

Surrey Police reviewed updated plans, including garage exit points, toucan crossing points, and the Dutch-style roundabout. The police were satisfied with the approach, including the traffic management plans ensuring minimal disruption.

Educational and safety measures. Surrey Police's feedback highlighted the need for public education on the Dutch-style roundabout and the maintenance of traffic flow and safety measures like speed tables and shared-use pavements. This focus on education and safety underscores the importance of preparing the community for the new road layouts and promoting safe interactions between cyclists, pedestrians, and motorists.

Construction management. All services discussed the construction phase, with plans to minimise disruption through night-time road closures and phased construction. This careful planning aims to reduce the impact on daily life and emergency service operations.

The engagement with emergency services revealed a strong foundation of support for the active travel scheme. The unanimous lack of concern from emergency services suggests confidence in the scheme's design and its implementation strategy, emphasising the project's potential to enhance safety and mobility without compromising emergency response effectiveness.

5.4 THEMES EMERGING FROM DROP IN EVENTS

Infrastructure and safety concerns. This was the most prominent theme, with 34 mentions. It includes feedback on specific infrastructure issues such as roundabout safety, sightlines, and concerns about flooding, indicating a strong community focus on ensuring the safety and reliability of the infrastructure involved in the Active Travel Scheme. Suggestions were made for prioritising improvements between Woodruff and Boxgrove Roundabouts if funding was limited.

Traffic and congestion. There were 26 instances related to traffic and congestion concerns. Participants expressed worries about potential increases in traffic, the impact of new infrastructure on existing congestion, and how the scheme might affect travel times, highlighting the need for careful traffic management and planning.

Public engagement and feedback. With 22 mentions, this theme reflects on the process of engaging with the public and gathering feedback. It underscores the importance of effective communication and engagement strategies to collect and incorporate community input throughout the project lifecycle.

Accessibility and inclusivity. Mentioned 21 times, this theme captures feedback on making the Active Travel Scheme accessible and inclusive for all, including non-traditional cyclists and pedestrians. There's a clear interest in ensuring that the scheme benefits a wide range of users, particularly those with different mobility needs.

Requests for more information and clarifications. There were eight instances where stakeholders requested additional details or clarifications about the scheme. This theme underscores the community's desire for transparency and a deeper understanding of the project's specifics, including its impact and design considerations.

Suggestions for improvements. There were seven instances of stakeholders providing suggestions for enhancing the scheme. These suggestions ranged from improving public transport options to making the scheme more inclusive for all users, reflecting a proactive engagement from the community in shaping the scheme to better meet diverse needs.

Environmental and health benefits. This theme was mentioned four times, indicating some discussion around the environmental and health advantages of the Active Travel Scheme, such as promoting cleaner air and encouraging physical activity. Although less prevalent in the feedback, it remains an important aspect of the scheme's broader benefits.

5.5 WRITTEN SUBMISSIONS

In total, 23 written responses were received from stakeholders through letters and emails, reflecting a diverse range of perspectives on the proposed Active Travel Scheme along the London Road corridor, including:

- **Support from local schools:** Notably, Guildford High School and George Abbot School expressed their backing, with Headteachers highlighting the scheme's potential benefits. Their support underscores the educational community's recognition of the value in promoting safer, more accessible routes for students.
- **Balanced community feedback:** The submissions included five emails / letters from individuals supporting the scheme and eight indicating opposition. This mix of viewpoints highlights the varying opinions within the community regarding the scheme's potential impact.
- **Advocacy by Kidical Mass Guildford:** This group of residents, advocating for safer streets for children and greater autonomy through improved cycling, walking, and wheeling options, submitted a report supporting the scheme. Their focus on enhancing safety for non-traditional cyclists, such as recumbent and hand cyclists, points to the inclusive benefits envisioned by the scheme.
- **London Road active travel survey:** An alternative online survey conducted by the group named London Road Active Travel Survey presented a critique of the engagement process and opposed the scheme.

The stakeholder submissions collectively reveal a community engaged and invested in the outcomes of the active travel scheme. While there is notable support, particularly from institutions like local schools and advocacy groups focused on safety and inclusivity, concerns about traffic disruptions and methodological issues in alternative feedback mechanisms highlight the challenges in gathering insight which balances the rigor of data collection with the diversity in public opinion on this issue.

1 APPENDIX ONE: DEMOGRAPHIC PROFILE

1.1 Introduction

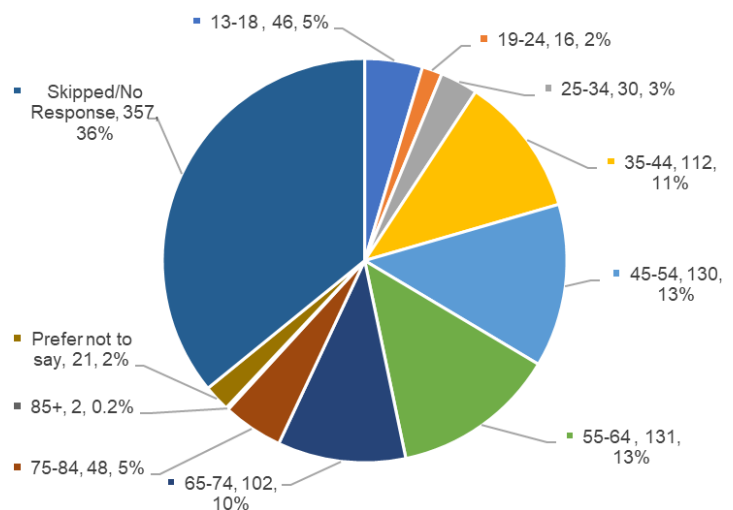
In line with the statutory requirements to understand the impact of the proposals on protected characteristics under the Equality Act 2010, respondents were asked to provide responses to a set of standard demographic questions. It was purely voluntary to provide these details and where respondents provided demographic details they were as shown below.

1.2 Age

In response to the question *“What age group are you in?”*

- The majority of those providing details (42%) are aged between 19 and 64.
- A further 10% are aged between 65 and 74.
- A smaller group (5%) of respondents were under 18 years old.
- A very small number of respondents (0.2%) reported being over 85 years of age.
- The remainder of respondents (36%) did not provide any information.

| Age Group | No. | % |
|---------------------|------------|-------------|
| 13-18 | 46 | 4.6% |
| 19-24 | 16 | 1.6% |
| 25-34 | 30 | 3.0% |
| 35-44 | 112 | 11.3% |
| 45-54 | 130 | 13.1% |
| 55-64 | 131 | 13.2% |
| 65-74 | 102 | 10.3% |
| 75-84 | 48 | 4.8% |
| 85+ | 2 | 0.2% |
| Prefer not to say | 21 | 2.1% |
| Skipped/No Response | 357 | 35.9% |
| Grand Total | 995 | 100% |



1.3 Sex

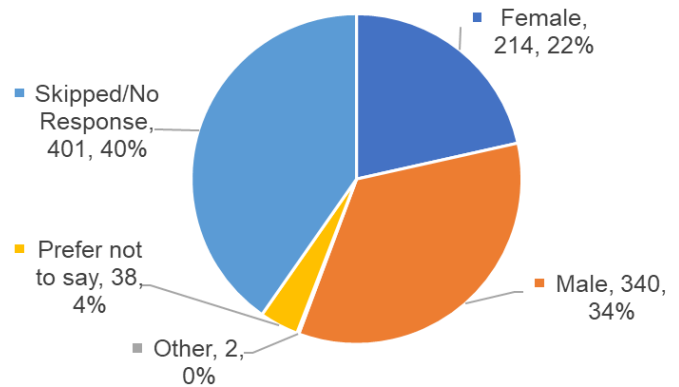
In response to the question *“What is your sex?”*

- The majority of those providing information (34%) were male.
- Just over a fifth (21.5%) were female.
- Around 4% preferred not to say.
- A very small proportion (0.2%) identified as ‘other’.
- The remainder (40%) provided no response to this question.

Where people offered ‘other’ as their response the following were provided:

- *Don’t identify as any gender.*
- *This is of no relevance/You do not need this information.*

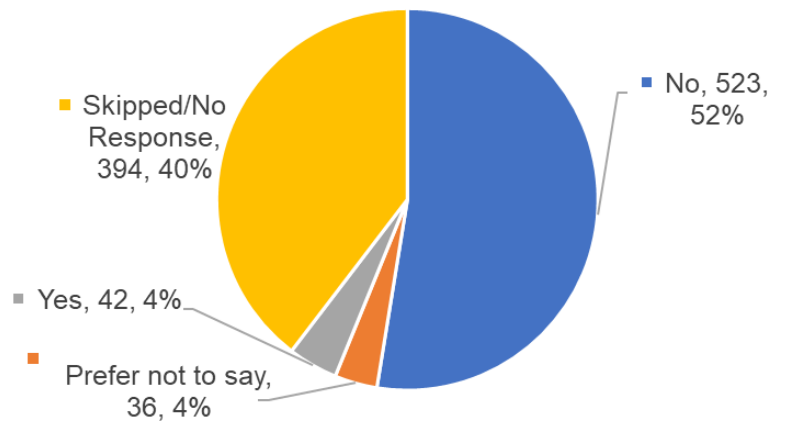
| Sex | No. | % |
|---------------------|------------|---------------|
| Female | 214 | 21.5% |
| Male | 340 | 34.2% |
| Other | 2 | 0.2% |
| Prefer not to say | 38 | 3.8% |
| Skipped/No Response | 401 | 40.3% |
| Grand Total | 995 | 100.0% |



1.4 Longstanding illness or disability

In response to the question Do you have a longstanding illness or disability? the results are shown below.

| Longstanding illness or disability | No. | % |
|------------------------------------|------------|-------------|
| No | 523 | 53% |
| Prefer not to say | 36 | 4% |
| Yes | 42 | 4% |
| Skipped/No Response | 394 | 40% |
| Grand Total | 995 | 100% |



In addition one respondent provided the following:

- I am asthmatic, and badly affected by diesel fumes, especially pre particulate vehicles. I became asthmatic age 11 triggered by air pollution and was given the last rights. No driver has the right to kill. I cycle, and currently do more miles on bike per year than in my vehicles, and in better health for it. QED.*

1.5 Ethnicity

In response to the question *What is your ethnic group?* the results are shown in the table below, from which:

- The majority (51%) are from a white background.
- The next largest group of respondents (41%) did not provide a response to this question.

| Ethnic Group | No. | % |
|---|-----|------|
| Any other Asian background | 1 | 0.1% |
| Any other black British, Caribbean, or African background | 1 | 0.1% |
| Any other mixed or multiple ethnic background | 8 | 0.8% |
| Any other White background | 42 | 4.2% |

| Ethnic Group | No. | % |
|---|------------|---------------|
| Asian or Asian British Chinese | 2 | 0.2% |
| Asian or Asian British Indian | 4 | 0.4% |
| Asian or Asian British Pakistani | 1 | 0.1% |
| Other ethnic group | 6 | 0.6% |
| White British, English, Northern Irish, Scottish or Welsh | 459 | 46.1% |
| White Irish | 4 | 0.4% |
| White and Asian | 2 | 0.2% |
| Prefer not to say | 56 | 5.6% |
| Skipped/No Response | 409 | 41.1% |
| Grand Total | 995 | 100.0% |

Where people provided a ‘*other*’ response they were given the opportunity to provide further details. Where people provided this information, the responses were as shown below:

- *Asian/Nepali.*
- *British.*
- *British and Dutch.*
- *French/Persian.*
- *Jewish.*
- *White; German Afro-Latino; Caribbean.*
- *My ethnic group is irrelevant/ There shouldn't be a need to ask this question. Totally irrelevant / What does it matter. Stupid question / What relevance is ethnicity to a travel questionnaire / You do not need this information.*

1.6 Religion

In response to the question ‘*What is your religion?*’ the results are shown in the table below.

| Religion | No. | % |
|--|------------|-------------|
| Another religion or belief (please write in box below) | 5 | 0.5% |
| Buddhist | 1 | 0.1% |
| Christian | 204 | 20.5% |
| Hindu | 2 | 0.2% |
| Jewish | 5 | 0.5% |
| Muslim | 3 | 0.3% |
| No religion | 263 | 26.4% |
| Prefer not to say | 82 | 8.2% |
| Skipped/No Response | 430 | 43.2% |
| Grand Total | 995 | 100% |

Where people provided a response as ‘*another religion or belief*’ they were given the opportunity to provide further details. Where people provided this information, the responses were as shown below:

- *Pagan.*
- *Pastafarian.*
- *Spiritual but not religious.*
- *Unitarian.*
- *Religion plays no part in travel in Burpham/ There shouldn't be a need to ask this question. Totally irrelevant / Unnecessary question / What does it matter/ what has this to do with a road survey / You do not need this information / None of the above is relevant to the proposals / irrelevant.*

1.7 Sexual Orientation

In response to the question “Which of the following terms best describes your sexual orientation?”

| Sexual Orientation | No. | % |
|--------------------------|------------|---------------|
| Asexual | 4 | 0.4% |
| Bisexual | 18 | 1.8% |
| Gay Man | 4 | 0.4% |
| Gay Woman / Lesbian | 1 | 0.1% |
| Heterosexual / Straight | 384 | 38.6% |
| Other sexual orientation | 3 | 0.3% |
| Prefer not to say | 134 | 13.5% |
| Skipped/No Response | 447 | 44.9% |
| Grand Total | 995 | 100.0% |

Where people provided a response as ‘*Other sexual orientation*’ they were given the opportunity to provide further details. Where people provided this information, the responses were as shown below:

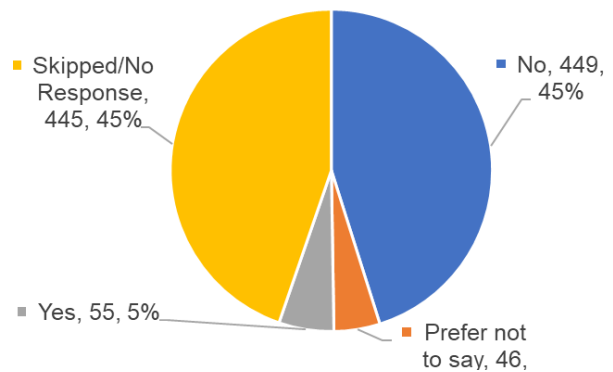
- *Absolutely unnecessary question.*
- *Again ...completely irrelevant for a travel survey.*

1.8 Caring responsibilities

In response to the question *Are you current looking after a family member, partner, or friend in need of help because they are ill, frail or have a disability?* responses were as follows:

- The majority of those providing details (45%) reported no caring responsibilities.
- Six percent (6%) of respondents reported they have caring responsibilities.
- The remainder either preferred not to say or did not provide a response.

| Caring responsibilities | No | % |
|-------------------------|------------|-------------|
| No | 449 | 45% |
| Prefer not to say | 46 | 5% |
| Yes | 55 | 6% |
| Skipped/No Response | 445 | 45% |
| Grand Total | 995 | 100% |



1.9 Response basis

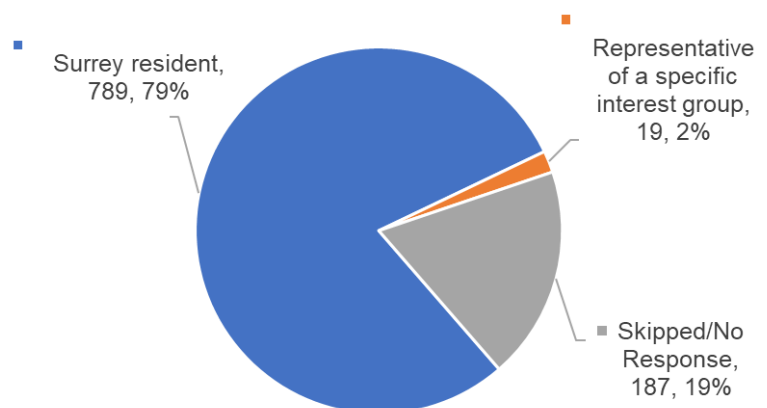
Respondents were asked to...

*“...tell us the **main reason** you are sharing your views e.g., as a resident, as a local business or as a member of a specific interest group (such as a resident or cycling/walking group.)*

The responses to this question were as follows:

- The majority (79%) were residents of Surrey.
- Two percent (2%) stated a role as representative of a specific interest group.
- The remainder (19%) provided no response.

| Response Basis | No. | % |
|---|------------|-------------|
| Surrey resident | 789 | 79% |
| Representative of a specific interest group | 19 | 2% |
| Skipped/No Response | 187 | 19% |
| Grand Total | 995 | 100% |



Where respondents indicated they were a representative of a special interest group they were asked to provide further details the following were provided.

Residents or Residents' Associations:

- Boxgrove Park Residents' Association.
- Downsedge Residents Association.
- Secretary of the Ganghill Residents' Association representing 45 residents of Ganghill.
- I am resident of Guildford who frequently cycles along the whole length of London Road.
- Resident of Merrow.

- Resident on London Road.

Cycling Groups:

- Cycling UK.
- Cycling UK member and occasional Surrey resident.
- West Surrey CC.
- President of Culham Bicycle Users Group, a cycling group from outside Surrey whose members frequently ride in Surrey, using the mountain bike trails, as well as riding on roads to and from the trails.

Walking interests:

- Walking.

Young People:

- Student voice from school.
- School.
- Kidicalmass Guildford.

Representatives of other protected characteristic groups:

- Trustee of Surrey Coalition of disabled people.

Environmental groups**Zero Carbon Guildford**