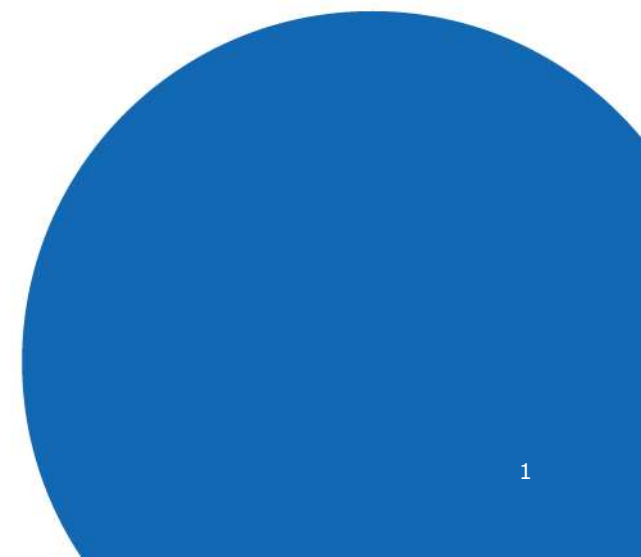
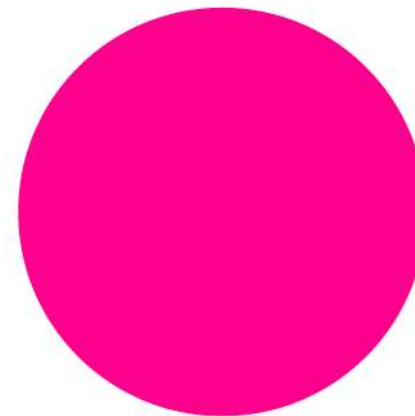

Guildford to Burpham

London Road, Burpham

Consultation Results



Methodology: summary



This study adopted a two-phased approach; an initial qualitative exercise with local residents and small businesses undertaken via an online community, followed by a robust and representative quantitative survey conducted online and by telephone.

Qualitative

10 day online community with break-out focus groups



Community:

- N=111 residents, living within 2km of a scheme
- N=63 businesses, located within 2km of a scheme

Focus groups:

- 2 x 60-minute groups
- 6 participants in each

Quantitative

CATI (telephone) and online



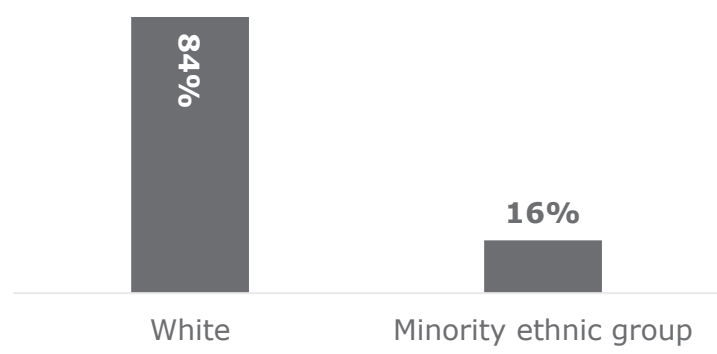
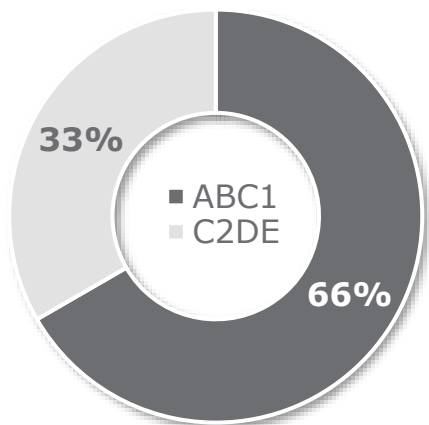
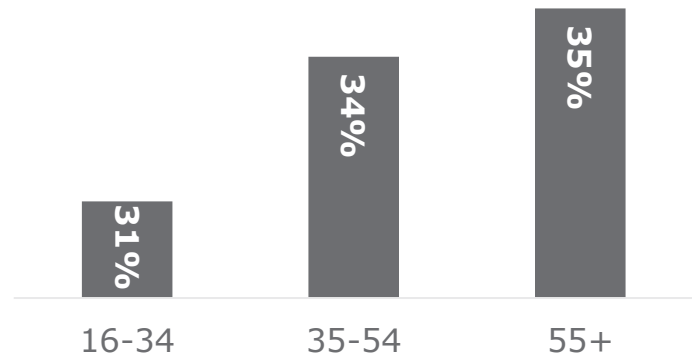
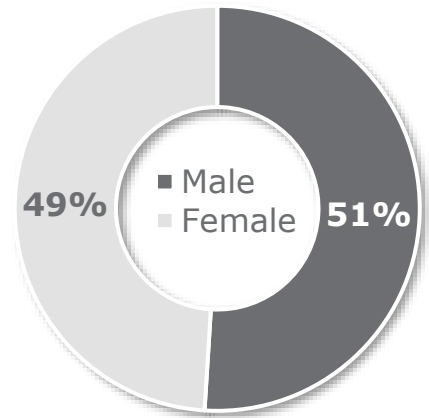
Online:

- N=500 residents, Surrey-wide, quotas by Borough, Age, Gender and Ethnicity

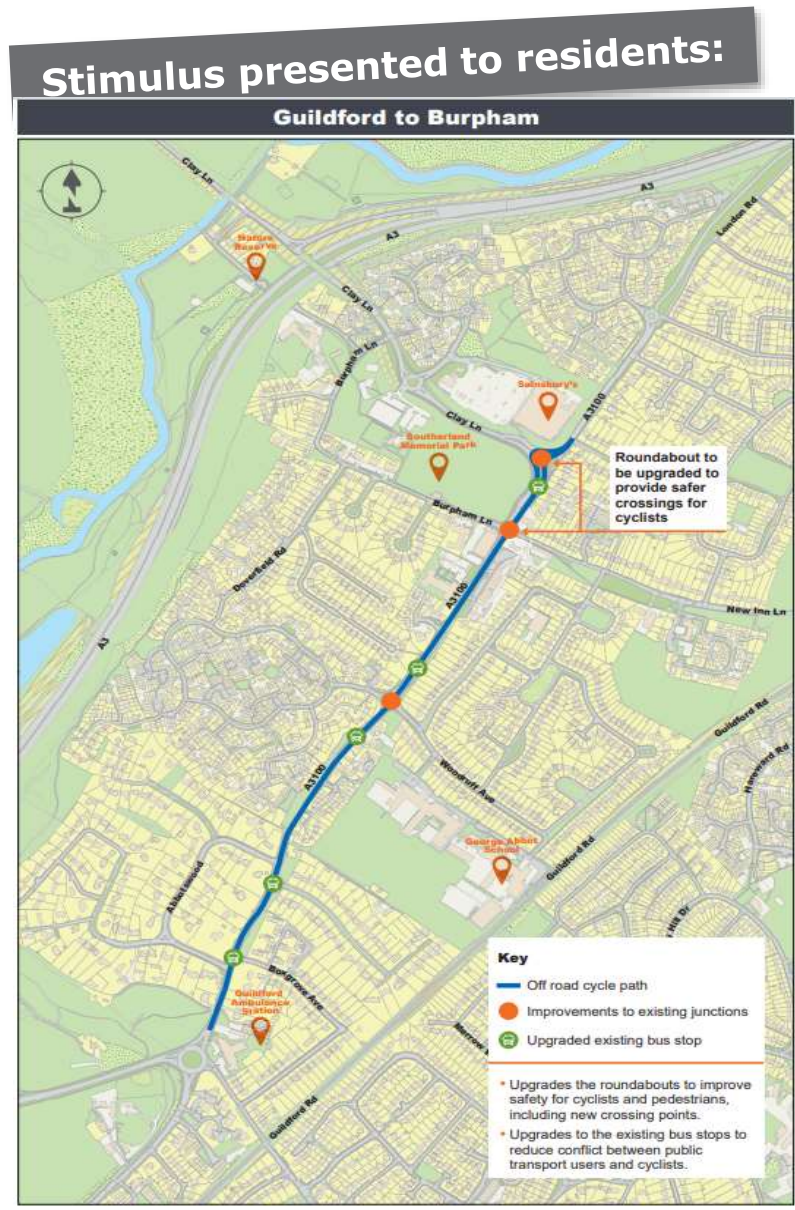
CATI:

- N=684 residents with postcodes within 3km of a scheme, quotas by Age, Gender and Ethnicity using ward-level population data

Using local ward level data provided by Surrey County Council, a representative sample of residents have been surveyed based on the surrounding wards of the proposed **Guildford to Burpham** scheme:



Base: All residents local to Guildford to Burpham (3km radius) = 77.



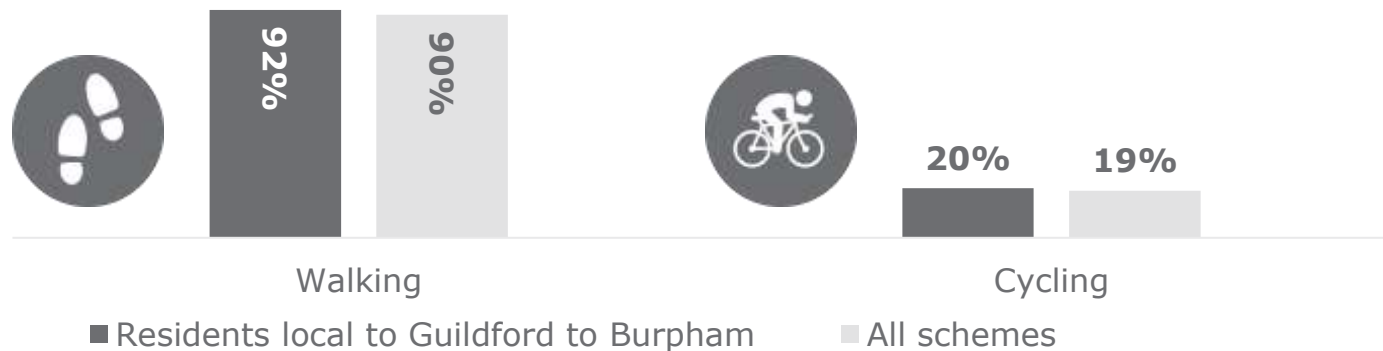
Residents local to Guildford and Burpham are generally walking and cycling with the same frequency as local residents across all schemes.

Views towards active travel in principle are **generally positive** and **on par with the average of residents across other schemes**.

As with all residents, when asked about priorities for investment in the local area, **aspects linked to active travel are not top of mind** – protecting green spaces and road maintenance are key priorities.

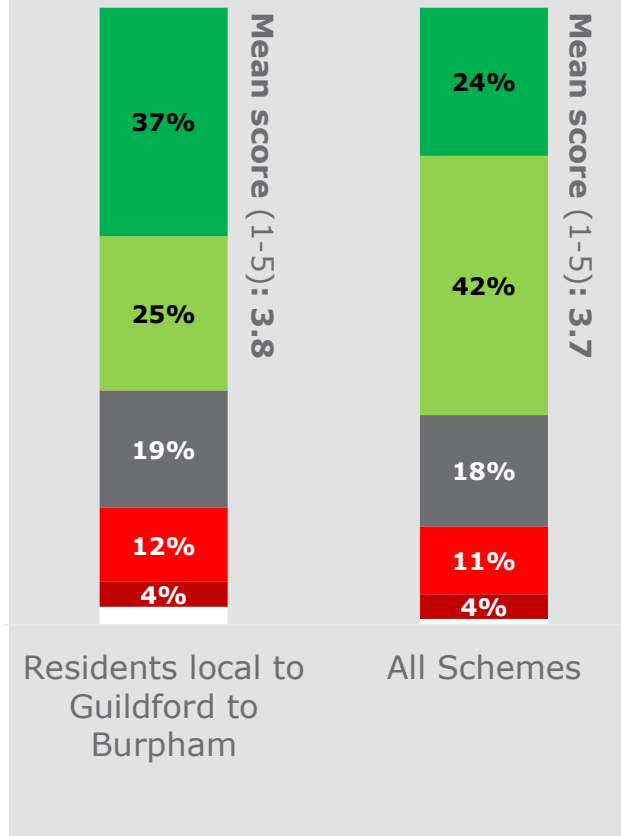
For residents local to the scheme, **protecting green spaces is of a significant priority** compared to others – one of the highest seen across residents local to all other schemes.

Frequency: weekly or more



Views of Active Travel in principle:

- Very positive (5)
- Positive (4)
- Neither positive nor negative (3)
- Negative (2)
- Very negative (1)
- Don't know / Need more info



When the proposed scheme was discussed with residents, the majority provided **positive** feedback, however just over a quarter of residents were negative about the scheme. It is the 8th most favoured scheme by local residents.

Groups most likely to be negative are those aged 55+, with a mean score of 3.2 and those with no children in the home, 3.1.

50% of residents local to Guildford to Burpham stated they felt **more positive** about Active Travel having seen the schemes presented to them (79% of which already felt positive about the idea principle).

Views of local scheme:

- Very positive (5)
- Positive (4)
- Neither positive nor negative (3)
- Negative (2)
- Very negative (1)
- Don't know / Need more info

