



GUILDFORD
BOROUGH

Corporate Plan Consultation 2018

Prepared by

SMSR
RESEARCH

Wellington House, 108 Beverley Road, Kingston-Upon-Hull, HU3 1XA

Tel: (01482) 211200 Email: info@smsr.co.uk



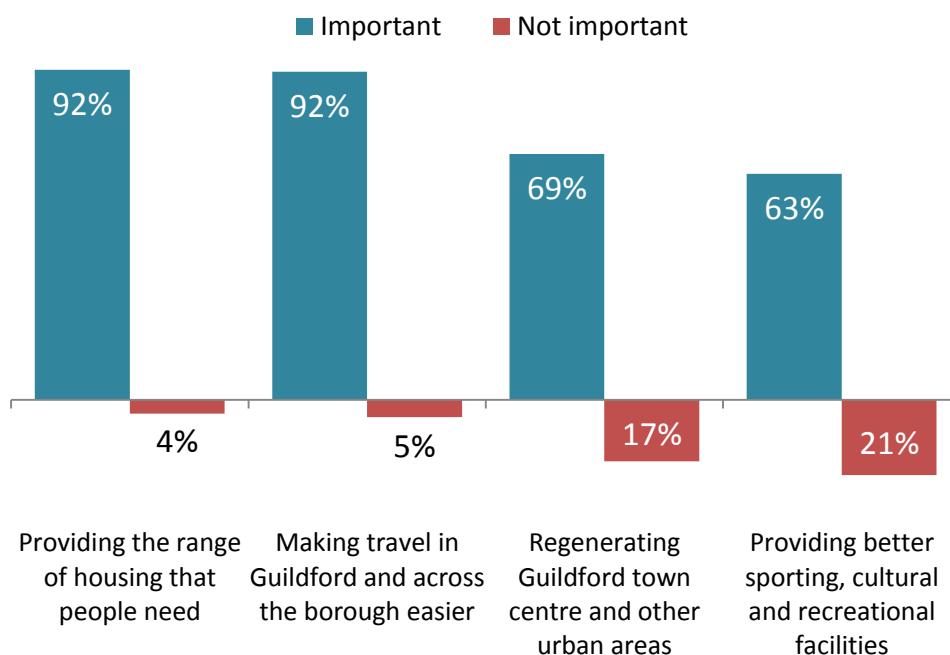
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1.0 Headline Findings

1.1 Guildford as a Place to Live

Respondents were asked to think about Guildford as a place to live and then rate how important or unimportant each of the following priorities are:



When considering the overall levels of importance for each theme in comparison, it is clear that providing the range of housing that people need and making travel in Guildford and across the borough easier are deemed as more important priorities for the borough with over 9 in every 10 attributing a level of importance to these themes. A very small percentage of residents perceived these themes as unimportant.

A fifth less considered the regeneration of Guildford town centre and other urban areas as important and around a third less the provision of better sporting, cultural and recreational facilities. Around a fifth thought that these priorities were unimportant (17% and 21% respectively).

The vast majority (92%) thought that providing the range of housing that people need was important with 6 out of 10 rating this priority as very important. A third recognised this priority as important (34%) and only a very small percentage (4%) attributing a level of unimportance overall.

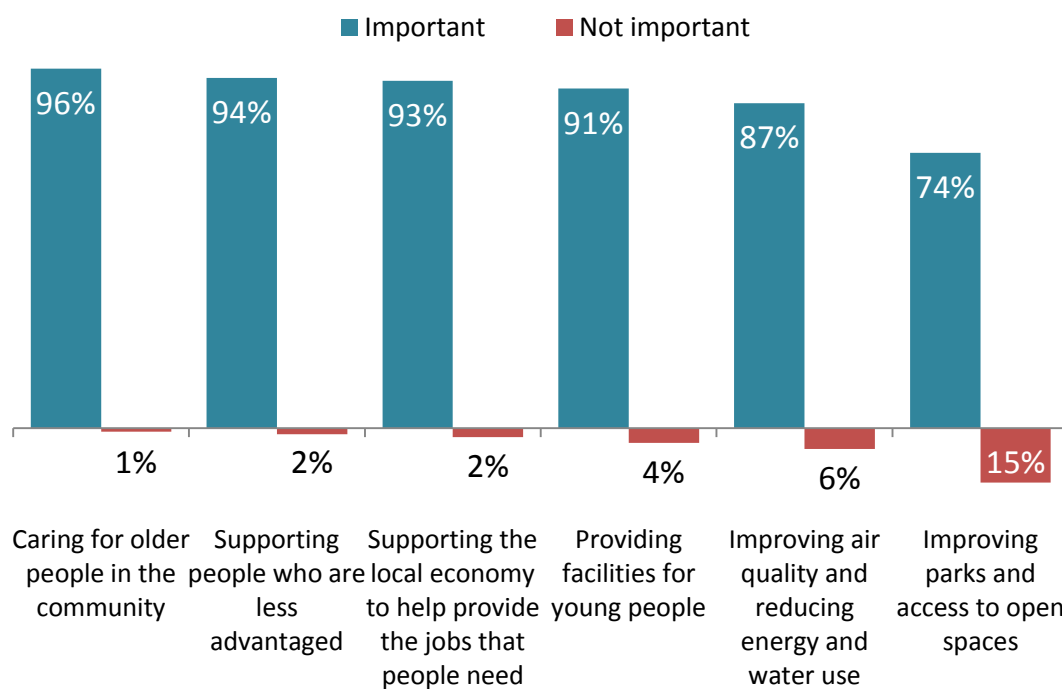
Similarly, the majority (92%) decided that making travel in Guildford and across the borough easier with around 6 out of 10 deeming this as very important and just under a third (31%) important. Only 5% thought this to be not very important with no one of the opinion that it was not at all important.

Whilst a high percentage of respondents consider regenerating Guildford town centre and other urban areas as important, fewer thought that this was important overall with a quarter deeming regeneration to be very important (26%) and two-fifths important (43%). Just under a fifth thought this priority to be unimportant to some degree, the majority of which stating not very important (15%). Around a sixth (14%) of respondents mentioned that they thought regenerating Guildford town centre and other urban areas as neither important nor unimportant.

When asked about the importance of providing better sporting, cultural and recreational facilities, 6 out of 10 responded positively with a fifth (20%) deeming the theme very important and just over two-fifths important (43%). Just under a quarter thought this theme to be unimportant (18% not very important and 4% not at all important). Around a sixth (16%) of respondents mentioned that they thought providing better sporting, cultural and recreational facilities as neither important nor unimportant.

1.2 The Local Community

Respondents were asked to think about the local community and then rate how important or unimportant each of the following priorities are:



When examining the levels of importance attributed to each community theme side by side, the highest levels of combined importance were credited to caring for older people in the community. Additionally the priorities of supporting people who are less advantaged, supporting the economy and providing facilities for young people were all considered important by over 9 out of 10 respondents. Improving air quality and reducing water use was thought of as slightly less important (87%) and the lowest levels of importance were placed on improving parks and access to open

spaces with three quarters (74%) expressing a positive opinion to this theme. Almost a fifth (15%) were of the belief that improving parks and access to open spaces was unimportant.

Over 9 in every 10 respondents were in agreement that supporting the local economy to help provide the jobs that people need was important to the borough. Half (51%) viewed this priority as very important, and slightly less considering it important (43%). A small handful of respondents considered this unimportant (2%) with 5% concluding this theme to be neither important nor unimportant.

A high level of importance was also attributed to improving air quality and reducing energy and water use with just under nine-tenths recognising this notion as important. Half (49%) thought the priority to be important and a tenth less (39%) very important. A similar percentage thought that the theme was neither important nor unimportant (7%) or unimportant (6%).

Participants acknowledged that caring for older people was an overwhelmingly important consideration when thinking about the local community with a dominant majority supporting this notion (96%). Of this percentage, three fifths (61%) thought this to be a very important priority and a third important (36%). Only 4% of respondents consulted did not feel this priority was important with 1% stating that it was unimportant.

Providing facilities for young people was recognised as an important action in the borough – drawing a positive response from over 9 out of 10 participants. The level of importance was almost identical with 46% stating very important and 45% important. A combined percentage of around a tenth declared providing facilities for young people as neither important nor unimportant (5%) and unimportant (4%).

The vast majority thought that supporting those who are less advantaged in the borough was important with, again, over 9 out of 10 providing this answer. Again, the split of respondents considering this action to be very important or important was almost identical (48% and 46% respectively). Only 1% thought that this priority was unimportant and not one respondent thought it to be not at all important. The remainder (5%) thought that this was neither important nor unimportant.

Three-quarters (74%) regarded improving parks and access to open spaces as important, just under a third considering this a very important priority (29%). Just under half (45%) said that it was important and a sixth (15%) unimportant. Just over a tenth (12%) deemed improving parks and access to open spaces as neither important nor unimportant.

1.3 Other Priorities

Respondents were offered the opportunity to provide any additional priorities they considered important within Guildford. This was recorded verbatim and collated into themes and ranked by the percentage of respondents mentioning each theme. These themes are explored, in depth, later in the report.

Theme	Number	%
Transport and infrastructure	301	51.6%
Housing	110	18.9%
Services (Health, schools, rubbish collections, etc.)	91	15.6%
Environmental / green issues	77	13.2%
Facilities (shops, sports, arts, parks, etc.)	59	10.1%
Regeneration / upkeep of the town	47	8.1%
Accessibility, inclusion and diversity	34	5.8%
Policing and safety	26	4.5%
Economy / jobs	25	4.3%
Efficiency	15	2.6%
Heritage sites and features	7	1.2%
Tourism	3	0.5%

When compared to the priorities set out in the survey, there was some crossover as respondents both offered additional priorities and reinforced those that they had been asked to rate in terms of importance. Half (51%) provided suggestions relating to transport and infrastructure which was by far the most frequent response followed by a fifth mentioning housing. Around a sixth considered services based priorities and environmental issues important (16% and 13% respectively) and a tenth (10%) thought that priorities relating to facilities were important.

2.0 Introduction

2.1 Background

Guildford Borough Council are revising and updating their Corporate Plan which will provide a robust framework to address the challenges ahead. The Council aims to balance the needs of town, villages and countryside to improve people's lives and prospects. Improving people's lives, wherever they live in the borough and developing the ways the Council work are central to delivering the Corporate Plan.

Guildford Borough Council commissioned SMSR Ltd, an independent research company, to undertake a consultation to find out the issues that most concern local residents and businesses. The aim of the research was to survey residents and stakeholders in order to produce a report and summary that provides a resource of information that will help inform the Council's work in updating the Corporate Plan.

2.2 Report Structure

Included in the report is a set of top line findings which provides quick reference to all the questions asked throughout the survey. In addition all questions have been analysed by respondent type and demographic group and any significant differences in opinion are commented on throughout the report.

It should be noted that when the results are discussed within the report, often percentages will be rounded up or down to the nearest one per cent. Therefore occasionally figures may add up to 101% or 99%.

3.0 Methodology and Sample

It was important that the methodological approach was robust and wide-reaching and therefore it was decided that a combination of methodologies would be used to ensure representation and inclusivity.

A questionnaire was jointly designed by Guildford Borough Council and SMSR Ltd, a copy of which can be found in the appendices. All versions of the questionnaire were piloted prior to the fieldwork to ensure it was easy for residents to complete and that the findings would meet the aims and objectives of the consultation.

When the questionnaire was approved an online link was produced. This link was promoted to local residents in various ways, including a link on the landing page of the Council's website. The Council also issued a press release and promoted the consultation on social media. A representative sample of 750 residents was completed via telephone methodology and completed by SMSR Ltd which included members of the Guildford Borough Council Citizens' Panel. Paper copies of the survey were also available.

In addition, a workshop was held with elected members to discuss interim findings and discuss the challenges around meeting priorities, together with identifying projects that are already in place to deliver the Corporate Plan.

3.1 Online Sample

In total 251 residents and interest groups from across the Guildford Borough took part in the consultation through means of an online survey which was promoted by the Council via its website and social media streams.

The demographic breakdown of responses was as follows:

Gender	Number	Percentage of sample
Male	110	43.8%
Female	129	51.4%
Not stated	12	4.8%

Age	Number	Percentage of sample
16-24	5	2.0%
25-34	19	7.6%
35-44	33	13.1%
45-54	62	24.7%
55-64	39	15.5%
65+	80	31.9%
Not stated	13	5.2%

Ethnicity	Number	Percentage of sample
White	218	86.9%
BME	33	13.1%
Not stated	0	0%

Postcode	Number	Percentage of sample
GU1	43	17.1%
GU2	50	19.9%
GU3	19	7.6%
GU4	23	9.2%
GU5	2	0.8%
GU7	1	0.4%
GU10	4	1.6%
GU12	42	16.7%
GU23	3	1.2%
KT11	2	0.8%
KT24	4	1.6%
RH5	1	0.4%
Outside Guildford	11	4.4%
Not stated	46	18.3%

Which best describes you:	Number	Percentage of sample
Live in the borough	214	85.3%
Work in the borough	26	10.4%
Visitor	1	0.4%
Business representative	3	1.2%
Resident association representative	0	0.0%
Community group representative	4	1.6%
Parish council representative	4	1.6%
Studying in the borough	0	0.0%

3.2 Telephone Sample

In total 750 residents from across the Guildford Borough took part in the telephone consultation which included members of the Guildford Borough Council Citizens' Panel. A representative sample was designed based on the population of the borough using census figures provided by the Office of National Statistics. This provides an evidence base with 95% confidence and a +/-3.6% error margin.

The demographic breakdown of responses was as follows:

Gender	Number	Percentage of sample
Male	361	48.1%
Female	381	51.9%
Not stated	0	0%

Age	Number	Percentage of sample
16-24	124	16.5%
25-34	114	15.2%
35-44	135	18.0%
45-54	120	16.0%
55-64	107	14.3%
65+	150	20.0%
Not stated	0	0%

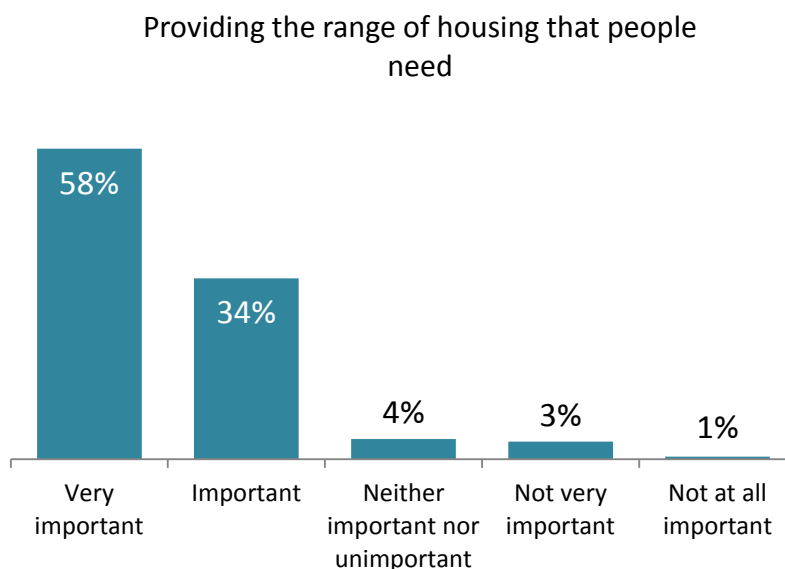
Ethnicity	Number	Percentage of sample
White	676	90.1%
BME	66	8.8%
Not stated	8	1.1%

Postcode	Number	Percentage of sample
GU1	237	31.6%
GU2	149	19.9%
GU3	65	8.7%
GU4	86	11.5%
GU5	21	2.8%
GU7	2	0.3%
GU10	15	2.0%
GU12	78	10.4%
GU23	27	3.6%
GU24	14	1.9%
KT11	1	0.1%
KT24	52	6.9%
RH5	3	0.4%
Not stated	0	0%

Which best describes you:	Number	Percentage of sample
Live in the borough	735	98.0%
Work in the borough	165	22.0%
Visitor	0	0.0%
Business representative	2	0.3%
Resident association representative	0	0.0%
Community group representative	1	0.1%
Parish council representative	1	0.1%
Studying in the borough	1	0.1%

4.0 Findings

4.1 Guildford as a Place to Live



Nearly three-fifths (58%) felt that providing the range of housing that people need is very important, with a further third (34%) that felt it was important. Only 4% felt this was not important; 3% that said it was not very important and 1% that said it was not at all important.

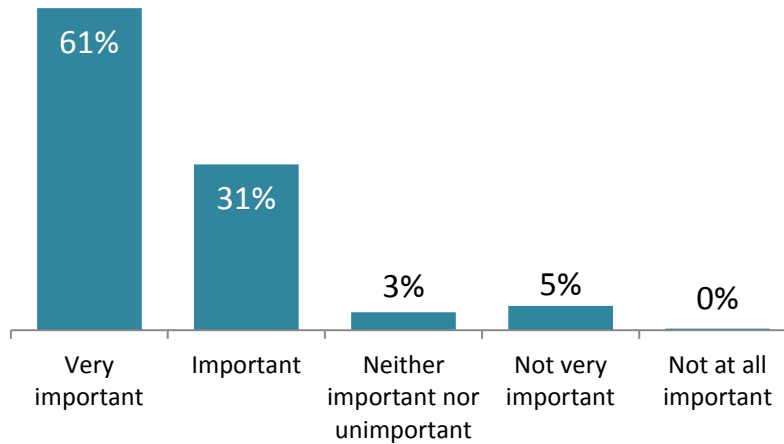
Females placed more importance on providing a range of housing that people need than males, with 94% of females that felt this was important compared to 91% of males. Respondents in education or training (97%), those employed in a part-time job (95%) and those not currently working or unemployed (94%) tended to place more importance on this than those in full-time employment (91%).

BAME respondents (87%) and respondents with a disability (90%) put less importance on providing a range of housing that people need when compared to those without a disability and white respondents (both 93%).

Respondents living within the GU2 postcode (95%) placed the highest importance on the need to provide housing that a range of people need, whereas those in GU12 (91%) and KT24 (89%) placed the lowest levels of importance on this aspect.

Respondents who conducted the interview over the telephone (94%) were more likely to feel it was important to provide a range of housing that people need compared to those that completed the survey online (87%).

Making travel in Guildford and across the borough easier



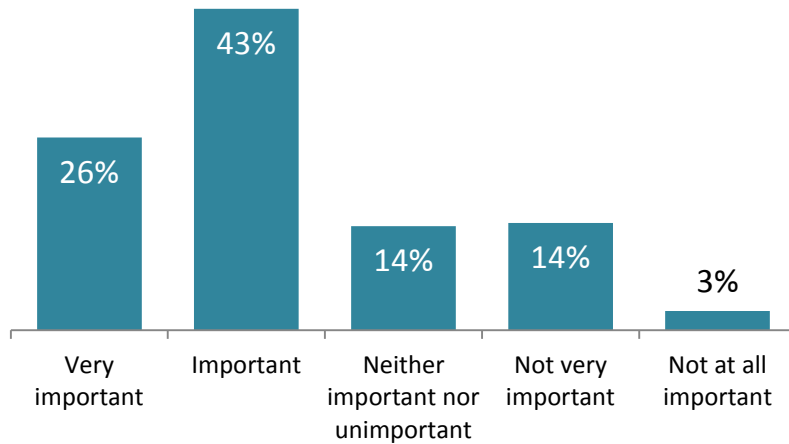
Over nine-tenths (92%) felt that making travel in Guildford and across the borough easier was important overall; 61% that felt this was very important and 31% that felt it was important. Only 5% felt that was not important.

Females (93%) tended to place more importance than males (91%) that travel should be made easier in Guildford and across the borough. Just under 9 in 10 of those aged 16 to 24 (87%) and 65 to 74 (87%) felt making travel easier was important, whereas 97% of those aged 45 to 54 and 94% of those aged 35 to 44 and 55 to 64 felt making travel in Guildford and the borough easier was important.

Self-employed respondents (98%) and those employed in a part-time job (95%) were more inclined to feel that making travel in Guildford and the borough easier was important when compared to those in education or training (88%), those not currently working (88%) and retired respondents (89%). BAME respondents (96%) placed a higher than average amount of importance on this, whereas respondents with a disability (90%) indicated lower than average levels of importance.

Respondents that live within the GU3 postcode (95%) were a tenth more likely than respondents living in the GU4 postcode (86%) to say that it was important to make travel in Guildford and across the borough easier. Those that completed the survey online (95%) were also more likely than those that did the survey over the telephone (91%) to say that making travel easier is important.

Regenerating Guildford town centre and other urban areas



Over two-thirds (69%) said that regenerating Guildford town centre and other urban areas was important to a degree, with just over a quarter (26%) that said this was very important. Just less than a fifth (17%) said this was either not very or not at all important with slightly less (14%) stating that it was neither important nor important.

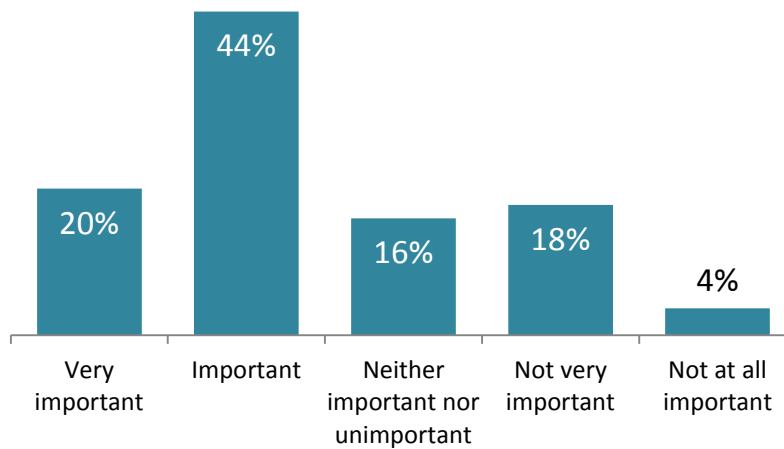
Males (70%) were more likely to have said regenerating Guildford town centre and other urban areas was important when compared to females (67%). Over three-quarters (77%) of those aged 45 to 54 felt that the regeneration of the town centre and other urban areas was important to them, whereas younger respondents placed less importance on this with only 55% of those aged 16 to 24 and 62% of those aged 24 to 35 that said this was important.

Those in education or training (61%) and those not currently working (58%) placed lower levels of importance on regeneration compared to the self-employed (71%), those in full-time employment (71%) and those doing something else (73%). Both BAME respondents (59%) and those with a disability (65%) expressed lower levels of importance on regenerating Guildford town centre and other urban areas.

Those living in GU2 (75%) and GU4 (72%) postcodes more frequently said regeneration of Guildford town centre and other urban areas was important to them, whereas those living in GU3 (66%), GU12 (66%) and GU23 (50%) less frequently said regeneration was important to them.

Respondents who completed the survey online (74%) were more likely than those that completed the survey over the telephone (67%) to say that regenerating the town centre and other urban areas was important.

Providing better sporting, cultural and recreational facilities



Over three-fifths (64%) said that providing better sporting, cultural and recreational facilities was important to some degree; a fifth (20%) stating it was very important and 44% important. Over a fifth (22%) said that sporting, cultural and recreational facilities are not important to them (18% not very and 4% not at all) with slightly less (16%) mentioning it was neither important nor unimportant.

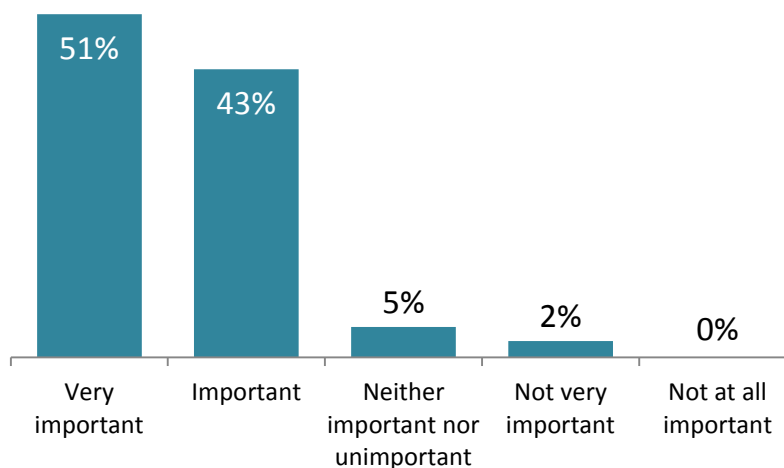
Younger respondents tended to place higher levels of importance on the provision of sporting, cultural and recreational facilities with over two-thirds of those aged 16 to 24 (70%) and 35 to 44 (70%) that said this was important to them. Older respondents indicated lower levels of importance to this with 56% of those aged 65 or over that felt that provision of better sporting, cultural and recreational facilities was important.

Those not currently working or unemployed (78%) and those in education or training (70%) were more inclined to place importance on better sporting, cultural and recreational facilities when compared to retired (57%) and self-employed (59%) respondents. Three-quarters of respondents with a disability (75%) felt that providing better sporting, cultural and recreational facilities was important to them.

Those living in GU1 (68%) and GU12 (66%) more frequently said that sporting, cultural and recreational facilities was important to them, whereas those living in GU3 (56%), GU23 (57%) and KT24 (54%) less frequently felt this was important to them. Those completing the interview by telephone (64%) placed a higher level of importance on providing better sporting, cultural and recreational facilities than those that completed the survey online (59%).

4.2 The Local Community

Supporting the local economy to help provide the jobs that people need



Over nine-tenths (94%) felt that supporting the local economy to help provide the jobs that people need was important to some level with over half (51%) that felt it was very important. Only 2% said this was not very important; no respondents said it was not at all important.

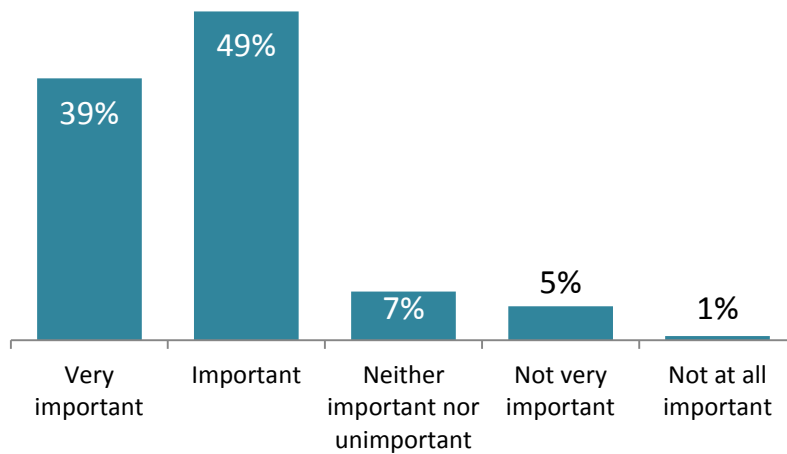
Female respondents placed greater importance on this factor than male respondents, with 95% of females that felt supporting the local economy was important compared to 92% of males. Those aged 16 to 24 (95%) and 35 to 44 (96%) placed the highest level of importance on the need to support the local economy; whereas those aged 55 to 64 (91%) placed the lowest level of importance on this.

Respondents in part time employment (95%) more frequently stated that it was important to support the economy to help provide jobs that people need, followed closely by those in full-employment and those not in employment (both 94%). Self-employed respondents (90%) less frequently stated that supporting the economy was important to them.

BAME respondents (94%) placed a higher than average level of importance on the need to support the local economy, whereas those with a disability (90%) were less inclined to have said that this was important to them.

Respondents living in GU1 (95%) were most likely to have felt this was important, with those living in GU4 (90%) and KT24 (91%) the least likely to feel that supporting the local economy was important. Those that took part in the survey over the telephone (94%) placed more importance on the need to support the local economy to help provide the jobs that people need compared to those that completed the survey online (90%).

Improving air quality and reducing energy and water use



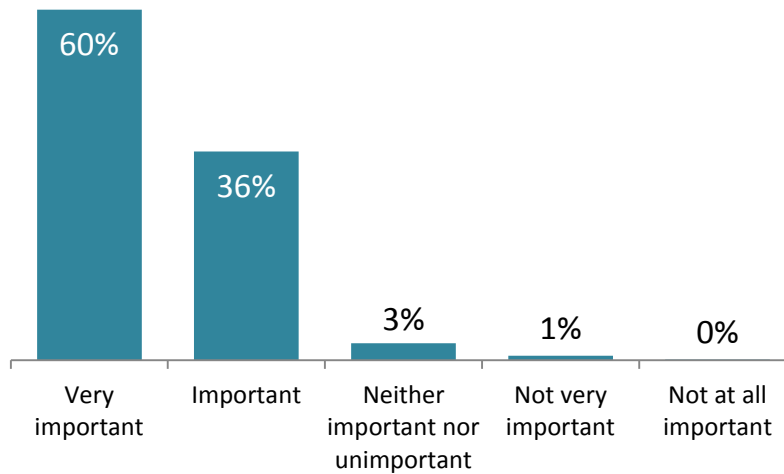
Just under nine out of every ten (87%) said that it was important overall to improve the air quality and reduce energy and water use, with over a third that said it was very important (38%) and around half that said it was important (49%). Only 6% said this was not important to them, with slightly more that said it was neither important nor unimportant (7%).

Females placed more importance on this than males with nine-tenths of females that felt improving air quality and reducing energy and water use was important compared to 84% of males. Those aged 35 to 44 placed the highest level of importance on this factor (92%), whereas those aged 16 to 24 (84%) and 45 to 54 (85%) placed the lowest levels of importance on this.

Respondents that were not currently working or were retired (both 84%) tended to place less importance on the need to improve air quality and reduce energy and water use compared to those in education or training and retired respondents (both 88%). BAME respondents placed high levels of importance on this aspect (91%), whereas those with a disability (86%) did not think that this was as important.

Those living in GU1 (89%), and GU12 (93%) more frequently said that improved air quality and reduced energy and water use was important to them, however, those living in GU3 (73%) and GU23 (83%) did not place as much importance on this. Respondents who completed the survey online (82%) were less likely to have said that improving air quality and reducing energy and water use was important compared to those who took part in the survey on the telephone (89%).

Caring for older people in the community



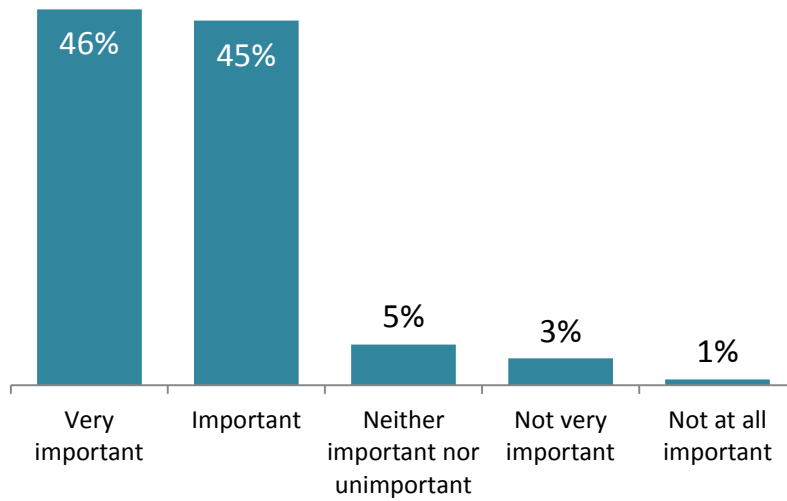
The vast majority (96%) felt that caring for older people in the community was important overall. Three-fifths (60%) felt this was very important with a further 36% that said it was important. Only 1% said it was not very important and no respondents said it was not at all important.

Females (98%) placed more importance on the need to care for older people in the community when compared to males (95%). Respondents aged 16 to 24, 35 to 44 and 55 to 64 (all 98%) placed the highest level of importance on caring for older people, whereas those aged 45 to 54 (93%) less frequently said this was of importance to them.

All respondents that were self-employed or doing something else and 98% of those not currently working felt that caring for older people in the community was important, whereas 95% of those in full-time employment said this was important to them.

Respondents living in GU12 (98%), GU23 (100%) and KT24 (98%) more frequently expressed importance in caring for older people, with those living in GU3 (95%) and GU4 (95%) less frequently stating this was important. Those that completed the survey online (91%) were less likely to have said caring for older people in the community was important to them compared to those that completed the survey over the telephone.

Providing facilities for young people



Over nine-tenths (91%) stated that providing facilities for young people was important to some degree; 46% that felt it was very important and 45% that felt it was important. Only 4% said this was not important; 5% said it was neither important nor unimportant.

Females (94%) placed more importance on the provision of facilities for young people than males (88%). Those aged 35 to 44 tended to place a higher level of importance on providing facilities for young people (95%), compared to those aged 45 to 54 (90%) and those over 65 (88%).

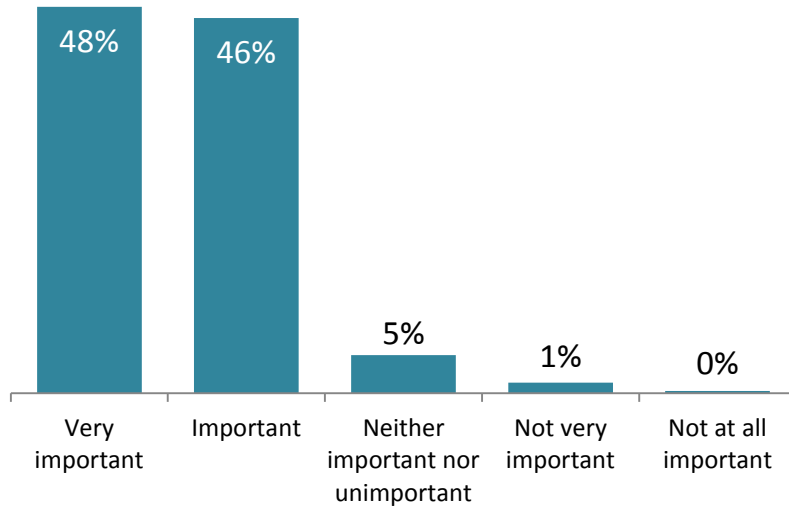
Respondents that were in full-time employment (93%), self-employed (93%) or doing something else (92%) more frequently stated it was important to provide facilities for young people, whereas retired respondents (89%) less frequently stated this was important.

BAME respondents were more likely to have placed importance on this (94%); however, those with a disability were less likely to have said that it was important to provide facilities for young people (88%).

Respondents living in GU1 (93%) and GU12 (95%) more frequently said it was important to provide facilities for young people, whereas those living in GU2 (89%) and GU3 (85%) less frequently placed importance on this factor.

Those who took part in the survey over the telephone (93%) placed more importance on the provision of facilities for young people when compared to those that completed the survey online (84%).

Supporting people who are less advantaged



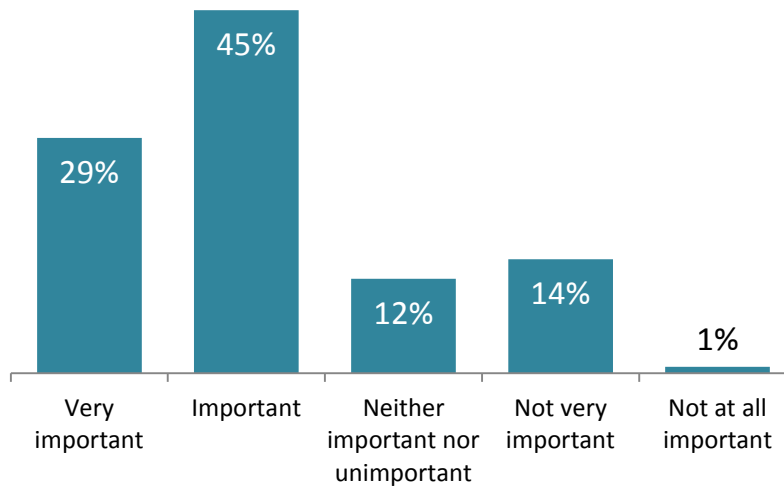
Over nine-tenths (94%) felt that supporting people who are less advantaged was important overall, with 48% that said it was very important and slightly less that felt it was important (46%). Only 1% said it was not important to support people who are less advantaged.

Males (91%) tended to indicate lower levels of importance than females (96%) that people less advantaged should be supported. Younger respondents tended to place higher levels of importance on this as 96% of those aged 16 to 24 and 35 to 44, and 95% of those aged 24 to 34 felt it was important to support those less advantaged, whereas 91% of those aged 45 to 54 and 92% of those aged 65 and over felt this was important.

Those in part-time employment (97%), not working or unemployed (98%) or doing something else (96%) indicated higher importance for supporting those less advantaged than self-employed (90%) and retired (93%) respondents did. Respondents with a disability (96%) placed a higher than average level of importance on the need to support people who are less advantaged, whereas BAME respondents (91%) placed a lower level of importance on this.

Those living in GU12 (97%) and GU23 (100%) were more likely to have said that it was important that people who are less advantaged are supported compared to those living in GU3 (91%). Respondents who completed the survey over the telephone (96%) were nearly a tenth more likely than those who took part in the survey online (87%) to have said it is important to support people who are less advantaged.

Improving parks and access to open spaces



Nearly three-quarters (74%) said improving parks and access to open space was important overall; 29% that felt it was very important and 45% that said it was important. Over a tenth (12%) felt it was neither important nor unimportant, with slightly more that felt this was not important to some degree (15%).

Over three-quarters of females (78%) stated it was important to improve parks and access to open spaces, nearly a tenth higher than males (69%). Older people were less inclined to think this was important as only 64% of those aged 55 to 64 and 67% of those aged 65 and over stated that improving parks and open spaces was important to them. Over three quarters of those aged between 16 and 54 felt improving parks and open spaces was important, with those aged 35 to 44 (81%) indicating the highest levels of importance.

Respondents in full-time employment (79%), those not currently working or unemployed (77%) and those doing something else (77%) more frequently said it was important to improve parks and access to open spaces, whereas retired respondents (66%) less frequently felt this was important.

Both BAME respondents (76%) and those with a disability (77%) indicated higher than average levels of importance that parks and access to open spaces should be improved.

Those living in GU1 (76%) and GU12 (88%) tended to place a higher level of importance in the need to improve parks and access to open spaces compared to those living GU3 (60%), GU23 (67%) and KT24 (67%). Respondents that completed the survey online (78%) more often said that it was important to improve parks and access to open spaces compared to those that completed the survey over the telephone (72%).

4.3 Other Priorities

Respondents were given the opportunity to provide additional priorities which they deemed important as part of the consultation. The open responses were grouped into overarching themes which are displayed in the table below.

Theme	Number	%
Transport and infrastructure	301	51.6%
Housing	110	18.9%
Services (Health, schools, rubbish collections, etc.)	91	15.6%
Environmental / green issues	77	13.2%
Facilities (shops, sports, arts, parks, etc.)	59	10.1%
Regeneration / upkeep of the town	47	8.1%
Accessibility, inclusion and diversity	34	5.8%
Policing and safety	26	4.5%
Economy / jobs	25	4.3%
Efficiency	15	2.6%
Heritage sites and features	7	1.2%
Tourism	3	0.5%

Of those who provided additional comments, over half (51%) said that priorities relating to transport and infrastructure were important, both reinforcing aspects of the priorities set out in the survey together with further suggestions. This theme clearly stands out against all other themes with the next most frequent answer being housing, which around a fifth (19%) cited as a priority.

Around a sixth (16%) said that priorities relating to services were important and around a tenth thought that the Council should consider environmental and facilities when devising priorities (13% and 10% respectively).

Each theme was broken down further into specific priorities – which are set out in the following tables in order of frequency and provides a deeper insight into the qualitative aspect of the research.

Theme: Transport and infrastructure	Number	%
Road Improvement (inc. potholes)	106	18.3%
Improve public transport	79	13.6%
Traffic management/infrastructure	75	12.9%
Traffic congestion	57	9.8%
Parking	34	5.9%

Theme: Housing	Number	%
Affordable housing	37	6.4%
Housing for specific people (eg young, elderly, homeless)	31	5.3%
A balance of housing. Don't overdevelop	22	3.8%
Housing (unspecified)	15	2.6%
Build more housing	8	1.4%

Theme: Services	Number	%
Improvements to education	40	6.9%
Better access to medical services	25	4.3%
Support for those who need it the most	17	2.9%
Improve recycle collection	17	2.9%
Access to adequate services/facilities	7	1.2%

Theme: Environmental / green issues	Number	%
Control development	36	6.2%
Improve air quality/pollution	18	3.1%
Improve litter/maintenance	16	2.8%
Involve residents	3	0.5%
Build on some of the green space	1	0.2%

Theme: Facilities	Number	%
Increase / improve retail	22	3.8%
More things for the younger generation	16	2.8%
Adequate facilities to meet needs of the population	11	1.9%
Maintain / update facilities	7	1.2%
More art related facilities	5	0.9%

Theme: Regeneration / upkeep of the town	Number	%
Regeneration of Guildford in general	28	4.8%
Regeneration specific buildings	6	1.0%
Improvement of pavements	5	0.9%
Improve cleanliness	3	0.5%
Better use of areas	2	0.3%

Theme: Accessibility, inclusion and diversity	Number	%
Improvements for vulnerable people	12	2.1%
Engage with residents	10	1.7%
More diversity / equality	5	0.9%
Improve facilities for the less advantaged	3	0.5%
Easier access	2	0.3%

Theme: Policing and safety	Number	%
Increase or maintain police visibility	10	1.7%
Safety needs improving	9	1.6%
Reduce crime and ASB	4	0.7%
Improve facilities for the less advantaged	3	0.5%
Easier access	2	0.3%

Theme: Economy / jobs	Number	%
Lower the rates for businesses	6	1.0%
Adjust costs to help the residents	5	0.9%
Liaise with residents	4	0.7%
More events/facilities to improve the economy	2	0.3%
Increase the rates	1	0.2%

Theme: Efficiency	Number	%
Improve financial efficiency	8	1.4%
Improve planning/initiatives	8	1.4%
More money from the government	2	0.3%
Decrease council tax	2	0.3%
More community involvement/information	2	0.3%

Theme: Heritage sites and features	Number	%
Maintaining the aesthetic of the town	7	1.2

Theme: Tourism	Number	%
Increase tourism by making it pedestrian friendly	1	0.2%
Increase facilities for tourism	1	0.2%
Protect green spaces	1	0.2%

5.0 Councillor Workshop

5.1 Summary

In addition to the survey phase of the consultation, SMSR Ltd. delivered a presentation for Councillors to explore the priorities and any key aspects that may be required for consideration. A two hour session was held in the council chamber, Millmead House, Guildford on 27th March 2018. As part of the workshop, interim results were presented to Councillors who were given the opportunity to discuss the findings and then provide feedback on the challenges involved in delivering priorities, additional priorities relevant to their ward and identify current and future projects that may help Guildford Borough Council deliver the Corporate Plan.

Following the presentation of the interim results, Councillors were broadly in agreement that the priorities set out in the survey were important. Discussion amongst the group explored how the priorities were identified for the research and a possible need to test additional priorities which underpin the Corporate Plan. The methodology and sample were also discussed including the promotion of the consultation. Councillors were satisfied that the completed sample was to be representative of Guildford Borough and the methodology was robust, and that residents had been given adequate opportunities to participate in the survey process. A central topic of conversation following the presentation involved the notion that most respondents would find the priorities important. Given that council budgets are finite, the questions do give some indication of what residents feel is important, even if not ranked in order of importance.

Additionally, a small number of Councillors raised a concern that due to the four priorities which were explored within the consultation, borough residents may not have had opportunities to introduce their own priorities. Councillors were assured that respondents were given the opportunity to have their say on additional priorities not included in the quantitative section of the survey and the themes were discussed. It was reinforced that the 'open-box' (free text) section of the consultation, in which residents had had an unrestricted opportunity to identify their perceived priorities mirrored the priorities tested in within the quantitative consultation. It was agreed that the headline themes identified within the open boxes/ free text were required to be broken down further and investigated as the themes were broad given the interim nature of the results at that time. Additional priorities mentioned by the group included:

- Protection and preservation of the environment as a whole. The plan mentions sustainability of green space, however, green space is sustainable by its nature.
- Heritage features should be preserved (museum / castle etc.) to maintain Guildford's identity. It should not become just another 'pillar' of London.
- Heritage features should be preserved but a balance has to be sought so that the economy can still grow including infrastructure and housing.

- Momentum should be built regarding green issues – steps such as reducing plastic at the Council should be taken to show leadership in change.
- Innovation needs to be used to improve services and applies to each theme in the questionnaire. Guildford is a centre of digital innovation and this expertise should be used to address issues.

6.0 Appendix

6.1 Questionnaire

Guildford Borough Council

Corporate Plan Survey 2018

We are revising and updating our Corporate Plan and would like to find out what you think is important for our borough's future.

What is our Corporate Plan?

Our Corporate Plan provides a robust framework to address the challenges ahead. We want to balance the needs of town, villages and countryside to improve people's lives and prospects. Improving people's lives, wherever they live in our borough, and developing the ways we work are central to delivering our Corporate Plan.

We want to find out the issues that most concern local residents and businesses. Your feedback will help inform our work in updating our Corporate Plan.

Q1 From the following list, please tell us which best describes you:

- Live in the borough
- Work in the borough
- Visitor
- Business representative
- Resident association representative
- Community group representative
- Parish council representative
- Other - please say

Please specify other

Q2 When thinking about Guildford as a place to live, how important do you think each of the following priorities are?

	Very important	Important	Neither important nor unimportant	Not very important	Not at all important
Providing the range of housing that people need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making travel in Guildford and across the borough easier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regenerating Guildford town centre and other urban areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing better sporting, cultural and recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 Now thinking about the local community, how important do you think each of the following priorities are?

	Very important	Important	Neither important nor unimportant	Not very important	Not at all important
Supporting the local economy to help provide the jobs that people need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving air quality and reducing energy and water use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caring for older people in the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing facilities for young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting people who are less advantaged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving parks and access to open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 Please let us know if there are any other priorities that you think are important for the borough's future.

About you

We don't want anyone to miss out or be disadvantaged because of the way we work, and we try hard to make sure this doesn't happen. If you are not comfortable answering any of the following questions, you don't need to, but it would be very helpful if you do.

The information you provide will be treated in the strictest confidence.

Q5 Are you...?

- Male
- Female
- Prefer not to say

Q6 To which of the following age groups do you belong?

- 16-24
- 24-35
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

Q7 Which of these activities best describes what you are doing at present?

- Employee in full-time job (30 hours or more a week)
- Employee in part-time job (under 30 hours a week)
- Self-employed
- In full-time or part time education or training
- Not working or unemployed (including if on long term sickness or disability or looking after home or family)
- Retired
- Doing something else
- Prefer not to say

Q8 Please could I take the first part of your postcode?

Q9 To which of these groups do you belong?

- White - British
- White - Irish
- White - Other
- White - Gypsy or Traveller
- Mixed - White and Black Caribbean
- Mixed - White and Black African
- Mixed - White and Asian
- Mixed - Other Mixed
- Asian or Asian British - Indian
- Asian or Asian British - Pakistani
- Asian or Asian British - Bangladeshi
- Asian or Asian British - Chinese
- Asian or Asian British - Other Asian
- Black or Black British - Caribbean
- Black or Black British - African
- Black or Black British - Other Black
- Any other ethnic group
- Prefer not to say

Q10 The Equality Act 2010 defines a disability as, 'A physical or mental impairment that has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities'.

In this definition, long term is taken to mean more than 12 months and would cover long term illness such as cancer and HIV or mental health problems.

Are your day to day activities limited because of any long-term disability?

- Yes
- No
- Prefer not to say

Thank you for completing this questionnaire