

**Active Travel Consultation –
London Road Scheme Feedback**
Summary report
January 2023

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Introduction

Department for Transport (DfT) has made approximately £6.5m of funding available to Surrey County Council (SCC) via Active Travel Funding (ATF) to provide active travel schemes across Surrey. The funding provided was part of a bid to the DfT for £7.8m to provide ten active travel schemes in the county.

This report summarises the findings of the public consultation carried out for the proposed London Road (Guildford to Burpham) scheme. The scheme looks to upgrade the existing cycle route on London Road between Boxgrove roundabout to Great Oaks Park. This will create a safe and direct cycle route along the A3100, connecting to residents in Abbottswood and Burpham. Implementation of the scheme will reduce car trips and congestion in Guildford town centre by encouraging short, everyday trips, or top-up shopping, that could be made by cycle/walking and improving air quality.

The broad objectives of the consultation were to:

- Gauge the level of support for the scheme both at the local level and across the county among a representative sample of residents and local businesses
- Determine what it is about the scheme that residents and local businesses like / don't like
- Gather resident and business feedback to help us take a final decision on whether / how the scheme should be taken forward



Map of Cycle path on London Road, Burpham

Engagement summary

External consultants were brought in to carry out a public consultation of Surrey residents regarding the proposed London Road scheme.

77 telephone surveys were completed, targeted at residents living in the following five postcode areas:

- GU1 1
- GU1 2
- GU1 4
- GU2 9
- GU4 7

Further online research was carried out from 3rd February through 24th February 2021 to gather qualitative feedback from residents; this was comprised of an online engagement community as well as two focus groups. Residents and businesses located within 2km of the scheme were chosen as participants.

Participants were chosen to respond to this consultation as a representative sample of the population; participants were 51% female and 49% male, 84% white and 16% minority ethnic group. While the typical consultation approach of contacting all residents results in participants skewed toward the older, white demographic, we chose to seek a representative sample of the population to get a more accurate response. The key findings of the consultation are summarised below.

Residents local to Guildford and Burpham are generally walking and cycling with the same frequency as residents across other areas of Surrey.

Views toward active travel in principle are generally positive and on par with the average of residents across other areas of Surrey. 50% of residents local to Guildford and Burpham stated they felt more positive about active travel, having seen the scheme presented.

48% of residents provided positive feedback regarding the scheme, however 21% of respondents felt negative about the scheme, and 6% felt very negative. The groups most likely to feel negative about the scheme are persons aged 55+ (3.2) and those with no children at home (3.1).

There is some concern around the safety of pedestrians when encouraging cycling in this area, which is felt to be very congested and difficult to navigate already. Some believe this scheme will cause more congestion in an already busy area, further impacting local businesses and especially schools, who have limited control over working hours.

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.

Online engagement feedback

Qualitative feedback was collected from residents through the online engagement activities and the focus groups.

The perceived positives of the scheme from residents and businesses are:

- The inclusion of an upgraded bus stop is appealing to an audience beyond cyclists and pedestrians.
- Cyclists who use this stretch see a real need for improvements here and are supportive.
- Pedestrians are aware this area is difficult to navigate on foot, and the addition of further potential crossings is very welcome.

The perceived negatives of the scheme from residents and businesses are:

- Concerns around how the scheme will address existing congestion in the area.
- Speculation that congestion and therefore pollution would increase due to the impact of new crossings on traffic and the assumption that the scheme would result in reduced road space for motorists.
- Impact on local businesses and education establishments due to the above speculation regarding increased congestion.

Residents and businesses expressed scepticism around fair use of the road, especially considering the prioritisation of cyclists at crossings and junctions. This is exacerbated by residents' feeling of danger in the area already, due to the difficulty some find in navigating the existing junctions. Residents also raised significant traffic and safety concerns at New Inn Lane/near Aldi. Some residents felt strongly that this scheme would cause more congestion, and the potential negative impact of this was felt keenly especially in relation to schools.

A sample of resident and business objection to the scheme are listed below.

"A child is going to be seriously injured as cyclists cycle at speed and children are unpredictable in their movements."

"I don't see the benefit of this particular scheme unless there are bollards or something separating the cycle lane and road."

"The pavements are not that wide along here...the road cannot be made any narrower, so where is the space coming from?"

Telephone survey feedback

Residents were asked how often they use the following methods of travel: car, train, bus, cycling, walking. 92% of respondents local to Guildford and Burpham chose walking as their method of travel weekly or more. 20% of respondents answered 'cycling' for the same frequency.

Residents were also asked about their views on:

- Walking and cycling in the local area
- Walking and cycling to local shops and amenities
- Feeling safe whilst walking and cycling in the local area
- Provision of paths/pavements to walk and cycle safely in the local area

Residents were then asked to consider their priorities for investment in the local area. They were also asked to rate each of the same measures in their local area.

- Schemes to reduce pollution
- Schemes to reduce congestion
- New cycle lanes
- More parking
- Increasing number of pedestrian crossings
- Pedestrianising the high streets
- Road maintenance (e.g. pothole repair, resurfacing)
- Improving access for people with disabilities
- Improve road safety / reduce collisions
- Improve air quality
- Improving health & wellbeing
- Access for deliveries, waste collection, and blue-light services
- Encouraging greater use of public transport
- Protecting green spaces

Residents were asked their views on the idea of 'active travel' in principle (walking or cycling as an alternative to cars/motorbikes for the purpose of making everyday journeys). 62% of respondents felt positive or very positive about active travel schemes, which generally include elements such as creating cycle pathways, pedestrianising town centres, or widening walkways.

Finally, residents were asked how positive or negative they feel about the proposed London Road scheme. 58% of respondents felt positive or very positive about the scheme, and 16% were neutral toward the scheme. 21% of respondents felt negative about the scheme, and 6% felt very negative.

Appendix

This section contains the full set of questions asked in the consultation. The first set of questions were asked during the telephone surveys, the second set were asked of the online consultation community over a 10-day period.

Telephone survey questionnaire

Q1. What is your current post code?

Q2. How old were you on your last birthday?

Q3. How would you describe your gender?

- Male
- Female
- I describe my gender in another way

Q4. What is the occupation of the main income earner in the household?

- Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)
- Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.)
- Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)
- Skilled manual worker (e.g. skilled bricklayer, builder, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)
- Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)
- None – student
- None – unemployed

Q5. How would you best describe your ethnicity?

Q6. What is your current working status?

Q7. How often would you say you use the following methods of transport?

- Car
- Train
- Bus
- Cycling
- Walking

Q8. Would you like to be able to use any of these modes of transport more than you are doing now, or the same amount?

- Car
- Train
- Bus
- Cycling
- Walking

Q9. Thinking about the area you live, please state how positive or negative you feel about the following:

- Walking in my local area
- Walking to local shops and amenities if I want to
- Feeling safe whilst walking in my local area
- Provision of paths/pavements to walk safely in my local area
- Cycling in my local area
- Cycle to local shops and amenities if I want to
- Feeling safe whilst cycling in my local area
- Provision of cycle lanes to cycle safely in my local area

Q10. Thinking about priorities for investment in your local area, which would be the most important and which would be the least important to you?

- Schemes to reduce pollution
- Schemes to reduce congestion
- New cycle lanes
- More parking
- Increasing number of pedestrian crossings
- Pedestrianising high streets
- Road maintenance (e.g. pothole repair, resurfacing)
- Improving access for people with disabilities
- Improve road safety / reduce collisions
- Improve air quality
- Improving health & wellbeing
- Access for deliveries, waste collection, and blue-light services
- Encouraging greater use of public transport
- Protecting green spaces

Q11. And for each of these measures, how would you rate them in your local area. Please consider the situation before the current COVID-19 pandemic when answering.

- Pollution
- Congestion
- Provision of cycle lanes
- Parking
- Number of pedestrian crossings
- Pedestrianisation of high streets
- Road maintenance (e.g. pothole repair, resurfacing)
- Access for people with disabilities
- Road safety
- Air quality
- General health & wellbeing
- Access for deliveries, waste collection, and blue-light services
- Use of public transport
- Protecting green spaces

Q12. 'Active travel' means walking or cycling as an alternative to motorised transport (notably cars, motorbikes/mopeds etc) for the purpose of making everyday journeys. This could be going to work, to the shops or to your children's school.

This can involve specific schemes such as creating cycle pathways, pedestrianising town centres or widening walkways to allow for a safer and more enjoyable experience, but will mean redistributing the landscape for cars, people on foot and bikes.

How positive or negative do you feel about this idea in principle?

- Very negative
- Negative
- Neither positive nor negative
- Positive
- Very positive

Q13. Thinking of the proposed London Road (Guildford to Burpham) scheme, what effect, if any, do you think it will have on the local businesses and local residents?

- Very negative
- Negative
- Neither positive nor negative
- Positive
- Very positive

Q14. On the whole, how positive or negative do you feel about this scheme?

- Very negative
- Negative
- Neither positive nor negative
- Positive
- Very positive

Q15. Having reviewed this information regarding the proposed active travel scheme, do you feel any more or less positive or negative about active travel?

- Much more negative
- More negative
- No change
- More positive
- Much more positive

Q16. Please can you summarise why you feel this way?

Q17. Which of the following reflects your annual household income?

- Less than £20,000
- £20,000-£39,999
- £40,000-£59,999
- £60,000-£79,999
- £80,000-£99,999
- £100,000-£149,999
- £150,000 or more

Q18. Apart from you, who else lives in your household?

- Just me, I live by myself
- My partner
- My child/children
- Friends
- Extended family members (e.g. parents, in-laws, grandparents)
- Other (please specify)

Q19. How many children (aged under 18) are in the household?

- 1
- 2
- 3
- 4
- 5
- 6 or more
- Prefer not to say

Q20. Do you or anyone in your household have a long-term illness, health problem, or disability which limits your/their daily activities or the work you/they can do?

- Yes (self)
- Yes (other)
- No
- Don't know / Prefer not to say

Online community questionnaire

Days 1 to 3

Q1. What are the 5 best things about living in your area?

Q2. What are the 5 worst things about living in your area?

Q3. What do you think the council could do to improve your area?

Q4. Please rate the following items as either 'crucial', 'nice to have', or 'not important'.

- Access to the great outdoors
- Good air quality
- Limited congestion
- Low crime levels
- Good schools
- Good transport links
- Easy access to retail and shopping
- Low levels of traffic

Q5. Please describe as best you can, why you have chose the features you have to be 'crucial'?

Q6. Is there anything else which is crucial when deciding where to live?

Q7. How often would you say you use the following methods of transport?

- Car
- Train
- Bus
- Cycling
- Walking

Q8. Thinking about the area you live in and the access you have to outdoor space for travel and recreation, please state whether you agree or disagree with the following:

- I enjoy walking in my local area
- I have the ability to walk to local shops and amenities if I want to
- I feel safe walking in my local area
- There are sufficient paths/pavements to walk safely in my local area
- I enjoy cycling in my local area
- I have the ability to cycle to local shops and amenities if I want to
- I feel safe cycling in my local area
- There are sufficient cycle lanes to cycle safely in my local area

Q9. Please explain your reasons behind the answers you have given above.

Days 4 to 5

Q10. Please rank the following items in order of how you prioritise each of them across Surrey county as a whole:

- Schemes to reduce pollution
- Schemes to reduce congestion
- New cycle lanes
- More parking
- Pedestrian crossings
- Pedestrianising high streets
- Road maintenance (e.g. pothole repair, resurfacing)
- Improving access for people with disabilities
- Improve road safety / reduce collisions
- Improve air quality
- Improving health & wellbeing
- Access for deliveries, waste collection, and blue-light services
- Encouraging greater use of public transport

Q11. Please explain why you have ordered the areas in the way that you have.

Q12. Please complete the same task, but this time rank priorities for your local area, rather than the whole of Surrey.

- Schemes to reduce pollution
- Schemes to reduce congestion
- New cycle lanes
- More parking
- Pedestrian crossings
- Pedestrianising high streets
- Road maintenance (e.g. pothole repair, resurfacing)
- Improving access for people with disabilities
- Improve road safety / reduce collisions
- Improve air quality
- Improving health & wellbeing
- Access for deliveries, waste collection, and blue-light services
- Encouraging greater use of public transport

Q13. Surrey County Council is considering introducing Active Travel schemes in certain parts of the county. Broadly speaking, what are your initial reactions to the idea?

Q14. Please list out below 5 potential benefits of active travel.

Q15. Please list any potential drawbacks or barriers to active travel below.

Active Travel Consultation Response Analysis

Q16. On balance, how positive or negative do you currently feel about the idea of active travel?

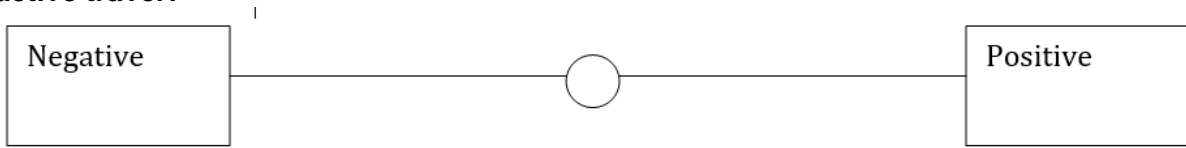


Diagram of a scale with left box as Negative and the right box as Positive

Q17. Why do you feel like that on balance?

Days 6 to 10

Q18. Please click and highlight areas on the scheme map that you have a particular query about.

Q19. Thinking of this scheme, what effect (if any) do you think it will have on the following groups of people?

- Pedestrians
- Cyclists
- Motorists
- Businesses
- Local residents
- Public transport users
- People with disabilities

Q20. What impact (if any) do you think the changes will have on the following areas?

- Safety of pedestrians and cyclists
- Public transport
- Road safety (i.e. accidents between motorists)
- Air quality

Q21. Overall how positive or negative do you feel about this scheme?

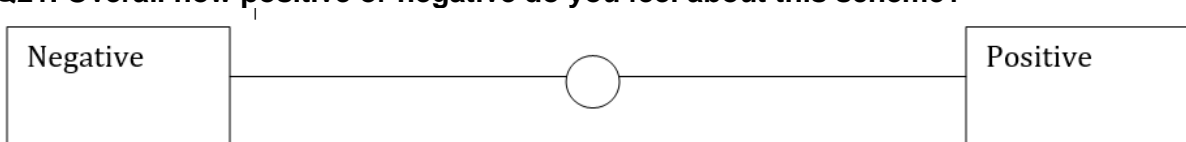


Diagram of a scale with left box as Negative and the right box as Positive

Q22. Please explain what your reasons are for feeling positive/negative about this scheme.