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Surrey County Council

Local Transport Plan 4 Engagement Research Final Report 14 April 2022



SURREY LTP4 ENGAGEMENT RESEARCH

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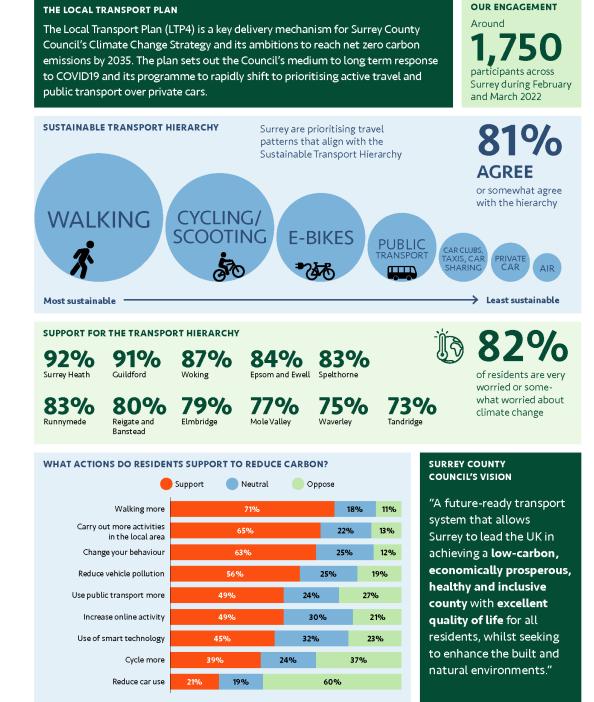
1.0 Key Findings

LOCAL TRANSPORT PLAN 2022 to 2032





KEY FINDINGS FROM ENGAGEMENT - APRIL 2022



2.0 Executive Summary

- 2.1.1 Temple has prepared this report on behalf of Surrey County Council (SCC). The report outlines the findings from engagement undertaken across Surrey from January 2022 to March 2022 regarding the fourth Local Transport Plan 2022 to 2032 (LTP4). Consultation on the LTP4 was first conducted by SCC from July to October 2021. However, further engagement was required to better understand those resident views which were not captured in the original consultation, with a particular focus on more hard to reach groups such as younger people, women, and people with disabilities.
- 2.1.2 The LTP4 sets out SCC's ambitions to reduce transport-related carbon emissions, as part of the Council's Climate Change Strategy (2019). The cornerstone of this plan is the transport hierarchy, which shifts strategic priorities away from cars, towards active travel and public transport.

2.2 Approach and Engagement Coverage

2.2.1 To increase geographic coverage across the county and to target groups which may have limited access to online surveying, we used a multi-method approach throughout this engagement programme. The methods used included, an online survey (756 respondents), market stalls (215 respondents), further education events (71 respondents), stakeholder interviews (42), postal surveys (58 returned) and neighbourhood games. The in-person market stalls and further education events also included interactive voting exercises (620 participants), along with children's models of high and low carbon high streets.

2.3 Key Findings

Concern about climate change

2.3.1 The majority (82%) of respondents identified as being either "very worried" or "worried" about climate change. About one third of respondents consider themselves "very worried".

Support for the transport hierarchy

- 2.3.2 Overall, the research indicates strong support for the proposed transport hierarchy. Just over 80% of respondents agreed or agreed somewhat with the hierarchy, while fewer than one in ten disagreed.
- 2.3.3 Although over two thirds of all age cohorts agreed or agreed somewhat with the hierarchy, there is some variation in the level of support across age groups. Younger people (18 to 29) are particularly supportive, with over 90% of participants supporting the hierarchy. The least supportive cohort was the 45 to 59-year-old group, with only 69% of participants supporting it.
- 2.3.4 Across Surrey, support for the hierarchy was high, with the least supportive local authority, Tandridge, still showing 73% of participants agreeing or agreeing somewhat. The highest level of support was in Surrey Heath at 92%. The online survey revealed that the most common reason for not supporting the transport hierarchy was poor quality or expensive public transport.

Levels of support for actions to reduce carbon

- 2.3.5 When participants were asked about their level of support for actions that could be taken to reduce carbon, there was a marked difference between personal support and estimates for support from residents in general. Compared to personal support, these estimates showed lower ratings for support from residents and more 'neutral' ratings overall.
- 2.3.6 Personal support was highest for walking, which was also twice as high as support for cycling. Reducing car use was the only action opposed by the majority in terms of both personal support and estimates for residents.
- 2.3.7 The majority of respondents personally supported more local activities, changing behaviour and reducing vehicle pollution. However, there was no majority support predicted for residents in general.
- 2.3.8 Generally, women were less likely than men to support cycling more, reducing car use, using smart technology, implementing measures to reduce vehicle pollution, and using public transport more.
- 2.3.9 In addition, people with a disability tend to be less supportive of the actions proposed to reduce carbon emissions. These participants appear particularly averse to walking more, carrying out more activities in the local area, cycling more and using public transport more.

Perceptions of effectiveness of actions to reduce carbon

- 2.3.10 Participants were asked to vote on their top three actions which would be effective at reducing carbon. Options included more frequent buses, more reliable buses, 20 MPH zones, and higher parking charges, amongst others.
- 2.3.11 When voting on their top three actions, there was some variation across survey type. However, more reliable buses and more frequent buses tended to be the most popular choices.
- 2.3.12 The effectiveness of actions in reducing carbon were contrasted in participant comments regarding the current practicality of undertaking lower carbon journeys. For example, participants expressed safety concerns around cycling and cost barriers to public transport.

Supporting residents' behaviour change: feasibility and priorities

- 2.3.13 In contrast to earlier questions regarding more general support for actions to reduce carbon, participants were also asked about how often they could do actions which would reduce carbon in everyday journeys. Generally, there were low levels of support for carrying out carbon reduction actions 'often' but higher levels of support for carrying them out 'sometimes', suggesting a greater complexity for behavioural patterns in practice than in principle.
- 2.3.14 Results showed that the only action the majority of participants felt they could do more of 'often' was shopping locally. For all other actions except replacing driving by cycling the majority indicated that they could do more.
- 2.3.15 Participants' top three choices in terms of whether the action was possible either sometimes or often were:
 - Shop, eat, etc. locally;

- Collect deliveries from local hubs; and
- Replace driving by walking.
- 2.3.16 Conversely, participants' bottom three choices were:
 - Work more from home;
 - Share cars; and
 - Replace driving by cycling.

2.4 **Overall Comments**

- 2.4.1 The original aim of undertaking this wider consultation exercise has been achieved. We have gathered results from 1,762 formal participants, as well as records of informal engagement and associated comments at the market stalls.
- 2.4.2 Those who have taken part in the engagement programme represent a wider geographic coverage and more diverse demographic spread compared to the original online consultation, as well as including those who are new to engaging with the Council. Many participants have requested feedback and/or ongoing involvement.
- 2.4.3 The consultation has also demonstrated high levels of support for tackling climate change and the proposed transport hierarchy. In addition, the consultation itself has raised awareness of the LTP4 and the rationale for tackling climate change.
- 2.4.4 The consultation shows the general public's awareness that reducing carbon requires a mix of both popular and unpopular policies, although inevitably there is a tendency to favour the former. In particular, many insist that car use can only be reduced after public transport is improved. The Council being seen as "anti-car" is likely to be considered unacceptable without a clear focus on how alternatives like walking, cycling and public transport will be supported and promoted in terms of affordability, convenience and safety.
- 2.4.5 Fundamentally, there is no simple single solution to encourage or enable behaviour change and there is considerable variation between and within demographic groups on shifting public transport use.

3.0 Background and Objectives

3.1 **Project Background**

- 3.1.1 The fourth Local Transport Plan 2022 to 2032 (LTP4) sets out Surrey County Council's (SCC's) ambitions to significantly reduce transport-related carbon emissions, as part of the Council's Climate Change Strategy (2019) and overall aspirations to achieve net zero carbon emissions by 2050. The LTP4 prioritises strategies to create a large and rapid shift to active travel modes and public transport, and to support county-wide economic, community and health aims.
- 3.1.2 Consultation on the LTP4 was first conducted from July to October 2021, in accordance with SCC's statutory obligations set out in the Local Transport Act 2008 and the Transport Act 2000. Although there was significant engagement and socialisation of the LTP4 during this period, including 549 responses via Common Place and paper surveys, Councillors considered both the number and representativeness of responses insufficient to support adoption of the LTP4.

3.2 The Brief

- 3.2.1 This work was commissioned to facilitate engagement with a wider range of Surrey residents, allowing for a deeper, more nuanced understanding of support and views of the LTP4. The key research questions considered include:
 - What are residents' attitudes regarding the LTP4's vision and objectives?
 - How supportive are residents of its avoid, shift and improve principles?
 - What are the levels of support around the LTP4's two 'big ideas'?
 - Travel hierarchy prioritising investment in active and public transport;
 - Surrey street family network supporting the planning for place and development of 20-minute neighbourhoods by cycling and walking.
- 3.2.2 As part of the above Surrey would like to know:
 - Which policies are seen as most valuable and supported by residents?
 - What is it about the LTP4 and its proposals residents like or don't like?
 - How and why do opinions vary by demographics and geography, particularly across younger people, women, and people with disabilities?
 - What is the level of support among a variety of local businesses and other stakeholders which may be positively or negatively affected by the LTP4?
 - What are the principles residents and local businesses are prepared to support, or not, to help understand where opposition is rooted?

4.0 Methodology

4.1 Approach

- 4.1.1 Our approach combined different engagement methods and was based on SCC's requirements as laid out in the brief, the changing COVID-19 landscape and our experience in delivering engagement targeting 'hard to reach' groups.
- 4.1.2 The research elements outlined in the diagram below were designed to be integrated into a final sample for analysis and reporting. Common core questions were consistent across all engagement types whilst some bespoke features captured the feedback unique to that engagement method.
- 4.1.3 In order to gain feedback from underrepresented groups, many of whom are digitally disconnected, it was important to not rely fully on a single online survey. Therefore, a range of research methods were used:
 - 1. Online panel survey ("online");
 - 2. Face to face surveys in town centre locations ("market stall");
 - 3. Face to face surveys at colleges and Further Education locations ("further education");
 - Self-completion questionnaires handed out at the market stalls and returned via post ("postal"); and
 - 5. Stakeholder interviews.
- 4.1.4 Copies of the surveys and questionnaires used can be found in Appendix A.

4.2 Reading the Data

- 4.2.1 Any quotes included from the market stall or further education engagement include the location of the survey and the survey number. Quotes from stakeholder interviews include organisation type.
- 4.2.2 All graphs include a footnote explaining the types of engagement and number of participants included in the results depicted. This is because not all engagement types are directly comparable.
- 4.2.3 All raw data has been supplied to SCC.

4.3 **Research Elements**

- 4.3.1 The engagement strategy for this consultation included the following elements from 1,774 total participants:
 - Online survey 756 participants
 - 22 market stalls
 - Surveys 215 participants
 - Voting activities about 420 participants
 - 6 Further Education events

- Surveys 71 participants
- Voting activities about 220 participants
- Postal survey 58 participants
- Neighbourhood game 12 participants
- Stakeholder interviews 42 participants
- 4.3.2 More information on individual research elements can be found in Appendix B.

4.4 Significance of Results

- 4.4.1 Every effort has been made to ensure that the research results reflect the views of all Surrey residents, including groups that are typically underrepresented in surveys and consultation exercises.
- 4.4.2 As the research is not based on a random sample, tests of statistical significance do not apply. However, as a guide it is recommended that only a difference of more than four percentage points is treated as a reliable indication of a genuine difference. Extra caution should be taken when considering results relating to relatively small sub-samples, and where samples are smaller than 250 it is recommended that results are treated as indicative only.
- 4.4.3 Information about demographic monitoring and selecting locations for engagement and participants for interview can be found in Appendix B.
- 4.4.4 Note that the sample size relevant to a particular figure or table is included in the footnotes, for example (n=1, 100).

5.0 Findings

5.1 Knowledge of Transport Related Carbon: 'The Problem'

- 5.1.1 To provide some background for the problems being addressed in the LTP4, and to gauge existing knowledge, people were asked three questions regarding transport-related carbon emissions, car ownership, and average car journeys.
- 5.1.2 The results and accompanying comments showed there was good knowledge of car ownership rates in Surrey, as 70% correctly guessed that 86% of households own at least one car. However, there was a tendency to overestimate average car journey lengths, and many participants were surprised to learn that the average car trip was only two miles. There was also a good deal of uncertainty around what percentage of carbon emissions in Surrey were due to transport, with 38% guessing the correct answer, but over a third overestimating and a quarter underestimating that value.

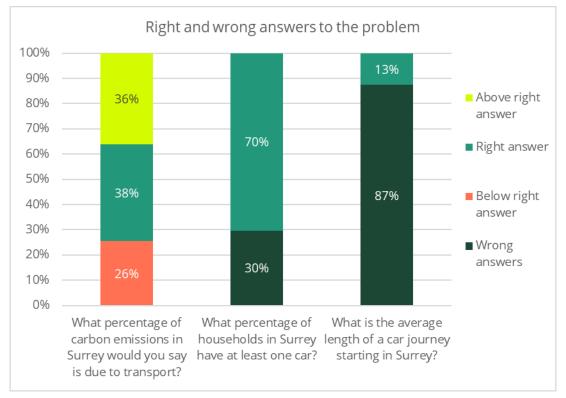


Figure 1: Responses to initial three questions framing 'the problem'

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

5.2 **Concern about Climate Change**

5.2.1 The significant majority (82%) of Surrey residents are worried about climate change. This includes a third who consider themselves "very worried".

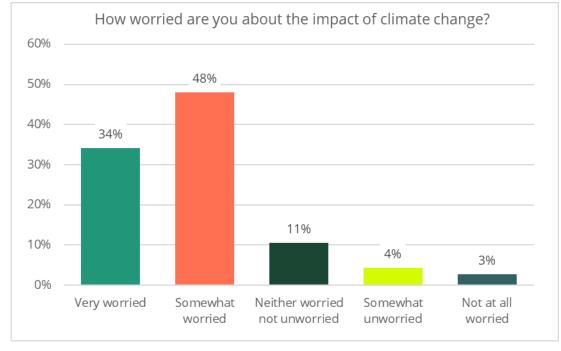


Figure 2: How worried participants are about the impact of climate change

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

- 5.2.2 The concern about climate change runs across a broad range of groups but overall more people are 'somewhat worried' than 'very worried'.
- 5.2.3 Of those who were 'very worried' concern for future generations was often mentioned: *"I'm worried for my grandchildren." (Weybridge, 5)*.
- 5.2.4 However, the nearly half of respondents who were 'somewhat worried' felt the problem had been exaggerated and were optimistic that adequate solutions or mitigations would be found: "It's exaggerated. There's a lot of fear mongering." (Redhill, 46), "Solutions will appear." (Redhill, 36) and "Being too worried is overwhelming and stops you from thinking about all the great things that could mitigate the damage." (Woking, 249).
- 5.2.5 Others contextualised the problem by location, claiming that climate change is less of an issue in Surrey, due to its more dispersed and rural geography: *"It's not as much of a problem in Surrey as it is in London." (Redhill, 37).*
- 5.2.6 Still others thought discussions about climate change were pulling focus from other problems: "There are other issues that need to be solved first." (Redhill, 35) and "It's all nonsense." (Haslemere, 195).
- 5.2.7 The table below highlights the variations in concern about climate change amongst participants, identifying those subgroups which are more worried than average and those which are less worried than average. The fact that most subgroups fall into the "as worried as average" category is not indicative of the broad level of concern which runs across most demographic subgroups.
- 5.2.8 It is worth noting that the survey methods (how and where the survey was undertaken) appeared to capture different levels of concern, reinforcing the importance of using a mixed method approach to the research.

More worried than average	As worried as average	Less worried than average
Aged 30-44	Aged 20-29	Aged 18-19
Aged 60-64	Aged 45-59	Aged 75+
-	Female	Male
-	Physical or mental health condition	-
Three or more cars	None, one or two cars	-
Employed part time	Employed full time Full time looking after home or family Studying Long term sick or disabled	Seeking employment Retired
Professional Sales or customer service	Manager, director or senior official Administrative or secretarial Caring, leisure or service occupation	Manual occupations
-	No children One or more child	-
-	White British Other ethnic groups	-
Postal survey method	Online survey method	Face to face survey methods

Table 1: Participants grouped by their concern for climate change

Note: based on the percentage saying they are very or somew hat worried about climate change and at least a 4%-point difference from the mean to be identified as more or less worried than average.

- 5.2.9 69% of stakeholders interviewed agreed strongly that SCC was right to declare a climate emergency: "We'll never achieve it independently we need to work together." (retailer) and "It's a real sea change for the Council and everyone in Surrey but it's necessary regardless of any pressure from Government." (electric charging point installation manager).
- 5.2.10 Whilst many stakeholders were in strong agreement with the Council's declaration of a climate emergency, a minority appeared less interested, as they felt it would not impact them directly: *"I suppose so, pollution is an issue, but I have no strong views on this, the issue does not come up for me in my work, I never deal with it."* (Community action organisation, Surrey-wide).
- 5.2.11 Others thought action should be taken but that policies either miscategorised the issue or did not adequately address it: *"We need to take action on improving the environment, certainly, but I'm not sure if it is specifically an emergency."* (Community transport provider) and *"All very well but the letters we get are all about potholes or litter."* (Parish Councillor).

5.3 Support for the Transport Hierarchy

Key Points

• Over 80% of participants in the online, postal, market stall and further education surveys agreed or agreed somewhat with the transport hierarchy.

- Whilst there were some differences in levels of support across the 11 Surrey local authorities, the least supportive authority, Tandridge, still had 73% of participants agreeing or somewhat agreeing with the hierarchy.
- The most common barrier to supporting the transport hierarchy was that public transport is poor or too expensive. Qualitative answers highlighted that many participants felt unable to shift away from using cars due to a lack of current alternatives.

Residents and the Transport Hierarchy

5.3.1 The research indicated strong support for the proposed transport hierarchy. 81% of respondents agreed or agreed somewhat with the hierarchy, while fewer than one in ten disagreed.

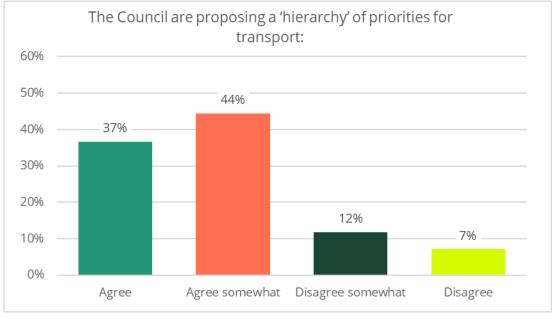


Figure 3: Levels of support for the proposed transport hierarchy

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

- 5.3.2 Whilst there is support for the hierarchy across different groups in Surrey, there are some variations in the level of support, including across ages groups, as shown below. This indicates that younger people are particularly supportive of the hierarchy, whilst the 45 to 59-year-old group is the least supportive. Other notable variations included:
 - Those with no car in their household were somewhat more supportive of the hierarchy (91% agreed / agreed somewhat) than those with one or two cars (80%) and those with three or more cars (85%).
 - Households without children seemed to show less support for the hierarchy while females seemed to show marginally greater support. When combining these effects, the differences became somewhat more pronounced, showing that a male in households with no children tended to be least supportive (77% agreed / agreed somewhat). Conversely, a female in households with one or more children tended to be most supportive (85% agreed / agreed somewhat).

This leaves around average support (81%) amongst males in households with children and females in households without children.

 Participants from non-white British ethnic groups were slightly more supportive of the hierarchy (85% agreed / agreed somewhat) compared with the overall average of 81%.

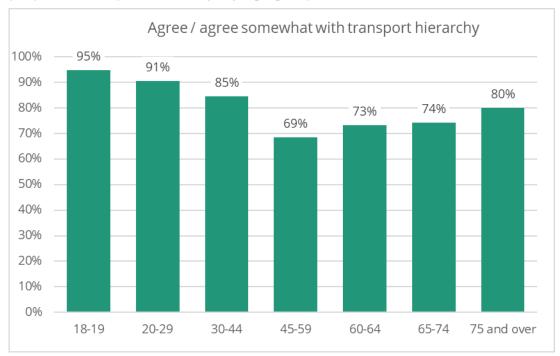


Figure 4: Responses of those who agree and agree somewhat to the proposed transport hierarchy, by age group

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

5.3.3 The overall variation in level of support for the hierarchy by local authority is shown below, with residents of Surrey Heath showing the greatest support (92%), and residents of Tandridge the least (73%).

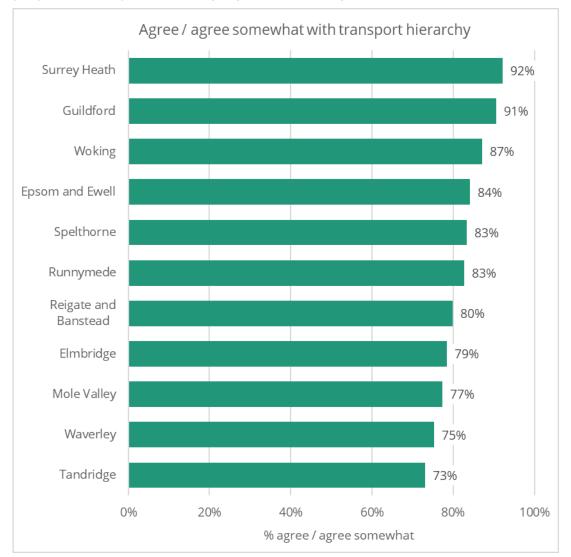


Figure 5: Responses of those who agree and agree somewhat to the proposed transport hierarchy, by local authority

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

- 5.3.4 Participants in the online survey who did not agree with the hierarchy were asked why that was, using an open-ended question. These have been categorised and the number of responses in each category shown below.
- 5.3.5 The most common reason for not supporting the hierarchy was due to poor or expensive public transport: "Public transport is too expensive to expect people to travel on it regularly." (Waverley, 340652) and "Because living in a village with poor and inconvenient public transport makes this seem both unfair and unattainable You are condemning me to a very limited lifestyle." (Guildford, 3401509).
- 5.3.6 Many also viewed cars as necessary, especially for those who have difficulty walking: "Some of us have no choice but to use a car." (Waverley, 3401884), "It's an ideal world view but we don't live in an ideal world, there are still plenty of people who need a car for work such as NHS workers shift workers, carers, elderly." (Surrey Heath, 3401521) and "Fine if you're young & healthy and when the sun shines but not practical for older people or during bad weather." (Surrey Heath, 3401596).

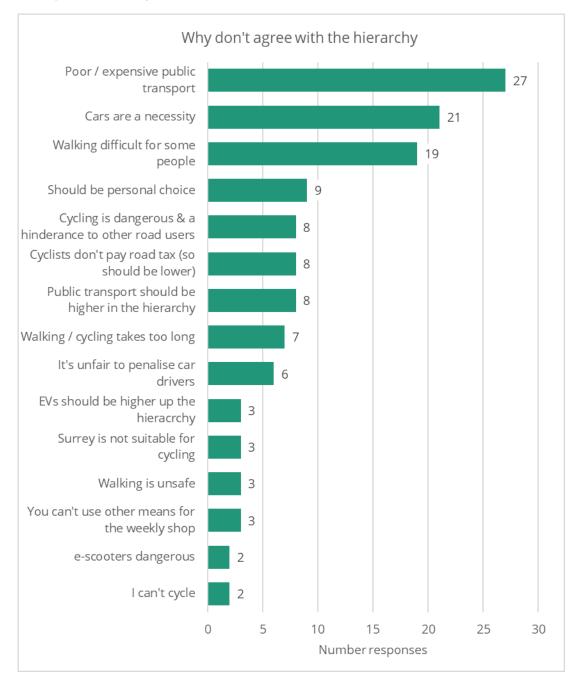


Figure 6: Responses for why participants do not agree with the proposed transport hierarchy

Note: based on online samples (n=756). Note: values are show n to 0 decimal places.

- 5.3.7 Participants in the face to face surveys often viewed car use as a necessity: "It will be challenging to not use our car as we have a family." (Weybridge, 11) and "Surrey is a rural county. People need cars." (Haslemere, 189).
- 5.3.8 Others prioritised public transport: "Some people are unable to walk very far, so public transport should be a higher priority." (University of the Creative Arts, Epsom, 322) and "Cycling and scooting is too dangerous. Public transport should be higher on the list." (Brooklands College, Spelthorne, 224).

- 5.3.9 Others still suggested e-vehicles should be higher on the hierarchy: "They should make more eco-friendly buses." (Guildford College, Guildford, 199) and "There is definitely a discussion to be had about e-bikes." (Guildford College, Guildford, 209).
- 5.3.10 Some also focused on the health and social benefits of carbon-cutting strategies: "Cycling should be a top priority for fitness." (University of the Creative Arts, Epsom, 321) and "I like car sharing because it's fun." (Godalming College, Waverley, 334).

Stakeholders and the Transport Hierarchy

- 5.3.11 Amongst stakeholders, despite high levels of support for the hierarchy generally, 57% of participants were quick to add a caveat to their responses.
- 5.3.12 Again, the state of current infrastructure for cyclists and those with disabilities was a common concern: "Without the correct infrastructure ... you're risking life and limb to cycle to work. So even though I am a cyclist, in the main, I can't it's too dangerous." (Head of Estates, college association) and "The hierarchy is all very well but disabled people cut across these hierarchies for travel needs." (Mobility Centre).
- 5.3.13 There were also comments related to the needs of freight deliveries: "There could be smarter planning for freight deliveries such as at night and also use parking spaces in different ways at different times of day." (Retailer, Redhill).
- 5.3.14 Some highlighted the need to be steadfast against opposition: "Will they be bold enough though? That's what it will take but it will take inspired Councillors and other opinion leaders to stand up to the inevitable protests." (Chief Officer, Borough Council) and "Reliability is the key to building up a bus network and this will only be achieved via bus priority – this isn't hard to do in engineering terms, but it will take determined action to resist the inevitable outcry from motorists." (Bus operator).
- 5.3.15 Others voiced concerns about the immensity of the task: "I understand why and share the urgency, but question feasibility." (Parish Council member, Caterham) and "Another challenge is the complexity of working in a two-tier District and County system, not to mention regional and especially national remits and legislation. So much requires joined up thinking which is hindered by institutional boundaries and political and cultural differences, not to mention the private sector owning some of the essential services and infrastructure, such as public transport and parking." (SCC GIS and Database Mapper).

5.4 Levels of Support for Proposed Actions to Reduce Carbon

Key Points

- There are marked differences between levels of personal support and estimates of support from residents in general, with the latter given lower ratings for support and higher 'neutral' ratings.
- Personal support was highest for walking which was also twice as high as support for cycling.
- Reducing car use was the only strategy opposed by the majority both personally and in terms of general estimates.
- The majority of participants indicated personal support for doing more activities locally, changing their behaviour and reducing vehicle pollution. There was no majority support predicted for residents in general.

Personal Support for Actions to Reduce Carbon

5.4.1 Participants were asked their levels of support for nine proposed actions, as shown below. 'Walking more,' 'Carry out more activities in the local area' and 'Change your behaviour' garnered the most widespread support, while 'Reduce car use' was the only action to receive more opposition than support.

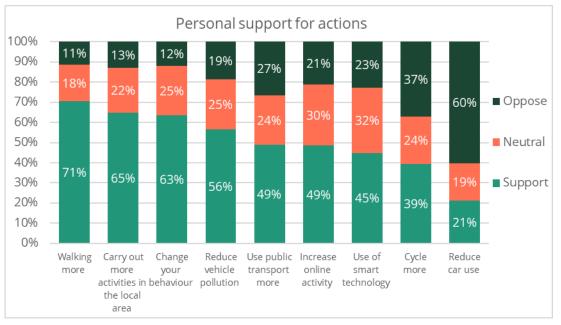


Figure 7: Responses of the level of individual support for different actions proposed to reduce carbon

Note: based on the question: "The actions below are w hat the Council are suggesting needs to be done to reduce carbon. How do you think you yourself would support these actions?" with answers recorded on a scale from 0 (strongly oppose) to 10 (strongly support) which have been categorised into three: oppose (0-4), neutral (5-6) and support (7-10).

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are shown to 0 decimal places.

Variations in Support for Actions to Reduce Carbon

Gender Differences

5.4.2 Generally, female participants were **less** likely than males to support cycling more, reducing car use, using smart technology, implementing measures to reduce vehicle pollution, and using public transport more. Conversely, they were **more** likely than males to support carrying out more activities locally.

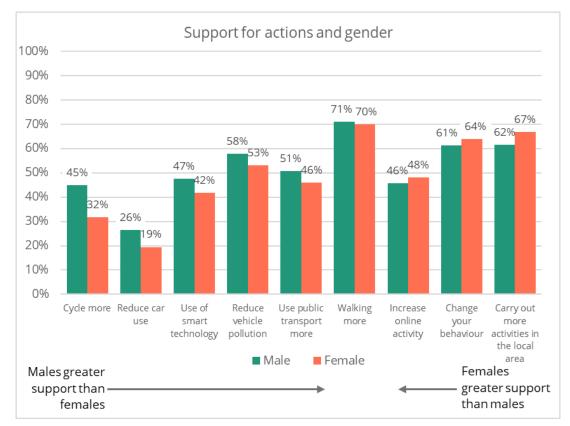
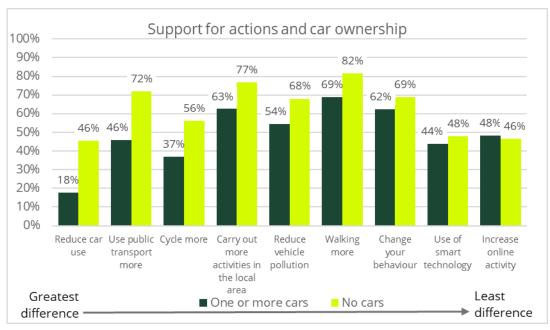


Figure 8: Individual support for proposed actions, by gender

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

Car ownership

5.4.3 People without a car in their household were generally **more** supportive of all proposed actions, apart from increasing online activity. The greatest differences between those with and without a car at home occurred around proposals to reduce car use, use public transport more and cycle more.



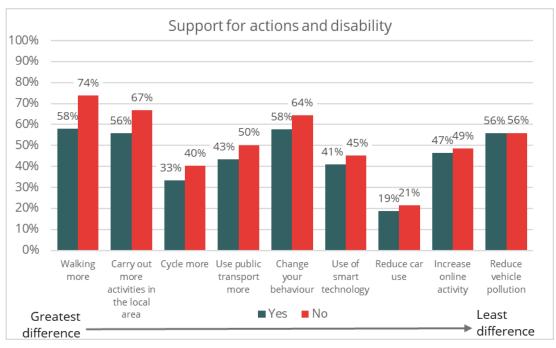


Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

Disability

5.4.4 People with disabilities tended to be **less** supportive of the proposed actions, particularly walking more, carrying out more activities in the local area, cycling more and using public transport more.

Figure 10: Individual support for proposed actions, by identifying as having a disability

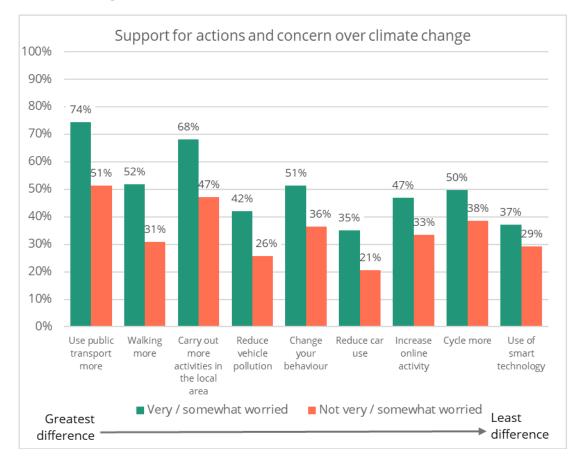


Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

Whether concerned about climate change

5.4.5 Generally, those who were very or somewhat concerned about climate change were **more** supportive of all actions. The greatest differences between those who were and were not concerned were for using public transport more, walking more, carrying out more activities in the local area, measures to reduce vehicle pollution, changing behaviour and reducing car use.

Figure 11: Individual support for proposed actions, by level of concern for climate change



Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

Survey method

5.4.6 Participants in the face to face and postal surveys were **more likely** than online survey participants to support most of the actions, particularly carrying out more activities in the local area, using public transport more, changing behaviour and cycling more. On the other hand, online survey participants were **more likely** to support increasing online activity.

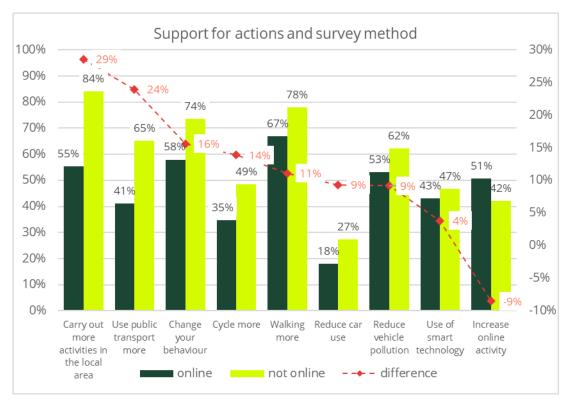


Figure 12: Individual support for proposed actions, by survey method.

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

Reasons for Not Supporting Proposed Actions to Reduce Carbon

5.4.7 In the online survey, participants who scored their support for an action four or less out of ten were asked to identify from a list of possible reasons why they did not support that action. As shown below, the action which received the highest level of support, walking more, was most likely to not be supported due to physical disability, cars being more convenient and road safety issues.

Action	Top 3 Reasons for Not Supporting
	Physical disability
Walking more	Car more convenient
	Road safety issues
Carry out more activities in the local area	Car more convenient
	Public transport not available where I live/want
	No activities in my local area
Change your behaviour to reduce your carbon usage	Cost factors / too expensive
	Public transport not available where I live/want
	Wouldn't be effective in reducing carbon
Reduce vehicle pollution – electric vehicles, new types of tyres, etc	Cost factors / too expensive
	Other
	Car more convenient

Table 2: Top three reasons for not supporting each of the proposed actions

Action	Top 3 Reasons for Not Supporting
	Car more convenient
Use public transport more	Public transport not available where I live/want
	Cost factors / too expensive
	Wouldn't be effective in reducing carbon
Increase online activity	Lack of digital skills
	Other
	Cost factors / too expensive
Use of smart technology for road surfacing, robot deliveries, etc	Other
	Road safety issues
Cycle more	Road safety issues
	Cycling - lack of skill
	Car more convenient
	Cost factors / too expensive
Reduce car use by parking restrictions, higher parking charges, pay as you go eco levy	Car more convenient
	Public transport not available where I live/want

Note: based on online sample (n=1,756).

- 5.4.8 A selection of the most relevant 'other' responses is provided in Appendix C.
- 5.4.9 Participants revealed a number of issues around cycling, including a lack of ability and difficulty: *"I can't ride a bike."* (Godalming College, Waverley, 333) and *"There are too many steep hills for bikes in Godalming."* (Godalming College, Waverley, 330).
- 5.4.10 Many also cite desires to work or learn in person: "I don't like working from home." (University of the Creative Arts, Epsom, 305), "I want to get out more." (University of the Creative Arts, Epsom, 311) and "I'm bored of working from home." (University of the Creative Arts, Epsom, 313).

Perceptions of General Support for Actions to Reduce Carbon

- 5.4.11 As well as their personal support, participants were also asked how they thought 'people in general' might support the proposed carbon reduction actions. Comparing levels of personal support against perceptions of general support indicates that for most policies, participants were likely to be more positive about their personal support than about other people's support.
- 5.4.12 The policy where this was most likely to be the case was walking more (71% personal support vs. 49% perceived general support). There were also substantial differences regarding changing behaviour (63% v 44%) and reducing car use (21% v 12%). The policy for which there was least difference between personal and perceived support was increased online activity (49% v 46%).

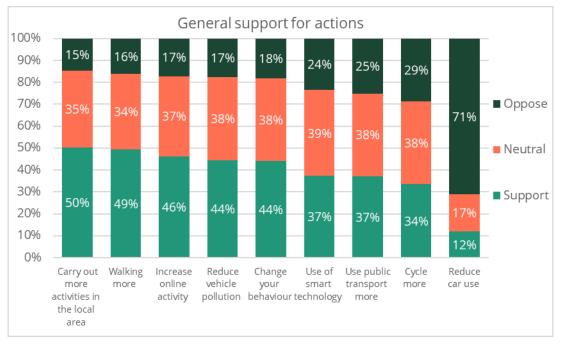


Figure 13: Responses of the level of general support for different actions proposed to reduce carbon

Note: based on online, postal, market stall and further education samples (n=1,100). Note: values are show n to 0 decimal places.

5.5 **Preferred Actions Based on Perceptions of Effectiveness**

Key Points

- There was some variation across survey type when voting on the top three actions that would be effective at reducing carbon. However, more reliable or more frequent bus services tended to be the most popular.
- The effectiveness of actions in reducing carbon were contrasted in comments with the practicality of currently undertaking lower carbon journeys, for example through fears of safety or expense.
- There were low levels of support for carrying out carbon reduction actions 'often' but higher levels of support for 'sometimes', suggesting the complexity of behaviour.
- 5.5.1 Engagement participants were asked to identify what top three actions they would find most effective to reduce carbon and improve sustainability. Among the most popular options were more reliable and more frequent bus services.

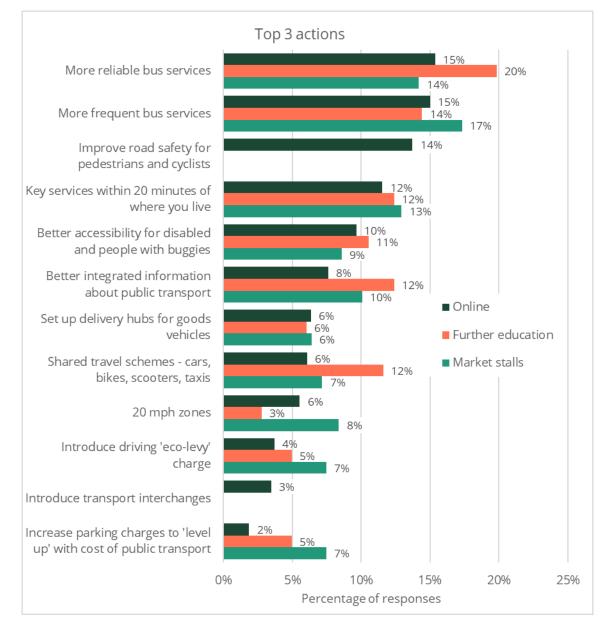


Figure 14: Top three supported actions, by survey type

Note: based on online, postal, market stall and further education survey samples, plus market stall and further education voting games (n=1,762).

Note: voting games allow ed for some interaction and explanation with the researchers, this may explain some of the differences including greater support for shared travel schemes, eco-levies and increased parking charges. Note: voting games did not include the options 'introduce transport interchanges' and 'improve road safety for pedestrians and cyclists'.

Note: values are show n to 0 decimal places.

5.5.2 Responses from Further Education events revealed concerns over road safety: "I would walk to work as it is within a mile, but I can't walk on the main road because it's not safe." (East Surrey College, Reigate and Banstead, 296) and "If public transport were more accessible and road safety better, people would not use cars as much." (East Surrey College, Reigate and Banstead, 297).

Feasibility of Actions to Reduce Carbon

5.5.3 In contrast to earlier questions gauging general support, here participants were asked what specific actions they could do more of to reduce carbon in everyday journeys. Results showed that the only action the majority of participants felt they

could do more of 'often' was shopping locally. For all other actions except replacing driving by cycling, the majority indicated that they could do more sometimes.

- 5.5.4 The top three actions in terms of whether it was possible 'sometimes' or 'often' were shopping, eat, etc. locally, collecting deliveries from local hubs, and replacing driving by walking.
- 5.5.5 The bottom three, or least feasible, actions were working more from home, sharing cars, and replacing driving by cycling.

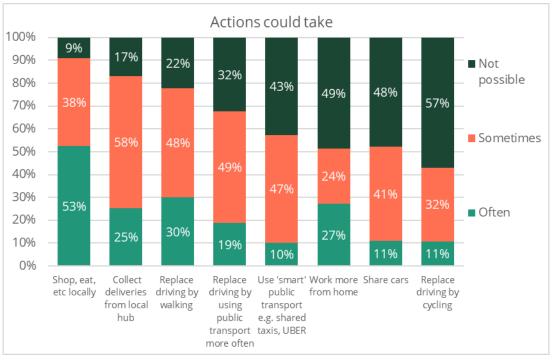


Figure 15: Participants' ability to undertake actions to reduce carbon

Note: based on online, postal, market stall, and further education samples (n=1,100). Note: values are show n to 0 decimal places.

- 5.5.6 There were many additional comments explaining the reasons why people could or could not do more to reduce carbon for everyday journeys.
- 5.5.7 Many participants claimed to already be doing all these actions, with some expressing frustration at the question. For many, doing more is unfeasible.
- 5.5.8 Some commented on the infrastructure that needs to be in place in order for these actions to become viable: *"If electric vehicles are to be encouraged, the infrastructure needs to be there. The behaviour isn't the issue, it's the infrastructure."* (Camberley, 123).
- 5.5.9 Some showed interest at the suggestions being made, leading to further questions and conversation: *"Eco-levies sound the most promising. The vehicle type is important." (Leatherhead, 19).*
- 5.5.10 Safety was also a key justification for considering an action unfeasible for walking and cycling more: "I would walk, but the road to the supermarket is unsafe for pedestrians." (Horley, 104), "The roads are too bad. There's too much traffic for cycling." (Godalming College, Waverley, 335) and "The morning school run is an example of a journey that can lead to crisis for pedestrians or cyclists." (Horley, 163).

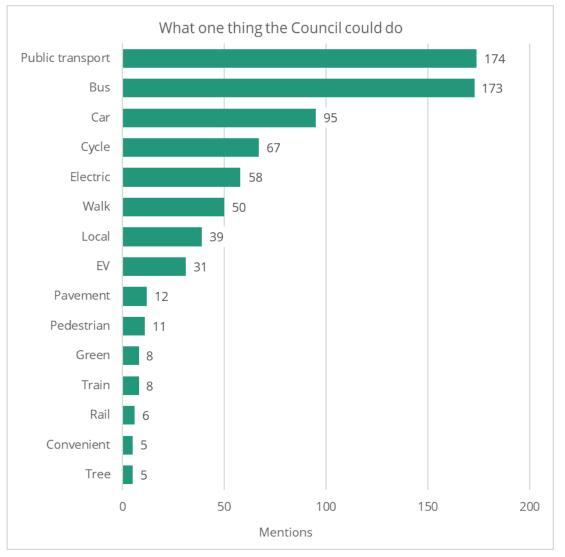
- 5.5.11 Some expressed similar safety concerns regarding sharing cars: "Car sharing can be dangerous, especially if you're a girl." (Guildford, 222).
- 5.5.12 Mobility was another key factor taken into account by those surveyed, particularly when it came to active travel. Needing to carry shopping and the inability to walk long distances or ride a bike were featured multiple times.
- 5.5.13 Whilst there was a general willingness to take the suggested actions, motivations behind them varied. Many mentioned their desires to increase these actions were unrelated to climate change or that reducing carbon was not the primary goal: "I don't make decisions based on carbon. I decide based on cost and time." (Egham, 131) and "It's not always about carbon. It matters more what you eat and how it is produced." (Guildford, 141).
- 5.5.14 Some expressed concern over the wellbeing of local businesses, particularly in reaction to the suggestion of delivery hub collection points: *"That will kill all our local shops."* (Haslemere, 194).

5.6 **Priority Actions**

Key Points

- There are many areas in which participants believe changes can be made to encourage a reduction in transport-related carbon emissions. The most frequently mentioned area is the reliability, frequency and affordability of public transport, including adding services like station and school shuttle buses. However, there was acknowledgement of SCC's more limited remit in this area.
- Electric vehicles and the infrastructure needed to support them also came up on a regular basis. Frequently mentioned points included the need for charging facilities and the particular challenges of providing these for terraced housing, the need for infrastructure supporting electric public transport, and schemes to lower the cost of electric vehicles.
- Stakeholders involved in demand responsive transport and bus operators were keen to emphasise the need for collaboration and integration across policy areas including planning, transport and health.
- 5.6.1 Participants were asked **the <u>one</u> thing SCC could do** to encourage them to reduce transport-related carbon emissions as an open-ended question. To analyse these responses, results have been coded by charting the frequency of common words used by participants, as shown below.

Figure 16: Key topics in responses to the question 'If there was ONE thing the Council could do to encourage you to reduce carbon related transport what would it be?'



Note: based on online, postal, market stall and further education samples (n=1,100).

Responses from Individuals

Improve public transport

- 5.6.2 This suggestion was the most frequently mentioned with additional comments made in support. However, answers tended to lack knowledge of how public transport is organised, especially how the bus and train systems work and the limited powers of SCC in organising or funding such services.
- 5.6.3 Many participants requested more affordable public transport, especially for children: "Transport is not affordable at the moment." (Weybridge, 8), "We need cheaper buses, and it should be free for children to travel." (Redhill, 44) and "Public transport needs to be cheaper, and free for children." (Redhill, 55).
- 5.6.4 Some thought the best way to address cost would be to have a publicly owned public transport system: "We need to nationalise the transport system (rail and bus) just like London. It is the only real long-term solution." (Horley, 107), "We need to

nationalise the trains, and limit the cost by putting in maximum fares." (Egham, 133) and "Lobby for state owned, cheaper train service, more publicity on bus services (which should be more frequent and cheaper)." (Runnymede, 346).

- 5.6.5 Requests for more reliable and more frequent services, as well as better infrastructure, were also popular: *"More reliable and cheaper buses on country lanes and to schools."* (Weybridge, 2) and *"There need to be more buses especially on Sundays and from the hospital."* (Leatherhead, 27).
- 5.6.6 In addition, there was some demand for improved cycling infrastructure and accessibility for those with disabilities: "Cycle lanes on roads, especially outside towns and to reach parks and amenities." (Runnymede, 346), "Make cycle lanes safer." (Weybridge, 2) and "Better options for disabled people, please don't just make it more expensive to use a car." (Postal response from Runnymede, 340).

Electric vehicle access and funding

- 5.6.7 Purchasing electric cars was another popular suggestion and for many the best solution, albeit with some caveats.
- 5.6.8 High upfront costs are a concern with the purchase price making an electric car prohibitive for some: "*Electric vehicles there should be a tax scheme like cycle to work with salary sacrifices to make it more affordable and accessible to more people.*" (Dorking, 175).
- 5.6.9 The need for more and faster charging points is another frequently mentioned concern: "Encourage electric cars, but this might be limited due to lack of charging facilities in terraced houses. Perhaps points along the road., but this needs investment." (Weybridge, 1), "8-Minute charging points." (Leatherhead, 14) and "We need more EV infrastructure." (Leatherhead, 16).
- 5.6.10 Many participants also voiced their frustration with anti-car policies, preferring the promotion of electric vehicles instead: "Promote electric cars rather than continuously punishing petrol car owners. The economy is already bad, so don't increase fares, as I already spend £80 a month on transport and I'm a student on minimum wage." (East Surrey College, Reigate and Banstead, 296) and "Firstly, stop demonising the car! ... Try changing your mindset and look for other alternatives other than the old tried and tested levy/restrictions which most people resent. (Postal response from Runnymede, 152).

Localising and adapting services

- 5.6.11 Travelling less and shopping locally were popular choices among many participants: "Work needs to be brought to where people live." (Leatherhead, 72), "We need more local amenities." (Leatherhead, 74) and "We need more amenities in town." (Leatherhead, 77).
- 5.6.12 The popularity of these options was often linked to the need to regenerate highstreets post COVID-19: "The Council should invest in more diversity in the high street ... I work from home post-pandemic and would love to be able to 'live local', but my high street doesn't support that." (Runnymede, 143) and "Improve local shops so it's possible to buy local produce, e.g. return to butchers, bakers, grocers etc." (Runnymede, 272).
- 5.6.13 However, these suggestions were sometimes accompanied by the contrary suggestion to add free parking: *"The Council should rebuild the high street so that*

we don't have to go out of town. There should be free parking in town, and we should have more businesses that aren't corporate." (Leatherhead, 69).

5.6.14 Home deliveries were also popular, though there was less awareness of parcel hubs and their advantages, including the prospects of reducing freight traffic.

Appeal to behaviours and motivation

- 5.6.15 Participants also provided various other suggestions for SCC to adopt which could motivate people to change their behaviour.
- 5.6.16 Appealing to children and young people was a common theme: "School programmes should be introduced, to inform the younger generations." (University of the Creative Arts, Epsom, 311) and "The council should encourage walking, especially with school children." (Egham, 129).
- 5.6.17 Providing financial incentives, especially to reduce car use, were also commonly mentioned: "Appeal to people's laziness, i.e. we need to make buses cheaper than using the car, or there is no incentive." (Leatherhead, 24) and "Severely reduce cars by making car park charges much higher. Ban cars from town centres and encourage public transport (especially buses) to cover wider areas. Introduce a 'travel pass' at a reasonable price for bus travel. People with disabilities could be provided with free taxis, paid for by higher car parking charges." (Location not specified, 159).
- 5.6.18 Other financial incentives included: "Some incentives should be introduced to lower council tax." (Leatherhead, 59) and "Give a free bicycle to everyone interested and charge them if not used." (Woking, 343).

Responses from Stakeholders

- 5.6.19 The stakeholder interviews included an open-ended question about what the Council could do to reduce transport-related carbon.
- 5.6.20 A key theme that emerged from this question was the prioritisation of public transport and the integration of transport with other services, particularly through planning policy: *"If we want to get people out of cars, we have to disincentivise cars."* (Bus user group, North-West Surrey).
- 5.6.21 Some participants suggested that new housing developments should have better access to public transport, schools, and local work hubs to limit the need to commute: "Many are commuting to London from Surrey, and there is now less need for that ... If I had a flexible working space to go to that's within walking distance, I would choose that any day, and tens of thousands of people in Weybridge alone would also choose that." (Coordinator, Coworking initiative, Weybridge) and "It would be good if we could work with the council and form alliances with other businesses and schools that cover the same routes, to limit the number of separate journeys taken." (Community transport provider, Waverley).
- 5.6.22 Others suggested better provision and co-ordination of non-emergency patient, staff, and visitor transport to health services: "Within the NHS, we are already looking at zero emission vehicles for frontline workers and public transport services. We're trying to cut down people using cars to go in and out of the hospital." (Healthcare public transport provider, Weybridge).
- 5.6.23 There were also specific suggestions for public transport infrastructure, such as bus shelters, information, reliability, electric buses, cheaper fares and integrated

ticketing, with frequent comparisons made to London. Transport providers were supportive of partnerships and referred to the Bus Service Improvement Plan (BSIP)¹ targets: "The Surrey CC BSIP is an excellent document and has been developed with a good range of operators. But it depends on the Enhanced Partnership working far more co-operatively than previous practice not to mention funding. And it's also quite short term when the investment needed is long term and up front." (Major public transport operator).

- 5.6.24 The potential for demand responsive transport (DRT) was also raised by some stakeholders, particularly in recognition of Surrey's rural geography: *"To be frank major bus operators aren't going to be providing rural services that has to be via some form of DRT or voluntary activity."* (Bus and coach operator) and *"Improve public transport infrastructure (bus routes, etc.). It's difficult in this rural area, sure, but that would encourage people not to get in their cars."* (Parish Councillor, Caterham).
- 5.6.25 Affordability and frequency were also key issues: "It would be great if Surrey County Council could improve the overall infrastructure to make it easier and cheaper for people to get about." (University faculty, Epsom) and "More frequent buses with longer hours. The current bus runs between 9am and 6pm, so you can't get around anywhere late at night without a car." (Parish Councillor, Chobham).
- 5.6.26 The school run was also singled out as a good opportunity where walking or bus shuttles could serve as substitutes: "Walking is a much better experience for both kids and parents than driving ... So, it's not just about carbon benefits. They all reinforce each other ... I am now more likely to walk because it's a more enjoyable experience than driving. Those little design things contribute to the right behaviours." (Coordinator, Coworking initiative) and "Could we have a shared bike scheme that'd make cycling with the family to get to school more enjoyable?" (Ibid).
- 5.6.27 Another priority for stakeholders was cycling, which received higher levels of enthusiasm than from other survey participants, often reflecting knowledge of its potential for funding. More and safer cycling routes were called for, especially for those commuting, with calls for town link routes as well as leisure routes: "Cycling needs to be made more accessible. Can't we make it more of a daily transport method, not merely a "weekend activity"?" (Cycle Shop manager).
- 5.6.28 Stakeholders mentioned that if cycling were made more accessible by installing the relevant infrastructure, their organisations would be better placed to normalise commuting by cycle, thereby reducing emissions. Suggestions included more cycle lockers, bike share schemes, and showers in workplaces.
- 5.6.29 As with other participants, many stakeholders noted that electric transport including electric buses, cars, and bicycles, could be a viable option if sufficient infrastructure were in place: "Electric cars are coming in anyway, I guess if the Council were to enable a quicker transition, then that would help us." (Elderly care provider, Weybridge).
- 5.6.30 However, electric vehicles are often considered cost prohibitive, so purchase assistance and better storage were suggested to cut costs: "Our personal car will need to be replaced soon, and we are hoping to get an electric car, but the cost of e-vehicles is significantly higher and there is a cost to installing a charging point as well as finding a suitable site." (Local adult activity group coordinator, East Horsley)

¹ Surrey County Council, 2021. Bus Service Improvement Plan, available at:

 $[\]underline{https://www.surreycc.gov.uk/_data/assets/pdf_file/0003/278715/Surrey-Bus-Service-Improvement-Plan.pdf.$

and "There needs to be secure locking infrastructure ... If you spend that much on an electric bike you want to make sure it won't get stolen." (College, Weybridge).

- 5.6.31 Others suggested schemes for leasing or sharing vehicles: "My wish would be for AV (automatic vehicles) or EVs to be constantly running round the village, hop on hop off, that would take you from your point and drop you at another point where you could get public transport. This would reduce car use, especially with buses every 10 mins going past your house." (Community transport service, East Surrey) and "When I was in Lithuania you could get an E-car from the airport and drop it off in the town centre." (Member of Surrey Chamber of Commerce).
- 5.6.32 Improved cycling infrastructure was another common theme: "You won't encourage people to cycle without the infrastructure to accompany it." (Head of estates, College association), "It'd be great to have more cycling lanes linking different towns to each other." (Surrey Chamber of Commerce) and "Surrey County Council has a good balance between walking and cycling. The funds for footway maintenance has been ramped up and led by the government. Cycling requires more headway investment and takes longer to be reflected in modal shift. The roll out of the liveable neighbourhood concept will support this." (Highways and transport group).
- 5.6.33 Road infrastructure and construction were also highlighted as a deterrent to active travel which causes congestion, associated emissions, and safety concerns. Several stakeholders complained about the lack of coordination between roadworks and operational planning: "I often see roads closed off even though there are no works taking place." (Head of estates, College association), "The way roadworks are handled in Surrey doesn't consider the impact on local traffic and local economy. I don't see any onus or penalty on contractors and the Council for taking longer than necessary on roadworks which cause congestion and therefore carbon emissions." (Coordinator, Coworking initiative, Weybridge) and "We need safer roads around schools." (Manager, Road safety and active travel group).
- 5.6.34 Finally, stakeholders called for greater collaboration between SCC and the voluntary and private sectors. There were many examples of voluntary and church groups adopting environmental initiatives, including group travel to replace cars, and cycle or mobility shops were keen to get involved: *"The council need to work more with the private sector we are the cycling experts."* (Manager, Cycle shop).

Actions organisations could take

- 5.6.35 There were noticeably fewer responses to this question. Those that did respond tended to mention moving towards electric vehicles, working in partnership with their supply chains and encouraging work from home.
- 5.6.36 Overall, there was also a clear sense of resignation in these responses: "I go out and about all the time so I need my car, I guess reducing the number of miles we travel would be the only thing possible but that would curtail the community work we do, it just wouldn't work for our organisation so I don't suppose there is anything we could do." (Community action organisation, Surrey-wide).
- 5.6.37 Ill and elderly residents were of particular concern: "The individuals involved being taken to doctors and dentists are mainly elderly and if they have no transport, they need us so we cannot stop doing what we do. I do not see any way this can change ... Stopping using carbon related transport would leave these people without access to health appointments. (Elderly care organisation, Weybridge).

6.0 Conclusions

- 6.1.1 The key research questions set out in the specification were as follows:
 - What are residents' attitudes regarding the LTP4's vision and objectives?
 - How supportive are residents of its avoid, shift and improve principles?
 - What are the levels of support around the LTP4's two 'big ideas'?
 - Travel hierarchy –prioritising investment in active and public transport
 - Surrey street family network supporting the planning for place and development of 20-minute neighbourhoods by cycling and walking
- 6.1.2 Surrey also wished to know:
 - Which policies are seen as most valuable and supported by residents?
 - What is it about the LTP4 and its proposals residents like / don't like?
 - How and why do opinions vary by demographics and geography, particularly across younger people, women, and people with disabilities?
 - What is the level of support among a variety of local businesses and other stakeholders which may be positively or negatively affected by the LTP4?
 - What are the principles residents and local businesses are prepared to support, or not, to help understand where opposition is rooted?
- 6.1.3 These questions have been answered in detail in the previous sections. The following paragraphs highlight the key conclusions.
- 6.1.4 The original aim of undertaking a wider consultation exercise has been achieved. A total of 1,762 people have taken part many from a wider geographic and more representative demographic background than was represented in the original online exercise. Many were also new to engaging with the Council and others have requested feedback and/or ongoing involvement.
- 6.1.5 The research results show, as you would expect, that views on the LTP4 vary by age, gender and location. People's personal circumstances also greatly affect their views and should be considered in the development and implementation of any strategy.
- 6.1.6 The research reveals high levels of support for tackling climate change across the wide range of participants. There is also support for the transport hierarchy but with a range of caveats and issued raised. This exercise has demonstrated the general public's awareness that reducing carbon will require a mix of both popular and unpopular policies, although inevitably there is a tendency to favour the former. In particular, there is an insistence that car use can only be reduced after public transport, walking and cycling provisions are improved. If the community is going to accept any change in travel patterns, messaging should focus on improvements to public transport, walking and cycling infrastructure rather than emphasising reductions in car use.
- 6.1.7 This consultation also highlighted that many people do not have a clear understanding of either the current transport situation in Surrey, such as the volume of short journeys, or the reality and facts around climate change. Similarly,

participants frequently misunderstood the role and capabilities of national and local government bodies, often overestimating their influence.

- 6.1.8 Participant support was particularly strong for improving bus provision as a feasible alternative to cars for some journeys. However, the bus system is inaccessible for some due to personal circumstances, the incompatibility of geography and service networks, and cost. Understanding the needs of potential customers, not assuming "one size fits all", and accepting that only a proportion of the community will ever shift behaviour were clear themes.
- 6.1.9 The lack of effective infrastructure for walking, cycling, public transport, and use of EVs was a consistent message, as was concern about safety across all modes.
- 6.1.10 Another common theme was of the need for collaboration across the public sector with the private sector, the voluntary sector, residents, and other stakeholders. There was a clearly expressed view that resolving climate change and changing travel patterns requires a multi-faceted as well as multi-organisational approach. Links to planning, health, education, and providers of transport services were all raised.
- 6.1.11 The consultation itself has raised awareness of the LTP4 and the rationale for tackling climate change. It has started an important dialogue on the key issues raised in the plan, as well as providing a substantial level of support for its proposed actions. There is a clear desire amongst participants for dialogue around these various themes to continue.

Appendix A Surveys A.1 Online Survey

What is your home postcode (this will only be used for analytical purposes and to ensure only in-scope responses are obtained)?

Surrey County Council want to know what people think about transport in their local area. They are committed to reducing carbon emissions but recognise this can only happen with changes in the way local people travel and need your views about what should be done.

The Problem

Q1 What % of carbon emissions in Surrey would you say is due to transport?:6%/26%/42%/66%/86%[AFTER SUBMITTING THE RESPONSE] The answer is 42%

Q2 What % of households in Surrey have at least one car?73%/86%[AFTER SUBMITTING THE RESPONSE] The answer is 86%

Q3 What is the average length of a car journey starting in Surrey?

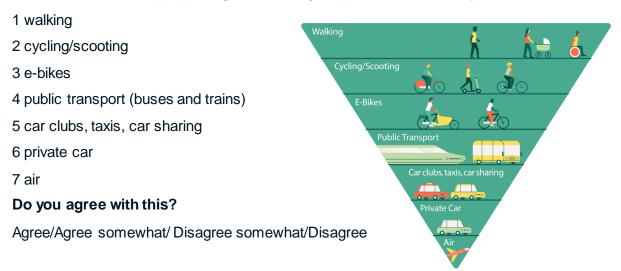
2 miles/4 miles/6 miles/10 miles

[AFTER SUBMITTING THE RESPONSE] The answer is 2 miles

Q4 How worried are you about the impact of climate change?

Very worried/Somewhat worried/ Neither worried nor unworried/ Somewhat unworried/ Not at all worried

Q5 The Council are proposing a 'hierarchy' of priorities for transport:



The actions below are what the Council are suggesting needs to be done to reduce carbon. What do you think about how (a) people in general and (b) you yourself would support these actions on a scale of 0 (very unsupportive) to 10 (very supportive)?

Measures to reduce carbon	a) Supported by Residents in general	b) Your level of support
		je – (10) Very Supportive
		e – (10) very Supportive
Q6 Carry out more activities in the local area		
Q7 Increase online activity		
Q8 Walking more		
Q9 Cycle more		
Q10 Use public transport more		
Q11 Reduce car use by parking restrictions, higher parking charges, pay as you go eco levy		
Q12 Reduce vehicle pollution – electric vehicles, new types of tyres, etc		
Q13 Use of smart technology for road surfacing, robot deliveries, etc		
Q14 Change your behaviour to reduce your carbon usage		

WHERE SCORED 0-3, "why don't you support that?" (Choose from below)

- No activities in my local area
- Lack of digital skills

- Physical disability
- Road safety issues
- Cycling lack of skill
- Public transport not available where I live/want to travel to
- Car more convenient
- Cost factors / too expensive
- Not necessary technology will fix climate change
- Not necessary climate problems are exaggerated
- Other (please specify)

Q15 The Council have a wide range of plans, some short term and some longer term, all of which are designed to reduce carbon and improve sustainability. **Please pick out the top 3** according to which actions you feel would be most effective in reducing carbon and improving sustainability.

Action
Shared travel schemes – cars, bikes, scooters, taxis
Set up delivery hubs for goods vehicles
More reliable bus services
More frequent bus services
Better integrated information about public transport
Better accessibility for disabled and people with buggies, on public transport and walking
Introduce driving 'eco-lew' charge
Improve road safety for pedestrians and cyclists
Introduce transport interchanges
Increase parking charges to 'level up' with cost of public transport
20 mph zones
Key services within 20 minutes of where you live.

Which of the actions below could you do more of to reduce carbon for everyday journeys? [*Please tick one response for each question*]

	Not possible	Sometimes	Often
Q16 Shop, eat, etc locally			
Q17 Replace driving by walking			
Q18 Replace driving by cycling			
Q19 Work more from home			

Q20 Replace driving by using public transport more often		
Q21 Use 'smart' public transport e.g. shared taxis, UBER		
Q22 Share cars		
Q23 Collect deliveries from local hub		

Q24 If there was ONE thing the Council could do to encourage you to reduce carbon related transport what would it be?

Q25 What was your age last birthday?

18 or 19

20 to 29

30 to 44

45 to 59

60 to 64

- 65 to 74
- 75 plus

Q26 Would you describe yourself as:

Male

Female

Neither / prefer not to say

Q27 What is your ethnic group?

White Asian or Asian British Black, Black British, Caribbean or African Mixed or multiple ethnic groups Other

Prefer not to say

Q28 Would you say you have a physical or mental health condition or illness which reduces your ability to undertake day to day activities?

Yes No Q29 Are you an unpaid carer who looks after family, partners or friends in need of help because they are ill, frail or have a disability? Yes No Q30 Which of these best describes your current employment status? Employed full time (including self-employed) Employed part time (including self-employed) Full time looking after home or family Studying Seeking employment Retired Long term sick or disabled Other

Q31 IF IN FULL OR PART TIME EMPLOYMENT which of these best describes your occupation:

Manager, director or senior official Professional requiring at least a degree Associate professional requiring a high level vocational qualification Administrative or secretarial Skilled trade Caring, leisure or other service occupation Sales or customer service Process, plant or machine operative Cleaning, packing or other elementary occupation

Q32 How many adults, including yourself, live in your household:

Q33 And how many children aged under 18 currently live in your household:

Q34 How many cars are available to those living in your household?

None

One

Two

Three or more

Q35 If Surrey County Council wish to undertake further research on the same topic, would you be happy to be re-contacted?

Yes

No

A.2 Face to Face Survey

"Hello – Surrey County Council want to know what local people think about transport in this area – would you have a few minutes to talk to us? The Council are committed to reducing carbon emissions, but this is can only happen with changes in the way local people travel, so they need your views about what should be done."

The Problem

Show participant The Problem sheet with graphs on – and get them to tell you the answers to the questions below.

What percentage of carbon emissions in Surrey is due to transport?

6%/26%/42%/66%/86%

What percentage of households have at least one car?

73%/86%

What is the average length of car journeys in Surrey (miles)?

2 miles/4 miles/6 miles/10 miles

Q1 How worried are you about the impact of climate change?

Very worried/ Somewhat worried/ Neither worried nor unworried/ Somewhat unworried/ Not at all worried

Comments

Q2 The Council is proposing a 'hierarchy' of priorities for transport. Do you agree with this?

Please see Travel Hierarchy diagram and show to participants if necessary.

Agree/ Agree somewhat/Disagree somewhat/Disagree

Comments

Q3 The Council is suggesting the actions below to reduce carbon.

On a scale of 0 (very unsupportive) to 10 (very supportive), how do you think (a) people in general and (b) you yourself would support these actions?

Get participants to give an answer for each measure on both scale A and B.

Measures to reduce carbon	a) How supportive are residents?	b) How supportive are you?
	(0) Very Unsupportive	(10) Very Supportive
Carry out more activities in the local area	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Increase online activity	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Walk more	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Cycle more	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Use public transport more	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Reduce car use by using parking restrictions, higher parking charges, pay as you go "eco levies", etc.	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Reduce vehicle pollution by using electric vehicles, new types of tyres, etc.	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Use smart technology for road surfacing, robot deliveries, etc.	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Change your behaviour to reduce your carbon usage	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10

Q3b Comments

"Why do you say that?"

If you gave unsupportive ratings for any of the measures listed in the previous question, what were your reasons? (unprompted but tick any mentioned and add 'other' comments)

- No activities in my local area
- Lack of digital skills
- Physical disability
- Road safety issues
- Cycling lack of skill
- Public transport not available where I live/want to travel to
- Car more convenient
- Cost factors
- Wouldn't be effective in reducing carbon
- Not necessary technology will fix
- Not necessary climate problems exaggerated/denied
- Other (write in)

Q4 The Council has a wide range of plans (some short term and some longer term), all of which are designed to reduce carbon and improve sustainability.

"From this list, please pick the top 3 actions you feel would be most effective in reducing carbon and improving sustainability." *Show card.*

Action
Shared travel schemes – cars, bikes, scooters, taxis
Set up delivery hubs for goods vehicles
More reliable bus services
More frequent bus services
Better integrated information about public transport
Better accessibility for disabled people and people with buggies on public transport and walking routes
Introduce a driving 'eco-levy' charge
Improve road safety for pedestrians and cyclists
Introduce transport interchanges
Increase parking charges to help fund the cost of public transport
Introduce 20 mph zones
Having key services within 20 minutes of where you live

Q5 Which of the actions below could you do more of to reduce carbon for everyday journeys? (For each, mark as not possible, sometimes, or often)

	Comments Especially for 'not possible' – ask "Why not?".
Shop, eat, etc. locally	
Replace driving by walking	
Replace driving by cycling	
Work more from home	
Replace driving by using public transport more often	
Use 'smart' public transport like shared taxis, UBER, etc.	
Share cars	
Collect deliveries from local hubs	

Q6 If there is ONE thing the Council could do to encourage you to reduce carbon related transport what is it?

Q7 How old did you turn on your last birthday?

18 or 19	
20 to 29	
30 to 44	
45 to 59	

60 to 64
65 to 74
75 plus

Q8 What is your ethnic group?

White
Asian or Asian British
Black, Black British, Caribbean or African
Mixed or multiple ethnic groups
Other
Prefer not to say

Q9 Would you say you have a physical or mental health condition or illness which reduces your ability to undertake day to day activities?

Yes	
No	

Q10 Do you currently provide unpaid care for someone else due to illness, frailty or disability?

Yes	
No	

Q11 How many cars are available to those living in your household?

None One	Two	Three or more
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Q12 Would you describe yourself as:

Male	Female	Neither / prefer not to say

Q13 How many adults, including yourself, live in your household?

None One	Two	Three or more
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Q14 How many children aged under 18 currently live in your household?

None	One	Two	Three or more
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Q15 Which of these best describes your current employment status?

Employed part time (including self-employed)

Full time looking after home or family

Studying

Seeking employment

Retired

Long term sick or disabled

Other

Q16 If you are in full or part time employment, which of these best describes your occupation:

Manager, director or senior official
Professional requiring at least a degree
Associate professional requiring a high level vocational qualification
Administrative or secretarial
Skilled trade
Caring, leisure or other service occupation
Sales or customer service
Process, plant or machine operative
Cleaning, packing or other elementary occupation

Q17 Finally, what is your home postcode? This will only be used for analytical purposes.

A.3 Postal Survey

Thank you for your interest in giving us your views on transport. The key aim of the plan is to reduce carbon emissions, but this can only happen with changes in the way local people travel. Only local people can say whether they think this is possible.

Please fill in the questionnaire below and send back to us in the Freepost envelope within a week. Your answers will be individually confidential.

The challenge

42% of carbon emissions in Surrey are due to transport			
86% of households in Surrey have at least one car			
The average length of a car journey starting in Surrey is 2 miles			

Q1 How worried are you about the impact of climate change?

Very worried/Somewhat worried/ Neither worried nor unworried/ Somewhat unworried/ Not at all worried

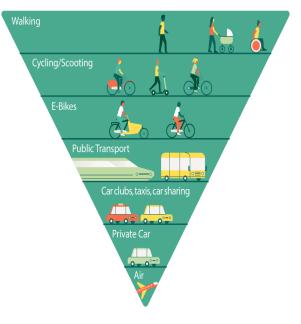
Q2 The Council is proposing a 'hierarchy' of priorities for transport:

- 1 walking
- 2 cycling/scooting
- 3 e-bikes
- 4 public transport (buses and trains)
- 5 car clubs, taxis, car sharing
- 6 private car
- 7 air

Do you agree with this?

Agree/Agree somewhat/ Disagree somewhat/

Disagree



Q3 The Council is suggesting the actions below to reduce carbon. On a scale of 0 (very unsupportive) to 10 (very supportive), how do you think (a) people in general and (b) you yourself would support these actions?

Measures to reduce carbon	a) How supportive are residents?	b) How supportive are you?
	(0) Very Unsupportive	(10) Very Supportive
Carry out more activities in the local area	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Increase online activity	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Walk more	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Cycle more	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Use public transport more	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Reduce car use by using parking restrictions, higher parking charges, pay as you go "eco levies", etc.	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Reduce vehicle pollution by using electric vehicles, new types of tyres, etc.	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Use smart technology for road surfacing, robot deliveries, etc.	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10
Change your behaviour to reduce your carbon usage	0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10

Any comments or reasons for especially where you gave personal low levels of support? (tick any that apply)

No activities in my local area
Lack of digital skills
Physical disability
Road safety issues
Cycling – lack of skill
Public transport not available where I live/want to travel to
Car more convenient
Cost factors
Wouldn't be effective in reducing carbon
Not necessary – technology will fix
Not necessary – climate problems exaggerated/denied
Other/comments (write in)

Q4 The Council has a wide range of plans some short term and some longer term – all of which are designed to reduce carbon and improve sustainability. **Please tick the top 3**

according to which actions you feel would be most effective in reducing carbon and improving sustainability.

Action				
Shared travel schemes – cars, bikes, scooters, taxis				
Set up delivery hubs for goods vehicles				
More reliable bus services				
More frequent bus services				
Better integrated information about public transport				
Better accessibility for disabled and people with buggies, on public transport and walking				
Introduce driving 'eco-lewy' charge				
Improve road safety for pedestrians and cyclists				
Introduce transport interchanges				
Increase parking charges to 'level up' with cost of public transport				
20 mph zones				
Key services within 20 minutes of where you live.				

Q5 Which of the actions below could YOU do more of to reduce carbon for everyday journeys? [One response for each question]

	Not possible	Sometimes	Often
Shop, eat, etc locally			
Replace driving by walking			
Replace driving by cycling			
Work more from home			
Replace driving by using public transport more often			
Use 'smart' public transport e.g. shared taxis, UBER			
Share cars			
Collect deliveries from local hub			

Q6 Finally, if there was ONE thing the Council could do to encourage you to reduce carbon related transport what would it be?

Q7 If Surrey County Council wish to undertake further research on the same topic, would you be happy to be re-contacted?

Yes/No

Q7a If YES, which contact method is preferred? [please provide information]

Email, address or phone

Lastly, a few questions to help us check we are asking a representative spread of local people [please tick answers]:

Q8 What was your age last birthday?

18 or 19

20 to 29

30 to 44

45 to 59

60 to 64

65 to 74

75 plus

Q9 What is your ethnic group?

White

Asian or Asian British

Black, Black British, Caribbean or African

Mixed or multiple ethnic groups

Other

Prefer not to say

Q10 Would you say you have a physical or mental health condition or illness which reduces your ability to undertake day to day activities?

Yes

No

Q11 Are you an unpaid carer who looks after family, partners or friends in need of help because they are ill, frail or have a disability?

Yes

No

Q12 How many cars are available to those living in your household?

None

One

Two

Three or more

Q13 Would you describe yourself as:

Male

Female

Neither / prefer not to say

Q14 How many adults, including yourself, live in your household:

Q15 And how many children aged under 18 currently live in your household:

Q16 Which of these best describes your current employment status?

Employed full time (including self-employed) Employed part time (including self-employed) Full time looking after home or family Studying Seeking employment Retired Long term sick or disabled Other

Q16b IF IN FULL OR PART TIME EMPLOYMENT which of these best describes your occupation:

Manager, director or senior official Professional requiring at least a degree Associate professional requiring a high level vocational qualification Administrative or secretarial Skilled trade Caring, leisure or other service occupation Sales or customer service

Process, plant or machine operative

Cleaning, packing or other elementary occupation

Q17 What is your home postcode? (this will only be used to check we have covered all areas of Surrey)

Appendix B Methodology Note

Engagement Types

Online Survey

The online survey was undertaken by Panelbase, via an online research panel which rewards members for participating in Market Research surveys. The survey was sent only to Surrey residents and designed to capture views on climate change, the transport hierarchy, proposed actions to reduce carbon emissions, and the effectiveness of these actions.

Market Stalls and Postal Survey

22 market stall engagement events were held across nine of Surrey's 11 local authorities. These were designed to capture responses in high footfall areas, such as high streets and shopping centres, to ensure engagement across a range of demographics. At these stalls two 'voting exercises' were carried out. In the first activity, participants could demonstrate their preferences for SCC's proposed actions to reduce transportrelated carbon emissions using counters (e.g. 20 mph zones). In the second activity, participants



could use magnets to vote for what actions they personally would or would not be likely to do to reduce transport-related carbon emissions (e.g. walk more). Child models of a low-carbon and a car-centric high streets were also used to attract families and children. The market



stall venues were used as a base from which to carry out face to face questionnaire surveys, especially targeting those under-represented in the online survey. In addition, a postal survey with a free post envelope for return was handed out at half of these events.

Further Education Events and Postal Survey

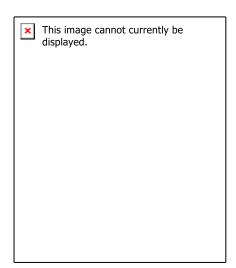
To capture the views of 16 to 25-year-olds, a key demographic under-represented in the original consultation, six Further Education Colleges and

Universities were targeted. The engagement followed the same format as outlined for the market stalls, using the same questionnaire survey, but did not include the use of the child model.

Stakeholder Interviews

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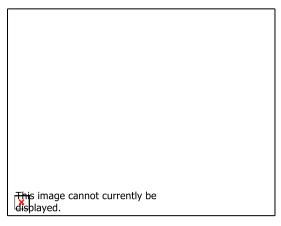
These interviews were designed to extend the reach of the consultation to businesses, organisations, and other public and private groups. The interviews were carried out over the telephone or through video conferencing (e.g. Microsoft Teams) where requested from individual stakeholders. Interviews took the form of a shortened questionnaire survey, reflecting the core questions on climate change and the proposed transport hierarchy asked in the face to face engagement. The questions regarding effectiveness of Surrey's proposed actions in reducing carbon were simplified for this format, and additional questions were asked around how each organisation could be supported in reducing transportrelated carbon.



Stakeholders were targeted across all Surrey local authorities and included: local businesses, Parish Councillors, Non-emergency Patient Transport Services, VCSE's (particularly those that use Community Transport or focus on things including meal delivery), Community Transport Groups, Social Services, Demand Responsive Transport Providers, Train Operating Companies, Bus Operating Companies, National Highways, Citizens Groups (e.g. North West Surrey Bus Users Group) and Further Education staff.

Neighbourhood Games

This approach to the engagement was especially designed to include those who may not participate in face to face engagement, such as people in rural residents, those with disabilities (including physical and neuro disabilities) and shift workers. People were invited to meet in small groups to use a card 'game' style information pack designed to match the online, face to face and postal surveys. Each set of cards provided background information to contextualise LTP4 as well as interactive tasks for the group to complete. Participants were



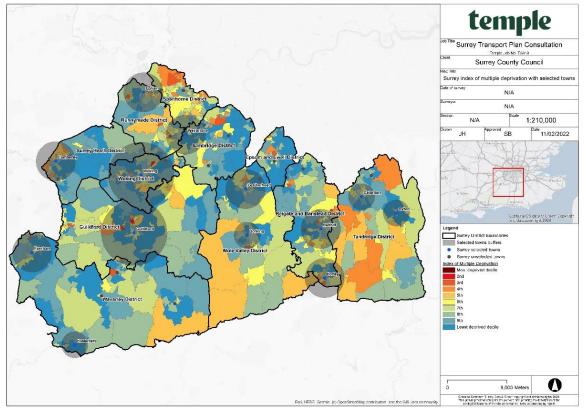
asked to record the groups' priorities and concerns in a questionnaire, as well as their demographic profiles. These questionnaires were then returned via a free post envelope. Participants for this game were recruited through staff networks and volunteers identified during the stakeholder interviews, and were offered a donation for refreshments and a contribution to a local charity.

Location Selection

The locations selected for the market stalls and further education colleges were based on an analysis of various data sets available by Surrey-i as well as data provided by Surrey CC regarding town classifications. As well as ensuring engagement activities occurred across all 11 local authorities, practical considerations including the likelihood of footfall and appropriate locations were considered.

Data sources considered included the IMD 2019, broadband data usage, broadband data speed, at risk employees as a result of COVID-19 (MSOA), claimants of disability benefits, food vulnerability index score, households in full poverty, internet user classification, staying on in education post 16-years, job density, pensioners living alone, travel time to nearest primary school PT/Walk, Travel time to nearest secondary school PT/Walk, voter turnout at local elections, youth unemployment (ages 18-24), population aged 65+, net annual household income, Access to Healthy Assets and Hazards household income domain, Access to Healthy Assets and Hazards air quality domain, and populations aged 15-19.

A key factor in ensuing an adequate distribution across the county was the selection of a representative sample of town centre locations, with this selection being informed by the Surrey-i database and a City & Town Classification of Constituencies & Local Authorities². The results are illustrated here showing the selected town centres by type and the underlying level of deprivation.



Demographic Sample: Age and Car Ownership

The below table shows the combined sample from survey types for age and car ownership compared to surrey as a whole. All groups are captured reasonably well with some over sampling of young people and some under-sampling of 75+ age groups, and it shows how the sample profile differs between survey methods.

	Surrey	Survey (all methods)	Online	Market stall	Postal	Further Education
Age						

² City & Tow n Classification of Constituencies & Local Authorities - House of Commons Library (parliament.uk).

	Surrey	Survey (all methods)	Online	Market stall	Postal	Further Education
18-19	3%	9%	5%	5%	7%	64%
20-29	14%	20%	22%	16%	7%	21%
30-44	27%	28%	35%	18%	9%	6%
45-59	26%	19%	19%	20%	23%	9%
60-64	8%	6%	6%	10%	12%	0%
65-74	11%	12%	10%	17%	26%	0%
75+	11%	6%	4%	14%	16%	0%
	100%	100%	100%	100%	100%	100%
Car ownership						
0	13%	11%	8%	18%	16%	23%
1	40%	49%	52%	44%	40%	35%
2	34%	32%	32%	32%	36%	25%
3 or more	12%	8%	8%	6%	7%	17%
	100%	100%	100%	100%	100%	100%

Appendix C Reasons for Not Supporting the Proposed Actions to Reduce Carbon

Action	Other reasons for not supporting	ID	Local Authority
Walking more	Combination of it being ableist and all about individual behaviour change when the system needs reforming		Waverley
	For those with medical needs priority should be given		Guildford
	Having time to walk places is a luxury few people have. Also, walking is often not pleasant - narrow pavements, not enough safe places to cross and inconsiderate cyclists.		Mole Valley
	Age & arthritis would prevent me		Waverley
Carry out more activities in the local area	Mental Health issues.		Reigate and Banstead
	Too far to cycle, too dangerous I live in a village in a rural area - so no!	3396450	Mole Valley
Change your behaviour to reduce your carbon usage	I already use car only when necessary. Further penalties will be overtly antagonistic and cause anger at blanket measures.	3405016	Elmbridge
	I recycle. I stay home on the weekend. Don't drive for hours. Ask celebrities to stop taking jets! Start with that.	3406430	Surrey Heath
	The system needs reforming as well as individual behaviour change. The latter won't work without the former	3430224	Waverley
Reduce vehicle pollution – electric vehicles, new types of tyres, etc	Electric cars only diverts the issue, they are not going to make enough change and are not environmentally friendly enough for me to be convinced in to changing.	3404580	Reigate and Banstead
	Electric vehicles are not the answer until they are able to have a long range of charge and chargers are easily available throughout the country		Tandridge
	Electric vehicles cause other types of pollution and their production methods are unethical.	3395108	Woking
	Live in a rental flat, would not be able to charge car at home	3400355	Elmbridge
Use public transport more	Buses very infrequent in my area & bus stops not particularly nearby	3401800	Waverley
	Covid I don't want to use transport where anyone can have Covid		Epsom and Ewell
	No public transport late at night	3406237	Mole Valley
	Takes too long to travel to work and not productive use of time in a day	3402931	Epsom and Ewell
	The transport links are terrible. There are certain towns that I cannot access by bus and it takes so long to get there.		Surrey Heath
	Too complicated to get a bus ticket.	3405016	Elmbridge

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Action	Other reasons for not supporting	ID	Local Authority
	Unavailable at times i need and not reliable enough. I can't have my children stuck after school waiting for me and it would also mean i would need to reduce my working hours.	3404580	Reigate and Banstead
Increase online activity	1) People are already spending too much time in front of screens 2) The carbon emissions from the delivery vehicles cancelout the reductions from private cars	3432262	Guildford
	I have a baby and she needs to get out of the house a lot more. Social interaction is also important.		Elmbridge
	Sitting in your house is unhealthy and impacts local businesses	3403710	Runnymede
	Social interaction is important, especially with young children	3403234	Elmbridge
Use of smart technology for	I really do not like the idea of robot deliveries as the only time I use the car is to do a full shop and visit my daughter who lives 4 hours away. A robot could not deliver a full shop.	3387472	Woking
	Not realistic	3395183	Elmbridge
road surfacing, robot deliveries,	Technology goes wrong	3406237	Mole Valley
etc	Smart technology?? Can it be trusted, look as so called smart motorways. Re it delivery's could put people out of work	3405724	Waverley
	Sounds dangerous and does a risk people out of jobs.	3402715	Mole Valley
	Area too hilly/steep	3403227	Guildford
	Bikes are a danger on our narrow roads they cannot co exist with cars	3461126	Guildford
	Cyclists already have enough spent on them	3407627	Elmbridge
Cycle more	No storage in flats to keep bikes No outdoor. space. Theft a massive issue	3405937	Elmbridge
	Unable to transport goods easily	3405041	Waverley
	In general yes but impractical in a local area when a shop is 4 plus miles away on dual carriageway to get	3396450	Mole Valley
	All this will achieve is to price poorer people out of town centres. Parking is already too expensive.	3402715	Mole Valley
	already pay enough in road tax and will make more people travel to main towns instead of local towns.	3395183	Elmbridge
	Basic Human rights, person should be able to park cost effectively	3408975	Woking
Reduce car use by parking restrictions, higher parking charges, pay as you go eco levy	Cars are essential. It is a stealth tax to charge more for parking. You can't do without using a car with a family. Public transport is nowhere close to even be a sufficient alternative to even consider. Quality, availability, flexibility main issues	3462414	Epsom and Ewell
	I can't afford to purchase an electric car and don't have the local facilities for charging or physical energy to cope with waiting for charging elsewhere.	3403041	Mole Valley
	People have good reasons to travel by car. It is not about luxury. It is mostly about safety.	3406430	Surrey Heath
	Public transport not an affordable alternative	3403241	Guildford
	This penalises low income disabled	3403323	Woking

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Action	Other reasons for not supporting	ID	Local Authority
	It would completely kill the high street. It is very noticeable that towns that have free parking are doing much better than those that overcharge	3401800	Waverley
	It's not fair to pay more when you have no choice but to use a car	3431135	Woking
	Parking is already expensive and a nightmare in Surrey.	3402374	Waverley

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