

## Public realm Online Survey- Summary of feedback

### **Introduction**

Guildford Borough Council conducted an online survey to inform our plans to deliver improvements to Swan Lane, Chapel Street and Castle Street as well as pedestrian safety measures for the High Street.

### **Methodology**

The online survey was launched on 7 June 2019 and closed on 3rd July 2019. The survey was promoted by social media on various platforms including council website, twitter, Facebook which received over 12,000 hits. Publicity for the survey was also amplified by local press coverage.

### **About our respondents**

A total of 403 individual responses were received from our online questionnaire. Although our questionnaire was not restricted to Guildford residents, over 90% of respondents said they lived in the Guildford, 76% of responders said they visit Guildford for shopping/ leisure interest and 72% of responders work in Guildford Town centre.

Just over 9% of responders said they would describe themselves as having a disability.

Result of the questionnaire do not represent a statistical viable representation of either Guildford population or visitors to the area, however it is still a useful feedback on general views from those living, using or impacted by the proposed scheme.

#### **1. Why is Guildford attractive**

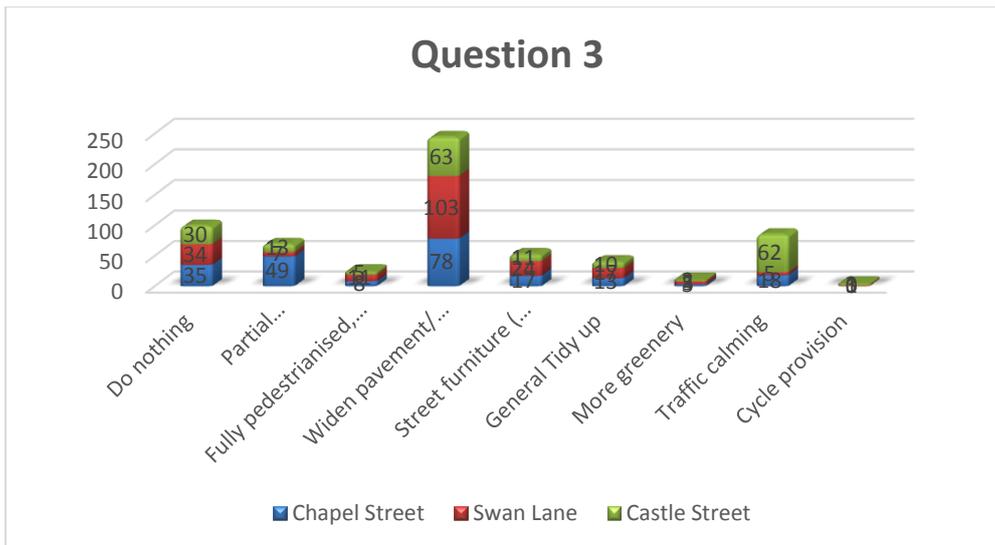
The majority of respondents (41%) considered that Guildford main attraction is its cobbled streets above the shopping retail/leisure experience which was the second most popular attraction at 30%. Interestingly, Guildford's large wealth of cultural and heritage offers only appealed to 8% of respondents and 9% of respondent stated Greenspaces were reasons that make Guildford attractive.

#### **2. How to improve our town centre**

70% of respondents felt that to make Guildford an attractive place we should use high quality or traditional materials to maintain materials used in the conservation area of the Historic Streets and 57% considered prioritising pedestrian accessibility in the town centre being important to them.

#### **3. Options to improve Swan Lane, Chapel Street and Castle Street**

Support for widening or improvement of pavements represented the most popular option from over 60% all respondents compared to 24% who said to 'do nothing' (see below). Chapel street was favoured by 12% of respondents, which was the most preferred location street to be suggested to be partially pedestrianised against 3% to do nothing. Suggestion for full pedestrianisation for all streets was lower than Partial pedestrianisation. Swan Lane should be noted is already fully pedestrianised reflected in the low support for this feedback.



#### 4. Navigation and wayfinding

Generally, nearly all (over 82% respondents) were supportive of better signage, more publicity – media and local interpretation map to improve wayfinding across town centre.

#### 5. Traffic Regulation

More than 70% of respondents stated that Traffic Regulation Order may require changing to promote pedestrianisation on both Castle Street and Swan Lane.

#### 6 Pedestrian crossing and traffic

Overwhelming majority felt that some intervention is required to address traffic issues on Castle Street whilst 16% of respondents said none is required. Redesign of the street as one way was stated as a solution by 12% of responses. Around 10% wanted traffic lights or better signage. Other suggestions included speed restrictions, roundabout, enforcement/CCTV and parking restrictions to improve road use and safety.

#### 7 Pedestrianisation and safety

Around 86% of respondents agreed that pedestrianisation should be encouraged more where possible. Whilst over 80% agreed that there should be more measures to restrict vehicular conflict with pedestrians.

#### 8. Accessibility and on street furniture

The al fresco environment created by outdoor seating was generally thought as a positive contribution to the town scape. Better restriction and regulation on outdoor seating was suggested by 17% of respondents and 14% respondents felt seating restricted access for wheelchairs, buggies and those with visual disabilities. Uneven surface, clutter and litter were noted as concerns associated from having outdoor seating along with too much commercialisation of streetscape through use of signboards.

#### 9. Priority of works

Swan Lane was proposed by 34% of respondents as primary focus for improvements. The next priority considered by respondents for improvements was Chapel Street (32%) and last was Castle Street .

There were a range of improvements suggested from listed in order of popular preference as follows: addressing uneven surface, pedestrianisation, traffic management and signage.

There was a preference for all work to be done before Christmas 2019 or to avoid the retail period peak season.

#### **10. Tunsgate**

An overall of 76% of respondents agreed that the pedestrianisation of Tunsgate was an improvement.